

## **OCBC BANK'S 'STAY CURIOUS' CAMPAIGN**

Kuala Lumpur, 8 October 2007 – OCBC Bank (Malaysia) Berhad is embarking on a major corporate advertisement campaign beginning today (Monday) called 'Stay Curious' to communicate its commitment to change and transform for the benefit of its customers. The campaign, which is being launched in conjunction with a similar campaign in Singapore (where the Bank is headquartered), covers both television commercials and print advertisements. The cost for the entire exercise for both Malaysia and Singapore is S\$5 million.

Aptly called 'Stay Curious', the campaign focuses on the letter "Q" and the Bank's advertising line "Ask OCBC". They represent an invitation to customers to come have a dialogue with the Bank and to be pleasantly surprised with the experience the Bank offers.

Director & CEO of OCBC Bank (Malaysia) Berhad, Dato' Albert Yeoh said that this initiative is part of the Bank's strategic plan to realign the entire organisational structure and streamline internal processes to provide a seamless flow for customer service.

"The reason why we are embarking on the 'Stay Curious' campaign is to raise awareness and excitement about the Bank's transformation efforts and to reiterate our commitment to change for the benefit of our customers.

"As part of our efforts, our Bank is also undergoing a branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience. And we are spending S\$150 million to transform our 89 branches in Malaysia and Singapore by the end of next year.

"At OCBC Bank, we challenge the status quo and are always seeking to understand and address the needs of our customers - listening to their needs and then subsequently developing innovative products and services that meet their needs.

“Independent customer research shows that customers who do business with OCBC Bank are very happy with us. However, people who have not done business with the Bank do not know about OCBC Bank. So we want to use this campaign to create public excitement and interest in OCBC Bank and it is also an open invitation to members of our community and businesses, to be curious about what OCBC Bank can do for them, to come and have a dialogue with us and find out how we can make life better,” he said.

Over 8,000 employees across Malaysia and Singapore were involved in an element of curiosity before the launch of the campaign. The meaning of the campaign to the employees, customers and the community was explained at a pre-launch communications program.

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### **About OCBC Bank**

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$164 billion and a network of over 390 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Thailand, Vietnam, China, Hong Kong SAR, Taiwan, Brunei, Myanmar, Japan, Korea, Australia, UK and USA. This network includes more than 280 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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