



## **EPAA PRESS RELEASE FOR IMMEDIATE RELEASE**

### **EXPLORING PAYMENTS IN INDONESIA: AN INDUSTRY OUTLOOK**

#### **EPAA and Bank Sampoerna launch EPAA's report that unveils Indonesia's hidden opportunities for the global payments industry**

**Jakarta, Indonesia, 21 November 2023:** The Emerging Payments Association Asia (EPAA) announces the release of the highly anticipated country report titled "Exploring Payments in Indonesia: An Industry Outlook." This comprehensive report, based on quantitative and qualitative surveys and interviews with payment leaders and CXOs from leading fintech and financial institutions, provides unique insights into one of the world's most populous nations.

It offers a deeper understanding of the perspectives and insights shaping Indonesia's payments industry, providing valuable insights into the challenges, opportunities, and future directions of this dynamic sector that would benefit any global payments leaders.

"EPAA believes that Indonesia is the new Payment Tiger of Southeast Asia. With its dynamic fintech ecosystem, supportive regulatory environment, stable banking and financial foundation, and potential in serving the underbanked, exponential growth is on the horizon", says Camilla Bullock, CEO at EPAA.

The diverse perspectives from representatives of Citi Indonesia, Go-Play, IBM Consulting, FIS, ASTRO, PT Timkado Sejahtera Indonesia, Ayoconnect, DOKU, and Verifone provide readers with a broad insight into trends, emerging payment technologies, the fintech landscape, success strategies, industry outlook, and the government's pivotal role in fostering innovation.

"We've witnessed and have been a part of the significant developments in Indonesia over the past seven years. The EPAA report arrives at a pivotal moment, guiding new and existing players toward the vast opportunities ahead," says Henky Suryaputra, Finance & Business Planning Director Bank Sahabat Sampoerna.

This report's release underscores EPAA's unwavering commitment to addressing the growing interest within its community regarding payments innovation and expansion in one of the world's fastest-growing economies, Indonesia.

#### **Access to the Report**

<https://emergingpaymentsasia.org/wp-content/uploads/2023/11/Exploring-Payments-in-Indonesia-An-Industry-Outlook.pdf>

## **Press Release Enquiries**

Linda Stanojevic, Chief Strategy and Marketing Officer EPAA,  
[info@emergingpaymentsasia.org](mailto:info@emergingpaymentsasia.org)

## **About Emerging Payments Association Asia, EPAA**

The Emerging Payments Association Asia is a thriving community of organisations in the payments industry whose goals are to strengthen and expand the payments industry to benefit all stakeholders.

They focus on advocacy for payments policy that brings the region together and, in doing so, improves lives everywhere. They do this through targeted events, critical industry projects and advocacy activities.

<https://emergingpaymentsasia.org/>

## **EPAA Membership Enquiries**

Sally Sternecker, EPAA Membership & Business Manager, [info@emergingpaymentsasia.org](mailto:info@emergingpaymentsasia.org)

## **About Bank Sahabat Sampoerna**

Bank Sahabat Sampoerna (Bank Sampoerna) is a private bank focusing on developing micro and SME businesses through digital technology. Prominent shareholders, including the Sampoerna Strategic Group, Xendit, and the Alfa Group through PT Cakrawala Mulia Prima, supported Bank Sampoerna. The bank has a network of 21 offices in various major cities in Indonesia. Bank Sampoerna has established a partnership strategy with KSP Sahabat Mitra Sejati (Sahabat UKM), which has networks in 28 provinces throughout Indonesia.

Utilizing the GPN network as well as cooperation with the Prima and BERSAMA networks, Bank Sampoerna's customers can take advantage of ATM services and EDC machines managed by any bank. Bank Sampoerna continues to carry out digital transformation and collaborate with various partners, including fintech companies, to support and develop the digital financial ecosystem. For more information about Bank Sampoerna, please visit [www.banksampoerna.com](http://www.banksampoerna.com).