

OCBC UNVEILS NEW-LOOK PENANG BRANCH

Becomes first in the northern region to reflect nationwide OCBC branch initiative

Penang, 7 January 2009 – OCBC Bank (Malaysia) Berhad today unveiled its new-look branch in Penang, in line with its nationwide branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience.

With this, the Bank has now transformed nine of its 29 branches since launching the exercise in July 2007. The Penang branch transformation is the first in the northern region.

Speaking at a media conference to introduce the new-look branch, OCBC Bank's Director & CEO Mr Jeffrey Chew said the redesign is an important part of OCBC Bank's continuous transformation process and a reflection of its desire to serve customers better and make their visits to the Bank as enriching as possible.

OCBC started its Penang operations in 1932, two doors away from the current premises. In 1962, the branch relocated to where it stands today at 36 Leboh Pantai, 10300 Penang.

"The branch transformation is timely as it serves to provide greater convenience to customers and promote the usage of interactive facilities in line with our initiative to bring flexibility and e-banking services to our customers.

"The aim of our customer engagement concept, showcased in the branch design, is to make it easier for customers to approach and start a conversation with the Bank.

"Through this branch transformation initiative, new digital platforms in the form of user-friendly 'Touchpoints' and LCD displays allow customers to interact freely with the Bank without having to join the main queue for conventional counter services.

"Customers trying out these new customer-interfaces can easily find out more about the Bank's products and services, current promotions, customer rewards and even gain simple tips on money management," he said.

At the main service counter, the use of 'Teller Assisted Units' or TAU for counting notes makes over-the-counter cash transactions more efficient and transparent. "As the cash is counted by TAU and not tellers, customers are able to receive 'real-time' indication of the total sum of cash in the transaction via a display screen, giving them greater peace of mind and increasing service efficiency," Mr Chew added.

Other upgraded OCBC Bank offerings at the Penang branch include the self-service banking lobby known as *OCBC Fastlane*, the retail customer service area and teller services, the business banking centre and the premier banking centre.

The fully-automated *OCBC Fastlane* features cash and cheque deposit machines, alongside automated teller machines (ATMs). It provides 24-hour services, and is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

On OCBC Bank's plans for Penang, Mr Chew said the Bank would continue to cater to the needs of individuals and businesses in both the immediate and surrounding areas.

"We will continue to innovate and provide quality and convenient product solutions to meet the growing needs of our customers. We believe that with this transformation, the Penang branch will attract more customers to bank with us as well as serve to enhance the good relationship we have established with them over the many years since our establishment in this city."

Mr Cheng Swee Peng is Senior Manager and Head of Business Banking, while Ms Caline Gee Siew Fong is Head of Consumer Business of the branch.

The OCBC Penang branch occupies a total of over 30,000 square feet in space, with counter services available from 9.30am – 4.00pm, Monday to Friday.

In conjunction with the branch transformation exercise, customers are being invited to participate in a series of "surprises" at the Penang branch, including special fixed deposit rates until 23 January 2009 and a chance to win up to RM3,000 when they sign up for selected products and services on or before 13 January 2009.

For further information, the public may call 1300-88-5000.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank currently has assets of S\$184 billion and a network of more than 470 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.