

20 October 2016

# News Release

## **UBS and Amazon partner on interactive service for Amazon Alexa**

**Following the recent introduction of Amazon Echo and Alexa in the UK, UBS is launching a pilot called "Ask UBS" for Amazon Alexa to provide financial information.**

Zurich, 20 October 2016 – How is the economy of the US doing? What does inflation mean? What should I know about a yield curve? The new interaction service "Ask UBS" for Amazon Alexa aims to provide an easy and highly personalized dialog mechanism. As the leading global Wealth Manager, UBS pilots a dedicated service, "Ask UBS", available for Amazon Alexa. The pilot will be conducted with a selective group of test users starting November 2016.

### **Alexa, ask UBS...**

Amazon Echo is a groundbreaking hands-free speaker available in the US, the UK and soon to be launched in Germany, on 26 October. Amazon Echo connects to the Alexa voice service – the user just needs to say the word 'Alexa', and Alexa springs to life, ready to respond to the user's questions or commands. Alexa does more than answering the user's financial questions to UBS. Alexa has thousands of skills and can play music, deliver the latest news, give weather forecasts, report on sports scores, and will also allow the user to control their smart home devices without lifting a finger.

"Ask UBS could become an innovative way to cut through the jargon clutter and bring financial expertise in a new and appealing way directly into people's lives. Our pilot with Amazon Alexa is an exciting start into the journey towards virtual assistants and improved client interaction."

**Dirk Klee, COO UBS Wealth Management**

### **Advice anywhere and anytime**

According to UBS Research, Artificial Intelligence is a multi-faceted, long-term theme. Many of the advances in the field over the first 60 years have been subtle rather than noticeable, and have mainly had to do with search algorithms, machine learning and applying statistics to infer rules about the world. However, increased processing power has accelerated the pace of change over the last decade, and recent breakthroughs have placed AI center stage. Virtual assistants could hold the key to how we interact with our computers and devices, which explains the interest.

### **UBS**

UBS is committed to providing private, institutional and corporate clients worldwide, as well as retail clients in Switzerland, with superior financial advice and solutions, while generating attractive and sustainable returns for shareholders. Its strategy centers on its Wealth Management and Wealth Management Americas businesses and its leading universal bank in Switzerland, complemented by its Asset Management business and its Investment Bank. These businesses share three key characteristics: they benefit from a strong competitive position in their targeted markets, are capital-efficient, and offer a superior structural growth and profitability outlook. UBS's strategy builds on the strengths of all of its businesses and focuses its efforts on areas in which it excels, while seeking to capitalize on the compelling growth prospects in the businesses and regions in which it operates. Capital strength is the foundation of its success. [www.ubs.com](http://www.ubs.com)

**UBS Wealth Management Innovation Lab**

Established in 2014, the mission of the UBS Wealth Management Innovation Lab is to identify and test future products and services. Its research and development approach is designed to incubate novel ideas into testable prototypes within a sandbox environment. Through the co-creation community, current and future clients are invited for need-finding, concept validations and test-drives. The UBS pilot for Amazon Alexa is driven within the UBS Wealth Management Innovation Lab.

**UBS Group AG**

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