

# Reimagining the power of investing, connecting people for a better world

UBS launches UBS Circle One – a global ecosystem, connecting clients to top insights and actionable ideas



Whether it's for work or leisure, people today spend much of their lives on digital platforms and mobile devices; a trend accelerated by the pandemic.

Like many industries, financial services have also been swept up by the wave of digital revolution.

UBS, the world's leading global wealth manager, has long invested in digital innovation in service of its wealthy, institutional and corporate clients worldwide. The Swiss bank's latest initiative in the digital space is the launch of the UBS Circle One app; a new digital platform that brings the best of UBS's global ecosystem to its clients.

This leading-edge innovation is designed to connect clients to experts, thought leaders and actionable ideas that will help them reach their unique financial objectives. The platform will soon also provide a virtual space for investors to connect, discover new insights together, and exchange ideas on a global scale.

"UBS Circle One is all about people, content and connections, bringing the best of UBS's global ecosystem to our clients. I am proud that this leading-edge innovation is first rolled out in



August Hatecke, Co-Head Global Wealth Management UBS APAC, at the launch of UBS Circle One in Singapore. PHOTO: UBS

Asia, and of our APAC team and Swiss colleagues for their talent and speed in developing this innovative digital platform," said Mr August Hatecke, Co-Head UBS Global Wealth Management APAC.

"Our UBS House View drives the investment strategy for US\$3 trillion of invested assets and through UBS Circle One, we bring the latest investment views and solutions to our wealth management clients. Singapore continues to grow as a global wealth management hub as well as a centre of innovation and talent."

## Timely, actionable insights

Through the UBS Circle One app, users will be able to easily access UBS's award-winning thought leadership content in an engaging and convenient way. For example, clients will be able to view new content daily based on the latest UBS Chief Investment Office (CIO) House Views, through videos, podcasts and interactive live webinars, complementing traditional investment reports and physical events. Clients can then choose to invest or trade based on these insights, providing them with timely ideas and investment opportunities at their fingertips.

Some examples of the content available on the app include "Inside Take", which provides daily insights from the UBS CIO based on current market events; "Game Changers", a series about technology and entrepreneurs who shape the future and investment landscape; and "Collector Insights", a glimpse into the passion, purpose

and legacy of global collectors. In addition, the app also features interactive live events and replays, which clients may view at their own convenience.

"Looking at how much time people spend on their mobile phones, this is where we want to be with UBS Circle One – always at our clients' fingertips anytime and anywhere," said Ms Dorothy Hill, UBS Head of Ecosystems and Global Wealth Management Digital Ventures. Phase One of UBS Circle One has been launched in Asia Pacific, and will progressively be rolled out to other regions, including the US and Europe next year.

## Innovating and co-creating with clients

The UBS Circle One app engaged 100 digitally-savvy clients in Hong Kong and Singapore to co-create a truly user-centric design experience. Clients' feedback directly shaped and fine-tuned the features and usability of the platform.

In the next phase of UBS Circle One's development, clients will be able to connect with one another and experts across the globe in "circles" – interest-based communities for topics ranging from investing, wealth planning, family advisory to sustainability, art, philanthropy and more.

"UBS Circle One is not just a mobile app, it is our key differentiator and an extension of our wide array of digital innovations," said Ms Amy Lo, Co-Head UBS Global Wealth Management APAC.

"Digital is in the DNA of our business. Our Asia clients are digitally savvy and they enjoy relevant, personalised, on-time and seamless investing. UBS Circle One brings us further ahead in this digital age, offering our clients personalisation depending on their interests."

## Shows available on the UBS Circle One app include:

### Inside Take:

Stay up-to-date with daily CIO insights based on current market events

### CIO Live in 5:

5 min highlights of the bi-weekly CIO Live webinars, featuring our latest UBS CIO House Views

### Collector Insights:

A glimpse into the passion, purpose and legacy of global collectors

### The Next Opportunity:

Discover emerging themes and long-term trends with industry experts from various fields

### Game Changers:

Entrepreneurs discuss game-changing ideas and technologies that will shape the future and investment landscape



Hosts of the UBS Circle One shows at the launch event held at Zouk Singapore. PHOTO: UBS