

## FUN DAY BANKING AT OCBC FOR THE KIDS

Kuala Lumpur, 9 November 2009 – OCBC Mighty Savers™ mascots, Simon and Sally, are now the darlings of students of SJK (C) St. Teresa, Brickfields.

Beyond being icons for children's banking at OCBC, Simon and Sally stand as reminders to about 40 children from the school of how banking can be fun, easy and beneficial.

The students visited the Bank's headquarters along Jalan Tun Perak on the second *OCBC Mighty Savers Weekend* on 7-8 November 2009 and were greeted by Simon and Sally as soon as they arrived. Following this, they were provided with a lesson on the importance of saving and treated to a presentation on banking products and services including those involving ATM, cash deposit and coin counting machines.

The Mighty Savers™ Programme was also introduced to the children. This featured, among others, the Mighty Savers Stickers and Mighty Savers Cards to inculcate good saving habits. Not only that, the children were amazed at the excitement this new platform of banking brings. Not only were they able to walk on custom-made stairs in order to speak to the Teller face-to-face when opening an account, they were also thrilled to bits with the Bank's "Kid's Corner," where they were able to watch a cartoon on Mighty Savers™ and play games.

"Today I got to learn why it is important for me to save. We also saw how a bank works. It's nice that we can get rewarded for saving with OCBC Mighty Savers too," said 12-year-old Yong Meng.

Meanwhile, OCBC Bank's Head of Wealth Management, Ong Shi Jie, is confident the OCBC Mighty Savers™ Programme will continue to gain momentum among children in the Klang Valley.

"We are just so glad to see the smiles on the faces of these kids. This is only the second month of the *OCBC Mighty Savers Weekend Programme* and the positive feedback has already been streaming in from children and parents," she said.

*OCBC Mighty Savers Weekend* offers basic banking products and services to children at selected branches every first weekend of the month. The service was

rolled out on 3-4 October 2009. The next *OCBC Mighty Savers Weekend* will be on 5-6 December 2009.

Children may open a savings account for as little as RM200. Upon doing so, they can look forward to several fun and educational activities, such as using the OCBC FastTrack lane to perform their own banking transactions, and meet and play with Simon and Sally, mascots of the *OCBC Mighty Savers Weekend* programme.

All parents who bring their children to open an account or perform their children's banking transactions will get to enjoy the special benefit of a for-the-weekend-only 3-month Fixed Deposit offer rate of 4.00% per annum for up to RM50,000.

The normal 3-month FD rate is 2.00% p.a.

To find out more about the *OCBC Mighty Savers Weekend*, the public may visit any participating OCBC Bank branch from 10am – 3pm, every first weekend of the month. Participating branches for now are located at Menara OCBC at Jalan Tun Perak, Menara Great Eastern at Jalan Ampang, Metro Prima Kepong, Bukit Damansara, Damansara Utama, Bandar Puteri Puchong, Subang Jaya and Klang.

For more information, the public may call 1300-88-5000 or log on to [www.ocbc.com.my](http://www.ocbc.com.my)

---

## **About OCBC Bank**

OCBC Bank is Singapore's longest established local bank. It has assets of S\$188 billion and a network of more than 490 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 380 branches and offices in Indonesia operated by OCBC Bank's subsidiary, Bank OCBC NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to treasury and stock-broking 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 by assets, and its asset management subsidiary, Lion Global Investors, is one of the largest 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.

Additional information may be found at [www.ocbc.com](http://www.ocbc.com).