



Joint News Release

Central Singapore and UOB in First-ever Partnership for Financial Fitness Drive

Residents can take a financial health check-up, join specially-curated fitness workshops and supplement their financial literacy knowledge at home in inaugural district-wide partnership between Central Singapore CDC and UOB

Singapore, 27 September 2025 – Central Singapore Community Development Council (CS CDC) and UOB today launched a first-ever partnership aimed at strengthening the financial well-being of residents. The collaboration brings together the CDC's extensive community networks and the Bank's financial expertise to make financial literacy more practical, accessible and relevant to everyday life.

This joint initiative introduced a novel “fitness” approach to financial health. It is designed to build sustained financial resilience through three key components: a newly-launched UOB Financial Health Check; ongoing financial literacy content in CS CDC's outreach channels, and regular, life-stage-based Financial Fitness Workshops beginning in January 2026.

The partnership was unveiled at the inaugural Financial Fitness Festival held at United Square shopping mall. Mayor Denise Phua from Central Singapore District, and Ms Janet Young, Group Head, Channels and Digitalisation, Strategic Communications and Brand, UOB, joined residents at four interactive zones covering essentials of saving, insurance protection, investing and legacy planning. Participants who completed all stations received tangible rewards, including a towel, water bottle, fitness bag, and a personalised “health booklet” outlining their financial plan.

“Just as we invest in our physical health, we must proactively build our financial wellness. This is especially so with longer lifespans, changing lifestyles and aspirations across generations. Financial fitness is a vital life skill for everyone. I'm thrilled that this first-ever financial fitness promotion partnership between Central Singapore CDC and UOB will bring simple but important financial know-how directly to our neighbourhoods. Our goal is to equip residents

with practical skills to make confident financial decisions, fostering proactive habits that lead to lifelong financial wellness and resilience,” said Ms Denise Phua, Mayor, Central Singapore District.

“Financial fitness is a key but often overlooked component of overall wellbeing, and staying financially fit should be a priority for everyone. Through this partnership with CS CDC, we can reach a broad base of residents in the most efficient and impactful way, helping them build basic financial wellness through accessible education and practical tools. This initiative is not just about managing money; it’s about empowering individuals with the knowledge and habits to secure their financial future. Just as physical fitness requires regular check-ups and targeted exercises, financial fitness can be achieved through simple, consistent practices. Through this unique thematic approach, we aim to instil financially healthy habits that will benefit individuals and families for the long term. This is our way of giving back to the community,” said Ms Janet Young, Group Head, Channels and Digitalisation, Strategic Communications and Brand, UOB.

Free financial check-ups, targeted workshops and practical resources

Residents in Central Singapore can now assess their financial well-being through the UOB Financial Health Check. An online quiz available to the public via the [UOB Financial Literacy site](#), the Financial Health Check covers nine key questions on savings, insurance protection, investing and legacy planning. Participants will be able to download a report, which shows their results benchmarked against general financial planning guidelines¹ and peer groups based on age, gender and income group², and may seek follow-up advice at UOB branches.

From January 2026, CS CDC and UOB will also introduce “Financial Fitness Workshops” tailored to different life stages, from first jobbers to retirees. Each session will focus on “routines” to strengthen financial “muscle groups” relevant to participants’ life stages, for example, budgeting and insurance for young families or legacy and retirement planning for pre-retirees. These curated programmes will be co-delivered by UOB and Central Singapore, and offered at no cost. Through this initiative, CS CDC and UOB aim to reach more than 1,000 residents in 2026, supporting families in building financial confidence and long-term resilience.

¹ Reference to the [Monetary Authority of Singapore’s Basic Financial Planning Guide](#)

² Age/ gender/ income group comparisons are benchmarked against 2025 UOB ASEAN Consumer Sentiment Study results.

Ongoing education through CS CDC's Outreach Communications

To complement the financial health check-ups and workshops, UOB will contribute regular financial literacy articles across CS CDC's outreach channels. This includes the quarterly *VOICES* magazine for all households in the district, and its digital and social media platforms. Written by the Bank's in-house specialists, the content will offer practical, actionable tips on topics such as managing the cost of living, planning for emergencies, or growing savings smartly.

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About Central Singapore Community Development Council

Situated at the heart of Singapore, Central Singapore Community Development Council (CDC) serves more than a million residents living in Ang Mo Kio, Bishan-Toa Payoh, Jalan Besar and Tanjong Pagar Group Representation Constituencies (GRCs), and Jalan Kayu, Kebun Baru, Marymount, Potong Pasir, Queenstown, Radin Mas, as well as Yio Chu Kang Single Member Constituencies (SMCs).

The CDC envisions itself as a Do-Good district that aims to help our residents live The Better Life. It works in close partnership with schools, social service agencies (SSAs), grassroots organisations (GROs), government agencies and corporate partners to fulfil its mission as an Aggregator of needs and resources; Builder of capability/capacity in partners and networks; and Connector of communities. To achieve its vision, Central Singapore CDC implements programmes to provide support to residents under five key pillars:

- I. **Financial Wellness:** Strengthen financial literacy and well-being
- II. **Physical Wellness and Sustainability:** Advocate eating well, living well and thinking well
- III. **Socio-emotional Wellness and Inclusiveness:** Build and maintain positive relationships
- IV. **Lifelong Learning:** Encourage learning, regardless of age
- V. **Service to Others:** Inculcate a spirit of volunteerism and giving

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 helping 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.

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