



MEDIA RELEASE
With suggested social media text

OCBC BANK RE-APPOINTED AS THE BABY BONUS BANK FOR THE NEXT FIVE YEARS

Some 90% of Singaporean parents have made OCBC their Baby Bonus Bank

Singapore, 12 September 2014 – OCBC Bank announced today that it has been re-appointed the managing agent for the Child Development Account (CDAs) under the Baby Bonus Scheme till 2019.

OCBC Bank won the tender in 2008 on the strength of its integrated and comprehensive family banking solutions and the convenience it offered parents. Since then, some 90% of Singaporean parents with newborn babies have opened their children's CDAs with OCBC Bank.

According to the Bank's research, parents who chose OCBC Bank as their Baby Bonus Bank cited three reasons: Convenience, The OCBC Mighty Savers Programme and Sunday Banking.

1) Convenience

OCBC Bank is the only bank present at the key maternity hospitals in Singapore, ready to help parents with their CDA applications and any related queries. Many parents found this availability to be very convenient and useful.

2) The OCBC Mighty Savers Programme

OCBC Bank's popular Mighty Savers programme, the savings programme dedicated to children, was a key draw for parents who wanted to get their children excited about saving. The key components of the programme are its mascots, Simon and Sally, and the use of Mighty Savers stickers and cards. Through the concept of affixing a sticker to a card with every dollar saved, and receiving rewards for saving more, children are encouraged to save from young.

3) Sunday Banking

Furthermore, the Bank's full-service Sunday Banking made it easy for families to do their banking on their days off, in a conducive environment. OCBC Bank was the first bank in Singapore to launch full-service Sunday Banking, in November 2006, and still offers the widest network of 17 Sunday Banking branches islandwide.

In addition, through its subsidiary, Great Eastern Holdings, OCBC Bank is able to offer relevant bancassurance products to meet parents' needs. In particular, the endowment plans offered by the Bank are very well-received by parents, who use these products to help them save and make provision for their children's tertiary education.


Mr Dennis Tan, OCBC Bank's Head of Consumer Financial Services Singapore, said: "We are excited about being reappointed to manage the CDAs. We are the only bank to provide a unique family-oriented banking environment on Sundays. Parents have responded very favourably to our innovative offerings, which support family banking in a holistic manner."

"Going forward, we are committed to introducing relevant products and services to meet the evolving needs of all parents, and even those of parents-to-be."

SOCIAL MEDIA ASSETS

Official hashtags: #ocbccda #ocbcbank

Keywords:
OCBC, CDA

 **Suggested tweet:** OCBC reappointed as the baby bonus bank for the next 5 years. #ocbccda (70 characters)

 **Suggested Facebook post:** OCBC Bank reappointed as the baby bonus bank for the next five years.

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 over 630 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP and Wing Hang Bank's 95 branches in Hong Kong, China and Macau. Wing Hang Bank became a subsidiary of OCBC Bank on 15 July 2014.

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 continues 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.
