United Overseas Bank Limited

An Update On
UOB eBusiness Initiatives
And Other
Major Developments

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Recap On UOB IT Strategy

» Aggressive move towards e-business

» Leveraging IT to strengthen our core competence

» Sophisticated data management to support marketing activities

» Proactive talent acquisition

'Internet Only' Bank ?

» Preference for 'Touch, Click and Mortar' model in Singapore

» 'Customer Centric' vs 'Channel Centric'

» Possible use of Internet as the predominant delivery channel in countries where we do not have a strong 'Brick & Mortar' presence or sizable market share

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UOB eBusiness Initiatives

» Major Systems launched in 1999

- Web Unit Trust

- eTreasury

- Mobile Banking

- UOBS Trader

Review of UOB Online Services Usage

Period / Item	March 1999 to March 2000	January 2000 to July 2000
No. of Online Customers	427,178	599,890
No. of Transactions	407,280	475,331
Value ($) of Transactions	$157mn	$325mn

UOB eBusiness Initiatives

» New, enhanced Features and Services launched between January to June 2000.
Examples:

- e-Food
- Online submission of Account Opening
- Online submission of various Loans Application
- Application and Activation of Cyberbank PIN via ATM
- Global Currency Current Account and Statement Enquiry
- IBG Auto Debit

UOB eBusiness Initiatives : Looking Ahead ...

» Continue with our aggressive e-business drive

- Emphasize on mobile technologies

- Customer-centric focus

- End-to-end integration

» Invest IT$ in new regional acquisitions

UOB eBusiness Initiatives

» Major initiatives to be launched second half of 2000

- Loyalty Program
- Internet Bill Payment and Presentment
- Single Logon and Personalisation
- WAP Services
- Regional Cyberbank
- Alert Notification
- Internet e-Banking
- Lifestyle Services
- Web Bullion and Futures

Leveraging IT To Strengthen Our Core Competence

UOB PowerLender

» Fully integrated lending system

» First pilot launched June 2000

» Full launch in December 2000

» Potential savings per annum = S$ 13.75m

» Credit application preparation time can be potentially shortened by 30%

Sophisticated Data Management To Support Marketing Activities

UOB Sales Force Automation (SFA) System

» A Customer Value Index (CVI) for each customer is computed using information from
  - Bank-wide Customer Information System &
  - Enterprise Data Warehouse

» Use of mining tools to predict customers' most likely purchase of products

» Information downloaded to mobile SFA platform

Sophisticated Data Management To Support Marketing Activities

Potential Benefits of UOB SFA System

» Better relationship management

» Higher customer retention rates

» Centralized contact history of customer interactions

» Enable higher rates of successful cross-selling and up-selling

» Enable higher customer acquisition rate

» Enable the move to relationship-pricing vs product-pricing in the future

Proactive Talent Acquisition

» Increased IT staff in Singapore

» Acquired Philippines and Thailand IT staff

» IT Shop in Bangalore