

News Release

Co Reg. No. 193500026Z

UOB, in partnership with CK Star Entertainment, presents first-ever exclusive private session for Bank's customers featuring Cantopop Diva Sammi Cheng, tickets only acquirable via rewards points redemption

Sammi Cheng's one-night-only exclusive session is a testament to UOB's leadership in the entertainment segment.



Singapore, 12 June 2026 – UOB, in partnership with CK Star Entertainment, is proud to bring multi award-winning Hong Kong Cantopop queen Sammi Cheng to Singapore for a first-of-its-kind exclusive private session to the Bank's customers in Singapore, with tickets only available via rewards points (UNI\$) redemption.

Renowned for classics such as “终身美丽” (Beautiful Life), “值得” (Worth It) and “我们都是这样长大的” (We Grew this Way), “An Evening with Mi – A one-night only private session in Singapore, only for UOB Customers” will take place on 6 September 2026 at the Sands Grand Ballroom, Marina Bay Sands.

Fans can secure tickets via UNI\$ redemption, redefining event access through a fully rewards-driven distribution model. UNI\$ are part of UOB's loyalty rewards programme, and are earned when cardholders spend on eligible cards¹. Ticket redemptions will commence within the first half of August 2026, on a first-come-first-served basis². There will be no public sale of tickets.

¹ A list of eligible cards and their respective UNI\$ earn rates can be found at section B in our [Terms and Conditions](#).

² For more details on the UNI\$ redemption rates and mechanics, please visit go.uob.com/AnEveningwithMi



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"We are excited to welcome Sammi Cheng to Singapore for a private session that will truly be exclusive. As the first event held solely for our customers and ticketed via our UNI\$ redemptions, headlined by a Cantopop legend, we have set yet another precedent of unique entertainment experiences that money cannot buy. Come September, we look forward to having a '眉飞色舞' celebration with Sammi Cheng, together with our customers," said Jacquelyn Tan, Head, Group Personal Financial Services, UOB.

"I am really looking forward to this upcoming event. My fans in Singapore have been incredible supporters throughout my music journey, and I want to show my appreciation for their dedication. Connecting through music is something I deeply value, and I look forward to sharing a memorable evening with everyone in attendance," said Sammi Cheng.

"We are thrilled to partner with UOB to bring this distinctive, once-in-a-lifetime experience to audiences in Singapore. 'An Evening with Mi' offers a fresh format that blends Sammi's iconic music with a more personal and intimate connection with her fans. We deeply value our partnership with UOB and look forward to creating more exclusive, world-class experiences together," said Alan Ow, Regional Head of Business Development, CK Star Entertainment.

In the lead-up to the private session, UOB cardholders looking to boost their UNI\$ balances can do so by charging to eligible UOB cards. In a first for the Bank, customers can also utilise non-card transactions beyond everyday spending to earn UNI\$, such as by topping up fresh funds into deposit accounts and purchasing eligible insurance plans³.

"An Evening with Mi – A one-night only private session in Singapore, only for UOB Customers" is the latest jewel in the crown of UOB's entertainment propositions, with the Bank being the official Bank partner for past concerts which featured legendary Cantopop duo George Lam and Sally Yeh, Mandopop diva A-mei as well as Heavenly King Andy Lau. Buoyed by top-class acts in Asia and beyond, UOB's entertainment spending surged almost 20 per cent year-on-year in 2025, and is a key pillar of the Bank's card strategy.

The use of UNI\$ redemption mechanics for "An Evening with Mi – A one-night only private session in Singapore, only for UOB Customers" is the latest milestone in the Bank's efforts in realising its longer-term ambition to make it a borderless currency that can be redeemed for lifestyle rewards across the region. This ambition was kickstarted in September last year when UOB became the first Singapore financial institution to enable customers from the country to redeem UNI\$ when they travel and spend in Johor, Malaysia. Singapore UOB cardholders can now instantly offset their bills at more than 150 merchant outlets in Johor using their UNI\$ at the point of sale.

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³ Details on earning UNI\$ via non-card transactions can be found here: go.uob.com/AnEveningwithMi



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About UOB

UOB is a leading Asian bank with a global network in Southeast Asia, Asia Pacific, Europe and North America. Operating through our head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, we have a global network of about 430 branches and offices in 19 markets.

Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. Today, UOB is rated among the world's top banks: Aa1 by Moody's Investors Service and AA- by both S&P Global Ratings and Fitch Ratings.

For more than nine decades, UOB has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. UOB is focused on building the future of ASEAN – for the people and businesses within, and connecting with, ASEAN.

The Bank connects businesses to opportunities in the region with its unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to each customer's unique needs and evolving preferences. UOB is also committed to help businesses forge a sustainable future, by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in its support of education, children and art, doing right by its communities and stakeholders.

About CK Star Entertainment

CK Star Entertainment first began organising shows in 2001 through its modest beginnings as Mikie Holiday in Indonesia, and has since evolved into a leading regional provider of live entertainment events in Asia Pacific. With offices in Singapore, Jakarta, and Kuala Lumpur, the team is dedicated to redefining the concert experience for both partners and fans. CK Star Entertainment's roster comprises both world-class acts and emerging talents across varying genres, including Alan Walker, James Arthur, A-Lin, Power Station, TAEYEON, IU, EPIK HIGH, and more.

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