

OCBC PREMIER BANKING OPENS ITS 15th PREMIER CENTRE AT MARINA BAY SANDS INTEGRATED RESORT

OCBC Bank has the largest number of dedicated centres in Singapore that stay open through Sunday to serve affluent customers

Singapore, 17 March 2011 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) announced today the official opening of its 15th Premier Centre at Marina Bay Sands (“MBS”) Integrated Resort. The MBS Premier Centre brings the total number of OCBC Premier Centres to 15, with nine centres operating even on Saturdays and Sundays, making it the largest network in Singapore to serve the growing affluent customer segment on weekends.

OCBC Bank has been strategically positioning its Premier Centres across Singapore to afford our customers maximal convenience. OCBC Premier Centres are found at shopping malls and office complexes like ION at Orchard, Nex Shopping Centre at Serangoon, Marina Bay Financial Centre, and now MBS Integrated Resort.

To commemorate the official opening of OCBC Bank’s MBS Premier Centre, prominent businessman and avid photographer Mr Kwek Leng Joo was invited to share one of his favourite photographic works with OCBC Bank for a charitable cause. To show its appreciation for the gift, OCBC Bank has made a donation of S\$20,000 to the Children’s Aid Society, a charity chosen by Mr Kwek. The captivating 3-metre long photo work taken in Gifu, Japan showing the scenic snow mountain is being displayed at MBS Premier Centre.

Mr Ching Wei Hong, Head of Global Consumer Financial Services at OCBC Bank said: “We are excited about the opening of our latest Premier Centre at MBS and are honoured to display one of Mr Kwek’s photo works at the Centre. Since the soft opening of the Centre in December last year, we have seen a good stream of customers, particularly on Sundays where they have more time to think about their investments. We will continue to build our wealth management capabilities to serve this segment of customers with a comprehensive range of products and services and convenient distribution channels.”

OCBC Bank has been growing its Premier Banking customer base at a healthy growth rate by systematically building its wealth management platform capabilities. Over the years, OCBC Bank has broadened its range of products and services to meet the diverse needs of its customers. It has expanded its distribution channels to include an extensive network of Premier Centres as well as Internet banking and mobile banking options, and assembled a team of wealth experts, called the OCBC Wealth Panel, to provide appropriate financial advice to customers. The Wealth Panel is made up of professionals from various wealth management disciplines, all with extensive financial backgrounds. They are Mr Nicholas Tan, Head of Global Wealth Management, OCBC Bank, Ms Selena Ling, Head of Treasury Research & Strategy, OCBC Bank, Mr Vasu Menon, Vice President of Wealth Management Singapore, OCBC Bank, Ms Carmen Lee, Head of OCBC Investment Research and Mr Simon Flood, Chief Investment Officer, Lion Global Investors Limited.

The OCBC Premier Centre at MBS Integrated Resort operates seven days a week (except public holidays) from 11am to 7pm daily. It is located at 2 Bayfront Avenue, #01-17, The Shoppes at Marina Bay Sands.

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