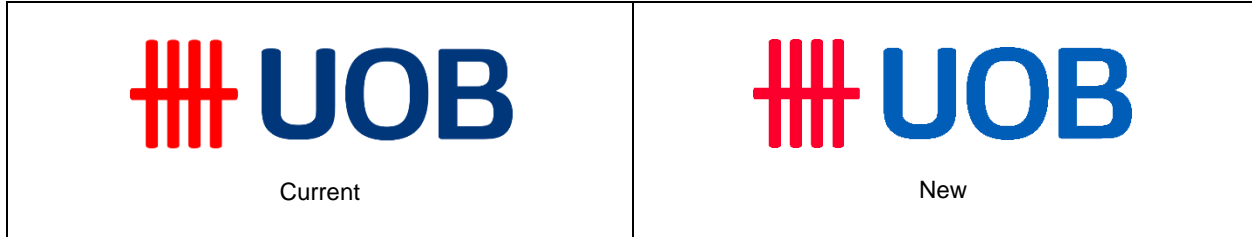


## Appendix A: Energising our Brand for the Future – Our refreshed UOB Corporate Identity

### Key Highlights

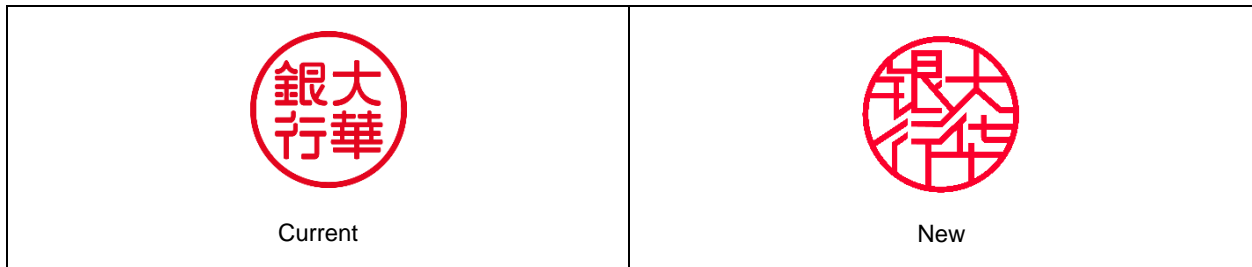
#### The UOB Logo



The UOB logo is made up of the UOB letters, preceded by the five-bar gate brand mark which is derived from the traditional Chinese 'five-bar gate' system of counting – A mark of trust and unity.

With the sharpened UOB Purpose, the primary colour palette featured in the logo has been refreshed to reflect the Bank's progressiveness. Defined as Sure Blue and ASEAN Red, the brighter primary blue and red colour palette talks to UOB's Asian heritage and Southeast Asian roots, and signifies confidence and optimism. It also amplifies the Bank's ambition to build a brighter future for this region.

#### The UOB Seal Mark



The UOB Seal Mark is a signature brand mark that represents UOB's strong Asian heritage. It is a contemporary interpretation of a traditional seal design with modern-day Chinese characters.


With its unique style and presence, the UOB Seal Mark complements the UOB logo and enhances our Corporate Identity across communication materials and corporate stationery. The four Chinese characters (大华银行) in the Seal Mark represents the Bank's name expressed in Simplified Chinese.

## Appendix B: Integrated Regional Brand Campaign – Doing Right By You

The integrated regional brand campaign focuses on showcasing the Bank's sharpened Purpose and reinforces our Brand Promise of 'Right By You'. It is brought to life across its key strategic themes of Personalisation and Connectivity.

The campaign includes a series of Brand films and advertisements on TV, Print, Out-of-Home, Digital, Social Media, Airport and Inflight media as well as regional media broadcast and publications.

The regional brand campaign will begin from 15 September 2022 across seven markets namely Singapore, Indonesia, Malaysia, Thailand, Vietnam, Hong Kong and Mainland China.



**Doing right.  
By you.**

Our region is experiencing great transformation. This can significantly impact the people and businesses we serve.

At UOB, we believe change comes with opportunity. Which is why we are committed to building the future of ASEAN, with sustainability and the long term in mind.



Not just to be right by you, but to do right by you.

We believe everyone is unique. So we design personalised solutions to serve you digitally and in person, using AI-driven insights as well as long-standing human relationships.

For business, we operate as One Bank to help you grow through a regional network that enables you to do business with, within and beyond ASEAN.

We understand the future will both inspire and challenge you. No matter what happens, our commitment is to always do Right By You.

UOB. Right By You.

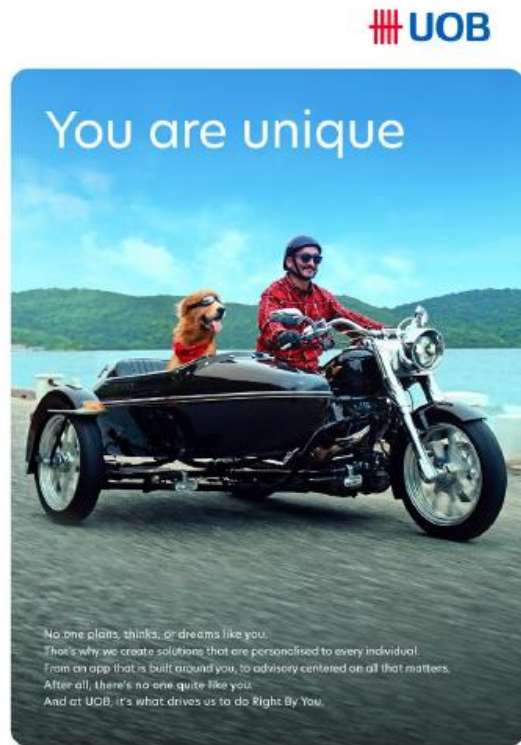


UOB and UOB Right By You are trademarks of UOB Bank Ltd. Reg No. 19050502-07

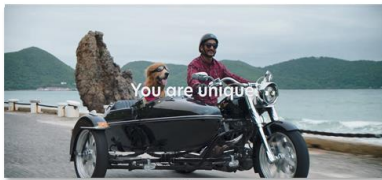
**Doing Right By You - Personalisation themed: You Are Unique**

**'You Are Unique'** highlights our belief that everyone is unique – It is what drives us to do Right By You. We do this by designing personalised solutions using AI-driven insights, providing advisory that looks closely at all that matters to you and serving you both digitally and in person, because we believe in long standing human relationships.

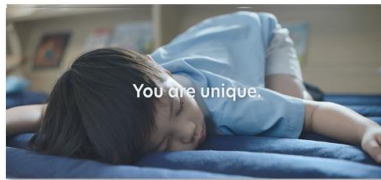
The 'You Are Unique' campaign is made up of three short films that highlight different scenes in which a protagonist has a distinctive way of doing things, which is what makes them unique.



To view the brand films: [Biker](#) | [Preschool](#) | [Swing](#) (30 sec each)



Biker



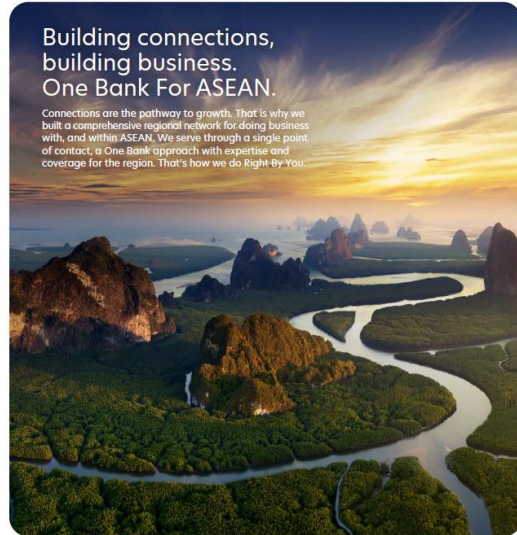
Preschool



Swing

## Doing Right By You - Connectivity themed: One Bank for ASEAN

**'One Bank for ASEAN'** demonstrates our understanding that for business, connections are the pathway to growth. That is why we built a comprehensive regional network that enables doing business with, and within ASEAN. Serving through a One Bank approach, with expertise and coverage for the region is how we do Right By You and your business.

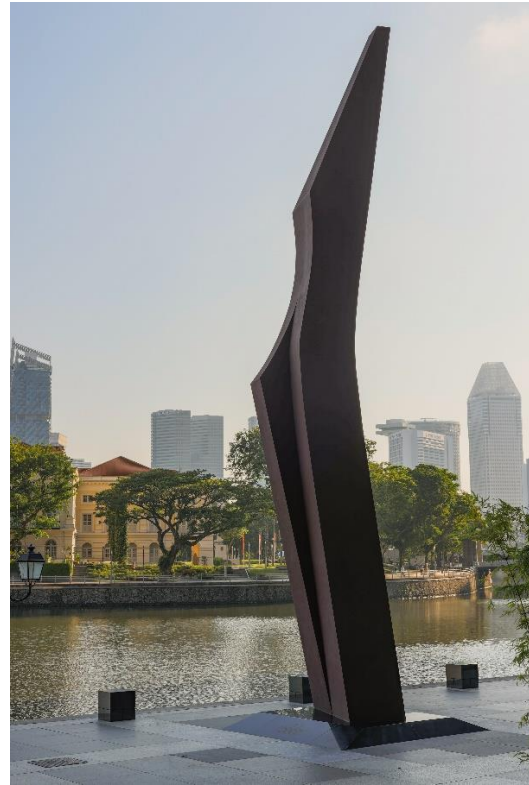


United Overseas Bank Limited Co. Reg. No. 193500026Z.

## [One Bank for ASEAN brand film](#) (60 sec)



## Appendix C: The *Vitalità* Bronze Sculpture



*Vitalità* (生命力) is a bronze sculpture by foremost Italian sculptor, Ms Anna Chiara Spellini. The sculpture was specially commissioned by UOB. In the concept of 'dao' 道, the vital energy of the universe is 'qi' 气. Embodying the 'qi' in the visceral line of this sculpture, Ms Spellini has endowed the form of *Vitalità* with the vigour of being ready to move upward and forward. It is a life force that creates newness, growth, good fortune and abundance for all. *Vitalità* begins life as a pillar of strength that is motivated into physical movement, as though stepping forward. The front of the sculpture is arched backward, while the back is like a curved bow, ready to spring out.

The 12 metres high *Vitalità* sculpture can be seen at the UOB Plaza in Singapore, China and Thailand. It will also be installed in Malaysia in the coming months. A 1:10 version of *Vitalità* will also be displayed at the UOB Main branch of Indonesia, Hong Kong and Vietnam.

### **About Anna Chiara Spellini**

Foremost Italian sculptor, Ms Anna Chiara Spellini was born in 1945 in the province of Varese to a sculptor father and a painter mother. From a young age, Ms Spellini was exposed to museums, churches, art and architecture and began her artistic endeavours under her parents' guidance and influence. She studied the masters Giotto, Michelangelo, Piero della Francesca and Leonardo da Vinci.

To date, Ms Spellini has created more than 300 individual works of art, in bronze and marble. These include the *Vitalità* bronze sculpture across UOB's regional network, a life-size antique car (Cottareau Populaire) in bronze for the Nicolis Museum of Vintage Cars in Verona, Italy, and the *Black Charging Bull* at the Gardens by the Bay in Singapore.

## Appendix D: UOB Privilege Banking Centre @ 270 Orchard Road Factsheet

### Design Concept

Privilege Banking Centre (PBC) Orchard employs a design concept centered around a “Magical Forest” with biophilic elements to create a refreshing experience and foster a sense of adventure and exploration. As part of UOB’s transformation of its network branches, converting them beyond transactional locations into experiential and personal spaces, where deeper conversations around customers’ needs, beyond banking, can take place.

Click [here](#) to download the full hi-res images





Unique to PBC Orchard, customers will have access to wellness activities, such as an innovative skin analysis powered by Artificial Intelligence, and a 3D body scan that provides key insights of their bodies through a data-driven solution showing over 400 measurements including body composition, body shape and posture, and visceral fat content.



**Dexafit 3D Body Scan**

Dexafit 3D Body Scan equipment will be placed in the Wellness Room at Orchard PBC. The equipment can generate a 3D image of the customer with 400+ measurements and key insights of their body in a matter of just 40 seconds. With these data, our customers will be able to get a glimpse of their body shape, measurements, body posture, and visceral fat content.

UOB's Wellness Advocates will be trained to explain the data in the scan report, allowing a visual and interactive level of engagement. Customers can learn about the imbalances in their muscle symmetry,

strength, flexibility, and joint mechanics of their body. The data-driven foundation showcases precise changes in the customer's body composition, body shape and posture as they return to the PBC for their regular health and wealth check-up.



### **Skin Analysis Solution**

Anake's AI Skin Analyser will be placed in the Wellness Room at Orchard PBC. The Skin Analyser is an advanced skin detection equipment using RGB visible light, polarized light and UV spectrum imaging technology. Combined with AI and image analysis, the Skin Analyser captures high-quality and standardized facial images to clearly visualize the customer's skin's unique profile in the deeper layers of his/her dermis.

The process starts with a facial scan of the customer, followed by a detailed facial area measurement and skin analysis. Customers will receive a report of their skin age and overall skin score including a detailed analysis of nine major skin conditions, such as visible pores, dark circle analysis, sebum analysis, acne detection, wrinkle detection, spot and pigmentation analysis and redness analysis. There will also be scoring and evaluation of the skin in each of the features analysed.

UOB Wellness Advocates are trained to explain the data in the scan report, allowing a visual and interactive level of engagement. Customers would be encouraged to come back for regular skin analysis.



Appendix E: The New UOB Apparel Design Collection



Click [here](#) to download the full hi-res images

## Three things to know about the new UOB Apparel Design Collection

### 1. Energising the UOB brand

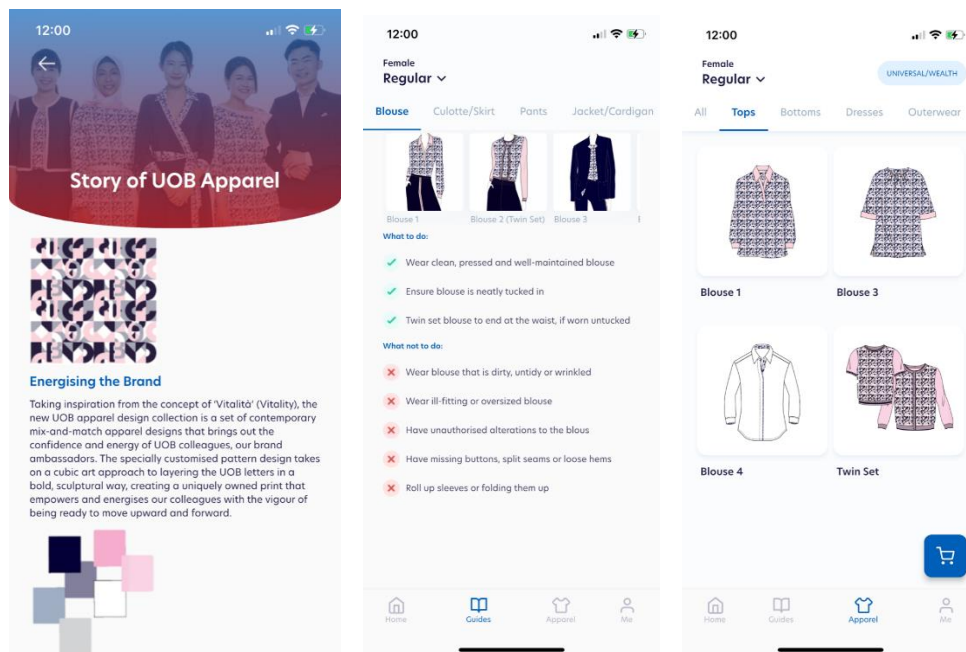
The new UOB Apparel design is specially designed by Ms Odile Benjamin, Founder and CEO of Estair Private Ltd, and is centered around the concept of 'energy' and 'vitality' to highlight the message of being progressive. The design print on the apparels takes inspiration from the **Vitalità** (Vitality) sculpture and follows a cubic art approach to layering the UOB letters in a bold, sculptural manner, creating a uniquely owned print that energises and empowers our UOB brand ambassadors.



### 2. Illuminating our brand ambassadors through Personalisation

The new UOB apparel collection features over 20 tops/shirts and dresses, 13 bottoms and 10 outerwear that can be mixed and matched into numerous combinations. The collection also includes maternity wear and apparel catered to the Muslim community. UOB is the only bank in the region to offer such a wide range of apparel for its branch ambassadors.

A mobile app powered by analytics and marketplace capabilities was created to offer UOB branch ambassadors a simple and convenient way of personalising their own style. The app, which allows users across the region to choose from six different languages (English, Chinese, Malay, Bahasa Indonesia, Vietnamese and Thai), also provides easy access to e-guides and videos for grooming standards and brand guidelines. Analytics from the mobile app minimise any potential wastage from manufacturing less popular designs.



### 3. Forging a sustainable future

Reinforcing its sustainability commitment, UOB will be upcycling its old apparel for charity, while ensuring that manufacturing practices and materials used for its new ones are sustainable.

Approximately 5,000 pieces of old branch apparel in Singapore will be repurposed into useful lifestyle items such as pouches and laptop bags that will be put up for sale, with all proceeds donated to ARC Children's Centre.

The Bank has engaged a social enterprise to oversee the design and production of the items, creating job opportunities for those in need.

By giving retired branch apparel a new lease of life, this upcycling initiative supports both the environment and the local community.



### About Odile Benjamin, Founder and CEO of Estair Private Ltd



Odile was born in Beirut in 1971. Moving to the UK at the age of 12, she gained entrance to the prestigious South Hampstead High School for Girls, going on to pursue a degree in Management Sciences at the London School of Economics.

With a career in the fashion industry that now spans 30-years, Odile's expertise covers everything from brand development and management, to design and production. She has designed product under license for brands such as Guess and Manchester United, and was the Founder and Creative Director of Raoul, a brand which was distributed internationally and worn on the red carpet by celebrities and dignitaries.

Moving on from her position as Divisional CEO for F J Benjamin, in 2017, Odile set up a design and production consulting company, Estair Private Ltd.

In addition to hotels and restaurants, her clients have included brands such as Esprit, Badgley Mischka, La Senza and others.