

Press Release

UOB Lady's Card Presents “Colorful You” Event

Jakarta, 26 April 2011, at the Penthouse UOB Plaza in Jakarta, UOB Lady's Card presented a special event for UOB Lady's Card holders.

“This event, which carries the theme ‘Colorful You’, is held as an ongoing effort to establish a strong bonding between UOB Lady's Card and cardholders who are independent career women in Indonesia. UOB Lady's Card, which was launched in June last year, presents a new nuance oriented towards the lifestyle of metropolitan career women in Indonesia,” said Iwan Notowidigdo, EVP, Unsecured Business Head of UOB Buana.

Lifestyle and the red line are what we try to raise on the “Colorful You” program, Iwan added. By collaborating with a number of well-known brands, this event was nicely packaged through a combination of fashion shows by ALLEIRA and Delphine and Co, as well as special guest stars Anissa Larasati Pohan and Dian Muljadi as hosts. The event was also enlivened by the launch of the latest product from the famous perfume brand Issey Miyake.

The invitees really enjoyed the series of events and the gifts specially made for special women, UOB Lady's Card holders.

The success of the UOB Lady's Card “Colorful You” is also due to the participation of MasterCard which provides full support for the event.

In summary, “Colorful You” is a sweet escape for independent metropolitan women who are usually busy with busy activities during the weekdays. The event, which is neatly packaged in a relaxed and casual manner, is expected to pamper women in Jakarta.

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About PT Bank UOB Buana

Established in Jakarta in 1956, UOB Buana 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.

On 1 July 2010, UOB Buana entered into a business merger with PT Bank UOB Indonesia and acted as the surviving bank.

Currently, UOB Buana is 98.998% owned by United Overseas Bank Ltd, Singapore (UOB), where the ownership is 30.056% through UOB International Investment Private Limited which is fully owned by UOB.

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