



## ARCHIVED MEDIA RELEASE

### **OCBC Bank And Robinsons Launch OCBC Robinsons Visa Credit Card**

Singapore, 14 November 2002 – Oversea-Chinese Banking Corporation Limited ("OCBC Bank") and Robinson Group of Companies ("Robinsons") today announced the official launch of the OCBC Robinsons VISA Credit Card, a co-brand card that combines the benefits of a credit card and a shopping card.

Members of the public can apply for the Card from today. Prior to today's launch, existing Robinsons in-store cardmembers were given priority in being the first few to own the OCBC Robinsons Credit Card. This was done through a seamless conversion exercise. "We are pleased with the good take-up rate so far. It is a strong indication that the Card is both relevant and functional," said Mr Victor Ow, Executive Vice President and Head, Consumer and Community Lending of OCBC Bank.

He added, "With the OCBC Robinsons Credit Card, we are able to offer our customers worldwide payment access and a unique loyalty programme that allows cardmembers to accumulate points for purchases made outside of the Robinson Group of Stores and still redeem rewards at Robinsons."

Mr Peter Husum, Chief Executive of the Robinsons Group said, "Robinsons is synonymous with offering value for money merchandise and providing excellent customer service. When we conceptualised the OCBC Robinsons Credit Card, we made it a primary consideration that the Card must continue to offer rewards and rebates as our cardmembers have come to expect them."

"We are confident that our exciting bundle of benefits, ranging from invitations to cardmembers' events to in-store promotions and a new and unique loyalty programme will make the OCBC Robinsons Credit Card the preferred payment card among our shoppers," Mr Husum added.

As part of the introductory offer, cardmembers will enjoy a special interest rate of 12% p.a. for all purchases from now till 30 June 2003. Thereafter, the 12% interest rate will continue to apply only for purchases made at the Robinsons Group of Stores.

The OCBC Robinsons Credit Card comes with a tiered rebate system of up to 10% for purchases made at the Robinsons Group of Stores. On top of that, the Robinsons Rewards programme enables cardmembers to earn 1 Robinsons\$ for every \$1 purchase made outside of the Robinsons Group. Cardmembers can use the accumulated Robinsons\$ to redeem Robinsons reward vouchers.

Cardmembers also enjoy instant privileges and discounts at more than 450 participating outlets through chox.deals, the OCBC Credit Card privileges programme. Several benefits

under the OCBC Credit Card programme, including travel accident insurance coverage of up to \$250,000, will also be made available to them.

New applicants will enjoy a one-year waiver of the Card's annual fee of \$30 per card.

For added convenience, customer service counters have been set up at Robinsons Centrepoint and Raffles City. Officers will be on hand to address customers' queries pertaining to their OCBC Robinsons Credit Cards. Customers can also use the Hotline Phones located at designated areas within four of the main stores of Robinsons, Marks & Spencer and John Little to make credit card enquiries. These phones link directly to an OCBC Customer Service Officer who will be able to address issues immediately.

Roadshows will be held from 16 to 17 November 2002 at Wheelock Place and Raffles City Atrium to promote the OCBC Robinsons Credit Card. Applicants who sign up will receive a free gift plus a stylish OCBC travel bag once their applications are approved.

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### **About OCBC Bank**

OCBC Bank is a Singapore-based financial services group with assets of S\$84 billion and operations in 14 countries including Malaysia, China, Japan, Australia, UK and USA. With one of the most extensive networks among regional banks in Asia, OCBC Bank offers a range of specialist financial services including consumer, corporate and private banking, global treasury, capital markets, corporate finance, asset management and stockbroking services.

For the financial year ended 31 December 2001, OCBC Bank achieved a profit attributable to shareholders of S\$785 million.

For its eBanking initiatives, OCBC Bank was named as the overall Best Corporate/Institutional Internet Bank for 2002 in Singapore as well as the Asia Pacific in a global survey conducted by US-based financial magazine, Global Finance. This was the second consecutive year that the Bank has won a Global Finance award -- it was voted the Best Internet Bank in Singapore in 2001.

OCBC Bank's acquisition in August 2001 of Keppel Capital Holdings, including its subsidiaries Keppel TatLee Bank, Keppel Securities and Keppel TatLee Finance, was an important milestone in its mission to be a high performance, best-in-class financial institution in the Asia Pacific.

More information about OCBC Bank is available at [www.ocbc.com](http://www.ocbc.com).

### **About Robinsons**

Robinson and Company, Limited is one of Singapore's leading retail Groups. Its core retail business comprises Robinsons, John Little and Marks & Spencer.

For the financial year ended 30 June 2002, Robinson and Company, Limited posted an annual turnover of \$340 million and an operating profit of \$22.9 million.

With a history that dates back to 1858, Robinsons has been part of Singapore for many generations. Quality merchandise and superior service have long been its hallmark, earning it a unique position of trust in the lives of Singapore shoppers. The Group is highly dedicated to service excellence. Public accolades and prestigious awards underscore the Group's initiatives in this field. Recently all three companies - Robinsons, John Little and Marks & Spencer - were accredited to Case Trust Gold, the premier tier of Case Trust Accreditation scheme. To consumers, Case Trust Gold represents a promise of the highest standards in product and service quality.

In its commitment to staff development and productivity, Robinsons launched RISE (Robinsons Institute for Service Excellence) in 2001, the first of its kind in the country's retail sector. Its three RISE campuses at Raffles City, Specialists' Shopping Centre and the Robinsons Logistics Centre at Changi South are equipped with lecture rooms, computer labs and specially designed cash register training facilities.

The assurance of the Robinsons Refund Policy provides a highly competitive edge in today's retail climate. If a customer is not completely satisfied with her purchase, she can bring it back unused and within a reasonable period for an exchange or a complete refund.

Over the years, Robinsons has consistently sought to create a superior shopping experience by offering quality merchandise, great value for money and first-class service. And it takes pride in maintaining its position as market leader in the retail industry.