



Public Expose PT Global Digital Niaga Tbk

IDX Ticker: BELI

October 10, 2023



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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 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

- 1 Continued **amplifying omnichannel strategy** with an **additional of 30 new consumer electronics stores** during first half 2023, brings a total of **156 consumer electronics stores** operated by the Company, along with **70 premium supermarkets outlets**
- 2 Launched “**blibli tiket rewards**” as the first omnichannel integrated **unified loyalty program** in the commerce and lifestyle ecosystem in Indonesia, which **provides multiple benefits to all customers** within Blibli Tiket ecosystem
- 3 Executed the **groundbreaking of the new warehouse in Marunda**, West Java, an **all-in-one-tech-powered warehouse by Blibli** to support the Company’s commitment in pioneering **smart logistics and supply chain management**
- 4 **Strong performances** on all the business segments under the **online travel** category supported by the opening of pandemic restrictions globally, including in Indonesia, as well as increased demand in other lifestyle activities
- 5 **TPV and consolidated net revenues continued to grow**, mainly driven by the increased performance in 3P Retail and Institutions segments, resulted in a **significantly higher consolidated gross margin** in the second quarter and first half 2023 y.o.y
- 6 **Increased transacting users and TPV per user** during the second quarter and first half of 2023 y.o.y, reflected **higher trusts from customers** to the Company’s ecosystem
- 7 **Cost structure kept improving** during the second quarter and first half of 2023 y.o.y, reflected in **lower consolidated operating expenses as percentage to TPV**. As a result, **consolidated EBITDA as percentage to TPV also improved** y.o.y during the period

Corporate Action Update(s)

Shareholders' Support During AGM & EGM on June 19, 2023



Approved Agendas in AGM

- 1 **Approved** the BoD Reports, including Financial Statements as of Dec 31, 2022 and Annual Report 2022, as well as Supervisory Duties Report of BoC
- 2 **Approved** the loss recorded as of Dec 31, 2022 as Accumulated Deficit, and the absence of dividend payment for 2022 financial year by the Company
- 3 **Approved** the amount of honorarium and/or other benefits of the BoC, and grant authority to BoC to determine salary and other benefits of the BoD for the 2023 financial year
- 4 **Approved** the authority for BoD to appoint Public Accountant Firm to audit the Company's Financial Statements as of Dec 31, 2023
- 5 **Reported** the Company's use of proceeds from Initial Public Offering (IPO) as of Dec 31, 2022
- 6 **Approved** changes of the Company's Board of Directors

Divestment of Non-core Assets

- Based on Information Disclosure on **Jun 27, 2023**, completed the sale of **7.23% stake** in **PT Polinasi Iddea Investama ("Halodoc")** to an affiliated party - **PT Global Investama Andalan ("GIA")**⁽²⁾
- Total transaction value was **Rp538 billion**⁽³⁾
- The divestment was done to **focus on core business** in order to **accelerate the achievement** of the Company's **various targets**
- **Obtained gain** from this divestment and **generated additional cash**

Approved Agendas in EGM

- 1 **Approved** the establishment of the Company's MESOP⁽¹⁾
- 2 **Approved** the amendment of the Company's Articles of Association

Notes:

1. Management and Employee Stock Option Program (MESOP)
2. Global Investama Andalan (GIA) is a limited liability company domiciled in Indonesia, and is the main shareholder of the Company through direct shares ownership of 83.68% (as of Jun 30, 2023)
3. Analysis on the Fairness of Transaction Value report was conducted on June 26, 2023 by KJPP Nirboyo A., Dewi A., & Rekan, with the conclusion of "Fair Transaction"

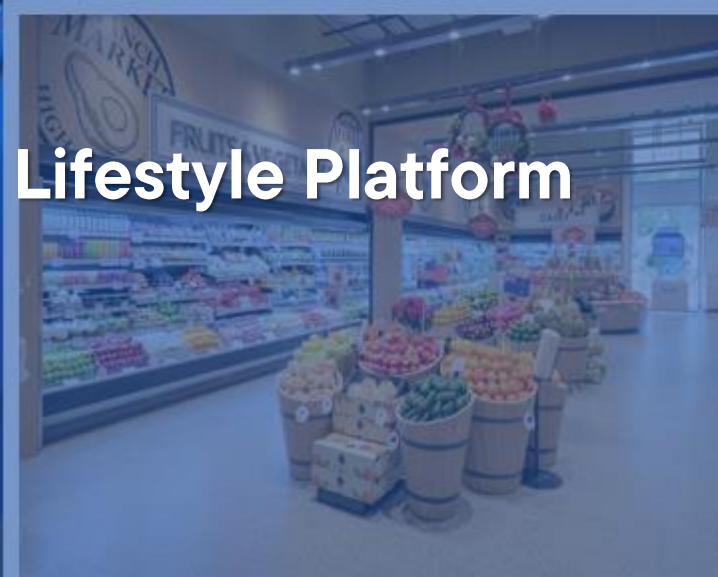
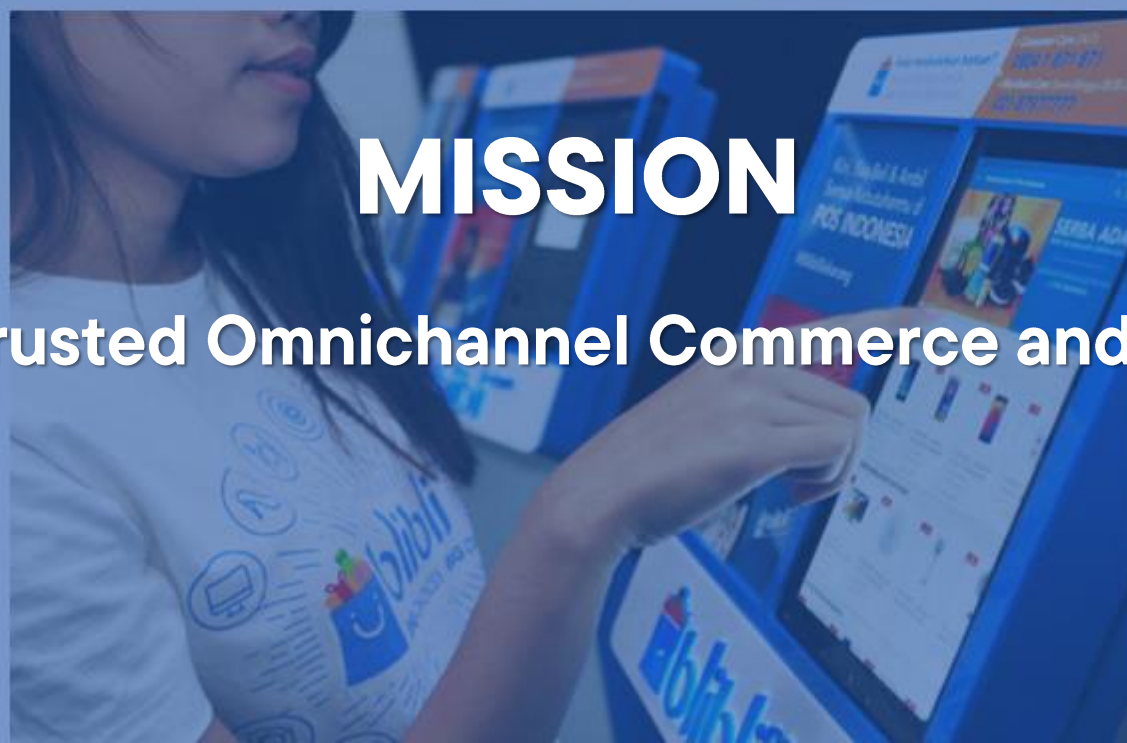
SECTION 1

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Company Overview

Business Highlights

Summary Key Financials



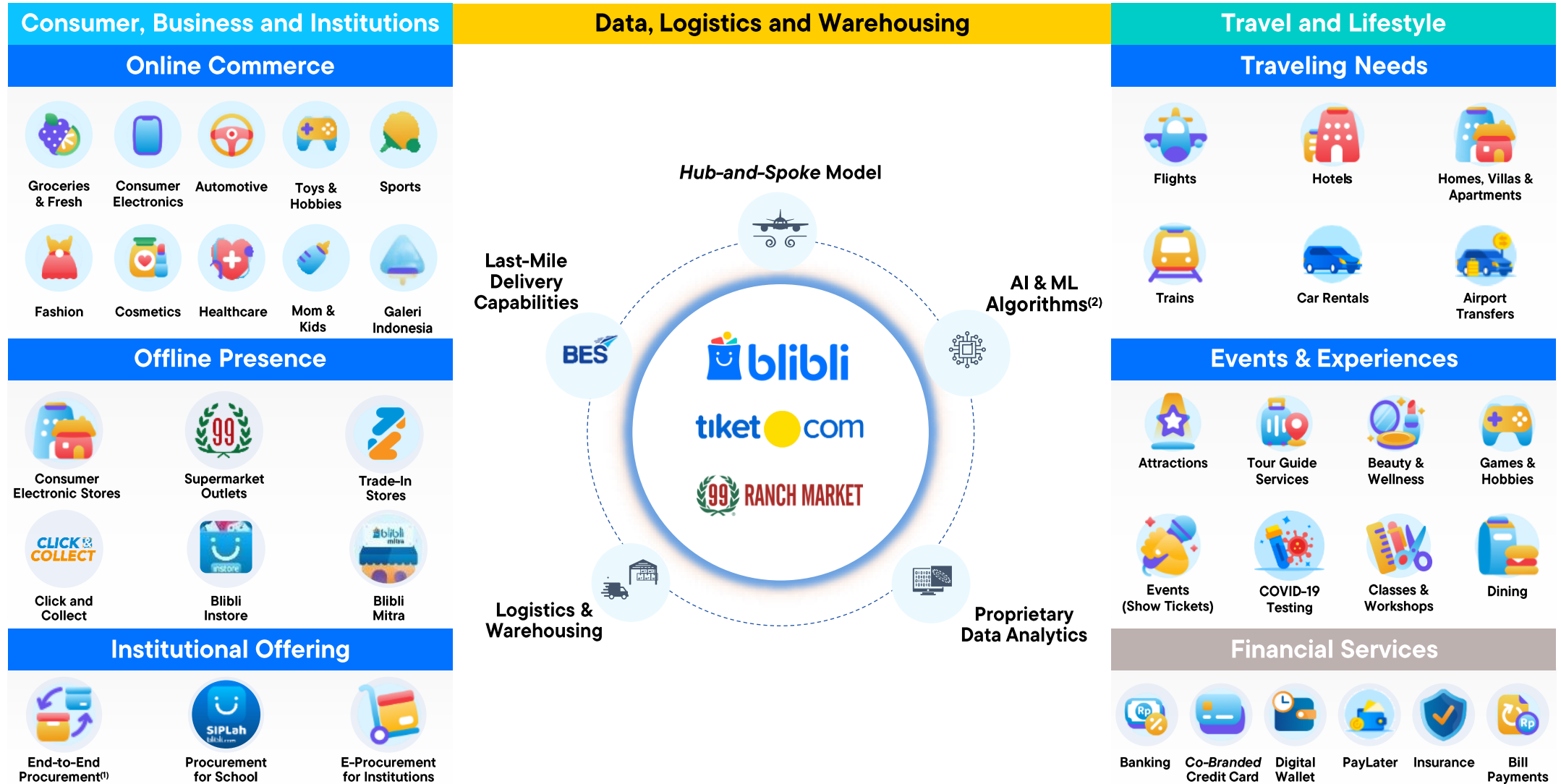
VISION

To Be the Commerce Ecosystem of Choice for Consumers and Institutions

MISSION

To Be the Most Trusted Omnichannel Commerce and Lifestyle Platform

Pioneering Omnichannel Commerce & Lifestyle Ecosystem



Notes:
 1. For retailers, distributors and mitras
 2. Artificial Intelligence and Machine Learning

SECTION 2

Company Overview

Business Highlights

Summary Key Financials

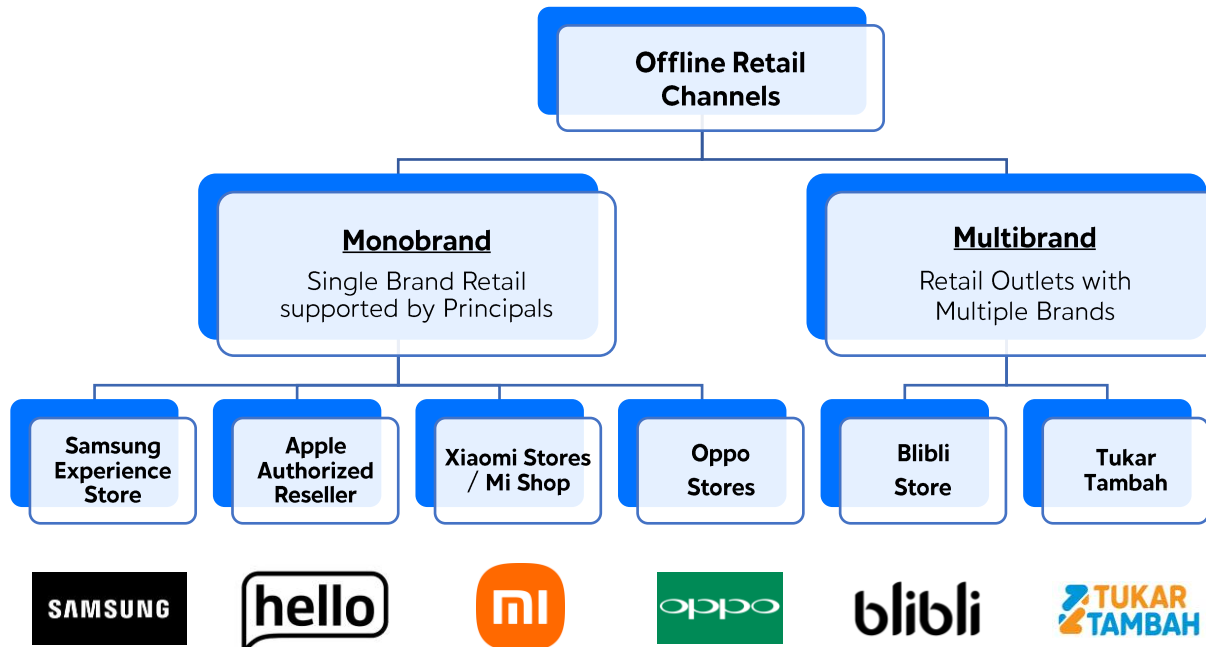
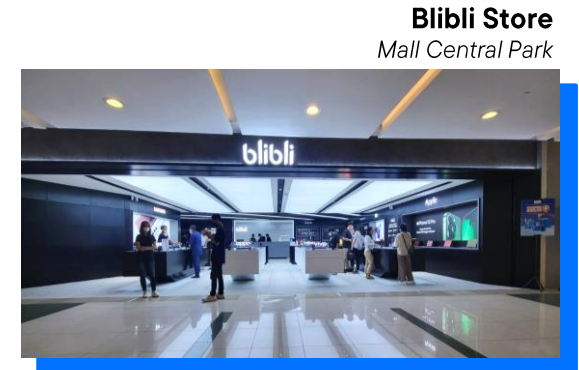
Omnichannel Presence Enables Seamless Shopping Experiences

79 Monobrand Stores⁽¹⁾
77 Multibrand Stores⁽²⁾

18.1k+ Blibli Instore Locations
14.1k+ Click & Collect Locations

70 Supermarket Outlets⁽³⁾
225k+ Blibli Mitra Partners⁽⁴⁾

Offline Presence of Omnichannel Networks – Consumer Electronics



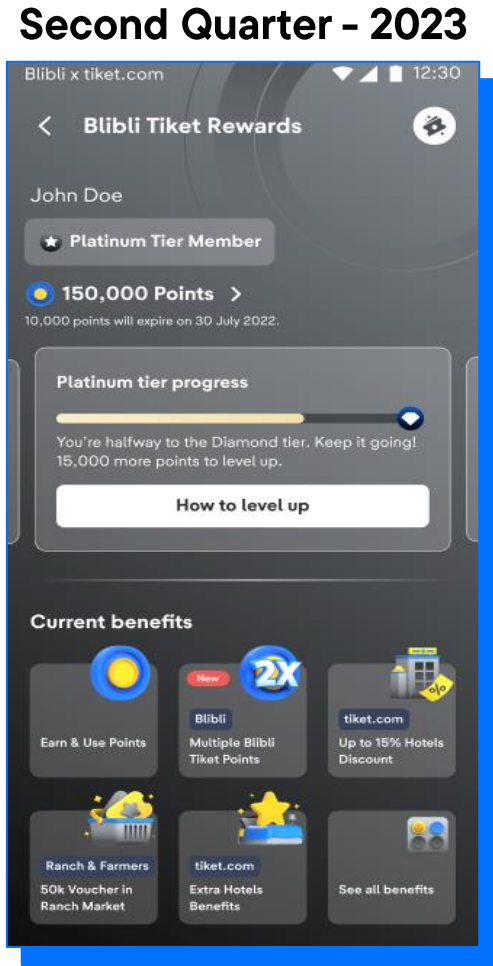
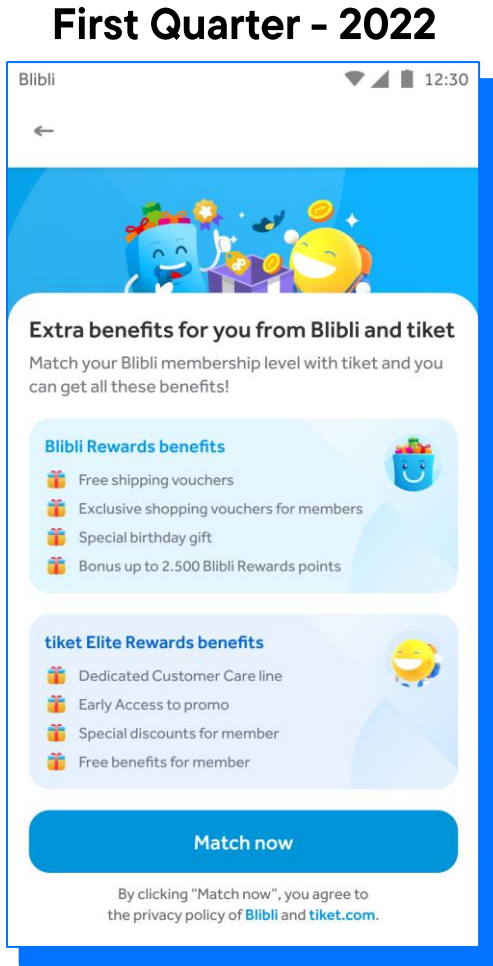
Notes:
 Number of stores and mitras as of June 30, 2023
 1. Monobrand Stores is Blibli's consumer electronics offline store specializes in single brand products (including Apple, Samsung, Oppo, and Xiaomi)
 2. Multibrand Stores is Blibli's consumer electronics offline store carries multiple brands products (Blibli Store, Tukar Tambah)
 3. Supermarket outlet is operated by 70.5%-owned subsidiary, PT Supra Boga Lestari Tbk (Ranch Market; IDX: "RANC")
 4. Bilibli acts as a supplier for Mitra (mostly mom-n-pops stores called 'warung') and enables them to offer various products to their customers

Unified Loyalty Program to Extend Synergy Within Ecosystem

Milestones of Customer Loyalty Program in Blibli Tiket Ecosystem

Loyalty Membership Parity

- Synchronized and even the loyalty status of Blibli and tiket.com users
- All users in each platform can enjoy more benefits
- Increased number of user base and TPV per user in each platform



Unified Loyalty Program

- In Mar 2023, launched “**blibli tiket rewards**” as the first omnichannel integrated **unified loyalty program** in the commerce and lifestyle ecosystem in Indonesia
- In Jun 2023, blibli tiket rewards was extended to be available for **Ranch Market’s customers**
- To provide and offer more **added-value** for all customers within Blibli Tiket ecosystem

Continued Recovery of the Online Travel Business in Indonesia



**A Pioneer
OTA**
in Indonesia⁽¹⁾



**Trusted
OTA**
in Indonesia⁽²⁾



**One of Largest
OTA Inventories**
in Indonesia⁽¹⁾

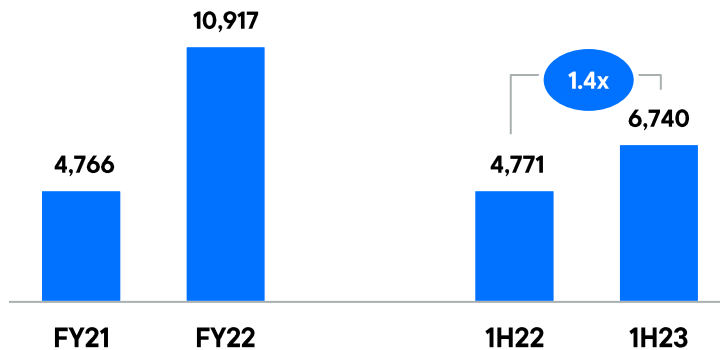


**#1
Fastest
Growing OTA**
In the world (2019)⁽²⁾

Flights

107 Airline Partners
221 Countries, Regions and Territories

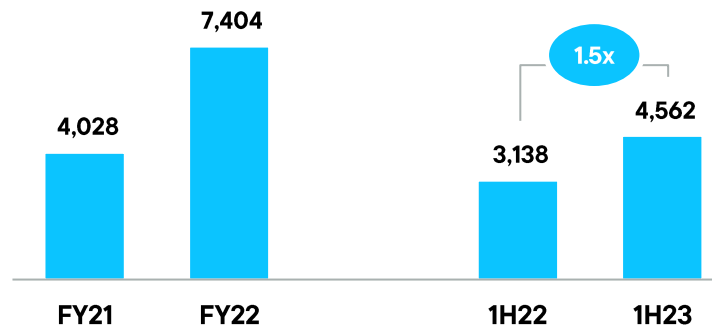
Flight Seats Booked ('000)



Accommodation

3.6mn+ Accommodation Listings, incl.
2.2mn+ Alternative (Non-Hotel) Accommodations

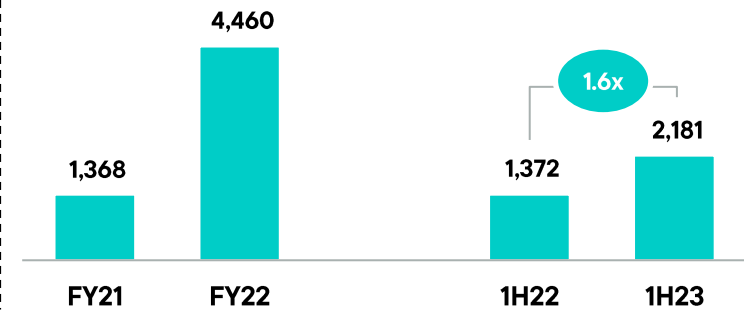
Room Nights Booked ('000)



Experiences⁽³⁾

64.8k+ Activities and Attractions, incl.
2.9k+ Online & Offline Events

Tickets Booked ('000)



90% 12-Month Retention Rate for 2020 Cohort Transacting Users Purchasing 3 Products

Notes:

1. According to Euromonitor, tiket.com is one of the earliest established online travel intermediaries (OTA) in Indonesia and has one of the largest hotels and travel accommodation inventories in Indonesia
2. According to the Kantar x Google 2021 Travel App Research, 70% of 1,000 tiket.com users stated that they remain a customer of tiket.com because tiket.com is a trusted brand
3. Experiences includes attractions, events, travel essentials, transports, tours, playgrounds, beauty and wellness, food, games and hobbies, classes and workshops

Expansion for Stronger Distribution Capabilities

Current Logistics Capabilities



16 Warehouses

6 Jabodetabek, 6 Java, and 4 Non-Java



130,000+ m²

Total current warehouses area



100% National Coverage

Through 16 Warehouses & 45 Hubs



95% Order Fulfilled in

24 Hours



2-Hour Delivery for

~400,000 SKUs in 40+ Cities

Groundbreaking of the New Marunda Warehouse



- In May 2023, completed the **groundbreaking** of the new **100,000 m²** warehouse in Marunda, West Java
- An **all-in-one-tech-powered-warehouse** by **Blibli**, pioneering smart logistics and supply chain management
- Projected to start **operating in 2024** in stages
- To become **Blibli's largest warehouse** and will complement the 130,000 m² total area from 16 warehouses currently-owned

100,000+ m²

Land Area

3,300 order items

Normal Throughput / Hour

102,000+ m²

Building Area

10,000 order items

Peak Throughput / Hour

- ✓ **“Green Building” concept**
- ✓ **Smart Logistics & Supply Chain Management**
- ✓ **Bonded Warehouse Center**



ESG Materiality Topics – Embarking on the Journey Towards Sustainability



Strives to create a **sustainable business** that drives positive **economic, environmental,** and **social** impact for the **customers, partners,** and **communities**



ESG Focus Materiality Topics – Bibli Tiket



Resource Use

- Circular Economy Implementation
- Efficient Water & Electricity Usage

Waste Treatment

- Responsible Waste Management
- Recycle Program from Customer's Waste

Emission Management

- Improvement on Energy Efficiency
- Exploration on Cleaner Sources of Energy



Training & Development

- Employees Training & Development Program
- Online Learnings for Employees

Community Relations

- MSMEs & Community Development
- Social Donation to Communities

Data Governance & Privacy

- Information Security & Data Privacy
- Business Ethics & Compliance



Environment Social Governance

SECTION 3

Company Overview

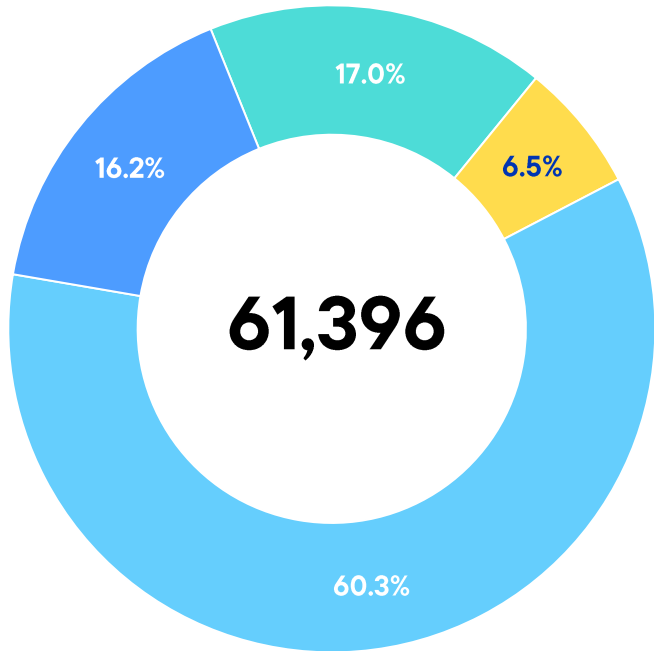
Business Updates

Summary Key Financials

Total Processing Value (TPV) Segmentation

TPV Segmentation – FY22

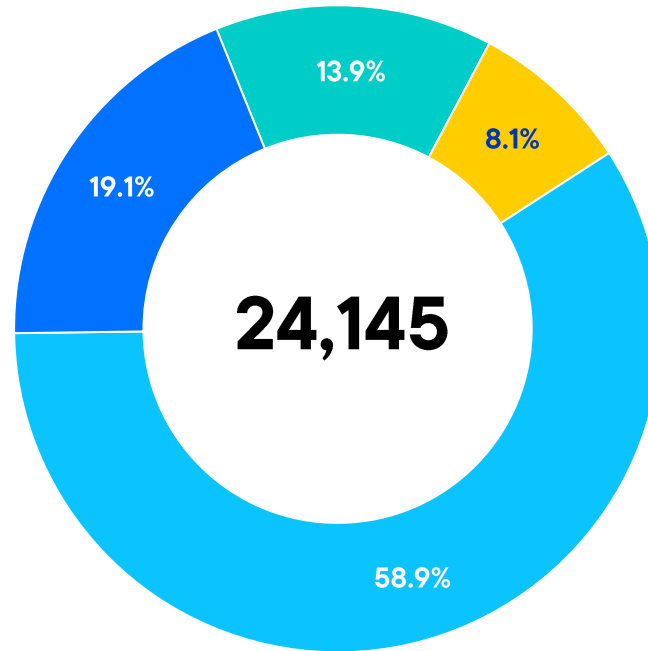
(IDR billion)



1P Retail

TPV Segmentation – 1H22

(IDR billion)



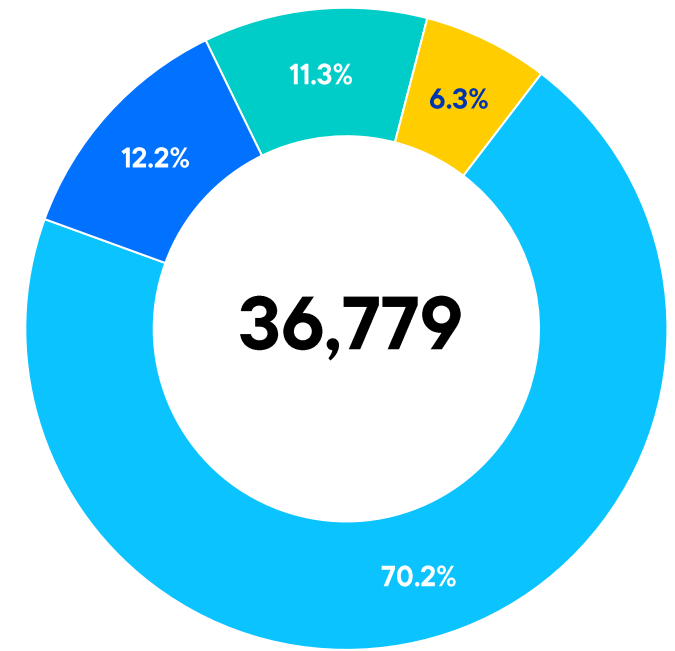
3P Retail

Institutions



TPV Segmentation – 1H23

(IDR billion)



Physical Stores

Notes:

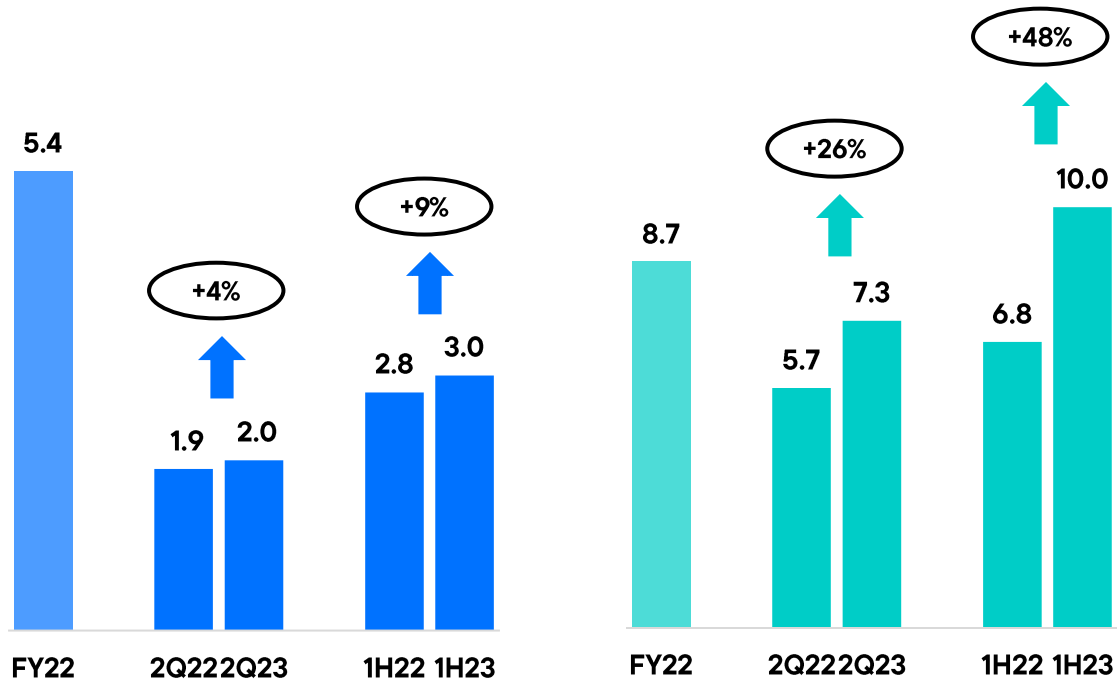
- Total Processing Value (TPV) is total value of paid and delivered purchases for products and services in the relevant period/year
- 1P Retail includes the Company's business through its B2C online commerce platform for first-party (1P) products and services of various categories
- 3P Retail includes 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 the Company's business in consumer electronics 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")

Organic Users Base Growth and Improved Spending Quality

Retail

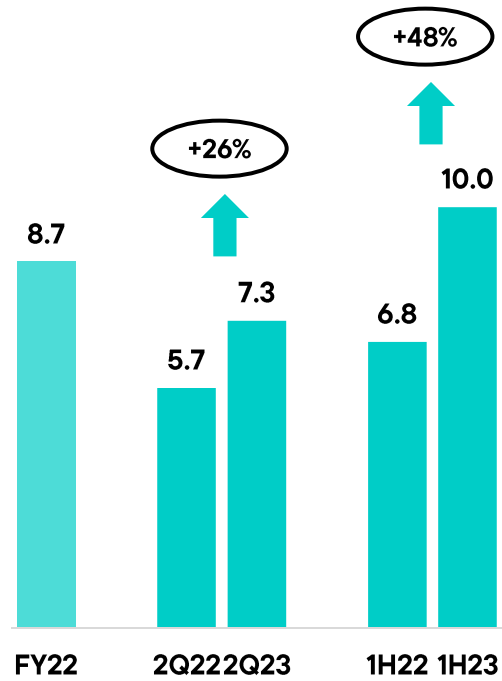
Transacting Users⁽¹⁾

(million user)



TPV / User

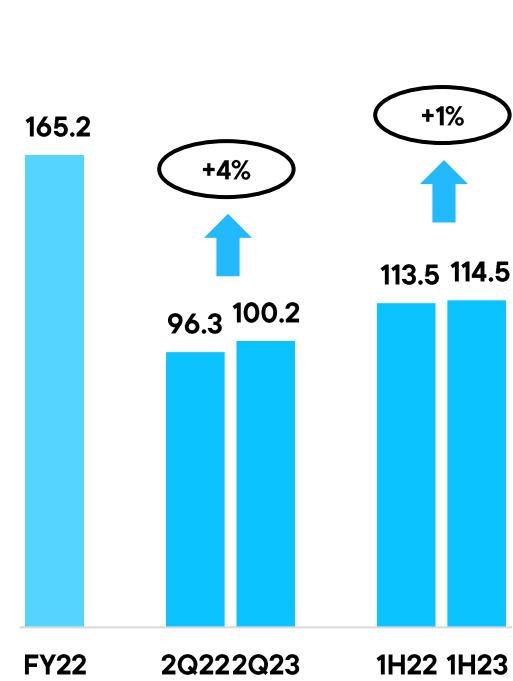
(IDR million)



Institutions

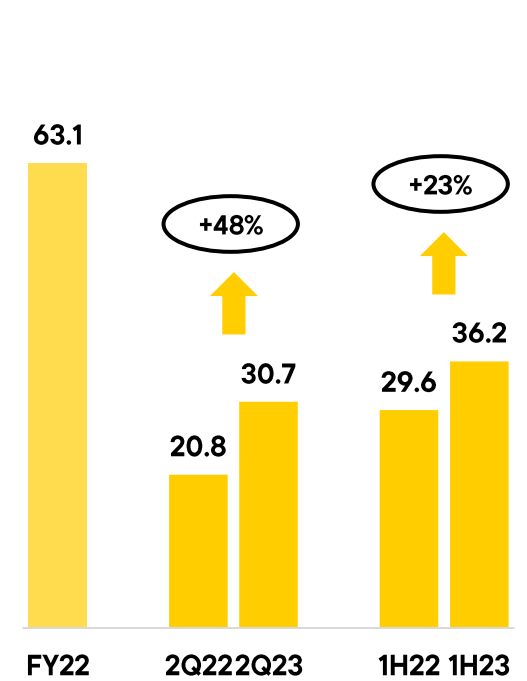
Institution Clients⁽²⁾

('000 client)



TPV / Client

(IDR million)



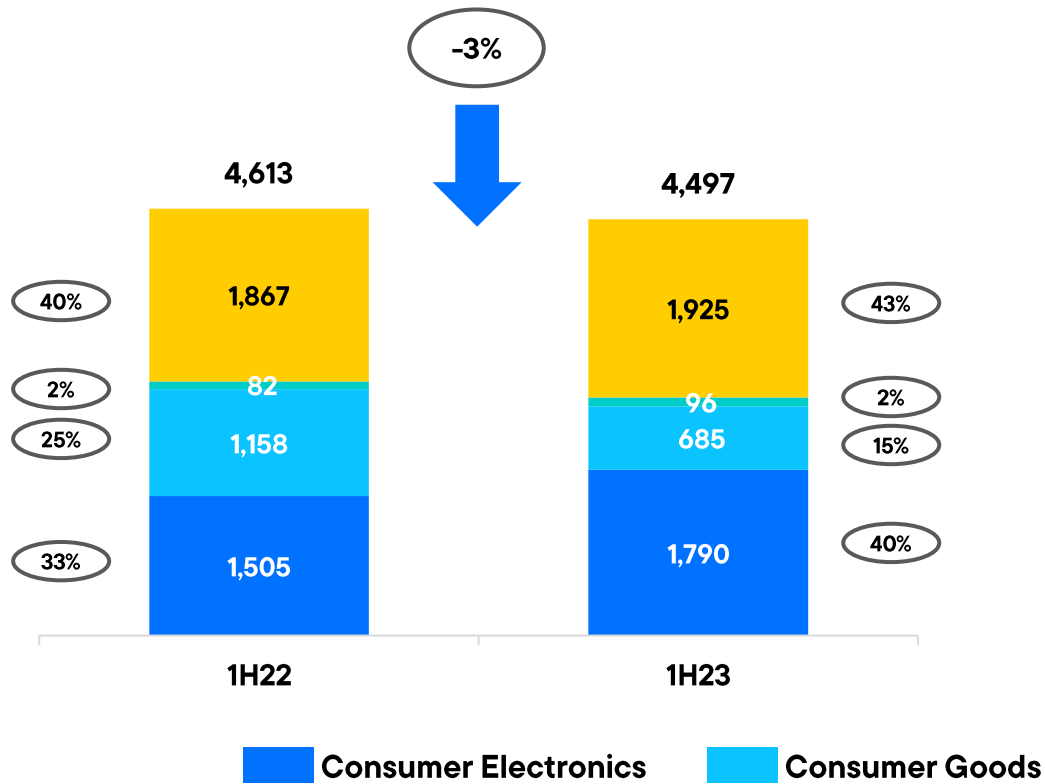
Notes:

1. Transacting Users (YTU) is the number of unique users that have completed at least one paid transaction on Blibli and/or tiket.com platforms during the relevant period/year
2. Institutions include both private and public customers

TPV Category Mix

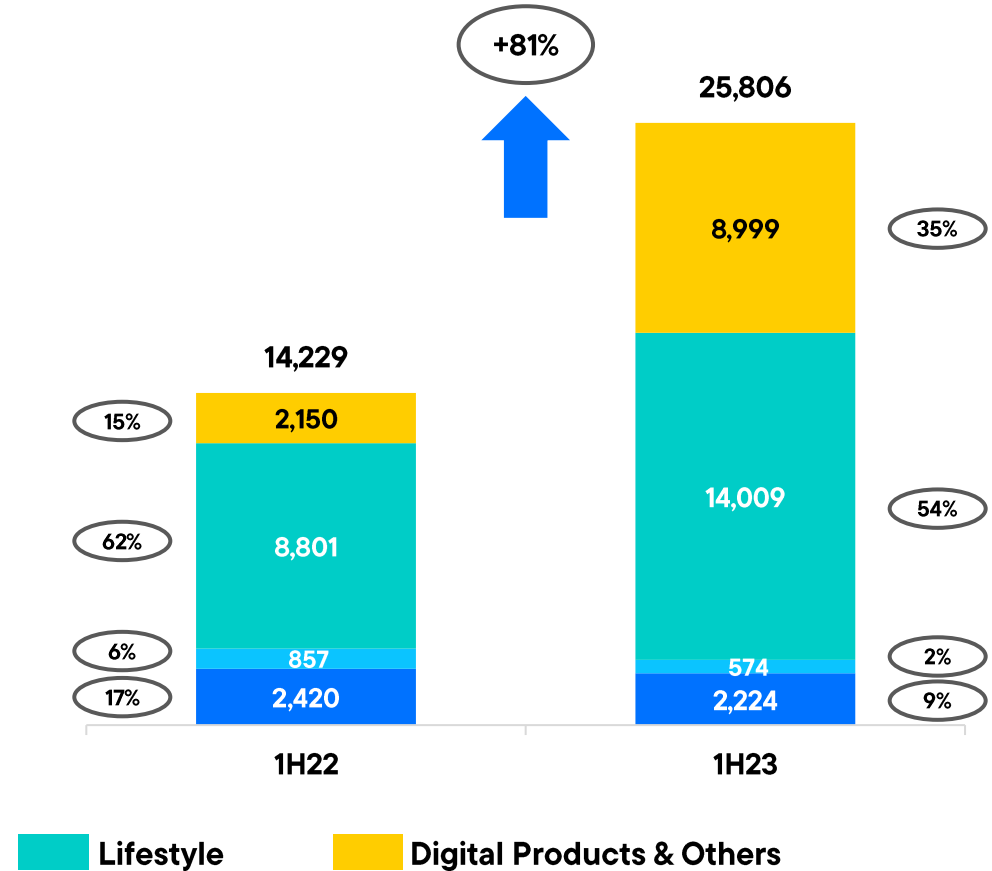
1P Retail

(IDR billion; %)



3P Retail

(IDR billion; %)



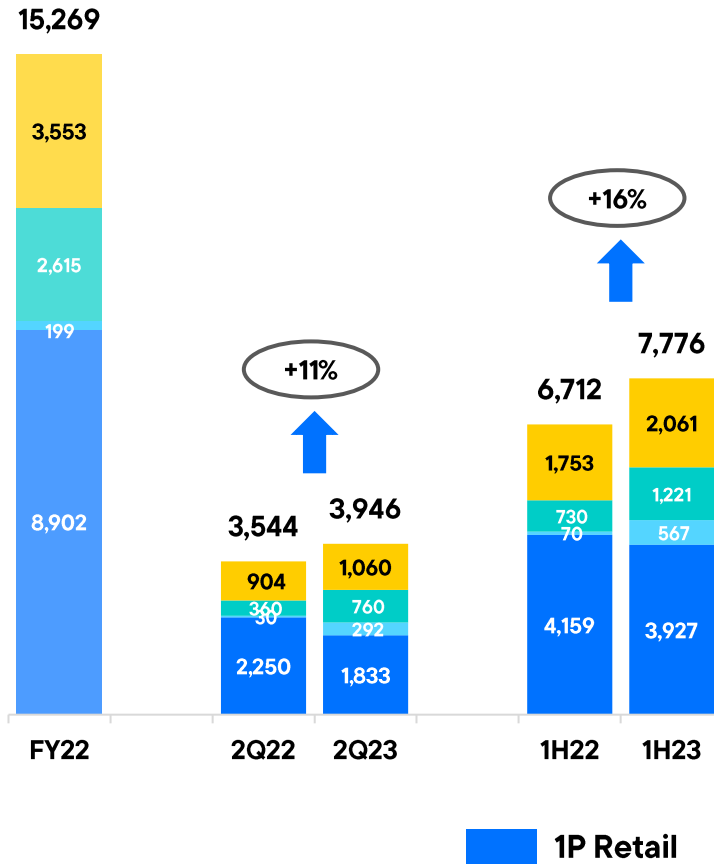
Notes:

- Consumer Electronics includes handphones, 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

Solid Top Line Performance

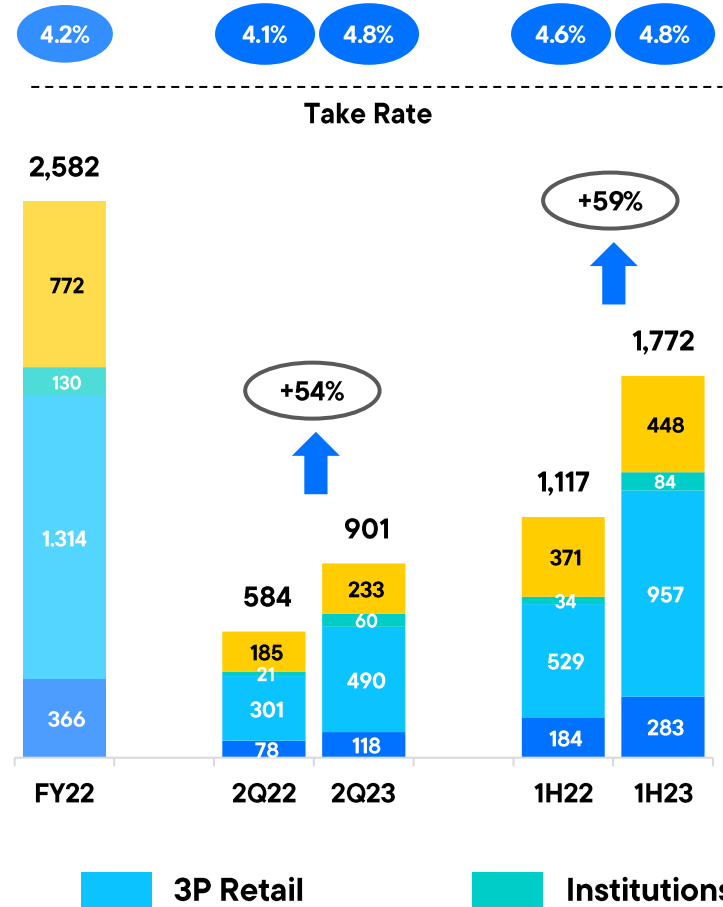
Net Revenues

(IDR billion)



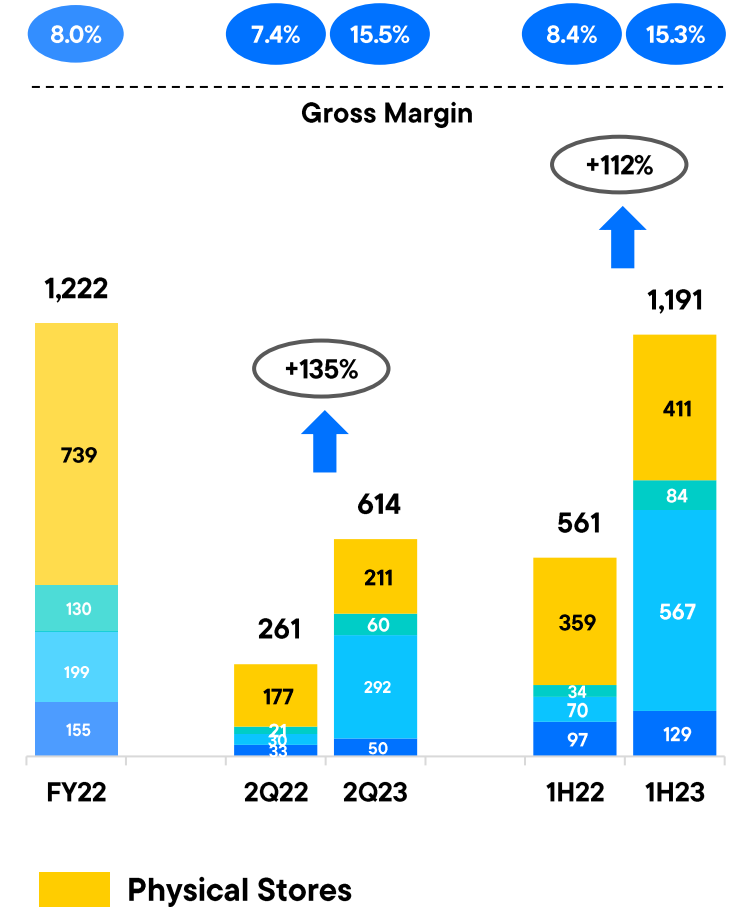
GPBD⁽¹⁾ & Take Rate⁽²⁾

(IDR billion; %)



Gross Profit & Gross Margin⁽³⁾

(IDR billion; %)



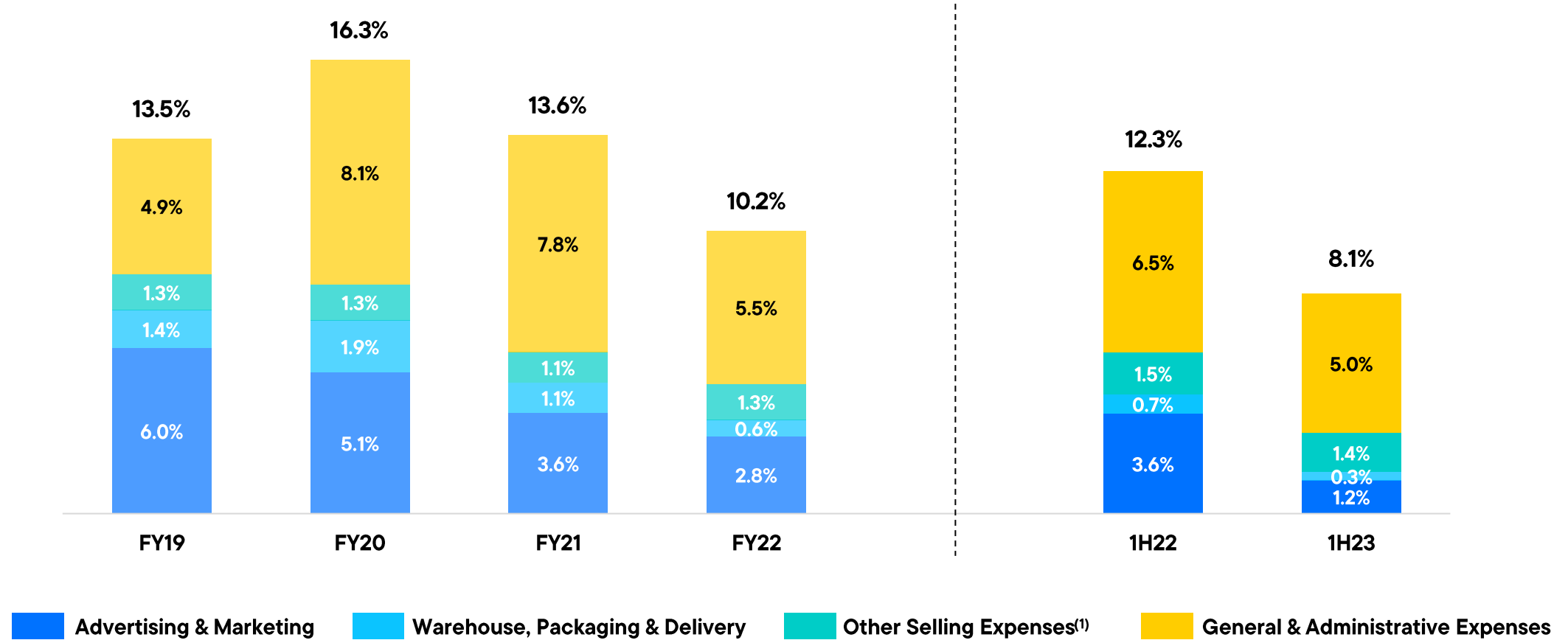
Notes:

- Gross Profit Before Discount (GPBD) is gross profit earned from direct sales after adding back discount and subsidies during the relevant period/year
- Take Rate is defined by GPBD divided by TPV, each for the relevant period/year
- Gross Margin is defined by Gross Profit divided by Net Revenues, each for the relevant period/year

Optimized Operating Leverages

Operating Expenses as Percentage to TPV

(%)



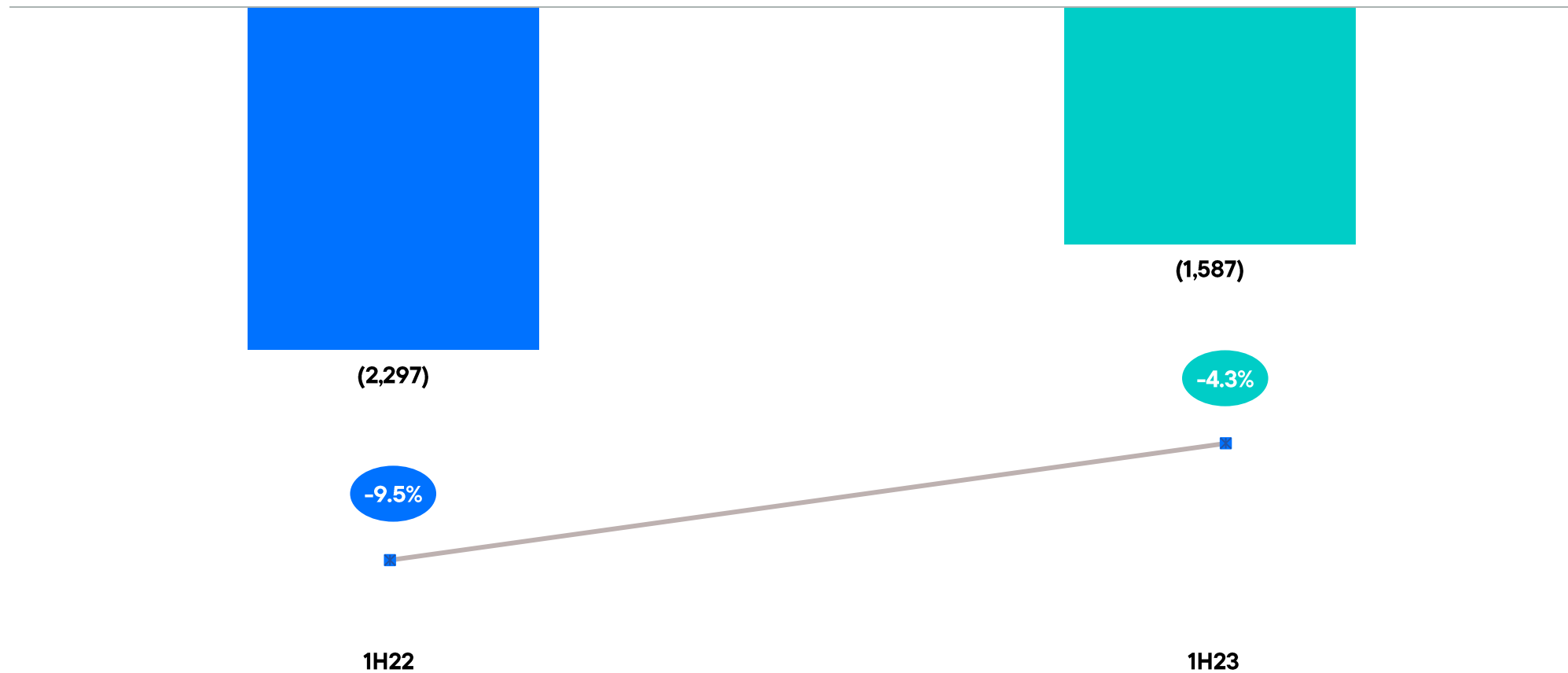
Notes:

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

Improved Profitability Performance

EBITDA⁽¹⁾ and EBITDA as Percentage to 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/year



Thank You

For further information, please contact:
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