

## OCBC BANKERS TELL TALES OF THE MIGHTY OCEAN, WITH SAVINGS TIPS TO BOOT!

*Children thrilled over story-telling sessions during OCBC Mighty Savers Weekend*

Kuala Lumpur, 28 March 2011 – One would expect to bump into a bank teller at a bank, yes. But a story teller?

Well, that's what's happening at OCBC Bank these days.

The Bank's staff recently transformed twenty branches nationwide for kids to engage in exciting story-telling sessions by a bunch of bankers who also doubled up as arts & crafts facilitators.

Serving up stories from the Bank's specially-developed *Mighty Savers Ocean Adventures* series, the *OCBC Mighty Savers Weekend* – held every first weekend of the month – is set to enthrall kids for a long time to come.



Ms Katrina Wong Yee Mun (Service Ambassador, in black jacket with microphone) and Ms How Soh Yuen (Customer Service Officer, with story card) mesmerising the children at the OCBC Melaka Branch.

Referring to the Bank's mascots, a cheerful young customer at the most recent *OCBC Mighty Savers Weekend* was overheard saying: "I love the way they told us the story of *Mighty Savers* mascots Simon and Sally, and the importance of saving the environment."

The enthusiasm was echoed in more straightforward fashion by 6-year-old Ivan Tan at the OCBC Penang branch, who quipped: "I like the *Mighty Savers Ocean Adventure* storytelling session because it was really fun!"

According to Ms Ong Shi Jie, Head of Wealth Management, OCBC Bank (Malaysia) Berhad, the story-telling sessions during the *OCBC Mighty Savers Weekend* are designed to provide a unique and wholesome banking experience for children as they prepare for banking in the future.

"As with any customer, our starting point needs to be where the customer currently is... not where the bank is or where the bank wishes the customer to be. So too with kids. We need to get the message of wholesome banking practices to them slowly but surely through means that engage them best.

"And it's not everyday that one gets to listen to a good story and quite certainly not from a banker! We are finding that kids just love to sit back comfortably to enjoy a good story-telling session," she said.

What appears to be making waves at the OCBC Mighty Savers Weekend is the introduction of the 4-part *Mighty Savers Ocean Adventure* series, specially written and developed by the Bank for its very young customers.

"The materials are designed to stimulate children's thinking and creativity to help entrench moral values alongside encouraging good saving habits," Ms Ong said.

Such is the seriousness with which the Bank is undertaking the task that they engaged the services of a professional to ensure the bankers telling the stories are properly trained to deliver the best to the children.

Many of them were trained by a lecturer from an early childhood development college in the Klang Valley.

The *OCBC Mighty Savers Weekend* programme, which offers basic banking products and services to children at selected branches every first weekend of the month, was introduced in the Klang Valley in late 2009 and has built up a good following.

The latest story-telling session is also designed to create a family-centric environment as part of the Bank's initiative to develop engagement activities for its young customers aged mainly between 3 and 10.

Children may open a *Mighty Savers* 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 meeting and playing with Simon and Sally, mascots of the *OCBC Mighty Savers Weekend* programme.

The next *OCBC Mighty Savers Weekend* will be held on 2 & 3 April 2011 (Saturday and Sunday). To find out more about the *OCBC Mighty Savers Weekend*, the public may visit any participating OCBC Bank branch from 10am – 3pm every first weekend of the month. Participating branches are located at Ampang, Batu Maung, Batu Pahat, Bukit Damansara, Bukit Mertajam, Ipoh, Johor Bahru, Kepong, Klang, Kluang, Melaka, Muar, Penang, Petaling Jaya, Puchong, Segamat, Seremban, Subang Jaya, Taiping and Taman Molek.

For more information, the public may call 1300-88-5000 or log on to [www.ocbc.com.my](http://www.ocbc.com.my)

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### **About OCBC Bank**

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's.

OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of over 500 branches and representative offices in 15 countries and territories, including more than 400 branches and offices in Indonesia that are operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which has been ranked among the top five global private banks in Asia.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

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