

News Release

UOB Heartbeat Run/Walk raises over 530 million VND for disadvantaged children in Vietnam's Mekong Delta

Ho Chi Minh City, Vietnam, 8 August 2023 - The 6th annual UOB Heartbeat Run/Walk event in Vietnam was marked a resounding success this year, as more than 2,000 UOB Vietnam employees, along with their families, customers, and business partners rallied together and raised a record of more than VND530 million to improve digital learning condition of disadvantaged children in Mekong Delta, Vietnam.



Mr Victor Ngo, CEO of UOB Vietnam led colleagues, customers, partners, and their family members at the start line, ready for the 10km run of the UOB Heartbeat Run/Walk Event

The UOB Global Heartbeat Run/Walk is an annual flagship volunteering and fundraising event held by UOB across 18 markets globally. The funds raised will be donated to charities around the world to improve the lives of disadvantaged children and vulnerable communities. Since 2007, the UOB Global Heartbeat Run/Walk has raised more than \$20 million Singapore dollars to help improve the lives of

Head Office

Central Plaza Office Building
17 Le Duan, Ben Nghe Ward, District 1,
Ho Chi Minh City, Vietnam.
Tel 1800 599 921 (Retail) /
1800 558 880 (Wholesale)
Fax (84-28) 3827 2246
uob.com.vn

News Release

communities in-need and support causes that are aligned to the bank’s corporate social responsibility focus areas of art, children and education.

This year, the 17th edition of the flagship programme is held in Singapore and six other markets, namely China, Hong Kong, Indonesia, Malaysia, Thailand and Vietnam.

In Vietnam, the physical run/walk event was held on Sunday, 6 August 2023 with more than 2,000 participants participating in either a three-kilometre run/walk, a five-kilometre run or a ten-kilometre run at Sala Urban Area, Thu Duc City, Ho Chi Minh City. Participants were also invited to join fun games and activities catered for both children and adults, including a garage sale of items donated by UOB Vietnam colleagues to raise funds for the UOB Heartbeat Fund.



More than 2,000 UOB Vietnam employees, along with their families, customers, and business partners rallied together at the 2023 UOB Global Heartbeat Run/Walk event in Vietnam

Head Office

Central Plaza Office Building
17 Le Duan, Ben Nghe Ward, District 1,
Ho Chi Minh City, Vietnam.
Tel 1800 599 921 (Retail) /
1800 558 880 (Wholesale)
Fax (84-28) 3827 2246
uob.com.vn

News Release

Building on the successful virtual editions in the past three years, this year’s Run/Walk also comprised a virtual component opened to UOB colleagues and their families. For a period of two months since 14 June 2023, the Virtual Challenge in Vietnam saw more than 370 participants running, walking and cycling over 4,000 kilometres. For every kilometre achieved, UOB Vietnam will donate VND20,000 to the UOB Heartbeat Fund in Vietnam.

This year, the UOB Heartbeat Run/Walk event in Vietnam raised more than 530 million Vietnam Dong. In line with the Bank’s brand promise to do right by its communities, the funds raised in Vietnam will be channelled to help disadvantaged children and promote digital education. The key local beneficiary – Saigon Children’s Charity CIO will use the funds to equip a much-needed computer room for 450 students at Tri Ton Primary School in An Giang province. This is part of a five-year project by UOB, in partnership with Saigon Children's Charity, to facilitate a total of five computer rooms across schools in the Mekong Delta area.



Mr Victor Ngo, CEO of UOB Vietnam presented the cheque for the funds raised from the UOB Heartbeat Run/Walk to Ms Vuong Ngoc Vy Van, Head of Fundraising and Communications of Saigon Children’s Charity CIO at the event.

Head Office

Central Plaza Office Building
17 Le Duan, Ben Nghe Ward, District 1,
Ho Chi Minh City, Vietnam.

Tel 1800 599 921 (Retail) /
1800 558 880 (Wholesale)

Fax (84-28) 3827 2246

uob.com.vn

News Release

Mr Victor Ngo, CEO of UOB, shared, "At UOB, our commitment is to bring long-term value to the community where we operate. This year marks 30 years of UOB presence and operation in Vietnam. On this occasion, we are very pleased to partner Saigon Children's Charity CIO to equip computer rooms for five schools in the Mekong Delta. We believe that digital education is a powerful tool that empowers communities and paves the way for a brighter future of young students. By coming together to support this cause, we aim to empower the next generation with essential digital skills, so that they can be future-ready in the digital economy."

Ms Vuong Ngoc Vy Van, Head of Fundraising and Communications of Saigon Children's Charity CIO, said, "UOB has made a long-term commitment to help disadvantaged children in Vietnam. The partnership with Saigon Children's Charity to equip computer rooms in schools across the Mekong Delta would benefit disadvantaged communities as the world embraces digital transformation. The efforts we make today will give a generation of children the skills they need to succeed in their education and future employment."

The UOB Global Heartbeat Run/Walk is an integral part of the UOB Heartbeat Corporate Social Responsibility programme, dedicated to creating sustainable social good through corporate philanthropy, stakeholder engagement and active employee participation. Over the years, the UOB Heartbeat programme has shown its dedication to promoting a more caring and inclusive society across the region. Guided by the Bank's values of Honour, Enterprise, Unity and Commitment, UOB draws together colleagues, customers and business partners to make a positive difference to our communities.

- Ends -





United Overseas Bank (Vietnam) Limited

Head Office

Central Plaza Office Building
17 Le Duan, Ben Nghe Ward, District 1,
Ho Chi Minh City, Vietnam.
Tel 1800 599 921 (Retail) /
1800 558 880 (Wholesale)
Fax (84-28) 3827 2246
uob.com.vn

News Release

About United Overseas Bank Vietnam

United Overseas Bank (Vietnam) Limited (UOB Vietnam) commenced operations officially on 2nd July 2018. It is a wholly-owned subsidiary of United Overseas Bank Limited (UOB), a leading bank in Asia with a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America.

UOB has been in Vietnam for 30 years, started from a representative office in 1993 and became the first Singapore bank to launch a branch in the country in 1995. Today, UOB Vietnam offers a range of personal and institutional financial services to both Vietnamese and overseas customers across the country backed by the seamless connectivity offered through UOB's regional network. In 2019, UOB Vietnam expanded into northern Vietnam with a branch in Hanoi. With the completion of the acquisition of Citibank Vietnam's consumer banking business early 2023, UOB now has a total five branches in Ho Chi Minh city and Hanoi.

Over more than eight decades, generations of UOB employees have carried through the entrepreneurial spirit, the focus on long-term value creation and an unwavering commitment to do what is right for our customers and our colleagues.

We believe in being a responsible financial services provider and we are committed to making a difference in the lives of our stakeholders and in the communities in which we operate. Just as we are dedicated to helping our customers manage their finances wisely and to grow their businesses, UOB is steadfast in our support of social development, particularly in the areas of art, children and education.

For media queries, please contact:

Name: Vu Nguyen Hoang Yen
Strategic Communications and Brand
Email: Vu.NguyenHoangYen@UOBgroup.com
Tel: 077 694 6574

Name: Pham Tieu Giang
Strategic Communications and Brand
Email: Pham.TieuGiang@UOBgroup.com
Tel: 0937 813 613

