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## NEWS RELEASE

### **United Overseas Bank and Metro Launch the Metro UOB Visa Gold Card and the Metro Credit Card**

*Cardmembers enjoy one of the highest discounts offered by  
a department store credit card, more benefits and more rewards*

**Singapore, 29 October 2003** - Singapore's biggest credit card issuer, United Overseas Bank Limited (UOB), and homegrown department store, Metro (Private) Limited [Metro], today announce plans to launch two new credit cards - the Metro UOB Visa Gold Card and the Metro Credit Card.

#### **Benefits and Privileges**

The Metro Credit Card allows Cardmembers to enjoy additional benefits such as a credit line. Being a Private Label Card, the Metro Credit Card is for exclusive use at Metro stores only. Cardmembers who would like to enjoy the added convenience of a global credit card can opt to apply for the Metro UOB Visa Gold Card.

Besides greater financial flexibility, both credit cards allow Cardmembers to enjoy one of the highest discounts offered by a department store credit card, viz., a 10% instant discount\* at Metro all year round.

Other exclusive benefits of the Metro UOB Visa Gold Card and the Metro Credit Card include the following:

- Metro Rewards: Earn 1 Metro Point for every S\$10 charged to either card and redeem them for a wide range of Metro Rewards at [www.metro.com.sg](http://www.metro.com.sg)
- Shop online at [www.metro.com.sg](http://www.metro.com.sg) and earn Metro Points
- Enjoy a 20% discount on merchandise at Metro for the month of one's birthday.

Metro UOB Visa Gold Cardmembers can enjoy the following additional privileges:

- Metro SMART\$ Cashback: Earn Metro SMART\$1 for every S\$30 charged to the card. Accumulate and redeem these Metro SMART\$ on future purchases at the rate of Metro SMART\$1=S\$1
- UOB Rewards Plus: Earn UNI\$1 for every S\$5 charged to the card, which can be accumulated and then redeemed for rewards from the biggest rewards programme in town or converted to Metro Points
- Travel now and pay later with UOB Travel Planners' interest-free instalments of up to 6 months
- Enjoy up to S\$1,000,000 in travel insurance coverage on international flights
- Worldwide recognition at more than 24 million establishments around the world
- Worldwide support through an emergency travel assistance programme.

Mr Francis Hsu, UOB's Senior Vice President and Head of Credit Cards & Travel-Related Services, Personal Financial Services, says, "As the leading credit card issuer in Singapore, we are constantly anticipating the unique needs of our customers. The introduction of the Metro UOB Visa Gold and the Metro Credit Card is no exception. We are proud to collaborate with Metro, one of the leading local department stores, to bring our customers fantastic value, great discounts and exciting rewards."

Mr Pang Say Kong, General Manager, Metro (Private) Limited, says, "Metro is very excited about this partnership with UOB. It will allow us to tap our combined strengths - UOB for its card management expertise and Metro for its vast retail experience - to offer better services to our customers. Metro has always been committed to building strong relationships with our customers and the new credit cards will enhance this relationship with their attractive perks and benefits. Other than discounts and redemption, we are looking into developing a wider range of activities for Cardmembers."

### **Benefits for All New Cardmembers**

Upon approval of their applications, all new Cardmembers will enjoy a 12% discount on their first purchase as a Metro UOB Visa Gold or Metro Credit Cardmember, as well as free Cardmembership for the first year. They will also each receive a

complimentary treatment at Body Wellness, and a S\$50 Action Hair Salon Voucher.

### **About United Overseas Bank's Credit Card Business**

United Overseas Bank Limited (UOB) is focused on enhancing its leadership in the consumer market. UOB is today the largest credit card-issuing bank in Singapore with a card base that exceeds 800,000 and a market share of close to 30 per cent. In

addition, UOB has the largest base of merchants in Singapore, both for consumer and commercial credit card acceptance. The Bank also has more than 20 co-brand cards in its stable, covering the retail sector, service providers and non-profit organisations.

### **About Metro Pte Ltd**

Started in 1957 as a small store on Hill Street, the 46-year-old leading retailer currently operates five stores in Singapore. The Singapore stores are Metro Paragon (1988) in Paragon Shopping Centre, Metro Marina (1988) in Marina Square, Metro

Tampines (1996) in Century Square, Metro Woodlands (1998) in Causeway Point, and Metro Sengkang (2002) in Compass Point. Metro received the People Development Award in 2001.

\* Terms and Conditions apply.

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