

JOINT MEDIA RELEASE



OCBC GROUP EXTENDS ITS MONEY-MANAGEMENT SKILLS TO ITS ADOPTED CHARITY

Over 200 families from Singapore Children's Society will learn good financial habits through an interactive board game

Singapore, 20 November 2006 – OCBC Group today launched a money-management programme to teach basic but essential financial knowledge to children and their families of the Singapore Children's Society (SCS). Jointly implemented by OCBC Bank and Alpha Financial Advisers Private Limited (Alpha), a wholly-owned subsidiary of Great Eastern Holdings, this programme marks the first time two companies within the OCBC Group have pooled their resources and skills in support of a social cause.

Through the money-management programme, OCBC Group aims to help the lower-income families break out of the poverty cycle by imparting good financial planning skills and cultivating the right mindset and values. More than 200 SCS families will learn good financial habits through an interactive financial board game called Financial Quotient Junior. Learning in a fun manner will enable them to easily grasp the skills needed to manage their finances.

Commenting on OCBC's latest financial education initiative, Dr Cheong Choong Kong, Chairman of OCBC Group said, "Financial literacy is one important life skill that should be taught from young. As banker to the community, imparting money-management skills and knowledge to Singaporeans at large is a natural extension of what we do best. Working as a group demonstrates how we in the OCBC family come together to help the community while enriching the OCBC culture. Even more gratifying to me is seeing how a passion for helping the less privileged, particularly the children, has brought everyone in the OCBC family closer together."

Mr Arthur Lim, CEO of Alpha, said, "Alpha is grateful to be part of this money-management programme. Working with Singapore Children's Society is certainly in line with Alpha's values of Integrity and Professionalism. As a leading financial adviser, Alpha has always been an active proponent of financial literacy and today, in partnership with OCBC and the Singapore Children's Society, we take this message to our young. Basic financial planning skills are life skills that Alpha hopes will empower children and youths to take advantage of opportunities as they progress through life."

Thanking the OCBC Group for this programme, Mr Alfred Tan, Executive Director of Singapore Children's Society, said, "Singapore Children's Society is pleased to have both OCBC Bank and Alpha teach children the importance of cultivating good financial habits. We believe the game will help the children understand the value of money, and the importance of prioritising one's needs. Many times, children and their parents just buy what they like to have, but not what they need.

"We want the children, and their parents, to learn and understand the concepts of saving, spending wisely and living within their means. This, we believe, will help them break the circle of poverty and be financially stable in the future," Mr Tan added.

The money-management programme will also be extended to social workers. OCBC believes that equipping social workers with these basic financial skills will help them better understand the financial situation faced by the children and their families under their charge, as well as enable them to guide the lower-income families to take better control of their finances.

More than 20 children from the Henderson Student Care Centre participated in the games at the launch today. The programme will be introduced to the other centres under the care of the Singapore Children's Society in the following months.

OCBC Bank is the Singapore Children's Society's largest corporate sponsor and community partner, having committed to donate S\$2.5 million over a five-year period beginning in 2004. OCBC Bank's employees have committed both resources and time to enriching the lives of the children, youths and families under the care of the Singapore Children's Society, as part of the Bank's staff volunteer programme. Currently, OCBC Bank's volunteer programme involves more than 400 employees. It organises a wide range of activities and workshops covering personal development, computer skills, sports, and arts and crafts.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$144 billion and a network of over 340 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Vietnam, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 230 branches and offices in Indonesia operated by OCBC Bank's subsidiary, PT Bank NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to global treasury and stockbroking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Capital Management, is one of the largest asset management companies in Southeast Asia.

OCBC Bank was named *Asia Risk* magazine's 2006 Risk Management House of the Year and Global Finance 2006 Best Corporate/Institutional Internet Bank in Malaysia for the second consecutive year. Additional information may be found at www.ocbc.com.

About Alpha Financial Advisers Private Limited (Alpha)

Alpha is a leading financial advisory firm. Via its proprietary Infinitum™ Financial Planning System, Alpha offers wealth management and financial solutions in the areas of investment, protection, credit, tax, estate planning, wills and trusts. Alpha is wholly-owned by the Great Eastern Group and a member of the OCBC Group. Additional information may be found at www.alphaFinancialAdvisers.com.

About Singapore Children's Society

Singapore Children's Society was founded in 1952. Today, we help protect and nurture children and youth of all races and religions, especially those who are abused, neglected, and/or from dysfunctional families, via 6 service categories. The 6 service categories are: Caregiving, Preventive, Remedial, Public Education, Developmental and Community. Each year, we reach out to about 12,000 children, youths and families in need through our 9 service centres. Additional information can be found at www.childrensociety.org.sg.