



Record A Robust Growth Throughout the Year, Blibli Backed by Omnichannel Solutions and Synergetic Integrated Ecosystem

Jakarta, 21 December 2022 – PT Global Digital Niaga Tbk (“Blibli” or the “Company”; IDX: “BELI”) is a pioneer in the Indonesian omnichannel commerce and lifestyle ecosystem focusing on consumers and institutions.

Throughout 2022, Blibli has carried out several innovative solutions and collaborations to bring Blibli closer to its vision of becoming a leading and trusted omnichannel commerce and lifestyle platform for all customers, both retail and institutions consumers. This is to respond to the ever-changing customer preferences and needs by advancing an omnichannel strategy and strengthening the Blibli ecosystem.

Over the year, Blibli has strengthened its presence in the Physical Stores segment through the opening of several Flagship Stores, which consisted of monobrand stores such as the Samsung Experience Store and Hello, Blibli’s monobrand store for one of the leading brands, Apple (where Blibli was recently appointed as Apple’s tier-1 partner in Indonesia). In addition, Blibli also has multibrand stores such as the Blibli Store and Tukar Tambah stores. Blibli is currently operating more than 100 Flagship Stores and 70 Ranch Market outlets across Indonesia.

Year-to-date September 2022, Blibli’s omnichannel solution has also seized more than 27,000 Click & Collect and Blibli Instore features, with more than 160,000 Blibli Mitra, which covers micro enterprises and mom-and-pop stores. Blibli also launched electric fleets for delivery service operated by Blibli’s in-house logistics service, Blibli Express Service (BES) Paket.

In addition, tiket.com has further shown its contribution in line with the relaxation of travel restrictions and the public’s growing interest in visiting various attractions and entertainment venues.

On top of that, Blibli strengthened its synergies with its subsidiaries, tiket.com and Ranch Market, through the launched of the Blibli Tiket unified ecosystem, which offers Single Sign-On (SSO) and Loyalty Parity program for both platforms. Approaching the end of 2022, Blibli recorded a historical milestone by completing a corporate action as a listed company in the Indonesia Stock Exchange (IDX) through an Initial Public Offering (IPO) scheme.

Recorded Positive Trend Performances

During the first nine-month period of 2022, Blibli managed to record the growth of Average Order Value (AOV) from Rp714,570 in the same period of 2021 to Rp1,028,956. In this period, Blibli also recorded a 105% growth of consolidated Total Processing Value (TPV) from Rp19.8 trillion in the first nine-month period of 2021 to Rp40.6 trillion in the same period this year. This was mainly driven by increases in all segments, mainly TPV of the 3P Retail segment, which was contributed by the recovery in the travel sector at tiket.com.

The growth of TPV was also aligned with an increase of the consolidated Gross Profit Before Discount (GPBD), from Rp679 billion in the first nine-month period of 2021 to Rp1.8 trillion in the same period this year, or grew by 167%, resulting in the increase in consolidated Take Rate from 3.4% in the nine-month period of 2021 to 4.5% in the same period this year. The TPV growth was also supported by organic growth, as shown by Yearly Transacting Users



(YTU), which increased from 2.4 million users in the first nine-month period of 2021 to 4.3 million users in the same period this year.

In the first nine-month period of 2022, Blibli also recorded 98% growth of Consolidated Net Revenue, from Rp5.3 trillion in the same period of 2021 to Rp10.5 trillion. Meanwhile, EBITDA percentage to TPV improved from -11,3% in the nine-month period of 2021 to 8.5% in the same period this year. This was primarily due to the increase in operating expenses efficiency.

Blibli is optimistic that it will continue developing a sustainable business going forward.

-end-

About PT Global Digital Niaga Tbk (Blibli):

Established in 2011, PT Global Digital Niaga Tbk (“Blibli” or the “Company”; IDX: “BELI”) is a pioneer omnichannel commerce and lifestyle ecosystem in Indonesia, focusing on serving digitally connected retail and institutions consumers. Blibli integrates 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 own fulfillment infrastructure, including developed nationwide warehouses and logistics networks and enhance the last-mile delivery capabilities through Blibli Express Services (BES), and numerous third-party logistics partners.

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

Blibli has a unified omnichannel ecosystem called Blibli Tiket, including its subsidiaries, tiket.com and Ranch Market, to enhance the synergy within ecosystem in providing seamless shopping experience and value-added for customers through a more complete and integrated offering in every channel and platform. Blibli’s shares are traded on the Indonesia Stock Exchange (“IDX”) with ticker code “BELI”

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

Operational Metrics:

Total Processing Value (“TPV”): total value of paid and delivered purchases for products and services (including our Blibli.com and/or tiket.com platforms) in the relevant period.

Yearly Transacting Users (“YTU”): the number of unique users that have completed at least one paid transaction on our Blibli.com and/or tiket.com platforms during the relevant period.

Average Order Value (“AOV”): TPV on our Blibli.com and/or tiket.com platforms divided by the total number of orders for paid purchases facilitated by these platforms, each for the relevant period.

Gross Profit Before Discount (“GPBD”): gross profit earned from direct sales after adding back discount and subsidies during the relevant period.

Take Rate: GPBD divided by our TPV, each for the relevant period.

Earnings Before Interest, Tax, Depreciation and Amortization (“EBITDA”): earnings before interest, tax, depreciation of fixed asset and amortization of intangible asset, and excludes non-recurring items, during the relevant period.

Non-IFAS Financial Measures:

To supplement information on consolidated financial performances of the Company, which are prepared and presented in accordance with the Financial Accounting Standards in Indonesia (“IFAS”), the Company also presents non-IFAS financial measures such as “EBITDA”, “GPBD”, and “Take Rate”, as consideration as an addition to, but not as substitutes for, or in isolation from, measures prepared in accordance with IFAS. The non-IFAS financial measures presented may be different compared to similar measures used by other companies and are presented to enhance overall better understanding for the investors/readers of the Company’s financial performance.



Forward-Looking Statement:

This document may contain a forward-looking statement, which is based upon a number of current internal expectations, estimates, projections, assumptions, and beliefs that, while considered reasonable by management, are inherently subject to significant business, economic, competitive and other uncertainties and contingencies, until the date of this document published. A such forward-looking statement is not a guarantee of future performance and involves known and unknown risks, uncertainties, and other factors (including the risks and uncertainties in the Company's financial statements and Management Discussion & Analysis available on the Company's website), that may cause actual results, performance, or achievements to be materially different from the future results, performance or achievements expressed or implied by such forward-looking statement. The Company disclaims any obligation to update or revise any forward-looking statement, whether as a result of new information, events or otherwise. Readers are cautioned not to put undue reliance on such a forward-looking statement.

Media Contact:

public.relations@gdn-commerce.com