

TAB International Pte Ltd
10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315
Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

Press Release

Bank CIMB Niaga was awarded The Best Frictionless Mobile Initiative, Application, or Program and The Best Frictionless Mobile Payments Service for 2018 at The Asian Banker Indonesia Country Awards 2018

- **CIMB Niaga has upgraded the “Go Mobile” application to be accessible through more channels**
- **The bank’s improved “Go Mobile” application has enhanced features to improve the customer experience and to make transactions easier to conduct**
- **The bank’s platform saw significant growth in the number of users and transactions**

Jakarta, August 30th 2018 – Bank CIMB Niaga received **The Best Frictionless Mobile Initiative, Application or Programme** and **The Best Frictionless Mobile Payments Service** awards for Indonesia in 2018 at The Asian Banker Indonesia Country Awards 2018. The award ceremony was held in conjunction with the prestigious The Future of Finance, Indonesia 2018, the annual meeting for decision-makers in the financial services industry in the country, held at The Ritz Carlton, Mega Kuningan, Jakarta on August 30th, 2018.

CIMB Niaga has upgraded the “Go Mobile” application to be accessible through more channels

The enhanced mobile application was launched in November 2017 with a new look for its user interface, to make transactions easier for customers. The mobile application is now accessible through the SMS Menu, as well as USSD, for customers that have no access to smartphones. For customers with smartphones, the application is made available on the Apple AppStore for iOS and the Google PlayStore for Android. Previously, with only basic features such as account checking and funds transfer, the newly developed application has notable new services and security measures.

The bank’s improved “Go Mobile” application has enhanced features to improve the customer experience and to make transactions easier to conduct

The mobile application was initially launched with basic features as well as bill payments and Rekening Ponsel transactions. The newly improved mobile application offers features that improve the customer experience. Ease of access is provided through a fingerprint-based login feature. It also allows customers to transact using QR codes. Customers are also able to share the proof of transactions with ease, through platforms such as WhatsApp, Line, SMS and email.

The bank’s platform saw significant growth in the number of users and transactions

The revamped “Go Mobile” platform contributed to the bank’s drive to emphasise its digital channels, with 95% of transactions of the bank occurring through its digital channels. The bank’s efforts at cross-selling the mobile platform through over 600 branches, 26 “Digital Lounges” (digital branches), and hundreds of individual selling agents saw success. The number of users grew by 40% in 2017, and 10% in the first half of 2018. The number of

TAB International Pte Ltd
10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315
Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

transactions grew 19% in 2017, achieving an increase in the run rate by 16% in the first half of 2018.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila, 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

For all Business Achievement Awards 2018 photos, please visit

https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album_id=10156587646114804

For further information on the collaterals for winning banks, please contact:

Mr. Foo Boon Ping
Managing Editor
Tel: (+65) 6236 6526
bpfoo@theasianbanker.com
www.theasianbanker.com