

## A TOUCH OF THE SEVENTIES USHERS OCBC PREMIER BANKING CUSTOMERS INTO LUNAR NEW YEAR

Kuala Lumpur, 25 February 2013 – About 400 OCBC Bank (Malaysia) Berhad Premier Banking customers were recently ushered into the Year of the Snake through a journey down memory lane as they were serenaded with popular numbers from the seventies.

The numbers, including the ever-popular *Shanghai Beach*, *Take Me Home Country Roads* and *Top of the World*, were belted out by three-person band the Deegee Martin Trio following an exhilarating lion dance performance by the Hapkune-Do Lion Dance Association featuring two “adult” and three “baby” lions.

Following a 45-minute Feng Shui talk by renowned expert Master Joey Yap, the Trio was back with even more numbers from the golden era that made household names of personalities like Frances Yip, John Denver and The Carpenters.

According to OCBC Bank’s Head of Premier Banking & Branch Distribution Ms Anne Leh the blend of performances featuring traditional lions dances, songs from the seventies and the Feng Shui talk were in keeping with some of the values and traditions the Bank’s premier banking customers held close to their hearts.



Great wishes for a good year ahead. (L-R): OCBC Bank’s Head of Branch Distribution and Premier Banking, Ms Anne Leh; Head of Operations Malaysia, Mr Lim Yau Seong; Head of Commercial Banking, Mr Jeffrey Teoh; Director & CEO of OCBC Bank (Malaysia) Berhad, Mr Jeffrey Chew; Head of Global Treasury, Mr Ng Seow Pang; and Head of Consumer Financial Services, Mr Charles Sik.

In his speech Mr Jeffrey Chew highlighted that after intensively repositioning the business in early 2012 to better suit the needs of its premier banking customers, the Bank has added over 30% new customers in the past year who now enjoy over a hundred different product offerings. Alongside this, the Bank has also strengthened the premier banking team.

Apart from the Chinese New Year Appreciation Night in Kuala Lumpur, OCBC Bank held similar events in Johor Bahru and Penang, and will be holding another in East Malaysia on 26 February 2013.

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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 470 branches and representative offices in 15 countries and territories, including about 350 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)



A Toss for a good year ahead. (L-R): OCBC Bank's Head of Premier Segment, Mr Joey Lee; Head of Commercial Banking, Mr Jeffrey Teoh; Head of Branch Distribution and Premier Banking, Ms Anne Leh; Premier Offshore business manager (Singapore), Mr Raymond Yong; Regional Manager of Central 1, Mr Steven Ho Kok Wai; and Regional Manager of Central 2, Mr Jimmy Cheah Poh Aik.



Toasting to a good year ahead. (L-R): OCBC Bank's Head of Global Treasury, Mr Ng Seow Pang; Head of Operations Malaysia, Mr Lim Yau Seong; Head of Consumer Financial Services, Mr Charles Sik; Director & CEO of OCBC Bank (Malaysia) Berhad, Mr Jeffrey Chew; Head of Commercial Banking, Mr Jeffrey Teoh; Head of Branch Distribution and Premier Banking, Ms Anne Leh; and Head of Premier Segment, Mr Joey Lee.