

Press Release

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PT Bank CIMB Niaga wins Best Digital Banking Initiative and Best Credit Card Product awards in Indonesia for 2015

- **The bank's winning branch innovation, the digital lounge, incorporates the latest digital technology**
- **The bank's digital lounges were rolled out to 22 outlets, resulting in 49% increase in new accounts**
- **The bank issued more than 150,000 of its co-branded card which promises frequent travel for free**

Jakarta, August 27th 2015 - PT Bank CIMB Niaga has been named winner of Best Digital Banking Initiative and Best Credit Card Product awards in Indonesia for 2015 during the inaugural Indonesia Country Awards ceremony. The event which was held at the JW Marriot, Jakarta on 27th August, was attended by international financial services practitioners and key decision makers in the financial services industry in Indonesia.

The bank's winning branch innovation, the digital lounge, incorporates the latest digital technology

PT Bank CIMB Niaga is a leading digital bank in Indonesia that has launched a number of innovative digital and mobile banking products and services such as Clicks and Rekening Ponsel. Its latest digital branch innovation, the digital lounge concept, incorporates the latest digital technology and the use of tablet and video conferencing that reduces paper use and increases straight-through-processing.

The digital lounges were rolled out to 22 outlets, resulting in 49% increase in new accounts

The digital lounge has been rolled out to 22 outlets which, in the review period, generated 32,518 new accounts, an increase of 49%, bringing in an additional \$56.6 million (IDR 800 billion) in deposits. The total number of video banking transactions was 91,000. 84,000 banking transactions and 3.2 million ATM/CDM transactions were also carried out in these outlets during the period.

The bank has issued more than 150,000 of its co-branded card which promises frequent travel for free

The bank also launched a co-branded card with a clear proposition as the card which promises frequent travel for free. Since its launch, it has issued more than 150,000 cards with an average activation rate of 70%.

The awards program, administered by The Asian Banker and refereed by prominent global bankers, senior retail bankers and academics, is the most prestigious of its kind. A stringent

three month long evaluation process determined the winners from across Asia Pacific, Middle East and Africa. The winners were honoured at a glittering event that recognized their efforts in using the best technology to run their institutions and bring superior products and services to their customers.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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