



Tanggung Jawab Sosial Perusahaan
Corporate Social Responsibility
2014

PaninSekuritas

Tanggung Jawab Sosial Perusahaan *Corporate Social Responsibility*

Perseroan sebagai perusahaan publik maupun perusahaan efek memiliki tanggung jawab sosial kepada masyarakat yang telah berperan bagi pertumbuhan perusahaan. Pada tahun 2014, Perseroan dan Panin Asset Management (“PAM”) telah melakukan berbagai macam kegiatan sosial, baik program edukasi pasar modal maupun program kemanusiaan.

The Company, as a public company and securities company, has a social responsibility to the community that has contributed to the growth of the Company. In 2014, the Company and Panin Asset Management (“PAM”) has conducted a wide range of social activities, both capital market education programs and humanitarian programs.

Sepanjang tahun 2014, Perseroan dan PAM telah melakukan edukasi ke berbagai segmentasi masyarakat di antaranya adalah umum, mahasiswa, ibu rumah tangga, pekerja dan lainnya. Perusahaan dan PAM telah melakukan edukasi melalui seminar, kelas, kunjungan eksklusif, dan lainnya. Untuk meningkatkan tingkat edukasi pasar modal di Indonesia dan memperluas kesempatan masyarakat untuk berinvestasi di pasar modal, Perseroan dan PAM menawarkan sejumlah kemudahan bagi calon investor ritel, antara lain melalui penurunan nilai deposit untuk rekening saham serta peluncuran reksa dana mikro.

During 2014, the Company and PAM have educated various market segmentations, including public, student, housewives, professional, and others. The Company and PAM have implemented education activities through seminars, classes, exclusive visits, and others. In order to improve knowledge about capital market and to expand opportunities to public in investing in capital market, the Company and PAM also offered a wide range of facilities for retail investors, including a decrease in the deposit of stock account as well as the launch of micro mutual funds.

Meningkatkan edukasi masyarakat terhadap pasar modal, khususnya investasi di saham dan reksa dana, merupakan kegiatan yang menjadi prioritas Perseroan untuk mencerdaskan masyarakat Indonesia. Perseroan dan PAM berkomitmen untuk mendukung program Literasi Keuangan yang dicanangkan oleh Otoritas Jasa Keuangan (“OJK”). Sepanjang tahun 2014, Perseroan dan PAM telah menyelenggarakan dan berpartisipasi dalam lebih dari 45 kegiatan sosialisasi/edukasi mengenai investasi di pasar modal. Guna memperluas penyebaran informasi mengenai pengenalan dan perkembangan pasar modal, Perseroan dan PAM secara aktif memuat berbagai artikel di media masa dan media sosial, baik oleh kantor pusat maupun kantor cabang.

Increasing the public education level regarding capital market has been the Company’s priority in order to improve public knowledge. Company and PAM are committed to support the Financial Literacy Program launched by the Financial Services Authority (“FSA”). Throughout 2014, the Company and PAM has organized and participated in more than 45 activities of socialization/education about investing in the capital market. In order to disseminate information regarding the introduction and the development of capital market, the Company and PAM actively release articles in the mass media and social media, either by head office as well as branch offices.

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Di tahun 2014, Perseroan dan PAM telah bekerja sama dengan PT Bursa Efek Indonesia (“BEI”) untuk menyelenggarakan Sekolah Pasar Modal (“SPM”). Kegiatan ini diselenggarakan di kantor pusat dan kantor perwakilan BEI serta di kampus-kampus di beberapa kota di Indonesia. Perseroan dan PAM menyadari bahwa mahasiswa akan menjadi pelaku ekonomi di masa mendatang, sehingga perlu mendapatkan pemahaman yang baik mengenai pasar modal, serta mendapatkan kesempatan untuk berinvestasi sedini mungkin. Materi yang disampaikan dalam SPM antara lain Pengenalan Investasi dan di Pasar Modal Indonesia, Mekanisme Perdagangan Efek, Pengenalan Produk Pasar Modal dan Analisa Efek. Para pembicara yang menyampaikan materi berasal dari BEI, KSEI, Perseroan dan PAM.

In 2014, the Company has cooperated with Indonesia Stock Exchange (“IDX”) to conduct the School of Capital Market (“SPM”). This event was held at the head office and representative offices of BEI and on campuses in several cities in Indonesia. The Company and PAM aware that students will become economic agents in the future, so they need to get a good understanding of the capital markets, as well as getting the chance to invest as early as possible. The material presented in the SPM include Introduction Investment and Capital Market Indonesia, Securities Trading Mechanism, Product Introduction Capital Markets and Securities Analysis. The speakers that convey the material came from the Stock Exchange, KSEI, the Company and PAM.

Melanjutkan kerjasama yang telah terjalin sejak tahun 2013, maka sepanjang tahun 2014 Perseroan dan PAM bekerja sama dengan BEI dan Masyarakat Ekonomi Syariah (“MES”) melaksanakan Sekolah Pasar Modal Syariah (“SPMS”) di Jakarta dan beberapa kota di Indonesia. Kegiatan ini sejalan dengan program Gerakan Ekonomi Syariah (“Gres!”) yang diselenggarakan bersama-sama oleh asosiasi, industri, otoritas, dan *stakeholders* ekonomi syariah. Materi yang disampaikan dalam SPMS antara lain Pengenalan Investasi dan Investasi Syariah di Pasar Modal Indonesia, Landasan Fikih Pasar Modal Syariah dan Pengenalan Produk Pasar Modal Syariah. Para pembicara yang menyampaikan materi dari berbagai latar belakang, yaitu Pengurus MES, BEI, DSN-MUI, KSEI, Perseroan dan PAM. Kesuksesan kegiatan ini menunjukkan bahwa pasar modal syariah Indonesia sudah mendapat respon positif dari masyarakat Indonesia sebagai salah satu pilihan instrumen investasi yang sesuai dengan prinsip-prinsip syariah.

Continuing the cooperation that has been set up since the year 2013, during 2014 the Company and PAM collaborated with IDX and Islamic Economic Society (“MES”) to implement the School of Islamic Capital Market (“SPMS”) in Jakarta and several cities in Indonesia. This activity is in line with Islamic Economic Movement program (“Gres!”) which is held together by associations, industry, authorities and stakeholders of Islamic economics. Material presented in SPMS include Introduction to Investing and Investment in Indonesia Capital Market Shariah, Fiqh of Islamic Capital Markets and Introduction to Islamic Capital Market Products. The guest speakers were from a variety of backgrounds; include MES, IDX, DSN-MUI, KSEI, the Company and PAM. The success of this activity indicates that the Indonesian Islamic capital market has received a positive response from the public as one of investment instruments that comply with the shariah principles.

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Rekapitulasi Kegiatan Literasi Keuangan Tahun 2014

Recapitulation of Financial Literacy Events in 2014

- Sasaran :** Ibu rumah tangga, pekerja formal, pekerja informal, pelajar, mahasiswa, atau pensiunan.
- Target:* Housewives, formal workers, informal workers, students, or retired.
- Tujuan :** Meningkatkan pengetahuan dan keterampilan peserta sasaran tentang produk dan/atau layanan di pasar modal.
- Objective:* Improve the knowledge and skills of the targets on the products and/or services in the capital market.
- Program :** Pengenalan saham dan reksa dana, analisis makro ekonomi, industri dan emiten.
- Program:* Introduction to stocks and mutual funds, the analysis of macroeconomic, industry and issuer.

No.	Kota City	Aktivitas Activities	Frekuensi Frequency
1	Jakarta	Presentasi tentang saham dan reksa dana	5
		<i>Presentation about stocks and mutual funds</i>	
2	Jakarta	Presentasi tentang pasar modal syariah	5
		<i>Presentation about shariah capital market</i>	
3	Jakarta	Pameran pasar modal	3
		<i>Capital market exhibition</i>	
4	Jakarta	Artikel di surat kabar dan media online	80
		<i>Articles in newspapers and online media</i>	
5	Medan	Presentasi tentang saham dan reksa dana	10
		<i>Presentation about stocks and mutual funds</i>	
6	Padang	Presentasi tentang saham dan reksa dana	4
		<i>Presentation about stocks and mutual funds</i>	
7	Bengkulu	Presentasi tentang pasar modal syariah	1
		<i>Presentation about shariah capital market</i>	
8	Solo	Presentasi tentang saham dan reksa dana	6
		<i>Presentation about stocks and mutual funds</i>	
9	Kudus	Presentasi tentang pasar modal syariah	1
		<i>Presentation about shariah capital market</i>	
10	Surabaya	Presentasi tentang saham dan reksa dana	3
		<i>Presentation about stocks and mutual funds</i>	
11	Surabaya	Presentasi tentang pasar modal syariah	1
		<i>Presentation about shariah capital market</i>	
12	Denpasar	Presentasi tentang saham dan reksa dana	5
		<i>Presentation about stocks and mutual funds</i>	
13	Denpasar	Artikel di surat kabar	25
		<i>Articles in newspapers</i>	
14	Pontianak	Presentasi tentang saham dan reksa dana	2
		<i>Presentation about stocks and mutual funds</i>	

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Tanggung jawab sosial perusahaan tidak hanya dalam program edukasi pasar modal, namun juga dalam program kemanusiaan. Pada awal tahun 2014, Perseroan dan PAM memberikan donasi bagi korban bencana banjir di wilayah Jawa Tengah.

Corporate social responsibilities were not only on educational program, but also on the humanitarian program. In early 2014, the Company and PAM gave donations for flood victims in Central Java.

Dalam rangka memperingati ulang tahun Perseroan ke-25 dan ulang tahun PAM ke-3, Perseroan dan PAM telah mengadakan kegiatan donor darah pada bulan Maret dan September 2014 yang diikuti oleh 300 pendonor.

In order to commemorate the Company's 25th anniversary and the PAM's 3rd anniversary, the Company and PAM have conducted blood donation activities in March and September 2014, followed by 300 donors.

Guna mendukung terciptanya masyarakat Indonesia yang sehat, pada bulan April 2014 Perseroan dan PAM menyelenggarakan kegiatan Capital Market Run yang diikuti sekitar 2000 peserta.

To support the creation of a healthy Indonesian society, in April 2014 the Company and Capital Market PAM conducting Run, which was attended by approximately 2,000 participants.

