

Press Release

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UOB (Thai) awarded as Best Foreign Retail Bank and Wealth Management of the Year in The Asian Banker Thailand Country Awards Programme 2016

- **Pursued a long-term strategy to developed a sustainable business**
- **Aligned the bank's vision and goals with the empowerment of employees**
- **A pro-active approach in growing its wealth management business**

Bangkok, Thailand July 14th 2016— UOB (Thai) received the awards for **Best Foreign Retail Bank** and **Wealth Management of the Year** for 2016 during The Asian Banker Thailand Country Awards Programme. The awarding ceremony was held in conjunction with the prestigious Thailand International Banking Convention 2016, the foremost annual meeting for decision makers in the financial services industry in Thailand, held at The Westin Grande Sukhumvit, Bangkok, Thailand on July 14th 2016.

Pursued a long-term strategy to developed a sustainable business

UOB Thai has proven its unwavering commitment to be a sustainable foreign retail bank in Thailand despite a challenging operational environment. The bank bolstered its performance by focusing on mortgages, unsecured lending, and wealth management. Moreover, it effectively used technology and innovation to boost its growth. In fact, UOB Thai actively participates in various technology-driven initiatives of its parent company, the UOB Group, such as sponsoring of fintech startups.

Aligned the bank's vision and goals with the empowerment of employees

Moreover, the bank believes on the importance of cultivating and empowering its employees to drive the business. UOB Thai has effectively equipped its employees with the appropriate financial knowledge and product information to manage their customers and provide them superior customer experience.

Taking a pro-active approach to grow its wealth management business

For the past five years, UOB Thai has steadfastly pushed forward the growth of its wealth management business. As compared to the larger players, the bank has been more aggressive in introducing technology-driven initiatives such as the Personalized Asset Allocation Tools and Remote Expert Consulting services to strengthen and scale up its business. Through these efforts, the bank's assets under management increased by 80% since 2011.

The Asian Banker Thailand Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Thailand. Recipient of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, 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 service and forums. The company's website is www.theasianbanker.com.

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