

News Release

EMBARGOED TILL 2 NOVEMBER 2022, 1600 HRS SGT

UOB and Personetics launch AI-driven automated savings feature on its TMRW mobile banking app – the first of its kind in Southeast Asia

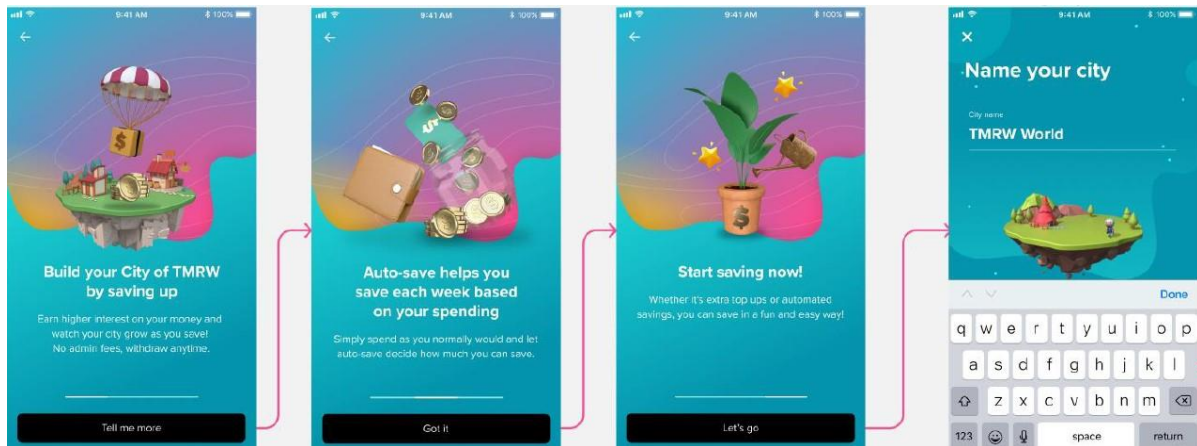
The Auto-Save feature is a demonstration of adaptive banking, catered to each customers' unique behaviour to help them save effortlessly

Singapore, 02 November 2022 – UOB and [Personetics](#), today at the Singapore Fintech Festival 2022, announced the launch of Auto-Save, an AI (artificial intelligence) driven automated and self-adjustable savings feature on the TMRW mobile banking app in Indonesia. Powered by Personetics AI and advanced data analytics solutions, the Auto-Save feature is the first of its kind to be launched by a bank in Indonesia and Southeast Asia, and aims to help UOB's customers in Indonesia to save more effortlessly. The new feature launch is also an expansion of the strategic long-term partnership between UOB and Personetics, the leading global provider of financial data-driven personalisation, customer engagement, and advanced money management capabilities for financial institutions.

Leveraging AI and machine learning models, the Auto-Save feature on the TMRW mobile banking app is personalised to each individual. The models analyse and predict each customer's past, current and future spending patterns, income, and everyday transactions to find safe-to-save money (i.e. excess amounts above average/typical cash outflows level). The app will then automatically move such variable amount of monies into customer's TMRW savings account to earn higher interest while still ensuring sufficient balances in their current account for any required payments or outflows.

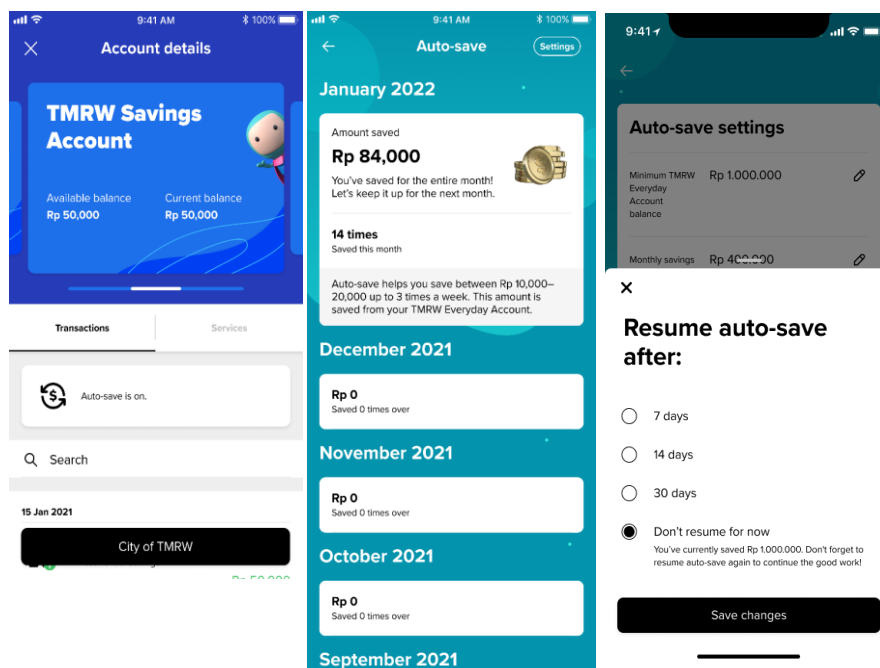
Kevin Lam, Head of UOB TMRW and Group Digital Banking at UOB said, "The first step to achieving one's financial goals always starts with savings. But savings can also be a pain point for many of our customers in Indonesia. According to our recent ASEAN Consumer Sentiment Study, one in two consumers in Indonesia highlighted that their top financial concern is the ability to put money aside for saving. As a deeply-rooted bank in Indonesia, we are committed to doing right by our customers by assisting them in achieving their financial goals. We are delighted to partner with Personetics to introduce the new Auto-Save feature on our TMRW mobile banking app, to provide our customers with a simple, smart and automated way to save more for their future."

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Auto-Save feature: How it Works

- Fully automated:** The Auto-Save feature in TMRW constantly analyses customer financial transaction data including the monthly inflows and outflows in the customer's Everyday bank account within the TMRW app. Powered by Personetics' AI, the Auto-Save feature will identify small amounts of safe-to-save money to automatically transfer to a higher interest-earning Savings account up to several times a week.
- Fully controlled:** Customers have the ability and flexibility to opt-in and opt-out of the Auto-Save feature at any time. With a simple click in the app, customers can easily pause or resume their auto-save participation, giving them full control to manage their savings level accordingly when there are changes to their usual lifestyle and routine which disrupt their cashflows. Customers may also withdraw funds from their accounts at any time.



Resume auto-save after:

- 7 days
- 14 days
- 30 days
- Don't resume for now

You've currently saved Rp 1,000,000. Don't forget to resume auto-save again to continue the good work!

Save changes

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The launch of Auto-Save builds upon the success and long-term partnership between UOB and Personetics in developing personalised, responsible and relevant financial data-driven solutions for tomorrow's generation. Since the start of its partnership in 2018, UOB has already delivered over 150 million personalised insights to its customers in Indonesia, Malaysia, Singapore, and Thailand and have achieved an average year-on-year growth of mobile login users of close to 30 per cent across all four markets.

David Sosna, CEO and Co-founder of Personetics, said, "UOB for years has been one of the most forward-leaning and innovative leaders in banking in Asia, and we are proud to expand our partnership with them. They are offering customers the best combination of the tradition and stability of UOB, but with an innovative, young spirit of 'TMRW.' The UOB team has been an important partner to Personetics, helping create new ideas for custom insights and delivering a uniquely personalised experience for each banking customer. We believe that auto-savings will be an ideal fit for the needs of the Southeast Asian banking market, as customers in this region demand a higher level of support and involvement from their financial institutions in not just selling products, but improving their financial lives."

UOB will also be exploring ways to further expand the use of the TMRW Auto-Save feature across its key markets in ASEAN including Singapore in the near future.

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About UOB

UOB is a leading bank in Asia with a global network of around 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.



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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.

About Personetics

Personetics is the global leader in financial data-driven personalization, customer engagement, and advanced money management capabilities for financial institutions. Focused on enabling proactive engagement for banks, Personetics' AI analyzes financial data in real time to understand customer financial behavior, anticipate customer needs and deliver a hyper-personalized experience. We are creating the future of "Self-Driving Finance," where banks can proactively act on their customers' behalf to help improve their financial wellness and achieve financial goals.

Our industry-leading data analytics solutions harness customer financial transaction data to provide day-to-day actionable insights, personalized recommendations, product-based financial advice, and automated financial wellness programs. Financial institutions use Personetics' agile solutions to rapidly create their own personalization IP to serve the unique needs of their customers and differentiate themselves in the market. With Personetics offerings, financial institutions transform their digital banking experience into the center of the customers' financial lives.

We offer solutions for mass market consumer banking, SMB banking, wealth management, and credit card issuers. Personetics drives business impact for financial institutions by improving relevant product targeting for accurate, efficient cross-selling and upselling. We help financial institutions deepen their customer relationships, increase core deposits and customer retention, expand share of wallet, and boost Customer Lifetime Value.

Personetics currently serves over 100 financial institutions spanning 32 global markets, reaching 130 million customers. We are backed by leading venture capital and private equity investors, with offices in New York, London, Tel Aviv, Singapore, Tokyo, Paris, Spain, and Australia.

Learn more at personetics.com