



PRESS RELEASE

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**SampoernaFest Debuts in Pekanbaru
Bank Sampoerna Strengthens Commitment to Financial Literacy in Riau Province**

Pekanbaru, 25 October 2025 – PT Bank Sahabat Sampoerna (“Bank Sampoerna”) presents SampoernaFest in Pekanbaru for the first time. Located at Alam Mayang Recreation Park, this edutainment festival serves as tangible proof of Bank Sampoerna’s commitment to strengthening public digital financial inclusion and literacy, particularly in Riau Province.

Through SampoernaFest, Bank Sampoerna presents an inclusive and engaging financial literacy experience packaged in an interactive and entertaining way. Visitors are not only invited to understand the benefits of financial management and the use of digital services through the Sampoerna Mobile Banking application, but can also enjoy entertainment such as music performances, games, and various creative activities relevant to the lifestyle of the younger generation.

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

“We believe that financial inclusion and literacy are essential foundations for people to manage their finances wisely. Through SampoernaFest, we deliver financial education with a more interactive and enjoyable approach, so that financial education can be more easily understood and applied in daily life,” said Henky.

SampoernaFest Pekanbaru also serves as a platform for synergy between financial education and the broader education sector. This synergy is realized through collaboration with Savings Agents from BEM FEB Universitas Muhammadiyah Riau.

“Students have a strategic role as partners in delivering financial literacy. With the presence of Savings Agents from BEM FEB Universitas Muhammadiyah Riau, we hope that messages about wise financial management can be received more effectively, especially by young people. It is also expected that students can become agents of change in promoting financial inclusion and literacy activities, such as socializing banking products and services, educating the public on wise financial management, and assisting communities to gain better access to formal financial facilities,” said Lending & Fintech Product & Partnership Division Head, Oktavia Laksmi Wardani.



The excitement of SampoernaFest Pekanbaru was further enhanced by the presence of several national artists who enlivened the main stage. Performances by Maliq & D'Essentials, The Changcuters, Barasuara, Juicy Luicy, Prou, and Konkrit Genggaman successfully drew thousands of visitors and created a memorable entertainment experience for the people of Pekanbaru.

Visitors were also invited to participate in various exciting activities, including arcade games, photoboosts, quizzes, and financial education areas. During the event, the drawing for Sampoerna Mobile Saving points prizes for the July–September 2025 period was also held, along with the grand prize draw for Sampoerna Mobile Saving points for the January–September 2025 period, with the grand prize being one BYD Seal car for one winner, IDR 100 million for one winner, IDR 25 million for two winners, and other prizes worth hundreds of millions of rupiahs.

SampoernaFest Pekanbaru collaborated with Chubb Life Indonesia as the official insurance partner. Through this partnership, every visitor automatically received personal accident insurance protection from Chubb Life Indonesia. With this protection, visitors could enjoy the entire series of events safely and comfortably without worry.

The event was also supported by various strategic partners of Bank Sampoerna, including KSP Sahabat Mitra Sejati, Bank Indonesia Riau Province, Jaringan PRIMA, Grab, and Kopi Kenangan.

“Collaboration with strategic partners enables us to deliver a more diverse festival experience while expanding the impact of financial education to the public. We hope this synergy can continue to support Bank Sampoerna’s mission in strengthening financial literacy across various regions,” said Henky.

For information, after Pekanbaru, SampoernaFest will also be held in Pontianak on 31 January 2026 as the closing event of the 2025 SampoernaFest series.

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.



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