



8 NOVEMBER 2021

RHB LAUNCHES GOLDEN WISDOM FOR AFFLUENT CLIENTS

The RHB Premier's Golden Wisdom brand campaign infuses Chinese art as a reflection of its wealth management approach to attract affluent Malaysian Chinese customers

Kuala Lumpur – RHB Premier Banking is taking an artistic approach in the form of Chinese art, reflective of its wealth management philosophy in its recently launched *Golden Wisdom* brand campaign.

Golden Wisdom showcases the intricate ideologies of Chinese art to appeal and inspire affluent customers on sound wealth management. In conjunction with the launch of the brand campaign, RHB Premier will be featuring its first-ever brand film that captures the RHB Premier approach in adapting the centuries-old Chinese philosophy that tomorrow's wealth is progressed by yesterday's wisdom.

The brand film entitled "Golden Wisdom" features two renowned custodians of Chinese art – traditional calligrapher Ong Chia Koon and contemporary visual artist Jaemy Choong, encapsulating RHB Premier's application of traditional financial wisdom in managing customer wealth in today's modern market conditions. This documents a unique combination of the two distinctly different artists in both background and artistic method, in co-creating magnificent works of art.

"*Golden Wisdom* has been a very exciting project for us. As the first brand initiative for RHB Premier it is imperative that we clearly establish RHB Banking Group's approach to wealth management — using the traditional wisdom gained from our extensive experience in managing wealth to help our clients navigate the challenges of today and tomorrow," said Abdul Sani Abdul Murad, Group Chief Marketing Officer of RHB Banking Group.

The *Golden Wisdom* brand campaign captures RHB Premier's wealth management philosophy by demonstrating the intricate creation process whereby the two artists create their work separately, Ong Chia Koon using strokes of his signature Chinese calligraphy to construct words of wisdom and Jaemy Choong designing modern visual interpretations of the concepts, before coming together to showcase the

final artwork. This collaboration signifies customer's wealth being guided and progressed by RHB Premier's tried and tested philosophy on wealth management.

"RHB Premier's story is aptly captured with the help of Ong Chia Koon and Jaemy Choong. These two artists from different ends of the artistic spectrum have leveraged on their respective past and present techniques to co-create something that neither of them could achieve alone. This narrates the RHB Premier story and its fusing of deep financial experience with a wide range of wealth management products, which truly embodies the RHB Banking Group brand promise of 'Together We Progress'," added Abdul Sani.

The "Golden Wisdom" brand film was created in partnership with FCB Malaysia, winner of the Overall Agency of the Year at the recent A+M Magazine's Agency of the Year awards.

RHB Premier's brand film along with more information on the Golden Wisdom brand initiative are available at www.rhbgroup.com/p/joinpremier4
