

## OCBC AL-AMIN OPENS ITS FIRST ISLAMIC PREMIER BANKING CENTRE, IN KOTA KEMUNING

*Premier Centre at OCBC Al-Amin Kota Kemuning branch to cater to high net worth individuals seeking sophisticated Islamic banking products and services*

Kuala Lumpur, 19 October 2015 – OCBC Al-Amin Bank Berhad (OCBC Al-Amin) has introduced its first Islamic premier banking centre at its newly opened 11<sup>th</sup> branch, in Kota Kemuning, Shah Alam.



Ong Eng Bin, CEO of OCBC Bank (Malaysia) Berhad (left) and Syed Abdull Aziz Syed Kechik, Director & CEO of OCBC Al-Amin Bank Berhad at the commencement of operations of OCBC Al-Amin's first Islamic premier banking centre in Malaysia

The Bank's inaugural Premier Banking Centre includes a comfortable private customer discussion area, ample parking, dedicated safe deposit boxes and full-time premier banking tellers. Previously, the only available premier banking centres for Islamic banking were those shared with conventional banking entities.

According to OCBC Al-Amin’s Director & CEO Syed Abdull Aziz Syed Kechik the opening of the first Islamic Premier Banking Centre is a significant milestone in OCBC’s journey toward even greater sophistication in Islamic banking.

“OCBC Al-Amin has grown steadily since our inception in December 2008. With the opening of our first Islamic Premier Banking centre here in Kota Kemuning we hope to raise the bar in Islamic banking products and services for the high net worth segment.



Ong Eng Bin, CEO of OCBC Bank (Malaysia) Berhad (back row, second from left) and Syed Abdull Aziz Syed Kechik, Director & CEO of OCBC Al-Amin Bank Berhad (back row, third from left) together with staff of OCBC Bank and OCBC Al-Amin at the commencement of operations of OCBC Al-Amin’s first Islamic Premier Banking Centre in Malaysia

“The overall OCBC premier banking numbers tell us that the relationship between us and the high net worth community is growing stronger and stronger due to the emphasis we continue to place on service excellence from every conceivable perspective,” he said.

The Kota Kemuning branch itself features – apart from the Premier Banking Centre for the emerging affluent – a business banking centre serving corporate and SME enterprises and 320 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.

“Apart from the Premier Banking Centre, the unique attraction of this branch which we think will resonate with the community is certainly the provision of the safe deposit boxes on offer, which we believe will be snapped up quickly,” Syed Abdull Aziz said.

The branch is staffed by 22 people, and opens daily from 9.30am to 4.00pm, Monday through Friday. It is located at 27, Jalan Anggerik Vanilla BF 31/BF, Business Park 3, Kota Kemuning, 40460 Shah Alam.

From now until 31 December 2015, the Bank will offer special promotions for those opening accounts at the Kota Kemuning branch including preferential Fixed Deposit-i rates, a gold-plated OCBC junk replica for new Premier Banking customers, and 50% off the first year’s rental for safe deposit boxes for new Premier Banking customers with Assets Under Management of more than RM1 million.

In conjunction with the opening, OCBC Bank held a charity golf tournament and charity dinner, which saw donations totaling RM82,788 being handed over to a charity and two schools based in Kota Kemuning.

With the opening of the Kota Kemuning branch, OCBC Al-Amin now has a total of 11 branches nationwide. Overall, OCBC has a total of 43 branches including its 32 conventional banking ones.

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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 has been ranked Asean’s strongest bank and among the world’s five strongest banks by Bloomberg Markets for five consecutive years since the ranking’s inception in 2011.

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 regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank's private banking services are provided by its wholly-owned 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)

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