



MEDIA RELEASE

NTUC & OCBC BANK FOCUS ON EDUCATING THE COMMUNITY ABOUT MANAGING THEIR MONEY & FINANCES

The NTUC-OCBC MoneyWise Programme aims to help union members and the working community manage their personal finances in more efficient ways

Tuesday, 22 February 2005 – National Trade Union Congress (“NTUC”) and Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) further enhance their partnership to deliver greater benefits and rewards to union members and the wider working community in Singapore with a new financial education programme targeted at the working community.

The NTUC-OCBC MoneyWise Programme is a year-long initiative to help union members and the working community understand and manage their finances and wealth more efficiently and with greater knowledge and skills. A series of educational seminars will be held throughout the year, focusing on various aspects of financial planning and money management, including growing wealth more efficiently, managing credit and debts, and planning for children’s education, amongst others.

Mr. Seng Han Thong, NTUC Assistant Secretary-General, said, “The benefits that we have, aim to cater to the varying needs of our members. Moreover, NTUC has always emphasised the importance of responsible money management and saving for a rainy day. The MoneyWise Programme is another benefit which we and OCBC Bank are offering to union members to help them get equipped with sound and effective money management skills.”

Mr Andrew Lee, Head Consumer Financial Services Singapore, OCBC Bank said, “The partnership between NTUC and OCBC Bank has been established since September 2004 and jointly, we aim to better serve the working community. We

want to enable Singaporeans to make better choices to achieve their financial objectives, whether they be for a more financially secure future or a higher quality of life.

To this end, OCBC Bank provides a full suite of innovative and affordable products and services that are relevant to the union members' lifestyle and needs. At the same time, we want to add greater value by helping this community with financial learning opportunities such as the new MoneyWise series to arm individuals with personal financial management skills. All of which, work towards helping the union members to make more informed decisions in all aspects of their financial planning."

The first seminar, to be held this Saturday 26 February 2005 at the NTUC Centre at One Marina Boulevard, will focus on providing basic skills in financial management and guidance on how to increase their wealth. Ms Anne Tay, Vice President Wealth Management, OCBC Bank will provide tips on good money management skills, how to manage personal expenses and debts, and ways to grow wealth through savings, protection and investment. *Feng shui* expert Ms Lynn Yap will share her tips and advice on how to usher in prosperity this year.

About the partnership between NTUC and OCBC Bank

NTUC Link and OCBC Bank's landmark financial services agreement aims to deliver greater benefits and rewards to union members and the wider working community in Singapore. With the collaboration, all union members will be able to enjoy an exclusive offering of banking and financial products.

The first that was introduced were the NTUC-OCBC Credit and Debit Cards in September 2004. These cards allow cardholders to enjoy payment convenience at more than 22 million global locations, easy access to banking services, as well as the opportunity to earn more LinkPoints at a faster rate.

The LinkPoints Loyalty Programme is considered to be one of the most widely-accepted and established customer-benefits schemes. NTUC Link cardmembers earn LinkPoints whenever they shop or dine at any Link participating merchant

outlet. The points can then be used to redeem a broad selection of practical and relevant rewards, ranging from NTUC FairPrice vouchers to Best Denki products.

The co-branded cards will enable cardmembers to earn 1 LinkPoint for every S\$3 spent on the card. These LinkPoints are over and above those they would usually receive when they present their NTUC Link Card at Link's participating merchant outlets. With these added opportunities to earn more LinkPoints, cardmembers will now be able to redeem bigger rewards, redeem them sooner or choose to redeem more rewards within the same time frame.

Union members who sign up for the card will also be able to earn additional LinkPoints whenever they take up selected financial packages from OCBC Bank.

About OCBC Bank

OCBC Bank is Singapore's longest established local bank. It has assets of S\$120 billion and a network of 112 branches and representative offices in 14 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Japan, Australia, UK and USA. OCBC Bank offers a range of specialist financial services including consumer, corporate, investment, private and transaction banking, global treasury, asset management and stockbroking services to meet the needs of its customers across communities. Its subsidiary, Great Eastern Holdings, is the largest insurance group in both Singapore and Malaysia in terms of assets and market share.

In 2004, OCBC Bank was named Lafferty Group's Retail Bank of the Year in Asia-Pacific and South East Asia and Global Finance magazine's Best Bank in Singapore. Additional information may be found at www.ocbc.com.

About NTUC

The NTUC is a national federation of trade unions of workers in the industrial, service and public sectors representing some 450,000 workers in Singapore. It has 63 trade unions and 4 associations affiliated to it. NTUC's objectives are to help Singapore stay competitive and workers to remain employable for life; to

enhance the social status and well-being of workers and to build a strong, responsible and caring labour movement.

About NTUC Link

NTUC Link Pte Ltd was incorporated in March 1998. The LinkPoints Loyalty Programme, managed by NTUC Link is a customer-benefits programme for all NTUC Link Cardholders. As a member of the programme, Link Cardholders can earn LinkPoints and redeem for attractive gifts, products and services with their LinkPoints when they visit any Link merchants' outlets in Singapore.

NTUC Link's mission to maximise benefits and provide real value for NTUC Link members has grown and developed over the years. Today, more than 700,000 cardmembers and over 600 participating outlets have benefited from the LinkPoints Loyalty Programme, making it one of the most popular loyalty programmes in Singapore.