

Global Markets

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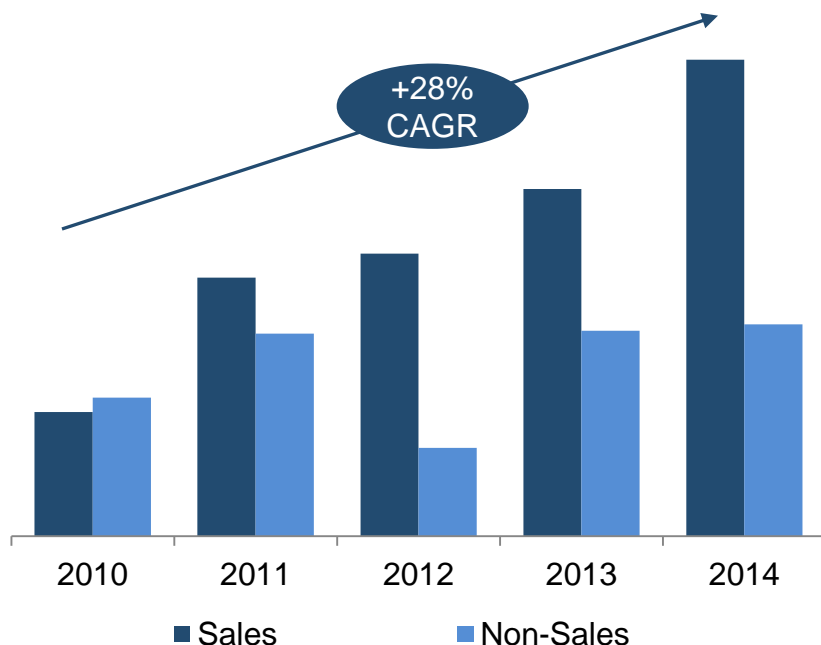
UOB Greater China
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Customer Dynamics

- Increasing external trade and cross-border business present more Global Markets business opportunities i.e. foreign exchange and interest rates related business
- Market volatilities driving customers' needs to hedge against risk exposures in foreign exchange, interest rates and commodities
- Strong demand for more sophisticated products for hedging and liability management covering different asset classes
- Require closer synergy between Global Markets and other business segments, such as Transaction Banking, Corporate Banking, Commercial Banking and Financial Institutions Group

Performance of Global Markets in Greater China



- Global Markets team has placed greater emphasis on growing fee-based income from sales business
- The growth in sales business was mainly due to the expansion of product diversity and enhanced collaboration with other business segments

Growth Drivers

CAPABILITIES DEVLEOPMENT

- Expanding Corporate and Financial Institutional Sales Teams within Global Markets
- Diversifying product offerings into different asset classes
- Leveraging Head Office's product capabilities to cater to clients' needs

PROXIMITY TO CUSTOMERS

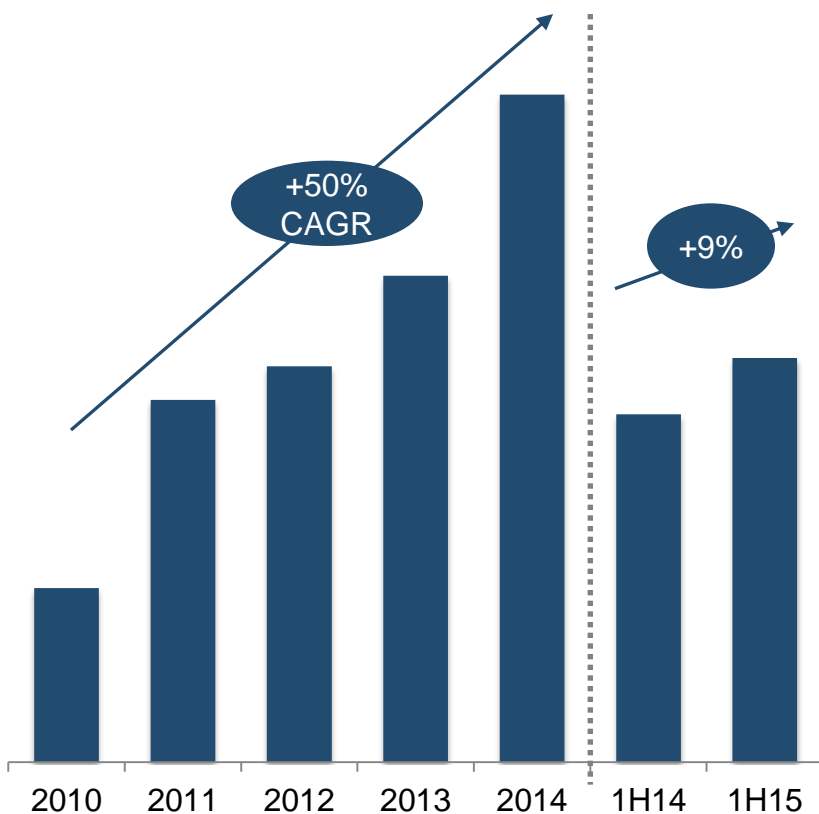
- Placing the CNH centre of excellence within Greater China
- Seizing "One Belt, One Road" opportunities by reaching out to clients with regional operations, through the close coordination between Greater China and Head Office

SYNERGIES WITH COVERAGE TEAMS

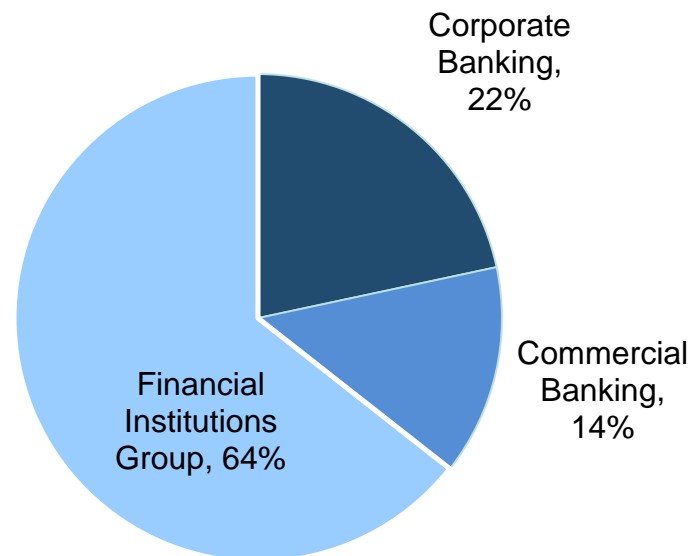
- Close collaboration amongst Greater China Global Markets Sales, RMs and other product teams
- Deepen relationships with Financial Institutions beyond Global Banknotes business

Strong Growth in Customer Flow Income

Total Customer Flow Income in Greater China



Greater China's Global Markets 1H15 Revenue Split by Coverage Team



UOB's Value Proposition in RMB Business

Dedicated team to promote RMB business across the Group

- RMB Solutions team works together with Global Markets and Group Wholesale Banking teams to drive synergies and flows across the region
- Identify market trends and harness opportunities arising from RMB internationalisation

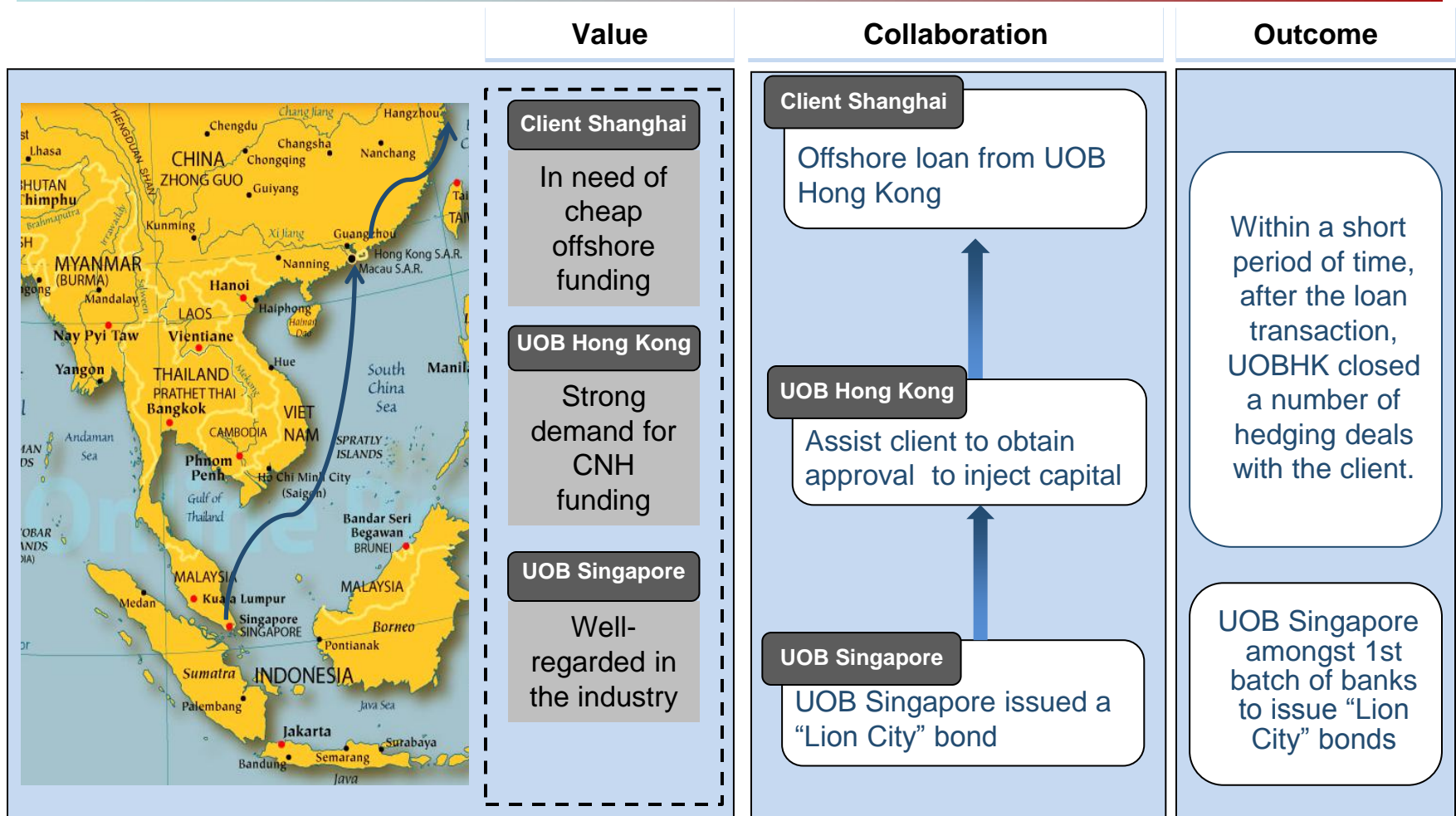
On-the-ground understanding of regulatory changes

- On-the-ground specialists in China to engage regulators to obtain timely information on new rules and regulations
- Provide timely and relevant advice to clients

A single team to advise clients on tailor-made structures

- Bring “one team” with multiple expertise to clients
- Proactive in offering advice and structuring solutions across products such as blending Trade with Global Markets product features

Case Study: Leverage UOB's Network Strengths across Singapore and Greater China



Leverage UOB's network as the competitive edge ➡ **Strengthen client relationship** ➡ **More cross-sell deals**

Capturing RMB Opportunities

Use UOB network to assist Chinese companies expand into ASEAN

- Singapore as regional platform to help Chinese customers expanding to ASEAN
- Leverage UOB's competitive strengths in Thailand, Myanmar, Vietnam, Malaysia and Indonesia to assist clients' expansion

Focus fund raising in offshore markets for Chinese companies

- Assist strong Chinese names to tap local bond markets in SGD, MYR, THB, and IDR
- Offer Chinese companies multicurrency offshore loan packages, which include CNH, USD and regional currencies

Expand product offerings and enhance collaboration

- Cross-border RMB cash-pooling through the Transaction Banking teams within Greater China and ASEAN
- UOB Global Market provides hedging solutions for trade financing transactions to meet customers' needs

Questions & Answers

THANK YOU