

News release

UOB Indonesia launches Zenith Card to offer exclusive travel experiences for the growing high-net-worth individuals

Jakarta, 7 August 2024 – UOB Indonesia today launched UOB Zenith Card, designed to meet the evolving sophisticated needs and preferences of the country's growing high-net-worth individuals¹ (HNWIs), particularly in the travel and tourism aspects.

In 2024, the number of HNWIs in Indonesia and globally are projected to continue its rapid growth. According to Knight Frank's Wealth Report 2024², the global population of HNWIs is expected to increase by 28 per cent by 2028. In particular, Asia is poised for significant growth, with Indonesia expecting to see a 34 per cent increase in its ultra-high-net-worth individuals (UNHWIs) over the next five years. This has opened up more opportunities for financial institutions to offer exclusive credit facilities and benefits to cater to growing pool of affluent individuals.

UOB Zenith Card offers spending power and convenience, perfect for the affluent with a premium lifestyle. These privileges include priority access to the best dining experiences in the region, up to five complimentary one night stays in selected hotels globally³, complimentary airport transfer in Asia Pacific, complimentary airport lounge access to more than 1,300 lounges worldwide and 24-hours UOB Privilege Banking Hotline. UOB Zenith Card members will also benefit from the comprehensive travel insurance up to IDR25 billion, providing them with a peace of mind during their holiday and a seamless travel experience.

Mrs Cristina Teh Tan, Consumer Banking Director, UOB Indonesia, said, "UOB Zenith Card provides a gateway to a world of exclusive privileges and personalised services that resonate with the lifestyles of our high-net-worth customers. We have seen a surge in travel-related spending among our credit card customers, particularly in the space of premium travel

¹ A high-net-worth individual (HNWI) refers to customers with an annual income of IDR500 million and above.

² Source: The Wealth Report 2024 by Frank Knight <https://www.knightfrank.com/wealthreport>.

³ Customer must make prior booking to UOB Concierge services through UOB Privilege Banking Hotline.





services. Customers looking for rewards and benefits can leverage the UOB Zenith Card to earn accelerated rewards points on travel and online purchases and redeem points for flights, e-vouchers⁴ and unique experiences.”

Indonesia’s travel and tourism sector is experiencing robust growth, attributed to both domestic and international travel. According to Statista, the total spending on travel and tourism in Indonesia is projected to reach approximately US\$10.7 billion by 2024, reflecting a strong interest among Indonesian in exploring both local and global destinations. By 2028, this amount is expected to grow to US\$12.1 billion.⁵ UOB Zenith Card is designed to ride on this growth trend, tailored to offer exclusive benefits and unparalleled convenience for smart travellers.

For more information on UOB Zenith Card and its benefits, please visit go.uob.com/zenith

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Notes to media:

UOB Zenith Card benefits for Primary card members*:

1. Complimentary 1 night for minimum 4 night stays up to 5x per year.
2. Complimentary Airport transfer privileges up to 5x per year.
3. Complimentary Airport Lounge access up to 5x per year.
4. Zenith Rewards privileges:
 - a. For every retail purchase of IDR1,500 at domestic or overseas, customers will get 1 UOB Point.
 - b. UOB Points can be redeemed for various airline miles’ partners (KrisFlyer, Asia Miles, GarudaMiles, AirAsia BIG) or other e-vouchers.
 - c. Every IDR 7,500 spent at domestic and overseas transactions can be redeemed to 1 Airline Miles.

**Terms and conditions apply*

⁴ For further information on e-vouchers redemption, visit go.uob.com/rewards

⁵ Source: Travel & Tourism – Indonesia | Statista Market Forecast www.statista.com/outlook/mmo/travel-tourism/Indonesia



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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 142 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

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