

# Aladin

**Next Generation Digital Sharia Bank - Connected we rise**

June 2023

Company Presentation



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# Bank Aladin is a listed, licensed digital Sharia bank that serves Indonesia's underbanked / unbanked population

Vast and attractive market opportunity for digital banking in Indonesia through offline-to-online ("O2O") and Sharia ecosystem



# Massive opportunity for Sharia banking in Indonesia clear from large and increased customer demand and government support

## Sharia banking is an underserved and underpenetrated segment

**Addressable market** (# of people)

>200 mn

**Share of Sharia** (% of banking asset)

6%

**80+% of retail consumers with high levels of retention using Sharia-based use-cases** across travel (Umrah, Hajj), healthcare & donation (zakat)

Existing offering of Sharia financial services **subpar to conventional banks**

## Increased consumer appetite for Sharia-compliant products in Indonesia

Top 3 factors in considering new bank relationship in Indonesia<sup>(1)</sup>



**Trust** in the institution



**Sharia** compliance



Product **feature**

## Strong growth for Sharia-branded products in other verticals with strong Gov support

Food



**Halal certification** is now the “default norm” for F&B shops

Fashion



**Hijab** is now a **fashion trend** movement

Beauty



**Local halal cosmetic brands** competing with international brands

Government

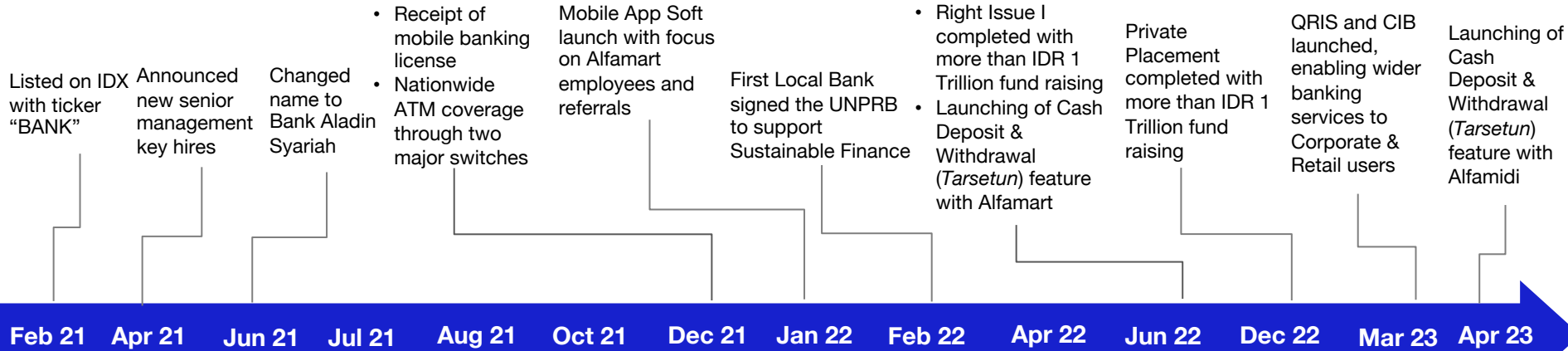


**Priority on gov agenda** through the Sharia econ masterplan

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1. Customer survey with sample across various age group (18 – 24, 25 – 34, 35 – 54) and income levels (mass, upper-mass, affluent), - based on 922 respondents

# Significant business momentum since February 2021 IPO



## Collaboration Announcements



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# World-class management team brings a wealth of experience in driving Aladin to the forefront of Indonesia digital banking

## Board of Directors and Chiefs



**DYOTA** Marsudi  
President Director

- Senior Executive Director of Investments Vertex Ventures (Temasek's VC arm)
- Management consultant at BCG
- National Digital Transformation Committee in PPN/BAPPENAS
- MBA – INSEAD, France
- Bachelor of Economics, Indonesia University



**FIRDILA** Sari  
Digital Banking Director

- Head of Product at OVO
- Head of Mobile Products at Commonwealth Bank
- Product Manager at HSBC
- Bachelor of Economics, Indonesia University



**MAYANG** Ekaputri  
Finance Director

- Group Head Finance & Strategy at Bank Aladin
- SVP of Treasury Finance at HSBC
- AVP Equity Derivatives Product Control at Credit Suisse Singapore
- MBA – Chicago Booth, USA
- B.Eng – National University of Singapore



**NADEA** Baiq  
Compliance Director

- Compliance Director at Bank Maybank Syariah Indonesia
- Compliance Director at Bank of Tokyo-Mitsubishi UFJ
- Legal team at Bank Indonesia
- L.L.M – Southern Methodist University School of Law, USA



**WILLY** Hambali  
Chief Strategy and Operating Officer

- Head of liquidity at GoPay
- CPO and Project Director at OVO
- Senior managing consultant at MasterCard Advisors
- Associate at Kearney
- MBA – Cornell University, USA
- B.Eng – National University of Singapore



**BUDI** Kusmiantoro  
Chief Technology Officer

- CTO at OVO
- CTO at Traveloka
- Senior Engineering Manager at Google and Paypal
- M.Sc - San Jose State University, USA
- B.Eng – Tarumanagara University



**LINDA** Setiawan  
Chief People, Diversity and Culture Officer

- Head of People & Culture for General & Administration Function, PT HM Sampoerna
- Director People & Culture, Philip Morris Taiwan, S.A.
- Head of Compensation & Benefits, PT HM Sampoerna
- Regional Manager Compensation & Benefits Asia, Philip Morris Asia Limited, Hong Kong
- M.Sc – Technische Universität Hamburg
- B.Eng – Institut Teknologi Bandung



**STEFEN** Loekito  
Chief Commercial Officer

- COO at Virgo
- EVP Enterprise Payment & Business Owner at OVO
- Decision Management Head Consumer Banking at CIMB Niaga
- Business Leader/Director – Country Finance and Senior Business Analyst at VISA
- MBA - Louisiana State University, USA
- B.Eng – Louisiana State University, USA



# Experienced supervisory boards with proven track records in financial services and Sharia industry

## Board of Commissioners



**RUDY** Hamdani  
**President Commissioner (Independent)**

- Deputy CEO at Sequis Life Insurance
- Chairman at Danakita Investama
- Consumer Banking Director at OCBC Bank
- Consumer Banking Director at Maybank
- B.Ba – St Mary's College



**ATIONO** Teguh Basuki  
**Commissioner**

- Compliance Director at Bank Index
- IT & E-Channel Director at Bank Index
- Business Development Director at Bank Index
- Business Support Director at Bank Index
- Head of Operations at Panin Bank
- B.Eng – Bandung Institute of Technology



**FRANSISCA** Ekawati  
**Commissioner (Independent)**

- Chairman at Bank Maybank Syariah Indonesia
- Member of Caretaker Team, The Indonesian Bank Restructuring Agency (IBRA)
- Group Head Bank Monitoring and Administration, The Indonesian Bank Restructuring Agency (IBRA)
- Management Team at Bank Pesona Kriyadana
- Bachelor of Economics – Indonesia Christian University

## Sharia Advisory Board



**Dr. H. M. Asrorun Ni'am Sholeh, M.A**  
**Chairman of Sharia Compliance Oversight Body**

- Deputy to the Minister of Youth and Sports
- Head of Fatwa for MUI (Indonesia's Muslim cleric body)
- PhD in Islamic Law – UIN Syarif Hidayatullah



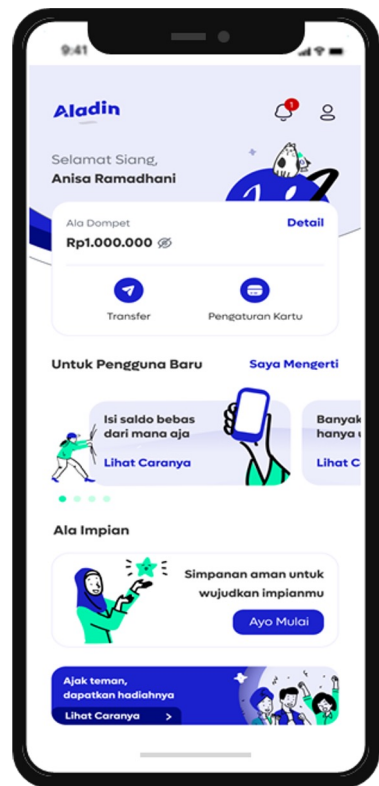
**Drs. K.H. Sholahuddin Al Aiyub, M.Si**  
**Member of Sharia Compliance Oversight Body**

- Indonesia's Vice President's personal secretary
- Katib Syuriah PBNU (Indonesia's largest Muslim organization)
- Master of Islamic Economy and Finance, Indonesia University



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# Strong customer acquisition and business growth since soft launch in January 2022



## Key Metrics as of 30 Jun 2023



App Installations

**>4.7m**



Registered Users (KYC Complete)

**>2.8m**



Provincial Coverage

**Covering all provinces in Indonesia**

Via O2O strategy with Alfamart, our users span across Alfamart network and beyond. User concentration in areas with highest Moslem populations in Indonesia i.e West Java, Central Java, East Java & Banten.



Funding

**>IDR 1.3T**  
(eq. USD 87m)



Financing

**>IDR 2.0T**  
(eq. USD 138m)

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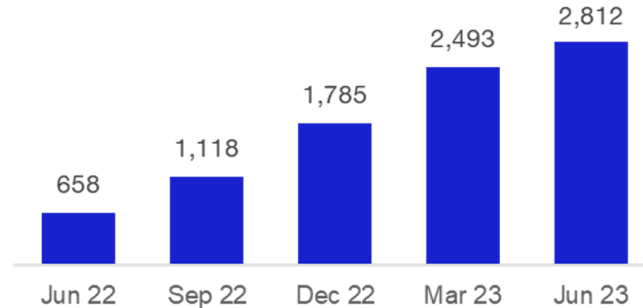
# Significant growth of users with growing funding and financing portfolios

1 Number of App Installations (thousands)



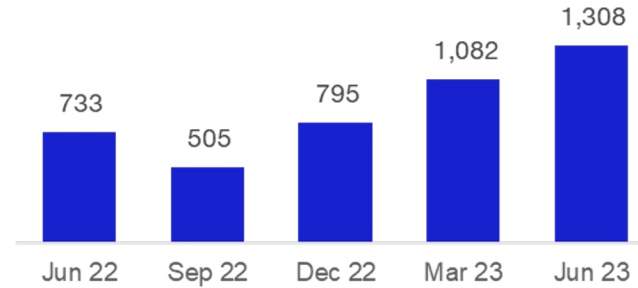
Continuously increasing app installs

2 Number of Registered Users (thousands)



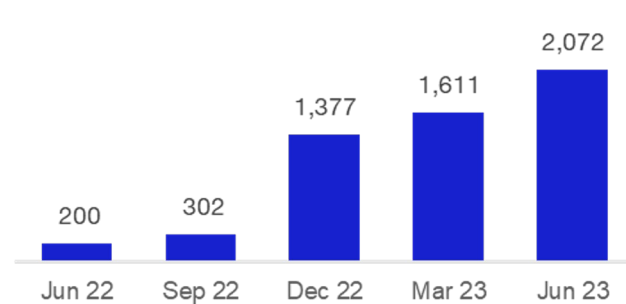
Accelerating user growth

3 Third-party Funding (IDR billions)



IDR 1.3tn (eq. 87.3mn) third party funding; consists of retail and non-retail customers

4 Financing (IDR billions)



IDR 2.1tn (eq. 138.2mn) outstanding financing; from invoice and working capital financing products, as well as retail multipurpose financing

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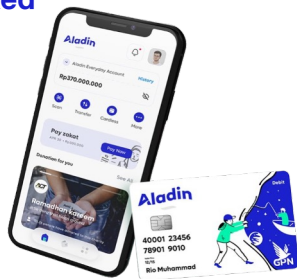
# Roadmap to build on current products with customer centric focus

**Aladin product building principles prioritizes on the impact it has on the underbanked and unbanked**

**1. Strong offline presence** to ease the mind of those that are banking for the very first time

**2. Frictionless registration and app experience** that works with low memory and low internet quality

**3. Unique products that cater to the needs of the underbanked and unbanked**



## Financing

- Invoice & Supply Chain **financing**
- Working capital **financing**
- Payroll **financing**



## Funding

- **Saving & deposit** accounts
- **Goal saving** accounts
- **Payroll** accounts
- **Cash deposit/withdrawal** in Alfamart & Alfamidi stores



## Payment

- **GPN card** payment
- **Bill payment** integration
- **QRIS** payment



## Fee income

- **Donations & Charity** platform

## Today

## Future Pipeline

- Consumer **financing**
- **Hajj/Umroh financing & online registration**

- **Other saving** products
- **Retail sharing** accounts
- **Cash management** (for SME and ecosystem partner)

- **Payment automation**
- **Loyalty** program

- **Insurance** products
- **Wealth management**

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# Building on early success with O2O strategy with Alfamart



Customers

- Extensive customer outreach through Alfamart & Alfamidi offline network
- In store **promotion**
- **Cash deposit/withdrawal** in Alfamart & Alfamidi stores
- **Alfagift** Integration (BaaS)



Employees

- Payroll **accounts**
- Employee **financing**
- Alfamart Employees focused **Member-get-Member campaign**



Supply Chain  
&  
Partners

- **Working capital & supply chain financing** for Alfamart suppliers, franchisee and contractors
- **Cash management system**



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# Being good corporate citizens embedded in all that we do: some concrete examples and achievements through an ESG lense



## Environment

- Measurement of **scope 1 and 2 emissions**, in addition to **scope 3 emissions from staff commutes and business travels**
- **Carbon offset** of 2022 emissions by supporting a community forest conservation project in Jambi
- **IDX CSR Awards 2022** for “Green Tourism”
- **CSR engagements** with Plastic Bank, Yayasan KEHATI, and **waste management** with Rekosistem



## Social

- **Financial inclusion:** ~80% of customers are considered low income with informal occupations
- Partner with **Alfamart** and **Evermos** to deepen penetration into **vulnerable segments**



## Governance

- **Gender-balanced senior management composition:** 50% are women
- **Policies in place:** E&S risk assessment, exclusion list, data security & privacy, whistleblower
- Signatory of **UNPRB** and **UNG**
- **Ranked 5th** in Indonesia **S&P Global CSA** (score: 26)



United Nations  
Global Compact



PRINCIPLES FOR  
RESPONSIBLE  
BANKING

# Awards & Recognition

## Tempo Financial Award 2021



The Best Financial Performance

## CNBC Award 2021



The Most Promising Islamic Digital Bank

## B Universe ESG Award 2021 & 2022



Disclosure Rating Awareness (2021)



Disclosure Rating "Commitment C" (2022)

## Marketeers Editor's Choice Award 2022



Breakthrough Islamic Digital Bank of The Year

## Infobank Digital Awards 2022



1st Rank Bank Umum Syariah (KBMI) 1



1st Rank Mobile Banking Bank Umum Syariah (KBMI) 1



2nd Rank Best Over All Mobile Banking Bank Umum Syariah  
**ISO Certified 2023**

## Infobank Digital Awards 2023



The Best Sharia Bank (KBMI) 1 2023



The 2nd Best Digital Bank (KBMI) 1 2023



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# Brief History and Shareholder Structure

## Bank history

- Acquired in December 2019
- Listed on IDX with the ticker “BANK” in Feb 2021
- Right Issue in June 2022
- Private Placement in December 2022

## Shareholder Structure as at 30 June 2023

No	Shareholder	Percentage
1	PT Aladin Global Ventures	53.53%
2	PT BNC Technologies Ventures	6,22%
3	Public	40.25%
Total: Basic Shares Outstanding		100.00%

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**Bank Syariah Masa Depan**