

# Global Markets

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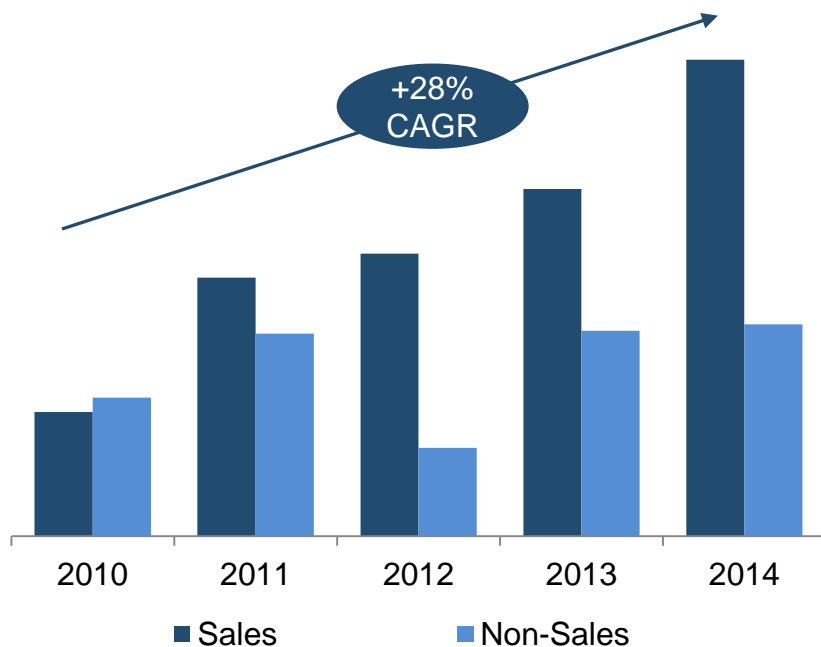
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## Customer Dynamics

- Increasing external trade and cross-border business present more Global Markets business opportunities i.e. foreign exchange and interest rates related business
- Market volatilities driving customers' needs to hedge against risk exposures in foreign exchange, interest rates and commodities
- Strong demand for more sophisticated products for hedging and liability management covering different asset classes
- Require closer synergy between Global Markets and other business segments, such as Transaction Banking, Corporate Banking, Commercial Banking and Financial Institutions Group

# Expanding Customer Flow Business

## Performance of Global Markets in Greater China



- Global Markets team has placed greater emphasis on growing fee-based income from sales business
- The growth in sales business was mainly due to the expansion of product diversity and enhanced collaboration with other business segments

# Growth Drivers

## CAPABILITIES DEVELOPMENT

- Expanding Corporate and Financial Institutional Sales Teams within Global Markets
- Diversifying product offerings into different asset classes
- Leveraging Head Office's product capabilities to cater to clients' needs

## PROXIMITY TO CUSTOMERS

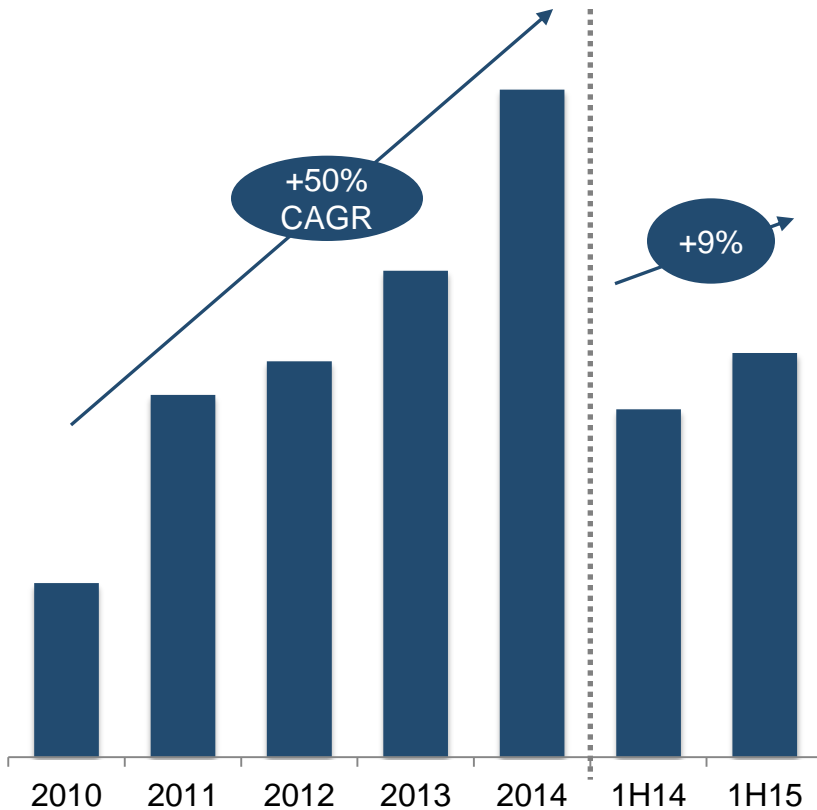
- Placing the CNH centre of excellence within Greater China
- Seizing "One Belt, One Road" opportunities by reaching out to clients with regional operations, through the close coordination between Greater China and Head Office

## SYNERGIES WITH COVERAGE TEAMS

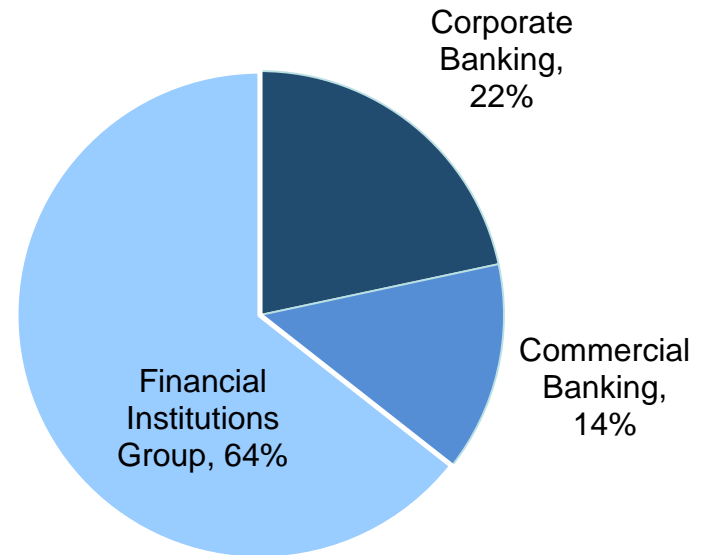
- Close collaboration amongst Greater China Global Markets Sales, RMs and other product teams
- Deepen relationships with Financial Institutions beyond Global Banknotes business

# Strong Growth in Customer Flow Income

## Total Customer Flow Income in Greater China



## Greater China's Global Markets 1H15 Revenue Split by Coverage Team



# UOB's Value Proposition in RMB Business

## Dedicated team to promote RMB business across the Group

- RMB Solutions team works together with Global Markets and Group Wholesale Banking teams to drive synergies and flows across the region
- Identify market trends and harness opportunities arising from RMB internationalisation

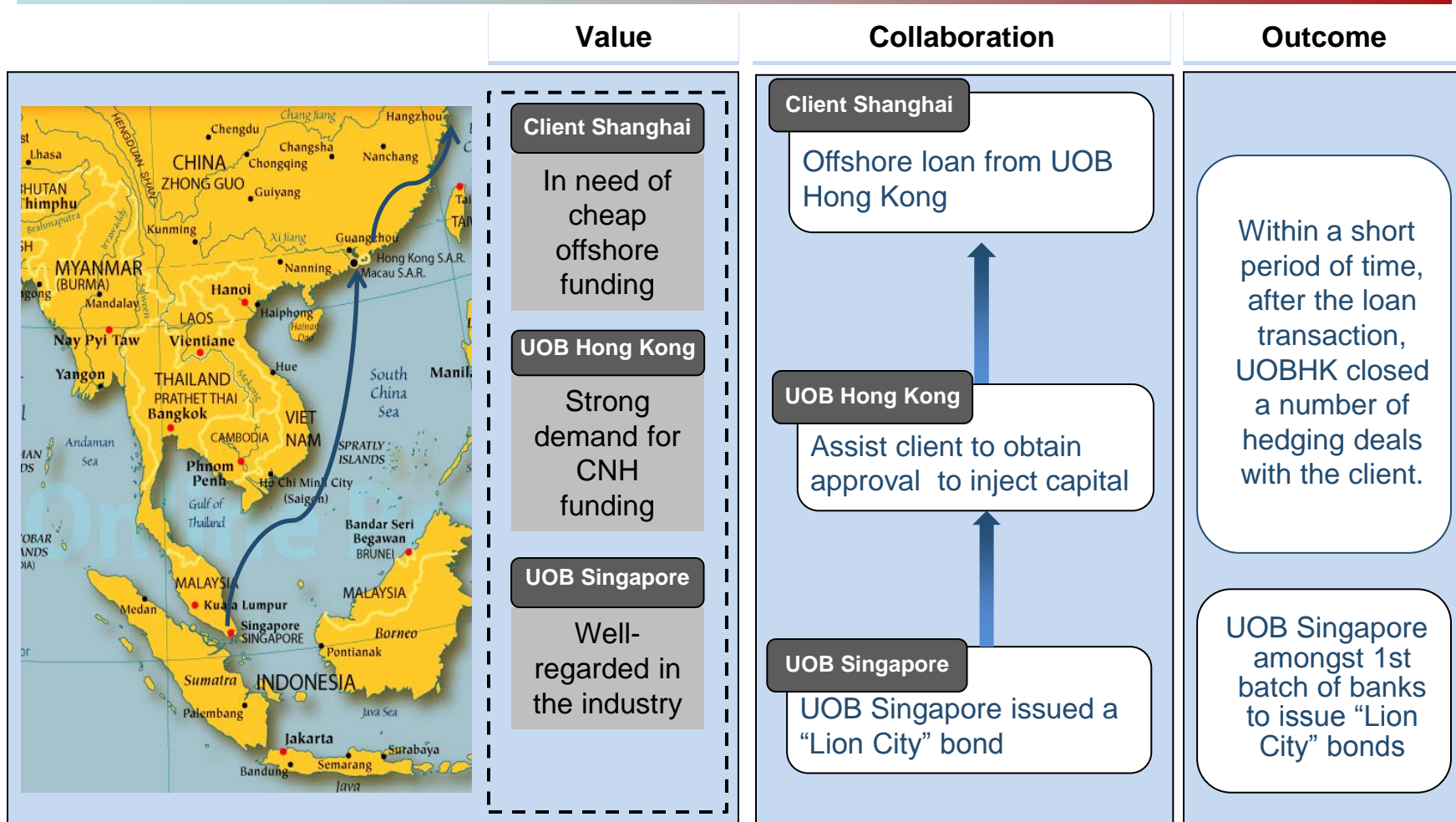
## On-the-ground understanding of regulatory changes

- On-the-ground specialists in China to engage regulators to obtain timely information on new rules and regulations
- Provide timely and relevant advice to clients

## A single team to advise clients on tailor-made structures

- Bring “one team” with multiple expertise to clients
- Proactive in offering advice and structuring solutions across products such as blending Trade with Global Markets product features

# Case Study: Leverage UOB's Network Strengths across Singapore and Greater China



Leverage UOB's network as the competitive edge
➡
Strengthen client relationship
➡
More cross-sell deals

# Capturing RMB Opportunities

## Use UOB network to assist Chinese companies expand into ASEAN

- Singapore as regional platform to help Chinese customers expanding to ASEAN
- Leverage UOB's competitive strengths in Thailand, Myanmar, Vietnam, Malaysia and Indonesia to assist clients' expansion

## Focus fund raising in offshore markets for Chinese companies

- Assist strong Chinese names to tap local bond markets in SGD, MYR, THB, and IDR
- Offer Chinese companies multicurrency offshore loan packages, which include CNH, USD and regional currencies

## Expand product offerings and enhance collaboration

- Cross-border RMB cash-pooling through the Transaction Banking teams within Greater China and ASEAN
- UOB Global Market provides hedging solutions for trade financing transactions to meet customers' needs



# Questions & Answers

**THANK YOU**