

MOVIE PREVIEWS AT THE BANK?

OCBC Bank screening previews of upcoming blockbusters at its banking lobbies

Kuala Lumpur, 29 March 2012 – Customers of selected OCBC Bank (Malaysia) Berhad (OCBC Bank) branches nationwide, including its head office at Menara OCBC, are doing double takes at the banking halls. The Bank is screening daily previews of upcoming movies that will soon be shown at Golden Screens Cinema (GSC) outlets!

The idea to screen the previews draws from a tie-up between the Bank and GSC, the country's top cinema chain, to promote movie-going among its customers.

According to OCBC Bank's Head of Consumer Financial Service Mr Charles Sik the tie-up is causing excitement among customers, who don't just get to watch the previews but are also eligible for attractive offers.

"Almost anyone can relate to a good movie. So, apart from the screenings, we are also offering a year's supply of movie tickets to a lucky winner every day during the contest period – that's 104 tickets for the entire year. This is applicable to 92 new credit cardmembers who sign up during March, April or May. Beyond that we're also offering an entire Gold Class Hall to a lucky winner every month



OCBC Bank (Malaysia) Berhad Head of Cards & Unsecured Lending, Muzir Kassim (left) and Head of Consumer Financial Services Charles Sik enjoying the preview of the upcoming Hollywood blockbuster *Mirror Mirror* featuring acclaimed actress Julia Roberts at the Bank's headquarters at Menara OCBC, Jalan Tun Perak, Kuala Lumpur.

for him or her to treat family and friends to a GSC Gold Class experience.

“To top things off, anyone purchasing movie tickets of any class at any GSC outlets using any OCBC credit card from now until the end of June will be entitled to a free additional ticket, capped at one free ticket per person per day,” he said.

To find out more about the movie ticket deals, the public may call the OCBC Contact Centre at 1300-88-5000 or log onto www.ocbc.com.my/cards.

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 continued to gain industry recognition in 2011 including being voted the “Outstanding Private Bank in Asia Pacific” by Private Banker International.

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