
NEWS RELEASE

UOB teaches children the art of coding

Singapore, 27 May 2015 – United Overseas Bank (UOB) today announced the launch of a new programme titled the Art of Coding which will teach children how to understand computer coding concepts.

Using popular programming applications designed for children such as Lightbot and Kodu, those who take the classes will be taught the basic building blocks of digital technology. They will also be able to develop their own games to share with their friends.

The children of UOB's customers can enroll in the basic coding lessons offered at the Bank's Serangoon Central (Nex) and Jem branches every Sunday, from June 14 by registering their interest through [UOB's website](#). The lessons are open to children from the age of eight to 12.

Ms Janet Young, Head of Group Channels and Digitalisation, UOB, said that UOB hopes that the lessons will help children to explore how technology can improve their thinking, creativity and problem solving skills.

“As we see many parents bring their children with them to our branches over the weekend, we wanted to find new ways to help our customers plan for their future. Alongside financial literacy, technology literacy is becoming an increasingly important life skill. While parents are doing their banking with us, their children can learn the art of coding,” Ms Young said.

UOB becomes the first bank to collaborate with the IDA to train employees in basic coding

In order to prepare for the upcoming lessons, 35 UOB employees learned the basics of computer programming onboard the IDA Lab on Wheels. UOB is the first bank in Singapore to collaborate with Infocomm Development Authority of Singapore (IDA) to train its employees through this pilot scheme.

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Mr Steve Leonard, Executive Deputy Chairman, IDA, sees this initiative as an extension of the IDA Lab on Wheels, where an experiential 40-seater bus travels to schools to introduce programming concepts and computational thinking to students.

“It is great that industry friends are coming on board to help promote technology such as coding and computational thinking among the young. Singapore's Smart Nation vision needs innovative talent, and industry and government to work together. UOB's initiative is an example of how this can line up, especially for bright and curious young minds,” he said.

Besides sharing the benefits of programming, customers can also look forward to digital art sessions, young artists' competitions and other educational activities in the coming weeks. Customers can find out more at www.uob.com.sg/sundaybanking.

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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, Western 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 Standard & Poor's and Fitch Ratings respectively.

In Asia, UOB operates through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and the Philippines, as well as branches and representative offices.

UOB plays an active role in the community, focusing on art, children and education. It has, over more than three decades, held the longest-running art competition in Singapore, the UOB Painting of the Year, which has since been extended across Southeast Asia. In recognition of its contributions to the arts, UOB was conferred the Singapore National Arts Council's Distinguished Patron of the Arts Award for the tenth consecutive year in 2014. UOB also encourages its employees across the region to be involved in its regular volunteer activities. This includes the annual UOB Heartbeat Run which is held in China, Indonesia, Malaysia, Singapore and Thailand.

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