



## OCBC BANK COLLABORATES WITH AWARD-WINNING LIFESTYLE PUBLICATION, ZbBz, TO LAUNCH AN INVESTMENT SUPPLEMENT, ZbBzi

*Wealth management experts from OCBC Bank will share advice and tips on wealth planning and wealth preservation in ZbBzi*

Singapore, 10 February 2011 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) and Singapore Press Holdings (“SPH”) today announced the launch of ZbBzi, a monthly investment supplement that will come with the bilingual luxury magazine ZbBz.

ZbBzi marks a unique partnership between OCBC Bank and SPH. For the first time, ZbBzi is tapping into a bank’s deep expertise to explore a wide range of wealth management issues. As a leading wealth management player, OCBC Bank is well-positioned to provide knowledge and advice, and share relevant experiences.

ZbBz is packed with informative and entertaining features including profiles of people of distinction, luxury lifestyle, gourmet for the epicurean, exotic travel, up-to-date gadgets, fashion of the red carpet, exquisite watches and philanthropy that celebrates life. As a natural extension, its supplement ZbBzi will feature practical financial tips for discerning readers.

The profile of ZbBz readers fits OCBC Bank’s strategy of engaging young, educated and well-heeled customers who are seeking investment ideas and opportunities, and relevant wealth management advice. To meet their financial needs, ZbBzi will discuss a wide range of wealth-related topics contributed by OCBC Bank’s Wealth panel and its wealth management experts.

Readers of the inaugural issue of ZbBzi in February 2011 will gain insights into investing in gold. For instance, Mr Nicholas Tan, Head of Global Wealth Management at OCBC Bank, offers four reasons to go for a good gold Exchange Traded Fund (ETF) tracker. Subsequent issues of ZbBzi will carry wealth management commentaries and articles contributed by the OCBC Bank Wealth Panel and its wealth management specialists. Topics will include wealth planning for families, the Singapore property market and whether China will emerge as the next economic super power.

Mr Ching Wei Hong, Head of Global Consumer Financial Services at OCBC Bank said: “I am excited about the value this partnership brings to the readers

of ZbBz and our customers. We are combining a publication of high quality with a panel of leading wealth management specialists. Today, consumers seek not only quality products and services, but quality financial advice. OCBC Bank has been a leader in the wealth management space for many years. Our extensive knowledge and capabilities enable us to share diverse views and insights, and make the most complex wealth issues simple and useful to our customers. For instance, over the years, we have realised that more high net worth individuals are looking at deeper wealth management needs such as wealth transfer for their loved ones. In ZbBzi, readers can look forward to such discussions.”

“We are happy to showcase our Wealth panel for the benefit of both ZbBz readers and our Premier Banking customers. ZbBzi is another channel for our Premier Banking customers to gain access to unbiased, consistent and high-quality advice that can help them make the right investment and wealth planning decisions.”

The OCBC Bank Wealth Panel is made up of professionals from various wealth management disciplines, all with extensive financial backgrounds. They are Mr Nicholas Tan, Head of Global Wealth Management, OCBC Bank, Ms Selena Ling, Head of Treasury Research & Strategy, OCBC Bank, Mr Vasu Menon, Vice President of Wealth Management Singapore, OCBC Bank, Ms Carmen Lee, Head of OCBC Investment Research and Mr Simon Flood, Chief Investment Officer, Lion Global Investors Limited.

Dr Ng King Kang, Editorial Consultant, ZbBz, said, "We are happy to partner OCBC Bank, which shares our vision of inspiring readers to embrace new horizons. With the launch of ZbBzi, we hope to provide our readers with greater insights into the world of wealth management, and help them to enhance their investment and financial knowledge."

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## **About OCBC Bank**

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second-largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating 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 530 branches and representative offices in 15 countries and territories, including 411 branches and offices in Indonesia that are 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. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which has been ranked among the top five global private banks in Asia.

For more information, please visit [www.ocbc.com](http://www.ocbc.com)

### **About ZbBz**

Launched in September 2009, ZbBz is a monthly "newsgazine" for bilingual elites as well as English educated readers who are inspired by the renaissance of oriental culture.

ZbBz is distributed monthly at no charge to an exclusive group of high net worth individuals drawn from SPH's subscribers database. Copies are also available at selected bookstores including Borders, Kinokuniya and PageOne at \$10 a copy.

ZbBz stands for Zaobao Bao Zhi (早报报志). "Bao Zhi" refers to "newsgazine" and is a play on the Chinese words for "newspaper" and "magazine". The publication combines the intelligence of newspaper journalism with the sophistication of magazine design. Its supplement, ZbBzi, stands for ZbBz investment.

Near to a year after it was launched, ZbBz has clinched three major awards, namely MPAS Magazine Awards 2010 - Best Chinese Magazine of the Year (Silver), MPAS Magazine Awards 2010 - Luxury Magazine of the Year (Bronze) and Asia Media Awards 2010 - Special Coverage.

### **About Singapore Press Holdings Ltd**

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Southeast Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms.

### **Newspapers, Magazines and Book Publishing**

In Singapore, SPH publishes 17 newspaper titles in four languages. Every day, 3 million individuals or 77 per cent of people above 15 years old, read one of SPH's news publications. SPH also publishes and produces more than 100 magazine titles in Singapore and the region, covering a broad range of interests from lifestyle to information technology. SPH's subsidiaries, Straits Times Press and Focus Publishing, produce quality books and periodicals in English and Chinese.

**Internet and Mobile**

Beyond print, the Internet editions of SPH newspapers enjoy over 263 million page views with 18 million unique visitors every month. Apart from SPH AsiaOne portal, SPH's online and new media initiatives include an online marketplace for products, services and employment, ST701; Stomp, omy.sg, and The Straits Times RazorTV.

**Broadcasting**

SPH has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today. In the radio business, SPH has an 80 per cent stake in SPH UnionWorks Pte Ltd, which operates entertainment stations Radio 100.3 in Chinese and 91.3FM in English.

**Events and Outdoor Advertising**

SPH's events subsidiary Sphere Exhibits organises innovative consumer and trade events and exhibitions. In addition, SPH has ventured into out-of-home (OOH) advertising through its wholly-owned subsidiary, SPH MediaBoxOffice Pte Ltd, Singapore's leading Digital Out-of-Home advertising company.

**Properties**

SPH owns and manages Paragon, the prime retail and office complex in the heart of Orchard Road, Singapore's main shopping belt. Its latest retail development, The Clementi Mall, started business operations in 2011. SPH's wholly-owned subsidiary, Times Development Pte Ltd, has also developed a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road.

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