

OCBC BANK INTRODUCES TRADE FINANCE ALERTS FOR BUSINESSES

Kuala Lumpur, 15 July 2010 – OCBC Bank (Malaysia) Berhad has enhanced its alert services for businesses, *Easi-Alerts*, from purely providing information about account balances to updates relating to trade activities, movement of funds and cheque deposit status.



Ms Chuang Boon Kheng, Head of Global Trade Finance, OCBC Bank (Malaysia) Berhad

With the trade activities alert, businesses can now receive e-mail alerts on the status of a range of trade products they have with the Bank.

According to Ms Chuang Boon Kheng, Head of Global Trade Finance, the move is in keeping with the Bank's quest to help businesses maintain up-to-date information about their trade transactions as well as to facilitate better cash management practices.

"With this, OCBC is taking a further step to unlock more vital information in a customer's account in order to aid businesses in handling their reconciliation processes and receivables.

"When the *Easi-Alerts* SMS and e-mail services were launched in May 2007, the aim was to ensure greater peace of mind for business people – in knowing the exact status of their money movement. This remains the basis on which the new features and enhancements are being rolled out.

“From the start, the service has proven to be useful to business people who are perennially on the move but need to know the status of their accounts regularly. These people have a distinct need to be mindful of every movement in their accounts due to the dynamic nature of their business,” she said.

The enhanced *Easi-Alerts* service includes e-mail updates on a selection of trade products such as notification upon realization of export collection proceeds. In addition, OCBC Bank’s business banking customers who sign up for the *Easi-Alerts* service can also monitor incoming and outgoing funds, and the status of cheques, i.e. whether they have cleared or have been returned. Alert messages are also generated when business accounts are opened.

“Ultimately, this enhanced Easi-Alert service and our *Speedy Advice* service launched last year are designed with our business customer’s needs in mind. We not only wish to meet their underlying need to maintain better control of their cash flow and make informed and timely decisions, we are also looking to prevent the occurrence of costly oversights and to make banking easy, convenience and flexible for our customers,” Ms Chuang said.

OCBC Bank was recently named Best Trade Finance Bank in Malaysia (Foreign Bank Category) by *The Asset Magazine*.

To find out more about OCBC Bank’s Easi-Alerts service businesses may contact 1300-88-7000.

About OCBC Bank

OCBC Bank, established in 1912, is the second largest financial services group in Southeast Asia by assets. It is among the world's highest rated banks, with a long term credit rating of Aa1 from Moody's. OCBC Bank and its subsidiaries offer a broad array

of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of more than 500 branches and representative offices in 15 countries and territories, including 382 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets, and its asset management subsidiary, Lion Global Investors, is one of the largest private sector 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.

For more information, please visit www.ocbc.com.my