

## OCBC BANK BRINGS CHINESE NEW YEAR JOY TO 2,000 CUSTOMERS IN 8-DAY NATIONWIDE CELEBRATION

Kuala Lumpur, 18 February 2015 – In an 8-day nationwide blitz, OCBC Bank (Malaysia) Berhad ushered in the Lunar New Year with 2,000 of its customers in 13 states across Peninsular Malaysia, Sabah and Sarawak by bringing events to their own doorsteps.

The joyful occasions culminated in a grand finale celebration at the Grand Hyatt, Kuala Lumpur on 13 February during which customers were treated to an east-meets-west theme featuring a health presentation by Dato' Master Leong where he spoke about the *yin* and *yang* of food, a topic selected based on the proposition that, ultimately, health is wealth. Master Kenny Hoo was also on hand to offer his thoughts on the wealth outlook from a *feng shui* perspective.



Opening gambit by Chief Executive Officer of OCBC Bank, Mr Ong Eng Bin & Chairman of OCBC Bank, Dato' Ooi Sang Kuang

The Kuala Lumpur event saw a marked change from previous years when both OCBC Bank's Chairman Dato' Ooi Sang Kuang and Chief Executive Officer Mr Ong Eng Bin rose to the stage to drum away enthusiastically and energetically to the background of unending applause from the 500-strong audience.

The Chairman later wowed the audience with an inspiring speech that centred on OCBC Bank's role as their customers' "lifetime partner".



A toast to welcome the new year by several members of OCBC Bank's senior team – (L-R): Ng Seow Pang, Head of Global Treasury; Tan Ai Chin, Head of Investment Banking & Corporate Development; Ong Eng Bin, Chief Executive Officer; Dato' Ooi Sang Kuang, Chairman; Anne Leh, Head of Branch Distribution & Premier Banking; Lim Wyson, Head of Consumer Financial Services & Group Wealth Management; Jeffrey Teoh, Head of Corporate & Commercial Banking

Suen Jewellers made the event even merrier with a jaw-dropping jewellery fashion show, with ten customers going home much happier than when they came after being adjudged lucky draw winners for the night, which featured jewellery totalling RM50,000. Customers were also treated to a RM1,000 jewellery cash voucher each before the night concluded.

Describing the leap into the Year of the Goat as both exciting and challenging, OCBC Bank's Chief Executive Officer, Mr Ong Eng Bin said the celebrations were key to showcasing the continual commitment the Bank has to forging collaborations with its numerous customers and partners into the future.

“A new year brings new hope. So, despite the anticipated challenging year ahead, we remain resilient and will continue to engage with our customers to ensure we maintain our strong partnership to weather whatever storm might be ahead. We are proud to be ushering the Year of Goat with fervent hope and renewed aspirations,” he said.

Attendees to the event comprised customers from both premier and business banking, marking OCBC Bank’s resolve to bring “our premier banking and business banking expertise to the doorsteps of our clients, with a firm resolve to take care of their personal and business banking needs under one roof, as one family.”

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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. Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the world’s strongest and safest banks by leading market research firms and publications.

OCBC Bank and its subsidiaries offer a broad array of commercial banking, 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 95 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank’s private banking services are provided by subsidiary Bank of Singapore, which has received increasing industry recognition as Asia’s Global Private Bank, and was voted “Outstanding Private Bank in Southeast Asia in 2014” by Private Banker International.

OCBC Bank’s insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

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