



4 January 2008

EMBARGOED UNTIL 6 JANUARY 2008, 12.00 PM

Joint Media Release

NTUC and OCBC Bank Launch NTUC Plus Card

A First-in-Singapore Membership Card with loyalty rewards, transport, payment and banking features, all rolled into one!

1. The National Trades Union Congress (NTUC) members can now perform several daily activities conveniently, in addition to enjoying membership benefits, with just one card - the NTUC Plus Card. It was jointly unveiled by NTUC Link Pte Ltd and Oversea-Chinese Banking Corporation Limited (OCBC Bank) at the official launch at AMK Hub on Sunday, 6 January 2008.
2. The introduction of the enhanced membership benefits card, the NTUC Plus Card, is in line with the labour movement's vision to create a better and more meaningful life for working people of all collars, ages and nationalities, at work, live and play. Said Mr Yeo Khee Leng, NTUC Member-Centric Director, "As a caring and innovative labour movement, we are constantly looking at improving our members' benefits and experience with creative solutions. We are proud to be the first in Singapore, in collaboration with OCBC Bank, to introduce a membership card that bundles a suite of useful features that promises greater convenience, as well as more and better benefits, for our members."
3. He added, "Besides enjoying members' benefits with the NTUC Plus card, NTUC members can now enjoy the convenience of using the same card to earn loyalty reward points, commute on public transport, make payments and perform banking transactions. This is in line with NTUC's 3R¹ Membership Strategy to grow and strengthen the labour movement as we reach out to 1 million members

¹ 3R Membership Strategy was formulated by the NTUC as a holistic approach towards membership management: Recruitment, Retention, and Relationship.

by 2015. We do not just recruit members but strive to retain them and forge a strong relationship with them by better serving their needs.”

Benefits of the NTUC Plus Card

4. An upgrade from the existing NTUC membership card, the NTUC Plus Card offers enhanced benefits to NTUC members with the following functions:

- Membership card to enjoy benefits at work, live and play such as workplace and employment advice, and discounts and rebates on products and services offered by NTUC’s 12 social enterprises² and over 600 partnering merchants.
- LinkPoints reward card to earn LinkPoints³ when purchases are charged to the card, in addition to LinkPoints awarded by more than 600 LinkPoints merchant outlets. More LinkPoints can be earned at a faster rate with one LinkPoint for every \$2 spent (previously was one LinkPoint for every \$3 spent) at over 24 million VISA locations worldwide.
- Public transport payment card for smoother and more convenient public transport rides with the ez-link purse feature in the card. Members may also earn LinkPoints when they top up the card with the EZ-Link Auto Top-up Facility⁴. As an embedded feature in the NTUC Plus Card, members need not pay the usual \$5 ez-link card cost.
- Payment card (Visa credit or debit/NETS) for payments made when shopping, dining or traveling in Singapore or overseas, including at NTUC FairPrice outlets via its in-store *f*PLUS payment network.

² The 12 Social Enterprises of NTUC are:
NTUC Childcare Co-operative Limited, NTUC Choice Homes Co-operative Limited,
NTUC Eldercare Co-operative Limited, NTUC FairPrice Co-operative Limited,
NTUC Foodfare Co-operative Limited, NTUC Healthcare Co-operative Limited,
NTUC Income Insurance Co-operative Limited, NTUC Media Co-operative Limited,
NTUC Thrift & Loan Co-operative Limited, NTUC Club, NTUC LearningHub Pte Ltd
and NTUC Link Pte Ltd.

³ LinkPoints may be redeemed for free groceries, gifts and a host of other rewards. Visit www.linkpoints.com.sg for more information.

⁴ A convenience fee of \$0.25 per transaction is charged by EZ-Link. Other EZ-Link terms and conditions apply. Visit www.ezlink.com.sg for more information.

- Savings account-linked card where the free savings account does not require minimum deposit amount and monthly balance amount, and has no monthly fees. Besides performing basic banking transactions (payment, withdrawal and deposit) with the NTUC Plus Card, members are entitled to full phone-banking services and a 24-hour hotline service by OCBC Bank.
 - Privilege card where members get to enjoy LinkPoints Gold Dining Privileges, NTUC Plus StarBuys and OCBC Privileges⁵.
5. The transition from the NTUC membership card to NTUC Plus Card was made for NTUC members to get more benefits out of their membership. To-date, about 32,000 NTUC members have upgraded to the NTUC Plus Card since November 2007. It is targeted for 150,000 members to enjoy benefits from the NTUC Plus Card by the end of 2008.
 6. Mr Ryan Cheong, General Manager of NTUC Link Pte Ltd, said, “Over the years, we have been introducing different types of benefits and rewards to our members, from the LinkPoints Reward Programme, to credit and debit cards in collaboration with OCBC Bank. It is timely that we introduce one card that delivers all these benefits, and more, to our members to make their lives simpler and more convenient.” He continued, “We believe in working with enterprising partners to provide innovative benefits to our members. Partnering with OCBC Bank came naturally as we share the same strategic goal of serving the community to make people’s lives better with a convenient, multi-function card.”
 7. Agreeing on the sensibility of consolidating various functions into one card, Mr Andrew Lee, OCBC Bank’s Head of Group Consumer Financial Services said, “Today’s consumers are highly selective about what cards go into their wallets. They want one that offers them convenience, value and rewards. The NTUC Plus Card does just that and we are pleased to support NTUC in yet another innovative endeavour to serve their members better.”

⁵ Visit www.linkpointsgold.com.sg for more information on LinkPoints Gold Privilege Programme; and <http://ocbc1.ocbc.com/online/me/creditcards/chox/home.jsp> for more information on OCBC Privilege Programme.

8. An early adopter of the NTUC Plus Card, Ms Chiang Pin Pin, a 32-year-old Senior Marketing Executive, said, “My husband and I originally signed up for the NTUC-OCBC card, him as the main cardholder, and myself as a supplementary cardholder. When we got to know about the new NTUC Plus card, we decided to upgrade as having the NTUC Plus card is free and it allows us the flexibility of payment and earning of LinkPoints.” She added, “This is particularly useful when we grocery shop at FairPrice, where we can monitor our spending with the monthly card statements, rather than by cash or NETS which can’t be tracked as easily. What’s more we can earn extra LinkPoints when we shop at LinkPoints merchants, allowing us to earn our points faster to offset our next purchase.”

Launch Event of the NTUC Plus Card

9. The NTUC Plus Card was officially launched on Sunday, 6 January 2008, at AMK Hub. During the launch event, NTUC members engaged in fun-filled stage and booth activities where participants walked away with prizes such as diamonds, household appliances, shopping sprees and special star-buys.
10. In addition, OCBC Bank presented a cheque of S\$250,000 to the NTUC Eldercare Trust Fund in a Cheque Presentation Ceremony held in conjunction with the launch. This is part of a five-year commitment where OCBC Bank donates up to \$250,000 annually to a charitable cause nominated by NTUC. The cheque was presented by Dr Cheong Choong Kong, Chairman of OCBC Bank to Mr Cyrille Tan, Vice President of the NTUC Central Committee and Trustee of the NTUC Eldercare Trust Fund; with Mr Lim Swee Say, NTUC Secretary-General, Mr Lim Boon Heng, Chairman of NTUC Eldercare Co-operative Limited and Mr David Conner, Chief Executive Officer of OCBC Bank, Mr Andrew Lee, Head of Group Consumer Financial Services of OCBC Bank as witnesses.
11. Moving forward, NTUC and OCBC Bank are committed to continue to introduce more relevant and innovative banking solutions to address the varied needs of NTUC members at different stages of their life so as to empower them to take greater control of their finances.

About National Trades Union Congress

The National Trades Union Congress (NTUC) is a national confederation of trade unions in the industrial, service and public sectors representing 500,000 workers in Singapore. NTUC comprises 63 affiliated unions, six affiliated taxi associations, 12 social enterprises and three related organisations. NTUC's objectives are to help Singapore stay competitive and workers remain employable for life; to enhance the social status and well-being of workers; and to build a strong, responsible and caring labour movement. NTUC's vision is to be an inclusive labour movement for all collars, all ages and all nationalities. For more details on NTUC, please visit our website at www.ntuc.org.sg

About NTUC Link Private Limited

NTUC Link Private Limited's mission is to maximise benefits and provide real value in the LinkPoints Rewards Programme. Incorporated in 1998, it aims to bring greater value and savings to members by having a stream of quality merchants offering LinkPoints and attractive rewards. With more than 1 million members and over 600 participating merchant outlets, the LinkPoints Programme has grown to become one of the most popular rewards programmes in Singapore. For the last three years, members earned a total of \$33 million worth of LinkPoints. The programme continues to have the highest redemption rate in Singapore as well as a strong and healthy response rate to the offers.

The LinkPoints Programme continues to strengthen its benefits for members and in the year 2006, the LinkPoints website was ranked #1 in the Hitwise Singapore for the Rewards category industry based on number of visits.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$170 billion and a network of more than 420 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Thailand, Vietnam, China, Hong Kong SAR, Taiwan, Brunei, Myanmar, Japan, Korea, Australia, UK and USA. This network includes more than 330 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.

BACKGROUNDER

About the NTUC-OCBC Bank Alliance

NTUC and OCBC Bank have been working together since 2004 when both organisations announced a collaboration to deliver greater benefits and rewards to NTUC members.

Since then, financial collaborations included the introduction of the NTUC-OCBC debit and credit cards that allow NTUC members enjoy payment convenience at over 24 million VISA locations worldwide, easy access to banking services and also opportunities to earn LinkPoints at a faster rate.

Several customised financial solutions were also developed solely for NTUC members, such as the NTUC Family Package which includes the Parenthood and Children Plans.

A series of MoneyWise seminars was also organised to create greater financial awareness among NTUC members and to help them better manage their personal finances.

Other events that were organised for special interest groups within NTUC included the uDrive event and MyGolfKaki.

Going forward, the newly established Family Development Unit of NTUC and OCBC Bank will be working closely to offer relevant financial solutions to working mothers.

In line with the alliance, OCBC Bank has also pledged to donate 1% annually or up to \$250,000 from the card spend by NTUC members to charity organisations nominated by NTUC.

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FACT SHEET

NTUC-OCBC Collaborations in 2007

Date	Key Collaborative Activities
January 2007	<ul style="list-style-type: none">• NTUC Childcare Group set up The Little Skool-House at OCBC Centre
March 2007	<ul style="list-style-type: none">• NTUC Fairprice Co-operative Ltd launched the FairPrice Plus Card
May 2007	<ul style="list-style-type: none">• OCBC Bank co-sponsored the May Day Celebrations (since 2004)• OCBC Bank sponsored NTUC 500,000 Membership Drive
June 2007	<ul style="list-style-type: none">• OCBC Bank co-sponsored “Mummy and Me” and “uDrive” launch events
July 2007	<ul style="list-style-type: none">• OCBC Bank co-sponsored “MyGolfKaki” Launch event
October 2007	<ul style="list-style-type: none">• Soft Launch of NTUC Plus Card
November 2007	<ul style="list-style-type: none">• OCBC Bank donated \$250,000 to the NTUC Childcare Bright Horizons Trust Fund
January 2008	<ul style="list-style-type: none">• Official Launch of NTUC Plus Card• OCBC Bank donating \$250,000 to NTUC Eldercare Trust at the official launch event