



MEDIA RELEASE

OCBC BANK LAUNCHES MOBILE BANK PORTAL THROUGH GPRS *Customers can perform Account Enquiries, Third Party Fund Transfers and Bill Payments securely across all 3 local Mobile Network Operators*

Singapore, 27 June 2006 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) today announces the introduction of OCBC Mobile Banking, its mobile bank portal with interactive and secured mobile services made available on the GPRS platform.

With this new service, consumers can enjoy banking convenience as they carry out third party funds transfers, pay bills, check on status of their bank accounts, browse through OCBC Bank’s product and service offerings and promotions as well as request for product information.

These secured services are now available via a wide range of 2.5G and 3G mobile phones across all three local Mobile Network Operators in Singapore, namely M1, SingTel and StarHub.

The Bank first introduced its secured mobile banking services in November 2005, when it became the first bank to do so via Starhub’s i-mode® service. With the extension to GPRS, OCBC is the first bank in South East Asia to offer secured mobile banking on both GPRS and i-mode® platforms. Consumers now have a wider choice of phone models without needing to switch existing phone subscriptions.

Explaining the rationale for introducing mobile banking, Mr Patrick Chew, OCBC Bank’s Head of Delivery, Group Consumer Financial Services said, “From customer feedback, we recognise that there is an increasing need for convenient banking services while on the move, as lifestyles change and people become more mobile. “

“With OCBC Mobile Banking, we are taking the lead in bringing banking to a whole new level of experience for the consumers - a holistic banking experience which transcends the physical and the time boundaries,” he added.

OCBC Bank’s mobile banking will also be among the first in the region to integrate state-of-the art Customer Relationship Management (CRM) features into the mobile phone. With better understanding of a customer’s profile, we will be able to offer them differentiated product offerings and services that are highly personalised and relevant.

Based on the individual customer’s financial needs, he may receive customised messages via OCBC Mobile Banking on exclusive product offers or preferential rates

tailored to his/her needs. The customer is able to respond instantly to the offers by clicking on the message link, which is directly linked to our CRM system, for service follow up. This is another leading edge innovation from our earlier deployment of CRM features onto our ATM, of which OCBC Bank has won the ATMIA Industry Awards in 2004 for Best Practice ATM deployment.

The introduction of mobile banking is an integral part of OCBC Bank's multi-channel programme to deliver financial products and services via different modes, giving our customers the choice of personal banking through face-to-face interaction at the branch, location banking through our ATMs or remote banking through our e-channels. We offer customers a comprehensive range of channels to bank with us, according to their needs and preference.

OCBC Mobile Banking is the latest channel that will provide unparalleled service convenience and mobility for consumers. It enables our customers to enjoy popular internet banking services such as account balance enquiry, bill payments and fund transfers through their mobile phones, while on the move.

Mr Chew explained, "It is really about our customers and helping them to stay connected to their finances. The power of OCBC Mobile Banking lies in providing our customers secured banking in a connected universe. They can now truly bank anywhere and any time; it is like having a 'Bank in Your Mobile'.

OCBC Mobile Banking is a virtual Bank within a mobile phone. It allows anyone to access OCBC Bank anywhere and anytime. With a few clicks of a mobile phone, an OCBC Bank customer can have real time access to his account, giving him instant control of his money; find out more about OCBC Bank's products and services; locate the nearest branch/ATM location; apply for products; download eVouchers, check out the latest promotions or request for information.

Other innovative features include the ability to set up and edit personal profiles such as favourite account set-up, pre-arranged payment details and preferences just once via internet banking for it to be immediately reflected through the mobile phone. This enables the customers to transact easily and quickly, for example transferring funds to a friend to settle lunch bill or to top up mum's account with another bank. Payment of last minute bills or settling share payment is also easy within a few clicks on the phone.

About OCBC Mobile Banking

OCBC Mobile Banking is a new channel for customers to bank on the go through their mobile phones. Anyone can access the OCBC mobile bank portal at the URL "mobile.ocbc.com" through GPRS on their phone or by accessing i-mode®. They can browse through products and services; check out the latest promotions; find out the location of branches/ATMs; apply for products; download eVouchers and request for information; check account details for deposit accounts or credit cards; transfer funds to another third party account; and pay bills.

Our internet banking customers can conveniently login in to their accounts on the mobile phone using the same user access code and PIN without needing to apply for a different set of access code and PIN.

This new service will appeal to customers who are busy or time-strapped and want greater lifestyle mobility and freedom of access. In fact, such customers can use the internet and mobile interchangeably.

(i-mode and the i-mode logo are trademarks or registered trademarks of NTT DoCoMo, Inc. in Japan and other countries.)

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$134 billion and a network of over 310 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 200 branches and offices in Indonesia operated by OCBC Bank's subsidiary, PT Bank NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to global treasury and stockbroking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Capital Management, is one of the largest asset management companies in Southeast Asia.

In 2005, OCBC Bank was named *Global Finance* magazine's Best Trade Finance Bank and *FinanceAsia*'s Best Bond House. Additional information may be found at www.ocbc.com.
