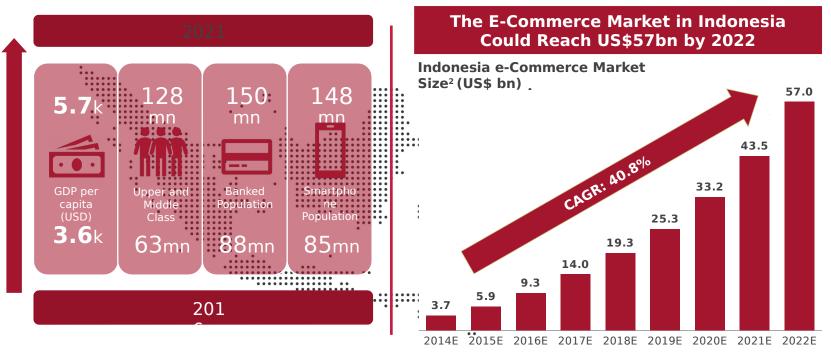


October 2018



#### Indonesia: Poised to be Digital

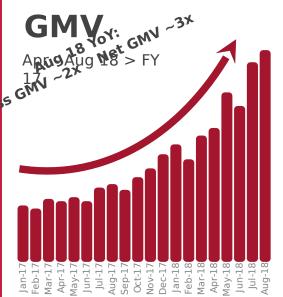


Source: CLSA, Euromonitor, iResearch, Macquarie, eMarketer

<sup>&</sup>lt;sup>1</sup>Online retail penetration and spending per capita are based on Euronomitor estimates. Indonesia online retail penetration based on online retail sales of US\$1.7bn and US\$9.4bn in 2015 and 2020, respectively, and retail sales of US\$145.8bn and US\$192.9bn in 2015 and 2020, respectively.

<sup>&</sup>lt;sup>2</sup> Market size is estimated by taking the 2014 estimate by CLSA (US\$3.7bn) and median annual growth rate of multiple market reports based on Euromonitor, CLSA, Macquarie, eMarketer (avg YoY growth rate are:2015 58%, 2016 59%, 2017 50%, 2018 38%, 2019 31%. 2020 – 2022 have been extrapolated at 31% - the 2019 YoY growth rate.





August 18 Ann. Run Rate:

- Gross GMV ~USD4bn
- Net GMV ~USD2.5bn

Last 3 months TRX (Jun 18 - Aug 18) of 35mn is already COMPARABLE to FY17 of 36mn



# The Three Cornerstones of Bukalapak



#### marketplace (Conventional Physical Goods)

- Current market: grassroot, male, outside Jakarta
- Target: upper end, female & strengthen

#### — Non-Marketplace (Virtual Products)

- Bukalapak becomes part of the users' lifestyle
- Increases interactions with users
- Addresses the users' daily



#### End Customers MAU >50mn users



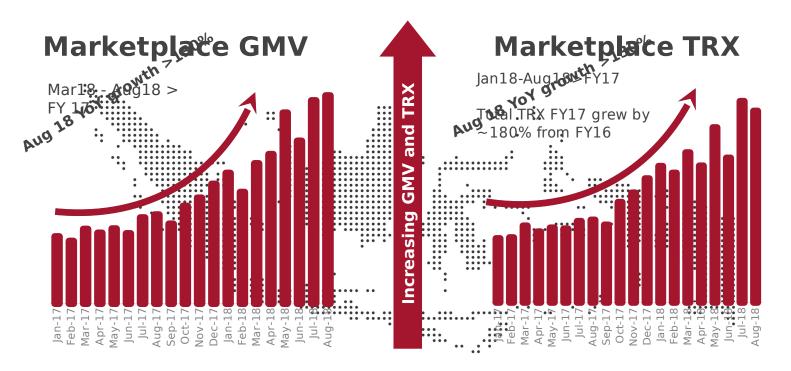
020 (Mitra)

- Provides digital products to customers
- Replenishes the Mitra's supply
- Offers better system to manage husiness



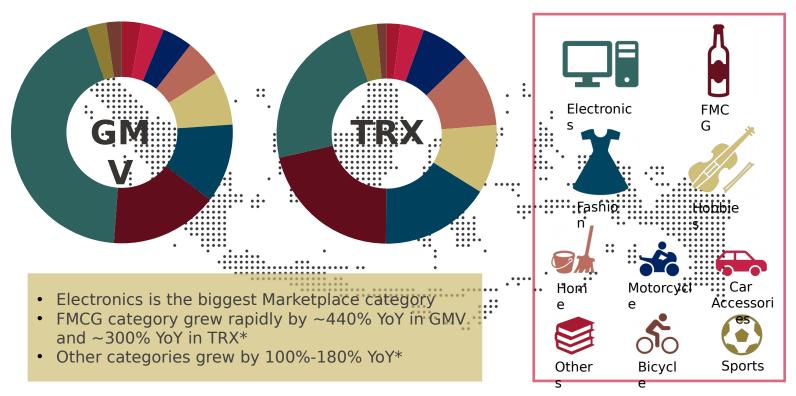
## Market Place

#### Marketplace: GMV and



Despite the introduction of Non-Marketplace products, Marketplace continues to grow

#### Marketplace

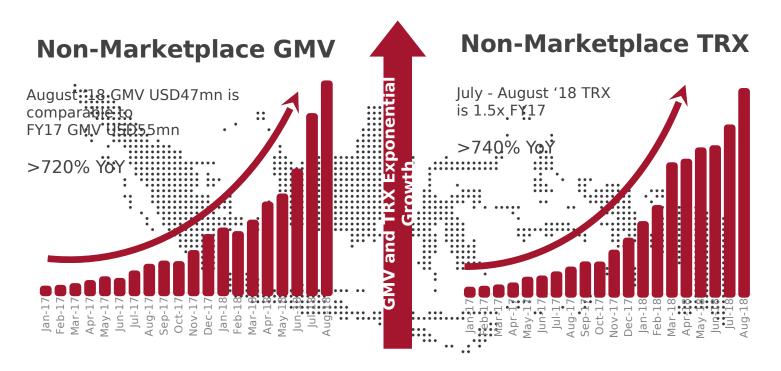


<sup>\*</sup>Source: Company data per August 2018

# Non-Market Place

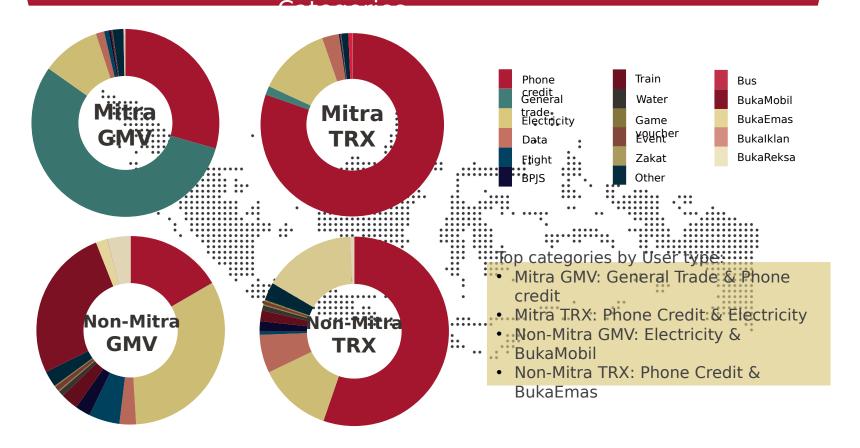


#### Non-Marketplace: GMV and



Non-marketplace products have been growing at an exponential rate

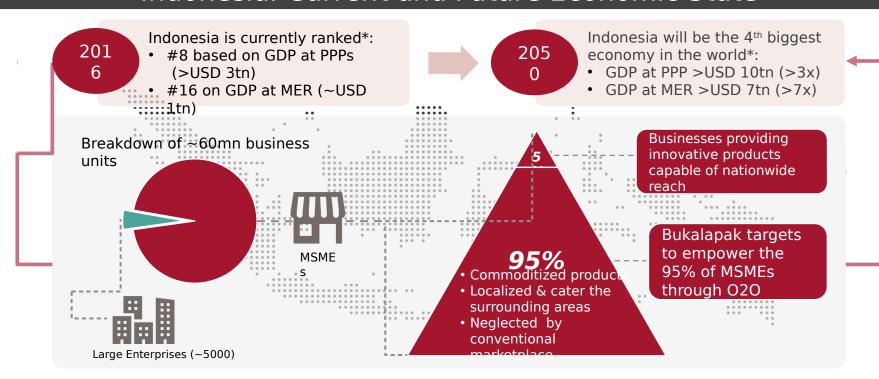
#### Non-Marketplace





## Mitra Bukalapak

#### Indonesia: Current and Future Economic State



Indonesia's GDP Growth will be driven by the Grassroot class' purchasing power through the 95% of MSMEs: localized businesses selling commoditized products

#### O2O: Empowering the 95% of Indonesia's MSMEs

#### Conventional Marketplace

Increasing Demand

- Provides access to wider audience and users
- Neglects the 95% of Indonesian MSME

Bukalapak's O2O ("Mitra Bukalapak")

Supporting the Suppliers

- Provides digital products to customers
- Provides access to better supplier and more efficient distribution
- Offers Mitra Bukalapak better systems to manage their business

Empowered MSMEs

Bukalapak empowers MSMEs through O2O and drives Indonesian economic growth



#### **020 Presence in Indonesia**

#### Bukalapak Has a Strong Management Team Manned by Local Talents

Achmad Zaky Founder & CEO



- Graduated from
  Bandung Institute
  of Technology (ITB)
  with honors.
  Founder of ITB
  Entrepreneur Club
- Founded Bukalapak upon completion of studies in the US
- Recipient of Satya Lancana Wirakarya from President of Indonesia, Joko Widodo

Fajrin Rasyid Co-Founder & President



- Graduated from Bandung Institute of Technology (11B) with Summa Cum Laude and highest GPA
- Former consultant at BCG in Southeast Asia before establishing Suitmedia, leading digital agency

Nugroho 'Xinuc' Co-Founder & CTO



- Graduated from Bandung Institute of Technology (ITB)
- 10 years of
  experience in
  building:system
  architectures. One
  of Indonesian Ruby
  gurus and
  conquered more
  than 10
  programming
  languages
- Organizer of global Ruby community in Indonesia

Willix Halim COO



- នោះ៤០ប៉ុន្មិតted from ប្រាប់ខ្មុំវិន្ទិរិទ្ធិប Melbouriae
- Former Senior Vice
  President of Growth
  (2ic) at
  Freelancer.com, the
  largest freelancing
  and crowdsourcing
  marketplace
- Bootstrapped the company and listed in ASX at \$1 billion valuation after 3 years of inception

Teddy Oetomo CSO



- Graduated from Sydney University with Ph.D and B.E. with First Class Honours:
- Former Head of Intermediary Business of Schroders Indonesia and Head of Equity Research of Credit Suisse Indonesia
- Hold 7 publications in internationally peer-reviewed academic journals

Natalia Firmansyah CFO



- Graduated from Trisakti University
- Has over 17 years career in financial sector
- Former Country CFO of Novartis Indonesia

#### Bukalapak Has a Strong Management Team Manned by Local Talents

Zakka Fauzan VP of Society

Gema Buana VP of Talent Bayu Syerli VP of Marketing Ibrahim Arief VP of Engineering Bin Anindita VP of Merger & Acquisition Gani
VP of
Merchants

Yoel Sumitro
VP of
Product
Design



- Graduated from Bandung Institute of Technology (ITB), UNL Portugal, and FUB Italy
- Erasmus Mundus:
   European Master in
   Computational
   Logic
- Has worked at Bukalapak since 2013



- Graduated from Bogor Agricultural University
- 4 years of experience as Management Development lead corporate strategic planning and improvement process
- Has worked at Bukalapak since 2014



- Graduated from
  Bandung Institute
  of Technology (ITB)
  - experience in digital marketing by working both on agency-side and client-side
- Has worked at Bukalapak since 2015



- Graduated from
  Bandung Institute
  of Technology
  (ITB), NTNU
  Norway, UEF
  - នៅតាំង ដំបើ រប៉ា Saint-Etienne France. Former
  - Former
    Engineering Lead
    at bol.com, one
    of the largest ecommerce in
    Western Europe
- Has worked at Bukalapak since



- Graduated from
  Bandung Institute
  of Technology (ITB)
  and INSEAD
  Fornter Consultant
  At McKinsey and
  Planning, Strategy
  and Rick Manager
  - and Risk Manager at LafargeHolcim, leading global building materials and solutions
- Has worked at Bukalapak since 2017



- Graduated fiola
  University of
  Melbourne and
  holds MBA degree
  from INSEAD
- Formerly worked in Ericsson (Melbourne) and Bain & Co.
- Certified Business Management from University of Melbourne



- Graduated from Bandung Institute of Technology (ITB) and University of Washington
- Formerly worked in Uber and Adidas
- Has worked at
  Bukalapak since
  June 2018

# Terima Bukalapa