



PT Global Digital Niaga Tbk

Due Diligence Meeting & Public Expose Initial Public Offering (IPO)

October 18, 2022

Joint Lead Underwriters



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Today's Speakers



Kusumo Martanto
CEO (Blibli)



George Hendrata
CEO (Tiket)



Hendry
CFO (Blibli)



Ronald Winardi
CFO (Tiket)

Section 1

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Company Overview

Key Investment Highlights

Growth Strategy

Financial Performances

Offering Summary



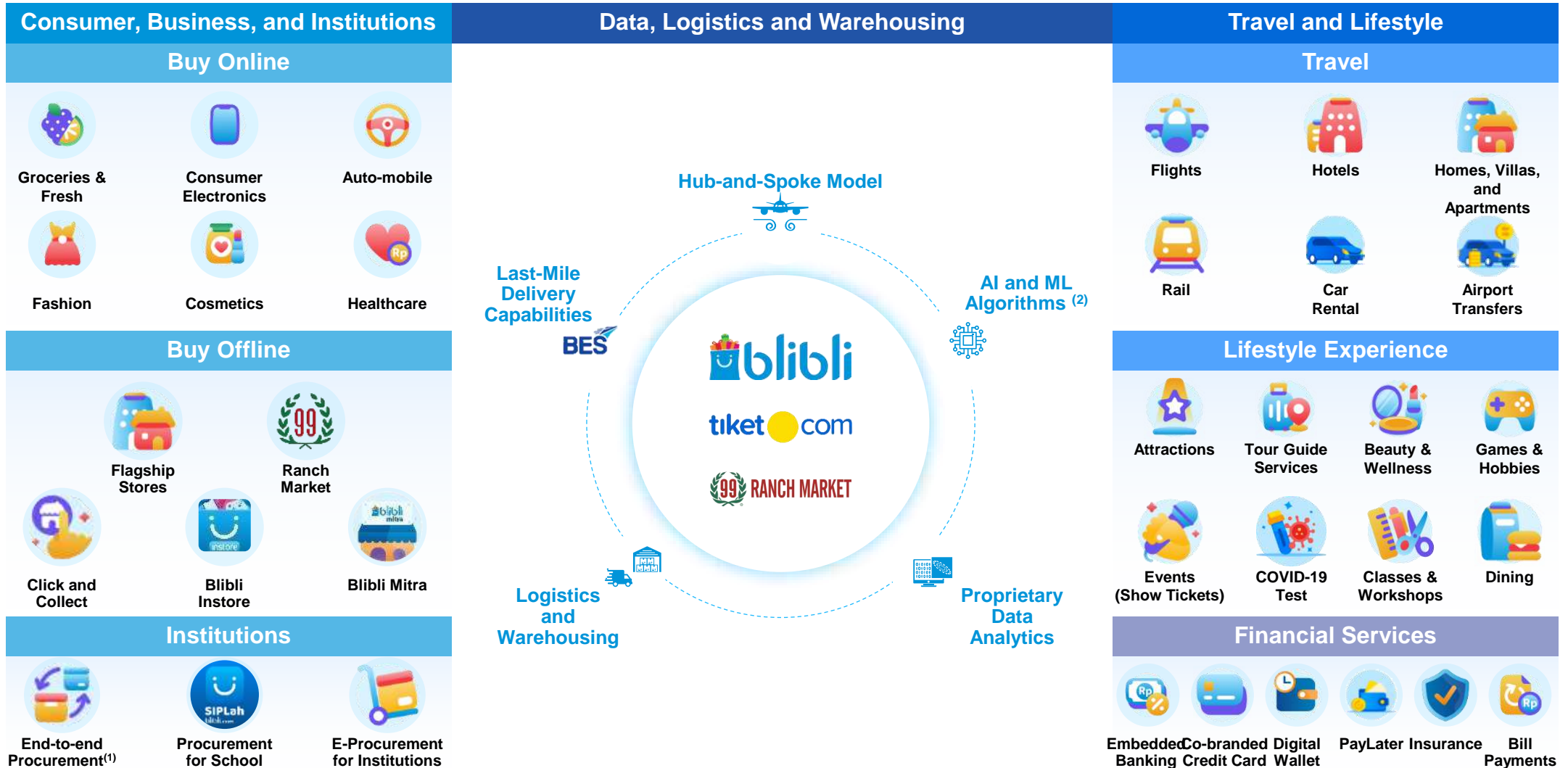
VISION

To Be the Commerce Ecosystem of Choice for Consumers and Institutions

MISSION

To Be the Most Trusted Omnichannel Commerce and Lifestyle Platform

A Leading Indonesian Omnichannel Commerce and Lifestyle Ecosystem



Notes:

1. For retailers, distributors, and mitras
2. Artificial intelligence and machine learning

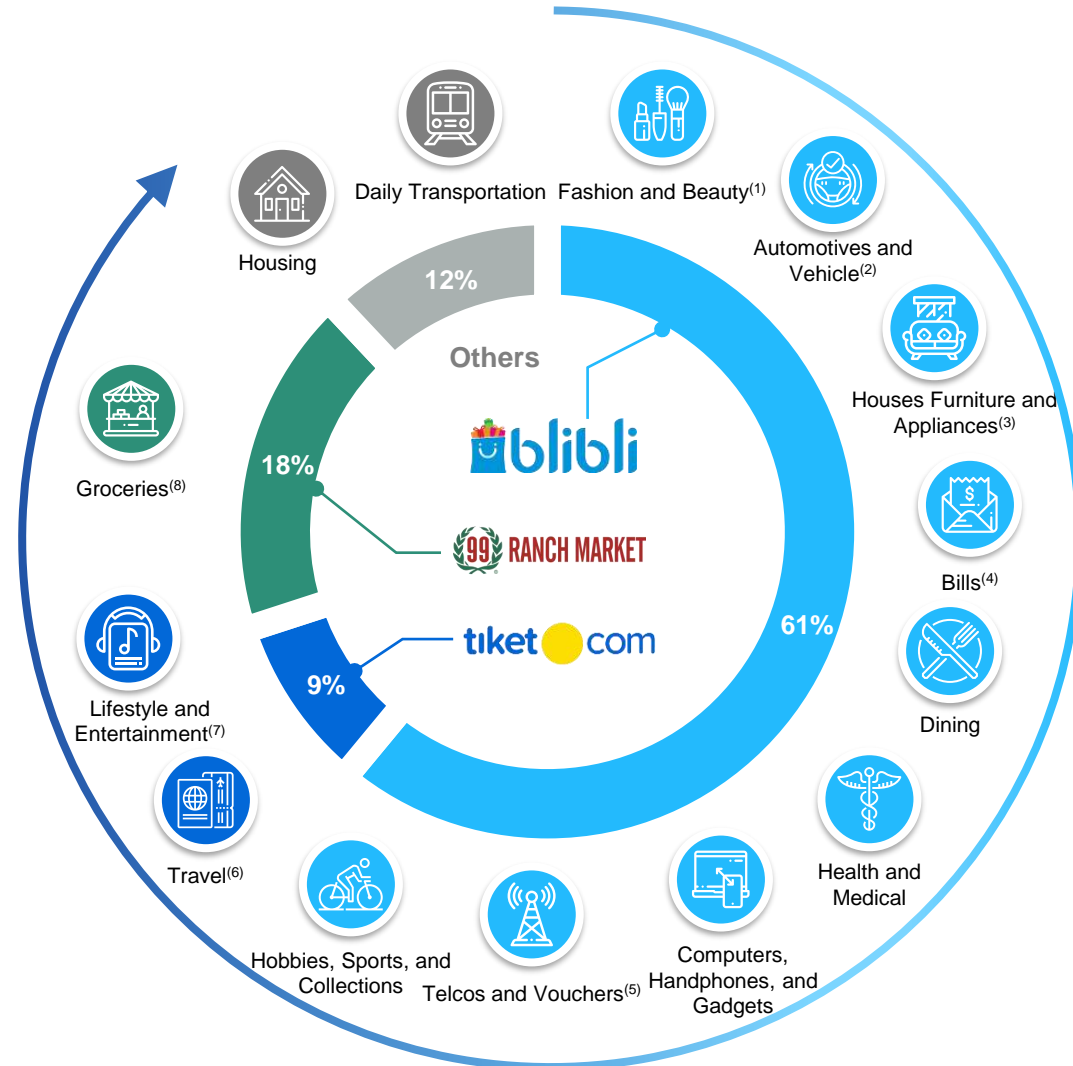
Integrated into Our Core Customers' Lives



Caters Up to

88%

of Users' Potential Spending

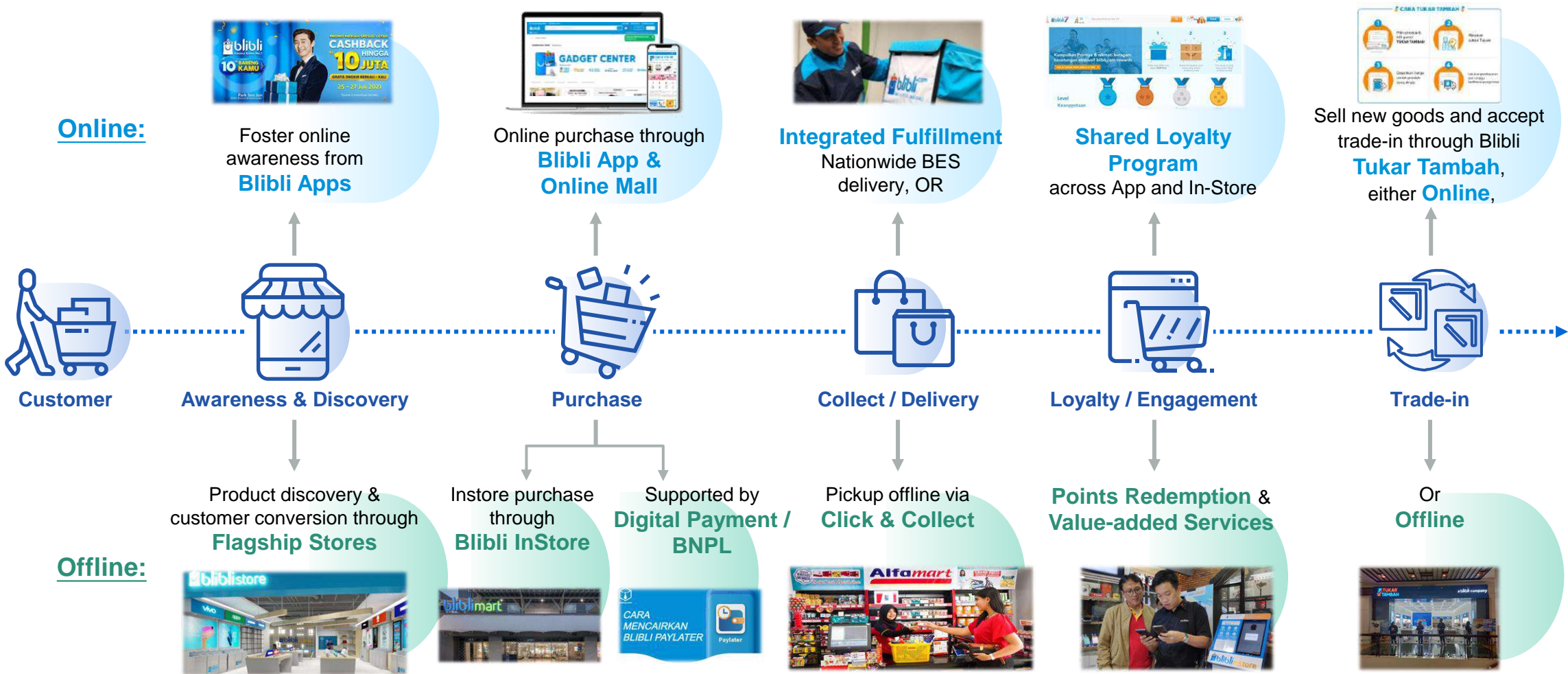


Source: Jakpat Survey for categories of spending conducted in December 2021 with over 1,000 participants

Notes:

1. Includes clothing, accessories, self-care and beauty
2. Includes installment for cars and motorbikes
3. Includes kitchen goods and furniture among others
4. Includes monthly utility bills such as electricity and water
5. Includes digital products such as tolls, data packages and vouchers
6. Includes travel and transportation, such as flights, hotels, tours
7. Includes offline lifestyle entertainment and online video streaming
8. Includes general household goods such as groceries and FMCG

Omnichannel Offerings and O2O Integration in Practice



Section 2

Company Overview

Key Investment Highlights

Growth Strategy

Financial Performances

Offering Summary

Our Key Investment Highlights



- 1 Strong Presence in Large, High Margin & Fast-Growing Consumer Segments**
- 2 Integrated Omnichannel of Consumer Goods, Travel and Lifestyle, and Daily Needs Ecosystem**
- 3 Trusted Platforms and Category Leaders**
- 4 Customer Centric through Innovative Solutions and Technology**
- 5 Founder-led and Experienced Management Team**
- 6 Part of One of Indonesia's Largest Business Ecosystems**

Huge Addressable Markets...



US\$436bn

2025 Total Addressable Market

US\$150bn

Commerce



US\$41bn

Travel and Lifestyle⁽¹⁾



US\$245bn

Grocery Retail



US\$257bn

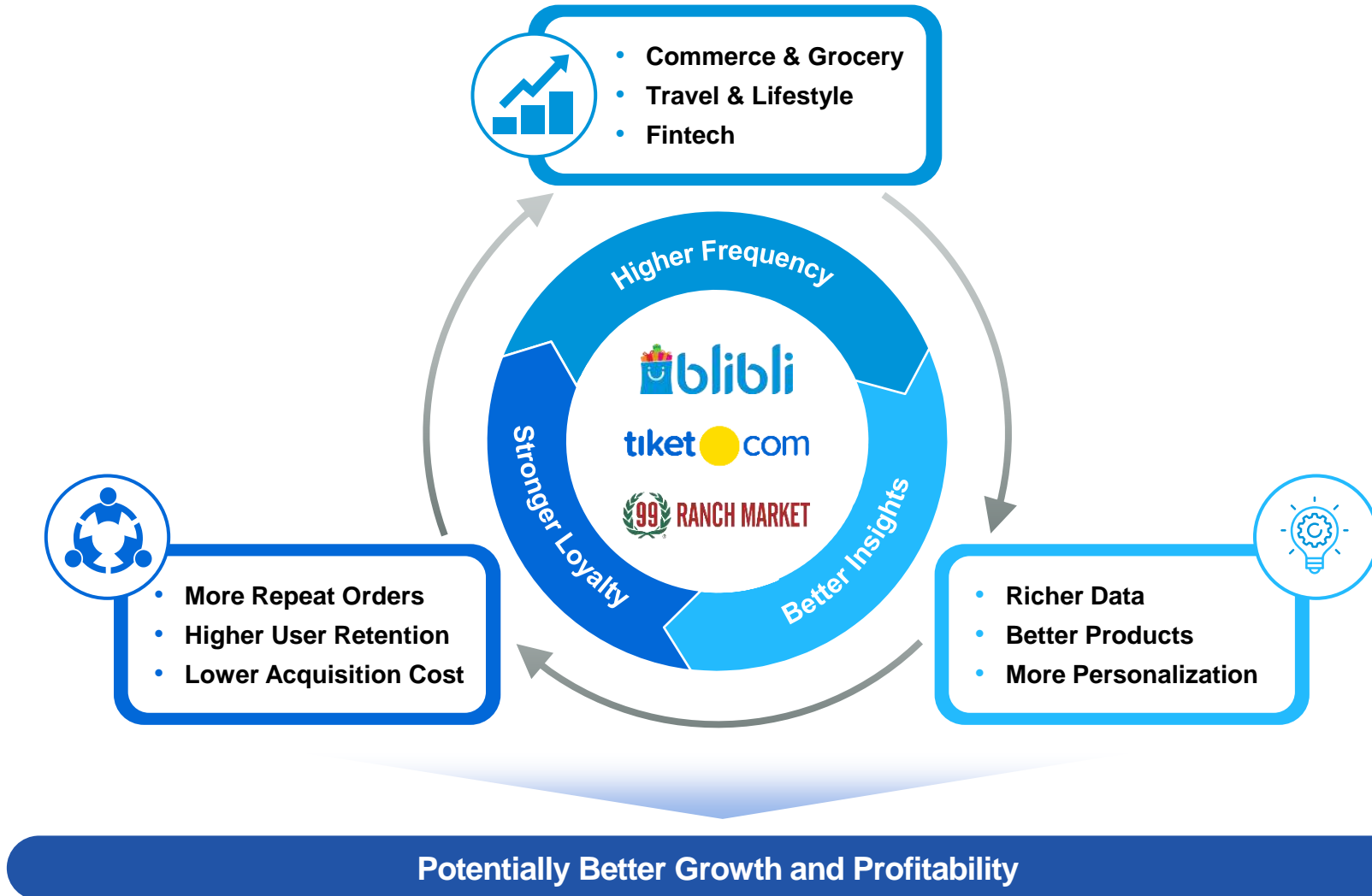
2020 Total Addressable Market

Source: Euromonitor, Frost & Sullivan

Notes: Commerce and Grocery Retail TAMs are measured in GMV while Lifestyle TAM is measured in TPV

1. Travel market includes airlines, lodging, car rental, bus, rail; Lifestyle market includes consumer expenditure on package holidays (including pilgrimages); attraction and experience; spas; and other tourist attractions

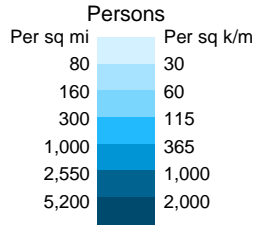
Synergistic Opportunities Through Our Three Winning Platforms



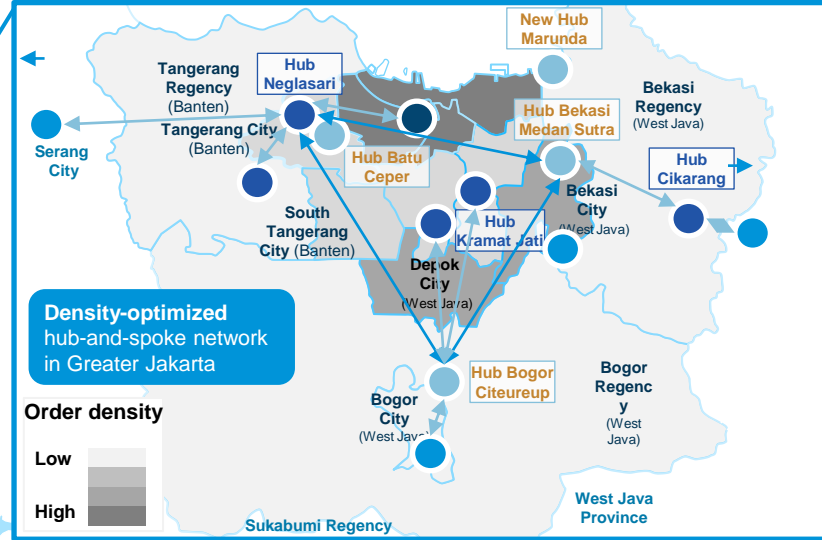
Blibli – One of Indonesia’s Leading Omnichannel Commerce Platforms



Fast Delivery Service through Nation-wide Logistics Coverage



- Warehouse**
- Mobile Hub** (CDE truck, 5sqm)
- Mini Hub** (Last mile process, 50-100 sqm)
- Hub** (Add capacity in high-density areas, 100-220 sqm)
- Mother Hub** (Gateway to hubs, 200-2,000 sqm)



2-hour Delivery in 34 cities⁽¹⁾

99.7% orders fulfilled in 24 hours⁽¹⁾

100% nation-wide coverage via 14 warehouses⁽¹⁾

New Marunda Warehouse 100,000+ sqm land area

Blibli – One of Indonesia’s Leading Omnichannel Commerce Platforms

(Cont’d)



Category Leadership⁽¹⁾



**B2C Omnichannel 1P
Consumer Electronics**



**B2C Omnichannel
Fresh Foods**



**Omnichannel
Automotive**



Omnichannel Proposition

*22 Multibrand Stores and 60
Monobrand Outlets⁽²⁾*



27,000+ Locations⁽²⁾



70 Ranch Market Locations⁽²⁾



Institutional Offerings

A Leading Omnichannel B2B

~114k Institutions⁽³⁾

**Merchant Solutions
Provider**

Notes:

1. According to Frost and Sullivan
2. As of 30 June 2022
3. As of 30 June 2022. Institutions include both business and government customers

Tiket.com – Indonesia's Large and Fast-Growing Lifestyle Platform



**A Pioneer
OTA**
in Indonesia⁽¹⁾



**A Trusted
OTA**
in Indonesia⁽²⁾



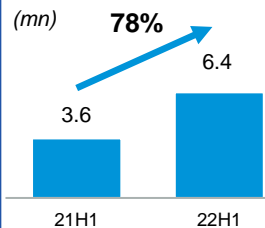
**One of Largest
Inventories**
in Indonesia⁽¹⁾



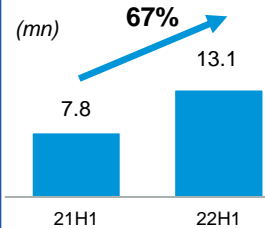
#1
**Fastest
Growing OTA**
in the World (2019)⁽³⁾

Scale

No. of Transactions (mn)



MAU (mn)



24%

Market Share⁽⁶⁾

↑10ppts

(2018-2021)⁽⁶⁾

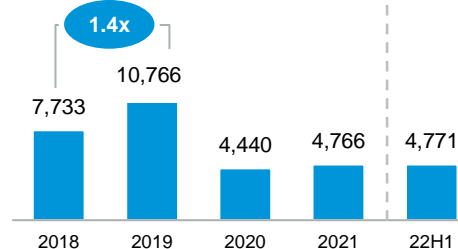
Solid Growth



Flights

91 Airlines,
220 Countries, Regions and Territories⁽⁵⁾

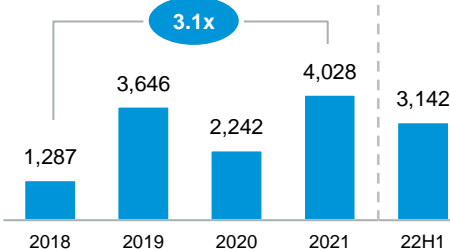
Flight Seats Booked ('000)



Accommodations

3.6mn+ Accom. Listings, incl.
2.2mn+ Non-hotel Accommodations

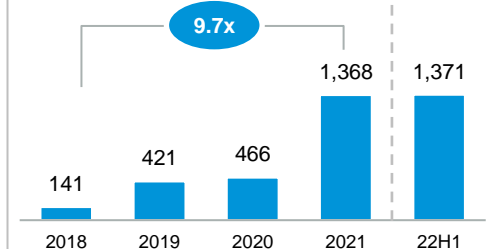
Room Nights Booked ('000)



Experiences⁽⁴⁾

13.8k+ Activities and Attractions,
~2.0k+ Events⁽⁵⁾

Tickets Booked ('000)



90% 12-Month Retention Rate for 2020 Cohort Transacting Users Purchasing 3 Products

Source: Euromonitor, Google / Kantar, Sabre

Notes:

1. According to Euromonitor, Tiket.com is one of the earliest established online travel intermediaries in Indonesia and it has one of the largest hotels and travel accommodation inventories in Indonesia
2. According to the Kantar x Google 2021 Travel App Research, 70% of 1,000 Tiket users stated that they remain a customer of Tiket because Tiket is a trusted brand
3. According to an award received from Sabre in 2019
4. Products include attractions, events, travel essentials, transports, tours, playgrounds, beauty and wellness, food, games and hobbies, classes and workshops
5. As of 30 June 2022
6. Market share according to Euromonitor's estimates from desk research and trade interviews; Market share of pure online travel intermediaries in Indonesia in 2021; the 10ppts increase refers to Tiket's market share increasing by 10 percentage points from 2018 to 2021

Customer Centric through Technology Innovations

Experienced Technology Team

Accomplished Technology Leaders⁽¹⁾ with
20+ Years

1,000+ Engineers
Technology Team Size⁽²⁾

Technology Hubs of

Excellence



Indonesia



India

Proprietary and Robust Technology Stack

500+ Microservices

Deployed in Production

11 Years

Worth of Omnichannel Customer Data

AI and **Machine Learning**

Proprietary

Architecture System



Notes:

- 1. Both the CIO and CTO individually have more than 20 years of experience
- 2. As of 31 December 2021, including outsourced employees

Founder-led and Experienced Management Team



Kusumo Martanto

Co-Founder
Chief Executive Officer



Nayan Jadeja

Chief Technology Officer



George Hendrata

Chief Executive Officer



Dimas Surya Yaputra

Co-Founder
Chief Commercial Officer



Meshvara Kanjaya

Chief Executive Officer



Hady Purnama

Chief Financial Officer



Hendry

Co-Founder
Chief Financial Officer



Lisa Widodo

Co-Founder
Chief Operating Officer



Gaery Undarsa

Co-Founder
Chief Marketing Officer



Ronald Winardi

Chief Financial Officer



Wisnu Iskandar

Chief Executive Officer



Hioe An Kin

Director



Andy Untono

Chief Investment Officer



Eric Winarta

Chief Corporate Secretary and Investor Relations



Wenas Agusetiawan

Co-Founder
Chief Technology Officer



Dudi Arisandi

Chief People Officer



Lay Ridwan Gautama

Director



Heriyadi Janwar

Director

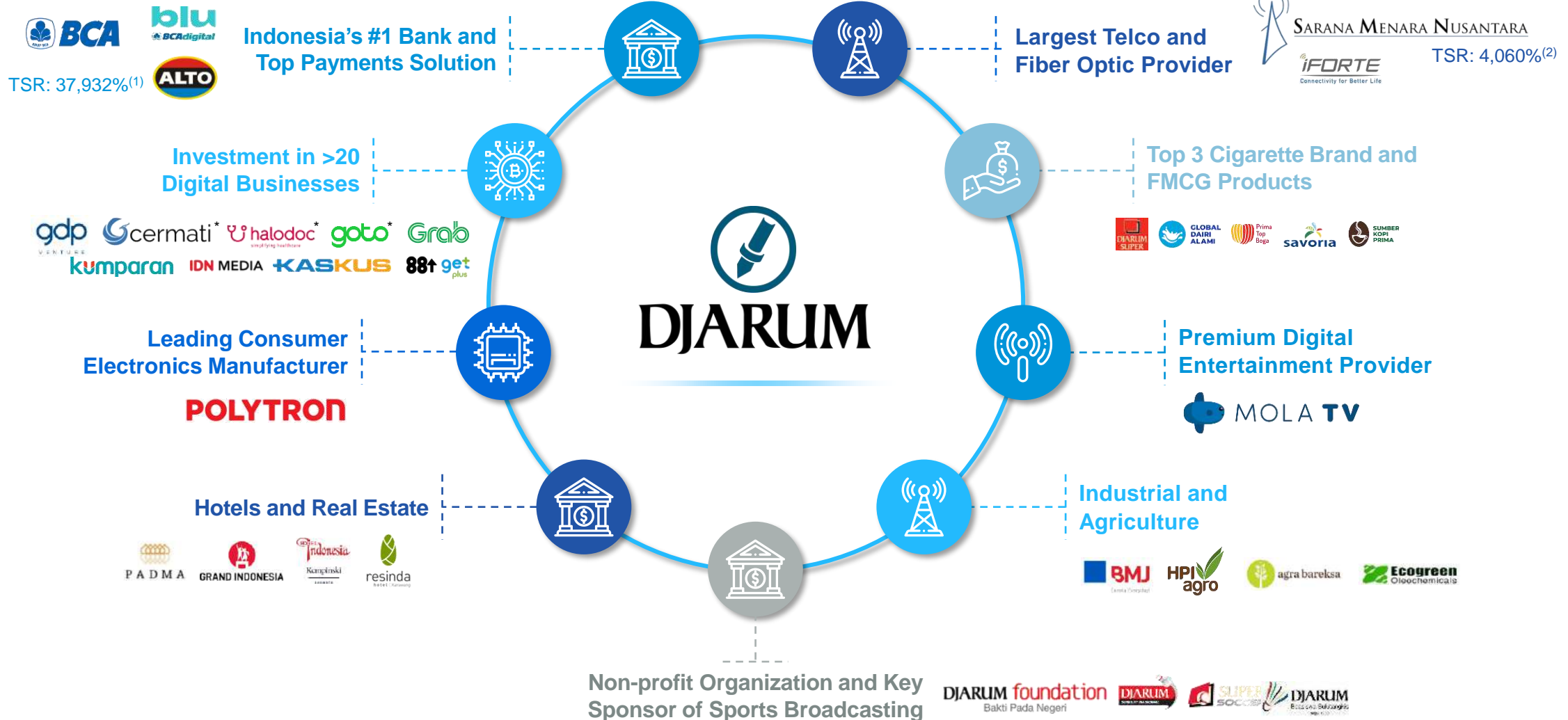


Seasoned Management Executives with Significant Industry Expertise

Industry Pioneers, Serial Entrepreneurs, and Original Co-founders

Accomplished Technology Leaders with Global CIO and CTO Experience

Part of One of Indonesia's Largest Business Ecosystems



Notes: *Companies invested through GDN

1. Total shareholder returns from June 5, 2000 to December 31, 2021 based on Capital IQ

2. Total shareholder returns from March 8, 2010 to December 31, 2021 based on Capital IQ

Section 3

Company Overview

Key Investment Highlights

Growth Strategy

Financial Performances

Offering Summary

Clear Growth Strategies

Commerce & Grocery



- ✓ Improve **Products Assortment** and **Experiences**
- ✓ Take Larger Share of **Value Chain Margin**
- ✓ Further Expand to **High Margin Adjacencies**
- ✓ Expand **Fulfilment Network** and **1PL Capacity**

Travel & Lifestyle



- ✓ Offer **Highly Sought Exclusives** with **Competitive Pricing**
- ✓ Extend Services to Be A **One-stop Shop** for Travel
- ✓ Expand to **Lucrative White Spaces**

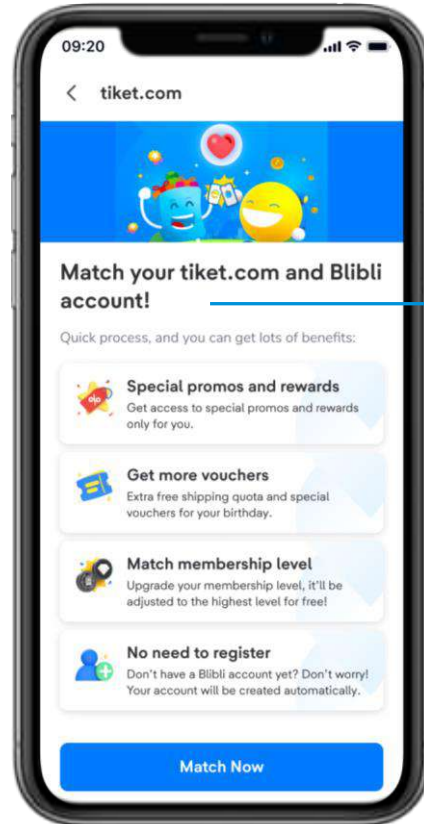
Fintech



- ✓ Drive **Engagement and Transactions** Leveraging Fintech
- ✓ **Diversify** Revenue and Products
- ✓ Provide **Higher Value-add** to Customers



Strong Performance from Synergy



Account and Loyalty Status Matching⁽¹⁾ with Goal to Increase User Base

✓ More Integrations to Be Launched Throughout the Year



Ranch Market Products Sold on Blibli⁽¹⁾ with 16x Growth in Monthly Sales from Aug 2021 (immediately prior to acquisition) to APR 2022⁽²⁾

✓ The Cross-listing Resulted in Great Traction

Notes:

1. Account and Loyalty Status Matching was released in 2022 Q1; Ranch Market catalogue started to be sold on Blibli app from Q4 2021
2. The 16x figure shown based on comparison of TPV between Aug 2021 (immediately prior to acquisition) vs Apr 2022. The acquisition of Ranch Market in Sep 2021 increased the number of Ranch Market stores on Blibli's network, resulting in the increase during the time period shown

Section 4

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Company Overview

Key Investment Highlights

Growth Strategy

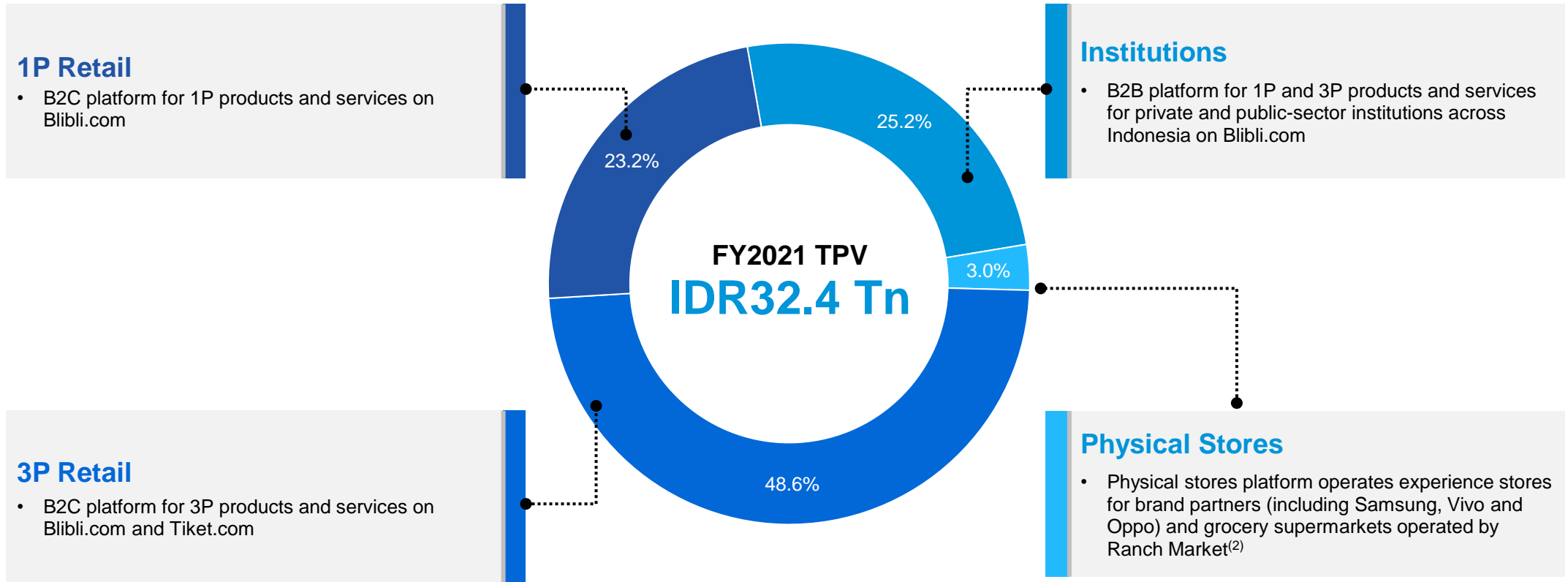
Financial Performances

Offering Summary

Overview of TPV Segmentation Split



TPV⁽¹⁾



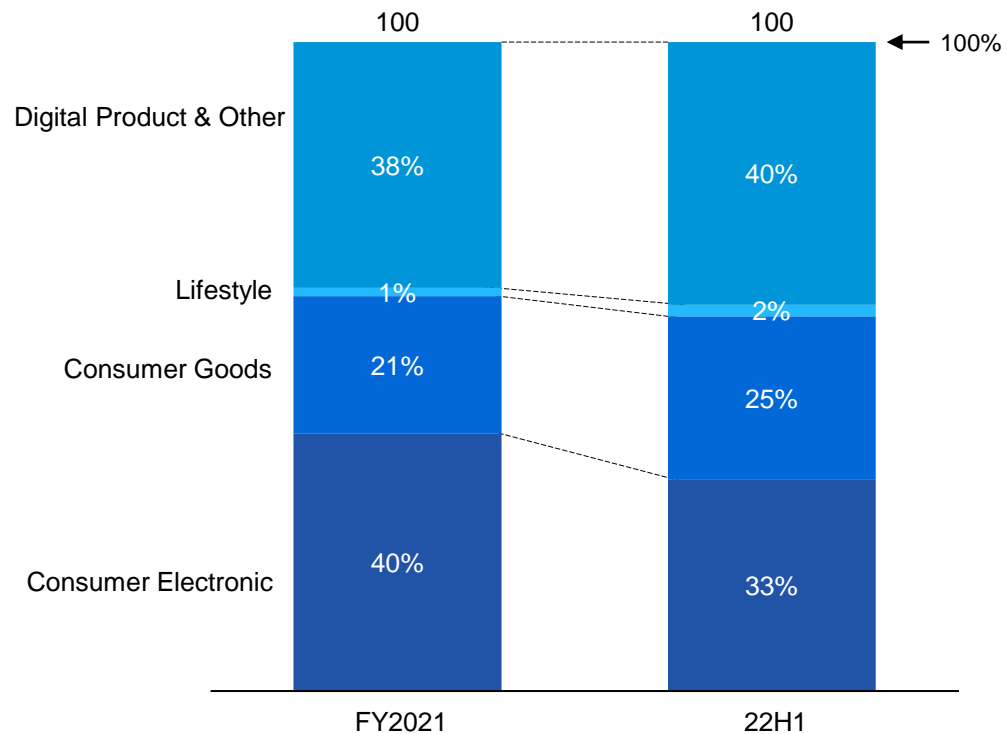
Notes:

- 1. Consolidated FY2021 financials for the enlarged group including Blibli, Tiket and Ranch Market. Ranch Market consolidated from September 2021
- 2. Ranch Market is a 70.56% owned subsidiary

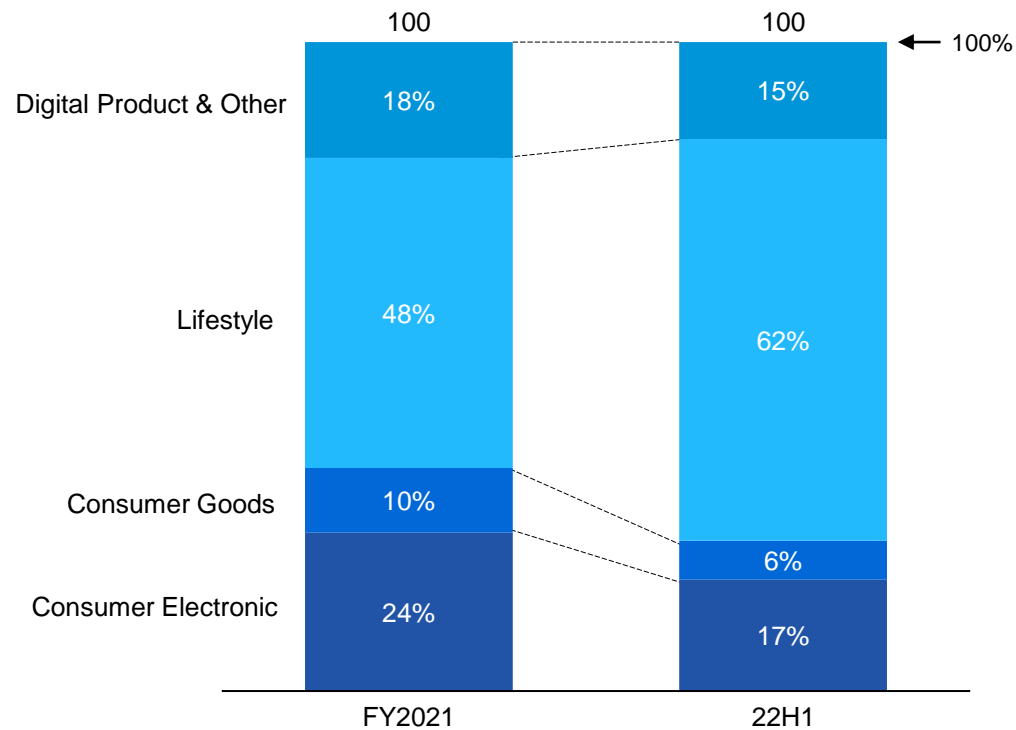
TPV Category Mix



1P Retail



3P Retail

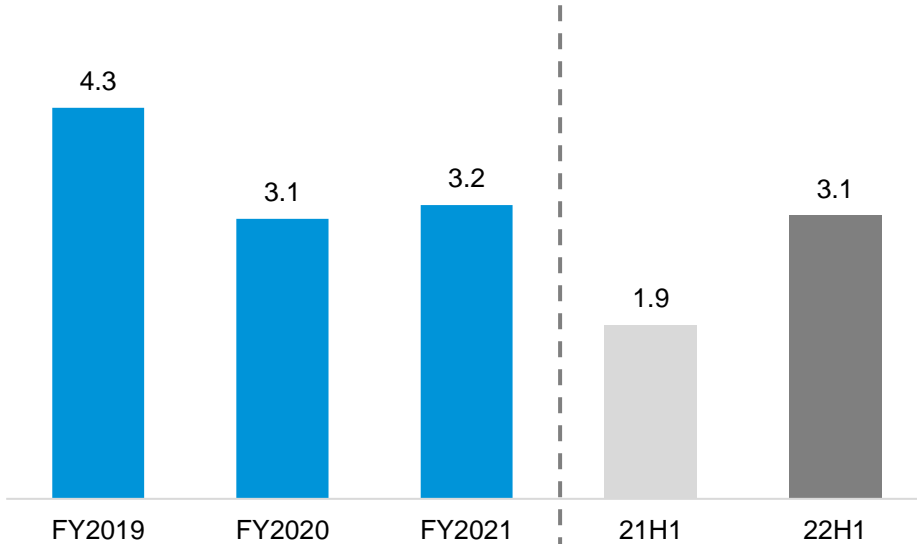


Growing User and Institution Base with Improving Spend

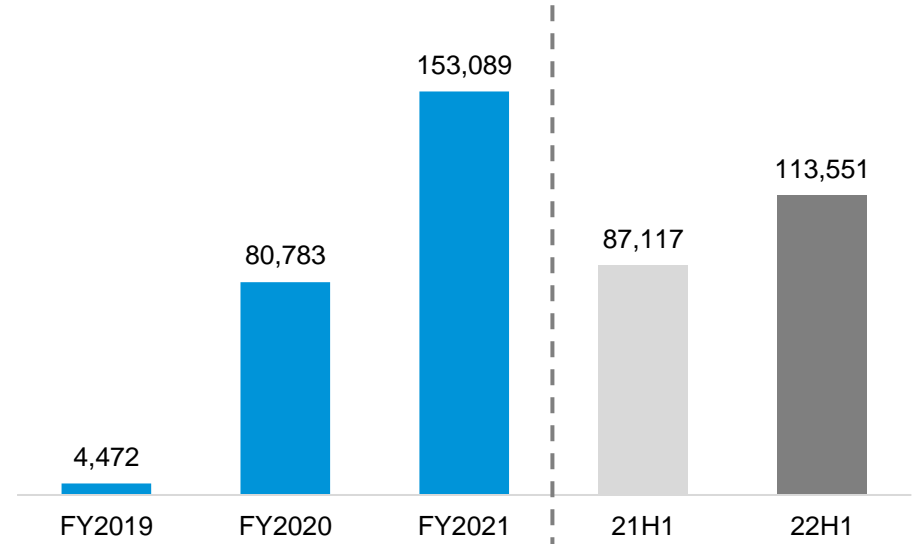


Transacting Users – Retail⁽¹⁾

(mn)



Number of Institutions⁽²⁾



TPV / User
(IDRmn)



TPV / Institution
(IDRmn)



Notes:

- 1. Excluding Ranch Market
- 2. Institutions include both business and government customers

Section 5

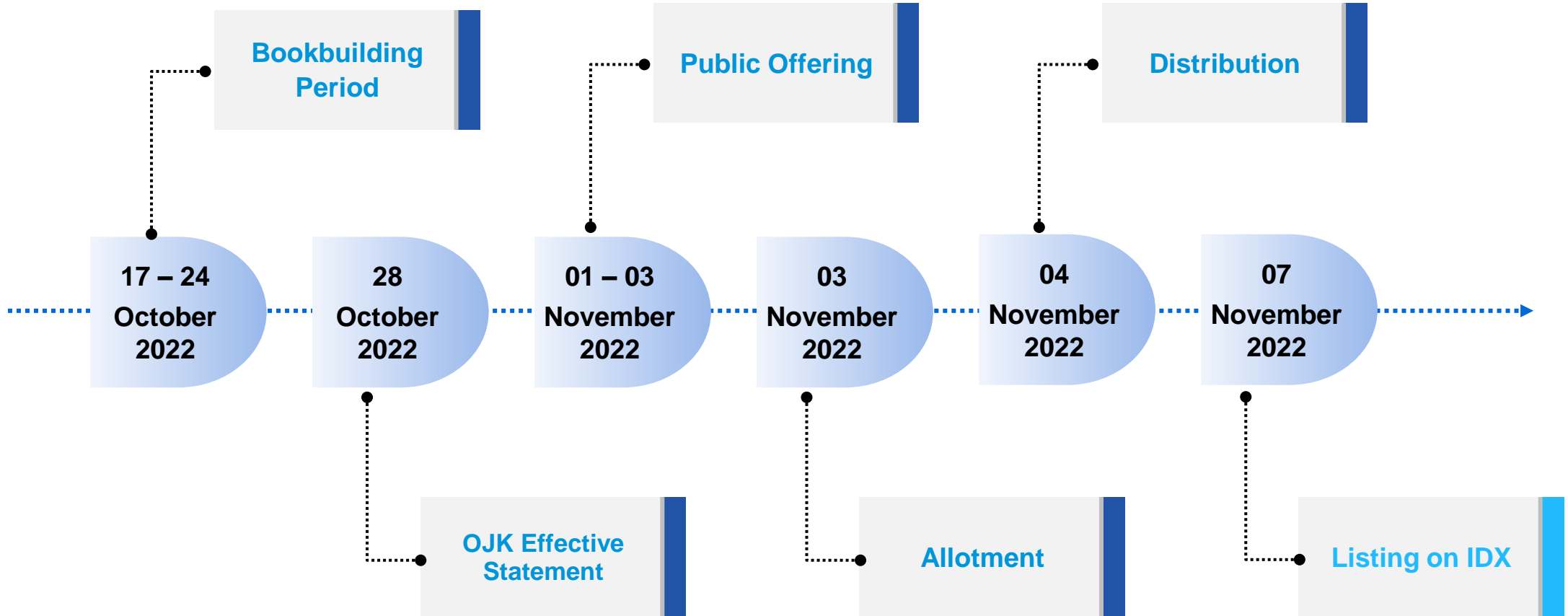
- Company Overview
- Key Investment Highlights
- Growth Strategy
- Financial Performances
- Offering Summary**

Offering Structure & Use of Proceeds



Issuer	PT Global Digital Niaga Tbk.
Offering Type	<ul style="list-style-type: none">• International Offering (Rule 144A and Regulation S)• Domestic Offering
Listing Venue	Indonesia Stock Exchange (“IDX”)
Offering Size	Up to 17,771,205,900 shares (or up to 15% of the enlarged capital of the Issuer post-IPO)
Nominal Price	IDR 250/share
Use of Proceeds	<ul style="list-style-type: none">• (i) IDR 5.5 Tn refinancing• (ii) Remaining proceeds for working capital to support the Company’s main business activities and business development.

Indicative Timeline



Auditor	KAP Purwantono, Sungkoro & Surja (a member firm of Ernst & Young Global Limited)
Legal Counsel	Makes & Partners Law Firm
Notary	Christina Dwi Utami, SH, MHum, MKn
Registrar	PT Datindo Entrycom
Appraiser (<i>on chain listing</i>)	KJPP Nirboyo Adiputro, Dewi Apriyanti & Rekan

Joint Lead Underwriters



BCAsekuritas



BRI danareksa
sekuritas

IDR / share

[410 - 460]



PT Global Digital Niaga Tbk

Thank You

For further information, please contact:
corp.sec@gdn-commerce.com

Visit our corporate website:
<https://about.blibli.com/en>

blibli • tiket

