



MEDIA RELEASE

OCBC BANK RECEIVES PUBLIC AND INDUSTRY ENDORSEMENTS FOR ITS COMMITMENT TO FAMILY-FOCUSED BANKING

OCBC Bank is the only organisation to receive the Excellence Award in the Services Category of the inaugural Businesses for Families Council's 'We Welcome Families' Awards 2011

Singapore, 20 March 2011 - Oversea-Chinese Banking Corporation Limited ("OCBC Bank") today announced that its Ang Mo Kio Central Branch is the sole winner of the Excellence Award in the Services Category of the inaugural Businesses for Families Council's 'We Welcome Families' Excellence Awards 2011, for receiving overwhelming number of public votes, and the endorsement of its leading family-friendly measures by a judging panel. The Services Category comprises the medical, childcare and financial services industries. OCBC Bank's Hougang Mall Branch wins the Achiever award in the same category.

The winners are determined by a total weighted composite scores from public votes (weighted score of 70%) and assessment by the judging panel (weighted score of 30%). The judging panel comprises prominent industry leaders including Ms Claire Chiang, Senior Vice-President, Banyan Tree Holdings Ltd and Mr Walter Lim, Secretary-General, Association of Singapore Attractions.

It is not the first time that OCBC Bank has been recognised for its efforts to go the extra mile to welcome families as customers in terms of strategies, facilities/amenities and service touch-points. In February 2010, OCBC Bank was the first bank to receive the Businesses for Families Council's 'Businesses for Families Mark' for achieving pro-family standards set by the Ministry of Community Development, Youth and Sports.

Over the years, OCBC Bank has been working relentlessly to differentiate from the competition in the mass retail consumer market, by focusing on the family segment. OCBC Bank has developed a complete suite of family-friendly financial products and services to the needs of customers in different life stages.

Our Commitment to Family Banking

2006: (1) OCBC Bank is the first bank in Singapore to launch full-service **Sunday Banking**, offering a full suite of banking services in a unique and fun family-oriented branch environment. To-date, it has 20 full-

service Sunday Banking branches conveniently located islandwide, within shopping malls and next to MRT stations across Singapore.

2007: (1) The popular **OCBC Mighty Savers™ Programme** was launched to encourage savings from a young age. The interactive savings programme helps parents educate their children on saving and the value of money. One of the most popular features is the Mighty Savers™ Fast Track, which are special steps installed at dedicated counters for opening children's savings accounts to enable the children to engage with the bank tellers face-to-face.

2008: (1) OCBC Bank was appointed the **managing agent of the Children Development Accounts** under the Ministry of Community Development, Youth and Sports Baby Bonus Scheme in 2008. Parents who choose to appoint OCBC Bank to manage their CDAs enjoy better-than-market interest rates, a comprehensive suite of product offerings and the convenience that only a Singapore bank could offer.

2009 : (1) The **OCBC SmartParent Programme** was launched to help today's busy parents manage the financial and lifestyle needs of the family. SmartParent is a transactional family statement savings account which is bundled with an OCBC Platinum Master Card. The programme features the OCBC SmartParenting series comprising useful educational seminars for parents.

(2) The **OCBC SmartSenior Programme** was introduced to offer banking solutions and privileges to meet the individual's financial, self-enrichment and other lifestyle needs in the retirement phase of life. The programme features the SmartSenior Account, which serves as a convenient means for working children to channel a regular flow of funds to their parents. Senior customers can also enjoy privileges that are aligned with their lifestyle patterns.

Mr Ching Wei Hong, OCBC Bank's Head of Global Consumer Financial Services, received the Awards at the gala dinner on 19 March 2010. He said: "We are very pleased that our holistic family banking programme for our customers is chosen by the public as their favourite programme. And independently, the judges have assessed our programme to be superior to our competitors, thus differentiating us in this customer segment. These awards are meaningless to us without the wonderful support from our customers. We want to say a big "Thank You" to all our customers who have supported us and given us feedback that helped us to continually improve our products, services and processes, making them fast, family-friendly and useful."

About OCBC Bank

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating 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 over 500 branches and representative offices in 15 countries and territories, including more than 400 branches and offices in Indonesia that are 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. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which has been ranked among the top five global private banks in Asia.

For more information, please visit www.ocbc.com
