

## OCBC BANK OPENS SEVENTH BRANCH IN JOHOR

Bank's operations in Kulaijaya aimed at augmenting presence in the southern region

Kuala Lumpur, 17 June 2015 – OCBC Bank (Malaysia) Berhad (OCBC Bank) has opened its seventh branch in Johor, in the vibrant township of Kulaijaya, in a bid to augment its long and already strong presence in the southern region.



At the official launch of OCBC Bank branch in Kulaijaya. L-R: Lim Wyson, Head of Consumer Financial Services, OCBC Bank (Malaysia) Berhad (fifth from left); Syed Abdull Aziz, Director & CEO, OCBC Al-Amin Bank Berhad (sixth from left); Ong Eng Bin, CEO of OCBC Bank (Malaysia) Berhad (seventh from left), Mr Jeffrey Teoh, Head of Corporate & Commercial Banking, OCBC Bank (Malaysia) Berhad, and management staff of OCBC Bank (Malaysia) Berhad

Offering the full range of its conventional and Islamic banking products and services, the Bank's Kulaijaya branch will serve the needs of not just those in the immediate vicinity but the broader region including places such as Senai in the south and Kelapa Sawit in the north.

The 13,000-square foot three-unit double-storey Kulaijaya branch is located at 202-204, Jalan Kenanga 29/2, Bandar Indahpura, 81000 Kulaijaya, near the busy Kulaijaya AEON shopping mall, and is poised to take advantage of the expected rise in business opportunities here as a result of its well-balanced mix of retail commercial and residential developments.

Announcing the opening of the branch, Chief Executive Officer Mr Ong Eng Bin said there are several opportunities available in Kulaijaya with the upcoming large township of Indahpura in the works.

“It is close to the Senai International Airport and Air Cargo Hub. In addition, the I-Park@Indahpura is very accessible via a network of prominent highways and roads. We are looking forward to tap into these opportunities for the benefit of our customers, both present and future,” he said.

Mr Ong added that the Kulaijaya branch now cements OCBC Bank’s coverage of Johor, where it already enjoys wide support.



In conjunction with the branch opening at Kulaijaya, OCBC Bank also made contributions to the Chinese Chamber of Commerce of Kulaijaya, two schools and two children’s charities in support of their education efforts

“We have enjoyed significant support in Johor since the establishment of OCBC Bank as an entity over eight decades ago. Today marks yet another step toward underlining our commitment to this region.

“Strategically, our presence here is not just to service the needs of those in the immediate Kulaijaya area but also anyone in the surrounding areas as well. This has been our branch opening strategy for a long time now in our quest to bring the best of both conventional and Islamic banking to our customers through our various sales channels,” he said.

The branch features, among others, a Premier Banking centre for the emerging affluent, a business banking centre serving corporate and SME enterprises and over 600 safe deposit boxes, a rarity in the township. Other services include 24-hour electronic banking services featuring ATMs and Cash/Cheque Deposit Machines. The branch is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

“Among the unique attractions of this branch which we think will resonate with the community is certainly the provision of the safe deposit boxes on offer, among the largest for OCBC Bank in Johor. We believe these safe deposit boxes will be snapped up quickly,” Mr Ong said.

The branch is staffed by 35 people, several of whom are tasked specifically to see to the needs of SMEs. It opens daily from 9.30am to 4.00pm, Monday through Friday.

From now until 31 July 2015, the Bank will offer special promotions for those opening accounts at the Kulaijaya branch including a fixed deposit “step-up deal” that offers 4.05% p.a. for the first 6 months and 4.45% p.a. for the subsequent 6 months.

In conjunction with the opening, OCBC Bank contributed a total of RM25,000 to the Chinese Chamber of Commerce of Kulaijaya, two schools and two children’s charities in support of their education efforts.

Together with its OCBC Al-Amin branch (Islamic bank) in Skudai, the total number of OCBC branches in Johor is eight, the others being located in Johor Baru, Taman Molek, Kluang, Batu Pahat, Segamat, Muar and the newly-opened Kulaijaya.

With this, OCBC Malaysia has 32 conventional banking branches and 10 Islamic banking ones nationwide.

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## **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.

Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the world's strongest and safest banks by leading market research firms and publications.

OCBC Bank and its subsidiaries offer a broad array of commercial banking, 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 over 630 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP, and 95 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank's private banking services are provided by subsidiary Bank of Singapore, which has received increasing industry recognition as Asia's Global Private Bank, and was voted "Outstanding Private Bank in Southeast Asia in 2014" by Private Banker International.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

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](http://www.ocbc.com.my)