

## OCBC BANK TARGETS CARD BILLINGS OF \$1 BILLION FOR CREDIT CARD THAT DANGLES HIGHEST ANNUAL CASHBACK

*Fifth card launched since 2011, offering cashback of up to \$960 a year, set to accelerate growth of bank's cards business on back of three stellar years*

Singapore, 4 June 2014 – OCBC Bank has launched its new OCBC 365 Credit Card, whose holders could earn up to \$960 in annual cashback – the most lucrative such reward in Singapore. The card is projected to sustain and enhance OCBC Bank's excellent recent track record in the cards business, by registering \$1 billion in annual card billings in its third year, and by acquiring more than 400,000 customers within five years.

The OCBC 365 Credit Card is the fifth card to be launched or refreshed by OCBC Bank in the past three years (refer to Annex A for the list of new and refreshed cards). New card launches and programme enhancements are critical components in the cards business in Singapore because:

- Competition is keen with 11 card-issuing banks (including Diners and AMEX) competing for a market size of only about 1.1 million consumers eligible for a credit card.
- Evolving consumer needs have become more niche than in the past. Card-issuing banks have to constantly innovate and improve their card portfolios with new launches or enhancements to sustain interest.
- The need for finer customer segmentation to drive growth via more specific, and more effective customer targeting.

OCBC Bank has embraced these realities in the past three years – and delivered growth that has consistently outpaced the industry's. Consider these numbers for the year ending 2013:

- Year-on-Year growth in card billings: OCBC Bank – 14%, Industry – 8.3%
- Year-on-Year growth in number of cards: OCBC Bank – 14%, Industry – 2.3%

In the next three years (2014 – 2016), OCBC Bank expects its cards business to grow at a faster pace, thanks in part to the OCBC 365 Credit Card. OCBC Bank aims to grow its annual card billings at twice or three times the rate achieved by the market, and Mr Desmond Tan – Head of Group Lifestyle Financing – foresees the OCBC 365 Credit Card accounting for at least 30% of this growth.

### **Features of the OCBC 365 Credit Card**

The OCBC 365 Credit Card is designed for consumers who prefer to be rewarded with cashback – that is, cash credited to their card accounts – instead of reward points when they charge their purchases to their cards.

There are four tiers of cashback that OCBC 365 credit cardmembers can receive when they spend using the card (refer to Table 1). Cashback can be earned at all merchants so long as at least \$600 is spent in a given month:

*Table 1 - Types of spend and cashback*

Type of Spend	Cashback
• Weekend dining (local)	6%
• Petrol	5%
• Weekday dining (local)	3%
• Dining (overseas)	
• Online spending	
• Groceries	
• Recurring telco bill	
• Others	0.3%

Cash rebates and casbback credit cards are highly popular amongst consumers. Close to 60% of the respondents who had participated in OCBC Bank's research last year shared that their primary card is a cash rebate or cashback credit card.

Mr Desmond Tan, Head of Group Lifestyle Financing, OCBC Bank, said: "Through research, we know that the feature of cashback ranks high in the mind of the consumers. We want to make it simple and almost effortless for our customers to be rewarded. To do so, we have chosen to reward them more when they spend on areas where they are transacting more frequently than ever before – dining, petrol, groceries and online spending."

Ms Ooi Huey Tyng, Visa Country Manager, Singapore and Brunei said: "We expect the OCBC 365 Visa Credit card to be one of the most sought-after cards for savvy Singaporeans. Singaporeans can enjoy attractive rewards when making everyday purchases such as groceries and petrol and for doing the things they love most like dining out and shopping online. The card also

features Visa payWave contactless technology, making everyday purchases both rewarding and more convenient.”

On the targets that he has set for the OCBC 365 Credit Card and the cards business, Mr Tan added: ‘There are very few credit cards in the market that register card billings of \$1 billion in a year. We are confident that OCBC 365 Credit Card will not only be part of this exclusive group of cards but will also take a shorter time frame to do so. The launch of this card will significantly accelerate our overall cards business growth and allow us to take pole position.”

---

## SOCIAL MEDIA ASSETS

**Official hashtags:** #ocbcbank, #cashback,

**Keywords:**

OCBC, Credit Card, Cashback, Rebate, Savings



**Suggested tweet:** OCBC Bank launches new cashback credit card whose holders can earn up to \$960 in annual cashback – highest in S’pore. #ocbcbank #cashback (138 characters)



**Suggested Facebook post:** OCBC Bank launches new cashback credit card whose holders can earn up to \$960 in annual cashback – highest in S’pore. #ocbcbank #cashback

For all other updates on OCBC, follow @OCBCBank on Twitter and “like” facebook.com/ocbcbank on Facebook.

## 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 was 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 450 branches and representative offices in 17

countries and territories, including more than 330 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 including being voted "Outstanding Private Bank in Asia Pacific" in 2013 by Private Banker International.

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

---

## ANNEX A

### List of new or refreshed OCBC Credit Cards for the last three years

Card	Description
OCBC FRANK Credit Card	<ul style="list-style-type: none"> <li>Launched in May 2011</li> <li>Targets the new to workforce (21 – 30 years old)</li> </ul> <p><u>Product features</u></p> <ul style="list-style-type: none"> <li>6% rebates on online spend and NETS FlashPay Top-Up</li> <li>0.5% rebates on other spend</li> <li>Up to 120 card designs to choose from</li> </ul>
OCBC Cashflo Credit Card	<ul style="list-style-type: none"> <li>Launched in April 2012</li> <li>Targets consumers who prefers better cashflow management</li> </ul> <p><u>Product features</u></p> <ul style="list-style-type: none"> <li>Spread out payments automatically over three or six months with no extra charge</li> <li>Earns cash rebates of up to 1%</li> </ul>
OCBC Titanium Credit Card	<ul style="list-style-type: none"> <li>Launched in 2004, refreshed in Feb 2013</li> <li>Added new travel proposition of miles and insurance coverage.</li> <li>Targets the PMET segment who are “miles junkies” or savvy in miles rewards</li> </ul> <p><u>Product features</u></p> <ul style="list-style-type: none"> <li>Earn up to 2.5 miles for every dollar spend</li> <li>Priority access to selected clubs and concerts</li> <li>Exclusive rewards</li> </ul>
PLUS! VISA Card	<ul style="list-style-type: none"> <li>Launched in 2008, refreshed in March 2014</li> <li>Increased rebate from 4% to 5%</li> <li>Targets the mass segment that wants the best value for groceries</li> </ul> <p><u>Product features</u></p> <ul style="list-style-type: none"> <li>Earn up to 5% rebate at FairPrice and</li> </ul>

	<p>unity</p> <ul style="list-style-type: none"><li>• Up to 19.6% fuel savings at ESSO</li><li>• 1.3% rewards on recurring bills</li></ul>
--	---