

OCBC AL-AMIN OPENS FIRST NORTHERN BRANCH

Sungai Petani branch opening coincides with introduction of Shariah-compliant cash management solutions

Sungai Petani, Kedah, 22 April 2009 – OCBC Al-Amin Bank Berhad (OCBC Al-Amin) today announced the opening of its first branch outside the Klang Valley, in Sungai Petani. The announcement coincides with the introduction of the Bank's comprehensive suite of Shariah-compliant cash management solutions for business banking customers, reputed to be the first by a foreign bank in the country.

The Sungai Petani branch, which is the third OCBC Al-Amin branch, follows earlier branches at Jaya One, Petaling Jaya and Wangsa Maju.

OCBC Al-Amin is the wholly-owned Islamic banking subsidiary of OCBC Bank (Malaysia) Berhad (OCBC Malaysia).



L-R: Syed Abdull Aziz Syed Kechik, Director and CEO of OCBC Al-Amin; Tan Sri Dato Nasruddin Bahari, Chairman of OCBC Bank and OCBC Al-Amin; and Mr Jeffrey Chew, Director and CEO of OCBC Bank (Malaysia) Berhad at the opening of OCBC Al-Amin's third branch in Sungai Petani, Kedah.

Speaking at the opening of the branch today, Director & CEO Syed Abdull Aziz Syed Kechik said the Bank is looking forward to making available its innovative Shariah-compliant cash management financial solutions to all businesses in Sungai Petani as well as the rest of the country.

“While we will offer a comprehensive range of products and services for individuals and businesses in Sungai Petani our emphasis will be on the business segment, which features prominently here. This is part of our commitment to ensure that our business partners have access to the competitive edge they need to help them navigate through the ongoing economic challenges.

“Contrary to popular belief, cash management solutions are for all businesses, especially those that require less borrowing, have lots of cash activities, have high payment volumes, need to consolidate funds from a large number of outlets, and which operate on the basis of shared services,” he said.

The Shariah-compliant cash management solutions introduced today mirror the existing suite of OCBC Malaysia’s award-winning conventional products, which have been adapted for Shariah-compliance using the principle of Wadiah, among others.

OCBC Al-Amin’s cash management solutions centre on three key areas: convenience in banking through offerings such as *Velocity@ocbc*, *Easi-BizCard*, *Easi-Alerts* and *Phone Banking*; management of collections through services such as *Easi-Collect*, *Easi-Sweep*, and *Easi-CheckDrop*; and management of payments through *Easi-ProCheck*, *Easi-GIRO*, *Easi-Check* and *TT/Rentas via Velocity@ocbc*.

On other aspects of the business, Syed Abdull Aziz said OCBC Al-Amin is looking to make available the Bank’s wide range of Islamic financial solutions to the people of Sungai Petani, covering cash management services, asset based financing, working capital requirements and also project & contract financing which can be tailor-made to cater to the specific needs of the various industries and businesses operating in the vicinity.

“In addition, we will be placing emphasis on asset financing for agricultural land in Sungai Petani, especially oil palm and rubber estates. And, for a start, we see ourselves targeting companies in Kawasan Perindustrian Sungai Petani and Taman Ria Industrial Estate as they are relatively closer to our branch,” he said.

Elaborating on the new branch, Syed Abdull Aziz said the two-storey OCBC Al-Amin Sungai Petani branch opens daily from 9.30am to 4.00pm, Monday to

Friday, and offers the Bank's entire range of Islamic banking products and services.

Among the offerings at the branch are a self-service banking lobby known as *OCBC Fastlane*, a retail customer service area, teller services and a business 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.

As part of the branch opening celebrations, OCBC Al-Amin will be organising a Business Banking Week (BBW) from 11 – 15 May 2009. The BBW would involve seminars, advisory clinics and product promotions for both existing and new Business Banking customers. During this time, customers also get the chance to win free printers or shopping vouchers when they open a Business Current Account-I, or earn 6% on top of the indicative rate of return for Islamic General Investment Account-i.

For retail customers, the bank is offering an extra 10% on the declared rate of return for Islamic General Investment Account-i, 1-hour approval on personal financing (subject to terms on conditions), and an opportunity to "grab" cash of up to RM3,000 upon signing up for selected products as well as free goodie bags while stock lasts. The promotion runs until 30 April 2009.

On future plans, Syed Abdull Aziz said OCBC Al-Amin plans to open two more bank branches during the course of 2009 as part of its quest to participate in the country's development as an Islamic banking hub.

"We will concentrate our efforts on opening the two remaining branches during the course of the year alongside our other initiatives to develop innovative financial solutions for our customers," he said.



Opening of OCBC Al-Amin, Sungai Petani, Kedah.



OCBC Al-Amin, Sungai Petani, Kedah

22 April 2009