

OCBC: DEMAND FOR CORPORATE ATM CARDS GROWING

Launched two years ago, OCBC Easi-BizCard growing at a rate of 200 cards a month

Kuala Lumpur, 20 July 2009 – Demand for *OCBC Easi-BizCard*, one of only a few ATM cards designed for businesses, suggests that such cards are here to stay. The card, launched two years ago, has been growing at a rate of 200 new cards a month ever since.

Describing the growth trend as “consistent and encouraging,” OCBC Bank (Malaysia) Berhad’s Head of Cash Management, Mr Lucas Chew, said demand is clearly there and that the Bank has issued more than 3,000 cards over the past two years.

“We are hoping to keep the momentum moving in this direction in our quest to make banking even more convenient for our corporate customers.

“*OCBC Easi-BizCard* was launched two years ago as part of our thrust to develop alternative channels that make banking more convenient for corporations and SMEs, especially sole proprietors and new start-ups. As with most of our innovations, the idea of developing *OCBC Easi-BizCard* was drawn from customer feedback. We are pleased to note that many businesses have warmed up to the convenience that comes with the card and we look forward to making it available to even more of our other customers,” he said.



Mr Lucas Chew, Head of Cash Management,
OCBC Bank (Malaysia) Berhad

The card, which is free of annual fees and simple to apply for, enables the Bank’s corporate and SME customers to make daily cash withdrawals of up to RM5,000 and enjoy other services such as balance enquiries 24 hours a day through a network of over 300 ATMs. It also allows them to deposit cash into OCBC’s *Quick Deposit Machine* without the need to key in the company’s account number. Each company is allowed to operate up to five ATM cards.

Although the card has little effect in revenue generation, Mr Chew says it remains a vital part of the convenience proposition that OCBC Bank extols.

“The idea behind the initiative was and is to respond innovatively to customers’ requests for specific channels that are important for them to perform daily banking transactions conveniently and securely,” he said.

Mr Chew added that the introduction of *OCBC Easi-BizCard* two years ago was made all the more meaningful with the launch of *HOUSE* in July 2006. *HOUSE* is a

shared ATM service featuring four locally incorporated foreign banks in Malaysia: HSBC, OCBC, UOB and Standard Chartered.

“OCBC Bank has been a frontrunner in providing business banking services to the Malaysian community for over seven decades. This initiative takes us a step further in our quest to truly understand and respond to the specific needs of our customers.

“With *OCBC Easi-BizCard*, our corporate and SME customers – and many more prospective ones – are in a position to gain access to hard cash whenever their companies might need it.

“Sometimes a company might find itself in a position where petty cash is urgently needed to, say, make urgent staff claims. This is where it would find this corporate ATM card most useful, especially with the *HOUSE* network in place,” he said.

In addition to its 29 branches nationwide, three Islamic banking branches and five *OCBC Easi-CheckDrop* facilities in the Klang Valley, OCBC Bank offers its services through mobile sales units, the internet and 24-hour electronic services at all branches.

About OCBC Bank

OCBC Bank is Singapore’s longest established local bank. It has assets of S\$180 billion and a network of more than 480 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 360 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, in terms of assets and market share, and its asset management subsidiary, Lion Global Investors is one of the largest asset management companies in Southeast Asia. Additional information may be found at www.ocbc.com.