
NEWS RELEASE

UOBI's customers in for a treat

First bank in Indonesia to treat customers with goodies more than 300 merchant outlets across six cities

Jakarta, Indonesia, 31 March 2015 – PT Bank UOB Indonesia (UOBI) today announced that all their credit card customers would qualify for instant rewards for their credit card spend. The instant rewards promotions are in addition to existing rewards points that they are currently earning¹.

UOBI today launched the “UOB Treat” programme which is designed to give instant rewards to the hundreds of thousands of credit card customers of the bank.

Mr. Irwan Tisnabudi, Senior Vice President, Unsecured Business noticed that credit card customers spent more on food and beverage than on any other card transaction category. Their next most popular spend tier is groceries.

“Given the fact that enjoying good food is a national past time in Indonesia, we wanted to reward our customers with something that is of meaning to them. UOB has ensured that there are treats for every meal of the day. For breakfast there is coffee and toast, for lunch there is noodles and rice and premium ice cream and designer pretzels for snacks in-between.”

With this programme, UOBI aims to increase card usage by 25 per cent and volume transaction increase by 16 per cent into IDR 7.3 Trillion compare to IDR 6 Trillion in previous year.

UOBI credit card customers can redeem sweet and savoury treats from more than 300 merchants across six cities once they charge minimum IDR 200,000 to their card. All they have to do is to visit the nearest UOB Treat merchant on the same day as their transaction and exchange their credit card slip transaction to redeem their instant reward.

The “UOB Treat” will be available to all UOBI credit cardholders in Jakarta, Bandung, Semarang, Surabaya, Bali and Medan.

-Ends-

¹ Reward point only available for Platinum Credit Card. Customer earns 2 reward points for each IDR 1,000 transactions, multiplication apply.



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About PT Bank UOB Indonesia

PT Bank UOB Indonesia (UOB Indonesia) is a leading bank in Indonesia, established in 1956. The bank's service network comprises 41 branch offices, 172 sub-branch offices and 173 ATMs across 54 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 known for its focus on small and medium enterprises. Its corporate banking business offers customers a range of treasury and cash management products and services. The bank also has a strong retail customer base. UOB Indonesia is rated AAA (idn) by Fitch Ratings.

UOB Indonesia plays an active role in the community, focusing on the arts, education and children. Since 2010 UOB Indonesia held an annual art competition called UOB Painting of the Year. UOB Indonesia also encourages its employees to be involved in its regular volunteer activities. This includes the annual UOB Heartbeat Run, Blood Donation and Book Donation activities.

For further detail of UOB Indonesia, please visit www.uob.co.id

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