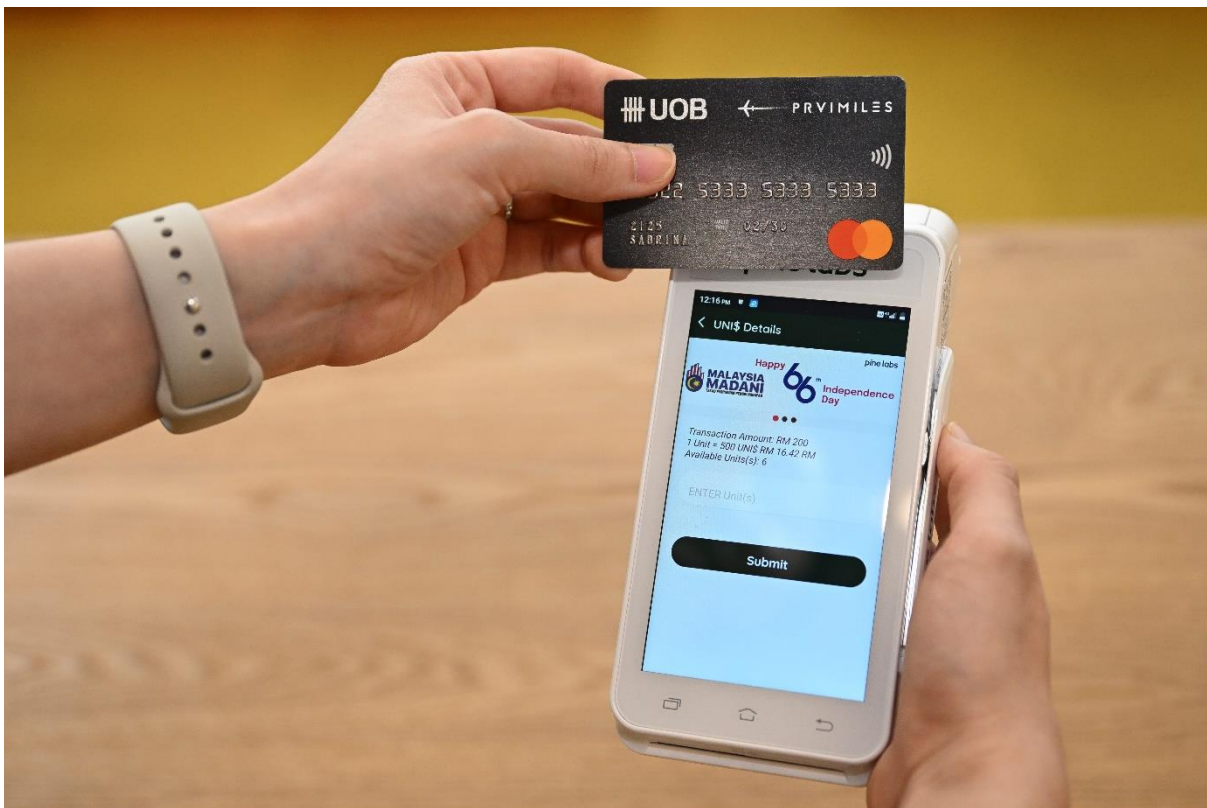


News Release

Co. Reg. No. 193500026Z

UOB pioneers cross-border card rewards redemption for Singapore customers, strengthening Malaysia-Singapore Consumer Connectivity

New capability leverages the Bank's leading regional presence and adds to existing card benefits for UOB customers across ASEAN



From today, Singapore UOB credit card customers may instantly redeem UNI\$ rewards points at the point of sale at eligible merchants in Johor.

Singapore, 29 September 2025 – UOB is the first Singapore financial institution to launch a pioneering credit card capability today, enabling Singapore customers to redeem rewards points (UNI\$) when they travel and spend in Johor, Malaysia. From today, Singapore UOB cardholders can instantly offset their bills at more than 150 merchant outlets using their rewards points (UNI\$) at the point of sale.



As the Bank with the most comprehensive regional network serving more than 8.4 million retail customers and the largest credit card issuer in ASEAN for Visa and Mastercard in billings, UOB is well positioned to facilitate intra-regional consumer travel and spending. This new capability marks another milestone in the Bank's regional strategy to deliver seamless, cross-border banking experiences, complementing its existing cross-border transaction solutions.

UOB's cross-border redemption offering caters to rising cross-border consumer traffic and spending in Malaysia, where Singapore visitor numbers have grown by more than 22 per cent in the first half of 2025, compared to the same period in 2024¹. This upward trend is expected to continue with growing connectivity and economic ties between the two cities, catalysed by the newly established Johor-Singapore Special Economic Zone and the upcoming Singapore Rapid Transit System launching in 2026.

Ms Jacquelyn Tan, Head of Group Personal Financial Services at UOB, said, "Singaporeans love travelling to Johor. In the first half of 2025, Singapore UOB cardholders spent nearly 15 per cent more overseas compared to the same period in 2024, higher than the regional average. Of this, they are spending 20 per cent more in Malaysia, with half of that spent in Johor. Leveraging the Bank's strong presence in Malaysia, our new rewards capability opens a fresh avenue for our customers to stretch their rewards and experience greater value deals as they cross the border. This marks the next phase of our goal to create a borderless rewards ecosystem, providing our ASEAN customers with more choices, enhanced flexibility and greater value in how they spend, earn and redeem rewards overseas."

This feature complements UOB's existing cross-border capabilities – from travel-centric cards like the UOB PRVI Miles Credit Card, EVOL Card with 0% FX fees and multi-currency FX+ Debit Card, to easy payments via Duitnow QR, and fee-free overseas withdrawals at UOB ATMs. It also adds to ongoing regional card privileges, such as UOB Thailand's collaboration with Central Group offering Tourist Exclusive deals, and accelerated miles on regional spend with the UOB PRVI Miles Credit Card.

Furthermore, through the Bank's award-winning digital banking platform UOB TMRW, UOB continues to elevate its customer experience by delivering personalised offers tailored to each individual's preferences. Central to this initiative is UOB TMRW's Rewards+ programme featuring over 1,000 curated local and regional deals, which feeds country-specific offers to customers based on their travel location and spending patterns. This empowers customers to

¹ Source: The Star: <https://www.thestar.com.my/news/nation/2025/08/19/over-10-million-singaporean-tourist-arrivals-in-2025-to-date-says-tiong>



fulfil their lifestyle and travel aspirations, backed by UOB's robust regional presence and its leadership as the top credit card issuer in ASEAN.

Singaporeans opting for lower-value purchases but shopping more often in Johor

Singapore UOB credit card customers in Malaysia are spending more in Malaysia over the years, with an uptick of about 40 per cent in billings annually from 2022 to 2024, and another 20 per cent growth year-on-year as of June 2025 year-to-date. Johor remains the top Malaysia city of choice, seeing the highest spending growth at 60 per cent annually from 2022 to 2024, and taking up nearly 50 per cent of all spending in Malaysia during the first half of 2025.

While the average ticket size for Johor transactions have dipped slightly from 2022 to 2024, the number of transactions on Singapore credit cards have surged, more than tripling from 2022 to 2024. In the first half of 2025, this number went up further by more than 50 per cent compared to 1H2024. This data suggests that while Singapore consumers are purchasing smaller-ticket items in Johor, they are spending more time or taking more frequent trips to Johor within a year, driving overall spending higher.

Dining remains the top category spend for Singaporeans in Johor, constituting to about 15 per cent of total credit card billings in Johor for 2023, 2024 and 1H2025. Other popular spend categories also remained relatively unchanged in the last few years, including supermarkets and apparel, which clocked in 10 per cent and 9 per cent of credit card billings in Johor respectively in 1H2025.

UNI\$ redemption details and exclusive perks for UOB customers from today

In 2024, close to 20 per cent of Singapore customers holding UNI\$ credit cards (UOB Lady's Card, PRVI Miles Credit Card, UOB Visa Signature Credit Card, etc.) have used their UNI\$ to offset credit card transactions. From today, Singapore UOB customers may use UNI\$ to pay for their purchases instantly, at a rate of UNI\$500 = S\$5, or equivalent in Malaysian Ringgit. This feature is available at popular Johor merchants frequently visited by Singaporeans. These include brands like Subway, Jean Yip, MOG Eyewear and more, all of which have seen year-on-year growth in billings from 2023 to 2024.²

Furthermore, UOB is providing exclusive offers for Singaporeans holding any UOB credit or debit card from today. These include:

² 2023-2024 year-on-year billings growth for Subway: close to 80 per cent; Jean Yip: close to 40 per cent; MOG Eyewear: more than 120 per cent (based on UOB cards data).



- usage offers with popular F&B outlets including Din Tai Fung, Oriental Kopi, Haidilao and more;
- RM5 discounts for Grab rides within Johor; and
- 25 per cent off hotel bookings via Unravel in Johor.

The UOB EVOL Credit Card and FX+ Debit Card will also be enhanced from today to offer additional cashback at 10 per cent and 3 per cent respectively, on top of existing 0% FX fees.

Further details on UOB's UNI\$ redemption capability, participating merchants and usage offers may be found on go.uob.com/JBdeals.

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About UOB

UOB is a leading bank in Asia. Operating through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, UOB has a global network of more than 470 branches and offices in 19 markets in Asia Pacific, Europe and North America. 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 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 art, social development of children and education, doing right by its communities and stakeholders.

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