

UOB builds financial confidence for Singapore's emerging affluent through new banking experience

High street branch model shapes wealth creation journey

Singapore, 11 February 2019 – While Singapore's emerging affluent consumers¹ are known for their can-do attitude in managing nearly all aspects of their life, they are less certain about growing their wealth through investments², according to data from United Overseas Bank (UOB).

In fact, one in three UOB emerging affluent customers³ said that while they want to invest, they lack the confidence to do so despite the availability of investment-related information online. One in two customers also said they will supplement their online research with a visit to a branch to seek the advice of a relationship manager⁴.

With these insights in hand, Ms Jacquelyn Tan, Head of Personal Financial Services Singapore, UOB, said UOB transformed the banking experience for emerging affluent customers by designing an omni-channel wealth creation journey. It integrates the Bank's online and branch services to equip customers with the knowledge needed to make investment decisions confidently.

"In the last year, we surveyed more than 1,200 UOB customers to understand their preferences for investing. More than half of our emerging affluent consumers want to be able to speak with a financial advisor before making an investment decision⁵. As such, we designed our wealth creation journey so our customers would know the range of investment options available to them and also enable us to engage with them at a deeper level. We want to help build the financial confidence of Singapore's increasing number of emerging affluent consumers and to help them become more comfortable in achieving their wealth goals through investing."

¹ Defined as customers aged between 25 years old and 44 years old with between \$100,000 and \$350,000 in investible assets

² Based on UOB data as at May 2018

³ Based on findings from the Singapore Priority and Retail Banking Council survey conducted by RFi Research on behalf of UOB in April-June 2018 with 2,000 consumers

⁴ Source: UOB's channel behaviour survey. This was conducted in November 2018 and polled 1,200 UOB customers in Singapore.

⁵ Source: UOB's survey on channel behaviour

In 2018, there were more than 476,000 emerging affluent consumers in Singapore. The segment is expected to grow by 15 per cent by the end 2020⁶.

First Singapore bank to offer digital advisory service to the emerging affluent

Core to UOB's wealth creation journey is the launch of a new high street Wealth Banking branch model which complements the Bank's online channels.

Upon entering the branch, customers receive a personalised experience through the use of Artificial intelligence (AI) and data analytics. UOB customers simply need to scan their identification card at the Self-Help Ticketing Kiosk. Within seconds, the customer receives information on relevant financial solutions that could be of interest to them, as well as an eQueue number to the customer's mobile phones. A relationship manager also receives the same set of information to serve the customer and to answer any questions that the customer may have on these financial solutions during their meeting. The speed with which personalised content is sent to the customer is powered through AI and data analytics which the Bank uses to develop different customer profiles and corresponding suggestions.

Relationship managers are also equipped with a purpose-built digital investment advisory platform to provide deeper insights into building a Risk-First⁷ investment portfolio to meet the customer's wealth goals. Known as the UOB Portfolio Advisory Tools, this is the first such digital service offered specifically to emerging affluent consumers by a Singapore bank.

The UOB Portfolio Advisory Tools draws upon more than 12 years of historical market data to simulate the expected performance on an investment portfolio against various economic scenarios such as a bullish market cycle or an economic downturn. By using data visualisation to illustrate the potential performance of the investment portfolio based against these scenarios, customers gain a better understanding of how their investments may perform over time.

⁶ Source: GlobalData's *The Global Wealth Market in 2017* report, which was published in October 2017 and covered 71 markets across six regions.

⁷ UOB's Risk-First wealth advisory approach guides customers to ascertain their risk appetite and tolerance, and to meet their basic investment needs before making tactical investments that could be of a higher risk.

UOB has launched its first high street Wealth Banking branch model on Orchard Road. According to geospatial analysis conducted by the Bank, Orchard Road continues to be one of the most frequently visited destination for emerging affluent customers with close to 100,000 of them visiting the shopping belt in the first six months of 2018. The choice of Orchard Road as the location of the branch is also in line with the recent announcement by government agencies to rejuvenate and to revamp Orchard Road as a lifestyle destination.

“From our analysis, we found that our customers not only conducted their banking at locations where they live and work, but also when they shop, play and dine along Orchard Road. As such, we chose to launch our high street Wealth Banking branch at Orchard Road to be sure we remain close to them,” Ms Tan said.

The UOB Orchard branch is open on weekdays from 9.30 am to 4.30 pm and on Saturdays from 9.30 am to 4 pm.

– Ends –

About United Overseas Bank

United Overseas Bank Limited (UOB) is a leading bank in Asia with a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. UOB is rated among the world’s top banks: Aa1 by Moody’s and AA- by both Standard & Poor’s and Fitch Ratings. In Asia, UOB operates through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, as well as branches and representative offices across the region.

Over more than eight decades, generations of UOB employees have carried through the entrepreneurial spirit, the focus on long-term value creation and an unwavering commitment to do what is right for our customers and our colleagues.

We believe in being a responsible financial services provider and we are committed to making a difference in the lives of our stakeholders and in the communities in which we operate. Just as we are dedicated to helping our customers manage their finances wisely and to grow their businesses, UOB is steadfast in our support of social development, particularly in the areas of art, children and education.



For media queries, please contact:

Daryl Tan
Group Strategic Communications and Customer Advocacy
Email: Daryl.TanWK@UOBGroup.com
Tel: 6539 4064

Maybelline Tan
Group Strategic Communications and Customer Advocacy
Email: Maybelline.TanWL@UOBGroup.com
Tel: 6539 4062

