

Press Release

FOR IMMEDIATE RELEASE

OCBC MoneyIn\$ights wins Best Mobile Banking Initiative award for 2014

- **MoneyIn\$ights is the first personal finance management application by a bank in Singapore and the only one which aggregates a customer's entire banking relationship.**
- **Increased customer affinity for digital banking gave OCBC the opportunity for real-time matching of customer needs with banking products and offering.**
- **OCBC has actively pursued opportunities to grow its online banking user-base and transaction volumes, successfully achieving cost-saving opportunities in the process.**

Sydney, April 3rd 2014—OCBC's MoneyIn\$ights won the Best Mobile Banking Initiative award for 2014. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2014 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 Shangri-La Hotel, Sydney, Australia on April 3rd 2014.

Auto-categorisation of transactions made across OCBC accounts simplifies the customer's financial planning process from the onset. MoneyIn\$ights eliminates the need for keying in data, making spend analysis in real-time easy. Functions like a dedicated relationship management tool for premier and private clients, create new, sustainable revenue potential through the bank's online and mobile channels.

Since the launch of MoneyIn\$ights in January 2013, OCBC's online as well as mobile banking registrations have exceeded sign-up targets by over 33%. Revenue from online services has doubled over the last year and is expected to continue growing, driven by deeper customer engagement and cross-selling. Both overall transactions and enquiries performed on these channels have also grown two-fold over the last year, presenting the bank with tremendous cost-saving opportunities.

About 200 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, 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 services and forums. The company's website is www.theasianbanker.com

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