

Media Release

UOBI's New Face in Welcoming Vision to Become Premier Bank in Indonesia in 2015

Jakarta – 29 February 2012, PT Bank UOB Indonesia (UOBI) carried out a transformation to realize the company's vision to become a Premier Bank in Indonesia in 2015 and to boost UOBI's brand value and public perception of UOBI. This was marked by the opening of 20 new branches and the launch of the UOBI uniform which was also carried out gradually in the regions.

In the peak event of UOBI's New Face, President Director of UOBI Armand B. Arief said, "After completing the merger process in mid-2010, UOBI, which since 30 May 2011 changed its name from PT Bank UOB Buana to PT Bank UOB Indonesia, continues to improve itself to realize its vision of being The Premier Bank in Indonesia in 2015. Besides continuing to improve its performance as a result of the synergy from the merger, UOBI also continues to improve its service quality to customers.

The New Face of UOBI was marked by the opening of 20 branches spread across 5 regions in Indonesia: 8 branches in Jakarta, 2 branches in Batam, 3 branches in West Java and 2 branches in Central Java, 3 branches in East Java, 2 branches in Kalimantan. Five of the 20 newly opened branches have been equipped with 5 (five) Privilege Banking Centers dedicated to premium customers. The five Privilege Banking Centers are available at UOBI branches: Radio Dalam, Pondok Indah and Gading Boulevard Raya, Jakarta; Dago, Bandung; and the Manyar Kertoarjo branch, Surabaya.

Armand also explained, "Starting from the idea that all employees are brand ambassadors for UOBI, we are aware that even the uniforms worn by employees are a reflection of the UOB Group as a whole, namely professionalism, confidence and insight.

The UOB uniform, specially designed by Singaporean international fashion designer Wykidd Song, has a look that matches UOB's Corporate Color. This new design is a combination of the existing and UOB's in the future. The feel of UOB's uniform reflects Asian cultural roots. The sky-blue color reflects UOB's international exposure, while the olive color for Privilege Banking represents abundant affluence, while the stripes on the blouse reflect the UOB logo which symbolizes security and unity.

During the promotional period for opening this branch, UOBI offers several attractive programs for customers, including a special gift in the form of shopping vouchers for customers who applied for a UOBI KPR and various attractive prizes for customers opening new savings accounts. With this transformation from face to face of UOBI, it is hoped that UOBI's vision as The Premier Bank in 2015 can be achieved and attractive programs can always be provided to UOBI customers.

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About UOB Indonesia

Established in Jakarta in 1956, PT Bank UOB Indonesia is one of the leading banks in Indonesia with a service network of 213 offices and 132 ATMs spread across 30 cities in 18 provinces throughout Indonesia.

Effective on 19 May 2011, the Bank officially changed its name from PT Bank UOB Buana to PT Bank UOB Indonesia.

UOB been recognized as a bank with a focus on small and medium enterprises and has strength in the number of retail customers. UOB is also currently developing corporate banking business and offers a range of treasury products and services to its customers.

UOB's performance has received recognition and appreciation from independent parties such as the 'AAA' (idn) rating with a stable prospect from rating agency Fitch Rating Indonesia. Throughout 2011, the Bank received several awards, including Very Good title for financial performance in 2010 and the Platinum Award for Excellent Financial Performance for 10 consecutive years, namely 2001-2010, both from Infobank Magazine, ABFI Banking Award Best Performance Banking 2011 Medium Private Category from Tempo Media Group and ABFI Institute Perbanas as well as the third winner of the Annual Report Award for the Private Financial Non-Listing category. In early 2012, UOB also received the Indonesian Brand Champion 2012 award from MarkPlus Insight for the category of Banks with Assets under IDR 75 Trillion.

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