

## PRESS RELEASE

### **BANK JATIM ACTIVATES SIMPANAN PELAJAR SAVINGS (SIMPEL) IN AWARDING EVENT WIDYA KARYA NUGRAHA OF EAST JAVA**

Surabaya, October 27<sup>th</sup>, 2015 - As one of the banks designated by the Financial Services Authority to publish SimPel/Savings Deposits for Student, PT Bank Pembangunan Daerah Jawa Timur Tbk or **bankjatim** carried out activation of SimPel (conventional and Islamic) together with the conferment of Widya Karya Nugraha of East Java in Dyandra Convention Center Surabaya (27/10) attended by the governor of East Java, head of the East Java Provincial Education Office Saiful Rahman and Chairman of the Board of Commissioners of the Financial Services Authority (Otoritas Jasa Keuangan/OJK) of the Republic of Indonesia Muliaman Dharmansyah Hadad along with **bankjatim** management.

Simple was first launched by the President of the Republic of Indonesia Joko Widodo (14/06) and was a joint product of the OJK and the banking industry to revive the "culture of saving" from an early age for students / learners from the early levell of Kinderganten / Raudatul Athfal (RA) to High School / Madrasah Aliyah (MA) and a boarding school.

President Director **bankjatim** R. Soeroso conveys, to socialize and educate the public on SimPel, **bankjatim** choose the right moment to activate the program. "SimPel is aimed to make students to do all banking transactions easily. Therefore, it is appropriate that the activation of SimPel done in the trophy ceremony of Widya Karya Nugraha held by the East Java Provincial Education Department as an instrument of appreciation to several parties who have commitment and a high concern on education in East Java," said R. Soeroso.

This event is very special for **bankjatim**, because not only the activation of SimPel, **bankjatim** also won Widya Karya Nugraha for Malang branch office (1<sup>st</sup> place) and Batu Branch (1<sup>th</sup> contender place) in enterprise category.

To have SimPel account, it is done through cooperation between schools with **bankjatim** system and parents / guardians to give authorization to the school (school officials appointed) or any other party for having SimPel account.

While the transaction of: withdrawals, deposits and transfers can be served in schools and all **bankjatim** channels based on customers request and existing policies for costumers' convenience.

**bankjatim** has targeted to work with 200 schools until December 2015 in East Java and Jakarta. Hence, it is believed that **bankjatim** can reach the target of achieving SimPel number of customers of 5,000 accounts with a total balance of Rp 1,5 Miliar.

R. Soeroso added that requirement in having SimPel is easy, simple and equipped with interesting features. "To have a SimPel, it only takes a low initial deposit and the subsequent payments are lightweight so it is suitable for students, especially students who live in small town. Hopefully through SimPel, students as the future generation can make savings activities not only as an obligation but a necessity or even lifestyle "please R. Soeroso.

#### BENEFITS OF SIMPLE

- Free monthly administration fee
- The initial deposit to open an account Rp 5.000,00
- The next deposit at least Rp 1.000,00
- The minimum balance is Rp 5.000,00
- Free of charge exchange for books

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