

# CELEBRATING SG50

**Singapore commemorated its Golden Jubilee** with a series of events and activities throughout 2015. Along with the rest of the nation, we too marked this milestone by engaging our customers, employees and the community in ways that we felt would be the most meaningful. From hosting special customer events, to reaching out to the disadvantaged, to rewarding employees with benefits, all of these had one goal in common: **They celebrated the relationships that matter to us.**

## ► RECOGNISING OUR CUSTOMERS



*Mr Samuel Tsien (left), Group CEO of OCBC Bank, presented a token of appreciation to Mr Thng Tock Geok, who has banked with us for more than 50 years, at our "50 Years with OCBC Bank" dinner on 8 October 2015.*

Our Chairman, Mr Ooi Sang Kuang, and Group Chief Executive Officer, Mr Samuel Tsien, hosted about 100 retail and corporate customers and their guests to an appreciation dinner on 8 October 2015 at OCBC Centre. Themed **"50 Years with OCBC Bank"**, the dinner gave us the opportunity to thank customers for their steadfast support in entrusting us with their banking needs for 50 years or more.

At the dinner, guests were presented with copies of LKY on Governance, Management, Life: A Collection of Quotes from Lee Kuan Yew – a three-volume set of books we had sponsored and just launched earlier in the day. They were also treated to a special video we produced, featuring three of our customers who shared their experiences, having banked with us all these years.

While we celebrated our most enduring customer relationships, we worked on forming new and strengthening existing ones by introducing special product offerings. In collaboration with our insurance subsidiary Great Eastern Holdings, we launched an SG50 five-year single premium plan in July 2015 offering customers a guaranteed payout of 2% every year – the highest guaranteed returns in the market.

For aspiring and current home owners, we organised an SG50 Home Trail contest in August 2015, with the top prize of a S\$10,000 home makeover renovation package.

We commemorated SG50 with one of our key partners, NTUC, by bringing more value to union members. Those holding NTUC Plus! Visa debit or credit cards enjoyed preferential interest rates on their deposit balances, as well as additional NTUC FairPrice in-store rebates.

## ► HELPING THE DISADVANTAGED

As we celebrated the nation's achievements, the disadvantaged in our community remained close to our hearts. In 2015, **we broadened our corporate social responsibility efforts** to include reaching out to individuals with special needs.

On 8 December 2015, 80 staff volunteers from across the bank worked alongside beneficiaries from the Movement for the Intellectually Disabled of Singapore ("MINDS") to make keychains using Hama beads. Proceeds from the sale of these went to supporting persons with intellectual disability from the MINDS Social Enterprise programme, which aims to provide alternative work engagement opportunities for these individuals.

We continued to engage the young and the elderly, introducing activities that promoted interaction between the two groups. On 4 March 2015, our volunteers mentored students of Regent Secondary School on communicating and relating with the elderly residents of the Asian Women's Welfare Association ("AWWA") as they bonded over activity-based workshops and outdoor exercises.



*Our staff volunteers worked with beneficiaries from MINDS on 8 December 2015 to make keychains, which were sold to support a programme for the intellectually disabled.*

> APPRECIATING OUR STAFF



More than 6,000 OCBC Bank employees and their family members enjoyed an evening out at Universal Studios Singapore during the OCBC Family Day on 12 September 2015.

We presented our **8,000 employees** in Singapore with a special SG50 Gift Package, in recognition of their contributions to the Bank and the nation.

Feedback from employees was sought on what would make a meaningful gift for them as well as their families. Taking this input into consideration, we came up with a S\$5 million package that comprised financial benefits as well as experiential treats for employees to enjoy with their loved ones. Staff received an exclusive OCBC SG50 NETS FlashPay card with S\$100 in preloaded credit while junior executives and unionised employees were awarded 100 OCBC Bank shares on top of that. Our employees were also given complimentary tickets to Gardens by the Bay and subsidised tickets to Universal Studios Singapore for the OCBC Family Day on 12 September 2015.

> CELEBRATING WITH THE PUBLIC



Members of the public had the opportunity to try out paddle biking for free at the inaugural OCBC Waterfest, which took place from 3 to 5 July 2015 at the Singapore Sports Hub.

Reflecting our commitment to **giving back to the community** at large, we supported a number of special events to celebrate SG50 with members of the public.

The highlight of these was the Singapore Sports Hub SG50 Carnival that took place over the National Day weekend. The carnival, which we were the presenting sponsor for, was jam-packed with family-friendly activities such as an outdoor movie screening and a station for children to design their own coin banks. Outdoor enthusiasts also got to

join in the fun with kayaking, canoeing and other activities. The climax was a live screening of the National Day Parade on a giant screen at OCBC Square.

We sponsored the inaugural OCBC Waterfest, which took place from 3 to 5 July 2015 at the Singapore Sports Hub. Aimed at promoting water sports, the event featured free try-outs of various activities.

We also showed our support for young Singaporean artists by introducing the OCBC Art Space at our main banking hall at OCBC Centre, where we organised exhibitions and cocktail events for members of the public to appreciate the artists' featured work.

MORE THAN

**10,000**  
of our staff from  
overseas markets



also joined in the **SG50 festivities**, receiving gift cards and attending special staff events, among other activities.