



PRESS RELEASE

SINARMAS HANA FINANCE OFFICIALLY PLAYS IN INDONESIAN FINANCING MARKET

Jakarta, December 08, 2015 – Hana Financial Group in partnership with Sinarmas Group inaugurates a multifinance joint **company/venture** “PT Sinarmas Hana Finance (SHF)” today, on Tuesday (08/12). These two large groups have deposited initial capital worth Rp150 billion and set share ownership composition comprising of Hana Capital (55%), PT Bank KEB Hana Indonesia (30%) and **PT Sinar Mas Multiartha. Tbk** (15%).

CEO of Hana Capital Korea **Chu Jin Ho** inaugurated SHF at Le Meridien Hotel. Some officials attended the inauguration, including **Dumoly Freddy Pardede**, Commissioner Deputy for Non-Bank Finance Industry (IKNB) II at OJK, South Korea Ambassador **Cho Taiyoung**, Chairman of Indonesian Financing Firms Association (APPI) **Suwandi Wiratno**, President Director of PT Bank KEB Hana Indonesia **Lee Jae Hak** and Director of **PT Sinar Mas Multiartha. Tbk** **Dani Lihardja**.

CEO of Sinarmas Hana Finance **Seo Ji Su** said, “This joint financing company is established to meet market demand, especially the middle upper class used cars market as its potential is still great. Currently, we will in the short term strengthen internal infrastructure and focus to play in this market. We will further play in the bigger market in the future like new cars and motorcycles, commercial vehicles, manufacturing machineries uncovered by banking players.”

Seo Ju Si added the customers financing service is currently focused in SHF Head Office in Jakarta. However, the management will open some branches in Bekasi, Tangerang and Depok in the upcoming years. “Those three cities are selected due to their great potential for medium upper used cars segment,” he said.



Seo Ji Su said the company will take synergy with Bank KEB Hana to improve business and customer based portion. *“120,000 customers of Bank KEB Hana are the potential market for us to market SHF product. We will particularly provide financing support to some products underserved by the banks, like official cars, machineries and many others.”*

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