

Press Release
Embargoed for 19 March 2010

The Asian Banker Excellence in Retail Financial Services Awards 2010

OCBC wins two awards--Best Retail bank in Singapore and Excellence in Customer Relationship Management for the year 2009

- *For the second time, OCBC wins two awards - Best Retail Bank in Singapore and Excellence in Customer Relationship Management for the year 2009, having maintained its market leadership in a difficult year.*
- *Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 19 March 2010 – OCBC has won two awards - Best Retail Bank in Singapore and Excellence in Customer Relationship Management for the year 2009 in the ninth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2010 ceremony, held in conjunction with the region's foremost retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the JW Marriot in Shanghai on the evening of March 18th, 2010.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, the Gulf and Central Asian regions attended the formal gala dinner, the industry's celebration of the region's best retail bankers that recognizes their efforts in bringing superior products and services to their customers.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three month-long evaluation process, based on a balanced and transparent scorecard, determined the winners and the position of the different retail banks in the region. A full list of winners is attached.

For the second time, OCBC wins two awards - Best Retail Bank in Singapore and Excellence in Customer Relationship Management for the year 2009, having maintained its market leadership in a difficult year

OCBC wins two awards - Best Retail bank in Singapore this year for its strong performance in retail banking in Singapore, and Excellence in Customer Relationship Management for changing its remuneration and compensation themes among front line sales personnel.

OCBC overcame the challenges in 2009 by taking decisive actions to maintain profitability build its own reputation and serve its customers really well. As a result, the bank won the Best Retail Bank in Singapore award for the second consecutive year.

OCBC continued to perform well in the areas of developing products and services catered to families, bancassurance, infrastructure and brand, and growing its affluent business.

Both the Baby Bonus CDA and Mighty Savers programme were driving core deposit growth which was the second highest in absolute numbers in 2009 based on its network size in the retail financial services industry.

OCBC has also been continuously strengthening the element of sustainability in its business model, and as one of the very few players in the region, re-structured fundamentally the compensation and remuneration scheme among its sales force.

OCBC is also leading in the area of transparency with its clear retail banking strategy, strong crisis management capabilities and comprehensive articulation of its value proposition to its stakeholders.

OCBC has built up a powerful events based marketing platform and is now deploying the event based marketing and CRM based platform regionally. To further lower the cost of analytical services, OCBC established an offshore analytical team. It is also one of the very few banks in the region that changed substantially their remuneration system for wealth management sales personnel.

Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme

“This year over 120 banks and financial institutions in 23 countries across the region were evaluated as part of the Excellence in Retail Financial Services Programme. It has become the single most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions available almost anywhere in the world today,” said Philippe Paillart, Chairman of The Asian Banker Excellence in Retail Financial Services Programme.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks’ retail banking businesses that involve extensive research and probing interviews, and taps on the combined experience of a team of experienced researchers.

Philippe Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, added: “The Asian Banker Excellence Programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time.”

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its incisive and independent commentaries on developments in the industry. The company's website is www.theasianbanker.com.

For more information please contact:

Ms Ananya Dutta

Direct (Singapore): (65) 6236 6174

Email: dananya@theasianbanker.com

-Ends-