

OCBC INTRODUCES WEEKEND INITIATIVE TO MAKE BANKING FUN FOR CHILDREN

OCBC Mighty Savers Weekend programme, held every first weekend of the month, aims to help parents inculcate saving habit among children

Kuala Lumpur, 1 October 2009 – Children can now experience banking just like their parents – but very much on their own and with lots more fun!

OCBC Bank (Malaysia) Berhad rolled out the unique initiative directed at children – called *OCBC Mighty Savers Weekend* – at a media preview today at its headquarters in Menara OCBC. *OCBC Mighty Savers Weekend* offers basic banking products and services to children at selected branches every first weekend of the month beginning this Saturday and Sunday, 3 - 4 October 2009.



Children posing with the mascots of the OCBC Mighty Savers Weekend – Simon & Sally, along with Mr Charles Sik, Head of Consumer Financial Services, OCBC Bank (Malaysia) Berhad and Mr Jeffrey Chew, Director & CEO of OCBC Bank (Malaysia) Berhad.

According to OCBC Bank Director & CEO, Mr Jeffrey Chew, the introduction of the children's banking initiative is part of the Bank's effort to help parents inculcate good savings habits among children especially during the early years of their lives and to prepare them to embrace full-fledged banking later in life.

“Kids can now come over to selected OCBC Bank branches every first weekend of the month, beginning this weekend (3 - 4 October 2009) and enjoy a host of educational banking experiences catered just for them. Among others, we have developed an interactive savings programme to help educate them on savings and the value of money in a fun and meaningful way. Among the key components of this programme are the *Mighty Savers Stickers* and *Mighty Savers Card*, through which each child gets to be rewarded with exclusive gifts.

“This initiative has been developed in keeping with OCBC Bank’s purpose statement – to help individuals and businesses across communities achieve their aspirations by providing innovating financial service that meet their needs,” he said.

Children may open a savings account for as little as RM200. Upon doing so, they can look forward to several fun and educational activities, such as using the OCBC FastTrack lane to perform their own banking transactions, and meet and play with Simon and Sally, mascots of the *OCBC Mighty Savers Weekend* programme.

According to OCBC Bank’s Head of Consumer Financial Services, Mr Charles Sik, parents will not be sidelined when they bring their kids to the Bank during the first weekend of each month.

“All parents who bring their children to open an account or perform their children’s banking transactions will get to enjoy the special benefit of a for-the-weekend-only 3-month Fixed Deposit offer rate of 4.00% per annum for up to RM50,000,” he said.

The normal 3-month FD rate is 2.00% p.a.

To find out more about the *OCBC Mighty Savers Weekend*, the public may visit any participating OCBC Bank branch from 10am – 3pm on 3 – 4 October or, thereafter, every first weekend of the month. Participating branches for now are located at Menara OCBC at Jalan Tun Perak, Menara Great Eastern at Jalan Ampang, Metro Prima Kepong, Bukit Damansara, Damansara Utama, Bandar Puteri Puchong, Subang Jaya and Klang.

For more information, the public may call 1300-88-5000 or log on to www.ocbc.com.my

About OCBC Bank

OCBC Bank is Singapore's longest established local bank. It has assets of S\$183 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 360 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.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

Additional information may be found at www.ocbc.com.