

TMRW 2.0: Driving Scale & Commercialisation

SGX & Goldman Sachs Virtual Singapore Corporate Day 2021

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1st Apr 2021

TMRW by UOB

Agenda

1. TMRW Overview
2. 2020 Achievements
3. Key Differentiators – Customer Engagement
4. TMRW 2.0 – Driving Scale & Commercialisation

Expand & Defend Strategy: Digital & Omni-channel

Digital bank customers migrate to omni-channel as banking needs evolve



Digital Bank



Omni-channel

Expand

- Young Professional & Young Professional Family
- Lower cost digital operation – breaking branch limitations
- Pioneer & innovation lab of digital transformation

Defend

- Universal and affluent customers
- Omni-channel banking – seamless offline to online experience
- Leverage innovations of digital bank

TMRW's Vision

To be the World's Most Engaging Bank for Millennials

S$10b market opportunity to capture Millennials across ASEAN [1]

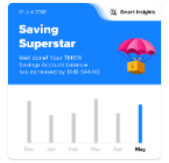
Strategic intent is to build a sizable consumer business across ASEAN organically

Built TMRW, a digital bank targeting the digitally savvy generation

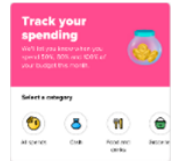
Ambition to acquire 3-5 million customers over the next 5 years

TMRW aspires be most simple, engaging & transparent bank for Millennials

Objective to become main account and grow along with our customers



Enhancing engagement



Growing transactions

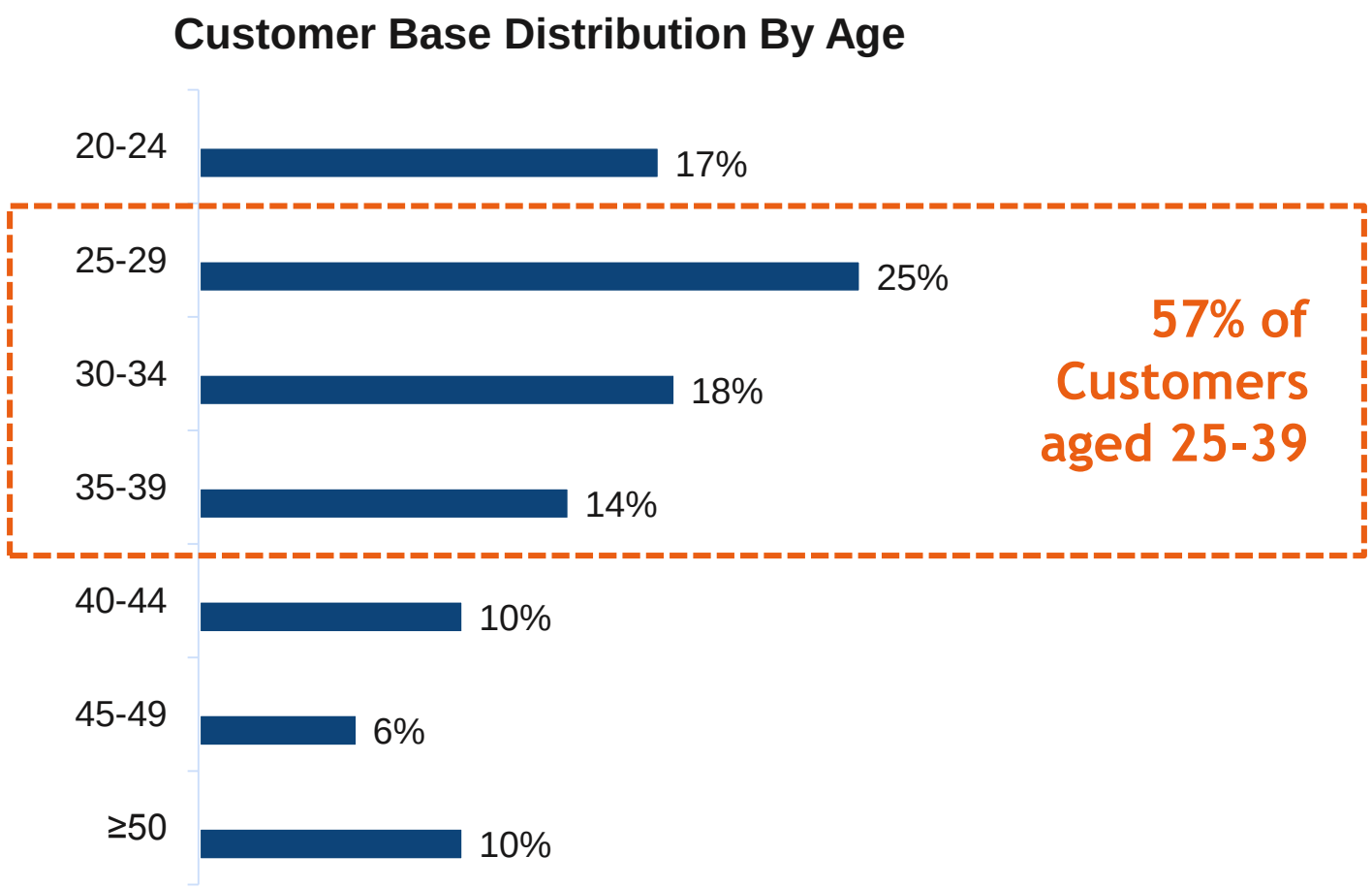


Increasing balances

[1] S$10b revenue pool estimated by BCG

TMRW Demographic Profile

Successfully acquired highly active Young Professionals / Young Professional Families segments



Data as of Feb-2021

23%

Highly Active
(≥4 financial transactions monthly)

17%

Active Main Bank
(≥8 financial transactions monthly)

TMRW Products & Features

Expanding catalogue of products for our customers' expanding financial needs



TMRW Everyday Account



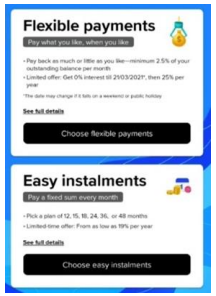
Gamified Savings Account



TMRW Debit Card



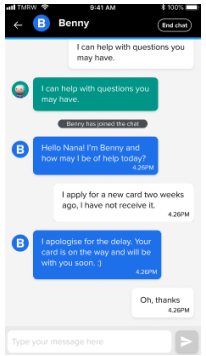
TMRW Credit Card

★ 

TMRW Cash Plus



AI-powered Smart Insights



24/7 Chat bot



End-to-End Digital Experience

★ Launched in Feb 2021

2020 Business Performance

Customer Base

Officially launched in Indonesia in Aug 2020 [1]

Soft launch in Jan 2020, 10 months after Thailand's launch

>300k

Our customer base

~70%

Customers acquired in 2020 are new-to-bank [2]

TMRW customers account for 26% & 12% of UOB's retail customer base in Indonesia & Thailand respectively

30%

Reduction in CPA [2] [3]

Business Traction

5x

Increase in total deposit

Average deposit per customer higher for those onboarded in 2H 2020

+86%

Increase in Credit Card Ending Net Receivable [4]

S$2.5k

Average Deposit per Bundle customer who has been with us ≥12 months



Official launch of Cash Plus in Thailand in Feb 2021

[1] YouTube link of Indonesia onboarding: https://youtu.be/YUfMDrGG_8E
[2] Dec 2019 vs. Dec 2020
[3] CPA: Cost per Acquisition
[4] Jul 2020 vs. Dec 2020

High Customer Advocacy & Globally Recognised

Industry leading NPS, App ratings & global accolades

Net Promoter Score (NPS)

+40

Local leader: +39

+51

Local leader: +45

App Store Rating

2nd

Google Play [4.3★]

1st

Apple Store [3.8★]

16 Prestigious Awards in 2020

Best digital bank (ASEAN)

Best digital bank for CX [1]

Best UX/CX [1] in Finance Initiative

Awards from other prestigious agencies

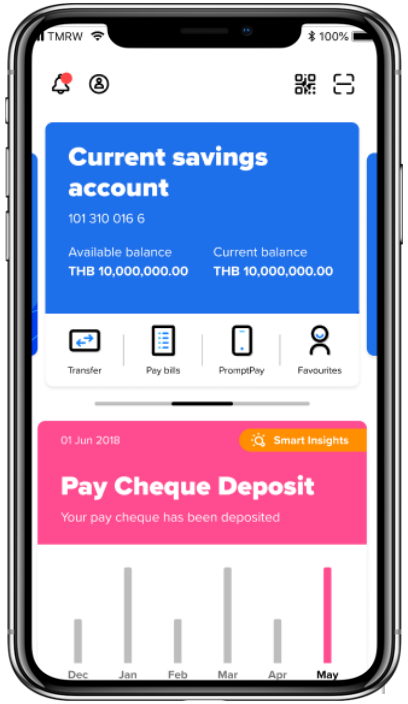
Data as of Dec 2020
Source: Bain, Cloudcherry and App Stores

[1]: User experience/customer experience

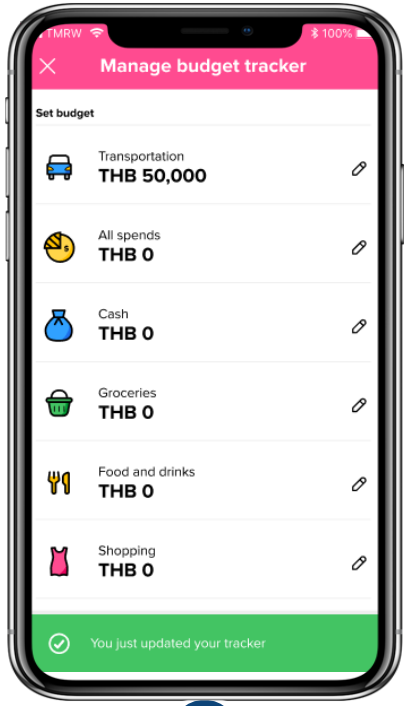
TMRW User Experience

Key engagement differentiators of TMRW

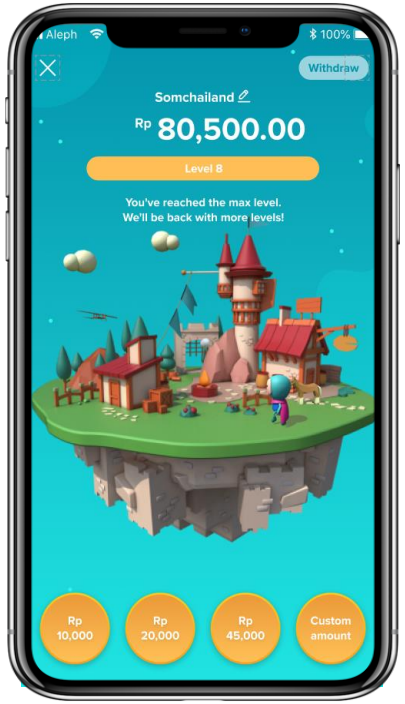
Insights cards



Real-time expense tracking



City of TMRW



Enhancing engagement

Increasing balances

Growing transactions

Intelligent Serve – Easy to Scale Architecture

Unique orchestration of chat bot, live chat & VOIP call

Key Differentiators

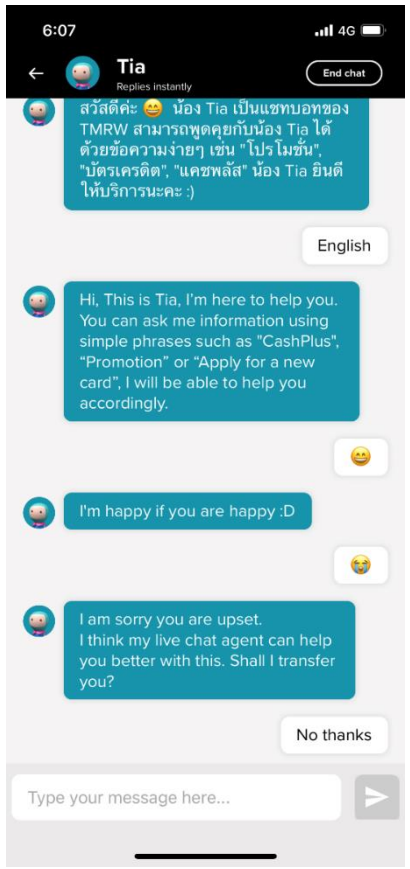
1st Digital Service Model
Uses chat bot to orchestrate the delivery of service combing self-service, FAQ, human support within the App

Seamless Transition
From chat bot to human agent
(In-app escalation to live chat/VOIP Call)

1st Full NLP Chat bot (Thai)
Bilingual capabilities in Thai and English
Machine learning in Thai for conversation management

Sentiment detection
For improved confidence with bot usage

Emoji sentiment detection



Performance

>95%
Conversations handled by Tia in Thai language in Thailand

>80%
First contact resolution before escalation to agent

+45
TMRW's serve NPS [1]

VOIP: Voice Over Internet Protocol; NLP: Natural Language Processing; Tia: TMRW Intelligent Assistant

[1] Jan 2021

UOB

WIN Program

Financial literacy always-on program in educating YP/YPF [1] on the importance of savings

3,000,000 reach

+15% CASA increase in 3 weeks

Valentine Campaign

Hyper-personalised message in YP/YPF [1] Key moments to increase consumer engagement

250k customers targeted

5% customers logged in again (with prior 100+ days inactivity)

3x higher engagements [2] than average



'Waktu Indonesia Nabung' demotainment video

https://youtu.be/GixpG6iqYLQ

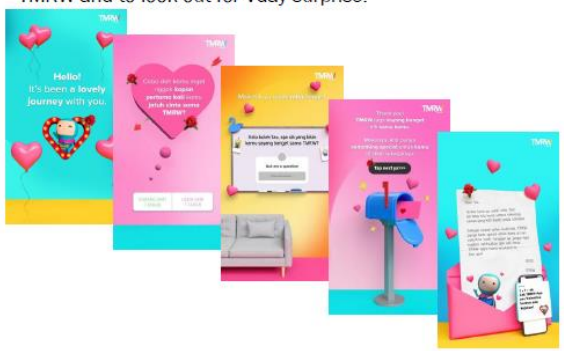


Makna Talks x TMRW Talkshow series

https://youtu.be/3YFlKKmO_mQ

1

Teaser on IG stories, asking followers to share why they love TMRW and to look out for Vday surprise.



2

Vday post calling for UGC – asking followers to share their love letter from TMRW.







Engaged customers sharing their V-day Marketing Cards from TMRW and tell us how they love TMRW by giving us 5 stars in App / Play Stores

[1] YP/YPF: Young professional / Young professional family

[2] Engagement here is defined by social media – ie interactions with each social post

Pledge of Change

A pledge to curb unwise and develop better spending habits through TMRW

5M views

2.5B impressions

7.7M unique viewers

~8K user generated content

+35% installs during campaign

+24% CASA generated

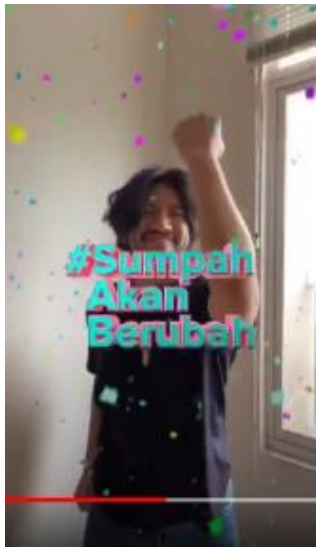
Top 5 Trending Topic in Social Media



‘Pledge of Change’ manifesto video
https://www.youtube.com/watch?v=vaCTPicYVl0







#BersumpahAkanBerubah #PromiseToChange

TMRW 2.0

Well positioned to drive Scale & Commercialisation



Strategic partnerships to achieve scale

By building an ecosystem of lifestyle customer benefits

Leverage connectivity & expertise from wider UOB for commercialisation



Lean business model to accelerate path to profitability

Sharing capabilities & leveraging Fintech partnerships for agility & ↓ cost

Shared capabilities across UOB (e.g. Mighty leverages **Personetics**)



CVP[1] to enhance customer experience & drive higher revenues

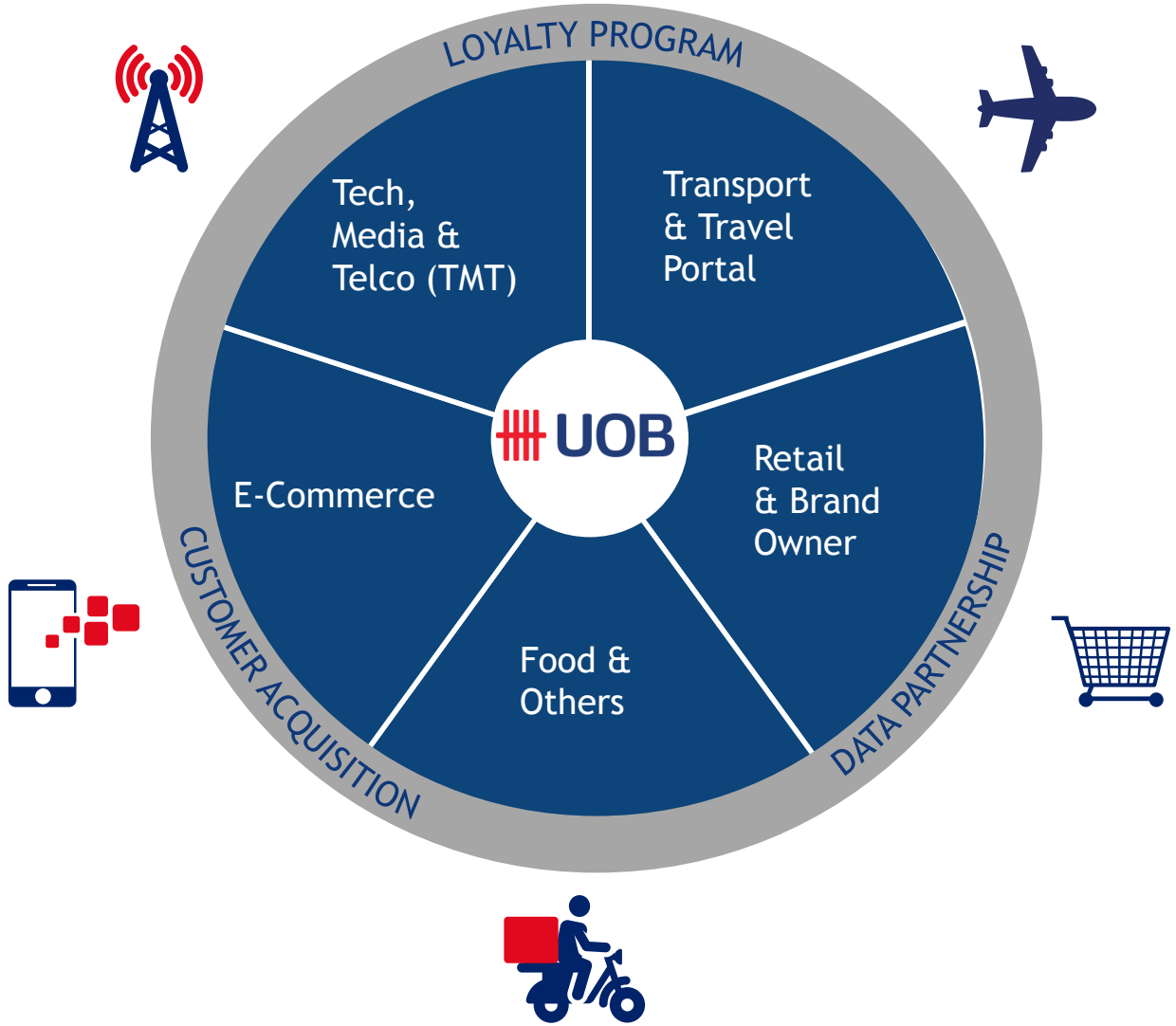
Building up both sides of the balance sheet, supplemented by fee income

Build both sides of UOB's balance sheet and fee income

(alternative data driven digital credit & insurance)

[1] Customer Value Proposition

Building a Partnership Ecosystem



UOB

Customers
Customer acquisition at scale & low CPA

Data
Source of alternative data for credit

Lifestyle
Address customers' pain points

Brand
Enhanced awareness for acquisitions

CPA: Cost Per Acquisition

Transforming & utilising our data

External Data

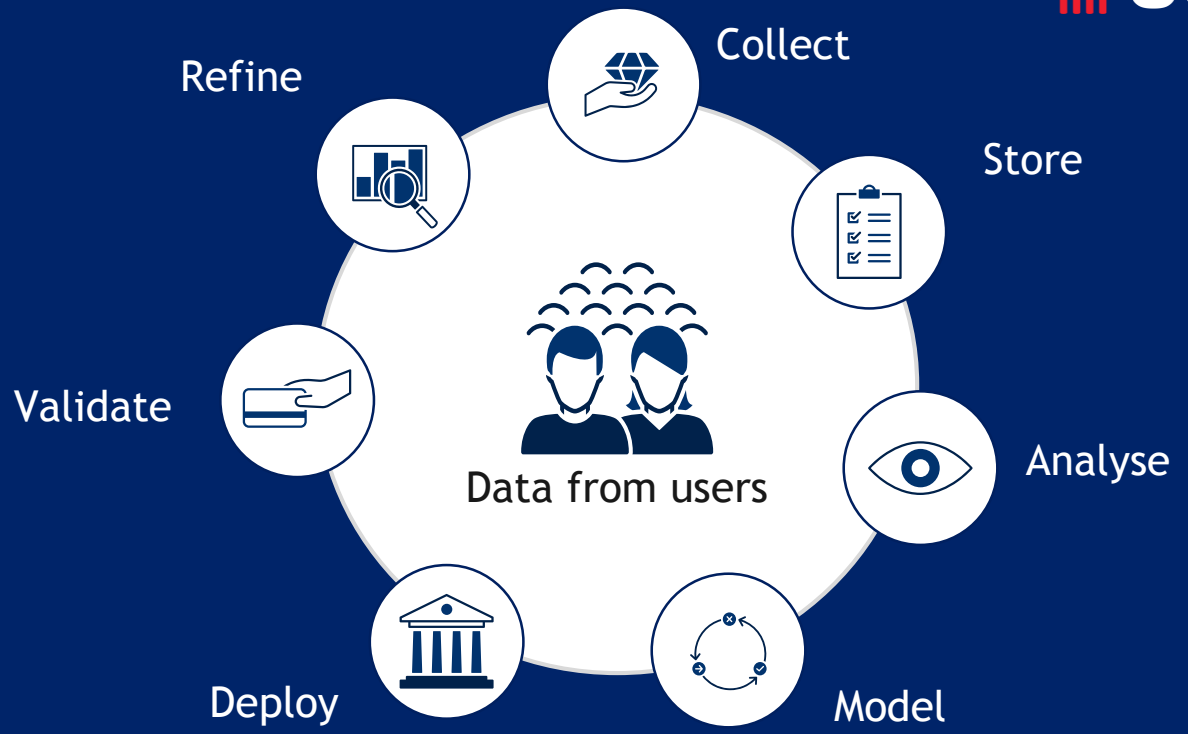
Bureau data
Paid data

Bank Data

Transaction data
Asset under management

Partner Data

Behavioural data
Spending data



personetics

- Trigger Based Alerts
- Personalisation
- Engagement

AVATEC.AI

- Verification / Authentication
- Income / Capacity Assessment
- Credit Scoring

UOB

Shared Digital Capabilities



Capabilities of TMRW shared across wider UOB franchise

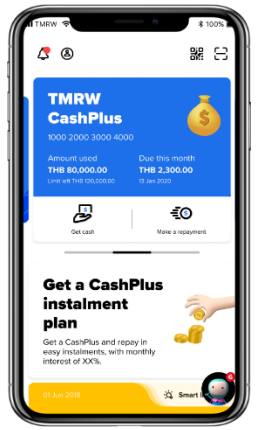
AI Engines leveraged by TMRW and wider UOB

personetics meniga

Enterprise-wide authentication module

ndid Digital Identity for All

Sharing of best UI/UX [1] practices



[1]: User interface/user experience

Enhanced Customer Value Proposition Roadmap

Building up both sides of the balance sheet supplemented by fee income

Enhanced CVP Roadmap

Liabilities

- Current & Savings Account
- Fixed Deposits

Assets

- Credit Cards
- Digital Credit [1]

Fee Income

- Digital Insurance
- Simple Wealth

Referral to Omni

- Home Loans
- Wealth Management

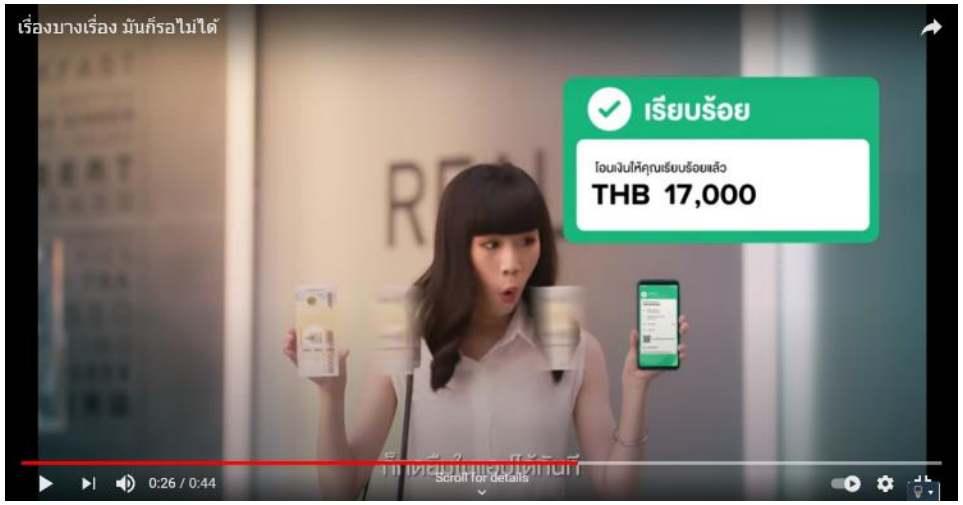
UOB

TMRW

Denotes existing products for TMRW

[1] YouTube link of Cash Plus launch in Thailand: https://youtu.be/uoWtOSOeDug

TMRW Thailand Cash Plus Launch in Feb 2021



Views: >808k



Views: >342k



Views: >494k

Videos uploaded on YouTube on 5 Feb 2021

TMRW's 2025 ambition





RIGHT BY YOU