

## OCBC AL-AMIN LAUNCHES COUNTRY'S FIRST SEVEN-DAYS-A-WEEK ISLAMIC DAY-AND-NIGHT BANKING BRANCHES

*“Xpres” self-service branches* designed to bring banking simplicity closer to more customers

Kuala Lumpur, 9 July 2012 – OCBC Al-Amin Bank Berhad today officially launched the country’s first standalone seven-days-a-week Islamic day-and-night banking branches.

Open daily from 10am to 10pm, the three new branches, at the Bukit Bintang monorail station, Balakong and Taman Melawati, are part of a larger strategy to expand the Islamic bank’s reach and provide a convenient touch point closer to where existing and potential customers work and live.

The branches, recognisable by the “Xpres” sign, thrive on a self-service platform where customers are empowered to perform banking transactions themselves. The branches come equipped with ATMs, cash deposit machines and other conveniences. In addition, there is round-the-clock security.



Branch staff are available at all times from 10am to 10pm to assist with transactions requiring human interaction, such as for account openings and applications for financing and wealth management products.

Among the products available are the popular *Manarat Home-i Financing*, *Cash-i Personal Financing*, *Wafi-i Deposit Account* and *i-Great Bakti Takaful*.

OCBC Al-Amin Director & CEO Syed Abdull Aziz Syed Kechik said the Bank expects to open another two self-service branches at major transportation hubs before the end of the year. This will bring the total number of its branches up to ten.

“We are essentially opening self-service branches for longer hours at places where people normally carry out their everyday activities. By doing this, we hope to better serve the needs of our growing urban and semi urban customer base.

“We expect our approach to resonate with the younger set, especially working professionals, who are looking for simplicity and convenient locations at which to do their banking even outside regular banking hours.

“We are working towards providing quick access and simple yet effective Shariah banking solutions to our customers. Our target is to be top-of-mind among young working professionals and ultimately become their one-stop banking partner,” he said.

Syed added that OCBC Al-Amin hopes to open several more self-service branches in due course and would be focusing its efforts on the burgeoning young professional middle-class segment.

“We believe this segment has significant potential for growth,” he added.

In conjunction with the new branch openings, Syed unveiled the Bank’s new logo, which maintains its strong links with the parent brand whilst adding a touch of Islamic design to it. The “A” in Al-Amin is stylised like the arches of famous Islamic monuments like Alhambra in Spain and the Taj Mahal in India, marrying Islamic symbolism with modern typography.

In conjunction with the openings, the Bank will be holding promotional activities for its personal and home financing offerings.

OCBC Al-Amin commenced operations on 1 December 2008 with the opening of its maiden branch at Jaya One and currently has a total of eight branches in total, three of which are self-service. Its products are also available at all 31 conventional OCBC Bank branches nationwide.

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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 ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012.

OCBC Bank and its subsidiaries offer a broad array of specialist financial and wealth management 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 about 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 "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.my](http://www.ocbc.com.my)