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UOB Indonesia launches *The Travel Insider*, the first online marketplace by a bank in Southeast Asia for hassle-free travel planning

Jakarta, 20 January 2020 - PT Bank UOB Indonesia (UOB Indonesia) today launched in Indonesia *The Travel Insider*, the first online travel marketplace designed by a bank in Southeast Asia. *The Travel Insider* is a one-stop shop where customers can search for, plan and book their holidays.

First launched in Singapore in 2018, *The Travel Insider* is the result of a collaboration between United Overseas Bank (UOB) and more than 500 leading companies from the airline, hospitality and travel industries to create an online destination where visitors can secure competitive flight, accommodation and tour deals. Currently, *The Travel Insider* offers more than 1,000 travel, shopping and dining deals across Southeast Asia, Japan, Korea, Australia, United Kingdom and United States.

Ms Jacquelyn Tan, Head of Personal Financial Services Singapore, UOB, said, "Given the significant role travel plays in our customers' lives across the region, we have tapped UOB's regional network and local expertise to bring *The Travel Insider* to more of our cardmembers, including in Indonesia. With this regional expansion, we are the first bank in Southeast Asia with an online travel marketplace to bring more convenience to our customers in planning their holidays."

Travellers are known to spend hours trawling through online and offline resources just to create the itinerary for the best holiday possible. To make it hassle-free for them, UOB gathered top local insider tips, curated content to create travel guides and proposed itineraries and worked with its partners to ensure that competitive and extensive deals can be found easily in one location. *The Travel Insider* enables them to make online payment directly on the same platform after they have chosen their travel package. *The Travel Insider* also has a planning tool that makes it easy for the traveler to create and to save their own itinerary all in one platform.

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Ms Dessy Masri, Head of Cards and Payments, UOB Indonesia, said, “Travel spend is one of the largest spend categories among UOB Indonesia credit cardmembers, who made 30 per cent more of such transactions in 2019. We also saw a 44 per cent growth in travel-related transactions online, outpacing the 11 per cent rise in bookings made via offline travel agents. The Travel Insider will meet the preferences of our customers who prefer to transact online.”

Inspiration, insight and easy planning

In building The Travel Insider, UOB shortlisted various top travel destinations based on UOB card spend and data aggregated based on insights from its partners such as Expedia, Singapore Airlines, Agoda, Booking.com, Klook and KKday.

In recognising the increasing trend for travellers to seek genuine experiences over standard sightseeing¹ holidays, UOB has tapped the local knowledge of insiders who live in the most popular destination cities. These travel aficionados are professionals from diverse backgrounds such as architecture, culture and landscape and who provide their personal insights into the most appealing experiences in their hometowns. Their tips can be added to the proposed itineraries.

The Travel Insider taps the application programming interfaces (APIs) of Agoda, Expedia, Booking.com and Singapore Airlines to draw the best options from more than a million hotel and flight possibilities.

For further information, please visit www.thetravelinsider.co/id

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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.



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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 services. 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 card. UOB Indonesia banking services are also accessible in Indonesia, Singapore, Malaysia, and Thailand through hundreds of UOB ATMs.

With its full suite of corporate/commercial and personal banking products, UOB Indonesia offer customers 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.

UOB Indonesia plays an active role in the community, focusing on art, education and children. Since 2010, UOB Indonesia has held the annual art competition, UOB Painting of the Year. UOB Indonesia also encourages its employees to be involved in its regular volunteer activities. These include the annual UOB Heartbeat Run, blood donation and book donation activities.

For further details on UOB Indonesia, please visit www.uob.co.id

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