

AKHMAL ASYRAF'S UNIQUE ART TO "HARMONIZE" WITH OCBC AL-AMIN XPRES BRANCH AT AMPANG PARK LRT

KUALA LUMPUR, 26 May 2014 – OCBC Al-Amin Bank Berhad (OCBC Al-Amin) has linked arms with up-and-coming artist Akhmal Asyraf to have his *Harmonize* collection of mixed media Pop art displayed on the walls of the Bank's Ampang Park LRT branch.

Akhmal's mixed media works from the *Harmonize* collection, including the eye-catching *There Are Some Remedies* and *Mesmerize*, are on display at the exhibition area inside the branch and on the outside walls as well.

According to Seremban-born Akhmal his works are based on his own reflections on, and experiences of, the rapid development around him. His works involve recycled materials that are re-fashioned into intriguing pieces of art including mixed media collage on wood with elements of Pop styles.



Akhmal Asyraf explaining his work of art to Director & CEO of OCBC Al-Amin Syed Abdull Aziz Syed Kechik and Head of Consumer Financial Services of OCBC Al-Amin, Dzulkiy Aminuddin

“I’m thrilled at the opportunity to have my works displayed at a high traffic area like the *OCBC Al-Amin Xpres* branch at the Ampang Park LRT station. My deepest gratitude to OCBC Al-Amin for making this possible,” said the 26-year-old UiTM graduate of fine arts.

Commenting on the collection, OCBC Al-Amin’s Head of Consumer Financial Services, Dzulkifly Aminuddin said what is particularly exciting about this collaboration is the opportunity it affords for the Bank to provide aspiring young artists like Akhmal a creative outlet to display their art for the masses, especially young working adults.

“We’re happy to make this connection. Akhmal’s strength lies in his ability to imbue meaning based on current social realities while tracing Pop art in the highly individualised fashioning of each piece. His attention to detail is so great that you can almost imagine being whisked away to the good old days when life was simple and advertising was still in its infancy. In the old days when computers were not the mainstream means of communication, artists were employed to draw and paint advertisements, instead of relying on computer-generated images and special effects in ways many advertising companies do today,” he said.

Dzulkifly added that the Bank is seeking to reach out to more young working adults and youth through its *OCBC Al-Amin Xpres* branches and one of the ways is through visually attractive paintings such as Akhmal’s.

“On the business front, we expect our approach to banking at *OCBC Al-Amin Xpres* to resonate with young working adults, especially working professionals, who are looking for simplicity and convenient locations at which to do their banking even outside regular banking hours,” he said.

OCBC Al-Amin Xpres was launched in 2012, the latest addition being the one at the Ampang Park LRT which opened in June 2013.

Recognisable by the *Xpres* sign, the *OCBC Al-Amin Xpres* branches thrive on a self-service platform where customers are empowered to perform banking transactions themselves. They come equipped with ATMs, cash deposit machines, EPF kiosks and other conveniences. In addition, there is round-the-clock security.

Branch staff are available at all times to assist with transactions requiring human interaction, such as for account openings and applications for financing and wealth management products.

Among the products available are the popular Manarat Home-i Financing (home financing), Cash-i (personal financing), Wafi-i (current account) and i-Great Bakti (takaful).

About OCBC Bank

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It was ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012.

OCBC Bank and its subsidiaries offer a broad array of specialist financial and wealth management services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of over 450 branches and representative offices in 17 countries and territories, including more than 330 branches and offices in Indonesia that are operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which continued to gain industry recognition in 2011 including being voted "Outstanding Private Bank in Asia Pacific" in 2013 by Private Banker International.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

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