



Worldwide Partner

News Release

Visa and UOB Indonesia announce two grand prize winners who won the chance to watch FIFA World Cup 2022™ live, courtesy of Visa

Visa and UOB Indonesia reward two customers who earned the highest Goal Points in the Shop to Strike programme with tickets to the semi-finals, courtesy of Visa

Jakarta, 30 November 2022 – PT Visa Worldwide Indonesia (Visa) and UOB Indonesia announced two grand prize winners of Shop to Strike, a credit card programme created to reward customers who make the most of their Visa cards, to fly and watch the FIFA World Cup 2022™ live in Qatar, Courtesy of Visa.

Through the Shop to Strike programme, registered customers were granted Goal Points for amounts spent on UOB Visa debit and credit cards, subject to a minimum IDR100,000, between 19 September and 31 October 2022. Qualifying transactions included overseas payments, contactless transactions, installments plan, and newly registered bill payments on their UOB Visa card. The more transactions made, the higher the Goal Points they earned. The two customers with the highest Goal Points received the grand prize to watch the FIFA World Cup 2022™ semi-finals live in Qatar.

Ms Dewi Tuegeh, Executive Director, Cards and Payment Head, UOB Indonesia said, “We are pleased to collaborate with Visa as FIFA’s Official Payment Services Partner. Shop to Strike is a demonstration of our continuous efforts to create rewards solutions that are personalised to the different needs and preferences of our individual customers. We offer our customers a wide range of enticing card benefits, as a way to engage and reward our customers, and this being an exclusive one, the chance to watch FIFA World Cup Qatar 2022™ live, the largest global event.”

Along with the gradual economic recovery post COVID-19, customer transactions have increased as contactless and online payments become more popular, including those for the purchase of goods and services at point of sale or e-commerce transactions. Based on the 2022 UOB ASEAN Consumer Sentiment Study¹, when it comes to selecting digital payment services, convenience and ease of use are the most important to Indonesians. The study also confirmed that 87 per cent Indonesians use e-wallets at least once a week and this trend is being driven by the affluent segment. Similar trends were reflected in Bank Indonesia data, throughout the first half of 2022, where the value of e-commerce transactions saw a significant increase of 22.1 per cent, reaching IDR227.8 trillion compared to the same period of the previous year. According to Bank Indonesia, transaction volume also increased by 39.9 per cent year-on-year to 1.74 million transactions over the same period.²

¹ 2022 UOB ASEAN Consumer Sentiment Study 2022, Indonesia country report

² **Source:** *Financial Stability Study (KSK) No. 39 “Synergy and Policy Innovation to Maintain Financial System Stability and Support National Economic Growth”*

https://www.bi.go.id/id/publikasi/laporan/Documents/KSK_3922.pdf



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“The prolonged COVID-19 pandemic has accelerated the pace of digital adoption, with digital banking becoming the preferred choice for many of our customers, especially the digitally-savvy generation. In the third quarters of 2022, UOB’s credit card online transactions increased significantly compared to pre-pandemic in 2019. Meanwhile, foreign currency transactions have also increased along with the easing restrictions of international travel. To reward customers for their travel spending, we offer the best points for mileage conversions up to 10X rewards points for PRIVI Miles cardholders,” Ms Tuegeh said.

Mr Riko Abdurrahman, President Director of Visa, said, “As the Official Payment Services Partner of FIFA events globally, we are pleased to partner with UOB Indonesia to support cardholders’ needs and in providing the chance to catch the FIFA World Cup 2022™ semi-finals live. Credit and debit cards usage continue to be prevalent in the country and supporting the promotions of our partners are key to growing financial inclusion and in turn the digital economy.”

In addition to the Shop to Strike programme, 25 customers also stand a chance to win a cashback prize worth IDR5 million, for transactions made from 1 November to 19 December 2022. New customers who applied and activated their UOB Visa debit or credit cards during this period will also enjoy welcome reward points and stand a chance to win the cashback.

For more information, customers can visit www.uob.co.id or their nearest UOB Indonesia branch.

- Ends -

Notes to media:

Visa and UOB Indonesia rewarded two customers of Shop to Strike programme who earned the highest Goal Points with the grand prize to watch the semi-finals of FIFA World Cup 2022™ live:

1. Mr William Thamrin.
2. Mr Michael Sundjojo

Grand prize for each of the winners, courtesy of Visa:

- 2 tickets to watch the semi-finals of FIFA World Cup 2022™;
- Two round trip economy flight tickets from Jakarta to Qatar;
- 5-star hotel accommodations (Mondrian Doha) for four nights; and
- Allowance in the form of Visa prepaid card worth US\$400.

About UOB Indonesia

UOB Indonesia is a subsidiary of UOB, a leading bank in Asia with a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. UOB Indonesia established in 1956. UOB Indonesia’s service network comprises 130 branch offices and 132 ATMs across 42 cities in 16 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 committed to providing quality products and excellent customer service. The Bank offers various banking products and services categorised into digital bank, personal financial services, business banking, commercial banking, corporate banking, global markets and investment management. UOB Indonesia is rated AAA (idn) by Fitch Ratings.



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The Bank has a strong retail customer base through its wide range of saving products, mortgage services and credit cards. UOB Indonesia's banking services are also accessible in Indonesia, Singapore, Malaysia and Thailand through hundreds of UOB ATMs.

UOB's award-winning digital bank, TMRW, serves Indonesia's generation of enterprising and digitally-savvy customers by providing a better, personalised banking experience through the use of data and customer feedback. Through TMRW, the Bank is committed to helping customers meet their financial goals as they build a better tomorrow.

UOB Indonesia is also focused on helping companies with their expansion plans and has supported many enterprises from industries such as construction, mining, real estate and the services sector in their expansion 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 the Bank is dedicated to helping 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.

For further details on UOB Indonesia, please visit www.uob.co.id

About Visa

Visa (NYSE: V) is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions and government entities across more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable and secure payments network, enabling individuals, businesses and economies to thrive. We believe that economies that include everyone everywhere, uplift everyone everywhere and see access as foundational to the future of money movement. Learn more at Visa.com.

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