

MEDIA RELEASE

ASEAN CYCLE FEST SET FOR OCTOBER 2015 **(CHANGED TO NOVEMBER 2015)** IN KUALA LUMPUR

Inaugural Fest to feature hour-long criterium for elite ASEAN riders and 42km ride for serious cyclists

Kuala Lumpur, 16 June 2015 – Kuala Lumpur will host the inaugural *ASEAN Cycle Fest* from 23-25 October 2015 **(changed to 6-8 November 2015)**, featuring an hour-long criterium for elite riders from ASEAN and a challenging 42km route for serious cyclists on closed roads in the city centre.

Announcing this today, Mayor of Kuala Lumpur YBhg Tan Sri Ahmad Phesal Talib said the three-day cycling festival centred at Dataran Merdeka aims to bring together more than 50 of the top elite cyclists from the ASEAN region for the hour-long *ASEAN Sprint King* and another 3,000 serious riders for the 42km *OCBC Cycle KL* on Sunday (25 October) **(Changed to 8 November)**.



Tuesday, 16 June 2015: Mr Ong Eng Bin, CEO OCBC Bank (Malaysia) Berhad (second from left) and the Mayor of KL, Tan Sri Ahmad Phesal Talib (third from left) introducing *OCBC Cycle KL 2015* to the media this afternoon. The Deputy President of the Malaysian National Cycling Federation and Chairman of the Implementation Committee of the *ASEAN Cycle Fest*, Datuk Prof Naim Mohamad is on the extreme right.

The programme aims, among others, to strengthen the unity among ASEAN countries by bringing together the various players in the region involved in cycling, supplies, sports clothing, bicycles, bicycles equipment and tool and so forth.

The *ASEAN Cycle Fest* is managed by Multigreen Events, which will receive strong organisational support from Kuala Lumpur City Hall and the Malaysian National Cycling Federation. The title sponsor for the 42km ride, *OCBC Cycle KL 2015*, is OCBC Bank (Malaysia) Berhad,

“*OCBC Cycle KL 2015* represents a natural progression from our highly successful *Kuala Lumpur Car Free Morning*, which is held on closed roads every first and third Sunday of the month for leisure cyclists and other sports enthusiasts to engage in healthy living in a leisurely way. Now these leisure cyclists and those on the lookout for a greater challenge can participate in a highly competitive 42km ride that is sponsored by OCBC Bank, the same force that has been behind much of the success of *Kuala Lumpur Car Free Morning*.”

“In addition, the public will have an eye-fest when the top sprinters of Southeast Asia congregates right here in Kuala Lumpur to compete at speeds that are rarely seen in the city centre,” Tan Sri Ahmad Phesal said.

According to YBhg Datuk Prof. Naim Mohamad, Chairman, Implementation Committee of the *ASEAN Cycle Fest*, registration for *OCBC Cycle KL* will open via the aseancyclefest.com website which will be announced soon.

Elaborating on the thinking behind *OCBC Cycle KL*, OCBC Bank’s Chief Executive Officer Mr Ong Eng Bin said the event draws from both the Bank’s experience as title sponsor of the highly popular *OCBC Cycle Malaysia* over the past four years and also the introduction of the *KL Car Free Morning* last year.

“When we began our journey in sponsoring cycling events in Malaysia back in 2011, there was no *KL Car Free Morning* and mass participation cycling was in its infancy. So, we invested significantly to become part of an initiative to offer rides for everyone regardless of riding experience and age. Now, with the introduction and our title

sponsorship of *KL Car Free Morning*, we are already catering to the needs of the leisure cyclists and children among us.

“However, *KL Car Free Morning*, by design, does not offer the avenue for competitive cyclists to test themselves. So, it is with this in mind that we put together the 42km *OCBC Cycle KL*, for the more competitive cyclists among us.

“We are looking forward to providing a fantastic experience for the cycling community come 25 October 2015 (changed to 8 November 2015) and we hope a healthy spirit of competition will stream from the participants that morning,” he said.

The 42km ride, will be unveiled by the Mayor next month, will flag off from Dataran Merdeka and take participants through the streets and iconic landmarks of Kuala Lumpur.

Apart from *OCBC Cycle KL* title sponsor OCBC Bank, the *ASEAN Cycle Fest* will be supported by other sponsors including 100Plus, with several more to be unveiled in the months ahead.

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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