



MEDIA RELEASE

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FIRST PURE MATERNITY PROTECTION PLAN FOR EXPECTANT MOTHERS STRENGTHENS OCBC BANK'S POSITION AS THE LEADING BABY BONUS BANK

MaxMaternity Care is the first maternity protection plan in Singapore without an investment-linked component

Singapore, 16 September 2014 - Following last week's announcement of OCBC Bank being re-appointed as the Baby Bonus Bank, OCBC Bank continues to innovate with the first pure maternity protection plan, MaxMaternity Care that is not bundled with an investment-linked plan (ILP). This makes the protection plan more affordable and more targeted at addressing the needs of new parents. MaxMaternity Care is a three-year policy that aims to protect the expectant mother against maternity complications from as early as the 13th week of pregnancy, and to continue protecting the newborn against congenital illnesses until the policy matures.

The market currently offers only investment-linked plans which allow for a maternity complication rider to be attached to them. In comparison to a pure maternity protection plan, ILPs are investment products that require medium-to long-term commitment and monitoring of its investment value. Moreover, these riders only provide the expectant mothers with coverage from the 18th week of pregnancy.

As the leading Baby Bonus Bank since 2008, OCBC Bank had the opportunity to obtain consumer insights about the needs of many mothers and mothers-to-be. Several research studies conducted by OCBC Bank have revealed that the top concerns of expectant mothers include pregnancy complications and their newborn's medical expenses.

Based on these insights, the MaxMaternity Care is specially designed to:

- Provide financial protection to the expectant mother during her pregnancy. With MaxMaternity Care, her coverage starts from as early as the 13th week of her pregnancy until 30 days after delivery. This plan covers pregnancy complications, total and permanent disability, terminal illness and death.
- Provide coverage for the child until the third policy year for 18 congenital illnesses including Congenital Cataract, Congenital Deafness, Down's Syndrome, Cleft Palate/Cleft Lip and Cerebral Palsy.

- Pay cash allowance up to 30 days (hospital care benefit) if hospital stay is required by the mother or child due to any of the covered complications.
- Provide the newborn with a discount up to S\$108 for his/her first integrated shield plan, SupremeHealth, which primarily covers hospitalisation and surgical expenses. This \$108 premium-offset is valid for the first premium payment and is exclusive to MaxMaternity Care customers only.

As SupremeHealth is a Medisave-approved integrated shield plan, parents can pay for the annual premiums from the child's CDA (Child Development Account) or from their own CPF account, giving parents one less worry about their cash flow.

The premium of MaxMaternity Care is kept affordable and customers only need to pay once. OCBC customers interested to purchase MaxMaternity Care only need to pay the following premium amount:

Age of Expectant Mother	Premium Amount	
	Basic Plan	Enhanced Plan
17 – 29	S\$521	S\$905
30 – 38	S\$659	S\$1,182
39 – 44	S\$901	S\$1,666

All OCBC customers who are Singapore citizens, permanent residents and foreigners holding a valid Singapore/ Dependent pass are eligible to apply for this plan.

Mr Dennis Tan, OCBC Bank's Head of Consumer Financial Services Singapore, said: "OCBC became the Baby Bonus Bank in 2008 on the strength of our comprehensive family banking solutions. Since then, some 90% of Singaporean parents with newborn babies have opened their children's CDAs with us. With our re-appointment last Friday, we are pleased to be able to continue meeting the needs of new parents with our latest product innovation. As the leading Baby Bonus Bank as well as the leading bancassurance provider, we will meet the needs of mothers-to-be with a product that strikes a chord with them. An innovative product must be relevant in order to succeed. We believe that MaxMaternity Care will be well-received. With this simple plan, expectant mothers can have the ease of mind and not be burdened with extra medical costs from pregnancy complications or their newborn's congenital illness."

He added: "MaxMaternity Care completes our suite of holistic offerings for the family segment starting from the period when mothers are pregnant. After the child is born, he can continue to grow with our OCBC Mighty Savers

Programme which teaches him how to save in a fun way. We are committed to providing value and convenience to families in Singapore.”

MaxMaternity Care is underwritten by The Great Eastern Life Assurance Company Limited, a wholly-owned subsidiary of Great Eastern Holdings Limited and a member of the OCBC Group.

SOCIAL MEDIA ASSETS

Official hashtags: #MaxMaternityCare, #growingbaby

Keywords:

OCBC, MaxMaternityCare, OCBC Pregnancy Insurance, maternity insurance, maternity, pregnancy complications, pregnancy insurance, pregnancy, mothers-to-be, singapore mothers, sgmums, sgmumstobe, preppers



Suggested tweet: OCBC is the 1st bank in #SG to launch standalone protection plan for expectant mums. #MaxMaternityCare
(102 characters)



Suggested Facebook post:

Mums-to-be can now purchase a protection-only plan from as early as 13th week into the pregnancy. To find out more, visit any OCBC Bank branch.

For all other updates on OCBC, follow @OCBCBank on Twitter and “like” facebook.com/ocbcbank on Facebook.

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 630 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 95 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 continues 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.
