

## UOB and Mastercard launch the UOB Regal Business Metal Card, Asia Pacific's first World Elite Mastercard Business Card for SMEs

*SMEs can make the most of their business spend*

**Singapore, 28 May 2019** – UOB and Mastercard today announced the launch of the UOB Regal Business Metal Card, Asia Pacific's first World Elite Mastercard Business metal card designed for small- and medium-sized enterprises (SMEs).

In creating the card, Mastercard and UOB conducted face-to-face interviews and surveys with senior executives in SMEs to have a deeper understanding of how commercial cards can enable them to do more with their business spend.

The research<sup>1</sup> found that travel and entertainment top the list of business spend for close to 70 per cent of the respondents. Three in four SME senior executives surveyed said that they travel up to twice every quarter, spending an average of \$4,800 a month on business-related travel. Respondents also said they spent an average of \$2,300 a month on business entertainment, such as golf sessions and meals with clients.

Given these insights, the UOB Regal Business Metal Card was designed to offer a comprehensive suite of travel privileges typically not available with commercial credit cards. For example, the card offers business executives unlimited access to airport lounges so that they can work in comfort or rest and refresh while on the go. To help reduce their business entertainment expenses, the UOB Regal Business Metal Card also offers complimentary access to 60 golf clubs around the world<sup>2</sup>.

Ms Jacquelyn Tan, Head of Personal Financial Services Singapore, UOB, said, "The number of SMEs using UOB commercial credit cards has increased by more than 65 per cent over the last five years. Of these, most use their commercial credit cards in the region for travel and business entertainment. To support these SMEs, we have designed the UOB Regal Business Metal Card, with its comprehensive

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<sup>1</sup> Source: UOB Mastercard Research, 2018. The survey, which was conducted in Singapore, polled 54 SME senior executives including directors and business unit heads as well as eight face to face interviews.

<sup>2</sup> Part of the Mastercard Southeast Asia Golf Programme. Cardmembers can enjoy complimentary access to golf courses such as the Sentosa Golf Club in Singapore and the North Country Club in Hokkaido, Japan.

suite of benefits and privileges to help them enjoy greater value and cost-savings in the areas they spend the most.”

Ms Deborah Heng, Country Manager, Singapore, Mastercard, said, “Mastercard’s insights offer a deep understanding of the key expectations of different consumer segments. With SMEs making up the majority of registered businesses in Singapore, Mastercard is committed to supporting them with tailored solutions that benefit both the business owners and their businesses. The UOB Regal Business Metal Card provides SMEs access to a range of attractive and complimentary offerings at their fingertips, from personalised services to curated experiences.”

### **Key features of the UOB Regal Business Metal Card**

Upon signing up for the card, cardmembers will receive a one-year ‘Accor Plus’ Membership, Accor Hotels’ Asia-Pacific loyalty programme at more than 800 hotels and 1100 restaurants. Cardmembers will enjoy dining discounts of up to 50 per cent and can access an exclusive ‘Stay 4, Pay 3’ accommodation privilege at any of the participating hotels. The UOB Regal Business Metal Card also includes complimentary membership with other prestigious loyalty programmes such as Voyager by Langham Group and Discovery Black by Global Hotel Alliance.

SME senior executives who host clients and partners at business lunches will enjoy up to 50 per cent off on weekday lunches at the Grand Hyatt Singapore as well as complimentary champagne with *Mastercard Epicurean Experiences* at renowned restaurants, including Fukudaya in Japan and Balthazar in Australia. Furthermore, the rebates earned on dining spend locally and overseas will help them derive greater value from their entertainment budget, enabling them to enjoy more cash savings as they spend. Senior executives will also receive 12 complimentary drive-home valet services, a market-first privilege tied to a commercial credit card in Singapore.

This is the third collaboration between UOB and Mastercard in Singapore this year. The two partners recently worked together to launch the KrisFlyer UOB co-branded credit card and the newly-revamped UOB Lady’s Card.

*For more details on card features and benefits, please refer to the accompanying factsheet or visit [www.uob.com.sg/regal](http://www.uob.com.sg/regal).*

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#### **About United Overseas Bank**

United Overseas Bank Limited (UOB) is a leading bank in Asia with a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. UOB is rated among the world's top banks: Aa1 by Moody's and AA- by both Standard & Poor's and Fitch Ratings. In Asia, UOB operates through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, as well as branches and representative offices across the region.

Over more than eight decades, generations of UOB employees have carried through the entrepreneurial spirit, the focus on long-term value creation and an unwavering commitment to do what is right for our customers and our colleagues.

We believe in being a responsible financial services provider and we are committed to making a difference in the lives of our stakeholders and in the communities in which we operate. Just as we are dedicated to helping our customers manage their finances wisely and to grow their businesses, UOB is steadfast in our support of social development, particularly in the areas of art, children and education.

#### **About Mastercard**

Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MastercardAP, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

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