

OCBC BANK LAUNCHES MALAYSIA'S FIRST METAL CREDIT CARD FOR PREMIER BANKING CUSTOMERS

OCBC Premier Voyage centres on travel and lifestyle benefits, uniquely allowing redemption of miles on any airline globally, any time & without expiry

Kuala Lumpur, 23 November 2015 – OCBC Bank (Malaysia) Berhad (OCBC Bank) has launched the country's first metal credit card, featuring several previously unavailable travel and lifestyle benefits for its Premier Banking customers.

The luxurious *OCBC Premier Voyage* card, made of the strong, hard and lightweight alloy called duralumin – famously used in aircraft construction – unprecedentedly allows holders to redeem air miles for flights on any airline for any day of the year with no blackout dates and fees.

(Duralumin contains aluminium, copper, manganese, magnesium, iron and silicon, and is resistant to corrosion by acid and seawater.)

Unveiling the card today, OCBC Bank's Head of Consumer Financial Services Mr Lim Wyson said *OCBC Premier Voyage* is the ultimate credit card for OCBC Premier Banking members, suited to their preferred lifestyle in which travel invariably plays a significant part.

“OCBC Premier Voyage represents a distinct movement – an evolution of sorts – from Premier Banking services being centred almost exclusively on wealth management and personal relationship management propositions to now encompass lifestyle trends as well that are important to this segment.



Mr Lim Wyson, Head of Consumer Financial Services, OCBC Bank (Malaysia) Berhad, with the OCBC Premier Voyage, the very first metal credit card in Malaysia

“Travel benefits feature most prominently in *OCBC Premier Voyage* as a reflection of the desires of this segment of affluent individuals. Even so, the offerings do go well beyond to include other uncommon features aligned to them as well.

“What we have done, in effect, is to remove the long-standing restrictions on travel miles redemption such as being able to redeem only on a limited number of airlines, inflexible travel periods due to blackout dates and expiry of miles. That means our customers would now have more than 1,000 airlines globally to choose from any time of the year, subject, of course, to their own seat availability and conditions,” he said.

Commenting on how the card was developed, Lim said it grew out of research conducted in October 2014 by the OCBC Bank in-house research team.

“Our research indicated that, where air miles are concerned, customers are looking for five things in particular: no expiry date for air miles earned on their credit cards, that the card should offer air miles redemption on any airline, that there should be a less cumbersome redemption process for conversion of air miles to flights, that there should be no administrative charge for the conversion of their card air miles to airline miles, and that there should be no blackout periods for the purchase of air tickets.

“*OCBC Premier Voyage* is the answer to these yearning of the Premier Banking segment,” he said.

Prior to *OCBC Premier Voyage*, those wishing to redeem flights with reward points earned on their credit card had to contact the credit card issuing bank to convert the reward points earned on the credit card to miles with a selected airline. This would normally take two to three weeks, resulting in cardmembers often being unable to book the flights at the desired prices. The process would then involve contacting the airline to book the tickets, often ending in obtaining the desired flights at less-than-optimal prices. Finally, the cardmember would also incur an administrative fee for each conversion.

With the *OCBC Premier Voyage*, cardmembers are able to redeem flights on all airlines using “Voyage Miles” from their *OCBC Premier Voyage* card via a dedicated concierge service known as the Voyage Exchange.

Voyage Exchange allows cardmembers to make all their redemptions and end-to-end travel plans through a single phone call or email. The complimentary Voyage Exchange service also allows cardmembers to book local limousine transfers as well as enjoy priority access and make reservations at dining establishments or for events. In addition, they can make purchases for items such as flowers and other products globally through a special “Personal Shopper Assistance” feature.

OCBC Premier Voyage is available to individuals with Assets Under Management (AUM) with OCBC Bank of over RM300,000, or Liabilities Under Management (LUM) of at least RM2 million.

For more information including fees and charges applicable to the card, the public may call the Premier Hotline at +603 8315 4288 or log on to www.ocbc.com.my/premiervoyage.

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 has been ranked Asean's strongest bank and among the world's five strongest banks by Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

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 regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank's private banking services are provided by its wholly-owned 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.

For more information, please visit www.ocbc.com.my