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IMMEDIATE RELEASE

OCBC CYCLE MALAYSIA 2013 SHIFTS GEARS UP TO KLCC!

Mass participation cycling event targeting 5,000 riders at KLCC

KUALA LUMPUR, 9 OCTOBER 2012 – *OCBC Cycle Malaysia 2013*, the highly anticipated sequel to Malaysia's largest mass participation cycling event on public roads, will make a spectacular return on 11-13 January 2013 with the iconic KLCC as its new starting point.

Spectrum Worldwide, the owner and organiser, along with title sponsor OCBC Bank (Malaysia) Berhad (OCBC Bank), today announced that this year's event is targeting some 5,000 participants.

The exciting new venue, new cycling routes and expanded categories are set to make *OCBC Cycle Malaysia 2013* a bigger, better and more enriching experience for families, individuals and first-time amateurs.

Following the success of the inaugural event in October 2011, which saw over 3,500 cyclists riding through Dataran Merdeka, *OCBC Cycle Malaysia 2013* will up the ante by increasing its capacity to 5,000 participants this coming year. Endorsed by the Malaysian National Cycling Federation and the Ministry of Youth and Sports, the event seeks to encourage an active and healthy lifestyle across all genders, age, skill and fitness levels.

Minister of Youth and Sports Dato' Sri Ahmad Shabery Cheek officially launched *OCBC Cycle Malaysia 2013* at KLCC today.

Mr. Chris Robb, Managing Director of Spectrum Worldwide, said, "The success of the inaugural *OCBC Cycle Malaysia* far surpassed our expectations and the response from the Malaysian

public has been overwhelmingly positive. After months of planning, the new date and venue allow for the introduction of various new ride categories along an improved route, combining for a truly unique cycling experience in the heart of the city. It has given us the impetus to raise the bar and take the platform to even greater heights. We are working with our partners and are delighted with the support of the relevant authorities to ensure all Malaysians experience the ride of their lives in January 2013.”

OCBC Cycle Malaysia 2013 will comprise six categories ranging in distance from 100metres to 48 kilometres, providing a platform for ‘anyone to ride’, in keeping with the event’s tagline. *The Tricycle Ride*, which spans a distance of 100m, gives children between the ages of two and five a chance to participate, while the *Kids Ride*(5.5km) is open to children from five to nine years old. *The Junior Challenge*, a 30-minute ride for those aged ten to twelve years, has also been added to the 2013 schedule. Beginners, families and intermediate cyclists can sign up for *The Community Ride*(24km). For avid enthusiasts of the popular folding bicycle, the *Foldies Community Ride*(24km) has also been introduced to this year’s event. *The Challenge*(48km) is open to more experienced riders over the age of 14.

Mr. Jeffrey Chew, Director & CEO of OCBC Bank, believes *OCBC Cycle Malaysia* has ignited the cycling spirit of Malaysians.

“*OCBC Cycle Malaysia* is one of the few events in the cycling calendar that makes cycling accessible to all Malaysians regardless of gender, age, skill or fitness level. As more Malaysians begin to appreciate the sport, it is heartening to see cycling enjoy a renaissance period especially among the younger generation. *OCBC Cycle Malaysia* has demonstrated that ‘anyone can ride’, and it is our hope that the platform will reach out to even more Malaysians to lead a more active and healthy lifestyle. We are delighted to engage with the community in such a meaningful manner and look forward to working with Spectrum Worldwide to make *OCBC Cycle Malaysia 2013* even better than before.”

A survey by Spectrum Worldwide following *OCBC Cycle Malaysia 2011* revealed that 93 percent of the survey participants would register for the next *OCBC Cycle Malaysia* event while 80 percent rated the event as having been enjoyable and positive.

In addition, 42 percent said the opportunity to ride freely on closed public roads was their primary motivation for participating in *OCBC Cycle Malaysia* while others cited ‘to keep healthy’ (26 percent), ‘for sporting competition’ (18 percent), and ‘for recreation with family and friends’ (11 percent) as their key drivers.

“As the first of its kind in Malaysia, last year’s event undoubtedly presented us with a number of key learning points. With those key learnings, along with all the participant feedback, we are confident the next edition of *OCBC Cycle Malaysia* will be a fantastic cycling experience for all involved. In order to deliver on that promise, we have worked for over six months in collaboration with the Kuala Lumpur Traffic Police to make a number of important changes to the route and traffic management plans,” added Robb.

OCBC Cycle Malaysia 2013 will also provide registered participants the opportunity to donate to three charities through the *Simply Giving* website. The official charities are The National Autism Society of Malaysia (NASOM), The Budimas Charitable Foundation and the National Cancer Society Malaysia (NCSM).

Registration fees for *OCBC Cycle Malaysia 2013* start from RM22. For registration and event information, visit www.ocbc.cyclemalaysia.com.my

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About Spectrum Worldwide

Spectrum Worldwide is a leading event management and experiential marketing company operating throughout the Asia Pacific region. For more than 20 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life our clients’ brands, but also provide opportunities for companies to showcase their core values in a memorable and compelling way. Through long-standing partnerships with multi-national companies throughout the region, Spectrum Worldwide has consistently delivered groundbreaking, iconic events including the annual *OCBC Cycle Singapore*, the *Standard Chartered Marathon Singapore* and most recently the *Red Bull Speed Street Singapore* and *KL*. Spectrum’s approach centres on understanding clients’ needs, and designing and delivering the best event solutions based on our years of experience. For more information, go to: www.spectrumworldwide.com.sg

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



(L-R) Loh Sea Keong, Malaysian national cyclist; Datuk Naim Mohamad, Deputy President, Malaysian National Cycling Federation; Chris Robb, Managing Director, Spectrum Worldwide; Yang Berhormat Dato' Sri Ahmad Shabery Cheek, Minister of Youth and Sports; Jeffrey Chew, Director & CEO, OCBC Bank Malaysia; and Ahmad Haidar Anuawar, Malaysian national cyclist.



(L-R) Yang Berhormat Dato' Sri Ahmad Shabery Cheek, Minister of Youth and Sports; Syed Abdull Aziz Bin Syed Kechik, Chief Executive Officer, OCBC Al Amin; Jeffrey Chew, Director & CEO, OCBC Bank Malaysia; and Chris Robb, Managing Director, Spectrum Worldwide