
NEWS RELEASE

UOBI data reveals Indonesian women spent more on educating and entertaining their children in 2014

Jakarta, 11 April 2015 – PT Bank UOB Indonesia today released data which revealed affluent Indonesian women spent close to 50 per cent more on their children using their UOBI Lady's Card in 2014 compared with 2013.

Spending on education, toys, clothing and amusement activities for children increased from IDR73 billion in 2013 to IDR135 billion in 2014. Child-related spending is one of the highest spend categories of modern Indonesian women. The highest card transactions made on the UOBI Lady's Card is on clothing, eating out and beauty treatments¹. These spending trends are a reflection of how modern Indonesian women enjoy greater financial freedom and still fulfill their family responsibilities.

Ms Lynn Ramli, Executive Director and Head of UOBI's Personal Financial Services business said that Indonesian women are forward thinkers and focused on building up the next generation by providing the best education and personal development opportunities that they can for their children.

"The role of Indonesian women in society is changing. From what was her traditional place in the home, her responsibilities have extended to the workforce and contributing to the household income. While the roles and responsibilities of women may be expanding, a mother's instinct remains strong and as incomes rise we are seeing more money being spent on helping children with education, and new experiences," Ms Ramli said.

¹ Data based on total volume of transactions between 2013 and 2014 for UOBI Lady's Card and UOBI Lady's Platinum Card cardholders in Jakarta, Surabaya and Medan.

UOB rewards top UOBI Lady's Card customers

As part of providing customers with relevant products, services and benefits, UOBI rewarded its top 200 UOBI Lady's Card customers with a Mother and Child day out at Kidzania on 11 April. Kidzania is an indoor theme park set in a city built to scale for children to role-play traditionally grown-up "jobs" such as working as a fireman, police officer, journalist and dentist, among others. It was also an opportunity for children to see their mother in a different light - that of a modern working woman.

Kidzania is proving a popular experience that parents are sharing with their children. The Bank found that spending at Kidzania increased by 40 per cent in 2014 compared with 2013.

UOBI is the only bank in Indonesia offering a credit card that caters specifically to women. It was launched in 2010 for women with an income above IDR 10 Million per month and caters to the specific lifestyle and day-to-day needs of women.

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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 UOBI 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

For media queries, please contact:

Steven Fitzgerald Sipahutar

Strategic Communications

Tel: +62 21 2350 6000 ext. 31246

Mobile: +62 819 0501 3068

Email: stevenfigerald@uob.co.id