

## “Wonder Woman” Lands iPad at Avengers Opening Night

Kuala Lumpur, 8 May 2012 – When petite and pretty Subie Wong turned up at GSC One Utama for the opening night of *The Avengers* recently little did she realise her Wonder Woman costume would land her a spanking new iPad 2!

Sportingly dressed in the eye-catching garments of the iconic heroine, the F&N Manufacturing staff wowed everyone with her simple elegance to come out tops in the exclusive event for OCBC Bank (Malaysia) Berhad’s iQ@work customers. Among others present were The Incredible Hulk, Spiderman and Captain America.

It was the icing on the cake capping a memorable day for not just Subie but 200 other OCBC iQ@work customers as well who gave the movie the thumbs up. Also present at the event were OCBC Bank’s Head of Non-Branch Banking Ms Lim Mei Koon, and Head of Mass Segment Marketing Mr Kwan Beng Keat.

“The movie was great. And the sporting spirit among our customers and staff alike was out of this world. Marvel-ous indeed, in keeping with the subject of the movie. Wonder Woman really stood out,” said Ms Lim.

Before the screening, customers were each treated to door gifts from OCBC iQ@work and light finger food and drinks.



“Wonder Woman” Subie Wong (centre) receiving her iPad from OCBC Bank’s Head of Non-Branch Banking Ms Lim Mei Koon, while Head of Mass Segment Marketing Mr Kwan Beng Keat looks on.

Explaining the idea behind iQ@work, Mr Kwan said it is a workplace banking engagement model through which OCBC Bank “brings the bank” to corporate companies.

“An event like this epitomizes the kind of relationship we are building – one that is founded firmly on the spirit of partnership. iQ@work facilitates a partnership where we help companies to increase staff morale and improve staff productivity by reducing the time it takes to perform banking transactions. It also enhances staff benefits without increasing the company’s expenses.

“Apart from helping the company, iQ@work also helps staff to manage their salary and expenses in better ways so that they have the opportunity to save more and hence enjoy greater value. Banking is also made more convenient through a simplified account opening process at the workplace, internet banking, and convenient withdrawals via the MEPs system,” he added.



“Wonder Woman” Subie Wong (centre) exuding her simple elegance while flanked by other comic book characters at the opening night of *The Avengers*.



Among the many who sportingly turned up in comic book character costumes during the opening night of *The Avengers* hosted by OCBC Bank’s iQ@work.

## **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.

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