

**OCBC “HOME IS...” CELEBRATION**

Singapore, 6 August 2014 - OCBC Bank is joining the nation's year-long celebration to commemorate Singapore's 50 years of founding. OCBC is inviting customers to reflect on what home means to them and to express that in a video titled, “Home Is...” to share with family, friends and the wider community.

Ms Phang Lah Hwa, OCBC's Head of Secured Lending, said: “We are delighted to roll-out a series of activities which celebrate the enduring values that we share as Singaporeans, values that have stood us in good stead in the past and give us confidence for an even brighter future. Through this “Home is...” video contest, we look forward to sharing many heart-warming expressions. Home, for the most of us, is a place where we share our lives with our loved ones. As a Bank, we want to help customers own a comfortable dream home or help with interest savings on their existing home loans. To celebrate Singapore's 49<sup>th</sup> National Day, we are availing the best home loan packages for the month of August.”

The OCBC “Home is...” Celebration comprises the following:

**1. Home Is...Video Contest**

- a. Participants upload a video on what home means to them via the OCBC “Home is...” webpage – [www.ocbc.com/homeis](http://www.ocbc.com/homeis) by 24 August 2014.
- b. Participants share the URL of their videos given by OCBC Bank and get as many likes as possible by 31 August 2014. Every participant will be entitled to market-beating home loan rates as low as 0.49% p.a. for the first year.
- c. At the end of the submission period, the best 5 videos from the most-liked 49 videos will be selected. The 5 winners will be entitled to an **interest-free rate** for the first year, or receive \$1000 worth of grocery vouchers if they are not eligible for a Home Loan.

## 2. Home Is...Home Loan Promotion Rates

There are 2 options available:

### a. 0.49% Variable Rate Package

Variable Rate (with video submission)	Variable-rate three-year lock-in period	
	Private properties	HDB
Year 1	All-in 0.49% ^	All-in 0.49%
Year 2	All-in 1.49%	All-in 1.49%
Year 3	All-in 1.69%	All-in 1.69%
Year 4	All-in 2.65%	All-in 2.65%
Following years	All-in 3.75%	All-in 3.75%
Effective Interest Rate for the first three years (EIR)	<b>1.22%</b>	<b>1.22%</b>

\* Year 1 rate will be fixed and will not change even if the Board rate changes

### b. 0.49 % SIBOR Package

3-month SIBOR (with video submission)	Three-month SIBOR three-year lock-in period	
	Private properties	HDB
Year 1	3-month SIBOR + 0.49%	3-month SIBOR + 0.49%
Year 2	3-month SIBOR + 0.79%	3-month SIBOR + 0.79%
Year 3	3-month SIBOR + 0.99%	3-month SIBOR + 0.99%
Following years	3-month SIBOR + 1.25%	3-month SIBOR + 1.25%
Effective Interest Rate for the first three years (EIR)	3-month SIBOR + 0.76%	3-month SIBOR + 0.76%

\*Current 3-month SIBOR: 0.40%

The winners of the best 5 videos are entitled to the packages below:

Best 5 Video Winners	3Y Lock Variable Rate	3Y Lock 3-month SIBOR
	Private properties & HDB	Private properties & HDB
Year 1	0.00% ^	3-mth SIBOR + 0.00%
Year 2	1.49%	3-mth SIBOR + 0.79%
Year 3	1.69%	3-mth SIBOR + 0.99%
Year 4	2.65%	3-mth SIBOR + 1.25%
Following years	3.75%	3-mth SIBOR + 1.25%
Effective Interest Rate for the first three years (EIR)	1.06%	3-mth SIBOR + 0.59%

^ Year 1 rate will be fixed and will not change even if the Board rate changes

## **Key Terms and Conditions**

1. Key dates:
  - a. 3 – 24 August 2014: Submission of videos on the OCBC “Home is...” webpage.
  - b. 5 – 31 August 2014: Members of the public will get to “like” their favourite videos on the OCBC “Home is...” webpage, [www.ocbc.com/homeis](http://www.ocbc.com/homeis)
  - c. 10 September 2014: Best 5 videos will be announced by this date.
  
2. The “Home Is...” promotional rates for August 2014 apply to
  - a. Completed properties in Singapore.
  - b. Home Loan that are new to OCBC regardless of whether it is to part finance the purchase of a completed property or refinancing of a home loan from another financial institution or the HDB.
  - c. Home Loans applied directly with OCBC.
  
3. Minimum loan size
  - a. Private properties – S\$200,000
  - b. HDB properties – S\$100,000

More information on the campaign, OCBC “Home is...”, can be found on [www.ocbc.com/homeis](http://www.ocbc.com/homeis).

## About OCBC Bank

OCBC Bank 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 now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It was ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012.

OCBC Bank and its subsidiaries offer a broad array of specialist financial and wealth management services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 530 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP and Wing Hang Bank's 70 branches in Hong Kong, China and Macau. Wing Hang Bank became a subsidiary of OCBC Bank on 15 July 2014.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia. Private banking services are provided by subsidiary Bank of Singapore, which continued to gain industry recognition including being voted "Outstanding Private Bank in Asia Pacific" in 2013 by Private Banker International.

For more information, please visit [www.ocbc.com](http://www.ocbc.com).

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