



## MEDIA RELEASE

### **OCBC CREDIT CARDS GO REGIONAL WITH BRAND NEW 'LUXURY CONDO' LUCKY DRAW**

***OCBC Singapore and Malaysian CardMembers could win  
a luxury apartment in 8@Mount Sophia as well as quarterly prizes***

Oversea-Chinese Banking Corporation Limited ("OCBC Bank") today unveiled a regional marketing initiative which adopts the 'build and transfer' approach under its New Horizons strategy. Named the OCBC 'Luxury Condo' Lucky Draw, this initiative gives Singapore and Malaysian OCBC cardmembers the chance to win in a year-long cross-border lucky draw as well as country-specific quarterly draws.

This is not the first time the Bank has held a regional draw. Its first Singapore-Malaysia draw, launched in 2004, saw its growth rate for cards outpace that of the card industry by 2.2 times in Singapore and 3.6 times in Malaysia.

Mr Andy Chan, OCBC's Head of Group Unsecured Lending & Credit Cards, explained why the credit card business decided to adopt this "build and transfer" approach: "When OCBC unveiled our New Horizons strategy in 2003, we said that we would transfer our best practices, human capital, skills, products and services to our chosen markets, starting with Malaysia. Today, our business efforts in Malaysia are beginning to pay off. It is therefore a natural progression for us to take a similar approach, when it comes to our marketing initiatives."

"Also, as Singapore and Malaysia are closely linked geographically, the consumer habits and aspirations of our cardmembers tend to be similar, making certain marketing initiatives relevant to both countries. Taking a regional approach allows our customers to enjoy common benefits. At the same time, the Bank enjoys economies of scale in terms of planning and development," he added.

A regional team within the OCBC Credit Cards and Unsecured Lending group oversees the development and implementation of such cross-border synergies. In 2004, the team launched the Bank's first cross-border marketing initiative with the introduction of a standard Credit Card design for the Singapore and Malaysian markets. This was followed by a series of tactical marketing campaigns, including the OCBC Platinum MasterCard; the Makansutra Dining Program; and, the "First Month Free" 0% instalment Payment Plan, in both countries.

The OCBC 'Luxury Condo' Lucky Draw is the second cross-border draw that will reward Singapore and Malaysian cardmembers for using their OCBC credit cards. From 15 April 2005 to 31 March 2006, OCBC cardmembers from both countries stand to win the grand prize of a luxury apartment in 8@Mount Sophia, a highly

desirable residential property situated in the heart of Orchard Road in Singapore. Existing Singapore cardmembers will receive one chance to win with every S\$50 charged to their OCBC Credit Card, while Malaysian cardmembers will receive the same opportunity for every RM\$100 charged. New customers applying for any OCBC Credit Card in either country will also earn 50 bonus chances to win.

Commenting on the cross-border lucky draw, Mr Chan remarked, "We appreciate the benefits of business synergies; hence, the mega campaign in the form of the OCBC 'Luxury Condo' Draw which cuts across all unsecured products and markets in Singapore and Malaysia. The grand prize of a luxury apartment in 8@Mount Sophia is one that we know will be highly sought after by both Singaporeans and Malaysians as an investment property or a home to live in." As evidence of the condominium's desirability, Mr Chan highlighted the fact that the condominium project is almost completely sold out.

Turning to the country-specific quarterly draws, Mr Chan added, "We understand, however, that our customers also have unique needs and wants that are country-specific. That's why we have the country-specific quarterly draws. In the first quarterly draw, Singapore cardmembers stand to win the latest Apple gizmos such as the iMac Mini, iPod Mini and iPod Shuffle, and Malaysian cardmembers, the latest Nokia handphones. When it comes to cards, OCBC Bank believes in giving our customers a choice of cards with benefits that meet cardmembers' specific lifestyle needs."

In fact, the Bank has just concluded its first year-long cross-border lucky draw – the OCBC 'Luxury Car' draw – for its lifestyle products customers, with a grand prize of a Jaguar S-Type, for one lucky customer each in Singapore and Malaysia.

In Singapore, the lucky winner is Ms Soh Kiat Cheng, a manager at a software solutions company, who collected the keys to her brand new car from Mr Andy Chan, OCBC's Head of Group Unsecured Lending & Credit Cards, on 12 May 2005 at the Jaguar Showroom.

Delighted at her win, Ms Soh remarked, "I am extremely happy to learn that I am the lucky winner of a Jaguar S-Type. All because I used my OCBC Credit Card, which is my preferred credit card because of the many rewards and privileges that come with it, when I do my shopping! "

The winner in Malaysia will be invited to collect his or her Jaguar S-Type by June 2005.

---

## About OCBC Bank

OCBC Bank is Singapore's longest established local bank. It has assets of S\$128 billion and a network of 112 branches and representative offices in 14 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Japan, Australia, UK and USA. OCBC Bank offers a range of specialist financial services including consumer, corporate, investment, private and transaction banking, global treasury, asset management and stockbroking services to meet the needs of its customers across communities. Its subsidiary, Great Eastern Holdings, is the largest insurance group in both Singapore and Malaysia in terms of assets and market share.

In 2004, OCBC Bank was named Lafferty Group's Retail Bank of the Year in Asia-Pacific and South East Asia and *Global Finance* magazine's Best Bank in Singapore. Additional information may be found at [www.ocbc.com](http://www.ocbc.com).

---

Customers who are keen to find out more can visit any OCBC branch or call the toll-free OCBC Bank Hotline at 1800-438 3333

---