



AmBank Group

# LAT

A Collection of Cartoons, 1984-1991

An expression of gratitude to the main contributors of this Lat collection coffee table book:-

~ Syed Anuar Syed Ali  
~ George Wong  
~ Liz Tan Li Xin  
~ Madeline Stella Joseph

### Published by

AmBank Group  
Group Corporate Communications  
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**AmBank Group**

**LAT**

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A Collection of Cartoons, 1984-1991

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A parade of AmBank Group's products and services, branding, customer experiences, greeting cards and lifestyle, each bore a stamp of the tongue-in-cheek trademark that is Lat. This disposition perfectly meshes with AmBank Group's cutting edge, yet fresh and down-to-earth personality.



### FLEXILOAN Facility

Advertisement featuring the attractive benefits of the FLEXILOAN. First appeared in The Star on 20 September, 1988, then subsequently in The Star, 22 February, 1990 and the issue of Berita AmBank Group in September, 1988.

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## Season's Greetings 1985

Festive caricature featuring Tan Sri Azman Hashim and members of the senior management in Berita AmBank Group in December, 1985.



Dear Shareholder...  
Don't worry...be happy!



Hey Mr. Postman

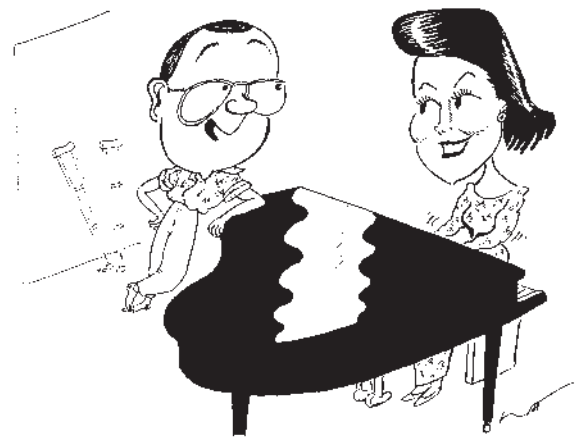
The Perfect Host



Through his simple cartoon caricatures, Malaysian scenes have been portrayed in a lighter vein. I am pleased to note that LAT's understanding and insight into human nature, as portrayed by his characters, caught the eye of many of our customers back then.

I hope that the cartoons in this book will evoke many fond memories and many smiles from you!

You are always  
on my mind



Yours sincerely,

Tan Sri Azman Hashim  
Chairman  
AmBank Group

Kuala Lumpur  
June, 2012

money ... money ... money  
... it's a rich  
man's world

Let's get physical!

Profits and Productivity



Up, up all the way!  
Good... heh! heh!



The Banker





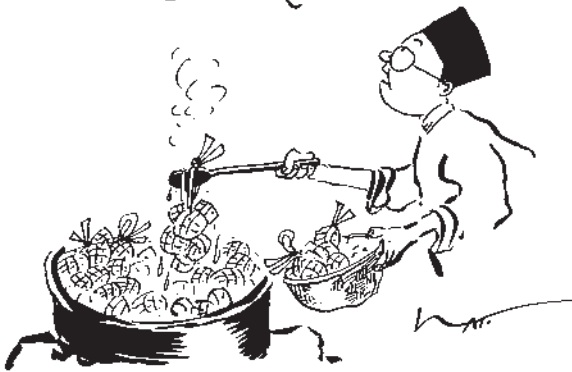
MARI! MARI!  
Ini lemang No. 1!



Selling murku...  
outside Hindustan Cinema

M.G. Razman

♪ Chow Kit Road  
Chow Kit Road ♪



Wak ketupat...

♪ ala dodoi si dodoi ♪



Dodol Asli  
... hard times!



# Foreword

*Party all the time  
...party all the time!*



*Have a nice time  
everybody!*

*I say... this dhal is special lah!*



*The Indian Restaurateur*

Looking at the collection of the cartoons again now, I am reminded of the many happy moments from 1984 to 1991 when I worked closely with Tan Sri Azman Hashim and the banking group to capture snapshots, if you will, of the Group in action, as well as the captain strongly steering the financial powerhouse of AmBank Group as it steadily grew stronger and larger.

At this juncture, I must congratulate Tan Sri Azman for having taken a bold step in branding the then Arab-Malaysian Banking Group using cartoon caricatures to communicate with their retail customers and corporate clients. This is indeed revolutionary and visionary on the part of Tan Sri. I am glad to have had a share of that piece of history of the group.

The idea was to give peeks, with an added dash of humour, into the inner workings and daily life at the bank (including catching Tan Sri Azman Hashim as well as the senior management 'in action'), its products and services, elements of branding as well as emphasis on giving equal recognition to all races and religions. To capture the latter, I made many sketches of staff and customers of all races as well as a series of cartoons serving as festive greetings for Chinese New Year, Hari Raya, Deepavali and Christmas.

The Group's mascot, the camel, features prominently in the cartoons and you will also find glimpses of the various facets of Tan Sri Azman Hashim's personality. Additionally, I was able to see at close quarters how the Group functioned as a reflection of the man's salient qualities – honesty, determination, resilience, compassion and above all, an insistence on being down-to-earth and approachable.

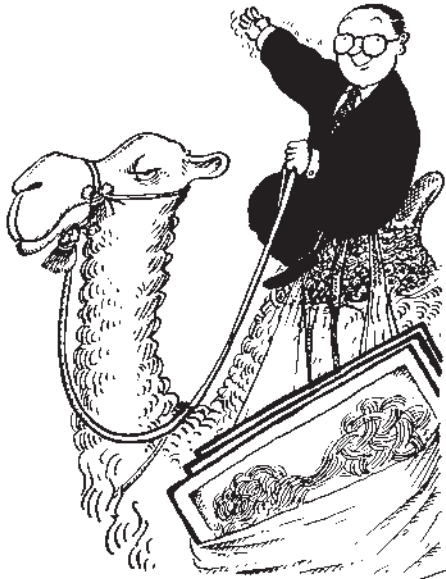
I hope you will enjoy these delightful little gems which simultaneously remind us that the core characteristics which have endeared AmBank Group to us have not changed much over the years.

Yours sincerely,

Datuk Mohd Nor Khalid  
(LAT)

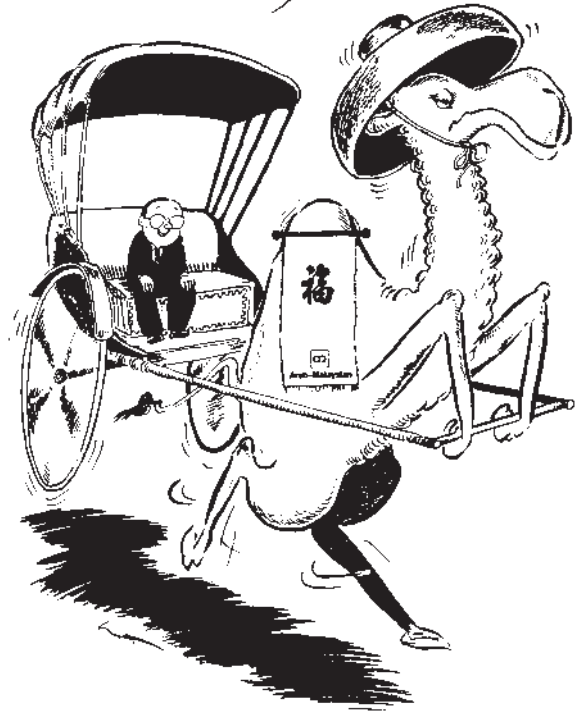
WAT.

Mona Lisa...  
Mona Lisa  
men have named you



The Art Collector

Longpan Longlau  
Munley...



The Charioteer

I did it my way...



FRANK S. AZMAN...

Country road...  
take me home...



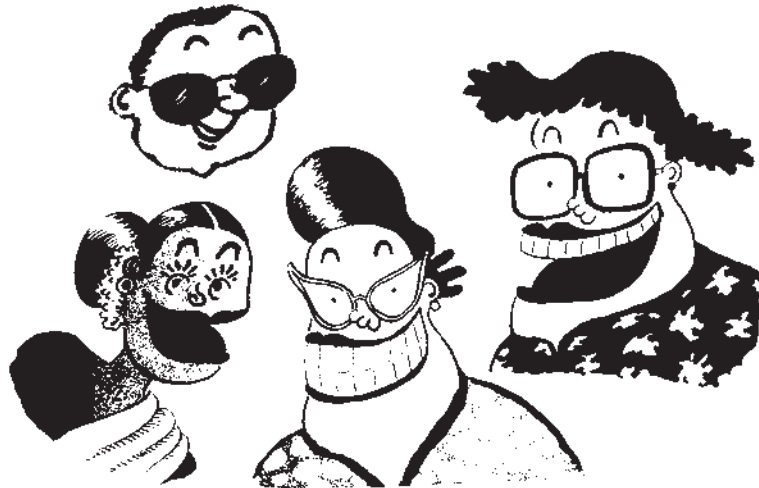
The Loan  
Ranger



Ben Hur Azman

Julio Azman Iglesias

To All the Girls I've Loved Before...



Ya habibi ali Baba



The Lone Rider...



The family man...

# Prologue

In December, 1984, Lat sketched his first cartoon for Berita AmBank Group, the Group's newsletter with characters Cik Yah, Ah Har and Letchmi in a piece featuring the savings account. The cartoon was published in the New Straits Times in 1985 and with that, the AmBank-Lat relationship was born. Throughout the next seven years, Malaysia's most famous cartoonist went on to create a motley compilation of cartoons that served as a window into the world of AmBank Group.

Malaysia was first introduced to Lat's cartoons in 1968, when a publisher, Sinaran Brothers of Penang paid 13-year old Lat RM25 for his work, *Tiga Sekawan*, a story about three friends who banded together to catch robbers. Meanwhile his caricatures and stories of *Keluarga Si Mamat* entertained readers of Berita Minggu every Sunday.

Datuk Mohd Nor Khalid, better known as Lat, completed school in 1969 and the following year moved to Kuala Lumpur, where he applied for a full-time job as an artist with the New Straits Times but was instead offered a position as a crime reporter, which he accepted. Four years later, impressed with his work with Asia Magazine in Hong Kong (which published a collection of his *Bersunat* cartoons), the New Straits Times editor-in-chief was shocked to learn the cartoonist was already on the staff of the Times Group – as a crime reporter! That same year, Lat made his English-language debut with *Scenes of Malaysian Life* appearing thrice weekly in the New Straits Times. He soon gained a devoted following.

Lat's cartoons – honest, earthy and without malice – present true-to-life pictures that capture the humour of topical events, domestic incidents, travels abroad or international

affairs. His cartoon characters have always been portraying ordinary people – a villager in his checkered sarong, a money-changer in his white dhoti, a Malay government servant in his bush jacket and sometimes even Lat himself: that character with the flat, round face; the nose slightly off centre; the untidy mop of dark, curly hair; and the constant toothy grin!

He has been gently subtle in capturing the idiosyncracies of Malaysian life, as when depicting a newsreader looking serious, with shirt and tie reading the news; in the next picture, he has finished and is walking away from the desk, revealing his sarong. This is the essence of Lat's cartoons, reminding many Malaysians of their roots in kampungs and the chaotic developing cities of the 60s and 70s – a reminder of how far Malaysia has come in such a short time.

Or he can be poignantly sharp. When famine hit an African state during the New Year festivities in the 80s, Lat made his comment with one picture and no words: as people feast and party in a large room, no-one is watching the television news, which features a starving mother and her child. With his astute powers of observation and an incredible

memory for detail, Lat has been much sought after by embassy officials who recognised his ability to deliver fresh insights into their own countries, 'reporting' his experiences to his readers via cartoon 'travelogues'.

After over forty years of evoking laughter, Lat is turning out even sharper, satirical and more focused commentary. Age has not made him serious or sophisticated. Beneath his quiet demeanour still lurks that childlike and irrepressible sense of humour that has captured so many hearts. On 20 March, 2010, Datuk Mohd Nor Khalid was awarded the NPC-Tan Sri SM Nasimuddin SM Amin '1Malaysian of the Year Award' for his cartoons which have given an in-depth meaning to the word unity.

A world citizen, cosmopolitan, and most of all, a *kampung boy* at heart, Lat is many persons in one. Perhaps this explains his unique ability to break through the communal barriers of the multiracial culture of Malaysia. Never before was there a cartoonist who could make Malaysians of all races laugh at themselves, and with each other. While characterising the unique qualities of different races of people, he has brought out the universality of man.

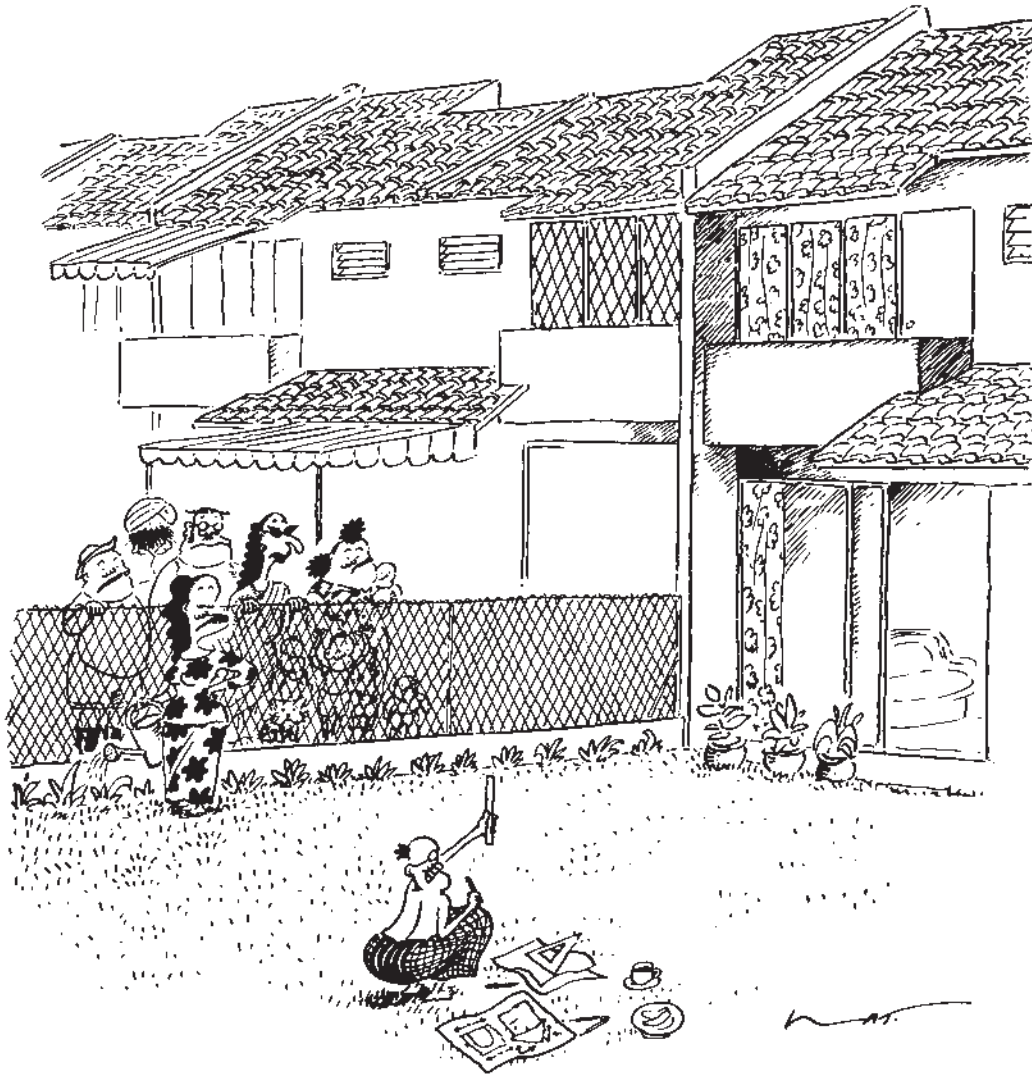


Products & Services



### Savings Account

- A. Advertisement on savings account with characters Cik Yah and Ah Har. First appeared in the New Straits Times on 10 May, 1985. It was reprinted in the Business Times on 22 October, 1985, and 26 August, 1986; New Straits Times on 8 January, 26 August and 18 December, 1986; Utusan Malaysia on 14 March, 1986; Berita Harian on 12 May, 1986; The Star on 14 July, 1986; Berita AmBank Group in December, 1984.
- B. Advertisement on savings account with characters Ah Har and friend. First appeared in The Star, 23 May, 1985. Subsequently, it was reprinted in the New Straits Times on 22 October, 1985 and The Star, 4 April, 1986.
- C. Advertisement on savings account with characters Letchmi and friend. First appeared in Berita Harian on 31 May, 1985. It was reprinted in Utusan Malaysia on 23 October, 1985.

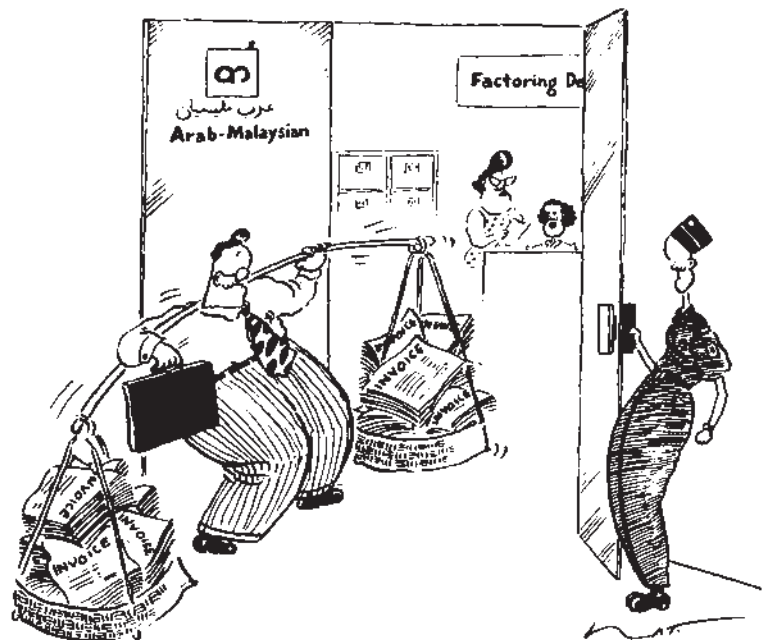


### Home Improvement Loan Facility

Advertisement featuring the Home Improvement Loan. First appeared in Utusan Malaysia and The Star on 27 May, 1985. Subsequently it was reprinted in The Star on 30 May, 1985 and Berita AmBank Group in September, 1985.

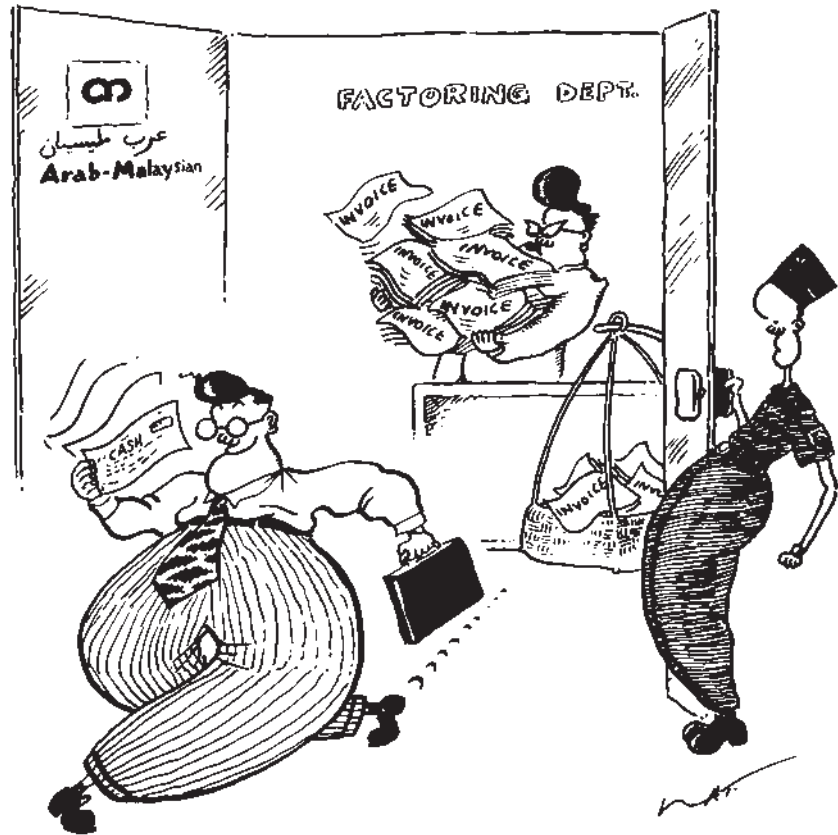
### Factoring Facility

Advertisement promoting factoring. First appeared in the New Straits Times on 8 May, 1986. Subsequently it reappeared in The Star on 12 May, 2 June, 6 December, 1986 and 19 October, 1988; Business Times on 22 May, 1986, 6 September, 4 October and 1 November, 1988; New Straits Times on 16 November, 1987, 17 November and 15 December, 1988; China Press on 19 October, 1988; Berita Harian on 5 November, 1990 and Berita AmBank Group in March, 1985.



### Factoring Facility

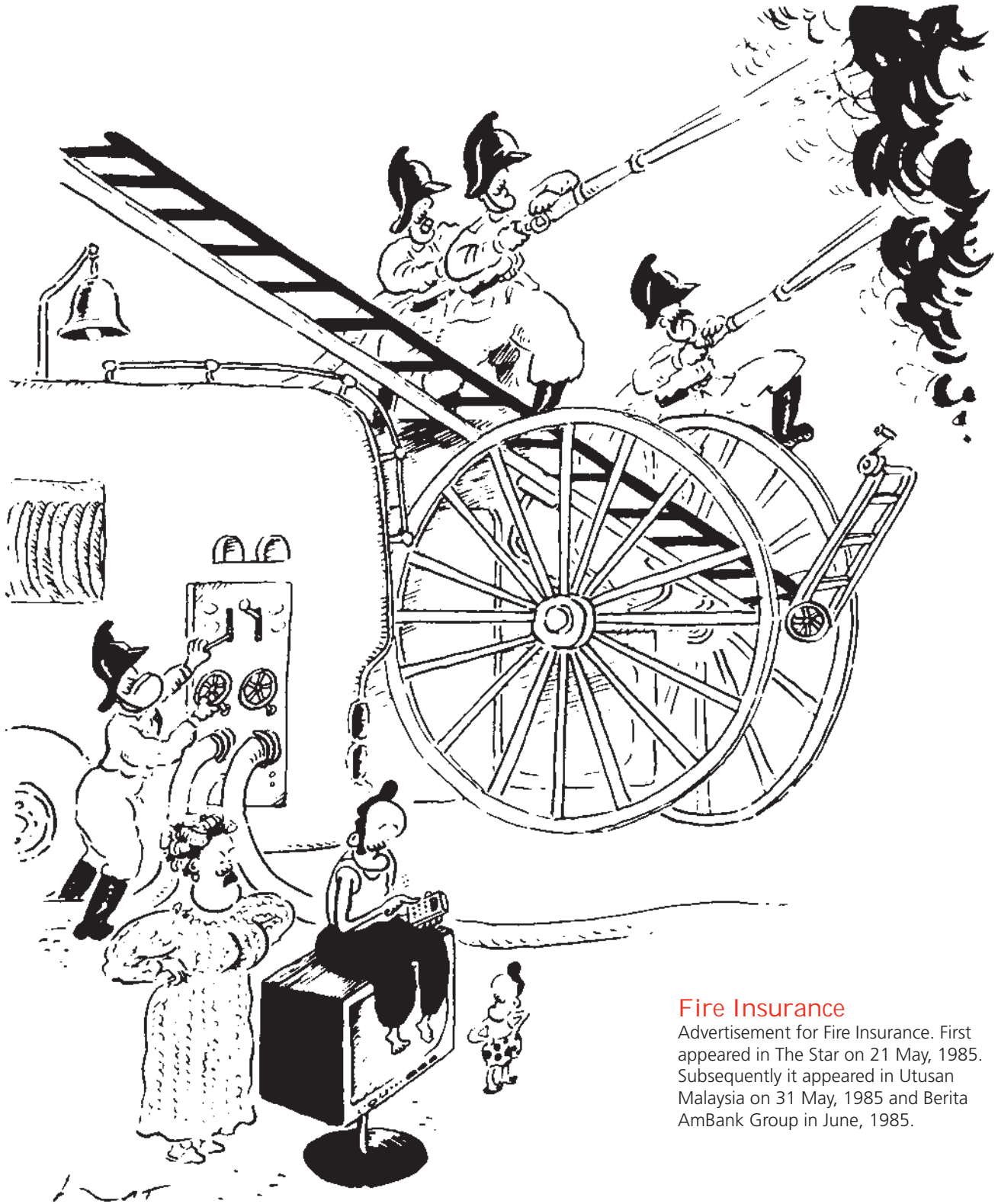
Advertisement on factoring. First appeared in the Business Times on 6 September, 1988 and 4 October, 1988. It was reprinted in The Star, 19 October, 1988; China Press on 19 October, 1988; Business Times, 1 November, 1988; the New Straits Times on 17 November, 1988, 17 and 15 December, 1988.



### Sunday Banking

Advertisement featuring Sunday banking in Berita AmBank Group in March, 1985.





### Fire Insurance

Advertisement for Fire Insurance. First appeared in The Star on 21 May, 1985. Subsequently it appeared in Utusan Malaysia on 31 May, 1985 and Berita AmBank Group in June, 1985.



### Arab-Malaysian Investment Management (AMIM) Account

Advertisement featuring the Arab-Malaysian Investment Management (AMIM) Account. First appeared in the Business Times on 19 July, 1988 followed by reprints on 20 October, 1988, 22 December, 1989, 8 March, 1991, 18 May, 1990, 26 July, 5 October and 13 December, 1991. Subsequently, it was reprinted in the New Straits Times on 28 December, 1989 and Berita AmBank Group in March, 1991.

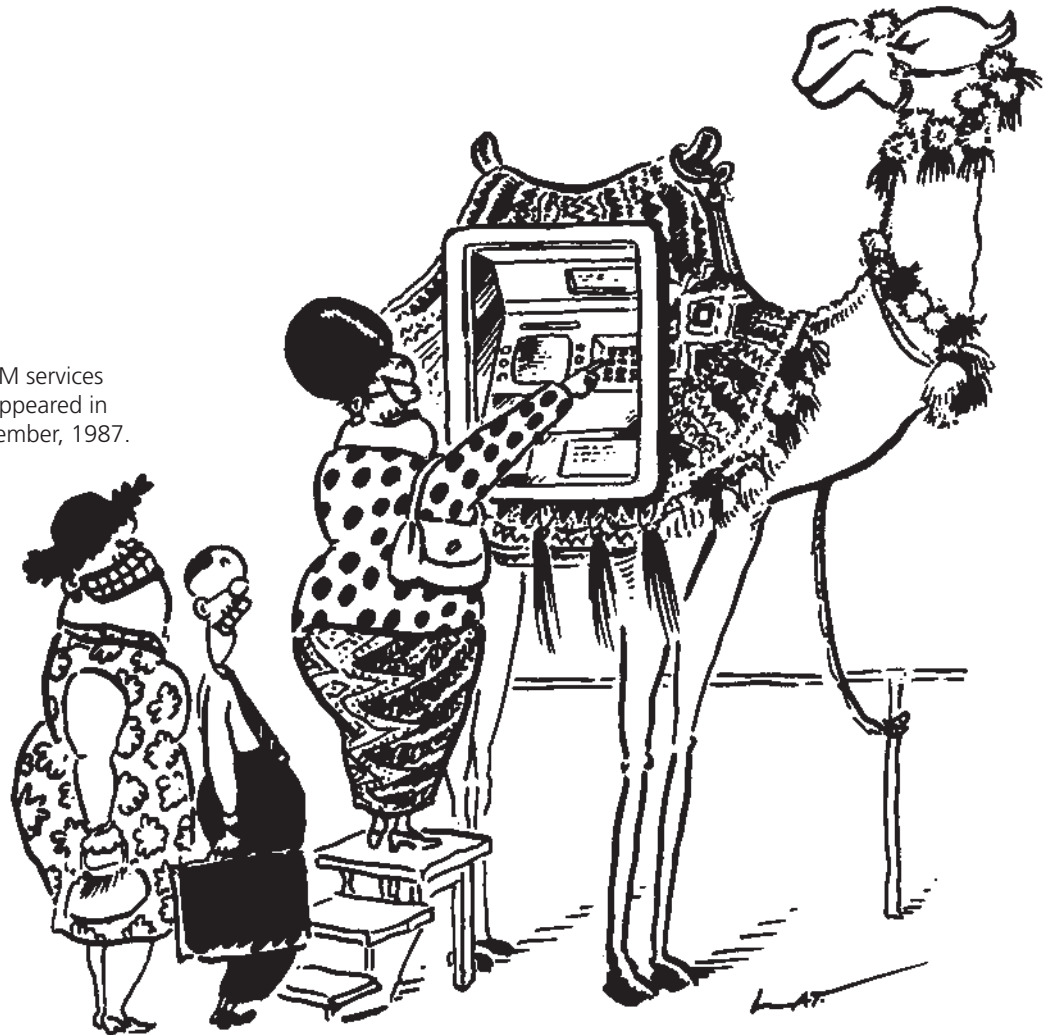


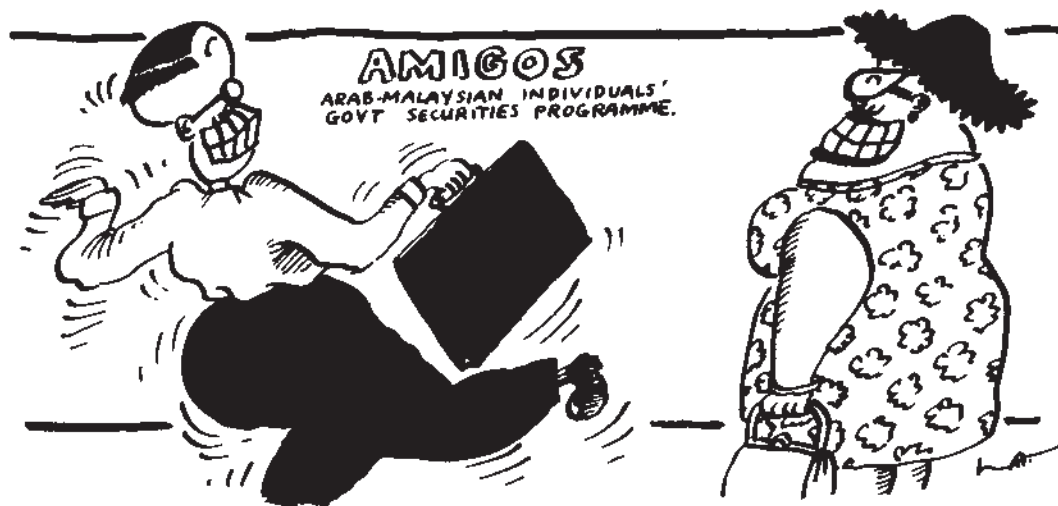
### Savings Account

Advertisement for Savings Account with high interest rate returns calculated on a daily basis. First appeared in The Star on 4 April, 1986 and subsequently in Berita Harian on 12 May, 1986.

### ATM Services

Advertisement introducing ATM services with the camel mascot. First appeared in Berita AmBank Group in September, 1987.





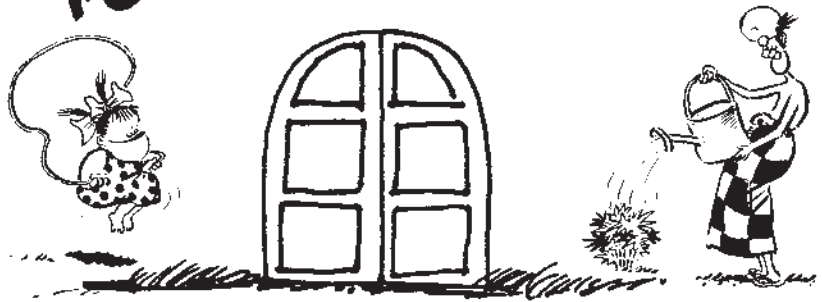
### The Arab-Malaysian Individuals' Government Securities (AMIGOS) Programme

Caricature on the AMIGOS Programme to enable retail investors to invest in Government securities. First appeared in Berita AmBank Group in September, 1987.



Another innovative product  
from AMFB

Find Out  
Tomorrow!



**Home Ownership Made Easy (HOME)**

Advertisement featuring the HOME facility offered by Arab-Malaysian Finance Berhad. First appeared in The Star on 5 October, 1987.



### Personal Accident Insurance

A humorous depiction of an accident for a personal accident insurance advertisement. First appeared in the Business Times on 10 June, 1987 and Berita AmBank Group in June, 1987.

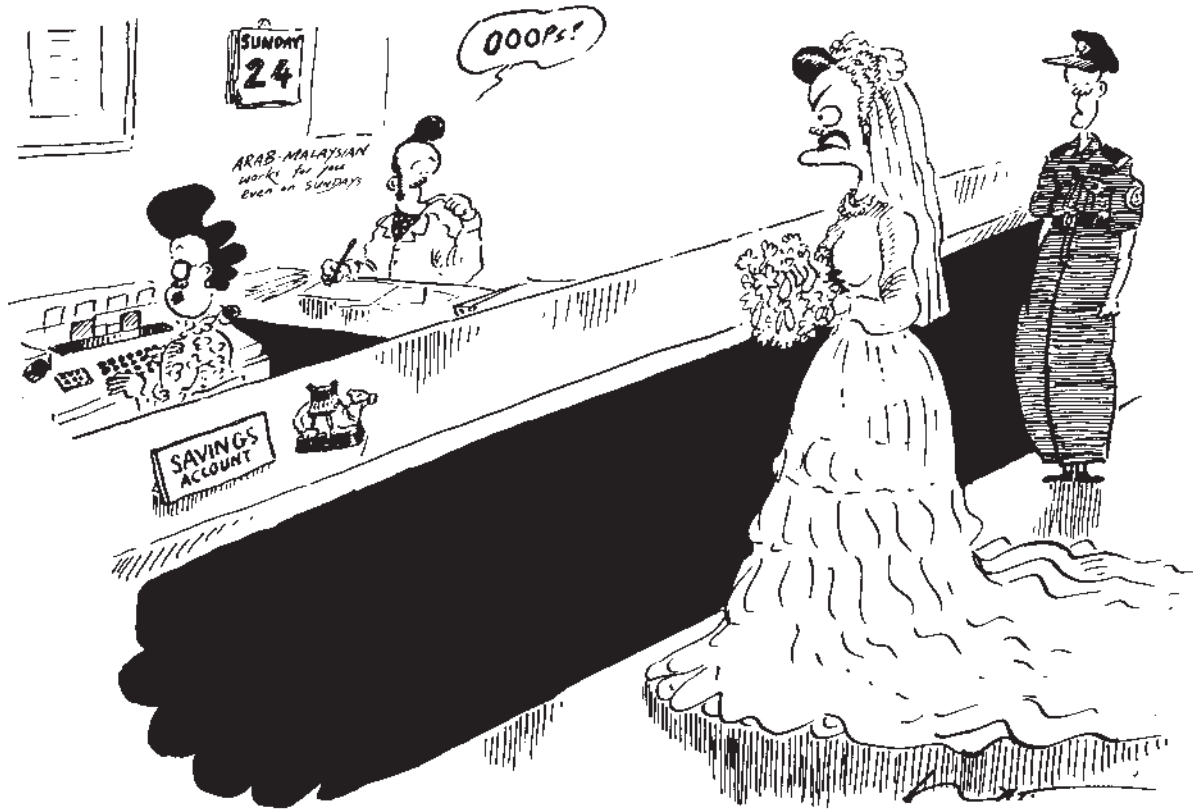
### GREAT ATM Card

Advertisement featuring the convenience of using the GREAT ATM Card for public issue share payment. First appeared in the New Straits Times and The Star on 18 October, 1988. It also appeared in Berita AmBank Group in September, 1988.



### Arab-Malaysian Investment Management (AMIM) Account

Advertisement promoting the Arab-Malaysian Investment Management (AMIM) account. First appeared in the Business Times on 25 March, 1986. Subsequently, it reappeared in the Business Times on 26 April, 20 May, 17 June, 15 July, 12 August, 1986, 8 March, 26 July, 13 December, 1991; and Berita AmBank Group in September, 1985 and June, 1986.



### Sunday Banking Services

A humorous look at dedicated staff working on Sunday as part of the Sunday Banking service. First appeared in Berita AmBank Group in June, 1985.





### Late Banking

Advertisement promoting late banking hours at the SS2 branch with then Managing Director Tan Sri Azlan Zainol joining in the raucous calls from the nearby pasar malam. First appeared in Berita AmBank Group in December, 1985.

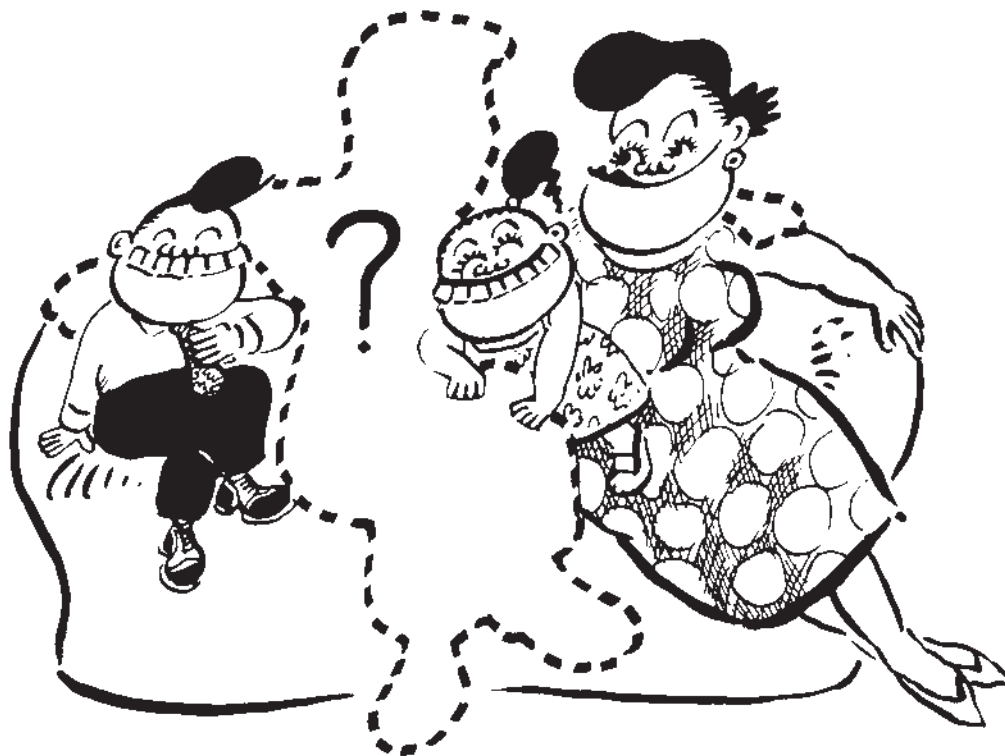


### Factoring Facility

Advertisement on factoring.  
First appeared in Berita AmBank  
Group in March, 1989.

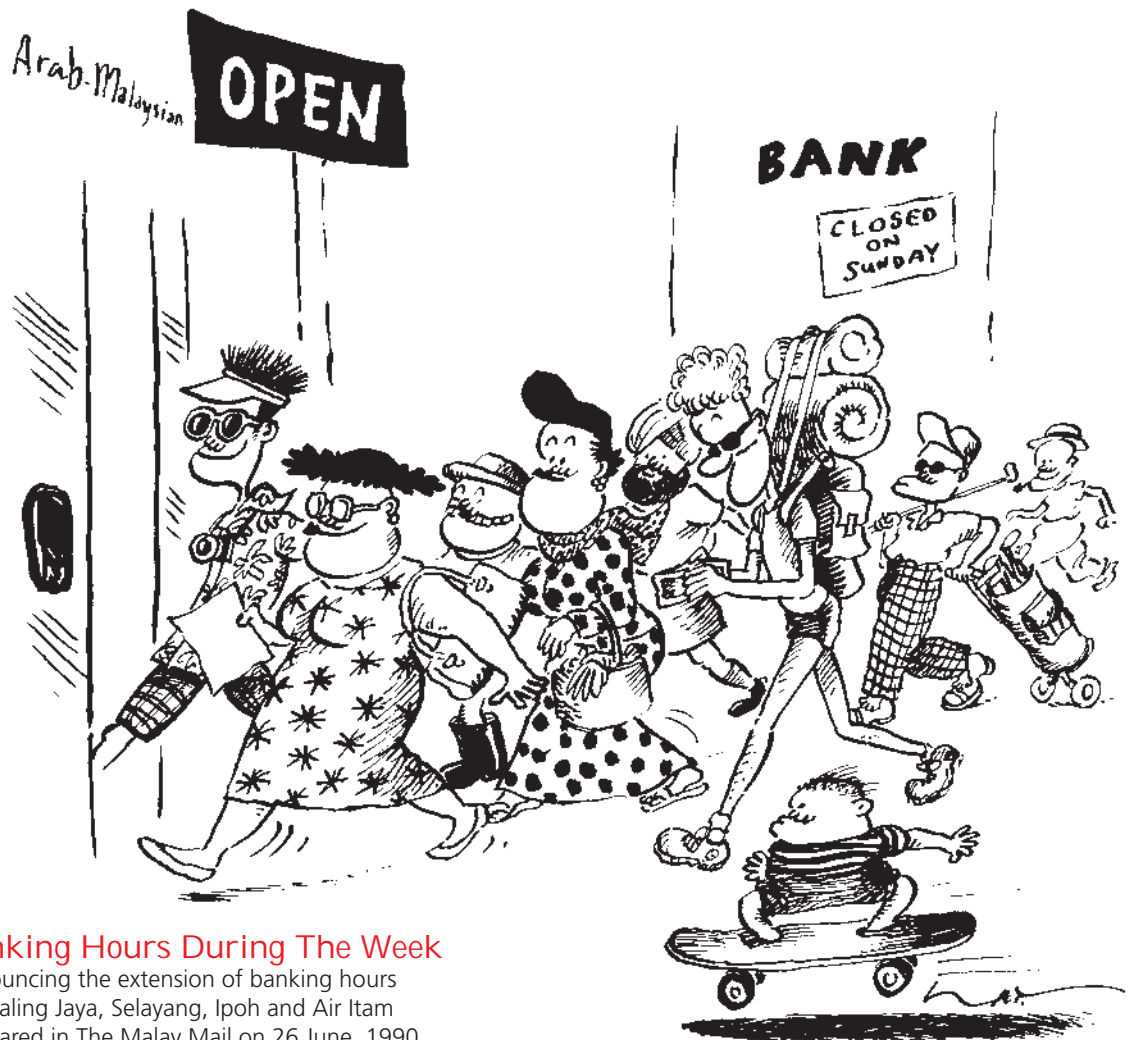
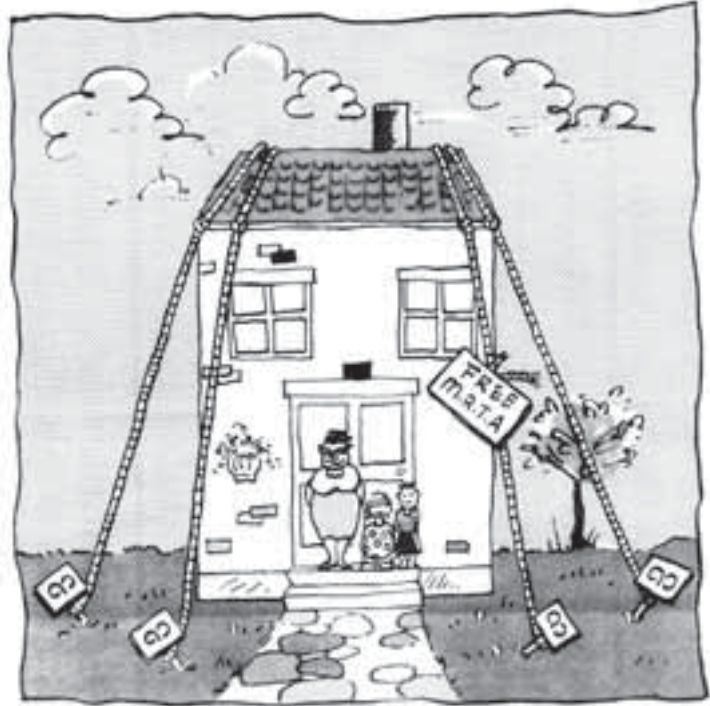
### Mortgage Reducing Term Assurance

A caricature featuring free Mortgage Reducing Term Assurance when taking up the H.O.M.E. II Loan. First appeared in The Star on 7 June, 1990. It was reprinted in The Star on 17 July, 1990; the Malay Mail on 26 July, 1990; and Berita AmBank Group in June, 1990.



**Mortgage Reducing Term Assurance (MRTA)**

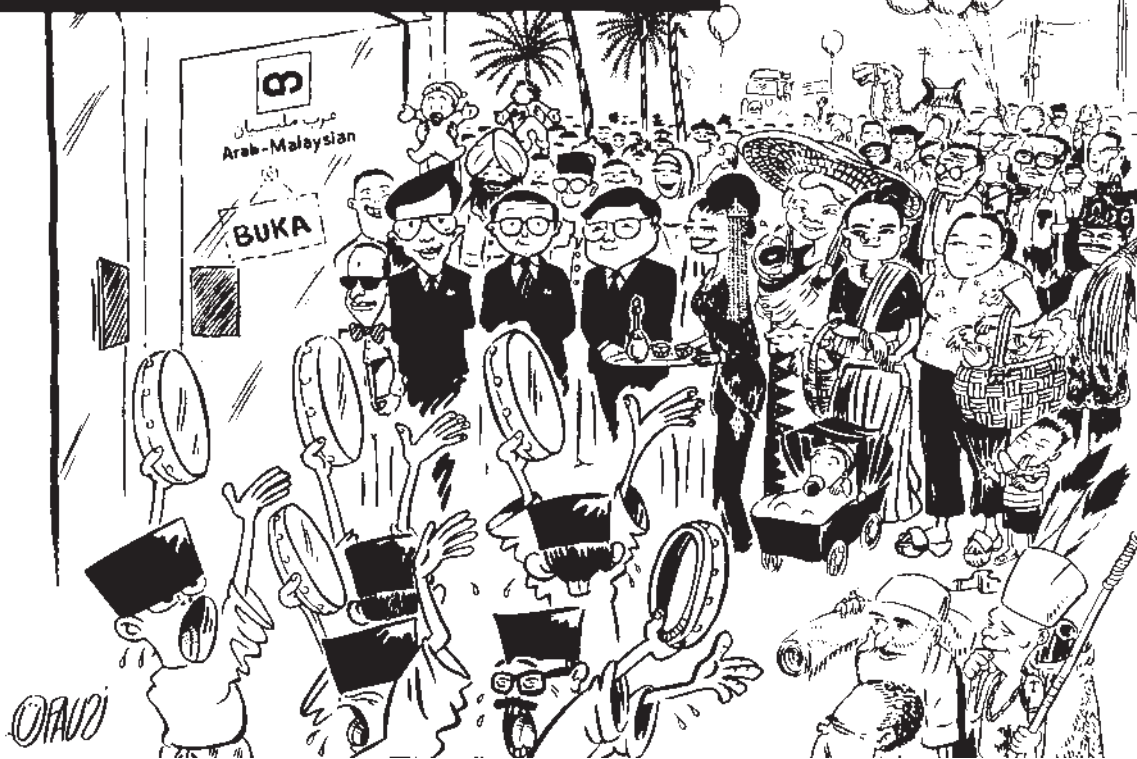
Advertisement of the HOME II housing loan with free MRTA (with 60-year loan option). First appeared in The Star on 18 July, 1990. It was reprinted in The Malay Mail on 26 July, 1990.



**Extended Banking Hours During The Week**

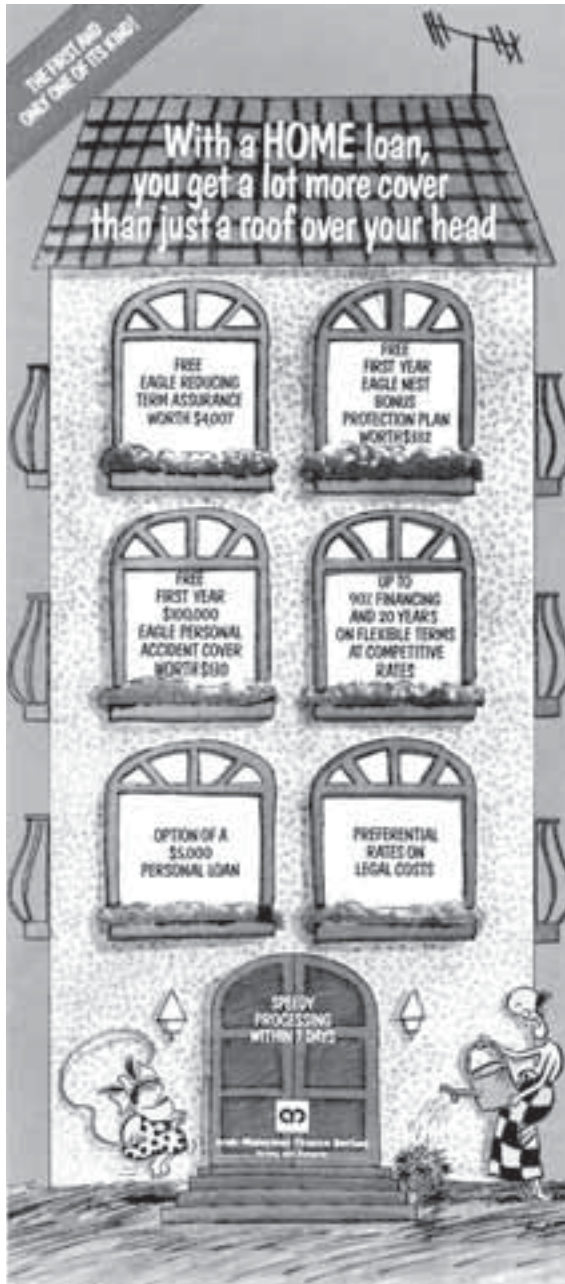
Advertisement announcing the extension of banking hours for customers in Petaling Jaya, Selayang, Ipoh and Air Itam branches. First appeared in The Malay Mail on 26 June, 1990.

We're now open in  
**SEGAMAT AND PUDU.**



### Opening Of New Branches

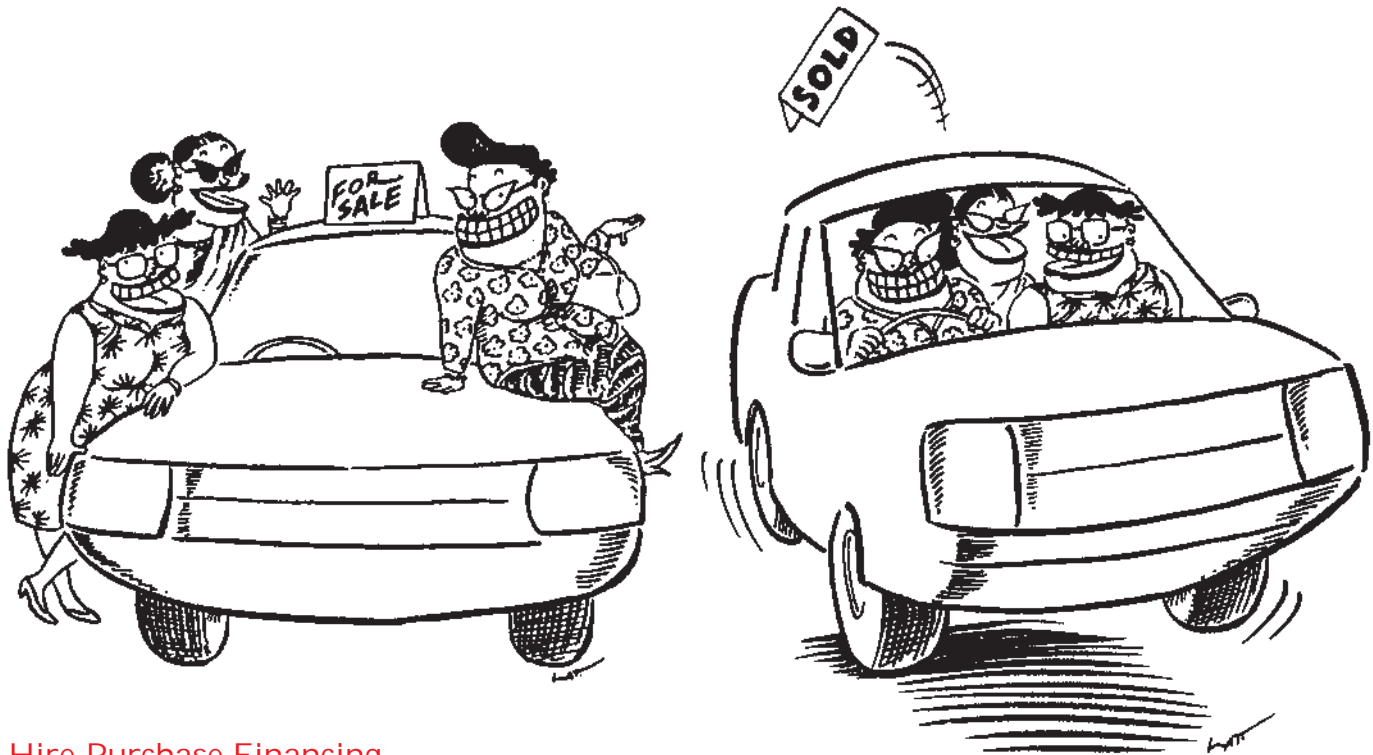
Advertisement announcing the opening of Segamat and Pudu branches adding to Arab-Malaysian Finance Berhad's 55 branches nationwide. First appeared in the New Straits Times on 29 August, 1991. Subsequently, the caricature was reprinted for the advertisement announcing the opening of the Skudai, Bentong, Tampin, Kampar and Gua Musang branches in the New Straits Times on 15 December, 1991.



**Home Ownership Made Easy (HOME)**  
Advertisement featuring a HOME facility offered by Arab-Malaysian Finance Berhad.



**Personal Accident Insurance**  
Advertisement featuring personal accident insurance.



### Hire-Purchase Financing

Advertisement featuring Arab-Malaysian Finance Berhad's Hire-Purchase Financing. The caricatures first appeared in the product brochure "The fast way to get your car on the road".

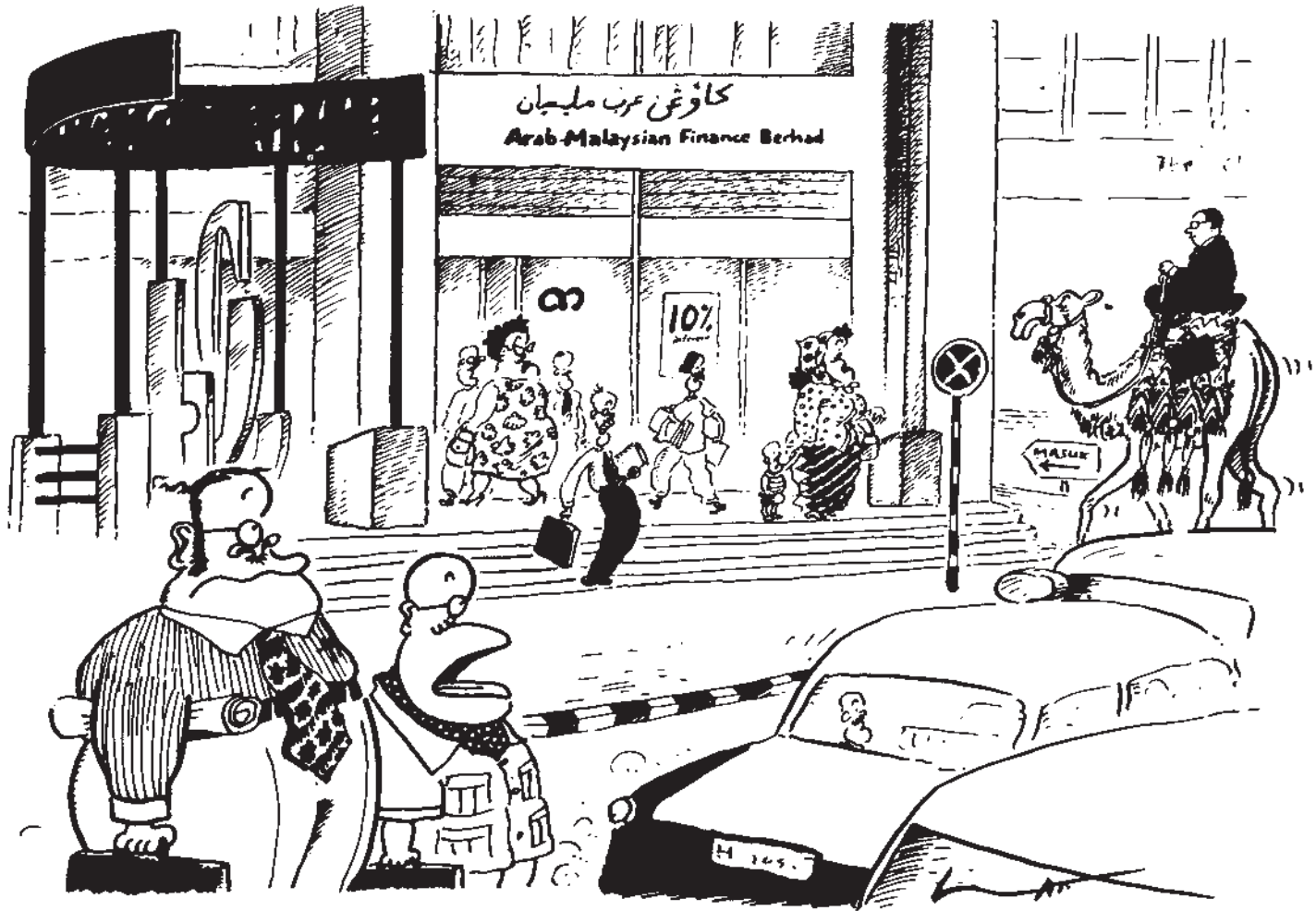
### AMSAS Facility

Advertisement featuring the facility for application for new shares. (AMSAS has since been withdrawn)





## Group Branding



### Savings Account

Caricature of Tan Sri Azman Hashim turning heads by coming to work on a camel. This was to promote the high interest rate of 10% offered by the Bank to savings accounts. First appeared in Berita AmBank Group in December, 1984.





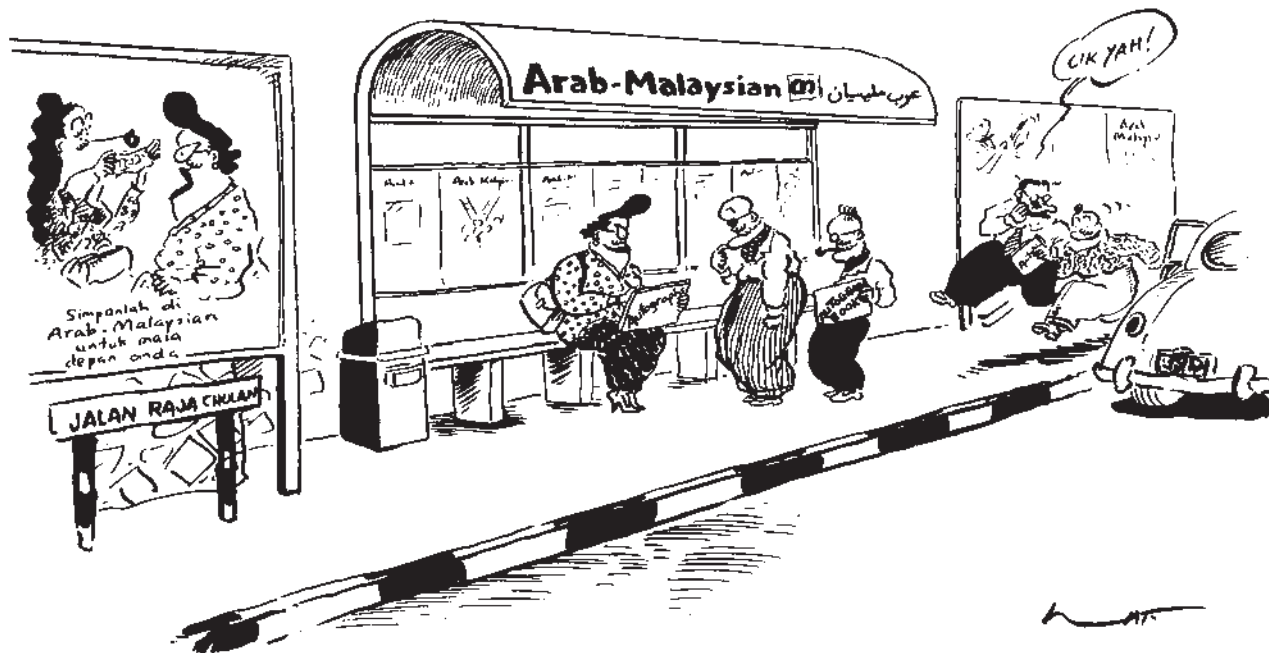
### Opening Of New Branches

This popular caricature was used to advertise and commemorate the opening of new Arab-Malaysian branches. It was also used in congratulatory advertisements in the press. Tan Sri Azman Hashim is seen in a dark suit, behind the ribbon.

It appeared in Berita AmBank Group in March, June, September, December, 1985 as well as September, 1987 (for the Malay Mail Big Walk event). It also appeared in The Star on 9 August and 16 December, 1985; in Utusan Malaysia on 16 December, 1985; in the New Straits Times in 19 July and 28 December, 1989, 8 February and 31 May, 1990, and 8 October, 1991; and in the Business Times on 9 March, 1990.

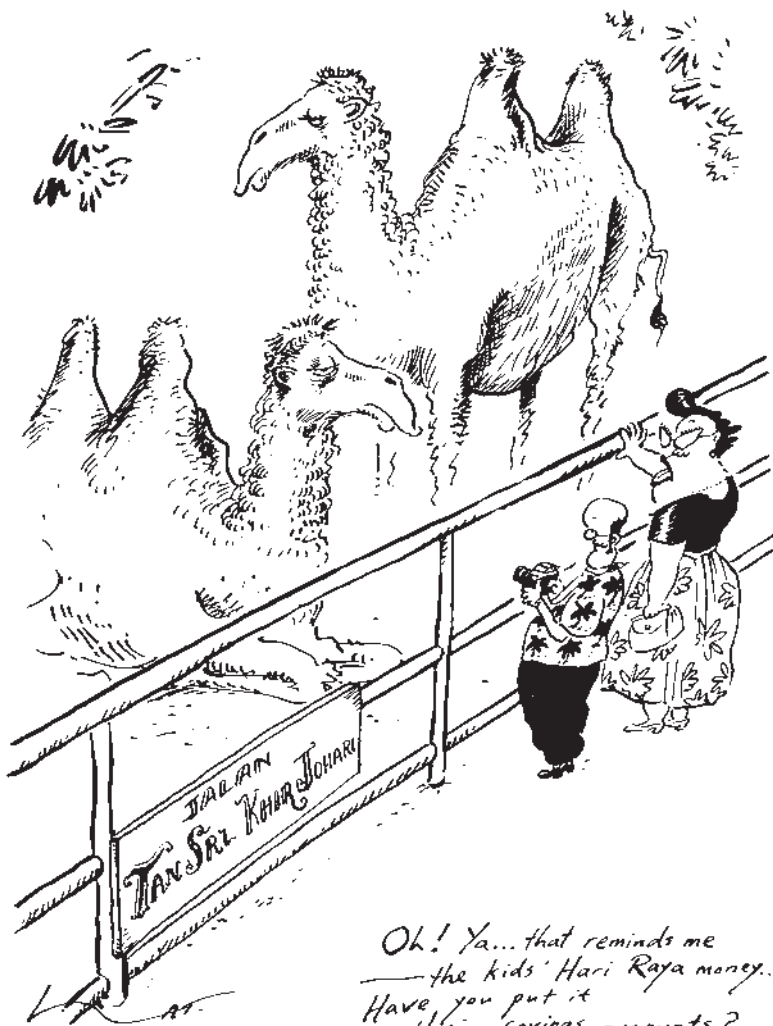
The Arab-Malaysian Banking Group also contributed to the Kuala Lumpur Official Guide as part of its efforts to promote domestic tourism. Lat's cartoon with Tan Sri Azman Hashim and customers was featured on the back cover of the guide. It was reprinted in Berita AmBank Group in June, 1986.

This caricature was also used as the front cover for the publication of the "Selamat Datang" booklet published by the Arab-Malaysian Banking Group in 1990, on earlier creation of Lat's caricatures.



### Arab-Malaysian Banking Group Branding

The Arab-Malaysian brand proudly displayed on a billboard at a bus stop located along Jalan Raja Chulan near the Group's headquarters. The caricature appeared in Berita AmBank Group in March, 1986.



### Savings Account

Visitors looking at camels at the zoo are reminded of the mascot and icon of the Arab-Malaysian Banking Group. Appeared in Berita AmBank Group in June, 1986.

Oh! Ya... that reminds me  
— the kids' Hari Raya money...  
Have you put it  
in their savings accounts?

### New Corporate Headquarters

Advertisement announcing the Group's move to its new corporate headquarters in Jalan Raja Chulan, Kuala Lumpur. First appeared in Berita AmBank Group in September, 1986.



**WE ARE NOW  
UNDER ONE ROOF**  
at

**Bangunan Arab-Malaysian  
55, Jalan Raja Chulan  
50200 KUALA LUMPUR**

**ARAB-MALAYSIAN DEVELOPMENT**

**BERHAD**  
Head Office : 9th Floor  
Telephone : 2382322  
Telex : MA 31199  
Facsimile : 2383112  
Properties : 8th Floor  
Telephone : 2382611

**TAIMET CONCRETE INDUSTRIES SDN BHD**

13th Floor

**ARAB-MALAYSIAN-TODA CONSTRUCTION**

13th Floor

**ARAB-MALAYSIAN ENTERPRISES SDN BHD**

23rd Floor  
Telephone : 2382444  
Telex : MA 31199

**ARAB-MALAYSIAN MERCHANT BANK**

**BERHAD**  
Telephone : 2382633, 2382644, 2382655  
Telex : MA 31167 & 31169 ABMAL  
Facsimile : 2382842

21st Floor

- Investment Services
- Share Registrar/Unit Trust
- Internal Audit
- Corporate Development Services

22nd Floor

- Operations
- EDF
- Personnel and Administration
- Accounts
- Legal
- Training

23rd Floor

**Treasury**  
Telephone: 2382033, 2382044, 2382077

**Settlements**

Telephone : 2382813 (Direct Line)

**Factoring**

Telephone : Numbers remain unchanged  
— 2381311/2/3/4

24th Floor

- Banking/Business Development
- Asset Administration
- Corporate Finance

25th Floor

- Public Affairs

**ARAB-MALAYSIAN FINANCE BERHAD**

Head Office : 10th & 11th Floors  
Telephone : 2382100, 2382166, 2382177  
Telex : MA 31167 & 31169 ABMAL  
Cable : ABMALFIN KUALA LUMPUR  
Motor Branch : Ground Floor  
Telephone : 2382100, 2382166, 2382177

**ARAB-MALAYSIAN CREDIT BERHAD**

11th Floor  
Telephone : 2382488 (7 lines)  
Telex : MA 31168

**ARAB-MALAYSIAN EAGLE ASSURANCE**

**BERHAD**

12th Floor  
Telephone : 2304900  
Telex : MA 30686 AMIB  
Facsimile : 2301157

**ARAB-MALAYSIAN INSURANCE BERHAD**

12th Floor  
Telephone : 2304800  
Telex : MA 30686 AMIB  
Facsimile : 2301157

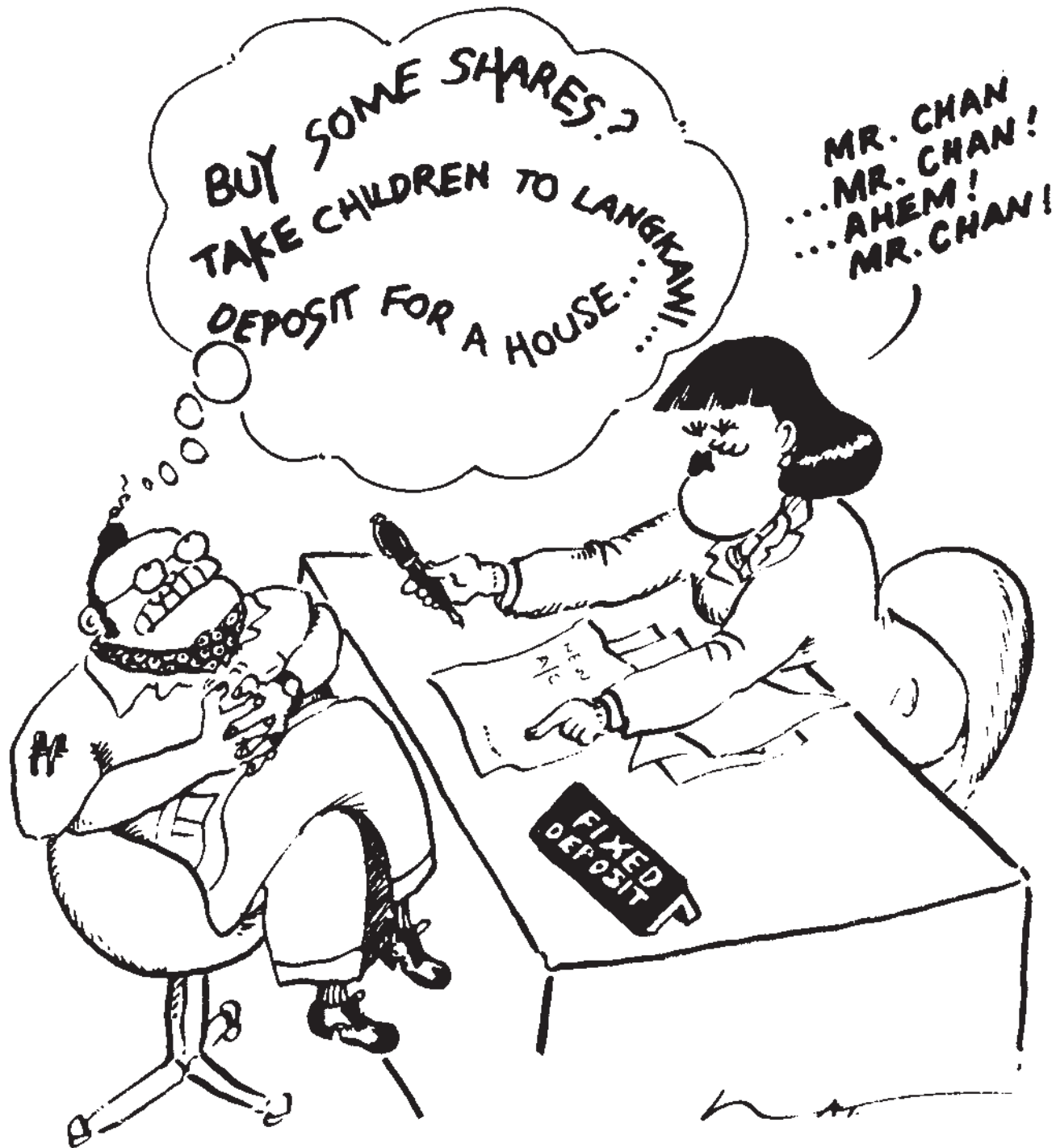
**ARAB-MALAYSIAN SECURITIES SDN BHD**

Formerly known as Kine Securities Sdn Bhd  
15th Floor  
Telephone : 2382788, 2382799  
Telex : MA 31796 KRUSMA  
Facsimile : 2382842



### Fixed Deposits – Customer Experiences

Caricature of a customer anticipating the returns of fixed deposits. First appeared in The Star on 6 March, 1986. Subsequently, it reappeared in Utusan Malaysia on 7 March, 1986 and the Berita AmBank Group in December, 1985.



### The Savers' G.A.N.G. And The Camel Mascot

Playful artwork featuring Tan Sri Azman Hashim, the Savers' G.A.N.G. and the camel mascot. The caricature was used on various occasions, including in artwork for Christmas greetings and Berita AmBank Group in December, 1987.

It was also used in a poster for a Backbenchers Club football match and in an advertisement for the Penang Bridge Run, both events being sponsored by Arab-Malaysian Finance Berhad in November, 1988.

The caricature was reused in the sponsorship of the Malay Mail Big Walk in 1989. Boosting the morale of the participants, the billboard says: *"Berjalanlah dengan Semangat Muhibbah"* which translated means "Walk with the Spirit of Unity". It appeared in Berita AmBank Group in June, 1989.



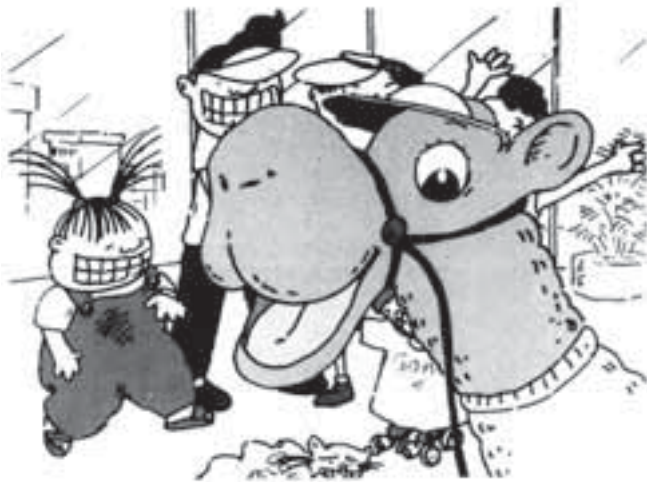
### The Savers' G.A.N.G

Advertisement announcing the new Savers' G.A.N.G magazine packed with colour, excitement, fun and laughter for all Savers' G.A.N.G savings account holders. First appeared in The Star on 10 August, 1988 and subsequently in Nanyang Siang Pau on 11 August, 1988.



### The Savers' G.A.N.G. Animated Television Commercial

Arab-Malaysian Finance Berhad launched its first fully animated Savers' G.A.N.G. television commercial in September, 1988. This scene shows the members of the Savers' G.A.N.G. It appeared in Berita AmBank Group in December, 1988.



### The Savers' G.A.N.G. Animated Television Commercial

The Arab-Malaysian Finance Berhad Savers' G.A.N.G. with the Group mascot. Appeared in Berita AmBank Group in December, 1988.



### The Savers' G.A.N.G. Animated Television Commercial

Tan Sri Azman Hashim with the Savers' G.A.N.G. Appeared in Berita AmBank Group December, 1988.

c'mon, join the  
Savers'  
G.A.N.G



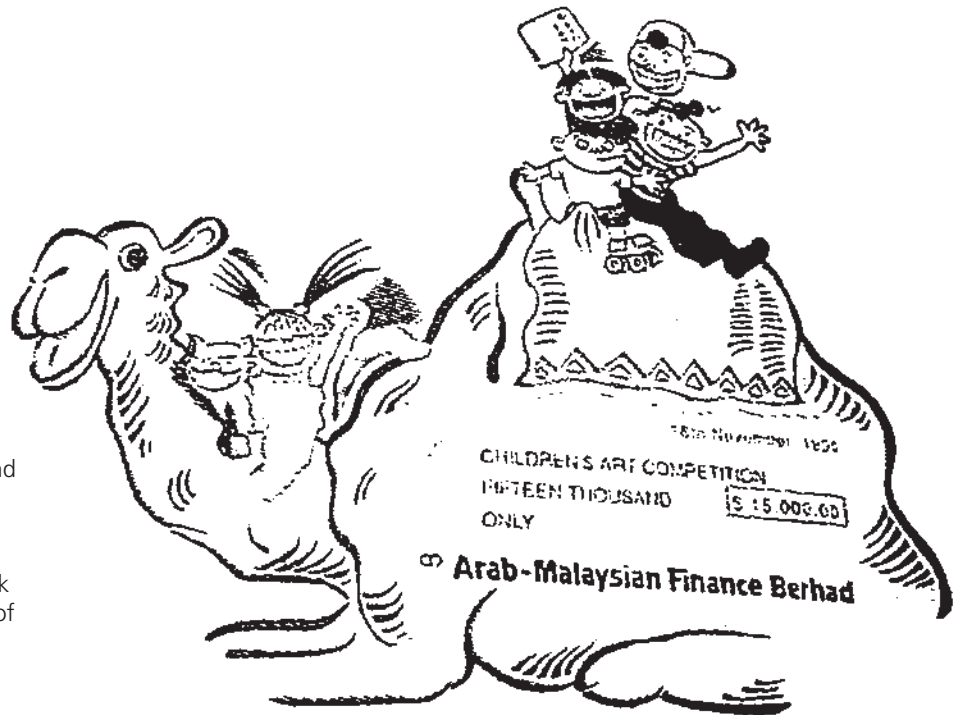
Great activities n' Games

**The Savers' G.A.N.G.**

The Savers' G.A.N.G account is a kids'-friendly savings account for those aged 12 years and below. First appeared in The Star on 3 February, 1990.

**Group Branding Via Sponsorship**

Arab-Malaysian Finance Berhad sponsored the Children's Art Competition jointly organised by Dewan Bandaraya Kuala Lumpur and The Malay Mail in 1990. Mr. Koh Pee Seng, Senior General Manager at Arab-Malaysian, handed over a camel-shaped mock cheque to Encik Mohd Sallehuddin Othman, editor of The Malay Mail. The caricature and news appeared in Berita AmBank Group in December, 1990.





### The Savers' G.A.N.G. Art Competition

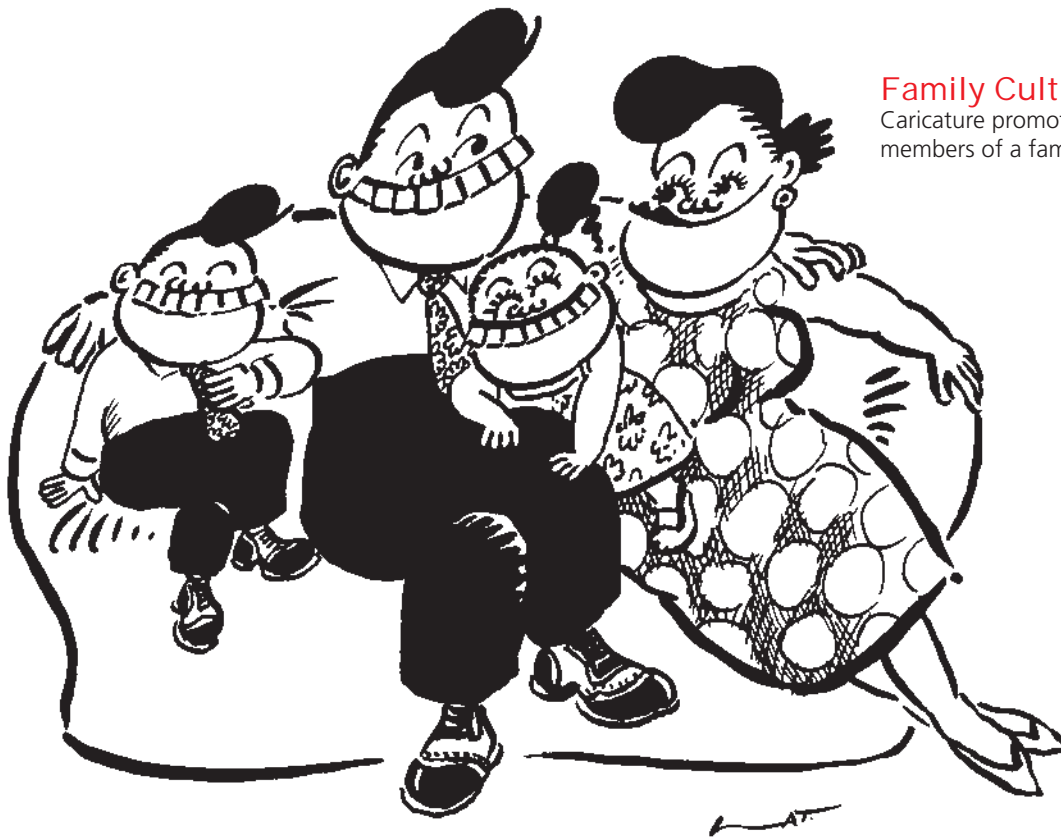
An advertisement in conjunction with the celebration of the 100th anniversary of Kuala Lumpur. The Group organised a Children's Art Competition as part of the celebrations. The caricature appeared in Berita Harian on 7 November, 1990 and the Malay Mail on 8 November, 1990.



### The Courtesy Campaign

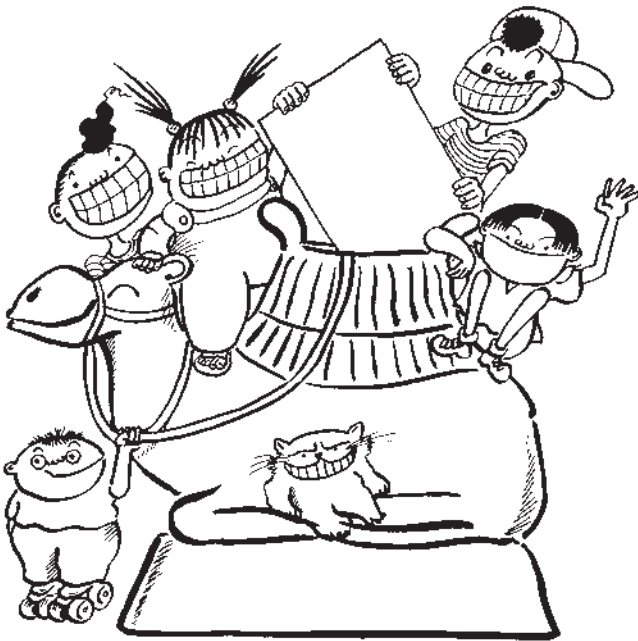
In June, 1991, Tan Sri Azman Hashim introduced the Group's courtesy campaign and the virtues of a smile. Lat's stroke of genius is apparent again in the caricature of smiling characters and the camel mascot. First appeared in Berita AmBank Group in June, 1991.





**Family Culture**

Caricature promoting happy and close-knit members of a family.



**The Savers' G.A.N.G. Coin Box**

The Savers' G.A.N.G. with a camel coinbox.



**The Savers' G.A.N.G. Spirit Of Unity**

The Savers' G.A.N.G. demonstrating the spirit of Malaysian harmony.



### Savings Account – Customer Experiences

Cartoon promoting the savings account.  
It appeared in Berita AmBank Group in March, 1987.



# Festive Greetings





### Chinese New Year 1985

Chinese New Year greetings featuring Tan Sri Azman Hashim and members of the senior management. Appeared in Berita AmBank Group in March, 1985.

### Hari Raya Aidilfitri 1985

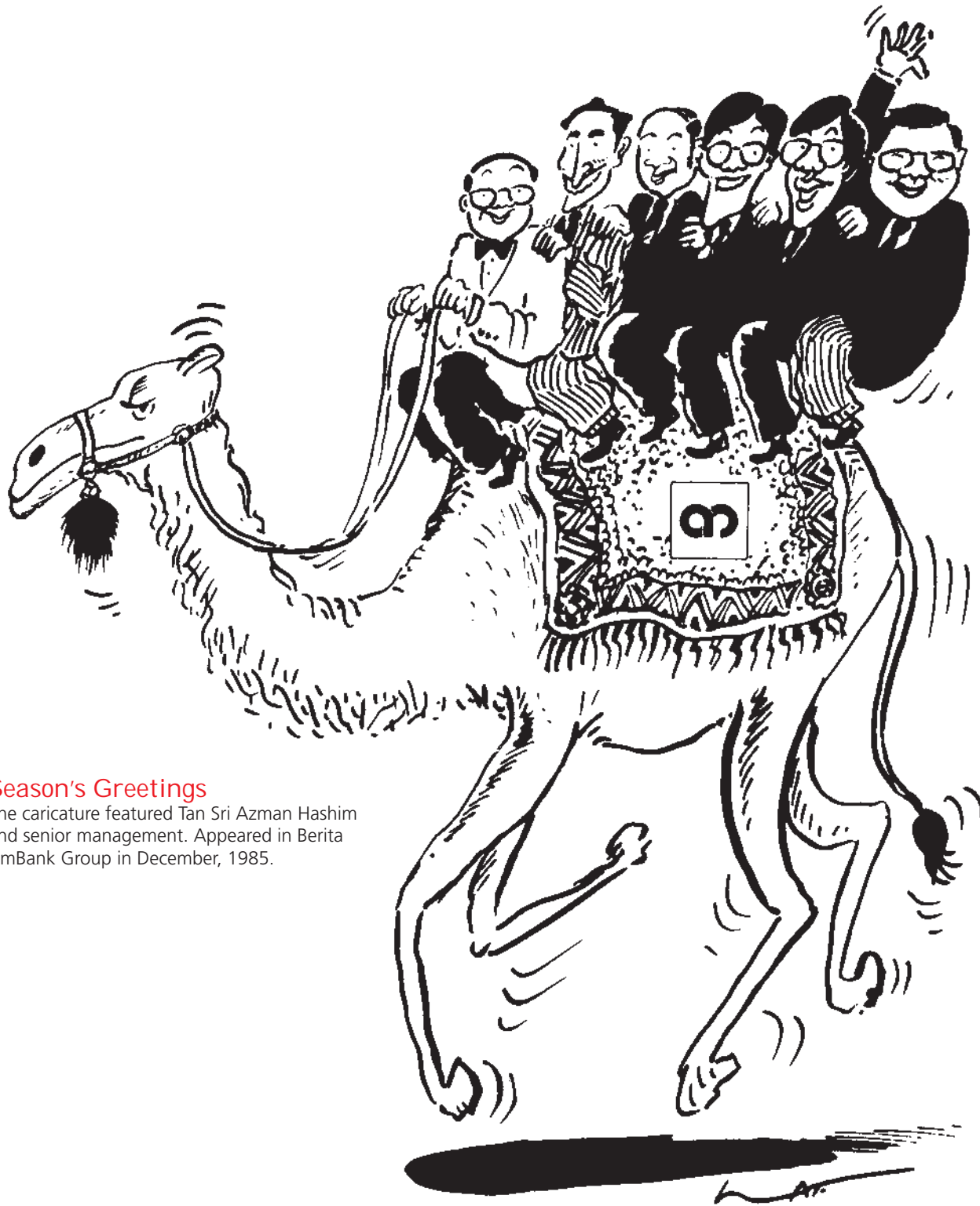
Hari Raya Aidilfitri greetings from Tan Sri Azman Hashim, senior management and staff preparing *dodol*. Appeared in Berita AmBank Group in June, 1985.





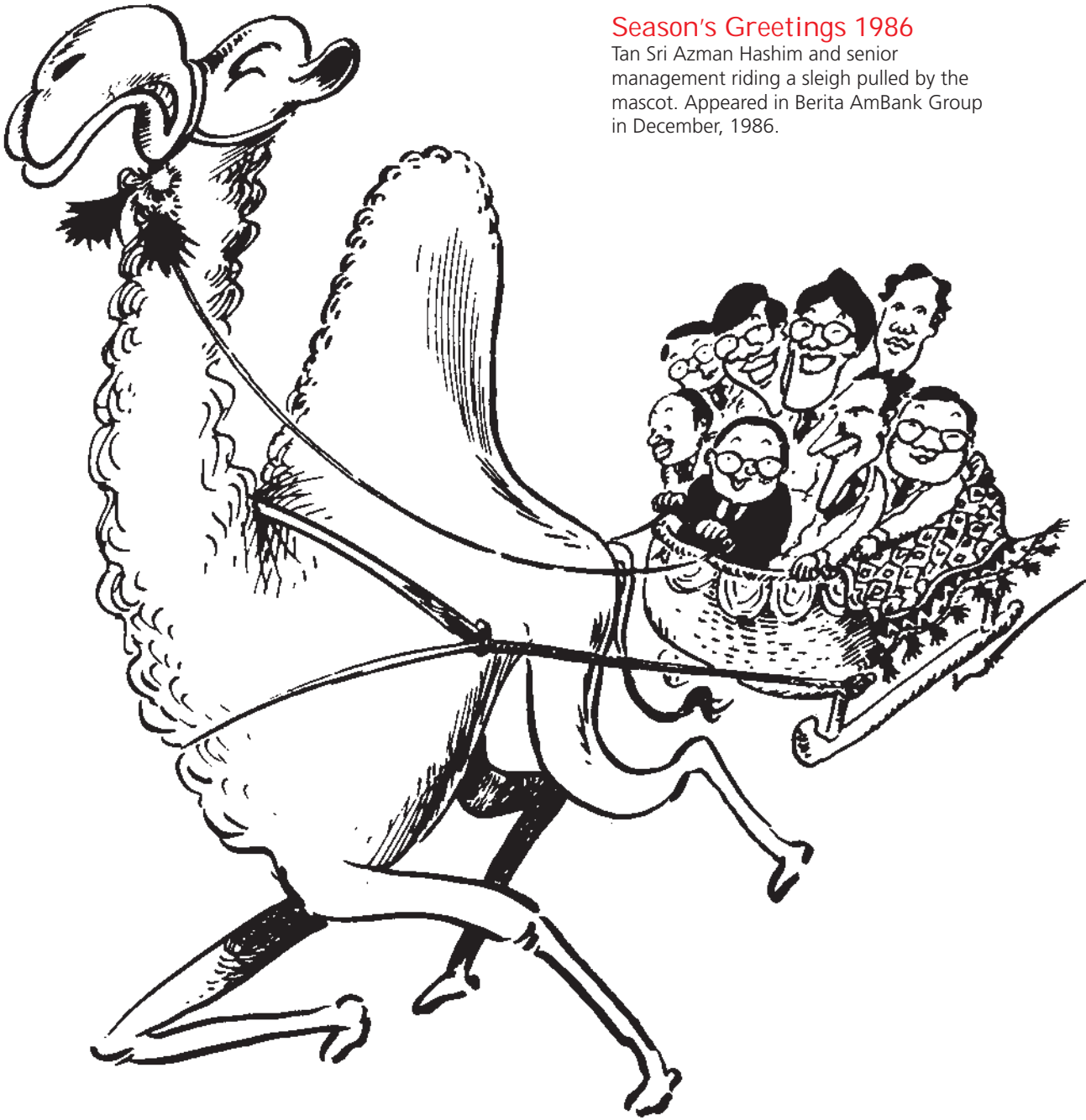
**Happy Deepavali 1985**

Deepavali greetings from Tan Sri Azman Hashim (seen wearing a flower garland, or malai) and members of the senior management.



### Season's Greetings

The caricature featured Tan Sri Azman Hashim and senior management. Appeared in Berita AmBank Group in December, 1985.



**Season's Greetings 1986**

Tan Sri Azman Hashim and senior management riding a sleigh pulled by the mascot. Appeared in Berita AmBank Group in December, 1986.



### Hari Raya Aidilfitri 1986

Hari Raya Aidilfitri greetings with senior management preparing a raya favourite – *lemang*. Appeared in Berita AmBank Group in June, 1986.





### Chinese New Year 1986

The mascot camel is seen pulling a Chinese trishaw in the Year of the Rabbit. Appeared in Berita AmBank Group in December, 1986.



### Happy Deepavali 1986

Tan Sri Azman Hashim, senior management and staff enjoying a Deepavali feast. Appeared in Berita AmBank Group in September, 1986.

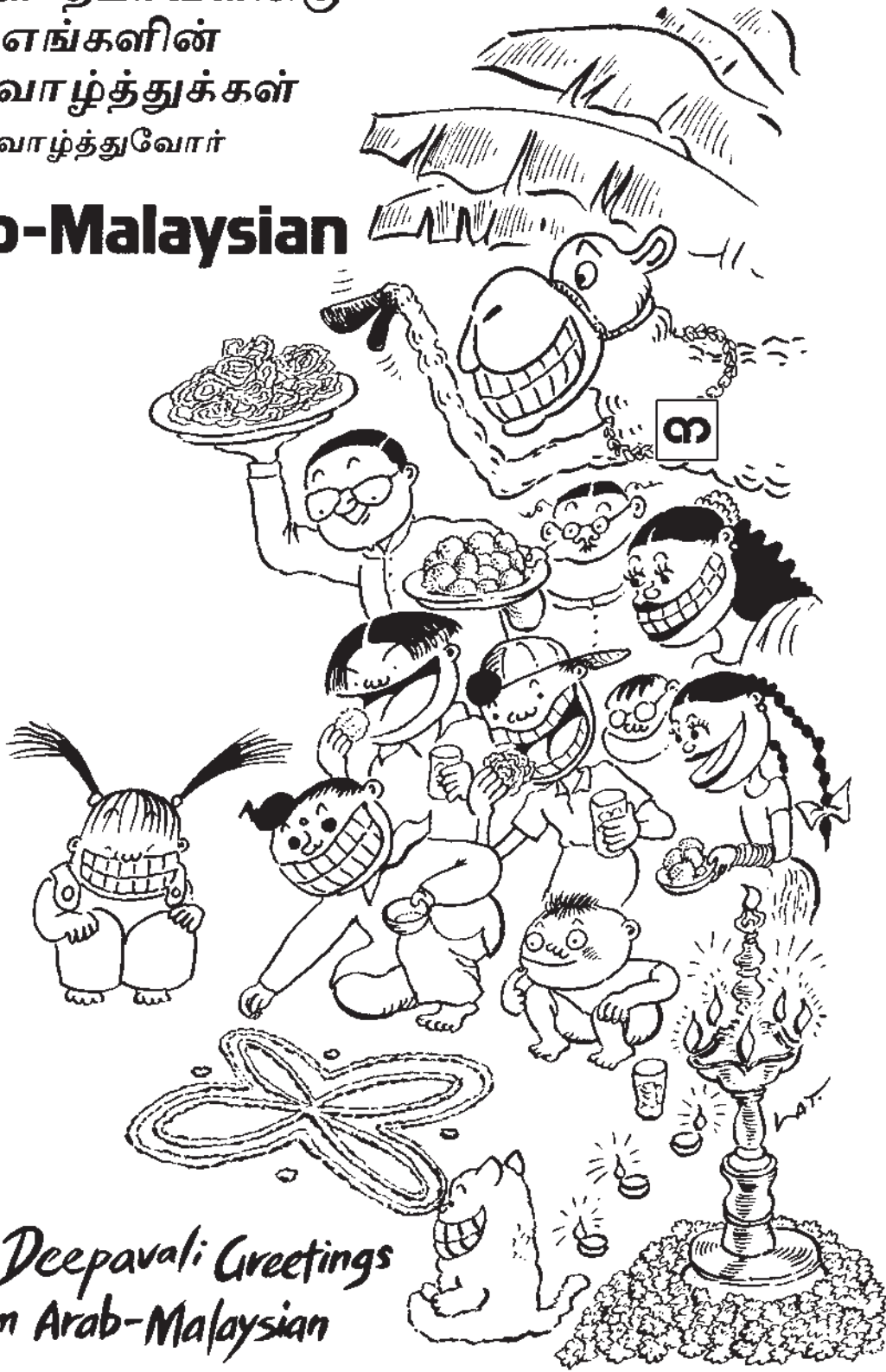


**Happy Deepavali 1987**

Deepavali greetings featuring preparation of traditional Indian favourites. Appeared in Berita AmBank Group in September, 1987.

மங்கள் தீபாவளிக்கு  
எங்களின்  
நல்வாழ்த்துக்கள்  
வாழ்த்துவோர்

## Arab-Malaysian



Happy Deepavali Greetings  
From Arab-Malaysian

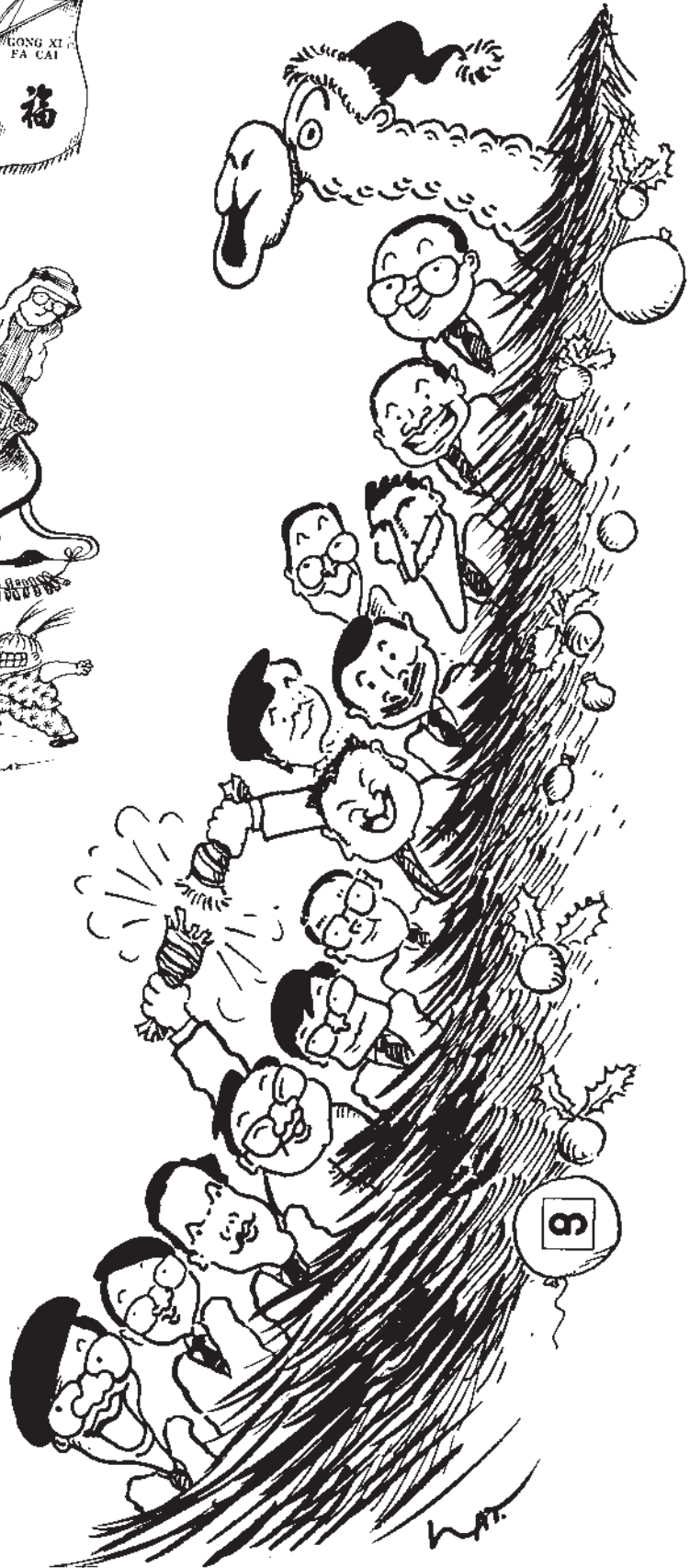
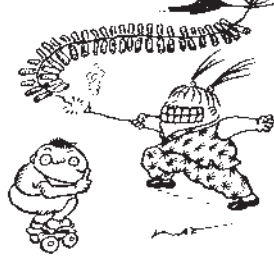
Happy Deepavali 1988

Deepavali greetings featuring the *kolam*, traditional decorative art using coloured rice grains. Appeared in Berita AmBank Group in September, 1988.



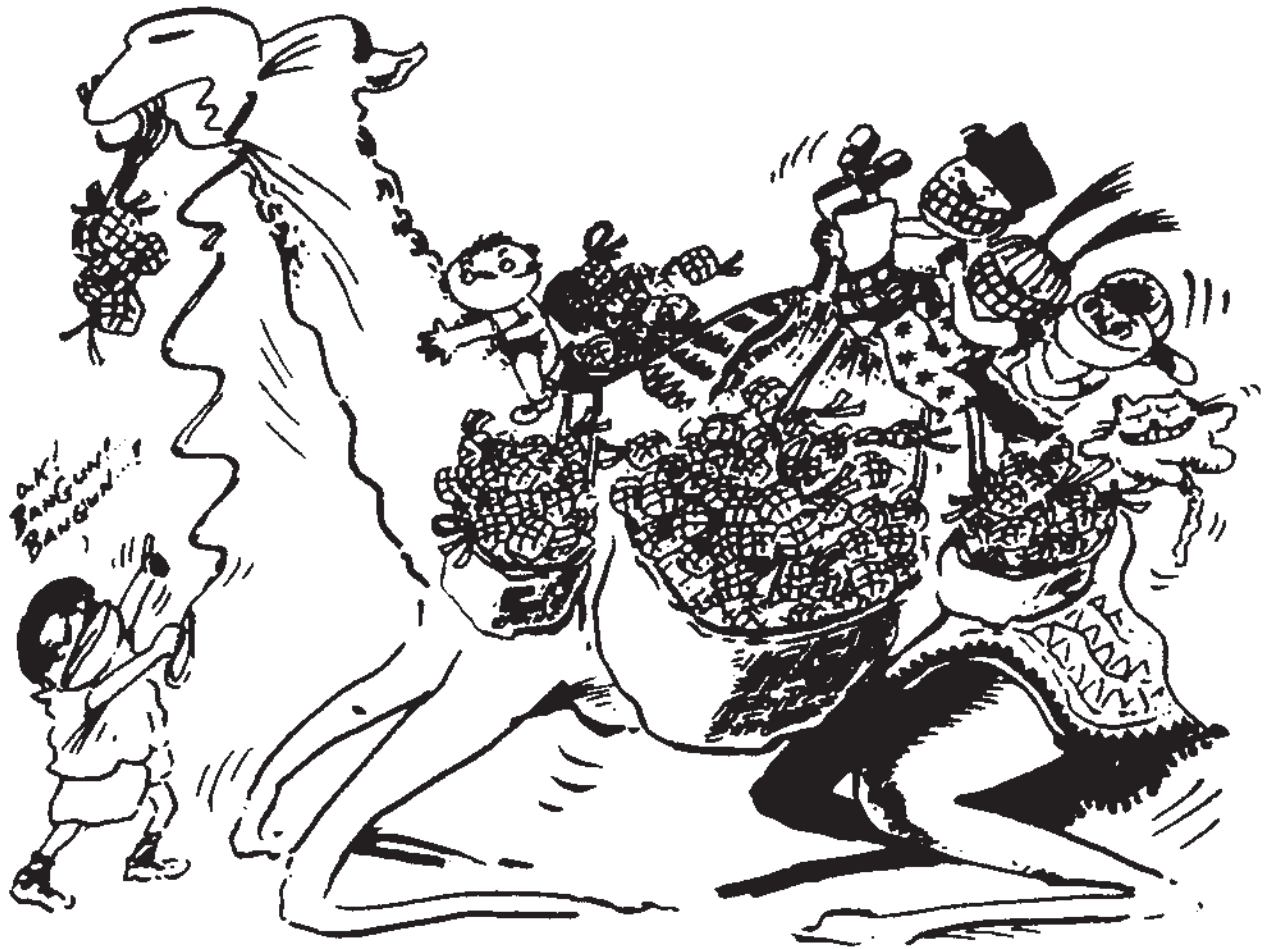
**Chinese New Year 1988**

Chinese New Year greetings from Tan Sri Azman Hashim and the mischievous Savers' G.A.N.G. celebrating the Year of the Dragon. Appeared in Berita AmBank Group in March, 1988.



**Season's Greeting 1988**

Tan Sri Azman Hashim and senior management peeking from behind a giant Christmas tree in this caricature for Christmas greetings. Appeared in Berita AmBank Group in December, 1988.



### Hari Raya Aidilfitri 1988

A member of the Savers' G.A.N.G. tugging at the reins of the camel mascot with Tan Sri Azman Hashim looking on whilst preparing more ketupat for the celebrations. Appeared in Berita AmBank Group in June, 1988.



**Happy Deepavali 1989**

Tan Sri Azman Hashim atop the camel mascot bearing a bowl of Deepavali delicacies. Appeared in Berita AmBank Group in September, 1989.

*Happy Deepavali Greetings  
From Arab-Malaysian*

**Chinese New Year 1989**

Humorous caricature for Chinese New Year greetings ushering the Year of the Horse. Appeared in Berita AmBank Group in December, 1989.





### Hari Raya Aidilfitri 1989

Hari Raya Aidilfitri greetings with cheeky children at Tan Sri Azman Hashim's open house. Appeared in Berita AmBank Group in March, 1989.





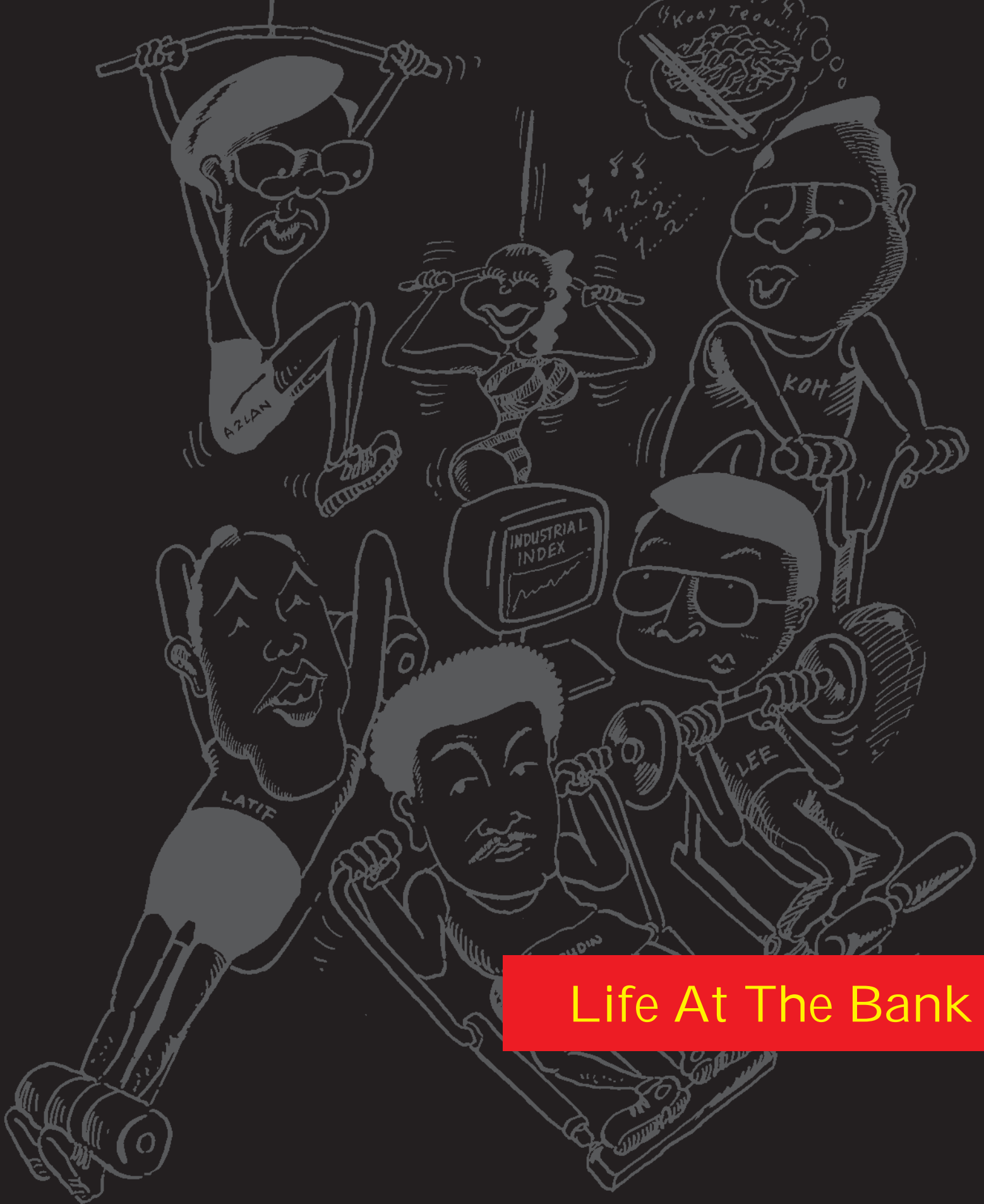
**Season's Greetings 1989**

Tan Sri Azman Hashim and the Savers' G.A.N.G. spreading good cheer during the Christmas season. Appeared in Berita AmBank Group in December, 1989.



### Hari Raya Aidilfitri 1990

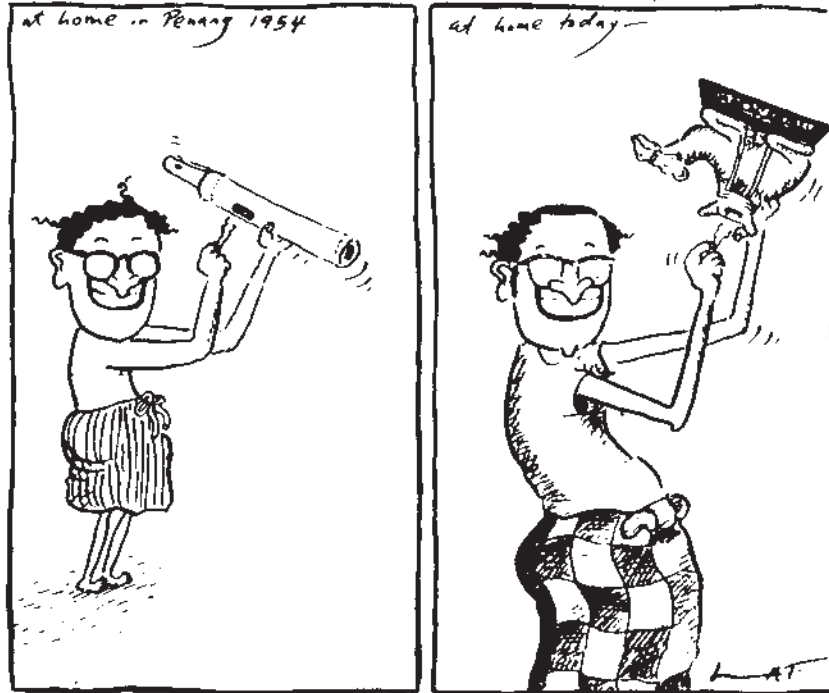
Hari Raya Aidilfitri greetings featuring Tan Sri Azman Hashim and members of the Savers' G.A.N.G preparing a raya favourite, the ketupat.



Life At The Bank

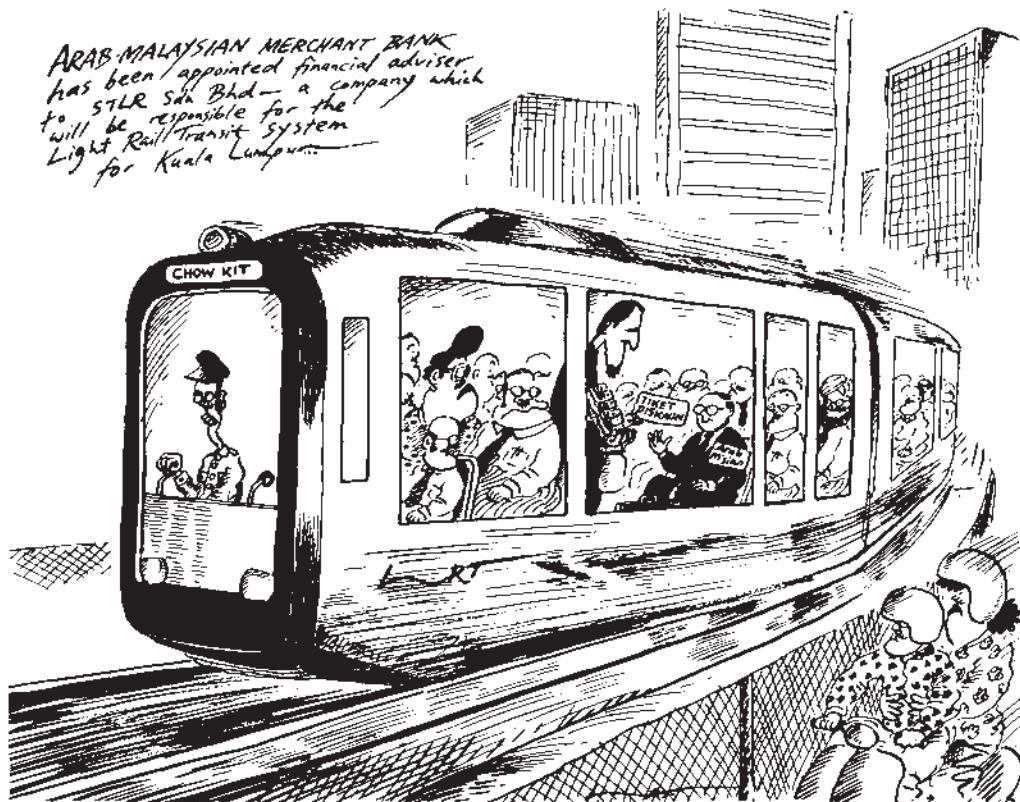
## Focus on Personality

Public Affairs Manager Mohamed Ali Yousoff



### Mohamed Ali Yousoff

Caricature of Public Affairs Manager, Mohamed Ali Yousoff. Appeared in Berita AmBank Group in September, 1984.



### STLR Sdn Bhd

Caricature commemorating the appointment of Arab-Malaysian Merchant Bank as Financial Adviser to STLR Sdn Bhd, the operator of the then future Light Rapid Transit System for Kuala Lumpur. Appeared in Berita AmBank Group in September, 1985.

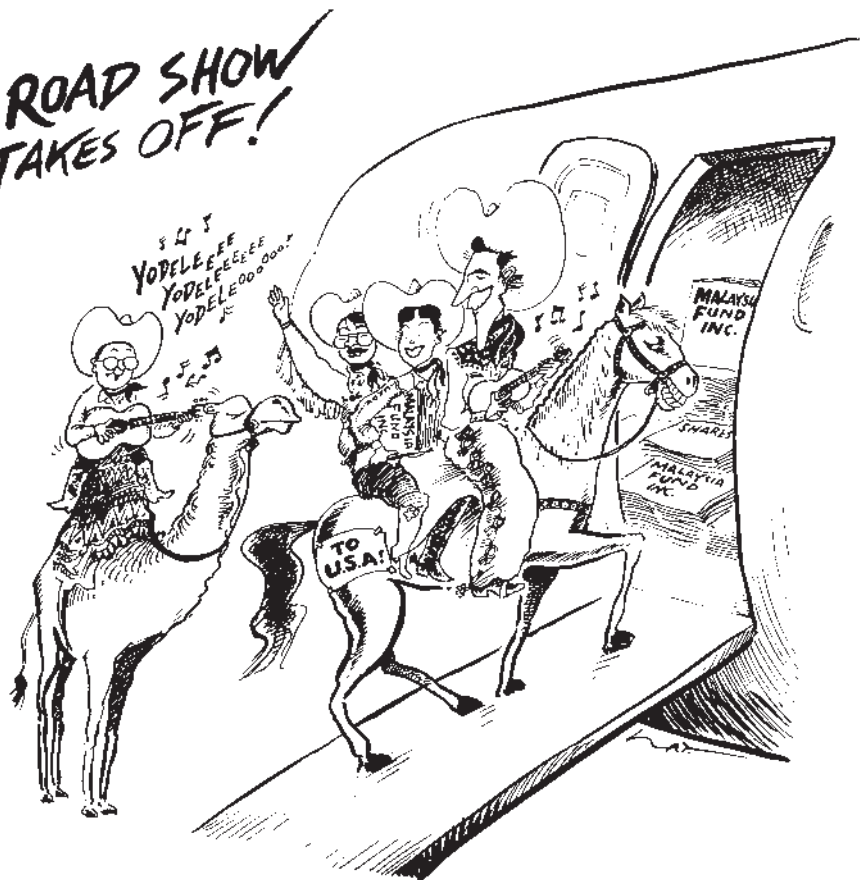


Michael Chan doing calculations on the exact time and date when he should move into his new office...

### Moving Into The New Offices

Caricature of Michael Chan, the then Chief Executive Director, Arab-Malaysian Eagle Assurance Berhad, selecting the most auspicious time to move into the new offices of Arab-Malaysian Banking Group. Appeared in Berita AmBank Group in September, 1986.

### THE ROAD SHOW TAKES OFF!



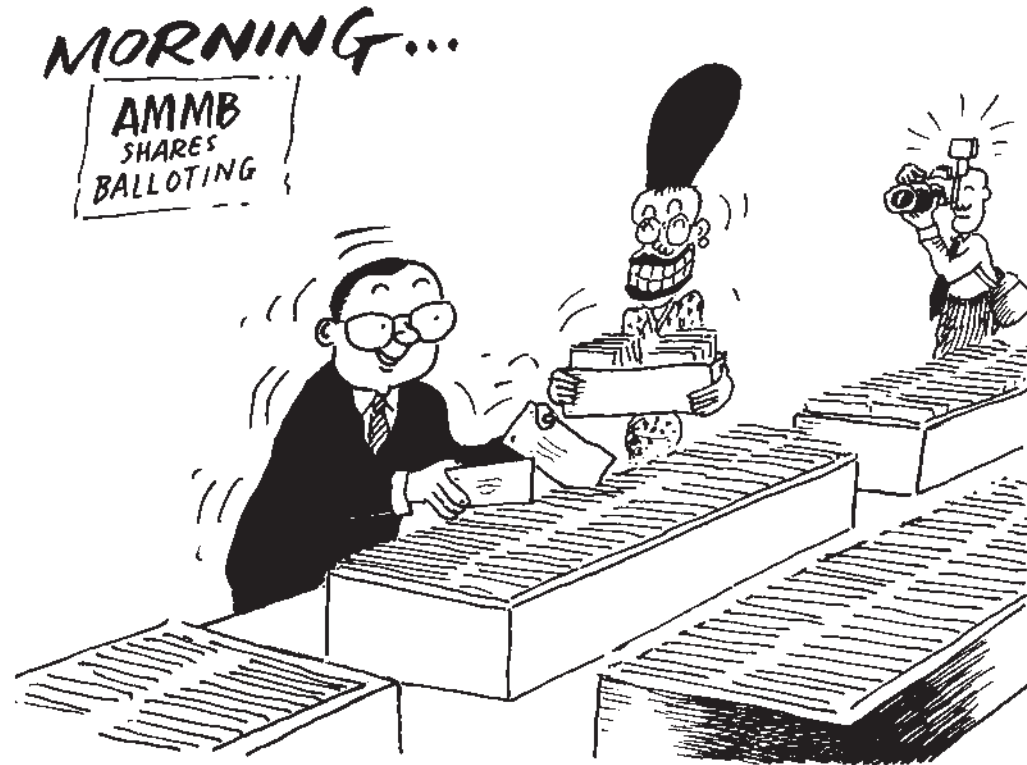
### Malaysia Fund Inc. Roadshow

Going on a roadshow for the Malaysia Fund Inc. The close-ended investment fund was listed on the New York Stock Exchange, and invested in equities of Malaysian companies listed on the Kuala Lumpur Stock Exchange. Appeared in Berita AmBank Group in June, 1987.



### Tan Sri Azlan Zainol

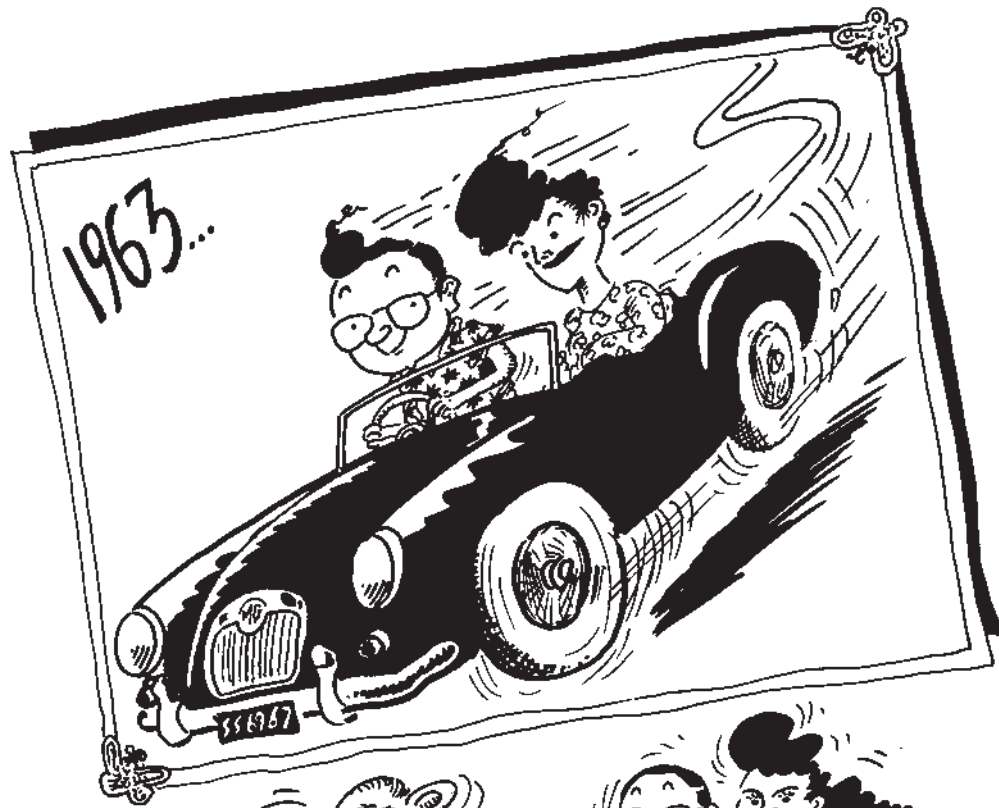
The Savers' G.A.N.G. with Tan Sri Azlan Zainol, then Managing Director of Arab-Malaysian Finance Berhad. Appeared in Berita AmBank Group in December, 1987.



### AMMB's Listing On The KLSE

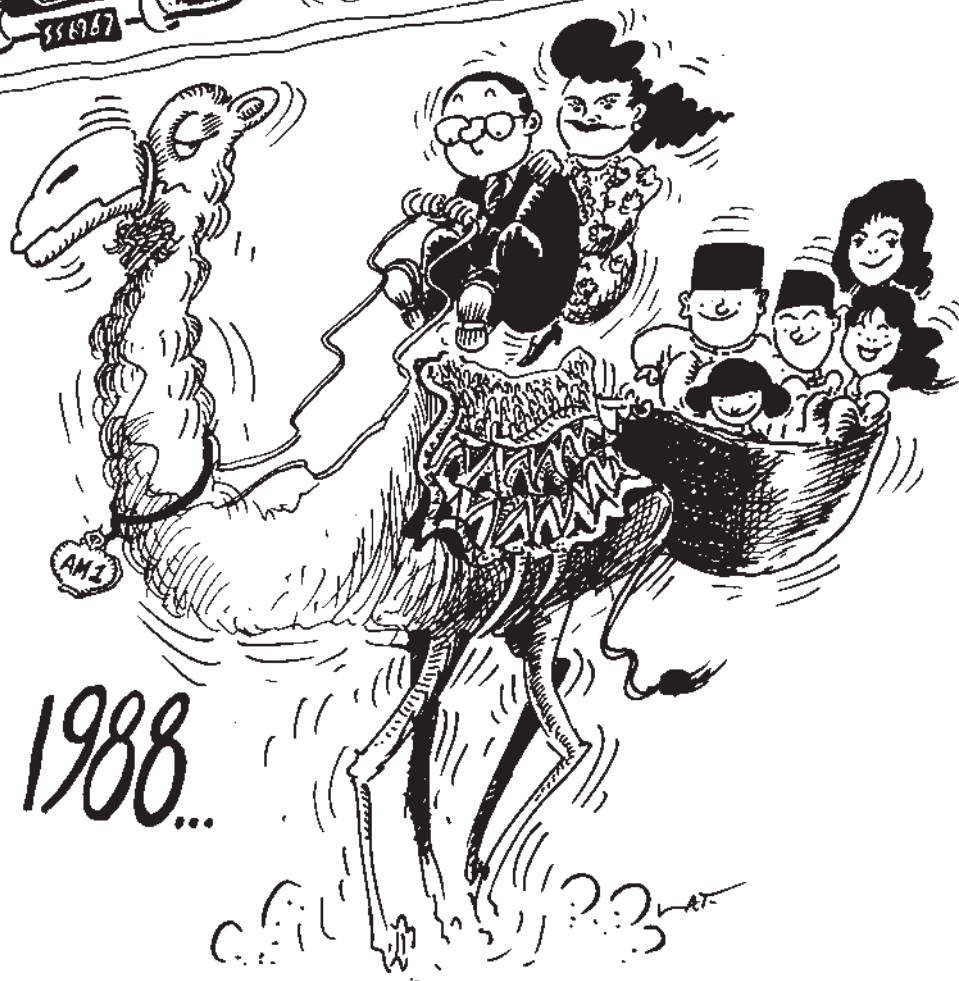
A caricature of Tan Sri Azman Hashim and staff sweating it out sorting out the share applications for AMMB Holdings Berhad's IPO listing exercise. Appeared in Berita AmBank Group in December, 1988.

LAT.



### Tan Sri Azman Hashim's 25th Wedding Anniversary

In joyous celebration and a tribute to Tan Sri Azman Hashim's 25th Wedding Anniversary. The caricature appeared in Berita AmBank Group in June, 1988.





### At A Board Meeting

Caricature of a board meeting. Appeared in Berita AmBank Group in March, 1988.



GENTLEMEN...PLEASE...!  
WHO ORDER KOPI...?  
WHO ORDER CHINESE TEA...  
WHO ORDER JAPANESE TEA...  
AND WHO ORDER PEPSI?!

W.A.T.

Project Phoenix '88 is a programme aimed at promoting more sporting activities.



Azlan Hashim



Dato' Malek Merican



Cheah Tek Kuang



Gabriel Goh

### Healthy Lifestyle – Walking The Talk

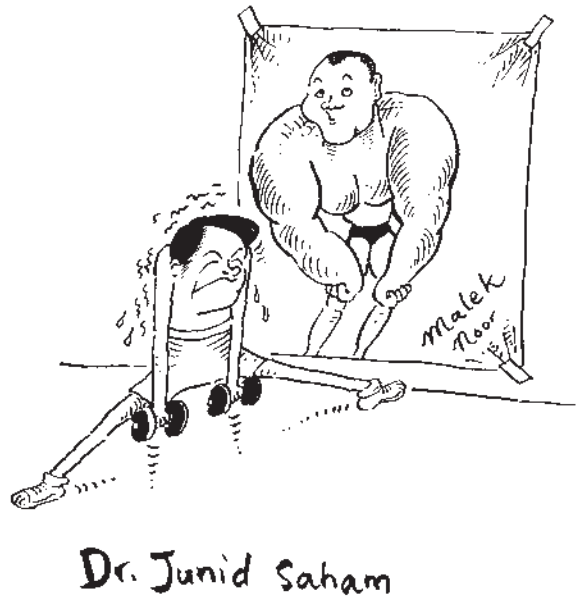
Caricature promoting a healthy lifestyle at the Arab-Malaysian Banking Group.  
 Appeared in Berita AmBank Group in December, 1988.



TUG-OF-WAR  
ANYONE ?



Megat Dzauddin  
Megat Mahmud



**Healthy Lifestyle – Management Style**

Caricature promoting a healthy lifestyle at the Arab-Malaysian Banking Group.  
Appeared in Berita AmBank Group in September, 1988.



### Fortitude And Diligence

Tan Sri Azman Hashim's sense of urgency and responsibility are evident in this caricature of him back on the job even with a broken leg. Appeared in Berita AmBank Group in June, 1989.



### The Singing Duo

The caricature featured Tan Sri Azman Hashim and Tunku Arishah Tunku Maamor's love of singing. Appeared in Berita AmBank Group in June, 1989.

\* SANG TO THE TUNE OF 'I LEFT MY HEART IN SAN FRANCISCO'

# KONNI CHIWA!



## Malaysia Growth Fund

The Malaysia Growth Fund, a USD30 million closed-end unit trust subscription offered to Japanese investors. Appeared in Berita AmBank Group March, 1989.

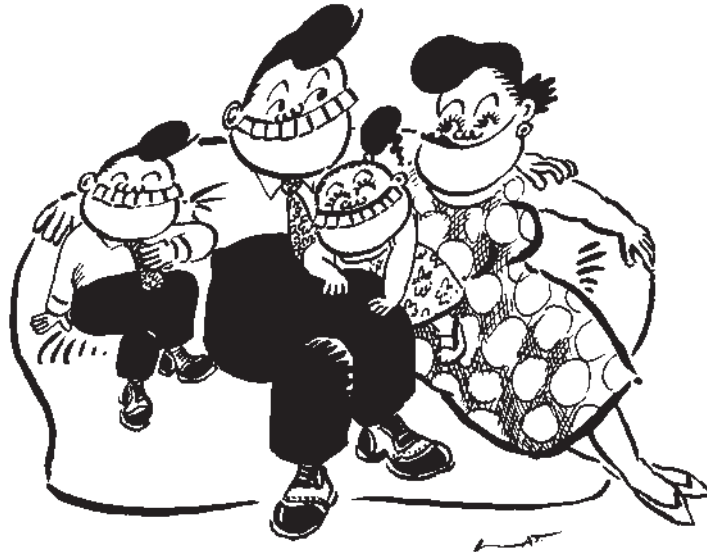
At the Arab-Malaysian  
Gym...



### On Fitness First

Busy management team keeping fit at the gym, Arab-Malaysian Banking Group. Appeared in Berita AmBank Group in September, 1989.





# LAT

A Collection of Cartoons, 1984-1991

In 1984, with a devoted following in children, intellectuals, and politicians who are fans, Arab-Malaysian Merchant Bank Berhad engaged Lat to further promote the Bank's products and services to the Malaysian public. The partnership successfully produced Lat's famous *Savers' G.A.N.G* team, debuted with the launch of the children's savings account in 1990. Lat continued to mix social commentary with humorous passages and slapstick with the Bank's promotional materials until 1991.

From his corner Lat Looks at Arab-Malaysian in *Berita AmBank Group*, a newsletter published by the Bank, his brand of cartoons also appeared in leading local newspapers and media via the Bank's advertisements and sponsorships, ensuring the wide news reach to the Malaysian public and devoted fans who constantly looked out for what Lat has to 'say' next.



**AmBank Group**

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