

KOL AGENCY BRIEF

IPOT BOND

BACKGROUND

Indo Premier/IPOT will launch a new product available on our app: Bonds. We offer government bonds (FR) and corporate bonds.

OBJECTIVE

To increase awareness about our bond launch: Bonds are one of the essential instruments for investment diversification. And people can buy bonds on IPOT at a **lower price** compared to competitors.

IPOT Bond Audience

25-65 y.o; Mid-to-Up; Interest with investment



Spoon-Fed

(Traditional Investor / Bank Customer)



"Heard of bonds but never bought them because unsure how it work"

Mid-Low Segment	Affluent Segment
• Focus on Government Bond • Return lebih tinggi dari Deposito • Kepastian/Keamanan • Pajak Lebih rendah dr pada deposito • Government Bond dengan jatuh tempo terdekat	• Kepastian keamanan

Our Job : Educate & Make them interest with Bond

Cautious Explorer

(Conservative Bond Investor)



Invested in government bonds, familiar with the secondary market, but never bought corporate bonds.

Investment App	Bank Customer
• Harga Termurah • Gov & Corp • 24/7 + Cepet Match/Langsung masuk porto	• Kepastian keamanan + • Harga Termurah • Gov & Corp • 24/7 + Cepet Match/Langsung masuk porto

Our Job : Make them switch to IPOT Bond and building confidence in buying corporate bonds.

Switch Seekers

(Intermediate-to-Advance Investor | Competitor & IPOT User)



Advance Investor, actively seeking higher returns, familiar with corporate bonds and the secondary market.

Class Instruments

Stocks, Mutual Funds, Corporate Bond, Gov.Bond

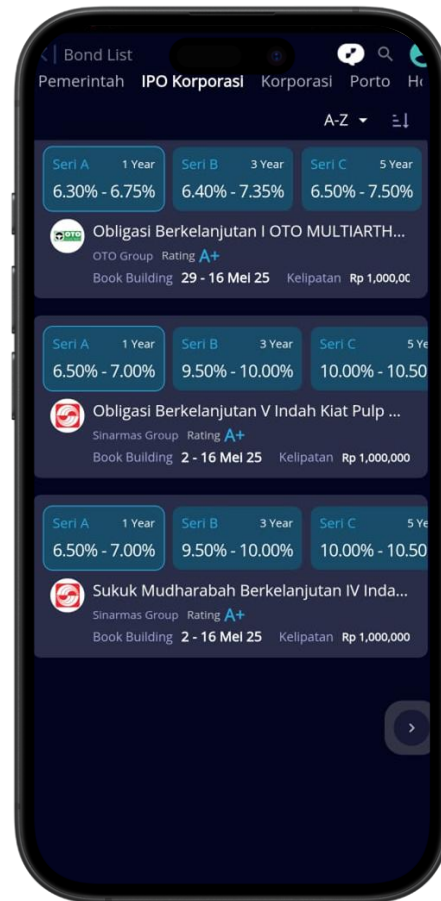
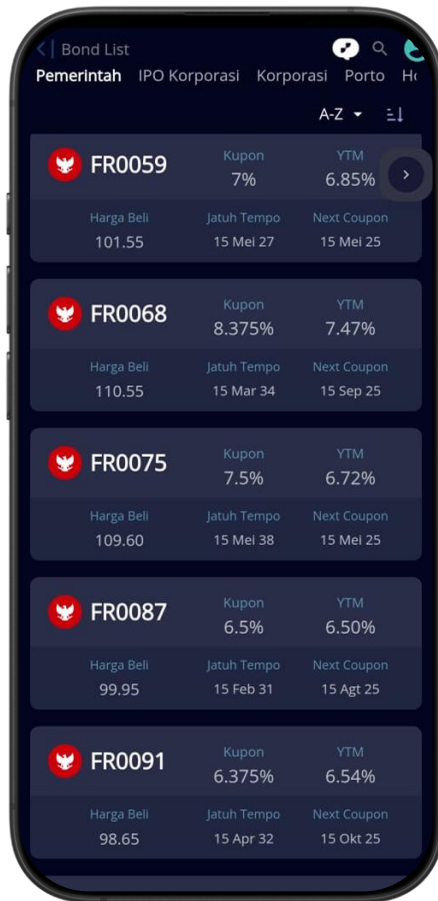
Jobs-to-Be-Done

Diversify portfolio and get higher profits

Pains	Gains
• Limited access to corporate/private bonds • High price/ Low Yield • Slow Growth	• High yield, flexible tenor • More Liquid Corporate Bond

Our Job : Introduce Bond Live Order Book as the new way of bond investing.

IPOT BOND



ipotbond

Kami gak boleh
bilang punya
harga obligasi
PALING MURAH

Tapi yang pasti
lebih murah dari sebelah

Mending cek sendiri aja di sini!
www.indopremier.com



#LebihDariSebelah

PT Indo Premier Sekuritas berizin dan diawasi oleh Otoritas Jasa Keuangan (OJK)

ipot



Big Idea

Lebih Dari Sebelah

- *A campaign that highlights the superiority of IPOT Bond—driving users to switch from banks and other apps.*

Unique Selling Proposition

Harga Paling (Lebih) Murah

Beli obligasi dengan harga lebih rendah dari sebelah, keuntungan otomatis lebih tinggi.

Ada Obligasi Korporasi

Gak kayak sebelah, ada obligasi korporasi dengan yield lebih tinggi dan tenor yang bervariasi.

Transaksi Lebih Cepat

Lebih cepat dari sebelah

Pas beli langsung masuk porto

Pas jual langsung ada yang beli*

*Khusus obligasi pemerintah

Transaksi *Real* Buka Lebih Lama

Banyak yang klaim 24 jam, padahal hanya order taking. Di IPOT, jam transaksi real-nya lebih panjang—langsung eksekusi, bukan hanya antri.

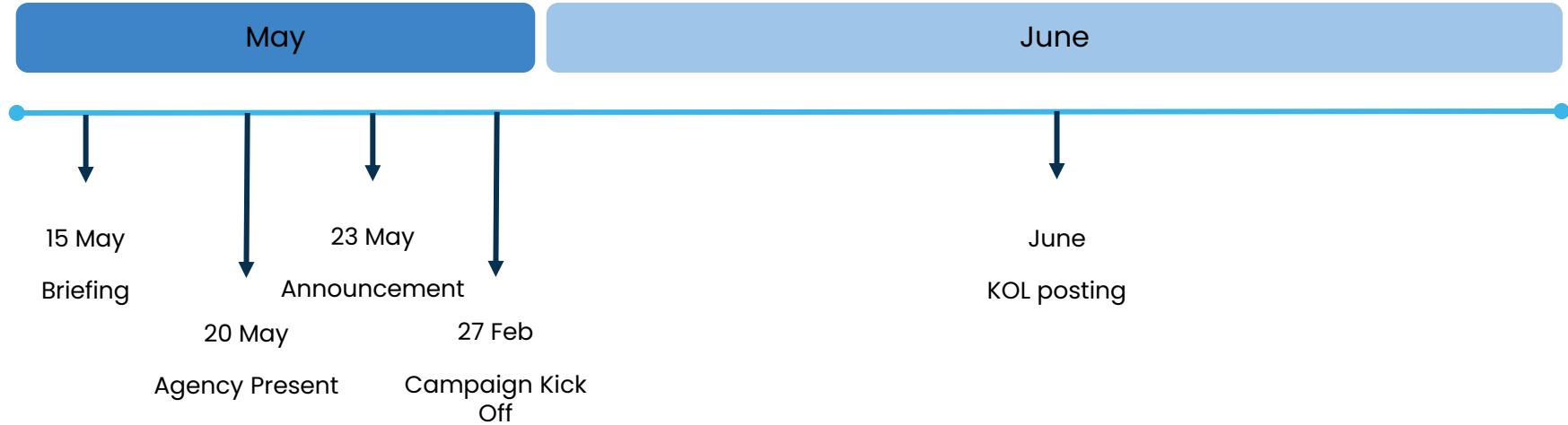
#LebihDariSebelah

KOL Segment



	Financial/Homeless	Family
Talking Points	General Bonds Jawara Obligasi Bonds available at IPOT IPOT USP	Preparing future for family/kids Saving/Investing in Bond Return lebih besar dari Deposito Bonds available at IPOT

Timeline



The Brief

- Detail strategy for this campaign.
- List of KOL (All channels)
- Budget for the campaign.

Thank You