



Prowealth Financial
(PT Profesional Kaya Mandiri)



Prowealth Financial

Empowering Financial Clarity. Building Sustainable Prosperity.

ProWealth Financial is an *integrated financial advisory and wealth management firm* dedicated to helping individuals and businesses achieve long-term financial security and growth. We provide strategic financial planning solutions that combine protection, investment, and wealth accumulation strategies under one comprehensive framework.

With a client-centric approach, ProWealth Financial focuses on understanding each client's unique goals, risk profile, and life stage to design personalized financial roadmaps. Our services emphasize clarity, discipline, and long-term value creation – ensuring that every financial decision aligns with sustainable prosperity.

We take pride in collaborating with the best financial institutions and asset management partners to deliver trusted and diversified financial solutions. Beyond products, we prioritize education, guidance, and professional integrity to empower informed financial decision-making.

At ProWealth Financial, we believe wealth is not only about numbers – it is about building security, legacy, and meaningful impact for generations to come.





Shaping The Next Generation of Financial Planners

Beyond serving clients, ProWealth Financial is committed to **shaping the future of the financial advisory profession**. We actively cultivate the next generation of financial planners through structured mentorship, professional development, and leadership pathways.

Our mission is to build not only successful advisors, but principled financial leaders – individuals equipped with technical excellence, entrepreneurial mindset, and strong ethical foundations. By fostering a culture of growth, accountability, and long-term vision, we create sustainable career opportunities that generate impact across generations.

At ProWealth Financial, we believe true wealth extends beyond assets – it is about empowering people, strengthening families, and building a financially confident society.

Strategic Partnership & Regulatory Commitment

Here at ProWealth Financial, we always strive to provide our customers with the best products available in the market. ProWealth partners with leading and reputable financial institutions, including **Asuransi Jiwa Manulife Indonesia (AJMI)**, **Asuransi Jiwa Manulife Indonesia (AJMIS)**, and **Manulife Asset Management Indonesia (MAMI)**, to deliver comprehensive protection and investment solutions.

In addition to our core partnerships, we **curate selected insurance solutions across complementary sectors** – each carefully evaluated through rigorous due diligence to ensure quality, sustainability, and alignment with our advisory standards. Every product we recommend passes our internal high-consideration framework, prioritizing long-term value and client security above short-term gain.

ProWealth Financial is fully licensed to operate and conducts its business in compliance with prevailing financial regulations. *We operate under the supervision and monitoring of Indonesia's financial authority, Otoritas Jasa Keuangan (OJK)*, reinforcing our commitment to governance, transparency, and ethical advisory practices.

Through strong institutional partnerships and strict regulatory adherence, we provide clients with solutions that are not only strategic – but secure, compliant, and built for enduring trust.

COMPANY PROFILE



OUR MANAGEMENT TEAM

Yulizar S. Jayaprana, S.Kom, AWP, CWM - President Director

Yulizar is the Founder and Chief Executive Officer of ProWealth Financial, established with a clear mission: to build a principled and modern financial advisory institution that creates lasting impact across generations.

With a strong belief that financial planning is a responsibility – not merely a transaction – she founded ProWealth Financial to elevate advisory standards in Indonesia. Her vision goes beyond business growth; it centers on building trust, strengthening families through financial literacy, and shaping a profession grounded in integrity and long-term value.

As CEO, she defines the firm’s strategic direction, oversees institutional partnerships, and drives organizational development. Under her leadership, ProWealth Financial continues to grow on a foundation of discipline, compliance, and performance excellence – balancing entrepreneurial agility with structured governance.

Through visionary leadership and unwavering standards, she continues to position ProWealth Financial as a trusted institution dedicated to sustainable prosperity and generational impact.

Notable Achievements include two times Top of the Table and five times Court of the Table of Million Dollar Round Table (MDRT).

Previous experiences include as Branch Manager at PT Bank BTPN, Tbk (2010-2011), Senior Branch Manager at PT Bank Permata Tbk (2011-2012), VP and Head of Area at PT Bank Permata Tbk (2012-2017), Agency Director at AIA Indonesia (2017-2012).



Syahravi Dewanda - Chief Marketing Officer

Syahravi Dewanda is a marketing-driven executive and Chief Marketing Officer at ProWealth Financial, leading the firm's brand strategy, market positioning, and growth acceleration initiatives. With a strong foundation in marketing strategy and business development, he plays a pivotal role in shaping ProWealth's vision as a forward-thinking financial advisory firm.

Syahravi is driven by a long-term vision: transforming financial advisory into a respected, modern profession while positioning ProWealth Financial as a trusted name in wealth planning and professional development.

Beyond his role at ProWealth Financial, Syahravi brings entrepreneurial perspective through his involvement in Gingerlab, a creative strategy firm specializing in brand and growth development. This cross-industry exposure strengthens his ability to translate modern marketing frameworks into scalable business impact.

Syahravi is also an active member of the Million Dollar Round Table (MDRT), reflecting a recognized standard of professional excellence within the financial services industry.

OUR OWNERSHIP

Prowealth is majority owned by Yulizar S. Jayaprana, holding an 80% stake, while Syahravi Dewanda holds the remaining 20% ownership.

OUR EXPERIENCES AND ACHIEVEMENTS

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| 2021-current | <p>General Agency
of PT Asuransi Jiwa Manulife Indonesia</p> <ul style="list-style-type: none">■ 2023 - 10th Top Annualized Premium Equivalent■ 2022 - 3rd Top Annualized Premium Equivalent■ 2021 - 6th Top Annualized Premium Equivalent |
| 2017-2021 | <p>General Agency
of PT AIA Financial</p> <ul style="list-style-type: none">■ 2020 - 5th Top First Year Premium■ 2019 - 7th Top First Year Premium■ 2018 - 10th Top First Year Premium■ 2017 - 17th Top First Year Premium |

PT PROFESIONAL KAYA MANDIRI

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