

## OCBC TREATS PREMIER BANKING CUSTOMERS TO AN EYE- FEAST OF JEWELLERY, FASHION AND FENG SHUI

Penang, 15 Feb 2012 – More than a hundred Premier Banking customers of OCBC Bank (Malaysia) Berhad were recently treated to an eye feast of sparkling jewellery, high fashion and essential feng shui tips at the E&O Hotel.

As part of its ongoing effort to bring unique events to its privileged customers, OCBC Bank showcased Penang local jeweller Amee Philip's latest collection of exotic coloured gems and jades coupled with the creations of renowned local designer Zang Toi's collection. The "10001" Collection, representing the first time Zang Toi and Amee Philips are collaborating, is inspired by North African culture. The collection was recently showcased at the Spring 2012 New York Fashion Week Runway Show.

According to OCBC Bank's Head of Premier Banking, Mr Yuen Mun Yew, the *OCBC Premier Banking Appreciation Hi-Tea* was designed to be a celebration



Richard Latsch and Ice Latsch of Amee Philips, Dennis Tan (Head, Branch Banking & Premier Banking, OCBC Ltd), Joey Yap (Chief Consultant of Joey Yap Consulting Group and founder of the Mastery Academy of Chinese Metaphysics), Amee Philips (Founder and Designer, Amee Philips S/B), Yuen Mun Yew (Head, Branch Distribution & Premier Banking, OCBC Bank (Malaysia) Berhad), Caline Gee (Regional Manager, Northern Region CFS, OCBC Bank (Malaysia) Berhad), Jane Jeyakumar (Segment Head, Premier Banking, OCBC Bank (Malaysia) Berhad)

with esteemed customers while enjoying great food and exposure to luxurious collections from local designers.

“We decided we wanted to start the year on a high note with our customers and simply treat them to a good time. We trust 2012 will turn out to be a positive year as we journey along with our customers amidst the economic uncertainties.

“A showcase of alluring jewellery by Amee Philips and Zang Toi provides the fitting twist to excite our customers, in addition to the ever-sought after Feng Shui tips by expert consultant Joey Yap,” he said.

Among the notable Amee Philips pieces on display was the contemporary take on Nyonya Baba jewellery which included the unique “Ibu Anak-Anak” (Mother & Children) that comprise a larger jadeite centerpiece depicting a Mother surrounded by her Children, represented by the accompanying smaller jadeite pieces.

Another exquisite piece of jewellery on show was the “Feng Huang Wu” which consisted of two intricate dancing Phoenixes influenced by the Nyonya Baba Heritage. The phoenix is often seen on traditional Nyonya Baba jewellery to symbolise immortality and success.



OCBC Premier Banking customers taking a closer look at the dazzling jewellery

Other pieces included extravagant necklaces and chokers with matching earrings, all bejeweled in Diamonds, Blue and Pink Sapphires, South Sea Pearls, Rubies, Jadeites, Aquamarines and Tanzanites.

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## **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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