

Corporate Social Responsibility

Our Corporate Social Responsibility programme focuses on helping children and young adults realise their full potential.



2008 marked the fifth year of support we have given to our partner charity in Singapore, the Singapore Children's Society (SCS), with a total donation of S\$2.5 million over the five-year period. Beyond financial support, we have also actively engaged the SCS with our OCBC staff volunteer

programme. Many of our employees volunteered their time and skills to help the children and young adults in various activities. In August 2008, 173 young adults from Project CABIN, a school based youth outreach project managed by the SCS to provide an alternative place for young adults to socialise after school hours, worked on an assignment to demonstrate how one can recycle materials for good use again. Called the "SAVEnvironment Project",



these young adults learnt to appreciate environmental activism by designing posters and creating sculptures using recycled materials, and presenting the final creations in a friendly competition.

Our contribution of S\$450,000 over three years to the Bright Horizons Fund since 2006 helped raise the literacy level of more than 300 less privileged students from the NTUC First Campus.

We continue to encourage and support academic excellence by awarding book prizes and bond-free scholarships to outstanding young adults from our core markets, Singapore, Malaysia, Indonesia and China, to pursue higher education in Singapore and Malaysia. To date, we have awarded more than 400 bond-free undergraduate scholarships. We offer a variety of internships to OCBC Bank Scholars that allow them to experience working in OCBC Bank during their varsity vacations.

In November 2008, our community engagement efforts took on a higher profile as we announced OCBC's support as the title sponsor of Singapore's first mass participation cycling event on public roads. This event, named "OCBC Cycle Singapore", caters to every level of cyclists from beginners to professionals and aims to promote an active lifestyle among people of all ages and fitness levels. The 2009 event took place on 22 February and was a big success, drawing

enthusiastic response from a wide segment of the public. The inclusive nature of the activity and its ability to bring people closer together, are consistent with the Bank's value of Teamwork as well as its business propositions aimed at families. We expect this to be an annual event going forward.



In addition, OCBC Bank together with the Singapore Sports Council (SSC) and the Singapore Amateur Cycling Association entered into a one-year partnership from December 2008, to train and develop a pool of talented young cyclists who will represent

Singapore at major international games. The Singapore team is sponsored by OCBC Bank and trained by the SSC. With our sponsorship, SSC embarked on a structured talent identification and development programme to train and nurture a steady pool of talented young cyclists to compete for Singapore. The OCBC Singapore Cycling Team will work to compete for the first time at the 25th SEA Games in Vientiane, Laos in 2009.

OCBC Bank's philanthropic heritage of supporting children and education extends to China where we committed in 2007 to donate RMB1.5 million (S\$300,000) over six years to the Soong Ching Ling Foundation. The funds, disbursed through the Soong Ching Ling Scholarship (SCLS) under the SCLS-OCBC Fund, provides financial assistance to some 800 outstanding children across China. The SCLS Scholarship was awarded to 200 children from across China for the first time in Kunming, China on 1 August 2008.

During the year we also donated RMB1 million (S\$200,000) to support rebuilding efforts in Sichuan, China after the destructive earthquake and contributed S\$40,000 to the Singapore Red Cross Society to support the cyclone relief efforts in Myanmar. We opened up our banking channels to facilitate donations and our customers as well as employees responded generously by donating over S\$700,000 to both relief efforts. The funds raised for the rebuilding efforts in Sichuan were used to rebuild Shi He Primary School which is located in Mianzhu City in Sichuan Province, one of the areas hardest hit by the Sichuan earthquake. The school was officially opened on 22 October 2008.