

JOINT MEDIA RELEASE



ROBINSON AND COMPANY, LIMITED

OCBC Bank and Robinson collaborate again to give shoppers even more value with new credit cards

Cardmembers will enjoy shopping benefits at more than 30 Robinson Group of stores in Singapore & Malaysia; while loyal customers will receive the invitation-only Elite Card offering personal stylist services and purchase protection coverage for retail purchases

Singapore, 3 March 2008 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) together with Robinson and Company, Limited (“Robinson”) today unveiled new credit cards that aim to give more value and privileges to shoppers when they shop at the Robinson Group of stores in the region.

Card benefits in Singapore

More than just a face-lift, the upgraded **OCBC Robinsons Visa Platinum Card** and the new by-invitation only **OCBC Robinsons Visa Platinum Elite Card** will now give shoppers opportunities to double their Robinsons\$ when shopping, enjoy cash rebates of up to 10% as well as discounts of up to 25%. Cardmembers can enjoy these privileges at Robinsons, John Little, Marks & Spencer, Coast, Fat Face, Principles and River Island stores in Singapore.

In addition to the savings, other privileges cardmembers can look forward to include free parking at Centrepoint and Raffles City on weekends, birthday treats, special invites to member exclusive events and private sales, OCBC World of Benefits and Visa Platinum benefits.

Loyal customers who are frequent spenders at the Robinson Group of stores can also look forward to personal stylist services, and free delivery services with the exclusive **OCBC Robinsons Visa Platinum Elite card** which is extended by invitation only. Every time a cardmember charges to his/her **OCBC Robinsons Visa Platinum Elite card**, he/she will also enjoy purchase protection coverage of up to \$2,500 per item.

Card benefits in Malaysia

Unlike the current OCBC Robinsons Visa Card which can only be used in Singapore, the new cards can be used to enjoy 5% rebates on purchases at

all Robinson Group of stores in Malaysia. These include the Robinsons, Marks & Spencer, Coast, Trucco and Fat Face stores.

“The launch of the new **OCBC Robinsons Visa Platinum Cards** demonstrates OCBC Bank’s ongoing commitment to our partner, Robinson. As Robinson customers’ needs evolve, we are also transforming to meet these needs,” said Ms Wong Ting Mei, Head of Credit Cards, OCBC Bank.

Commenting on the launch of the new credit cards, Mr John Cheston, Chief Executive Officer of Robinson said, “We are delighted to launch the new OCBC Robinsons Visa Platinum cards on Robinson’s 150th year anniversary. Robinson is a retail icon in Singapore, built on 150 years of heritage and goodwill. It is through the support of our loyal shoppers and valued cardmembers over the years that we were able to grow and refine our brand offerings, and expand our presence within and beyond Singapore. Today, in addition to our well-loved Robinsons stores, John Little stores and Marks & Spencer stores, the Robinson Group now offers exciting fashion brands such as River Island, Fat Face, Coast, Principles and Trucco.”

“As we have grown, it is also apt that our credit cards should grow with more privileges that can be used at more stores, and not only in Singapore, but also in Malaysia. Hence, together with our long term partner OCBC Bank, we decided to upgrade the OCBC Robinsons Visa card to make it more relevant to our customers. We believe that our cardmembers and loyal shoppers will enjoy our exciting new credit cards, and we will work hard to give our customers more reasons to carry on shopping with us,” Mr Cheston continued.

“The OCBC Robinsons Visa card, which was launched in 2002 is the most well received co-brand card in Singapore, with a card base of more than 230,000. Since the soft launch of the new **OCBC Robinsons Visa Platinum Card** in last December, the number of new applications has doubled and we have received very positive response from consumers regarding the Platinum cards,” said Ms Wong.

“We are very excited to link arms again with our long term partner, Robinson, to bring the best in retail shopping to our customers and we are confident that our new and exciting range of benefits will make the **OCBC Robinsons Visa Platinum Card** the preferred payment card for shoppers,” she added.

About the OCBC and Robinson partnership

The launch of the card marks a significant milestone for OCBC Bank and Robinson whose relationship dates back to 1995 when OCBC Bank started managing the Robinsons in-store card. In November 2002, OCBC Bank and Robinson launched the OCBC Robinsons Visa Credit Card.

OCBC Bank and Robinson also recently jointly sponsored FloorPlay, a dance show by Burn The Floor last year. Early this year, both partners also joined hands to sponsor Beauty World, the iconic musical which was directed by Ivan Heng.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$175 billion and a network of over 460 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Thailand, Vietnam, China, Hong Kong SAR, Taiwan, Brunei, Myanmar, Japan, Korea, Australia, UK and USA. This network includes more than 350 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. Additional information may be found at www.ocbc.com.

About Robinson and Company, Limited

The Robinson Group manages eight retail entities that trade under the following brands - Robinsons, John Little, Marks & Spencer, Principles, Trucco, Coast, River Island and Fat Face.

Robinson and Company, the founding company, started trading in Singapore in 1858. In 1955 Robinson and Company acquired John Little, which was established in 1842. Marks & Spencer, which traded under the St. Michael name, first operated in 1958 in a John Little Store. The St. Michael name was officially changed to Marks & Spencer in 1994.

There are 2 Robinsons stores in Singapore and 1 in Malaysia. The flagship store in Singapore is located at The Centrepoint and the second store is located at Raffles City. The first Robinsons store in Malaysia is located at The Gardens, Mid Valley. All the Robinsons stores in Singapore offer the Principles, Coast and Trucco brands. In addition, Principles, Coast and Trucco are also available in standalone stores. Principles standalone stores are at VivoCity and Suntec City in Singapore; Coast standalone stores are at The Paragon in Singapore, as well as The Pavilion and Bangsar Village in Malaysia; and Trucco standalone stores are at The Pavilion and Bangsar Village in Malaysia.

There are 6 John Little stores strategically located at Orchard Road, Northpoint, Causeway Point, Jurong Point, Marina Square and Plaza Singapura.

Robinson Group holds the franchise for Marks & Spencer in Singapore and Malaysia. There are 7 Marks & Spencer outlets in Singapore – The Centrepoint, Wheelock Place, Parkway Parade, Raffles City, Paragon, Plaza Singapura and VivoCity. In Malaysia there are 4 Marks & Spencer outlets, with the flagship store at Suria KLCC and 3 other stores located at One Utama, The Gardens, Mid Valley City and Sunway Pyramid.

The 2 most recent additions to the Robinson Group portfolio of retail entities are River Island and Fat Face. There are two River Island stores in Singapore, located at VivoCity and Raffles City. There are five Fat Face stores, three in Singapore at Suntec City, Tanglin Mall and Terminal 3, as well as two in Malaysia at The Gardens, Mid Valley and Bangsar Village.

For more information, please visit www.robinsons.com.sg

More information on the OCBC Robinsons Visa Platinum Card and OCBC Robinsons Visa Platinum Elite Card:

Benefits and privileges

- **Up to 10% Cash Rebates**

Cardmembers can receive cash rebates of 5% when they charge their purchase of any amount to their **OCBC Robinsons Visa Platinum Card** at the participating Robinson Group of stores in Singapore.

Any subsequent purchase beyond S\$5,000 in the qualifying period from 1 January - 30 June or 1 July - 31 December will earn them 10% rebate. Their rebates will be automatically reflected in their monthly statements.

- **5% Cross-Border Rebates**

Frequent travelers to Malaysia now have more reason to cheer as cardmembers can earn more rebates and savings when they shop at the Robinson Group of stores in Malaysia such as Robinsons, Marks & Spencer, Coast, Trucco and Fat Face.

- **2X Robinsons\$**

Cardmembers can double their Robinsons\$ for purchases every last weekend of the month (Fri-Sun) and for overseas purchases in June and December. With the accelerated Robinsons\$ programme, they can also redeem vouchers from the Robinson Group of stores faster. In addition, these vouchers can be used during sale period.

- **Robinson Bonus 25% Discount**

Cardmembers can also enjoy discount vouchers if they charge S\$1,500 from 1 January - 30 June 2008, which they can use for a maximum spend of S\$500.

- **Free Parking**

Cardmembers can also enjoy up to two hours of free parking every Saturday and Sunday at Centrepoint and Raffles City, with a minimum purchase of S\$50 at any participating Robinson Group of stores in Singapore.

- **Platinum Birthday**

As part of Robinsons' 150th anniversary, all cardmembers will receive a prize on their birthdays when they visit the Customer Service Counter at Robinsons Centrepoint on their birthday months and present one receipt for any purchase which is made within that month. They also stand a chance to Shop for Free by winning back credit for their purchases.

Exclusive OCBC Robinsons Visa Platinum Elite Card benefits and privileges:

- **Robinsons Personal Stylist**
Cardmembers can enjoy complimentary image consultation advice on apparel and accessories by making an appointment with a Robinsons Personal Stylist. Call 6733 0888 from 10.30am to 9.30pm daily.
- **Free Delivery within Singapore**
For a low minimum purchase of \$100, cardmembers can enjoy the convenience of a free delivery service from the Robinsons outlets at Raffles City and Centrepoint to any point in Singapore when they charge to their OCBC Robinsons Visa Platinum Elite card.
- **Added security of Purchase Protection for items you buy**
Every time cardmembers charge to their OCBC Robinsons Visa Platinum Elite card, they receive accidental loss or damage coverage up to \$2,500 per item.

OCBC Credit Cards benefits and privileges

- **Exclusive Instant Discounts** at over 550 shopping and dining outlets all over Singapore.
- **OCBC FLAVOURS Dining Privileges** at more than 300 preferred establishments islandwide, plus more exciting treats all year round.
- **Zero Interest Instalment at more than 1,000 merchants in Singapore.**
- **Exclusive OCBC Motoring Benefits**
 - Extra 5% discount on petrol on top of prevailing discounts at Caltex stations in Singapore;
 - Free and unlimited 24-hour breakdown and recovery services in Singapore with STAR Automotive Centre;
 - 24-hour towing service from STAR Automotive Centre in West Malaysia.

Credit cardmembers will also gain access to other Visa Platinum privileges worldwide. For more information, they may visit www.visaplatinum.com/ap

OCBC Bank will be communicating to existing OCBC Robinsons Visa cardmembers and their supplementary cardmembers to upgrade their current cards to the new **OCBC Robinsons Visa Platinum Card** over the next three months. In the mean time, they can continue to use their OCBC Robinsons Visa Card to enjoy the shopping privileges.

The qualifying annual income for the **OCBC Robinsons Visa Platinum Card** is S\$30,000. The annual card fee is S\$120 for main card and \$60 for each supplementary card.

For more information on the **OCBC Robinsons Visa Platinum Card**, customers may visit www.ocbc.com/robinsons or call 1800 363 3333.