



Bank *Sahabat*
Sampoerna

PRESS RELEASE

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**Sampoerna Mobile Banking Introduces New Face:
Fresher, More Practical, and Secure**

Jakarta, April 13, 2026 - Bank Sahabat Sampoerna (BSS) officially introduced the latest face of the Sampoerna Mobile Banking (SMB) application. This update brings a more modern design, intuitive menu transitions, and a more comfortable digital transaction experience for all users.

"In the latest version, SMB introduces a more modern UI/UX design and a more concise navigation. There are excellent features such as online deposit opening, a choice of templates for sharing transaction proofs, and a variety of transaction fee promos. Security system enhancements are also continuously implemented to ensure safer and more reliable transactions for all users," said **Henky Suryaputra, Finance & Business Planning Director**.

This transformation of the SMB interface is also driven by changes in customer behavior that is increasingly digital-first. According to the 2023 McKinsey Global Banking Review, more than 70% of banking interactions now occur through digital channels, with mobile banking as the primary touchpoint. This confirms that the quality of user experience on the application is a key factor in increasing transaction frequency and customer loyalty.

In response to this trend, BSS continues to strengthen feature development for the SMB application. "We present the new face of SMB, which is fresher, so that the application becomes more comfortable and easy to use by all customer segments. This feature is more practical and responsive, and users can set feature shortcuts according to their needs so that the user experience becomes more personalized and flexible," said **Oktavia Laksmi Wardani, Lending, Fintech Product & Partnership Division Head**.

Candida Ayu Merisca, Funding & Bancassurance Business Development Group Head, also added, "With the launch of this latest version, SMB is expected to be a solution for daily transactions with various benefits such as competitive interest rates, opportunities to participate in prize draw programs, and more affordable transaction fees."



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About the New Face of Sampoerna Mobile Banking

The new face of SMB features a combination of teal and maroon, giving a fresh yet professional impression. Teal is used for the background and main menu for visual comfort, while maroon emphasizes important elements to help users focus. The color red is also aligned with the color identity of BSS as part of efforts to maintain brand visual identity consistency in the application.

With the concept of New Design New Rhythm, the SMB application features a more modern appearance and a neat, visually comfortable layout. This update also brings a more seamless and customizable transaction experience, including image template features that make it easier for users to share proof of transaction.

In addition, SMB introduces several major enhancements, including:

- **Quick Access**
Users can access favorite services faster through shortcuts and widgets that can be configured according to their needs. Features such as e-wallet top-up, QRIS payment, and cardless transactions are now available directly on the front page.
- **Effortless Savings**
Makes it easier for users to open savings accounts or place funds in online deposits directly through the application, without needing to come to the branch, with estimated interest information based on the selected tenor.
- **Easier Navigation**
A neater and more visible menu structure helps users find and access various services more quickly and comfortably.

With this update, SMB hopes to bring a digital banking experience that is more practical, efficient, and secure for both existing and new customers.

The latest version of the Sampoerna Mobile Banking application is now available on the App Store and Google Play Store. Download now, use it, and enjoy a more convenient, practical, and comfortable transaction experience. For further information, visit the official website at www.sampoernamobile.banksampoerna.com and the Instagram, Facebook, TikTok, and YouTube channels at @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.



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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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