

Press Release

14 October 2021

Supporting Financial Inclusion Month, PermataBank Promotes Financial Literacy Education with Employee Volunteers at 59 Locations through CERITA

This PermataHati CSR Activity is Part of The 19th Anniversary of PermataBank that Targets Thousands Students in Selected Cities

Pontianak – PermataBank continues to hold **CERITA (Cinta dan Empati daRI kiTA)**, a **PermataBank's** social action through PermataHati CSR to spread financial literacy education to the younger generation by involving **Employee Volunteers (EVO)** in various cities in Indonesia. CERITA is part of **PermataBank's** 19th Anniversary celebration as well as strengthening **PermataBank's** commitment to support the Financial Inclusion Month initiated by Financial Services Authority (OJK), and Bank Indonesia (BI) efforts to promote "Ayo Menabung" for the Indonesian people. CERITA 2021 will be held online and offline during 13- 29 October 2021 at 59 locations in the **PermataBank** area, and is supported by OJK, BI, the Indonesian Ministry of Education, Culture, Research and Technology (Kemendikbudristek), and the school communities. The inauguration of CERITA 2021 is held in Pontianak, West Kalimantan.

CERITA, which has been held since 2016 and has fostered more than 26,000 beneficiaries from the kindergarten to high school students, including Special School for People with Disabilities (SLB), is an active form of Employee Volunteerism from **PermataBank** (PermataBankers) employees to be directly involved in providing financial literacy education to school students using the **MODul FinansiAL** (MODAL), a curation of financial literacy education materials that are easy, comprehensive, and appropriate for age and ability levels. This program is becoming increasingly important considering the results of the 2019 National Financial Literacy and Inclusion Survey by the Financial Services Authority (OJK), where the level of financial literacy among young people is still relatively low¹.

Chalit Tayjasantant, President Director of PermataBank said in his remarks, "I am delighted that PermataHati CSR can again hold CERITA, an opportunity for PermataBankers to expand our reach sustainably and spreading financial literacy to the nation's next generation. This initiative is in line with our mission to continue making a difference and becoming the bank of choice for all our customers and stakeholders. We are strengthening the penetration of financial education through digitalization under current technological developments. Through this program, I would also like to appreciate the enthusiasm of the employee volunteers and the spirit of giving back that was built by PermataBankers in spreading financial literacy and inclusion to the communities around them."

<https://www.ojk.go.id/id/berita-dan-kegiatan/publikasi/Pages/Survei-Nasional-Literasi-dan-Inklusi-Keuangan-2019.aspx>

Maulana Yasin, Head of Financial Services Authority (OJK) West Kalimantan in his remarks at the opening of CERITA 2021 in Pontianak said, "We appreciate **PermataBank's** commitment through its various CSR programs that focus on promoting financial literacy knowledge and saving habits from an early age. Using technology, CERITA that's organized in support of OJK's Financial Inclusion Month, can still be implemented in 59 locations both online and offline. This shows that we have fully adapted to the pandemic situation. I hope this program can continue in

more locations to be able to provide many benefits to thousands of students in Indonesia as well as to instill the habit of saving and other financial management from an early age,”

In addition to **Chalit Tayjasanat** participation, CERITA activities in each city were also led by representatives of the Board of Directors of **PermataBank**, including **Dhien Tjahajani** – Legal & Compliance Director, **Darwin Wibowo** – Wholesale Banking Director, **Lea Kusumawijaya** – Finance Director, **Abdy Salimin** – Technology and Operations Director, **Suwatchai Songwanich** – Risk Director, **Djumariah Tenteram** – Retail Banking Director, **Herwin Bustaman** – Sharia Business Unit Director, **Dayan Sadikin** – Human Resources Director, **Eddie Sajoga** – **PermataBank** Head of Network and attended by local OJK, BI and Kemendikbudristek officials. During its implementation they were welcomed by the principal, teachers and thousands of students in 59 TK/SD/SDLB/SMP in selected cities this year: Bekasi, Karawang, Jakarta, Serang, Bogor, South Tangerang, Bandung, Cirebon, Garut, Purwakarta, Sukabumi, Tasikmalaya, Cimahi, Cianjur, Klaten, Kudus, Purwokerto, Semarang, Solo, Tegal, Yogyakarta, Magelang, Banyuwangi, Bojonegoro, Jember, Jombang, Kediri, Madiun, Malang, Mojokerto, Surabaya, Tulungagung, Blitar, Gresik, Sidoarjo, Balikpapan, Banjarmasin, Pontianak, Samarinda, Banjar Baru, Denpasar, Mataram, Makassar, Manado, Kendari, Palu, Batam, Binjai, Medan, Padangsidempuan, Pekanbaru, Sudirman Padang, Pangkal Pinang, Tanjung Pinang, Jambi, Lampung, Palembang.

Welcoming CERITA 2021, **Eddie Sajoga, Head of Network PermataBank**, said, "The presence of **PermataBank** branches across Indonesia is expected not only to provide financial services, but also to make a more inclusive contribution to the surrounding community to expand financial literacy education. Through PermataHati CSR activities which is run by our employees voluntarily, we hope that students and schools can gain a lot of new knowledge and benefit from the various sessions that we present both online and offline.”

PermataBank, through PermataHati CSR, continues to strengthen its position as an innovative bank that becomes a partner for the entire community through a series of social responsibility programs focusing on three main pillars: Education, Empowerment, and Enhancement. CERITA carries the Education pillar by empowering EVO in various areas where **PermataBank** is located and is a form of PermataBankers' solidarity with the surrounding community. Apart from CERITA, PermataHati organizes various other excellent CSR programs, such as PermataBankir Cilik to instill good habits of saving from an early age in elementary school students, PermataBRAVE (Because everyone is Able and creative), which focuses on empowering people with disabilities, and PermataYouthPreneur as an educational platform and development of digital entrepreneurship skills for high school/vocational high school students and the equivalent.

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PROFILE OF PT BANK PERMATA Tbk

PermataBank, is one of the 10 top banking institutions in terms of assets in Indonesia. Listed in the Indonesia Stock Exchange (Code: BNLI) with Bangkok Bank Public Limited Company as controlling shareholder, **PermataBank** is a leading digital bank with innovative products and services serving more than 4,2 million customers in 62 cities across the country. As of September 2021, **PermataBank** has 257 branch offices, 16 sharia branches, 15 cash offices, 1 mobile branch, 20,000 ATM locations and cardless cash withdrawal outlets at Indomaret, access to more than 100,000 ATMs (VisaPlus, Visa Electron, MasterCard, Alto, ATM Bersama and

ATM Prima), and millions of ATMs worldwide connected to the Visa, Mastercard, Cirrus networks.

PermataBank has won various service excellence awards in both conventional banks and Sharia banking categories, such as the 2017-2021 Banking Service Excellence Award by InfoBank magazine in collaboration with Market Research Indonesia, Top Digital Company Awards 2021 by Marketing Magazine, Top 50 Big Cap Issuer & The Best Disclosure and Transparency in The 12th IICD (Indonesian Institute for Corporate Directorship) Corporate Governance Conference and Award 2021, and through its PermataBRAVE Corporate Social Responsibility empowerment program for people with disabilities, won the National Padmamitra Award 2020 from the Ministry of Social Affairs of the Republic of Indonesia.

As a pioneer in digital innovation in the Indonesian market, in 2018, **PermataBank** launched its leading mobile banking super app PermataMobile X with more than 200 of the latest flagship features and revamped its internet banking platform PermataNET. Customers can also experience a seamless online and offline experience through its 5 modern digital model branches throughout the greater Jakarta area and Bali which offers a simple, fast and reliable experience.

For further information on **PermataBank**, please visit us at

<http://www.permatabank.com>.

PROFILE OF PERMATAHATI

In 2010, **PermataBank** introduced the PermataHati CSR program which focuses on education, particularly financial literacy. PermataHati is designed by combining various activities in its three pillars, namely: Education, Enhancement, and Empowerment. The active participation of **PermataBank** employees as Employee Volunteers (EVO) is the backbone and key to the success of all CSR activities carried out by **PermataBank**, where EVO devotes time and energy in carrying out CSR activities to earn Smile Points. For every 15 Smile Points accumulated, **PermataBank** will provide 1 scholarship for underprivileged children for 1 academic

year. To support this CSR program, every **PermataBank** employee is entitled to 1 day of CSR leave, in addition to his annual leave allowance.

Since 2010, through the active participation of more than 29,000 employees as Employee Volunteers (EVO) in various CSR activities, to date PermataHati has provided educational scholarships to 8,000 children.

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