

## PRESS RELEASE

# Blibli Held AGMS and EGMS, Focuses on Omnichannel Ecosystem Sustainability

**June 11<sup>th</sup>, 2025 | Jakarta, Indonesia**

PT Global Digital Niaga Tbk (the “Company”; IDX: BELI), a pioneer and leading omnichannel commerce and lifestyle ecosystem in Indonesia focusing on serving digitally connected retail and institutions consumers, today held its Annual General Meeting of Shareholders (AGMS) for the financial year 2024 and Extraordinary General Meeting of Shareholders (EGMS) at the Grand Ballroom of Hotel Indonesia Kempinski Jakarta.

During the AGMS, the Company presented its financial performance for the financial year 2024, key strategic initiatives undertaken, and measures to be taken aimed at sustaining growth momentum and enhancing profitability in 2025. Meanwhile, the Company successfully obtained approval for the plan to increase capital without pre-emptive rights in the framework of the management and employee stock option plan program during the Extraordinary General Meeting of Shareholders (EGMS).

**Kusumo Martanto, CEO and Co-Founder** of the Company, stated that throughout the financial year 2024, the Company delivered a solid performance amidst global economic headwinds and evolving consumer behaviour. This achievement was driven by the consistent execution of margin optimization strategies, cost efficiency initiatives, and the strengthening of omnichannel synergies within its ecosystem.

*“The year 2024 stands as a testament to our strategy in delivering a seamless, secure, and trustworthy shopping experience that supports healthy and sustainable growth. We continue to demonstrate that an integrated omnichannel ecosystem approach is key to provide added value for our customers and all stakeholders,”* said Kusumo during the presentation of the Company’s operational business activities as part of the Annual Report explanation.

Furthermore, the synergy integration of the Company’s four strategic pillars—Blibli, tiket.com, Ranch Market, and Dekoruma—within the Blibli Tiket ecosystem continues to be a key driver of the Company’s sustainable growth. In parallel, the Company consistently leverages artificial intelligence (AI), machine learning (ML), and automation technologies to boost operational efficiency and productivity, including the optimization of digital marketing, customer targeting, and the ease of product search and recommendations.

On the consolidated financial performance perspective, during the financial year 2024, the Company recorded a 14% y.o.y increase in consolidated net revenues amounted to Rp16.7 trillion, as well as a 37% y.o.y increase in consolidated gross profit amounted to Rp3.3 trillion, reflecting an improved consolidated gross margin of 19.7%, or a 340bps increase compared to that of the previous year. In addition, the success of cost efficiency measures is consistently reflected in the lower consolidated operating expenses recorded by the Company in the financial year 2024 to Rp5.7 trillion or a decline of 4% y.o.y. As a result, the Company successfully managed to record a 31% y.o.y improvement of consolidated net loss for the year to Rp2.5 trillion during the financial year 2024.

## Strategic Highlights Throughout 2024

To accelerate its path toward profitability, the Company has consistently implemented a series of strategic initiatives, including margin enhancement, cost leadership, and the strengthening of omnichannel synergies within its ecosystem.

Throughout the financial year 2024, these strategies were executed through several key initiatives, including optimising its category mix by pushing higher-margin products. Additionally, the completion of the new warehouse in Marunda further strengthened the Company's distribution and logistics capabilities. As part of its expansion strategy, the Company completed the acquisition of Dekoruma to enhance its product offerings in the home and living category. The Company also launched the Unified Membership feature, which provides unlimited access to benefits and a unified login experience for all users in the Blibli Tiket ecosystem, including to enhance transacting users. Furthermore, to support its omnichannel strategy while strengthening its market penetration nationally, the Company also continued to open dozens of new consumer electronics stores across Indonesia.

## Decisions of the AGMS and EGMS

In addition to presenting the Annual Report at the AGMS, the Company has also submitted a report on realization of the use of proceeds from the initial public offering as of December 31<sup>st</sup>, 2024, which was well-received by all shareholders. Moreover, the shareholders also approved several other agenda items, including:

- Granted power and authority to the Company's Board of Commissioners to determine/specify the salary and other benefits of the Board of Directors, as well as the honorarium and allowances of the Board of Commissioners for the financial year 2025, by taking into account the recommendations from the Company's Nomination and Remuneration Committee.
- Granted power and authority to the Company's Board of Commissioners to appoint a Public Accountant and/or Public Accounting Firm with competence and experience, independent of the Company and registered with the Financial Services Authority (*Otoritas Jasa Keuangan/OJK*) to audit the Company's financial statements ending on December 31<sup>st</sup>, 2025; and
- Approved changes to the composition of the Company's Board of Commissioners, including the appointment of Mr Imron Hendrata as the new Vice President Commissioner, and accepted the resignations of Mr Honky Harjo and Mr Raden Pardede from their positions as members of the Board of Commissioners.

Meanwhile, during the EGMS, the Company also secured approval from independent shareholders for the plan to Increase Capital Without Pre-emptive Rights (*Penambahan Modal Tanpa Hak Memesan Efek Terlebih Dahulu* (PMTHMETD)) in the framework of the management and employee stock option plan (MESOP) program with a maximum amount of 4,000,000,000 (four billion) shares or 2.99% (two point nine nine per cent) of the issued and fully paid-up capital in the Company.

## Future Focus: Synergy, Innovation, and Solutions

Looking ahead in 2025, the Company remains committed to drive innovation and unlocking new synergistic opportunities within its ecosystem to accelerate organic growth as well as aiming for further improvements in profitability through continuous efficiencies and technological innovations. Going forward, the Company's mission is clear: to elevate public awareness of the value that the ecosystem brings—especially through integrated offerings such as Unified Membership and Unified Loyalty Program (Blibli Tiket Rewards).

*“Our disciplined focus on cost efficiency and ongoing product category optimization in recent years has strengthened our position and enhanced our operational flexibility—enabling us to balance business growth with healthy margins effectively,” concluded Kusumo. “By executing the right omnichannel strategy as a solution, advancing our loyalty programs to enrich the ecosystem, and continuously developing our distribution capabilities, we are confident that the Company is well-positioned to deliver positive and sustainable performance, enabling the Company to navigate market changes effectively and to create long-term value for all stakeholders.”*

-End-

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#### **About the Company**

Established in 2010, PT Global Digital Niaga Tbk (the Company) is a pioneer and leading omnichannel commerce and lifestyle ecosystem in Indonesia that focuses on serving digitally connected retail and institutional consumers. The Company’s commerce

platform - Blibli, integrates online shopping and transaction experiences through its e-commerce services and offline by operating hundreds of physical consumer electronics stores for various leading global brand partners. In addition, Blibli also collaborates with thousands of stores adopting the Company's omnichannel solutions, namely Blibli InStore and Click & Collect, and is supported with a strong supply chain infrastructure, including a nationally developed warehousing and logistics network by providing first-party delivery services (1PL) directly through the Company's logistics service - BES Paket, and cooperates with third-party logistics partners (3PL). Blibli also provides other value-added services to further provide shopping convenience for customers, including Fulfilled by Blibli (FBB) and Fulfillment at Speed (FAS) services.

In 2017, the Company acquired PT Global Tiket Network (an online travel agent (OTA) platform provider – tiket.com) to expand its services to include travel, accommodation and lifestyle experiences. Further, in 2021, the Company's omnichannel ecosystem added fresh product and daily necessities offerings through the acquisition of PT Supra Boga Lestari Tbk (Ranch Market) - a company operating premium supermarket outlets such as Ranch Market and Farmers Market. Then in 2024, the Company completed the acquisition of PT Dekoruma Inovasi Lestari (Dekoruma) – a leading omnichannel home and living retail and interior design company in Indonesia, which is expected to be another strategic growth category to strengthen the Company's omnichannel strategy.

The Company has created an integrated omnichannel ecosystem called Blibli Tiket, to support the synergy between Blibli, tiket.com, Ranch Market and Dekoruma, to provide an easy and value-added shopping experience for customers, by providing more complete, useful and integrated services at every consumer touch point. The Blibli Tiket ecosystem also has an integrated loyalty program called Blibli Tiket Rewards, which offers integrated loyalty programs to all customers within the ecosystem.

The Company's shares are traded on the Indonesia Stock Exchange (IDX) with the ticker code "BELI".

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