



ARCHIVED
MEDIA RELEASE

OCBC Bank Rated Asia Pacific's Best Corporate/Institutional Internet Bank in Global Survey by US-based Global Finance

OCBC Bank voted Singapore's Best Internet Bank for second straight year

Bank scores for online marketing strategy, product range, results-driven Internet initiatives, and website design and functionality

Singapore, 25 September 2002 --- Oversea-Chinese Banking Corporation Limited ("OCBC Bank") has emerged 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*. OCBC Bank was ranked alongside the "World's Best Internet Banks for 2002" in the magazine's annual survey which assessed submissions from six regions and 27 countries. This is the second consecutive year OCBC Bank has won a *Global Finance* award. In 2001, the magazine voted it the Best Internet Bank in Singapore.

The winning banks of the 2002 Internet Bank survey were selected based on the following criteria: strength of strategy for attracting and servicing online customers, success in getting clients to use Web offerings, growth of online customer base, breadth of product offerings, evidence of tangible benefits from Internet initiatives, and Web site design and functionality

Global Finance highlighted the effective "click and mortar" approach taken by OCBC Bank for its online corporate banking, seeking synergy between the Web channel and its branches, call centres and relationship managers. Companies that require sophisticated online cash management offerings from the Bank are also serviced by a dedicated team of bank staff.

To augment its online corporate banking offerings, OCBC Bank has also made available a range of web-based, non-traditional products and services to enhance its customers' value chain through alliance partners. Some of these services include online international trade settlement, online trade, documentary messaging as well as pre and post export financing.

The Bank was recognised for its unique customer segmentation and tailored marketing approach, which involves the customisation of product and service packages to corporations of varying sizes, needs and industry. In addition, the Bank's online interface and navigational ability was rated as convenient and user-friendly. The Bank was also recognised for effectively realising cost and operational efficiencies through customers' increased use of Internet banking as a corporate banking and transactional tool.

Commenting on the 2002 Awards, Mr Joseph D Giarraputo, publisher of *Global Finance*, said, "Our judging process and criteria for Internet banks were particularly rigorous this year. OCBC Bank came through our evaluation with flying colours and is being recognised for its world-class online accomplishments."

Mr David Conner, CEO of OCBC Bank, said, "We are constantly seeking to improve OCBC Bank's range of online banking products, services and functional capabilities. This has been a continuing effort since 2001 when we introduced our Internet Banking platform. We are pleased that the highly respected *Global Finance* magazine has recognised us as the Best Internet Bank in Singapore for the second year running. We are even more pleased that our ratings have improved this year such that we are also now rated the best corporate Internet bank in Asia Pacific as a whole."

"The survey reflects our progress in developing our eBanking platform as a viable banking channel."

Results of the "World's Best Internet Bank for 2002" Awards will be announced at a special ceremony in New York on 29 October 2002.

Notes to Editors:

- Winners of the 2002 "World's Best Internet Bank" survey were chosen among entries reviewed by an international judging panel comprising representatives from Deloitte & Touche, IBM, Global Services, KPMG Consulting, Logica, MeridianGS and Tata Infotech. Global Finance editors made the final selection of winners globally and in six regions, 27 countries and 10 functional categories.
- In addition to the *Global Finance* Awards, OCBC Bank was one of 20 companies in Asia Pacific who won the 2001/2002 Intelligent20 Awards for its strategic use of IT and the Internet. It was also voted the Best Commercial Bank in Singapore in the Finance Asia Country Awards 2001 for having set the pace for a newly energised commercial Banking sector in Singapore.
- Global Finance has 50,000 subscribers and more than 300,000 readers in more than 160 countries. The audience includes chairmen, presidents, CEOs, CFOs, treasurers and other financial officers responsible for making investments and strategic business decisions for large global companies and financial institutions. The magazine is a leader in covering corporate finance and management, trade, banking, technology, markets, economies and industries on a global basis. Global Finance targets most of the key portfolio investors who control over 80% of all assets under professional management.

About OCBC Bank

OCBC Bank is a Singapore-based financial services group offering a broad range of financial services, including consumer, corporate and international banking, investment management, global treasury, stockbroking and eFinancial services.

In August 2001, OCBC Bank acquired Keppel Capital Holdings Ltd and all its subsidiaries, including Keppel TatLee Bank Limited, Keppel Securities Private Limited and Keppel TatLee Finance Limited. On 25 February 2002, OCBC Bank and Keppel TatLee Bank were operationally and legally integrated, representing an important step forward in OCBC Bank's mission to be a world-class financial institution in Asia Pacific.

The OCBC Group has total assets of S\$85 billion. The Bank has branches and representative offices in 14 countries, including Malaysia, China, Hong Kong SAR, Japan, Australia, UK and USA. In Asia, it has one of the most extensive networks among regional banks. For the

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

A leading eCommerce financial services provider, OCBC Bank is being transformed into a 'click-and-mortar' bank, and is well positioned to pursue global innovative eCommerce initiatives. By leveraging on its rich heritage, innovative spirit and entrepreneurial management outlook, OCBC Bank is committed to helping its customers, shareholders and staff grow from strength to strength.