



MEDIA RELEASE

OCBC BANK OPENED FIVE NEW FULL-SERVICE SUNDAY BANKING BRANCHES IN RESPONSE TO CUSTOMER DEMAND

Customers can now carry out banking transactions on Sundays at 15 OCBC Bank branches located in key residential areas

Singapore, 28 November 2008 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) today announced that in response to the strong demand and in line with its aim of bringing more family-centric services to the community, it has introduced five more Sunday Banking branches in key residential areas. This brings the total number of Full-Service Sunday Banking branches to 15. OCBC Bank remains the only bank to offer the widest network of Full-Service Sunday Banking branches.

Since Full-Service Sunday Banking was introduced at five of OCBC Bank branches in 2006, OCBC Bank customers, especially families with young children, are increasingly using these branches on Sundays. Banking on Sunday at OCBC Bank has become a popular family affair where parents and their children bond through the fun-filled activities it organises.

The five new Full-Service Sunday Banking branches are located at Choa Chu Kang, Compass Point, Holland Village, Jurong East and Sun Plaza. OCBC Bank customers can carry out a full range of transactions that include teller transactions, deposits, investments, bancassurance products and loans at all Sunday Banking branches.

To help its customers get familiarised with the locations of the five new branches and the unique Sunday Banking experience, OCBC Bank recently organised a Sunday Banking Family Race where parent-child teams competed to win \$4,500 worth of cash and other prizes. During the race, the teams were assigned 15 fun tasks designed around discovering the Sunday Banking experience. These included coffee and donut eating, the Mighty Savers Fast Track experience and interacting with the new digital platforms at the Sunday Banking branches.

Ms Phang Lah Hwa, OCBC Bank’s Head of Branch Banking, Group Consumer Financial Services said, “Since the introduction of our Full-Service Sunday Banking in 2006, we have seen more than 300,000 customers visiting OCBC Bank on Sundays.”

She added, “We also observed that our customers particularly like the family-oriented environment that we have created at these Sunday Banking

branches. Increasingly, we see more families bring their little ones to these branches to get first-hand experience in managing their savings.”

On why they choose to carry out banking transactions on Sundays, OCBC Bank’s customer, Mr Shawn Loh, age 32, said, “As my wife and I work on the weekdays, Sundays are the best time for us to make a trip to the branch after going out for lunch. OCBC Sunday Banking branches are centrally located near MRT stations so that makes it more convenient for residents of those areas. It also helps that all the full range of banking services are available at these branches even on a Sunday.”

Besides parents, the bank has also received positive response from children regarding the Sunday Banking experience. All 15 Sunday Banking branches offer “Mighty Savers Fast Track” which is a dedicated teller counter for children to do their banking under the Mighty Savers Programme. With the custom made steps placed in front of the teller counters, children can climb to see beyond the counter top, interact with the tellers and be served for their banking transactions, just like the adults. At the Sunday Banking Kids’ Corner, the children are also treated to Mighty Savers colouring activities and surprises. During special occasions and school holidays, children can look forward to interacting with the popular Mighty Savers Family Mascots, balloon sculptors and face painters.

The extended network of OCBC Bank’s Sunday Banking branches also provides greater convenience to Children Development Accounts (CDA) holders, many of whom are working parents who find it difficult to do their banking on weekdays. OCBC Bank is the only local bank appointed by the Ministry of Community as the Managing Agent for CDAs and have successfully acquired 76% market share in the recently concluded Children Development Accounts (“CDAs”) transfer exercise.

Please refer to Annex I for a full list of Full Service Sunday Banking branches.

About OCBC Bank

Singapore’s longest established local bank, OCBC Bank currently has assets of S\$184 billion and a network of more than 470 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 360 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 treasury and stock-broking 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 Global Investors is one of

the largest asset management companies in Southeast Asia. Additional information may be found at www.ocbc.com.

APPENDIX I:

OCBC Bank's 15 Full-Service Sunday Banking Branches are open from 11 am to 7 pm daily

- 1. Ang Mo Kio Central**
53 Ang Mo Kio Ave 3, #B1-33, AMK Hub
Singapore 569933
- 2. Bedok**
Blk 204 Bedok North St 1 #01-403/405
Singapore 460204
- 3. Causeway Point**
Woodlands Square #01-18, Causeway Point
Singapore 738099
- 4. Choa Chu Kang**
Blk 304 Choa Chu Kang Ave 4 #01-663
Singapore 680304
- 5. Compass Point**
1 Sengkang Square #01-40/41, Compass Point
Singapore 545078
- 6. HarbourFront**
1 Maritime Square, HarbourFront Centre, #02-99/100
Singapore 099253
- 7. Holland Village**
249 Holland Ave
Singapore 278980
- 8. Hougang Mall**
90 Hougang Ave 10
#01-01/02/03
Singapore 538766
- 9. Jurong East**
Blk 130 Jurong East St 13 #01-235
Singapore 600130
- 10. Jurong Point**
1 Jurong West Central 2 Unit
#B1-31 Jurong Point Shopping Centre
Singapore 648886
- 11. Katong**
Blk 83 Marine Parade Central #01-576/578
Singapore 440083

12. Northpoint

930 Yishun Ave 2
#01-07 Northpoint Shopping Centre
Singapore 769098

13. Sun Plaza

30 Sembawang Drive #02-23/24
Singapore 757713

14. Toa Payoh Central

520 Toa Payoh Lorong 6 #02-53
Singapore 310520

15. White Sands

1 Pasir Ris Central St 3 #01-11A
Singapore 518457