

LINE Bank

by  Hana Bank

LINE Bank, Hana Bank Collaboration with Leading Technology Company, LINE, Officially Launched in Indonesia

A brand-new digital bank from the partnership of conventional Bank and a giant mobile platform is making its presence in Indonesia. This newcomer plans to offer various features to meet the digital banking needs of the young Indonesian generation.

Jakarta, June 24, 2021 – PT Bank KEB Hana Indonesia (Hana Bank) collaborates with LINE Corporation, one of the largest mobile platforms in Asia, and LINE Financial Asia, to launch **LINE Bank by Hana Bank** (LINE Bank) in Indonesia. Marked its third market operation, following the success in Thailand and Taiwan, LINE Bank services are accessible to public via Play Store or App Store in Indonesia since June 10, 2021. The strategic partnership between Hana Bank and LINE began in October 2018, when LINE Financial Asia acquired 20 percent of Hana Bank Indonesia's shares through a Share Subscription Agreement.

"We are excited to present something new to Indonesian digital banking industry. At LINE Bank, we position ourselves as a caring and trusted friend that provide financial solutions to cater the need of Indonesian customers'. We implement a different, convenient, and safe way to do banking activities, or as we call it, "Ngebank #CaraLain," said **Jong Jin Park, Presiden Direktur PT Bank KEB Hana Indonesia**.

The LINE Bank presence in Indonesia targets the Gen Z market who are already familiar with the LINE ecosystem, digital savvy and highly accustomed to using the latest technology. The newly launched application also targets Gen Z mind-alike that is not limited by age, those who are considered digital natives and financially focused. LINE Bank aims to target the Indonesian financial services industry by providing convenient digital banking services, combining the accumulated financial know-how of Hana Bank and the tech expertise of Asia's leading mobile platform company LINE.

"LINE Bank offers a fast digital onboarding for the account opening stage, where we aim for the completion within 5 minutes. After having their account made, customers can choose their own debit cards, up to four design options. Due to the interesting design, our debit card is currently taking a huge demand from our customers. LINE Bank also does not charge any additional fees to its customers," said **Anton Hermawan, Director of Consumer Banking, PT Bank KEB Hana Indonesia**.

Starting with the launch of savings, deposit, and payment services, LINE Bank plans to introduce a variety of financial products and services tailored to our key target market's specific needs and interests. "LINE Bank is not only offering a new and fresh digital bank, but also demonstrating a new financial model in the Indonesian banking industry by working together with one of the largest mobile platform. LINE Bank believes that this model is the future of the banking industry. We also believe that our target market are the ones who are looking for a credible financial services provider but still gives a user-friendly experience," said **Hilda Limyantou, Funding Product and Digital Marketing Head, PT Bank KEB Hana Indonesia**.

To maintain our position as customers trusted savings friend, we made no compromise regarding information security. Multi-layered security along with end-to-end encryptions are some of the practices

implemented in LINE Bank systems. Therefore, customers can focus on their banking activities, knowing that their information is fully protected.

“In LINE Bank application, several methods are applied for two-factor authentication. In addition, we always monitor the transactions and ensure that our security systems meet the banking industry standards,” added **Daniel Leonardo, Information Technology Department Head, PT Bank KEB Hana Indonesia**.

“The demand for digital transformation in the banking industry is growing rapidly all around the world. In Indonesia in particular, due to this market’s unique geographical characteristics, we believe bringing banking services to people’s mobile phones will greatly increase their availability and convenience. Through LINE and Hana Bank working together, we will do our best so the Indonesian people can use LINE Bank to enjoy a more convenient financial life,” added **Young Eun Kim, Chief Operating Officer, LINE Financial Asia**.

The collaboration between LINE’s advanced digital technology and Hana Bank’s retail banking experience aims to be the future of the banking industry, demonstrating a new financial model that begins in Indonesia. Furthermore, this new collaboration will also aim to assist the Government’s effort in reducing the unbanked population, those who have limited access to formal financial services, that is currently still more than a half of Indonesian, or 51 percent.

Following this official launch, LINE Bank commits to continuously innovate to keep up and fulfill consumers’ needs, by making changes accordingly and offering various new ways of banking activity. One example is receiving notifications through their LINE Messengers for any of their financial and banking activities. Furthermore, LINE Bank will also cooperate with numerous parties to facilitate a broader financial access to customers.

About LINE Corporation

Based in Japan, LINE Corporation is dedicated to the mission of "Closing the Distance," bringing together information, services and people. The LINE messaging app launched in June 2011 and since then has grown into a diverse, global ecosystem that includes AI technology, fintech and more. LINE joined the Z Holdings Corporation group, one of the largest internet service groups in Japan, following the completion of a business integration in March 2021.

About PT Bank KEB Hana Indonesia

PT Bank KEB Hana Indonesia (Hana Bank) is a commercial bank providing a total banking solution that serves corporate and retail. In Korean, Hana means “the first”. Therefore, as part of our effort to lead a fast customer-focused services that prioritize the convenience of our customers, Hana Bank is committed in improving our services through digital banking innovation. Hana Bank customers can benefit from the Bank’s various digital channels, including: My Hana Mobile Banking, My Hana Internet Banking, as well as Corporate Banking System. Having branch offices and ATM network covering Sumatra, Java, Bali, and Sulawesi, we have a vast presence in Indonesia. Along with the synergy and support from Hana Financial Group as one of the largest and leading

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financial companies in South Korea, Hana Bank also provide a worldwide network with international service standards. For more information, please visit: www.hanabank.co.id