

OCBC BANK INTRODUCES “SIMPLY SPOT ON” BRAND PROMISE FOR CUSTOMERS IN MALAYSIA

Brand Promise pledges to listen to customers, understand their needs and provide the most appropriate solutions for them; follows from earlier launch in Singapore HQ

Kuala Lumpur, 13 May 2019 – Following its rollout in Singapore late last year, OCBC Bank (Malaysia) Berhad (OCBC Bank) has followed suit to launch the **Simply Spot On** Brand Promise campaign in Malaysia as well.



Tuan Syed Abdull Aziz Syed Kechik and Dato’ Ong Eng Bin in front of Menara OCBC with the Simply Spot On T-shirts that OCBC staff nationwide will wear on designated days in conjunction with the rollout of the Brand Promise

The Brand Promise is not a marketing campaign but the Bank’s pledge to customers that it will make the effort to listen to them, truly understand them, and come up with the most appropriate solutions to meet their financial needs.

According to OCBC Bank CEO Dato’ Ong Eng Bin the Brand Promise has been the focal point of OCBC Bank long before the launch of the tagline.

“The pledge to be **Simply Spot On** cuts across everything the Bank does – our products and processes; channels and

capabilities; client service and interaction; and in our suite of digital offerings which aim to give customers the fastest, most convenient and seamless experience digitally.

“The Brand Promise tagline itself is easy to remember, but not easy to live up to. It is simple and clear in what we are promising our customers, but it also means that we have set ourselves a very high bar to meet. And that is why everyone at OCBC Bank is committed to living the Brand Promise every day so that we can deliver the **Simply Spot On** experience to our customers consistently,” he said.

With customers today wanting their bank to be reliable, knowledgeable and serve them beyond that one transaction, OCBC Bank came up with the tagline **Simply Spot On** to address in one concise phrase how it aims to be that bank for customers. The tagline was launched in Singapore in October last year and is now being rolled out in OCBC Group’s various markets.

The tagline was tested and refined with more than 2,400 respondents over many research sessions including an Implicit Association Test methodology that captures spontaneous emotional responses. Most found the line simple to understand, inspiring and memorable.

“The tagline simply defines what the Bank stands for and how we strive to continue to be relevant to our customers. We hope to continue to serve our customers and to be **Simply Spot On** in all our endeavours,” Dato’ Ong added.

OCBC Bank has endeavoured to be **Simply Spot On** in its digital offerings by being in the forefront of several pioneering local and regional launches that are useful and meaningful to its customers. In recent years, the bank has launched innovative features for both retail and business customers: making it easier for users to log in to their mobile banking apps using facial identification or fingerprint recognition on the Apple iPhone X; and being a first-mover in the industry by launching its FinTech and Innovation unit, *The Open Vault* to deepen its digitalisation efforts significantly.

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 560 branches and representative offices in 19 countries and regions. These include over 300 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 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.