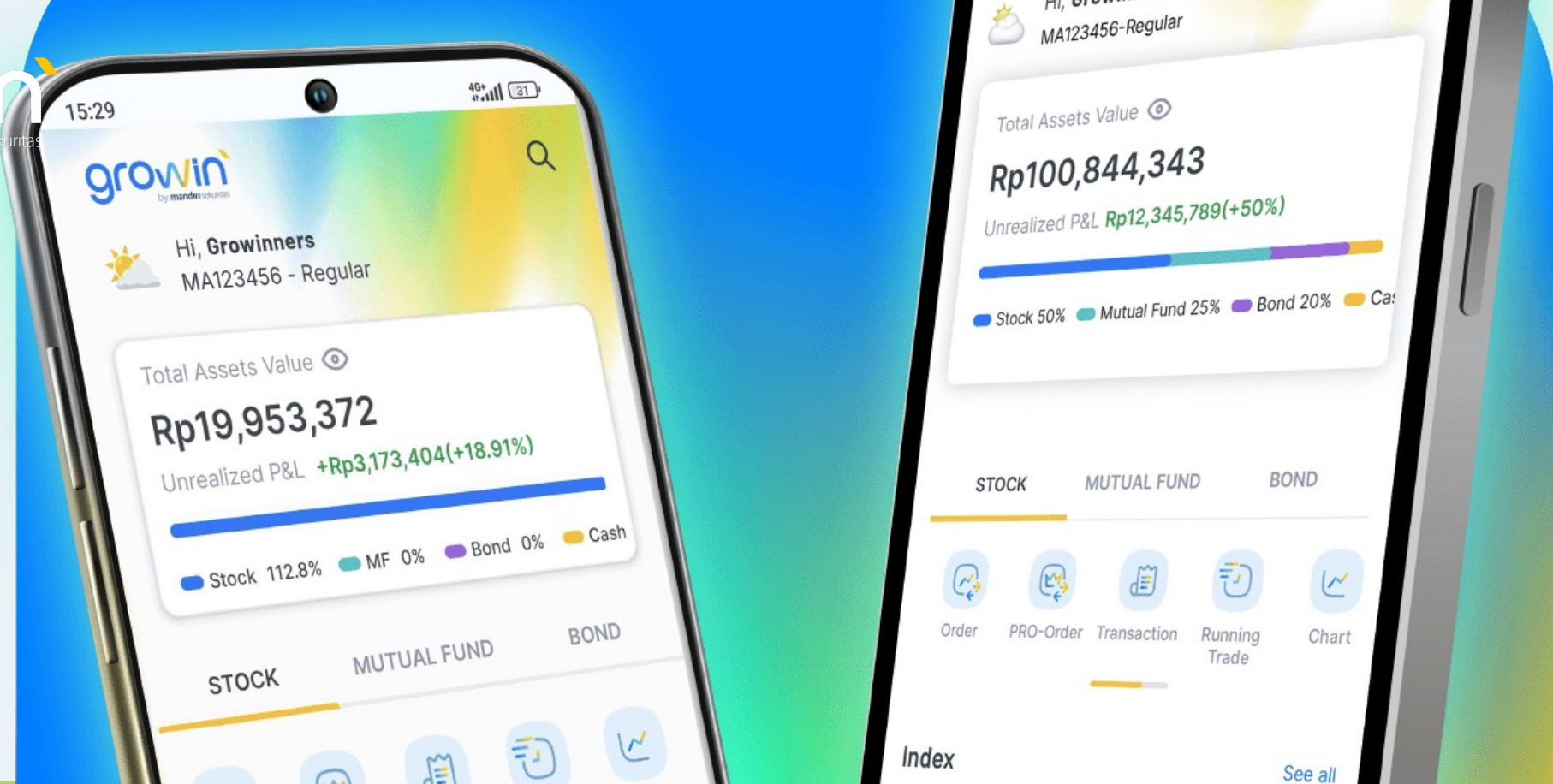


Growin' App

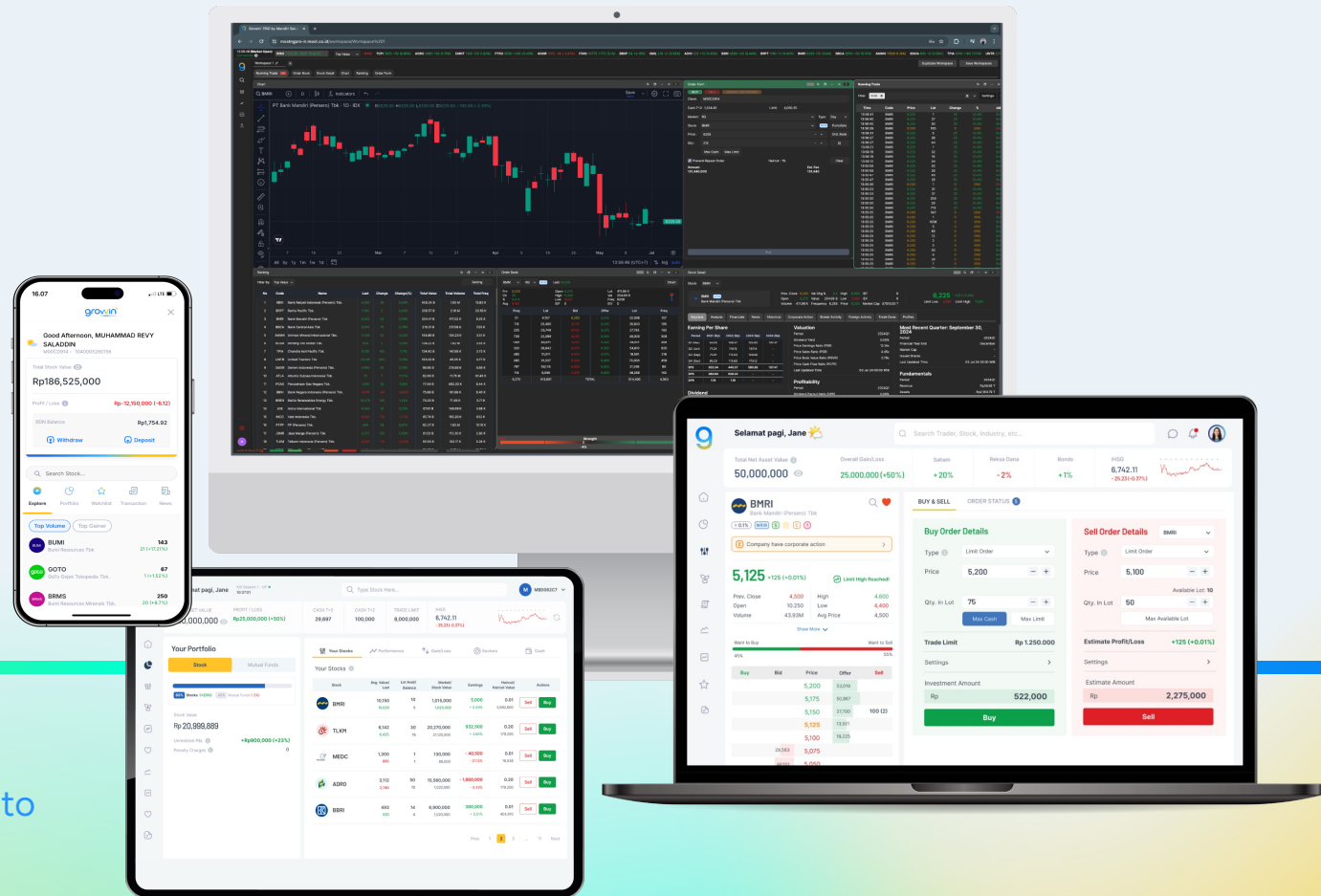
Scope of Work - Influencers



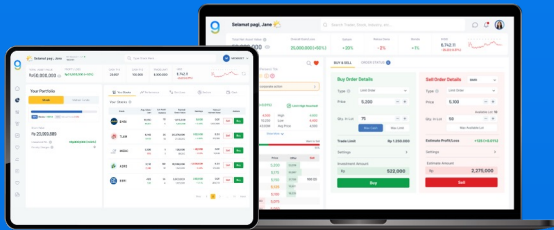
Product Knowledge

Agility. Future Ready. New Branding.

Growin' by Mandiri Sekuritas is designed to be agile and adaptable, keeping up with technological and industry changes to stay relevant and competitive. The new branding reflects the company's commitment to continuous growth and innovation, providing the best services to stakeholders.



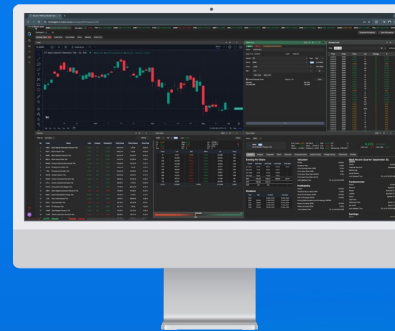
growin^{invest}
by mandiri sekuritas



Crafted for passionate investor

Integrated investment platform
for Stocks, Mutual Funds, and Bonds

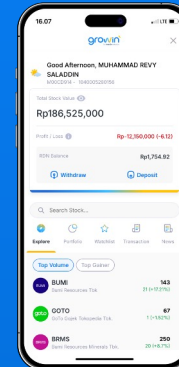
growin^{PRO}
by mandiri sekuritas



Build for professional trader

Personalized trading workspace
for your ultimate convenience

growin^{on} *livin'*
by mandiri sekuritas by mandiri

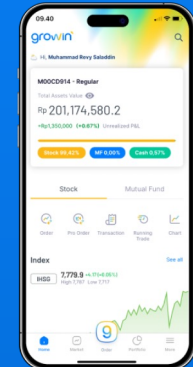


Custom-built for hassle-free investor

Stock investing in your favorite
mobile banking app



growin^{app}
by mandiri sekuritas



Designed for One. One for All.

One-stop trading app in the palm of
your hand

Growin' App

Trade, invest and grow all in one place

Simple investing, not intimidating

Cutting-edge stock chart

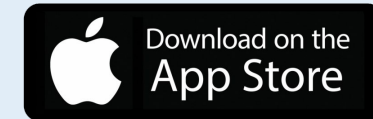
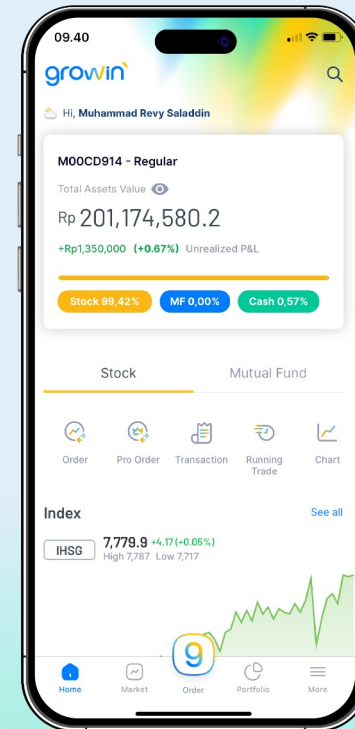
Smart running trade

Key stats to unlock your analysis

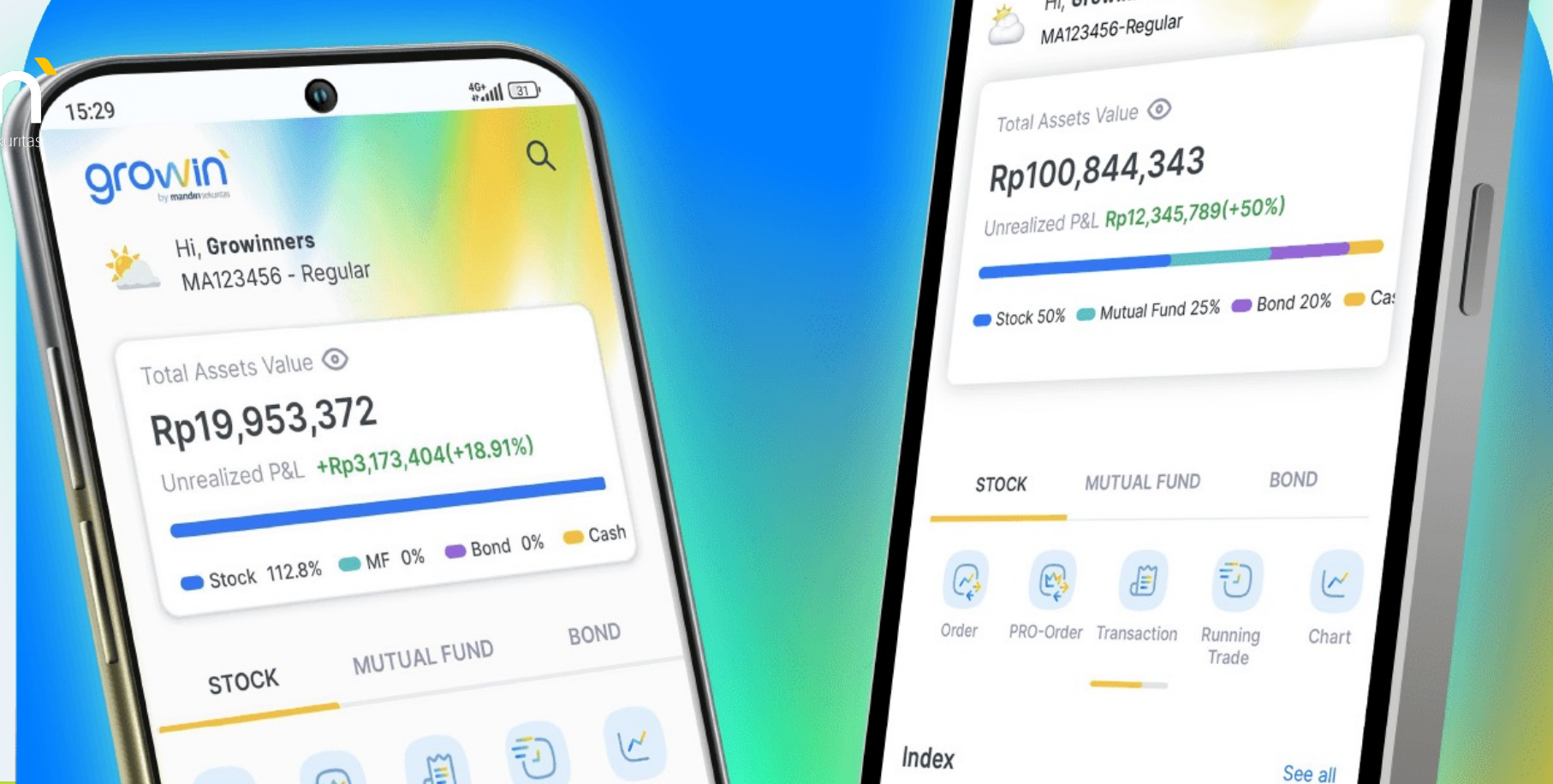
Real-time estimated profit & loss

24/7 deposit and withdrawal

Growing asset never been this accessible



Access through Growin' App
which can be downloaded from App Store or Google Play Store



Talking Points

KOL Brief

MANDATORY

- CTA: Download Growin' App on App Store / Google Play
- Ending: Growin' You!
- Mention: @mandiri_sekuritas (Instagram) and/or @mandirisekuritas (TikTok)
- Hashtag: #GrowinYou
- Post Schedule: 9 January 2025

#1 Story Route: Unboxing Growin' App

CONTENT DIRECTION

Open With Curiosity: Start by mentioning how you've been looking for tools to make investing more accessible and organized. Introduce the Growin' App as the latest innovation from Mandiri Sekuritas.

Feature Deep Dive:

- Explore the app's features—what stands out to you?
- Showcase the seamless user interface, quick account setup, and easy portfolio tracking.
- Highlight the key messages (slide 10)

Discuss Value: Emphasize how this app helps simplify investing for everyone, including those new to capital market.

Importance of Investing:

- Share your take on why investing is essential, especially in today's uncertain economy.
- Mention how Growin' App promotes **financial inclusion** (keuangan inklusif) by making investments more accessible.

CTA: Encourage your audience to explore the app and start investing for their future.

Tone: Informative yet approachable—position yourself as a trusted resource.

#2 Story Route: Investing as a Lifestyle

CONTENT DIRECTION

Start Personal: Share a snippet of your life—whether it’s traveling, a cozy “slow-living” morning routine, or achieving a big milestone. Mention how **investing plays a key role** in enabling this lifestyle.

Why Investing Matters:

- Discuss how financial planning is as important as choosing a healthy lifestyle.
- Mention how inflation and financial uncertainty highlight the need for investing.

Introduce Growin’ App: Present it as a modern, easy-to-use trading platform that aligns perfectly with a busy lifestyle. Highlight the key messages (slide 10)

Encourage the Audience: Talk about how embracing investment as part of your lifestyle can help anyone achieve their dreams, step by step.

End with Reflection: Inspire viewers to start their investment journey today with the right tools, like Growin’ App.

CTA: Encourage your audience to explore the app and start investing for their future.

Tone: Aspirational, relatable, and motivational—feel like you’re having a conversation with a friend.

Key Message

MUST HAVE KEY MESSAGE IN THE VIDEO

- Simple investing, not intimidating
- Investing in an easy way and also beginner-friendly, yet offers advanced features for trader
- Features:
 - Invest in stocks (saham), mutual funds (reksadana), bonds (obligasi), and Sharia-compliant (syariah) assets effortlessly with an integrated portfolio, allowing users to easily monitor all their assets in one app
 - Cutting-edge stock chart: Comprehensive charting tools designed to simplify and support users in making informed trading decision
 - Smart running trade: Filterable by stock and transaction type, this feature helps users track market trends and maximize potential profits
 - Real-time estimated profit & loss: Provides better and more convenient transaction decision-making with instant insights
 - 24/7 deposit and withdrawal: Enjoy the flexibility to deposit and withdraw funds anytime, anywhere

Wardrobe for KOLs

DETAILS:

- Smart Casual with a hint of Blue

