
NEWS RELEASE

UOBI: Women with deeper pockets spend more on fashion, more frequently

Fashion related transactions rise 44.7 per cent from 2013 to 2014

Jakarta, Indonesia, 6 February 2015 – PT Bank UOB Indonesia (UOBI) today announced that the number of purchases made on the UOBI Lady's Card for fashion items has increased by 44.7 per cent from 2013 to 2014¹.

Fashion, dining and beauty treatments are UOBI's top three spending categories for women. Between 2013 and 2014, Women also spent 70 per cent more on the UOBI Lady's Card than they did in 2012.

Ms. Lynn Ramli, Executive Director and Head of UOBI Personal Financial Services, said the figures are a reflection of how modern Indonesian women enjoy greater financial freedom and greater independence that come with a higher disposable income.

"Based on our research², we found that Indonesian women work hard, have a taste for fine food and like to pamper themselves by keeping up to date with the latest fashion and beauty trends. The fact that women are spending significantly and also more frequently on fashion, food and beauty, tells us that their disposable income are growing, in tandem with the growth of Indonesia's economy." Ms. Ramli said.

Giving the modern Indonesian woman more of what she wants

As part of giving women more of what they want, women can look forward to fashion privileges this Lunar New Year. From now till 30 September 2015, UOBI will be offering Lady's Card Cardholders who shop at Alleira Batik a 30 per cent discount on all their purchases every Wednesday and 15 per cent discount on any other day.

¹ Data based on total volume of transactions between 2013 and 2014 for UOBI Lady's Card and UOBI Lady's Platinum cardholders nationwide.

² Survey conducted through focus group discussions and In-depth Interviews on 18-24 February 2014, with 45 respondents aged from 21 to 45, with minimum income Rp60,000,000 annually.

Ms. Ramli said UOBI's partnership with Alleira is born out of a deep understanding of the lifestyle of today's Indonesian woman, especially UOBI's Lady's Card Cardholders.

Other fashion benefits include discounts of up to 50 per cent on selected fashion labels such as Charles & Keith, Pedro, Atmosphere, and Body & Soul. Cardholders can also enjoy special privileges for beauty treatments at Body Contours, Gaya Spa, May May and Toni & Guy Hairdressing.

UOBI Lady's Card caters specifically to what women want and women's lifestyle. The Bank expects the number of UOBI Lady's Card Cardholders to triple in the next three to five years.

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About PT Bank UOB Indonesia

PT Bank UOB Indonesia (UOBI) is a leading bank in Indonesia, established in 1956. The bank's service network comprises 41 main branch offices, 168 sub-branch offices and 191 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.

UOBI plays an active role in the community, focusing on the arts, education and children. UOBI held annual art competition in Indonesia, the UOB Painting of the Year. UOB 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.

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.

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