

## Operations at a Glance



### Consumer Banking

- Bancassurance sales premiums rose 56% to S\$1 billion; increased market share from 39% to 45%
- Unit trust sales rose 38% to S\$1.1 billion; estimated market share of 30%
- New housing loans surged 61% to S\$3.4 billion; ranked number one based on caveats lodged
- New car loans jumped 78% to more than S\$1 billion
- Renovation loans increased 60%
- Credit card base expanded significantly to approximately half a million cards following the launch of OCBC Robinsons credit card
- Prestige Credit (revolving line of credit) customer base grew 20%
- Internet Banking user base rose from approximately 80,000 to 140,000

### Business Banking

- OCBC Bank ranked Top Arranger of Singapore Syndicated Loans in 2002 by Thompson Financial Services
- Enlarged SME customer base following integration of Keppel Capital Holdings; more than a third of SMEs in Singapore and 58% of the Enterprise 50 companies are OCBC Bank customers
- Enterprise Banking assisted three SME customers to launch their IPOs on the SGX-ST
- Participated in SPRING's Loan Insurance Scheme Initiative for SMEs
- Sponsored 14th Rotary-ASME's Entrepreneur of the Year Award 2002
- Co-organised Phoenix Award 2002, which recognises individuals who have surmounted difficulties to achieve business success

### Investment Banking

- Underwrote and managed several fixed-rate bond issues by Singapore statutory boards, government-linked companies and other corporations
- Notable transactions include Fraser & Neave's S\$1 billion Medium Term Note programme and Tuas Power's S\$400 million fixed rate note issue
- Managed 3 IPOs, 4 financial advisory mandates for divestments and takeovers, and 3 secondary market capital raising exercises

### Transaction Banking

- OCBC Bank named Best Corporate/Institutional Internet Bank in Singapore and in the Asia-Pacific by US-based *Global Finance* magazine, mainly in recognition of the Bank's online cash management system, *Velocity@ocbc*
- Online corporate customers rose by 54%
- OCBC Bank was one of the pioneer banks in the consortium that launched iQB, a multi-bank on-line payment gateway
- Joined the Continuous-Linked Settlement system
- Appointed by a major international bank as their strategic partner to process payments for their domestic cash management services in Singapore

### Treasury

- Ranked Number 1 in *AsiaRisk* interbank survey for Singapore Dollar Forward Rate Agreements
- Launched several yield-enhanced products linked to foreign exchange, equities and bonds
- Established Equity Derivatives Unit to offer equity-linked products

### Asset Management

- Widened product range with launch of five principal protected funds
- S\$3.6 billion in total assets under management and administration; increase of 9%
- 49 unit trusts with S\$1.3 billion of funds under management; one of the largest unit trust fund managers in Singapore

### Malaysia

- One of the largest foreign banks by assets, with 25 branches located throughout Peninsular Malaysia, Sabah and Sarawak
- 20 branches reconfigured to new look by end of 2002, providing enhanced banking experience for customers
- Launched retail online banking service known as eCafe (e-Customer Activated Financial Experience)
- Outstanding housing loans jumped 28% to RM3.65 billion; new housing loan approvals exceeded RM2 billion
- Lion Golden Dividend Plan achieved total sales premium of RM342 million
- Achieved unit trust sales of close to RM180 million
- Launched various cash management products for business clients, such as Auto-Credit/Debit & Payroll System
- Launched Islamic Industrial Hire Purchase known as IHP-I
- Awarded Sahabat SMI Award (Friend of SMI) for the foreign bank category by the SMI (Small and Medium Industries) Association of Malaysia
- Islamic Banking offers 14 products, accounting for one-third of all such products in the market
- Long-term bank rating upgraded from AA2 to AA1 by the Rating Agency of Malaysia

### Technology and Operations

- Successfully integrated backroom operations of ex-Keppel TatLee Bank
- Completed the upgrading of the Bank's core banking system in November
- Continued enhancements made to Customer Relationship Management system
- Implemented Global Data Warehouse to facilitate improved profitability analysis of customers and products
- General Ledger, Management Information and Human Resource systems upgraded with Oracle E-business Suite
- Integrated Financial Planning System with the fulfillment system of our insurance partner, Great Eastern Holdings, to facilitate faster response to customers
- Voted Top 100 Asian organisations best at "Adding business value through strategic use of Information Technology" by *CIO Magazine* in 2002
- Implemented outsourcing of outward cheque clearing