



# CIMB School & Campus Activation Program (Oct-Dec 2021)



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**October 2021**



# What do we offer?

- 01 ➤ **CSR** Activities with CIMB Niaga
- 02 ➤ **Webinar** for students and parents
- 03 ➤ **Programs** for students and parents
- 04 ➤ **Special** program for teachers





CSR





Activities with CIMB Niaga

From CIMB Niaga to School

WORTH IDR 10 Mio

Available options are



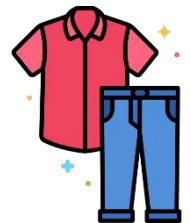
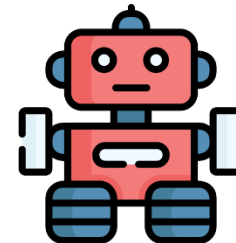
- 01  Sponsorships for school events
- 02  Multivitamin packages and hand sanitizer
- 03  Montessori books
- 04  Basketball field refreshment

From Students to Donate

Unused Items for  
those in need



Facilitate students on donating their unused items







## Webinar

For students and parents



### Elementary School Students



## “Petualangan Menabung”

Securing the students’ financial future in this digital era by educating financial literature to students and parents

### Junior & high School Students



## “Bisnis para Remaja”

Starting businesses early is an opportunity. Giving students the POV of successful people that starts early in their career

### University Students



## “Generasi Investasi”

Investing is the major key to success. Helping students to learn investing from experienced speakers



## Products & Programs

For students and parents

### Rewards

On account openings;



*Initial Balance*

 IDR 0		IDR 100,000+ 5K Poin Xtra
 IDR 2 Mio		IDR 350,000+ 5K Poin Xtra
 IDR 10 Mio		IDR 500,000+ 5K Poin Xtra

### Lucky Dip

Handphone/laptop (Prizes vary with different school levels) for those who open the account during the event minimum IDR 2 Mio



### 0% Installment

On tuition fee for parents  
up to 24 months





## Products & Programs

For students and parents

### Elementary School (<12 YO)



- Let students **experience** using debit cards on ATMs and EDCs!
- Get “**Poin Junior**” to shop at Toys City, Gramedia, and many more!
- Be **digital** using OCTO Mobile and OCTO Clicks to view transactions!

### Junior & high School (12-18 YO)



- **No fee\*** on admin fee, transfer and withdrawal!
- Get “**Poin Xtra**” to shop at Pizza é Birra, The People’s Café, and many more!
- **Ease of transactions** using OCTO Mobile, OCTO Clicks, and QR code!

### University (>18 YO)



- **Branchless** all in one app using OCTO Mobile! (Register – transactions)
- **Cashless** transactions using OCTO Mobile, OCTO Clicks, and QR Code!
- **Cardless** withdrawal and deposit!
- **60x** no fee\*\* on transactions every month!

\* Free 10x ATM withdrawal fee at any banks if balance before transaction min 1 Mio rupiah. Free 20x transfer via OM/OC and free monthly admin fee if average balance M-1 min 1 Mio rupiah

\*\* Free 20x ATM withdrawal fee at any banks, Free 20x transfer fee via OM/OC and free 20x topup to e-wallet via OM/OC if ending balance M-1 min 2 Mio rupiah



## Products & Programs

For students and parents

Digital!!

Easy!!

Cardless!!

Cashless!!

Branchless!!



## FEATURES



Open OCTO Savers without going to branch

Fund transfer to any banks locally and overseas



Withdraw and deposit without debit cards

Data plans, Bill payments, and top up e-wallets



Ease of fund transfers and payments using QR Code

Open **GOAL** Savers and many more !!





## Products & Programs

For students and parents

My **GOAL** #LifestyleGoals  
#BodyGoals #GamingGoals  
#ParentsGoals #VacationGoals



**BUT** I cant save money because;

- Forgot to save
- Uncontrolled spending
- Unnecessary purchases

## Struggling to save money?

**GOAL** Savers is THE way to reach your GOAL!!

Set your dream GOAL

**GOAL**

**GOAL**

Choose savings frequency (daily, weekly, monthly)

Set you savings period (varied from 3 months,  
6 months, 1 year, or 2 years)

**GOAL**

**GOAL**

Enter your desired amount of deposit

Determine your regular savings amount

**GOAL**





## Products & Programs

For students and parents



**1 Poin Xtra  
WORTH  
Rp. 10**

## How to get Poin Xtra?

- Keep **Saving**, and do transactions on OCTO Mobile/OCTO Clicks
- Do transactions with CIMB Niaga's **credit cards**
- Open a CIMB **investment account**
- Get a CIMB household loan credit (**KPR**)

## PROMO Poin Xtra

*Every **IDR 10,000** Credit Cards transactions*

### Credit Card Type      Poin Xtra

JCB ULTIMATE	18 Poin Xtra
VISA INFINITE	6 Poin Xtra
WORLD MASTERCARD	4 Poin Xtra
OTHER CREDIT CARDS	2 Poin Xtra

**Poin Xtra could be exchanged for  
E-Commerce, merchants and bill payments**



**And many more!!**



## Special Program for Teachers

### OCTO Friends



## What is OCTO Friends?

A Referral app that will give you cash rewards of **0,5% up to IDR 50 mio**

## The products to refer?



Mortgage



Credit Card



Personal Loan



On December 2021,



CC & PL  
Via Online  
Form



Savings

## Who are the members?

**Anyone** can join as members with simply **downloading the OCTO Friends app** and register

## Who to refer?

**Anyone** could be referred to apply KPR with CIMB Niaga **including yourselves**



# PIPELINE

New & Existing

## JAKARTA - 38

### TK

- Yayasan Pendidikan dan Terpadu PAHOA

### SD

- Yayasan Masjid Perguruan As Salam Joglo
- Metland School Cileungsi
- CIKAL Cilandak

### SMP

- SMP Bina Talenta Graha

### SMA

- SMA Al-Islamiyah
- Highscope Simatupang
- Raffles Christian School Pondok Indah
- Labschool Kebayoran
- Penabur Bekasi

### SD, SMP

- Tara Salvia

### PERGURUAN TINGGI

- London School of Public Relations
- Universitas Budi Dharma
- Universitas Pembangunan Jaya

### PAUD - SMA

- Cikal Harapan BSD
- Labschool Rawamangun
- Sampoerna Academy

### TK - SMA

- Sekolah Theresia
- Stella Maris
- Al Azhar 12 Cikarang
- Dian Pelita Harapan
- Sekolah Tunas Muda
- BPK Penabur
- Sekolah Santa Ursula

### SD - SMA

- Sekolah Tarakanita
- Insan Cendekia Madani
- Sekolah Kesatuan
- Sekolah Karakter
- Sekolah Lentera Indonesia
- Dian Harapan
- Sekolah Pelita Harapan
- President School
- Al Azhar Sumarecon
- Yayasan Krida Nusantara
- Sekolah Grand Sevilla
- Sekolah Budi Agung
- Sekolah Tarakanita KNN
- Binus School Simprug

## JATENG - 7

### PAUD - SMP

- Focus Indipenden School

### PAUD - SMA

- Kalam Kudus
- Singapore Piaget

### TK - SMA

- YPI Al Azhar

### SMA

- Ursulin

### PONDOK PESANTREN

- Ponpes Ashabul Kahfi

### PERGURUAN TINGGI

- Ponpes Ashabul Kahfi

## JABAR - 9

### TK - SMP

- Yayasan Al-Barokah

### SD

- SD BPI Bandung
- SD Asyifa Bandung
- SDN 010 Bandung

### TK - SMA

- Yayasan BPK Penabur
- Yayasan Taruna Bakti
- Alfa Centauri High School

### PERGURUAN TINGGI

- Universitas Widyatama
- Mahad Al Imarat

## JATIM - 7

### TK - SD

- Little Island School

### TK - SMP

- Little Sun School

### TK - SMA

- Whizkids School

### SD

- SD Bethel Gracia

### SD - SMA

- Merlion international School

### PERGURUAN TINGGI

- Universitas Negeri Malang

### PERGURUAN TINGGI

- Institut Teknik Nasional

## SUMATERA - 4

### TK - SMA

- Sekolah Dian Harapan
- Global Prima

### SMP - SMA

- Sekolah Nurul Iman Palembang
- Sekolah Pembina Palembang

■ New Pipeline  
■ Existing Pipeline

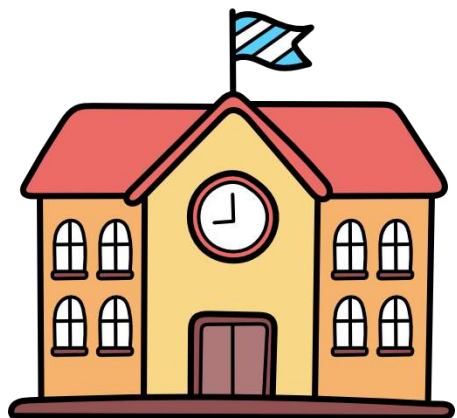
TOTAL Pipeline = 65 Schools

New Pipeline → 55 Schools  
Existing Pipeline → 10 Schools



## PIPELINE

New & Existing



**Have more  
school/campus  
references?**

(Middle – high segment)

**State your regions and  
Don't hesitate to contact;**

Indra Barata

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Development Head

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# Recap on offering

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# Thank you

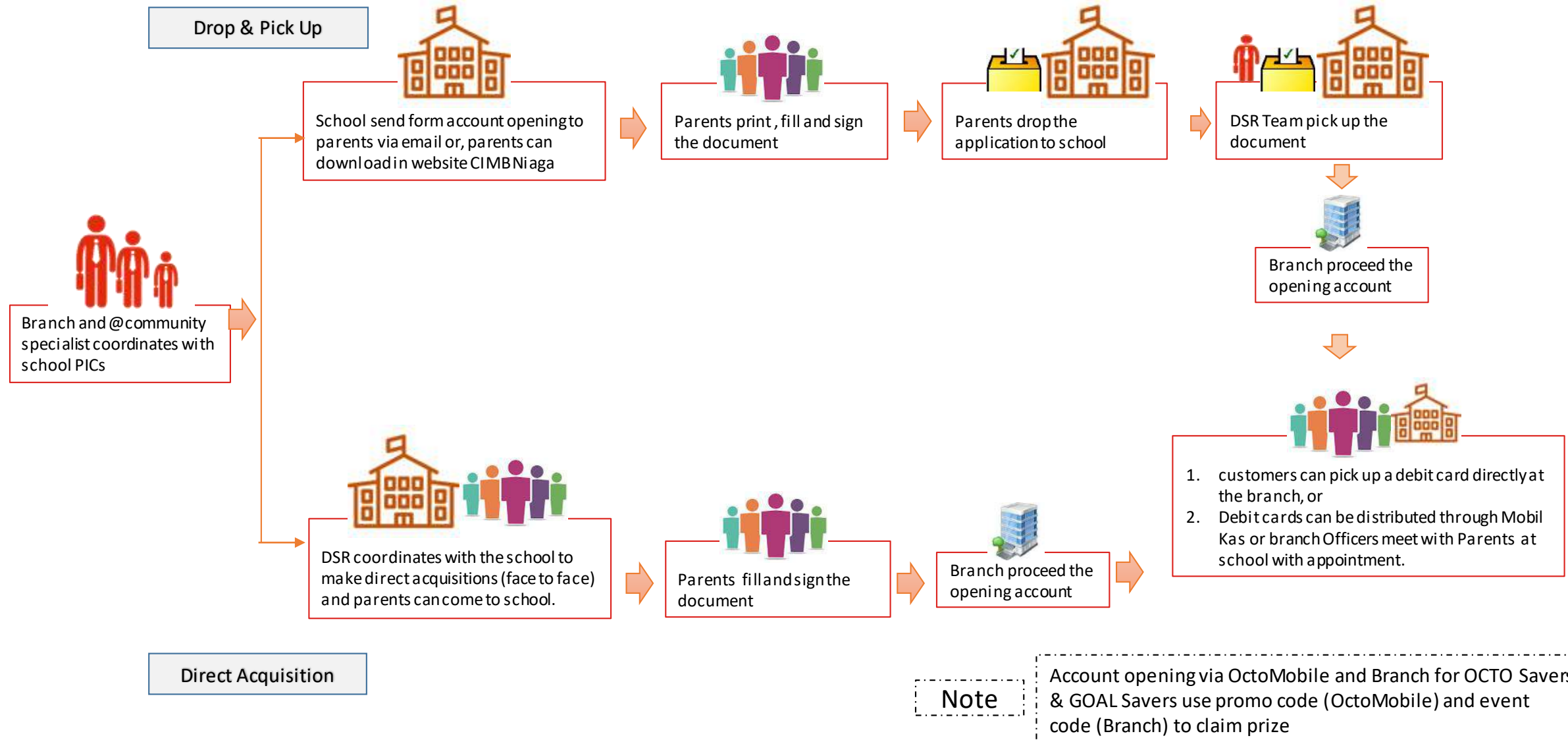


**October 2021**

# SCHOOL & CAMPUS ACTIVATION

## Student EXPO

### ACQUISITION FLOW





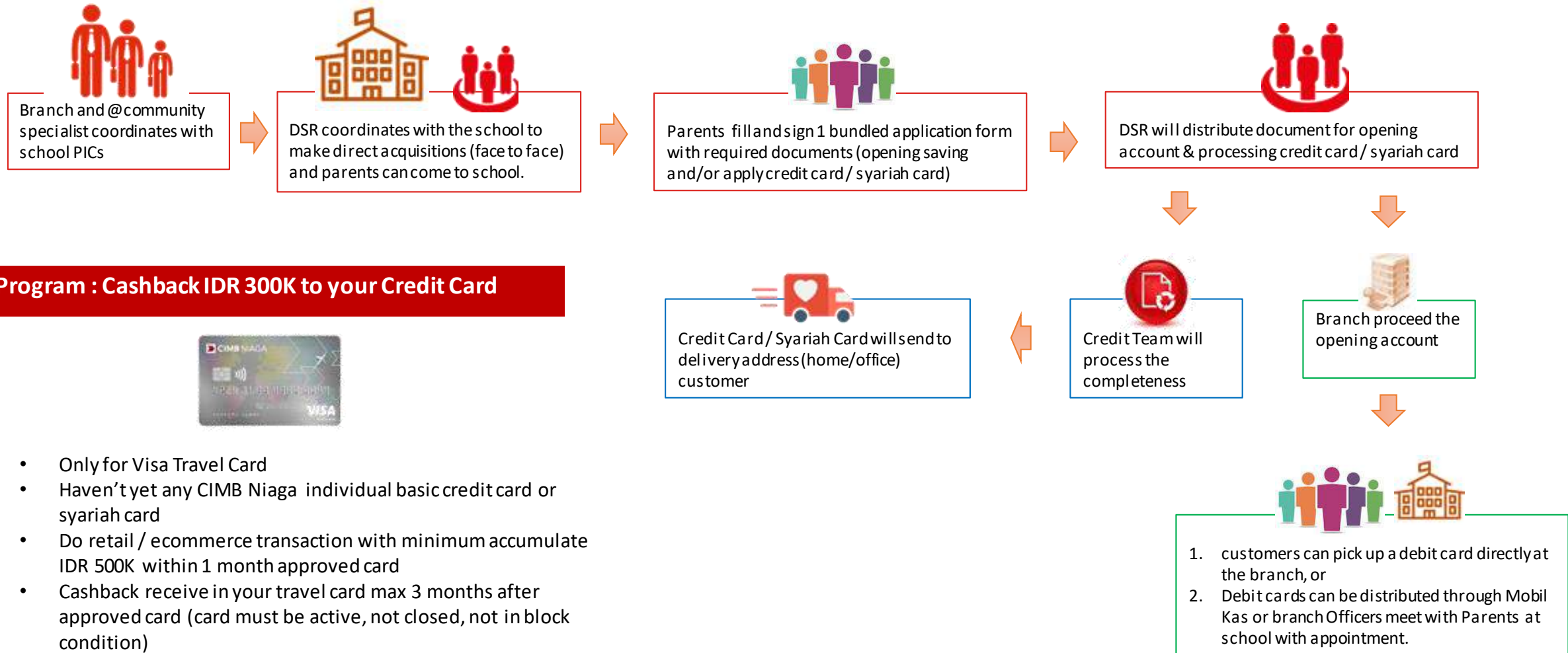
# SCHOOL & CAMPUS ACTIVATION

## Student EXPO

### BUNDLING CC SAVING ACQUISITION FLOW

Eff W4 Sep'21

#### By Direct Sales Funding





# Digital Acquisition Journey



Staff & Parents access online form banner via student expo website; or WA/email blast

CC : UAT stage (LIVE target W3 Oct 21)  
PL: SIT plan Nov 21

## Credit Card



SCAN to  
APPLY/  
Bit.ly link

APPLY NOW



Customer click CC online application banner; no data will be stored on student website platform

## Personal Loan

XTRA DANA  
Pinjaman hingga **Rp 200 juta**  
**0.65** /Bulan  
biaya admin hingga 1%

APPLY  
NOW



Customer click personal loan application banner; no data will be stored on student website platform



Customer fill-in information on online application



Customer fill-in information on online application



CIMBN process application - same day approval for submission before 11: 00 AM or H+1



INTERNAL USE ONLY

# Digital Acquisition Program - Online Form Credit Card & Personal Loan

## Personal Loan – until Dec 2021

### Benefit Cashback 1% (Max. 1 Mio)

XTRA DANA

Pinjaman hingga **Rp 200 juta**

**0.65%** /Bulan

biaya admin hingga 1%

- ✓ Get benefit cashback 1% up to Rp1.000.000
- ✓ Approved Personal loan application with Fund disbursement to CIMB Niaga Account
- ✓ Customers need to activate & download OctoMobile

## Credit Card Acquisition - until Dec 2021

### Get Cashback up to IDR 1.5 Mio



Octo Card	: IDR 500K Bundled with;
Premium	: IDR 1,000K OR
Non Premium	: IDR 300K

- ✓ Get Cashback up to Rp 1.5 Mio
- ✓ Bundling Octo Card + (Premium atau Non Premium)
- ✓ Applicable for new customers thru online form application
- ✓ Customer need to perform transaction within 1 months after approved card to get max cashback as per above scheme
- ✓ Download Octo Mobile
- ✓ Get installment 0% 3 month.
- ✓ Free Annual Fee

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