

OCBC BANK UNVEILS NEW-LOOK KOTA KINABALU BRANCH

RM5 million invested to bring brand new banking experience to Sabah branch

Kota Kinabalu, 5 October 2012 – OCBC Bank (Malaysia) Berhad today unveiled its new-look branch in Kota Kinabalu, in line with its nationwide branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience.

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

According to OCBC Bank's Director & CEO Mr Jeffrey Chew the Kota Kinabalu branch, the Bank's only one in Sabah, has been actively serving the needs of both the community and surrounding areas since 1966. Apart for Kota Kinabalu itself, areas served by the branch's sales and service network include Penampang, Tuaran, Sandakan, Lahad Datu, Tawau, Semporna, Tenom, Keningau, Beaufort, Labuan, Pitas, Papar, Kimanis and Kudat

Speaking at a press conference to introduce the new-look branch, he said the RM5 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): Head of Consumer Financial Services, Charles Sik; Director & CEO of OCBC Bank (Malaysia) Berhad, Jeffrey Chew; and Senior Manager of OCBC Kota Kinabalu branch, Stanley Yong Phui Nam.

“The branch transformation aims to provide 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 Kota Kinabalu, Mr Chew said the branch would continue to cater to the needs of both individuals and businesses and to partner with both the public and private sectors to serve the needs of Sabah.

“In both the retail and commercial banking segments, this branch ranks among the top five in OCBC Bank. In fact, I am pleased to say that since 2011, we have, through this branch, approved contract financing projects valued at a total of about half a billion Ringgit, making it one of the most robust among OCBC Bank branches.

“We are actively involved in financing real estate, construction, agriculture and manufacturing initiatives here in Sabah and hope to keep up the momentum through the state’s many ongoing and upcoming development projects,” he said.

Mr Chew added that the Bank’s loans growth for the first six months of the year stood at over 20% for both the SME and retail banking segments compared with the same period last year. He said a significant part of the growth could be traced to the Kota Kinabalu branch and he expects an even higher growth rate for the whole of 2012.

“We have been in Kota Kinabalu for 46 years now and a lot has happened during this time. OCBC Bank has grown to become recognised twice consecutively as the world’s strongest bank (by Bloomberg Markets in 2011 and 2012), we are currently rated AA1 by Moody’s, and have become a significant force in Malaysia’s banking scenario,” he said.

The Kota Kinabalu branch is fully-automated and features 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 provides 24-hour services and is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

In conjunction with the branch transformation, customers are being invited to participate in a series of “surprises” at the Kota Kinabalu branch until 15 October with special fixed deposit rates, product sign-up gifts for account openings, home loans and fixed deposit placements, and a surprise Cash Chamber with up to RM1,500 up for grabs daily until 8 October. There are also activities and goodies

for children including balloon-sculpting and free popcorn and cotton candy during the 3-day branch carnival from today until 7 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