

## PRESS RELEASE

### ADVANCING E-CHANNEL DELIVERY, BANK JATIM LAUNCHES INTERNET BANKING

Surabaya, April 6, 2015 - PT Bank Pembangunan Daerah Jawa Timur Tbk (**bankjatim**) continues to show its persistence in developing technology and information-based products and services, especially in e-channel. Set in Surabaya Town Square Surabaya (6/4), **bankjatim** launched Internet Banking with the concept of presenting some attractive activation, one of which was Ungu Band live performance that could be enjoyed by **bankjatim** partners and customers as the invites as well as the visitors of Surabaya Town Square Surabaya.

**bankjatim** Internet Banking launch is in-line with the spirit of **bankjatim** tagline "Yang Terbaik Untuk Anda / The Best For You", because **bankjatim** Internet Banking enables customers to enjoy all facilities including services and banking transactions through the Internet which is accessible for 24 hours. **bankjatim** Internet Banking is a solution of all customers' needs for fast, practical, simple and timeless banking services.

"Currently, e-channel based banking services has become a primary need to support all financial activities of people, thus, through the launch of **bankjatim** internet banking as one of the most reliable e-channel deliveries is expected to increase customer service as well as to manifest the business development by enhancing competitiveness in banking industry," Hadi Sukrianto, the Director of **bankjatim** said.

The feature of funds transfer in **bankjatim** Internet Banking consists of : transfers between **bankjatim** accounts, transfers between Banks, while the transfer list can be scheduled. Payment features can be used here are : Telkom bill, electricity bill, PDAM bill, Property Tax, Vehicle Tax, Cable Television, Credit Card, Multi Finance, GSM / CDMA Phone, education, airlines and so on.

With **bankjatim** Internet Banking, customers can purchase GSM telephone balance, electrical balance, airline tickets and train tickets. Other services in **bankjatim** Internet Banking are including: email notification, exchange information, collective

transfer (bulk transfer) support, authorization level, user-level, salary and payroll services, as well as bilingual support (Indonesian and English).

As a supporter of **bankjatim** internet banking security, each user which acts as an approver will be equipped with an additional authentication token as a tool to conduct financial transactions. This token is used to generate a unique response number, always changing and is not the same as the number response generated on another token. Each user will have a different serial number.

#### **bankjatim** INTERNET BANKING TARGET

**bankjatim** Internet Banking consists of two versions, namely 'individual' (individual customers) and 'corporate' (corporations such as government, educational institutions, companies, etc.). In this case, the target market is existing customers and to attract potential new customers.

From the total number of e-channel delivery transactions in 2014 of 130.854 transactions, **bankjatim** targeting the amount of individual Internet Banking customer transactions on 90% or 117.769 transactions, and corporate customer transactions on 10% or 13.085 transactions.

**bankjatim** Internet Banking services is expected to boost the growth of Third Party Funds in 2014 of Rp 30,27 trillion, or improved up 16.48% (Year on Year). In this case, bankjatim has targetted the acquisition of Third Party Funds in 2015 will grow of 17.13%.

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