

**Media Release**

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Facebook posts, keywords and
official hashtags

OCBC BANK OPENS \$5 MILLION THREE-IN-ONE BRANCH AT NEWEST ORCHARD ROAD MALL

*orchardgateway location, the largest except for Chulia Street main branch,
delivers differentiated customer experiences to specific segments*

Singapore, 3 July 2014 – OCBC Bank has catered to several clienteles at once – including customers from foreign lands – with its branch at orchardgateway, the newest shopping mall on Orchard Road. The bank's largest branch aside from its headquarters branch on Chulia Street, orchardgateway branch takes up 10,330 square feet over three storeys and showcases three distinct banking concepts. These are dedicated to three different customer segments: The affluent segment (OCBC Premier Banking), the youth and new-to-workforce segment (FRANK by OCBC), and the mass segment. Total build cost amounted to more than S\$5 million.

In addition, OCBC Bank has for the first time stationed OCBC Premier Banking offshore relationship managers at a branch. Orchard Road famously draws shoppers from beyond Singapore, so overseas customers can attend to their banking requirements before plunging right back into the shopping belt. Previously, all offshore relationship managers worked out of OCBC's offices on Chulia Street.

Mr Sunny Quek, Head of Branch and Group Premier Banking, OCBC Bank, said: "Customers' needs are constantly evolving. This challenges banks to remodel the retail banking structure to meet those needs. A successful branch must be established from both the locale's footfall mix and a firm grasp of consumer lifestyle patterns. That is why we invested S\$5 million to put all three of our retail banking concepts under one roof. You literally grow up with the orchardgateway branch, starting by banking with an OCBC Mighty Savers account as a kid on Sundays, transiting to a Frank by OCBC account and credit card as a youth, and becoming our Premier Banking customer as your wealth accumulates with us."

Highlights of each concept space:

Full-service personal banking branch

- OCBC-designed digital kiosk and ipads to facilitate seamless paperless transactions

- Customers can perform common transactions end-to-end without paper in a familiar brick-and-mortar banking environment. Bank staff are available to provide support if required
- An SMS queue ticketing function allowing customers to shop while they wait to make their banking transactions
- Full-service banking through Sunday@OCBC

OCBC Premier Centre

- Hybrid bank-gallery concept with artwork prominently displayed through a one-year collaboration with art gallery Taksu. Art pieces are available for purchase from Taksu.
- OCBC Premier Banking Offshore team available onsite to cater to regional clients

FRANK by OCBC Store

- Wall panels dedicated to teaching financial literacy to youths in plain English. These wall panels are designed to address common financial concerns among young adults, and feature tips on how to save, spend, invest and insure prudently.
- Store design arrived at through extensive customer-centric research to optimise customer interaction with the space

Added Mr Quek: “orchardgateway branch is the second branch in our network to use technology to provide completely paperless banking services. While technological innovations are on an upward trajectory in retail banking, brick-and-mortar branches continue to be needed as customers still want the human touch. This is why we continue to transform our branches to deliver an enriching omni-channel banking experience.”


The orchardgateway branch operates daily from 11am to 7pm except on public holidays. It is located at 277 Orchard Road, orchardgateway, #01-16, #B1-12 and #B2-12, Singapore 238858.


SOCIAL MEDIA ASSETS

Official hashtags: #ocbcbank, #orchardgateway #OCBC #OCBCFRANK

Keywords:

OCBC, orchardgateway, FRANK by OCBC, OCBC Premier Centre, digital banking

 **Suggested tweet:** OCBC Bank opens its largest branch on Singapore’s premier shopping belt at orchardgateway. (89 characters)

 **Suggested Facebook post:** The new OCBC Bank branch at on Singapore’s premier shopping belt is the first to house three distinct spaces under one roof to cater to specific customer segments.

For all other updates on OCBC, follow @OCBCBank on Twitter and “like” facebook.com/ocbcbank on Facebook.

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. It was ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012.

OCBC Bank and its subsidiaries offer a broad array of specialist financial and wealth management 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 450 branches and representative offices in 17 countries and territories, including more than 330 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 continued to gain industry recognition including being voted “Outstanding Private Bank in Asia Pacific” in 2013 by Private Banker International.

For more information, please visit www.ocbc.com.
