

## A Letter from Kusumo Martanto, CEO & Co-Founder

We will never leave our customers wondering. They are at the heart of everything we do, no matter where.

At Blibli, **we obsess over our customers**. We work vigorously to keep sighting and never lose touch with their needs. We compete with obstacles and invest our team and effort in focusing on their challenges. **This obsession has been our core value and purpose.**

Furthermore, appreciating inspiration and upholding the trust of all stakeholders, from customers, and business partners to employees, and shareholders, **shine through in everything we do.**

Fueled by a customer-centricity passion, our integrated and trusted omnichannel ecosystem, **Blibli**, Indonesia's leading omnichannel commerce; **tiket.com**, fastest growing online travel agent (OTA) in 2019<sup>1</sup> and most comprehensive OTA in Indonesia; and **Ranch Market**, a premium supermarket chain that offers fresh and best-quality food products through its more than 70 offline locations across Indonesia—We strive to take every day's and everyone's tension and change it with a smile knowing their needs are comfortably fulfilled while juggling daily activities.

From executives who need earphones delivered within two hours to support their crucial virtual meetings to youngsters who want to update their gadgets and get a guarantee they are original and of the highest quality. Millennials wish to see trendy music festivals and concerts wearing their brand-new and up-to-date fashion—families with young children who want to spend their weekends visiting an amusement park to do their sporty outdoor activities. From progressive parents who wish the peace of mind to buy premium groceries while they are at work; and making a plan to fly to an exotic island for a short getaway. We will never lose sight and work tirelessly to ensure that the moment anyone accesses our ecosystem, their everyday needs can be solved.

The takeaway? More of us can quickly receive products at our doorstep and services with a finger click. Imagine life without technology, the internet, or integrated digital platforms that can make our everyday lives more manageable and convenient. Regardless of our profession, we will continue to expect the same comfort of purchasing anything we need quickly and obtaining value-added services.

We all know that the retail industry is rapidly growing, and the current situation has forced us to move away from our comfort zones, unlock innovation, and accelerate technology adoption. We are now entering the physical and digital world simultaneously, where there is not a 'physical world' or the 'digital world' in retail but rather an integrated connected one.

Consequently, to fit every customer's needs, we take bold actions and build our infrastructure to enhance their commerce journey in every way possible. A wide assortment is procured through official channels and fully warranted from selected and curated sellers to strategic partnerships with local, national, and global brands. From high-touch customer care with 24-hour call centers to enforcing a zero-fake policy and providing a no-worries return policy, backed by return logistics and superior after-sales care.

We are clear on our purpose of going the extra mile to deliver a first-class customer experience through our complete lifestyle ecosystem. So they can enjoy unique and solid services for day-to-day routine, be it at home, work, study, special occasion, or curated travel and experiences to enrich their lives.

## Organizing future-ready and relevant commerce and lifestyle ecosystem

Today, our ecosystem is much more than we started a decade ago. We began servicing individuals and grew to private and public institutions such as businesses, offering various products in 20 categories, from groceries, fresh food products, consumer electronics, sport, home & living, utilities, travel, fashion, and lifestyle. We offer a full spectrum of travel products and services core to the travel experience, ranging from flights, ground transport, accommodations, attractions, activities, event ticketing, and travel essentials. Though we have done a lot, we continue to be motivated to innovate to strengthen our sustainable presence. With **tiket.com** and **Ranch Market** as part of our growing family, **we are building a future-ready and relevant commerce and lifestyle ecosystem.**

In our pursuit of providing a consistently good customer experience, it's logical for us to establish an end-to-end logistics and warehousing network powered by the latest technologies to handle a fully-fledged e-commerce market that was nonexistent yet. Alongside our logistics partners, we launched BES to provide last-mile delivery capabilities so that our reach expands to every corner of Indonesia. These days, we are proud to be a pioneer in guaranteeing 2 Hour Delivery and scheduled delivery to add convenience for our customers in over 34 cities across the nation, including our proprietary branded packaging ensuring pristine conditions.

As we move further in bringing our superior customer-focused omnichannel service seamless and integrated between online to offline, we foresee a more first-class experience with our brands requires constant innovation. We have invested significantly in proprietary technology and data analytic capabilities with further development in Artificial Intelligence and machine learning advancement. We use big data to refine and improve how we serve our customers and work with all our business partners. Data has contributed to developing the most robust and expansive payment services out of any company in the industry. From our e-wallet Blipay, Blibli PayLater, providing one of the industry's most affordable and accessible installment payment options, we can now offer safe and easy payment options that fit modern customers' needs. We are proud that Blibli also pioneered Bank-as-a-Service full feature in the platform as part of our inclusive ecosystems.

Furthermore, we build a unified ecosystem with synergies between platforms to provide multiple entry points. We cultivate a cohesive omnichannel experience within the ecosystem through single sign-on capability and member parity, proposing an extended benefit for the customers. As this demographic expands, gains more disposable income, and demands more, we are well in place to meet these challenges.

Because of this approach, our relentless hard work and innovative thinking combined with solid technology development, robust infrastructure, and award-winning customer care have provided the foundations of our success. They will be the very thing that expedites us to meet the challenges and take advantage of the opportunities as we move to the next chapter of our journey.

## Sharpening our focus, increasing our impact

As we have seen in the years since we founded Blibli, the world is dynamic. It changes and requires innovation and new solutions to unexpected challenges. That is why we look forward, especially to our social commitments.

We aim to shrink the price, product, and service inequality that persists today in Indonesia and support the millions of business partners, including sellers and MSMEs, across the country in reaching far beyond their immediate geographical footprint—creating economic and job opportunities simultaneously.

We are also deeply committed to sustainable business and want to inspire others to do the same. From our investment in recycled packaging under the Blibli Cinta Bumi initiative— to programs such as Blibli Big Start Indonesia, a competition for creative entrepreneurs held since 2016, we care about our impact on the world and believe others should do too.

As the only majority Indonesian-owned platform amongst our significant peers, it is our responsibility to give back to our country and community. Our 'Galeri Indonesia' showcases stellar MSMEs from the archipelago, whom we are upskilling and promoting. We are a strategic partner to the Indonesian Government in multiple impactful programs, including #BanggaBuatanIndonesia, Kampus Merdeka, and UMKM Hub.

## Join our Journey

These last few years have been challenging for everyone. No one could have predicted it would transform all our lives. Yet, these experiences reinforced **the power of our mission as a company—that has not changed from day one.**

We are an integrated, trusted omnichannel commerce and lifestyle ecosystem that would be the first and last stop for our customers' purchasing needs, holistically built on **Trust, Uncompromised Service, Quality, and Innovation.**

Unlike many other technology companies, our Co-Founders, who sit in the Directors and Chief functions, are still with us, adding seasoned management executives with significant experience in the respective industries.

The management team is entrepreneurial, deeply committed, comes from good companies, has solid backgrounds, and is Indonesian, which means they fully understand the country's market landscape best, are committed to growing the business sustainably, are visionary, and are all here for the long run.

We believe **we can achieve a lot alone but go beyond together.** And we are thankful for you who are with us for getting through the years. The sellers and the business partners include technology, logistic, financial institutions, brands, and suppliers we partnered with to reach those most in need and to MSMEs that pivoted to reach new potential. For the smile and trust of our customers when we deliver much-needed products and services and keep them safe also entertained wherever they are. Importantly, thank you to our employees who worked tirelessly to provide exceptional service to support customers' day-to-day essentials. Also, the trust of the shareholders that we continue to hold fast to this day.

With your support, we can build further and faster on the strong foundations we have built over the years. The building blocks are all here. We believe this is just the start - a new phase in our story. Becoming a public company will accelerate our dreams. With you alongside us, we will grow our team and invest in talent, develop and refine our products and services, expand our warehouses, improve our supply chain, and, ultimately, reach more users, customers, and partners. We can deepen our relationship with our omnichannel approach and, in doing so, provide solutions the whole Blibli family can be proud of.

Since Blibli's humble beginning, we knew that our dreams had great promise, but we realized that for us to build a sustainable business for generations it's not an easy task. Collaborating and growing with our stakeholder partners, nurturing an innovative mindset, creating solutions to challenges we did not know existed, and striving for excellence in anything we do are keys to future success.

Our future presents many opportunities and potential, and we want you to be part of our next growth phase. With your support, we can build a brighter future. We believe this is just the start - a new chapter in our journey together.

**#BisaJadiLebih**

Kusumo Martanto  
CEO & Co-Founder