

OCBC GIVING AWAY RM350,000 IN REBATES WHEN CUSTOMERS HIT “MAGIC MOMENTS”!

Kuala Lumpur, 29 January 2010 (proposed) – OCBC Bank (Malaysia) Berhad is giving away a total of RM350,000 in rebates to its credit card members who hit a “magic moment” when shopping anytime until the end of March 2010.

And one of its biggest single winners to date, has received a cool 60% rebate on a major purchase.

Mr Tan Cheng Kay, age 72, who won RM3,960 in rebates, had purchased two water treatment filters for RM6,600 – one for his home and another for as a birthday gift for a friend – when he received an SMS advising him of the rebate.

“At first I thought it was just another one of those marketing gimmicks. But when I realized it was true, I couldn’t believe my good fortune. I had effectively got the second filter for free,” the retiree said excitedly.

According to OCBC Bank’s Head of Cards & Unsecured Lending, En Muzir Kassim, through this first-of-its-kind initiative, the Bank will be giving away RM3,888 in rebates everyday until the end of the promotion period on 31 March. The promotion began on New Year’s Day and the Bank has already seen more than RM100,000 being given away to about 500 winners during January 2010.

A customer is deemed to have hit a “magic moment” when he or she is randomly singled out for having made a transaction using the OCBC credit card from 9am to 10pm on any day of the week. These transactions could include any new retail purchase either locally or overseas, e-commerce and internet purchases and new installment payment plans.

According to En Muzir a customer has the chance of being singled out about 50 to 300 times per day and could win rebates of up to 100%.

“If a card member happens to be transacting with his or her credit card during the ‘magic moment’, he or she will be pleasantly surprised to receive, within



L – R: En Muzir Kassim, Head of Cards & Unsecured Lending, OCBC Bank (Malaysia) Berhad, shaking hands with Mr Tan Cheng Kay, the retiree who won RM3,960 in rebates when he decided to purchase a water filter for a friend and eventually found within the noble deed a “reward” indeed.

an hour of the purchase, an SMS indicating the provision of the rebate. Since the system-triggered rebates could range from 5% to 100%, a customer could actually find himself in the position of purchasing something for free!

“This is just one more way for us to say thank you to our customers for their support and loyalty over the years. For us, the real *magic* in those moments comes from the delight on the faces of our happy customers,” he said.

To find out more about OCBC’s Magic Moments, card members may call the Contact Centre at 1300-88-5000 or log on to www.ocbc.com.my.