

PRESS RELEASE

Blibli Held AGMS, Strengthens Profitability Performance and Accelerates Omnichannel Ecosystem Integration

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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 institutional consumers, today held its Annual General Meeting of Shareholders (AGMS) for the financial year 2025 at the Hotel Indonesia Kempinski Jakarta.

During the meeting, the Company discussed various strategic agendas, including report on the Company’s performances throughout financial year 2025, strengthened profitability performance, the direction of sustainable growth, as well as accelerated integration of the Blibli Tiket omnichannel ecosystem.

Despite challenging market conditions and weakened consumer purchasing power, the Company maintained solid business growth through various strategies implementation focused on margin enhancement, operational discipline, as well as consistent strengthening of its business fundamentals. The Company believes that healthy, sustainable growth become a vital foundation of long-term competitiveness within Indonesia’s omnichannel commerce industry.

Kusumo Martanto, CEO and Co-Founder of Blibli, emphasized that 2025 is a pivotal year for the company to enhance its business growth in a more measurable and sustainable way.

“Throughout 2025, our focus was not only to increase transaction volume but also on to enhance margins, improve monetization, improve operational efficiency, and deepen customer loyalty through the integration of increasingly mature omnichannel ecosystem. in the midst of a challenging market environment and increasingly selective consumer spending, the Company has successfully reinforced its business fundamentals, positioning itself on a clearer path toward profitability,” said Kusumo.

Strategic Highlights Throughout 2025

The year 2025 was a year of proof that focused strategies and operational discipline can lead to delivering healthy, high-quality, and sustainable growth. The company has made significant progress towards various strategic objectives, particularly in strengthening the increasingly integrated Blibli Tiket omnichannel ecosystem.

On a consolidated basis, the Company’s net revenues grew by 34% year-on-year (y.o.y) to Rp22.4 trillion in 2025. The performance was driven by positive growth across all business segments, especially in the consumer electronics category, which benefited from higher smartphones sales, improved contributions from the Company’s institutional business, and an expanding physical stores network to support the Company’s omnichannel strategy.

The Company continued to strengthen its omnichannel expansion strategy by opening a total of 66 new physical stores, hence as of 31 December 2025, the Company operated a total of 265 consumer electronics stores, 4 home appliance electronics stores, as well as 1 fashion & sports store. Additionally, the Company also managed 57 premium supermarket outlets operated by Ranch Market and 39 home and living experience centers operated by Dekoruma. The strong performance of the physical stores segment further underscores the relevance of the Company’s omnichannel approach to meet customer needs in a more integrated manner.

The Company also focuses on high-quality and sustainable growth through margin optimization, enhanced business monetization, and operational efficiency. These efforts successfully drove 19% y.o.y growth in gross profit, reaching Rp3.9 trillion in 2025. Meanwhile, strengthened operational discipline was demonstrated through an improved cost structure, reflected in the reduction of the operating expenses to net revenues ratio from 34.3% to 26.6% in 2025. The overall improved performance in financial year 2025 further affirms at the Company's clear path toward profitability.

Approved AGMS Agendas

In addition to presenting the explanation of annual report for the financial year 2025, the AGMS also conveyed the Board of Directors' report, the Board of Commissioners' supervisory report, and the explanation of the Company's financial statements audited by an independent public accountant, which all were well received by the shareholders. Moreover, the shareholders also approved several other agenda items, including:

- Approved to grant power and authority to the Board of Commissioners to determine/specify the salary and other benefits of the Board of Directors and the Board of Commissioners for the financial year 2026;
- Approved to grant power and authority to the Company's Board of Commissioners to appoint a Public Accountant and/or Public Accounting Firm to audit the Company's financial statements ending on 31 December 2026, including the determination of the honorarium and appointment requirements; and
- Approved the reappointment of members of the Company's Board of Directors and Board of Commissioners, alongside changes to the Company's Board of Commissioners' composition, whereby the Company's shareholders have approved the appointment of Mr. Imron Hendrata as President Commissioner and Mr. Cyrillus Harinowo as the new Independent Commissioner of the Company.

Future Focus: Scalability for a Solid 2026

Heading into 2026, the Company will continue its proven, highly scalable strategies, focusing on strengthening its competitive position in strategic categories, expanding its integrated omnichannel network, and enhancing service speed as its key differentiator.

This positive trajectory is already evident in the first quarter of 2026, where the consolidated Company's net revenues grew by 67% y.o.y to Rp7.8 trillion, accompanied by the increase in gross profit to Rp1.2 trillion and a significantly improved in operational performance, validating the success of the cost efficiency strategies.

Looking ahead, the Company will continue to reinforce its category-deepening by selecting and scaling strategic categories where it holds competitive advantage, including consumer electronics, home appliance electronics, groceries, home and living as well as lifestyle. The Company will also pursue its omnichannel expansion by enhancing its integrated physical stores network, logistics, and fulfillment capabilities. On the other hand, service speed will act as a Company's core value proposition, accelerating service and delivery times through logistics infrastructure optimization, automation, and artificial intelligence (AI)-driven operations.

From an ecosystem standpoint, the Company continues to strengthen cross-platform loyalty integration by further developing its Unified Membership and Unified Loyalty Program (Blibli Tiket Rewards) across Blibli, tiket.com, Ranch Market, and Dekoruma. This initiative not only boosts customer engagement and loyalty within the Company's ecosystem but also delivers a more connected and relevant shopping experience.

In closing his statement, Kusumo Martanto reaffirmed that the Company will consistently pursue healthy growth strategies and maintain strict operational discipline. *“Moving forward, we will continue to enhance the quality of our growth and sustain our performance momentum through a “scale what works” approach. Guided by stronger business foundations, a more mature ecosystem integration, and a sharp focus on sustainable profitability, we are optimistic to continue creating long-time value for the shareholders and all stakeholders.”*

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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 Publication 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.

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.

Blibli, the Company’s commerce platform, integrates online shopping and transaction experiences through its e-commerce services and **offline by operating** hundreds of multi-categories physical stores in collaboration with various leading global brand principals. Blibli also collaborates

with thousands of stores adopting the Company's omnichannel solutions, namely Blibli Instore and Click & Collect, supported with a strong supply chain infrastructure, including a nationally developed warehousing and logistics network and first-party delivery services (1PL) through the Company's logistics service, BES Paket (Blibli Express Service), as well as cooperates with third-party logistics partners (3PL). Moreover, Blibli also provides other value-added services to further provide shopping convenience for customers, including Fulfillment 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 groceries and daily necessities offerings through the acquisition of PT Supra Boga Lestari Tbk (Ranch Market), a company operating premium supermarket outlet such as Ranch Market and Farmers Market. Furthermore, the Company also completed the acquisition of PT Dekoruma Inovasi Lestari (Dekoruma) in 2024, one of Indonesia's prominent omnichannel retail and interior design companies in the home and living sector, which is another strategic growth category to strengthen the Company's omnichannel strategy.

The integration of Blibli, tiket.com, Ranch Market and Dekoruma establishes an integrated omnichannel ecosystem called Blibli Tiket, emphasizing the synergy within the platforms 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 is also complemented with a unified 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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