



IDX: BELI

Investor Updates PT Global Digital Niaga Tbk

Q1 2024 Results Performance



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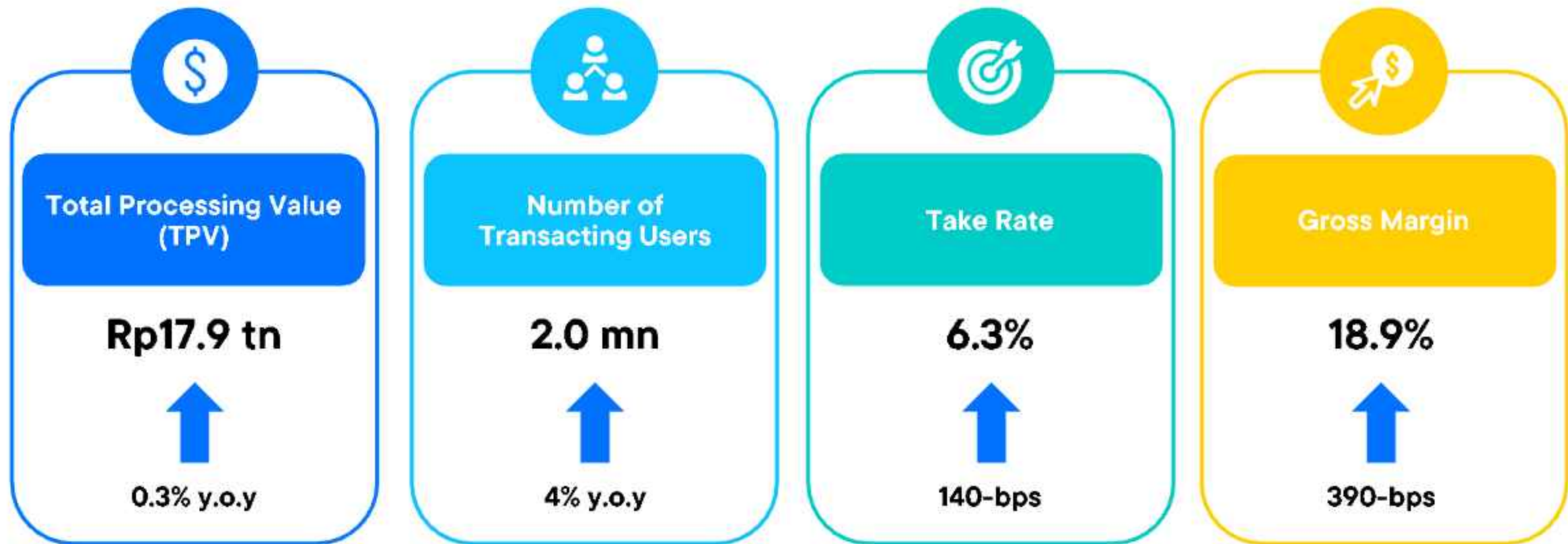
Non-IFAS Financial Measures

To supplement the Company's consolidated financial statements, which are prepared and presented in accordance with statement of financial accounting standards in Indonesia ("IFAS"), the Company provides certain non-IFAS financial measures, including but not limited to, "EBITDA", "GPBD" and/or "Take Rate", which should be considered in addition to results prepared in accordance with IFAS but not in isolation or as substitutes for IFAS results. Such non-IFAS financial measures may differ from similarly titled measures used by other companies and are presented to enhance recipients or readers the overall understanding of the Company's financial performances and should not be considered a substitute for, or superior to, the financial information prepared and presented in accordance with IFAS. In addition, this Presentation contains certain operating metrics including, but not limited to, "TPV", "YTU", "AOV" and/or "MAU", used by the Company to evaluate its business. Such operating metrics may differ from estimates published by third parties or from similarly titled metrics used by other companies due to differences in methodology and assumptions.

Key Highlights – Q1 2024

- 1 Consolidated Net Revenues recorded 2% y.o.y growth in 1Q24. The Company's growth focus remains selective in categories that are higher in relative margin, faster turnover and strategic to its competitive positioning
- 2 Take Rate continued to expand from 4.9% 1Q23 to 6.3% in 1Q24, resulting in 29% y.o.y growth in GPBD
- 3 Consolidated Gross Margin improved from 15.1% in 1Q23 to 18.9% in 1Q24, an increase of 390-bps y.o.y, mainly attributed to the Gross Profit expansion in most of the business segments
- 4 Cost structure continued to improve further, reflected by the lower consolidated Operating Expenses as percentage of TPV from 8.1% in 1Q23 to 7.7% in 1Q24. This resulted in an improved performance of consolidated EBITDA as percentage of TPV by 140-bps, from -4.6% in 1Q23 to -3.2% in 1Q24
- 5 The Company has implemented adjustments of its published rate for its third-party sellers to be in line with the market starting January this year to further enhance its margin optimization strategy
- 6 The construction progress of the Company's new warehouse in Marunda has reached ~85% as at the end of March 2024 and is projected to start operating in stages in the fourth quarter of this year
- 7 The Company continued amplifying omnichannel strategy with an additional of 6 consumer electronic stores throughout the first quarter of 2024, which brings a total of 172 consumer electronics stores operated by the Company, as well as 63 premium supermarkets outlets as of the end of March 2024.

Key Indicators – Q1 2024



Notes:

- Total Processing Value (TPV) is total value of paid and delivered purchases for products and services in the relevant period.
- Transacting Users (YTU) is the number of unique users that have completed at least one paid transaction on Blibli and/or Tiket.com platforms during the relevant period.
- Take Rate is defined by Gross Profit Before Discount (GPBD) divided by TPV, each for the relevant period.
- Gross Margin is Gross Profit divided by Net Revenues, on consolidated basis, during the relevant period.

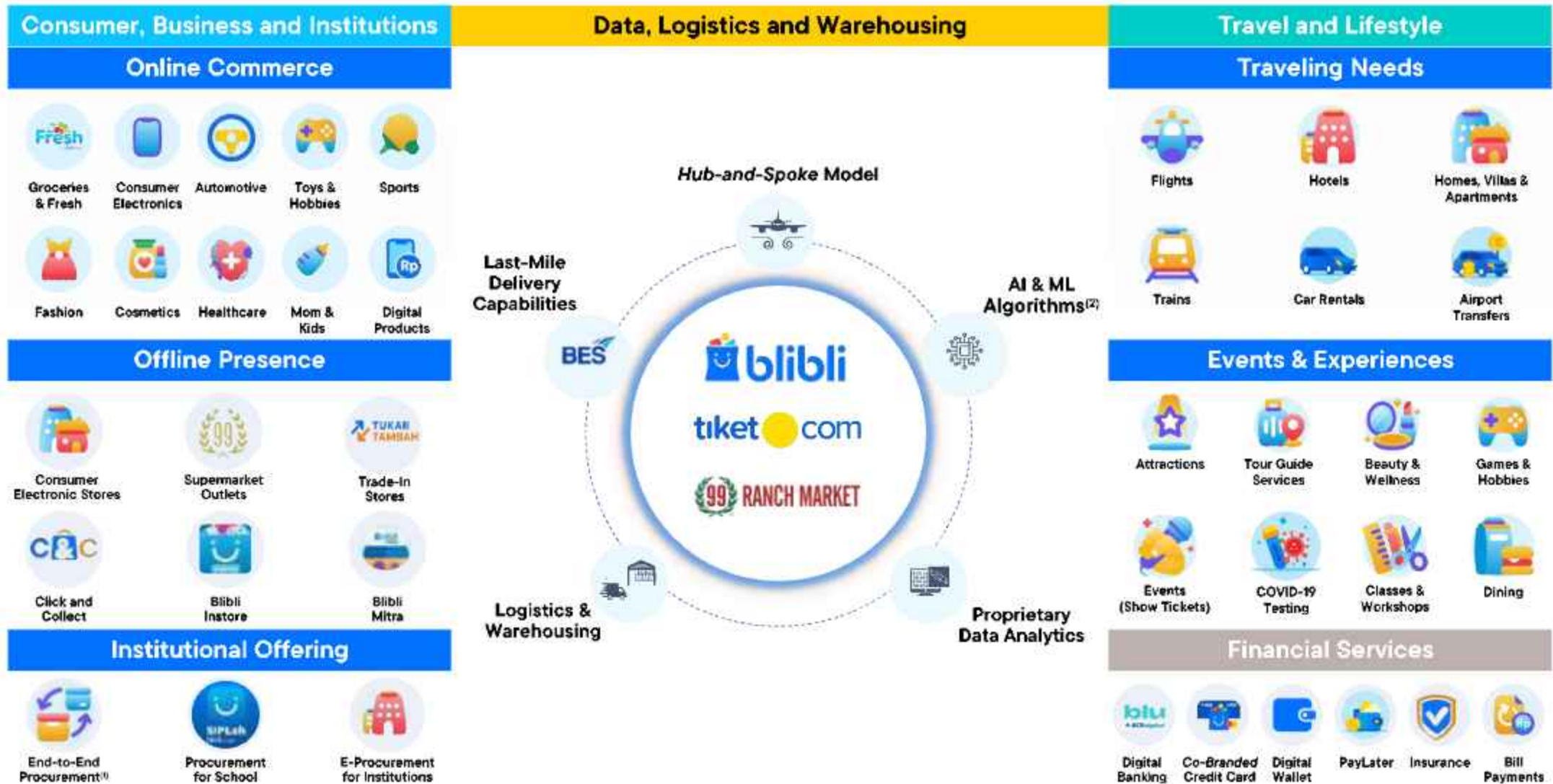
SECTION 1

Company Overview

Business Highlights

Summary Key Financials

Pioneering Omnichannel Commerce & Lifestyle Ecosystem



Notes:
 1. For retailers, distributors and mitras.
 2. Artificial Intelligence and Machine Learning.

Omnichannel Offering & O2O Integration in Practice



SECTION 2

Company Overview

Business Highlights

Summary Key Financials

Vast Network of Omnichannel Presence Nationwide



Physical Presence of Omnichannel Networks – Consumer Electronics

hello
Kuningan City, Jakarta



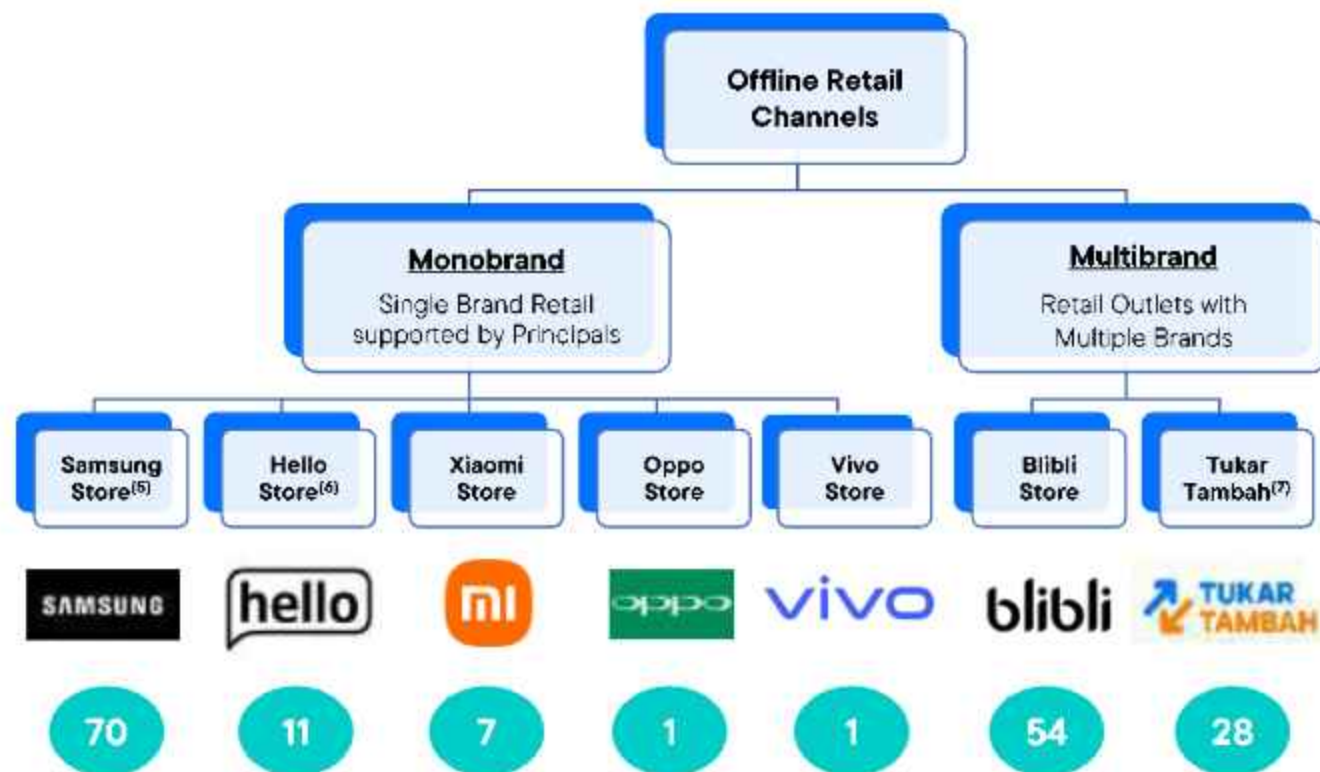
Samsung Store
Mall Ambassador, Jakarta



Blibli Store
Mall Grand Indonesia, Jakarta



Tukar Tambah
Mall Artha Gading, Jakarta



Notes:

- Number of omnichannel presence and P110s as of Mar 31, 2024
- Monobrand Stores is Bilibli's consumer electronics offline store specializes in single brand products (including Apple, Samsung, Oppo, and Xiaomi)
- Multibrand Stores is Bilibli's consumer electronics offline store carries multiple brands products (Bilibli Store, Tukar Tambah)
- Supermarket outlet is operated by 70.563-owned subsidiary: PT Super Boga Lestari Tbk (Ranch Market, IDX: "RANC")
- Bilibli acts as a supplier for Mitra (mostly mom-n-pop stores called "warung") and enables them to offer unique products to their customers
- Consisted of Samsung Experience Store (SES) and Samsung Exclusive Partner (SEP)
- Bilibli's authorized reseller partner for Apple products in Indonesia
- Including Tukar Tambah in the form of counters

Unified Loyalty Program – Fully Integrated within Ecosystem

Unified Loyalty Program Helps to Grow Customer Base

March - 2023

E-commerce & OTA platform



June - 2023

Supermarket Outlets



October - 2023

Consumer Electronics Stores



Enabling all customers within Blibli Tiket ecosystem to earn & burn the same loyalty points seamlessly both online & offline

Extensive Fulfilment Capabilities Enhanced with Upcoming New Warehouse



13 Warehouses

4 Jabodetabek, 6 Java, and 3 Non-Java



100% National Coverage

through 13 warehouses & 24 hubs



2-Hour Delivery

for ~450,000 SKUs in 40+ cities



100,000+ m²

total current warehouses area



~95% of total orders

can be fulfilled in 24 hours



BES Paket

integrated 1PL logistic partner

Upcoming New Marunda Warehouse (est. completion in Q4 2024)



~85% Construction Progress

- ✓ Smart Logistics & Supply Chain Management
- ✓ 5-Floors of Green Building concept
- ✓ Operated 24/7
- ✓ Bonded Warehouse Center

100,000+ m²

Land Area

3,300 order items

Normal Throughput / Hour

102,000+ m²

Building Area

10,000 order items

Peak Throughput / Hour

Healthy Performance of Online Travel Business



**A Pioneer
OTA**
in Indonesia⁽¹⁾



**Trusted
OTA**
in Indonesia⁽²⁾



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



#1
**Fastest
Growing OTA**
In the world (2019)⁽²⁾

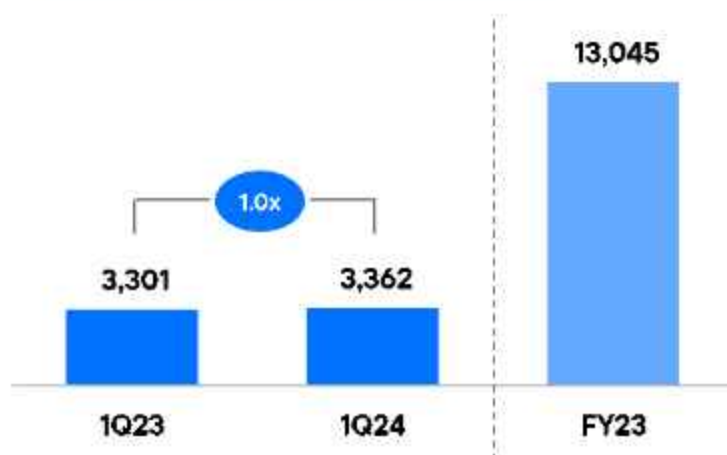


Flights

116 Airline Partners

225 Countries, Regions and Territories

Flight Seats Booked ('000)

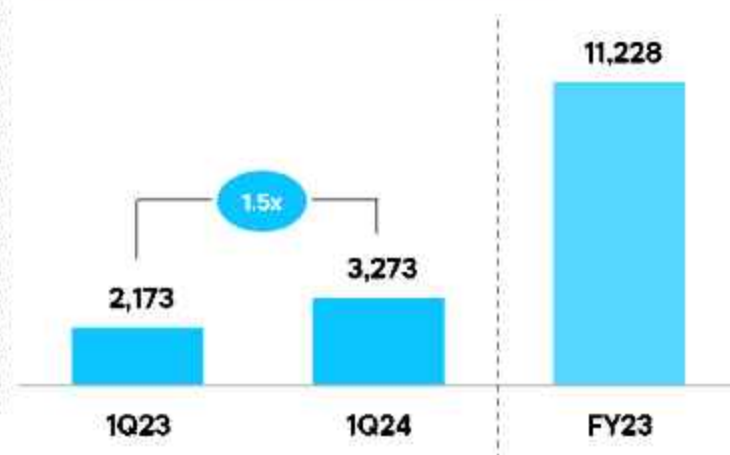


Accommodation

3.6mn+ Accommodation Listings, incl.

2.2mn+ Alternative (Non-Hotel) Accommodations

Room Nights Booked ('000)

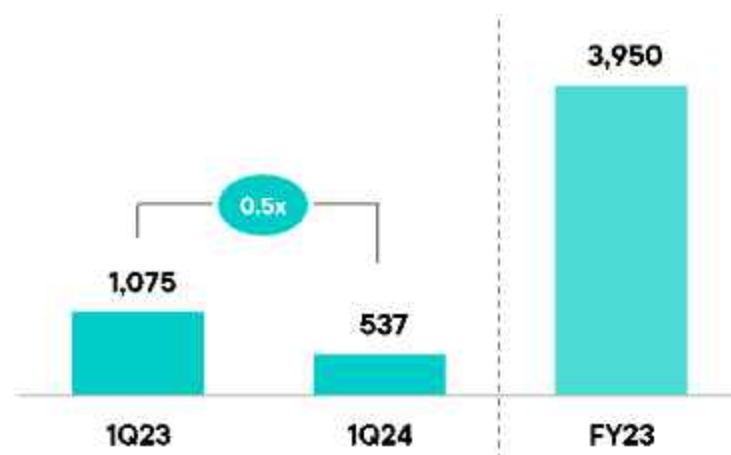


Experiences⁽³⁾

77.7k+ Activities and Attractions, incl.

3.5k+ Online & Offline Events

Tickets Booked ('000)



Notes:

- According to Euromonitor, tiket.com is one of the earliest established online travel intermediaries (OTA) in Indonesia and has one of the largest hotels and travel accommodation inventories in Indonesia.
- According to the Kantar x Google 2021 Travel App Research, 71% of 1,000 tiket.com users stated that they remain a customer of tiket.com because tiket.com is a trusted brand.
- Experiences includes attractions, events, travel essentials, transports, tours, playgrounds, beauty and wellness, food, games and hobbies, classes and workshops.

ESG – Action for Sustainability

blibli • ticket *action*



Resource Use

Optimizing through a Circular Economy concept with 3R principles: Reduce, Reuse, and Recycle.

95% Packaging is recycled and paper-based



Waste

Fostering collaboration with partners to enhance recycling efforts and reduce waste in landfills.

59% Waste has been recycled



Emissions

Minimizing emissions by implementing initiatives focused on infrastructure, processes, and technology.

9.3% Reduction of total emissions



Data Governance & Privacy

Ensuring the highest standards in managing information security and customer data privacy.

Zero cases Data breaches and user privacy



Training & Development

Streamlining training programs across the Blibli Tiket group to maximize impact.

27 hours Average training per employee



Community Relations

Expanding outreach to reach more beneficiaries and enhance community empowerment programs.

150% Increase in number of beneficiaries

● Environment
 ● Social
 ● Governance

TrenAsia ESG Award 2023
 Winner of ESG Award for Technology company category with **Sustainability** title



SECTION 3

Company Overview

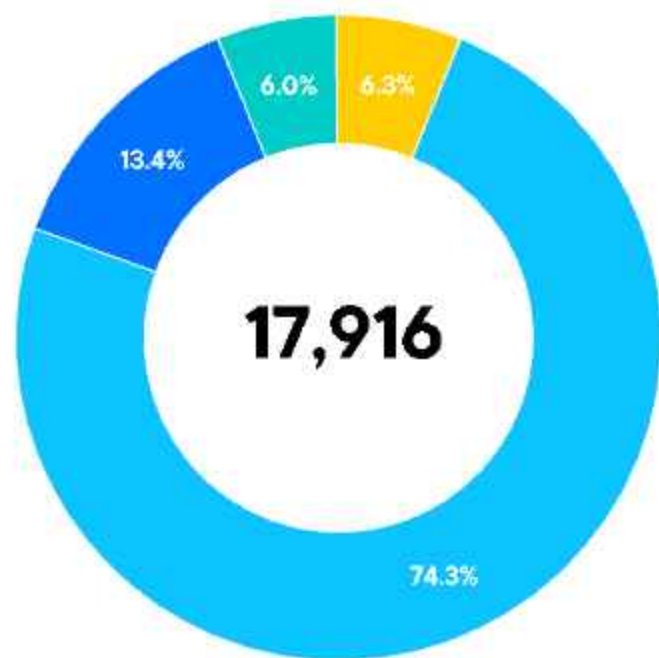
Business Updates

Summary Key Financials

Total Processing Value (TPV) Segmentation

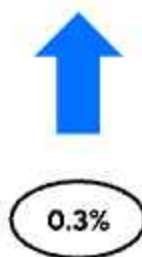
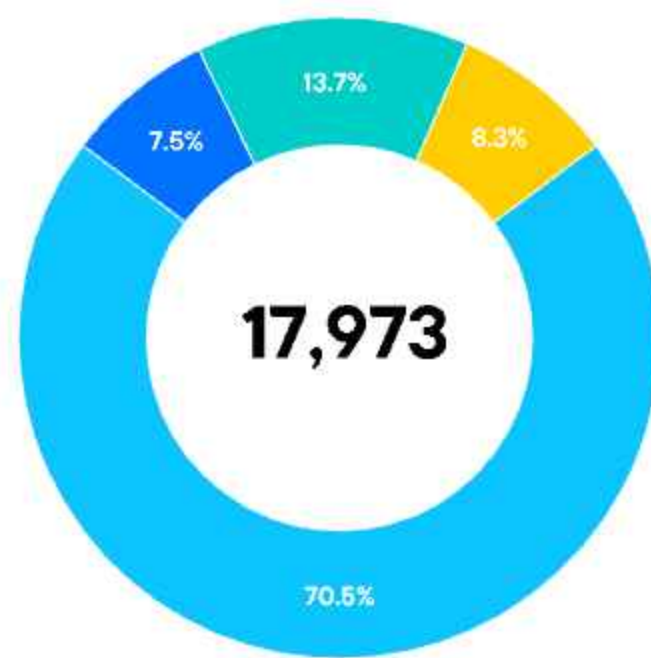
TPV Segmentation – 1Q23

(IDR billion)



TPV Segmentation – 1Q24

(IDR billion)



1P Retail

3P Retail

Institutions

Physical Stores

Notes:

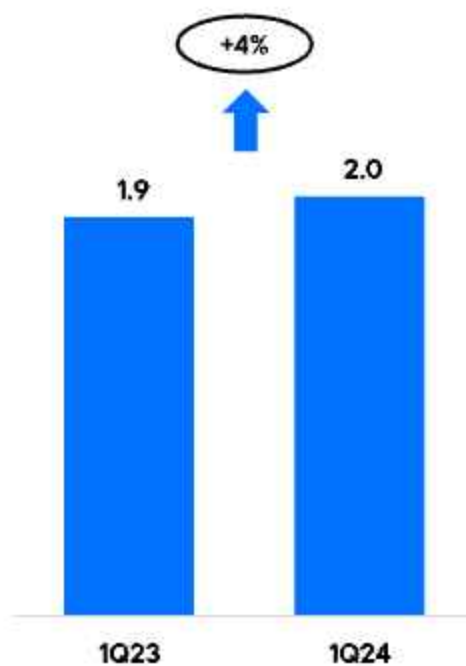
- Total Processing Value (TPV) is total value of paid and delivered purchases for products and services in the relevant period.
- 1P Retail includes the Company's sun nets through its B2C online-commerce platform for first-party (1P) products and services of various categories.
- 3P Retail includes the Company's platform fees generated from sales of products and services of various categories from third-party (3P) sellers through its online-commerce and online travel agent (OTA) platforms.
- Institutions includes the Company's business through its B2B and B2G platforms for 1P and 3P products and services serving private and public-sector institutions across Indonesia.
- Physical Stores the Company's business in consist of electronics stores collaborating with global leading brands partners, as well as premium grocery supermarkets chain operated by 70.66%-owned Subsidiary-PT Supra Boga Lestari Tbk (Ranch Market; IDX: "RANC").

Organic Transacting User Growth and Improved Spending Quality

Retail

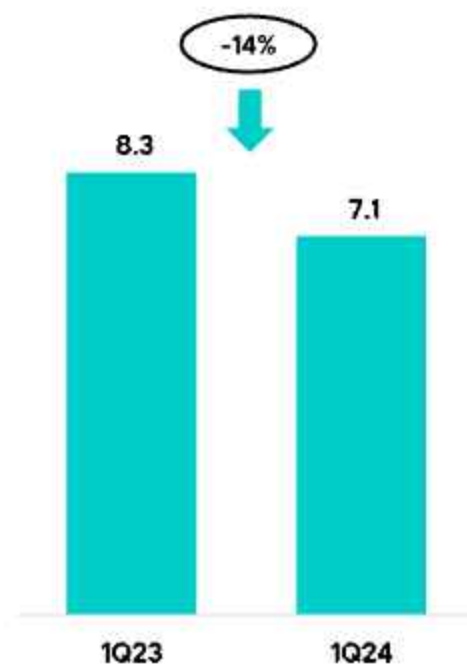
Transacting Users⁽¹⁾

(million user)



TPV / User

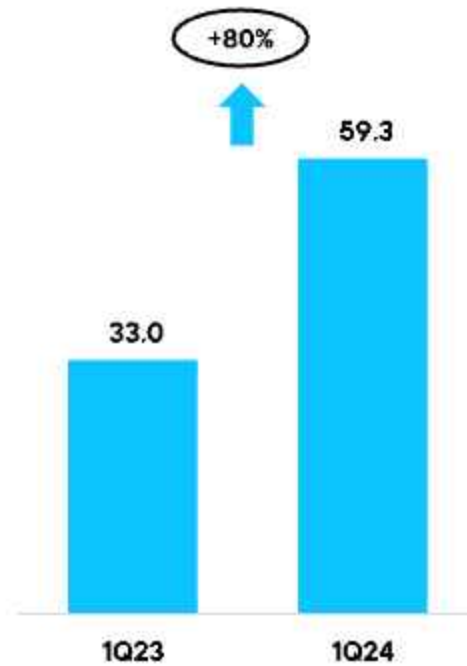
(IDR million)



Institutions

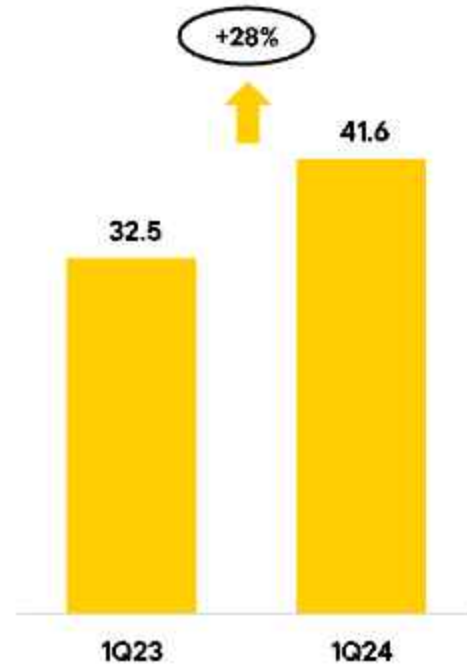
Institution Clients⁽²⁾

('000 client)



TPV / Client

(IDR million)



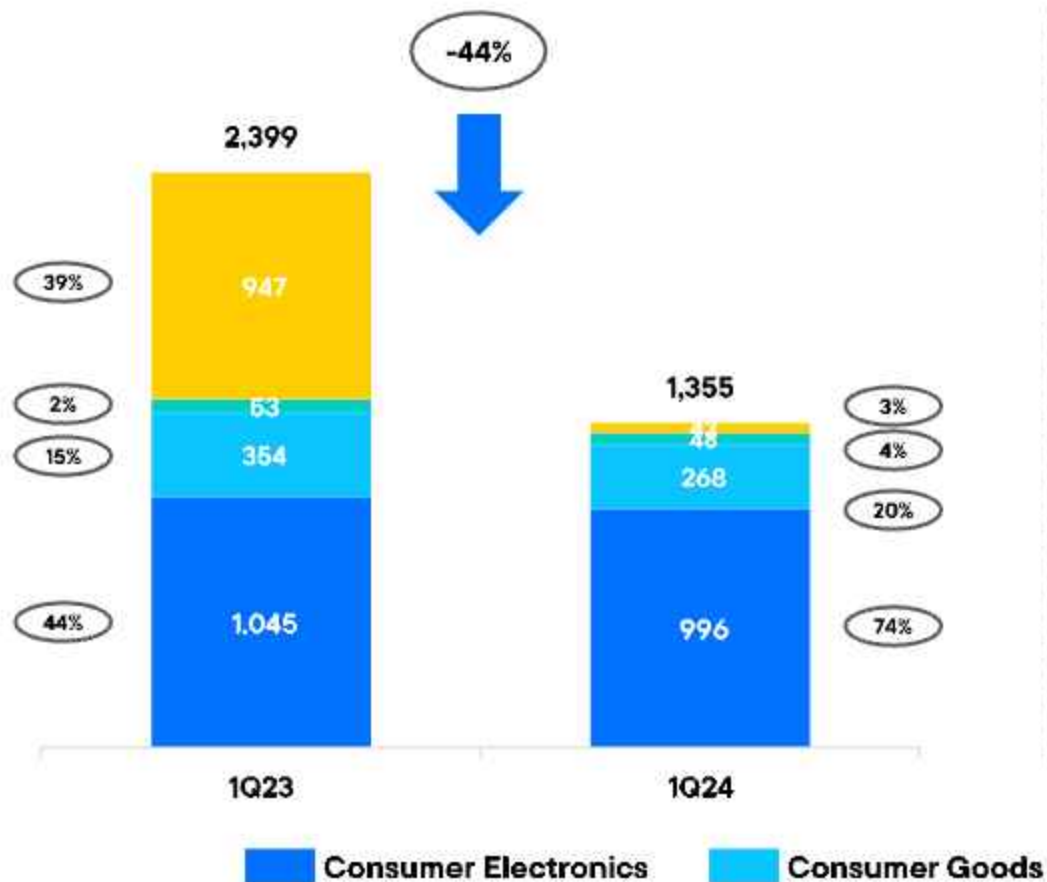
Notes:

1. Transacting Users (YTD) is the number of unique users that have completed at least one paid transaction on Blibli and/or Tiket.com platforms during the relevant period.
2. Institutions include both private and public customers.

TPV Category Mix

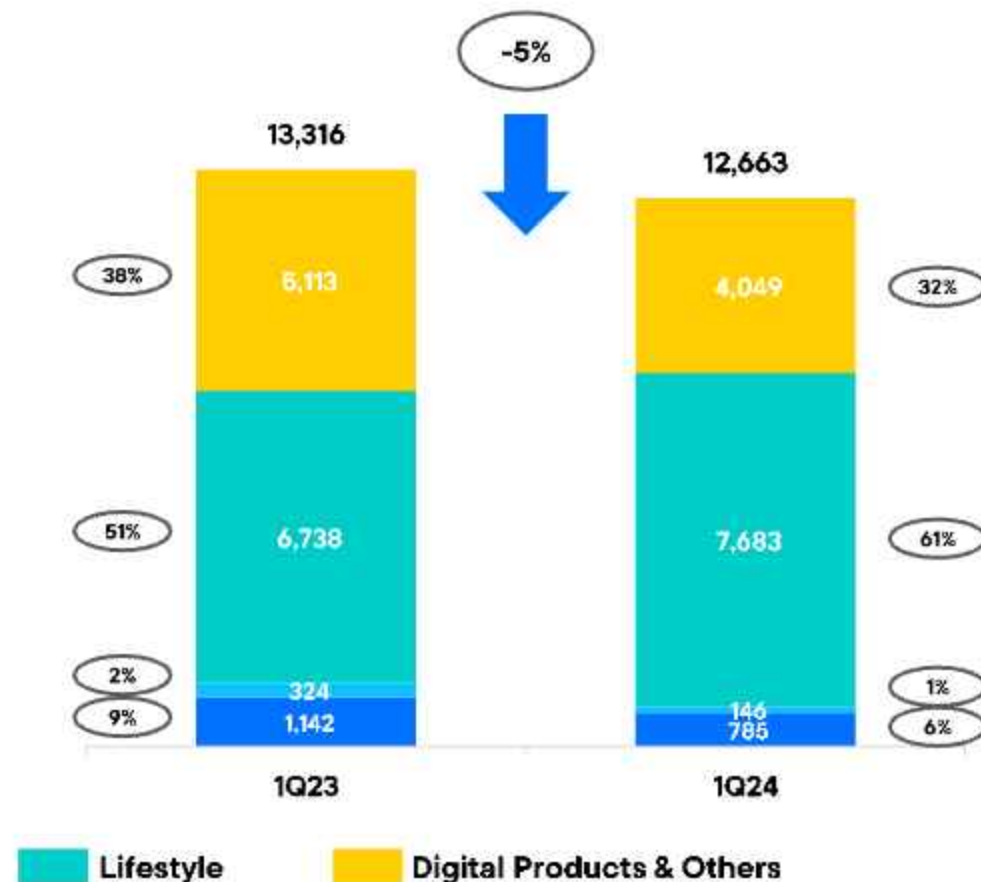
1P Retail

(IDR billion; %)



3P Retail

(IDR billion; %)



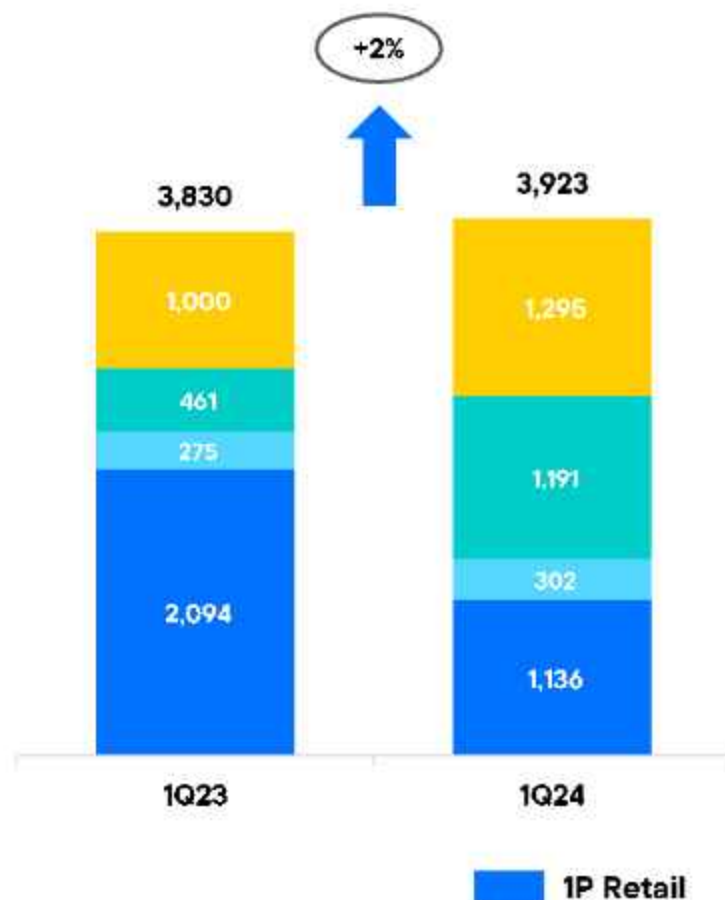
Notes:

- Consumer Electronics includes smartphones, tablets, laptops, camera, white goods and home appliances
- Consumer Goods includes groceries (dry & fresh products) and health & beauty products
- Lifestyle includes flights, accommodations, experiences, fashion and sports apparels
- Digital Products & Others includes bill payments, utilities, OTC, gaming vouchers, shopping vouchers, top-up tokens, etc and automotive products

Strong Margin Improvement

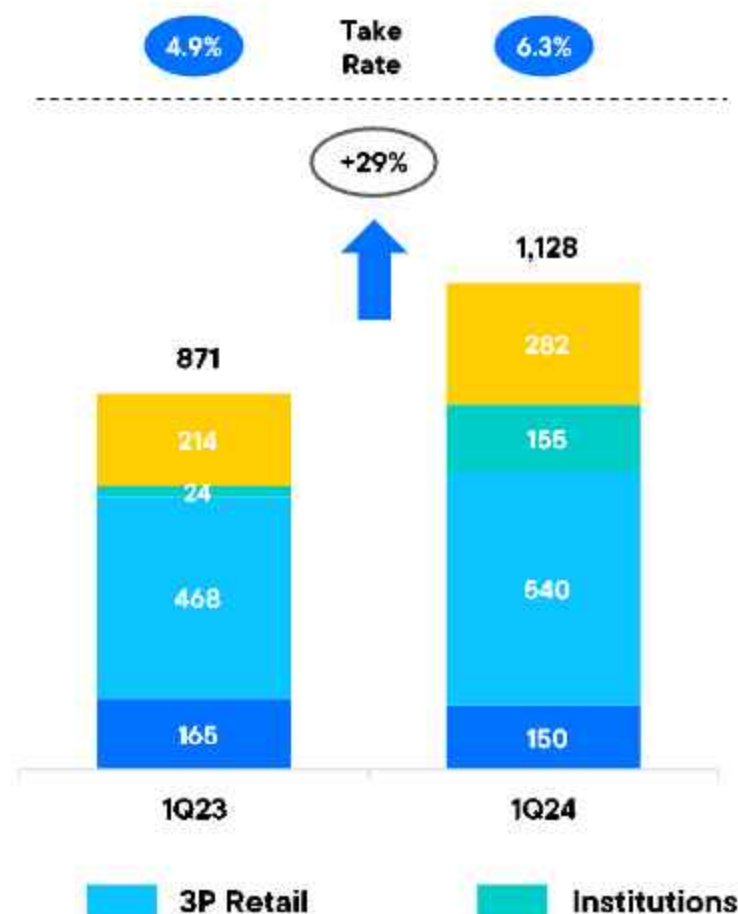
Net Revenues

(IDR billion)



GPBD⁽¹⁾ & Take Rate⁽²⁾

(IDR billion; %)



Gross Profit & Gross Margin⁽³⁾

(IDR billion; %)



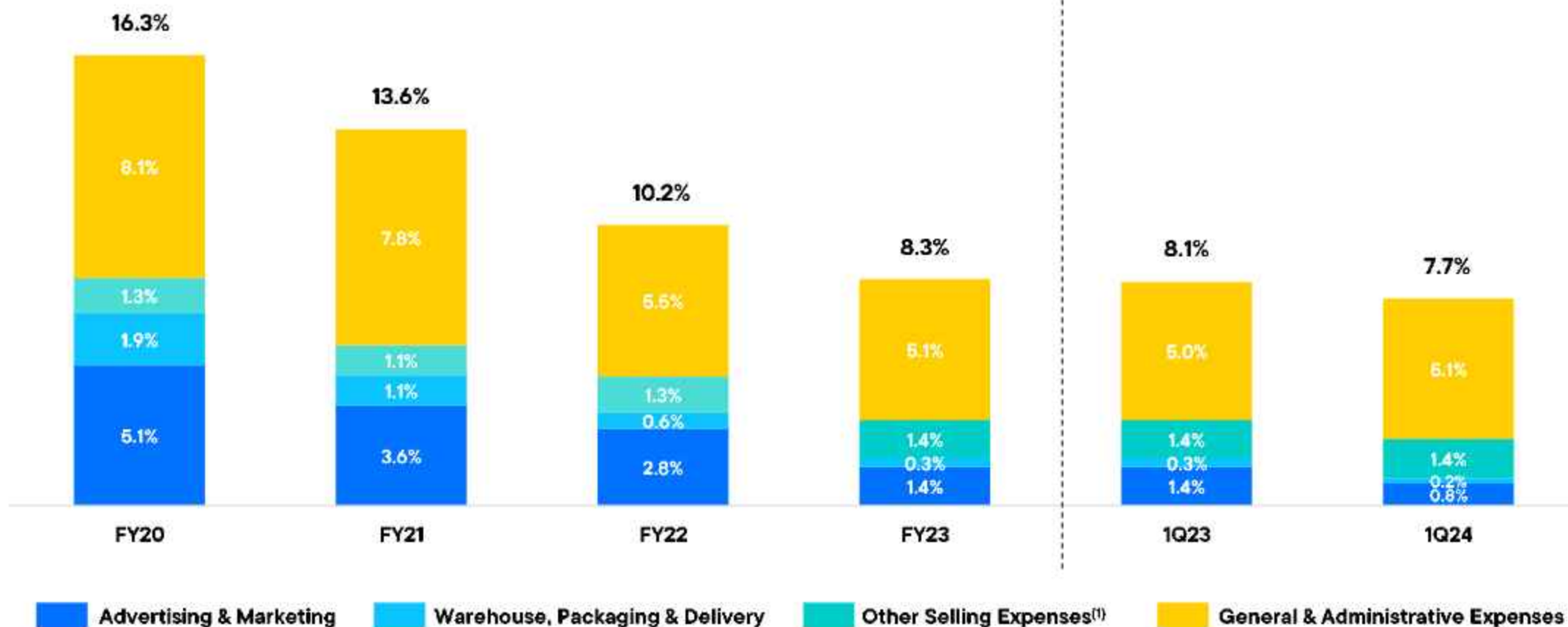
Notes:

1. Gross Profit Before Discount (GPBD) is gross profit earned from direct sales after adding back discount and subsidia during the relevant period.
2. Take Rate is defined by GPBD divided by TPV, each for the relevant period.
3. Gross Margin is defined by Gross Profit divided by Net Revenues, each for the relevant period.

Cost Structure Improved Further

Operating Expenses as Percentage to TPV

(%)



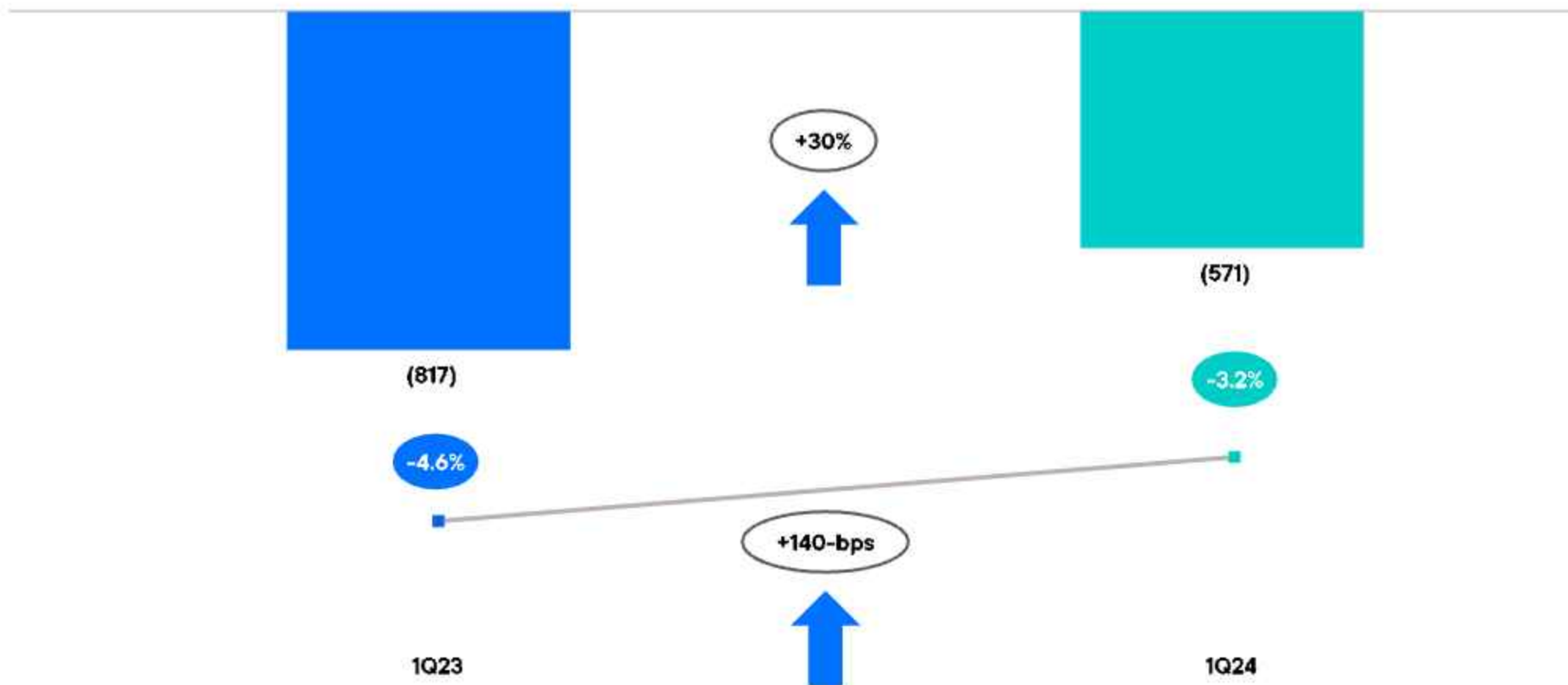
Notes:

1. Other Selling Expenses is calculated as Total Selling Expenses less Advertising & Marketing and Warehouse, Packaging & Delivery

Continued Improvement of EBITDA Performance

EBITDA⁽¹⁾ and EBITDA as Percentage to TPV

(IDR billion; %)



Notes:

1. EBITDA is Earnings Before Interest, Tax, Depreciation of fixed asset, and Amortization of intangible asset, and excludes non-recurring items, during the relevant period.



IDX: BELI

Thank You

For further information, please contact:
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