



## **Message from CEO & Co-Founder Blibli**

*Jakarta, October 4th, 2023*

*Dear Blibli Partners, Customers, and all our Stakeholders,*

Today, I would like to share a new milestone we are making at Blibli.

As CEO & Co-Founder of Blibli, I believe in continuous innovation and adaptation to meet our stakeholders' needs and to keep up with the ever-changing market dynamics.

Twelve years ago, in 2011, Blibli embarked on a remarkable journey as an e-commerce pioneer, driven by a simple yet profound mission – with the goal to provide the ultimate end-to-end shopping experience. We have overcome our challenges over the years and remain dedicated to adapting to the ever-changing demands. Now, we are proud that we already have a significant presence in the online and offline space and can streamline processes within our integrated omnichannel ecosystem.

Today, we are proudly unveiling a fresh look for the Blibli Logo



This new logo is much more than a mere aesthetic alteration. It is a visual testament to our ongoing commitment to simplify, facilitate, and elevate our user experiences. Simplify to Amplify draws simplicity, peace of mind, valuable and relevant innovation, and excellent service to every Indonesian needs.

This transformation extends to our strategic integration of Blibli, tiket.com, and Ranch Market into the Blibli Tiket ecosystem. Our recently introduced Unified Loyalty Program, one of our initial initiatives and the PayLater service, reflects our dedication to a seamlessly integrated omnichannel ecosystem. These are just the beginning of a continuous exciting journey ahead.

Finally, we would like to thank all our stakeholders (business partners, sellers, customers, employees, regulators, and markets in general) for your support over the years, and we want you to participate in this new journey with us.

*We hope you are as excited as we are to see the bright future ahead. Let's embrace the new era of a simple and delightful experience with Blibli.*

Sincerely,

Kusumo Martanto  
CEO & Co-Founder  
PT Global Digital Niaga Tbk (Blibli)

