

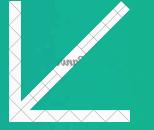


# INVEST TRADE RACE KOL PLAN



SEPTEMBER 2024

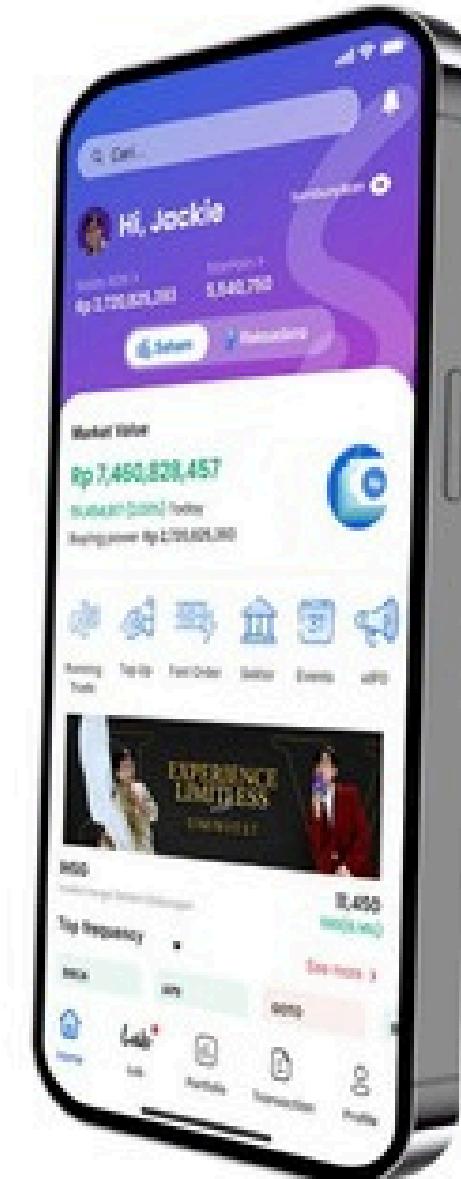
# Introduction



PT Sinarmas Sekuritas was established in 1988 under the name PT Sinarmas Ekagraha Money Changer, engaged in foreign exchange trading, traveler's checks, and other foreign currency securities. In 1989, the name PT Sinarmas Ekagraha Money Changer changed to PT Sinarmas Ekagraha and then to PT Sinarmas Sekuritas in 1995. Now, we have a solid foundation, as part of Indonesia's Leading Financial Corporations.

# SimInvest

## Millennials & Gen Z's Favorite Investment App



### Asset Summary

See and monitor your portfolio, RDN balance, reward balance, etc directly

### Gamification

Your investment experience become much fun with lots of benefit

SimInvest is built to serve this segment with some key services as the support

SimInvestLab



Online Acc. Opening  
100% Online: 1 day

SimInvestLab



Market Watch  
Comprehensive Research



Responsive  
Chatbot &  
OmniChannel CS

### Innovative Features

Each type of investment will be supported with a complete features series

### Simple Navigation

Move easily between various features inside the app and we bring user experience to the next level of using investment app

### Various Product

Stocks & Mutual Fund are available now.  
Coming up : Retail Bonds, Insurance, etc

### Promotion

Alternative to traditional advertising mediums including prints, television, billboards, classifieds.

Supported by Sisters Company

star  
poin

Reward  
Service

bank  
sinarmas

RDN Services & Cross  
Sell



Cross-Sell

# THE EVENT

—

SimInvest will launch a Investrade Race as a trading competition regarding road to 3rd SimVersary.

This competition will lead you to many rewards up to Billion Rupiahs!

Periode: 17 Sept – 13 Dec 2024

**Sim**  
SIMINVEST



# INVESTRADE RACE

Menangkan Total Hadiah Millaran Rupiah!



JOIN NOW!

# Objectives

- Attract the potential investors to join the trade competition during the live trading session
- Provide an opportunity to demonstrate trading skills, strategies, and decision making through the expert/influencers
- Offer opportunities to networks with other traders
- Inform the details of trading competition and benefit itself



# Target Audience

- Young Adults (Ages 18-39)
- Tech-Savvy Traders
- Aspiring Investors
- Competitive Individuals
- Social Media Users
- Financial Educators and Influencers
- Financial and Trading Enthusiasts
- Career Changers and Side Hustlers



PHASE



# SCOPE OF WORK

## 01 PRE-EVENT      02 ON EVENT      03 POST EVENT

1st Week



- 1x IG Feed
- 1x IG Story



Promote and  
Invite the  
audience to  
register the live  
trading event

2nd Week



- 2x IG Story



Remind The  
Audience to  
register the live  
trading event

## 02 ON EVENT

3rd Week



Meet with Clients



Live Trading Event



To learn and  
know in detail  
about how to  
use the  
SimInvest Apps



Do Live trading  
through Zoom  
using SimInvest  
personal  
account

4th Week

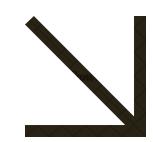


- 2x IG Story



Recap the event and remind to  
KYC

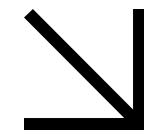
KPI FOR EACH KOL



# TARGET

- Target registration: 350 person
- Target download and KYC submission: 200 person
- Target participant: 200 person
- WhatsApp subs: 200 person

# THE BRIEF



01

## PRE-EVENT

1st Week

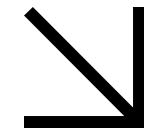
### 1x IG Feed and 1x IG Story

- Promote and invite the audience to **Download the SimInvest Apps**
- Invite the audience to **register and join the live trading event**
- Inform the audience to **fulfill the submission process** until KYC (on SimInvest App) is finished before submit the registration to the live trading event
- Inform the audience that they should **submit their SID (client ID) when submitting their registration through google form** and registration is FREE (*The link registration will provided by client*)
- Inform the audience that **the first 100 registered participants, will get Rp 50,000 RDN balance \*TBC**
- Inform the audience that **all registrants by link will get trading fee reduction by 0.12% during live trading \*TBC**
- Guide the audience to **follow Instagram @sim\_invest and subscribe our WhatsApp channel** through this [link](#)

2nd Week

### 2x IG Story

- **Remind The Audience** to
  - Register and join the live trading event
  - Submit their SID (client ID)
- **Provide information about registration**
- **Provide link registration** with IGS feature (add link)



02

## EVENT

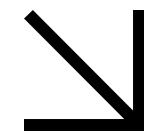
3rd Week

### Online meeting With Client

- Set Online meeting with client to learn and know in detail about how to use the SimInvest Apps

### Live Trading Event

- Do **live trading through Zoom using their personal account**
- Use SimVersary's t-shirt that We provide (During Live trading event)
- Don't show any brand competitor of Sinarmas Group



03

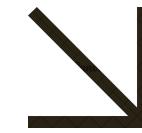
## POST-EVENT

4th Week

### 1x IG Story

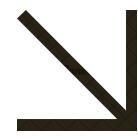
- Recap the event
- Remind to KYC to **join The Investrade Race**

# TERM AND CONDITION



# IMPORTANT THINGS TO NOTE

- KOL Have to download the SimInvest App and create your SimInvest personal account and submit your KYC to do live trading (please finish it maximum in 1 week before the live trading event)
- Check below for registration process
  - [YouTube](#)
  - [Pdf File](#)



## DO'S

- Don't show any brand competitor of Sinarmas Group
- Tag @sim\_invest when you post through IG Story and IG Feed
- Do IG Collaboration Post with @sim\_invest
- KOL makes a video according to the persona and language style on each social media
- Post at the best time (according to the best time to post each KOL)

## DON'TS

- Showing Sinarmas Group's competitor brands
- Showing other brands/products in the video
- Using a dress code with colors that represent Competitor
- Comparing SimInvest with other Apps
- Using harsh words/containing SARA
- Deleting posts before the agreed time