

## NEWS RELEASE

### UOB And SingTel Relaunch The SingTel-UOB Visa Card

*The SingTel-UOB VISA Card - Celebrate Life with Smaller Bills*

**26 May 2005, Singapore** - United Overseas Bank Limited (UOB) and Singapore Telecom (SingTel) will relaunch the SingTel-UOB VISA ("the Card") tomorrow, with even more benefits and privileges.

First launched in 1999, the Card offers members the best of both worlds - privileges that come with a UOB credit card, together with special deals and smaller bills with SingTel. The card allows members to earn UOB SMART\$ on their SingTel bills, when the bill is charged to the card. SMART\$ can also be earned on purchases, and used to offset either purchases or SingTel bills.

The revamped card offers new benefits such as attractive rebates on SingNet BroadBand and SingTel Mobile plans, complemented by free Value Added services such as Caller ID, Caller Non ID, and free MMS. With an enhanced offering, card members will also start to enjoy quarterly mobile phone offers, various thematic service promotions, content preview, and online shopping perks.

To top it off, the card comes with a welcome offer of a S\$100 SingTel voucher on 3G phones for applications before 30 June 2005 and a 3 year fee waiver for applications before 31 Dec 2005.

Benefits enjoyed by card members include:

- Rebates of up to S\$180 on mobile and broadband services
- Earn UOB SMART\$ (0.5%) on total card bill
- Earn UOB SMART\$1 for every S\$30 charged at SmartClub outlets
- Earn UOB SMART\$ (up to 2%) on monthly SingTel bills
- 10% discount on telephone and mobile accessory purchases at hello! stores

- Free upgrade to 3G SIM card and/or replacement in case of loss or damage
- Free SingTel Mobile value added services for i-Plans, Classic and Premium plans customers: Caller ID for the duration of card membership; Caller Number Non-Display for six months; and 20 free MMS per month for six months
- Waiver of registration fees for all SingTel Mobile and SingNet BroadBand value added services

UOB's Executive Vice President of Personal Financial Services, Sim Puay Suang, said, "UOB is constantly seeking ways to bring more value to our customers. The SingTel-UOB VISA Card is a significant partnership that leverages on the strengths of UOB and SingTel, giving the cardholder twice the privileges and convenience. The Card offers unique benefits that would certainly appeal to SingTel customers who also enjoy the recognition and benefits accorded to a UOB Credit Cardholder."

"The new card is all about SingTel and UOB working together to give better value to our customers," said Mr Paul Kitchin, Vice President, Consumer Marketing, for SingTel's Consumer Business.

"Through this partnership we give customers the convenience of paying their bills through the card with the benefit of earning SMART\$ to make their bills even smaller. On top of that, customers get rebates on their SingTel purchases and some great Value Added services including free Caller ID for the term of their mobile contract."

### **Membership Details**

The minimum annual income required for membership is S\$30,000. Interested applicants can obtain application forms from UOB Group branches and SingTel hello! stores, or call the UOB Call Centre at 1800 22 22 121.

### **About United Overseas Bank**

UOB is a leading bank in Singapore that provides a wide range of financial services through its global network of 385 branches, offices and subsidiaries in 18 countries and territories in Asia-Pacific, Western Europe and North America. It has banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and the Philippines.

UOB is focused on enhancing its leadership in the consumer market and is today, the

largest credit card-issuing bank in Singapore with a card base that exceeds 980,000. The Bank also has the largest base of merchants in Singapore, both for consumer and commercial credit card acceptance. There are currently more than 20 co-brand cards in its stable, covering the retail sector, service providers and non-profit organisations.

For more information on UOB, visit [www.uobgroup.com](http://www.uobgroup.com)

## **About SingTel**

SingTel is Asia's leading communications group with operations and investments around the world. Serving both the corporate and consumer markets, it is committed to bringing the best of global communications to customers in the Asia Pacific and beyond.

With significant operations in Singapore and Australia (through wholly-owned subsidiary SingTel Optus), the Group provides a comprehensive portfolio of services that include voice and data services over fixed, wireless and Internet platforms.

To serve the needs of multi-national corporations, SingTel has a network of 34 offices in 16 countries and territories throughout Asia Pacific, Europe and the United States. These offices enable SingTel to deliver reliable and quality network solutions to its customers, either on its own or jointly with local partners.

The Group also has major investments in India, Indonesia, the Philippines and Thailand. Together with its regional partners, SingTel is Asia's largest multi-market mobile operator, serving almost 65 million customers in six markets.

SingTel employs more than 19,000 people worldwide and had a turnover of S\$12.6 billion (US\$7.64 billion) and net profit after tax of S\$3.27 billion (US\$1.98 billion) for the year ended 31 March 2005. More information can be found at [www.singtel.com](http://www.singtel.com) and [www.optus.com.au](http://www.optus.com.au)

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