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Key Success Stories
- Nurturing Long-Term Relationships

Customer’s Profile

- Set up in 1987
- Began as partnership between 2 professionals – an interior designer and an architect.
- Now one of the leading fully-integrated multidisciplinary property groups in Malaysia with in-house teams of architects, engineers, space planners, interior designers and builders.
**Customer’s Profile**
- Set up in 1988
- Main core business is in the manufacturing of compounded rubber, rubber glove and latex concentrate
- Customers include multinational rubber product manufacturers in tires, latex gloves, shoes, raw material traders, etc.

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**Key Success Stories**
- **Growing Beyond Boundaries**

1. Relationship started in 2010 with annual turnover of RM1.0b
2. Engaged UOB through our GBD platform & established relationship with Group’s business in Thailand in 2012
3. The Group has since expanded its business to China, Vietnam, Indonesia and Singapore.
   - Annual turnover has grown to RM1.9b in 2013.
Customer’s Profile

- Set up in 1982
- Started as a system house, specializing in design and installation of communication systems.
- Today, the company is divided into 6 divisions: IPTV & E-commerce, Telecommunication & Information Technology, Total Security System, Broadcast Engineering (Local), Property & Construction, Broadcast Engineering

Key Success Stories
- Structuring Innovative Solutions

1. A good commercial relationship stretching back to 1996

2. 2013, In line with private financing initiatives, the Company was awarded the concession to Build-Operate-Maintain-Transfer a Training Centre

3. Together with Investment Banking, adopted as out-of-the-box strategy to craft an innovative structure via Debt Capital Markets and raised RM280m bonds.
## Growth Drivers

### Engagement Approach
- Covers Mid-Corp companies.
- More than 1/3 of our customers have a vintage of more than a decade.

### Customized Solutions
- One stop solutions provider.
- Capability to customize solutions specific to the needs of our diverse clientele.

### Channels Delivery
- Well positioned branch network and hubs, with ‘Single Captain’ concept to ensure widest possible reach.

### Regional Linkage
- Global Business Development enabler to assist businesses cross border expansion, leveraging our regional network.

### Engagement Approach
- Further strengthen relationships and explore opportunities in promising sectors.

### Customized Solutions
- Delve deeper into capital markets, transaction banking and treasury products, providing pathways for customers into innovative product suites.

### Channels Delivery
- Leverage specialized sales.
- Corporate Wealth Management to drive deposits taking.
- Contract Financing to boost ETP related project financing.

### Regional Linkage
- Proactively anticipate customers’ needs, especially in cross border business expansion to better craft out speedier and more relevant solutions.
THANK YOU