

OCBC BANK RELOCATES, UPGRADES AND INTRODUCES NEW SERVICES TO ALOR SETAR BRANCH

*RM5 million invested to shift to better premises, set up premier banking centre,
offer safe deposit box services and enhance customer experience*

Alor Setar, 22 February 2013 – OCBC Bank (Malaysia) Berhad today officially opened its new-look Alor Setar branch, relocated from Jalan Raja to Kawasan Perusahaan Mergong 2, in line with its nationwide branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience.

The branch now features, for the first time, a premier banking centre and more than 500 safe deposit boxes, alongside enhancements to its self-service banking lobby, retail and teller services and business banking centre.

Speaking at a press conference in conjunction with the branch opening, OCBC Bank Director & CEO Mr Jeffrey Chew said the new sizeable premier banking centre caters to the needs of the Bank's growing base of high net worth customers and was set up in line with the ideals of the Financial Services Blueprint 2011-2020 (FSB) that was released by Bank Negara Malaysia in 2011.



L-R): OCBC Bank's Head of Branch Distribution and Premier Banking, Anne Leh; Senior Manager of OCBC Bank Alor Setar branch, Choy Meei Jye; Director & CEO of OCBC Bank (Malaysia) Berhad, Jeffrey Chew; Head of Consumer Financial Services, Charles Sik; Consumer Financial Services Area Manager, Noraini Mohamed; and Consumer Financial Services Regional Manager, Caline Gee.

“The FSB envisions that as the country transitions towards a high value-added and high-income economy, the role of the financial sector will grow beyond its role as an enabler of growth to be a key driver and catalyst of economic growth. We at OCBC Bank are firmly committed to this ideal and our efforts reflective of it.

“Our new sizeable premier banking centre is one of the clearest reflections of our efforts to meet the goals of the FSB as it will cater to the needs of our growing base of high net worth customers. We are doing this through best-in-class personalized services, banking solutions and regional lifestyle benefits.

“The exclusive premier banking centre in this new branch will help us build our wealth management platform and provide the widest range of banking solutions to anyone in need of these. These solutions are delivered by dedicated Relationship Managers who are supported by recognised wealth management specialists.” he said.

Mr Chew added that the Bank’s overall premier banking customer base grew 30% last year, with five new premier banking centres introduced over the last six months, bringing the total from 18 to 23 centres nationwide today. Two more will be added before the end of the year.

In addition to Alor Setar, the Bank recently also opened new premier banking centres in Batu Pahat, Kluang, Muar and Bukit Mertajam.

Elaborating on the entire upgrading and relocation exercise, Mr Chew said the RM5 million investment represented 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.

“We have a long history with the affluent, mass affluent and SME communities of Kedah and our relocation and transformation have been designed to cater to their evolving needs.

“This means not only a fresh set of facilities but also greater convenience whilst promoting the usage of interactive facilities premised on flexibility and e-banking services.

“Among the significant elements of the transformation, apart from the new premier banking centre and safe deposit boxes, are the spacious lobby and customer engagement layout that make it easier for customers to approach and start a conversation with our staff. In addition, I am sure our customers welcome the more convenient location as well.

“We put ourselves in the customer’s shoes when coming up with our enhancements. With this came distinctly customer-centric features such as an area to place bags and other items while at the teller counter and better electronic displays that effectively communicate the Bank’s offerings,” he said.

The fully-automated retail banking area features cash and cheque deposit machines alongside automated teller machines (ATMs) and the *OCBC Express Credit Kiosk*. It also provides 24-hour services and is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

Commenting on the business focus for Alor Setar, Mr Chew said the relocation to Kawasan Perusahaan Mergong 2 serves to bring the Bank closer to where the majority of its customers are located.

“We have been in Kedah for 74 years now and our partnership with both individuals and businesses here has always been strong; our partnership with rice millers here, for example, being a case in point.

“With Kedah’s industrial sector now as important as its traditional focus on agriculture, we have seen high technology and heavy industries claiming their places in areas such as Bukit Kayu Hitam, Mergong, Gurun Sungai Petani and the Kulim HiTech Park.

“To meet the demands of the businesses here and throughout the country, for example, we currently have a force of over 300 branch-based and mobile sales staff on the move nationwide to see to the needs of SMEs, a segment that remains important to us. Today, apart from rice-related businesses, our Alor Setar branch has diversified its clientele to include both retail and commercial businesses encompassing real estate, construction, agriculture, manufacturing and trading to name a few,” he said.

Mr Chew added that during the time OCBC has been in Kedah, it 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.

In conjunction with the opening, customers are being invited to participate in a series of “surprises” at the Alor Setar branch, including special fixed deposit rates until 29 March 2013, sign-up gifts for account openings and fixed deposit placements, and a surprise Cash Chamber until 28 February 2013.

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



(L-R): Consumer Financial Services Area Manager, Noraini Mohamed; Senior Manager of OCBC Bank Alor Setar branch, Choy Meei Jye; Director & CEO of OCBC Bank (Malaysia) Berhad, Jeffrey Chew; and Head of Consumer Financial Services, Charles Sik.