



MEDIA RELEASE

OCBC STAFF MOVE FOR 42 MINUTES IN 42 WAYS OVER 42 DAYS TO HIGHLIGHT THE 42 RIGHTS OF CHILDREN

The joint effort with World Vision saw 1,483 OCBC staff and family members move and contribute RM173,000 to support child rights

Kuala Lumpur, 18 July 2022 – A total of 1,483 OCBC Bank (Malaysia) Berhad (OCBC Bank) and OCBC Al-Amin Bank Berhad (OCBC Al-Amin) staff and their family members recently participated in the World Vision #RunForChildren with 42 “moves” for 42 minutes over a 42-day period. This was to create awareness about the 42 rights of children enshrined in the United Nations Convention on the Rights of the Child (UNCRC).

In the process, they raised RM173,000 from among themselves in support of World Vision Malaysia’s efforts to support the cause of children globally. The amount comprises RM98,000 from the staff and a top-up of RM75,000 by OCBC Bank CEO Dato’ Ong Eng Bin.

OCBC Bank and OCBC Al-Amin have been in partnership with World Vision Malaysia for several years now and, this year, their involvement entered a new high when a record number of staff from the head office, branches and other locations nationwide got involved in the “moves” to support children’s rights.

Among the ways in which the staff moved – from 21 May to 1 July 2022 – were by dancing to rock music, jumping on a trampoline, playing badminton, hiking up a hill, and even walking among mangrove trees – all in the name of the child whose name was emblazoned on a bib across their T-shirts.



OCBC Bank CEO Dato' Ong Eng Bin (left) and OCBC Al-Amin CEO Syed Abdull Aziz Syed Kechik (right) showing off some of the things the 1,483 staff and family members did over the 42 days when they “moved” for children in need

Led by Dato' Ong Eng Bin and OCBC Al-Amin CEO Syed Abdull Aziz Syed Kechik, the initiative was part of the overarching World Vision 2022 Virtual #RunForChildren initiative held nationwide from 15 to 31 May which was premised on every child's right to grow and thrive in a safe environment, free from violence and harm. The effort will help to support vulnerable children from the communities World Vision serves in DR Congo and Malaysia.

According to Dato' Ong Eng Bin, the partnership with World Vision for advocating children's rights was designed to bring with it a renewed sense of urgency.

“We wanted people to become more aware of the 42 rights of children so that this in turn would translate to action and greater advocacy. The best place to start was our very own staff and family members – by doing something consciously in the name of the cause and contributing financially as well.

“Personally, I moved by doing what I love doing most – taking a long walk. This time, I did so while thinking about the child whose name was on my bib. Like several of my colleagues, I ended up sponsoring four children in addition to the ones I am already supporting through World Vision’s Child Sponsorship Programme which is as low as RM65 a month,” he said.

World Vision Malaysia CEO Ms Terry Leong said the organisation was grateful for the partnership with OCBC Malaysia and thanked the many staff for their generous support.

“We are grateful for yet another successful year of partnership with OCBC Malaysia. The 1,483 staff and their family members who participated were an encouragement to us in our quest to create greater awareness about children’s rights. World Vision strives to help vulnerable children go further in life by ensuring they can learn, grow and thrive in a safe environment. Great strides have been made to protect children over the years, but we still have a distance to go, especially considering children who were already vulnerable to violence, exploitation and child labour had their lives thrown into further turmoil by Covid-19. As access to certain basic necessities has remained cut off globally, those who are better off must help those in need.

“Our recent research shows that over 100 million additional children will fall below the minimum reading proficiency level as a result of the Covid-19 pandemic, and up to 85 million more boys and girls worldwide may be exposed to physical, sexual and emotional violence. Beyond that, 9 million additional children are at risk of being pushed into child labour by the end of 2022 as a result of the pandemic. We want nothing less than for children to experience a safe and secure childhood that will advance their sense of well-being and help them move ahead in life,” she said.

About World Vision

World Vision helps the most vulnerable children overcome poverty and injustice to experience fullness of life. We help children of all backgrounds, regardless of religion, race, ethnicity or gender, even in the most dangerous places, inspired by our Christian faith.

About OCBC

OCBC 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 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 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's key markets are Singapore, Malaysia, Indonesia and Greater China. It has more than 420 branches and representative offices in 19 countries and regions. These include over 200 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 60 branches and offices in Mainland China, Hong Kong SAR and Macau SAR under OCBC Wing Hang.

OCBC'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'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 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