

Head Office

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uob.com.vn

## News Release

### UOB cardholders in Vietnam get exclusive access to pre-sale tickets for Rap Viet All-Star Concert 2023

**Ho Chi Minh City, Vietnam – August 28, 2023** – UOB cardholders in Vietnam will get exclusive first dibs on pre-sale tickets to the Rap Viet All-Star Concert 2023 on October 7, 2023, with the Bank partnering the rap and hip-hop concert via a Diamond sponsorship this year.



Rap Viet All-Star Concert 2023 will be held for one night only at the Saigon Exhibition and Convention Center S.E.C.C, District 7, HCMC. On top of the exclusive pre-sale, all UOB credit and debit cardholders using cards issued in Vietnam will also enjoy 10 per cent off a limited number of pre-sale tickets by purchasing via VieSHOP – <http://www.vieshop.vn>. This offer is only applicable during the pre-sale from August 29 to September 1, 2023, with members of the public able to buy tickets at the general sale from September 2, 2023. For more pre-sale ticketing details, please visit [here](#).

### Celebrating Vietnam’s homegrown rap royalty



Singapore Australia Brunei Canada China France Hong Kong India Indonesia Japan  
Malaysia Myanmar Philippines South Korea Taiwan Thailand United Kingdom USA Vietnam

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Rap Viet All-Star Concert 2023 is set to feature top rappers and shining young stars from the leading music programme for the genre today - Vietnamese Rap season 3.

At the previous Rap Viet All-Star Concert 2021, the audience was treated to a spectacular show featuring a diamond-shaped stage, one-of-a-kind special effects, unexpected collaborations and debuts of brand-new hits performed by the luminaries of Vietnamese rap.

### **UOB Cards – For All You Love**

As the Bank with the largest ASEAN consumer banking footprint and the top cards issuer in the region, UOB aims to do right by customers by offering deals and privileges for every lifestyle and life stage. Through collaborations with established local and global brands, the Bank offers its customers the best deals uniquely tailored to their specific preferences and desires.

UOB's sponsorship of Rap Viet All-Star Concert 2023 is the latest in a series of partnerships the Bank has acquired within the realm of music and entertainment, which include concerts featuring internationally acclaimed artistes as well as a historic naming rights collaboration announced earlier this month in Thailand for UOB LIVE, a cutting-edge 6,000-person entertainment venue that will host a world-class shopping mall and exciting entertainment spaces catering to different interests and preferences.

Mr Paul Kim, Head of Personal Financial Services, UOB Vietnam, said, "At UOB, we believe in going beyond banking to provide our cardholders with exceptional moments that resonate with them. This exclusive partnership with the Rap Viet All-Star Concert 2023 is a testament to our dedication towards curating unique experiences that enrich the lives of our customers. We are thrilled to offer our cardholders the opportunity to be part of this exhilarating event via their UOB cards. With UOB cards, it's not just about financial transactions – it's about embracing all that you love."



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In addition to the Rap Viet All-Star Concert 2023, UOB cardholders can look forward to more deals and privileges featuring renowned partners in the second half of the year. For example, UOB's exclusive Friday promotions enable cardholders to enjoy up to 50 per cent off at Ho Chi Minh and Hanoi City's most popular restaurants such as Sushi Tei, Jumbo Seafood and Crystal Jade Palace, as well as discounts of up to 50,000 VND off on GrabFood, and up to 100,000 VND off on Shopee.

More information about UOB's deals and privileges can be found [here](#).

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

United Overseas Bank (Vietnam) Limited (UOB Vietnam) commenced operations officially on 2<sup>nd</sup> July 2018. It is a wholly-owned subsidiary of United Overseas Bank Limited (UOB), a leading bank in Asia with a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America.

UOB has been in Vietnam for 30 years, started from a representative office in 1993 and became the first Singapore bank to launch a branch in the country in 1995. Today, UOB Vietnam offers a range of personal and institutional financial services to both Vietnamese and overseas customers across the country backed by the seamless connectivity offered through UOB's regional network. In 2019, UOB Vietnam expanded into northern Vietnam with a branch in Hanoi. With the completion of the acquisition of Citibank Vietnam's consumer banking business early 2023, UOB now has a total five branches in Ho Chi Minh city and Hanoi.

For nearly 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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