

## KEB Hana Bank Serves Indonesians for One Decade

*As a form of service to customers, KEB Hana Bank holds an Economic Outlook seminar titled "Riding the Wave of Uncertain Global Normalization", commemorating a decade of serving the people in Indonesia.*

**JAKARTA, 8 November 2018** - PT Bank KEB Hana Indonesia is one decade old in November 2018. Charting its territory in Indonesia under the name PT Bank Hana after the Hana Financial Group acquired PT Bank Bintang Manunggal (Bima Bank) 10 years ago, KEB Hana Bank continued to grow. It has 61 branch offices in 11 provinces in Indonesia and has become one of the Top 30 Banks in the Assets category in Indonesia.

**Director of KEB Hana Bank Lee Hwa Soo** said, entering its 10th year, KEB Hana Bank continues to grow and succeed in the category of Commercial Bank Business Activities (BUKU) 3. This achievement is the result of hard work, synergy and strong support from various parties, namely management, employees, stakeholders, and all customers in Indonesia.

"We are proud to be entering a decade, KEB Hana Bank has succeeded in becoming one of the banks with strong business growth and serving millions of customers. Looking at market opportunities that remain ripe for the picking and the amount of support from stakeholders, we are optimistic that KEB Hana Bank can become one of the Top 20 Banks in Indonesia by 2020," said Lee Hwa Soo in Jakarta.

According to Lee Hwa Soo, in an effort to realize the 2020 vision, KEB Hana Bank focuses on 3 strategies, namely: supporting the Government's program to create a cashless society in Indonesia; expanding the network to optimize Indonesia's growing market; and commitment to the implementation of good corporate governance.

The implementation of this strategy is reflected in a number of programs that have been and will be carried out by KEB Hana Bank. Among them is collaboration with the world's leading messaging application company, LINE Corporation, in the formation of digital banks in Indonesia. Not to mention numerous products and other facilities that have been developed previously by KEB Hana Bank such as; Cardless Withdrawal, My Hana Pay by QR, Hana Aidvisor, portfolio management and Hana Family Card.

"Every program run by KEB Hana Bank always refers to the three corporate strategies that focus on customer comfort, satisfaction and needs. We will continue to transform by increasing information technology-based services and product innovation based on customer needs in order to achieve the vision of becoming the Best Customer-Focused Bank in Indonesia," he said.

To welcome a decade of its presence in Indonesia, KEB Hana Bank again held a 2019 Economic Outlook seminar. The activity that has been carried out nine times since 2010 invited more than 500 customers of KEB Hana Bank to Mulia Hotel, Jakarta, Thursday (8/11). The Economic Outlook 2019 seminar was titled "**Riding the Wave of Uncertain Global Normalization**" which outlines the projections of Indonesia's economic conditions in 2019 in the midst of uncertainty, and faced by global normalization.

**Economist Anton Gunawan**, one of the speakers at the seminar, said that the uncertain global economic turmoil whose resolution remains unclear would be an economic challenge in 2019. At present almost all countries are facing uncertainty in the speed of the global normalization process. "But the opportunity for economic growth remains wide open, including in Indonesia which has more than 250 million people as the main market. Caution is necessary, but optimism that business will continue to grow is a must," Anton explained.

Lee Hwa Soo also believes that KEB Hana Bank will continue to grow and can show solid financial performance. This can be seen from the number of assets, funding, and lending of KEB Hana Bank, which have continued to grow above the banking industry average over the span of 10 years of its presence in Indonesia. In addition, KEB Hana Bank also managed to reach a wider market through network expansion and strategic cooperation in various business segments.

"We believe that KEB Hana Bank is able to overcome the economic challenges in the coming years by always strengthening that qualified and reliable human resources and engaging in collaborations that have a positive impact on KEB Hana Bank," explained Lee Hwa Soo.

KEB Hana Bank is synonymous with "lifestyle banking" which provides many facilities and cooperation in the lifestyle segment and in order to celebrate its 10th anniversary, KEB Hana Bank also offers attractive promos for customers at a number of merchant partners such as discounts up to 50% at TOUS Les JOURS, Kopi Kenangan, and CGV Cinema for the period of November 8 – 31, December 2018.

KEB Hana Bank also provides Korean dishes to customers by offering 10% cashback at four (4) favorite Korean restaurants such as Cheongdam Garden, Hanyang Garden, Magal (Pondok Indah, Senopati & Emporium Pluit), and Tobak for the November 8 - December 8, 2018 period for payments using KEB Hana Debit Card (with VISA and/or GPN logo) and KEB Hana Priority Banking Debit Card.

The entire program is a form of service for KEB Hana Bank to its customers, which is in line with the vision of KEB Hana Bank, namely to become the Best Customer-Focused Bank in Indonesia.

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### **About PT Bank KEB Hana Indonesia**

PT Bank KEB Hana Indonesia (Bank KEB Hana), is the result of a merger between PT Bank Hana with PT Bank KEB Indonesia, based on the Decree of Financial Services Authority (OJK) Board of Commissioners No. 13/KDK.03/2014, dated June 27, 2014 on the permit for use of a business license under PT Bank Hana to the business license under the name PT Bank KEB Hana Indonesia. KEB Hana Bank began its venture in Indonesia with the name PT Bank Hana following its acquisition of PT Bank Bintang Manunggal in 2007, with Rp 300 billion in assets. Today, KEB Hana Bank has successfully increased its assets to Rp 39.2 trillion as of December 31, 2016 (pre-audit).

KEB Hana Bank has a commitment to provide financial services that prioritize the convenience of its customers in line with its vision to become the Best Customer-Focused Bank in Indonesia. KEB Hana Bank currently employs more than 1,118 professionals in its chosen field and constantly improves information technology-based services, product innovation based on customers' needs and expanding its office branches. KEB Hana Bank has a network comprising 61 offices, spread throughout 11 provinces in Indonesia. With the synergy and support from Hana Financial Group as one of the largest and most prominent financial companies in South Korea, KEB Hana Bank is committed to focus on Small, Medium Enterprises, corporate and retail and has a strategic plan to position itself among the Top 20 Banks in Indonesia in 2020.

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