

## **OCBC BANK INTRODUCES LUXURY-CURATED THEME IN REDESIGN OF SUBANG JAYA PREMIER BANKING CENTRE**

*The newly renovated OCBC Subang Jaya premier centre is the first of the Bank's initiatives to introduce a "luxury boutique hotel" experience*

Kuala Lumpur, 19 August 2019 – OCBC Bank (Malaysia) Berhad (OCBC Bank) has unveiled its new "luxury-curated" premier banking centre at its redesigned Subang Jaya branch.



Thumbs up to the first-of-its-kind "luxury boutique hotel" curated OCBC Premier Banking centre. (L-R) – Mr Terance Wong Wai Hong, Senior Manager of OCBC Subang Jaya branch; Mr Jeffery Teoh, Managing Director & Head of Corporate & Commercial Banking, OCBC Bank (Malaysia) Berhad; Ms Seline Lai, Consumer Branch Manager, OCBC Subang Jaya branch; Ms Erica Choong, Director of Premier Private Client, OCBC Subang Jaya branch; Ms Anne Leh, Head of Branch Distribution & Premier Banking; Dato' Ong Eng Bin, CEO of OCBC Bank (Malaysia) Berhad; and Mr Lim Wyson, Head of Consumer Financial Services

The move is aligned with its aspiration to create a differentiated banking experience for its affluent clients that goes beyond the typical staple of a bank branch.

OCBC Bank Head of Premier Banking and Branch Distribution Ms Anne Leh said the move traces back to the opening of the Bank's largest premier banking centre in Penang which involved the preservation of the grandeur and heritage of buildings dating as far back as 1886 and which now boasts of delicately blended classical and contemporary interior décor, high-ceilings and spacious halls to host special events.



The star-studded dialogue session entitled Creative Nation, Future Nation featured (L-R) renowned fashion designer Khoon Hooi, Leo Burnett Malaysia's Tan Kien Eng, Former Miss Malaysia Elaine Daly who acted as moderator, and Managing Director of FAVE Datuk Jake Abdullah

“To resonate well with the relatively young and upbeat township of Subang Jaya, the newly recreated Premier Banking centre aims to distinguish itself as akin to a luxury boutique hotel, with stylish and contemporary accents in its interior design. It aims to bring with it an impeccable and memorable service distinction,” she said.

Clients can expect to be greeted and attended to by a specially-trained Premier Ambassador upon their arrival at the centre. They can also choose to meet their Relationship Manager over a specially-curated lunch in the privacy of one of the many meeting rooms. By more than doubling the Premier Banking Centre client-fronting space, the Bank has increased significantly the number of rooms for clients to perform their banking transactions more securely.

According to Ms Leh, the luxury dimension and the bigger space combine to provide utmost comfort to the Bank's affluent and high net worth clients, especially since the centre doubles up as a *Premier Private Client* hub as well.

Last year, the Bank introduced a distinct upper tier to its Premier Banking client base with the launch of its *OCBC Premier Private Client* for those with assets under management (AUM) of at least RM3 million. The franchise brings with it distinct benefits ranging from holistic wealth solutions, comprehensive research coverage, solutions for different investor preferences and ease of access to bespoke banking solutions.

"We are always looking for new ways to not just bring banking to the cutting edge but also to introduce the finer points that are often neglected. We chose the Subang Jaya branch for the first exercise because our client base there has grown by leaps and bounds, doubling over the last five years.

"The space we have created is big enough to hold lifestyle events such as wine-tasting sessions, fashion shows and art exhibitions periodically to meet the demand from our clients for exclusive events such as these," Ms Leh said.

She added that the Bank will continue to train its front-liners with best-in-class knowledge and practices particularly in the areas of wealth management and investments through its ongoing partnership with the Asian Banking School and the Wealth Management Institute, which is part of Nanyang Technological University.

“Altogether, we have invested almost RM3 million to up-skill our Relationship Managers to manage the complex requirements of affluent and HNW clients.

“Although OCBC Bank is rapidly growing its digital offerings, we remain mindful of the irreplaceable human touch. Our staff are properly trained and will always be ready to serve our clients on the range of bespoke products and services we offer.”

Present at the recent unveiling event were senior member of the OCBC Bank team including Chief Executive Officer Dato’ Ong Eng Bin, Managing Director & Head of Corporate & Commercial Banking Mr Jeffery Teoh, and Head of Consumer Financial Services Mr Lim Wyson. Guests were treated to a line-up of events such as a musical serenade, private viewing of luxury time pieces, and caviar and cognac tasting.

This was combined with a star-studded dialogue session – entitled *Creative Nation, Future Nation* – featuring Managing Director of FAVE Datuk Jake Abdullah, renowned fashion designer Khoon Hooi, CEO of Publicis Group and Leo Burnett Malaysia Tan Kien Eng and former Miss Malaysia Elaine Daly who acted as moderator.

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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 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 570 branches and representative offices in 19 countries and regions. These include about 300 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 90 branches and offices in Mainland China, Hong Kong SAR and Macau SAR 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](http://www.ocbc.com).