



**Bank Sahabat
Sampoerna**

PRESS RELEASE

072/SP/CCIR/BSS/VI/2026

**Bank Sampoerna Heads to Medan,
Introducing Financial Literacy Based on Digital Ecosystem**

Medan, July 4, 2026 – PT Bank Sahabat Sampoerna ("Bank Sampoerna") is bringing SampoernaFest to the city of Medan for the very first time. Held at the Lotte Grosir, this festival, which features an edutainment concept, is expected to serve as a catalyst for increasing public understanding of the importance of joining a comprehensive digital financial service ecosystem.

Bank Sampoerna's Finance & Business Planning Director, Henky Suryaputra, expressed that digital financial services have provided various conveniences to support daily activities. Such convenience needs to be balanced with proper understanding so that every digital financial service can be used as a strategic tool for wiser, welfare-oriented financial management.

"Financial literacy is an essential foundation for the community, particularly the younger generation, in building healthy financial habits and making financial decisions wisely. This is certainly supported by the digital service ecosystem we possess, especially through Sampoerna Mobile Banking," he stated.

Henky explained that Bank Sampoerna presents a close and relevant experience for the community to learn more deeply about financial management. The Sampoerna Mobile Banking ecosystem enables the community not only to perform daily transactions but also to build financial resilience through regular planning, such as saving, investing, and accessing financing.

Bank Sampoerna's Lending & Fintech Product & Partnership Division Head, Oktavia Laksmi Wardani, added that, in addition to offering products that are competitive with those of similarly positioned banks, one of the strengths of Bank Sampoerna's ecosystem is its extensive cooperation with peer-to-peer lending fintechs and cooperatives to provide financial access to the public. This collaboration is undertaken to ensure that the public, even in remote areas, can have equal access to financial services.

"We continue to expand strategic cooperation with new partners and remain committed to answering diverse community financial needs, whether individual, corporate, and especially MSMEs as our main target," she said.

SampoernaFest has become a routine agenda for Bank Sampoerna since 2024 and has been held in various cities, including Surabaya, Pontianak, Semarang, Palembang, Samarinda, Makassar, and Pekanbaru. The consistency in organizing SampoernaFest has also supported an increase in public trust in the company, as reflected in the growth of Third-Party Funds (DPK), which reached Rp15 trillion as of the end of March 2026.



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In Medan, Bank Sampoerna collaborates with the Student Executive Board of Sumatera Utara University (BEM USU) as Saving Agents, serving as an extension of Bank Sampoerna to provide financial services education to the community. Various strategic partners, including Jaringan Prima, Bank Indonesia, KSP Sahabat Mitra Sejati, Radio Kardopa Medan, The Plaza Millenium, Radio MOST FM Medan, and Ciputra Life, the Official Insurance Partner, also support the implementation of SampoernaFest Medan.

SampoernaFest Medan also presents a variety of attractive activities for the public, including performances by national and local musicians, an F&B Bazaar, activation booths, interactive games, and photobooths. The main stage of SampoernaFest Medan will be enlivened by a lineup of renowned musicians, including Mahalini, Sal Priadi, Pamungkas, Last Child, Inthesky, and LIPS, expected to spark the enthusiasm of thousands of visitors from various backgrounds.

About Bank Sahabat Sampoerna

Bank Sahabat Sampoerna (Bank Sampoerna) is a private bank that develops micro and SME businesses through digital technology. Leading shareholders, including the Sampoerna Strategic Group, Xendit, and the Alfa Group through PT Cakrawala Mulia Prima, support it. The Bank has 21 branch networks in major cities across Indonesia. Bank Sampoerna has established a strategic partnership with KSP Sahabat Mitra Sejati (Sahabat UKM), a network in 28 provinces throughout Indonesia.

By using the GPN network and collaborating with Prima Network and BERSAMA, Bank Sampoerna customers can access ATM and EDC services managed by any bank. Bank Sampoerna continues to implement digital transformation and collaborates with various partners, including fintechs, to support and develop the digital financial ecosystem. For further information about Bank Sampoerna, please visit www.banksampoerna.com.

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