

2023 UOB Global Heartbeat Run/Walk raises S\$2.5 million¹ for 26 charities
 UOB joins national-level corporate volunteerism pilot Project V



Mr Wee Ee Cheong, UOB's Deputy Chairman and CEO (centre) presented the donations raised under UOB Heartbeat Fund to Mr Chew Sutat, Chairman, Community Chest (in white), witnessed by Mr Eric Chua, Senior Parliamentary Secretary, Ministry of Community, Culture and Youth and Ministry of Social and Family Development (front centre).

Singapore, 12 August 2023 – More than 21,000 UOB colleagues, customers and beneficiaries rallied together for the Bank's annual UOB Global Heartbeat Run/Walk event, raising more than S\$2.5 million¹ under the UOB Heartbeat Fund to improve the lives of disadvantaged children and families from 26 charities globally.

The UOB Global Heartbeat Run/Walk is an annual flagship volunteering and fundraising programme held globally across 18 markets where UOB has a presence. Since 2007, the programme has raised more than S\$20 million to help improve the lives of communities in-need and support causes that are aligned to the Bank's Corporate Social Responsibility focus





News Release

areas of art, children and education. Every year, employees, partners and customers rally together for this flagship event, through volunteerism, fundraising as well as participating in the physical run/walk. Numerous fundraising activities were organised by UOB employees across 18 markets over the past two months, including charity sales, bowling challenge, singing challenge and more.

2023 UOB Global Heartbeat Run/Walk raises more than S\$1.6 million¹ for four Singapore charities

The 17th edition of the annual flagship event was held this evening at the Promontory @ Marina Bay, with a turnout of more than 5,000 UOB colleagues, customers and their families. In Singapore, UOB raised a total of more than S\$1.6 million.

In line with the Bank's brand promise to do right by its communities, the funds will be channelled through Community Chest to support causes that advocate inclusion for persons with disabilities, support special needs and promote education. Four local beneficiaries - namely Dyslexia Association of Singapore, Extra•Ordinary People, Rainbow Centre and President's Challenge - will use the funds to run educational and art programmes. Through supporting programmes spanning areas such as speech and language therapy, education, vocational training and inclusive hiring, the funds will help to improve the lives of disadvantaged children and strengthen their knowledge, skills and resilience.

Ms Tan Sze Wee, Executive Director, Rainbow Centre, said, "Partners like UOB enable our services and operations through donations that help children and young adults with autism and multiple disabilities develop social networks in mainstream society. We are glad to participate in the 2023 UOB Global Heartbeat Run/Walk, where our students can meet new people and partake in new experiences."

With the acquisition of Citigroup's consumer banking business in Indonesia, Malaysia, Thailand and Vietnam, today's event marks the first time that ex-Citi employees are joining the UOB family for this flagship event. In addition to Singapore, three other markets, namely China, Hong Kong and Indonesia held a physical UOB Heartbeat Run/Walk event on the same day, while Malaysia, Thailand and Vietnam also held the event this month.



News Release

Expands UOB employee volunteerism through Project V

UOB also announced today its participation in the national-level corporate volunteerism pilot called Project V (Volunteerism). Under this initiative, UOB employees will undertake volunteering opportunities with various partners from the private, public and people sectors. By joining this nation-wide programme, UOB can now match its employee volunteering efforts with the greatest areas of needs in the community, championing volunteerism with regularity for greater impact.

For a start, under Project V, UOB Heartbeat volunteers will provide regular student care support through mentoring young children from FaithActs, a non-profit community care service organisation. Volunteers will help in homework supervision or conduct simple story-telling activities. UOB is also participating in 'Project Rescued Vegetables', an initiative organised by Kembangan Chai Chee Community Club, where volunteers will help to pack and distribute fruits and vegetables to elderly residents in the community.



Mr Wee interacting with children from local beneficiaries at the carnival booths.



News Release

Guest-of-Honour at the 2023 UOB Global Heartbeat Run/Walk Mr Eric Chua, Senior Parliamentary Secretary for Social and Family Development & Culture, Community and Youth, said, “With more corporates adopting a strategic approach to their Corporate Social Responsibility efforts, we will continue to work with them to better measure and monitor the impact of their philanthropic efforts in donations, volunteering and inclusive hiring. We hope for more corporates like UOB to come on board as regular volunteers to support the social service sector.”

Mr Wee Ee Cheong, Deputy Chairman and Chief Executive Officer, UOB, said, “UOB believes in doing our part in strengthening social bonds and enriching lives as a catalyst for change. We do this through a variety of ways, including fundraising, volunteering and supporting various social causes related to art, children and education. Through our efforts in various CSR initiatives, including UOB Heartbeat and Project V, we aim to keep the good going and to do right by our communities.”

Mr Sutat Chew, Chairman, Community Chest, said, “UOB has been exemplary in pursuing sustainable philanthropy through donations, volunteering and inclusive hiring. Project V is yet another step forward for UOB in giving to the community as the learnings from this pilot will enable us to refine the practices and further promote regular corporate volunteerism. I look forward to our continued partnership with UOB to make giving a way of life and collectively, build a caring and inclusive society for all.”

Project V is a national pilot initiative co-led by the Ministry of Culture, Community and Youth, National Council of Social Service and National Volunteer and Philanthropy Centre. It encourages the private, public, and people sectors to join forces through sustainable volunteer partnerships to strengthen the social compact.

[1] As of 11 August 2023

– Ends –





News Release

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 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. 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 nearly 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 help 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.

For media queries, please contact:

Kelly Teo

Group Strategic Communications and Brand

Email: Kelly.Teo@uobgroup.com

Tel: (65) 6539 3987



Singapore Australia Brunei Canada China France Hong Kong India Indonesia Japan
Malaysia Myanmar Philippines South Korea Taiwan Thailand United Kingdom USA Vietnam