

UOB launches TMRW, the simpler, more engaging way of banking for Indonesia's digital generation

Jakarta, 3 August 2020 – PT Bank UOB Indonesia (UOB Indonesia) today launched TMRW, UOB's award-winning ASEAN digital bank to serve Indonesia's generation of enterprising and digitally-savvy consumers. From the moment they apply to open an account through to their everyday banking needs, TMRW's customers will enjoy a fully digital banking experience.

TMRW makes banking simpler, more transparent and more engaging by translating transaction data into actionable insights such as providing fun prompts to help customers save and spend better. This unique insights feature draws from a combination of artificial intelligence (AI) and complex data analytics and categorisation, solving the need of 92 per cent of consumers who want a banking solution to help them make wiser financial decisions¹.

TMRW, the region's first and only digital bank for ASEAN's digital generation, was first launched in Thailand in 2019. Within a year, TMRW's unique model has received industry recognition for its best-in-class standards, including Best Bank for Millennials, Best Customer Centric Business Model and Outstanding Client On-Boarding and Outstanding Social Media Campaign awards by *The Digital Banker*. UOB Indonesia was also recently named Best Digital Bank in Indonesia at *The Alpha Southeast Asia 2020 Awards*. This award recognises UOB's continuous efforts to provide a better digital experience for customers through TMRW's use of data and customer feedback.

Mr Kevin Lam, President Director, UOB Indonesia said, "Indonesia is home to a large base of young, enterprising and digitally-savvy consumers. Ninety-six percent of Indonesians own a mobile phone and the number of consumers who are connected to the internet has steadily increased over the years². The next generation of Indonesia's changemakers are mobile and want on-the-go digital services that enable them to achieve their aspirations. With TMRW, we hope to help them meet their financial goals and to support them as they build a better tomorrow."

¹ Source: UOB Digital Banking Study (Indonesia), a Nielsen study commissioned by UOB, September 2019.

² Source: We are Social, 2020, <https://wearesocial.com/digital-2020>

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Deepening customer relationships through engagement

As the industry-leading ASEAN digital bank, TMRW brings together best-in-class AI and complex data analytics technology solutions with UOB's established technology infrastructure and deep understanding of ASEAN market trends and customers built up over the last eight decades.

UOB's unique combination of innovation and customer-centricity enables TMRW to personalise the customer experience by anticipating an individual's needs, conversing with them meaningfully and serving them in ways that they want. TMRW's language is also free from banking jargon and is easy to understand.

For example, TMRW's account opening process for its Indonesian customers is designed to be intuitive, seamless, fast and secure. Verification of an identity is done via a video call with a live agent and account opening can be completed in just nine minutes. Customer queries are handled by TMRW's 24-hour chatbot named TIA (TMRW Intelligence Assistant) that converses in Bahasa Indonesia.

According to a UOB ethnographic study³, millennial consumers also say that while they appreciate guidance to help them keep track of and manage their finances better, they respond better to prompts that are fun and do not make them feel guilty. As such, TMRW was designed to help its customers meet their saving goals in fun and achievable steps. The digital bank features a game called City of TMRW, where customers can build a virtual city as they save. As users level up, they unlock various options to enhance their virtual city.

TMRW also offers Quick Response (QR) code payments, enabling fast and convenient payment to registered sellers and merchants simply by scanning a QR code. This feature is part of UOB's strong support for the National Non-Cash Movement (Gerakan Nasional Non-Tunai) using the Quick Response Code Indonesian Standard (QRIS) as the platform.

Indonesia is the second market after Thailand to launch UOB's digital bank, TMRW, as part of the Group's strategy to accelerate the growth in and to scale up its regional customer franchise.

³ Source: UOB surveyed 3000 millennial respondents in Indonesia, Malaysia and Thailand to understand deeper their needs and expectations of financial services. The survey was conducted in September 2017.



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TMRWbyUOB ID is available on Apple's App Store and Google Play.

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About PT Bank UOB Indonesia

PT Bank UOB Indonesia (UOB Indonesia) was established in 1956. The bank's service network comprises 41 branch offices, 137 sub-branch offices and 173 ATMs across 32 cities in 18 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 a subsidiary of United Overseas Bank Limited, a leading bank in Asia with a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America.

UOB Indonesia is committed to providing quality products and excellent customer service. UOB Indonesia offers various banking products and services categorised into personal financial services, business banking, commercial banking, corporate banking, global markets and investment management.

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 Indonesia also offers a full suite of corporate/commercial and personal banking products, including a range of treasury and cash management products and services. UOB Indonesia has also been increasingly focused on helping companies with their expansion plans. It has facilitated many enterprises from industries such as construction, mining, real estate and the services sector expanding into Indonesia. UOB Indonesia is rated AAA (idn) by Fitch Ratings.

We believe in being a responsible financial services provider and we are committed to making a difference in the lives of our stakeholders and in the communities in which we operate. Just as we are dedicated to helping our customers manage their finances wisely and to grow their businesses, UOB is steadfast in our 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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