

POSB

Neighbours first, bankers second



As Singapore's oldest and most loved bank, POSB takes pride in serving generations of Singaporeans from all walks of life.

Today, POSB continues to stay true to its mission of being the "People's Bank", bringing value to all segments of the population – the young, families, seniors and the community at large.

POSB is deeply woven into the fabric of Singapore, and as our nation celebrated its 50th birthday in 2015, we rolled out a series of initiatives to engage our customers and members of the community to celebrate SG50.



For children and families



We brought back the iconic POSB National School Savings Campaign in conjunction with SG50. The original campaign, which was introduced in 1969 and ran through the 1970s and 80s, is remembered fondly by many customers. The deposits generated then helped fund the economic growth of Singapore, while cultivating values of saving and thrift among the youth.

We designed the new campaign to be fun and interactive. Within months of the launch, we achieved 100% participation from all primary schools in Singapore and received positive feedback.



To help parents plan for their children's future, we offered them an attractive interest rate of 2% p.a. on their Child Development Accounts. In addition, we introduced a joint POSBkids account, as well as a POSB Baby Bonus NETS Card, which allow them to enjoy discounts and privileges at various online, retail and dining merchants. All babies born in 2015 also received a limited edition "POSB Smiley Gift Bag" from the bank.



POSB and the People's Association (PA) marked their strong partnership with the seventh edition of POSB PAssion Run For Kids. A total of SGD 1.1 million was raised for the POSB PAssion Kids Fund, bringing the total amount raised to date to SGD 4.78 million. Over 126,000 children have benefitted. A deeper joint commitment was also made to enhance programmes to help children in Singapore achieve their aspirations. POSB and PA,

with the support of the National Library Board and the Ministry of Culture, Community & Youth, launched a book – "Our Homeland in 2065: Musings from Singapore's Children". The book contains stories written by children aged six to 13 to mark their aspirations, hopes and dreams for the nation in the next 50 years. These stories were collected through the "POSB PAssion KidsWrite Campaign" which received over 5,000 submissions.



For seniors



For the community



We continue to bring value to Singaporeans by offering them products and services to help them stretch their dollar.

In July 2015, POSB partnered EZ-Link and Transit Link to launch the "Fare Free Friday" campaign, offering commuters unlimited free MRT, LRT and bus rides every Friday till the end of the year. Commuters simply had to link EZ-Link's automatic top-up facility service to their all-in-one POSB Everyday Credit Card or PAssion POSB Debit Card.

Both the POSB Everyday Card and PAssion POSB Debit Card are the most popular cards in Singapore, with over a million cards issued in total. The POSB Everyday Card leads the way in partnering well-known brands to bring exciting and relevant offers. The PAssion POSB Debit Card is the first community debit card in Singapore that offers community and lifestyle benefits at community clubs, grocery stores and libraries, in addition to payment functionalities.



We also aim to build a more inclusive society by ensuring that our services are easy to use while taking into account the diverse needs of our customers. A recently launched initiative was the "POSB Talking ATM" in Singapore. Enhancements to 86 ATMs across our network enabled us to provide braille instructions and audio guidance to aid our visually impaired and elderly customers, helping them perform basic ATM transactions independently. As part of our initiative to upgrade our ATM user interfaces, we have also added new functionalities such as having additional language options and larger font sizes for easier reading.

As the "People's Bank", our purpose goes beyond profits and this is embodied in the spirit of treating our customers as "Neighbours First, Bankers Second". POSB launched a financial literacy programme with community clubs to teach seniors basic financial management skills and how to access our digital banking services. One example was the North East Eldersurf Intergen Bootcamp, where we partnered the Infocomm Development Authority of Singapore and the North East Community Development Council to teach seniors about social media and email, as well as how to use self-service banking and SMS banking services among others.

To facilitate banking at POSB by the elderly, we hired over 80 active agers as part of the POSB Active Neighbours Programme. These seniors are employed on a part-time basis to assist their peers with banking transactions and encourage the use of self-service banking services. This programme has been well-received by our customers. It also gives our senior hires a sense of purpose as they are able to pick up new skills, interact with customers at work and bring value to the community they live in.