

19 May 2022

News Release

UBS is expanding its leading digital offering with the purely digital product line UBS key4

UBS is launching a purely digital product line, UBS key4, for clients who want to carry out their banking transactions entirely digitally – independently and around the clock from their smartphone. The new product line is integrated into the long-established and popular UBS Mobile Banking App and provides access to UBS's leading digital offering.

Zurich, 19 May 2022 – UBS key4 is the new general gateway to digital banking at UBS. It is the key that allows clients to access fully digital banking services independently, backed up by UBS's comprehensive expertise. The aim is to make clients' lives easier with the help of digitization.

Sabine Keller-Busse, President UBS Switzerland: «The new, purely digital product line UBS key4 forms a central part of UBS's comprehensive digitization in Switzerland. I'm convinced that in the future, only a seamless and integrated range of digitized banking services will meet clients' ever-changing needs. That's why we are gradually digitizing the entire offering, from simple to complex services, to make it comprehensive, consistent and integrated.»

The UBS key4 offering today and in the future

Initially, UBS key4 will primarily target new clients in Switzerland who want to carry out their banking transactions entirely digitally. The new product line is integrated into the existing UBS Mobile Banking App and will initially comprise a basic digital offering with a personal account, two savings accounts (one of which is sustainable), a prepaid card with attractive exchange rates and Mobile payment options (Apple Pay, Google Pay, Samsung Pay and more), as well as a debit card, UBS TWINT and UBS KeyClub. For every new client, UBS will also make a donation to myclimate to support sustainability projects in Switzerland. Thanks to the one-app approach, all existing UBS Mobile Banking users will also benefit from the improved user experience and a fresh «look & feel» going forward.

Additional new digital offerings will gradually be integrated into the UBS key4 product line. It will ultimately even incorporate more challenging issues such as pension planning or investing, which will sooner or later become relevant for many clients. UBS consistently focuses on permeability: these offerings will be available in the existing UBS Mobile Banking App and therefore accessible to all users.

The offering is constantly being developed in agile, interdisciplinary teams, and client feedback is consistently taken into account. This considerably increases the pace of innovation, allowing product development to be even better tailored to client needs.

UBS key4 and key4 by UBS

The new, purely digital product line UBS key4 and the digital financing platform key4 by UBS, which has been in place since summer 2020, are both important and complementary parts of UBS's comprehensive digital strategy in Switzerland and are continuously being expanded.

Links

www.ubs.com/ubskey4 (New digital product line)

www.ubs.com/ubskey4-outlook (UBS key4 «Coming Next»)

www.key4.ch (Digital financing platform for various Swiss providers)

UBS Switzerland AG

Contact Switzerland: +41-44-234 85 00

www.ubs.com/media