FROST & SULLIVAN
BEST PRACTICES

2026
INDONESIAN FINTECH CROSS-BORDER REMITTANCE
NEW PRODUCT INNOVATION

flip

FROST & SULLIVAN

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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Flip excels in many of the criteria in the fintech cross-border remittance space.

RECOGNITION CRITERIA

New Product Attributes	*Customer Impact*
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

The Rise of Digital Finance Strengthens Indonesia's Remittance Opportunity

Indonesia's financial technology (fintech) market continues to develop as the country advances its digital economy and modernizes its payment infrastructure. Strategic initiatives such as the National Payment Gateway, QRIS, BI-FAST, and Payment System Blueprint 2025 support broader digital payment adoption and encourage collaboration between banks, fintech providers, and regulators. These developments create a stronger foundation for application (app)-based financial services, including digital money transfer and remittance solutions.

However, access gaps continue to shape the market. Indonesia's bank penetration remains one of the lowest in Southeast Asia, while traditional banks often require multiple documents to open an account. The country's island geography also limits access to financial services in many locations, especially outside major urban centers. These structural conditions create room for fintech providers that can deliver financial services through mobile-first and lower-friction digital channels.

The remittance market reflects the same need for more accessible and affordable digital services. Banks often charge fees depending on the transfer amount and destination country, and the process can take one to two working days. Offline agents create another layer of friction as customers must visit a physical location and pay fees that can range from IDR 40,000 to IDR 100,000. These providers can also apply foreign exchange spreads of around 1% or more, and in some cases as high as 3% against mid-market rates.[1] Digital remittance services offer another option, but many Indonesian customers still need stronger trust signals before they rely on online providers for international transfers. These conditions create opportunities for fintech participants to challenge traditional providers that rely heavily on over-the-counter transaction models.

Cross-border payments also remain operationally complex. Businesses and consumers must navigate various currencies, foreign exchange volatility, local regulations, licensing requirements, settlement delays, and compliance obligations. In Southeast Asia, payment interoperability continues to improve through initiatives such as QRIS cross-border usage with neighboring markets, but regional money movement still requires stronger transparency, faster processing, and more reliable digital infrastructure. These market conditions increase the importance of providers that can combine transparent pricing, digital onboarding, strong security, responsive support, and dependable transfer execution.

This environment creates a clear opening for product innovation in Indonesia's outbound remittance market. Customers need a service that reduces uncertainty around fees, exchange rates, delivery timing, and transaction support. A fintech provider that can address these pain points through a mobile-first experience, transparent transfer economics, and reliable operating infrastructure can strengthen trust and expand digital remittance adoption among individuals and small and medium enterprises (SME).

Expanding Access to Transparent Outbound Money Movement

Founded in 2015 and headquartered in Indonesia, Flip.id builds its cross-border remittance solution around the cost, speed, access, and trust gaps in Indonesia's outbound money movement market. The company designs Flip Globe to help customers send funds abroad through a digital process that reduces cost, improves speed, and makes pricing clear. Flip Globe supports transfers from Indonesia to more than 55 countries, giving senders access to key Asian corridors and broader international destinations. It also serves common Indonesian remittance needs, including family support, tuition payments for students abroad, medical and household bills, tourism-related payments, and medical tourism payments in markets such as Singapore and Malaysia. Additionally, Flip.id supports SMEs that import goods from countries such as Thailand, China, and other Southeast Asian markets and need reliable international payment options. This breadth gives Flip Globe a practical role in the market, as it connects everyday personal transfers and SME payment needs through the same low-friction outbound remittance platform.

> *"Frost & Sullivan applauds Flip.id for giving customers greater control over the full transfer decision. Its solution moves remittance activity from offline channels into a digital app and brings cost, timing, and payout information into the same journey before the sender commits."*
>
> ***- Debashrita Tripathy***
> ***Consultant, Growth Strategy & Implementation***

Flip.id also prioritizes individual users to lower the barrier to international remittance. This focus gives the company a clear role in the market. Rather than treating overseas transfers as a service that mainly fits banked, branch-based, or higher-value customers, Flip.id opens the experience to broader everyday use cases. Customers can install the Flip ID app, complete know your customer (KYC) online with national

[1] Frost & Sullivan's Discussion with Flip (May 2026)

identity document verification, and use payment options such as bank transfer, virtual account, or other supported methods. This approach reduces the need for branch visits or agent counters and gives senders more control over the transaction process.

The customer journey also reinforces this access strategy. Flip Globe follows a simple flow: users select the destination country and transfer amount, complete recipient details and payment, and then Flip converts and sends the money. The app shows the amount in Indonesian Rupiah, the transfer fee, the foreign exchange rate, and the expected recipient amount before users create the transaction. Customers can also check transfer status in real time. Flip Globe adds rate reminders, allowing senders to monitor exchange-rate movements and choose a more suitable transfer time. This structure addresses one of the main weaknesses of traditional remittance experiences: users often know the fee but do not fully understand the exchange rate impact or final payout until later.

> *"Flip.id uses its pricing engine and routing intelligence to manage the trade-off between cost, delivery time, and customer purpose. This approach strengthens its long-term value, as customers receive clear transfer economics while the company maintains a commercially sustainable way to serve different outbound remittance needs."*
>
> ***- Debashrita Tripathy***
> ***Consultant, Growth Strategy & Implementation***

Frost & Sullivan applauds Flip.id for giving customers greater control over the full transfer decision. Its solution moves remittance activity from offline channels into a digital app and brings cost, timing, and payout information into the same journey before the sender commits. This design fits the practical nature of Indonesian outbound remittance, where family, education, medical, travel, and SME payment needs often require clear costs, accessible service, and fewer uncertainties around delivery.

Balancing Affordability, Stability, and Transfer Priorities

Pricing plays a central role in cross-border remittance decisions, especially for individual users who may send money several times a year but still need each transfer to remain affordable. Flip.id addresses this need through a model that combines low starting fees, transparent exchange-rate treatment, Rupiah-based cost visibility, and corridor-level optimization. Flip Globe strengthens this affordability position with international transfer admin fees starting from IDR 20,000, giving customers a lower-cost alternative to bank-based and agent-based transfers.

Flip.id avoids a pricing structure that highlights low visible fees while shifting the real cost into less transparent exchange-rate spreads. The company emphasizes competitive rates and gives customers the full transfer cost before confirmation. This practice helps senders evaluate the actual value of a transaction rather than compare providers only by stated admin charges. It also addresses a common remittance issue in which a low stated fee can come with a weaker exchange rate.

Flip.id develops its pricing engine in-house and uses it to adjust charges based on customer needs, transfer amount, destination country, and currency conversion requirements. The company also reviews demand patterns by corridor. For example, Flip.id sees strong individual demand for transfers to Malaysia, so it works to lower costs for that route as much as possible. This corridor-level view gives its solution more precision than a flat model, as remittance customers send money for various purposes, countries, and urgency levels.

Beyond corridor-level adjustment, Flip.id also uses pricing to give customers more stability. Indonesian customers transact in Rupiah, and the company aims to reduce the need for them to manage short-term exchange-rate movements on their own. The Rupiah can fluctuate significantly, so Flip.id accounts for conversion needs through its pricing structure while still giving senders clear Rupiah-based costs. This approach gives customers a clear view of the amount they need to pay before they commit.

Flip.id also differentiates between consumer and small business priorities. Individual consumers often optimize for price and may accept a slightly longer delivery time when the route lowers the cost. SMEs may prioritize speed when supplier payments or goods movement depend on timely settlement. The company uses this demand-side understanding with supply-side routing decisions, allowing it to support various transfer priorities such as lower cost for consumers and faster delivery for SMEs.

This model turns pricing into a product capability rather than a basic fee comparison. Flip.id uses its pricing engine and routing intelligence to manage the trade-off between cost, delivery time, and customer purpose. This approach strengthens its long-term value, as customers receive clear transfer economics while the company maintains a commercially sustainable way to serve different outbound remittance needs.

Strengthening Reliability through AI and Partner Redundancy

Flip.id's cross-border remittance innovation extends beyond the app interface. The company builds reliability through infrastructure, partner management, and artificial intelligence (AI)-enabled decision-making. Users can access the Flip app 24/7 and create international transfer transactions without the cut-off limitations that often affect bank-based remittance. For Southeast Asian corridors, the company processes transfers in minutes rather than hours or days, addressing the need for fast regional money movement.

Flip.id works with multinational partners that connect to multiple banks in destination countries. This network gives the company broader fulfillment capacity and allows it to build redundancy into the transfer process. If one partner faces an issue, Flip uses backup providers to help maintain its service commitments. This structure reduces single-point dependency in cross-border remittance, where corridor performance can change quickly due to bank issues, local network outages, holidays, or partner-level delays.

Flip.id strengthens this network through an internal AI routing engine. For each transaction, the system assesses which partner can best process the transfer. It considers several factors, including failure rate, processing time, service-level performance, destination corridor conditions, and cost. If one partner's failure rate rises for a specific corridor, the company avoids that route until performance recovers. If another partner's delivery time increases, the routing engine reassesses available options and selects a better alternative.

This AI-enabled routing model gives Flip.id more control over delivery reliability and speed. As cross-border transfers involve many variables across corridors, transaction sizes, and user priorities, the company adopts a routing model that adjusts as partner conditions change. The routing engine allows

Flip.id to monitor provider's performance and respond in real time. It also supports the pricing strategy by helping the company compare cost and service performance across partners.

Flip.id also applies AI before transactions occur through foreign currency demand forecasting. Cross-border remittance providers need to prepare liquidity before customers send funds, and inaccurate forecasting can affect service reliability or cost. The company uses factors such as macroeconomic conditions, past user demand, and internal demand patterns to estimate the amount of foreign currency it needs for international transactions. This capability improves operational readiness and supports a smooth user experience.

Frost & Sullivan finds that Flip.id's infrastructure gives the product a stronger foundation than basic digital transfer functionality. Cross-border remittance requires consistent decisions across partner availability, route performance, liquidity needs, delivery timing, and cost. The company uses AI efficiently to manage these variables before they reach the customer, turning operational complexity into a simple and more dependable transfer experience.

Turning Customer Input into Product and Service Improvements

Flip.id treats customer input as a direct part of product development. The company gathers insights through customer satisfaction surveys, social media channels, app store reviews, WhatsApp feedback, testimonials, user interviews, one-on-one sessions, and brand surveys among non-users. These channels give the company transfer-level signals from active customers and broader market signals from people who compare remittance providers across price, speed, and trust.

Flip's pricing re-development exemplifies how it turns input into action. The company responded to users' concerns regarding high pricing by reviewing its pricing structure and finding a more acceptable model for customers who wanted cheaper international transfers. This example shows a clear link between feedback collection and product upgradation. It also fits the behavior of remittance customers, who often compare providers closely when small differences in fees or exchange rates affect the final amount received.

Flip.id extends the same customer-led approach into the service journey before and after each transfer. Customers can contact care agents for help with KYC, pricing, delivery timelines, service commitments, and beneficiary receipt. After sending funds, customers can reach the company through 24/7 WhatsApp and email assistance. The care team answers inquiries directly when possible and escalates cases to partners when an issue requires additional investigation. This structure gives customers a clear support path across the full transfer cycle, from pre-transfer questions to post-transfer resolution.

Furthermore, the company combines AI and human support to match the complexity of each inquiry. AI handles basic knowledge-based questions, such as general information about transfer timelines. Human agents handle more complex or sensitive cases, especially after customers have sent funds. This balance gives remittance customers practical reassurance during high-stakes transfers for family needs, tuition, medical payments, or business obligations.

Beyond answering routine questions, Flip.id uses AI to anticipate support needs before the customer explains the issue. A recent corridor-specific transfer, payday period, or tuition-payment season can indicate the likely reason for contact, allowing the service process to start with more context. This capability reduces the need for customers to restate the full situation before receiving relevant guidance.

Flip.id's domestic transfer business also strengthens its support foundation. The company already handles large daily transaction volumes and complex domestic transfer cases, giving it operating experience in customer care, issue management, and transaction support. International remittance adds product-specific complexity; however, Flip.id trains its agents on cross-border requirements from an existing service base rather than building the capability from zero.

Frost & Sullivan recognizes Flip.id for its customer experience model that links product improvement with service reliability. Feedback channels help the company identify where users feel friction, while around-the-clock assistance and contextual AI help address concerns during the transfer journey. This combination strengthens repeat-use potential in outbound remittance, where users often decide whether to return to a provider based on how clearly it handles problems, questions, and uncertainties.

Building Trust, Traction, and Scalable Cross-Border Reach

Digital remittance depends on user trust, and Flip.id supports its product with compliance, security, and partner-quality signals. The company received its Bank Indonesia license in 2016 and operates its money transfer activities within the bank's supervised framework. Flip Globe also runs as a Bank Indonesia-registered and supervised service, giving users a clear basis for confidence when they send funds abroad. The company works with global-standard partners and protects login and transaction activity through two-factor authentication, including PIN, OTP, or fingerprint.

Flip.id's wider platform scale further reinforces confidence in its international remittance solution. The company has helped more than 13 million users and 1,000 companies and SMEs. Its app ratings also show strong user acceptance, with 4.8 out of 5 on Google Play Store and the Apple App Store. These indicators strengthen Flip.id's credibility, as users often evaluate digital financial products through visible adoption, app experience, and trust signals before sending money.

Within cross-border remittance, Flip.id's adoption metrics add a more product-specific signal. Flip.id is one of Indonesia's leading non-bank outbound remittance providers by transaction count. The company also grew its international remittance user base by more than 50% from 2024 to 2025.[2] This growth, alongside stronger adoption after the pricing re-development, suggests that affordability and transparency play an important role in user conversion.

Flip.id also extends cross-border money movement to companies and SMEs through Flip for Business International Transfer. The service supports transfers to more than 40 countries through API and dashboard access, including bulk transfers through dashboard upload. Its pay-per-successful-transaction model, without subscription or maintenance fees, applies the company's lower-friction transfer approach to business users that need practical tools for supplier, trade, or operational payments.

Flip.id's roadmap extends its cross-border strategy beyond current outbound services. while continuing to improve speed and reliability across its existing transfer operations. It has also started exploring stablecoin-

[2] Frost & Sullivan's Discussion with Flip (May 2026)

based money movement. Indonesian regulation for stablecoin-based remittance still needs more clarity, which keeps this initiative forward-looking rather than part of the current product proposition.

Frost & Sullivan acknowledges that Flip.id's regulated operating base, platform adoption, cross-border growth, business transfer extension, and forward-looking infrastructure plans give it a stronger foundation for sustained relevance. This combination strengthens the company's role in Indonesia's outbound remittance market, where customers need a provider that can earn trust today while continuing to expand the ways money moves across borders.

Conclusion

Flip.id addresses Indonesia's outbound remittance gaps through a product model that combines digital access, transparent pricing, corridor-level optimization, reliable infrastructure, and customer-led improvement. Flip Globe gives individual users a clearer and more accessible way to send money abroad for family, education, medical, travel, and other personal needs, while Flip for Business extends the same cross-border money movement capability to companies and small and medium enterprises. Its product reduces friction across the full transfer journey by showing costs upfront, supporting real-time tracking, offering rate reminders, and giving customers access to 24/7 assistance. Flip.is also strengthens the product through operational capabilities that sit behind the user experience. Its partner redundancy, artificial intelligence routing engine, foreign currency demand forecasting, support faster and more dependable transfers. Its regulated operating base, user growth, application ratings, business transfer extension, and stablecoin-based exploration give the company a strong foundation for continued relevance in Indonesia's cross-border remittance market.

With its strong overall performance, Flip.id earns Frost & Sullivan's 2026 Indonesia New Product Innovation Recognition in the fintech cross-border remittance industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Recognition identifies the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Recognition Analysis

For the New Product Innovation Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

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Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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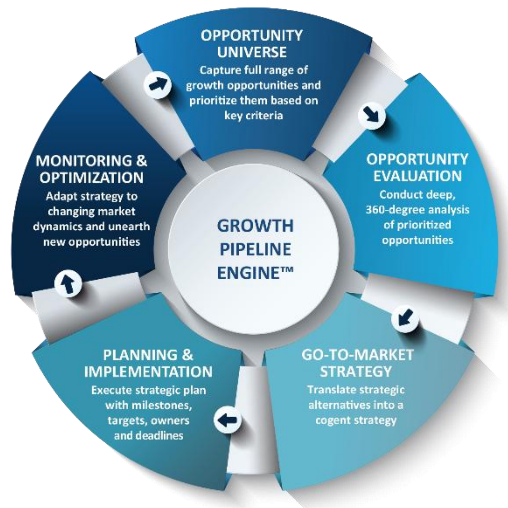
- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)