

BANKING ON ARTISTS' IMPRESSIONS ON SAVING

OCBC Bank headquarters' external walls now adorned with murals by local artists about how Malaysians save

Kuala Lumpur, 6 June 2013 – OCBC Bank (Malaysia) Berhad is taking its support of budding Malaysian artists to new heights by adorning its Menara OCBC headquarters with their money-themed paintings.

Commissioned by the Bank in support of Kuala Lumpur's vibrant local art scene, "How Malaysians Save" is a series of murals designed by local up-and-coming artists representing a visual interpretation of the many different ways Malaysians manage their finances.

The four art pieces on display, each distinctly different from the other, are *The Money Factory* by Kelsey Troublexy, *Growth of Ambition* by Najib/Art:Tech, *Malaysians and Money* by Driv Loo and *The Small Traders/PasarMalam* by Poodien.

OCBC Bank Director & CEO Mr Jeffrey Chew said OCBC Bank, as a long established member of the local community, is very keen to help young voices be heard, in their own creative way and on themes which are real and relevant to them.



(L-R) - Mr Jeffrey Chew, Director & CEO, OCBC Bank (Malaysia) Berhad and Mr Charles Sik, Head of Consumer Financial Services having a chat with Driv Loo on his take on "How Malaysians Save" as depicted in his mural painting *Malaysians and Money*. Looking on from the right are artists Najib and Poodien. 1

“A key theme shared with us via youth feedback is the desire for financial independence. Of course, as a bank, we are completely engaged and committed to the many ways Malaysians, young and old, save for their future, as well as how they work to protect and grow their wealth in the long term.

“The art murals are a wonderful medium of youthful expression and the Bank is very happy to play a role as part of this community.

“The four new-generation artists were chosen based on their own individual styles which were interesting and evidently distinct one from another. We consciously chose young up-and-coming local Malaysian artists who could capture the Malaysia flavour in their art pieces,” he said.

Malaysians and Money by Driv Loo is a fun, quirky interpretation of how Malaysians across all walks of life put money away for a rainy day.

“It’s meant to be easily relatable to all Malaysians, even you! I hope that some of the unique savings habits you’ll find here put a smile on your face today,” Driv said.

Poodien’s *The Small Traders/Pasar Malam* thrives on images of small traders, the business-minded people of Kuala Lumpur.

“Down to earth and ambitious, these people are part of the city’s social and economic heart with universal financial goals that everyone can relate to – working hard and saving money in the hope of a better future for them and their loved ones,” Poodien said.

Najib/Art:Tech’s *Growth of Ambition* celebrates the fact that everyone has his or her own reasons for saving money. In this mural, the objects on the characters’ heads represent the different things that they’d like to achieve or acquire.



(L-R) - Mr Jeffrey Chew, Director & CEO, OCBC Bank (Malaysia) Berhad, Mr Charles Sik, Head of Consumer Financial Services along with the mural artists Poodien, Driv Loo and Najib.

“Time is the seed used to plant the tree. Hard work, energy and skill nurture the growing tree. Accumulated savings are portrayed by how much the trees have grown, waiting to be harvested and used to fulfil their dreams,” Najib explains.

In Kelsey Troublexy's *The Money Factory*, Malaysian consumerism is expressed through a series of money factory machines that collect and transfer money from earnings, expenditure and cash deposits, ending at the final step where all the money is stored inside a money drawer for safekeeping.

"The idea brings to life a secret world inside a conceptual Money Factory machine where Malaysian cultural elements illustrate the progression of daily consumer behaviour and savings accumulation," Kelsey explains.

Those wishing to view the murals may drop by anytime at Menara OCBC along Jalan Tun Perak. To find out what inspires the artists and to view their profiles and work, the public may log on to <http://www.facebook.com/OCBCBankMalaysia>.

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