

## OCBC UNVEILS NEW-LOOK KUANTAN BRANCH

*RM5 million invested to bring brand new banking experience to the east coast*

Kuantan, 24 February 2012 – OCBC Bank (Malaysia) Berhad today unveiled its new-look branch in Kuantan, in line with its nationwide branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience.

With this, the Bank has now transformed about half of its 31 branches. The Kuantan branch, one of only two in the east coast along with Kota Bahru, has been actively serving the needs of the Pahang and Terengganu communities since 1957.

Speaking at a press conference to introduce the new-look branch, OCBC Bank's Director & CEO Mr Jeffrey Chew said the RM5 million redesign is an important part of OCBC Bank's continual transformation process and a reflection of its desire to serve customers better and make their visits to the Bank as enriching as possible.

"The branch transformation is timely as it serves to provide greater convenience to our customers and promotes the usage of interactive facilities in line with our initiative to bring flexibility and e-banking services to the people," he said.



L-R: In the forefront: Yuen Mun Yew (in black jacket) Head of Branch Distribution and Premier Banking; Michelle Tan Bee Chen, CFS Area Manager of Kuantan branch; Ginny Lim Ai Mei, Head of Business Banking at Kuantan branch; Jeffrey Chew, Director & CEO of OCBC Bank (Malaysia) Berhad; Wong Suet Moi, Operations Service Centre Manager of Kuantan branch; and Lim Lian Chee, Head of Business Banking of Melaka branch.

Among the major elements of the transformation are the spacious lobby and customer engagement approaches that make it easier for customers to approach and start a conversation with the Bank's staff.

Commenting on the business focus for Kuantan, Mr Chew said the branch would continue to cater to the needs of both individuals and businesses.

"We have been in Kuantan for 55 years now and during this time we have grown to become recognised as the world's strongest bank by Bloomberg Markets, are currently rated AA1 by Moody's, and have become a significant force in Malaysia's banking scenario.

"From a business banking perspective, for example, we currently have a force of over 300 staff on the move nationwide to see to the needs of SMEs, a segment that remains very important to us.

"In addition, through our industry specialists, we continue to raise the bar to provide the most relevant and efficient financial solutions to industries that are primed for growth. We are pleased to have funded many of the top businesses here and will continue to do so," he said.

Mr Chew added that in 2011 OCBC Bank grew its loan approvals in Kuantan by double digits, with a even higher growth rate expected in 2012.

At the event, Mr Chew also launched 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.

"The *OCBC Express Credit Kiosk* is another step towards greater convenience and minimal paper usage. It paves the way for quicker, error-free and hassle-free applications for credit cards and personal financing," he said, adding that the Kiosk is now also available at all OCBC branches nationwide.

Apart from the over 800 safe deposit boxes, the fully-automated Kuantan branch 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.

On OCBC Bank's future plans for Kuantan, Mr Chew said the Bank would continue to innovate and provide quality and convenient product solutions to meet the growing needs of its customers.

"We believe that with this transformation, the Kuantan branch will attract more customers to bank with us as well as enhance the good relationship we have established over the years," he said.

In conjunction with the branch transformation exercise, customers are being invited to participate in a series of "surprises" at the Kuantan branch, including special fixed deposit rates until 31 March, sign-up gifts for account opening and fixed deposit placements, and a surprise Cash Chamber until 2 March.

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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. 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](http://www.ocbc.com)