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TMRW raises awareness of smarter personal financial management through social media campaign “Pledge of Change”

TMRW pledges IDR5,000 for each TikTok video pledge; with close to 8,000 TikTok videos submitted, Bank to donate more than IDR100 million to members of the community impacted by the pandemic

Jakarta, 23 December 2020 – Almost 8,000 young Indonesians have joined the ‘*Pledge to Change*’ campaign by TMRW by UOB to make smarter financial decisions when it comes to their spending and saving habits.

TMRW, ASEAN’s first mobile-only bank to serve the region’s generation of enterprising and digitally-savvy consumers, invited young Indonesians to declare their intention to improving financial management by creating TikTok video pledges¹. TMRW also released a special video filter to add creativity to the videos. For every video uploaded on TikTok, TMRW pledged to donate IDR5,000 which will be distributed through Bulir Padi Foundation, a non-governmental organisation that specialises in supporting marginalised children from disadvantaged families.

The genesis of the ‘*Pledge to Change*’ campaign came from the *UOB ASEAN Consumer Sentiment Study* which found that 65 per cent of Gen-Y² Indonesians had increased their spending during the Large-Scale Social Restrictions period³. The study found that COVID-19 has changed the way young Indonesians shop and Gen-Y consumers spent more on health supplements, followed by food items such as takeaways and groceries during the pandemic. As more people work from home, there was also a significant shift in preference for e-commerce shopping, instead of at physical stores, and this has led to increased impulse buying.

¹ TikTok is one of the most popular social media platforms in Indonesia. According to data from app analytics firm Sensor Tower, nearly half of TikTok’s more than 360 million downloads come from Indonesia, with 151 per cent growth year-on-year for 2020. Source: www.sensortower.com

² TMRW defines Gen-Y as those who are currently between the ages of 23-40 years old, including the Young Professionals and Young Professionals with Family

³ *UOB ASEAN Consumer Sentiment Study*, July 2020



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Mr Fajar Septandri Maharjaya, Digital Bank Head, UOB Indonesia said he appreciated the support and enthusiasm of the young Indonesians who participated in the campaign.

“The *'Pledge to Change'* campaign raises awareness of the tendency for people overcome their COVID-19 isolation and weariness by shopping online. With many people finding that the things they have bought online unnecessary, we are helping people to spend smarter and to avoid the feelings of spending regret. With TMRW, we hope to help young Indonesians meet their financial goals and to support them as they build a better tomorrow,” Mr Fajar said.

Supporting the education of marginalised children who are impacted by Covid-19

As COVID-19 continues to affect people’s lives and forces school closures, TMRW has stepped up to make sure vulnerable populations are cared for during the pandemic. TMRW’s total donation of more than IDR100 million to Bulir Padi will support 25 marginalised Grade 11 and 12 students who have limited access to the internet, as well as covering their school fees and supporting learning through an online mentoring programme for 12 months .

“We believe in being a responsible corporate citizen, helping as many people emerge stronger from this pandemic. We hope that through our *'Pledge to Change'* campaign, we can encourage our customers to have a improved financial behaviour and have them connect with others as they help them in this time of need,” Mr Fajar said.

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About UOB Indonesia

UOB Indonesia was established in 1956. The Bank’s service network comprises 41 branch offices, 131 sub-branch offices and 160 ATMs across 30 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 UOB, 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.



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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 it is 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 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 TMRW by UOB, please visit www.tmrwbyuob.com

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