

OCBC UNVEILS NEW-LOOK IPOH BRANCH

RM6 million invested to bring brand new banking experience to local community

Ipoh, 12 October 2012 – OCBC Bank (Malaysia) Berhad today unveiled its new-look branch in Ipoh, in line with its nationwide branch transformation initiative aimed at offering customers enhanced levels of convenience and an enriched customer experience.

With this, the Bank has now transformed more than half of its 31 branches nationwide.

According to OCBC Bank's Director & CEO Mr Jeffrey Chew the Ipoh branch has been serving the community since 1933 and its focus will continue to be to grow in tandem with the state's aspirations.

Speaking at a press conference to introduce the new-look branch, he said the RM6 million redesign is an important part of OCBC Bank's continual transformation process and a reflection of its desire to serve customers better and make their visits to the Bank as enriching as possible.



L-R): Senior Manager of OCBC Ipoh branch, Chris Lu and Director & CEO of OCBC Bank (Malaysia) Berhad, Jeffrey Chew.

“The branch transformation provides greater convenience to our customers and promotes the usage of interactive facilities in line with our move to bring more flexibility and e-banking services to the people,” he said.

Commenting on the business focus for Ipoh, Mr Chew said the branch would continue to cater to the needs of both individuals and businesses, with particular focus on the state’s aspiration to develop the tourism industry.

“In line with our quest to partner in the growth of Ipoh’s economy, we are, for example, financing a first-of-its-kind international chain hotel here. The *Hotel Ibis Styles Ipoh*, which is part of the Accor Group, is expected to be completed in 2013 following the setting up of two other branches in the Klang Valley. We are proud to be a significant part of this tourism-related development,” he said.

The fully-automated Ipoh branch features a new-look Premier Banking Centre, cash and cheque deposit machines, automated teller machines (ATMs) and a kiosk to apply for unsecured credit facilities such as credit cards and personal financing. It also has over 1,000 safe deposit boxes and provides 24-hour services. The branch is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

On OCBC Bank’s plans for Ipoh, Mr Chew, who himself grew up and studied here, said the Bank would continue to innovate and provide quality and convenient solutions to meet the growing needs of its customers.

He added that the Bank’s loans growth for the first six months of the year stood at over 20% for the SME segments compared with the same period last year, testament to the Bank’s quest to continue supporting credit worthy businesses.

“This has all stemmed from our move to aggressively offer loans to credit worthy SMEs and individuals who have a clear sense of how to use these funds. I am pleased to say that, for SMEs, we currently have a force of over 300 staff on the move nationwide to see to their particular needs. Not surprisingly, this is because this segment remains important to us,” he said.

For consumer banking, Mr Chew said both loans and deposits grew by more than 20% as well, attributing the favourable growth to strong performances in various areas including the Bank’s rapidly growing premier banking customer base and solid performance in home loans and mortgages.

“During the time that we’ve been operating here in Ipoh, OCBC Bank as a global entity has grown to become recognised as the world’s strongest bank by Bloomberg Markets, is currently rated AA1 by Moody’s, and has become a significant force in Malaysia’s banking scenario,” he added.

In conjunction with the Ipoh branch transformation exercise, customers are being invited to a 3-day carnival beginning today offering a series of promotions and activities at the branch. These include special fixed deposit rates until 15 October, exclusive sign-up gifts for account openings and fixed deposit placements, a Safe Deposit Box Promotion and a surprise Cash Chamber with a total of RM6,000 up for grabs until 14 October.

For more information, the public may call 1300-88-5000 or log on to www.ocbc.com.my

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 is 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 500 branches and representative offices in 15 countries and territories, including about 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 continued to gain industry recognition in 2011 including being voted "Outstanding Private Bank in Asia Pacific" by Private Banker International.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

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