



News Release

UOB and ANTA Collaborate to Deliver Enhanced Customer Experiences Across ASEAN

Collaboration integrating customer engagement to unlock new opportunities across the region

Singapore, 7 July 2026 – UOB and global sportswear group Avid Sports Singapore (ANTA) signed a Memorandum of Understanding (MOU) to explore a regional collaboration aimed at deepening customer engagement across ASEAN.

This collaboration brings together UOB's extensive regional network alongside ANTA's strong portfolio of sports brands, including ANTA, DESCENTE, FILA, Salomon and Wilson, creating a platform to deliver integrated value across customers, partners and businesses in the region.

Driving customer engagement through regional platforms

The partnership will offer preferential benefits to UOB's Emerging Affluent and Affluent segments through differentiated lifestyle offerings and targeted engagement strategies.

Through this partnership, UOB will collaborate with ANTA on selected consumer product launches across ASEAN. UOB and ANTA customers can expect exclusive offers, selected limited-edition releases, product launches, and curated brand and celebrity experiences and events.

To kick off the new partnership, all UOB cardholders will also enjoy a 5 per cent discount and double reward points with ASCEND+¹ across participating ANTA portfolio brands² in stores in Singapore from 10 July to 31 August 2026. Further regional benefits across the portfolio of brands will be introduced as part of the partnership.

ANTA will leverage UOB's regional customer engagement platforms to drive awareness and engagement across markets including Singapore, Malaysia, Thailand, Indonesia and Vietnam. With a deep understanding of customer insights and market trends, the partnership aims to

¹ [ASCEND+](#) is ANTA's unified membership programme

² These brands are ANTA, DESCENTE, FILA, Salomon and Wilson.





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increase sports engagement and customer experience to promote a healthier and more active lifestyle together.

Supporting Community Engagement and Talent Development

Through this partnership, both UOB and ANTA will explore opportunities to drive community engagement across ASEAN through sports and lifestyle initiatives.

ANTA is supporting the Bank in its annual UOB Heartbeat Run event, where they are producing 9,000 of the event T-shirts. The UOB Heartbeat Run is an annual flagship volunteering and fundraising programme held globally across the region.

These include potential youth-focused collaborations, such as sponsorship of sporting events and development initiatives, and UOB-organised lifestyle and client engagement platforms.

UOB will also collaborate with ANTA on future talent development initiatives, including internships, learning and career opportunities for tertiary students.

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About UOB

UOB is a leading Asian bank with a global network in Southeast Asia, Asia Pacific, Europe and North America. Operating through our head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, we have a global network of about 430 branches and offices in 19 markets.

Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. Today, UOB is rated among the world's top banks: Aa1 by Moody's Investors Service and AA- by both S&P Global Ratings and Fitch Ratings.

For more than nine decades, UOB has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. UOB is focused on building the future of ASEAN – for the people and businesses within, and connecting with, ASEAN.

The Bank connects businesses to opportunities in the region with its unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to each customer's unique needs and evolving preferences. UOB is also committed to help businesses forge a sustainable future, by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in its support of education, children and art, doing right by its communities and stakeholders.



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About ANTA Sports

ANTA was established in 1991; while ANTA Sports Products Limited, a widely recognized global sportswear company, was listed on the Main Board of HKEx in 2007 (Stock Codes: 2020 (HKD counter) and 82020 (RMB counter)). The mission of the Company is to bring the transcendent sports spirit into everyone's life. ANTA Sports principally engages in R&D, design, manufacturing, marketing and sales of professional sports products including footwear, apparel and accessories. By embracing an all-round brand portfolio including ANTA, FILA, DESCENTE, KOLON SPORT, MAIA ACTIVE and JACK WOLFSKIN, etc., ANTA Sports aims to unlock the potential of both the mass and high-end sportswear markets. ANTA Sports is also the largest shareholder of Amer Sports, Inc., a global group of iconic sports and outdoor brands, including Arc'teryx, Salomon, Wilson, Peak Performance, and Atomic, whose shares are listed on the New York Stock Exchange (NYSE: AS).

For media queries, please contact:

Name: Michelle Toh

Group Strategic Communications and Brand

Email: michelle.toh@uobgroup.com

Name: Cindy Yam

Group Strategic Communications and Brand

Email: cindy.yam@uobgroup.com



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