



Press Release

GE Money and SingPost Mark 5th Anniversary of ezyCash

Commemorating the milestone, ezyCash offers customers extra savings for loans taken for special occasions

8 April 2010, Singapore – GE Money Pte Ltd (GE Money), a leading provider of consumer finance services, recently celebrated the fifth anniversary of its personal loan product, ezyCash, offered via a successful distribution partnership with Singapore Post Limited (SingPost). To mark the occasion, ezyCash is enhancing customer benefits with a special offer of extra savings of up to S\$1,200¹ for loans taken for special moments such as weddings, home improvement and education.

In 2005, GE Money partnered SingPost to pioneer formal lending to an under-served segment of customers who earned less than S\$30,000 per annum. GE Money developed a strategic distribution alliance with SingPost to offer Singaporeans the ezyCash personal loan through designated SingPost branches across the island. GE Money was amongst SingPost's earliest partners for financial services. Through GE Money's focus on innovation, sophisticated risk analytics and responsible lending complemented by SingPost's robust branch network, the alliance achieved early success. In 2006, ezyCash was awarded the Regional Best Consumer Credit Product Award at the Asian Banker Excellence in Retail Financial Services Awards.

GE Money has since strengthened its position further by enhancing its product suite to cater to a wider target audience. In 2006, together with SingPost, it launched the innovative and uniquely branded personal loan "James". James, a product which established itself well, enjoys strong brand resonance through a first-of-its-kind creative advertising and branding concept for personal loans. It offers consumers one of the most flexible personal loans with options such as last instalment waivers, step-up step-down interest rates, payment holidays and pay interest only features.

¹ Based on lower interest rates for a loan amount of \$10,000 with a tenure of at least 48 months



Commenting on the anniversary, Mr. Rahul Gupta, President & CEO, GE Money Singapore said, “We are proud to celebrate five rewarding years for ezyCash and our partnership with SingPost that we cherish deeply. It gives us great pride to know that our efforts have helped make a positive difference to the lives of our customers. We will continue to strengthen our offerings to meet our customers evolving needs.”

Commenting on its partnership with GE Money, Mr Loh Choo Beng, SingPost’s Executive Vice President for Retail & Financial Services said, “SingPost is delighted to celebrate ezyCash’s fifth anniversary with GE Money. The introduction of ezyCash through SingPost outlets in 2005 marked one of our first major steps in extending our distribution network’s benefits and offering value-added services at our branches. We are pleased that with our strong partnership with GE Money, we are able to help our customers meet their lifecycle needs. We look forward to further success with GE Money.”

ezyCash’s Key Milestones:

- Through ezyCash, GE Money was the first to introduce formal lending to the S\$20,000 to S\$30,000 per annum income segment, enabling customers in this category to enter the formal credit system and build their credit histories for the first time;
- ezyCash was the first personal loan product to be offered through SingPost – GE Money partnership;
- The ezyCash loan was first disbursed at SingPost’s Ang Mo Kio, Bedok & Choa Chu Kang branches in February 2005 and the distribution network was extended to 25 branches;
- Commemorating the fifth anniversary, ezyCash is innovating further and giving customers extra savings of up to \$1,200 through lower interest rates for loans taken for special occasions – weddings, newborn, education and home improvement. This rewards customers for taking loans for responsible and genuine reasons. Furthermore, customers who repay their loans promptly are rewarded with a last instalment waiver.



About Singapore Post Limited

(Reg. No. 199201623M)

SingPost, the designated Public Postal Licensee for Singapore, offers reliable and high quality domestic and international postal services as well as end-to-end mail solutions including data printing, letter-shopping, delivery and mailroom management. It is also the leading logistics provider in the domestic market, with global service offerings to more than 220 territories/countries. SingPost has earned the honour of being the only postal company to have won the EMS Cooperative Certification Gold Level Award by the Universal Postal Union (UPU) for its *Speedpost* Worldwide service for nine consecutive years since 2001. As the owner of one of the largest retail distribution networks through its tri-channel platform of post offices, Self-service Automated Machines (SAM) and *vPOST*, its internet portal, SingPost provides convenience to its customers for a wide range of products and services, including agency, postal and financial services. SingPost's regional footprint spans 10 countries/territories in Asia Pacific where it offers cross-border mail services.

About GE Money Singapore

GE Money offers a range of consumer finance products and services in Singapore. In addition to James, the personal loan that gives customers 'Your Loan Your Way'; James, 'the friendliest auto loan in town' and general insurance product *ezyShield*; GE Money's focus on innovation started with *ezyCash*, the award winning and pioneering personal loan that addressed the needs of customers through a unique distribution partnership with SingPost.

GE Money Singapore, part of GE Capital Global Banking, is committed to operating a responsible and sustainable lending portfolio, operating some of the world's most sophisticated risk management expertise and analytics.



About GE Capital Global Banking

GE Capital Global Banking offers smart, flexible financial solutions to customers in 25 countries worldwide. From credit cards and personal loans, to auto financing, savings products, and many other innovative financial products, GE Capital Global Banking has a rich history of helping our clients and partners meet their business goals and achieve their dreams.

The Global Banking group is part of GE Capital, the global finance unit of General Electric, which provides a wide array of products and services to consumers, retailers and businesses around the world. To learn more about GE Capital and its parent Company, General Electric (NYSE: GE), please visit www.ge.com. GE is Imagination at Work.

About GE

GE (NYSE: GE) is Imagination at Work -- a diversified technology, media and financial services company focused on solving some of the world's toughest problems. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing, media content and advanced materials, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.