

## OCBC UNVEILS NEW-LOOK KUCHING BRANCH

*Becomes first in East Malaysia to reflect nationwide OCBC branch transformation initiative*

Kuching, 20 November 2008 – OCBC Bank (Malaysia) Berhad today unveiled its new-look branch in Kuching, in line with its nationwide branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience.

With this, the Bank has now transformed seven of its 29 branches since launching the exercise in July last year. The Kuching branch transformation is the first in East Malaysia.

Speaking at a media conference to introduce the new-look branch, OCBC Bank's Director & CEO Mr Jeffrey Chew said the redesign is an important part of OCBC Bank's continuous transformation process and a reflection of its desire to serve customers better and make their visits to the Bank as enriching as possible.

Through the enhanced range of services and facilities housed in a more contemporary branch layout, OCBC customers can expect smoother service delivery for convenience and comfort, with streamlined processes that do not compromise on customer care or experience.

"The aim of our customer engagement concept, showcased in the branch design, is to make it easier for customers to approach and start a conversation with the Bank.

"Through this branch transformation initiative, new digital platforms in the form of user-friendly 'Touchpoints' and LCD displays allow customers to interact freely with the Bank without having to join the main queue for conventional counter services.

"Customers trying out these new customer-interfaces can easily find out more about the Bank's products and services, current promotions, customer rewards and even gain simple tips on money management," he said.

At the main service counter, the use of 'Teller Assisted Units' or TAU for counting notes makes over-the-counter cash transactions more efficient and transparent.

“As the cash is counted by TAU and not tellers, customers are able to receive ‘real-time’ indication of the total sum of cash in the transaction via a display screen, giving them greater peace of mind and increasing service efficiency,” Mr Chew added.

Other upgraded OCBC Bank offerings at the Kuching branch include the self-service banking lobby known as *OCBC Fastlane*, the retail customer service area and teller services, the business banking centre and the premier banking centre.

The fully-automated *OCBC Fastlane* features cash and cheque deposit machines, alongside automated teller machines (ATMs). It provides 24-hour services, and is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

On OCBC Bank’s plans for Sarawak, Mr Chew said the Bank would continue to cater to the needs of individuals and businesses in both the immediate and surrounding areas.

“We see Kuching as a community whose people are constantly on the lookout for sophisticated products and services to help spur on their personal and business activities in order to achieve their aspirations. There are several residential areas in and around the vicinity that we believe have always responded very enthusiastically to what we offer. In addition, there is a vast number of businesses operating here, and we believe our business banking services would remain of great interest to them.

“Beyond this, Kuching remains an important hub, together with Miri, from which we reach out to a broader community within the state of Sarawak,” he added.

Ms Jessie Lim Pei Lian is Acting Senior Manager and Head of Consumer Business of the branch, while Mr Ting Kee Suen is Head of Business Banking.

Located at Getaway Kuching, 9 Jalan Bukit Mata, 93100 Kuching, the OCBC Kuching branch occupies a total of over 16,000 square feet in space and is open from 9.30am – 5.00pm, Monday to Friday.

In conjunction with the branch transformation exercise, customers are being invited to participate in a series of “surprises” at the Kuching branch, including special fixed deposit rates until 12 Dec 2008 and a chance to win up to RM3,000 when they sign up for selected products and services on or before 26 November 2008.

For further information, the public may call 1300-88-5000.

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## **About OCBC Bank**

Singapore's longest established local bank, OCBC Bank currently has assets of S\$184 billion and a network of more than 470 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 360 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 treasury and stock-broking 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 Global Investors 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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