

Helping Millennials To Start Investing



Millennials in Singapore are hesitant to invest in unit trusts because¹:



29 per cent

Feel that the fees are too high



25 per cent

Are more comfortable with cash savings



10 per cent

Find the minimum purchase amounts for unit trusts is too high



Kickstarting Millennials' Investment Journey Effortlessly

UOB's Young Professionals Solution helps millennials invest using **three components**



The UOB YOLO credit card



The UOB One Account



The United SGD fund



“Sweeps” UOB credit card rebates and earned interest into a Unit Trust fund – that’s what the Young Professional Solution does. And all that with an easy-to-achieve \$10 minimum initial investment sum and no other upfront costs.

Millennials Are The Future Of The Singapore Economy



Millennial spending currently accounts for **20 per cent** of UOB's total card spend



One in three millennials in Singapore currently banks with UOB. The bank aims to grow that figure to one in two by 2019.

Source: ¹ UOB Investment Survey of 400 Singaporeans & Singapore PRs aged 25-34)

² Singstat Age Pyramid of Resident Population
<http://www.singstat.gov.sg/statistics/visualising-data/charts/age-pyramid-of-resident-population>