

---

## NEWS RELEASE

### **Iconic UOB Lady's Card Gets Makeover to Meet Needs of Women**

#### ***New card enhanced with myriad lifestyle and financial solutions is soul mate to the financially independent lady***

**SINGAPORE, 18 May 2010** – United Overseas Bank Limited (UOB), Singapore's largest card issuer, has revamped the UOB Lady's Card with a hi-tech feature and total makeover guaranteed to further endear the iconic credit card to its users.

UOB, the first to create a credit card targeted at the female segment and the first to market to the affluent female segment with the UOB Lady's Solitaire, is today the first in the market to develop a mobile application dedicated to ladies with augmented reality technology to help cardmembers access privileges at their fingertips and connect with people who are important to them.

This is how it works. Just download the Lady's Soulmate application from Apple iStore, SingTel App Zone or UOBLadys.com to a compatible mobile phone. Thereafter, the cardmember need only tap on the application when she is in a shopping centre and all the latest UOB deals, shopping offers and dining treats within her vicinity will pop up on-screen. More than that, at the touch of another button, the Lady's Cab Call feature helps her secure a cab and get ahead of taxi queues, and the Lady's Planner allows her to organise her daily life easily.

"The introduction of the UOB Lady's Soulmate application marks a changing era for the UOB Lady's Card, to keep in line with the progress of women and technology. The only constant over the last 20 years has been our attention and focus on the specific needs of women. We have taken a 360-degree approach in the Lady's Card makeover, leveraging our insights into women

over the years and research around the region,” says Ms Gan Ai Im, UOB’s Regional and Singapore Head of Cards and Payment Products.

“MasterCard is very pleased to have collaborated with UOB for over 20 years on the Lady’s Card programme, starting with Singapore. In the last few years, through MasterCard research on women, we have witnessed women in this region increasingly taking on decision-maker roles and becoming key drivers of economic growth. As women juggle responsibilities both at work and at home, we hope that they can unwind and be rewarded with these exclusive privileges from UOB,” said Julianne Loh, Vice President and Country Manager, Singapore, MasterCard Worldwide.

Technology on tap is but one of the many benefits available to Lady’s Cardmembers. The new UOB Lady’s Card proposition centres around providing a total financial and lifestyle solution which complements the modern woman who is constantly on the move – from connectivity, discovery, fashion and money matters.

The rising affluence of women has seen a significant rise in travel. Lady’s Getaway Guru, an exclusive travel advisory, offers Top Ten Lady’s Discovery experiences, catering to diverse needs for adventure, wellness, gourmet and even soul searching by contributing to society, visiting orphanages in Cambodia.

For any occasion, Club 21 Styling services valued at \$300 is complimentary to UOB Lady’s Cardmembers and available with personalised advice on fashion and styling. On top of this, the new UOB Lady’s Bonus Rewards Programme promises even more rewards with up to 100% Bonus Rewards points with a minimum qualifying spend that starts from as low as \$500 per month.

Ladies can also now shop the world for the latest styles through UOBLadys.com. The Lady’s Online shopping service powered by vPOST is an exclusive portal offering the best shipping rates in town and attractive shopping coupons. Daily online updates on the hottest sales ensure that UOB Lady’s Cardmembers get first dips on what are available.

Financially savvy Lady's Cardmembers can take advantage of 30% discount on first year premiums for PRUsmart lady II health insurance. Ladies also enjoy exclusive savings on unit trusts sales charges at the nearest UOB Branch.

The new look of the UOB Lady's Card will be unveiled on 19 May 2010 in Singapore, with exciting new card face designs for the Lady's Classic, Lady's Platinum and Lady's Solitaire cards. The signature Lady's Rose motif is made even more distinctive and fresh in keeping with the new persona of card. An exclusive Lady's tote bag has also been commissioned as a gift, with minimum spend.

"At the core of the UOB Lady's Card popularity, is the preservation of the driving principle of this all-female product, *The Men Don't Get It*. More than just a 20-year signature tagline, it is a subtle statement of the strength in financial independence and freedom of choice among women. Now, underpinned by technology and refreshed with a host of new privileges, we are confident that the Lady's Card will continue to be preferred, extending our leadership in the female space," says Ms Gan Ai Im.

The UOB Lady's Card cards in circulation stands at more than 500,000 in Singapore, Malaysia and Thailand, and the card will be introduced in Indonesia in the 3<sup>rd</sup> quarter of this year. The Lady's Card, an integral regional offering is targeted to more than double by 2014, driving the continued growth of the UOB card business in the region.

- ends -

### **About United Overseas Bank**

United Overseas Bank Limited (UOB) is a leading bank in Asia. It provides a wide range of financial services through its global network of over 500 offices in 19 countries and territories in Asia Pacific, Western Europe and North America, including banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and mainland China.

In Singapore, UOB is a market leader in the credit and debit cards business, and the private residential home loan business. It is also a key player in loans to small and medium enterprises. Its fund management arm, UOB Asset Management, is one of Singapore's most awarded fund managers.

UOB is rated among the world's top banks by Moody's Investors Service, receiving B for financial strength, and Aa1 and Prime-1 for long-term and short-term bank deposits respectively.

UOB also plays an active role in the community, focusing on children, education and the arts. It has organised the prestigious Painting Of The Year Competition and Exhibition since 1982, and supports Very Special Arts Singapore which provides art programmes for the disabled. In recognition of its contributions to the arts, UOB has been conferred the National Arts Council's Distinguished Patron of the Arts Award for the third consecutive year. UOB has also established the annual UOB Heartbeat Run to raise funds for charity.

For media queries, please contact:  
Sarah Ng  
Group Communications  
Email: Sarah.NgSP@UOBgroup.com  
Tel: 6539 2225

---