

UOB raises S\$3.1 million for 25 charities through 2025 UOB Heartbeat Run



Mr Wee Ee Cheong, UOB's Deputy Chairman and CEO (centre) and Mr Chew Sutat, Chairman, Community Chest (fourth from left, in white) with UOB colleagues at the start line of the 2025 UOB Heartbeat Run

Singapore, 11 October 2025 – About 24,000 UOB colleagues, customers and beneficiaries across the region rallied together for the Bank's annual UOB Heartbeat Run event, raising S\$3.1 million under the UOB Heartbeat Fund to improve the lives of children in need and their families from 25 charities globally.

Aside from Singapore, the physical UOB Heartbeat Run was held in the Bank's other key regional markets of Mainland China, Hong Kong SAR, Malaysia, Vietnam, Thailand and Indonesia in the months of August and September. Participants enjoyed the run and festivities in each of their markets, which included carnivals and charity booths.

The UOB Heartbeat Run is an annual flagship volunteering and fundraising programme held globally across the region. Every year, employees, partners and customers rally together for



Singapore Australia Brunei Canada China France Hong Kong India Indonesia Japan
Malaysia Myanmar Philippines South Korea Taiwan Thailand United Kingdom USA Vietnam



this flagship event, through volunteerism, fundraising and participating in the physical run and walk. Numerous fundraising activities were organised by UOB employees earlier this year which included an annual charity café event, a talent singing show, charity auctions and more.

Since 2007, the programme has raised more than S\$23 million to help improve the lives of communities in need and support causes that are aligned to the Bank's Corporate Social Responsibility focus areas of art, children and education.

This year marks the 19th year of the UOB Heartbeat Run event with UOB's 90th anniversary (UOB90), reaffirming its commitment to do right by our communities, and creating a better future across ASEAN and our regional markets.

To celebrate UOB90, this year's event was larger than previous years, drawing the support of a record number of social enterprises, partners and customers, and funds raised exceeding last year's S\$2.4 million. Participants were also treated to a UOB Heartbeat Music Festival which showcased Singaporean artists such as Nathan Hartono, Jasmine Sokko, Regina Song, Jeff Ng, and Jack & Rai, underscoring the Bank's support for homegrown talents.

Mr Wee Ee Cheong, Deputy Chairman and Chief Executive Officer, UOB, said, "UOB has been steadfast in doing right by our communities. Through corporate giving and employee volunteerism, our people, customers, and partners come together to create meaningful impact. Our annual UOB Heartbeat Run is one way we make that difference. We are grateful to everyone who contributes to these efforts."

2025 UOB Heartbeat Run raises about S\$2 million¹ for two Singapore beneficiaries

¹ As of 10 October 2025





Mr Wee Ee Cheong, UOB's Deputy Chairman and CEO (centre) presented the donations raised under the UOB Heartbeat Fund to Mr Chew Sutat, Chairman, Community Chest (in white), together with the beneficiaries.

In Singapore, UOB raised a total of about S\$2 million, with about 10,000 employees, customers and partners participating at the UOB Heartbeat Run held at the Promontory @Marina Bay today. The funds will be channelled through Community Chest to support children in need and their families. Two local beneficiaries, SHINE Children and Youth Services – under President's Challenge and The Straits Times School Pocket Money Fund, will use the funds to run their programmes. Through supporting programmes spanning areas such as education, mentoring, social and healthcare services, the funds will help to improve the lives of children in need and strengthen their knowledge, skills and resilience to benefit more than 11,000 children, youth and their families.

Mr Chew Sutat, Chairman of Community Chest said, "Since 2021, UOB has partnered with Community Chest to uplift children and families in need. Their annual UOB Heartbeat Run rallies both their employees and corporate partners to embrace the spirit of giving and give back to the community. UOB's efforts to give holistically and sustainably are also demonstrated in the Community Chest Change for Charity initiative, enabling their customers to convert reward points into donation. These avenues provide precious resources that can provide quality education for children in need."

At the event, six social enterprises (Artably, Artisan Collab, Flour Power, Singapore Fashion Runway, and Extra.Ordinary People) sold a variety of cookies and gifts designed by crafters





with special needs and different abilities. UOB will dollar match the funds raised by the social enterprises at the event. All food and beverage partners (Cellarbration, Gratefood Co, Gyushi, Kwazy Korndog, Lee Wee & Brothers, No Time Hot Pot, Overrice, Mr Vadai and SOHTT) will donate a portion of their proceeds towards the beneficiaries of 2025 UOB Heartbeat Run. In addition, several partners (ANTA, Shake Shack, Pan Pacific Hotels Group, Prudential, Samsung, Neo Garden, Go Rental and Cellarbration) also contributed sponsorship-in-kind for the event.

As part of UOB's commitment to build a sustainable future, several green initiatives were also implemented at the run:

- Participants were encouraged to bring their own water bottles to reduce waste
- UOB Heartbeat T-shirts made from 100 per cent post-consumer recycled material
- Race medals made from recycled material
- Recyclable/biodegradable crockery and cutlery provided, avoiding single-use plastics
- Donation drive for pre-loved clothes
- Educational sustainability-themed booths and workshops
- Volunteers deployed onsite to direct participants to bin trash in the correct bins

– Ends –





About UOB

UOB is a leading bank in Asia. Operating through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, UOB has a global network of more than 470 branches and offices in 19 markets in Asia Pacific, Europe and North America. 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 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 art, social development of children and education, doing right by its communities and stakeholders.

