

## FIRST BATCH OF BANKERS GRADUATE FROM COLLABORATIVE ABS-OCBC WEALTH MANAGEMENT PROGRAMME

Kuala Lumpur, 20 Feb 2017 – The first batch of bankers have successfully come through the rigours of the 12-module first-of-its-kind wealth management training programme that was collaboratively rolled out last August by OCBC Bank (Malaysia) Berhad (OCBC Bank) and the Asian Banking School (ABS).



The first batch of bankers were all smiles as they graduated. They are pictured here with several members of the OCBC Bank senior team, including Mr Lim Wyson, Head of Consumer Financial Services, OCBC Bank (Malaysia) Berhad (seated, centre)

The graduating relationship managers, comprising those of the Bank's Premier Banking Relationship Managers from various branches nationwide, received their certificates from OCBC Bank Chief Executive Officer, Mr Ong Eng Bin and Head of Consumer Financial Services, Mr Lim Wyson at Berjaya Times Square Hotel recently.

The *ABS-OCBC Wealth Management Programme* aims to raise the bar on bankers' knowledge on wealth management.

The unprecedented collaborative effort equips OCBC Bank's relationship managers with best-in-class wealth management knowledge both for customers as well as their own benefit through a sustainable career-defining and perspective-enhancing programme. The *ABS-OCBC Wealth Management Programme* prominently features insights into the trends, challenges and opportunities in the industry.

Its 12 modules focus on increasing the Bank's relationship managers' knowledge of client advisory and the myriad wealth management instruments available today. In addition to raising the quality of training that relationship managers receive, the *ABS-OCBC Wealth Management Programme* is expected to double the Bank's training hours for wealth management professional development in due course.

According to Mr Lim Wyson, the Bank has been diving deep into the learning realm in order to ensure its relationship managers are equipped with knowledge of the latest trends and industry practices, working in association with a training partner.

"As one of the leading banks in wealth management, we know many – including customers and staff, existing and prospective – look to us to set the benchmark for training and development. This partnership with ABS is significant for being the first of its kind in Malaysia and also for the statement it makes about our commitment to enhance the knowledge and skills of our staff. This way, they can continue to build stronger relationships with our customers with a greater level of understanding and confidence. We are pleased to see the results in the graduation of this first batch of students.

"Over the longer-term, we believe our pioneering effort will pave the way for a holistic career progression among our staff that will ultimately lift the overall professional standards of wealth management practices at industry level," he said.

OCBC has started training its next batch of bankers as part of its on-going quest to meet the growing demands of customers for wealth management services in the country and supporting the career development of its staff.

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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 Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

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 more than 610 branches and representative offices in 18 countries and regions. These include the 340 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 100 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 operates on a unique open-architecture product platform to source for the best-in-class products to meet its clients' goals.

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.

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