

OCBC LAUNCHES FIRST-OF-ITS-KIND SECURE CHAT SERVICE TO MINIMISE DEPENDENCE ON PHYSICAL INTERACTIONS AT BRANCHES

Kuala Lumpur, 26 January 2021 – OCBC Bank (Malaysia) Berhad (OCBC Bank) today launched the country’s first secure chat service, *OCBC RM Chat*. The service enables the Bank’s Premier Banking and Premier Private Client (PPC) customers to communicate and place daily banking instructions securely with their Relationship Managers (RMs) via its Internet and mobile banking platforms. They will also be able to place trade instructions when the service is made available in the near future.

OCBC RM Chat operates like popular chat services such as *WhatsApp* and *WeChat* and comes with the level of cybersecurity expected of a bank.

According to OCBC Bank Head of Consumer Financial Services Ms Anne Leh this means that with *OCBC RM Chat* customers can complete their daily banking transactions and (when made available) investment trades without having to call or meet their RMs face-to-face or to visit the branch as they did in the past, all the more necessary due to the pandemic.



OCBC Bank Head of Consumer Financial Services Ms Anne Leh.

“The launch of *OCBC RM Chat* is timely considering more than half of our Premier Banking and PPC customers are already interacting with us digitally.

“This was always the natural next step for us and represents an outworking of our value proposition to these segments. In fact, we began piloting this service long before Covid-19 hit and are pleased to be able to formally roll it out as the latest innovation under our multiple-channel strategy, which aims to deliver banking services not just through conventional platforms but also across our many digital capabilities including Internet and mobile banking, video call, and our virtual relationship manager model so that customers can connect with us safely and securely from wherever they are,” she said.

“From back then we were guided by the need to provide greater security to our customers, especially active investors, to ensure their data remain safe and secure whilst removing the pain points and hassles that come with the conventional brick and mortar banking model. We kick-started the initiative alongside the rise in phone scams where the perpetrators disguised themselves as legitimate officials to phish for customer information.

“Being a significant player in the wealth segment, innovation is key to delivering an engaging multichannel experience to our discerning customers and availing to them the flexibility to choose the way they want to do banking. We see their preferences as integral as we seek to scale up digitally,” Ms Leh said.

She added that *OCBC RM Chat* will be rolled out in stages to all the Bank’s Premier Banking and PPC customers over the course of the year.

For more details on *OCBC RM Chat*, visit www.ocbc.com.my/pbservice

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 480 branches and representative offices in 19 countries and regions. These include over 230 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 70 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.