



Digital Banking Trend in The New Normal Era

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Digital Banking Global

The awareness of digital banking increases as the COVID-19 pandemic hit, many of customers change their behavior in banking

82%

Of consumers are concerned about going to their bank

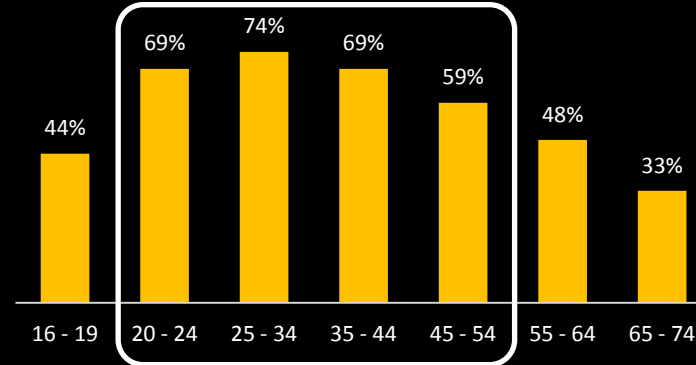
73%

Are doing more remote work/errand

63%

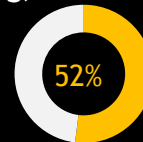
Are more inclined to try a digital app

Online Banking Adoption

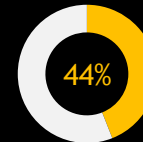


Across age group, Online Banking adoption **vastly** adopted in **productive** age group

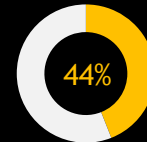
Three key components are driving customers in adopting digital banking,



Stronger Data Security



Do more than normal transactions

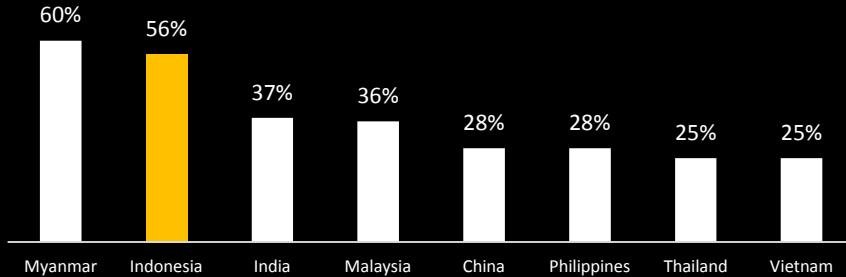


Real-time problem resolution

Digital Banking in Indonesia

Indonesia banking customers are among Emerging Asia's **most enthusiastic** adopters of digital banking and have high openness to digital banking propositions

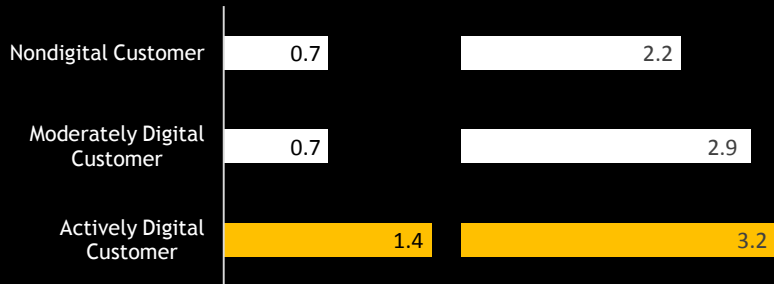
Share of Nondigital Respondents Likely to Use Digital Banking



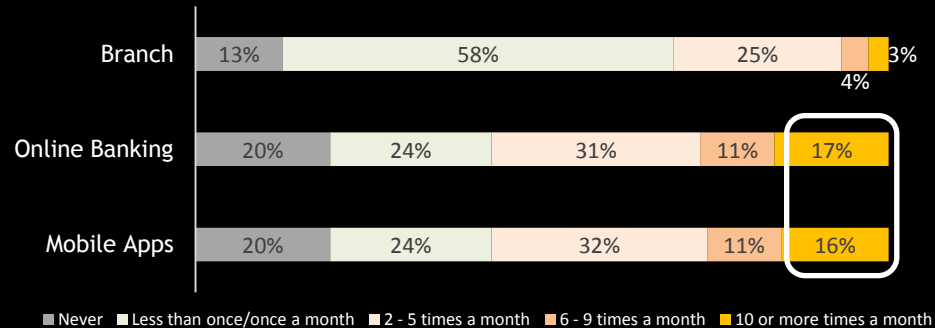
Indonesian consumers are very **open to digital banking**. Over the past three years, monthly usage of digital banking channels in Indonesia has grown twice as fast as other Emerging Asian markets. Furthermore, 56 percent of nondigital customers said they were likely to use digital banking in the next six months; this is the **second-highest** figure for any country in Emerging Asia, after Myanmar

Average of number of product purchased in 12 months

Average number of products owned per customer



Channel Usage to Access Primary Bank



Opportunities & Challenges Going Digital

Going to digital open up multiple **opportunities** to bank while at same time expose bank to the **challenges** of cyber security risk to be managed

Opportunities



The **bankable segment** of Young Professional (YP) and Young Family (YF) are growing, potential to be served thru Digital channel.

YP

YF

1m

4m

2.9m

9.9m

Population¹ 2017 2020



High penetration of **Smartphone** and **internet** in Indonesia.

Smartphone

Internet

63%

64%

% of 272mn population with access²



Development of **new technology** for digitalizing Banking



e-KYC



QR Pay



NFC



API

Payment

The market & technology development present Banks with opportunities to provide more efficient financial services while acquiring more customers digitally

Challenges



Phishing is still one of major Cyber risk where customers data are stolen from fake website or App.



Malware attempts to steal data on customer device thru malicious software.



Social Engineering is also widespread in Indonesia, where customers are scammed to reveal their Banking credentials.



SIM Card Take-Over is a fraud modus where fraudster take over customer SIM card using fake ID and gain access to customers Banking OTP.

With the growth in Digital Banking & Payment, Bank must also manage the associated **Cyber Risk** as customer trust is one of Bank's main asset

Digital Banking in the New Normal

During the pandemic situation, **reduction of mobility and physical contacts** has changed customer behavior. Thus banks also responding the way they are serving customers



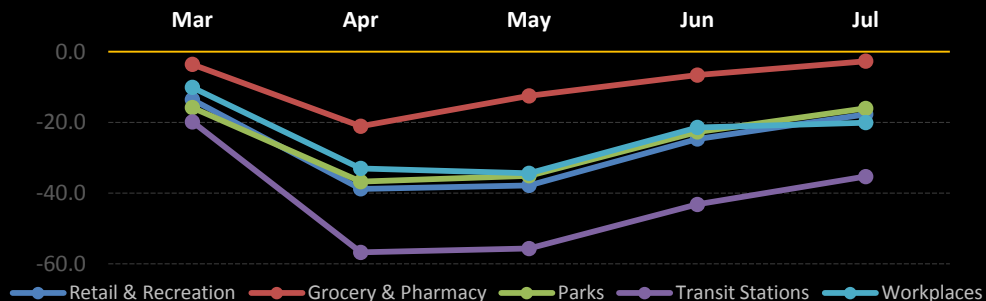
- **People mobility¹** significantly reduced during PSBB
- This trend shifts the way people interacting, including how they are banking



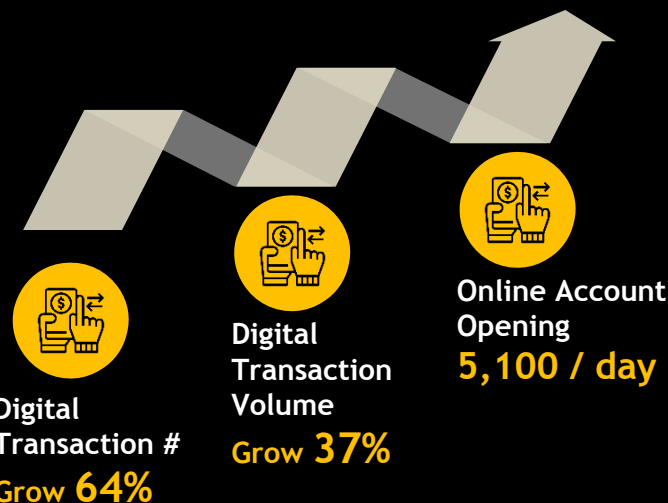
This **behavior shift** from physical economy to digital economy has pushed bank to accelerate digital transformation

People Mobility

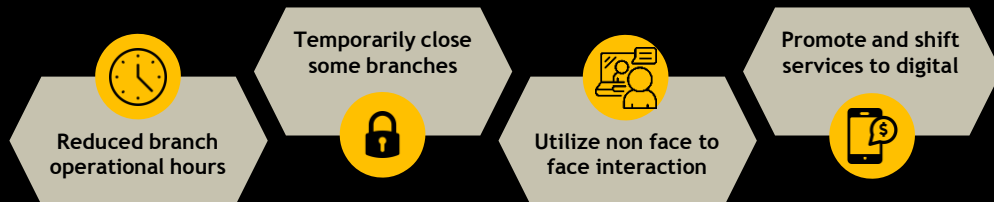
% Changed against baseline (Median Jan - Feb 2020 pre-pandemic)



In June 2020, BI and OJK stated² that:



Bank responding the PSBB with:



Maybank Digital Banking Journey



In adapting to the new normal, Maybank responding by providing the services relevant financial services anytime anywhere through digital channel and promoting #DiRumahAja #M2UinAja campaign

1 Manage Financial Portfolio

Complete control of all financial portfolio



Saving Account



Time Deposit



Credit Card



Loan



Investment & Insurance



2 24/7 Payment Solution

Pay all your Bills with free admin fee



Fund Transfer to Any Bank



Utilities



Credit Card



Multifinance



Telco



Insurance

Plus other 300+ Billers

3 Save and Invest

With fully online account opening



Account Opening with Video KYC



EduPlan Online for Kids Future



Time Deposit with High Interest Rate



Online Mutual Fund & Bonds Transaction

For Conventional & Syariah Account

4 Lifestyle

Your life, your style, fulfill with M2U

Go Cashless with QR PAY



E-Wallet Top-Up



Free Membership



With MyPlan Online

Fully Digital Financial & Lifestyle Solution



M2U not only offer basic banking transaction, but also offer Financial Management and Lifestyle features to fulfill customers needs, hence offering fully digital customer experience #DiRumahAja #M2UinAja

Financial Management With M2U



Saving Account Opening can be done fully online and digital thru M2U, with KYC verification using Video Call.



After opening saving account, customer can open various online **installment saving account (MyPlan, EduPlan)** for various future needs.



For longer term saving plan, customer can open online **Time Deposit** with attractive interest rate.



In the near future, customer can also invest in Mutual Fund thru **online Mutual Fund** transaction in M2U.

Save & Invest Digitally thru M2U

M2U Lifestyle Features



Contactless Payment using QR Pay, at any QRIS merchant nationwide. 



Top-up all E-Wallet thru M2U, for food delivery, online transportation, e-Commerce transactions, grocery transactions and many more.



Seamless E-Commerce Payment, shop till you drop with M2U.



FREE Digital Membership (Video streaming, Online Healthcare) subscription, by monthly saving installment in MyPlan membership.

M2U for 24/7 Lifestyle Needs

THANKYOU

#M2UinAja

#DiRumahAja

