



MEDIA RELEASE

OCBC BANK PARTNERS WITH THAILAND'S KRUNGTHAI CARD TO LAUNCH KTC TITANIUM MASTERCARD CARD IN THAILAND

TITANIUM CREDIT CARD powers up and offers cardmembers privileged access to over 800 merchants and retail stores across South East Asia.

Singapore, 25 November 2005 – OCBC Bank and Krungthai Card Public Company Limited (KTC) today announce the launch of the TITANIUM Credit Card in Thailand. With this arrangement, OCBC Bank has extended to KTC the licensing rights to use and reproduce “TITANIUM” in its current stylised form for the KTC TITANIUM MasterCard Card.

The new KTC TITANIUM MasterCard Card is targeted at the Thai traveller who frequently travels to other countries such as Singapore, Thailand, Malaysia and Hong Kong for business and pleasure. Such cardmembers love to take control and enjoy the latest lifestyle trends in shopping, travelling, dining, fashion, spas and pampering oneself.

Singaporean and Malaysian TITANIUM Credit Cardmembers are currently empowered to have cross-border access to both countries' Privileges and Benefits Programme and TITANIUM Credit Card exclusive Privileges. With this collaboration with KTC, OCBC Bank will be extending its current “flash for discount” programme in Singapore and Malaysia to the KTC TITANIUM MasterCard Cardmembers. Likewise, KTC will extend its existing Privileges and Benefits programmes in Thailand and Hong Kong to Singaporean and Malaysian TITANIUM Credit Cardmembers. This is in line with OCBC Bank's build and transfer approach in its new horizon strategy.

“The partnership that OCBC has with KTC and MasterCard is in line with our objective of providing innovative choices for our customers. In fact, OCBC TITANIUM recently won the Platinum Award for Best Innovative Card Design in the recent MasterCard Asia Pacific Marketing Leadership Awards 2005. We are proud and pleased that our card concept is attractive enough for partners in overseas markets to want to work with us,” said Andy Chan, Group Head Marketing Services and Unsecured Lending, OCBC Bank.

“With the extension of cross-border benefits, our cardmembers now have more choices and greater access. These exclusive Privileges and Benefits that resulted from this cross-border multi-company partnership are created to give cardmembers an enhanced and highly desirable cardmembers' experience. Any card can provide discounts for a customer who walks into a retail store, but we want to give our OCBC TITANIUM Credit Cardmembers an enhanced retail experience with rewards and privileges across the four most popular shopping destinations in Asia: Singapore,

Thailand, Malaysia and Hong Kong. That's what I call the power of an OCBC TITANIUM experience," Mr Chan added with a smile.

Mr. Niwatt Chittalarn, President and Chief Executive Officer, Krungthai Card Public Company Limited (KTC) said "The KTC - OCBC partnership is the first time a Thai financial institution has cooperated with a leading foreign bank. The result of this cooperation is Thailand's first TITANIUM card - KTC TITANIUM MasterCard Card. We are targeting a new generation of lifestyle-driven people who rejoice in freedom, travelling and giving their lives new perspectives. KTC TITANIUM MasterCard Card is especially apt for executives and jetsetters, particularly those going to Singapore, Hong Kong and Malaysia as it offers much more than the privileges and coverage of a Gold KTC card. We are the pioneer of lifestyle credit cards so we know that the KTC TITANIUM MasterCard Card will truly be the best companion of those who love to experience the perfect world."

Cardmembers can use the KTC TITANIUM MasterCard Card to claim up to 60% discount on their travel, shopping and dining expenses at specially chosen Thai and international establishments. KTC TITANIUM MasterCard Cardmembers using their cards overseas will receive two times the 'Forever Rewards' points and be eligible for the 'FLEXI by Phone' instalment payment plan with an interest rate of 0.69%.

"Strategic cross-border collaborations are increasingly important in this day and age, allowing for companies to tap on the capabilities and know how of their partners. KTC and OCBC are well-established and respected brand names in their respective markets, each with much to share. Both are known for their innovative card programs, tailored to meet the evolving needs of cardholders. MasterCard is pleased to be playing a pivotal role in bringing together two of our outstanding member banks, and enabling them to achieve greater synergies by leveraging on each other's strengths and expertise. This collaboration is also especially timely for the festive season, with the many privileges offered set to encourage cross-border travel and spend," said Ajay Bhalla, senior vice president and general manager, South-East Asia, MasterCard International.

In addition to rewards and privileges at over 800 merchants and retail outlets throughout Singapore, Thailand, Malaysia and Hong Kong, TITANIUM Credit Cardmembers will have access to exclusive information and assistance at the KTC Headquarters in the heart of Bangkok. There, KTC will provide TITANIUM Credit Cardmembers from Thailand, Singapore and Malaysia with free drinks and internet access, and recommendations on travel to other tourist destinations in Thailand with special discounts on land tour packages via the "World Explorer" travel agency located in the same building. Cardmembers will also be provided with special emergency assistance numbers and other general information on shopping, dining and entertainment destinations in Thailand. These services will be made available from the first quarter of 2006.

Similarly, KTC TITANIUM MasterCard Card cardmembers will be able to enjoy access to OCBC TITANIUM Credit Card Concierge Services where cardmembers can request information, referrals and advice on all matters relating to travel, shopping, wining and dining, flowers and gifts, entertainment and special emergency assistance at the TITANIUM Hub @ Orchard MRT. The TITANIUM Hub located at

Orchard MRT station is the first credit card retail centre in Singapore. At the Hub, cardmembers can take control and get more information on the TITANIUM Credit Card and the rewards and privileges that come with the card.

The new KTC TITANIUM MasterCard Card will be launched with an exclusive party in Singapore later this evening at Velvet Underground in conjunction with the first anniversary of OCBC TITANIUM. Over 250 OCBC TITANIUM cardmembers will be invited together with 50 KTC senior management and staff, Thai media and celebrities including Sasivimol Na Ranong, Prae Sirisant, Noppadej Kanasoot, Chartayodom Hiranyasthiti and Navadee Mokkhavesa, and prominent business woman Sasivimol Na Ranong who will fly in especially for the launch party.

About TITANIUM

The TITANIUM Credit Card was created with a regional concept in mind. Attitudes and lifestyles transcend borders and the TITANIUM Credit Card is designed to address and reflect the lifestyles and attitudes of this group of customers. Cardmember privileges and merchant offers are carefully selected to appeal to their individualism while fulfilling the needs of their affluent lifestyles. The TITANIUM Credit Card creatively distinguishes itself not only by having a host of unique benefits and services to complement the lifestyle of young professionals and executives, but also through its sleek and stylish design.

OCBC Bank first launched the OCBC TITANIUM MasterCard on 18 November 2004. The OCBC TITANIUM Credit Card sports a sleek breakthrough design that is the first of its kind in the world with its distinctive streamlined curves. Developed in collaboration with MasterCard International, the TITANIUM Credit Card also comes with a host of unique benefits and services to complement the lifestyle of financially confident individuals who are trendy and hip, exemplifying this lifestyle and using the TITANIUM Credit Card as a means to take control and get ahead in life. Following the successful launch in Singapore, the 'new metal' - TITANIUM was introduced to Malaysia with much fanfare on 7 July 2005.

Cardmembers now experience the enhanced power of TITANIUM with discounts of up to 60% at over 800 merchant outlets across the region. They also get to enjoy the flexibility of choosing rewards or cash with double OCBC\$ for their overseas expenditure and 0% instalment plans for their overseas transactions.

About OCBC Bank

OCBC Bank is Singapore's longest established local bank. It has assets of S\$134 billion and a network of 112 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. OCBC Bank offers a range of specialist financial services including consumer, corporate, investment, private and transaction banking, global treasury 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.

About KTC

Krungthai Card Public Company Limited or "KTC" is the leader in the credit card and consumer loans industry with services and administration quality and efficiency on the international level. Operating since December 1996, KTC aims to be transparent, focused and truly relevant to the consumers' requirements. Presently, KTC has approximately 800 employees and around 1,130,000 KTC cardholders who can enjoy services and conveniences from over 133,000 establishments across the country. It has 30 KTC Boutique Branches, comprehensive financial service centers to accommodate the expansion of business, and offers services including financial transactions, personal loans, electronic payment system, monthly service fee payments and partnerships with leading business organizations to bring added privileges and benefits to KTC cardholders.

In 2005, KTC recently received a "Marketing Leadership Award" from MasterCard International, for its KTC Soccer Card – specifically invented for soccer enthusiasts, and deemed the best program launch credit card of the year 2005; and in recognition of the fact that KTC has conducted outstanding marketing activities and card launches. Additional information may be found at www.ktc.co.th.

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