

OCBC FETES ITS LOYAL MERCHANTS AT “BEAUTY” GATHERING

Kuala Lumpur, 19 November 2019 – While it is common for banks to hold appreciation dinners for customers and staff, it is certainly not the norm to hold similar gatherings for their loyal merchants.

But that is exactly what OCBC Bank (Malaysia) Berhad (OCBC Bank) recently did, bucking the trend to get about 200 of its most loyal merchants and their guests together to dine at the pre-opening event of the second Beauty In The Pot outlet at The Gardens, Kuala Lumpur.

The event saw representatives from its loyal merchant acquiring partners coming together to live it up at the popular Singapore-based eatery famous for its Signature Beauty Collagen Soup and Nourishing Spicy Soup.



OCBC Bank Head of Consumer Lifestyle Finance, Ryan Kong (fourth from left) who is quoted in the press release along with some of the guests during the exclusive dinner at Beauty In The Pot.

Live Drunken Tiger Prawn and Fried Beancurd Skin.

The meal at Beauty In The Pot, itself a key merchant of OCBC Bank, saw the guests tucking in to delectable cuisine such as the Signature Homemade Fish Tofu, Ebiko Prawn Paste, Black Pepper Pork Meat Balls,

According to OCBC Bank's Head of Consumer Lifestyle Finance Mr Ryan Kong the appreciation night was a time to recognise the mutuality in partnership between the Bank and partnering merchants and provided the perfect platform to cement ties with its customers as well.

"The relationship with several of our loyal merchants goes back many years. So when one of our own loyalists, Beauty In The Pot, decided to open their second outlet we jumped on the opportunity to not only render our support to them but also use it as an occasion to reward others who have been similarly supportive of us. The contribution of our merchant acquiring business has grown consistently by double digits over the past four years, which is testament to the way they have been journeying with us," he said.

The guests were invited to the exclusive pre-opening dinners a day before the actual opening of the Beauty In the Pot outlet.

OCBC Bank has an extensive range of Cards in its stable that cater to virtually every segment and lifestyle of the market.

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 about 560 branches and representative offices in 19 countries and regions. These include over 290 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.
