IDX: BELI

Investor Updates
PT Global Digital Niaga Tbk

Q1 2026 Performance Results

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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 2026

blibli

Net Revenues

67% *y.o.y*

Rp7.8 tn	Q1 2026
Rp4.7 tn	Q1 2025

Take Rate

90 bps

9.9%	Q1 2026
9.0%	Q1 2025

GPBD

21% *y.o.y*

Rp2.2 tn	Q1 2026
Rp1.8 tn	Q1 2025

EBITDA as % of TPV

200 bps

Q1 2026

Q1 2025

1. **Consolidated Net Revenues grew by 67%** *y.o.y* in 1Q26 to **Rp7,835 bn**, mainly contributed from **improved performances in all segments**, especially in the **Institutions** and **Physical Stores** on the back of **higher smartphones sales**

2. **Take Rate expanded further to 9.9%** in 1Q26, on the back of Take Rate increase in **Institutions** and **Physical Stores** segments. This was a result of **21%** *y.o.y* **growth in Gross Profit Before Discount (GPBD)** during the period

3. **Better cost structure**, resulting in an **improved performance of consolidated EBITDA** as percentage of TPV **by 200bps** *y.o.y* in 1Q26

4. **Ecosystem integration** was further enhanced with the **expanded feature of Blibli Affiliate into tiket.com platform**, which is expected to further **boost number of transacting users** going forward

5. **Added a total of 35 new stores** in 1Q26, thus as at the end of March 2026, operated a total of **295 consumer electronics** stores, **9 home appliances electronics** stores, and **1 fashion & sports** store. In addition, also managed **58 premium supermarkets** outlets and **37 home and living experience centers**.

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

	2011	2012-2015	2016-2017	2018	2019	2020	2021	2022	2023	2024	2025
Expand Products and Channel	E-commerce Website	Mobile Apps	Online Travel Agent Blibli InStore Automotive	Click & Collect Groceries	Blibli Mitra Bliblimart Institutions Offerings	Blibli Tiket PayLater	Premium Supermarket Consumer Electronics Stores BaaS, Co-brand CC, Insurance	Trade-in Stores Authorized Consumer Electronics Distributor	Apple Authorized Reseller Blibli Invest	Home & Living Blibli Affiliate	Home Appliances Electronics Stores Fashion & Sports Stores Groceries & Fresh Products
Build Services and Trust	Originality Guarantee Free Shipping	24/7 Customer Care 1PL Logistic Service 15-Days Return	Digital Offerings Same Day & Instant Delivery Return Spot	Fulfillment by Blibli (FBB) Digital Wallet (BlibliPay)	Trade-in Feature Scheduled Delivery	Installation Add-On Subscription	Guaranteed 2-Hour Delivery	Public Listed Company (IPO)	Unified Loyalty Program	Marunda Warehouse Unified Membership	Fulfillment at Speed (FAS)

A True Omnichannel Ecosystem

blibli

Retail and Institutions Commerce

Online Platform

Smartphone, Consumer Electronics, Groceries & Fresh, Automotive, Sports & Wellness, Computer & Gaming, Home & Living, Fashion & Beauty, Mom & Kids, Digital Products

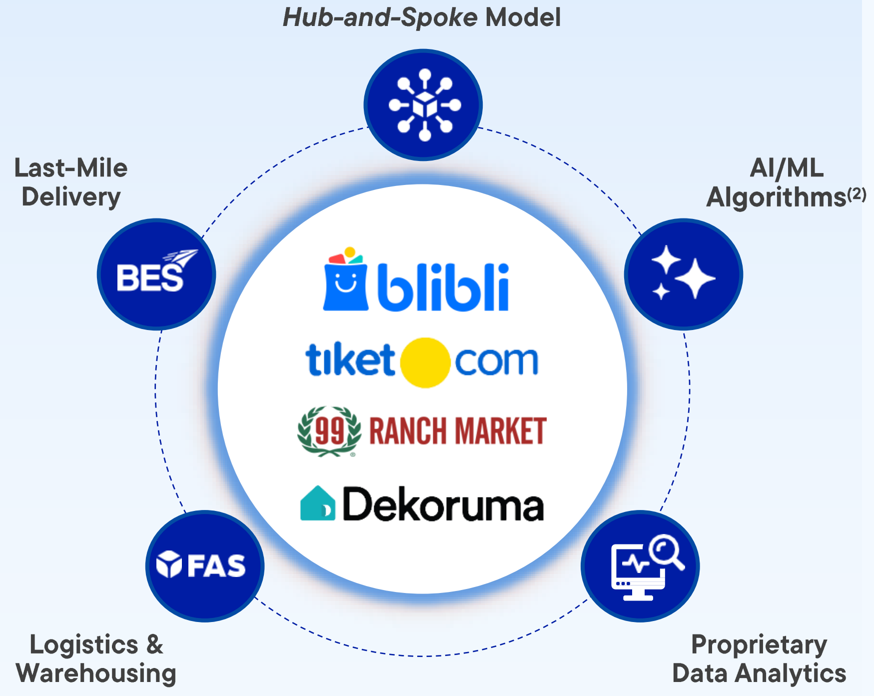
Offline Presence

Consumer Electronics Stores, Groceries Outlets, Home & Living Experience Centers, Home Appliances Electronics Stores, Click & Collect, Blibli Instore, Fashion & Sports Stores, Trade-in

Institutional Offering

End-to-End Procurement(1), E-Procurement for Institutions

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

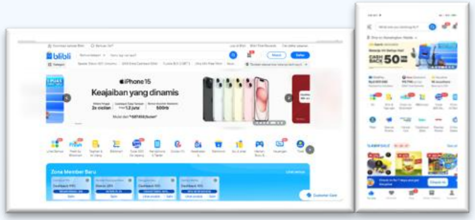
Digital Banking, Co-Branded Credit Card, Digital Wallet, PayLater, Insurance, Bill Payments

Notes:
1. For retailers, distributors and mitras
2. 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

Customer → **Awareness & Discovery** → **Purchase & Payment** → **Collection & Delivery** → **Loyalty & Engagement** → **Trade-in**

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

Leading Omnichannel Presence – Consumer Electronics

blibli

Consumer Electronics (Smartphones, Tablets & Related Products)

295 Total Stores

- **151** Monobrand Stores
- **144** Multibrand Stores

Consumer Electronics Physical Stores

- **Monobrand(1)**: Single Brand Retail Store supported by Principals
  - Samsung: 83
  - hello: 40
  - Huawei: 17
  - Mi: 8
  - oppo: 2
  - vivo: 1
- **Multibrand(2)**: Retail Store with Multiple Brands
  - blibli: 141
  - Tukar Tambah (a blibli company): 3

Samsung Store
Pluit Village

Hello Store
FX Sudirman

Huawei Store
Grand Indonesia Mall

Xiaomi Store
Delipark Mall

Blibli Store
Central Park Mall

Tukar Tambah Store
Bintaro Jaya

Notes:
Number of omnichannel presence as of 31 Mar 2026
1. Blibli's consumer electronics physical stores specializing in single brand smartphones, tablets & related products
2. Blibli's consumer electronics physical stores carries multiple smartphones, tablets & related products brands

Expanded Omnichannel Presence – Groceries and Home & Living

Groceries

Premium supermarket offering **modern shopping experiences**, committed to **high-quality**, **healthy**, and **safe fresh products & groceries**

58 Supermarket Outlets[1]

RANCH 99 MARKET it's a balanced life | day 2 day | pasarina BY RANCH MARKET | The GOURMET by ranch market | FARMERS 99 MARKET fresh and friendly

Ranch Market
Plaza Senayan

Farmers Market
Kelapa Gading Mall

Pasarina
Sarinah

The Gourmet
District 8 Astha

Home & Living

An **integrated home & living omnichannel** platform offering comprehensive design and product solutions

37 Home and Living Experience Centers[2]

Dekoruma Experience Center
Radio Dalam

Dekoruma Experience Center
Kemang

thudio by Dekoruma

TENZO LIVING

Dekoruma Experience Center
Bali Sunset Road

Notes:
Number of omnichannel presence as of 31 Mar 2026
1. Supermarket outlets are operated by 70.56%-owned Subsidiary, PT Supra Boga Lestari Tbk (Ranch Market; IDX: "RANC")
2. Home and Living experience centers are operated by 99.83%-owned Subsidiary, PT Dekoruma Inovasi Lestari (Dekoruma)

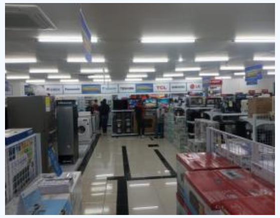
New Omnichannel Presence – Home Appliances and Fashion & Sports

Home Appliances Electronics

Multibrand stores focuses on curated **home appliances electronics** products to strengthen **home appliances electronics products omnichannel** offering going forward

9 Multibrand Stores

Blibli Elektronik
Kopo, Bandung



Fashion & Sports

Physical stores focuses on selected **fashion and sports products** with **competitive price**, partnering with various leading global brand partners

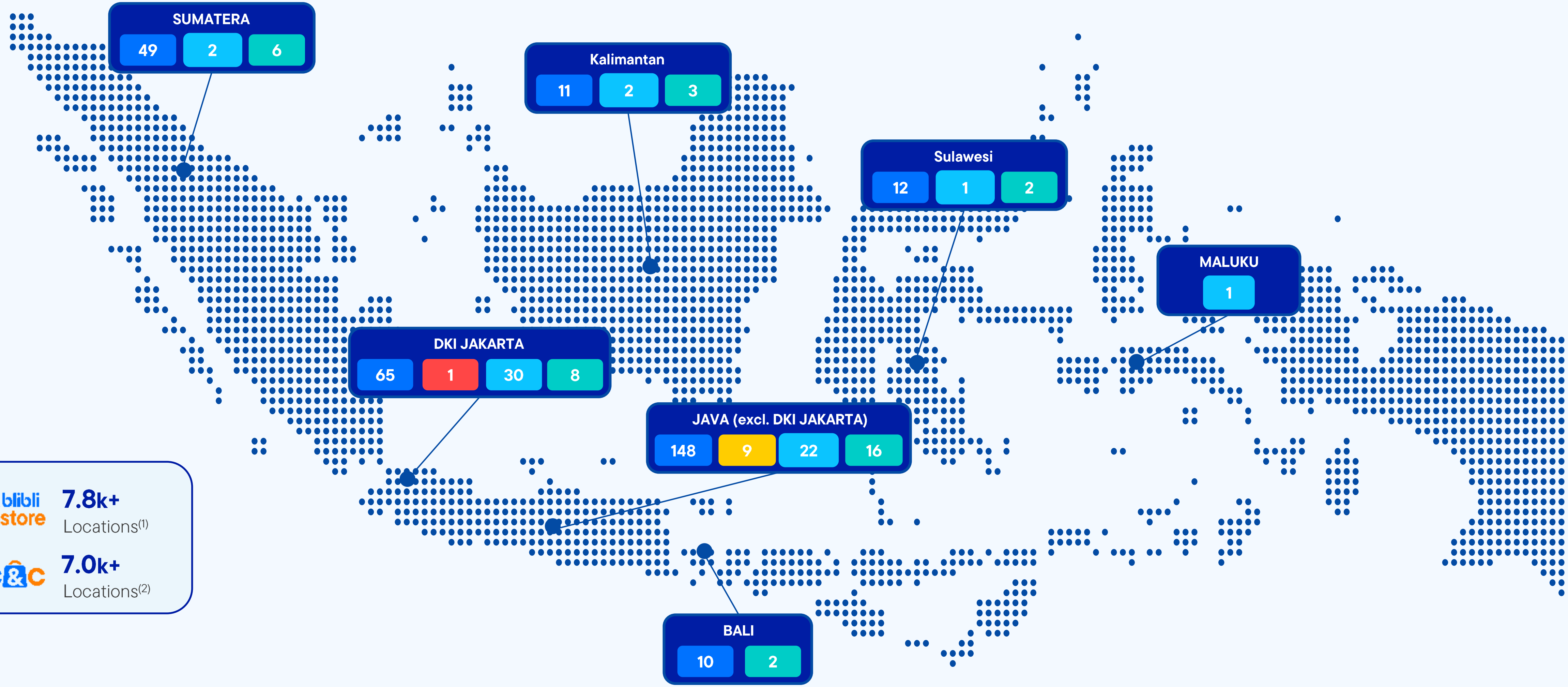
1 Multibrand Store

BlibliStyle Outlet
Pesanggrahan

Notes:
Number of omnichannel presence as of 31 Mar 2026

Strong Omnichannel Leadership Nationwide

- **295** Consumer Electronics Stores
- **9** Home Appliances Electronics Stores
- **1** Fashion & Sports Store
- **58** Supermarket Outlets
- **37** Home & Living Experience Centers



blibli instore **7.8k+** Locations(1)

c&c **7.0k+** Locations(2)

Notes:
Data as of 31 Mar 2026
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 online
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 available nationwide

Full Ecosystem Integration – Blibli, tiket.com, Ranch Market, Dekoruma

Unified Memberships

Unified Login
Users can login with only **one single credential** into Blibli, tiket.com, Ranch Market and Dekoruma platforms

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

Boost Cross-selling
Unified and seamless login to **enhance potential cross-selling** within Blibli Tiket ecosystem

Unified Loyalty Program

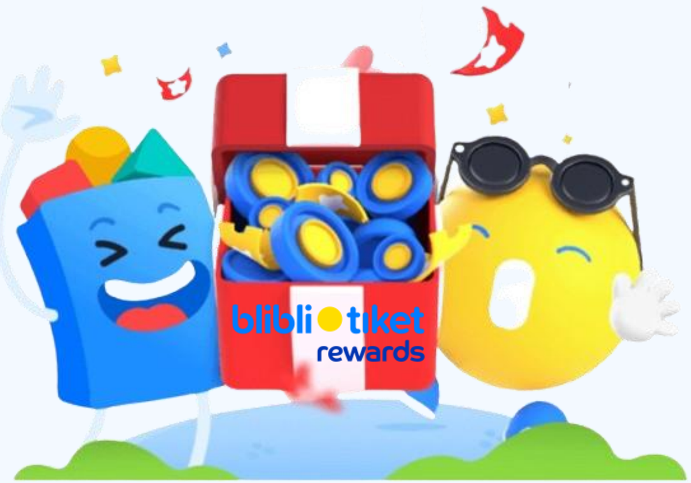
Easy Points Collection
Multiple ways to **earn points** through transactions, complete missions and interactive games

Multiple Benefits
Redeem points for discounts on transactions or amazing deals from multiple partners

One Point, More Rewards
Collect and gain more points to **enjoy multiple benefits**

Integrated All Platforms
Same unified points in both **online** and **offline channels**

blibli
tiket.com
99 RANCH MARKET
Dekoruma



Improved Travel Business from Higher Margin Categories

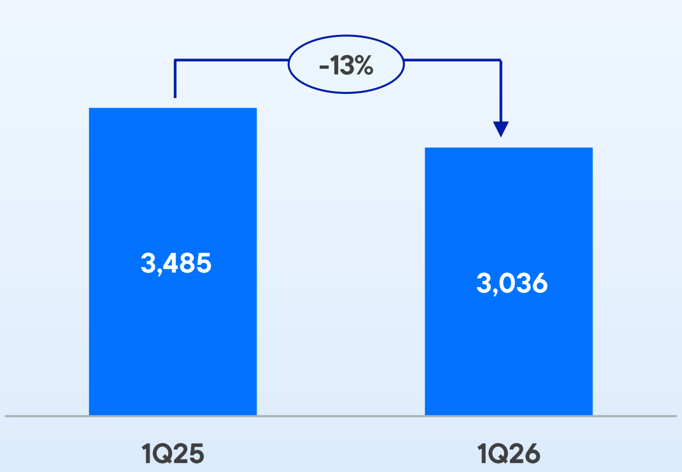
tiket.com

Flights

143 Airline Partners

240+ Countries, Regions and Territories

Flights Seats Booked ('000)

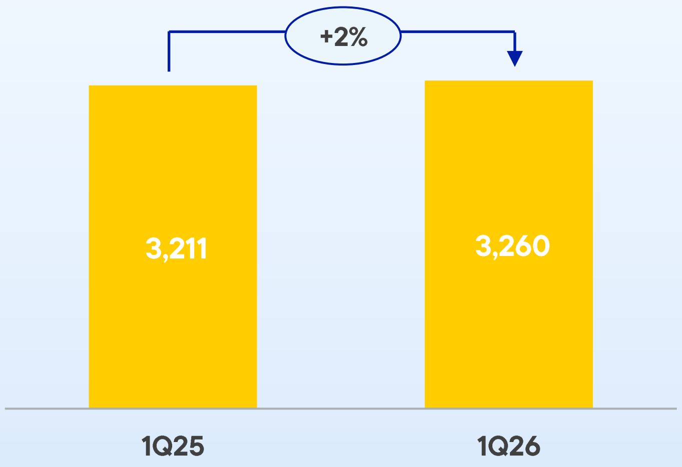


Accommodation

3.6mn+ Accommodation Listings, incl.

2.2mn+ Alternative (Non-Hotel) Accommodations

Room Nights Booked ('000)

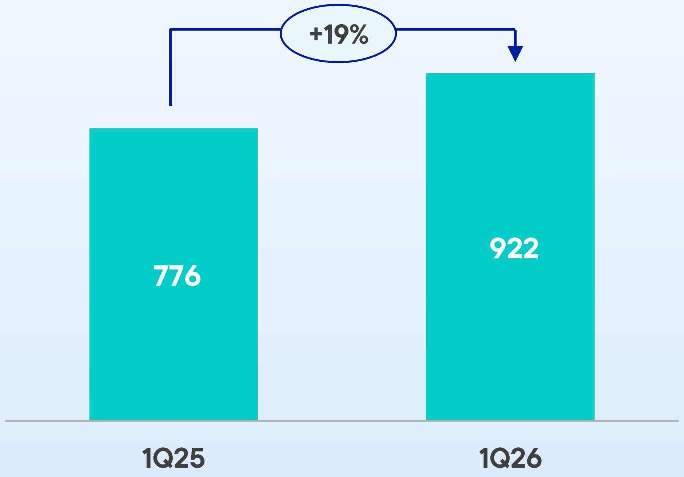


Experiences[1]

103.4k+ Activities and Attractions, incl.

4.3k+ Online & Offline Events

Tickets Booked ('000)



Notes:
Data as of 31 Mar 2026
1. Experiences includes attractions, events, travel essentials, transports, tours, playgrounds, beauty and wellness, food, games and hobbies, classes and workshops

Stepping Forward Through Actions for Sustainable Future

blibli tiket action | blibli

Action for Our Planet

86.5% **Packaging is Eco-friendly**
FSC Certified cardboard, Factory based packaging, Paper based packaging

16,000 **Trees Planted in 2025**
2.3X higher compared to the previous year

What's New?

Misi Tanam Pohon Feature
Allowing customers to contribute with Rp1,000 per transaction for digital products (mobile credit, mobile data, bills, etc)
>6,900 transactions contributed

Gadget for Good
An e-waste management program, offering customers an opportunity to drop e-waste in several Blibli Stores to be managed responsibly
>13 e-waste items can be accommodated

Trade-In for Lifestyle Products
A trade-in program where customers exchange pre-loved shoes for new pairs; donated shoes distributed to beneficiaries in Central Java
>300 pairs of pre-loved shoes donated

Action for Our People

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

Number of Beneficiaries
21,900+

Training Satisfaction Rate
4.6
Blibli Tiket

collaboraction

Three Sustainability Field-based Learning in 2025 across Blibli Tiket employees

Annual Learning Festival joined by 19 inspiring speakers and 6,300+ employees

A program empowering local tourism village entrepreneurs across Indonesia.
15 Entrepreneurs joined from 4 tourism villages.

langkah membumi ECOGROUND

The 4th Year of Annual Sustainability Event

44 Educative Talk shows & Workshops

250+ Number of Collaborators

124 tonCO2e Emission reduction vs last year

50% Respondents wants to take action

The impact quantified by LCI Life Cycle Indonesia

Action for Excellence

Throughout 2025, **no incidents** of data and user privacy breaches were reported

Successfully maintained
ISO 27001 : 2022
for Information Security Management System

Successfully maintained
ISO 27701 : 2019
for Privacy Information Management System

Successfully maintained
PCI DSS 4.0
Merchant Level 1 for Credit Card Bill Payment System

Prestigious Recognition for Sustainability

Gold Rating – Asia Sustainability Report Rating 2025
The first year of submission of SR 2024

Change the World Award
Fortune Indonesia Summit 2025 for Jagoan Pariwisata program

Indonesia's Most Reputable Companies (Excellence Predicate)
SWA Award 2025

Notes:
Data as of 31 Dec 2025

SECTION 3

Company Overview

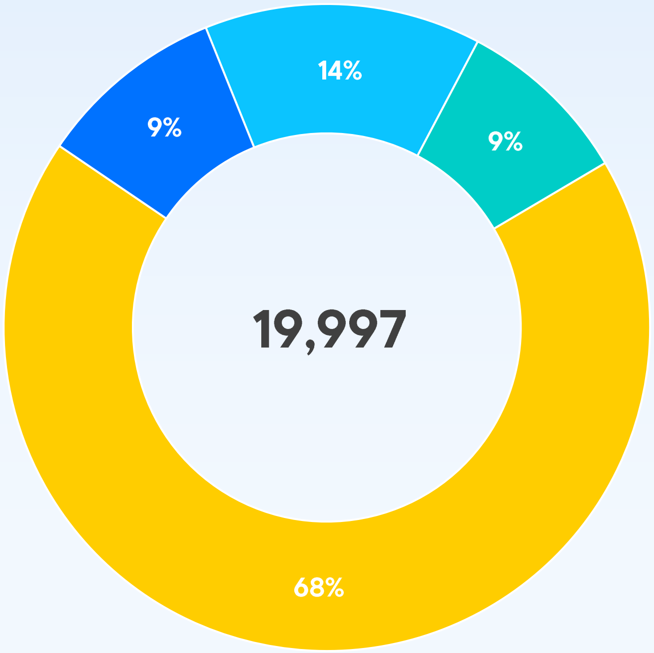
Business Highlights

Summary Key Financials

Total Processing Value (TPV) Segmentation

TPV Segmentation – 1Q 2025

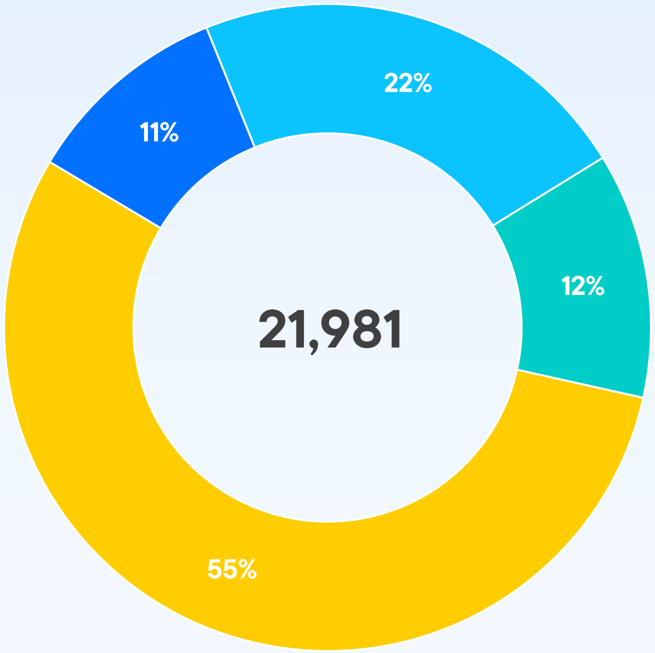
(IDR billion)



10%

TPV Segmentation – 1Q 2026

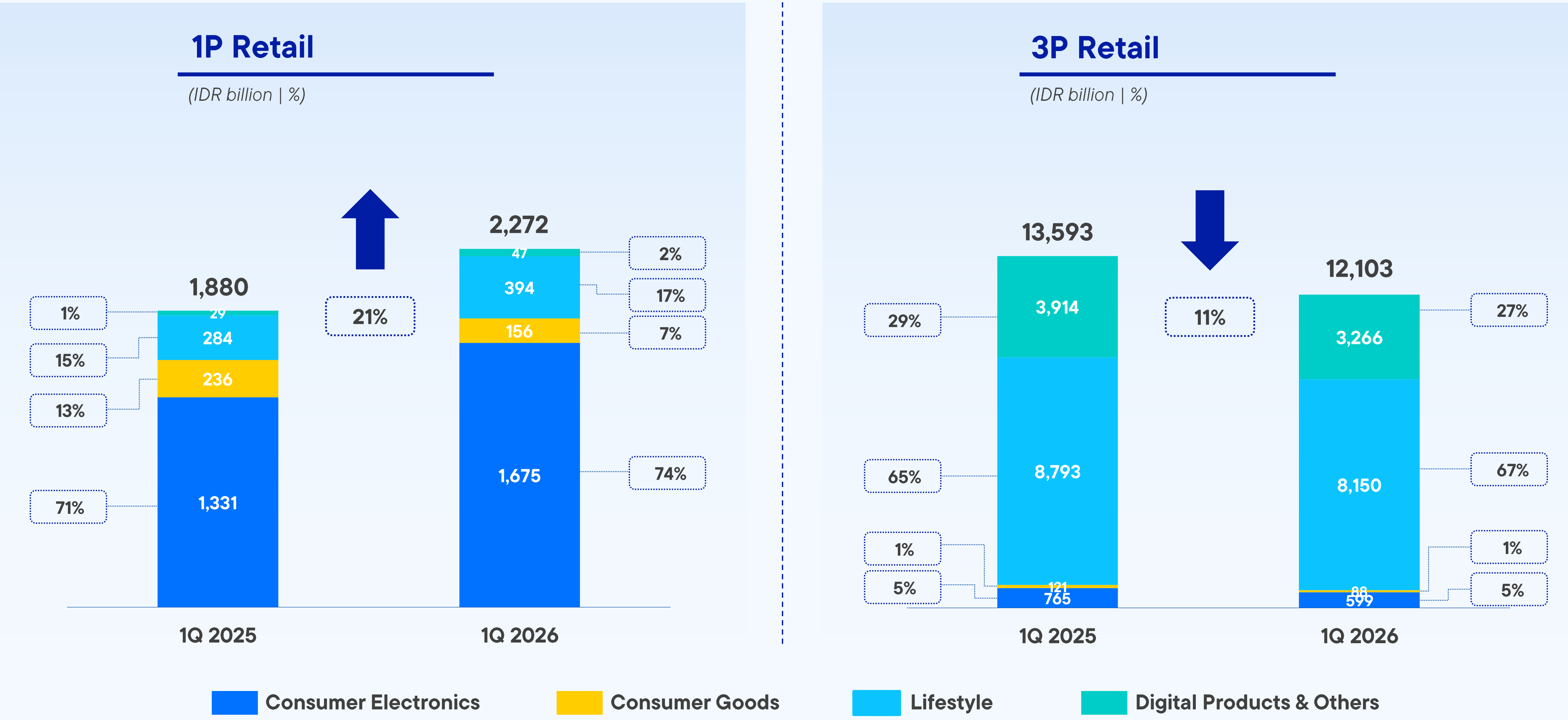
(IDR billion)



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, home appliances electronics stores, and fashion & sports 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")

TPV Categories Mix



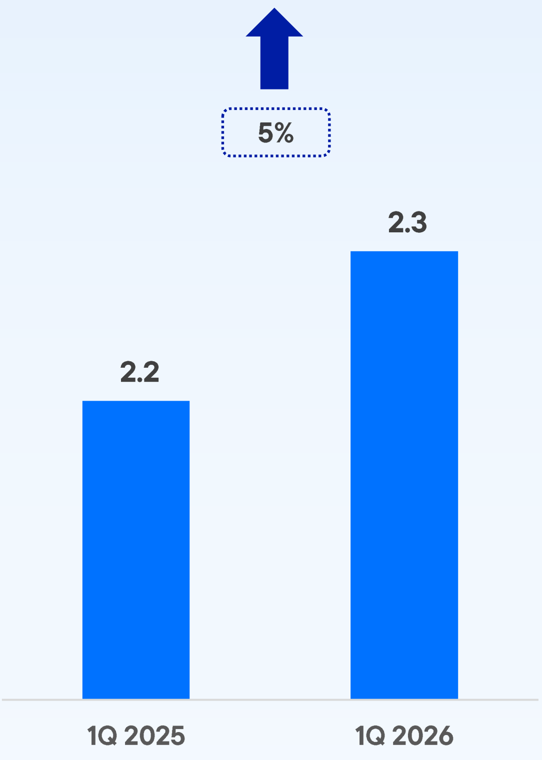
Notes:
- Consumer Electronics includes smartphones, tablets, laptops, camera, white goods and home appliances
- Consumer Goods includes groceries (dry & fresh products) and health & beauty products
- Lifestyle includes flights, accommodations, experiences, fashion and sports apparels
- Digital Products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

Growing Transacting Users through Ecosystem Integration

Retail

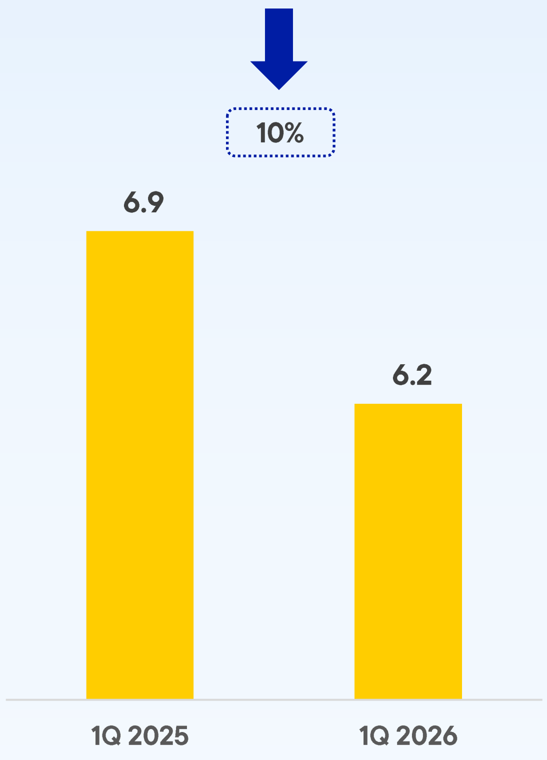
Transacting Users[1]

(million user)



TPV / User

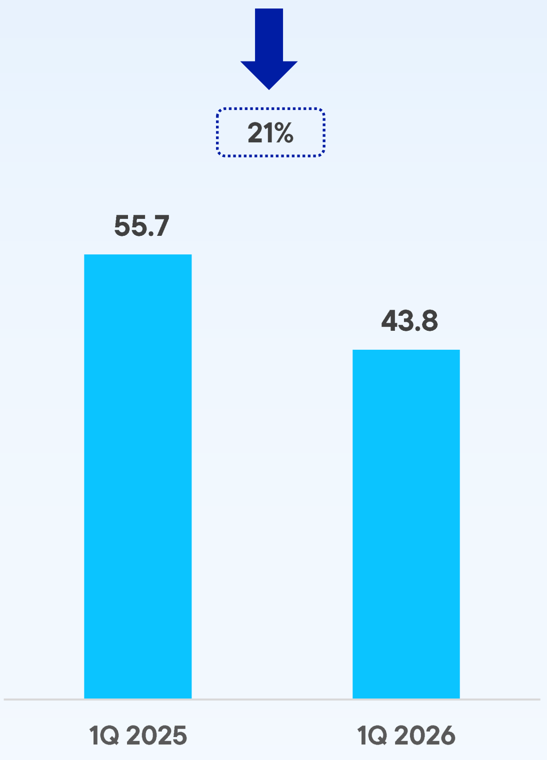
(IDR million)



Institutions

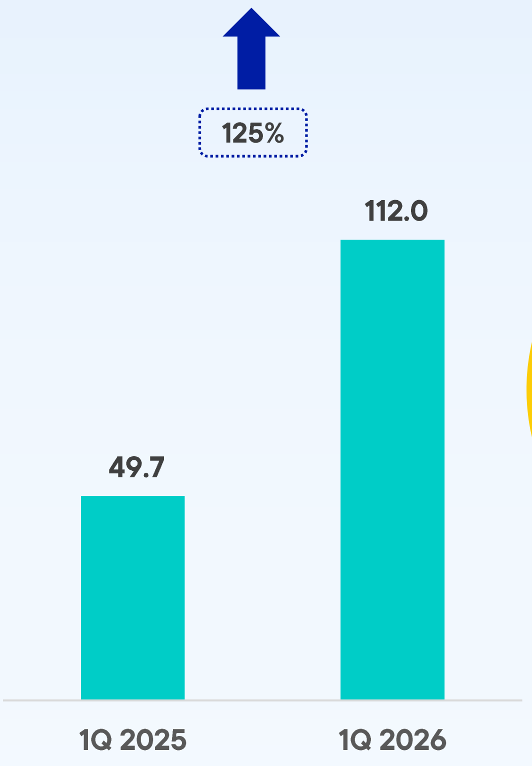
Institution Clients[2]

('000 client)



TPV / Client

(IDR million)

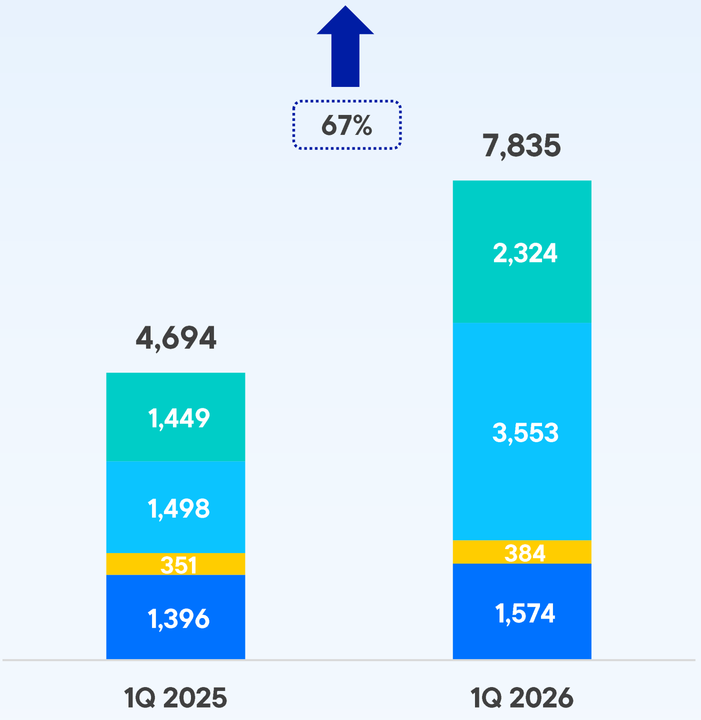


Notes:
1. Transacting Users is the number of unique users that have completed at least one paid transaction on any platform within ecosystem during the relevant period
2. Institutional clients include both private and public corporate customers

Strong Revenues Growth and Margin Expansion

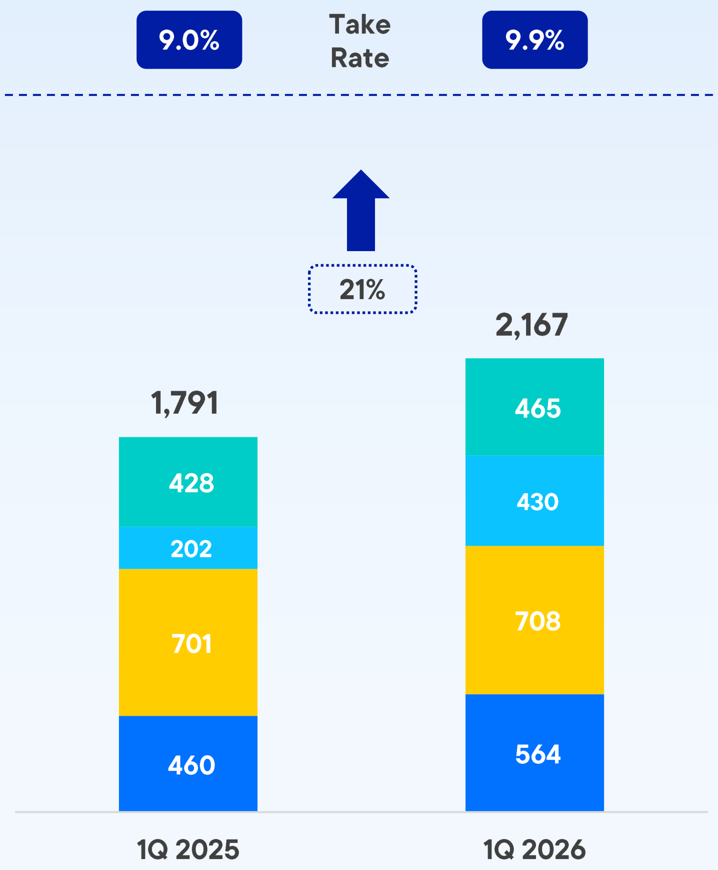
Net Revenues

(IDR billion)



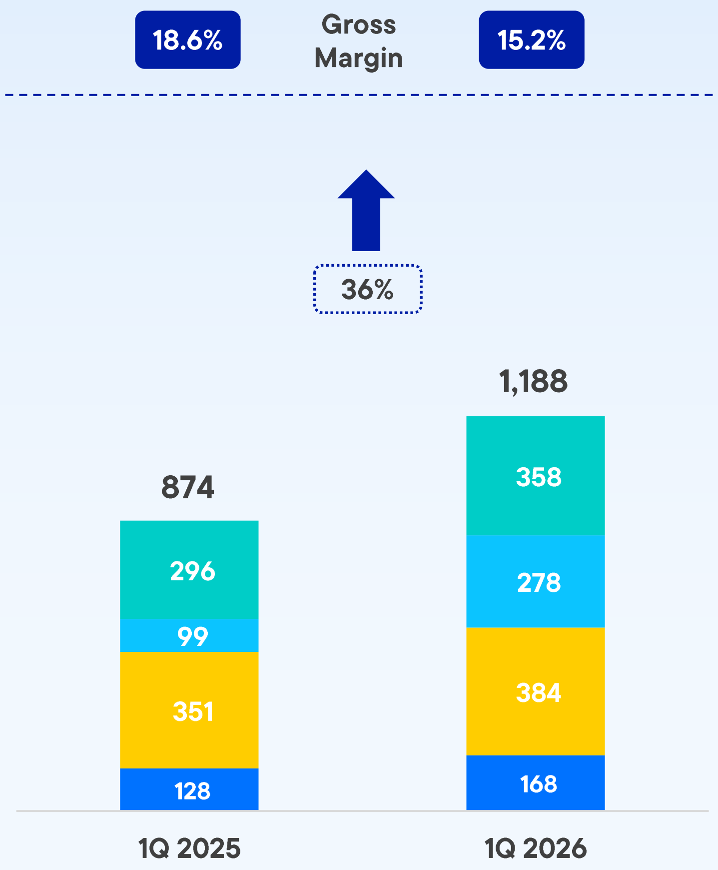
GPBD(1) & Take Rate(2)

(IDR billion | %)



Gross Profit & Gross Margin(3)

(IDR billion | %)

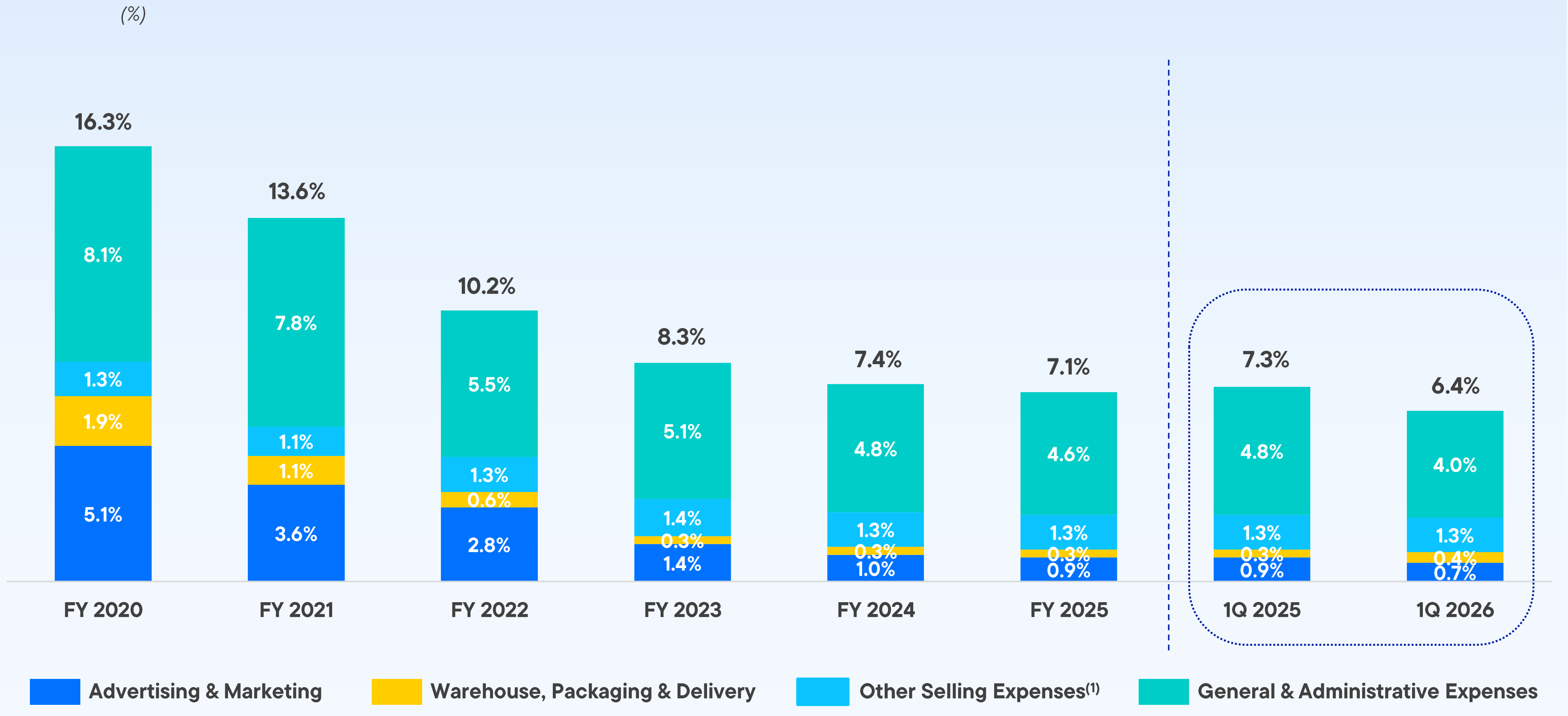


1P Retail | 3P Retail | Institutions | Physical Stores

Notes:
1. Gross Profit Before Discount (GPBD) is gross profit earned from direct sales after adding back discount and subsidies 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

Better Cost Structure

Operating Expenses as Percentage of TPV

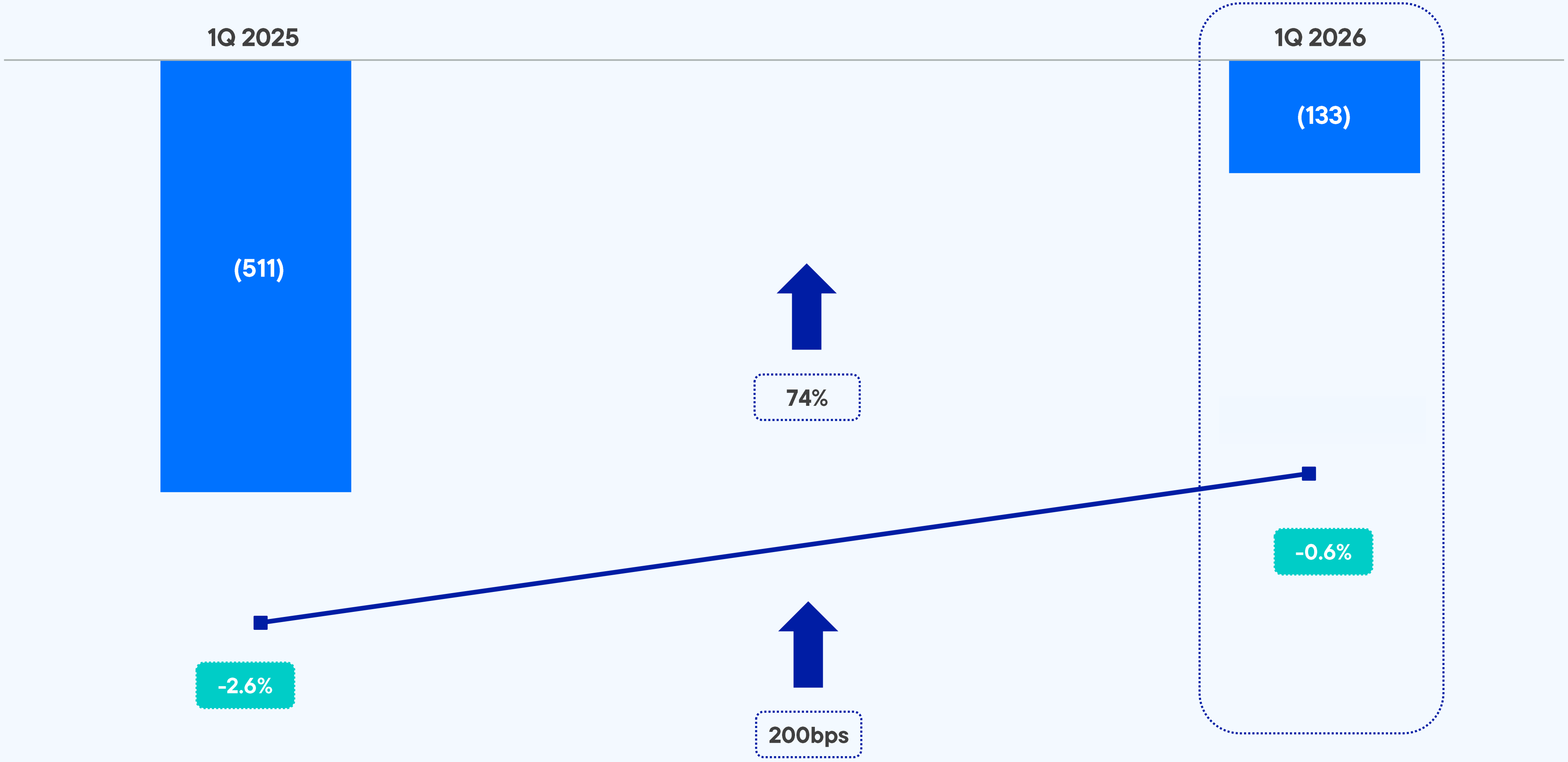


Notes:
1. Other Selling Expenses is calculated as Total Selling Expenses excluding Advertising & Marketing and Warehouse, Packaging & Delivery

Substantial Improvement of EBITDA Performance

EBITDA[1] & EBITDA as Percentage of 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:

corp.sec@gdn-commerce.com

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Annual Report

Sustainability Report