

**OCBC INTRODUCES UNIQUE SERVICE  
FOR MASS AFFLUENT CUSTOMERS*****Cash flow management service is first component  
of Bank's iQ service model***

Kuala Lumpur, 18 February 2008 – OCBC Bank (Malaysia) Berhad today unveiled a unique initiative to tackle the banking needs of the country's rapidly growing base of mass affluent individuals through the creation of its iQ service model which aims to "bring the bank even closer to the customer."

According to the Bank's Director & CEO Dato' Albert Yeoh, iQ or *mass affluent banking* is to mass affluent customers – defined broadly by the Bank as those earning from RM5,000 to RM15,000 every month – what *premier banking* is to high net worth individuals.

"iQ is the stage before premier banking where people get introduced to heightened levels of convenience and simplicity in banking, ultimately allowing them to focus on the more important things in life. To borrow a line from our iQ advertising campaign, now, these customers will have the licence to forget...like never before.

"In effect, through iQ, we are introducing a service model that removes those aspects of banking that people would, quite literally, rather forget, allowing them to focus on the facets of life that they simply must remember.

"What we are saying, among other things, is this – forget, for example, about having to remember to pay your bills; let us do that for you...so you can focus your attention on remembering more important things like your spouse's birthday and personal health activities," he said.

The initiative is based on extensive research conducted by OCBC Bank and is part of its ongoing commitment to transform itself by actively listening to the needs of its customers and responding to these accordingly.

Due to the multi-faceted nature of the benefits offered, the Bank has appointed a team of *iQ managers* who go out and meet with interested customers to explain the service in detail...and help them open accounts immediately.

In conjunction with the rollout of the iQ platform, OCBC Bank introduced the inaugural component of the initiative – the country's first cash flow management service for individuals.

The iQ account, which is initially available only in the Klang Valley, effectively removes the customer's need to regularly initiate transactions. This is done via an auto sweep facility which makes it an all-in-one account. In addition, the customer also enjoys the benefit of a savings plan and a reward points system.

According to OCBC Bank's Head of Consumer Financial Services, Mr Charles Sik, through the cash flow management facility of the iQ platform, customers would no longer need to initiate payment transactions for utility bills, credit card, mortgage or car instalments and so forth. In addition, they would also retain the benefits of an all-in-one facility featuring monthly ecashflow statements, a current account, ATM-cum-credit card and an unsecured line-of-credit.

"A major attraction that we believe our mass affluent customers would warm up to quickly is our iQ ATM-cum-credit card that allows them to access the services of virtually every ATM machine in Malaysia – both those of local and foreign-own banks – by paying no more than the standard RM1 transaction fee for up to two transactions a month," he said.

iQ will be introduced to other parts of the country in stages together with, in due course, other extensions.

"The cash flow management service being introduced today is the first of several more features to come. Today, it is the iQ cash flow management account. In time to come, we will introduce other components as well...all under the same platform.

"In embarking on iQ, we are decidedly moving even further away from a product-centric orientation to a customer-centric one. For example, whereas previously customers would have had to fill out numerous forms for different products, now they would just fill out one, and whereas previously they would have had to deal with

sales-minded staff, now they would deal with service-minded staff – our *iQ managers* – who are trained and positioned as financial advisors.

“Importantly, our approach, through iQ, aims to take full consideration of the life stages of the customers we are servicing.

“Our ultimate promise to iQ customers is simple – we will provide simple and informed solutions, customised around life stage needs and delivered through convenient platforms that go beyond physical branches.

“These are seen through our single-step relationship for opening accounts, the easy-to-understand language we use and the single view of portfolio we provide. Customers also have the opportunity to access their accounts more effectively through mobile service teams, a 24/7 call centre and our mobile phone banking service, which is available to all regardless of phone network operator.

“Timely convenience measures include instant approvals, interbank giro options and an expanded internet bills payment service,” he said.

The cash flow management feature of iQ is available immediately in the Klang Valley. The monthly charge for the service is RM15, which covers all services and any number of interbank giro transactions.

For more information, the public may contact 1300 88 5000 or visit [www.ocbc.com.my](http://www.ocbc.com.my).