



MEDIA RELEASE

OCBC BANK IS THE FIRST BANK IN SINGAPORE TO INTRODUCE BILL PAYMENT USING BARCODE SCANNING IN ITS MOBILE BANKING APPLICATION FOR ANDROID PHONES

OCBC Bank customers can pay their bills from their bank accounts by scanning the barcodes with their Android phones, making bill payments fast and easy.

Singapore, 28 March 2011 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) announced that they have launched a Mobile Banking application for Android phones. OCBC Bank customers have started downloading the application from the Android Market since 26 March 2011. The OCBC Android Mobile Banking application lets Android phone users scan barcodes to obtain billing details and make payments from their OCBC Bank accounts. The details of the billing organisations can thereafter be stored in the Android phones for future payments. This unique ‘Scan & Pay’ billing feature is introduced in Singapore for the first time, and differentiates OCBC Mobile Banking from its competitors.

Bill payment is one of the three most commonly-used e-banking functions, so making the process easier and faster for customers was one key priority when developing the OCBC Android Mobile Banking application. By integrating barcode scanning technology with the camera function in Android phones, OCBC Bank is able to innovate and enhance the Mobile Banking bill payment process.

OCBC Bank’s latest application for Android phones is in line with its ongoing strategy to proactively leverage on technological and design innovation to make it easier for its customers to perform retail banking anytime and anywhere. Over the years, OCBC Bank has reinvented itself in the Mobile Banking space by pioneering innovative products and solutions to enhance its customers’ experience across multiple channels.

Customer demand for OCBC Bank’s Mobile Banking application has been overwhelming – tripling the volume of downloads for the past year and doubling the volume of customer base annually. Based on the strong take-up rate, OCBC Bank believes the Mobile Banking channel is an important tool in engaging customers.

OCBC Bank's many "Firsts" in Mobile Banking in Singapore:

- 2006:
 - Launched Mobile Banking with all three mobile networks in Singapore (SingTel, StarHub and M1)
- 2008:
 - Launched a Mobile Banking application for the iPhone
 - Offered a comprehensive suite of lifestyle services including dining offers, reward redemption and privileges through its Mobile Banking portal
- 2009:
 - Offered EZ-Link Top-Up via Mobile Banking
 - Launched a Mobile Banking application for the BlackBerry
- 2010:
 - Launched a Mobile Banking application for the iPad
 - Offered Prepaid Mobile Top-Up via Mobile Banking

Mr Pranav Seth, OCBC Bank's Head of E-Business, Global Consumer Financial Services, said: "Recognising that our customers' expectations grow in tandem with what technology can offer, we are constantly evolving our banking channels with the latest technology and design innovations to deliver fast, simple and convenient services. The extension of our suite of mobile financial solutions to Android phones entrenches our leading position in the market for delivering a multi-channel experience built on customer preferences. Our customers can expect us to continue to introduce innovative solutions to meet their needs."

Today, OCBC Bank is the only financial institution in Singapore to offer banking and securities trading services across the broadest range of mobile platform, from the iPhone and iPad to BlackBerry and Android.

OCBC Mobile Banking application for Android phones:

1. View bank account transactions and balances
2. Track credit card transactions
3. Pay bills online
4. Transfer funds to other bank accounts online
5. Locate the nearest OCBC Bank branch and ATMs real-time
6. Scan and pay bills online to major billing organisations in Singapore including SingTel, StarHub, M1 and Singapore Power, with new billing organisations being added progressively

Security Assurance

Users of OCBC Android Mobile Banking application can be assured that all transactions conducted through the Android phones are secure. The application leverage on the existing OCBC internet banking platform's security features that include end-to-end encryption of any information transmitted via the portal.

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 over 500 branches and representative offices in 15 countries and territories, including more than 400 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
