



# 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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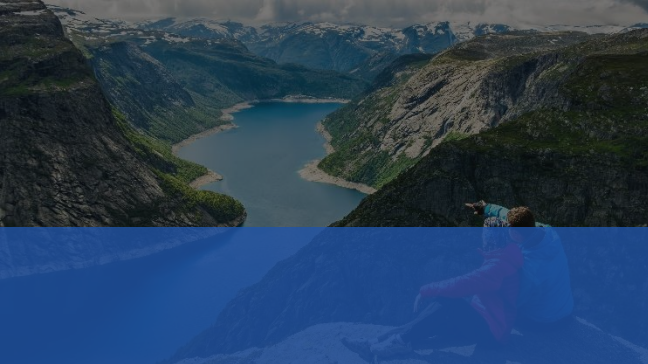
## Company Overview

Key Investment Highlights

Growth Strategy

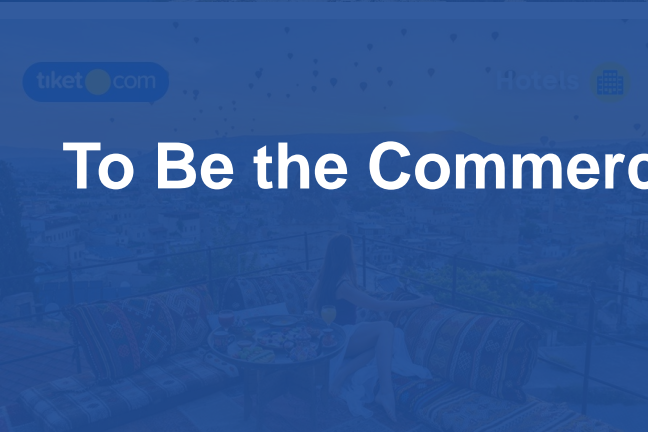
Financial Performances

Offering Summary



# VISION

To Be the Commerce Ecosystem of Choice for Consumers and Institutions

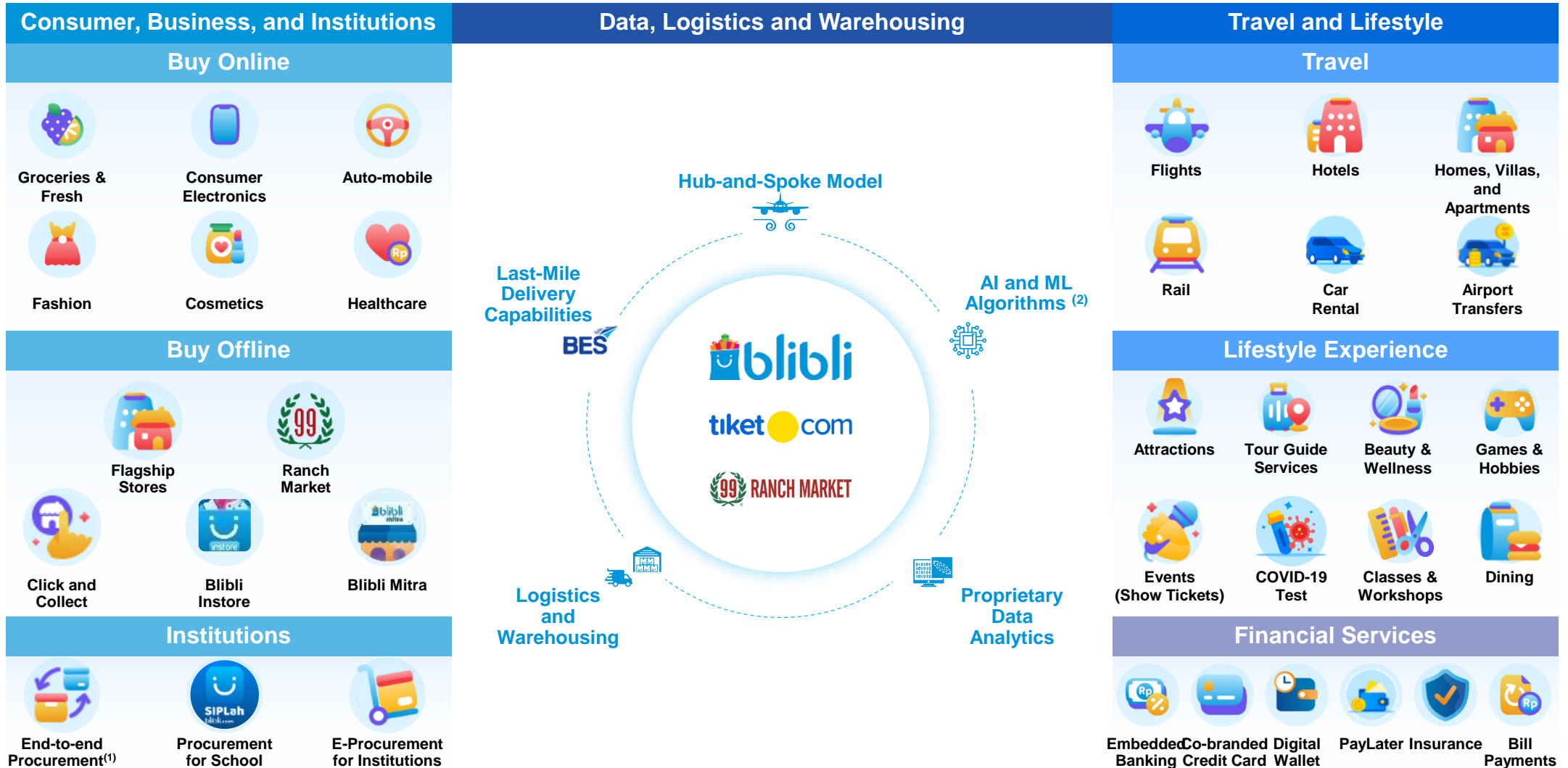


# MISSION

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

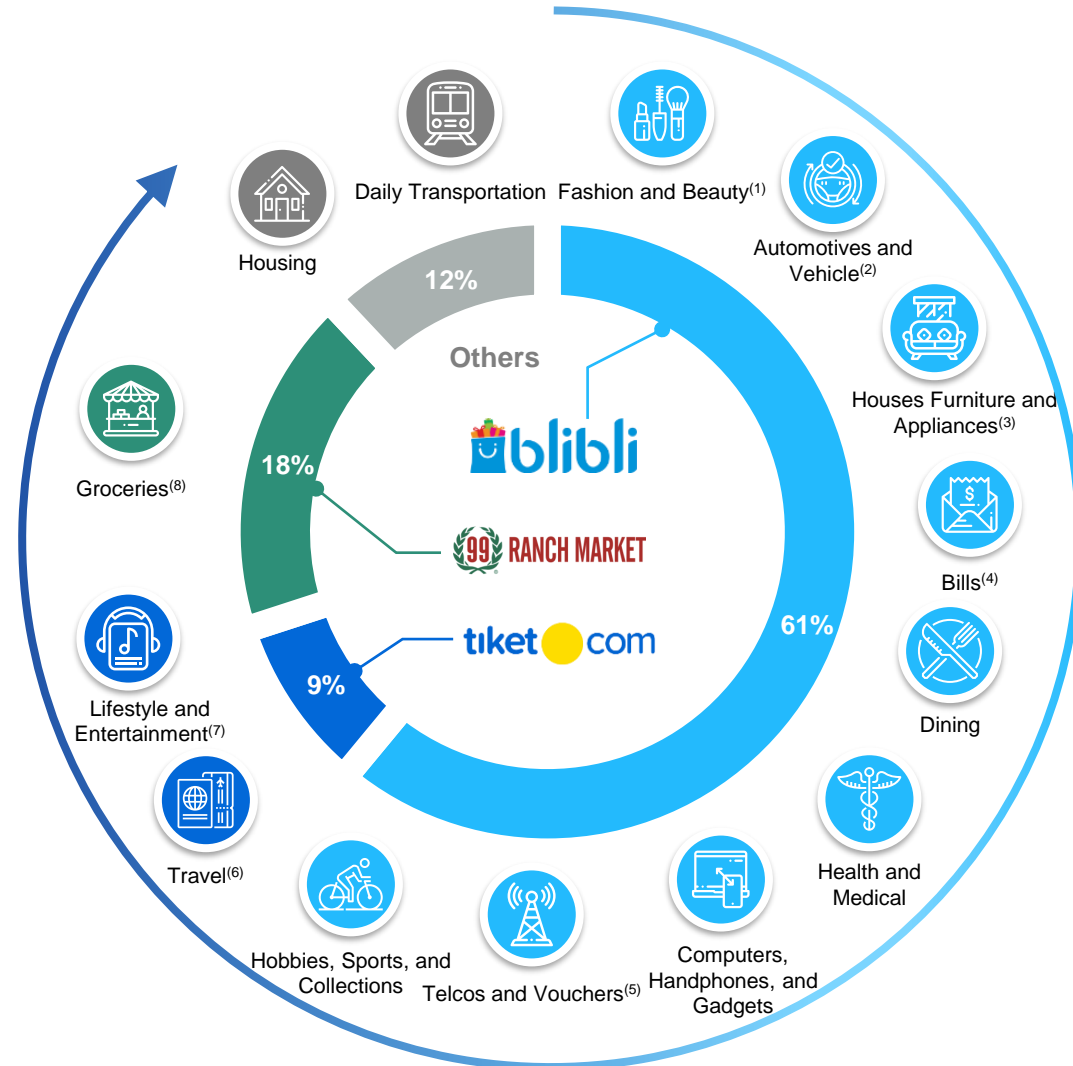
# Integrated into Our Core Customers' Lives



Caters Up to

# 88%

of Users' Potential Spending

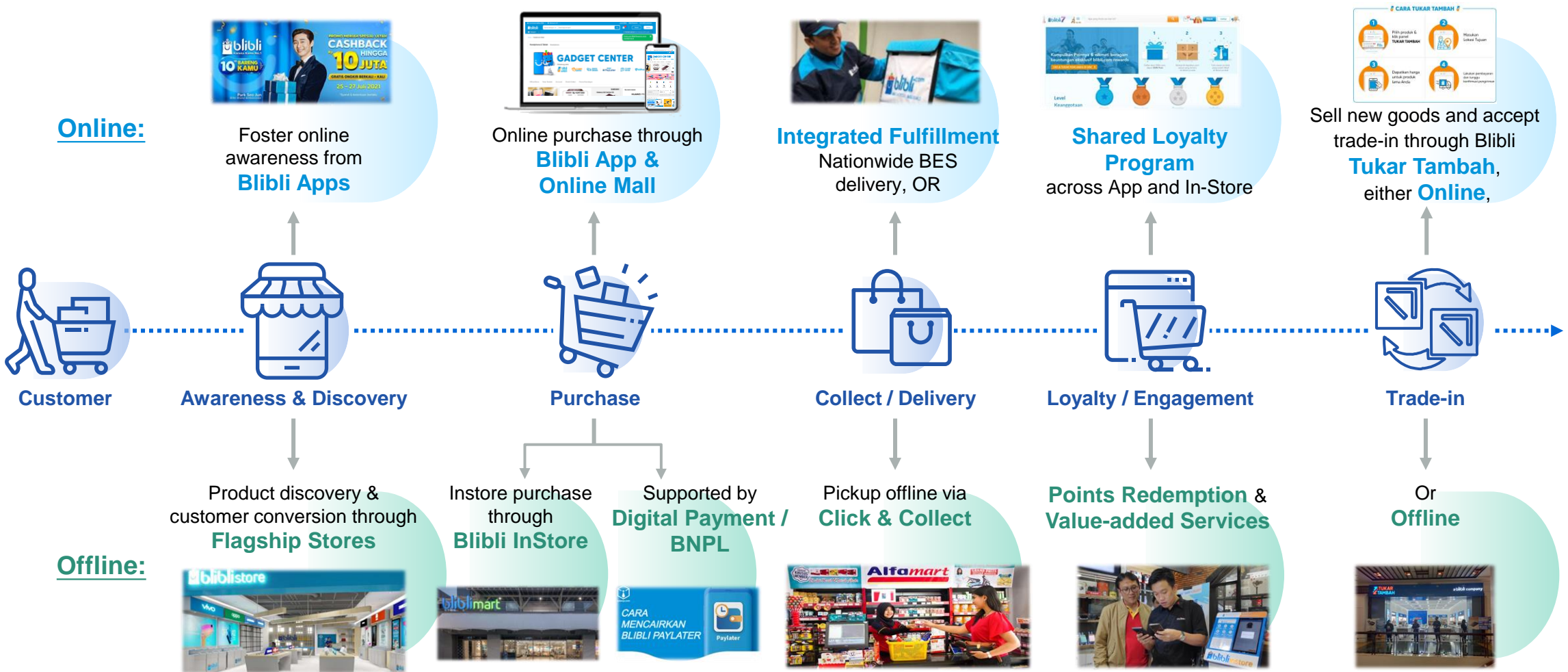


Source: Jakpat Survey for categories of spending conducted in December 2021 with over 1,000 participants

**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<sup>(1)</sup>



### US\$245bn

Grocery Retail



# US\$257bn

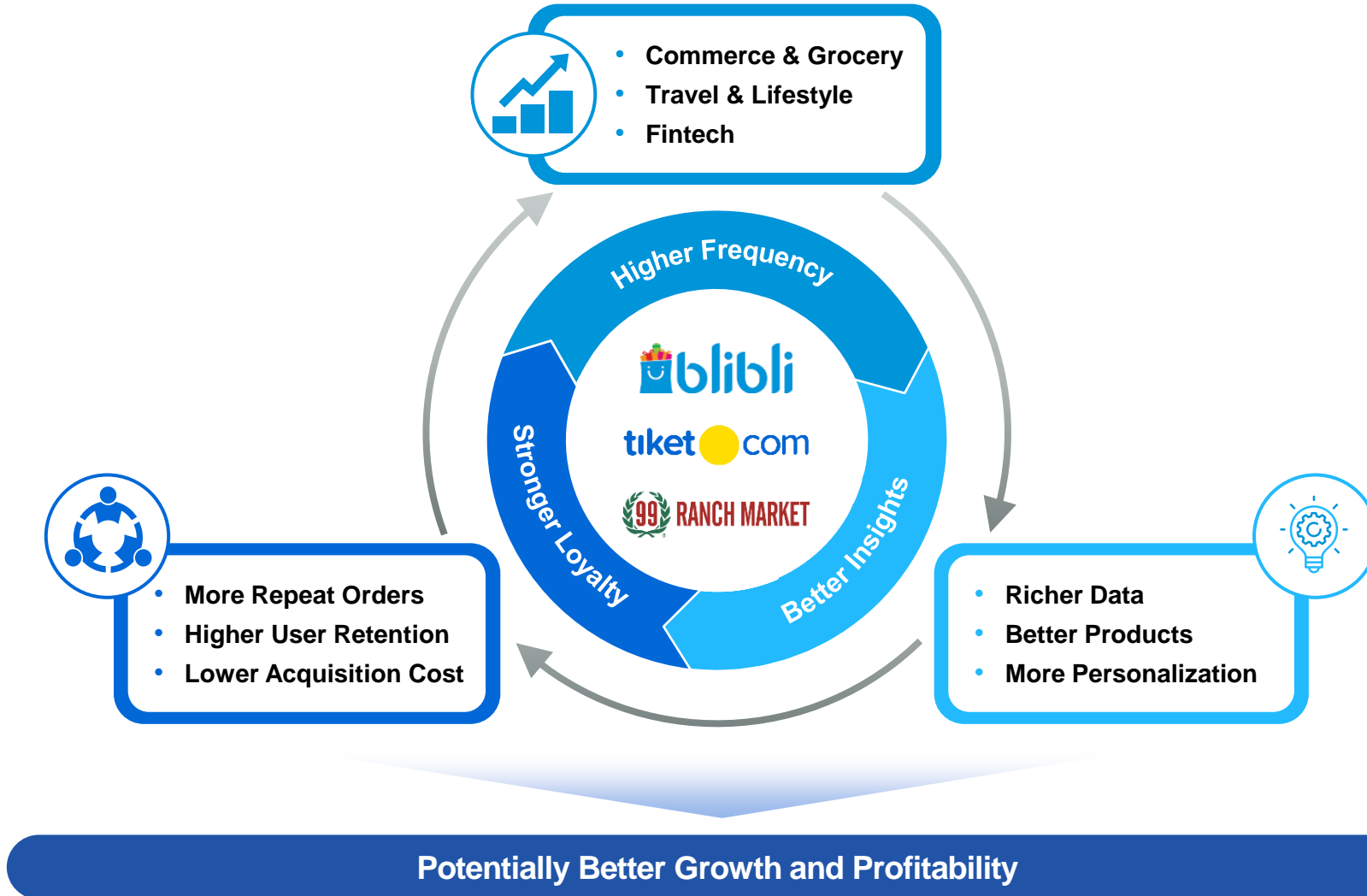
## 2020 Total Addressable Market

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

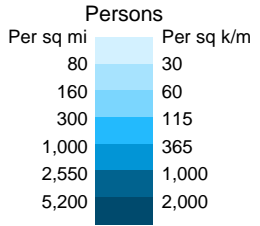
# Synergistic Opportunities Through Our Three Winning Platforms



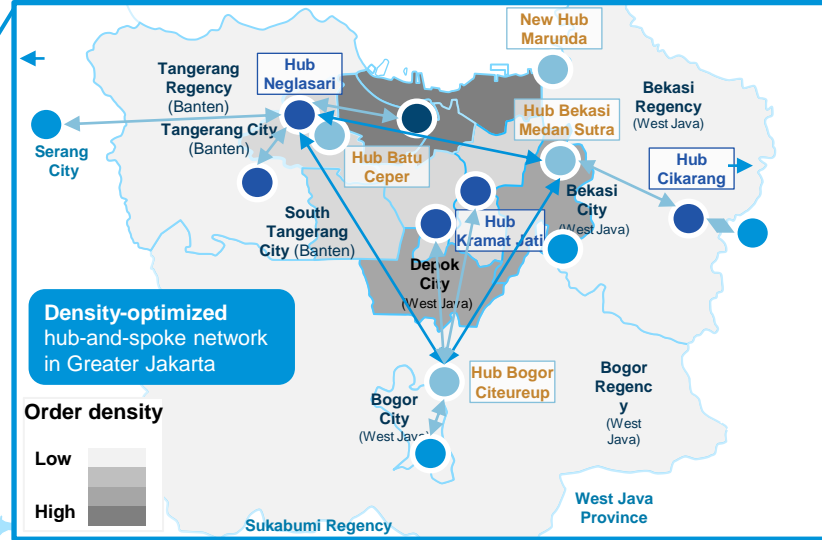
# Blibli – One of Indonesia’s Leading Omnichannel Commerce Platforms



## 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<sup>(1)</sup>**

**99.7% orders fulfilled in 24 hours<sup>(1)</sup>**

**100% nation-wide coverage via 14 warehouses<sup>(1)</sup>**

**New Marunda Warehouse 100,000+ sqm land area**

# Blibli – One of Indonesia’s Leading Omnichannel Commerce Platforms

(Cont’d)



## Category Leadership<sup>(1)</sup>



**B2C Omnichannel 1P  
Consumer Electronics**



**B2C Omnichannel  
Fresh Foods**



**Omnichannel  
Automotive**



## Omnichannel Proposition

*22 Multibrand Stores and 60  
Monobrand Outlets<sup>(2)</sup>*



*27,000+ Locations<sup>(2)</sup>*



*70 Ranch Market Locations<sup>(2)</sup>*



## Institutional Offerings

**A Leading Omnichannel B2B**

**~114k Institutions<sup>(3)</sup>**

**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<sup>(1)</sup>



**A Trusted  
OTA**  
in Indonesia<sup>(2)</sup>



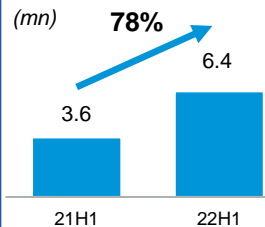
**One of Largest  
Inventories**  
in Indonesia<sup>(1)</sup>



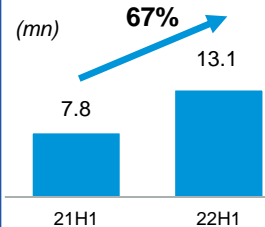
**#1**  
**Fastest  
Growing OTA**  
in the World (2019)<sup>(3)</sup>

## Scale

### No. of Transactions (mn)



### MAU (mn)



**24%**

Market Share<sup>(6)</sup>

**↑10ppts**

(2018-2021)<sup>(6)</sup>

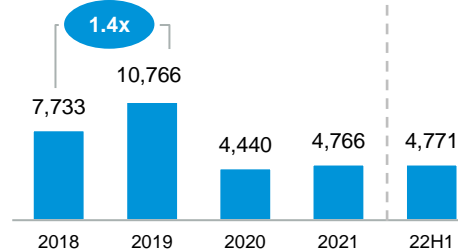
## Solid Growth



### Flights

**91** Airlines,  
**220** Countries, Regions and Territories<sup>(5)</sup>

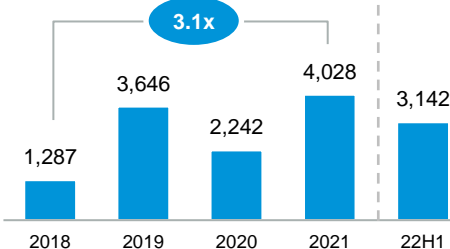
### Flight Seats Booked ('000)



### Accommodations

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

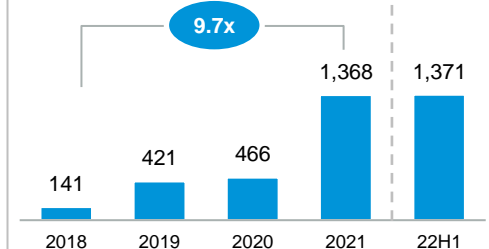
### Room Nights Booked ('000)



### Experiences<sup>(4)</sup>

**13.8k+** Activities and Attractions,  
**~2.0k+** Events<sup>(5)</sup>

### 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<sup>(1)</sup> with  
**20+ Years**

**1,000+ Engineers**  
Technology Team Size<sup>(2)</sup>

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

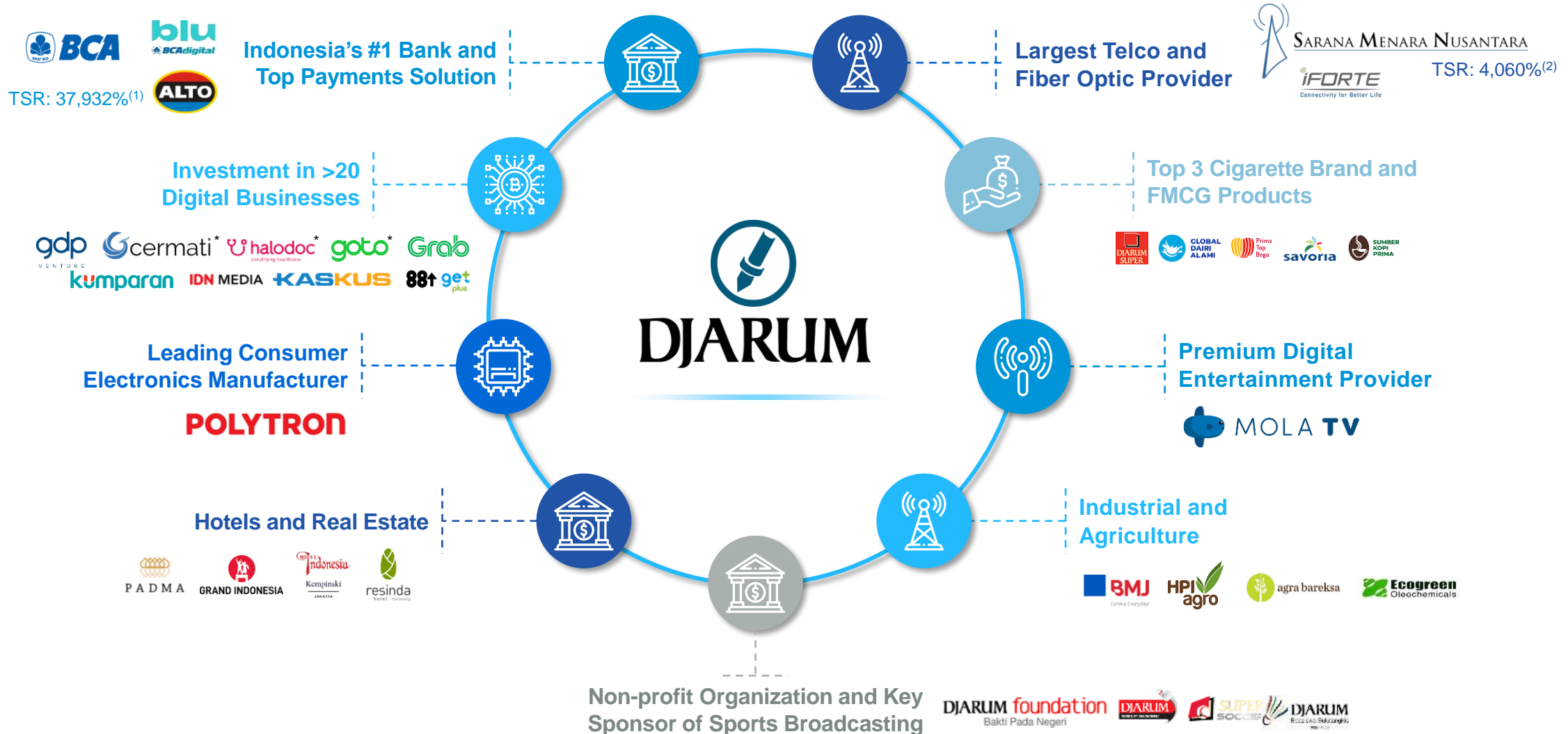


Seasoned Management Executives with Significant Industry Expertise

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



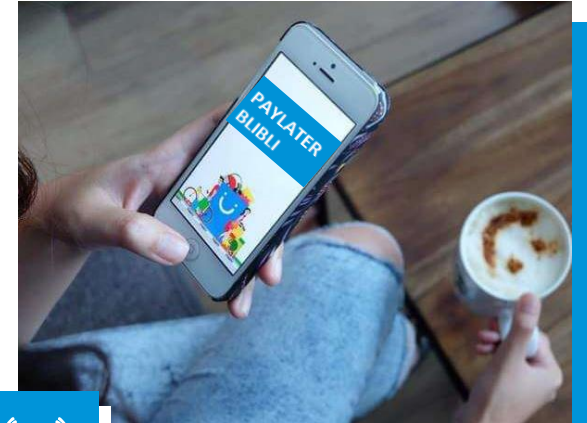
- ✓ Improve **Products Assortment** and **Experiences**
- ✓ Take Larger Share of **Value Chain Margin**
- ✓ Further Expand to **High Margin Adjacencies**
- ✓ Expand **Fulfilment Network** and **1PL Capacity**

## Travel & Lifestyle



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

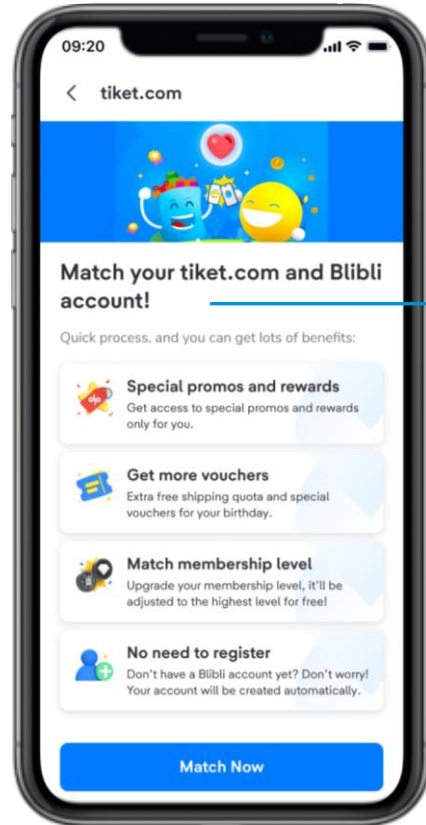
## Fintech



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

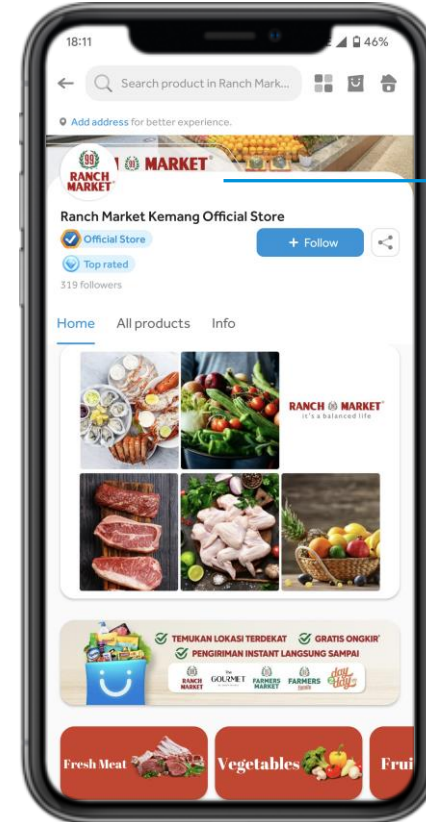


# Strong Performance from Synergy



Account and Loyalty Status Matching<sup>(1)</sup> with Goal to Increase User Base

✓ More Integrations to Be Launched Throughout the Year



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

✓ 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

Company Overview

Key Investment Highlights

Growth Strategy

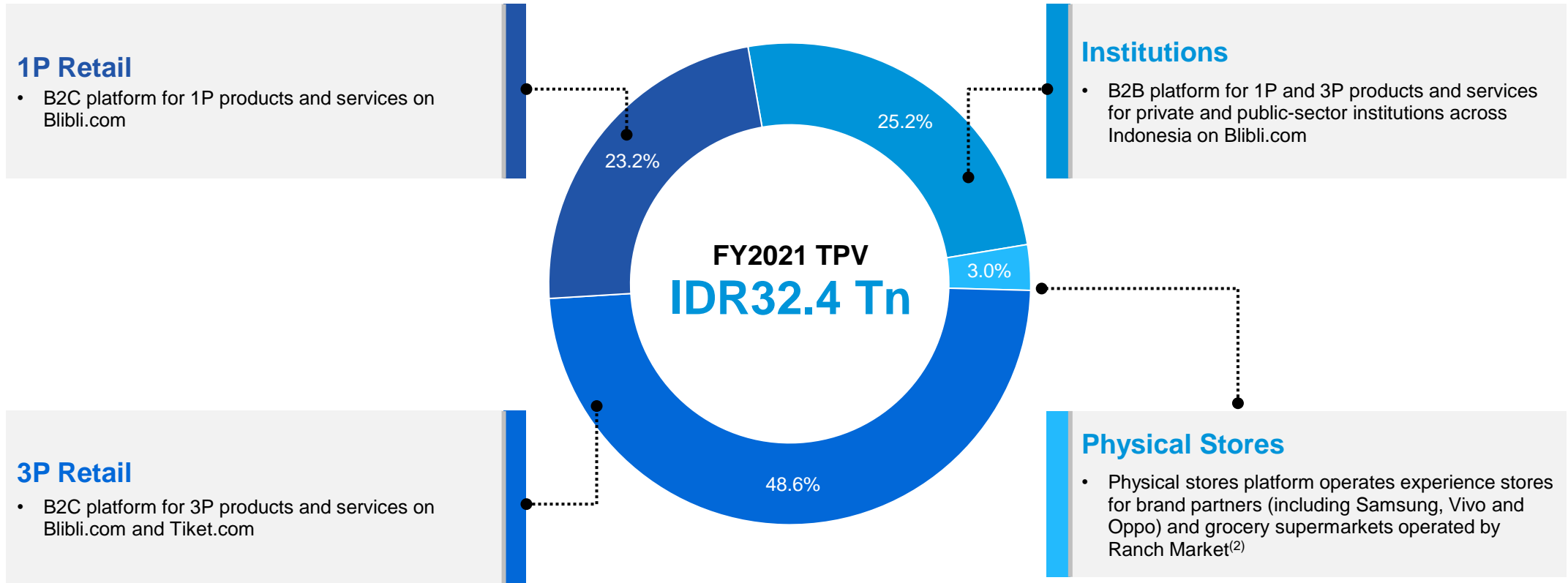
**Financial Performances**

Offering Summary

# Overview of TPV Segmentation Split



TPV<sup>(1)</sup>



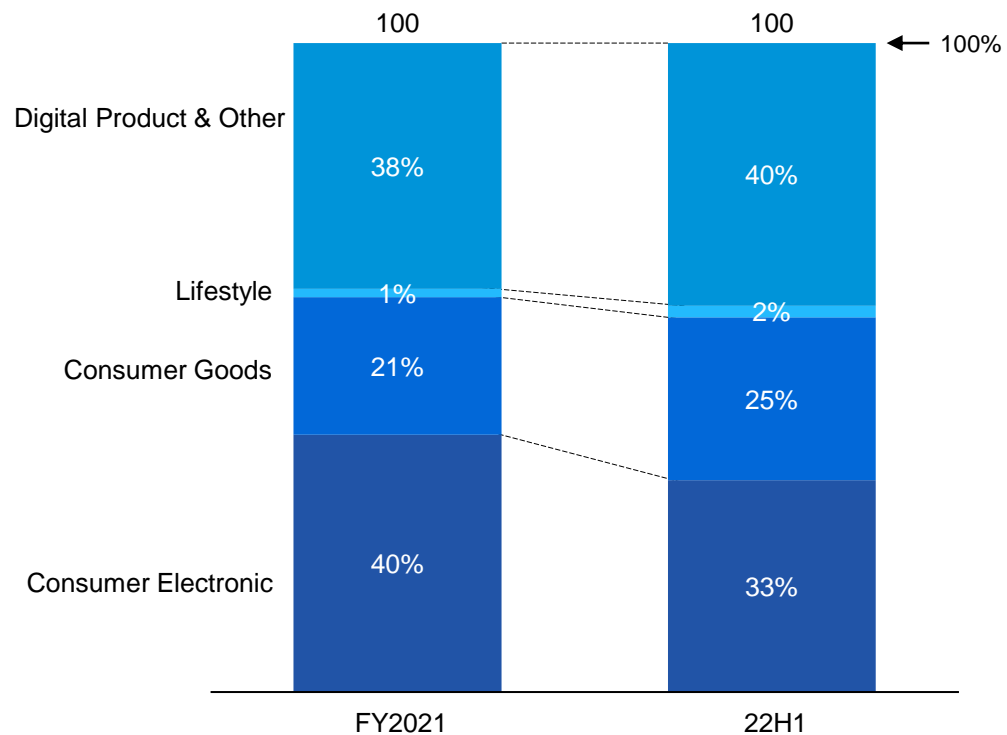
**Notes:**

- 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

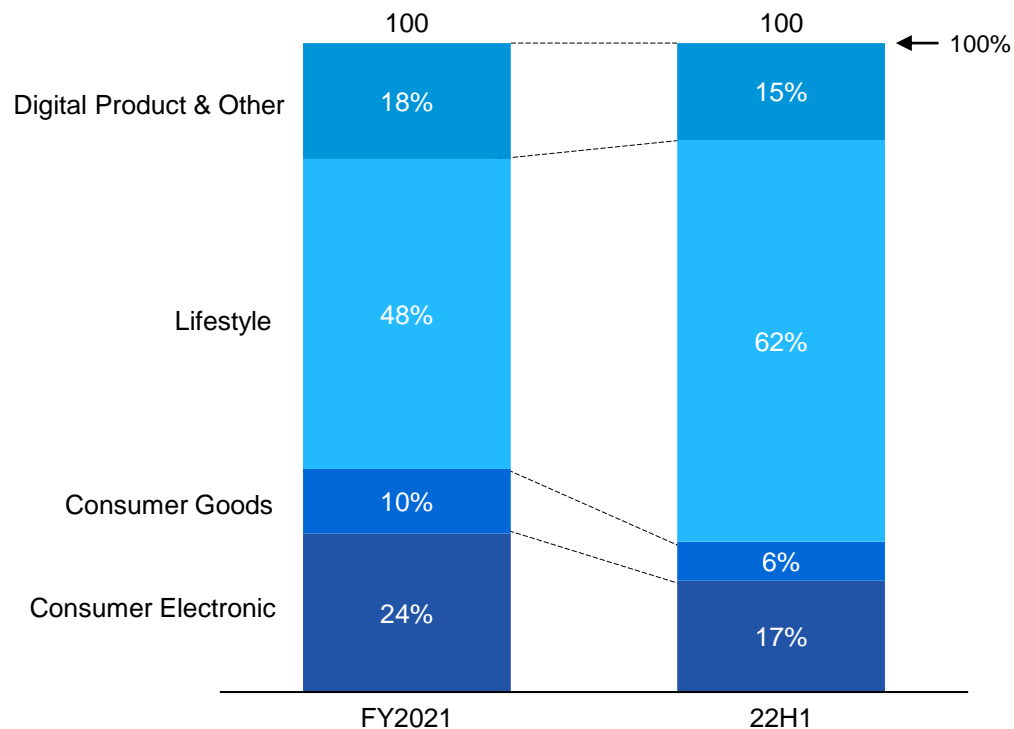
# TPV Category Mix



## 1P Retail



## 3P Retail

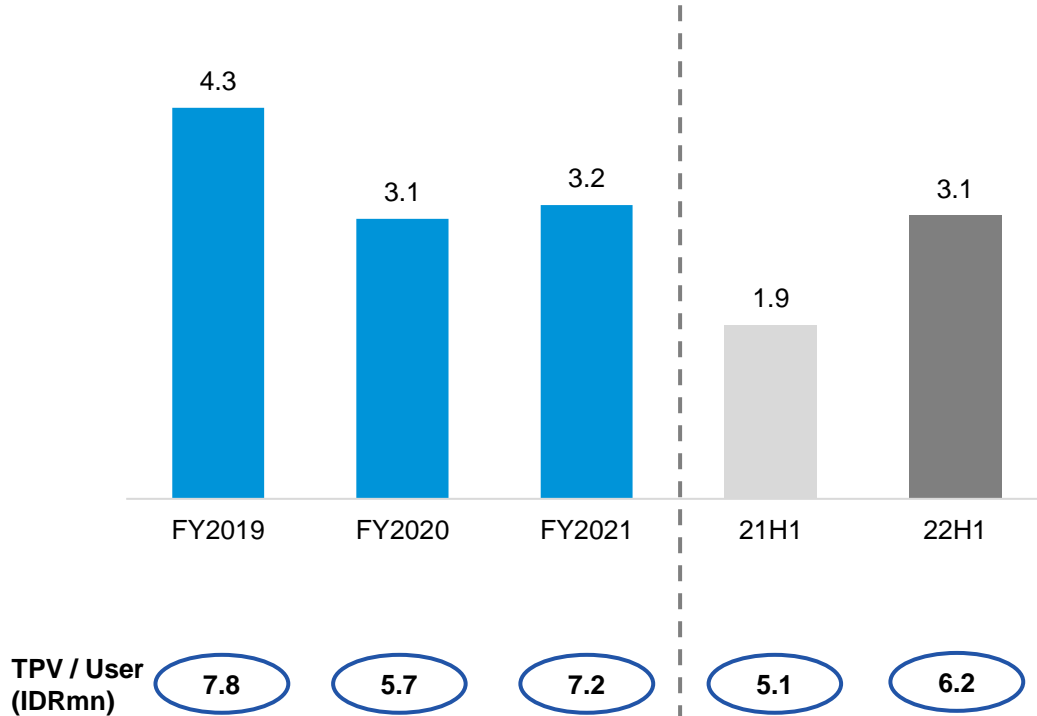


# Growing User and Institution Base with Improving Spend

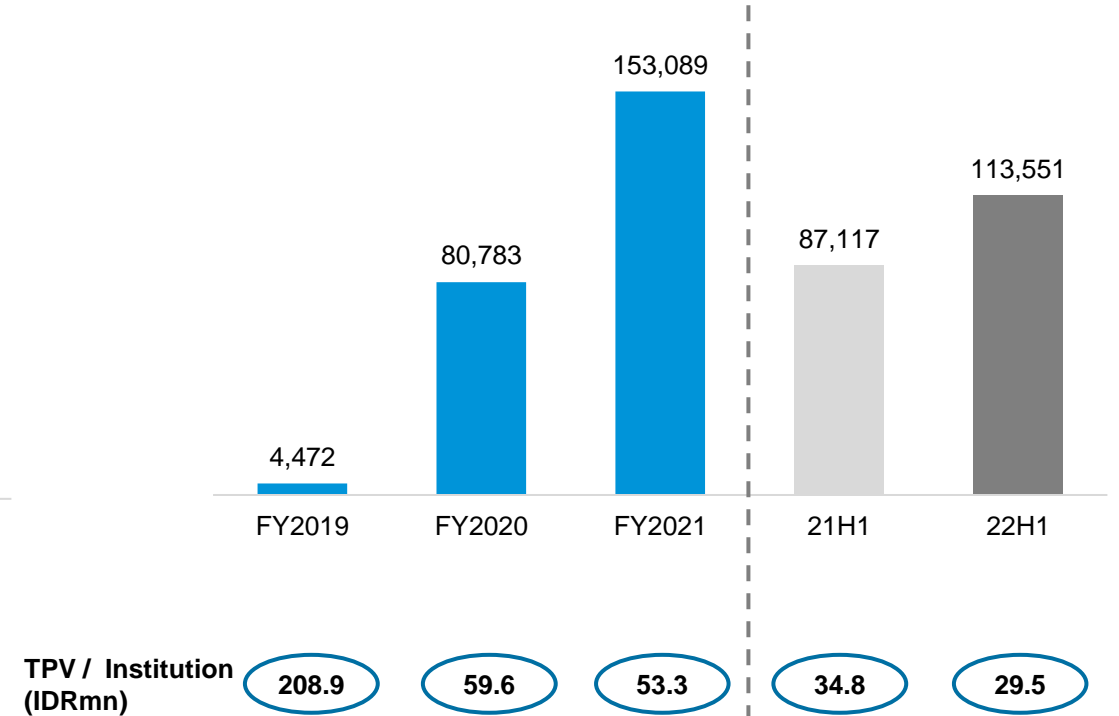


## Transacting Users – Retail<sup>(1)</sup>

(mn)



## Number of Institutions<sup>(2)</sup>



**Notes:**

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

## Section 5

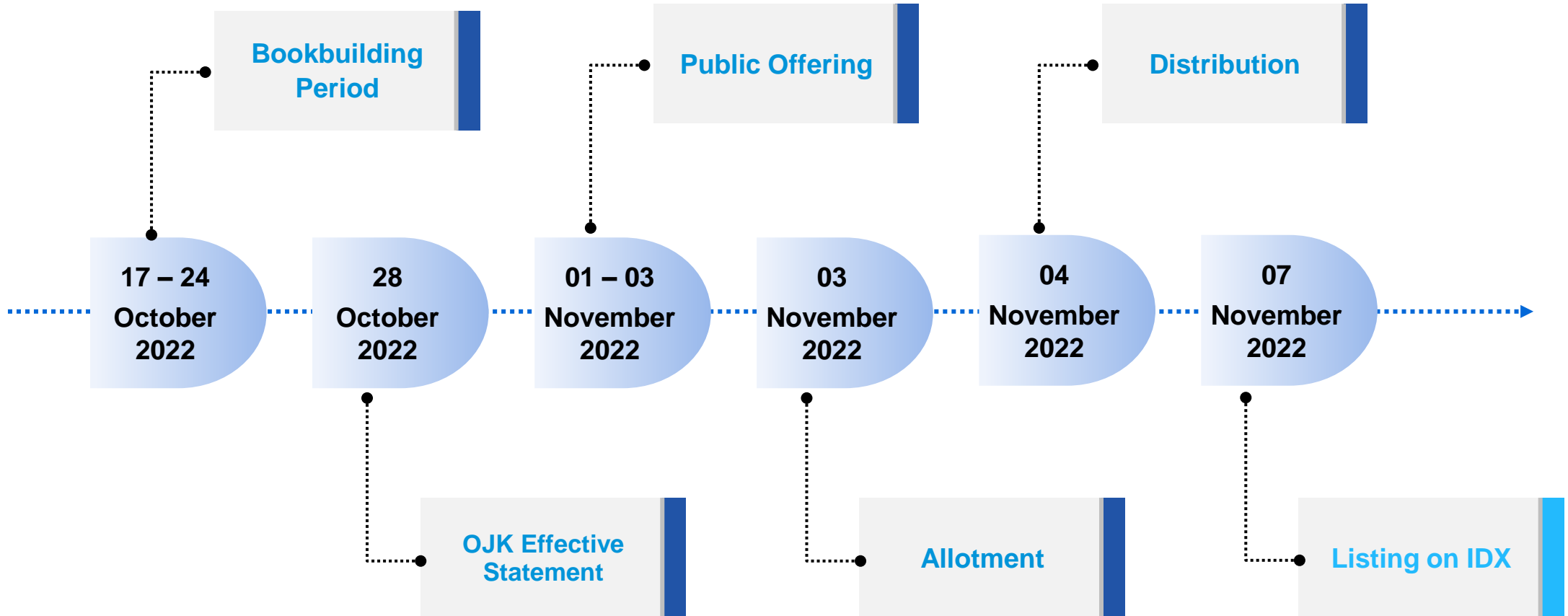
- Company Overview
- Key Investment Highlights
- Growth Strategy
- Financial Performances
- Offering Summary**

# Offering Structure & Use of Proceeds



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

# Indicative Timeline



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

## Joint Lead Underwriters



**BCA**sekuritas



**BRI** danareksa  
sekuritas

IDR / share

[ 410 - 460 ]



PT Global Digital Niaga Tbk

Thank You

For further information, please contact:  
[corp.sec@gdn-commerce.com](mailto:corp.sec@gdn-commerce.com)

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