

News Release

UOB Asset Management sees surge in online corporate investing as companies, especially SMEs, reap the benefits of digitalisation

Growth in UOBAM Invest corporate users, transactions and AUM reflects increasing demand for sharper digital investment solutions

Singapore, 12 July 2021 – UOB Asset Management Ltd (UOBAM) is seeing a surge in online corporate investing, with the number of users in Singapore, Malaysia and Thailand¹ on its digital investment portal for corporate investors, [UOBAM Invest](#), jumping 330 per cent over the last 18 months². Their total assets under management (AUM) on the online portal also surpassed S\$1 billion.

UOBAM believes the rising trend on the UOBAM Invest online portal reflects the increasing demand from corporate investors for sharper digital solutions that offer round-the-clock access and the flexibility to make real-time changes to their investments and personalised portfolios. UOBAM Invest's Digital Adviser³, which is the first robo-advisory service dedicated to corporate investors in Singapore and Malaysia, features an algorithm-based portfolio planner that enables users to invest in customised portfolios of UOBAM's funds and global exchange-traded funds (ETFs). Corporate investors can also choose the Fund Direct⁴ service to build and to manage their own portfolio of funds.

About three in five UOBAM Invest users were new customers to UOB Group. Many of the users are small- and medium-sized enterprises (SMEs) that are reaping the benefits of digitalisation in all aspects of their operations. Through UOBAM Invest, these companies have direct access to and greater control over their discretionary investments online, so as to optimise returns and to increase their liquidity more effectively. Other areas in which UOB is helping companies digitalise their business include their day-to-day financial account management through [UOB Infinity](#) and administrative processes and e-commerce management through [UOB BizSmart](#).

¹ UOBAM Invest for corporate investors was launched in Singapore in 2018 and in Malaysia and Thailand in 2020.

² As at 30 June 2021.

³ UOBAM Invest's Digital Adviser feature combines UOBAM's proprietary screening methodology, asset allocation framework and an optimisation algorithm to generate customised portfolios and to project their success probabilities for corporate investors.

⁴ UOBAM Invest's Fund Direct is a self-serve feature that enables corporate investors to build their own portfolios and to buy or to sell their fund holdings as and when required.

Mr Wee Ee Cheong, Deputy Chairman and Chief Executive Officer, UOB, said, “Our approach is holistic – providing progressive and sustainable solutions that balance risk and returns for our customers’ benefit. We have been enhancing our digital capabilities across various channels, products and services Group-wide to offer our best-in-class solutions to more customers, including offering them the ease and convenience of self-serve online investing. UOBAM’s innovation and deep asset management expertise built up over more than three decades enriches the digital connectivity and suite of investment solutions we offer to our customers to help them achieve their short- and long-term financial goals.”

Mr Thio Boon Kiat, Chief Executive Officer of UOBAM, said, “Technology has enabled us to innovate our investment management services and to offer our Asian-focused experience and expertise to more corporate investors through the UOBAM Invest online portal. Backed by our strong understanding of investors across the region, we designed the digital portal to help corporate investors manage their discretionary investments simply, smartly and securely. The growth in users and AUM is testament to our commitment to meet investors’ needs and we plan to launch UOBAM Invest in more markets progressively.”

Mr Carecci Salvatore, owner of the Pasta Fresca Da Salvatore chain of Italian restaurants, said, “The UOBAM Invest digital investment portal is well-designed, user-friendly and secure. I do not have to worry about which region or asset class to invest in as UOBAM Invest generates customised portfolios and optimises the returns-to-risk ratio based on my requirements. There is an opportunity cost for choosing the wrong asset classes, especially when we need to focus on running our business in these challenging times. UOBAM Invest takes out the guesswork.”

Strong demand for bond funds and stable returns

Corporate investors’ interest in and demand for online investing continue to rise given the restrictions in face-to-face interactions amid the COVID-19 pandemic. The number of transactions made on the UOBAM Invest online portal this year to date is already more than 60 per cent of the total in the whole of 2020.

Against the backdrop of a low interest rate environment, UOBAM has seen strong demand from corporate investors for bond funds that offer stable returns. In particular, UOBAM’s flagship United SGD Fund, which focuses on global short-term, high quality investment-grade bonds, had AUM of more than S\$200 million on UOBAM Invest as at 30 June 2021.

In helping to steer corporate investors towards sustainable investments and in line with their growing emphasis on investing with purpose, UOBAM has also made available more environment, social and governance (ESG)-focused funds on UOBAM Invest. These funds include the United Sustainable Credit Income Fund and United Sustainable Asia Top 50 Fund.

In addition to offering the UOBAM Invest digital investment portal for corporate investors, UOBAM also has a mobile robo-advisory app dedicated to individual investors⁵. UOBAM Invest has won multiple awards in recent years in recognition of its smart use of technology. These include Best Fintech Innovation in Asset Management in Malaysia and Singapore in 2021 and 2020 respectively, as well as Best Digital Wealth Management in Thailand, at the *Asia Asset Management Best of the Best Awards*. UOBAM was also named Asia Fund House of the Year at the *AsianInvestor Asset Management Awards 2021* for the third consecutive year.

– Ends –

About UOB Asset Management Ltd

UOB Asset Management Ltd (UOBAM) is a wholly-owned subsidiary of United Overseas Bank Limited. Established in 1986, UOBAM has been managing collective investment schemes and discretionary funds in Singapore for more than 30 years. We are one of the largest unit trust managers in terms of assets under management. As at 30 April 2021, we managed 59 unit trusts in Singapore and together with our subsidiaries, managed about S\$38.2 billion in clients' assets.

UOBAM has an extensive presence in Asia with regional business and investment offices in Brunei, Indonesia, Japan, Malaysia, Singapore, Taiwan, Thailand and Vietnam. Our network includes UOB Islamic Asset Management Sdn Bhd in Malaysia. We have a joint venture with Ping An Fund Management Company Limited (China) and we have also forged strategic alliances with UTI International (India) and Wellington Management Singapore.

UOBAM is one of the most awarded fund management companies, winning several awards at the *Asia Asset Management Best of the Best Awards 2021 and 2020*. UOBAM was named 'Best Asset Management House (Singapore)' in 2021 and 'Best Asset Management House (Regional)' in 2020. Our robo-adviser, UOBAM Invest, also won 'Best Fintech Innovation in Asset Management' in Malaysia and Singapore respectively in 2021 and 2020, as well as 'Best Digital Wealth Management' in Thailand in 2021. UOBAM Brunei has also been named 'Best Sukuk Manager' in 2021 after two consecutive wins of 'Best Investor Education' in 2020 and 2019.

⁵ Available in Singapore and Thailand.

UOBAM also won 'Asia Fund House of the Year' and 'Best Fund House (Thailand)' at the *AsianInvestor* Asset Management Awards 2021 and 2019 respectively, ranked fourth for 'Top Investment Houses in Asian G3 Bonds' at *The Asset Benchmark Research Awards* 2020. In addition, we were named 'Best Asset Management Firm Singapore' and 'Best Asia Fixed Income Fund House Singapore' at the International Finance Awards 2018 and 'Best Fixed Income Fund House' award at the Morningstar Awards 2017.

For more information, please visit www.uobam.com.sg.

For media queries, please contact:

Kelyn Tan

Group Strategic Communications and Brand

Email: Kelyn.TanSW@UOBGroup.com

Tel: (65) 6539 3967 / 9796 7748

Daryl Tan

Group Strategic Communications and Brand

Email: Daryl.TanWK@UOBGroup.com

Tel: (65) 6539 4064 / 8139 2684

Important notes and disclaimer

This document is for your general information only. It does not constitute investment advice, recommendation or an offer or solicitation to deal in Exchange Traded Funds ("ETFs") or in units in any Unit Trusts ("Unit Trusts", ETFs and Unit Trusts shall together be referred to as "Fund(s)") nor does it constitute any offer to take part in any particular trading or investment strategy. This document was prepared without regard to the specific objectives, financial situation or needs of any particular person who may receive it. The information is based on certain assumptions, information and conditions available as at the date of this document and may be subject to change at any time without notice. If any information herein becomes inaccurate or out of date, we are not obliged to update it. No representation or promise as to the performance of the Fund or the return on your investment is made. **Past performance of any Fund or UOB Asset Management Ltd ("UOBAM") and any past performance, prediction, projection or forecast of the economic trends or securities market are not necessarily indicative of the future or likely performance of the Fund or UOBAM.** The value of any Fund and the income from them, if any, may fall as well as rise, and may have high volatility due to the investment policies and/or portfolio management techniques employed by the Fund. Investments in any Fund involve risks, including the possible loss of the principal amount invested, and are not obligations of, deposits in, or guaranteed or insured by United Overseas Bank Limited ("UOB"), UOBAM, or any of their subsidiary, associate or affiliate ("UOB Group") or distributors of the Fund. Market conditions may limit the ability of the platform to trade and investments in non-Singapore markets may be subject to exchange rate fluctuations. The Fund may use or invest in financial derivative instruments and you should be aware of the risks associated with investments in financial derivative instruments which are described in the respective Fund's prospectus. The UOB Group may have interests in the Funds and may also perform or seek to perform brokering and other investment or securities-related services for the Fund. Investors should read the Fund's prospectus, which is available and may be obtained from UOBAM or any of its appointed agents or distributors, before investing. **You may wish to seek advice from a financial adviser before making a commitment to invest in any Funds, and in the event that you choose not to do so, you should consider carefully whether the Fund is suitable for you. Any reference to any specific country, financial product or asset class is used for illustration or information purposes only and you should not rely on it for any purpose.** We will not be responsible for any loss or damage arising directly or indirectly in connection with, or as a result of, any person acting on any information provided in this document. Services offered by UOBAM Invest are subject to the UOBAM Invest Terms and Conditions.

This advertisement has not been reviewed by the Monetary Authority of Singapore.

UOB Asset Management Ltd. Company Reg. No. 198600120Z