



**Bank Sahabat
Sampoerna**

PRESS RELEASE

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**SampoernaFest 2026 Returns with More Excitement, Set to Surpass 2025
Enthusiasm**

Jakarta, February 10, 2026 – PT Bank Sahabat Sampoerna ("Bank Sampoerna") is back with SampoernaFest 2026, aiming to surpass last year's enthusiasm in driving financial literacy and inclusion across Indonesia.

The annual staging of SampoernaFest continues to generate positive impacts for the company, particularly by opening up wider opportunities to support MSME empowerment through growing customer commitment and loyalty year after year.

Bank Sampoerna's Finance and Business Planning Director, Henky Suryaputra, stated that SampoernaFest 2026 arrives with a fresher concept, more engaging experiences, and programs that are highly relevant to today's lifestyle.

"We witnessed incredible public enthusiasm during last year's SampoernaFest events in various cities across Indonesia. This drives us to continuously innovate by blending entertainment with added value through education and convenient access to digital financial services. Our goal is to empower the community to manage their finances wisely using our banking services," Henky noted.

As a token of appreciation to its customers, SampoernaFest 2026 reintroduces the Grand Prize Draw exclusive to Sampoerna Mobile Saving customers. The top prizes feature 1 unit of a Jaecoo J5 car for one winner and 1 unit of a BYD Atto 3 car for another winner. Additionally, the regular prize draw offers cash prizes including Rp25 million for 1 winner, Rp9 million for 5 winners, Rp1 million for 10 winners, Rp500 thousand for 24 winners, Rp250 thousand for 160 winners, and Rp150 thousand for 170 winners.

As is well known, the 2025 SampoernaFest roadshow greeted communities across four Indonesian cities and achieved positive milestones, attracting over 41,000 visitors. This overwhelming response cements SampoernaFest's position as a festival that goes beyond entertainment, seamlessly merging lifestyle, community activities, and financial literacy and inclusion into one delightful festival experience.

Throughout its 2025 run, SampoernaFest collaborated with 79 partners and Micro, Small, and Medium Enterprises (MSMEs) from various sectors, ranging from culinary to lifestyle. The



presence of these MSMEs livened up the festival atmosphere while creating collaborative spaces for business players to reach a broader customer base. This success was further amplified by the support of over 650 national and local media outlets, which helped expand SampoernaFest's coverage across regions.

On the entertainment front, collaborations with 34 Indonesian artists delivered a series of performances that became the main draw for visitors. The combination of music concerts, interactive activities, and diverse experience zones ensured that SampoernaFest 2025 was warmly received in every city.

More than just a festival, SampoernaFest 2025 served as a gateway for the public to become more familiar with Sampoerna Mobile Banking, the digital banking service from Bank Sahabat Sampoerna. It simultaneously functioned as an educational tool to enhance financial literacy and inclusion in society. Throughout the event series, SampoernaFest successfully registered thousands of new customers, proving that the public is increasingly open to and interested in practical, secure, and user-friendly digital banking solutions.

Through various activities in the festival area, visitors experienced the convenience of seamless transactions and instant account opening firsthand, while gaining a better understanding of financial management, saving habits, and how to use Sampoerna Mobile Banking features designed to simplify everyday financial needs. This aligns with the direct experiences shared by existing customers.

The long-term benefits were felt firsthand by Wansen Halim, the grand prize winner of a BYD Seal Premium from the 2025 Sampoerna Mobile Saving draw. "The interest rate is attractive, and the programs are excellent, so don't hesitate to save here. Sampoerna Mobile Banking is secure and reliable for daily transactions. Thank you, Sampoerna Mobile Banking. Let's save and transact regularly," he shared.

This testimonial further reinforces Sampoerna Mobile Banking's commitment to providing digital banking services that are not only practical but also secure and reliable for the public. The positive achievements of 2025 now serve as the baseline for SampoernaFest to push boundaries even further.

Stay tuned for the excitement of SampoernaFest 2026, which will bring performances from renowned national musicians to more cities. Follow the official Instagram and TikTok accounts @sampoerna.fest, the Sampoerna Mobile Banking YouTube channel, or visit the official website at sampoernafest.com for the latest updates. Don't forget to download and register for Sampoerna Mobile Banking on the App Store and Google Play to enjoy a range of transaction conveniences.



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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.

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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