

OCBC STEPS UP EMPLOYEE TRAINING EFFORT BY INTRODUCING 37 NEW IN-HOUSE COURSES

Kuala Lumpur, 16 March 2009 – OCBC Bank (Malaysia) Berhad has launched a series of 37 new in-house training and development courses to further enhance employee capabilities and retain talent. With this 60% increase in training programmes, the Bank now has a total of 62 courses offered as part of its OCBC Learning Academy (OCLA) offering.

Introducing the OCLA programme prospectus today, OCBC Bank's Director & CEO Mr Jeffrey Chew said the effort is part of the Bank's move to establish itself as a high performance bank despite the ongoing gloomy economic scenario.

"While the current year will remain challenging on the economic front, we are holding nothing back where training and development are concerned.

"And as we anticipate moderate demand for a number of banking products, we have shifted our attention from sales to quality and service excellence. As such, we are investing heavily in training and in our people. I am confident we will meet our objective of building a solid set of staff with the introduction of these new courses," Mr Chew said.

The 62 courses now available to the Bank's employees centre on two learning faculties: Employee Development & Leadership, and Banking & Finance. The initiative is in line with the Bank's plan to increase training courses for employees despite the current economic situation.

According to OCBC Bank's Head of Learning & Development Mr Gan Kwee Ming, OCBC views the moulding of personalities as essential to its business and so aims to further equip employees by focusing on its five core leadership competencies: Thought Leadership, People Leadership, Results Leadership, Self Leadership and Customer Leadership.

"Over the past few years we have also intensified our mode of training by providing additional online training modules which makes it even more convenient for our employees to enrol and participate. This has proven to be effective and far less time-consuming. The e-learning system has also contributed significantly to helping us save cost without compromising on learning benefits," he said.

Elaborating on the learning faculties, Mr Gan said the Employee Development & Leadership programmes are grounded on the OCBC attributes of Thought, Results, People, Self and Customer Leadership; while the Banking & Financing training programme offerings range from general banking and finance, cash and trade, loans, treasury and investment banking to retail and wealth management topics.

“A key focus of the Employee Development & Leadership programmes is to support employee progression from personal effectiveness to strong people leadership,” he added.

About OCBC Bank

OCBC Bank is Singapore’s longest established local bank. It has assets of S\$181 billion and a network of more than 480 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 370 branches and offices in Indonesia operated by OCBC Bank’s subsidiary, Bank OCBC 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.