

OCBC LAUNCHES MELAKA'S FIRST FULL-FLEDGED SEVEN-DAY BANKING SERVICE

New branch at Dataran Pahlawan becomes third OCBC branch to reflect regional transformation initiative, offering both weekend and night banking

Melaka, 14 July 2008 – OCBC Bank (Malaysia) Berhad today commenced operations at Dataran Pahlawan as a result of the relocation of its Melaka branch from Lorong Hang Jebat to the current premises.

The new branch becomes the first bank in Melaka to offer full-fledged banking services on both weekends and nights as well. It also becomes only the third of OCBC Bank's branches to reflect its regional branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience. OCBC Bank launched the transformation initiative, involving an entirely new look and experience, when it opened its Bukit Damansara branch in July last year.

Located at the ground floor of Melaka MegaMall at Dataran Pahlawan, Jalan Merdeka, the new branch occupies a total of over 13,000 square feet in space and is open seven days a week, from 9.30am – 7.00pm daily.

Speaking at a media conference to mark the commencement of operations of the branch, OCBC Bank's Deputy CEO, Mr Jeffrey Chew, said the new premises offer a distinct difference from the previous location.

"There are at least five distinct changes from our previous premises which now make banking a lot more convenient and pleasant for our customers. First, we are now open for longer hours and every day of the week. Second, the new location is a lot more central and thus more convenient...and being at a shopping centre makes us even more accessible and parking a lot easier.

"Third, this branch offers the transformed look, feel and experience of OCBC Bank. Fourth, we now have an even larger customer service area; and, finally, we have added in the convenience of a cheque drop-box directly outside the premises for people to deposit cheques 24 hours a day, without even having to get out of their cars.

"Convenience is the key to OCBC Bank's approach, and this includes the location of our branches and our operating hours. We see the banking community in Melaka 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 Dataran Pahlawan will help achieve this end," he said.

Also present at the event was the Bank's Head of Consumer Financial Services Mr Charles Sik.

Commenting on the Bank's regional 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 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 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 Melaka branch include a self-service banking lobby known as *OCBC Fastlane*, a retail customer service area and teller services, a sizeable business banking centre to serve the needs of corporate, SME and community banking customers, and a premier banking centre for high net worth individuals.

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 Lim Lian Chee continues as Senior Manager and Head of Business Banking for the branch, while Ms Cindy Yeoh serves as its Head of Consumer Business and En Ishamuddin bin Alias as Head of the Operations Service Centre.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank currently has assets of S\$180 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.

For media queries, please contact:

Eleanor Danker
Manager,
Corporate Communications
OCBC Bank (Malaysia) Berhad
Tel: 03 - 2783 3642
Fax: 03 - 2693 5694
Email: EleanorD@ocbc.com

Julius Evanson
Head,
Corporate Communications
OCBC Bank (Malaysia) Berhad
Tel: 03 - 2783 3655
Fax: 03 - 2693 5694
Email: juliusevanson@ocbc.com