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RHB FOUNDATION SHOWCASES LOCAL TALENTS THROUGH “ART WITH HEART” EXHIBITION

Kuala Lumpur - RHB Foundation in collaboration with RHB Premier recently hosted its inaugural *Art with Heart Exhibition*, to showcase more than 50 artworks by new and emerging home grown artists at the National Visual Art Gallery here. The Exhibition kicked off with its Special Preview Night for RHB’s valued customers and business partners on 16 November, and opened its doors for public viewing from 17 November till 25 November, this year. The exhibition themed “Images of Life” showcased one (1) Guest Artist and 10 featured artists who were selected for their unique talent.

With art gradually emerging as a new asset class for the well-diversified portfolio, collectors are increasingly interested in acquiring the work of young and emerging contemporary artists. In line with this, the Art with Heart Exhibition, provides RHB’s valued customers and business partners with a lifestyle proposition to invest in this unique asset class by introducing them to rising talents in the art industry.

“RHB is carving a path for the public and affluent communities to support worthy causes. We are convinced that art can build community spirit and enrich lives far beyond the artist’s studio. Against this backdrop, we are pleased to be able to contribute towards the flourishing art industry in the country through this exhibition,” said Dato’ Khairussaleh Ramli, Group Managing Director for RHB Banking Group.

Dato’ Khairussaleh who is also the chairman of RHB Foundation added that every artwork sold will not only benefit the artists, but 10% of the proceeds will also be channelled to charitable organisations identified through the RHB Foundation.

The *Art with Heart Exhibition* stemmed from the idea of wanting to create a platform for the local art community, especially talented and up and coming artists, to share their creative ideas, expressions and memories through visual images with RHB's valued customers and the public.

Promoting Arts and Culture is one of the key pillars under the RHB Foundation. The RHB Foundation was set up in December 2015, to further pursue and expand RHB's Corporate Responsibility initiatives for the community.

Under this pillar, RHB's aim is to preserve, share and promote creative arts to generate awareness and appreciation for local emerging creative artists and their works. This initiative is in tandem with the increasing interest in arts and the growth in young and emerging art practitioners due to the availability of numerous art and creative programmes in Malaysian institutions of higher learning.

The exhibition will feature special Guest Artist, Suhaimi Fadzir who specialises in Installation Art. The list of artists for the exhibition include young and emerging artists like Azizul Nasir, Chok Yue Zan, Choong Soon Leong, Marisa Ng and Koon Yean Ni who have been making waves in the local art scene; and talents who've garnered followings for their brand of arts, the likes of Dennis Chan, Nizar Kamal Ariffin, Shima, Mohammed Zaki Zakaria and Hasni Dan.

Visitors at the *Art with Heart Exhibition* can expect to see different styles and techniques of artwork from representational, semi abstract, abstract expressionism, folk inspired paintings to contemporary art. The *Art with Heart Exhibition* will be held on 17 to 25 November from 10.00am to 6.00pm daily at the National Visual Art Gallery, located at Jalan Temerloh off Jalan Tun Razak.

RHB Premier is exclusively designed to reward the affluent segment of RHB's customers and their loved ones with privileges that put them first.

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Operations, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises Corporate Banking, Investment Banking, Client Coverage, Group Treasury & Global Markets, Asset Management and Private Equity. All the seven business pillars are offered through the Group's main subsidiaries - RHB Bank Berhad, RHB Investment Bank Berhad, RHB Islamic Bank Berhad and RHB Insurance Berhad, while its asset management and unit trust businesses are undertaken by RHB Asset Management Sdn. Bhd. and RHB Islamic International Asset Management Berhad. The Group's regional presence now spans ten countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong, Vietnam, Lao PDR and Myanmar. It is RHB Banking Group's aspiration to continue to deliver superior customer experience and shareholder value; and to be recognised as a Leading Multinational Financial Services Group.