

Press Release

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## **UOB Singapore receives Deposit Product of the Year and SME Bank of the Year Awards for 2017**

- **UOB's ONE Account helps customers gain greater yield**
- **BizSmart is a demonstration of bank's understanding of SME customers**
- **Bank enables companies to seize cross-border opportunities**

**Tokyo, Japan, March 17th 2017**— UOB received the **Deposit Product of the Year and SME Bank of the Year Awards** for 2017 at The Asian Banker's International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at Conrad Tokyo on March 17, 2017.

### **UOB's ONE Account helps customers gain greater yield**

UOB created the UOB One account to help customers secure higher yields amid a low interest rate environment. The UOB One Account has seen strong response from customers, with the Bank seeing growth in active bank customers as well as stable deposits.

The UOB One Account enables customers to extract the most value from their savings without them having to alter their everyday banking and spending behaviour. With the UOB One Account, customers enjoy higher interest rates on their deposits.

### **BizSmart is a demonstration of bank's understanding of SME customers**

UOB has demonstrated its strong understanding of its small- and medium-sized enterprises (SMEs) customers by introducing a cloud-based suite of integrated solutions, BizSmart, to help them save time and money. BizSmart is Singapore's first cloud-based integrated business solution that reduces the administrative burden of managing processes such as payroll, accounting, inventory and resourcing.

### **Bank enables companies to seize cross-border opportunities**

UOB also deepened its capabilities in helping SMEs expand into new markets. For instance, the Memorandum of Understanding (MOU) UOB signed with International Enterprise Singapore in November last year enables more Singapore companies to seize cross-border opportunities. This was IE Singapore's first strategic partnership with a Singapore bank. Through the partnership, Singapore companies are provided customised trade and financing solutions, and deeper access to in-market connections, business partners and professional service providers across Asia.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services, and forums.

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