

**Media Release**

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OCBC WING HANG DEBUTS IN HONG KONG & MACAU

In conjunction with the launch of its new name, it is rolling out new product offerings and campaigns aimed at both existing and new customers.

Singapore, 1 October 2014 – Signalling its new beginnings as a subsidiary of the OCBC Group of companies, the 77-year-old Wing Hang Bank has been reinvigorated with a new name and a new look.

From today, its 80 branches across Hong Kong and Macau, including those of subsidiary Wing Hang Credit, will prominently bear the OCBC Wing Hang name as part of a brand mark that incorporates OCBC Bank's signature Chinese sailing vessel symbol. The logo is emblematic of OCBC Bank's vision and drive, its readiness to pursue opportunities and its emphasis on innovation.

Beyond its branches, the rebranding of Wing Hang Bank to OCBC Wing Hang is a comprehensive one that extends to all customer channels including ATMs, digital platforms, marketing materials and customer items such as statements, cheques and passbooks. All of these will be aligned to OCBC Bank's corporate identity, which includes the adoption of its corporate red colour.

Over the course of today and tomorrow, about 1200 OCBC Wing Hang employees across the two markets have been mobilised to effect the change-out of all rebranded materials. The carefully-planned exercise will ensure that the transition to the new OCBC Wing Hang branding is a seamless experience for customers when the branches open their doors on 3 October 2014 post the two-day public holiday.

Mr Na Wu Beng, CEO of OCBC Wing Hang, said, "Today marks the start of new and exciting things for the customers of OCBC Wing Hang. As we unveil our new name today, we are also rolling out new product offerings and campaigns in Hong Kong and Macau. Very soon, OCBC Wing Hang customers will be able to do even more with the enlarged OCBC Group, leveraging the Group's extensive regional and international network, industry-specific expertise and local insight. We will help OCBC Wing Hang business customers seize opportunities in South East Asia and beyond to take their businesses further. The Group's comprehensive wealth management capabilities through Bank of Singapore, OCBC Bank's dedicated private banking subsidiary with a branch in Hong Kong, as well as the expanded range of wealth products in OCBC Wing Hang, will support OCBC Wing Hang individual customers' wealth creation and preservation needs.

“All of us at OCBC Wing Hang are very energised to serve our customers with our new brand, new products, and new platforms, with the same level of excellent service and professionalism that Wing Hang Bank was known for.”

To mark the occasion, a ceremony was held at OCBC Wing Hang’s headquarter building at 161 Queen’s Road in Hong Kong this morning to unveil the new brand mark. Officiated by OCBC Group CEO Mr Samuel Tsien, OCBC Wing Hang Chairman, Dr Patrick Fung; and Mr Na, it was attended by more than 80 OCBC Bank and OCBC Wing Hang employees as well as invited guests.

In conjunction with the launch of its new name, OCBC Wing Hang is also rolling out a slew of promotional offers across the Hong Kong and Macau markets from this month, lasting between two months and more than a year. Aimed at thanking and rewarding existing customers, as well as attracting new customers to the bank, the promotions span a range of consumer banking and wealth management products and services offering preferential rates and increased benefits, among others.

Highlights of OCBC Wing Hang’s Promotional Offers:

Existing customers

Recognising the wide appeal of unit trusts as an investment instrument that caters to a variety of investor risk appetites, OCBC Wing Hang will offer existing customers in Hong Kong a preferential 1% subscription fee rate on all single payment unit trust investments of HK\$50,000 and above. Lasting from 3 Oct 2014 till the end of November, this promotional rate is a significant discount to the industry norm of between 1.5% and 2.0% charged. For preferential rates of 1%, the industry also typically requires a higher investment threshold of about HK\$1,000,000. In addition, customers of OCBC Wing Hang Elite Gold, with AUMs of HK\$1,000,000 and above, will for the first time be able to use their OCBC Wing Hang Elite Gold Platinum credit card to pay the lump-sum subscription amount, enjoying the 1% preferential rate.

From 3 October to 31 December 2014, existing OCBC Wing Hang customers in Macau will also enjoy preferential unit trust subscription fees of as low as 2.25%, in addition to being awarded supermarket coupons worth up to a maximum of HK\$10,000, depending on the investment amount.

Over the same period, all existing OCBC Wing Hang credit card holders in Hong Kong and Macau will enjoy up to 5X rewards on amounts spent on their cards in Singapore, Malaysia and Indonesia. At the same time, every HK\$500 spent in these markets earns them a lucky draw chance to win a luxury vacation to Singapore.

New customers

To cater to the emerging and mass affluent segment in Hong Kong, OCBC Wing Hang is partnering its subsidiary OCBC Wing Hang Credit to launch a new bundled offering that combines a tax loan with securities trading. From 3 Oct 2014 to 30 April 2015, new investment account customers of OCBC Wing Hang who draw down on their tax loans with OCBC Wing Hang Credit will enjoy a rebate of up to HK\$5,000 securities trading fees. At the same time, these customers will enjoy higher returns of 0.25% per annum on the balances in their HK dollar savings accounts used for the settlement of securities transactions. This preferential rate will apply up till 5 October 2015. Taken together, the features of the bundled offering provide customers with greater flexibility in their discretionary income, helping them manage and grow their wealth.

From 3 October to 31 December 2014, new OCBC Wing Hang customers in Macau will enjoy a waiver of up to HK\$2,000 in brokerage fees when they open a securities account with the bank. They are also eligible for special interest rates on deposits including a preferential rate of up to 2.125% per annum on an 18-month monthly savings plan. Depositors who place a 138-day RMB time deposit, on the other hand, will earn interest of up to 3.28% per annum and receive supermarket coupons of MOP\$50 for every HK\$100,000 equivalent deposited.

SOCIAL MEDIA ASSETS

Official hashtags: #ocbcwinghang #ocbcbank

Keywords:

OCBC, Wing Hang, new beginning



Suggested tweet: OCBC Wing Hang debuts in HK and Macau and rolls out attractive offers for customers. (84 characters)



Suggested Facebook post: Wing Hang Bank is now known as OCBC Wing Hang, signalling its new beginnings as a subsidiary of OCBC Group. Together with the launch of its new name, it is rolling out a slew of promotional retail banking and wealth management offers.

For all other updates on OCBC, follow @OCBCBank on Twitter and “like” facebook.com/ocbcbank on Facebook.

About OCBC Wing Hang

Founded in 1937, OCBC Wing Hang is one of the longest established financial institutions in Hong Kong. Together with its subsidiaries and

affiliated companies, it offers a comprehensive range of commercial banking products and services and other financial services such as consumer financing, share brokerage and insurance, among others. It has a network of 95 branches in Hong Kong, Macau and China.

OCBC Wing Hang Bank is a subsidiary of OCBC Bank, the second largest financial services group in Southeast Asia by assets. OCBC Bank is one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It has an international presence of over 630 branches and representative offices across 18 countries and territories, including OCBC Wing Hang's network.

For more information, please visit www.ocbcwhhk.com and www.ocbcwhmac.com

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 was ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012.

OCBC Bank and its subsidiaries offer a broad array of specialist financial and wealth management 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 over 630 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP and OCBC Wing Hang's 95 branches in Hong Kong, China and Macau.

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 continues to gain industry recognition including being voted "Outstanding Private Bank in Asia Pacific" in 2013 by Private Banker International.

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