

UOB charges ahead with its sustainability focus in the Year of the Ox

Lunar New Year programme reinforces the Bank's commitment to forging a sustainable future for all



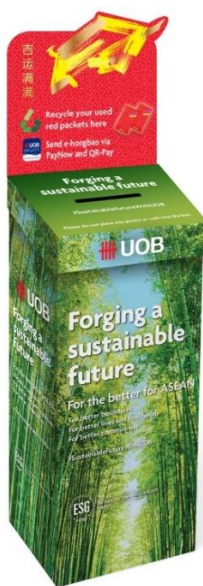
In just five steps, UOB customers can send an auspicious e-hongbao safely to their loved ones through UOB Mighty

Singapore, 15 January 2021 – This Lunar New Year, UOB is making it simple, safer and smarter for customers to do their part for the environment. Be it through the Bank's customised *e-hongbaos* for customers who prefer the convenience and safety of digital transactions or its red packet recycling drive for environmentally-conscious consumers, UOB is making it easier for customers to go digital and to celebrate sustainably this Lunar New Year.

Given the popularity of its previous red packet upcycling campaign among consumers who wanted to dispose of their used red packets sustainably, the Bank will extend this year's recycling drive from 1 February to 31 December 2021. Customers simply need to drop their used or unwanted red packets at any of the designated 42 UOB branches island-wide. UOB's recycling programme is also in line with the Bank's

latest sustainability campaign which focuses on forging a sustainable future for all through its holistic green efforts.

Ms Jacquelyn Tan, Head of Group Personal Financial Services, UOB, said, “At UOB, we are always looking at how we can bring together our colleagues, customers and community to help the environment. During this festive period of renewal, we designed our Lunar New Year programme to make it simpler and smarter for our customers to go green. From holding a year-long recycling drive for consumers to dispose of their *hongbao* envelopes sustainably to minimising our collective carbon footprint by enabling digital red packets, we hope to encourage more to join us as we forge a sustainable future for the next generation.”



Customers can simply drop their used or unwanted red packets in recycling boxes located at 42 designated UOB branches island-wide from 1 February to 31 December 2021

UOB red packets are made of environmentally-friendly paper and its packaging is without single-use plastic. Through the contribution of consumers last year, the Bank collected and converted 1,000kg of used red packets into 20 functional tables which were gifted to eight charitable organisations. Red packets that are collected in 2021 across UOB’s branch network will be recycled responsibly through a certified recycler.

More information on UOB’s Lunar New Year sustainability programme can be found at uob.com.sg/lny.

Minimising environmental footprint with e-hongbaos

As families and friends celebrate the Year of the Ox within COVID-19 safe measures, UOB is giving customers the option to gift digital red packets or *e-hongbaos* to their loved ones simply by logging onto the Bank's award-winning all-in-one mobile banking app UOB Mighty. They can do so through two contactless ways: by using PayNow or by scanning the QR code generated within the recipient's mobile banking app of participating banks.

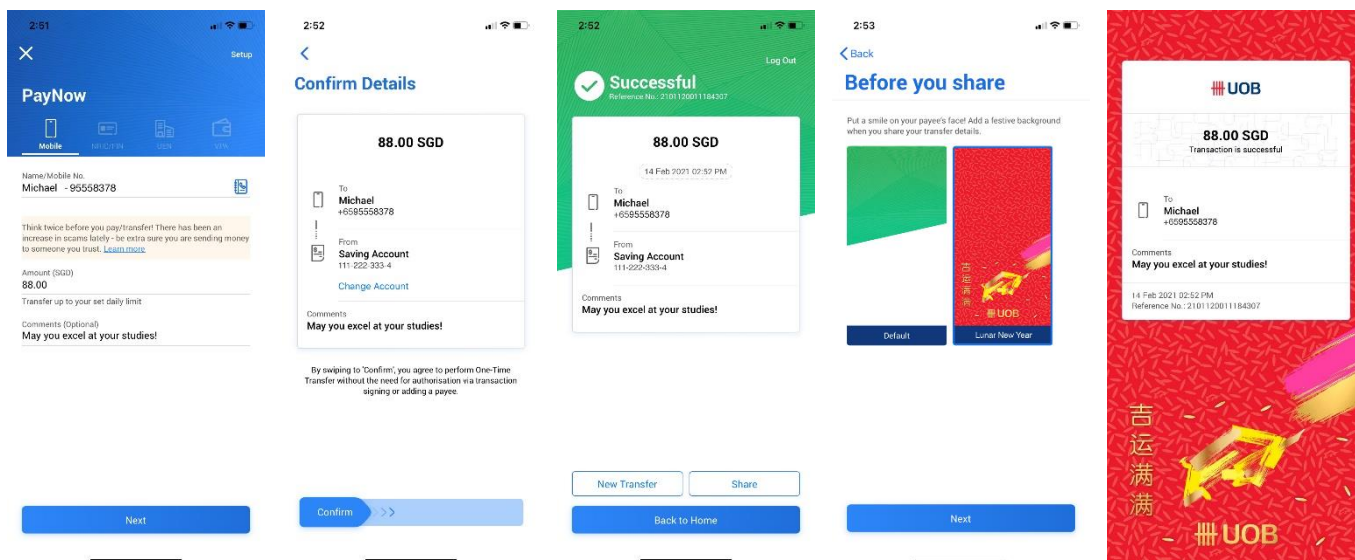
The joy of receiving an *e-hongbao* can be experienced not just by those with mobile phones, but for any child with a UOB Joint Savings Account with their parents or a UOB Child Development Account. Parents simply need to register the account to receive PayNow transfers via SMS using their child's birth certificate number or NRIC number.¹

As part of UOB's sustainability drive to accelerate the adoption and use of digital red packets, the Bank will give \$8 to the first 388 UOB customers who register their account for PayNow from 12 to 26 February 2021. Eighty-eight customers will also stand a chance to win \$188 when they send *e-hongbaos* to their friends and family using UOB Mighty during this period.²

¹ Send an SMS to 71423 following this format: PAYNOW <space> your child's full alphanumeric characters of Birth Certificate/NRIC <space> last 4 digits of the Joint savings/CDA account number <space> NRIC

² Every customer stands one chance with every \$10 transaction. PayNow UEN transactions are excluded.

A bull year for e-hongbaos



1. Login into UOB Mighty app and tap on “PayNow”. Enter the recipient’s mobile number, the amount and an auspicious greeting

2. Confirm your payment details by swiping to the right

3. Tap on “Share”

4. Choose the Lunar New Year festive graphic. Once done, tap on “Next” to proceed

5. Share an image of your e-hongbao by selecting your preferred social messaging app

UOB customers can customise their e-hongbaos with an auspicious greeting and the Bank’s specially designed Year of the Ox festive graphic inspired by its 40th UOB Painting of the Year commemorative artwork

Recognising that many UOB customers look forward to the thoughtful and auspicious zodiac designs of UOB’s red packets, the Bank is launching a specially designed Year of the Ox festive graphic on 11 February 2021 for customers to add a personal touch to their *e-hongbaos*. Inspired by the Bank’s 40th UOB Painting of the Year commemorative artwork, the festive graphic features the *Charging Bull* which signifies the passion and perseverance one needs to forge ahead and is designed by Aaron Gan, the Gold award winner of the 2015 UOB Painting of the Year (Singapore), Established Artist Category. In keeping with Lunar New Year traditions, UOB customers can also customise their *e-hongbaos* to include auspicious greetings.

– Ends –



About UOB

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 Investors Service and AA- by both S&P Global Ratings 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:

Sylvia Soh
Group Strategic Communications and Brand
Email: Sylvia.SohYS@UOBGroup.com
Tel: 6539 2293

Maybelline Tan
Group Strategic Communications and Brand
Email: Maybelline.TanWL@UOBGroup.com
Tel: 6539 4062

