

**FIERY FUN FOR OCBC iQ@work CUSTOMERS**

Kuala Lumpur, 10 November 2014 – Children as young as three years of age were busy playing the part of fireman at a recent fire and rescue workshop in conjunction with OCBC iQ@work's movie screening of Disney's *Planes: Fire and Rescue* at the Cathay Cineplex at e@Curve.

About 400 customers turned up for the show and had a blast watching their children participate in the specially organised fire and rescue workshop which included amazing challenges and fun-filled activities, all related to fire and rescue.



Kids eagerly participating in the fire and rescue workshop

According to OCBC Bank (Malaysia) Berhad's Head of Workplace Banking, Mr Kwan Beng Keat, iQ@work's annual movie treat for its customers is not just a platform to reward its customers but also to entertain and educate them in matters that go beyond banking.

"It's a serious matter really, fire and rescue. It can be daunting too. To have our customers' children understand how best to fight fire in emergency situations, we got a certified fire and rescue professional to share insights into a serious matter

like this in a fun and meaningful way. I guess this is how children learn best. I'm pleased with the fantastic participation and gleeful cheers that came from everyone present," said Mr Kwan.

Before the screening, customers were each treated to light refreshments and fun games.

Explaining the 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.

"An essential part of the iQ@work philosophy is making it financially attractive for employees to embark on a disciplined savings programme at source before offering other banking services as well that are necessary to them. This way, we as a Bank are trying to get our customers to engage in what is clearly best for them," he said.

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 two financial service packs called *PowerProtect* and *PowerTreats*. They offer a choice of various combinations of benefits including preferential loans and fixed deposit rates, withdrawals at over 10,000 MEPS ATMs nationwide, free funds transfers via OCBC internet banking and dedicated iQ Managers.



iQ@work Managers dressed up as rescue personnel posing with OCBC iQ@work customers

“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.

OCBC iQ@work is a salary savings plan that allows iQ@work clients’ employees to essentially enjoy higher financial gains, convenience and customised products and services that help them save more and also lessen their banking chores.

For further information, employers may visit [www.ocbc.com.my/iq](http://www.ocbc.com.my/iq) or call 1300 88 5000.

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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 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 over 630 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP and OCBC Wing Hang’s 95 branches in Hong Kong, China and Macau.

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 continues to gain industry recognition 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](http://www.ocbc.com.my)