

# UNION BANK OF THE PHILIPPINES



**INITIATIVE** Samsung Finance+: Fostering Inclusion via Embedded Finance

**AWARD** Celent Model Bank 2025 for **Embedded Finance**

## EXECUTIVE SUMMARY

The Samsung Finance+ initiative launched by Union Bank of the Philippines (UnionBank) in partnership with Samsung is the bank's first entry into the point of sale (POS) lending market. The partners developed an instant gadget loan program with a fully digital customer experience. The program allows customers to purchase Samsung gadgets with 0% interest loans, even without a credit card, making technology more accessible to a broader audience, including those new-to-credit.

## TIMELINE



## KEY BENEFITS

- New revenue stream from merchants paying transaction fees.
- Acquisition of new-to-credit customers at a significantly lower cost than traditional methods with cross-selling opportunities.
- Acquisition of new commercial customers (dealers) with cross-selling opportunities.
- Operational efficiencies, lowering the cost of acquisition.
- Technology and operations infrastructure and expertise for sales financing.
- Reputation as a digital innovator delivering financial inclusion.

## KEY VENDOR



## READ MORE

Please visit [Celent.com](https://www.celent.com) to learn more about this initiative.