

## Press Release

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### **Bank Sampoerna held SampoernaFest Makassar, Strengthens Financial Literacy and Inclusion in Eastern Indonesia**

**Makassar, July 26, 2025** – PT Bank Sahabat Sampoerna (“Bank Sampoerna”) held SampoernaFest in Makassar as part of the 2025 SampoernaFest series, which had previously been organized in several major cities. Taking place at the Phinisi Point Mall parking area, this marks the first time SampoernaFest has been held in Makassar, signaling the festival’s expansion into Eastern Indonesia.

Through this event, Bank Sampoerna continues to promote greater public understanding of the importance of financial awareness and management. With an edutainment concept, the public gains financial management insights while enjoying interactive and engaging entertainment.

Representing Bank Sampoerna at the event were Finance & Business Planning Director Henky Suryaputra, Lending & Fintech Product & Partnership Division Head Oktavia Laksmi Wardani, Funding & Bancassurance Business Development Group Head Candida Ayu Merisca, and Distribution East Head Harry E. Kwenre.

**Finance & Business Planning Director, Henky Suryaputra**, stated that SampoernaFest is not merely an entertainment event but also part of Bank Sampoerna’s mission to accelerate improvements in national financial literacy and inclusion.

“Through the implementation of SampoernaFest in Makassar, we aim to expand Bank Sampoerna’s digital service reach while bringing financial education closer to the public in a fun and easy-to-understand manner. We believe that initiatives like this help strengthen public trust, as reflected in our Third-Party Funds growth of 4.4% as of March 2025,” said Henky.

SampoernaFest Makassar not only serves as a gathering place for the community but also as a platform for synergy between financial education and local community development. One such collaboration was established with educational institutions in Makassar.

“We want to make financial literacy a lifestyle among the younger generation. Therefore, through SampoernaFest, we collaborated with Savings Agents from the Student Executive Board of the Faculty of Economics and Business, Makassar State University (BEM FEB UNM), to deliver financial education messages in a more relatable and engaging way,” explained **Lending & Fintech Product & Partnership Division Head, Oktavia Laksmi Wardani**.

The main stage of SampoernaFest Makassar also featured a lineup of well-known musicians, including Juicy Lucy, The Changcuters, Maliq & D’Essentials, The Jansen, Lomba Sihir, Byne, and TYNKS, expected to draw thousands of enthusiastic visitors from diverse backgrounds. TYNKS was the winner of the SampoernaFest: Band Submission program, which provided a platform for local musicians to perform and reach a wider audience.

Visitors were also invited to participate in a variety of exciting activities, including arcade games, photobooths, quizzes, and a financial education area. In addition, the Sampoerna Mobile Saving prize draw for the April–June 2025 period was held during the event, offering a total prize pool of hundreds of millions of rupiah, including a grand prize of IDR 100 million for one winner and IDR 25 million for two winners.

The event was also supported by several of Bank Sampoerna’s strategic partners, including KSP Sahabat Mitra Sejati, ES.ER.CE as the official mineral water partner, Jaringan PRIMA, Kopi Kenangan, and Chubb Life Indonesia as the official insurance partner, providing all SampoernaFest visitors with personal accident coverage.

“Through SampoernaFest Makassar, we hope to strengthen Bank Sampoerna’s presence in Eastern Indonesia while building a financial literacy ecosystem that is more accessible to the public through entertainment, community engagement, and digital services,” concluded Henky.

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#### 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.

Utilizing the GPN network and collaborating with Prima Network and BERSAMA, Bank Sampoerna customers can access ATM services and EDC machines 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](http://www.banksampoerna.com).

#### **Media Contact:**

**Firzie Budiono Ravasia**

**Corporate Communications & Investor Relations Head**

**Sampoerna Strategic Square, North Tower, Mezzanine Floor**

**Jl. Jend. Sudirman Kav. 45, Jakarta 12930**

**Phone (62-21) 5795 1515, 5795 1234**

**Email: [Firzie.budiono@banksampoerna.com](mailto:Firzie.budiono@banksampoerna.com)**