
NEWS RELEASE

UOB brings a 17-century-old tradition into 2013 with its laser-cut lunar new year red packets

UOB survey reveals Singaporeans prefer red packets that make the traditional contemporary

Singapore, 21 January 2013 – An art form practised in China since the sixth century A.D is the inspiration for the design of United Overseas Bank (UOB)’s 2013 red packets.

Jianzhi (剪纸), the art of Chinese paper cutting, was officially listed in the UNESCO Intangible Cultural Heritage List in 2009. Chinese paper cutting is steeped in tradition and each cut made by the master craftsman is done with a steady hand and an eye for detail.

The lace-like design of UOB’s red packets was based on research conducted by the Bank, which found that Singaporeans preferred red packets that weaved together traditional Chinese art forms (43 per cent) with eye-catching and innovative designs (30 per cent).

Jamie Lee, Vice President, Group Brand Performance and Corporate Communications, UOB, said “Knowing that Singaporeans prefer the traditions of the past brought into the designs of the present, it made perfect sense to weave the art of paper cutting into the pattern of our red paper packets. The effect is that when our customers give or receive the packets, they will not only see but feel the delicate details of the season’s wishes for abundance and wealth.”

UOB’s 2013 red packet design includes traditional and auspicious Lunar New Year elements such as the carp which stands for abundance (年年有余) and flower blossoms which symbolise wealth for the new year (花开富贵).

NEWS RELEASE

Exchange of banknotes

This year, UOB is also supporting the industry initiative to encourage the use of good-as-new \$2 notes. Customers can exchange banknotes and collect their red packets at all of UOB's 68 branches from 21 January 2013.

UOB has also extended its banking hours at 16 selected branches¹. In addition, a special cash-only counter has been set up at the Bank's flagship branch at Raffles Place to minimise queue times at the branch.

The bank encourages customers to make arrangements to secure their notes and red packets as soon as possible. In 2012, the bank saw an overwhelming response and the notes and red packets were snapped up within several days.

¹ The list of 16 branches can be found at <http://www.uob.com.sg/contact>. The branches will be extending their banking hours on Saturday till 4.00pm.

NEWS RELEASE

About UOB Group's Red Packet 2013 Design

The carp was chosen as the centrepiece of the design to symbolise abundance for the new year (年年有余). Chinese paper cutting was used to accentuate the importance of the centrepiece.

Auspicious greetings of 春, 财 and 福 also form part of the design. These design elements were printed in gold to represent an abundance of good fortune (金玉满堂) for the year ahead.

On the reverse side of the red packet, flowers symbolise the blossoming of wealth (花开富贵) for the new year.

UOB Group



Front



Back

UOB Commercial, Wealth and Privilege Banking



Front



Back

UOB Privilege Reserve and Private Banking



Front



Back

UOB Subsidiaries



Front



Back

NEWS RELEASE

About United Overseas Bank

United Overseas Bank Limited (UOB) is one of the leading banks in Asia. It provides a wide range of financial services through its global network of over 500 offices in 19 countries and territories in Asia Pacific, Western Europe and North America, including banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and China. UOB plays an active role in the community, focusing on children, education and the arts. Its staff volunteerism programme was initiated in 2007. Through the UOB Heartbeat Run/Walk, UOB has raised funds for its named beneficiaries. UOB has also organised the prestigious Painting Of The Year Competition and Exhibition since 1982. In recognition of its contributions to the arts, UOB has been conferred the National Arts Council's Distinguished Patron of the Arts Award for the eighth consecutive year.

For media queries, please contact:

Isabell Tay, Group Brand Performance and Corporate Communications

Email: Isabell.TayHM@UOBgroup.com , Tel: 6539-3989

Priya Paramajothi, Group Brand Performance and Corporate Communications

Email: Priya.Paramajothi@UOBgroup.com , Tel: 6539-3949