

## Press Release

5 March 2021

# PermataBank Inaugurates the Model Branch Lippo Cikarang to Expand Seamlessly and Digitalized Banking Services for Customers in Industrial and Commercial Areas.

*The Model Branch Lippo Cikarang is Part of PermataBank's Plan to Expand the Branch Model Concept to Dozens of Branches in 6 Major Cities in Indonesia by 2021.*



**Photo:** Inauguration of the Lippo Cikarang Branch Model by the **President Director - Dr. Ridha D.M. Wirakusumah** on 1st March 2021 and was attended by **PermataBank** directors and implemented privately in the COVID-19 health protocol.

**Cikarang** – **PermataBank** optimises simple, fast, and reliable banking services by combining offline interactions with staff assistance and online with technology applied in digital services. **PermataBank** demonstrated its commitment to providing a seamless and digitalised banking experience by inaugurating the 5th Model Branch in Lippo Cikarang, Bekasi. This branch model's inauguration is part of **PermataBank's** plan to expand the branch model concept to dozens of branches in 6 major cities in Indonesia, such as Jakarta, Medan, Bandung, Semarang, Surabaya, and Bali, in 2021.

The digital transformation carried out by **PermataBank** for branch offices, which began in 2019, aims to provide convenience for contactless and paperless transactions without eliminating the role of customer service staff for more sophisticated transactions. Each customer will be assisted by staff with implementing health protocols by government standards during transactions at the Model Branch.



**Photo:** One of the scenes of Model Branch - Lippo Cikarang, wrapped in modern and digitalized nuances while still implementing the COVID-19 health protocol.

**Abdy D. Salimin, Director of Technology and Operations at PermataBank**, said, "The relocation and remodelling of the Model Branch in Lippo Cikarang is a strategic step from **PermataBank** in particular to encourage economic improvement in the industrial and commercial areas of West Java, especially Cikarang. The Branch model presented today is our step to create the same banking experience when making transactions through the **PermataBank** digital platform, with an atmosphere and customer service that is familiar to our loyal customers here."

Model Branch is connected with various **PermataBank** digital channels such as the PermataMobile X super app, API Banking, PermataNet, Permatae-Business, Digital Value Chain, Voice ID Call Center, ATM, and PermataBank social media to provide a digital experience that is fast, safe, and comfortable for **PermataBank** customers.

PermataBank Model Branch Lippo Cikarang is a redesigned branch office equipped with innovative digitalisation services that refer to current customer needs. Five branches have been relocated, renovated, or established as Model Branches and will continue to be expanded to other branches throughout this year.



**Photo:** The use of digital platforms at Model Branch provides a seamless banking experience between offline and online.

"In 2021, we will have dozens of branches in 6 major cities that will be converted into Model Branches, not only in commercial and industrial areas but also in various integrated strategic areas throughout Indonesia. This plan is in line with the commitment to digitise branches at **PermataBank** as a form of our infrastructure development as a BUKU IV Bank in Indonesia." said **Abdy**.

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For more information about the **PermataBank** Branch Model in Lippo Cikarang - Bekasi, please visit [www.permatabank.com](http://www.permatabank.com), Instagram @PermataBank or please contact:

**Richele Maramis**

Head, Corporate Affairs PermataBank

P: +62 21 523 7788

[corporate.affairs@PermataBank.co.id](mailto:corporate.affairs@PermataBank.co.id)

**Lolo Sianipar**

PR Consultant for PermataBank

P: +62 816 99 6007

[Lolo@PiarConsulting.co.id](mailto:Lolo@PiarConsulting.co.id)

**PROFILE OF PT BANK PERMATA Tbk**

**PermataBank** is a BUKU IV bank and is one of the 10 best banking institutions in Indonesia.

Listed on the Indonesia Stock Exchange (Code: BNLI) with the controlling shareholder of Bangkok Bank Public Company Limited, **PermataBank** offers innovative products and services serving nearly 4 million customers in 62 cities in Indonesia. **PermataBank** has 300 branch offices, 4 mobile branches (Mobile Branch), 925 ATMs with access to more than 100,000 ATMs (VisaPlus, Visa Electron, MasterCard, Alto, ATM Bersama and ATM Prima) and millions of ATMs around the world connected to the Visa network, Mastercard, Cirrus.

**PermataBank** won various service excellence ratings in the Commercial Bank and Sharia Business Unit Bank categories, in the 2020 Banking Service Excellence Award by InfoBank magazine in collaboration with Market Research Indonesia and through the Corporate Social Responsibility program for people with disabilities, namely PermataBRAVE won the National Padmamitra Award 2020 from the Ministry of Social Affairs Republic of Indonesia. As a pioneer in mobile banking and mobile cash technology in the Indonesian market, in 2020, the Bank strengthened the PermataMobile X super application with 200 of the latest flagship features, re-launched PermataNET, and further established itself as one of the leaders in digital mobile banking in Indonesia.

For more information regarding **PermataBank**, visit our website at

<http://www.permatabank.com>