

OCBC MIGHTY SAVERS[®] SIMON & SALLY HELP MAKE SAVING FUN FOR CHILDREN IN SCHOOLS

Superhero characters created by OCBC Bank as part of a new community outreach program, will visit schools to educate children on the value of saving through fun and meaningful activities.

Singapore, 3 August 2007 – OCBC Bank today officially launched its new OCBC Mighty Savers[®] Schools Program, a national campaign to help children understand and develop the habit of saving.

To engage with children at an emotional level through a more interactive platform, superhero siblings Simon and Sally Saves were specially created by OCBC Bank to drive this new outreach program.

Simon and Sally will be visiting primary schools across the island, to meet children and interact with them through a series of activities designed to teach them not only the value of saving but also how easy it is for them to start doing so.

“With children today overwhelmed and preoccupied by school and the latest toys, games and gadgets, many parents find it a challenge to teach their children about saving. Children often relate saving money to negative feelings of self-deprivation because saving involves delayed gratification,” said Mr Nicholas Tan, Head of Group Wealth Management, OCBC Bank.

“OCBC Mighty Savers[®] Simon and Sally bridge that gap by approaching the children at their level and getting them involved in various activities that will excite the children about saving. This creates an enriching and effective money management learning process,” added Mr Tan.

The OCBC Mighty Savers[®] Program was introduced in February 2007 to supply the tools for children who want to start saving immediately and to support parents in a ‘home’ learning environment.

To join the OCBC Mighty Savers[®] Program, all a child has to do is sign up for any OCBC Savings Account that has been tailored for children. Through this unique program, both the parent and child can get involved in the learning process through fun and meaningful activities.

One of the key components of the ‘home’ program is the OCBC Mighty Savers[®] Stickers & Card which rewards children who have achieved significant milestones in saving. For each dollar saved by the child, the parent rewards the child with a sticker that the child can paste on the OCBC Mighty Savers[®] Card. Once a total of S\$20.00 is saved by the child and deposited

into his or her OCBC Savings Account, OCBC Bank then rewards him or her with a special encouragement gift.

The idea of collecting stickers is an intuitive and appealing process for children, while parents can also appreciate the elements of 'play' and 'learn' in this simple, yet powerful way of getting their children to embrace the idea of saving regularly towards a goal.

As they save, the children can look forward to even more exciting and interesting incentives ahead. On National Day, a limited edition commemorative OCBC Mighty Savers[®] stamps set will be given to children in the program who top-up their OCBC Savings Accounts with S\$1,000.

To date, the OCBC Mighty Savers[®] Program has already attracted over 20,000 children who have been part of the program and saving regularly with the OCBC Mighty Savers[®] Stickers & Card since its pilot launch earlier in the year. More are expected to sign up by the end of 2007.

"The positive response to the OCBC Mighty Savers[®] initiative is a good indication from our customers that they believe strongly in teaching children the values of saving and we want to continue to be able to support parents and schools in this endeavour," added Mr Tan.

To make it easier for parents to start a savings account for their children and to get them involved in the OCBC Mighty Savers[®] Program, OCBC Bank has recently streamlined its account opening process to allow parents to open accounts for their children by post.

Parents can expect OCBC Bank to progressively introduce more novel yet effective ways to educate their children on money management. One such tool is the OCBC Mighty Savers[®] Starter Card that comes with the new OCBC Platinum Mastercard, providing cardholders the opportunity to involve their children when spending and saving.

Aside from the S\$400 worth of welcome vouchers targeted specially at children which includes free admission to the Singapore Zoo, discounts at MPH Bookstores and The Better Toy Store, cardholders also have the option of converting their OCBC\$ into Mighty Savers[®] Dollars for their children.

"Parents can deposit the converted Mighty Savers[®] Dollars into their children's OCBC Savings Accounts, thus contributing to their children's savings," added Mr Tan.

As for the OCBC Mighty Savers[®] School Program, it will be further strengthened in the near future with the Bank taking on the role of motivating children to do better in school by rewarding students with good PSLE scores.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$157 billion and a network of over 390 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 280 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. Additional information may be found at www.ocbc.com.