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Press Release

FOR IMMEDIATE RELEASE

OCBC Singapore wins Best Consumer Credit Product, Best Customer Relationship Management as well as Best Retail Bank in Singapore Awards for 2012

- **OCBC managed to improve market share in deposits, bancassurance, housing loans and also increase revenues for the year.**
- **OCBC's "EasiCredit" enables personal loans to be applied for and disbursed in just three minutes.**
- **No application forms involved as everything is done straight-through OCBC's new Auto-ROME online system.**

Seoul, South Korea, March 22nd 2013— OCBC Singapore won the Best Consumer Credit Product, Best Customer Relationship Management as well as Best Retail Bank in Singapore Award for 2012. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2013 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Westin Chosun, Seoul, South Korea on March 22nd 2013.

OCBC Bank is the fastest growing local bank in Singapore. It started dedicating significant effort towards understanding customer behaviour and requirements which could help strategic thinking and operational planning. It set-up a bank-wide customer experience centre which could redesign every customer touchpoint, introduced the youth brand 'Frank' etc. In 2012, the efforts translated into a 20% growth in pre-tax profits. The bank has also been ramping up its wealth management services to delight customers and make a differentiated offering.

Introduced in August 2012 when OCBC's recognised that customers' satisfaction and needs can be more effectively met by providing a truly fast and easy personal loan application process, the bank's Cash in 3 Minutes initiative was launched to help it leapfrog ahead of competitors in the consumer credit segment. With establishment of "EasiCredit", OCBC Singapore is the first and only world in the bank to offer a hassle-free personal loan application process, approval within three minutes, and instant access to cash upon approval. The bank's "EasiCredit" post launch growth rate outperformed pre-launch period by 50%, and has driven 10% more customers month-to-month, translating to additional sales of \$4.4 million every month.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises 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 evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

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 and Shanghai 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 services and forums. The company's website is www.theasianbanker.com

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Evaluation Criteria for Excellence in Retail Financial Services Programme

The Excellence in Retail Financial Services Programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions in the region. The programme is also a repository of evolving best practices from which players can benchmark their own products and processes over the long term.

The Excellence in Retail Financial Services programme is predicated by the belief statement below.

Core Belief:

“We believe that a well-run retail bank is one that demonstrates a long term, sustainable, profitable franchise with the customer as its core proposition.”

As per the belief, an outstanding player in the retail financial services industry should demonstrate the following attributes:

- 1. Outstanding annual performance of the retail banking unit**
- 2. Sustainability as a franchise over a long period of time and across economic cycles**
- 3. A well-defined franchise in the chosen marketplace**
- 4. Transparency and accountability of business model**
- 5. Clear sales and execution skills at the product level**
- 6. Rigorous risk management capabilities**
- 7. Superior business and operational processes and technology**
- 8. Strong penetration and efficiency of distribution channels**
- 9. Focus on developing human resources to support the bank’s strategy**
- 10. Ethical banking**

In addition, we have developed stringent evaluation criteria for each product or process. The decision-making process we use for these prestigious awards is made as transparent as possible so that banks in the region can understand where they stand as sustainable retail franchises, as well as use the process to re-examine their own products and processes.

Further information on the programme can be found at The Asian Banker website, Awards Programme, at www.theasianbanker.com.

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