



Bank Sahabat
Sampoerna



PRESS RELEASE

Supports LAKU PANDAI Program **Bank Sampoerna Continues to Launch TASAKU**

SURABAYA –PT Bank Sahabat Sampoerna (Bank Sampoerna) together with PT Sumber Alfaria Trijaya Tbk and PT Midi Utama Indonesia Tbk (Alfamart and Alfamidi network owners) continue to run the pilot project of **TASAKU** (Tabungan Sampoerna – AlfamartKu) in an event which was inaugurated in Alfamart Moestopo Mojo, Surabaya outlet at Thursday, October 27, 2016.

The initial stage of TASAKU run during April to September 2015 period and managed to serve more than 7000 customers through 35 Alfamart and Alfamidi outlets spread out in Surabaya and Sidoarjo. Currently TASAKU has already been able to serve at 200 Alfamart and Alfamidi outlets and have more than 9000 customers.

Various advantages of TASAKU includes a convenience for customers who would open a TASAKU account, just come to Alfamart and Alfamidi which has a SAKU Agent sticker, conduct transactions with service hours until 9 pm as well as on Saturdays / Sundays and holidays, free of monthly administration fee and guaranteed by LPS, is expected to provide new access for people who have not been familiar with or do not have the time to trade in a Bank.

TASAKU has an attractive prizes program that will be drawn monthly to hundreds of winners with a total prize reaches Rp. 350 million. Special for Grand Prize there are two motor bikes, 10 washing machines, 10 refrigerators, 10 TV LED and hundreds of shopping vouchers.

Addition of outlets with a considerable amount like this was done because of the high public enthusiasm for TASAKU. This year Bank Sampoerna give appreciation by giving more interesting gifts, starting from a monthly event SAKU MANIA where in this event TASAKU gives out gifts directly amounted to Rp. 35 million to prospective new customers and existing customers who came to this event.

"Many people, who do not know, use or have not been used to obtain banking and financial services since they reside in a location away from bank office or there is bank fees or burdensome requirements. It is appropriate if Bank Sampoerna took Alfamart and Alfamidi through this TASAKU product", said President Director of Bank Sampoerna Ali Rukmijah on the sidelines of TASAKU launching.

Similar with Ali Rukmijah, Director of SME, Funding, FI and Office Network of Bank Sampoerna, Ong Tek Tjan added, "Our target is, by the increasing of partnered Alfamart and Alfamidi outlets, we can capture at least 20,000 customers by the end of 2016. With so many advantages offered by TASAKU, we believe that people can save money practically and transact more easily".

TASAKU is a clear evidence of Bank Sampoerna's support toward LAKU PANDAI (Office-less Financial Services for Finance Inclusiveness) program proclaimed by the Financial Services Authority (FSA) several time ago.

The event was attended by representatives of FSA, Budi Wikanto as Director of DPB 3, Agus Sugiarto as the Head of Financial Inclusive and Literacy Department and Ida Rumondang as Senior Executive Analyst of Commissioner Board Support Group, official representative of Surabaya City Government, Kholid MM as Head of Economic department, representatives from East java province government, representatives from Alfamart namely Hans Harischandra Tanuraharjo as People Business Development Director and Rini Dianawati as Branch Manager of Alfamidi Surabaya, representatives of Group Sampoerna Strategic, Siriwan Aramserewong as well as the management of Bank Sampoerna Ali Rukmijah as President Director, Ong Tek Tjan as Director of SME, Funding, FI and Office Network, Lie Liliana as Director of Operations and Information Technology and some senior management level of Bank Sampoerna.

A representative of Sampoerna Strategic Group, Siriwan Aramserewong added that this cooperation is a shareholders' commitment that is not only in the form of financing and capital, but also brand value, knowledge and skill that will bring Bank Sampoerna grow sustainably.

Meanwhile Hans Harischandra Tanuraharjo as Alfamart's People Business Development Director said, this cooperation is a strategic business synergy. "We hope that this partnership is able to provide positive benefits for society. So now consumers have a choice whether his change in spending would be returned, donated, or saved", he said.

On the same occasion, Bank Sampoerna also provided TASAKU vouchers for 100 merchants. This was a form of corporate social responsibility on micro business sector in the surrounding neighborhood.

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

About PT Sumber Alfaria Trijaya Tbk

PT Sumber Alfaria Trijaya Tbk (PT SAT) is a retail company that manages 11.711 Alfamart stores as of June 2016 and has 32 branch offices / warehouses spread across the islands of Sumatra, Java, Bali, Lombok, Sulawesi and Kalimantan. In October 2014, PT SAT has increased its shareholding in PT Mudi Utama Indonesia (Alfamidi), now share ownership of Alfamart in Alfamidi reached 86.7% thus becoming the majority shareholder. PT MUI itself is a company that houses 1.125 Alfamidi, and 36 Lawson as of June 2016. On July 18, 2013, PT. Sumber Indah Lestari (SIL), a subsidiary unit of PT SAT operate THE FIRST outlet of DAN +DAN in Kota Wisata, Cibubur. DAN + DAN outlets are outlets that sell Health and Beauty products and per June 2016 SIL has 99 outlets DAN + DAN spread in Jabodetabek. PT SAT owns 65% shares in PT Sumber Indah Lestari.

Untuk informasi lebih lanjut dapat menghubungi :

<u>Henky Suryaputra</u> Chief Financial Officer PT Bank Sahabat Sampoerna Gedung Sampoerna Strategic Square, North Tower Jl. Jendral Sudirman Kav.45, Jakarta 12930 Phone : (+62) (21) 57951234, 57951515 Email: henky.suryaputra@banksampoerna.com	<u>Nur Rachman</u> Corporate Communication GM PT Sumber Alfaria Trijaya Tbk. Jl. MH Thamrin No.9 Cikokol, Tangerang 15117 Phone : (+62) (21) 55755966 Email : nrachman@sat.co.id
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