



## MEDIA RELEASE

### OCBC Hong Kong Unveils Innovative “Bank x Retail” Concept to Transform Branch Experience and Elevate Customer Engagement Amid Strong Growth

Hong Kong, 5 January 2026 — OCBC Premier Banking of OCBC (Hong Kong) Limited (“OCBC Hong Kong” or “the Bank”) achieved robust growth in 2025 and unveiled its strategic “Bank x Retail” concept, which will become a core business focus in 2026. As of September 2025, total customer base of OCBC Premier Banking increased by over 30% year-on-year, with the offshore segment up more than 50%. Wealth Management revenue also recorded an impressive increase of more than 70% compared to the same period last year. These achievements underscore OCBC Hong Kong’s commitment in delivering greater customer value through enhanced regional wealth management capabilities, comprehensive product range, and quality customer services, backing by the twin-hub proposition of Singapore and Hong Kong.

#### Introducing the New “Bank x Retail” Concept

OCBC Hong Kong is set to launch its innovative “Bank x Retail” concept for 2026 — a forward-thinking branch model that blends banking with lifestyle by integrating unique retail element into branch. This approach aims to create a more engaging, convenient, and customer-centric experience.

To lay the foundation for this transformation, the Bank recently signed a Memorandum of Understanding (MOU) with Old Seng Choong, a renowned Singaporean pastry brand, at the OCBC Premier Banking 2025 Winter “Pandan Cake” Thanksgiving Event (“Thanksgiving Event”). This partnership marks the beginning of a new era in branch experience by bringing the first Old Seng Choong retail shop into a key branch in Hong Kong. The event also served as a meaningful gesture of annual customer appreciation and reaffirmed the Bank’s commitment to building lasting relationships and creating experiences that go beyond banking.

Customers can look forward to:

- **A welcoming environment** that deepens engagement with their relationship managers for more personalised portfolio reviews and management.
- **An elevated branch visits** with unique spaces for customers to refresh and unwind amidst their busy schedules, while waiting to be served.
- **Community connection** through thoughtfully designed areas that foster stronger ties between customers and the community, reinforcing OCBC as a trusted banking partner.

**Mr. Sunny Quek, Head of Global Consumer Financial Services of OCBC**, said, “Even as banking becomes more digital, physical branches continue to play an important role, especially in markets like Hong Kong where customers value face-to-face interactions for personalised service and trusted financial advice. That is why OCBC continues to reimagine the branch experience. Our lifestyle-integrated flagship at Wisma Atria in Singapore, unveiled in 2022, has shown how the right environment naturally deepens engagement. Our collaboration with Old Seng Choong brings this approach to Hong Kong. As two Singapore-born brands with rich heritage, we share a commitment to quality and customer experience. This ‘Bank x Retail’ gives customers more reasons to visit and connect with us, while delivering a seamless OCBC experience – one bank, one journey – across all touchpoints.”

**Mr. Wang Ke, Head of Greater China of OCBC and CEO of OCBC Hong Kong**, stated, “The year 2025 marked a disciplined step forward in our strategy for Greater China and Hong Kong. Looking ahead, the regions continue to offer compelling banking and wealth management opportunities. In parallel with the new ‘Bank x Retail’ experience, technology is another key driver of success. OCBC Hong Kong will continue its digital roadmap to streamline operations, accelerate innovation, and elevate service quality, connecting customers to potential opportunities while delivering a consistently excellent experience across the region.”

**Ms. Josephine Lee, Head of Consumer Financial Services of OCBC Hong Kong**, said, “By introducing the ‘Bank x Retail’ concept, we aim to raise the bar on how customers experience banking in Hong Kong — making it more accessible, relevant, and seamlessly integrated into their daily lives. This initiative is designed to create a welcoming space where customers can enjoy personalised wealth management services in a relaxed environment, while fostering stronger connections within the community. This concept also opens new opportunities for cross-industry collaboration with business partners, driving sales growth together and creating long-term value for both customers and wider market in Hong Kong.”

## Photos



OCBC Premier Banking brand ambassador, Linda Chung (second from left), and management at the 2025 Winter “Pandan Cake” ThanksGiving Event



Josephine Lee, Head of Consumer Financial Services, OCBC Hong Kong, and Daniel Tay, founder of Old Seng Choong, signed the MOU, paving the way for collaboration in 2026

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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](http://www.ocbc.com.hk) to learn more about OCBC Hong Kong.

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