



## MEDIA RELEASE

### OCBC BANK INTRODUCES ITS MIGHTY SAVERS™ PROGRAMME TO REGIONAL MARKETS

*OCBC Bank (Malaysia) is the latest overseas subsidiary to adopt the popular Singapore children's savings programme in its home market*

Singapore, 1 October 2009 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) announced that it has extended its Mighty Savers™ Programme (“Programme”), a popular children’s savings programme developed for its Singapore market, to Malaysia, making it a successful build and transfer effort. The Programme was also introduced in Indonesia earlier in July 2009, with good response from Indonesian consumers.

The successful transfer of the OCBC Mighty Savers™ Programme to Indonesia and Malaysia is testimony of a common need among parents in Asia to teach their children the importance of saving. The Programme is especially appealing to parents as it allows them to leverage on the fun element and interesting tools and activities that OCBC Bank has developed to educate young children on the importance of saving.

Explaining why Bank OCBC NISP and OCBC Bank (Malaysia) chose to implement the OCBC Mighty Savers™ Programme in their respective markets, Mr Nicholas Tan, Head of Global Wealth Management, OCBC Bank said, “Through our conversations with parents in this region, we understand that increasingly, many of them find it challenging to educate their children on the merit of saving. Hence, our programme which aims to make saving fun for children through the introduction of various tools and activities, strikes a chord with Asian parents as it helps inculcate the virtue of saving.”

“The success of the OCBC Mighty Savers™ Programme in Singapore proves that such a savings programme not only builds enduring and emotionally engaging relationships between the Bank and its young customers but also makes business sense. It allows us to provide appropriate banking solutions to these young customers as they move through the various life stages,” he added.

The OCBC Mighty Savers™ Programme was first introduced in Singapore in February 2007 to provide parents with the tools to help their children understand and develop the habit of saving. All young customers up to 15 years of age, who open savings accounts with OCBC Bank were

automatically enrolled into the programme. Since its introduction, OCBC Bank has seen a three-fold increase in the number of children's saving accounts being opened.

### Focus on the Family Banking Segment

The OCBC Mighty Savers™ Programme is one of the key initiatives that was introduced as part of OCBC Bank's family-centric banking services. Some of the other successful initiatives that we have introduced include:

1. Management of the Children Development Accounts ("CDAs") under the MCYS Baby Bonus Scheme with our appointment as one of the managing agents. OCBC Bank saw more than 70% of parents switch their accounts to OCBC Bank during the CDAs transfer exercise in August 2008. Today, almost one year after its appointment, OCBC Bank continues to grow its market share.
2. Expansion of the full-service Sunday Banking branch network from five branches in 2006 to 15 branches to-date. Increasingly, we are seeing more families coming into OCBC Sunday Banking branches to perform banking transactions for the family.
3. Introduction of a Platinum Credit Card that offers privileges and perks for the family through its OCBC Platinum Family Club rewards programme. Some useful benefits include exclusive discounts at Mothercare, The Little Skool House International, Tumble Tots, KinderGolf, Singapore Zoological Gardens and the Night Safari among others.

### Bringing the Successful Mighty Savers™ Programme to the Region

The Programme was first introduced to Indonesia in July 2009 by Bank OCBC NISP. The Mighty Savers™ Programme is offered to all young customers who open TANDA Junior saving accounts. Since its launch, in a short span of three months, close to 11,000 young Indonesian customers have opened accounts and participated in the various activities specially developed under the Programme.

OCBC Bank (Malaysia) is the latest overseas subsidiary to adopt the OCBC Mighty Savers™ Programme. With effect from 1 October 2009, OCBC Bank (Malaysia) will have OCBC Mighty Savers™ Weekends when basic banking products and services will be offered to children at selected branches in Malaysia on the first weekend of each month.

Starting from this coming weekend, young customers in Malaysia will be able to experience the fun and educational activities associated with the OCBC Mighty Savers™ Programme. Besides saving through the Mighty Savers™ Sticker and Card rewards programme, OCBC Bank (Malaysia) young

customers will have the opportunity to perform their own banking transactions through the dedicated OCBC FastTrack lane which can be found at selected branches. OCBC FastTrack lane is a dedicated banking counter that is designed with young customers in mind. Special steps will be placed in front of the counters to enable young customers, who are typically shorter, to perform their own banking transactions independently while maintaining eye contact with the Tellers.

The OCBC Mighty Savers™ Programme experience will not be complete without the ever popular mascots – Simon and Sally. Young customers will get the opportunity to finally meet Simon and Sally whenever they visit the selected branches during OCBC Mighty Savers Weekends in Malaysia.

The introduction of the OCBC Mighty Savers™ Programme in Indonesia and Malaysia is aligned with OCBC Bank's strategic plan to deepen its market penetration in the region through a build-and-transfer approach. This involves transferring successful business models and product solutions to existing branches and alliances in overseas markets.

For more information on OCBC Mighty Savers™ Programme, please visit:  
<http://www.ocbc.com/personal-banking/mightysavers/index.html>

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## **About OCBC Bank**

OCBC Bank is Singapore's longest established local bank. It has assets of S\$183 billion and a network of more than 480 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, Bank OCBC 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](http://www.ocbc.com).

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