

BUSINESS STRATEGIES

Bank Mandiri continues to innovate to sharpen strategies in every business segment. In the Wholesale segment, Bank Mandiri focuses on becoming a leading Wholesale Bank by utilizing Bank Mandiri's capacity as a Wholesale Bank that not only offers credit but also acquires potential new sources of income from customers. The strengthening of wholesale digital banking is also carried out to increase fee-based income and affordable funds ratio.

In the Retail segment, Bank Mandiri continues to collaborate to nurture business growth that is sustainable and prudent by targeting specific sectors and value chains through the best digital proposition, building services that

provide added value, and levelling up its customer segment. Various top strategies are continuously developed to maintain an optimal net interest margin ratio.

Bank Mandiri continues to implement several strategic measures to sustain credit growth such as offering credit prudently to sectors having a positive prospect. Bank Mandiri always considers top sectors by mapping potential sectors in Indonesia.

Besides, Bank Mandiri still focuses on developing digital banking services that will provide easy access for customers. Simplification of various business processes can also improve operational efficiency. Livin' and KOPRA become Bank

Mandiri's indispensable tools to increase the affordable funds ratio so cost of fund can be suppressed. Via Livin' and KOPRA, Bank Mandiri can reach all segments with financial transaction needs comprising new account opening, payment transaction, credit request, and investment, which are basically all services provided by branch offices but within your reach.

MARKETING ASPECTS

Bank Mandiri realizes that effective marketing strategies will invigorate product and service penetration offered by the Bank to the public. As such, there is hope for market share enlargement. In marketing its products, Bank Mandiri maps out the market and decides on the appropriate medium to use to deliver a message.

MARKETING STRATEGIES

Bank Mandiri intends to be the one-stop solution provider for all segments, including Wholesale and Retail. For that reason, the products and services offered are varied to target various customers. In its

promotional activities, Bank Mandiri aims to raise awareness, nurture knowledge, improve product activity, service, and programs by enhancing loyalty among old customers and new customers alike so they will be interested in the Bank's products or services.

In 2021, while the situation was still affected by the pandemic, Bank Mandiri carried out a digital transformation with the launch of the super financial app Livin' by Mandiri and the wholesale super platform Kopra by Mandiri. Marketing Communication activities in introducing these two products and their features dominated this year's marketing agenda. The communication strategy used was

360° communication, in which Bank Mandiri utilized all existing communication channels to distribute messages as a whole.

The Livin' by Mandiri campaign began with the establishments of brand visibility, brand story, innovation surprise, and happy experience which were implemented from February 2021 to the end of 2021. In October 2021, Bank Mandiri carried out a big bang strategy by conducting a grand launch of Livin' and Kopra at the same time. The promotion of these two newest digital services continued massively across all Bank Mandiri's communication channels until the end of the year.