

**OCBC BANK LAUNCHES ATM CARD & ALERT SERVICES  
FOR BUSINESSES****Over 300 ATMs nationwide may now be accessed by Bank's  
corporate and SME customers**

Kuala Lumpur, 10 May 2007 – As part of its thrust to develop alternative channels that make banking more convenient for corporations and SMEs, OCBC Bank (Malaysia) Berhad today launched the *OCBC Easi-BizCard*, an ATM card for businesses.

The Card enables the Bank's corporate and SME customers to make daily cash withdrawals of up to RM5,000 and enjoy other services such as balance enquiries 24 hours a day through a network of over 300 ATMs.

It also allows them to deposit cash into OCBC's *Quick Deposit Machine* without the need to key in the company's account number. Each company is allowed to operate up to five ATM cards.

Announcing this at a news conference today, OCBC Bank's Director & CEO Dato' Albert Yeoh said the initiative was part of the Bank's ongoing effort to respond to customers' requests for specific channels that are important for them to perform daily banking transactions conveniently and securely.

He said the introduction of the *OCBC Easi-BizCard* was made all the more meaningful with the launch of *HOUSE* in July last year. *HOUSE* is a shared ATM service featuring four locally incorporated foreign banks in Malaysia: HSBC, OCBC, UOB and Standard Chartered.

"OCBC Bank has been a frontrunner in providing business banking services to the Malaysian community for over seven decades. This initiative takes us a step further in our quest to truly understand and respond to the specific needs of our customers.

“With *OCBC Easi-BizCard*, our corporate and SME customers – and many more prospective ones – are now in a position to gain access to hard cash whenever their companies might need it.

“Sometimes a company might find itself in a position where petty cash is urgently needed to, say, make urgent staff claims. This is where it would find this corporate ATM card most useful, especially with the *HOUSE* network in place,” he said.

Commenting on the introduction of the *OCBC Easi-BizCard*, the Bank’s Executive Vice-President and Head of Business Banking Mr Jeffrey Chew said the initiative is in line with the Bank’s overall thrust to get to the heart of customers’ requirements.

“At the centre of what we are seeking to do here is the quest to listen more attentively to what our customers are asking of us. This dictates everything we do. It has become evidently clear to us that our customers want more than just an arbitrary offering of channels...they are looking for a variety of channels that well and truly address their core needs as they go about their daily banking activities,” he said.

At the news conference, Dato’ Yeoh also announced the introduction of the Bank’s *Easi-Alerts* SMS and e-mail service to business banking customers. Through the service, corporations and SMEs could elect to be informed about their account balances via SMS or e-mail on a daily basis.

“The service would be useful to business people who are perennially on the move but need to know the status of their accounts regularly – so they are mindful of when to top-up their funds and are updated of when funds have been deposited into their accounts. This allows them to maintain better control of their cash flow and prevent the occurrence of cheque rejections due to carelessness. Above all, it certainly ensures greater peace of mind,” he said.

Two weeks ago, the Bank kicked off its move to enhance its distribution channels by introducing its *OCBC Easi-CheckDrop* facility at five high traffic Petronas service stations – Pandan Indah (Ampang), Taman Samudera (Batu Caves), Keras Timur-KL Bound (Shah Alam), Bukit Tinggi 1 (Klang) and Taman Taming Jaya (Balakong) – to offer its retail and business customers with greater convenience for making cheque deposits than is currently available through its 28 branches nationwide.

In addition to its 28 branches nationwide and five *OCBC Easi-CheckDrop* facilities in the Klang Valley, the Bank offers its services through mobile sales units, the internet and 24-hour electronic services at all branches. It was adjudged Malaysia's best Corporate/Institutional Internet Bank for two consecutive years by *Global Finance* in the magazine's annual "World's Best Internet Banks" survey, consolidating its position as the nation's preferred online banking partner for businesses.

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### **About OCBC Bank**

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$151 billion and a network of over 370 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Vietnam, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 250 branches and offices in Indonesia operated by OCBC Bank's subsidiary, PT Bank NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to global treasury and stockbroking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Capital Management, is one of the largest asset management companies in Southeast Asia. Additional information may be found at [www.ocbc.com](http://www.ocbc.com).

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