

**OCBC BANK CREDIT CARDS MAKES CONTRIBUTION TO  
BUSINESS TIMES BUDDING ARTISTS FUND TO HELP  
DISADVANTAGED CHILDREN FULFILL THEIR DREAMS**

*Funds will be channelled to Little Arts Academy so that underprivileged children can have the opportunity to develop their artistic talents*

Singapore, 27 March 2009 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) today announced that its credit cards business will be contributing \$10,000 to the Business Times Budding Artists Fund (BT BAF). The funds will be channelled to the Little Arts Academy, a BT BAF initiative, to give disadvantaged children the opportunity to develop their artistic talents in the face of difficult times.

The contribution is a pledge from the cards business, in line with its support of the arts in Singapore.

Ms Lynn Gaspar, OCBC Bank’s Head of Group Lifestyle Credit said, “Since 1912, OCBC Bank has had a proud history of supporting the community, focusing our efforts on helping children and young people realise their full potential. Our credit cards business’ support of the arts in Singapore is a modern extension of this legacy.”

The BT BAF originated from a strong conviction that no child with strong interest and artistic potential should be deprived of the opportunity to develop his or her talents because he or she is economically disadvantaged.

“We hope that our contribution to the Budding Artists Fund will benefit children who are more artistically inclined or have creative talent outside academia. We want to encourage them to develop their talent, build confidence and character, and ultimately achieve their dreams in the Arts,” Ms Gaspar added.

Mr Johnson Kee, Head, Secretariat to The Business Times Budding Artists Fund shared, “OCBC Bank has helped to provide us with greater means to continue helping more children to explore and develop their artistic talents despite the tough economic conditions. We are delighted to accept OCBC Bank’s contribution for this purpose”

The LAA was set up in November 2008 and offers a broad-based curriculum that aims to give children, aged five to twelve years, holistic education which has its foundation in the arts.

The school has facilities that include a dance studio, practice rooms, a recording studio as well as a kitchen for culinary classes to provide systematic arts training and creative learning space for the BT BAF beneficiaries as well as members of the public.

Offering professional training in dance, drama, new media, visual arts, music and singing, the LAA aims to provide equal opportunity for all children to realise their full potential in the arts as well as unlock their imagination and creativity through interdisciplinary workshops.

One such beneficiary of the BT BAF is 10 year-old Wan Ling. Wan Ling had signed up for a visual arts camp at the LAA last year. It was here that her passion and potential for dance was discovered.

Since the discovery of Wan Ling's strong interest and artistic potential for Hip Hop dance, she has been attending weekly classes at the LAA. The class allows Wan Ling to learn more about Hip Hop and develop her talent for the dance while enjoying the company of her peers who are similarly passionate about dance.

"I am excited and happy that I have a chance to pursue my passion for Hip Hop. The Little Arts Academy gives me the opportunity to learn to be a better dancer and excel in it while having fun with the other children in my class," Wan Ling shared.

She added, "Dancing helps me to relax when I'm feeling upset or frustrated. I love to dance even when I'm happy too!"

Beyond classes, the LAA also works with its contacts in the arts industry to give artistically gifted children opportunities to gain industry exposure and develop as professionals when they are ready.

OCBC Arts Platinum MasterCard members can show their support for the BT BAF and enjoy priority bookings as well as a 20% discount off musical productions by the BT BAF. The OCBC Arts Platinum MasterCard is the official card for all Business Times Budding Artists musical and theatre productions.

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## **About OCBC Bank**

OCBC Bank is Singapore's longest established local bank. It has assets of S\$181 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, 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).

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