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UOB Indonesia tops its year-end credit card promotion with 'Game of Crown' campaign

First bank in Indonesia to develop online adventure for its cardmembers to win prizes

Jakarta, 9 October 2019 – PT Bank UOB Indonesia (“UOB Indonesia”) today launched ‘Game of Crown’, the first online adventure-themed promotional game developed by a bank in Indonesia, that rewards cardmembers for their credit card spending. The online game is a unique digital playing experience for UOB cardmembers to take on challenges and to score points at every step of the game for instant gift redemption. With each chapter completed, more attractive gifts can be redeemed.”

The cardmembers must spend at least IDR 1,000,000 to earn an online token code for the first stage of the game chapter. As they continue to complete every task in every chapter, cardmembers can collect points and redeem them instantly for attractive prizes. Cardmembers can win further prizes as they can play again as long as a minimum spending level is met.

Smartphones, gold bars, bicycles and digital cameras are among the set of prizes to be won. Players may also choose to keep collecting points and try for the grand prizes which will go to the player who has earned the most points. Players can keep track of the scores of the top 10 players which will be shown on the game leaderboard throughout the competition from 9 October 2019 to 31 January 2020.

The Game of Crown will be played over two periods. The first ends on 9 December 2019 with the top prize being an automatic-transmission motorcycle. The second Game of Crown will end on 9 February 2020 and a Multi-Purpose Vehicle car will be given to the top scorer.

Mr Hendra Gunawan, Deputy President Director UOB Indonesia said the promotion was designed to appeal to the way Indonesians increasing engage digitally, from learning to shopping to playing, such that it is now part of their lifestyle.

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“UOB Indonesia first tried gamification last year with our successful ‘UOB Blast of Surprise 2.0’ campaign and now the ‘Game of Crown’ has set a new standard in the industry. This demonstrates our continued efforts in digital innovation to engage with our customers, while offering fun ways for them to enjoy additional card benefits,” Mr Hendra Gunawan said.

The UOB Blast of Surprise campaign 2.0 saw cardmembers play the game five times on average and recorded transaction volumes that are well above industry volume for the particular final quarter of 2018. The Bank expects ‘Game of Crown’ to double the average of repeat plays of last year’s campaign and to generate transaction volumes above the industry’s.

“The making of the Game of Crown included feedback from our cardmembers who played in last year’s campaign. They said they wanted a deeper playing experience and an opportunity to compete with other cardmembers in the digital world. The elements the Game of Crown offers our cardmembers include competition, challenge, surprise and fun which will then add to the spirit of the year-end festivities and lead into the new year too,” Dessy Masri, Cards and Payment Head UOB Indonesia said.

About The ‘Game of Crown’

Designed as an adventure-themed online game, *Game of Crown* challenges players to finish three main chapters. The first chapter invites players to control a game character, personified as a Knight. The player must search for and save a flying dragon by crossing various obstacles while collecting as many points as possible. The character must then ride the flying dragon and search for *The Lost Kingdom*. In the last chapter, the character becomes *The King of the Lost Kingdom* by finding the King’s Crown.

At the end of each chapter, the player can either redeem their collected points for a prize or keep playing to accumulate more points for a place on the game’s leaderboard.

Programme Mechanism

To be eligible to play, credit cardmembers must spend a minimum of IDR 1,000,000. Upon each successful transaction, a SMS notification with a token code will be sent to the

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cardmember to visit the game's website (www.gameofcrown.com) for registration. Upon completion of registration, the credit cardmember needs to input the token code to start playing the game.

For more information about Game of Crown, UOB Indonesia credit cardmembers may visit: www.uob.co.id

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About UOB Indonesia

PT Bank UOB Indonesia (UOB Indonesia) is a subsidiary of United Overseas Bank Limited (UOB), a leading bank in Asia with global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America.

UOB Indonesia was established in 1956. The Bank's service network comprises 41 branch offices, 137 sub-branch offices and 185 ATMs across 30 cities in 18 provinces in Indonesia. UOB Indonesia's banking services are accessible through its regional ATM network, the ATM Prima and Bersama networks and the Visa network. UOB Indonesia is rated AAA (idn) by Fitch Ratings.

UOB Indonesia is committed to providing quality products and excellent customer service. It offers various banking products and services under its retail banking and wholesale banking businesses.

The Bank has a strong retail customer base to whom it offers a wide range of saving products, mortgage services and credit cards under Personal Financial Services. It also supports small- and medium-sized enterprises through Business Banking. Under Wholesale Banking, the Bank serves the needs of clients through its Commercial Banking, Corporate Banking, Global Markets and investment management teams.

Tapping UOB Group's extensive network in Asia, UOB Indonesia also offers a wide range of treasury and cash management products and services to help companies with their regional expansion plans. It has also helped many foreign enterprises from industries, such as construction, mining, real estate and services, expand into Indonesia.

UOB Indonesia believes in being a responsible financial services provider and it is committed to making a difference in the lives of its stakeholders and in the communities in which it operates. Just as it is dedicated to helping its customers manage their finances wisely and to grow their businesses, UOB Indonesia is steadfast in its support of social development, particularly in the areas of art, children and education.



PT Bank UOB Indonesia
HEAD OFFICE
UOB Plaza
Jl. M.H. Thamrin No. 10
Jakarta 10230
Telp : (021) 2350 6000
Fax : (021) 2993 6632
www.uob.co.id

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For media queries, please contact:

Adrian Dosiwoda

Vice President – Communications Head

Strategic Communications and Brand

Tel: +62 21 2350 6000 ext. 31243

Email: adrian.dosiwoda@uob.co.id

Maya Rizano

Senior Vice President

Strategic Communications and Brand Head

Tel: +62 21 2350 6000

E-mail: maya.rizano@uob.co.id

