

**POPULAR GLOBAL ONE-FOR-ONE *ENTERTAINER* APP NOW
CUSTOMISED AND AVAILABLE TO BANK'S CUSTOMERS**

OCBC Bank customers can now enjoy 350 buy-one-get-one-free offers at The Entertainer's participating merchant outlets nationwide and overseas

Kuala Lumpur, 20 June 2016 – As part of its long-term digital banking platform, OCBC Bank (Malaysia) Berhad has become the first bank in the country to offer an app that helps its credit cardmembers access customised deals through the popular global buy-one-get-one-free service, *The Entertainer*.



The OCBC Entertainer app is now available on Google Play and App Store

The *OCBC Entertainer App* offers customers 350 buy-one-get-one-free deals both locally and abroad, including through popular names such as Grand Hyatt in Bali, Dusit Thani in Bangkok, Banyan Tree in Phuket, Chakri Palace, La Risata, Pampas Reserve and so forth.

The OCBC Entertainer's offerings cover restaurants, hotels, beauty salons, health & fitness, leisure activities and so forth and are valid seven days a week and all year long (excluding public holidays, eve of public holidays and celebrations governed by each country).

According to OCBC Bank Head of e-Business, Mr Roy Heong, the *OCBC Entertainer App* includes features that make the experience enjoyable.

“It’s simple to use and the offers will always be by your side – since you would probably carry your mobile phone with you most of the time – making it handy to use when you suddenly decide to have a meal or make a purchase involving a merchant that is on the *OCBC Entertainer*,” he said.

Mr Heong also added that the introduction of the *OCBC Entertainer App* is part of the on-going digital roadmap of the Bank.

“We are moving with the times to be even more in sync with our customers on the digital front. We believe the introduction of the new *OCBC Entertainer App* will be well received by our credit card customers. It will ultimately help them save quite a bit along the way,” he said.

To access the *OCBC Entertainer App* customers need only to download it from the App Store or Google Play, register an account using their email address, key in a unique code provided by OCBC Bank and then begin enjoying the 350 1-for-1 deals immediately. New and selected cardmembers, and new OCBC 360 Account holders will receive their unique codes to activate the *OCBC Entertainer App*.

As part of its digital banking platform, OCBC Bank had recently, launched *OCBC OneTouch*, a biometric authentication app that allows customers quicker access to the balances in their bank accounts, cards and investments.

For more information on the *OCBC Entertainer App*, please visit www.ocbc.com.my/ocbcertentainer

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 620 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 operates on a unique open-architecture product platform to source for the best-in-class products to meet its clients' goals.

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