



**Bank Sahabat  
Sampoerna**

### **PRESS RELEASE**

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#### **Bank Sampoerna Collaborate with PSF-School Development Outreach to Hold Financial Literacy Education “Getting to Know Banking through Creative Writing”**

**Jakarta, March 22, 2015** - Located in SMP Diponegoro I - Rawamangun, PT Bank Sahabat Sampoerna (Bank Sampoerna) in collaboration with Putera Sampoerna Foundation through one of its initiatives, School Development Outreach (PSF-SDO), organized Financial Literacy Education in order to support literacy program initiated by Financial Services Authority (OJK), under a theme "Getting to Know Banking through Creative Writing". The program is an ongoing agenda that has been organized by Bank Sampoerna since 2015 for primary and secondary school students.

"This event is one of the efforts made by Bank Sampoerna to further introduce bank and professions involved in it to the young generation of Indonesia," said Liliana Veronica Lie, Director of Operations and Information Technology Bank Sampoerna. "We hope by learning more about banker as a profession can inspire these students to choose their career path in the future, especially in the banking industry", said Liliana further.

This program aimed to teach students to know more about the profession of banker by conducting interviews with bankers and made an exposition text out of it. The interview and writing skills material itself was presented by PSF-SDO, an institution that focuses on programs to improve teacher competence and student development. In addition to provisioning via theory, this activity would also allow selected student to gain firsthand banking experience in Bank Sampoerna's Kelapa Gading branch office in the form of recognition and practice of banking transactions.

The event was participated by 40 grade 8 students, and was attended by representatives of Bank Sampoerna management namely Liliana Veronica Lie as Director of Operations and Information Technology, as well as representatives from Putera Sampoerna Foundation and PSF School Development Outreach.

"PSF School Development Outreach support to this program is one part of our commitment to develop the education of Indonesia young generation, which in this case would be realized through the development of insight into the industrial sector, particularly banks. By introducing banking gait in early age, students are expected to be more interested to learn this scientific field, so that one day they can become professional bankers who contribute to the progress of the Indonesian economy", Gusman Yahya closed as Head of PSF School Development Outreach.

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**About PT Bank Sahabat Sampoerna**

PT Bank Sahabat Sampoerna (Bank Sampoerna) is a privately owned bank that specializes in providing banking services for micro to medium sized businesses within Indonesia. Per January 2016 Bank Sampoerna is equipped with 18 branch offices that spread throughout several major cities, ATM (cooperates with Prima network that has 88.000 machines), Internet Banking, Debit Card, and Phone Banking service at 1500035. The bank is currently supported by two major groups as shareholders, which are Sampoerna Strategic Group through PT Sampoerna Investama with 81% shares and Alfa Group through PT Cakrawala Mulia Prima with 18% shares, while the rest 1% share is owned personally by Ekadharmajanto Kasih.

For more information about PT Bank Sahabat Sampoerna, go to: [www.banksampoerna.com](http://www.banksampoerna.com)

**About Putera Sampoerna Foundation**

Putera Sampoerna Foundation (PSF) is the first social business institution in Indonesia with a vision to produce Indonesia's high-caliber future leaders who will contribute and bring positive changes to their respective communities. PSF believes that this vision can be achieved by honoring a strong commitment on providing an affordable access to quality education. Introduced in February 2015, PSF focuses and strengthens its education pillar through Sampoerna Schools System – the first fully integrated education system in Indonesia which offers international quality education pathway from pre-kindergarten to university. PSF continues to serve as a CSR operator that is trusted by more than 800 government and private organizations in bringing success to their CSR programs. PSF has been internationally recognized for its standard in management quality system, as evidenced by its ISO 9001:2008 certificate. PSF is periodically audited by an independent international auditor. The public may review the activities from PSF Annual Report that can be accessed via its website.

For more information, visit: [www.sampoernafoundation.org](http://www.sampoernafoundation.org)

**About Putera Sampoerna Foundation - School Development Outreach (PSF-SDO)**

School Development Outreach is an education service provider from Putera Sampoerna Foundation that will improve the quality of schools and its practitioners in Indonesia to build global competitiveness. PSF-SDO provides a wide range of comprehensive, sustainable and customizable programs to improve teachers' competence, build students' character, promote responsible and professional school management, as well as develop pro-active school community. Backed by professional and experienced educators, PSF-SDO develops practical and comprehensive services that will address education challenges in Indonesia. They are, School Development Program to improve school services and quality, Professional Development Program to develop professional educators and school management, Education Support Program to support educational needs and Education Assessment and Consultancy. PSF-SDO has been providing extensive trainings to more than 22,000 teachers, principals, superintendents and school management. As well as quality improvement in 568 schools and 25 madrasah, also established 6 Teachers Learning Centers at various parts in Indonesia. For further information, please visit [www.psfoutreach.com](http://www.psfoutreach.com)

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