

Danamon in Brief



Danamon was established in 1956 under the name of Bank Kopra Indonesia. The name was then changed to its present name, PT Bank Danamon Indonesia in 1976. In 1988, Danamon became a foreign exchange bank and a year later was publicly listed in the Jakarta Stock Exchange.

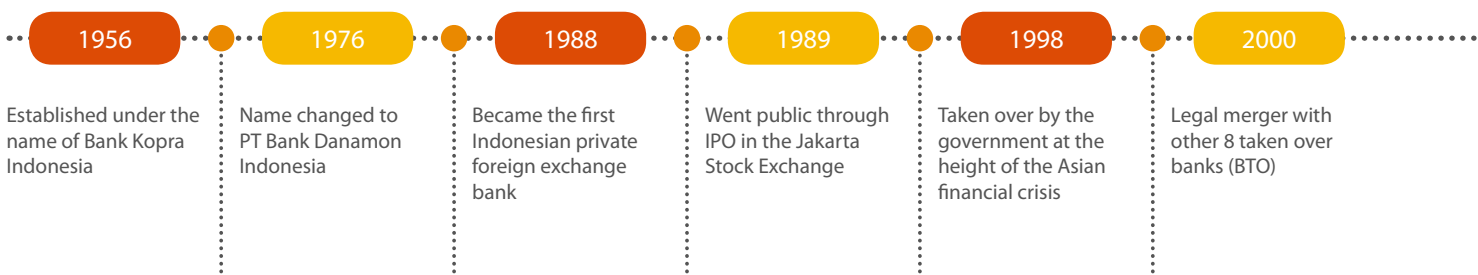
In the wake of the Asian financial crisis in 1998, Danamon was placed under the supervision of the Indonesian Bank Restructuring Agency (IBRA) as a Bank Taken Over (BTO). In 1999, the Government of Indonesia, through IBRA, recapitalized Danamon with Rp 32.2 trillion of government bonds. Within the same year PT Bank PDFCI, another BTO, was merged with Danamon as part of the restructuring program of IBRA. In 2000, Danamon completed another merger with eight other BTOs (Bank Tiara, PT Bank Duta Tbk, PT Bank Rama Tbk, PT Bank Tamara Tbk, PT Bank Nusa Nasional Tbk, PT Bank Pos Nusantara, PT Jayabank International and PT Bank Risjad Salim Internasional). As part of this merger package, Danamon received a second recapitalization from the government through a capital injection of Rp 28.9 trillion. As the surviving entity, Danamon emerged from the merger as one of the country's largest private banks.

Following the recapitalization and the merger, Danamon underwent further extensive restructuring involving management, employees, organization, systems, and corporate identity. The efforts succeeded in laying down new foundations and infrastructure for Danamon to pursue growth based on transparency, responsibility, integrity and professionalism.

In 2003, Danamon was acquired by Asia Financial (Indonesia) Pte. Ltd., through a consortium of Fullerton Financial Holding, a fully owned subsidiary of Temasek Holdings and Deutsche Bank AG, which took a majority controlling stake. Following an extensive review under new management, a new vision was introduced and a new strategy was developed with specific business models serving clearly defined market segments. In line with the new direction, in 2004 Danamon launched its Danamon Simpan Pinjam, a micro banking business, and diversified into consumer finance business via the acquisition of Adira Finance, one of the largest auto-finance companies in Indonesia. These initiatives were followed by rapid growth in the Danamon Simpan Pinjam network in 2005 and the acquisition of American Express Card business in Indonesia in 2006 that puts Danamon as one of the largest card issuers in the country.

Today, Danamon emerges as one of the largest and strongest financial institutions in the country. With over 50 years of experience, Danamon continues to strive to 'make things happen' for its customers – its brand promise. Danamon currently ranks as the fifth largest bank by asset size in Indonesia, and operates the second largest branch network with over 1,400 branches in the country.

Milestones



Danamon Brand



We care & enable millions to prosper

The Danamon brand is more than the sum of our name, logo design and communications. It is the “promise of an experience” when you come into contact with us – from the way we communicate with our people and customers, to the way we do things. Whilst other banks can offer similar product or services, they cannot offer the same promise of an experience that Danamon offers.

In seeking to revitalize the Danamon brand in 2008, we have sought to crystallize what makes us different from other banks in Indonesia. Our desire is to be a genuine partner that makes things possible for all segments of customers – from the lower mass market, to our retail banking customers, card holders, automotive and white goods financing customers, insurance customers, SME’s and corporates.

In strengthening our brand and making its presence felt, we took our Danamon corporate culture as a point of reference. Through the entrenched corporate values of “caring, honesty, disciplined professionalism, teamwork and passion to excel”, we articulated the six brand attributes that define our brand personality and how we want to be perceived:

- Enabling – making it happen for you
- Energetic – hardworking and persistent

- Proactive – taking the initiative and anticipating needs and issues
- Adaptive – able to adapt to changing situations
- Capable – well trained and knowledgeable
- Genuine – saying what we mean, and doing what we say

These brand attributes are translated to our statement of intent “Untuk Anda, Bisa”. It’s more than just a tagline for us. It demonstrates our commitment to “make it happen for you”, to support all our customers’ needs, provide the advice and expertise needed to help our customers go to the next level, whilst having customers’ interests at heart, and be ready and willing to help and to meet the needs of our customers.

As a group we have achieved double digit growth over the past few years, and won numerous accolades in the banking industry. Our positioning as “the leading financing bank in Indonesia, offering a full range of banking services” differentiates us from other transactional banks and demonstrates our focus on nurturing customer relationships rather than just selling products. Our goal is to be the brand of choice in the financial services sector in Indonesia.

