

UOB Indonesia launches *Untuk Hari Esok Indonesia*, an online brand engagement campaign to encourage Indonesians to stay strong and to strive for a better tomorrow

Jakarta, 31 August 2020 – PT Bank UOB Indonesia (UOB Indonesia) has launched *#UntukHariEsokIndonesia* (For Indonesia's Tomorrow), an online brand engagement campaign to promote solidarity with Indonesians as they remain resilient and strive for a better tomorrow.

The *#UntukHariEsokIndonesia* campaign reiterates Indonesia's ability to overcome various challenges of the past and present, and to embrace the future with optimism. Just as in times past, the country draws on its strong and timeless value of Unity in Diversity to remain resilient and for Indonesians to stand united in the face of adversity.

The campaign kicked off with an online video released via UOB Indonesia's [website](#) and social media channels on [YouTube](#), [Facebook](#), [Instagram](#) and [LinkedIn](#). As part of the campaign, the Bank is also inviting Indonesians to share their own stories about the simple acts they have done to help others and to encourage solidarity on UOB Indonesia's [Facebook](#) page until 14 September 2020.

Mr Kevin Lam, President Director, UOB Indonesia, said, "At UOB Indonesia, we are committed to doing our part to contribute to the progress of the country, standing by our customers, colleagues and communities. During these especially difficult times, we hope to inspire Indonesians to remain optimistic and to draw on the '*gotong royong*' community spirit. In doing so, we also want to remind Indonesians of their ability to overcome adversity as long as we stand in solidarity. No action is too small if we are determined to create change for a better tomorrow."

UOB Indonesia's online brand engagement campaign is in keeping with the 2020 edition of Edelman Trust Barometer Special Report which found that 85 per cent of consumers expect a brand to play a positive role in the society while 83 per cent of them expect a brand to bring people together.

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Supporting customers, colleagues and communities for a better tomorrow

As part of UOB Indonesia's support to make a better tomorrow for customers, colleagues and the community, the Bank has stepped up to help its small- and medium-sized enterprise and individual customers, who have been affected by the pandemic, with credit relief measures. These measures provide them with immediate liquidity assistance and enable them to have greater flexibility in repaying their outstanding loans. The Bank has also kept in contact with customers through various digital communication channels to ensure they are updated on macroeconomic and market conditions and to provide them with insights into financial management.

As part of its community efforts, the Bank has also been dedicated to helping the less fortunate. It has donated more than 100,000 pieces of personal protective equipment for healthcare workers in Indonesia. UOB Indonesia employees also raised funds for the donation of basic food supplies to more than 1,500 underprivileged families, including taxi drivers whose incomes have been affected by the pandemic.

Recognising that art has the ability to inspire creativity, the Bank plans to roll out more community initiatives. These include the UOB Art Explorer, an online visual arts programme designed to bring the benefits of art to everyone, from children to adults in homes. The Bank will also launch the UOB My Digital Space programme to help disadvantaged children in Indonesia to access digital learning opportunities. Through its recently launched 2020 UOB Painting of the Year competition, the Bank is also encouraging Indonesian artists to share their stories of solidarity on canvas and to focus on the brighter days ahead through their paintings.

Maintaining long-term financial stability and creating value for customers

The *#UntukHariEsokIndonesia* campaign coincides with a decade of UOB Indonesia serving and supporting customers and communities, following the merger between PT Bank UOB Indonesia with PT Bank UOB Buana Tbk. in 2010.

UOB Indonesia is committed to supporting the nation's economy long-term. The Bank recently secured additional capital through the rights issue of 1.6 billion shares, reflecting the shareholders' confidence in its long-term strategy to sustain growth across its business segments. The strategy includes digital transformation within the Bank and for the development of various digital services



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and tools for customers, including through the recent launch of TMRW, UOB's award-winning digital bank for Indonesia's generation of enterprising and digitally-savvy consumers.

- Ends -

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 Indonesia 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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