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## NEWS RELEASE

### **The United Overseas Bank Group Launches 1-2-1 Banking**

*Creating collaborative marketing opportunities through personalised service*

**Singapore, 27 June 2001** - To cater to the needs of an affluent retail banking customer segment, the United Overseas Bank (UOB) Group will be launching, tomorrow, a new retail service called 1-2-1 Banking (pronounced as 'one-to-one' Banking).

1-2-1 Banking is a personalised retail banking service specifically designed for a group of upwardly mobile customers with either a housing loan or S\$75,000 and above in deposits with the UOB Group. Customers enjoy a wide range of privileges, including their own personal Relationship Manager to assist, guide and advise them on all their banking, financial and investment needs. The Relationship Manager's key role is to evaluate the needs of the customers and to create collaborative marketing opportunities for the benefit of the customers.

Said Ms Sim Puay Suang, Executive Vice President of Personal Financial Services, "Service differentiation is important in navigating us into a new dimension of competition. 1-2-1 Banking is created to address the specific needs of this upwardly mobile segment and provide them with value-added customised services."

"Providing personalised service in this segment is a first in the industry, and this will serve as an ideal platform to build a core group of loyal upwardly mobile customers. Pursuing this segment will provide us with the opportunity to upsell the customers to the higher value segments. We will do so either through consolidating and enhancing the 'wallet share' of the customers or through growing their potential value with the Bank by nurturing them at the early stages of their financial independence," added Ms Sim.

Other benefits of 1-2-1 Banking include:

- The 1-2-1 Banking VISA Gold Smart Credit Card or Debit Card with a lifetime waiver of annual card fee, special recognition, and promotions on the best in travel, wining and dining, leisure and shopping
- 24-hour toll-free hotline: 1800 22 22 121
- 24-hour account access with UOB Personal UniBanking, the Group's Internet Banking service, at [www.uobgroup.com](http://www.uobgroup.com)
- Use of express banking service at UOB 1-2-1 Banking Centres within UOB Group branches
- Waiver of fall-below fee for i-ACCOUNT, Savings Account and Current Account
- Invitations to special events, previews to property launches, discounts and promotions at leading retail outlets and other lifestyle events
- Regular updates on the latest banking news most relevant to 1-2-1 Banking customers, including news on deposit rates and housing loan developments

The introduction of 1-2-1 Banking demonstrates the UOB Group's commitment to continually provide quality products and excellent service to its customers.