

HUNDREDS CONVERGE AT CARNIVAL OF OCBC'S NEWEST AND LARGEST KLANG VALLEY BRANCH

Kuala Lumpur, 9 February 2012 – Hundreds of Cheras folks ranging from toddlers to the elderly thronged OCBC Bank's newest and largest Klang Valley branch last Saturday when the Bank threw a party for the community in conjunction with the recent opening of its branch in Alam Damai.

The public was treated to a luncheon together with loads of fun activities that included face painting, sand art, balloon sculpting, children's game stores and an acrobatic lion dance, all designed for the young and old alike.

According to OCBC Bank (Malaysia) Berhad's Head of Branch Distribution & Premier Banking Mr Yuen Mun Yew the event served both as an introduction of the Bank to the community and a thank you to them for the overwhelming support.

"You wouldn't believe the response and the welcome we've received from the people here. They have made the opening of our 31st branch truly memorable. This is the best response we have got thus far when opening a new branch and we would like to reciprocate," he said.

Last month, OCBC Bank's Director & CEO Mr Jeffrey Chew, himself a Cheras resident, announced the opening of the Bank's largest branch in the Klang Valley, in the affluent and vibrant township of Alam Damai, Cheras.

The branch, featuring over 15,000 square feet in retail space and 20,000 square feet overall, comes complete with over 2,000 safe deposit boxes, a service that remains a rarity in Cheras.



Fun time at the OCBC Cheras branch carnival which included a series of games and fun activities for the young and old.

With this OCBC Bank now has 31 conventional and five OCBC Al-Amin Islamic banking branches nationwide.

Among the offering at the branch is the *OCBC Express Credit Kiosk*, which allows consumers to apply for unsecured credit facilities such as credit cards and personal financing with minimal need for physical submissions. Through the Kiosk, the public may submit details about themselves via a touch screen, MyKad reader and biometric scanning.

OCBC Bank is one of the leading foreign banks in Malaysia and is currently rated the world's strongest bank by Bloomberg Markets.

The 3-storey Cheras branch is located at Jalan Damai Niaga Satu, Alam Damai, 56000 Cheras, Kuala Lumpur, and is designed to be staffed by up to about 70 staff, including about 30 business banking personnel.

It opens daily from 9.30am to 4.00pm, Monday through Friday, and offers the full range of OCBC Bank's products and services.

Apart from the over 2,000 safe deposit boxes, the offerings here include a self-service banking lobby, retail and teller services, a business banking centre, and a sizeable high tech premier banking centre. The fully-automated area features cash and cheque deposit machines, alongside automated teller machines (ATMs) and the *OCBC Express Credit Kiosk*. It provides 24-hour services and is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

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. It is also ranked by Bloomberg Markets as the world's strongest bank.

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 three private banks in Singapore.

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

For more information, please visit www.ocbc.com