

**OCBC BANK LAUNCHES FIRST CUSTOMISABLE
PLATINUM DEBIT CARD FOR BUSINESSES
IN SINGAPORE**

*OCBC Business Card offers small and medium-sized enterprises (SMEs)
instant recognition, clarity of company spending and
worldwide access to their business accounts*

Singapore, 4 November 2010 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) today launched the OCBC Business Card, designed to meet small and medium-sized enterprises’ (SMEs) growing needs for recognition and convenient banking solutions.

Launched in partnership with MasterCard, the OCBC Business Card is the first customisable platinum debit MasterCard to be introduced in Singapore. Business owners can opt to have their company logos and corporate titles imprinted on their cards – a unique feature designed to help build the companies’ brand recognition and so brand equity.

Importantly, the OCBC Business Card offers SMEs – particularly new ventures still establishing their financial track records – the convenience of ease of payment. Business expenses will be directly debited from the card member’s business account. His consolidated monthly bank statement will show these transactions as well as any cheque payments linked to that account, allowing him to easily track his company’s spending.

The usefulness of the OCBC Business Card is magnified by the growing likelihood that SME owners will venture abroad. A poll of our SME customers found that more than 50% of them have plans to internationalise their business. The OCBC Business Card will serve these SME owners’ needs for cashless payment when they are overseas, offering the convenience of making ATM withdrawals or paying for purchases by tapping on the worldwide MasterCard Network.

Said Mr Linus Goh, Global Head of Enterprise Banking and Financial Institutions: “Our customers continue to lead our innovation of new financial services. The OCBC Business Card is the result of insights gained from many of our SME customers on the value of brand recognition through the personalisation of the card and of course the added convenience of the cashless payments globally from their business accounts. Both these features

are especially relevant as our customers become more international and promote their capabilities in new markets."

It is estimated that there are close to 200,000 SMEs in Singapore, making up 99 per cent of enterprises here. About 10 per cent of these SMEs are new business start-ups.

Ms Julienne Loh, vice president and Country Manager, Singapore, MasterCard Worldwide said: "MasterCard is proud to collaborate with OCBC in launching the OCBC Platinum Debit Business Card that specially caters to the needs of the small and medium-sized businesses in Singapore. It provides SMEs with increased purchasing flexibility, convenience and safety as they grow their business locally and overseas."

Quotes from Customers

Said Mr David Yim, Chief Milkman of home-grown ice-cream chain, Udders, who used to rely on his personal credit card to pay for all business purchases: "We've put off applying for a corporate card for the longest time as the application was a tedious process. Thus, we appreciate that OCBC has gone to great lengths to simplify its business debit card's application process."

"The greatest satisfaction of owning and using this card comes from seeing our company logo imprinted on the card. Not only does this help in our brand building efforts, it also gives us a sense of pride as it reflects our accomplishments as a company," he added.

Mr Khoo Beng Keat, Managing Director of MAJaviation, a local Maintenance Repair and Overhaul (MRO) and specialised aviation services provider, is another customer who has applied for the OCBC Business Card.

Said Mr Khoo: "The OCBC Business Card answers our need for a systematic way of tracking our company expenses. With all expenses consolidated into one bank statement, we now have better clarity of our company's monthly expenses. This allows us to review our spending patterns. More importantly, we can do away with our tedious and now unnecessary reimbursement process and the time saved can be channelled into growing our business. Given the convenience, we are going to apply for the OCBC Business Card for our staff as well."

About OCBC Bank

OCBC Bank, established in 1912, is the second largest financial services group in Southeast Asia by assets. It is among the world's highest rated

banks, with a long term credit rating of Aa1 from Moody's. OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of more than 530 branches and representative offices in 15 countries and territories, including 411 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets, and its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

For more information, please visit www.ocbc.com
