

SCORES OF OCBC iQ@work CUSTOMERS TURN UP FOR FREE SCREENINGS AND WORKPLACE HEALTH TIPS

Kuala Lumpur, 12 May 2014 – Health is wealth, and that is exactly what customers of OCBC iQ@work were reminded of at the recent iQ@work Health Carnival which saw health screenings carried out free of charge courtesy of OCBC Bank (Malaysia) Berhad (OCBC Bank) in collaboration with Life Care Diagnostic Medical Centre.

Scores of customers turned up the Lifecare Medical Centre for the exercise, which not only featured dental, eye and basic spine checks, but also talks by three doctors who highlighted critical health issues related to the workplace, including on the risks of heart attack, maintaining healthy kidneys and proper posture.

According to Mr Kwan Beng Keat, OCBC Bank's Head of Mass Affluent Segment & Workplace Banking, the session was one of the several customer engagement activities for the year. OCBC iQ@work has been engaging with its customers on several fronts in recent times including through interactive sessions and movie previews.

“It is not common for wealth advisors or bankers to engage on health matters with their customers, but that is exactly what we did today. As professionals we often take our health for granted. We believe it is timely that we provided this platform for our customers to come by and spend some time to understand the status of their



An OCBC iQ@work guest participating in the health screening exercise

health and learn from the doctors who were here to speak on various health subjects that have become even more pertinent with the unfortunate effects of the global rat race,” he said.

One of the participants, Ms Nadia Abdullah from Averis Sdn Bhd, said she was pleased with the opportunity to participate in the free health screening sessions.

“I’m glad my banker organised this session for us. It served not only as a reminder to maintain a good health profile, but also as a platform to be exposed to the various health tests that are necessary for working professionals who come face to face with so many occupational stresses during the course of the working day,” she said.

Commenting on the overarching idea behind iQ@work, Mr Kwan said it is a workplace banking engagement model through which OCBC Bank “brings the bank to corporate companies” and was founded on creating a familial spirit between the Bank and the employees of participating companies.

When an employer signs up with OCBC Bank, all their employees immediately become eligible for better rates for savings drawn from their salaries. Beyond these special interest rates, OCBC iQ@work has enhanced its proposition with four new financial service packs called *PowerProtect*, *PowerCash*, *PowerTreats* and *PowerSavers*. They offer a choice of various combinations of benefits including preferential loans and fixed deposit rates, rebates on credit card spending, four free withdrawals at over 10,000 ATMs nationwide, free funds transfers via OCBC internet banking and dedicated personal financial managers.

“These packaged offerings cater to the different life-stage needs of our varied customer base. Rather than simply throwing a whole load of choices at them, we have segmented the offerings based on the common choices people tend to make during the particular life-stage they are at. This way, they can have a base package and add on anything further they might wish for later on,” he added.

For further information, employers may visit www.ocbc.com.my/iq-at-work or call 1300 88 5000.

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 was 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 450 branches and representative offices in 17 countries and territories, including more than 330 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" in 2013 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