

PT MINERVA MEDIA MARKETS

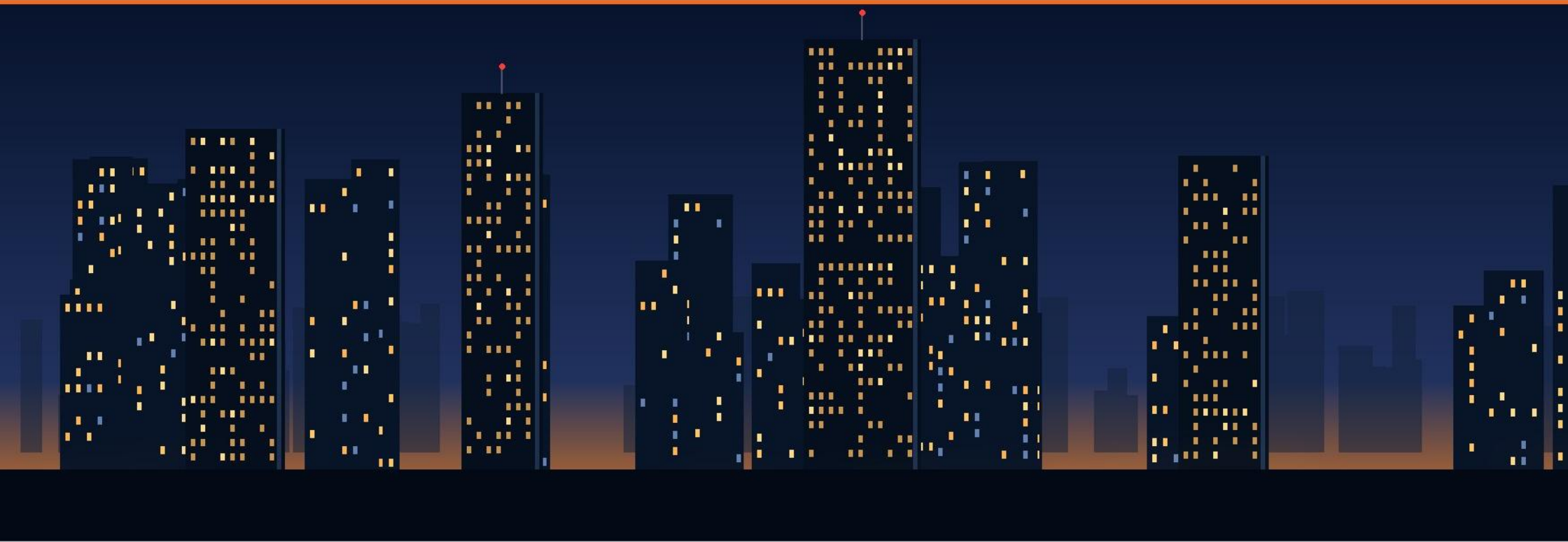
COMPANY PROFILE

Branding & Performance Marketing
for the Finance Industry



Jakarta, Indonesia
Serving Worldwide

2026



01 • Welcome

About Minerva

Minerva Media Markets is a marketing agency built for the finance industry. We help banks, brokers, fintech platforms, derivatives firms, wealth managers, and trading education providers reach the right audience with the right message — in a category where every word, every claim, and every creative choice carries regulatory weight.

We were founded in Jakarta because Southeast Asia is one of the most exciting and competitive financial markets in the world. From here, we serve clients across the region and globally. Our team combines marketing strategists, performance media buyers, brand designers, finance copywriters, and compliance-aware producers under one roof.

BY THE NUMBERS



02 • Direction

Vision & Mission

OUR MISSION

To make finance accessible to every audience that matters — building clear, trusted, and effective bridges between financial businesses and the people they serve. Whether those people are individual investors, active traders, institutional clients, or business decision-makers, we believe access should never be a privilege.

OUR VISION

To be the marketing partner of choice for finance companies in Southeast Asia and beyond — the team financial brands trust to scale audiences responsibly, creatively, and with measurable performance.



**We make finance accessible —
without dumbing it down.**

— OUR FOUNDING PRINCIPLE

03 • Beliefs

Core Values

We work the way we want to be worked with. These five principles shape every brief, every creative choice, and every campaign we run.

- 01

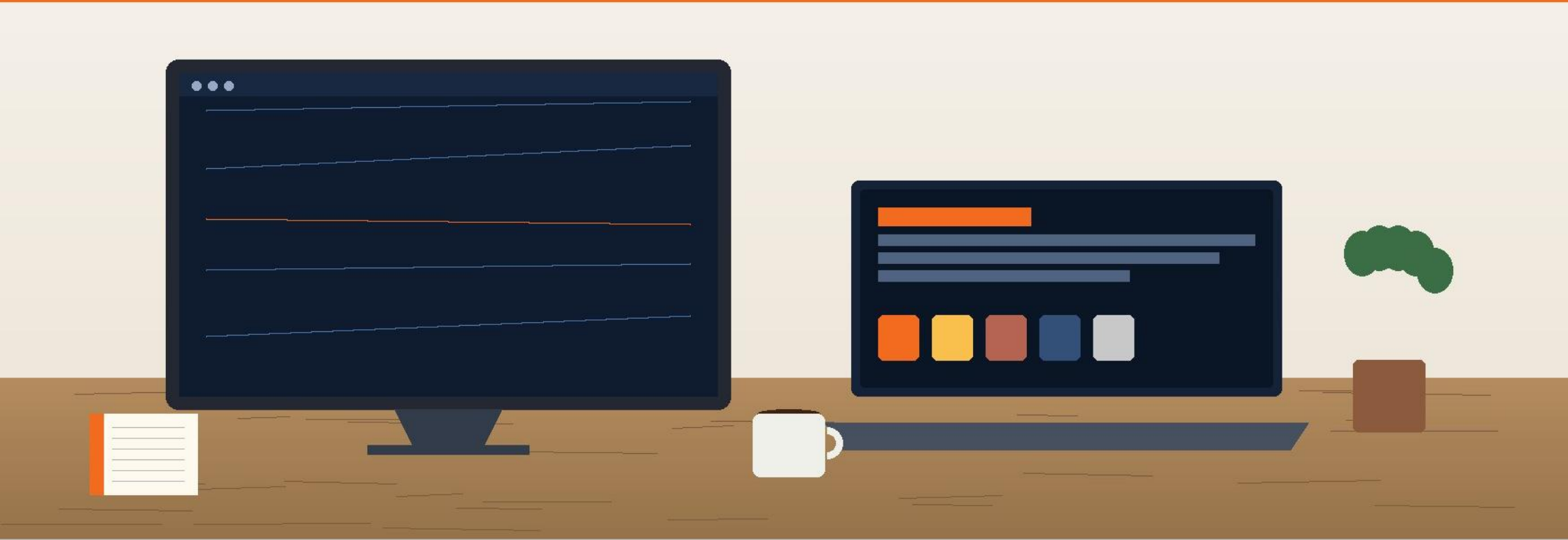
Clarity
Plain language. Honest claims. No buried fine print. If our work isn't immediately understandable, it isn't done.
- 02

Performance
Every campaign tied to a measurable outcome. We optimize toward business results, not vanity metrics.
- 03

Compliance
Regulation is a creative constraint, not an obstacle. Our work passes review on the first round.
- 04

Craft
Strategy, design, copy, and media buying are equally important. We invest in all four.
- 05

Partnership
We measure success by client renewal and growth. Honest counsel — including saying no — is part of the work.



04 • Capabilities

What We Do

We organize our work around two outcomes: building brands that earn trust, and running campaigns that produce measurable acquisition.

01

BRANDING

Strategy, identity, naming, websites, sales collateral, and brand guidelines.

02

PERFORMANCE MARKETING

Paid search, paid social, programmatic, KOL campaigns, conversion optimization.

03

CREATIVE PRODUCTION

Video, copy, design, and motion built for compliance and conversion at scale.

04

COMPLIANCE STRATEGY

Regulatory review across Indonesia, Singapore, Malaysia, EU, UK, Australia.



05 • Audience

Who We Serve

We specialize in finance — across B2B and B2C, sometimes within the same client.

B2B

Selling to institutions

- Brokers acquiring institutional accounts
- Liquidity providers and prime-of-prime
- Trading technology vendors
- B2B payment networks
- Compliance and RegTech
- White-label platforms

B2C

Reaching end customers

- CFD and derivatives brokers (retail)
- Forex brokers in new markets
- Retail investment apps and robo-advisors
- Crypto exchanges
- Personal finance and neobanks
- Trading education and creators

Many finance brands operate on both sides — a broker serves retail traders while offering institutional products. Running both from one agency means consistent voice and lower coordination cost.

+2.84%

1,247.82

VOL 38.4M

TREND

06 • Method

Our Approach

Every engagement follows a four-phase model with clear deliverables, decision gates, and success criteria.





07 • Reasons

Why Choose Minerva

- 01

FINANCE-FIRST EXPERTISE
Focused on finance. We know how to scale audiences and pass compliance without slowing the work.
- 02

COMPLIANCE BUILT IN
Creative built to pass review on the first round, not patched after rejection.
- 03

PERFORMANCE THAT HOLDS UP
Measured against business outcomes — funded accounts, qualified leads, LTV.
- 04

REGIONAL STRENGTH, GLOBAL REACH
Jakarta HQ means deep SEA fluency. Work spans Southeast Asia and global markets.
- 05

ONE TEAM, FULL STACK
Strategy, brand, content, performance media, analytics — under one roof.

08 · REACH

Markets We Cover

HEADQUARTERS

Jakarta, Indonesia

The center of our regional operations.

PRIMARY MARKETS

- Indonesia
- Malaysia
- Singapore
- Thailand
- Vietnam
- Philippines

EXTENDED REACH

- Australia
- Japan
- MENA Region
- South Africa
- United Kingdom
- European Union

LANGUAGES WE LOCALIZE FOR

Bahasa Indonesia · English · Bahasa Malaysia · Thai · Vietnamese
Mandarin · Arabic · Japanese

Get In Touch

We work with a focused number of clients to ensure every engagement gets the attention it deserves. If you are building a brand in finance or scaling acquisition for one, we would like to hear about the work.

WEBSITE minervamarketer.com	EMAIL inquiry@minervamarketer.com
OFFICE Jakarta, Indonesia	HOURS Monday - Friday • 09:00 - 18:00 WIB

Let's talk about your next campaign.



Let's build something together.

We work with a focused number of clients.
If your brand belongs in finance, let's talk.

WEBSITE

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OFFICE

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