



MEDIA RELEASE

OCBC BANK REFRESHES SUNDAY BANKING EXPERIENCE ON SIXTH ANNIVERSARY OF ITS DEBUT

Singapore, 26 November 2012 – Six years on and after more than 1.5 million customer visits on Sundays, OCBC Bank today still offers the widest network of full-service Sunday Banking branches of any bank in Singapore.

Full-Service Sunday Banking was first introduced at five OCBC Bank branches in November 2006. Since then, banking on Sunday at OCBC Bank has become a family affair popular with both parents and children. Today, a total of 20 Sunday Banking branches are conveniently located within shopping malls and next to MRT stations across Singapore, opening daily from 11am to 7pm. Children's activity corners sprout at each one so that the little ones can be entertained and well-looked after while their parents perform their banking transactions.

To celebrate the sixth anniversary of Sunday Banking, OCBC Bank yesterday introduced a refreshed Sunday Banking experience – “Sunday at OCBC”.

(A) Branch Experience

The branches have been redecorated with carefully-selected floral arrangements brightening the service counters. With the flowers, the Bank hopes to create a more relaxing environment for customers on a Sunday. OCBC Sunday Banking branch staff will sport new uniforms with a stylish, smart-casual look.

Of course, customers can continue to perform a full range of transactions that involve deposits, investments, Bancassurance, loans and more at all Sunday Banking branches. Sunday Banking is especially convenient for Child Development Accounts (CDA) holders, many of whom are working parents who find it difficult to do their banking on weekdays.

(B) Children's Activity Corner

The popular Children's Activity Corner that hosts activities like talks, games and colouring has also been given a makeover. A specially-built wagon will allow children to draw on a traditional chalkboard on one side and paper on the other.

Over at Ang Mo Kio Central branch, children can partake in a new interactive floor projection game. On Sundays, branches offer “Mighty Savers Fast Track” which is a dedicated teller counter for children to do their banking under the Mighty Savers Programme. With the custom made steps placed in front of the teller counters, children can climb to see beyond the counter top, interact with the tellers and be served for their banking transactions, just like the adults.

(C) Customer Treats

For selected transactions and consultations on Sundays at OCBC branches, customers will be able to receive commemorative gifts.

Mr Dennis Tan, OCBC Bank’s Head of Consumer Financial Services (Singapore) and Group Premier Banking, said: “Customers have been telling us that they appreciate our Sunday Banking service because they are able to do their banking transactions on Sundays with their families. Parents are delighted with our pro-family efforts especially the activities at our Children’s Activity Corner.”

He added, “Six years ago, OCBC was the first bank to roll out full-service Sunday Banking. From customer feedback, we knew Sunday Banking was the way to go to meet our customers’ lifestyle and banking needs. We continue to use consumer insights to ensure our ‘Sunday at OCBC’ experience remains relevant and enhances our strong relationship with families.”

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. It is ranked by Bloomberg Markets as the world’s strongest bank in 2011 and 2012.

OCBC Bank and its subsidiaries offer a broad array of specialist financial and wealth management 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 about 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 continued to gain industry recognition in 2011 including being voted “Outstanding Private Bank in Asia Pacific” by Private Banker International.

For more information, please visit www.ocbc.com
