

Corporate Social Responsibility

CARING FOR UNDERPRIVILEGED CHILDREN

At OCBC, we give back to the communities in which we prosper by focusing on community development with two themes, namely nurturing children and young adults, and promoting education.

In Singapore, our long running charity partner is the Singapore Children's Society ("SCS"). We have been supporting the SCS on an annual basis since 2004, and by 2013, our contributions will have amounted to S\$5 million. Our donations are used to cover the costs of programmes to give children and youth from low-income and disadvantaged families the opportunity to build their emotional, intellectual, social and physical skills at various SCS centres, as well as covering the operating costs of running Sunbeam Place. Located in Hong San Terrace, Sunbeam Place is a stay-in facility that offers a safe and home-like environment to more than 65 abused and neglected children aged between two and 18 years.

In China, our philanthropic effort has been centred around the Shanghai Soong Ching Ling Foundation ("SSCLF") since 2007, a partnership we started close to the time when we locally incorporated our bank there. We initiated our partnership with a donation of RMB1.5 million (S\$300,000) to be released in equal annual installments over six years. Our contributions, which are disbursed through the Soong Ching Ling Scholarship ("SCLS") under the SCLS-OCBC Fund, have helped more than 350 outstanding children across China who require financial assistance to pursue their education.

STAFF VOLUNTEER PROGRAMME

Over the past year, more than 950 employees in Singapore, Malaysia and China volunteered for activities that helped needy children and their families.

In Singapore, the appointment of CSR co-ordinators at divisional levels to encourage volunteerism helped raise staff participation from 250 to 600 volunteers, and saw the number of organised volunteer events double, compared with the previous year.

Our employees helped organise various activities for the children at the SCS. These activities were broad ranging, including an artistic graffiti rendition at the Jurong Youth Centre, an in-line skating adventure with the children of the Yishun Family Service Centre, movie outings, computer workshops and reading programmes as well as participation at the SCS Bully-Free forum and Walk for our Children 2011. Through fund-raising activities organised by employees such as food fairs and auctions, more than S\$29,000 was raised for the SCS. For the ninth consecutive year, we received the Gopal Haridas award from the SCS for being the biggest donor in the preceding year.

Every year, employees from our Group Human Resources division in Singapore perform a traditional Lion Dance during the Lunar New Year, visiting various OCBC and Great Eastern departments to raise funds. Last year, this activity raised close to S\$18,000 for the Straits Times School Pocket Money Fund, which provides needy children with pocket money for school.



Finalists of the Little Debate organised by OCBC China and the Shanghai Soong Ching Ling Foundation, to encourage the children of migrant workers in Shanghai.

More than 140 employees from various divisions helped to prepare meals at Willing Hearts, a 100% volunteer-based non-profit organisation that operates a soup kitchen which supplies simple and nutritious meals to more than 1,000 needy families throughout Singapore on a daily basis. Our Consumer Financial Services division has chosen Willing Hearts as its adopted charity, with a commitment of S\$34,000 to support a 12-month food contribution programme and volunteers to help at the kitchen at least once a month.

Our Treasury and Investment Banking divisions in Singapore held an auction at their combined Dinner and Dance event in December 2011.



Students from Dengkil, Selangor were delighted when volunteers from OCBC Malaysia, Market Risk Management visited them to present gifts of spectacles. The staff raised funds to help pay for the children's eye examinations and spectacles.

The funds raised totalled S\$100,000. The money went to Child Aid, a fund-raising event organised by Singapore Press Holdings to support its two social causes – the Straits Times Pocket Money Fund and the Business Times Budding Artists Fund.

In Malaysia, we continued to focus on helping underprivileged children. More than 230 employees of OCBC Malaysia participated in various volunteer activities including conducting eye examination tests for school children, distributing spectacles to needy individuals, visiting orphanages and helping out at the Pertiwi Soup Kitchen, which provides meals to the homeless at various locations around Kuala Lumpur.

In China, at the launch of the first OCBC China Family Day, our employees organised a charity sale and auction – raising close to RMB24,000 to help fund the education of needy children.

OCBC China and SSCLF jointly hosted the inaugural OCBC China Little Debate to encourage the children of migrant workers in Shanghai to express their views and thereby build confidence as they assimilate into life in that city. In the finals held on 8 December 2011, Jinding Primary School emerged champions. More than 12 schools and 100 students took part in the event. We received very good feedback from academics, parents and teachers on the impact the Debate had on the students.

In Indonesia, our Group Operations and Technology division worked with our subsidiary, Bank OCBC NISP, to support a community development initiative in Banjaran, Bandung, in collaboration with Habitat for Humanity. 2011 marked the final year of the programme which saw more than 50 volunteers from OCBC Bank



Our volunteers from OCBC Singapore, Group Operations and Technology and Bank OCBC NISP at the classroom building site in Banjaran, Bandung.

Corporate Social Responsibility

and Bank OCBC NISP return to Bandung for further construction efforts. In total, 20 houses have been built by our volunteers, along with four new classrooms and a computer laboratory.

To bring about a sustainable increase in our employee volunteerism rate, we set up a task force to develop an enhanced employee volunteer programme. The task force reviewed the current OCBC CSR framework, conducted a peer-comparison exercise, and initiated an employee survey on our current CSR programme. Based on the findings, we launched an expanded Staff Volunteer programme in January 2012 to cover five categories, namely the environment, families (including children, young adults and the elderly), humanitarian efforts, education and cycling.

SUPPORTING EDUCATION

We continued to encourage and support academic excellence by awarding book prizes and bond-free scholarships to outstanding young adults from Singapore, Malaysia, Indonesia and China to pursue tertiary education in Singapore and Malaysia. Over the years, we have presented more than 530 book prizes in Singapore to outstanding students in various tertiary institutions, to recognise their academic achievements. To date, we have also awarded more than 500 bond-free undergraduate scholarships in Singapore and Malaysia to deserving students who were selected based on merit, to help them achieve their goals in view of their less fortunate family circumstances. We also offered our scholars and other undergraduates the opportunity to experience working in OCBC, and more than 170 students participated in our Structured Internship Programme in Singapore and Malaysia in 2011.



Colleagues from OCBC Singapore, Group Operations and Technology and youths from Jurong Youth Centre exercise meaningful self-expression through graffiti.



OCBC Singapore volunteers helping out at Willing Hearts, a soup kitchen that prepares meals for more than 1,000 needy families daily.



The inaugural OCBC Cycle Malaysia 2011 was held from 14 to 16 October at Dataran Merdeka in the heart of Kuala Lumpur.

SUPPORTING CYCLING, A GROWING SPORT

2011 was our third year as the main sponsor of OCBC Cycle Singapore, the mass cycling event organised to promote an active lifestyle, engagement with the community and staff bonding within the OCBC group of companies. Our sponsorship was also another way for us to give back to the community.

With the growing interest in cycling as a community sport and increased awareness of OCBC Cycle Singapore, more than 10,000 cyclists took to closed roads in Singapore on 4 and 5 March 2011. More than 340 OCBC and Great Eastern employees rode in the Corporate Challenge, an increase of almost 40% over the previous year.

To further play our part to help the needy in Singapore, OCBC Cycle Singapore supported two charities - the National Cancer Centre Research Foundation ("NCCRF") and our adopted charity partner, the SCS. Cyclists could choose to raise funds among their friends and relatives to support one of the two charities. More than S\$10,600 was raised.

In line with this sponsorship, OCBC, the Singapore Sports Council ("SSC") and the Singapore Cycling Federation ("SCF") continued our partnership to train and develop a pool of talented cyclists who represent Singapore at major Games. The team is sponsored by OCBC and trained by the SSC and SCF.



OCBC Cycle Singapore 2011 attracted more than 10,000 participants, including the young.

Corporate Social Responsibility

On 8 December 2011, we launched the second OCBC Cycle Singapore Safe Cycling Campaign to promote cycling in a safe environment. 17 December 2011 was designated the OCBC Cycle Singapore Safe Cycling Day. Many cyclists donned OCBC Safe Cycling jerseys and rode on various roads to raise awareness of the need for both cyclists and motorists to respect each other in sharing the roads. Launched in partnership with Caltex, the month-long campaign involved the distribution of OCBC-sponsored materials – 50,000 car decals and 2,000 cycling jerseys – carrying the key message, “1.5M Matters. Sharing Saves Lives”.

Following the success of OCBC Cycle Singapore, we launched OCBC Cycle Malaysia 2011, held from 14 to 16 October. More than 3,500 participants cycled on closed roads in the heart of Kuala Lumpur City across six categories, from tricycle rides for toddlers to the 52-km Challenge and 21-km Community Ride. A total of 97 Malaysian professional cyclists including the Malaysian cyclist, Anuar Manan, and several of his teammates from the Terengganu Pro-Asia Cycling Team, took part in the local professional criterium.

In line with the inaugural launch of OCBC Cycle Malaysia, we presented 15 bicycles to underprivileged children at the

Home of Peace, a shelter for abused, neglected and orphaned girls aged five to 18. CEO and Director of OCBC Malaysia, Jeffrey Chew, together with employees of OCBC Malaysia and the organisers of OCBC Cycle Malaysia, accompanied the children on their first ride on their bicycles.

PARTNERING LIKE-MINDED ORGANISATIONS

We are a pioneer member of Singapore Compact for CSR and have been a signatory to the United Nations (“UN”) Global Compact since 2006.

The Singapore Compact functions as a national society in furthering the CSR movement in Singapore, through ongoing dialogues, training, collaboration and practical project implementation. Last year, we participated in the Singapore Compact CSR Summit 2011 to better understand that value of sustainability efforts on investor and shareholder relations, human capital and the environment.

OCBC supports the 10 principles of the UN Global Compact covering the areas of human rights, labour laws, the environment and the fight against corruption.



Mr Jeffrey Chew, CEO of OCBC Malaysia (facing children, second from right) presenting a gift of bicycles to children at the Home of Peace in Kuala Lumpur.