

# 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.

