

RM218,000 “COUP” FOR LOYAL BANK CUSTOMER WHO LOVES DRIVING

Deputy Property Director beats 13,000 others to grand prize

Kuala Lumpur, 1 November 2021 – It was a “coup” of sorts for deputy property director Dato Kenneth Chen when he drove away recently from the OCBC Kajang branch premises in a brand new RM218,000 BMW 218i Gran Coupe M for his efforts in the OCBC Bank (Malaysia) Berhad (OCBC Bank) *Reward Your Drive* campaign.

“Things have not been great in the property sector due to the pandemic, but they are all looking up now with the progressive reopening of the economy. For me, the gradual improvements have been made better with the joy of winning a snazzy BMW, more so since it comes from a bank that I have regularly patronised for over a decade now. Thank you, OCBC Bank, for this delightful gift. I love driving and can’t wait to take this coupe out for my next spin. I’ve never won such an amazing prize before and it came for spending on nothing more than everyday essentials,” said the father of two who also loves music, reading and learning new skills.

According to OCBC Bank Head of Consumer Financial Services Ms Anne Leh the Bank had been rewarding its customers through campaigns such as this to help boost their spirits during these challenging times.

The *Reward Your Drive* campaign called for customers to spend a minimum of RM50 on their OCBC Credit or Debit card on their daily spending, sign up for an instalment payment plans or open the new *Frank by OCBC* account. Customers would earn entries from their spending which then enabled them to win prizes through a randomised selection process and by answering a question correctly.

“We are pleased to say we received over 13,000 entries in all, which was very encouraging and stands as a testament to the popularity of the products involved, and, of course, the lure of a marque like BMW to say the least. We also provided several weekly cash and other prizes totaling about RM115,000 in addition to the luxury vehicle worth RM218,000. Congratulations to Dato Kenneth Chen for being the Grand Prize winner and thanks again for your loyalty to the bank,” Ms Leh said.



Sky Pang (Regional Manager & Senior Manager of OCBC Kajang Branch) handing over the “keys” to Dato Kenneth Chen, witnessed by OCBC staff members Shirley Ong and Yoong Tzi Vin in front of the OCBC Kajang branch

OCBC Bank had earlier announced over 1,000 other winners of the weekly cash and other prizes including a Samsung Galaxy Note20 Ultra.

For more information on OCBC Bank’s credit card products, please visit www.ocbc.com.my/cards

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 Aa1 by Moody's and AA- by both Fitch and S&P. 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 450 branches and representative offices in 19 countries and regions. These include over 220 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.my