

Corporate Social Responsibility



To encourage our employees to contribute to the ST School Pocket Money Fund, OCBC purchased Help-A-Kid coin banks for all our Singapore employees. Staff were encouraged to donate their savings to the Fund.

CARING FOR UNDERPRIVILEGED CHILDREN

In Singapore, we continued to support our chosen charity partner, the Singapore Children's Society ("SCS"). We made our first donation to the SCS in 2004, and by 2013 our contributions and commitments will total S\$5 million.

CSR co-ordinators were appointed at divisional level to encourage our employees to volunteer for projects with the SCS. As a result, we saw a three-fold increase in the number of CSR activities organised compared to the previous year. More than 250 employees volunteered to work with the SCS: They helped organise programmes to impart skills to the children and excursions to bring the children to different places of interest. These activities ranged from computer workshops, money-management workshops and reading programmes to a kite-flying expedition and a visit to Escape Theme Park. Staff awareness of our CSR efforts increased, with 85% of our employees responding to one of the questions in our annual employee survey to indicate that they were clear about our attempts to do something meaningful for the community.

The SCS presented us with the prestigious Gopal Haridas award for donating the largest sum of money to the Society in 2009. Lee Mei Ling from our Global Consumer Financial Services division received a Silver Service award for her contributions as a SCS volunteer, conducting tuition sessions at the Henderson Student Care Centre.

Our employees also organised activities to raise funds for other charitable organisations. One key beneficiary has been the Straits Times School Pocket Money Fund ("STPMF"), which provides needy children with pocket money for school, and has helped 73,500 children so far, with money raised administered and disbursed through the National Council of Social Service.

Our Group Human Resource division held its annual charity food fair and HR staff performed the traditional Lion Dance at all the offices in OCBC Centre and Great Eastern Centre during the Chinese New Year period. All red packet donations received were channelled to the STPMF and a total of S\$69,500 was raised through these efforts. The Group Treasury division contributed an additional S\$36,000 to the Fund by holding an auction.

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In addition, to help mark the tenth anniversary of the founding of the ST School Pocket Money Fund last year, Singapore Press Holdings produced Help-A-Kid coin banks that were sold to raise funds. The public was also encouraged to contribute savings accumulated in the coin banks to the Fund. OCBC was the sole bank to partner SPH in this initiative: Members of the public deposited their donations at our 18 Sunday banking branches during September and October, raising a total of S\$40,887. To encourage our employees to contribute, we bought 5,500 coin banks – one for every employee in Singapore. A total of S\$11,509 was collected from our staff.

In Malaysia, our CSR efforts comprised staff-initiated efforts centred on helping underprivileged children. More than 150 employees of OCBC Malaysia volunteered with various charities to impart skills to children or involve them in various leisure activities. In June, staff from our Group Operations and Technology division rebuilt the home of a needy family in Pasir Mas, Kelantan in a joint initiative with Habitat for Humanity Malaysia and Yayasan Orang Kurang Upaya Kelantan (Yokuk).

Our philanthropic heritage of supporting children and education extends to China where our commitment includes a donation of RMB 1.5 million (S\$300,000) over six years to the Soong Ching Ling Foundation, starting from 2007. The funds have been disbursed through the Soong Ching Ling Scholarship (“SCLS”) under the SCLS-OCBC Fund to help outstanding children across China who required financial assistance to pursue their studies.

In August, OCBC China organised a trip to the World Expo 2010 in Shanghai for 100 students from the Soong Ching Ling Foundation, accompanied by staff volunteers from OCBC China and our strategic partner in China, Bank of Ningbo. It was an eye-opener for



OCBC China colleagues sharing a moment of fun with the students in Mianzhu, Sichuan Province.

the students, who visited the Singapore Pavilion and other Theme Pavilions at the Expo.

In Indonesia, staff from our Group Operations and Technology division worked with our subsidiary, Bank OCBC NISP, to support a joint community development initiative in Bandung in collaboration with Habitat for Humanity. The three-year effort, which began in 2009, has included the renovation of a school in the village of Banjaran and the long-term goal is to build 20 houses there in total. In July, more than 50 volunteers returned to Bandung to continue the building project. To date, 12 houses have been built. The volunteers also distributed items like backpacks, water bottles, towels and caps to students. They presented the school with 19 computers and contributed other equipment to the computer lab, set up by OCBC staff in 2009, in order to restore Internet



Students in China who received scholarships through the Soong Ching Ling-OCBC Fund put up a moving performance to convey their appreciation.



Volunteers from Group Operations and Technology division and Bank OCBC NISP spent three days in Bandung, working to improve living conditions at the village of Banjaran.



OCBC Malaysia colleagues from Account Services and Loan Admin spent time with children from The Cerebral Palsy Children's Association of Penang.

Our corporate and staff donations are channeled to affected communities through recognised non-government organisations, including The Red Cross and Habitat for Humanity.

connectivity. Funds for the project were raised through charity food fairs in Singapore and Malaysia.

SUPPORTING EDUCATION

We continued to encourage and support academic excellence by awarding book prizes and bond-free scholarships to outstanding young adults from Singapore, Malaysia, Indonesia and China so that they can pursue higher education in Singapore and Malaysia. Over the years, we have awarded a total of 423 bond-free undergraduate scholarships. Our scholars also have the opportunity to gain work experience with us through our Scholars Internship programme.

Last year, more than 80 OCBC book prizes and bursaries were presented to students in Singapore and Malaysia, to reward them for doing well in their studies.

HELPING IN TIMES OF NATURAL CALAMITIES

When calamities hit different places, particularly those in which we operate, we show our support for the affected communities by helping to bring relief to the victims and their loved ones. Our corporate and staff donations are channeled to affected communities through recognised non-government organisations, including The Red Cross and Habitat for Humanity. Our customers also contribute via our banking channels, namely our ATMs, mobile banking, internet banking and phone banking.

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The professionals kicking off their race in style at OCBC Cycle Singapore 2010.

In August, we facilitated the collection of public donations to support relief and recovery efforts in aid of victims of the floods in Pakistan.

SUPPORTING A GROWING SPORT - OCBC CYCLE SINGAPORE

On 6 and 7 March 2010, 9,100 cyclists took to the roads for OCBC Cycle Singapore, an eco-friendly sporting activity that we sponsor. The turnout marked a significant increase from the 5,400 who participated in the one-day inaugural event in 2009. OCBC Cycle Singapore has drawn an enthusiastic response from the general public as well as elite international cyclists. With the larger number of participants, the event was held over two days in its second year.

In recognition of the need to give back to the community, event participants were encouraged to raise funds among their friends and relatives for two charities. Donations collected amounted to S\$16,000 for the National Cancer Centre Research Foundation and S\$25,000 for the SCS, our chosen charity partner. A 2.5-km ride for cancer survivors and their friends and relatives, called the Cycle of Hope, was also added to the programme.

428 employees showed their support by signing up for the various events, ranging from the 20km Community Ride to the 40km Challenge. This represented a 53% increase in participation compared to the previous year. Employees also formed teams that competed against each other, as well as against external teams, in the OCBC Corporate Challenge.

25 OCBC Malaysia employees cycled almost 400km from Kuala Lumpur to Singapore to participate in the event, raising over RM220,000 for two children's charities in Malaysia, namely the Home of Peace and the Muar Chapter of The National Autism Society of Malaysia.

We also sponsor the OCBC Singapore cycling team, a group of talented young cyclists who are being trained and nurtured to represent Singapore at major cycling events. This initiative is the result of a joint effort by OCBC, the Singapore Sports Council and the Singapore Amateur Cycling Association to institute a structured talent identification and development programme.

PARTNERING LIKE-MINDED ORGANIZATIONS

We are a pioneer member of Singapore Compact for CSR and a signatory to the United Nations (UN) Global Compact.

Singapore Compact serves as a national society for furthering the CSR movement in Singapore through on-going dialogue, training, collaboration and project implementation.

Since 2005, we have officially supported the 10 principles of the UN Global Compact. This strategic policy initiative brings together businesses that are committed to aligning their operations and strategies with ten universally-accepted principles in the areas of human rights, labour laws, the environment and the fight against corruption.