

**Media Release**

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OCBC BANK LAUNCHES SPONSORED BOOKS FEATURING MR LEE KUAN YEW'S MOST MEMORABLE QUOTES ON GOVERNANCE, MANAGEMENT AND LIFE

*About 1,500 sets of the books will be donated to all local schools
and public libraries, as well as to selected schools in overseas markets*

Singapore, 8 October 2015 – OCBC Bank today launched a three-volume set of books collectively known as *LKY on Governance, Management, Life: A Collection of Quotes from Lee Kuan Yew*, in honour of the legacy of Singapore's founding Prime Minister.

Sponsored by OCBC Bank and published by Straits Times Press, the books contain the late Mr Lee's most memorable sayings curated from books, media interviews, speeches and other public appearances over his lifetime.

To enable more people to learn from Mr Lee's thoughts and experiences, OCBC Bank will donate 1,000 sets of the books to all public libraries and schools in Singapore. Each library and school will receive two sets of the books in English and one in Mandarin. The English version will be made available for borrowing from Monday, 12 October, while the Chinese version will be made available towards the end of the year. OCBC Bank is also donating another 500 sets of the books to selected schools in overseas markets where it has a presence.

Mr Ooi Sang Kuang, Chairman, OCBC Bank, said: "I have always admired how Mr Lee Kuan Yew led Singapore's transformation from a mere entrepot to a global trail-blazer as a financial centre and trading hub. His visionary policies built a solid foundation for Singapore by anchoring it with rule of law, good governance and a clean, strong government. These are key values that we wholly embrace at OCBC, since they apply so entirely in the commercial world too.

"In rallying the nation when it counted most, Mr Lee's words – founded on strong principles and pragmatism – delivered time and again. It is only right that they continue to inspire Singaporeans for generations to come. We are privileged to be able to contribute modestly towards this task through a set of three books containing Mr Lee's most quotable quotes. We know

Singaporeans can draw inspiration and meaning from this carefully curated selection of Mr Lee's sayings, which crystallise his vision, experience and wisdom. I certainly did."

The book was launched by Mr Ooi Sang Kuang, Chairman, OCBC Bank; Mr Samuel Tsien, Group Chief Executive Officer, OCBC Bank; together with Mr Patrick Daniel, Editor-in-Chief of the English, Malay and Tamil Media Group, Singapore Press Holdings; and Mr Warren Fernandez, Editor, Straits Times, Singapore Press Holdings at the library@orchard this afternoon.

Also present were guests from the National Library Board and Ministry of Education, as well as more than 40 school representatives from various secondary schools, tertiary institutions and special schools. Youth artists trained under the Business Times Budding Artists Fund programme brought Mr Lee's words to life with a dramatic recital performance of selected quotations.

"Over the years, Mr Lee Kuan Yew's words have inspired, educated and moved all of us," said Mrs Elaine Ng, CEO of the National Library Board.

"We are happy to have copies of the books available at our national and public libraries, giving our library users the opportunity to re-visit Mr Lee's most memorable quotes."

In the evening of 8 October 2015, OCBC Bank presented a set of the books to each of its 50 long-established customers with more than 50 years of banking relationships at a special SG50 customer appreciation dinner held at OCBC Centre. The dinner was attended by the Bank's Chairman, Group CEO, Chief Operating Officer, and senior business leaders.

The books were launched on the same day in Malaysia, Indonesia, China and Hong Kong – OCBC Bank's other key overseas markets. In Malaysia, OCBC Bank distributed the books to all universities and public libraries. In Indonesia, representatives from Bank OCBC NISP presented the books to schools and tertiary institutions in seven cities, namely Jakarta, Bandung, Surabaya, Semarang, Makassar, Medan and Batam, starting with Jakarta today. In China, Ms Kng Hwee Tin, Chief Executive Officer of OCBC China presented the books to students from the Shanghai Singapore International School. This will be followed by a recital by the students from the school. Last but not least, a recital and sharing session was held at the Singapore International School in Hong Kong, attended by Mr Na Wu Beng, Chief Executive Officer of OCBC Wing Hang Bank to launch the donation of the books to all government-funded universities and international schools there.

Through these three books with Mr Lee's words articulated in his characteristic frank manner, readers will be able to glean insights into his perspectives on a broad range of subject matters. These include, in particular, his staunch belief in the values of good governance and strong management, which he deemed critical to the survival and continued prosperity of Singapore.

Serious at times, witty and warm at others, the quotes also reflect Mr Lee's views on many aspects of life in general. His love for his wife, Madam Kwa Geok Choo, for instance, is poignantly expressed in the passages on marriage, found in the volume *LKY on Life*.

The books are available for sale at major bookstores in Singapore at \$31.03 per set.

OCBC Bank's sponsorship and donation of the books are an extension of the Bank's long-standing commitment to giving back to the community. OCBC Bank supports a broad range of causes, from humanitarian efforts to sporting activities to the elderly. But the emphasis of its community engagement activities is on nurturing children and youth as well as promoting education, particularly in the area of social, ethical and emotional learning. OCBC Bank has been donating to the Singapore Children's Society for over a decade, in support of counselling, therapy and character-building programmes for children from less advantaged families through the OCBC-Today Children's Fund.

SOCIAL MEDIA ASSETS

Official hashtags: #ocbcbank #rememberinglky

Keywords:

OCBC Bank, Lee Kuan Yew



Suggested tweet: OCBC launches collection of Mr Lee Kuan Yew's most memorable quotes, donates books to all public libraries and schools in Singapore (132 characters)



Suggested Facebook post: OCBC Bank has launched a three-volume set of books featuring Mr Lee Kuan Yew's most memorable quotes, in honour of Singapore's late founding Prime Minister.

To allow more people to learn from Mr Lee's thoughts and experiences, OCBC Bank has donated 1,000 copies of *LKY on Governance, Management,*

Life: A Collection of Quotes from Lee Kuan Yew to all public libraries and schools in Singapore. OCBC is also donating another 500 sets of the books to selected schools in overseas markets where it has a presence.

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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. Recognised for its financial strength and stability, OCBC Bank has been ranked Asean’s strongest bank and among the world’s five strongest banks by Bloomberg Markets for five consecutive years since the ranking’s inception in 2011.

OCBC Bank and its subsidiaries offer a broad array of commercial banking, 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 regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank’s private banking services are provided by its wholly-owned subsidiary Bank of Singapore, which has received increasing industry recognition as Asia’s Global Private Bank, and was voted “Outstanding Private Bank in Southeast Asia in 2014” by Private Banker International.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

For more information, please visit www.ocbc.com.