



MEDIA RELEASE

**OCBC Hong Kong launches Premier Banking welcome offer
of up to HK\$93,888
Announcing Linda Chung as Premier Banking brand ambassador and
unveiling the “Give Time Greater Meaning” themed commercial**

Hong Kong, 29 May 2025 – OCBC Bank (Hong Kong) Limited (“OCBC Hong Kong”) is excited to launch its latest Premier Banking commercial campaign featuring acclaimed artist Linda Chung as the brand ambassador for OCBC Premier Banking. Titled “Give Time Greater Meaning”, this campaign emphasises the Bank’s commitment to empowering clients in realising their aspirations. From 1 June 2025 to 31 July 2025, customers who newly join OCBC Premier Banking can enjoy welcome offer of up to HK\$93,888* and HKD savings offer rate of up to 3% p.a.. Specific offers are subject to limited quotas and are available on a first-come, first-served basis.

Driven by the increasing demand for offshore banking accounts and cross-border banking solutions in Hong Kong and Greater China, OCBC Premier Banking has seen substantial growth in new clients and assets under management over the past year. **Mr. Sunny Quek, Head of Global Consumer Financial Services, OCBC** stated, “Our unique ‘Singapore-Hong Kong Twin-hub’ proposition and rich history—‘founded in Singapore, rooted in Hong Kong’ — are essential to our robust business growth. We will enhance our banking solutions, including cross-border banking connections, remittance services, and exclusive offerings in healthcare, education, and lifestyle.”

The commercial themed “Give Time Greater Meaning” features Linda and her eldest daughter, Kelly, who makes her debut on screen. As a successful actress and mother of three, Linda deeply understands the time constraints faced by today’s individuals. The commercial emphasises how a reliable financial partner can enrich life by adding value to precious time.

Mr. Wang Ke, Head of Greater China and CEO of OCBC Hong Kong stated, “Our ‘Twin-hub’ strategy effectively harnesses the synergies between the ASEAN and Greater China, fully leveraging the distinctive advantages of both Singapore and Hong Kong. Looking ahead, we remain committed to advancing our growth roadmap and enhancing our digital and banking capabilities, striving to position OCBC Hong Kong among the top 10 banks in Hong Kong within the next five years.”

Ms. Josephine Lee, Head of Consumer Financial Services, OCBC Hong Kong stated, “We recognise the increasing demand for cross-border banking solutions. With OCBC Premier Banking, we are dedicated to offering our affluent clients a comprehensive suite of banking services. Our clients can now effortlessly open accounts in both Singapore and Hong Kong in one go without the hassle of repeated onboarding. In the future, we will extend this seamless experience to our customers in Macau, Malaysia, and Indonesia, fulfilling our commitment to customers ‘for now and beyond.’”

*The offer is subject to terms and conditions. Specific offers are subject to limited quotas on first-come first-served basis. For more information, please visit <https://www.ocbc.com.hk/premier-banking/en> to learn more.

Photos



Ms. Josephine Lee, Head of Consumer Financial Services, OCBC Hong Kong (first from left); **Mr. Sunny Quek**, Head of Global Consumer Financial Services, OCBC (second from left); and **Mr. Wang Ke**, Head of Greater China and CEO of OCBC Hong Kong (second from right); and **Mr. Stephen Leung**, Deputy Head of Consumer Financial Services, OCBC Hong Kong (right) hosted the Dukling boat set sailing ceremony at Victoria Harbour, marking the launch of OCBC Premier Banking's new commercial campaign.



Mr. Wang Ke, Head of Greater China and CEO of OCBC Hong Kong (fourth from left); **Mr. Sunny Quek**, Head of Global Consumer Financial Services, OCBC (fourth from right); and **Ms. Josephine Lee**, Head of Consumer Financial Services, OCBC Hong Kong (third from right), joined OCBC Premier Banking brand ambassador **Linda Chung** (second from left) at the launch ceremony of the OCBC Premier Banking “Give Time Greater Meaning” campaign.



OCBC Premier Banking launches “Give Time Greater Meaning” new commercial campaign.

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About OCBC

OCBC 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 one of the world’s most highly-rated banks, with Aa1 by Moody’s and AA- by both Fitch and S&P. Recognised for its financial strength and stability, OCBC is consistently ranked among the World’s Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore by The Asian Banker.

OCBC is the second largest financial services group in Southeast Asia by assets. The Group offers a broad array of commercial banking, specialist financial and wealth management services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC’s private banking services are provided by its wholly-owned subsidiary Bank of Singapore, which operates on a unique open-architecture product platform to source for the best-in-class products to meet

its clients' goals. Its insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. Its asset management subsidiary, Lion Global Investors, is one of the leading asset management companies in Southeast Asia. Its brokerage subsidiary, OCBC Securities, is one of the leading securities firms in Singapore.

The Group's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 400 branches and representative offices in 19 countries and regions.

For more information, please visit www.ocbc.com.hk to learn more about OCBC Hong Kong.

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