

UOB Heartbeat Run/Walk sees a record 19,000 participants unite across Asia to raise funds to help children in need

UOB raises a record of more than \$1.58 million for 15 charities across Asia

Singapore, 7 July 2019 – A record 19,000 United Overseas Bank (UOB) colleagues, their families, customers and business partners from across the Bank’s global network participated in the Bank’s annual Heartbeat Run/Walk event this morning.

Now in its 13th year, the 2019 UOB Heartbeat Run/Walk is the Bank’s flagship volunteerism and fund-raising event in its Corporate Social Responsibility (CSR) programme which focuses on art, children and education. The Run/Walk was held simultaneously across seven Asian markets namely China, Hong Kong, Indonesia, Malaysia, Singapore, Thailand and Vietnam.

The 2019 UOB Heartbeat Run/Walk raised a record of more than \$1.58 million to benefit 15 charities across Asia that focus on improving the lives of children and youths. In Singapore, the donations will help underprivileged and special needs children from AWWA School, Care Corner Educational Therapy Service, Down Syndrome Association (Singapore) and Extra•Ordinary People.

UOB Heartbeat runners and walkers in Singapore gathered bright and early at 6am at Stadium Road, Singapore Sports Hub, to complete either a three-kilometre walk, a five-kilometre run or a ten-kilometre run. Ten country managers from UOB’s international offices also made their way down to Singapore to join in the event. Mr Wee Ee Cheong, UOB’s Deputy Chairman and Chief Executive Officer ran the ten-kilometre route, as he has done every year.

“The annual UOB Heartbeat Run/Walk is an opportunity for us as individuals and as a company to demonstrate our long-term commitment and support of those in the community facing challenges, especially children. I am heartened by the enthusiasm of the extended UOB family of colleagues, customers, families and business partners, who keep the good going year after year,” Mr Wee said.

One of the beneficiaries this year is Muhammad Ariz, a seven-year-old who is on the autism spectrum. He is currently enrolled in the Extra•Ordinary People’s “Sponsor a Star” programme, where he is learning to

communicate better through speech and language therapy. As part of the programme, a therapist works with Ariz to help him gain more confidence in expressing himself through words and to be able to communicate with others across different social settings.

Madam Hariyah binte Salim, Ariz's mother, said, "Before we enrolled him into this programme, he was struggling with learning social skills and speaking to people. Extra•Ordinary People has helped him to be more confident in social situations. It has also helped Ariz and the people he interacts with see that being different is not about being less, and that in fact you can be so much more."

Going green - new sustainable efforts to protect the environment

UOB has stepped up on its green initiatives at this year's UOB Heartbeat Run/Walk to reduce the event's impact on the environment and for UOB employees to go green as they run and walk for charity. These initiatives include:

- Eliminating single-use plastics in all race packs across the region. In Singapore alone, turning to plastic-free packaging has reduced the use of plastic by more than 100 kilogrammes.¹
- Replacing more than 20,000 plastic cups² with biodegradable corn starch cups and encouraging all participants to bring their own water bottles on event day.
- Saving more than 120 kilogrammes of paper by using a digitalised registration process which included using QR codes for race pack collection.
- Adding 10 sets of recycling bins across the event site for recycling of all plastic water bottles, metal cans and general waste. With the help of Green Nudge, a local social enterprise group, the recycled bottles were collected to use in art activities, while banana peels were collected for composting into organic fertilisers.

In another environmentally conscious step, participants from the three and five kilometre run/walk also help to collect litter along the route. Called "plogging", this activity is a combination of fitness, volunteerism and environmental protection.

– Ends –

¹ Compared with the amount of plastic used for the race packs at the 2018 UOB Heartbeat Run/Walk event

² Compared with the amount of plastic cups used at the 2018 UOB Heartbeat Run/Walk event

Appendix: UOB Heartbeat Run/Walk 2019 beneficiaries

Singapore

- **AWWA School** improves the quality of life for students with special needs and helps them to lead independent lives. The School provides special education to children with multiple disabilities and children with autism within the age range of seven to 18.
- **Care Corner Educational Therapy Services** helps children with special learning needs to keep up with their studies in mainstream schools.
- **Down Syndrome Association (Singapore)** helps children with down syndrome to integrate with mainstream society through learning and development.
- **Extra•Ordinary People** provides integrated therapies and access to performing and visual arts for all children with special needs, as well as support for their caregivers.

China

- **YesKids** is a Nanjing-based non-profit organisation that aims to create equal opportunities for children from rural communities. The proceeds will be used to provide financial aid to underprivileged children, to upgrade the schools' facilities and will be used as part of a grant for top-performing students.
- **Yicai Foundation** is the philanthropy arm of the Yicai Media Group. The foundation has partnered with government and social influencers to launch a wealth of programmes to support children's development, disaster relief and education for children in rural areas.

Hong Kong

- **Children's Cancer Foundation (CCF)** is dedicated to improving the quality of life for young cancer patients and their families by caring for their physical, psychological and social well-being needs.

Indonesia

- **Mari Berbagi Seni** is an art sharing movement initiated by Ganara Art, a Jakarta-based art school. The funds will benefit Art Patron programme which focuses on advancing local culture through the use of digital technology.

- **SDN Kebon Kacang 05 Pagi** is a state elementary school for students in need. This year, in an effort to make a positive difference to their lives, UOB Indonesia senior management and employees will volunteer their time to paint the school.

Malaysia

- **HOPE Worldwide** is an international, non-profit, non-religious organisation. It has more than 150 programmes, spanning six continents and 100 nations with focus on five areas worldwide namely, Children, Education, Health, Senior Citizens, Employment and Volunteerism.
- **Yayasan Sunbeams Home (YSH)**, a non-governmental, self-supporting multi-racial foundation which is home to displaced, abused and neglected children of single parents.
- **Teach for Malaysia** is an independent, not-for-profit organisation that aims to end education inequity. The organisation employs graduates and young professionals to be full-time teachers in high-need schools.

Thailand

- **Phra Dabos School** is a Royal-initiated, non-formal education project that provides vocational training for underprivileged children who lack the means necessary to attend formal schools.
- The "**Children and Youth Development Project in Remote Border Areas**" is an initiative by Thailand's Princess Maha Chakri which provides education opportunities for Thai and stateless children in rural areas. The initiative focuses on child and youth development, education and career development.

Vietnam

- **Thang Long School for English and Vocational Training** provides free English and computer skills to children from disadvantaged families.

– Ends –



About United Overseas Bank

United Overseas Bank Limited (UOB) is a leading bank in Asia with a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. UOB is rated among the world's top banks: Aa1 by Moody's and AA- by both Standard & Poor's and Fitch Ratings. In Asia, UOB operates through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, as well as branches and representative offices across the region.

Over more than eight decades, generations of UOB employees have carried through the entrepreneurial spirit, the focus on long-term value creation and an unwavering commitment to do what is right for our customers and our colleagues.

We believe in being a responsible financial services provider and we are committed to making a difference in the lives of our stakeholders and in the communities in which we operate. Just as we are dedicated to helping our customers manage their finances wisely and to grow their businesses, UOB is steadfast in our support of social development, particularly in the areas of art, children and education.

For media queries, please contact:

Ahfishah Rahman

Group Strategic Communications and Customer Advocacy

Email: Ahfishah.Rahman@UOBGroup.com

Tel: 6539 3981

