MEDIA RELEASE

OCBC Hong Kong Launches "Together, Lifting Everyone We Serve" Brand Campaign Featuring 24 Real Stories of Aspiration

Leveraging Greater China and ASEAN Network Strengths to Support Customers at Every Stage of Life Through Professional Wealth Management

At a glance

- **Strengthening OCBC Hong Kong's Wealth Management Proposition**: Under the theme "Together, Lifting Everyone We Serve", OCBC Hong Kong combines its deep understanding of the local market with the Group's extensive network across Greater China and ASEAN to support customers' evolving needs at every stage of life, from wealth accumulation and family protection to cross-border business needs and wealth succession.
- **24 Real Stories of Aspiration**: 24 individuals from diverse fields, including entertainment, business, creative design, social services and education, share their aspirations, decisions and life experiences across different stages of their journeys. The series highlights that wealth management is not only about growing wealth, but also about helping customers achieve their life goals.
- **Leveraging OCBC's Regional Strengths**: The campaign complements OCBC Group's regional brand initiative, drawing inspiration from real customer stories that reflect life journeys many Hong Kong families can resonate with. It showcases how OCBC leverages its Greater China and ASEAN network, together with its integrated financial services capabilities, to support individuals, families and businesses in achieving their long-term aspirations.

Hong Kong, 5 November 2026 – OCBC Bank (Hong Kong) Limited ("OCBC Hong Kong") announced the launch of its annual brand campaign under the theme "Together, Lifting Everyone We Serve", further reinforcing its purpose of helping people realise their aspirations, and strengthening its position as a trusted wealth management and financial services partner for the people of Hong Kong. The campaign comprises a regional brand video, a social media campaign, and a series of radio advertisements and advertorial articles. The social media campaign invites 24 distinguished figures from diverse sectors to share their aspiration journeys and how OCBC Hong Kong's professional financial services have supported Hong Kong people in realising their aspirations at different stages of life. Behind every aspiration lies a purpose worth protecting and a dream worth pursuing.

Participants include Hong Kong artiste Joe Ma and his son Xiang Ma, Stephanie Che and Anjaylia Chan; former weather presenter Icy Wong; and Commercial Radio 903 DJs Donald Tong and Chu Fun. The campaign is also supported by renowned figures including SoMad, winner of Best Costume & Make Up Design at the 44th Hong Kong Film Awards for *Sons of the Neon Night*; fashion designer Kev Yiu, a recipient of Hong Kong's Ten Outstanding Designers Award; and Edmond Lau, the Chief Executive Officer of SAHK (a former Deputy Chief Executive of the Hong Kong Monetary Authority), one of the Bank's social responsibility partners, and also Natalie Chung, climate advocate and social entrepreneur.

From Managing Wealth to Empowering Life's Important Decisions

No two aspirations are the same, and neither are wealth management needs. From building a career and accumulating a first pool of wealth, to purchasing a home, planning for children's education, securing family protection, and supporting business growth and wealth succession, each stage of life brings its own unique needs. Guided by its brand mission of “purpose is about lifting others”, OCBC Hong Kong leverages its position as a trusted financial expert across ASEAN and Greater China. OCBC 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.

Recognised for its financial strength and stability, OCBC was ranked first in the inaugural *World's Top Performing Banks* list by Forbes and Statista in 2026. In the same year, it was also named the strongest bank in Singapore and Asia Pacific, and the third strongest globally, by The Asian Banker. The bank’s professional team and comprehensive wealth management solutions help customers make informed decisions and capture opportunities at every stage of life.

"24 Real Stories of Aspiration" Connect Wealth Management with Real-Life Journeys

In October this year, OCBC Hong Kong launched its "24 Real Stories of Aspiration" social media series, sharing the journeys of 24 aspiring individuals. The campaign illustrates how wealth management can support the evolving needs and aspirations of Hong Kong people through different stages of life. The 24 participants are at different stages of their life journeys. They include young professionals at a pivotal stage of their careers and steadily building wealth; successful individuals seeking a more strategic approach to managing their assets; young parents planning for their children's education and family protection; and entrepreneurs preparing for succession and preserving their family legacy. Through the campaign, they share the challenges they have overcome, the important financial decisions they have made, and how OCBC Hong Kong has supported them with professional wealth management advice and solutions to help them achieve their aspirations and the life they envision.

The 24 participants come from diverse sectors, including:

- Celebrities
    - Artistes Joe Ma and his son Xiang Ma, Stephanie Che, Anjaylia Chan and former weather reporter Icy Wong;
    - Commercial Radio 903 DJs Donald Tong, Chu Fun, Jessica Tse, lyricist Oscar and content creator Terry;

- Creative Talents
    - SoMad, winner of Best Costume & Make Up Design at the 44th Hong Kong Film Awards for *Sons of the Neon Night*; high fashion designer Kev Yiu, a recipient of Hong Kong’s Ten Outstanding Designers Award; and photographer Timmy Lo

- Professionals from Diverse Fields
    - Christina Ho, a commercial female pilot turned social enterprise founder; Cecilia Wong, a renowned international wine critic and TV host; and Stone Tsang, a renowned Hong Kong trail runner

- Social Changemakers

- Edmond Lau, the Chief Executive Officer of SAHK, and former Deputy Chief Executive of the Hong Kong Monetary Authority; Sam Wan, the Principal of Po Leung Kuk Yao Ling Sun College; Natalie Chung, a climate advocate and social entrepreneur; and Jo Soo Tang, a social entrepreneur

- OCBC Hong Kong SME Clients and Business Successors
  - Eddy Lo, the Founder of Nest 1964, and Catherine Yung, Founder of Yú Teahouse

- The OCBC team
  - Ruby Yiu, Head of Emerging Business, OCBC Hong Kong, and Hailey Lam, Assistant Manager, Financial Institutions Sales, Global Markets, OCBC Hong Kong

Regional Brand Video Connecting Hong Kong Family Stories with Brand Aspirations

Earlier this year, OCBC Group launched a regional brand campaign video across Hong Kong and Macau, inspired by a real customer story that reflects the aspirations of many local families. The video follows the journey of a Hong Kong family whose parents work tirelessly to provide their children with broader educational and development opportunities through thoughtful, long-term planning. The story highlights that wealth management is not merely about pursuing investment returns, but about creating more choices for the next generation and enabling families to achieve their aspirations through careful planning. Through its comprehensive suite of banking, insurance and investment solutions, OCBC Hong Kong supports customers at every stage of life, partnering families in achieving their aspirations.

(OCBC Hong Kong brand video: https://youtu.be/YFtUALpuVZ4?si=zuxc-APTxE2OtI8m)

Mr Wang Ke, Head of Greater China of OCBC and Chief Executive Officer of OCBC Hong Kong, said: “As our customers’ wealth, family and business needs become increasingly diverse and cross-border, OCBC Hong Kong is leveraging the Group’s regional network and the expertise of our local team to deliver more holistic and long-term financial and wealth management solutions. Wealth management is not just about managing assets. It is about understanding our customers’ aspirations at every stage of life and helping them achieve them. Having built deep and lasting relationships with our customers over the years, we remain committed to supporting individuals, families and businesses in realising their goals and ambitions, turning aspirations into reality one step at a time.”

Photos:



OCBC Hong Kong launches "Together, Lifting Everyone We Serve" brand campaign featuring 24 real stories of aspiration.





Artistes Joe Ma (left) and Stephanie Che (right) take part in the “24 Aspiration Stories” social media campaign.





Former weather presenter Icy Wong (left) and SoMad (right), winner of Best Costume & Make Up Design at the 44th Hong Kong Film Awards for *Sons of the Neon Night*, take part in the “24 Aspiration Stories” social media campaign.



The brand campaign was promoted extensively across online and offline channels in Hong Kong and Macau in the second half of the year, including on landmark outdoor digital screens such as SOGO Causeway Bay (pictured) and New Yaohan Macau, reaching a wide audience across the community.

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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 was ranked first in the inaugural *World's Top Performing Banks* list by Forbes and Statista in 2026. In the same year, it was also named the strongest bank in Singapore and Asia Pacific, and the third strongest globally, 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 close to 380 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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