

OCBC WEEKEND BANKING FOR CHILDREN NOW IN PENANG

OCBC Mighty Savers Weekend programme, held every first weekend of the month, aims to help parents inculcate saving habit among children

Penang, 26 April 2010 – Children in Penang can now experience banking just like their parents – but very much on their own and with lots more fun!

OCBC Bank (Malaysia) Berhad recently rolled out the unique initiative directed at children – called *OCBC Mighty Savers Weekend* - offering basic banking products and services to children at the Bank's branches in Georgetown, Batu Maung and Bukit Mertajam every first weekend of the month.

The programme was first launched in August last year in the Klang Valley and moved into Penang in March this year.

As part of the initiative, OCBC Bank opens the participating branches to children from 10am – 3pm every first Saturday and Sunday of the month. The next *OCBC Mighty Savers Weekend* falls on Sunday, 2 May 2010. (Note: The Bank will not offer the programme on Saturday, 1 May 2010, as it is a public holiday.)

Apart from the OCBC Bank branches in Penang, other participating branches include Ampang, Klang, Petaling Jaya, Subang Jaya, Kepong, Puchong, Bukit Damansara, Seremban, Melaka, Muar, Segamat, Kluang, Batu Pahat, Johor Bahru, Taman Molek, Ipoh and Taiping.

According to OCBC Bank's Director & CEO, Mr Jeffrey Chew, the introduction of the children's banking initiative is part of the Bank's effort to help parents inculcate good savings habits among children especially during the early years of their lives and to prepare them to embrace full-fledged banking later in life.

"Kids can now come over to our OCBC Bank branch in Georgetown every first weekend of the month and enjoy a host of educational banking experiences catered just to them. Among others, we have developed an interactive savings programme to help educate them on savings and the value of money in a fun and meaningful way. Among the key components of this programme are the *Mighty Savers Stickers* and *Mighty Savers Card*, through which each child gets to be rewarded with exclusive gifts. And I can tell you it has already become a hit among many of our customers' children.

“This initiative has been developed in keeping with OCBC Bank’s purpose statement – to help individuals and businesses across communities achieve their aspirations by providing innovating financial service that meet their needs,” he said.

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.

According to OCBC Bank’s Consumer Business Head for the Penang branch in Georgetown, Ms Caline Gee, these are exciting times as the Bank introduces a brand new wholesome programme for a brand new segment.

“We believe in providing our community with the best products and services. The habit of saving should start young and nurturing children to save is now much easier with *OCBC Mighty Savers* as it is fun, unique and interactive. Besides, there’s something in store for parents as well.

“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,” she said.

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

For more information, the public may call 1300-88-5000 or log on to www.ocbc.com.my



Kids having a fun time with *OCBC Mighty Savers* mascots, Simon and Sally at the OCBC Batu Maung branch.