
NEWS RELEASE

United Overseas Bank Group Launches uobgroup.com

*Launch is part of the Group's Touch, Click & Mortar strategy
to suit changing consumer preferences*

Singapore, 5 October 2000 - The United Overseas Bank (UOB) Group unveiled today - uobgroup.com - its mobile financial and lifestyle portal that delivers a comprehensive suite of online services to its customers. The launch of uobgroup.com is part of the UOB Group's Touch, Click and Mortar (TCM) strategy. This TCM strategy redefines convenience by giving greater choices to customers through integrated delivery channels - be they physical branches and ATMs, a Call Centre, personal computers or mobile devices. In addition, the UOB Group announced its latest range of innovative mobile and Internet services, demonstrating its commitment to being a leader and innovator by harnessing the latest technologies for the benefit of its customers.

Said Mr Wee Ee Cheong, Deputy Chairman & President of the UOB Group, "While others have focused mainly on the click of the mouse and the brick and mortar, we have integrated uobgroup.com around the 'Touch'. Customers can use any 'Touch' device such as the mobile phone or Personal Digital Assistant (PDA) to access uobgroup.com, any time, any place. In addition, customers can continue to enjoy instant access and one-on-one interaction with our customer service representatives at our 24-hour Call Centre. Our strong retail network of branches will continue to provide the personal touch and familiar brand recognition of UOB. And as more of our transactions are completed online, our branch staff can focus more on providing a higher personal level of service. We envisage that by end-2001, 20% of our branch transactions will be performed online."

Added Ms Iris Chua, Senior Vice President of uobgroup.com, "Our TCM strategy offers an exciting and varied blend of online and offline services that suit the needs of customers. Besides banking, customers can also make other lifestyle transactions, such as making reservations at

restaurants or booking a spa treatment. So with uobgroup.com, all you need to do is to touch or click. Because wherever you are, whatever you do, you won't just bank online - you'll also live online at uobgroup.com."

New Look, New Feel

In conjunction with the launch of uobgroup.com, UOB's web site has also taken a new look and feel. The newly revamped web site, at www.uobgroup.com, has been kept simple for ease of navigation and speedy uploading. In phases, all other web sites of UOB Group's subsidiaries and business units will contain the same look and feel for better synergy.

New Services

In addition, the Group also launched its Mobile UniBanking and Corporate UniBanking services.

- **Mobile UniBanking**

With the launch of Mobile UniBanking, the UOB Group becomes the first local bank to offer Mobile UniBanking on all three existing GSM networks and through all three telecommunication providers' portals, namely, SingTel's e-ideas, M1's MiWorld and StarHub's iPower.

With Mobile UniBanking, customers can have the freedom and the power to do their banking and lifestyle transactions directly from their Internet-enabled mobile phone/Personal Digital Assistant (PDA) anytime, anywhere. They can:

- enquire their account balance
 - transfer funds
 - pay bills
 - inquire their current fund holdings
 - check the results of their IPO applications
 - check the cash balance and limits in their CPF Investment Accounts
 - request a temporary increase in credit limit
 - book a taxi
 - make restaurant reservations
 - view offer and bid prices of unit trusts offered by UOB Asset Management
- **Corporate UniBanking**

With Corporate UniBanking, corporate customers have the control and convenience in managing their business banking needs securely and instantaneously via the Internet. Companies can now check their accounts online, pay bills, and stop cheque payments, all with the click of a mouse.

Over the next few months, uobgroup.com will be rolling out various other services, including an online rewards programme.

Live Online

Strategic alliances are a vital and integral element of UOB's TCM strategy. In addition to enhancing the UOB Group's core competencies in financial services and products, UOB has formed strategic alliances in non-core areas, such as in content and networks. An example of such a partnership is its co-branded personal finance web site with Yahoo!

To meet consumer preferences for a one-stop instant access to lifestyle services and products, it has also formed strategic alliances with several established local and US service providers, including NTUC Comfort, SISTIC and Checkfree. Many similar alliances are in the pipeline and will be announced progressively in the next few months.

Taking uobgroup.com Into The Region

In line with its overall expansion in the region, the Group will be rolling out UOB CyberBank in the region, beginning with Thailand, once it has received regulatory approval. It will then extend UOB CyberBank to other countries in the Asia-Pacific region in the next phase. This will make UOB the first Singapore bank to offer Internet banking to its customers in the region.

Some of the transactions include balance enquiry, statement enquiry, fixed deposit enquiry, funds transfer, credit card enquiry, fund transfers and change of password.