



**Bank Sahabat
Sampoerna**

PRESS RELEASE

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SampoernaFest Returns to Pontianak

Bank Sampoerna Intensifies Financial Literacy and Inclusion for the Youth

Pontianak, January 31, 2026 – PT Bank Sahabat Sampoerna ("Bank Sampoerna") is once again encouraging the younger generation, through its digital banking service, Sampoerna Mobile Banking, to leverage a range of financial solutions to support future financial well-being.

This commitment is reflected in the financial literacy and inclusion event "SampoernaFest Pontianak," held at Tidayu Field, Kodam Tanjung Pura, Pontianak. The event highlights an interactive approach to improving public understanding of the importance of using digital financial services wisely.

Representing Bank Sampoerna at the 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.

Bank Sampoerna's Finance & Business Planning Director, Henky Suryaputra, emphasized that financial literacy and inclusion among the youth are crucial amid today's economic dynamics.

"We realize that financial planning is an essential foundation for the younger generation, ensuring that every financial decision provides optimal and sustainable benefits. Through SampoernaFest, an edutainment festival, financial knowledge can be shared more enjoyably. This also makes it easier for people from all walks of life to access financial services," Henky stated.

Furthermore, Henky added that SampoernaFest Pontianak reflects Bank Sampoerna's ongoing effort to expand access to financial services for the people of Pontianak, while supporting national economic growth.

Since 2024, SampoernaFest has been held in various cities, including Surabaya, Pontianak, Semarang, Palembang, Samarinda, Makassar, and Pekanbaru. This time, SampoernaFest returns to Pontianak for the second time and also serves as the closing event of the 2025 SampoernaFest series.

On the same occasion, **Lending & Fintech Product & Partnership Division Head Oktavia Laksmi Wardani** explained that the bank has a dedicated strategy to expand financial literacy outreach. One such initiative is collaborating with the Faculty of Economics & Business at Tanjungpura University, Pontianak.



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"Students play a strategic role as our extension in delivering financial literacy, specifically acting as Savings Agents. Through them, we hope that wise financial management can be communicated more easily to the younger generation, while driving the day-to-day use of Sampoerna Mobile Banking for financial activities," she said.

Visitors of SampoernaFest Pontianak are not only treated to a music festival but also to the opportunity to learn about financial literacy and enjoy a variety of attractive programs presented by Bank Sahabat Sampoerna.

Attendees are invited to participate in various activities, including arcade games, food bazaars, activation booths, photobooths, and an edutainment area. In addition, Bank Sampoerna continues to show appreciation to customers and MSME players by offering them a chance to win the Sampoerna Mobile Saving prize draw for the October–December 2025-point period. The prizes include a grand prize of Rp100 million for one winner, Rp25 million for two winners, and various other cash prizes worth hundreds of millions of Rupiah.

This edition of SampoernaFest Pontianak features performances by top-tier Indonesian musicians, including Dewa19 ft. Marcello Tahitoe, The Changcuters, and Juicy Lucy, alongside local acts such as Manjakani, Dewan Penghibur Rakyat (DPR), and Danzas. The event is also supported by several MSME players and strategic partners, including KSP Sahabat Mitra Sejati, Jaringan PRIMA, Bank Indonesia, Kopi Kenangan, Es.Er.Ce and Chubb Life Insurance.

"We remain fully committed to expanding financial education to the public through synergy and collaboration with various strategic partners. We hope this approach can boost financial literacy and inclusion indices in Pontianak, West Kalimantan, and other regions across Indonesia," Henky concluded.

Exciting updates and information about SampoernaFest Pontianak are available on the official website at www.sampoernafest.com and on the Instagram accounts [@sampoerna.fest](https://www.instagram.com/sampoerna.fest) and [@sampoerna.mobilebanking](https://www.instagram.com/sampoerna.mobilebanking).

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



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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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