

Announces IPO Plan, Blibli Optimistic to Generate Sustainable Business Through Value-Added Ecosystem

- *Blibli and two of its subsidiaries, tiket.com & Ranch Market, have built a customer centric, future-ready commerce and lifestyle ecosystem. This synergistic and integrated ecosystem offers quality, reliable, innovative services and is a sustainable business.*
- *Blibli's net income in the first half of 2022 was Rp6.7 trillion, representing growth of 124% year-on-year.*

Jakarta, October 18, 2022— PT Global Digital Niaga Tbk ("Blibli" or "Company") held a Due Diligence Meeting and Public Expose related to the planned Initial Public Offering (IPO) which will be conducted in November.

CEO & Co-Founder of Blibli, Kusumo Martanto, said that Blibli's corporate action is a strategic milestone in developing a sustainable business in the era of disruption whilst also readying Blibli for further growth of the digital economy. With tiket.com and Ranch Market, Blibli has fortified its position as leading Indonesia's integrated commerce and omnichannel lifestyle ecosystem. "The Blibli ecosystem synergizes three leading platforms, commerce (Blibli); online travel agent (OTA); and lifestyle (tiket.com); as well as the leading fresh supermarket chain (Ranch Market). Our focus is on further building trust, providing convenience, and added value for customers, by providing more complete and integrated services from each channel and platform within the ecosystem," said Kusumo at the Blibli public expose at Hotel Indonesia Kempinski, Jakarta, on Tuesday (18/10/2022).

Solid business fundamentals from various aspects strengthen the ecosystem synergy. From a business model aspect, Blibli focuses on a Business-to-Consumer (B2C) approach with support from global and national scale brand partners in the form of strategic partnerships. This business model has richer margins and loyalty, versus a Consumer-to-Consumer (C2C) model. Partnering directly with brands and principals, Blibli ensures authenticity of all products on its platform to ensure customer satisfaction and trust.

In addition, Blibli is supported by reliable in-house logistics infrastructure including a network of managed warehousing and delivery services, plus more than 21 third-party logistics (3PL) partnerships. With the strength of its end-to-end supply chain, Blibli pioneered guaranteed fast delivery through the 2HD (2 Hours-Delivery) feature available in 34 cities across the country.

tiket.com CEO George Hendrata said that as a pioneer of the Online Travel Agent (OTA) sector in Indonesia, tiket.com had strengthened its leadership in the travel and lifestyle segment, bringing added value to the Blibli ecosystem. "Travel and lifestyle are an inseparable part of Indonesian lifestyles. Through our integrated ecosystem, we believe we can cater to the needs of our customers when they are busy with their daily lives," said George. He added that in 2019, tiket.com was also named "The Fastest Growing OTA in the World" by Sabre.

Being part of the largest business ecosystem in Indonesia in Djarum, Blibli has a solid footing and experience to draw on in being a brand owner, producer, and distributor, including operating distribution channels to customers. With this foundation, Blibli has further evolved its business to offer omnichannel solutions, integrating offline and online touchpoint services through mono-brand flagships (Samsung, Xiaomi, Oppo, and Vivo), and multi-brand stores with Blibli InStore, Click & Collect, and trade-in as some of the highlight features. Blibli has also developed omnichannel services in the MSME sector through Blibli Mitra.

Regarding the company's leadership, Kusumo said the management team has extensive market experience. "With our solid executive team, we believe we can exceed what we achieved today. More than that, we appreciate all who have supported Blibli so far. Starting with our beloved customers and sellers, to our business partners in technology, logistics, financial institutions, marketing, brand holders, and suppliers – Blibli, Tiket and Ranch Market could not have done it without your solid and ongoing support."

Sustainable Business Potential Through Three Proven Business Verticals

According to Frost & Sullivan and Euromonitor research¹, the total market potential (Total Addressable Market/TAM) of the Indonesian e-commerce industry in 2025 is projected to grow to USD436 billion. The headroom for Blibli to grow is enormous, especially given the growing affluent middle class. Some additional facts that validate Blibli's growth ambitions:

- The contribution of commerce services is projected to grow to USD150 billion, which Blibli services can absorb.
- The travel and lifestyle sector is predicted to contribute USD41 billion to the market potential in Indonesia.
- Demand for groceries accounts for the most significant portion of the e-commerce industry's TAM, worth USD245 billion. This is Blibli's advantage through the omnichannel e-groceries ecosystem with Ranch Market.

Blibli's business performance:

- Net income in the first half of 2022 was recorded at Rp6.7 trillion, which grew 124% from the previous year's period. Total net revenue for that period reached 76% of total net income in 2021.
- The company's gross profit in the first half of 2022 recorded an increase of 148% compared to the previous year's period.
- In 2021, the number of institutional customers, both government and private, will also increase from 80,783 customers to 153,089 customers.

Public Offering Structure

A maximum of 17,751,205,900 (seventeen billion seven hundred seventy-one million two hundred five thousand and nine hundred) new shares constituting Registered Stock with a nominal value of Rp 250.00 (two hundred and fifty Rupiah) per share or a maximum of 15.00% (fifteen-point zero percent) of the issued and paid-up capital after the Initial Public Offering (IPO) issued from the Company portfolio and offered to the public, with an offer price range of Rp 410.00 (four hundred and ten Rupiah) to Rp4 60.00 (four hundred and sixty rupiahs) per share.

¹ Frost & Sullivan and Euromonitor, 2022



Meanwhile, the proceeds from the IPO, estimated to be IDR 8.1 trillion, will be partially used to repay credit facilities. Due to its prudent financial management and solid business plan, Blibli is one of the very few tech players considered bankable. The balance of proceeds will be allocated working capital to support primary business activities and development.

The initial offering period or book building was from October 17, 2022, to October 24, 2022. The public offering period is planned for November 1 to 3, 2022. It is intended that Blibli will be listed on the Main Trading Board of the Indonesia Stock Exchange (IDX) using the stock code "BELI." Blibli has appointed PT BCA Sekuritas and PT BRI Danareksa Sekuritas as Joint Lead Underwriters.

About PT Global Digital Niaga Tbk (Blibli)

Established in 2011, PT Global Digital Niaga Tbk ("Blibli" or "Company") is the pioneer and leading omnichannel commerce and lifestyle ecosystem in Indonesia, focusing on serving digitally connected retail and institutions consumers nationwide. Blibli provides an integrated and seamless online and offline consumer experience through its e-commerce platform and by operating physical stores for some leading brand partners. In addition, Blibli also manages to collaborate with more than 27,000 stores adopting Blibli Instore and Click & Collect, as well as supported by its fulfillment infrastructure, including developed nationwide warehouses and logistics networks and enhance the last-mile delivery service from its first-party logistics (1PL) - Blibli Express Services (BES), and numerous third-party logistics (3PL) partners.

In 2017, Blibli acquired tiket.com to expand its offerings to include traveling, accommodations, and lifestyle experiences. In 2021, its omnichannel ecosystem will be further complemented by adding fresh foods and grocery offerings to the customers through the acquisition of PT Supra Boga Lestari (IDX: RANC) — a company that manages premium supermarkets chains such as Ranch Market and Farmers Market. In 2022, Blibli is ranked no.1 in the B2C omnichannel consumer electronics and fresh food categories by Frost & Sullivan and has award-winning 24/7 customer service.

Blibli owned a unified ecosystem named Blibli Tiket, which consists of its subsidiary, tiket.com and Ranch Market. It developed a synergetic ecosystem to improve integration and offer a seamless experience across all platforms within the ecosystem.

For more information, please visit <https://about.blibli.com/en>.

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