

BABP Welcomes XL Axiata in a Strategic Partnership

Jakarta, August 12, 2021 – PT Bank MNC Internasional Tbk (**BABP**), part of PT MNC Kapital Indonesia Tbk (**BCAP**) and PT XL Axiata Tbk (**EXCL**), has reached an agreement to embark on a strategic partnership to promote **MotionBanking**. In the agreement, XL Axiata collaborates to bring a minimum of 1 million new users to MotionBanking through special promotions and incentives for XL Axiata users.



XL Axiata will support the promotion on XL Axiata’s platforms and in return, XL Axiata will get certain benefits including the right to get the new advertisement in the MNC’s media platforms

The spread of mobile connectivity and the massive user base owned by XL Axiata forms a strong foundation for digital banking services. The collaboration between MotionBanking and XL Axiata creates an ideal solution of integrating and adapting to current digital economic conditions. The future expansion of this symbiotic relationship seems inevitable as the rise of mobile consumerism and cashless societies continues to unfold.

The enormous opportunity comes from the fact that XL Axiata is strategically positioned to increase financial inclusion in today’s era, where the number of people with a mobile phone exceeds the number of people with a bank account. MotionBanking, in return, provides good retention incentives to XL Axiata users through benefits during account opening.

Why is XL Axiata a match made in heaven for MotionBanking?

1. The smartphone is the crucial channel for digital banking, in fact, it is what digital banking is all about. Higher internet and smartphone penetration (73% and 70%) compared to banking penetration (23% fully banked and 26% underbanked) makes XL Axiata a perfect partner. With more than 156K BTS available and 95% population coverage across Indonesia, MotionBanking will be able to penetrate more than 56 million XL Axiata users.
2. Unbanked people with smartphones will have access to a wide range of financial services offered, something they do not have access to before. This strategy will also enable MotionBanking to begin offering many products and services, including investment and credit facilities.
3. With the help of big data analysis and automation, XL Axiata can become the engine to provide tailored financial services adjusted to their habits and needs. MotionBanking gains access to a larger pool of customers while at the same time improving its loan profile and strengthen its target markets.

MNC's domination in the media space is a perfect platform for financial literacy coupled with XL Axiata and its 56 million smartphone user bases, creating a synergy to address the issue of low financial inclusion in Indonesia.

Director and Chief Commercial Officer – Consumer
XL Axiata, David Arcelus Oses said, "This partnership is strategic for us, as it is harmonious with our digital transformation agenda. The mutual partnership is also part of XL Axiata commitment and contribution to support the development of digital economy in Indonesia through technology. We believe this collaboration will give access to accelerate financial inclusion for the community."

156K BTS
425 CITIES
56M
USERS

"The collaboration between XL Axiata and MotionBanking has set a new era of collaboration between Telco operators and Digital Banking, the first of its kind in Indonesia. This partnership combines the massive ecosystems of MNC Group, including media, financial technology, and digital strength, with XL Axiata 56 million user base and its mobile carrier services empowering the digital economy and enabling financial inclusion." Yudi Hamka, CTO of MNC Group.

About XL Axiata

PT XL Axiata Tbk (XL Axiata) is one of the leading telecommunications companies in Indonesia, focusing on providing digital services to facilitate the daily activities of the Indonesian society while encouraging the development of Indonesia's digital economy. XL Axiata started operating commercially since October 8th, 1996. As of now, the company provides a variety of services to retail users and corporate customers, supported by quality and wide network throughout Indonesia. Since December 2014, XL Axiata has implemented the 4G LTE network, then followed by the development of commercial 4G LTE network on a national scale and quality back in July 2015. XL Axiata is part of the Axiata Group together with Celcom (Malaysia), Dialog (Sri Lanka), Robi (Bangladesh), Smart (Cambodia), and Ncell (Nepal).

About MotionBanking

On 3 June 2021, MNC Bank (**BABP**), a subsidiary of MNC Kapital (**BCAP**), successfully launched its digital banking application under the name MotionBanking. With a digital onboarding license, MotionBanking is designed to be an integrated digital banking app that offers complete services ranging from savings, transfers, payments, credit cards, with convenient UI/UX such as biometric e-KYC onboarding, biometric login, real-time notifications, and others.

Since the launching, MNC Bank has signed a number of agreements with third parties to expand its ecosystem. With MNC Vision Networks, MotionBanking can access more than 9.6 million MVN subscribers; with Kredit Pintar and Oriente (Finmas) for lending provision, installment or pay-later features, credit card co-branding, collaboration in marketing and services, loan channeling, and AI-based credit scoring for MNC Bank; with PT Jasamarga Related Business for digital banking services and funding for rest area tenants; and the latest with Visa and Mastercard virtual debit and credit card.

#XLAxiata #JadiLebihBaik

#MotionBanking #DigitalBanking #FutureBankingHere #LifeInMotion #MNCBank #MNCFinancialServices

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