

CIMB Group, CENDANA and Yayasan Hasanah jointly launch TripART collaboration at the CIMB Artober Hotel Art Fair 2021

The CIMB Artober Hotel Art Fair 2021 supported by CENDANA is being held from 4th to 7th November 2021 at Element by Westin Kuala Lumpur in support of the local the arts scene

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for immediate release

Kuala Lumpur: CIMB Group (“CIMB” or “the Group”), the Cultural Economy Development Agency (“CENDANA”) and Yayasan Hasanah, the impact-based foundation of Khazanah Nasional Berhad, have jointly launched their public-private tripartite, or ‘TripART’, collaboration at the opening ceremony of the CIMB Artober Hotel Art Fair 2021 held yesterday. Aimed at supporting and promoting the country’s arts and cultural scene, the ceremony was officiated by guest of honour YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz, Minister of Finance Malaysia.

The CIMB Artober Hotel Art Fair 2021 supported by CENDANA is being held from 4th to 7th November 2021 on the 45th floor of the Element by Westin Kuala Lumpur. The art fair which is being held in guest suites converted into mini galleries is the first of its kind in Malaysia, and will see specially curated works by over 50 artists represented by 9 art galleries as well as beneficiaries and partners of CIMB Foundation, CENDANA and Yayasan Hasanah displaying their artworks and handicrafts.

The ceremony was kicked off with a sitar recital by Kumar Karthigesu of the Temple of Fine Arts, a traditional *gurindam* recitation by YB Senator Datuk Ras Adiba Radzi and a performance by Yayasan Hasanah’s Arts for All Seasons (“ArtsFAS”) Grant Partner, award-winning ensemble HANDS Percussion. Attendees were also treated to inspiring remarks by renowned local artist Hamir Soib and a surprise performance of ‘Tudung Periuk’ by Malaysian songstress Dayang Nurfaizah.

The TripART collaboration was conceptualised to cater to the need for both the public and private sectors to effectively collaborate in supporting local artists, performers and craftsmen within the marketplace, thus strengthening the economic viability of the local arts and cultural ecosystem. Under the collaboration, the three partner organisations are each spearheading their respective campaigns that will collectively promote the arts, cultural and heritage scene, namely CIMB Artober, CENDANA’s Art In The City (“AITC”) and Yayasan Hasanah’s ArtsFAS. The collaboration also aims to support the United Nations’ Sustainable Development Goals (“SDGs”) 8, 10 and 11 on promoting inclusive and sustainable growth, reducing inequalities and creating sustainable cities and communities respectively.

Gurdip Singh Sidhu, Group Chief Sustainability Officer of CIMB Group, said, “We are pleased to organise the CIMB Artober Hotel Art Fair with the support of our TripART partners CENDANA

and Yayasan Hasanah. Through our CIMB Artober campaign and its highlight Hotel Art Fair event, we aim to generate greater interest among the public and support for our local artists during this challenging period. This is in line with our commitment to making a tangible positive impact in our communities as a purpose-driven organisation. With the reopening of the economy and resumption of social activities, we also hope to see a recovery in our Malaysian arts and cultural scene which has been deeply impacted due to the pandemic.”

CENDANA Founding CEO, Izan Satrina Mohd Sallehudin shared, "The range of sectors served by CENDANA, CIMB and Yayasan Hasanah have been amongst those most severely impacted by the COVID-19 pandemic. Employing many hundreds of thousands of Malaysians, nationwide, these are the sectors that bring us all joy, and which are crucial for all our physical and mental health. Therefore, we are grateful to be part of TripARTso that as a collective, we can continue supporting the sector to meet these challenges so that jobs can be protected, high quality work can be made and promoted to the public. We are pleased to contribute to transition our sector back into the shared creative economy via Art In The City, which is dedicated to art and performance, with more than 100 dynamic, colourful and optimistic programmes presented this year including an array of music, dance, craft, theatre, film dance, food, heritage, history, and more spread from October 14 to December 28, 2021. Together with TripART, CENDANA is committed to demonstrating the impact of the arts, capturing its strength, overcoming challenges, and nurturing the soul of the nation for the future. We hope this collaboration will spur and create additional opportunities nationwide involving the arts community in a move towards healing the nation through arts.”

Dato’ Shahira Ahmed Bazari, Managing Director of Yayasan Hasanah, shared, "As we navigate the changing season towards recovery, we want to shine a spotlight on various art forms - whether it's provincial art, or community art – bringing healing, enjoyment, and inspiration for Malaysians at large. This year’s inaugural ArtsFAS features a variety of 61 spectacular arts showcase in multiple locations in the country, with a mix of virtual experiences as well. This will enable economic opportunities for some 1,355 arts, culture, and heritage practitioners. We are proud to partner with CIMB and CENDANA to build a greater impact for the sector and wrap up the year with a bang.”

The participating galleries at the CIMB Artober Hotel Art Fair 2021 include A+ Works of Art, Art WeMe Contemporary Gallery, ARTAS Galeri, Core Design Gallery, CULT Gallery, G13 Gallery, Segaris Art Center, Suma Orientalis and Taksu. There was also an exhibition by the Mah Meri Cultural Village, a beneficiary of CIMB Foundation, a demonstration of the art of *telepuk* (gilding) by a beneficiary of Yayasan Hasanah, and an exhibition by beneficiaries of CENDANA.

CIMB Artober Hotel Art Fair 2021 also saw the introduction of CENDANA’s craft initiative, Studio C, which aims to curate and shape a contemporary, lively and inspiring selection of high-quality Malaysian craft products that reflect Malaysian artistic heritage, commitment to social responsibility and focus on a more sustainable future. With the slogan, *Our Craft Your World*, this branded effort hopes to contribute to Malaysian artisans’ financial independence and the

preservation of their cultural heritage by bringing their stories, legacy, and craft traditions to a wider market via homegrown e-commerce platforms, pop-ups, and social and conceptual events.

In 2020, CIMB Artober became the first arts and culture campaign created by a local bank in collaboration with 10 of the most important commercial art galleries in Malaysia. Returning for the 2nd year as part of the TripART collaboration, CIMB Artober is being held from 1st October to 31st December 2021, with the theme 'Enjoy art from every angle'. The CIMB Artober campaign includes amongst others gallery exhibitions, events such as the Hotel Art Fair, curated digital content and engaging art talks by notable industry experts.

As part of CIMB Artober, CIMB cardholders will be able to enjoy a 15% discount on minimum spending of RM10,000 with any CIMB debit, credit or prepaid card at the participating galleries. Meanwhile, CIMB cardholders can also enjoy staycation offers at participating hotels, including Element by Westin Kuala Lumpur, Four Seasons Hotel Kuala Lumpur and Four Seasons Resort Langkawi. Terms & Conditions apply.

For more information on CIMB Artober or to view the various deals offered in conjunction with the campaign, please visit: www.cimb.com.my/artober

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About CIMB

CIMB is one of ASEAN's leading banking groups and Malaysia's second largest financial services provider, by assets. Listed on Bursa Malaysia via CIMB Group Holdings Berhad, it had a market capitalisation of approximately RM46.2 billion as at 30 June 2021. It offers consumer banking, commercial banking, wholesale banking, transaction banking, Islamic banking and asset management products and services. Headquartered in Kuala Lumpur, the Group is present in all 10 ASEAN nations (Malaysia, Indonesia, Singapore, Thailand, Cambodia, Brunei, Vietnam, Myanmar, Laos and Philippines). Beyond ASEAN, the Group has market presence in China, Hong Kong, India, South Korea, the US and UK.

CIMB has one of the most extensive retail branch networks in ASEAN with 635 branches and around 33,000 employees as at 30 June 2021. CIMB's investment banking arm is one of the largest Asia Pacific-based investment banks, which together with its award-winning treasury & markets and corporate banking units comprise the Group's leading wholesale banking franchise. CIMB is also the 92.5% shareholder of Bank CIMB Niaga in Indonesia, and 94.8% shareholder of CIMB Thai in Thailand.

About CENDANA

CENDANA (Cultural Economy Development Agency) was officially launched on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn. Bhd. (a wholly owned company of the Minister of Finance Incorporated) and reports to the Ministry of Communications and Multimedia Malaysia. Log on to www.cendana.com.my for details.

About Yayasan Hasanah

Yayasan Hasanah ("Hasanah") is the impact-based foundation of Khazanah Nasional Berhad ("Khazanah"), the sovereign wealth fund of Malaysia. Hasanah was set up as an independent entity on 1

July 2015, building on nine years of Corporate Responsibility (CR) efforts previously driven by Khazanah. As a grant-giving organisation, Hasanah goes beyond ringgit and sen to facilitate an ecosystem of transformation, working in collaboration with multiple stakeholders, infusing a spirit of advocacy and building capacity in five key focus areas: Education; Community Development; Environment; Arts and Public Spaces; and Knowledge. Collectively and collaboratively, Hasanah hopes to shift the needle of social and community reform for Malaysians, towards a better Malaysia. For further information, please visit www.yayasanhasanah.org

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