

## News release

### **UOB Indonesia launches first ever Savings Weeks programme to help build customers' savings and secure their financial future**

*Programme fosters greater financial resilience and long term wealth growth of Indonesian consumers*

**Jakarta, 2 December 2024** – UOB Indonesia today launched its first ever “Savings Weeks” programme, aimed at encouraging customers to take proactive steps towards building their savings habits and securing their financial futures. UOB Savings Week is part of UOB Indonesia's commitment to empower customers to achieve their financial aspirations.

From today till 13 December 2024, customers who deposit fresh funds, top up their accounts, or maintain existing fund levels, are entitled to a coupon<sup>1</sup> to participate in the Inflatable Coupon Cube lucky dip and win exclusive gifts such as iPhone 15s, Fine Gold, Labubu figurines, and many more. All existing and new-to-bank UOB customers will also stand chances to win more prizes through interactive games at selected UOB Indonesia branches in four major cities – Jakarta, Bandung, Surabaya and Medan.<sup>2</sup> By gamifying the savings process, UOB Savings Weeks encourages customers to save more while enjoying tangible benefits for their financial planning.

Ms Cristina Teh Tan, Consumer Banking Director, UOB Indonesia, said “Through the UOB Savings Week Programme, we reaffirm our commitment to help customers secure their financial future. We aim to motivate more Indonesians to build a strong savings habit, which will hopefully lead to greater financial resilience and long-term wealth growth. This initiative aligns with UOB Indonesia’s mission to support customers in their wealth management journey, leveraging our variety of innovative financial products and services personalised to their needs and preferences.”

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<sup>1</sup> One coupon is valid for fresh funds deposit amount minimum IDR250 million and its multiples, up to 10 coupons per customers.

<sup>2</sup> More details on the UOB Savings Week lucky dip and branch games can be found in the “Notes to Media” section below.





According to CEIC's latest data<sup>3</sup>, Indonesia's total deposits totaled US\$528.7 billion in September 2024, up from US\$487.8 billion in September 2023. As a Bank that is committed to promoting financial literacy among its customers and the public, UOB Indonesia aims to contribute to this trend by augmenting the financial nous of Indonesians.

For more information on UOB Savings Weeks, please visit UOB Indonesia's branches or go to [www.uob.co.id](http://www.uob.co.id).

- Ends -

#### Notes to media:

#### **How to participate in UOB Savings Weeks programmes:**

1. Visit selected UOB Indonesia branches during programme period.
2. Dart board Game: Open a UOB Savings Account, play the game and stand a chance to win a IDR100,000 shopping voucher.
3. Inflatable Coupon Cube Challenge: one coupon awarded for top-up or minimum deposit of IDR250 million, or existing funds of minimum IDR500 million. Prizes include iPhone 15s, 1gr Fine Gold, Labubu figurines, IDR250,000 shopping vouchers and more.
4. Participating customers can enjoy free meals and drinks from food truck stands available at participating branches.
5. Valid for all UOB Indonesia Savings products.

#### **UOB Indonesia's participating branches:**

##### **2 to 6 December 2024**

- **Jakarta:** UOB Plaza, Kelapa Gading, Pantai Indah Kapuk Boulevard, Pondok Indah, Green Garden
- **Medan:** Medan Palang Merah

##### **9 to 13 December 2024**

- **Surabaya:** Bukit Darmo, Panglima Sudirman, Manyar
- **Bandung:** Dago

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<sup>3</sup> Source: *Indonesia Total Deposits 1999 – 2024*

<https://www.ceicdata.com/en/indicator/indonesia/total-deposits> | CEIC data is a global database that provides economic data for analysis and research.





## 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, 73 sub-branch offices and 129 ATMs across 43 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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