

Press Release

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OCBC NISP awarded as Wealth Management of the Year in The Asian Banker Indonesia Country Awards Programme 2016

- **OCBC NISP leveraged its wealth management business on consumer centricity**
- **Strengthened its product range through strategic collaboration and innovation**
- **Sustained a healthy business growth in the past five years**

Jakarta, Indonesia July 27th 2016— OCBC NISP received the award for **Wealth Management of the Year** for 2016 during The Asian Banker Indonesia Country Awards Programme. The awarding ceremony was held in conjunction with the prestigious Indonesia International Banking Convention 2016, the foremost annual meeting for decision makers in the financial services industry in Indonesia, held at The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia on July 27th 2016.

OCBC NISP leveraged its wealth management business on consumer centricity

OCBC NISP continues to grow its wealth management as one of their core businesses. The bank has been offering its consumers with competitive propositions to attract and retain customers, which includes Wealth Panel, Wealth Discover, and Wealth Journey. These three initiatives were developed to assist customers in managing their wealth with tailored customer service.

Strengthened its product range through strategic collaboration and innovation

To elevate its services to affluent customers, OCBC NISP collaborated with selected fund houses and insurance companies to provide unique products such as Universal Life, offshore products, a Flexi Multi Currency Transaction. The bank has also developed and enhanced its system to improve its processes. Moreover, the bank already offers mutual funds through its internet and mobile banking channels.

Sustained a healthy business growth in the past five years

By initiating pro-active initiatives to establish its wealth management business, OCBC NISP's assets under management (AUM) grew by 20% in 2015. The bank was able to diversify its product portfolio from 23 to 53 products from 2010 to 2015. Furthermore, the bank posted positive compound annual growth rates (CAGR) for its AUM at 350%. The CAGR for the revenue and customer bases is 300% each.

The Asian Banker Indonesia Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Indonesia. Recipient of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research service and forums. The company's website is www.theasianbanker.com.

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