

## OCBC BANK GETS BACK TO THE BASICS BY BRINGING BACK CASH DRAWS OF YESTER YEARS

*OCBC Happy Savings Draw offers both new and existing customers a bright spot in challenging times by giving them the chance to receive cash prizes whenever they save.*

Singapore, 9 February 2009 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) today shared that it has observed that the growth in savings and current deposits in 2008 has outpaced fixed deposits as customers favour liquidity in the face of economic uncertainties. A similar trend was also observed in the increase in demand for monthly savings plans, which saw a three-fold increase in the number of new accounts opened.

Deposit products offer steady but slower returns as compared to investment products. To help customers make their savings work harder for them, OCBC Bank is offering all savings and current account customers, including children’s savings account customers, the opportunity to win \$360,000 cash prizes in the OCBC Happy Savings Draw.

Besides the opportunity to win the top prize of S\$200,000 cash and 20 consolation prizes of S\$1,000 each in the Grand Draw, which will take place on 30 August 2009, customers can also stand to win other cash prizes that range from S\$5,000 to S\$20,000 in six monthly draws and a Mid-Draw on 31 May 2009.

Mr Nicholas Tan, Head of Global Wealth Management, OCBC Bank said, “The latest OCBC “Top 10 Singaporean Dreams” survey findings reveal that one of Singaporeans’ key concerns is that it will now take a longer time for them to achieve their financial goals due to the economic uncertainties. OCBC Happy Savings Draw was conceptualised with the intention of giving our customers the incentive to continue saving. This way, the more they save, the more they stand to win.”

“In today’s economic climate, when everyone is focusing on getting back to the basics, we felt that cash prizes would be the most appropriate as they will give our customers greater financial freedom,” he added.

To qualify for the draw, customers only need to maintain a minimum monthly average balance of S\$1,000 in an OCBC Singapore-dollar personal savings

or current account. Children’s savings accounts and monthly savings accounts are also included in this draw.

On why OCBC Bank decided to include children accounts in the draw, Mr Tan shared, “Increasingly, Singaporeans are acknowledging the benefits that we bring as a retail bank for the family. The various family-themed innovations, from Sunday Banking to the Mighty Savers Programme, have resulted in family-related customer accounts such as OCBC Mighty Savers and Children Development Accounts (“CDAs”) under the MCYS Baby Bonus Scheme (Managing Agent since 1 August 2008) growing exponentially over the last two years. The number of OCBC Mighty Savers accounts has grown three-fold since 2007 while our market share of CDAs is more than 76%. It is only right that we extend the same opportunities to them.”

From 1 February to 31 July 2009, customers who maintain deposits with OCBC Bank will be given the opportunity to win cash prizes. Customers can participate in a total of six monthly draws, a Mid-Draw on 31 May 2009 and the Grand Draw on 30 August 2009, where the top prize of S\$200,000 cash will be awarded to one sole winner in the Grand Draw.

In addition, during this period, customers can also earn extra interest of 0.8% per annum for 38 days if they deposit additional funds of at least S\$5,000 into their existing OCBC personal savings or current account. To enjoy the extra interest, the funds must be maintained with OCBC Bank for the next two consecutive months.

An example of how customer can earn Extra Interest:

Base Month	Account has a monthly average balance of S\$2,000
1 <sup>st</sup> Month	Top up account. Monthly average balance of S\$12,000.
2 <sup>nd</sup> Month	Maintained monthly average balance of S\$13,000
3 <sup>rd</sup> Month	Maintained monthly average balance of S\$14,000
Total Top-up Amount at the end of 3 <sup>rd</sup> Month	S\$14,000 - \$2,000 = <b>S\$12,000</b>
Extra Interest earned and paid at the end of the 4 <sup>th</sup> Month	$0.8\% \times 38 \text{ days} / 365 \text{ days} \times \text{S}\$12,000 = \text{S}\$9.99$

## How to qualify for the OCBC Happy Savings Draw

Eligible accounts include all Singapore Dollar savings and current accounts for individuals such as Passbook Savings, Statement Savings, EasiSave, Monthly Savings Account and all children's accounts under the OCBC Mighty Savers Programme and the MCYS Baby Bonus Scheme. Time Deposit and foreign currency accounts are excluded.

Chances are allocated as follows:

- Ten (10) chances for every new eligible account opened.
- One (1) chance per S\$1,000 monthly average balance each month. There is a maximum of five hundred (500) chances per account per month.

OCBC Bank's existing customers will be rewarded with ten chances at the end of February 2009, if the monthly average balance on their eligible accounts is at least S\$1,000.

For more information on the OCBC Happy Savings Draw, please call 1800 438 3333 or visit [www.ocbc.com/HappySavings](http://www.ocbc.com/HappySavings).

---

## About OCBC Bank

OCBC Bank is Singapore's longest established local bank. It has assets of S\$184 billion and a network of more than 480 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 370 branches and offices in Indonesia operated by OCBC Bank's subsidiary, PT Bank OCBC NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to treasury and stock-broking 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 Global Investors is one of the largest asset management companies in Southeast Asia. Additional information may be found at [www.ocbc.com](http://www.ocbc.com).

---