

News release

UOB Indonesia and Garuda Indonesia unveil exclusive aircraft livery featuring Garuda Indonesia UOB Card

Jakarta, 27 February 2025 – UOB Indonesia and Garuda Indonesia today introduced a special livery featuring Garuda Indonesia UOB Cards (GIUC) on one of the latter's Boeing 737-800 NG aircraft, a physical manifestation of the strength of the strategic partnership between the two institutions.



Exclusive livery featuring Garuda Indonesia UOB Card on Boeing 737-800 NG aircraft

The livery was specially designed to incorporate the dynamic synergy between UOB Indonesia and Garuda Indonesia. Featuring the card face of the GIUC with the tagline “From Shops to Skies”, the livery obliquely references how every spend on the GIUC credit card, from shopping and dining to booking flights, brings customers closer to their next travel destination, and serves as a flying testament to the exclusive benefits, rewards and privileges offered to GIUC cardholders. The Garuda Indonesia aircraft featuring the GIUC livery will take flight on key domestic and ASEAN routes from 1 March 2025 to 30 September 2025.

Mr. Hendra Gunawan, President Director, UOB Indonesia emphasised the Bank's commitment to supporting the lifestyle needs of its customers, particularly in travel.

“Indonesians are traveling more than ever, and they seek payment solutions that offer both convenience and value. The new livery featuring the GIUC celebrates the card's unique



propositions for cardholders in providing a secure, seamless, and rewarding payment solution, making transactions effortless wherever they go.”

Mr. Wamildan Tsani, President and CEO, Garuda Indonesia highlighted the synergy between travel and financial services in enhancing the customer experience.

“As the national airline, Garuda Indonesia is committed to continuously improving the travel experience for our passengers. Through this collaboration with our partners, especially UOB Indonesia, we are aiming to deliver added value for our passengers by making travel more accessible and rewarding, providing seamless payment options and exclusive benefits that enhance convenience at every stage of their journey. The presence of the new livery strengthens both Garuda Indonesia and UOB Indonesia partnership particularly in delivering a new flight experience for both customers.”

In Q4 2024, 20 per cent of total spending on UOB cards were from overseas transactions. For the GIUC, overseas transaction volumes increased 23 per cent, while GIUC travel-related spending (domestic and overseas) rose 17 per cent.

To celebrate the launch of the GIUC livery, UOB Indonesia is introducing an exclusive “GIUC Spend&Fly” programme. During the programme period, existing GIUC cardholders who meet a minimum IDR300 million retail spend will be fast-tracked to Platinum GarudaMiles Membership.

Additionally, GIUC cardholders who meet a minimum IDR60 million retail spend can redeem GarudaMiles for Garuda Indonesia flight tickets at a 50 per cent discount for a maximum of 15,000 GarudaMiles. GIUC cardholders can also enjoy flight ticket discounts of up to IDR1,5 million through Garuda Indonesia’s website or the FlyGaruda mobile app every Monday. On top of this, new GIUC cardholders can enjoy a welcome bonus of up to 25,000 GarudaMiles.¹

Travellers and shoppers can start maximising their GarudaMiles and enjoying exclusive benefits by applying for the GIUC today. For more information, please visit go.uob.com/giuc

- Ends -

¹ Subject to terms and conditions apply and limited time only for GIUC Spend&Fly programme.



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, 73 sub-branch offices and 129 ATMs across 43 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.

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

For media queries, please contact:

Fatma Tri Hapsari

Strategic Communications Head

Email: fatmatri.hapsari@uob.co.id

Maya Rizano

Head of Strategic Communications and Brand

E-mail: maya.rizano@uob.co.id

About Garuda Indonesia

Carrying out the mandate as the national flag carrier for more than seven decades, Garuda Indonesia committed to connecting the archipelago while carrying the nation's image to the world stage. With a top-notch fleet and distinctive service concept highlighting Indonesian hospitality, Garuda Indonesia now serves 35 exotic destinations in Indonesia and 15 attractive destinations worldwide.

With our service value #BecauseYouMatter, Garuda Indonesia is committed to consistently creating the best experience for all passengers by providing customer-focused flight services and maintaining high service standards, including on-time performance throughout the flight experience. From pre-flights to post flights, Garuda Indonesia passengers will sense a genuine experience that accentuates distinctive yet authentic Indonesian hospitality.

For media queries, please email corpcomm@garuda-indonesia.com



Singapore Australia Brunei Canada China France Hong Kong India Indonesia Japan
Malaysia Myanmar Philippines South Korea Taiwan Thailand United Kingdom USA Vietnam