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Press Release

Commonwealth Bank was awarded The Best Frictionless Social Media Initiative, Application, or Programme for 2018 at The Asian Banker Indonesia Country Awards 2018

- **Commonwealth Bank has introduced its social media programme as a communications platform to expand its reach to its customers**
- **The bank's social media initiative saw tangible results in terms of increasing the engagement level with its customers**
- **The bank was the first in Indonesia to live stream events in order to engage its customers**

Jakarta, August 30th 2018 – Commonwealth Bank received **The Best Frictionless Social Media Initiative, Application, or Programme** award 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.

Commonwealth Bank has introduced its social media programme as a communications platform to expand its reach to its customers

Commonwealth Bank has focused on investment education through social media rather than just promotion. The bank distributed easy to understand infographics depicting market updates and issues, and how they are related to investment and wealth planning. The strategic communications leveraged popular social media channels in Indonesia such as Facebook, Instagram, and Twitter, with the aim of capturing new-to-investment customers, and existing customers familiar with investment products. Thus, two video series were introduced, based on these distinct sets of customers, the “Basic Investment Series” and the “Advanced Investment Series”.

The bank's social media initiative saw tangible results in terms of increasing the engagement level with its customers

More than 20 investment videos were released since the launch of the program in early 2017. Overall, the videos garnered a total of 2,964,000 impressions, 713,000 viewers, and 772 engagements. The bank's Instagram page experienced a 100% increase in terms of followers, with its Facebook page seeing a 12% increase in followers. The “Basic Investment Series” resulted in 60,000 viewers, 200,000 impressions and 70,000 engagements. The “Advanced Investment Series” resulted in 614,000 viewers, 2600 impressions and 659,000 engagements. The basic and advanced series saw an engagement rate of 43% and 30% respectively.

The bank was the first in Indonesia to live stream events in order to engage its customers

The bank was the first in Indonesia to have regular live streaming events. The coverage was amplified from 500 invite-only customers, to more than 20,000 viewers on social media. The

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bank invited experts, for instance, the founder of Go-Jek to provide insights on market conditions. It resulted in 39,000 viewers, 40,000 engagements, 159,000 impressions and an engagement rate of 27%.

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

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