



MEDIA RELEASE

OCBC Hong Kong Launches First-of-its-Kind “Bank × Lifestyle Retail” Branch A Prime-Location Branch that Integrates Lifestyle and Financial Services to create a New Customer Experience

Hong Kong, 10 March 2026 — OCBC (Hong Kong) Limited (“OCBC Hong Kong” or “The Bank”) today unveiled Hong Kong’s first “Bank x Lifestyle Retail” branch at 35 Queen’s Road Central. By introducing the first overseas retail store of Old Seng Choong from Singapore, the branch brings warmth and lifestyle into banking, creating a more welcoming and refined visit experience for customers. In the digital era, the Bank is redefining the value of bank branches. This new concept enables customers to enjoy lifestyle elements while managing their banking and wealth needs at the branch, marking a significant milestone in retail banking services.

Building on OCBC Hong Kong’s strong performance in 2025—with OCBC Premier Banking customers growing more than 30% year-on-year, offshore customers increasing over 40%, and wealth-management income rising more than 70%—OCBC Hong Kong is introducing its innovative “Bank × Lifestyle Retail” model, particularly in enhancing services for high-end customers and capturing their growth potential. The new Central branch also reflects the Bank’s broader ambition to strengthen its franchise in key Asian markets. With rising trade, investment and wealth flows across the region, OCBC Hong Kong is investing in more distinctive, experience-led approaches that deepen customer engagement and support long-term growth, while advancing a retail banking model centered on lifestyle-driven customer experience.

Responding to Changing Customer Behaviour: Redefining the Role of Physical Branches to Drive Wealth Management Strategies

As customers increasingly rely on digital channels for day-to-day transactions, their demand for in-depth, professional and high-quality advisory services during branch visits continues to rise. OCBC Hong Kong is redefining the purpose of physical branches by centring them on professional advisory, elevating interaction and comfort, and complementing digital banking services to build longer-term and higher-value customer relationships.

As part of this revamped operating model, the Old Seng Choong retail store within the new Central branch showcases its signature pandan cakes and authentic pastries to attract customers. This cross-brand collaboration further underscores the Bank’s strategic “Singapore-Hong Kong twin-hub” advantage. With both OCBC and Old Seng Choong sharing deep Singapore roots, the collaboration brings comfort, warmth and hospitality to the advisory environment. OCBC is bringing banking closer, more relevant and seamlessly integrated into customers’ everyday lives.

From an industry perspective, this shift reflects how banks are elevating the role and experience of physical branches. Physical locations are no longer viewed merely as transaction points, but as strategic hubs for high-quality wealth advisory, elevated customer experience, and long-term relationship building.

Centring on Customer Engagement: Achieving a Complete Experience Upgrade

For customers, the “Bank × Lifestyle Retail” concept translates into several tangible advantages:

- **Prime Central convenience:** Strategically located in a highly connected area near MTR station, Grade-A offices and premium retail corridors—ideal for portfolio reviews and timely financial follow-ups as part of customer’s daily routines.
- **Dedicated Advisory Rooms:** Individual advisory room designed to support deeper, more focused wealth management and financial-planning conversations with relationship managers.
- **Welcoming, conversational spaces:** The branch, spanning over 10,000 square feet, features dedicated lounge-style area that encourage more relaxed, personalised wealth conversations while complementing customers’ digital banking habits.
- **Lifestyle integration with heritage flair:** Singapore-themed lifestyle retail elements create a friendly and welcoming environment that encourages ongoing engagement, while keeping wealth advisory at the core.

Integrating Finance into Lifestyle: Leading a New Era of Banking

The new Central branch draws on OCBC Group’s successful lifestyle-themed branch at Wisma Atria in Singapore and brings it to life in Central, Hong Kong. The Old Seng Choong retail store makes its debut within the new Central branch, shaping a space that integrates lifestyle elements with financial services, delivering an experience that is both professional and approachable.

Mr. Sunny Quek, Head of Global Consumer Financial Services of OCBC, said: “The ‘Bank × Lifestyle Retail’ concept reflects how OCBC is rethinking the role of physical branches across markets. Our lifestyle-integrated flagship at Wisma Atria in Singapore has already demonstrated that the right environment can deepen customer relationships and enhance advisory engagement. The new Central branch builds on this proven model and is tailored to the needs of our Premier Banking customers in Hong Kong, reinforcing our focus on advice-led, high-value interactions.”

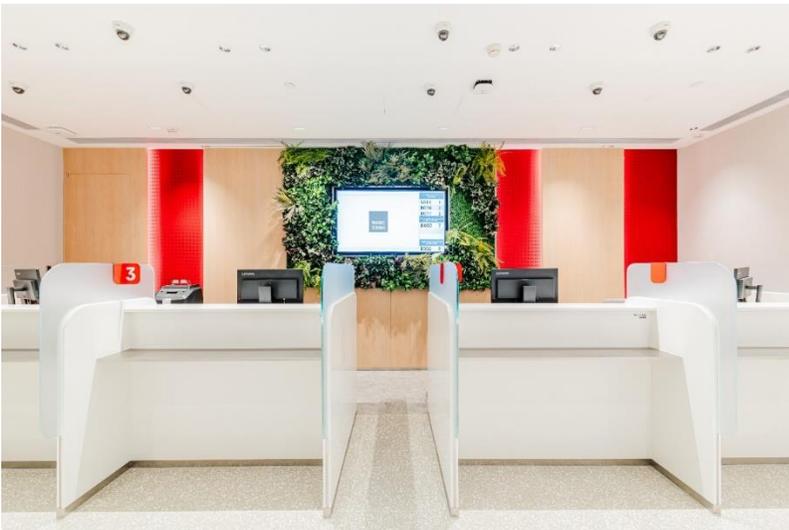
Mr. Wang Ke, Head of Greater China of OCBC and Chief Executive Officer of OCBC Hong Kong, said, “Following the significant growth in Premier Banking customers and wealth management income in 2025, we continue to invest in what matters most — customer experience, wealth management capabilities and technology. The new Central branch is a strategic platform to deepen engagement and deliver consistent excellence across the region. This new Central branch also reflects our commitment to building a future-ready banking model that differentiates OCBC Hong Kong in a competitive market and delivers even greater value to customers.”

Ms. Josephine Lee, Head of Consumer Financial Services of OCBC Hong Kong, added: “Central is where connectivity and opportunity meet in Hong Kong. This new Central branch brings personalised wealth engagement into a location our customers frequently visit, combining convenience with the quality and depth of advice they expect. By integrating curated lifestyle elements into the branch, we create a space that encourages repeated engagement and supports long-term relationship building.”

Photos



OCBC's new Central branch is located in the heart of Central, offering a prime location that leverages the advantages of the city's core business district and providing customers' access.



The bright and open service counter area showcases a green signature wall that integrates Singapore-inspired natural aesthetics with modern minimalist design, reflecting OCBC's brand heritage and customer-centric service philosophy.



The new Central branch elegantly designed individual advisory rooms provide customers with a discreet and personalised environment for wealth management and banking consultations.



The branch offers a lounge-style area designed to provide customers with a warm, comfortable, and modern banking service experience.



As part of OCBC's "Bank x Lifestyle Retail" concept, the branch features Singapore brand Old Seng Choong, bringing its authentic pastries to Hong Kong for the first time.



Mr Wang Ke, Head of Greater China of OCBC and CEO of OCBC Hong Kong (third from left), Ms Josephine Lee, Head of Consumer Financial Services of OCBC Hong Kong (third from right), Ms Linda Chung, OCBC Hong Kong Premier Banking Brand Ambassador (second from left), and Mr Daniel Tay, Founder of Old Seng Choong (second from right), together with OCBC Hong Kong senior management, officiate the opening ceremony of the new Central Branch, marking the debut of Hong Kong's first "Bank x Lifestyle Retail" branch.

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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 close to 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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