

OCBC AL-AMIN TARGETS YOUNG ADULTS THROUGH XPRES BRANCHES

Bank opens flagship branch at Masjid Jamek LRT Station

Kuala Lumpur, 18 April 2013 – OCBC Al-Amin Bank Berhad (OCBC Al-Amin) today officially opened its flagship *OCBC Al-Amin Xpres* branch at the Masjid Jamek LRT station as part of its effort to further engage its young adult customers.

OCBC Al-Amin Xpres, the country's only standalone Islamic seven-days-a-week day-and-night banking branch, was launched last year and opens daily from 10am to 10pm.

The flagship Masjid Jamek branch is the fourth following the three others at the Bukit Bintang monorail station, Balakong and Taman Melawati.

Speaking at a press conference to introduce the branch, OCBC Al-Amin Director & CEO Syed Abdull Aziz Syed Kechik said the opening of *OCBC Al-Amin Xpres* branches is part of a larger strategy to expand the Islamic bank's reach and provide a convenient touch point closer to where existing and potential customers work and live.



Aril of Akademi Fantasia 7 (centre) opening an account at the official opening of flagship *OCBC Al-Amin Xpres* branch at Masjid Jamek LRT station. He is flanked by OCBC Al-Amin Head of Consumer Financial Services, Muzir Kassim (left) and OCBC Al-Amin Director & CEO, Syed Abdull Aziz Syed Kechik (right).

The branches, recognisable by the Xpres sign, thrive on a self-service platform where customers are empowered to perform banking transactions themselves. They come equipped with ATMs, cash deposit machines, EPF kiosks and other conveniences. In addition, there is round-the-clock security.

Branch staff are available at all times from 10am to 10pm to assist with transactions requiring human interaction, such as for account openings and applications for financing and wealth management products.

Among the products available are the popular Manarat Home-i Financing (home financing), Cash-i (personal financing), Wafi-i (current account) and i-Great Bakti (takaful).

Syed Abdull Aziz said the Bank expects to open another branch at a major transportation hub before the middle of the year.

“We are essentially opening self-service branches for longer hours at places where people normally carry out their everyday activities. By doing this, we hope to better serve the needs of our growing urban and semi-urban customer base.

“We expect our approach to resonate with young adults, especially working professionals, who are looking for simplicity and convenient locations at which to do their banking even outside regular banking hours.

“We are working to provide quick-access, simple and effective Shariah banking solutions to our customers. Our target is to be top-of-mind among young working professionals and ultimately become their one-stop banking partner,” he said.

Popular Malaysian singer and actor Aril, first runner-up of the seventh season of Akademi Fantasia (AF), was the special guest at the event.

In conjunction with the opening, the Bank will be holding promotional activities for its personal and home financing offerings. Customers who apply for personal financing (Cash-i) at the branch will each receive a complimentary MyRapid card worth RM10 upon submission of their financing application and another worth RM105 when the application is approved and accepted.

OCBC Al-Amin commenced operations on 1 December 2008 with the opening of its maiden branch at Jaya One, Petaling Jaya, and currently has a total of nine branches, four of which are self-service. Its products are also available at all 31 conventional OCBC Bank branches nationwide.

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 470 branches and representative offices in 15 countries and territories, including about 350 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