

March 7, 2016

Sumitomo Mitsui Banking Corporation
PT Bank Sumitomo Mitsui Indonesia

Financial support of an Indonesian animation school to help develop human resources in the animation industry in Indonesia

TOKYO, March 7, 2016 --- Sumitomo Mitsui Banking Corporation (SMBC, President and CEO: Takeshi Kunibe) and its consolidated subsidiary, PT Bank Sumitomo Mitsui Indonesia, hereinafter referred to as SMBC INDONESIA, made a donation to RUS vocational school (RUS), a local Indonesian animation school located in Kudus, a city in Central Java, to help it purchase video equipment. The two banks also presented used comic books, donated by their employees, to the school for use as teaching materials. The donation is part of corporate social responsibility (CSR) activities in Indonesia by SMBC and SMBC INDONESIA.

The move by SMBC and SMBCI was based on the signing in March last year of a Memorandum of Understanding (MOU) with the Djarum Foundation (DF), the foundation of the major Indonesian corporate group Djarum, for the purpose of enhancing their collaboration on CSR. Under the MOU, the banks already provided financial support to vocational schools in Indonesia last year. Specifically, they donated training equipment to local maritime and nursing schools. Also in 2015, the banks sponsored a training session held in Japan for teachers working for Indonesian nursing schools, while donating books to a Japanese education school in Indonesia. From now on, SMBC will engage on activities to enhance the level of education by introducing Japanese companies with worldwide animation creating know-how.

Developing the creative industry is a national policy of the Indonesian government led by President Joko Widodo. At present, the animation industry in Indonesia mostly relies on foreign-made products, which are popular among local people. Therefore, it is imperative for Indonesia to develop human resources in the industry so that made-in-Indonesia animation products can be created in the future. SMBC will contribute to the development of the animation industry in Indonesia by joining hands with the DF to provide support to RUS, an animation school aimed at fostering internationally competitive animation creators.

In engaging in CSR activities, SMBC has placed three priority issues --“Next Generation,” “Community,” and “Environment”-. Indonesia is one of the largest investment destinations in Asia for SMBC. It is also a country where SMBC aims to promote a full-lineup of commercial banking operations. Given these circumstances, the bank will do its utmost to fulfill its CSR in the Asian country.

Outline of the RUS vocational school to which SMBC provided donation

Name of school	SMK Raden Umar Said (RUS Animation Studio)
Outline of the school	<ul style="list-style-type: none">• A printing and design school in Kudus, a city in central Java Province. Student numbers, about 800.• Last year, an animation course opened as the sixth course of the school. The course is intended to foster talents in the field of animation, believed to be dormant in regional areas of Indonesia, so that they can be trained and educated to become internationally competitive animation creators. By developing animation-related human resources, the course is aiming to make Indonesia's animation industry commercially feasible in the future.