

## OCBC TREATS PREMIER BANKING CUSTOMERS TO A TASTE OF OLD SHANGHAI WHERE EAST MEETS WEST

Kuala Lumpur, 24 January 2016 – More than 400 Premier Banking customers of OCBC Bank (Malaysia) Berhad (OCBC Bank) converged at the Grand Ballroom of St Regis KL last Friday to usher in the Lunar New Year in grand “old Shanghai” oriental style...with a western twist.



Presentation of the red scrolls by the lions to Dato’ Ooi Sang Kuang, Chairman of OCBC Bank (Malaysia) Berhad and Mr Ong Eng Bin, Chief Executive Officer of OCBC Bank (Malaysia) Berhad

The *Old Shanghai – Where East Meets West* theme saw the audience decked to the nines in their oriental outfits, with several pulling out all the stops to align themselves to their evening’s atmosphere and mood.

The meshing of the eastern and western was also seen in the juxtaposing of a feng shui talk alongside one on the market outlook where stocks, bonds, commodities and cash seamlessly replaced wood, fire, earth, metal and water.

David Chew of BFM 89.9 fame got everyone going with his friendly persona and welcome antics, and it wasn't long before the customers were grooving to the beat of the night's myriad events and activities, including a lion dance performance and special Chinese New Year gambits by OCBC Bank Chairman Dato' Ooi Sang Kuang and Chief Executive Officer Mr Ong Eng Bin.



Tossing to a great year ahead: Tan Sri Mohd Effendi Norwawi, Puan Sri Tiara Jacquelina, Datin Tan Bee Woon and Dato Teong Teck Loong, Dato Ooi Sang Kuang, and Dato Goon Heng Wah

Dato' Ooi and Mr Ong got the proceedings underway by lighting up a digital fireworks mechanism that was projected onto the ballroom's LED screen for all to see to mark the start of a better and brighter new year.

"The Rooster is a remarkably energetic and colourful creature. We hope this Year of the Fire Rooster will be one where we proactively work towards improving ourselves and be fired up for success. We hope the rooster flicks its feathers and makes the year stand out so this one becomes better than the previous ones," said Ms Anne Leh, Head of Premier Banking & Branch Distribution.

Ms Leh also thanked the Bank's Premier Banking customers for their years of support and partnership and assured them of OCBC Bank's continued commitment to their success.

In the Market Outlook session, the Premier Banking customers were treated to the wisdom of OCBC Wealth Panellists Mr Vasu Menon and Mr Michael Lai, who shared their views on the macro economic outlook for the year.

And as always it was only fitting that the 8-course dinner rounded off with insights into what the Year of the Rooster would bring according to Chinese zodiac readings. The customers were all ears as *feng shui* master Dato Joey Yap shared his insights and advice for the year. The night ended with nine lucky customers walking away with lucky draw prizes courtesy of St Regis KL, Moet Hennessy, Lotus Arts de Vivre, Suen Jewellers and Aston Martin.

The Aston Martin Vanquish on display at the ballroom certainly added to the glamour of the event and made for some fancy eye candy.

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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 Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

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 more than 610 branches and representative offices in 18 countries and regions. These include the 340 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 100 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.

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