



MEDIA RELEASE

'FRANK BY OCBC' EXTENDS ITS HIGHLY POPULAR DESIGNER'S DEBIT CARDS TO CREDIT CARDS, WITH ONE LIMITED EDITION DESIGN WORTH S\$1,000

Customers can choose from over 130 designs for the 'FRANK by OCBC' credit cards, exchange their reward points for cash rebates, and use the all-in-one payment card to withdraw cash and pay for transport

Singapore, 14 November 2011 - Oversea-Chinese Banking Corporation Limited ("OCBC Bank") today announced the launch of credit cards for the 'FRANK by OCBC' banking programme. Customers can choose from over 130 card designs which include one limited edition design that will be sold for S\$1,000 and donated to the customer's chosen charity, with dollar-for-dollar match by OCBC Bank.

'FRANK by OCBC' credit card holders have the flexibility to exchange their reward points for cash rebates or vouchers. They can also use the all-in-one VISA payment card to take a ride on trains and buses as well as withdraw cash and sign or tap for purchases anytime and anywhere. 'FRANK by OCBC' will open its third retail store at VivoCity on 15 November 2011, after its first two stores opened at local universities, Singapore Management University ("SMU") and Nanyang Technological University ("NTU") earlier this year.

'FRANK by OCBC' banking programme

The 'Frank by OCBC' banking programme was launched in May 2011, targeting youths and young working adults. The programme has received overwhelming response from its target customers who have commended that it is an easy, fun and accessible way to bank. Within the first six months of launch, the number of new sign-ups for 'FRANK by OCBC' savings accounts and debit cards have grown at an average monthly rate of more than two times. A key driving factor of the growth is the 'FRANK by OCBC' savings enabler feature which helps customers create "savings jars" – sub accounts – to apportion their savings for different purposes such as saving for a dream

holiday or a special gift for someone. Customers are also drawn to the vast array of 'FRANK by OCBC' card designs to choose from, with many citing the designs as cool and unique.

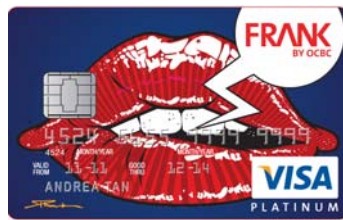
'FRANK by OCBC' credit cards

In conjunction with the 'FRANK by OCBC' credit cards launch, customers can get their hands on three newly minted limited edition card designs – the latest addition to the gallery of 131 FRANK card designs. The three new designs are based on the 'New World' series of artworks created by a Singapore-based contemporary art and design collective, Phunk Studio¹.

Limited edition 'FRANK by OCBC' credit cards



'bee happy'



'lip service'



'futurepolis'

These artworks mimic an imaginary world filled with quirky dreamlike characters and images, inspired by the collective's childhood and love for pop culture. It is also an aspirational world where everyone can openly express and celebrate their colourful characters and individual personalities.

The 'bee happy' design will be sold as an exclusive piece for S\$1,000, together with a coveted framed print of the card design autographed by the Phunk Studio. The amount collected will be donated to a charity of the customer's choice, with OCBC Bank matching the amount to the same charity. The 'lip service' and 'futurepolis' designs will be priced at S\$50 each, with 50 pieces available per design.

¹ Phunk Studio is known for its non-conventional and aesthetic design philosophy for over 17 years, and has created a large international following for their creative artworks. Phunk Studio was awarded "Designer of the Year" in 2007 at the Singapore President's Design Award. They have also represented Singapore at several international art exhibitions including the Gwangju Biennale in 2005 and the London Design Festival in 2006.

- **Flexible rewards redemption**

'FRANK by OCBC' credit card holders can choose to exchange their reward points for cash rebate, with S\$10* rebate for every 1000 OCBC\$ earned (S\$1 spend = 1 OCBC\$). As part of the programme's objectives to impart money management skills to young people, 'FRANK by OCBC' credit card holders who pay their credit card bills on time consecutively for six months in the first membership year will be rewarded with vouchers. To help cultivate good payment habits, the 'FRANK by OCBC' programme offers customers free SMS alerts which will be sent to their mobile phones five days prior to their payment due date.

** Till June 2012*

- **All-in-one payment card**

The 'FRANK by OCBC' credit card combines Visa, NETS FlashPay, ATM and transit capabilities all in one card, thus offering cashless convenience anytime and anywhere. Customers can pay at all VISA/MasterCard and NETS merchants, and withdraw cash at any OCBC/Visa/Plus ATMs worldwide. They can also use the card to take a ride on trains and buses as well as pay for Electronic Road Pricing charges. Based on a series of research and focus groups conducted by OCBC Bank with youths and young working adults, such a versatile payment card has shown to be well received by this segment.

Third 'FRANK by OCBC' retail store

The third 'FRANK by OCBC' retail store will open at VivoCity on 15 November 2011. VivoCity is one of the high traffic local malls frequented by youths and young working adults. Like the 'FRANK by OCBC' retail stores at SMU and NTU, this store is designed differently from a traditional branch, allowing the customer to take his time to browse, touch and ask questions about the products and his banking needs. It is modelled after a shopping experience that youths and young working adults are familiar with, such as shopping for a gadget or fashion item. The VivoCity store opens everyday including Sundays from 11am to 7pm.

Ms Chng Bee Leng, Head of Mass Segment at OCBC Bank, said: “Recognising that the ‘FRANK by OCBC’ credit card will likely be one of the first payment cards that a young working adult will hold, we have customised the card with rewards and features that meet their lifestyle and payment needs. In living up to the “frank” attitude, the ‘Frank by OCBC’ credit card is upfront in the disclosure of all its fees and charges. This is to empower young adults, who are new to credit cards, make informed decisions when using their card and managing the payments. We believe that our latest additions to the ‘FRANK by OCBC’ programme will continue to complement and enhance the lifestyle of the youths and young working adults in Singapore.”

About OCBC Bank

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world’s most highly-rated banks, with an Aa1 rating from Moody’s. It is also ranked by Bloomberg Markets as the world’s strongest bank.

OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank’s key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of over 500 branches and representative offices in 15 countries and territories, including more than 400 branches and offices in Indonesia that are operated by its subsidiary, Bank OCBC NISP.

OCBC Bank’s insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which has been ranked among the top five global private banks in Asia.

For more information, please visit www.ocbc.com.

For more information on ‘FRANK by OCBC’, please visit frankbyocbc.com.