

UOB Engage: Winning in Digital

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What banks do

- 1. Have conversations*
- 2. Make you sign paper*
- 3. Change digit on computer*



More in common than we think



 **FREQUENCY**
1.23b active users




 **FREQUENCY**
Alibaba.com 434m active users



 **FREQUENCY**
1.17b unique searchers



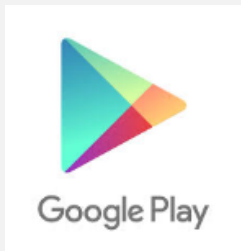
 **FREQUENCY**
1bn active user

What is the battle truly about? Frequency

2.0B Apps

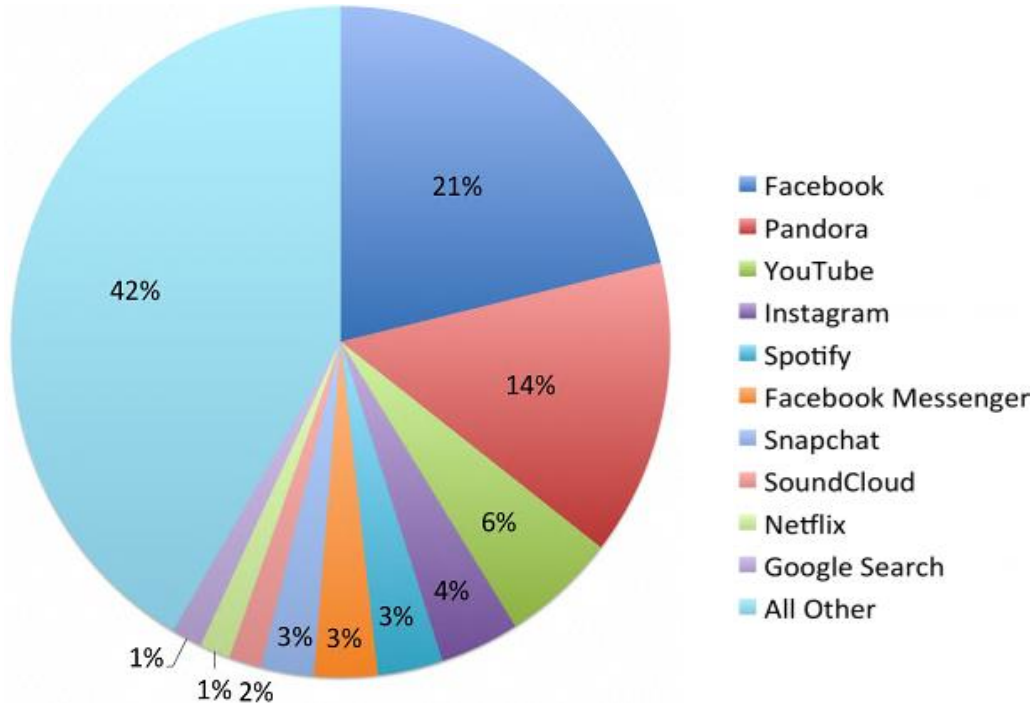


2.2B Apps



Share of Total Mobile App Spent

US Millennials (Ages 18 -34), June 2015



60%
of time spent
on top 10 Apps.

40%
being fought
over by the
other 2 billion.

How to build engagement via frequency?

Data Analytics

CONVENIENCE

Simple and Fast

**COUNT
(FREQUENCY)**

Every day as often as possible

CONTEXT

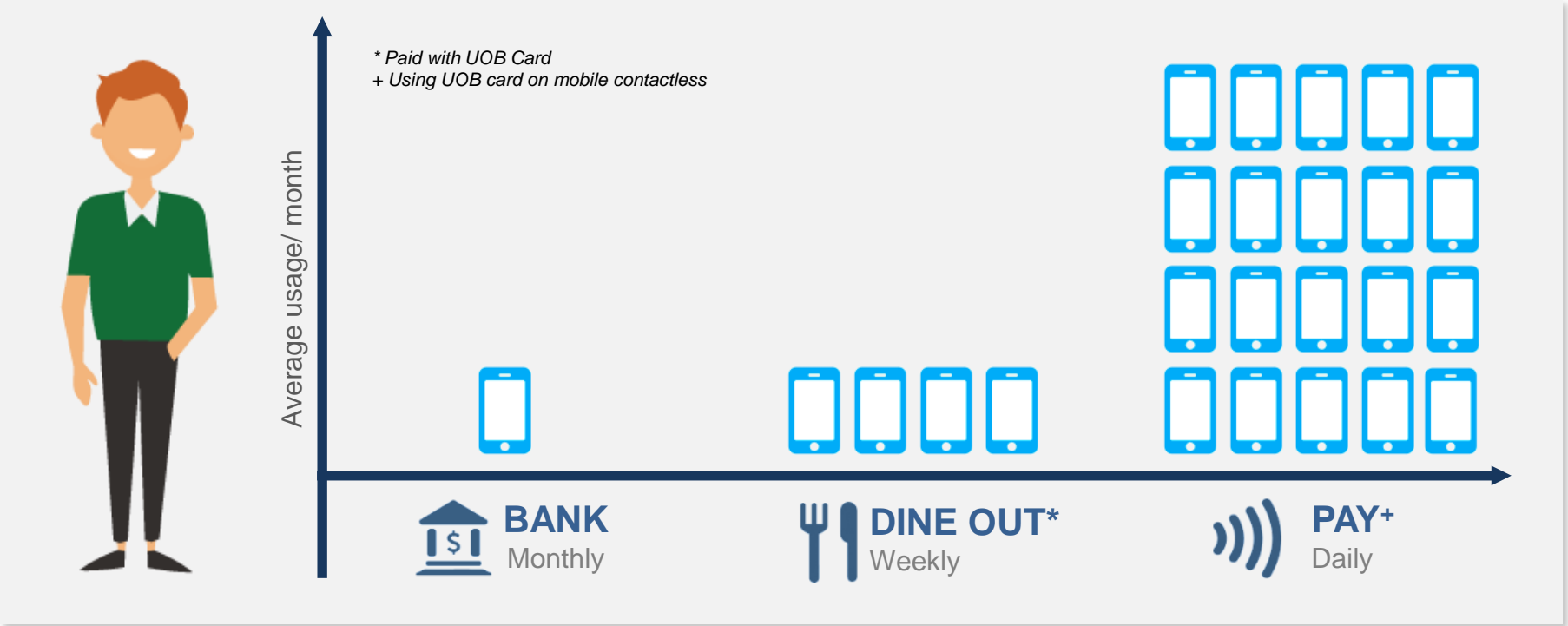
Right place and right time

Connectivity

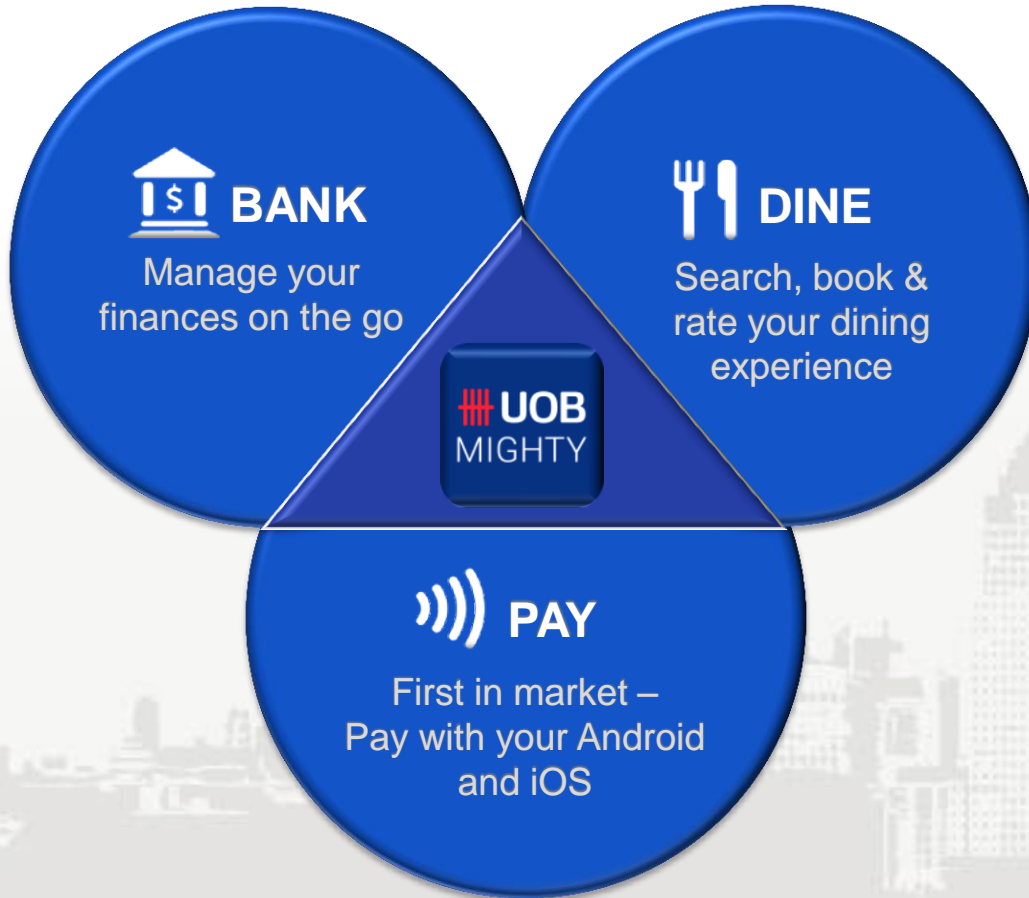
The making of UOB MIGHTY



Banking alone won't drive more engagement



Mighty – Beyond Banking



Active Usage

100k new users in 6 months

Once a month

Yet increased by more than 60%

A customer's search for food



Rate

- Pay with UOB Card at F&B outlet and prompt for review
- Upload image
- Food, Service, Cost: 1 to 5 stars
- Split bill

Search

- By catalogue
- By favourites
- By location, distance, cuisine, occasion
- By rating
- Ask for smart recommendations

Book (Partner model)

- Online reservations
- Pre-order & pick up
- Order and deliver
- Order and pay

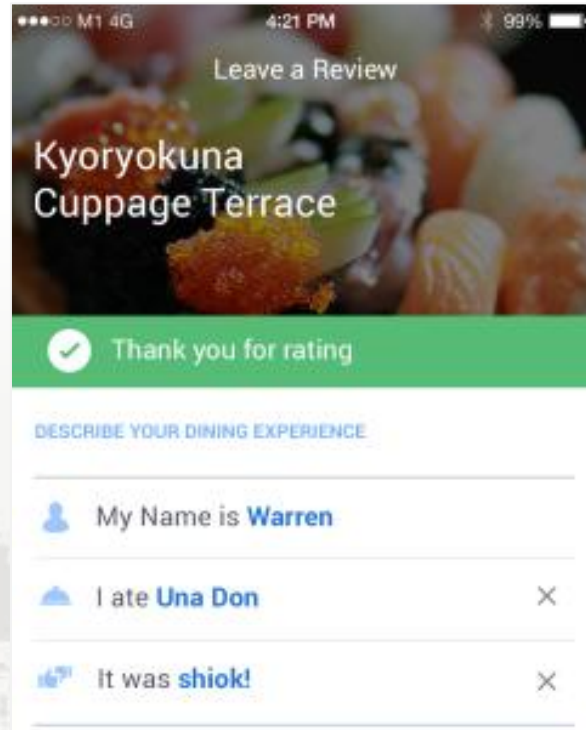
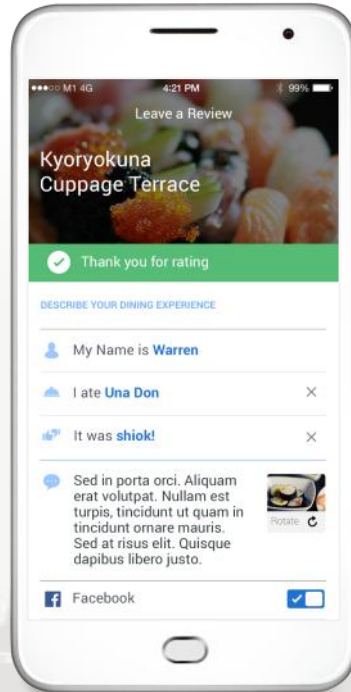
Dine & Pay

- Enjoy your food
- Take pictures of the best dish

40,000+ ratings collected over 8 months

Refining the customer experience

 **SHARE**
your review



Reviews → Even Better Search

Building the contactless ecosystem

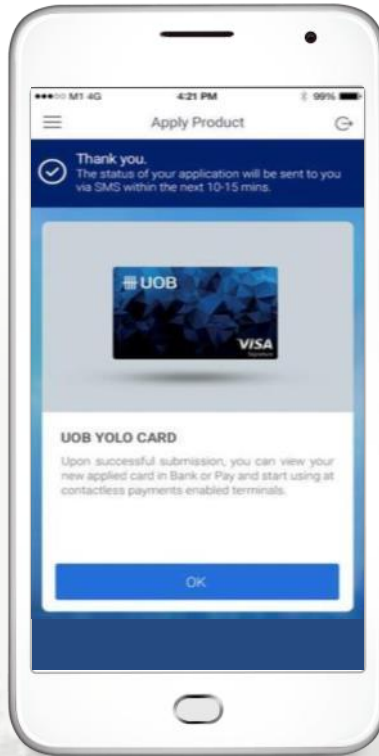
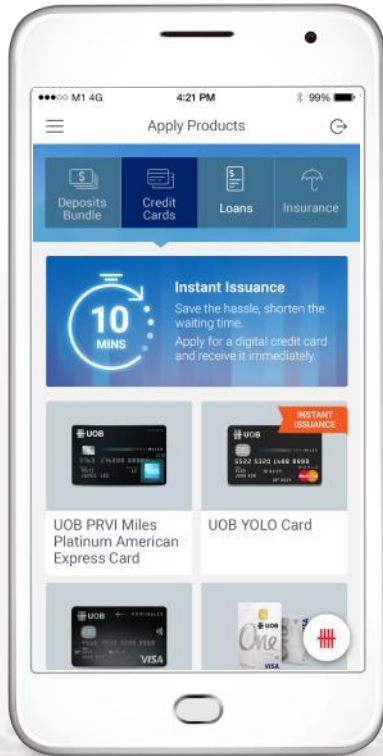


2 years in the making

What's next

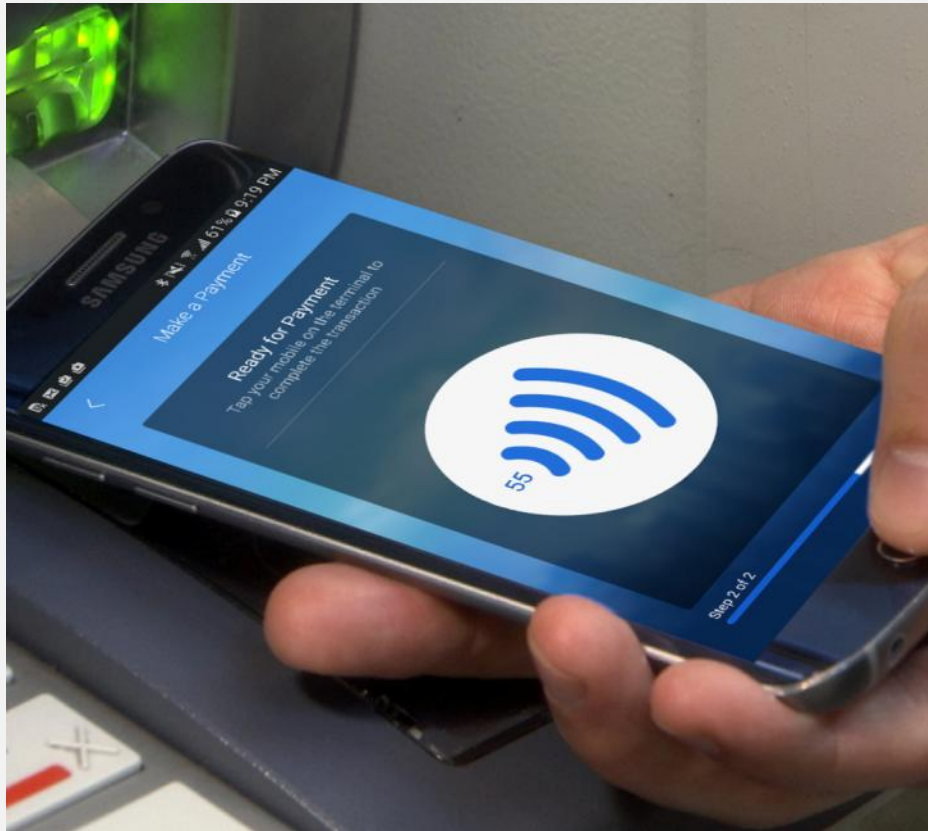


Mighty - Instant Card Issuance



- WHAT:**
Ability to instantly add a credit card to mobile phone and use immediately for NFC payments.
- CONVENIENCE:**
No longer need to wait days for physical cards to arrive.
- CONTEXT:**
Relevant offer can be enjoyed immediately at merchant, or even by country.

Mighty - Contactless ATM Withdrawals



- **WHAT:**
Use mobile phone to access ATM for cash withdrawals.
- **CONVENIENCE:**
Reduce number of physical cards in wallet. 'Forgot ATM card' scenario addressed as well.
- **CONTEXT:**
Relevant notifications and alerts sent to customer based on segment and location at point of withdrawal.

Winning In Digital

1. UOB has a unique, differentiated mobile strategy
2. Our formula: Convenience + Context = Count (Frequency)
3. Mighty Dine: Good initial results, continuous improvements
4. Contactless: Ahead of the pack
5. It's just the beginning: More exciting things coming

Thank You

