

UOB Private Bank:

LEADING THE WAY IN SINGAPORE AND THE REGION

With its base in Singapore, UOB Private Bank benefits from its strategic location in Southeast Asia's major regional trade and commerce hub.



Ms Ong Yeng Fang, Managing Director,
Head of UOB Private Bank

"These are our Asian heritage and Southeast Asian roots; an established and integrated network; a deep pool of talent and experience; a strong balance sheet; and robust risk management."

"At every point in addressing our clients' business or personal needs, we want to provide them with the right solution. This requires an unwavering focus on ensuring we deliver an extensive and suitable suite of products and services, with necessary due diligence," Ong said.

Ong noted that it is important that her team not only possesses the right skills, but also the right mindset and values that will build and maintain the trust they earn from clients.

"We must constantly strive for excellence, and

harness relevant technology to continuously improve client experience and adapt to their changing needs," she added.

Three Critical Pillars

UOB Private Bank cites three key pillars for its success: People, Investment Solutions, and Processes & Systems.

UOB Private Bank hires senior practitioners to fill key functions to build up a strong management core. This helps support business strategy and growth. Client-facing employees participate in tailored programmes to help them customise best investment strategies for clients. And the bank's suite of extended product offerings provides an open architecture investment platform that gives best quality sales and advisory processes to suit clients' long-term needs.

"As we progress on these fronts, our priority is to enhance our infrastructure,

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MANAGING DIRECTOR,
HEAD OF UOB PRIVATE BANK**

streamline business and front-to-back processes, as well as leverage technology to improve operational efficiency and productivity," said Ong. "Our ultimate aim is to deliver a client experience that is consistently unique to our private bank."

UOB Private Bank is also upgrading its core operating system, automating risk management capabilities and rolling out a new client engagement tool. This provides a 360-degree view of clients' profiles and investment positions anytime, anywhere, to facilitate discussions between bankers and their clients.

As a result of its client-focused commitment, UOB Private Bank was named Best Private Bank in Southeast Asia at the recent WealthBriefingAsia Singapore awards. "This award inspires us further to deliver the highest level of service to our clients as we help them to protect and grow their wealth for generations to come," said Ong.

UOB
PRIVATE BANK

UOB Private Bank is an integral part of UOB, which is one of Asia's leading banks with a global network of more than 500 global branches and offices. It boasts a presence in 19 countries and territories in Asia Pacific, Europe and North America and is rated with an 'Aa1' from Moody's and 'AA-' from Standard & Poor's and Fitch Ratings.

UOB Private Bank is dedicated to managing the wealth of its ultra-high-net-worth clients, and preserving their wealth for future generations. It offers customised advisory and solutions that draw on the Bank's full suite of personal, business and investment services as part of its one-bank approach.

"Through business cycles, we have grown with and stood by our clients by harnessing the strengths of our fundamentals," said Ong Yeng Fang, Managing Director, Head of UOB Private Bank.