



IDX: BELI

Investor Updates PT Global Digital Niaga Tbk

FY 2024 Results Performance

You must read the following before proceeding

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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.

Net Revenues



14%
y.o.y

Rp16.7 tn FY 2024

Rp14.7 tn FY 2023

Take Rate



180
bps

6.9% FY 2024

5.1% FY 2023

Gross Margin

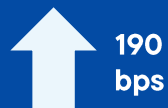


340
bps

19.7% FY 2024

16.3% FY 2023

EBITDA as % of TPV



190
bps

FY 2024

FY 2023

1

Net Revenues grew by 41% y.o.y in 4Q 2024, with double-digit growth in all business segments, resulting in a **14% y.o.y** growth of **Net Revenues to Rp16.7tn in FY 2024**

2

Take Rate expanded to **6.9%** in FY 2024, and reached as high as **7.6%** in 4Q 2024, mainly driven from increase in GPBD in all business segments

3

Gross Margin improved further by **340bps** y.o.y to **19.7%** in FY 2024

4

With margins improvement and better cost structure, **EBITDA as Percentage of TPV** improved by **190bps** y.o.y in FY 2024

5

Introduction of **Unified Membership**, a continuation of Blibli Tiket ecosystem integration

6

Strategic acquisition of **Dekoruma** to strengthen home and living category

7

Completion of Rp2.25 tn of **Capital Increase Without Pre-emptive Rights**

8

Operation of **Marunda warehouse** has started since October 2024 to fulfill customer orders

9

Deepening **partnership with Huawei** through the opening of multiple monobrand stores

10

Omnichannel expansion to **204** consumer electronics stores, **60** supermarket outlets, and **32** home and living experience centers

Notable Milestones – FY 2024



Bilibli XPO 2024

Unified Membership

Acquisition of Dekoruma

Bilibli Festival Merah Putih

Capital Increase Without Pre-emptive Rights

Global Strategic Partnership Accor x tiket.com

Mar

May

Jun

Aug

Oct

Nov

Feb

Apr

Jun

Jul

Sep

Oct

Waste recycling program

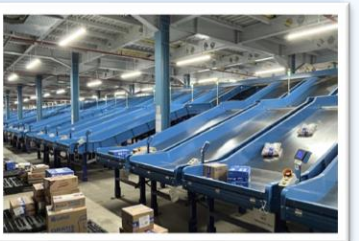
Tiket green for sustainable tourism

AGMS & EGMS

Bilibli Affiliate program

BCA x tiket.com Travel Fair 2024

Marunda Warehouse in Operation



SECTION 1

Company Overview

Business Highlights

Summary Key Financials



VISION

To Be the Commerce Ecosystem of Choice for Consumers and Institutions

MISSION

To Be the Most Trusted Omnichannel Commerce and Lifestyle Platform

Achievements Through the Years



Expand Products and Channel

Build Services and Trust

	2011	2012-2015	2016-2017	2018	2019	2020	2021	2022	2023	2024
Expand Products and Channel	<p>Launched Website</p>	<p>Launched Mobile Apps</p>	<p>Acquired</p> <p>Online Travel Agent</p> <p>Bibli InStore</p> <p>Automotive Category</p>	<p>Click and Collect</p> <p>Bibli Mitra</p> <p>BibliMart</p> <p>Bibli for business</p> <p>Institutions Offerings</p>	<p>by indodana</p> <p>Bibli Tiket PayLater (Powered by Indodana)</p> <p>Fresh</p> <p>Groceries & Fresh Category</p>	<p>Acquired</p> <p>99 RANCH MARKET</p> <p>Supermarket Chain</p> <p>blibliOMG</p> <p>Omnichannel Mobility Group</p> <p>Consumer Electronics Physical Stores</p> <p>blu, BCA co-brand CC</p>	<p>TUKAR TAMBAH</p> <p>Trade-in Physical Stores</p> <p>Authorized Distributor Consumer Electronics</p>	<p>hello</p> <p>Apple Authorized Reseller</p> <p>Bibli Invest</p>	<p>Acquired</p> <p>Dekoruma</p> <p>Home & Living</p> <p>Bibli Affiliate</p>	
	Build Services and Trust	<p>100% ORIGINAL</p> <p>Originality Guarantee</p> <p>FREE</p> <p>Free Shipping</p>	<p>bliblicare</p> <p>24/7 Customer Care</p> <p>BES</p> <p>1PL Logistic Service</p> <p>15-Days Return</p>	<p>Rp</p> <p>Digital Offerings</p> <p>Same Day & Instant Delivery</p> <p>Return Spot</p>	<p>DISEDIAKAN BLIBLI</p> <p>Fulfillment by Bibli (FBB)</p> <p>Digital Wallet (BibliPay)</p>	<p>Trade-in Feature</p> <p>Scheduled Delivery</p>	<p>Installation Add-On</p> <p>LANGGANAN</p> <p>Subscription</p>	<p>2 JAM SAMPAI</p> <p>Pioneer in Guaranteed 2-Hr Delivery</p> <p>cermati</p> <p>Fintech Offerings (24.5% Indirectly Owned)</p>	<p>IDX</p> <p>Indonesia Stock Exchange</p> <p>Public Listed Company (IPO)</p>	<p>blibli tiket rewards</p> <p>Unified Loyalty Program</p>

A True Omnichannel Ecosystem

Retail and Institutions Commerce

Online Platform

Groceries & Fresh	Consumer Electronics	Automotive	Computer & Gaming	Sports & Lifestyle
Fashion & Beauty	Home & Living	Health	Mom & Kids	Digital Products

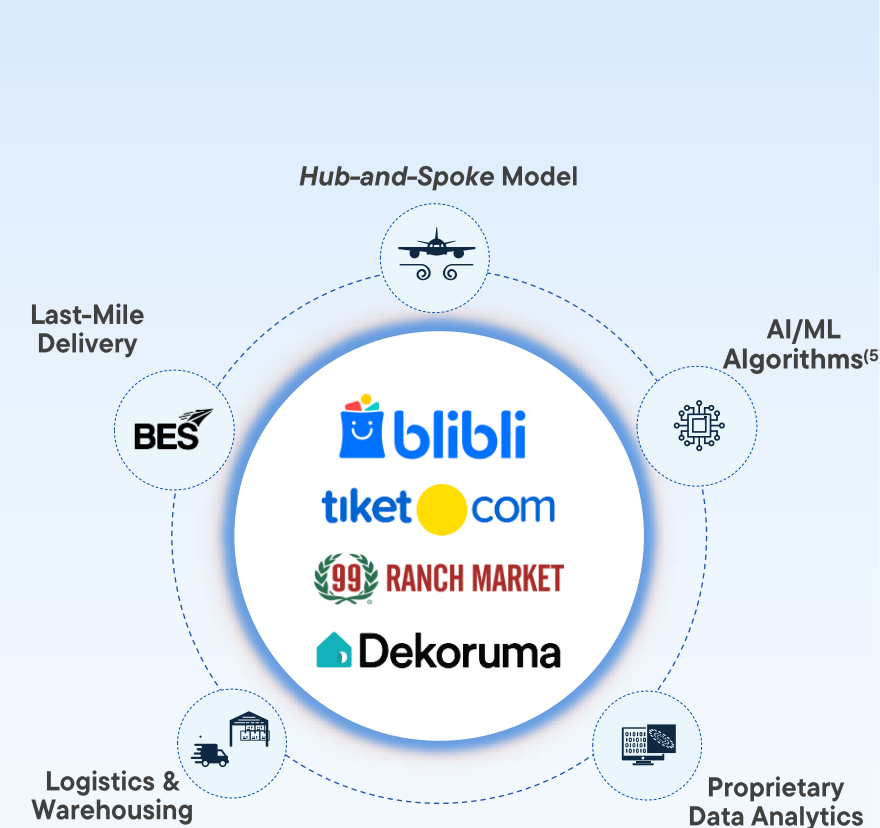
Offline Presence

Consumer Electronics Stores ⁽¹⁾	Groceries Outlets ⁽²⁾	Home & Living Experience Centers ⁽³⁾
Click & Collect	Blibli Instore	Trade-in

Institutional Offering

End-to-End Procurement ⁽⁴⁾	Procurement for School	E-Procurement for Institutions
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Data, Logistics & Warehousing



Travel and Lifestyle

Traveling Needs

Flight	Train	Ferry Boat	Car Rental
Bus & Travel	Airport Transfer	Hotel	Home, Villa & Apartment

Events & Experiences

Attraction & Entertainment	Tour Guide Services	Beauty & Wellness	Games & Hobbies
Show Tickets	Playground & Theme Parks	Class & Workshop	Culinary Voucher

Financial Services

Digital Banking	Co-Branded Credit Card	Digital Wallet	PayLater	Insurance	Bill Payments
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Notes:

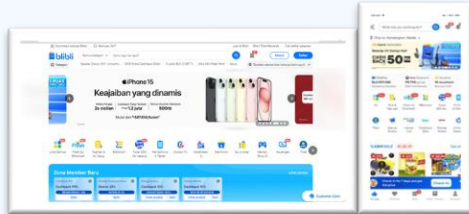
- Including Monobrand & Multibrand stores, partnering with global leading brand partners
- Including Ranch Market, Farmers Market, and other outlet brands operated by subsidiary – PT Supra Boga Lestari Tbk
- Including Dekoruma Experience Center operated by subsidiary – PT Dekoruma Inovasi Lestari
- For retailers, distributors and mitras
- Artificial Intelligence and Machine Learning

Omnichannel Offering & O2O Integration in Practice

Online



Foster awareness through **online banners/ads** on Website & Mobile Apps



Online purchase directly through **Website & Mobile Apps**, OR



Integrated Fulfilment nationwide (**BES Paket**) delivery, OR



Unified Loyalty Program (ULP) across **Platforms** and **Physical Stores**

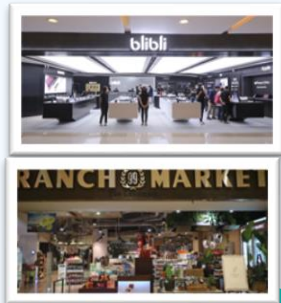


Sell new goods and **accept trade-in** through **online Trade-In**, OR



Offline

Products discovery & **customer conversion** via **Physical Stores**



In store purchase through **Blibli InStore** supported by **Digital Payment / BNPL**



Pick-up offline via **Click & Collect** and in **Physical Stores**



Points Redemption & Value-Added Services



Offline trade-in through **Tukar Tambah** stores



SECTION 2

Company Overview

Business Highlights

Summary Key Financials

Unified Membership

Unified Login

Users can login with the same credentials into Blibli, tiket.com and Ranch Market platforms

Boost Cross-selling

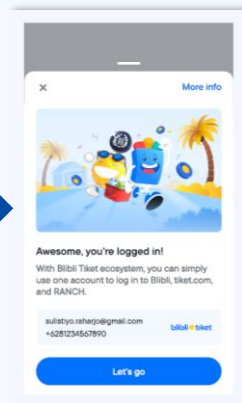
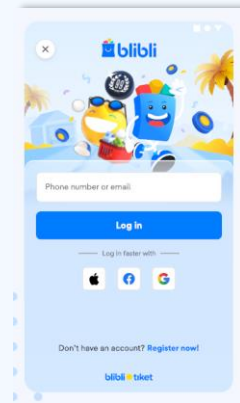
Unified and seamless login is expected to enhance potential cross-selling between each platform within Blibli Tiket ecosystem

Seamless Access

Single sign-on with auto login for both Android and iOS on a single device

Faster and more secured login process

Convenient using same credentials



Unified Loyalty Program

blibli • tiket rewards

One Point, More Rewards

Collect and gain more points to enjoy multiple benefits

Integrated All Platforms

Same unified points both online (Blibli, tiket.com) and offline (consumer electronic stores, supermarket)

Easy Points Collection

Many ways to earn points through transactions, complete missions and play many interactive games



Multiple Redemption Benefits

Redeem points for Discounts on transactions or amazing Deals from multiple partners

A continuity of integration to provide more benefits across platforms, more personalization to users and deepen customer relationships, and ultimately to be their ecosystem of choice

Modern Warehouse Network

13 Warehouses

5 Jabodetabek, 5 Java, and 3 Non-Java

23 Hubs

Hub-and-Spoke model

~202,000 sqm

Total current warehouse area

24/7 Operation

365 Days

New Marunda Warehouse

~ 100,000 sqm total area

~ Smart logistics & supply chain mgt



Strong Fulfillment Capabilities



~90% of total orders

Fulfilled within 24-hours

Fulfillment by Blibli

Guaranteed service & quality

2-Hour Delivery (2HD)

~400,000 SKUs in 40+ cities

Fulfillment at Speed

One-stop-services fulfillment



Integrated Last-mile Delivery

1PL Last-mile Delivery

~ 600+ trained couriers
~ 400+ delivery fleets
~ 40+ cities covered

100%

National coverage

20+ of 3PL

Strategic partnerships



Best-in-Class Return Management



Flexible & Fast Return Solution

15-days⁽¹⁾
Return policy

Same Day
Resolution time

Wide & Extensive Return Coverage

48,000+
Drop-points nationwide

60+ cities
Available for pick-up



Award-winning
Contact Center⁽²⁾

Notes:

Data as of Dec 31, 2024

- Up to 30-days during peak season (Eid Fitr, Christmas, etc)
- Gold Medal in the The best Contact Center Indonesia Award in 2024 by ICCA

Strong Omnichannel Presence Nationwide



112 Monobrand CE Stores
 92 Multibrand CE Stores
 60 Supermarket Outlets
 32 Home & Living Experience Centers

74	18	10	7
2	1	81	11
60	60	60	60
32			



8.7k+ Locations⁽¹⁾
 8.2k+ Locations⁽²⁾



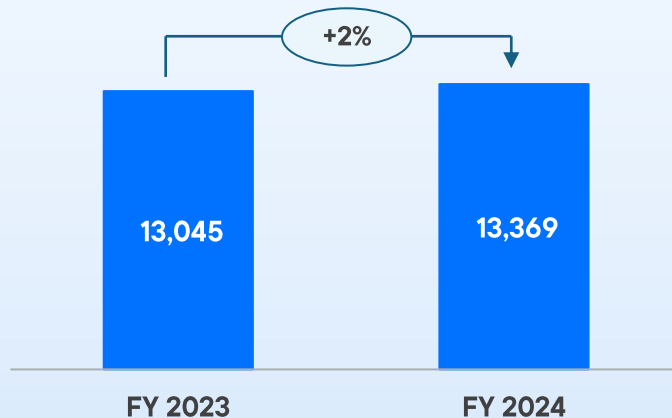
Notes:
 Data as of Dec 31, 2024
 1. Blibli InStore is Blibli's omnichannel solution that allows customers to shop offline at physical stores available nationwide but can still enjoy the same convenience and variety of benefits as when shopping offline
 2. Click & Collect is Blibli's omnichannel solution that provides flexibility for customers to buy products online and pick them up offline at physical stores nationwide

Flights

127 Airline Partners

225 Countries, Regions and Territories

Flights Seats Booked ('000)

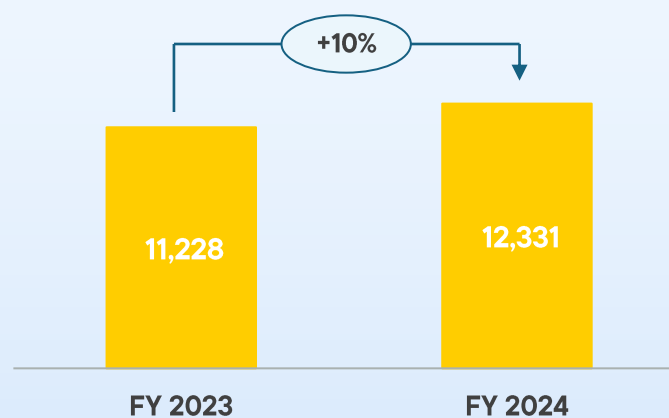


Accommodation

3.6mn+ Accommodation Listings, incl.

2.2mn+ Alternative (Non-Hotel) Accommodations

Room Nights Booked ('000)

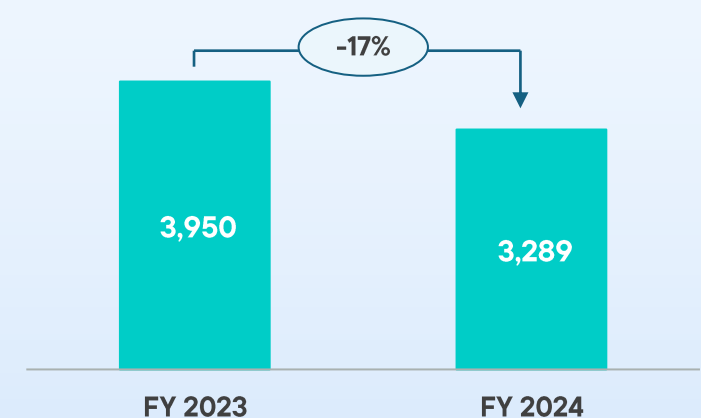


Experiences⁽¹⁾

77.7k+ Activities and Attractions, incl.

4.1k+ Online & Offline Events

Tickets Booked ('000)



Action for Our Planet

51,658 GJ Energy Usage in 2024
(18% lower compared to previous year)

96% Packaging is Eco-friendly
(1.5% higher compared to previous year)

71% Waste Reused & Recycled
(13% higher compared to previous year)

219 tonCO2e Emission Reduction from operational activities
(193% higher compared to previous year)

7,000 Trees Planted in 2024
(75% higher compared to previous year)

What's New?



Pioneering for Green Delivery

A new shipping option prioritizes electric vehicles for instant and same day delivery

Reduce emission 2.5 tonCO2e/year



Misi Tanam Pohon Feature

A new feature empowering customers to plan trees with just Rp1,000 per transaction at Blibli

Average donation >300k per month

Action for Our People

Drive growth through **talent development** and **community empowerment**

Number of Beneficiaries
24,452
(134% higher compared to previous year)

Training Satisfaction Rate
4.8 Blibli
(maintained score compared to previous year)
4.6 tiket.com
(improve from previous year score of 4.5)



A sustainability collaborative actions across Blibli Tiket

Total Actions
8 Forum Sessions
2 Engagement Activities

Total Participants
646 employees



18 Dec 2024
Blibli Head Office

20+ Inspiring Speakers
1,698 Employees Participated



Impacts

18,000+ Visitors,
52% under 27 yo

10.7 tonCO2e Emission Reduction

55 Ecopreneurs & Tenants

2,020 Trees Donated

74 Sponsors & Partners

17 Educational Talk shows & Workshops

Action for Excellence

Throughout 2024, **no incidents** of data and user privacy breaches were reported



Successfully complied ISO 27001: 2022
(newer edition)
for Information Security Management System

Successfully certified ISO 27701: 2019
for Privacy Information Management System

Prestigious Recognition for Sustainability



SPEX2® Award

(Strategy into Performance Execution Excellence)
2024 Theme: Sustainability



Change the World Award

Fortune Indonesia Summit 2024



IDX Channel Anugerah

ESG Award 2024

Langkah Membumi Program Recognition

SECTION 3

Company Overview

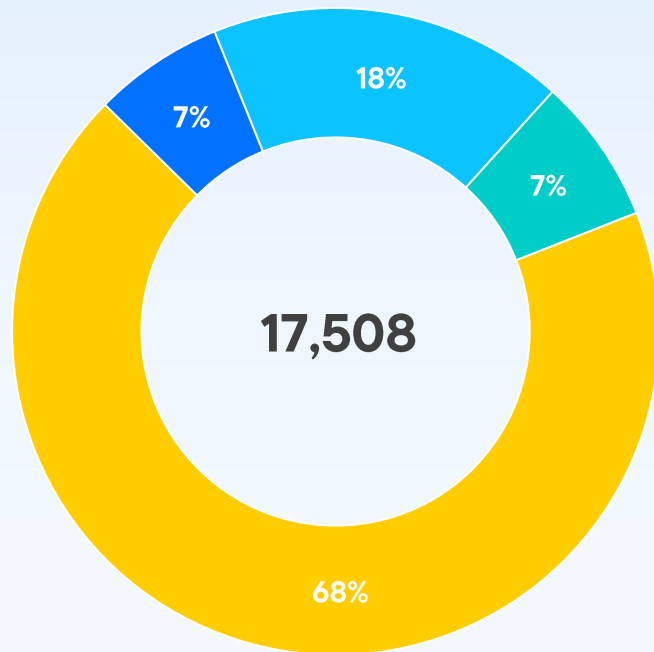
Business Highlights

Summary Key Financials

Total Processing Value (TPV) Segmentation

TPV Segmentation – 4Q 2023

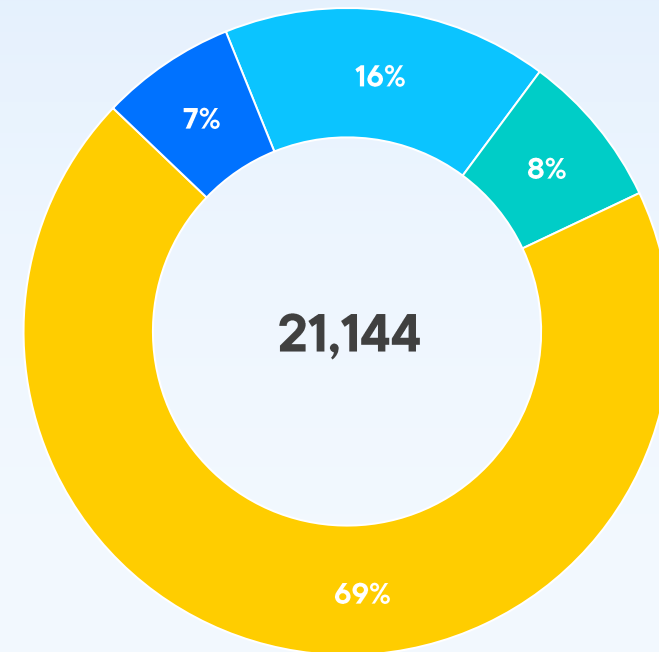
(IDR billion)



21%

TPV Segmentation – 4Q 2024

(IDR billion)



1P Retail

3P Retail

Institutions

Physical Stores

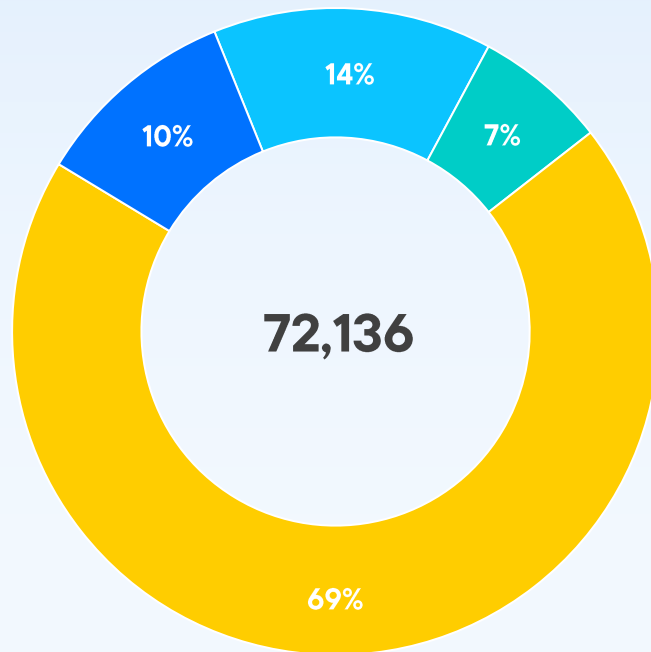
Notes:

- Total Processing Value (TPV) is total value of paid and delivered purchases for products and services during the relevant period
- 1P Retail includes the Company's business 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 includes the Company's business in consumer electronics stores collaborating with global leading brands partners, as well as premium grocery supermarkets chain operated by 70.56%-owned Subsidiary - PT Supra Boga Lestari Tbk (Ranch Market; IDX: "RANC")

Total Processing Value (TPV) Segmentation

TPV Segmentation – FY 2023

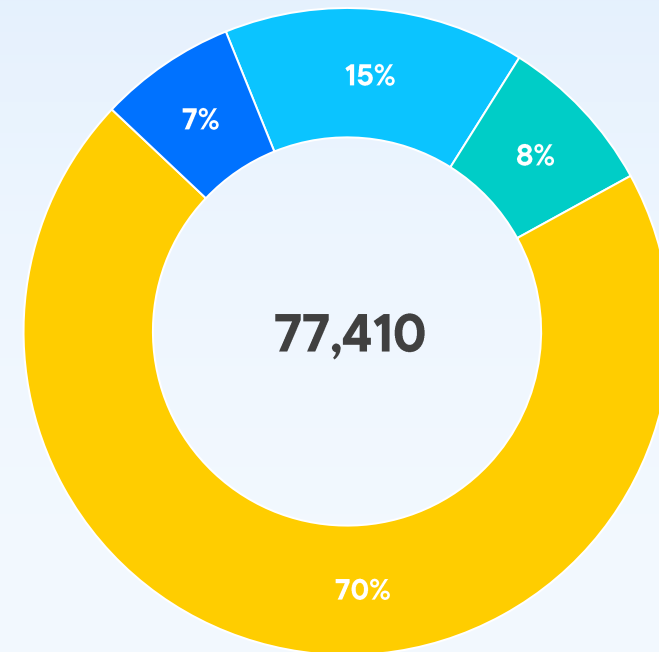
(IDR billion)



7%

TPV Segmentation – FY 2024

(IDR billion)



1P Retail

3P Retail

Institutions

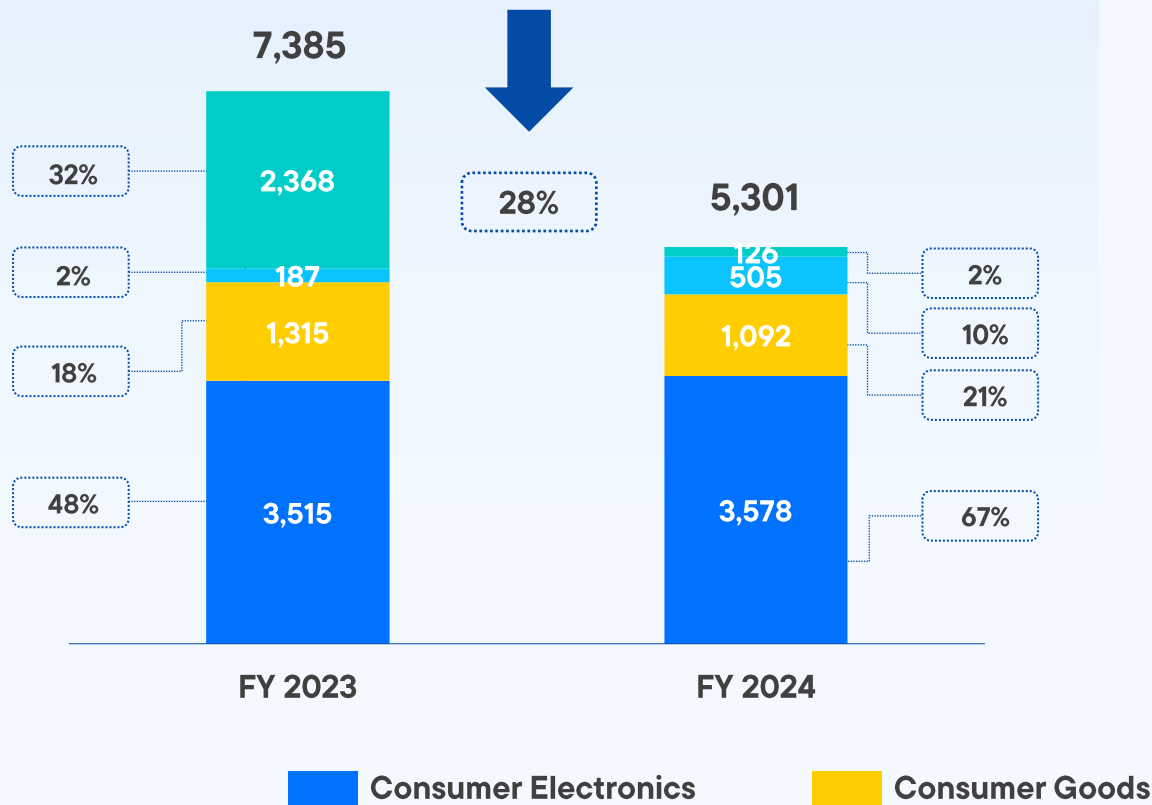
Physical Stores

Notes:

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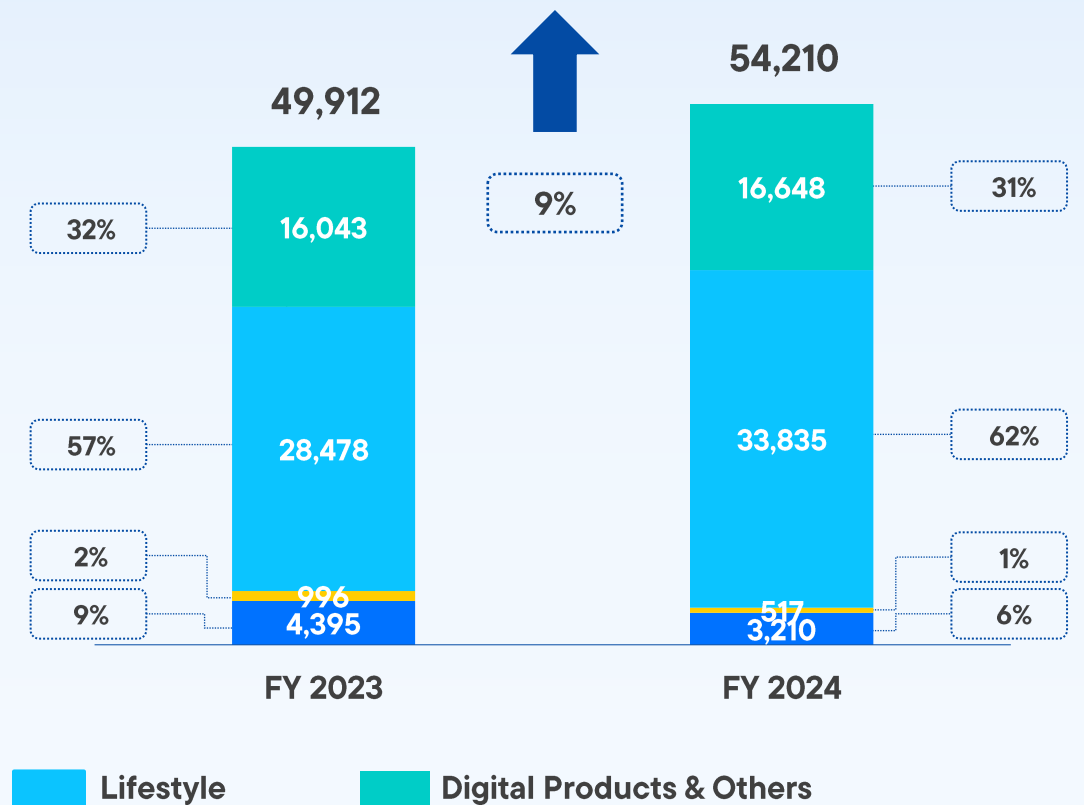
1P Retail

(IDR billion; %)



3P Retail

(IDR billion; %)



Notes:

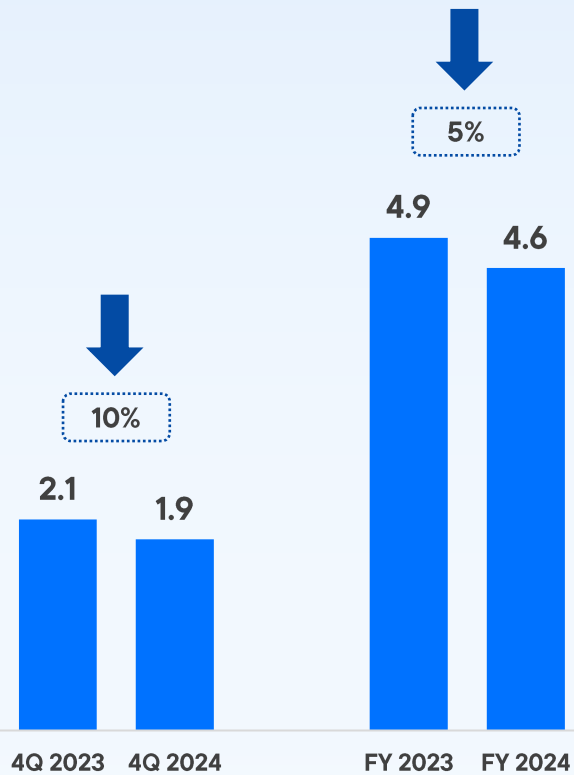
- Consumer Electronics includes handphoned, tablets, laptops, camera, white goods and home appliances
- Consumer Goods includes groceries (dry & fresh products) and health & beauty products
- Lifestyle includes flights, accommodations, experiences, fashion and sports apparels
- Digital Products & Others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

Organic Improvement in Customers Quality

Retail

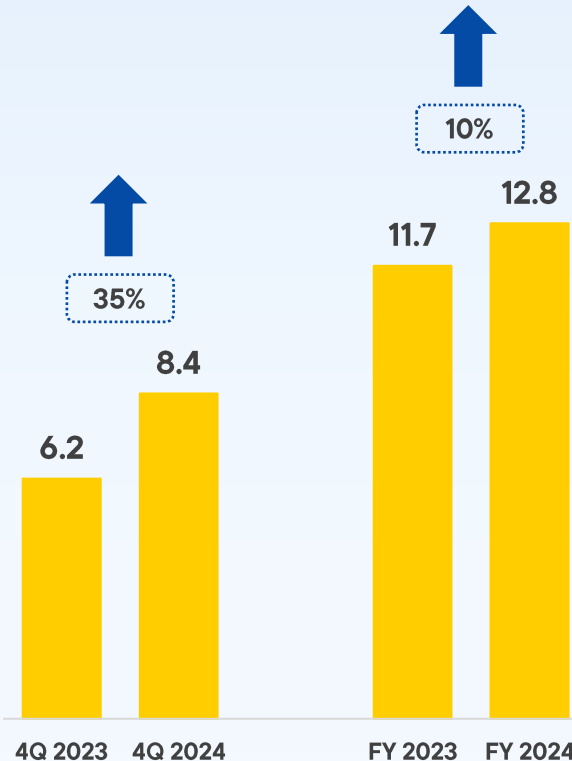
Transacting Users⁽¹⁾

(million user)



TPV / User

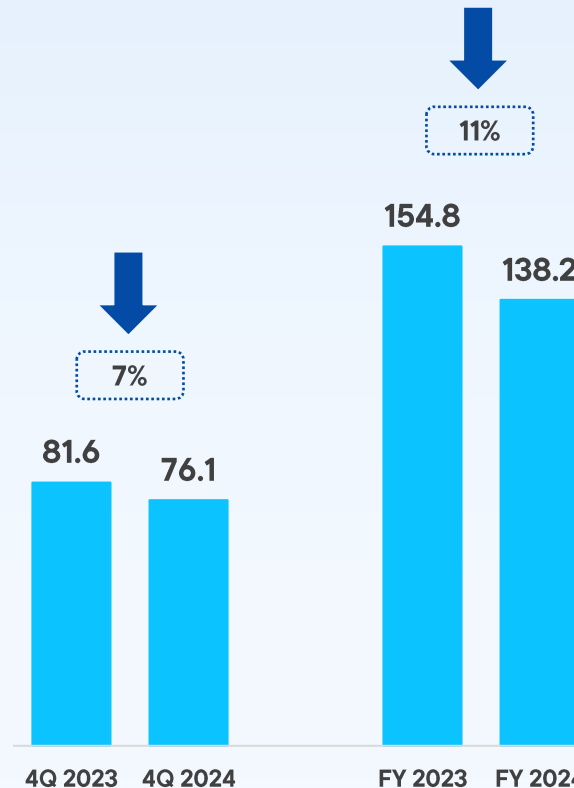
(IDR million)



Institutions

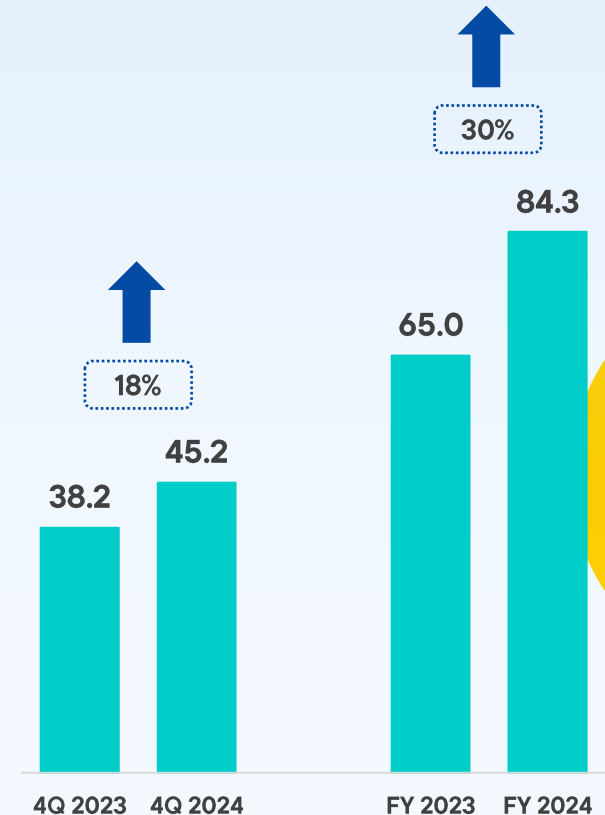
Institution Clients⁽²⁾

(million client)



TPV / Client

(IDR million)



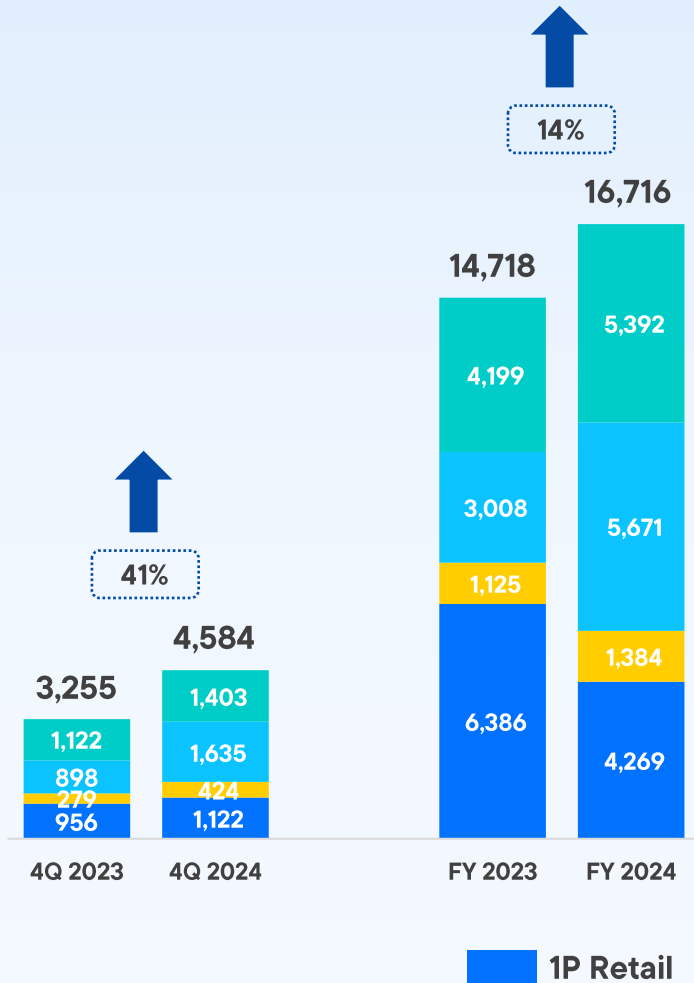
Notes:

1. Transacting Users is the number of unique users that have completed at least one paid transaction on Blibli and/or tiket.com platforms (excluding overlaps) during the relevant period/year
2. Institutional clients include both private and public corporate customers

Robust Growth and Strong Margins Improvement

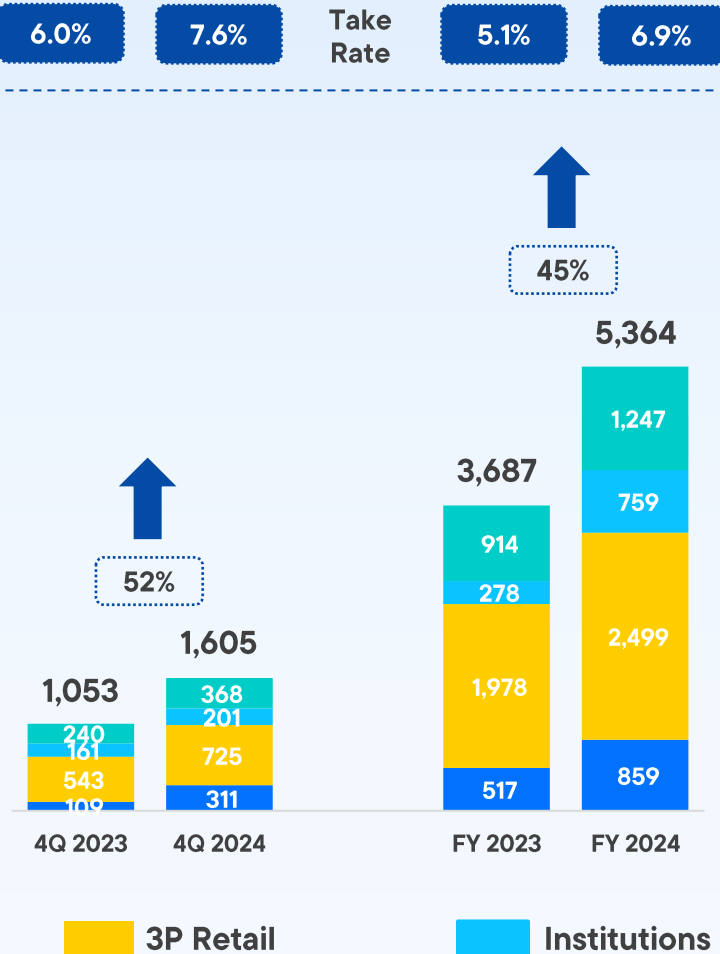
Net Revenues

(IDR billion)



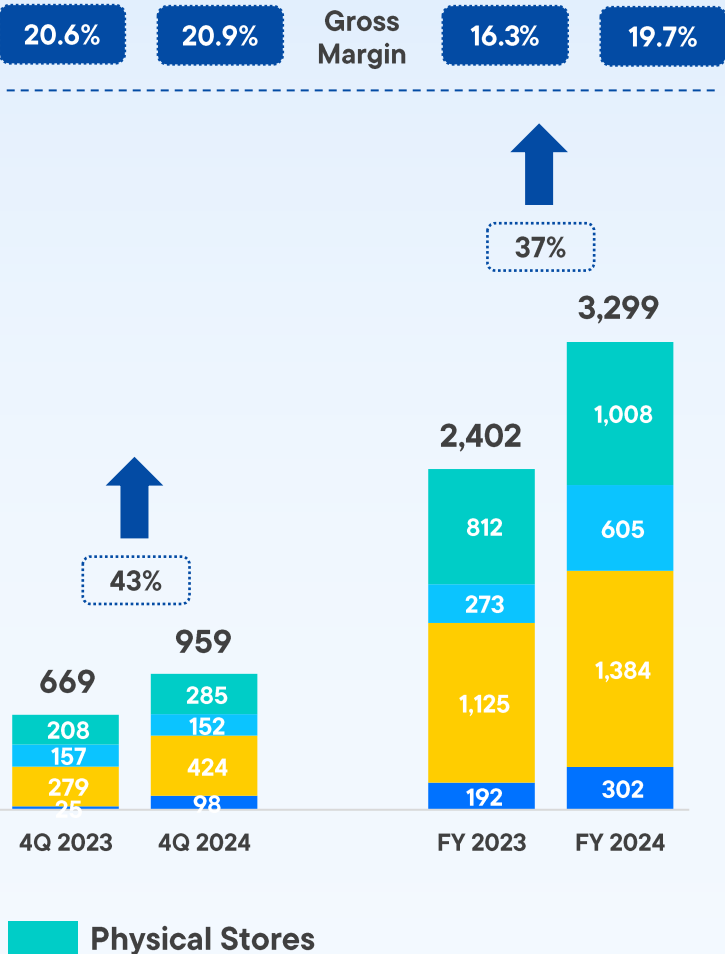
GPBD⁽¹⁾ & Take Rate⁽²⁾

(IDR billion; %)



Gross Profit & Gross Margin⁽³⁾

(IDR billion; %)

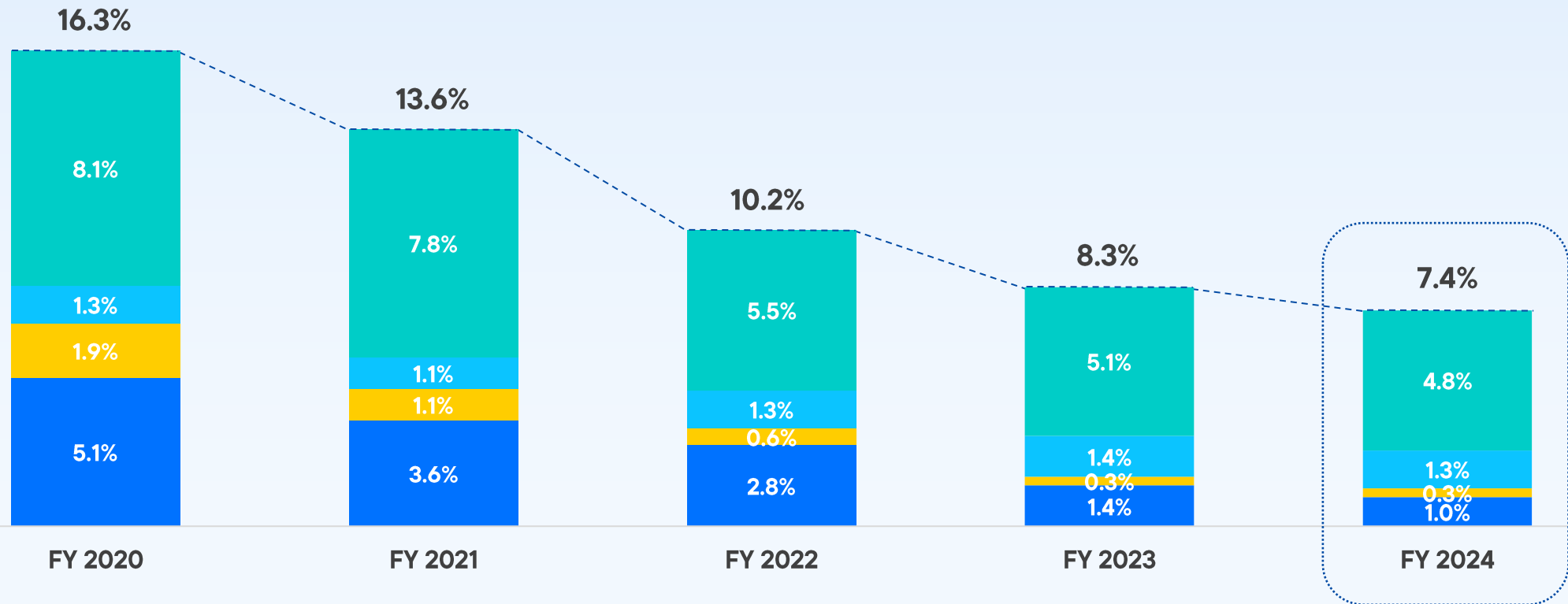


Notes:

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

Operating Expenses as Percentage of TPV

(%)

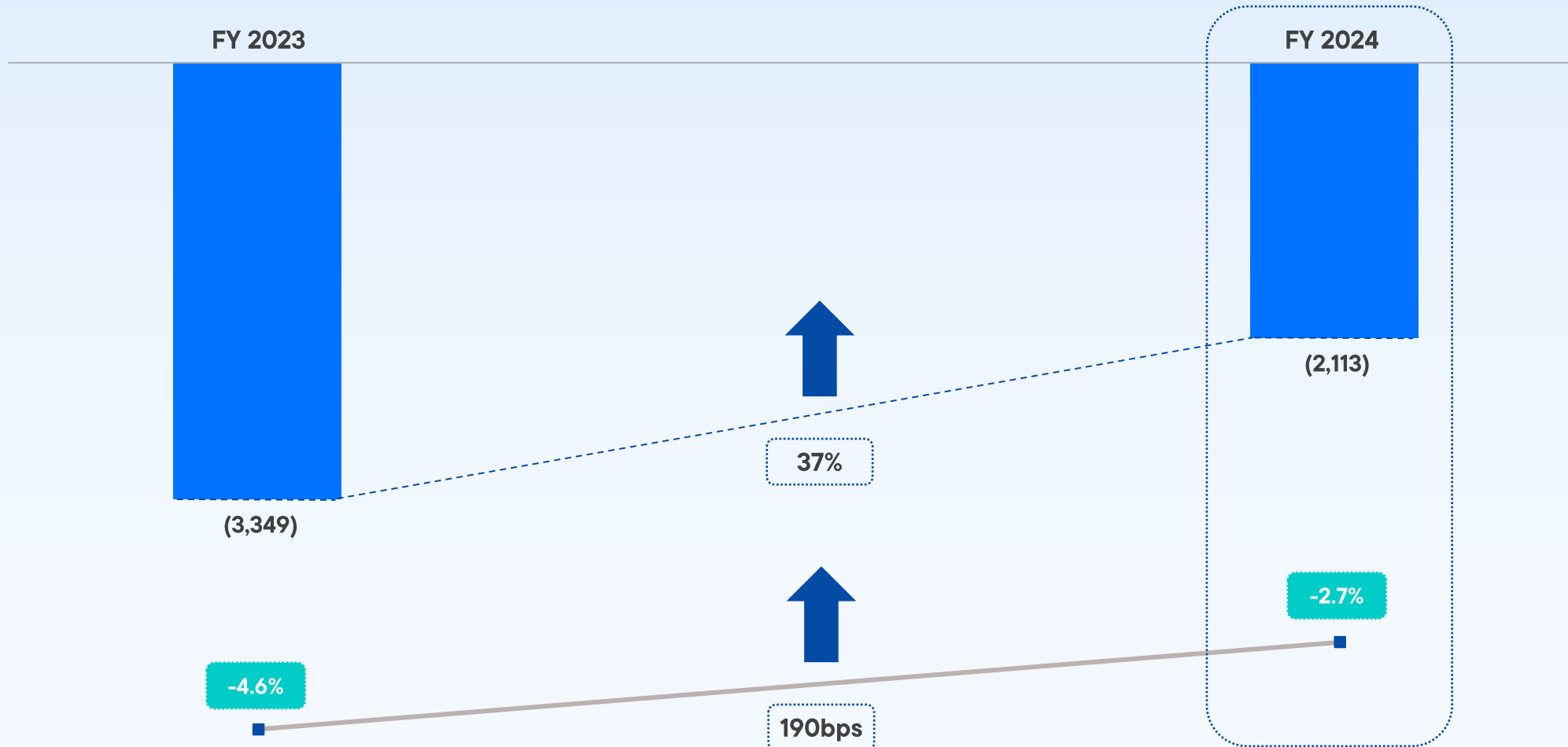


■ Advertising & Marketing
 ■ Warehouse, Packaging & Delivery
 ■ Other Selling Expenses⁽¹⁾
 ■ General & Administrative Expenses

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

EBITDA⁽¹⁾ & EBITDA as Percentage of TPV

(IDR billion; %)





IDX: BELI

Thank You

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

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

Annual Report



Sustainability Report

