

OCBC BANK IS THE FIRST FINANCIAL INSTITUTION TO BE RECOGNISED FOR ITS PRO-FAMILY EFFORTS

The recognition by MCYS affirms the Bank's ongoing efforts to meet the banking needs of families as a segment

Singapore, 11 March 2010 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) today announced that it has received the Businesses for Families Mark from the Ministry Of Community Development, Youth and Sports (MCYS), making it the first bank to receive the accreditation. The mark is awarded to businesses that meet specific pro-family standards related to their strategy, service quality, infrastructure & results.

Mr Nicholas Tan, Head of Global Wealth Management, OCBC Bank, said, “It is an honour to be conferred the Businesses for Families Mark. This recognition by MCYS encourages us to continue to invest in product innovation and service improvements to differentiate OCBC Bank from our competitors in the family customer segment.”

“From customer insights gained through extensive research on the needs of this segment, we created a unique family-oriented banking environment and rolled out several innovative products and services to support family banking. These efforts have not gone unnoticed by our customers.”

The demand for full-service Sunday Banking has increased since the bank introduced the service in 2006. As a result, the number of Sunday Banking branches was increased from 5 to 18 within 3 years. Another example is the success of OCBC Mighty Savers™ Programme. OCBC Bank has seen more than 30% growth for its children-related accounts over the past one year.

OCBC Bank has developed a suite of financial products and services to meet the needs of families as a segment, as they progress through different life stages:

Sunday Banking

A pivotal point for OCBC Bank was the introduction of full service banking on Sundays to offer customers a viable alternative from taking time off their work or busy schedules to transact. OCBC Bank is the first bank in Singapore to launch full-service Sunday Banking in November 2006.

Sunday Banking was introduced because OCBC Bank acted on the insights learned from research and understanding of customers' lifestyle and banking needs. Customers gave feedback that weekends were more conducive times to review financial needs and plans for the family as there was less of a rush compared to weekdays.

Today, there are a total of 18 Sunday Banking branches that are conveniently located within shopping malls and next to MRT stations across Singapore. On Sundays, these bank branches are transformed to provide a relaxing and fun environment for parents and children. Children's activity corners are created so that parents can be assured that their children are entertained and well-looked after while they perform their banking transactions.

OCBC Mighty Savers™ Programme

To encourage saving from a young age, an interactive savings programme, called The Mighty Savers™ Programme, was introduced in February 2007 to help parents educate their children on saving and the value of money. The key components of the programme are its mascots, Simon and Sally, and the introduction of Mighty Savers™ stickers and cards. Through the concept of placing a sticker onto the card for every dollar saved, and receiving rewards for saving more, the children are encouraged to save from young.

As more children visit OCBC Bank with their parents on Sundays to deposit their savings, efforts were made to ensure that the environment is child-friendly. One of the most popular features is the special steps placed at the dedicated teller counter for opening children's savings accounts, to enable the children to engage with our bank tellers face-to-face.

Following the success of the OCBC Mighty Savers™ Programme, OCBC Bank was appointed by MCYS as one of the two banks selected to manage the Children Development Accounts (CDAs) that parents are required to open in order to receive cash benefits under the MCYS Baby Bonus Scheme. Parents who choose to open these accounts with OCBC Bank to manage their CDAs enjoy better-than-market interest rates, a comprehensive suite of product offerings and the convenience that only a Singapore bank could offer.

OCBC SmartParent

To help today's busy parents manage the financial and lifestyle needs of the family, OCBC Bank introduced OCBC SmartParent. SmartParent is a transactional family statement savings account which is bundled with an OCBC Platinum Master Card.

Parents also receive regular help on understanding the challenges of raising children through the OCBC SmartParenting Series. This comprises a series of educational seminars where parents learn from the experts about key child development areas such as academic learning, creativity, health, character and life skills.

OCBC SmartSenior

OCBC SmartSenior is a comprehensive programme that offers banking solutions and privileges to meet the individual's financial, self-enrichment and other lifestyle needs in the retirement phase of life. Cognizant of the Asian value of filial piety, a key component of the programme is the SmartSenior Account, which serves as a convenient means for working children to channel a regular flow of funds to their parents. In addition, the account comes with an eAlerts feature that sends SMS notifications when banking transactions are carried out from the account.

About OCBC Bank

OCBC Bank, established in 1912, is the second largest financial services group in Southeast Asia by assets. It is among the world's highest rated banks, with a long term credit rating of Aa1 from Moody's. OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of more than 500 branches and representative offices in 15 countries and territories, including 382 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets, and its asset management subsidiary, Lion Global Investors, is one of the largest privately sector asset management companies in Southeast Asia.

For more information, please visit www.ocbc.com

***Sunday Banking**

Sunday Banking provides a relaxing and fun environment for parents and children, with children's activity corner where parents can be assured that their children are entertained and well-looked after while they perform their banking transactions.

On Sundays, OCBC Bank staff put on aprons to create a relaxed family-friendly environment that is service oriented. It results in a much more casual atmosphere that helped families feel relaxed when they transacted on Sundays.

Sunday Banking branches also serve complimentary coffee and cookies; offer reading materials like newspapers and various magazines for customers to peruse while they wait to be served. There is also calming music and aromatherapy type scents to enhance the Sunday Banking experience. It is the bank for the WHOLE FAMILY.

Welcome Area

As customers step into the branches, they enter a Welcome Area where they are greeted warmly by OCBC Bank's Service Ambassadors. Service Ambassadors are trained to be knowledgeable of OCBC Bank's products and services and their primary purpose is to ensure that customers who come into our retail banking spaces have a hospitable experience and that their service needs are met promptly and efficiently. This saves time for busy parents who have children with them, or elderly who need someone to guide them.

With the family in mind, rest bars area also installed in our service areas for customers' comfort as they line up. Elderly and pregnant ladies will find it more comfortable while they queue up.

Fastlanes

The self serve area, called the Fastlane, is located close to the entrance such that it is the first area a customer notices. In this space are the ATMs, passbook update machines, cash deposit automated tellers and cheque deposit boxes. Fastlane serves to provide customers a hassle free and quick option to transact.

Fastlanes are especially useful and convenient for parents with children, who prefer not to have to queue in branches for transactions.

Mighty Savers™ Fast Track

At a dedicated counter for children to transact with the bank, special steps were installed at these counters so that kids could be eye to eye with the teller and could watch their money being counted. This often thrills the children and they feel motivated to re-visit the bank to bank in their money.

Ledges for Bags

Ledges are installed at our customer service counters for customers to place their belongings (like big baby bags for mothers, or shopping bags for the elderly) when they transact with our tellers at our Counter Services Area.
