

DIAMONDS, GELLAGE, ART PIECES, SCULPTURES, PHOTOGRAPHS, FASHION, TIME-PIECES...ALL AT THE BANK!

*Lifestyle events set to become permanent feature at OCBC Bank's
new-look Ampang Branch*

Kuala Lumpur, 14 July 2014 – OCBC Bank (Malaysia) Berhad recently unveiled its new-look Ampang branch and treated its premier banking customers to a breathtaking show of shimmering diamond jewellery, luxury time-pieces and exquisite art displays alongside captivating permanent photographs and art pieces by local artists that now adorn its rejuvenated walls.

A key feature of the new-look branch is the doubling of the premier banking centre space, which makes it OCBC Bank's largest in the country. Alongside this, the Bank has also increased the number of private rooms for customers to perform their banking transactions securely.

According to OCBC Bank's Head of Premier Banking and Branch Distribution Ms Anne Leh a key idea behind the bigger space is to enable the Bank to bring lifestyle events to its customers from time to time.

“What we have done is to create a big enough space to hold lifestyle events such as wine-tasting sessions, fashion shows and art exhibitions periodically



(L-R): Ms Anne Leh, Head of Premier Banking and Branch Distribution; Mr Ong Eng Bin, Head of Business Banking; Mr Steven Ho, Regional Manager of Central 1, at the opening ceremony of the new-look Ampang branch

to meet the demand from our customers for exclusive events such as these,” she said, adding that the premier banking centre now occupies almost 4,000 square feet of space.

The Bank’s premier banking customer base has more than doubled over the last three years, with a proportionately sizeable chunk coming from the Ampang branch.

“There is an increase in appetite for investment products and safe deposit boxes from our customers here at the Ampang branch, which is why it has become a third hub for us in the Klang Valley. Toward meeting our customers’ expectations, we have also enhanced our investment product offerings and more than doubled our safe deposit boxes to 668 units now,” she said.

During the recent unveiling event officiated by OCBC Bank’s Head of Business Banking Mr Ong Eng Bin, OCBC customers were treated to a tea-time session combining glittering jewellery featuring the artistic excellence and superb craftsmanship of Mouawad and a timepiece presentation showcasing Franck Muller’s latest Sunrise ladies collection that comes with graceful mother-of pearl and diamond dials. Also featured was an exquisite art display featuring the Glass Gellage works of Michal Macku; gellage involves the transfer of exposed and fixed photographic emulsion onto paper, ultimately reshaping and reforming the original images.

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 was 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 460 branches and representative offices in 17 countries and territories, including more than 330 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 including being voted “Outstanding Private Bank in Asia Pacific” in 2013 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



Models strutting the Mouawad collection



The OCBC Ampang branch staff sharing a light moment at the opening ceremony