

News release

UOB Indonesia refreshes its Lady's Card to continue empowering modern women to pursue experiences they love

Jakarta, 17 May 2024 – UOB Indonesia announced the refresh of the UOB Lady's Card, in conjunction with the celebration of UOB Lady's Card's 35th anniversary in Singapore, Southeast Asia's first-ever women-centric credit card. UOB Lady's Card was designed to offer industry-leading innovations, benefits and rewards catered to the specific needs and preferences of women. This rejuvenation of the UOB Lady's Card offerings marks its extensive journey of empowering emerging affluent modern women across the region to pursue their aspirational lifestyles.

Female inclusion plays a key role in Southeast Asia's economy. Particularly in Indonesia, female-led businesses embody a vast economic potential, representing an aggregate opportunity of at least US\$470 billion¹. Recognising this immense opportunity, UOB Lady's Card has refreshed its tagline to "Unstoppable Together", to reflect the unlimited possibilities and opportunities that women can achieve through collaboration and support within the ecosystem for the different roles that women carry out.

As women continue to lead dynamic and multifaceted lives, the UOB Lady's Card offers unparalleled benefits and privileges tailored to their lifestyles, such as exclusive access to events, talk shows or upskilling classes for women. According to UOB Indonesia Lady's Card spend data from 2020 to 2023, the Bank saw a surge of 100 per cent in dining, while shopping transactions have returned to the pre-pandemic level.

Mrs Cristina Teh Tan, Consumer Banking Director, UOB Indonesia, said, "We recognise the pivotal role that Indonesian women play in driving the economic growth and shaping our society. Throughout 2019 to 2023, the UOB Lady's cardholders base surged 95 per cent, testifying to the long-term relevance of our offering for women's varied lifestyle needs. As we celebrate 35 years since the introduction of the UOB Lady's Card in Singapore, we reaffirm

¹ Source: AC Ventures' article: *Helen Wong of AC Ventures on how Indonesia's women fuel a US\$1.54 trillion economy* <https://acv.vc/insights/featured/women-indonesia-economy-iwd-2024/>





our commitment to championing the progress and success of women everywhere, as we become 'Unstoppable Together'.

Launched in 2010, UOB Indonesia Lady's Card focus offerings to our lady customers on health and beauty benefits. It gives cardmembers the choice to earn triple reward points in categories which align with their lifestyle priorities such as Fashion, Department Stores, Groceries and E-commerce. To cater their specific needs and preferences, the UOB Lady's Card provides Lady's Day promotions every Wednesday up to 50 per cent on selected Beauty category."

Celebrating the multi-faceted woman with a new card face

The new card face of UOB Lady's Card is designed by 2017 UOB Painting of the Year (Singapore) winner, Ms Sunny Chyun. The refreshed design, featuring a pixelated rose with a blend of shapes lines and colours, symbolises the intricate and diverse perceptions and roles that exist in a woman's mind.

To accord our lady customers across the region with similar benefits, the latest "Unstoppable Together" campaign and new card designs were launched simultaneously across ASEAN – Singapore, Malaysia, Thailand and Indonesia – in May 2024. UOB Indonesia will host a series of exclusive events and promotions, including partnering with Mastercard to provide complimentary dining privileges for new UOB Lady's cardholders at C'Steak at Grand Hyatt and Henshin at the Westin Jakarta, Indonesia, which Lady's cardholders can enjoy until June 2024 with minimum transaction of IDR10 million within 60 days of card approval.²

For more information on UOB Lady's Card and its benefits, please visit www.uob.co.id.

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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, 89 sub-branch offices and 142 ATMs across 44 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.

² Valid for first 50 new UOB Lady's cardholders per month.





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 also 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

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