

“BABY LIONS” ENTHRALL AUDIENCE AS OCBC INVITES PREMIER BANKING CUSTOMERS TO CELEBRATE THEIR CHILDREN THIS CHINESE NEW YEAR

Kuala Lumpur, 18 January 2012 – More than 400 of OCBC Bank (Malaysia) Berhad’s Premier Banking customers had the time of their lives recently when they were treated to an eye-catching display of not just a lion dance but one featuring “baby lions” as well.

According to OCBC Bank’s Head of Premier Banking & Branch Distribution Mr Yuen Mun Yew the performance, held in conjunction with the Bank’s Chinese New Year appreciation dinner, represented an invitation to its premier banking customers to “celebrate the joy of family, especially children and grandchildren, for whom we work so hard but sometimes spend limited time with.”

The cross-generational performances had the audience spellbound in rapt silence and utter awe as the team of youngsters and older ones put on a dazzling display of agility and creativity that blended art with athleticism.



(L-R): OCBC Bank’s Adeline Joy, Dennis Tan and Jeffrey Chew; guests Dato Elizabeth Soo and Miss May; and OCBC Bank’s Yuen Mun Yew, Charles Sik, and Jane Jeyakumar.

According to Mr Yuen the event was organised not just to thank customers for their partnership all these years but also to remind them of the joy that children bring to their parents and grandparents.

“Children are our future, but they are also part of our present moment. There is no better time than now to cherish their presence with us and take joy in the ageless value of a closely-knit family. This is why the baby lions, or lion cubs, were central to our lion dance performances this year. They might not have been as experienced or even skilful as the adults but, I dare say, the greatest joy the audience derived tonight came from watching them,” he said.

Prior to the dinner, held at the Westin Hotel, guests were treated to a host of activities including Chinese knotting, rainbow calligraphy and paper cutting of their zodiac signs. They were thrilled with the myriad activities and variety that came with each, and were evidently delighted.

Among the other highlights of the night were speeches by OCBC Bank’s Director & CEO Mr Jeffrey Chew and a Feng Shui talk by renowned expert Master Joey Yap who provided an assessment of what the year of the water dragon may be expected to bring.

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.

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