



**Bank Sahabat
Sampoerna**

SIARAN PERS

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Introducing Banking Industry since Childhood, Bank Sampoerna Held Financial Literacy Education “Understanding Banking through Creative Writing”

Jakarta, October 18, 2016 – Taking place in SMPN 226, Cinere, South Jakarta – PT Bank Sahabat Sampoerna (Bank Sampoerna) held Financial Literacy Education in order to support Literacy Program initiated by Financial Service Authority, with a theme “Understanding Banking through Creative Writing”. This literacy education as a continuous program that has been held by Bank Sampoerna since 2015 for students from elementary, secondary and higher education level.

“This activity is one of the efforts done by Bank Sampoerna to introduce Bank as an institution with professions involved within to Indonesia’s young generation”, said Setyo Dwitanto, Director of Compliance and Risk Management.

“Our expectation is for this program to not only add students’ knowledge about bank’s function, mostly about advantages and importance of saving in Bank, but we also expect this program to inspire these youngsters to choose career paths in the future, especially in banking industry”, said Setyo further more.

Through this education activity, students will know profession of a banker from back office to front liner by doing interview toward attending bankers and making an exposition text from the result where before the interview was started, Bank Sampoerna also gave material about right interview technique to get proper information from interviewees.

SMP Negeri 226 was chosen, one of the reasons was because the school is one of the designated schools to implement inclusive program or a school that accepts students with special needs to learn together with other students without any differences in teaching and learning program. It is considered appropriate if Financial Literacy Education was conducted at SMP 226 Jakarta on differentiated students in one occasion.

The event was participated by 75 grade VII, VIII and IX students, includes 3 special needs students who were very enthusiast joining the event from the beginning till the end. Also attending the event were management representatives from Bank Sampoerna Setyo Dwitanto as Director of Compliance and Risk Management, Iwan S. Yamin (Collection and SAM Division Head), Indriana Seputra (Operations Division Head).

“We are glad that Bank Sampoerna has chosen our school to be participated in their financial literacy education agenda. This activity can train our students to be brave in asking questions and probing information, which afterwards can also train them to change interview result into an exposition text. Beside of that this activity can also inspire our beloved students in choosing their future careers, not

excepted for those with special needs. Thank you Bank Sampoerna”, said Suharnanto, headmaster of SMPN 226 on the event.

Bank Sampoerna’s Financial Literacy Education in SMPN 226 is the third activity in 2016. Previously this activity has been done at 2 secondary schools in Jakarta, 1 SMEs community and upcoming program will be done at a university in Jakarta.

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. Bank Sampoerna won 3rd rank in Annual Report Award 2015 for Non Listed Private Finance category and 3rd rank in Anugerah Perbankan Indonesia 2016 for BUKU 1 with asset Rp 2,5 – 5 trillion category.

For more information about PT Bank Sahabat Sampoerna, go to: www.banksampoerna.com

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