

## UOB Indonesia and Telkomsel launch Co-Branded Credit Card to support 'Lifestyle Connected'

**Jakarta, 10 September 2024** - UOB Indonesia and Telkomsel launched a co-branded credit card to support the growing needs of customers' digital and aspirational lifestyles. By combining the strengths of both companies' brands and services, the UOB Telkomsel Card enables customers to enjoy a more connected digital lifestyle with a seamless and rewarding experience, embodying the essence of 'Lifestyle Connected.'

Over the years, Indonesia has witnessed significant growth on digital connection, driven by the increased internet penetration, a thriving middle class, and a rising preference for online shopping. The number of internet users reached 185.3 million, with mobile internet usage up by 0.6 per cent from the previous year.<sup>1</sup> Meanwhile, there is a notable lifestyle trend where 11.7 per cent, mainly Gen Y and Gen Z segments, prioritise staying up-to-date with electronic gadgets and spending in entertainment and leisure services (49.4 per cent)<sup>2</sup>, leading to modern lifestyles focused on connectivity, comfort, and mobility.

In the country's e-commerce landscape, 59.3 per cent of internet users make purchases online weekly, demonstrating the widespread reach of digital marketplaces nationwide. This increased connectivity has created opportunities for e-commerce platforms to reach a wider customer base.

Given this trend, the UOB Telkomsel Card offers exclusive benefits such as increased data allowances, cashback on online purchase and rewards for everyday spending, making banking and communication more convenient and rewarding.

**Mrs Cristina Teh Tan, Consumer Banking Director, UOB Indonesia**, said, "Customer centricity is at the core of what we do. With our strategic partnership with Telkomsel, the largest telecommunication provider in Indonesia, we look forward to provide customer experience and offer a diverse range of offerings to cater to today's digitally connected urban lifestyles. This underscores our ambition to be the bank of choice for Indonesia's aspiring individuals."

**Mr Derrick Heng, Chief Marketing Officer, Telkomsel**, said, "As the leading digital telecommunications service provider in Indonesia, Telkomsel is committed to delivering innovative and superior connectivity, services, and solutions to its customers. Through the convenience of seamless digital connectivity and hassle-free bill payment and various remarkable lifestyle offerings that support a more connected digital lifestyle with the UOB

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<sup>1</sup> [Meltwater Global Digital Report 2024](#)

<sup>2</sup> [Standard Insights The Consumer Report 2024](#)

### News release

Telkomsel Credit Card, we hope that this ongoing partnership with UOB Indonesia can continue to provide added value, opening more opportunities for the people to create better today and excellent future."

The UOB Telkomsel Credit Card is tailored to complement the modern, connected lifestyle of today's customers through a range of special benefits, from triple UOB Points for every IDR2,000 spent on Telkomsel Halo Bill Payment and Cinema XXI; as well as retail transactions in Dining, Fashion, Dept. Store, Foreign Transactions merchant categories. Additional exclusive benefits include Bonus Telkomsel RoaMAX Package covering ASEAN, ASIA, Australia, America, and Europe, along with Buy 1 Get 2 Cinema XXI tickets every Saturday. The card also provides additional travel inconvenience and overseas medical protection.

Moreover, cardholders can take advantage of exclusive promotions with major e-Commerce and online merchants, such as GrabFood, Tokopedia and Traveloka. To celebrate the launch, new cardholders can enjoy Welcome Bonus of up to IDR2,2 million, including special price on new Telkomsel Halo+ bold package starting from just IDR1.

The UOB Telkomsel credit card is powered by the global network of Visa which enables fast, secure and convenient payment access to cardholders in more than 130 million merchants in 200 countries and territories.

For more information on UOB Telkomsel credit card, customers can visit [go.uob.com/telkomsel](http://go.uob.com/telkomsel) and [tsel.id/halouob](http://tsel.id/halouob).

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### **Notes to Editors**

Halo+ is Telkomsel's latest postpaid package, designed to provide more data and benefits compared to previous packages. Halo+ bold offers up to 120 GB of data, 200 minutes of calls, and 200 SMS, starting from IDR100,000 per month. Meanwhile, Halo+ supreme provides up to 350 GB of data, 500 MB of roaming data, exclusive Airport Lounge access, and priority service with a 24/7 Personal Assistant, starting from IDR250,000 per month. Both packages also include access to premium digital services through the MyTelkomsel Super App, such as Netflix, Prime Video, Disney+ Hotstar, WeTV, Vidio, LangitMusik, and more, supported by Telkomsel's leading and extensive broadband network.

The introduction of Halo+ reflects Telkomsel's commitment to continually innovate in meeting customer needs for flexibility, convenience, and a more premium postpaid service. Additionally, with the support of the UOB Telkomsel Credit Card, Halo+ customers can now

easily access the advantages of a more exclusive and seamless 'Lifestyle Connected' experience.

### **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. Established in 1956 through PT Bank Buana Indonesia, PT Bank UOB Indonesia was formed after a merger with PT Bank UOB Buana, which marked the existence of UOB Indonesia for more than a decade in Indonesia.

UOB Indonesia's service network comprises 42 branch offices, 82 sub-branch offices and 140 ATMs across 44 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.

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 also offers a full suite of corporate/commercial products, including a range of treasury and cash management products and services. UOB Indonesia is 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](http://www.uob.co.id).

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### **About Telkomsel ([www.telkomsel.com](http://www.telkomsel.com))**

Telkomsel is the leading digital telecommunications service provider in the region, empowering Indonesians to make better today and excellent tomorrow by delivering innovative and superior connectivity, services, and solutions for everyone, every household, and every business, to achieve more. Aligned with Indonesia's spirit for digitalizing the nation, Telkomsel plays a pivotal role as the largest provider of convergence services, consistently expanding its 4G network coverage, developing 5G technology, and implementing the latest fixed broadband technology to enhance customer experience quality. Additionally, Telkomsel is evolving its digital services portfolio, encompassing Digital Lifestyle, Digital Advertising, Digital Enterprise Solutions, and Internet of Things. With 29 years of establishment, Telkomsel operates with support from over 265,900 BTS and serves more than 159.9 million mobile customers and over 9.1 million fixed broadband customers (IndiHome-B2C) across the nation. In pursuit of sustainable corporate operations, Telkomsel also upholds ESG principles to generate positive impacts on the corporate ecosystem. More information and customer services are available through the website: [www.telkomsel.com](http://www.telkomsel.com),



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Facebook.com/Telkomsel, Twitter @telkomsel, Instagram @telkomsel, and Telkomsel's virtual assistant on the MyTelkomsel application.

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