

## OCBC OPENS BRANCH AT SEGAMAT COMMERCIAL AREA

*Segamat branch relocates to serve customers better*

Segamat, 19 September 2008 – OCBC Bank (Malaysia) Berhad has relocated its Segamat branch from Jalan Tengku Ahmad to the commercial area of Jalan Genuang to bring its operations closer to where the people are.

The new branch becomes the fourth to reflect the Bank's regional branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience. OCBC Bank launched the initiative, involving an entirely new look and experience, when it opened its Bukit Damansara branch in July last year.

Located at the business hub of the city, the new branch occupies a total of about 12,000 square feet in space along with basement parking bays for customers. It is open Monday to Friday from 9.30am to 4pm.

Speaking at a media conference to mark the opening of the branch, OCBC Bank's Director and CEO, Mr Jeffrey Chew, said the new premises are a lot more central and thus more convenient for customers.

"Convenience is the key to OCBC Bank's approach, and this includes the location of our branches. We see the banking community in Segamat as one that is looking for the right set of products, services, channels and relationships to help spur on their personal and business activities in order to achieve their aspirations....conveniently. We hope the presence of our branch at the Segamat business area will help achieve this end," he said.

In conjunction with the event, Mr Chew presented mementoes to 17 SMEs based in Johor that did well to turn their businesses around despite the setbacks of the massive floods of late 2006.

"Last year, we disbursed more than RM55 million in loans for flood-affected businesses, representing over 11% of the Special Relief Guarantee Facility set up by Bank Negara Malaysia. The bulk of the more than 300 companies we financed are from Johor, which was one of the worst hit areas.

"It is gratifying indeed today to see these companies demonstrate such resilience in the face of difficult circumstance to bounce back and bring their

businesses to new heights; and it is our privilege to continue to partner with them in achieving their aspirations despite the setbacks,” he said.

Elaborating on the Bank’s emphasis on providing assistance to its customers at all times, Mr Chew said, last month (August 2008), OCBC Bank set up a dedicated hotline to help SMEs that are facing financing issues due to recent economic trends.

“The *OCBC SME Hotline* complements the efforts by Bank Negara Malaysia (BNM) to provide avenues for SMEs to seek assistance and enhance their efficiency and productivity. As with the Special Relief Guarantee Facility, this initiative represents a reiteration of our resolve to be there for our customers through thick and thin,” he added.

Commenting on the Bank’s branch transformation exercise, Mr Chew said the redesign is an important part of OCBC Bank’s continuous transformation process and a reflection of its desire to serve both individual and corporate 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 Bank 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 consumers to approach and start a conversation with the Bank.

“Through this branch transformation initiative, new digital platforms in the form of a large ‘Talking Q-Window’ greeting customers, 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 standard OCBC Bank offerings at the newly-opened Segamat branch include a self-service banking lobby known as *OCBC Fastlane*, a retail customer service area and teller services, and a sizeable business banking centre to serve the needs of corporate, SME and community banking customers.

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.

Mr Lin Sung Sai is Head of Business Banking for the branch, while Ms Tay Lay Yong serves as its Head of Consumer Business. Ms Yeo Joo Cheng is the Head of Operations.

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### **About OCBC Bank**

Singapore's longest established local bank, OCBC Bank currently has assets of S\$181 billion and a network of more than 460 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 350 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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