



MEDIA RELEASE

OCBC BANK LAUNCHES COUNTRY'S FIRST ALL-NETWORK MOBILE PHONE BANKING SERVICE

***OCBC Mobile Banking* allows customers to transact and manage accounts from their mobile phone**

Kuala Lumpur, 24 January 2008 – As part of its multi-channel strategy to make banking more convenient, OCBC Bank (Malaysia) Berhad today launched *OCBC Mobile Banking*, a new service that allows customers to manage their accounts and perform selected transactions via their mobile phones, over any local mobile network operator.

The service is the first in the country to be offered across all mobile phone networks utilizing GPRS, EDGE or 3G data connectivities.

Through *OCBC Mobile Banking*, customers may, among others, view account balances and other transactions details; transfer funds to selected accounts; pay bills; enquire about credit card reward points, make redemptions and perform balance transfers; retrieve information on the Bank's offerings and services; and perform cheque-book-related activities such as requests, stop orders and status enquiries.

Speaking at the launch of the service today, OCBC Bank's Director & CEO Dato' Albert Yeoh said the initiative is part of the Bank's ongoing effort to provide total mobility solutions for customers to stay on top of their finances.

"The advent of the mobile phone expanded communications boundaries like never before. Today, with *OCBC Mobile Banking*, we are in a position to break further ground by making communications technology work even harder for our customers' banking convenience.

"Our customers – regardless of their preference of mobile phone operator – may now make timely transactions anytime and anywhere by just taking hold of their mobile phones...which people tend to travel with most of the time," he said.

According to Dato' Yeoh, the convenience of the new service is seen through five primary dimensions – ubiquity, immediacy, mobility, utility and instant connectivity.

"The mobile phone is ubiquitous in that its owner may use it virtually anywhere, and the immediacy it offers allows for retrieval of information anytime. This is particularly attractive when time-critical decisions are needed. The obvious mobility that comes with a mobile phone allows the user to retrieve information while on the move. Put these together and you get utility – the convenient and easy access of account information. And, finally, with mobile phones, there is instant connectivity – the user

is constantly online without the need for dial-up processes such as those required of computer-based channels,” he said.

Elaborating on the service, OCBC Bank’s Head of Consumer Financial Services Mr Charles Sik said *OCBC Mobile Banking* represents an entirely new generation of mobile banking-related services.

“The mobile phone banking phenomenon began with SIM tool kit (STK) platforms and then expanded over time to include SMS-related services - based on collaborations with particular mobile phone operators.

“What we are offering today through *OCBC Mobile Banking* is an enhancement to these earlier initiatives where our internet banking customers may perform selected transactions and manage their accounts regardless of mobile phone operator. The data transmitted between the mobile phone and the Bank’s systems is encrypted with access that is initiated via a login ID and secret password, making it secure. We believe the popularity of this channel will eventually become self-evident as customers’ banking habits evolve,” he said.

There are no additional charges for using the *OCBC Mobile Banking* service – apart from the standard charges levied by telecommunications companies and the usual banking charges for the selected transactions. To access *OCBC Mobile Banking*, customers need to own a GPRS/3G/EDGE-enabled mobile handset with Java Version 2 and a Verisign Class 3 certificate. They must also be OCBC internet banking users.

In conjunction with the launch of OCBC Mobile Banking, the Bank will run a contest from 11 February – 6 April featuring Samsung SGH-U700 mobile phones as prizes.

Those wishing to obtain more information about *OCBC Mobile Banking* may visit the nearest branch, call 1300 88 5000 or visit www.ocbc.com.my.

About OCBC Bank

Singapore’s longest established local bank, OCBC Bank, currently has assets of S\$170 billion and a network of over 420 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Thailand, Vietnam, China, Hong Kong SAR, Taiwan, Brunei, Myanmar, Japan, Korea, Australia, UK and USA. This network includes more than 330 branches and offices in Indonesia operated by OCBC Bank’s subsidiary, PT Bank NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to global treasury and stockbroking services to meet the needs of its customers across communities.

OCBC Bank’s insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Capital Management, is one of the largest asset management companies in Southeast Asia. Additional information may be found at www.ocbc.com.

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