

Press Release

22 September 2022

PermataBank Changes the Concept of Branch Offices to Present the Latest Innovations and Different Experiences for Customers

Now #SemuaMakinBisa through online and face-to-face services at PermataBank Branches for all generations

Jakarta – Responding to customer needs and rapidly changing times, PermataBank has redesigned its branches to the Model Branch concept and today introduced the **PermataBank Pluit Kencana Branch** with the **latest appearance, design, format and service quality**. Pluit Kencana branch is one of the branches of 20 locations in Jakarta, Bogor, Bekasi, Bandung, Semarang, Surabaya, Bali, and Medan, which was renewed this year where other PermataBank branches will also be reformatted in line with new concepts and innovations being developed.

At the new PermataBank branch, customers will find a new and different experience from conventional branches in general, where **online services are now made consistent, integrated, and consolidated with face-to-face services at branches** for PermataBank customers. Designed with the concept of a completely paperless Model Branch, now PermataBank branches present innovations and various conveniences of leading digital technology by not forgetting the importance of the human touch which is presented through different quality services that are professional, comfortable, and fun for all generations, both young and old.

Meliza M. Rusli, President Director of PermataBank said “As one of PermataBank’s

strategic priorities in promoting the latest digital innovations, the presence of the Model Branch at the Pluit Kencana Branch further strengthens our commitment to become a simple, fast, & reliable bank for our customers. We hope that this new Model Branch is able to increase productivity, provide the best service and reach all our customers more optimally. This development is also consistent with our aspiration to become a universal bank or bank that offers products and services for all segments and generations.”

In the midst of utilizing digitalization in banking, branch offices presented in the Model Branch concept will play an essential role in PermataBank's distribution strategy by facilitating more complex transactions more optimally, despite the significant migration of transactions from Branches to digital channels. PermataBank will continue to adapt and make changes and redefine the role of Branches in the era of digital evolution.

Abdy Salimin, Director of Technology and Operations at PermataBank said, “The model branch with a new format, latest appearance and design, fun and friendly will result in an integrated banking interaction experience like other digital channels. The development of the Model Branch is built on the same technology platform as mobile banking, internet banking, and API banking.”

The PermataBank branch with the Branch Model concept also presents uniqueness through a touch of interior design and a custom-made look and feel with regional characteristics and the demographics of each branch location.

In addition, various other superior services are also available where customers can now use the QR Code PermataMobile X to retrieve a queue number. The queuing system in all branches has been fully integrated with the CRM platform so that PermataBank's Customer Experience Officer (CXO) can immediately find out the presence of customers with complete and integrated information so that service personalization can be further optimized.

Customers can also use the PermataMobile X Mobile PIN, Debit Card PIN or Credit Card PIN to authorize so that all transactions can be made paperless, secure, and reliable—resulting in a consistent transaction experience like using other digital channels.

For more information on various PermataBank products and services, please visit the official PermataBank website at www.permatabank.com.

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ABOUT PERMATABANK

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 6.2 million customers in 62 cities across the country. As of 30th June 2022, PermataBank has 275 branch offices & cash offices, sharia branches, 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 the category of Commercial Banks and Sharia Business Unit Banks, such as Banking Service Excellence Award 2017-2021 by InfoBank magazine in collaboration with Market Research Indonesia, Top Digital Company Awards 2022, Silver Award from Top 100 Most Valuable Brands from Magazine Investors; and Rank 1 in the Satisfaction, Loyalty & Engagement (SLE) Award 2022 from Infobank Magazine, and through the Corporate Social Responsibility empowerment program for people with disabilities, PermataBRAVE won the Padmamitra Award 2020 at the National level 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 modern digital model branches throughout selected cities in Indonesia which offers a simple, fast and reliable experience.

For further information on PermataBank, please visit us at <http://www.permatabank.com>.