Corporate Banking

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Key Success Stories
- Cross Network Synergies In Action

1. UOBP and COE started engagement with San Miguel Group in 2011.

2. Client further leveraged UOBM and UOBS for trade solution in 2013.

3. UOB regional offices continue to engage client to tailor solutions.

4. UOBM and COE jointly pitched our financing solution.

5. UOBM jointly mandated as the Lead Arranger, Underwriter and Bookrunner for Petron’s landmark deal in Malaysia in 2012.

6. GRM & FRM

COE - Centre of Excellence
Key Success Stories
- Cross Network Synergies In Action

1. UOBI started banking relationship with Client
   - 2011

2. UOBS jointly arranged syndicated loan to refinance client’s bilateral loans
   - 2012

2A. Client mandated UOBS as the sole coordinator for 2nd syndicated loan
   - 2014

3. UOBM appointed as Joint Lead Advisers, Arrangers, Manager, Bookrunners for its Sukuk Musyarakah Programme
   - 2014

3A. Client further leveraged UOBM derivatives solution for hedging purposes
   - 2014

4. GRM & FRM
   - 4

5. PRODUCT SOLUTIONS
   - 5

6. UOB NETWORKS
   - 6

COE - Centre of Excellence
Key Success Stories
- Cross Network Synergies In Action

1. Positioned UOB as a core relationship bank to SKPB through bridge financing of the Seadrill Acquisition.

2. Entrenched our position as one of SKPB’s anchor banks in the Multi Currency Financing Programme.

2A. Leveraged on UOB London COE on sharing of industry knowledge and market insights.

2B. Cohesive synergy between DCM and COE to jointly pitch our financing solution.

2C. Both loans are parked in UOB Labuan.

4. UOB NETWORKS

5. PRODUCT SOLUTIONS

8. GRM & FRM

14. LENGTH OF RELATIONSHIP

2013

2013 & 2014
# Growth Drivers
- Growing Beyond “Vanilla” Approach

## Segmentation Approach
- Local Large Corporates
- Government & Government Linked Companies
- Multinational Companies

## Product Strategy
- Customize solutions based on customer’s needs, industry best practices and external opportunities
- Partner with Product Specialists or alliances to provide holistic solutions

## Channels Delivery
- Established coverage model built on cross collaborations
- On the ground presence to ensure sufficient “face time” with customers and efficient turnaround

## Regional Linkage
- Co-ordinated teamwork across countries via the Global RM (GRM) and Field RM (FRM) model
- Strengthen coverage capabilities via industry specialization across the network

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## Segmentation Approach
- Further penetrate ETP related projects mainly on Oil & Gas, Mass Rapid Transit, and Agriculture Business
- Upscale relationship by leveraging COE and tapping on regional network

## Product Strategy
- Continue to leverage our product specialists (across Investment Banking, Transaction Banking and Treasury) and COE to better customize solutions to our corporate clients

## Channels Delivery
- Develop new COE capabilities in upcoming areas

## Regional Linkage
- Capitalize on the upcoming AEC to better leverage intra regional opportunities
- Build regional capabilities via “Talent Exchange Programme” and tailored training programme
THANK YOU