

May 17, 2023

News Release

A successful first year of UBS key4: rapid growth, active usage and continued development of the digital product line

The purely digital UBS key4 product line already has more than 175,000 clients – and more are joining every day.

Zurich, May 17, 2023 – UBS key4's virtual doors were opened a year ago today and the digital product line has been continuously expanded ever since. Clients enjoy the fact that they can process more and more banking transactions in a fully digital way, at any time and from anywhere. The increase in number of users and popularity of the UBS key4 offering illustrates the successful development of the digital channels along the needs of clients.

"I am very proud of what we have achieved. As promised we continued expanding our offering after the launch of UBS key4 at a rapid pace and across various client groups. And I look forward to expanding the product range even further," says Sabine Keller-Busse, President UBS Switzerland.

UBS key4: digital key to the UBS universe

All clients have access to UBS key4's diverse digital product line. This way, banking services can be independently accessed via mobile banking or on ubs.com according to individual needs – and all this fully digital.

UBS key4 banking provides **private clients** with a comprehensive digital offering for day-to-day banking transactions, but also for more complex needs – from payments and savings to investing, retirement planning and financing. Particularly convenient: all products can be obtained online in just a few minutes, and the account and card are immediately activated. Since its launch, UBS key4 has been expanded and further improved continuously. It's been a successful first year with the introduction and expansion of UBS key4 cards, UBS key4 smart investing, UBS key4 pension 3a, UBS key4 fx and, last but not least, UBS key4 mortgages.

For **corporate clients**, the launch of UBS key4 business added an attractive offering for company founders. With it, the free capital payment account is made available immediately.

Rapid growth, active usage

Since the launch of UBS key4 a year ago, the number of accounts being opened online among private clients has tripled. This is confirmation that the UBS key4 offering meets the needs of a digital-savvy clientele. However, it isn't only the UBS key4 clients that are reinforcing the digital trend. The use of digital tools is increasing, as is the popularity of the digital offering in general. 77 percent of all UBS Personal Banking clients and 81 percent of Corporate & Institutional Clients are already digital.

The journey continues

Based on the successful introduction of UBS key4 and the high level of client satisfaction, UBS key4 banking is now the standard offering for adolescents and students. Today, UBS is proud of more than 175,000 clients who actively use UBS key4.

For 2023, UBS's key4 offering will continue to be expanded and the client experience improved – and the progress being made in digitalization will make clients' lives even easier. Thanks to innovative technologies, clients can look forward to personally tailored tips and ideas for optimizing their financial situation. Fund saving with UBS key4 smart investing is being further developed so that fund accounts can also be opened and managed digitally and act as a gift for third parties such as godchildren and grandchildren. In addition, the digital offering for corporate clients will be expanded with Instant Credit as well as the new, paperless and convenient self-service functions.

Links

www.ubs.com/ubskey4

UBS Switzerland AG

Media contact: +41-44-234 85 00

www.ubs.com/media