

Press Release

Embargoed for 27th July, 2017

## **BTPN awarded Deposit Product of the Year in The Asian Banker Indonesia Country Awards Programme 2017**

- **BTPN’s “Jenius” app offers a simple and complete banking system on smartphones**
- **Jenius stands out in the industry in terms of innovation**
- **The launch of Jenius gained massive popularity in just a few months since its launch**

**Jakarta, Indonesia July 27<sup>th</sup> 2017** — Bank BTPN received the **Deposit Product of the Year Award** for 2017 at The Asian Banker Indonesia Country Awards Programme, held in conjunction with the prestigious The Future of Finance Indonesia 2017, the foremost annual meeting for decision makers in the financial services industry in Indonesia, at The JW-Marriott Hotel Jakarta on July 27<sup>th</sup> 2017.

**BTPN’s “Jenius” app offers a complete banking system on smartphones that is simple, smart and safe**

Jenius is a mobile banking application is the most efficient mobile banking application in Indonesia. It offers personalised customer services and unique functions from fingerprint authentication to customised user accounts. Its platform removes complex banking processes, enabling the bank to create highly personalised and easy digital experiences for its customers.

**Jenius stands out in the industry in terms of innovation despite being a smaller player**  
**The launch of Jenius generated positive results from its digital savvy customers**

BTPN’s “Jenius” has been downloaded for more than two million times. The bank gained 100,000 customers in just five months since its launch last August 2016.

The Asian Banker Indonesia Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Indonesia. Recipient of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

### **About The Asian Banker**

The Asian Banker is the region’s most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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](http://www.theasianbanker.com).

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