



MEDIA RELEASE

OCBC Hong Kong Expands Affluent Banking Proposition with Premier Private Client Soft Launch

Central Branch grand opening showcases an integrated wealth, wellness and regional banking experience for high-net-worth customers

Hong Kong, 29 September 2026 – OCBC Bank (Hong Kong) Limited (“OCBC Hong Kong”) today announced the grand opening of OCBC Hong Kong’s Central Branch and the soft launch of OCBC Premier Private Client (“PPC”), extending the Group’s established regional proposition for high-net-worth customers to Hong Kong. The proposition is available to eligible customers who maintain a Total Relationship Balance of HK\$8 million or above with OCBC Hong Kong.

The launch builds on continued momentum in OCBC Hong Kong’s affluent and wealth management business, with wealth management income increasing by more than 40% year on year for the first eight months of 2026.

The initiative marks an important step in the Bank’s strategy to attract new-to-bank high-net-worth customers and deepen relationships with existing customers whose financial, family and lifestyle needs are becoming increasingly sophisticated. It also supports OCBC’s “The Next Frontier” strategy, leveraging the Group’s regional network and wealth management capabilities to deepen customer relationships and connect customers to opportunities across Asia.

First introduced in Singapore and Malaysia in 2018, OCBC PPC is part of OCBC’s broader Premier Banking platform, enabling the Group to provide differentiated support as customers’ wealth needs evolve.

Mr. Wang Ke, Head of Greater China of OCBC and Chief Executive Officer of OCBC Hong Kong, said, “Hong Kong remains a key wealth management hub in Asia and an important market for OCBC. The opening of our Central Branch and the soft launch of Premier Private Client mark an important milestone in our growth journey in Hong Kong. By combining our local capabilities with OCBC’s regional network, we aim to support customers as their needs evolve and help them capture opportunities across Asia. We remain committed to deepening our presence in Hong Kong and supporting our customers’ financial and life aspirations.”

Mr. Sunny Quek, Head of Group Consumer Financial Services, OCBC, said, “OCBC Premier Private Client is a key offering of our wealth franchise, supporting our customers’ increasingly sophisticated wealth needs. We have already established Premier Private Client in Singapore and Malaysia since 2018. We are now extending the experience to Hong Kong as we strengthen our Singapore-Hong Kong twin wealth hubs to capture rising Asian wealth flows. This is how we will deliver our Whole-of-Wealth proposition, bringing together our wealth management solutions to support customers holistically in our key markets.”

Navigating wealth and wellness together

Built around the philosophy of “Navigating Your Wealth & Wellness Together”, the Hong Kong proposition integrates personalised wealth management, wellness privileges, regional banking, lifestyle experiences and legacy planning services.

Premier Private Clients are supported by a dedicated Client Advisor and a team of specialists across different financial disciplines. The team is supported by market insights and investment perspectives from across OCBC Group, including Bank of Singapore, Lion Global Investors and OCBC Group Research, to deliver wealth solutions tailored to customers’ needs.

Clients can access a broad range of investment and wealth management solutions, including selected offerings for professional investors, subject to their eligibility, individual needs and relevant suitability assessments.

The proposition also leverages OCBC’s regional network and Singapore-Hong Kong twin-hub capabilities to support customers whose family, investment and lifestyle needs increasingly span different Asian markets.

Ms. Josephine Lee, Head of Consumer Financial Services, OCBC Hong Kong, said, “Hong Kong’s affluent customers are increasingly seeking trusted advice that extends beyond investment returns to address wealth preservation, liquidity management, retirement planning, healthcare needs and legacy planning for the next generation. By bringing together personalised wealth management, wellness support and regional connectivity, OCBC Premier Private Client aims to support customers’ financial, family, lifestyle and wellness aspirations through different stages of their wealth and life journeys. This reflects our purpose to enable people and communities to realise their aspirations.”

As part of its wealth-and-wellness proposition, OCBC Hong Kong has partnered with Fullerton Health to offer eligible customers personalised one-to-one nutritionist consultations, health assessments, cross-border medical referral services and regional healthcare support, subject to applicable terms and conditions.

A differentiated customer experience in Central

The new look of OCBC Hong Kong’s Central Branch includes two additional floors and a wellness-focused Premier Private Client Club Lounge, as well as a large-scale 3D LED façade and interactive client experience area. Notably, once customers become Premier Private Clients, they can access personalised nutritionist consultation services without having to meet any additional threshold. The services are available just steps away from the Premier Private Client Club Lounge, providing convenient and direct access to personalised wellness support.

The newly opened floors also feature private advisory and meeting spaces, and an immersive client experience zone within a banking environment, offering a distinctive and personalised wealth management journey that sets the branch apart in the market.

The branch’s large-scale 3D LED façade showcases three original characters inspired by the entrepreneurial spirit, trustworthiness and adaptability that have shaped Hong Kong’s success. Through a series of dynamic animations and stories, the characters embody OCBC’s approach to helping customers capture opportunities, safeguard their wealth and plan dynamically for the future.

To bring OCBC’s Singapore-Hong Kong connection to life, Singaporean award-winning singer-songwriter and actor Hanjin Tan, who has built his career in Hong Kong, is featured in the Bank’s new

campaign, “A Tale of Two Cities, For Your Wealth and Beyond.” The campaign highlights how OCBC connects the two international financial hubs and supports customers’ wealth journeys across markets and generations.

Photos



Mr Joseph Chan, JP, Under Secretary for Financial Services and the Treasury of the HKSAR Government (fifth from left), joined Dr Andrew Khoo, Chairman and Independent Non-Executive Director of OCBC Hong Kong (fourth from left), other OCBC senior management and guests at the grand opening of OCBC Hong Kong’s Central Branch and the soft launch of OCBC Premier Private Client.



Members of the OCBC Board and senior management joined award-winning singer-songwriter and actor Hanjin Tan (far right) for a group photograph at the grand opening of OCBC Hong Kong’s Central Branch and the soft launch of OCBC Premier Private Client.



The newly opened Premier Private Client Club Lounge at OCBC Hong Kong's Central Branch provides an exclusive and comfortable setting for personalised wealth conversations, customer engagement and selected lifestyle and wellness experiences.



The newly opened private advisory and meeting spaces enable Premier Private Clients to meet with their Client Advisors and specialist teams in a discreet and comfortable environment for more in-depth wealth planning discussions.



Once customers become OCBC Premier Private Clients, they can access personalised nutritionist consultation services without having to meet any additional threshold. The services are available just steps away from the Premier Private Client Club Lounge, providing convenient and direct access to personalised wellness support.



The Central Branch's large-scale 3D LED façade showcases three original characters inspired by Hong Kong's entrepreneurial spirit, trustworthiness and adaptability. The characters reflect OCBC's approach to helping customers capture opportunities, safeguard their wealth and plan for the future.

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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 390 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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