
NEWS RELEASE

UOB Privilege Reserve ‘Metal’ Card Shines at the *Asian Banking and Finance Retail Banking Awards 2012*

Card for high net worth customers wins Credit Card Initiative of the Year

Singapore, 21 September 2012 – United Overseas Bank Limited (UOB) has won the Credit Card Initiative of the Year (Singapore) award for its UOB Privilege Reserve Card for high net worth customers at this year’s *Asian Banking and Finance Retail Banking Awards*.

UOB is the first local bank in Singapore to launch a metal card with a distinguishing champagne-hued Alpaca metal face. The UOB Privilege Reserve Card beat other contenders with the attention to detail in its cardface design, dedicated concierge services and luxurious lifestyle privileges.

Ms Gan Ai Im, Head of Cards and Payment Products for UOB said, “We’ve used the insights from being the market leader in premium cards for over two decades to develop this unique card for high net worth customers.

“According to our research, the top two things that these customers value most in a card are recognition of their status and personalised service. We decided on a metal card because its unique look, substantial weight and exclusivity mean cardmembers are instantly acknowledged as important customers when they take this card out of their wallets. The dedicated concierge consultants provide personalised, round-the-clock service to our cardmembers.”

The UOB Privilege Reserve Card is extended exclusively and by-invitation only to UOB Privilege Reserve customers who have assets under management of S\$2 million and above with the bank, as well as to selected high-spending customers.

Significant demand for the card has been driven by word-of-mouth alone. Without any advertising, more than half of the main card base has come from referrals from other UOB Privilege Reserve cardmembers.

Mr Tim Charlton, Editor-in-Chief of *Asian Banking and Finance* said, “What distinguishes the UOB Privilege Reserve Card from other cards in the market is the attention to service excellence and highly exclusive offerings which clearly place it a cut above other premium cards in the market.”

For instance, UOB Concierge Consultants helped a Singapore-based cardmember locate a Swiss specialty bakery and send a flourless, gluten-free cake to a loved one with dietary restrictions in Switzerland.

The personalised service also extends to helping cardmembers make special arrangements with merchants so rather than having to write a cheque, they can put their million dollar jewellery, art piece, or supercar purchases onto their UOB Privilege Reserve Card and enjoy accumulating card rewards points.

Among the exclusive offerings that UOB Privilege Reserve cardmembers enjoy are personalised events hosted by luxury brand partners. These have included a mini watch making workshop by German luxury watchmakers, A. Lange and Sohne, and a Louis XIII cognac pairing dinner with Caspian Sea caviar. In addition, high-spenders are rewarded with complimentary use of a yacht.

Cardmembers also have club access and enjoy complimentary golf flights at more than 22 golf clubs in Singapore and around the world.

The UOB Privilege Reserve card is currently available in Singapore and will be offered in other selected Southeast Asian markets in 2013.

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.

UOB plays an active role in the community, focusing on children, education and the arts. Its staff volunteerism programme was initiated in 2007. Through the UOB Heartbeat Run/Walk, UOB has raised funds for its named beneficiaries. UOB has also organised the prestigious Painting Of The Year Competition and Exhibition since 1982. 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 eight consecutive year.

For more information, please visit UOB website: uob.com.sg

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