



MNC Kapital Held MotionBanking Launching and MotionPay Rebranding Ceremony Within 10 Days of Digital Onboarding License Approval



Jakarta, 3 June 2021 – Within less than two weeks, PT Bank MNC Internasional Tbk (“BABP” or “MNC Bank”), a subsidiary of PT MNC Kapital Indonesia Tbk (“BCAP” or “MNC Kapital”), launched its digital banking application under the name **MotionBanking**. At the same occasion, PT MNC Teknologi Nusantara (“MTN”) rebranded its e-money, e-wallet, and digital remittance app, SPIN, to become **MotionPay**. The interconnect- edness of both names is a strategic decision made by MNC Kapital to maximize market penetration and pro- motion, aligned with the digital integration under BCAP.

MotionBanking and MotionPay are the two featured digital products that will be the backbones for MNC Kapital’s growth.

motion banking

MotionBanking is the digital banking app by MNC Bank to bring banking services closer to customers. With a digital onboarding license, MotionBanking is designed as an integrated banking app, that offers complete services from savings, transfers, payments, to credit cards, along with convenient UI/UX such as biometric login, real-time notifications, and others.

motion pay

The rebranding of MotionPay is in line with the digital financial transformation of MNC Group. MotionPay will embed all its functions (QRIS, e-money, e-wallet, and digital remittance) into the MotionBanking appli- cation and present a complete and wholly integrated digital financial solution.

Digital Onboarding via Video KYC



The e-wallet, e-money, and digital transfer application provides fast and easy cashless transaction services via smartphones. In addition, MotionPay also makes it easier for users to pay bills, top-up credit or data pack- ages, as well as transact at both online and offline QRIS merchants across the country.

Additionally, MotionPay users will receive rewards in the form of MotionPoints for every transaction done through the app. MotionPoints can be exchanged for various attractive offers as well as become an addi- tional source of fund. In the near future, MotionPay will collaborate its services with third-party partners to increase application usage.

Collaboration with Other Fintech

MotionBanking will implement the concept of Open Banking and Open API to provide seamless integration both internally and externally to MNC Group's ecosystem, enriching its users with various digital products in the market. This will enable MotionBanking to open its doors towards third-party developers and be integrated into other digital platforms, such as marketplaces, fintech, online ride-hailing, and others.

“MotionBanking is being developed into a financial management platform for different generations, utilizing artificial intelligence and personalization capabilities. We are constantly innovating to simplify and upgrade our customers’ banking experience. The development of digital banking in Indonesia has snowballed in the last 2 years, and MotionBanking is created to be a versatile digital banking app to win the market competition. We are confident that with the support of MNC Group's strong presence in Indonesia, MotionBanking will be the market leader in digital banking.”

Teddy Tee, COO of MotionBanking

Apart from the launch of MotionBanking and MotionPay rebranding, in this press conference, MNC Bank and MTN also signed agreements with MNC Group’s media arm as well as third parties to create further synergies. The agreements indicate MNC Bank's seriousness in developing MotionBanking as the center of MNC Financial Services growth.

PT MNC Vision Networks Tbk (“IPTV”)

The agreement allows MotionBanking and MotionPay to access IPTV user base, with **more than 9 million subscribers** (which are growing by more than 300,000 every month) incentivized to download and actively use MotionBanking and MotionPay services.

IPTV is committed to promoting MotionBanking and MotionPay products on its media platforms, including its Pay TV channels and social media accounts.

In return, MotionBanking and MotionPay will provide exclusive discounts and promotions, including MotionPoints (loyalty program) for IPTV subscribers who use products and services available in MotionBanking and MotionPay.

PT Kredit Pintar Indonesia

The agreement with Kredit Pintar provides ample opportunities to explore business collaboration potentials, including but not limited to: lending provision, installment or pay-later features, credit card co-branding, collaboration in marketing and services, loan channeling through the Kredit Pintar platform, employee loans, as well as AI-based credit scoring for MNC Bank and its affiliates.

PT Oriente Mas Sejahtera (Finmas)

While a Finmas affiliate has signed a credit facility agreement amounting IDR 50 billion with MNC Bank previously this week, today, Finmas has agreed to deepen relations with MNC Bank and prepare other collaborations, such as:

- Provision of funds and other banking services;
- Cross-marketing of products and services.



Roadmap

MotionBanking being made available today is only the beginning. The team at MNC continues to innovate to develop the best digital banking application. For the next step, Mo-

tionBanking will use artificial intelligence to provide smart loans, virtual credit cards, and loyalty systems. Utilizing an open API technology, MotionBanking will also integrate various investment products to pro-

vide maximum return to its users. MotionBanking will also provide savings in various major currencies for extra convenience and other developments in an effort to create an unparalleled financial solution.

MNC Group Ecosystem

Pursuing an ambitious growth target, MotionBanking will capitalize on MNC Group's ecosystem by utilizing its user base for MotionBanking's client acquisition purposes, which includes:

- **More than 9 million** existing Pay-TV subscribers, growing by an additional 3-4 million new subscribers annually.
- **More than 63 million** MAU of OTT services (RCTI+ & Vision+).
- **More than 50%** of the Indonesian population as audience of MNC Group's Free-To-Air (FTA TV).
- **More than 75 million** MAU of MNC Group's news portals.
- **More than 230 million** followers of MNC Group's YouTube, Facebook, and Tiktok, with traffic generation reaching almost 45 billion views.
- A network of approximately 400 top artists and entertainers as well as 280 YouTubers under the management of MNC Group, who are available to become influencers or brand ambassadors for MotionBanking.

With digital onboarding, BABP is targeting an acquisition of **30 million new users within the next 5 years**.

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