

## NEWS RELEASE

### **UOB Indonesia launches UOB Agents smartphone app – the first mortgage-linked app by a financial institution in Indonesia**

*The app connects property agents nationwide to mortgage bankers; speeds up the home loan referral process*

**Jakarta, 7 June 2017** – PT Bank UOB Indonesia (UOB Indonesia) today officially launches UOB Agents, a smartphone application to help property agents nationwide connect with mortgage bankers more effectively. UOB Agents<sup>1</sup> is the first mortgage-linked app by a financial institution in Indonesia.

Through UOB Agents' centralised appointment management system, property agents registered with UOB Indonesia can submit home loan referrals to the bank and within minutes, arrange for their client to meet a mortgage banker. Typically this process takes up to five days as property agents have to make a number of calls to schedule face-to-face meetings for their customers and mortgage bankers. With UOB Agents, an available mortgage banker will be able to accept the incoming referral and thereafter meet the property agent with the prospective home buyer at an agreed time. The agents will also be notified on the successful referrals that result in loan applications being made.

Mr Iwan Satawidinata, UOB Indonesia's Deputy President Director, said, "Home-buyers in Indonesia typically rely on their property agents' recommendations for mortgages. Through the UOB Agents app, we are making the mortgage application easier by providing a faster and more convenient way for property agents to connect the Bank with home-buyers. This is one way we work with our partners to strengthen our service offering to our customers."

In 2016, UOB Indonesia recorded a 120 per cent increase in new mortgage loans referred by property agents.

#### **How the UOB Agents app works**

The UOB Agents app interface is easy to use and is a valuable tool to help property agents manage the mortgage application process more efficiently.

---

<sup>1</sup> UOB Agents is available through Apple App Store and Google Play Store. After registration and verification, a property agent will be able to make and to track mortgage referrals.

A property agent who wishes to refer a home-buyer to UOB Indonesia simply submits a meeting request through the app and a notification will pop up on the mobile phones of the Bank's mortgage bankers.

An available mortgage banker will then contact the property agent to confirm a face-to-face meeting, during which the banker will explain the loan application process and projected payment terms to the home-buyer in detail. Within days, the home-buyer will know whether their loan request has been approved.

Mr Hengkie Husada, Head Principal of Ray White Kelapa Gading Barat Branch, said he is very pleased with how the UOB Agents app has improved his business.

"The UOB Agents app enables more effective communication and collaboration between our agents and UOB Indonesia's mortgage bankers. Even my newest agents who have not met any UOB mortgage bankers prior can refer their customers to the bank," Mr Husada said.

The UOB Agents app also enables UOB Indonesia to monitor and to track its response rate to requests from property agents, who can also provide feedback on the services provided by mortgage bankers. This will in turn help the Bank to identify and to address proactively potential areas of improvement in its service standards.

The UOB Agents app can be downloaded for free from Google Play and the Apple App Store. Since its pilot launch in February 2017, the app has been downloaded by more than 2,000 property agents across Indonesia.

- End -



PT Bank UOB Indonesia  
HEAD OFFICE  
UOB Plaza  
Jl. M.H. Thamrin No. 10  
Jakarta 10230  
Telp : (021) 2350 6000  
Fax : (021) 2993 6632  
[www.uob.co.id](http://www.uob.co.id)

### **About PT Bank UOB Indonesia**

PT Bank UOB Indonesia (UOB Indonesia) is 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 services. 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 card. UOB Indonesia banking services are also accessible in Indonesia, Singapore, Malaysia, and Thailand through hundreds of UOB ATMs.

With its full suite of corporate/commercial and personal banking products, UOB Indonesia offer customers 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.

UOB Indonesia plays an active role in the community, focusing on art, education and children. Since 2010, UOB Indonesia has held the annual art competition, UOB Painting of the Year. UOB Indonesia also encourages its employees to be involved in its regular volunteer activities. These include the annual UOB Heartbeat Run, blood donation and book donation activities.

For further details on UOB Indonesia, please visit [www.uob.co.id](http://www.uob.co.id)

**For media queries, please contact:**

**Steven Fitzgerald Sipahutar**  
Strategic Communications  
Tel: +62 21 2350 6000 ext. 31246  
Email: [stevenfigerald@uob.co.id](mailto:stevenfigerald@uob.co.id)

**Putri Kusuma Tuanku**  
Strategic Communications  
Tel: +62 21 2350 6000 ext. 31230  
Email: [putrikusuma@uob.co.id](mailto:putrikusuma@uob.co.id)

