



MEDIA RELEASE

OCBC BANK EXTENDS FULL-SERVICE SUNDAY BANKING TO FIVE MORE BRANCHES AND CONTINUES TO ENHANCE CUSTOMER CONVENIENCE

Customers will be able to enjoy banking services on Sundays at 5 more branches – Ang Mo Kio Central, Bedok, Causeway Point, HarbourFront and Katong Branches

Singapore, 25 June 2007 – Oversea-Chinese Banking Corporation Limited ("OCBC Bank") today announced an extension of its Sunday banking services to five more branches, bringing the total number of branches which offer full-service Sunday Banking to ten. This follows positive response to the service that was first introduced in November 2006. If the response continues to be good, OCBC Bank plans to extend Sunday Banking to more branches by the end of the year.

Four of the five new branches, which are located at Bedok Central, Causeway Point, HarbourFront and Marine Parade Central, have started offering full-service Sunday Banking including teller transactions, deposits, investments, bancassurance products and loans since 24 June 2007. A fifth branch at AMK Hub will also offer full-service Sunday Banking from early July.

As with the initial five Sunday Banking branches, all the new Sunday Banking branches will operate from 11am to 7pm on Sundays. The usual banking hours apply on weekdays and Saturdays.

OCBC Bank first introduced Sunday Banking in November last year at five branches at Toa Payoh Central, Jurong Point, Hougang Mall, Northpoint and White Sands, following an extensive customer survey that sought to understand how it can better serve its customers. Customers gave feedback that Sunday is the most relaxing day for banking. At the same time, they expect professional care and a relaxed environment when they visit our branches on Sundays. All the Sunday Banking branches were carefully selected for their regional spread and convenient locations within shopping malls and next to MRT stations.

Ms Phang Lah Hwa, OCBC Bank's Head of Branch Banking, Group Consumer Financial Services said, "Sunday Banking is catching on with our customers, as is evident in the increase in the number of banking transactions on Sundays.

More people are stopping by to enquire on financial planning and investment opportunities for the family.”

“It would appear that Sunday is a more relaxing day for such activities, without that feeling of being rushed,” she added.

Since OCBC introduced Sunday Banking at the first five branches in November 2006, staff have served close to 55,000 customers on Sundays alone. Significantly, more customers were interested in opening Savings accounts for their children. Savings accounts for children make up a quarter of the total number of accounts opened to date at these five branches.

This is why OCBC Bank has also taken extra steps to ensure that on Sundays, our branches offer a positive pro-family environment. For example, there are dedicated teller counters for the opening of OCBC children's accounts, known as the Mighty Savers account. Special steps are placed at the teller counters to ensure that the children have the opportunity to get involved when opening their accounts. Mighty Savers balloons and sweets are given out to the children, who also get the chance to meet the Mighty Savers mascots, Sally and Simon, during the meet and greet sessions.

“Apart from offering convenience to our customers, Sunday Banking has also resulted in a new banking experience for many. It has become a family-bonding affair as our customers bring along their family members to enjoy the fun activities that we organise,” said Ms Phang.

Another unique draw of Sunday Banking is the array of leisurely activities that OCBC Bank organises for its customers. Some of these include ‘lo hei’ sessions with customers to celebrate Chinese New Year, internet security talks, colouring contests and storytelling for kids, and even gift-making classes to celebrate Mothers’ Day.

Customers are also treated to sensory delights typically associated with relaxing Sundays. Coffee and tea are served and newspapers are given out to complete the Sunday Banking experience.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$157 billion and a network of over 370 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Vietnam, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 250 branches and offices in Indonesia operated by OCBC Bank's subsidiary, PT Bank NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to global treasury and stockbroking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Capital Management, is one of the largest asset management companies in Southeast Asia. Additional information may be found at www.ocbc.com.