

News Release

UOB Vietnam launches “Lucky Spin, Certain Win” campaign to drive the use of cashless payments among consumers

Campaign builds on the Bank’s efforts to help consumers enjoy the convenience, ease and safety of making cashless payments

Vietnam, 13 April 2021 – In support of the Vietnamese government’s move towards electronic payments, UOB Vietnam has launched its largest promotional campaign of the year, “Lucky Spin, Certain Win”, to encourage consumers to go cashless. The campaign builds on the Bank’s efforts to help consumers enjoy the convenience, ease and safety of making cashless payments¹, particularly as the COVID-19 pandemic highlighted the need for people to minimise contact to prevent the spread of the virus.

Mr Harry Loh, Chief Executive Officer of UOB Vietnam, said, “According to the UOB ASEAN Consumer Sentiment Study, 67 per cent of Vietnamese consumers surveyed said that their use of cashless payments had gone up as a result of the COVID-19 pandemic. We have also seen a similar trend among our customers for bill payments with close to an 80 per cent increase in the number of bill payments made through internet banking or via our mobile banking application UOB Mighty. Through our cashless payments campaign we hope to help drive behavioural change and make cashless payments the preferred choice for consumers longer-term.”

There are close to 16,000 prizes available in the “Lucky Spin, Certain Win” campaign which runs from 1 April to 31 October 2021.

Customers who start on their cashless journey by opening a new current account with UOB Vietnam will receive one chance to spin a digital fortune wheel. Those who maintain a pre-determined monthly balance or refer a new customer to the bank will also gain one chance to win a prize. Customers will then be sent an SMS with a link to access the digital fortune wheel where they stand to win prizes such as an iPhone 12, a SH Mode motorbike, and Got-It shopping vouchers.

To encourage customers to make cashless payments part of their daily lives, the campaign will include a “Challenge of the Month” from May to October. Customers who swipe their UOB Vietnam bank card at appointed merchants that accept NAPAS bank cards and complete a challenge will get two chances to

¹ UOB Vietnam ran the “Spin to Win” programme in 2020 from 18 March to 31 Dec.

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spin the digital fortune wheel. The challenges include encouraging customers to make their first cashless transaction and to use their bank card instead of cash for their daily purchases.

Mr Fred Lim, Head of Retail Banking, UOB Vietnam said: “In designing the campaign, we wanted to provide customers the opportunity to win prizes in a fun way. Through these efforts, we hope that our customers will take to the convenience of going cashless.”

Ms Tran Thi Hong Nga, founder of BBCO Energy and grand-prize winner of UOBV’s Spin to Win 2020 campaign, said: “I have been banking with UOB Vietnam for both individual and business needs since 2018. The Bank’s comprehensive range of banking products and services, coupled with their friendly and well-trained staff make banking with them a breeze. In addition, through initiatives such as last year’s ‘Spin to Win’ campaign, I was able to quickly and easily make the switch to cashless payments. As a result, I am now able to make my personal and business payments conveniently and in a hassle-free manner.”

The terms and conditions of the Lucky Spin, Certain Win campaign can be viewed at www.uob.com.vn

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About UOB Vietnam

United Overseas Bank (Vietnam) Limited (UOB Vietnam) commenced operations officially on 6 August 2018. It is a wholly-owned subsidiary of United Overseas Bank Limited (UOB), a leading bank in Asia with a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America.

UOB established its presence in Vietnam with the opening of a representative office in 1993 and was the first Singapore bank to launch a branch in the country in Ho Chi Minh City 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 in 2019 with a branch in 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

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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:

(Harry) Bui Khanh Nguyen

Head of Strategic Communications and Brand

Email: Bui.KhanhNguyen@UOBGroup.com

Tel: +84 091 756 1030