

## DEVELOPERS GROOVE TO RETRO BEAT AT OCBC APPRECIATION NIGHT

Kuala Lumpur, 30 November 2011 – OCBC Bank (Malaysia) Berhad recently treated over 300 of its partnering housing developers and other guests to a groovy night out with exquisite cuisine set against the magical music and nostalgic numbers of the 60s, 70s and 80s.

The inaugural *OCBC Developers' Appreciation Night*, hosted by the Bank's Mortgage Sales department and graced by Director & CEO Mr Jeffrey Chew, was held at the One World Hotel and saw the guests having a rocking good time while being transported down music memory lane up to a half century back.

The audience had a glimpse of what was in store the moment the agile Flash Mob dancers took to the floor to the beat of *Stayin' Alive*. And when the youngsters from The Muse belted out *La Bamba*, *Eternal Flame*, *Y.M.C.A.*, *Do It To Me One More Time*, *Country Roads* and *Wonderful Tonight*, there was no stoppin' the shakin' and the groovin'.



Moving to the retro beats of YMCA

And there was more to come, with emcee TP Lim rendering his spellbinding *Falling In Love With You* and Flash Mob bringing Michael Jackson's *Beat It*, replete with dance moves and impersonations.

Amidst the entertainment, OCBC Bank creatively showcased its line of bespoke loans through a creative multi-media presentation sharing among others details about the just-introduced Overseas Property Financing scheme for Australian residential properties in the major cities of Sydney and Melbourne.

According to OCBC Bank's Head of Consumer Financial Services, Mr Charles Sik, the appreciation night was a time to recognise the mutuality in partnership between the Bank and developers, and provided the fitting platform to cement ties.

"The relationship with our host of loyal developers is important to us. In fact, they have collectively contributed a huge chunk to the growth of our business. During 2011 alone, for example, we have doubled the leads from them. This is no easy feat.

"So, naturally, we are pleased to be working with some of the most reputable developers in the country, and we will continue to support the industry as a premier mortgage partner," he said.

OCBC Bank has an extensive range of home loan products in its stable, including Islamic home financing, mortgage loans for graduates and a Life Insurance Financing Scheme through a partnership with sister company, Great Eastern Life Assurance.

---

## **About OCBC Bank**

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank.

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 over 500 branches and representative offices in 15

countries and territories, including more than 400 branches and offices in Indonesia that are 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. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which has been ranked among the top three private banks in Singapore.

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](http://www.ocbc.com)