

# Corporate Strategy

Deepen Presence in core markets to become a leading, well-diversified Asian financial services group with a broad geographic footprint in North & South East Asia

**SINGAPORE**

**STRONG**  
MARKET POSITION  
at home

**MALAYSIA**

ONE OF  
**TOP FOREIGN BANKS**

with large Islamic and conventional banking network

**INDONESIA**

AMONG  
**TOP 8**

private-sector national banks

**GREATER CHINA**

**WELL ENTRENCHED**  
Greater China presence

**Focus on Core Businesses**



**RETAIL & COMMERCIAL BANKING**

Service Distinction and Regional Platform, with Cash, Trade, Treasury and Investment Banking capabilities across network and geographies.



**WEALTH MANAGEMENT**

“Asia’s Global Private Bank”. Regional Premier Platform. Integrated delivery of One Bank model across Bank of Singapore, Lion Global Investors, OCBC Securities and OCBC’s Global Consumer Financial Services division.



**INSURANCE**

Deepen insurance and bancassurance through Great Eastern in core markets, including Takaful in Malaysia.

**Participating in opportunities arising from GLOBAL MARKET and CONSUMER TRENDS**

Rising Asia private wealth

Growing cross-border trade, capital, people and investment flows

China being the dominant driver of Asian and regional economies

Exponential growth in the internationalisation of RMB in global trade and financing

Increasing consumer use of technology