

Photo Release

UOB Indonesia celebrates *Li Chun* and cultural inclusiveness

Offers customers cashback privileges on fresh fund deposits

Jakarta, 4 February 2019 - PT Bank UOB Indonesia (UOB Indonesia) today celebrates *Li Chun*, the day in the traditional Chinese lunar calendar marking the beginning of spring, by offering customers cashback of up to IDR500,000 for every minimum deposit of IDR5 million¹.

It is said that depositing money on *Li Chun* will help to bring good luck for the rest of the year. There is also the belief that the money should be deposited at an auspicious time based on one's Chinese zodiac sign. While traditionally, this has seen customers visit a branch to deposit money, customers can also deposit money through ATMs or internet banking .

For example, for customers born in the Year of the Rat, the most auspicious time to deposit money into their bank account today was between 3:00 pm and 4:59 pm².

¹ The cashback programme was valid only for new to bank and existing customers with fresh fund deposits.

² Source: <https://blog.moneysmart.sg/savings-accounts/li-chun-deposit-money/>

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	11:14am – 12:59pm	1:00pm – 2:59pm	3:00pm – 4:59pm	5:00pm – 6:59pm	7:00pm – 8:59pm
Rat			大吉		吉
Ox			吉	大吉	
Tiger	大吉	吉		吉	大吉
Rabbit		大吉	吉		大吉
Dragon	吉	吉	大吉	大吉	
Snake	吉	吉	大吉	大吉	吉
Horse		大吉	吉	吉	大吉
Goat	大吉	吉	吉	吉	
Monkey	吉	吉		大吉	吉
Rooster	吉	吉	吉		
Dog	大吉		吉		吉
Pig	吉	大吉		吉	吉

吉 Auspicious 大吉 Very Auspicious

Ms Jenny Hadikusuma, Senior Vice President and Head of Retail Liabilities Products, UOB Indonesia, said, “This is the first *Li Chun* UOB has celebrated with our customers in Indonesia, we want to make it a fun and rewarding experience for them to save and to deposit their money. Additionally, we offer our customers a cash back programme in the form of lucky red *angpao*.”

UOB Indonesia’s *Li Chun* celebration this year is part of a series of customer activities in conjunction with the Lunar New Year celebrations.

-Ends-

Photo 1:





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UOB Indonesia customers queuing to deposit their money in celebration of *Li Chun*.

