

NEWS RELEASE

UOB Indonesia updates the UOB Lady's Card to suit the lifestyle needs of Indonesia's financially independent working women

Jakarta, 13 March 2017 – PT Bank UOB Indonesia (UOB Indonesia) today launched an updated UOB Lady's Card designed specifically to meet the lifestyle needs of Indonesia's financially independent working women¹.

Working women account for 11 per cent of the Indonesian economy² and their purchasing power is growing in influence. According to UOB Lady's Card spend data for 2016, professional working women spent the most on fashion, retail, department store and supermarket (22 per cent), followed by dining (18 per cent) and health (4 per cent). With this in mind, UOB Indonesia has redesigned the benefits offered through the UOB Lady's Card.

Ms Lynn Ramli, Head of Personal Financial Services UOB Indonesia, said that the spending patterns of Indonesia's financially independent working women revealed how they chose to spend their hard-earned money and guided the Bank on how to ensure the card, launched in 2010, remained relevant to the lifestyle needs of women.

"Over the years, we have seen more women sign-up for the Lady's Card as they entered the workforce and began earning their own money. In keeping with their preferences and spending priorities, we have reviewed the spending patterns on the card and given the card a makeover," Ms Ramli said.

¹ Defined as women earning more than IDR 10 million per month.

² Country national stats, RFI surveys 2015, Euromonitor International

A card to reward Indonesia's professional working women

The UOB Lady's Card makeover focused on the professional working woman's passion for fashion, eating well and maintaining a healthy lifestyle. Benefits have been upgraded in four key areas:

1. Lady's Rewards – providing triple reward points for fashion, department store, supermarket and e-commerce purchases.
2. Lady's Luxe Pay – a three or six-month instalment payment plan for fashion purchases where interest and processing fees are waived. This helps women manage their love for fashion more efficiently through a fixed monthly repayment amount to pay for big-ticket fashion purchases.
3. Lady's Day - attractive discounts every Wednesday, with a focus on complimentary health and beauty treatments at Indonesia's top spas and salons.
4. Lady's Moment – a special welcome gift when the IDR 1million is charged to the Lady's Card in the first month.

As part of the makeover, the look of the Lady's card has also been redesigned and now features a rose symbol created by internationally acclaimed designer Vivienne Tam. The rose represents the theme "It's time to shine", which celebrates the growing confidence of the contemporary Indonesian woman.

"The revamp of the UOB Lady's Card emphasises UOB Indonesia's commitment to supporting the lifestyle needs and aspirations of Indonesia's professional working women. We are confident that with the latest look and benefits, the UOB Lady's card will remain as one of their most preferred cards," Ms Ramli said.



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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

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