



PT Bank UOB Indonesia  
HEAD OFFICE  
UOB Plaza  
Jl. M.H Thamrin No.10, Jakarta 10230  
Tel : (021) 23506000 (Hunting)  
Fax : (021) 29936632  
www.uob.co.id

## Media Release

### UOB Credit Card launches "UOB Sparkling Gift" programme

Jakarta - 9 December 2011, PT Bank UOB Indonesia ("UOBI") Unsecured Business Division (USB) launched a year-end programme with the theme "UOB Sparkling Gift".

The launching of this programme was held at the UOB Plaza building located at Jalan M.H. Thamrin, a strategic location in the city of Jakarta. The programme was presented in the form of an event that featured live music and street dance performances. The highlight of the event was marked by a Flash Mob involving more than 300 dancers who danced along Jalan Thamrin and closed with the release of hot air balloons.

UOBI's Unsecured Business Head Budy Setiawan said, "We have launched the UOB Sparkling Gift Programme as an expression of gratitude to UOB credit card holders who have been faithfully using UOB credit cards. Besides that, we are also committed to always giving them special rewards. Therefore, we use the momentum at the end of this year to give special rewards to customers in the form of shopping vouchers from MAP and Carrefour.

On that occasion, UOBI provided shopping vouchers with a total value of Rp4,000,000,000 (four billion rupiah) for the first 5,000 cardholders who made transactions according to the program mechanism in December 2011. This program is given specifically to UOB Platinum & Lady's Platinum credit card holders who accumulate a minimum shopping transaction of Rp15,000,000 and will get a shopping voucher worth Rp1,000,000 and for UOB Gold, UOB Lady's Gold and One Card credit card holders for transactions with a minimum accumulation of Rp8,000,000, will get a shopping voucher of Rp500,000.

To win the vouchers, cardholders are required to verify transaction data by contacting UOB Call Center 14008.

This programme is expected to increase customer loyalty by continuing to use UOB credit cards to meet their shopping needs as well as attract new prospective UOB credit card customers and UOBI's vision to become a Premier Bank in Asia Pacific can be realized.

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### **About PT Bank UOB Indonesia**

Established in Jakarta in 1956, PT Bank UOB Indonesia is one of the leading banks in Indonesia with a service network of 213 offices and 132 ATMs spread across 30 cities in 18 provinces throughout Indonesia.

Effective on 19 May 2011, the Bank officially changed its name from PT Bank UOB Buana to PT Bank UOB Indonesia.

UOB Indonesia has been recognized as a bank with a focus on small and medium enterprises and has strength in the number of retail customers. UOB Indonesia is also currently developing corporate banking business and offers a range of treasury products and services to its customers.

UOB Indonesia's performance has received recognition and various awards from independent parties. Throughout 2011, several awards were won including the title Very Good for financial performance in 2010 and the Platinum Award for Excellent Financial Performance for 10 consecutive years, namely 2001-2010, both from Infobank Magazine, ABFI Banking Award Best Performance Banking 2011 Medium Private Category from the Tempo Media Group and ABFI Institute Perbanas as well as the third winner of the Annual Report Award for the Private Financial Non Listing category, most recently in 2011, UOB Indonesia received an 'AAA' (idn) rating from the international rating agency Fitch Rating Indonesia for a stable prospect and our performance.

For more information, please contact:

**PT Bank UOB Indonesia**

Fera Indratie Prajitno

Brand Performance and Corporate Communications

UOB Plaza, Privilege Banking Center, 3<sup>rd</sup> floor

Jln. Thamrin No.

Jakarta 10230

Phone : 021 2350 6000 ext. 30303

Fax 021 2993 6642

Email : [corporatecomm@uob.co.id](mailto:corporatecomm@uob.co.id)