UOB Corporate Day 2019:
ASEAN’s Digital Bank for
ASEAN’s Digital Generation

Dennis Khoo
Regional Head of TMRW Digital Group

15 May 2019
ASEAN's First Mobile-only Digital Bank

- 5 Countries
- 3-5m New customers
- >7/10 Target Engagement Index
- 35% Cost-to-income ratio

Building a regional platform
Focusing first on millennial generation
Unique engagement capabilities
Leveraging process & digitisation
ASEAN Millennials Expect a Different Experience

- Young
  - 60% Under 35 years old
- Mobile
  - 52% Own a smartphone
- Bank differently
  - Want a 'friend', not a bank
New Capabilities to Power a New Experience

- Fast & Modular
- Avatec.ai

Create “engagement lab”: A new core competency in design and experimental learning about engagement

New cognitive analytics engine powered by Personetics

• New UI capabilities
• Goal Savings & Control
• 24/7 fast digital service

Access to real-time categorised transaction data for high context & relevance
Created Awareness and Interest from 1 March Launch

TMRW Music video (35m views)
Collaboration of top 3 local artists

Creative ads for digitally savvy youth (15m views)
Different generation, different solutions
Over 15% completed views vs industry of 7%

Social media presence
140 top influencers, 700 pieces of content, 12m reach

Launch event appealing to Young
2,500 in attendance at event and concert

TMRW App Well-Received So Far

Average of 4 banks = 4.0

<table>
<thead>
<tr>
<th></th>
<th>TMRW</th>
<th>SCB Easy</th>
<th>K+</th>
<th>BBL</th>
<th>KTB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating</td>
<td>4.0</td>
<td>4.4</td>
<td>4.3</td>
<td>3.9</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Average of 4 banks = 3.4

<table>
<thead>
<tr>
<th></th>
<th>TMRW</th>
<th>KTB</th>
<th>SCB Easy</th>
<th>K+</th>
<th>BBL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating</td>
<td>3.5</td>
<td>4.1</td>
<td>3.7</td>
<td>3.3</td>
<td>2.4</td>
</tr>
</tbody>
</table>

Note: Google Play store reviews count by players: TMRW (673), SCB (186k), K+ (155k), BBL (72K), KTB (84K). Apple App store reviews count by players: TMRW (240), SCB (5.58k), K+ (4.22k), BBL (458), KTB (11.3k).
Source: App stores, social media, ambassador event; press as of Mar 28, 2019.
Creating an Emotional Connection
Different Generation Different Solution
First Bank with 500 Kiosks in Bangkok

Authentication completed within 10 seconds with a match of chip to government data
Scaling Efficiently with Advocates

Constant experimentation to drive transactions and engagement

Some Examples

**Transaction types**
e.g., Fund Transfer, Bill Payment, etc.

**Set of transactions in an offer**
e.g., Bundle of 4, 8 transactions, etc.

**Incentivisation frequency**
e.g., Monthly, bi-weekly

**Incentive amount**
e.g., THB150, THB200 (for 4 transactions)

Financial transactions
*e.g. Credit card transactions, fund transfers*

Insights interactions
*e.g. Saving goals set up, expense tracking*
The Whole TMRW App is an Engagement Lab

Current Weekly Experiments

- **x2**: Driving initial offer uptake
- **x5**: Test and Learn to discover optimal path to engage
- **x2**: Usage offers and drive product usage

Customer activity as of 30th April

- **14%**: Main bank (>=8 transactions)
- **18%**: Medium activity (3-7 transactions)
TMRW App Demo
Using Insights to Engage Customers – Examples

**Trigger-based Alerts**

Good evening!

- **to 3%**
- Complete these activities to personalise and upgrade your cashback to 3% next month

- Pay bills
- Transfer funds

---

**Personalisation**

Travel Summary

Your total expenses in Japan added up to THB 26,306.

- TMRW CREDIT CARD
  - 5432152070000026
  - 6 transactions
  - THB 26,306

**Insights**

Account Activity Summary

- 8361650565
- Your cash flow in January
- THB 1,906

View your account activity:

- THB 108,880
- THB 110,786

Expenses Details:

24 Dec 2018

- CHUBU INT'L AIRPORT CE
  - Shopping & Services
  - THB 817.62
  - JPY 2,699.00

- LAWSON TOKYO JP
  - Groceries
  - THB 150.31
  - JPY 496.00

---

**AI Learning**

- 31 Jan 2019
  - Payment Past Due
  - Payment for your credit card is past due

Account Activity Summary

- View what you have been up to in January

- Jan
- Dec

Spending Decrease

- You've spent less in January

- 30% Investments & Savings
- 17% Shopping & Services
- 15% Dining
Making Savings as Fun as Playing Mobile Game
Can you really tell if I'm a bot?

We know your digital history

Can you really tell if I'm a bot?
### TMRW Attracting the Right YP/YPFs

**Age:**
- 17 - 24
- 25 - 29
- 30 - 34
- 35 - 39
- 40+

**Mass**
- < 15k
- 15 - 30k
- 30k - 50k
- 50k - 75k
- 75k - 100k
- 100k+

**Example profile**
- University student with part-time job at a bar
- First year medical school resident
- Software engineer with 1-3 years of experience
- Graphic designer with >5 years of experience
- IT project manager with 10 years of experience
- Legal counsel to company with 10 years of experience

**Average age**
- TMRW: 33
- UOB Thailand: 43

**Average monthly income**
- TMRW: THB55k
- Thailand average: THB13k

---

1. Young professional and young professional families
Different Ways to Scale across ASEAN

Acquisition Cost per customer

Higher

Direct

E-commerce transaction financing

Leverage avatec.ai to plug-into major e-commerce ecosystems

Lower

Affinity partnership

UOB and Partners create a new ecosystem and share the cost of acquisition
Our Competitive Advantage

**Superior strategy**
Engagement is key; our Engagement Lab is unique

**Personetics, Meniga, Pintec**
Industry in early stages of integrating Fintech partners

**Innovative UX/UI**
A lot of digital banking apps looking very similar; our UX/UI and gamification features stand out

**Strong chatbot integration**
Focus on improving customer experience by anticipating their needs and getting it right the first time, and fast
Thank You