



**linknet**

# **PT Link Net Tbk**

1Q21 Company Presentation

- **Home Passed**

- A home is classified as a 'home passed' where we have physically rolled our network passed the curb of the home. This is the clearest and most accurate and genuine way to define a 'home passed'. Any of our homes passed can be connected to our service very rapidly upon signing up to our service
- Importantly our definition does not mean that a home is within 200-300 meters of a Network Access Point or HFC Port. If we were to use this definition this would expand our homes passed significantly

- **Gross Subscribers**

- Is the number of new subscribers which were added by our sales team in a time period. This does not include the number of accounts which churned (disconnected) out of our service

- **Net Subscribers**

- Is the number of additional subscribers to our service after deducting those subscribers which have churned (disconnected)

# Definitions

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- **Backbone**

- Cables that carry aggregation traffic from Last Mile, consist of:
  - Inner-City Backbone: connecting last mile aggregation
  - Inter-City Backbone: connecting cities
  - Internet Backbone (usually submarine cable for Indonesia): connecting the ISP to the internet

- **Last Mile**

- These are the cables which are connected from the Network Access Point or HFC Node to the home

- Link Net's backbone is completely fiber. The last mile is a mixture of HFC & FTTH. Of our last mile of 2.679 million homes passed, 86% us HFC and 14% is FTTH.

**The total length of our cables, backbone and last mile is 32,337kms, of this 16,265kms are fiber and 16,072kms are HFC**

- **Hybrid Fiber Coaxial (HFC)**

- Refers to a broadband telecommunications network that combines optical fiber and coaxial cable
- Top Speed Link Net provides via HFC: 1Gbps
- Top theoretical speed with existing technology: 10Gbps

- **Fiber To The Home (FTTH)**

- Is broadband network architecture using optical fiber to provide all or part of the local loop used for last mile telecommunications
- Top Speed Link Net provides via FTTH: 1Gbps
- Top theoretical speed with existing technology: 10Gbps

- **What We Don't Use**

- Link Net does not use any copper based ADSL technology

## Introduction to Link Net



# Link Net – The Gateway to Indonesian Consumer Homes



Note: Company data as of March 2021 unless otherwise stated

a) HSBB refers to High Speed Broadband which is a fixed network capable of providing internet speeds of at least 4Mbps

b) Revenue and EBITDA CAGR over FY2011 to FY2020

# Link Net's Footprints

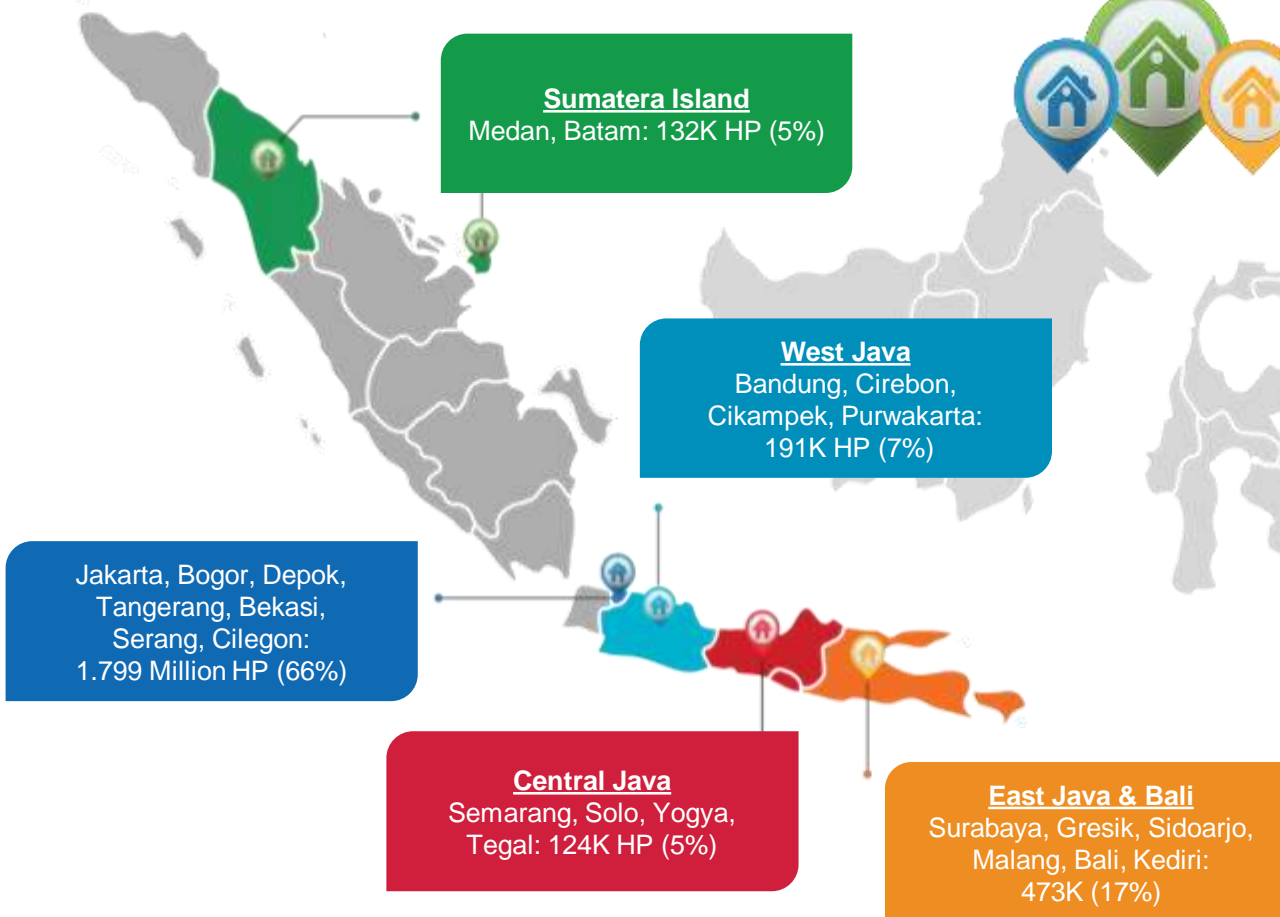
Continuously expanding our coverage to reach more cities in Indonesia



TOTAL HOMES PASSED

**2.7+ million**

in 23 cities



 **Industry Overview**





# Indonesia Presents a Massive Internet Opportunity

Large scale economy



Growing affluence



Young demographics



Online penetration



**271 million** people <sup>(a)</sup>

**4<sup>th</sup>** largest globally <sup>(a)</sup>

**US\$1,119 bn** GDP<sup>(a)</sup>

**US\$4,284** GDP per capita <sup>(a)</sup>

**5.5% GDP CAGR** annually for the next 5 years <sup>(b)</sup>

**58%** of population under 30 years of age <sup>(c)</sup>

**Millennials** with "Internet lifestyle"

**171+ million** Internet users <sup>(d)</sup> where

**59%** Are Actively Using Social Media <sup>(d)</sup>

**Indonesia's large and young population base, growing affluence, and expanding Internet user base are driving the future Internet opportunity**

a) Worldometers & World Bank (2020); b) Based on 2019-2024 CAGR. Represents nominal GDP Media Partners Asia (2020); c) CIA World Fact Book (2020); d) Statista (2020)



# Only 2 Companies Operate with Scale in the Fixed Broadband Market

## Comparison of Key Fixed Broadband Operators in Indonesia (High-Speed Only)

Homes passed ('000)	2,729 (4 major cities)	c.20,000 (nationwide)	c.1,500	c.800	c.775
Subscribers ('000)	~859	~7,760	~290	~180	~300
Price for 10-15 Mbps eqv. Product	<b>IDR 297,000</b> (8Mbps) 137 Channels <sup>(a)</sup> (49 HD + 87 SD + 1 4K)	N/A	<b>IDR 290,500</b> (10 Mbps) 90 Channels (15 HD + 75 SD)	N/A	N/A
Price for 20-25 Mbps eqv. Product	<b>IDR 451,000</b> (25Mbps) 164 Channels <sup>(a)</sup> (68HD + 95 SD + 1 4K)	<b>IDR 345,000</b> (20Mbps) 109 Channels (18 HD + 91 SD)	<b>IDR 390,500</b> (20 Mbps) 90 Channels (15 HD + 75 SD)	<b>IDR 290,000</b> (20 Mbps) 66 Channels (25 HD + 41 SD)	N/A
Price for 30-50 Mbps eqv. Product	<b>IDR 651,000</b> (40Mbps) 184 Channels <sup>(a)</sup> (79 HD + 104 SD + 1 4K)	<b>IDR 560,000</b> (50Mbps) 109 Channels (18 HD + 91 SD)	<b>IDR 490,500</b> (30 Mbps) 90 Channels (15 HD + 75 SD)	<b>IDR 444,546</b> (50 Mbps) 66 Channels (25 HD + 41SD)	<b>IDR 450,000</b> (75 Mbps) 51 Channels (20 HD + 31 SD)

**While a number of companies have entered the fixed broadband market, only 2 companies (Link Net and PT Telkom) currently operate with scale**

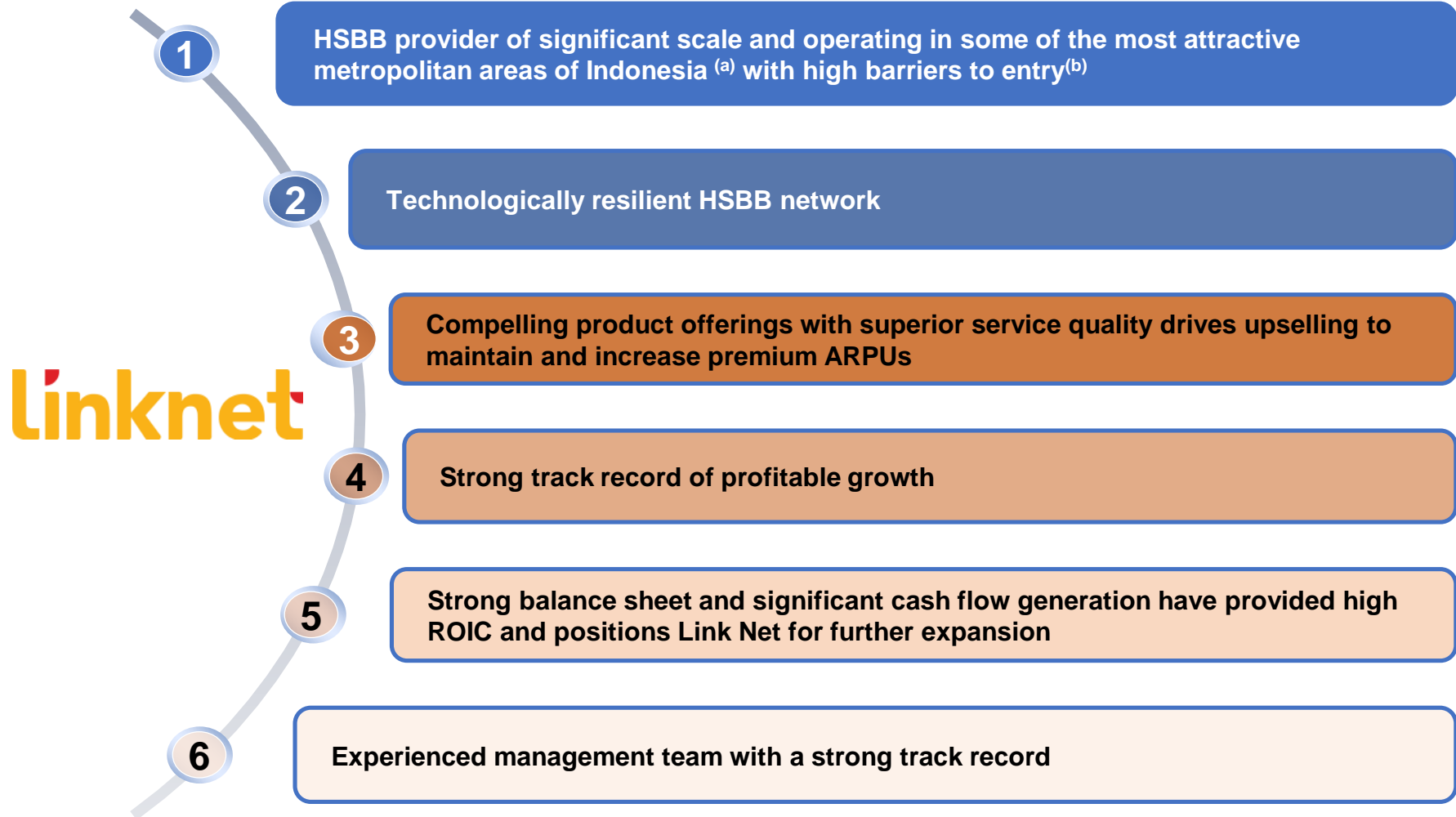
Source: Company website, company information, Media Partners Asia 2020

Note:

(a) Based on equivalent packages with competitors

## Key Investment Highlights





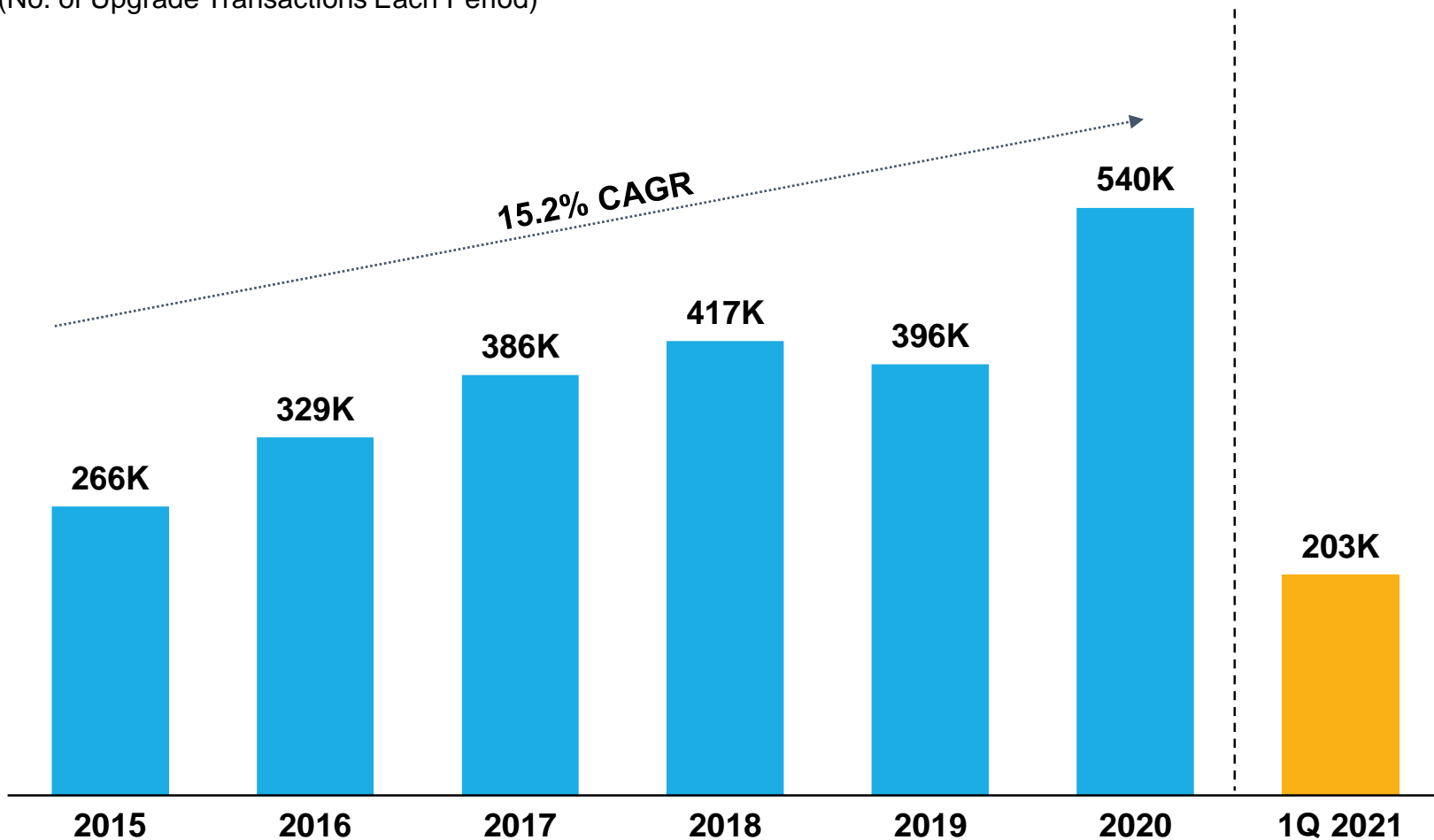
a) Indonesia is one of the most underpenetrated and fastest growing broadband and pay TV markets globally in terms of subscribers out of the top 20 largest global economies. (2018 Media Partners Asia)

b) Media Partners Asia (2018)

# Drives Upselling to Maintain Our Premium ARPUs

## Combination of Push and Pull Strategies to Drive Conversions and Upselling

(No. of Upgrade Transactions Each Period)



Note: Upgrade transactions refers to any type of upgrade transaction a Link Net subscriber enters into which results in his overall ARPU increasing.

- Through annual price increase and periodic (quarterly) upselling/cross selling of our customers, we have been able to consistently increase ARPU over time. For example, a customer in Jakarta who started using our service 5 years and was at Rp350k per month, would now be paying Rp532k per month, an increase of 52%. This has been consistent trend in our original 3 network areas.

- Below is the growth in ARPU of each selected major cities:

Area	5 Year ARPU Growth
Jakarta	52%
Bandung	59%
Surabaya	51%

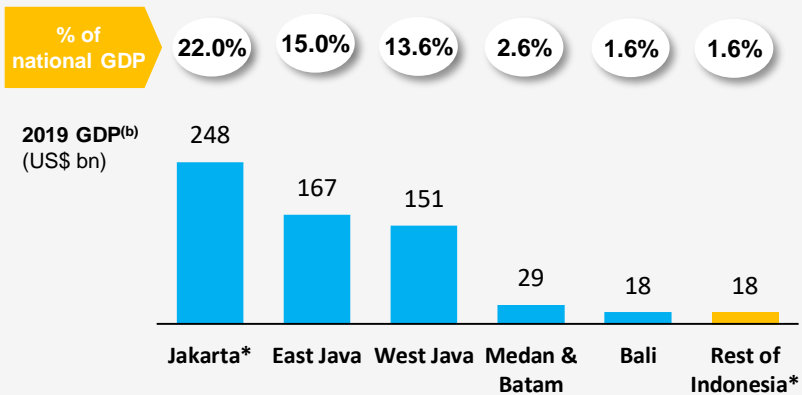
- Below is the growth of ARPU in newer cities:

Area	ARPU Growth (0-12 Months)	ARPU Growth (13-24 Months)
Medan	10%	43%
Batam	9%	28%
Solo	10%	33%

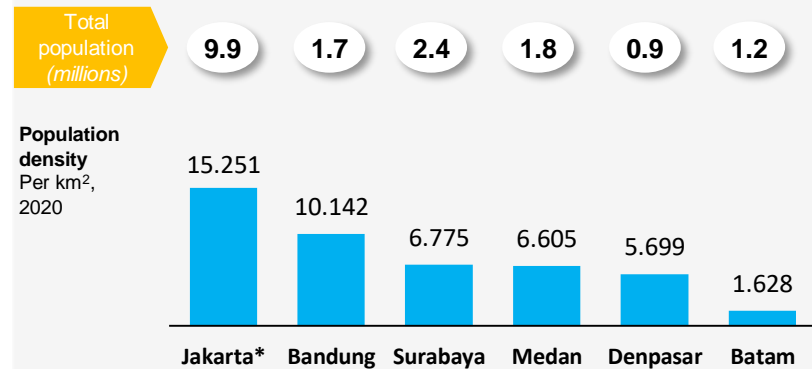
- Overtime, customers demand for data continue to increase. As customers readily use streaming services and video intensive applications, demand for data will continue to grow and thus increase their appetite to upgrade to higher bandwidth packages

# Targets Large and Fast Growing Affluent Segment

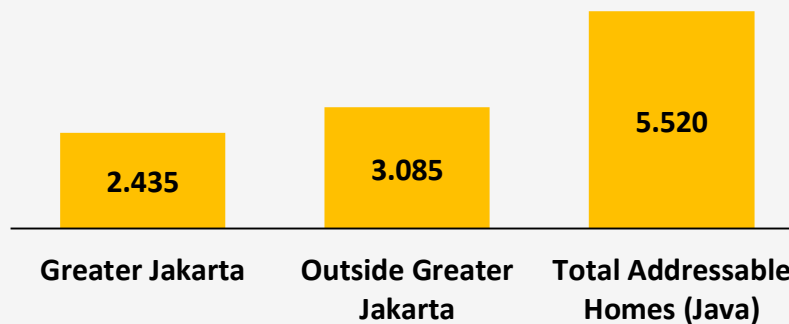
## Operating in provinces with high GDP contribution...(a)



## ...and in some of the most densely populated cities<sup>(a)</sup>



## Total Addressable Homes in Java<sup>(e) (f)</sup>



a) Badan Pusat Statistik ("BPS") (2020);

b) GDP assumes the average USD/IDR exchange rate of 14,200;

c) Jakarta and Greater Jakarta

d) Rest of Indonesia figure is the average of the remaining provinces as per BPS excluding Jakarta & Greater Jakarta, East Java and West Java, Medan & Batam and Bali;

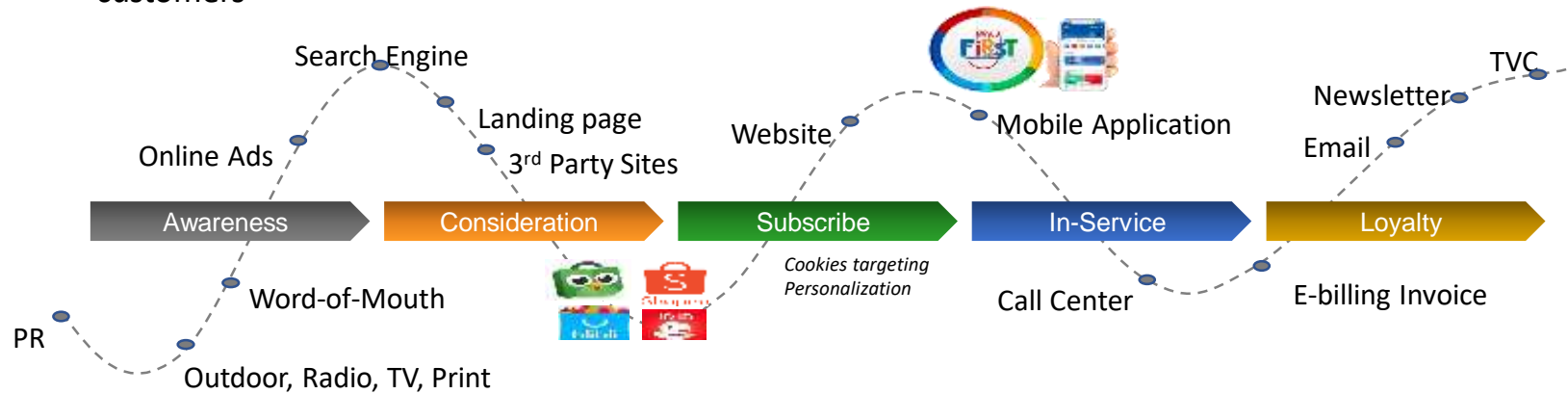
e) Company data;

f) Potential of 6.6 million homes in middle class in selected Java island

# High Barriers to Entry



**Strong Brand and Customer Base:** building brand awareness and sustaining lifetime relationships with customers



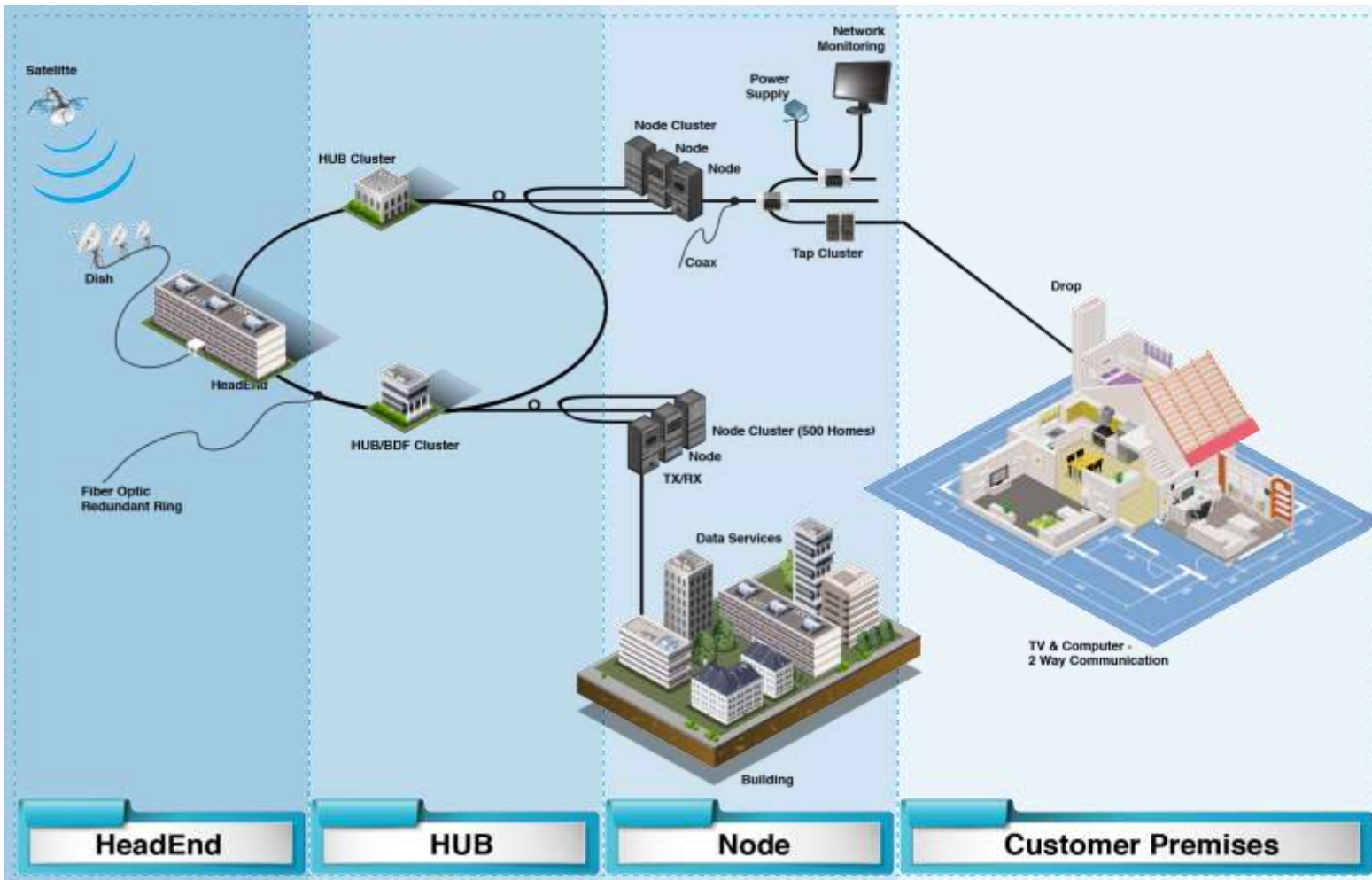
 <p><b>For the 4<sup>th</sup> time received The Best Contact Center Indonesia Award</b></p>	 <p><b>For the 3<sup>rd</sup> time in a row received Indonesia Content Marketing Awards</b></p>	 <p><b>For the 5<sup>th</sup> time received Indonesia WOW Brand Award</b></p>	 <p><b>For the 3<sup>rd</sup> time in a row received Service Quality Award</b></p>	 <p><b>Indonesia Customer Experience Award 2020 for Fixed Internet Broadband &amp; Pay TV</b></p>
<p>Categories:</p> <ul style="list-style-type: none"> <li>• Customer Experience</li> <li>• Technology Innovation</li> <li>• Digital Media</li> <li>• Business Contribution</li> </ul>	<ul style="list-style-type: none"> <li>• Operations</li> <li>• People Development</li> <li>• Employee Engagement</li> </ul>	<p><b>ISO CERTIFICATION</b></p>	<p>9001:2015 14001:2015 20000-1:2011 27001:2013</p>	<p>Quality management system Environmental management system IT Service Management System Information security management system</p>



# High Barriers to Entry (Cont'd)



**Human Capital and Technology Management Skills:** high level of expertise in network design and architecture as well as highly qualified technical personnel to build the network

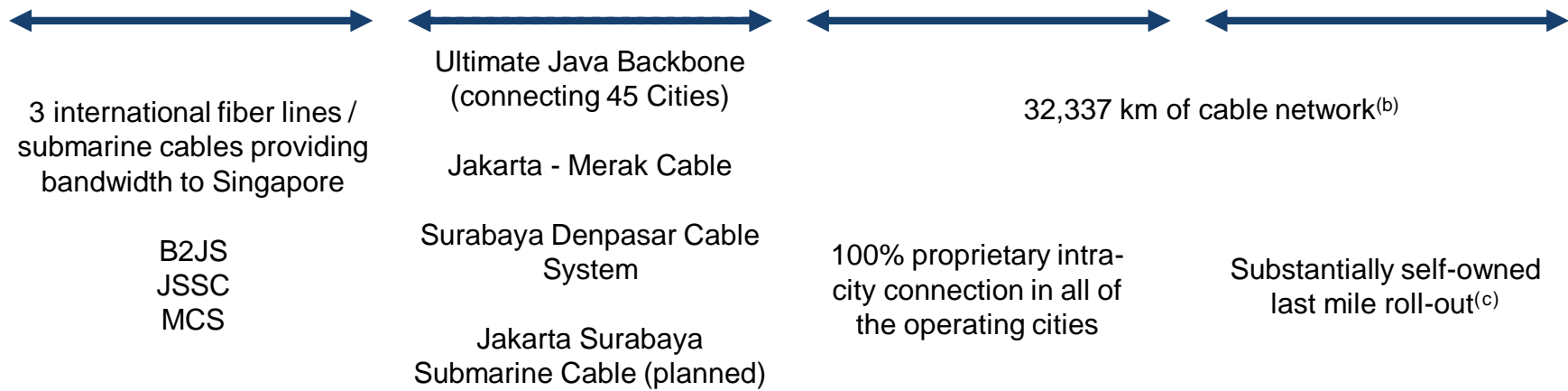


# Technologically Resilient HSBB Network

Link Net has Already Completed Most of Its End-to-End Network Infrastructure, Assuring Network Quality and Reducing Future Investment Requirement



Vertically Integrated End-to-end Network Infrastructure

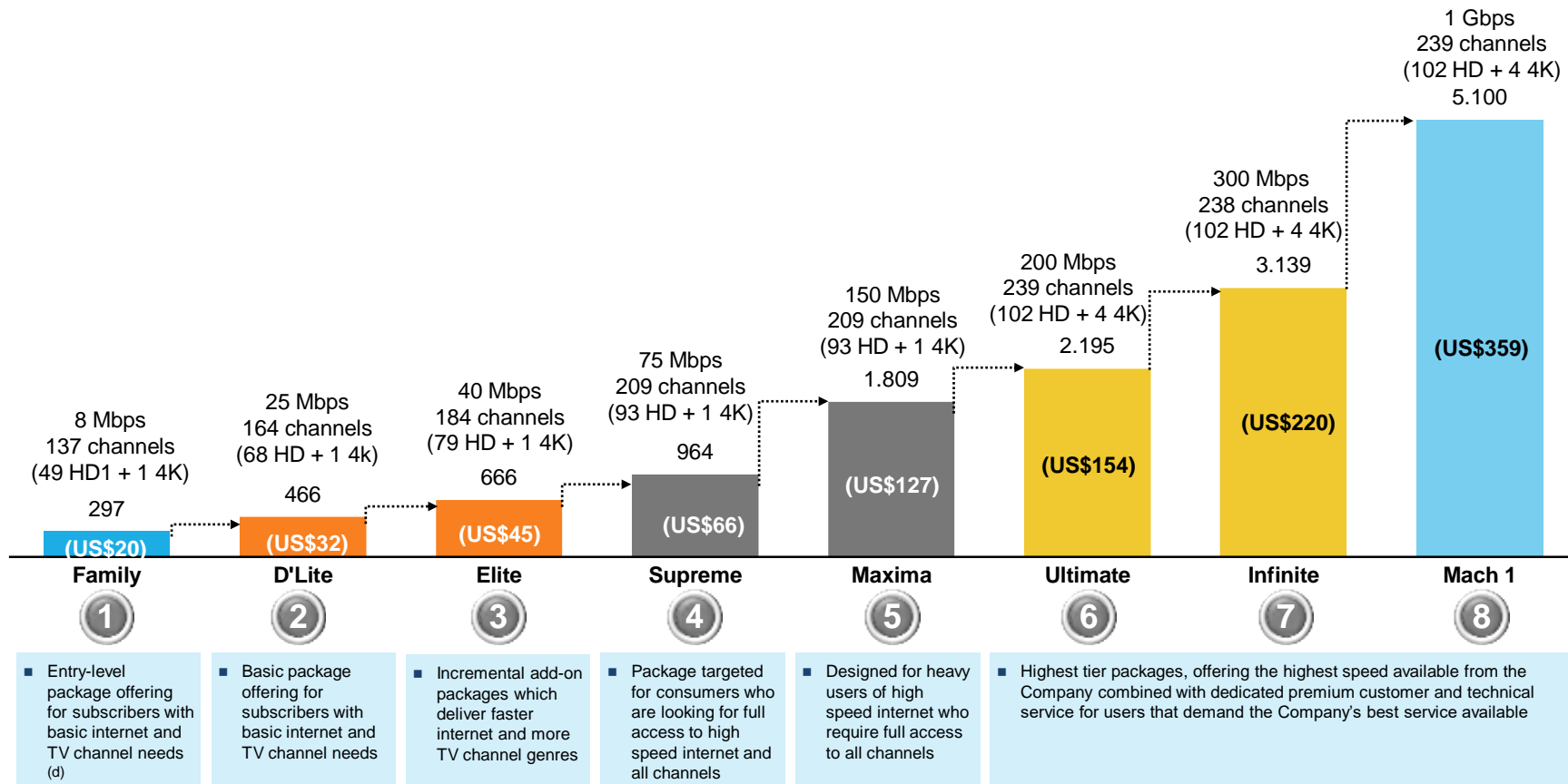


Selective Usage of Third-Party Network for Quality

Note:  
 a) Link Net acquired a 15-year right to use the Ultimate-Java backbone in 2017  
 b) Total cable length includes HFC and FTTH as of December 2020  
 c) Limited exceptions for certain last mile owned by property developers

# Compelling Product Offerings with Superior Service Quality

Wide Range of Product Offerings to Cater Different Customer Needs<sup>(a,b)</sup>



Note: As of May 2021; in IDR'000; FX at IDR14,200 / USD

a) All price is including CPE rental, excluding 10% VAT and add-on channels. Total Link Net channel offering are 240

b) Wireless Docsis 3.0 Modem (previously Docsis 2.0) and HD STB for FAMILY and D'LITE & Wireless Docsis 3.0 Wi-fi Modem and X1 4K STB (previously X1 HD STB) for ELITE. Prices for all packages include First Media X

# Experienced Management Team with a Strong Track Record



**Marlo Budiman, President Director & Chief Executive Officer**

- More than 15 years experience in senior executive roles across various industries including telecommunications and consulting.
- Has had multiple leadership roles and has excelled in growing revenue, cost management, debt restructuring and corporate strategy.
- Holds degrees in finance and real estate from Ohio State University.



**Johannes, Chief Financial Officer**

- Johannes has more than 20 years of experience across Finance and Audit through various senior executive leadership roles.
- Previous to Link Net, Johannes was a senior finance executive at PT Smart Tbk (Sinarmas Group Company)



**Victor Indajang, Chief Operations Officer & Deputy CEO**

- Extensive experience as director of operations and technology roles across high-speed broadband industry over the last 13 years
- Played a pivotal role in developing operations that support Link Net's network



**Edward Sanusi, Chief Technology Officer & Head of Product**

- Over 21 years of experience in managing technology related business models for software development, ISP, Cable TV, social media, and system integration
- Previously Director / CEO in PT Plexis Erakarsa Pirantiniaga



**Agus Setiono, New Roll Out Director**

- Seasoned leader in operations, marketing in major foreign bank with more than 28 years of experience in technology, media and networks
- Prior to joining Link Net, he was the VP of Card Marketing in Citibank Indonesia



**Sutrisno Budidharma, Residential Sales Director**

- Over 27 years of extensive experience in leading product sales teams in banking and branch management in the banking sector
- Previously Business Development and Direct Sales Director in Link Net



**Agung Wiguna, Enterprise Sales Director**

- Over 17 years experience in senior leadership positions across telecom, media, and consulting companies, including PT Solusi Tunas Pratama Tbk
- Holds a Masters of Management in Finance and a Bachelor degree in Civil Engineering



**Benni Lim, Supply Chain Director**

- Over 26 years of experience throughout directors roles is various telecommunications companies such as Managing Director at PT Petro Data System, PT Power Telecom, CEO PT Graha Teknologi Nusantara



**Yosafat Hutagalung, Chief of Human Capital**

- Over 20 years of experience in various companies with the position of Human Resources Director
- Prior to PT Link Net, he leads numbers of successful Human Resources function in a wide range of industries



**Ferliana Suminto, Content Director**

- Seasoned leader with more than 23 years of experience in finance, business development, information and communication technology
- Prior to joining Link Net, she was the Chief Financial Officer in PT. Indonesia Media Televisi



**Santi Basuki, Marketing Director**

- 15 years experience in marketing and customer relationship management
- Currently covers marketing strategic planning for acquisitions, customers portfolio management, and marketing communications

## Key Strategies



# Four Strategic Growth Pillars

	1	2	3	4
Focus	Maintain <b>expansion</b> momentum through <b>strategic roll-out</b>	<b>Maximize capital utilization</b> through intensifications	Cementing position as a <b>leading HSBB provider of choice</b>	Continued <b>expansion of enterprise</b> business
Description	<ul style="list-style-type: none"><li>• Extend strategic partnerships &amp; extensions</li><li>• Continue to “Fill in the gaps” in existing cities</li><li>• Explore, utilize and test new technologies</li></ul>	<ul style="list-style-type: none"><li>• Boost penetration rates and increase returns via remarketing initiatives &amp; compelling bundles</li><li>• Upsell with value added services</li></ul>	<ul style="list-style-type: none"><li>• Continuously enhance overall product &amp; network service quality</li><li>• Innovative product offerings</li></ul>	<ul style="list-style-type: none"><li>• Provide nation-wide services by utilizing partners’ infrastructure</li><li>• Service beyond connectivity. Providing total solutions (ICT solutions) for customer’s requirements and more competitive product variations</li><li>• Enriched knowledge and experience of enterprise sales team</li></ul>



	Potential	Commentary
<b>A</b> Existing cities	<ul style="list-style-type: none"><li>▪ 2.7m homes passed as of March 2021</li><li>▪ Further upside in addressable households with economic growth</li><li>▪ Continue to grow penetration in existing network areas and proactively upsell to grow ARPU</li></ul>	<ul style="list-style-type: none"><li>▪ Focus on premium locations and selected households</li><li>▪ Leverage strong execution track record and technical know-how</li></ul>
<b>B</b> New cities	<ul style="list-style-type: none"><li>▪ Java intercity fiber backbone acquisition provided instant access to c.45 cities</li></ul>	<ul style="list-style-type: none"><li>▪ Strategic expansion into key metropolitan cities in Java Island</li><li>▪ Employ robust and stringent ROIC analysis in evaluation</li><li>▪ Acquisition of Jayabaya Submarine Cable System to increase redundancy and stability</li></ul>



# Strategic Regional Expansion through Java Backbone

The intercity backbone will open doors to 45 cities



## Current Coverage

- |            |            |
|------------|------------|
| Jakarta    | Semarang   |
| Bogor      | Solo       |
| Depok      | Yogyakarta |
| Tangerang  | Tegal      |
| Bekasi     | Surabaya   |
| Bandung    | Malang     |
| Cirebon    | Gresik     |
| Cikampek   | Sidoarjo   |
| Purwakarta | Kediri     |
| Serang     | Denpasar   |
| Cilegon    | Medan      |
|            | Batam      |

## Strategic Roadmap for Enterprise Business



Provide **nation-wide** services by utilizing partners' infrastructure



Service beyond connectivity. Providing total solutions (ICT solutions) for customer's requirements and more competitive product variations



Enriched knowledge and experience of enterprise sales team

## Recent Initiatives

1

Continued service expansions and improvements

- Pre-wiring of office buildings
- Standardized and automation of work orders to increase efficiency and reduce delivery lead time

2

More competitive product offerings

- Standardized service packages
- End to end solution via bundled offering
- Value added services and managed services

3

Sales capability and internal process improvement

- Dedicated sales team
- Automation of network monitoring and trouble ticketing system
- Empowering the sales team to make an effective and efficient solution

# Business Overview



# Business Overview

## A. Residential Business



# Our Competitive Edge

Always serves customers with best products & service quality



## UNLIMITED ENTERTAINMENT WITH BEST CONTENT

**Most Channels & Highest** number of **HD** channels of any provider in Indonesia (240 channels; 108 HD)

**OTT** (Catchplay, HBO GO, VIU, and more to come)

## LEADING THE WAY IN PRODUCT INNOVATION

**Digital Smart Box X1**  
An interactive smart TV experience

**FirstMediaX**  
TV anywhere application

**DOCSIS 3.1**  
Ready (up to 10Gbps)

**SuperWifi**  
Mesh Wifi router for best coverage

## SUPERIOR QUALITY OF SERVICE

**SLA (3 – 4 hours)**  
to respond to network issues

**24 Hours Call Centers**  
Dedicated Lines to Premium Customers

**My FirstMedia App**  
one stop digital self care for 24 hours quick solution

## RELIABLE NETWORK CONNECTION

Regular upgrade & maintain networks

Implementation of **CNH** (Customer Network Health Status), a system that monitors the general health of our Network

**20 years** of experience in Network Architecture



# Indonesia's Widest Portfolio of "Must-See" Premium Channels



- Highest number of HD channels to provide superior quality HD experience for customers
  - Currently offers 108\* HD Channels
  - Total of 240<sup>(a)</sup> channels (108HD and 132SD)
- First to launch TV Anywhere service with more than 100 channels
  - Highest number of TV Anywhere channels amongst cable TV operators
- Recently forged partnerships with Catchplay, HBO GO and Viu, WeTV, GoPlay and iQIYI further boosting OTT content library

- Deep and unique understanding of Indonesia's viewership preferences
  - Offers a wide variety of attractive channels
- Content sourced through various international and local providers, with whom Link Net has established deep relationships
  - International content costs are primarily in US\$, most of which are pegged to Rupiah.

**Widest and Diverse Channel Selection Addressing Viewership Preferences**

(a) Based on the most expensive package's channel offerings.

# Business Overview

B. Enterprise Sales



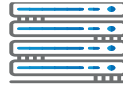


# Total ICT Solutions for Enterprise Customers

## OUR SERVICES



Connectivity



Data Center



Manage Services



Cloud Services



Voice



Financial Services



Hospitality



Telecommunication



Government & Public Services



Energy & Resources



VSAT Services

## INDUSTRY SOLUTIONS



Media & Entertainment



Manufacture



Education



Property



Transportation



FIRST KLAZ

Enjoy excellent Learning Management System and learning experience with integrated solution for School, Teacher, Parents, Students.



TEMPERATURE SCREENING SYSTEM

Detect fever real time per millisecond with AI and face recognition for preventive solution to minimize risk for manufacture and office building



CISCO WEBEX MEETING

Working at home or remotely shouldn't impact your normal business meetings, no matter what device you are on for small, medium and large enterprise



IdeaHUB

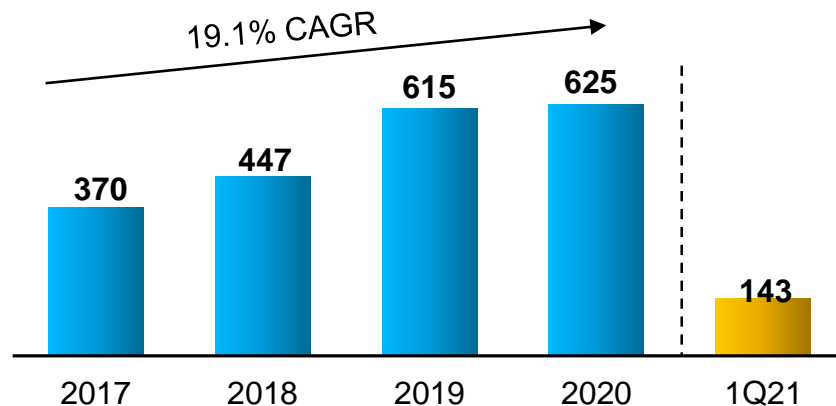
Breaks the limitation of traditional conference and space by all in one collaborative boards to have more efficient teamwork



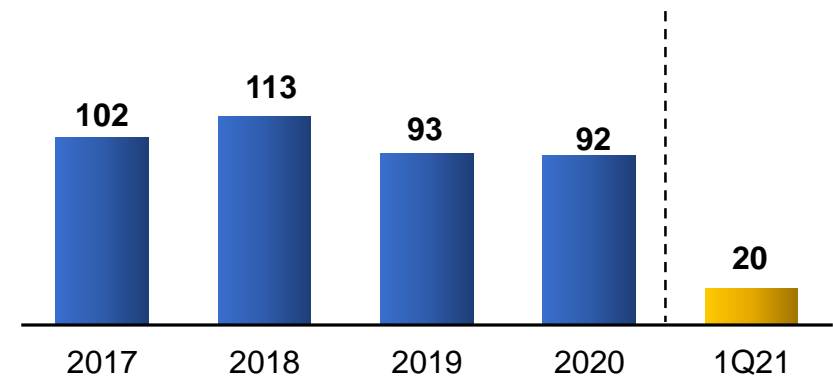
## Enterprise Sales Strategy

- ✓ Leverage existing network and Partner with other Providers to extend Coverage and Services, targeting incremental sales from existing and New Customers
- ✓ To become one of the best data communications and ICT solutions providers – Target industries which have *minimal negative impact from the pandemic*

### Enterprise Business Revenue (IDR bn)



### Media Business Revenue (IDR bn)



# Serve More Than 2500 Enterprise Customers

- ✓ **Our customers require Reliable and Trusted connectivity needs**, especially in the FSI and Digital business, where the risk exposure is high
- ✓ With our highly resilient network, we are able to provide **99.99% redundancy for mission-critical services**

## Indonesia Stock Exchange



Link Net is the sole provider for the Indonesia Stock Exchange (IDX) since 2001, making Link Net the most trusted internet provider in the Financial Services Industry.

## Financial Sector Industry (FSI)



## Digital Business / e-commerce



## Retail



## Hospitality



## Government



# Business Overview

C. Migration Project



# Network Migration Project

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- We continue to successfully migrate our network and as of the end of May we have now completed approximately one third of the entire project.
- As at May 2021, only ~36% of Link Net's network uses ICON+ electricity poles.
- Each month from January to April in 2021 saw our team migrate more poles than the previous month as we continue to increase our capacity. Even in May with the seasonal slowdown due to the Lebaran holidays, we accomplished the migration of more than 9 thousand poles.
- We are on track to complete our migration project by the middle of 2022. Through growing operational efficiencies the team has performed its work well under our initial budget of Rp3 trillion and we are revising down our migration CAPEX guidance to a total budget of Rp2.5 trillion, a Rp500 billion decrease from our original budget.

# Financial Overview



# 1Q21 Results Summary

Revenue increased

**11.4%**

to

**IDR1.07tn**

in 1Q21 vs 1Q20

Net Subscriber Addition

of

**20k**

Total Subscribers of

**859k** In 1Q21

Home Passed Addition of

**49k Homes**

**Passed** in 1Q21

Total Home Passed

Of **2.73 million**

Net Profit grew **26%**

to **IDR249bn**

Net Profit Margin of

**23.3%**

in 1Q21 vs 1Q20

EBITDA grew **21.1%**

to **IDR624bn**

EBITDA Margin of

**58.4%**

in 1Q21 vs 1Q20

**Migration Project** in on schedule and under budget with approx.

**1/3 of total poles**

migrated as of May 2021

**Migration CAPEX** revised down from

**Rp3tn to Rp2.5tn**

due to operational efficiency

Average Revenue per User is booked at

**Rp358k** in 1Q21

**Penetration Rate** recorded at

**31.5%** in 1Q21

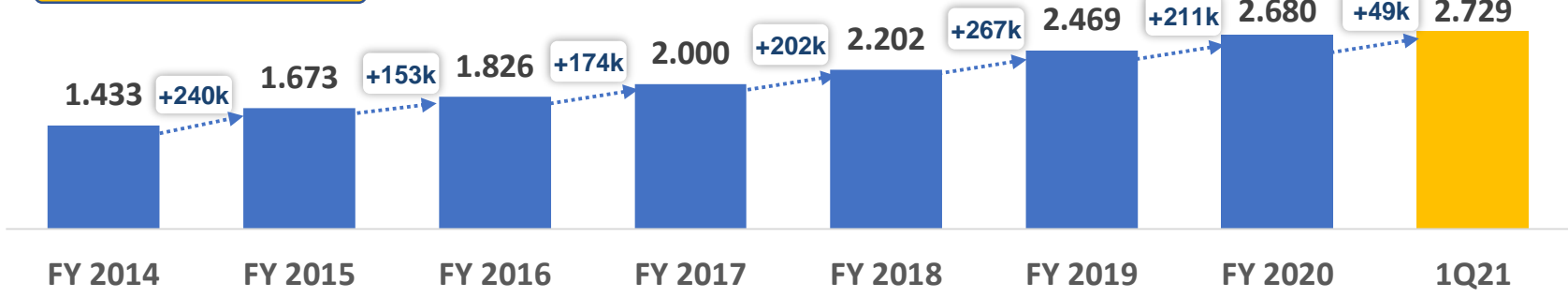


# Operational Overview

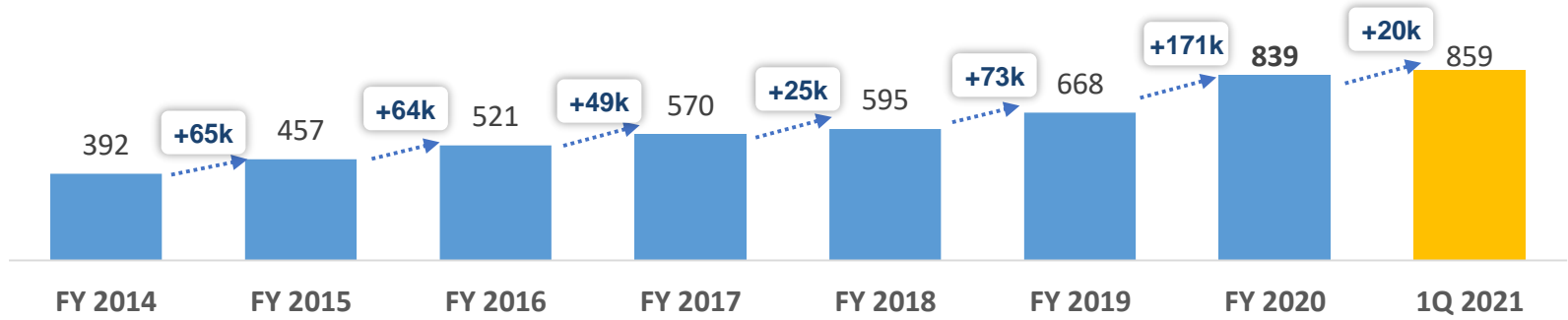
## Penetration Rate



## Homes Passed ('000)

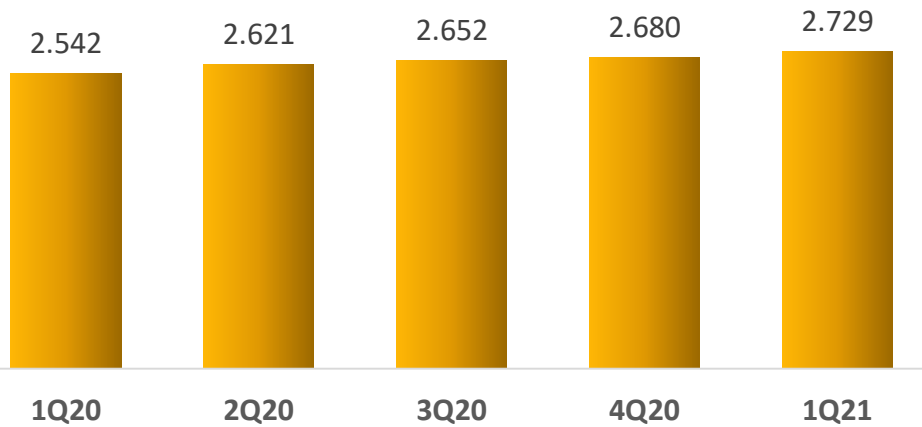


## Total Subscribers('000)

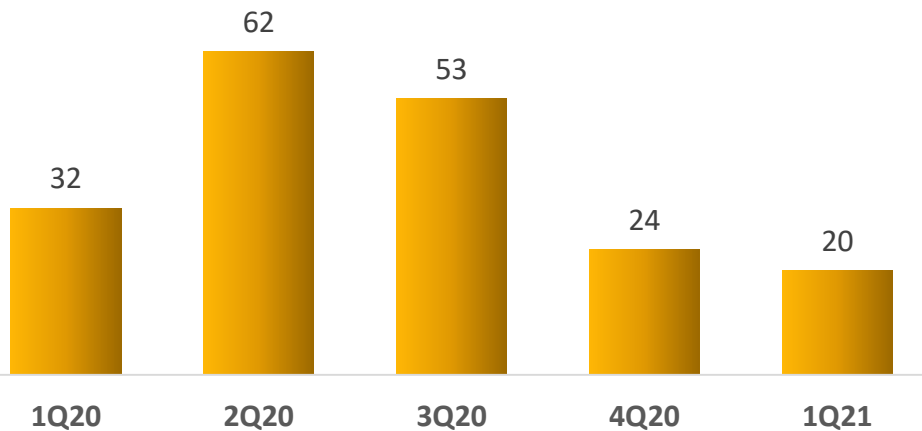


# Financial and Operational Results per Quarter 2020

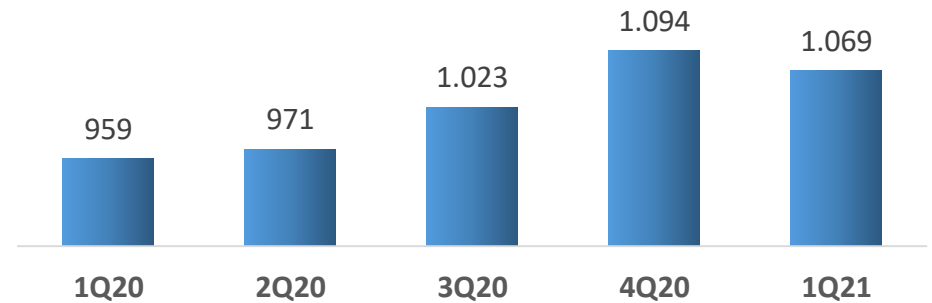
### Total Homes Passed (in '000)



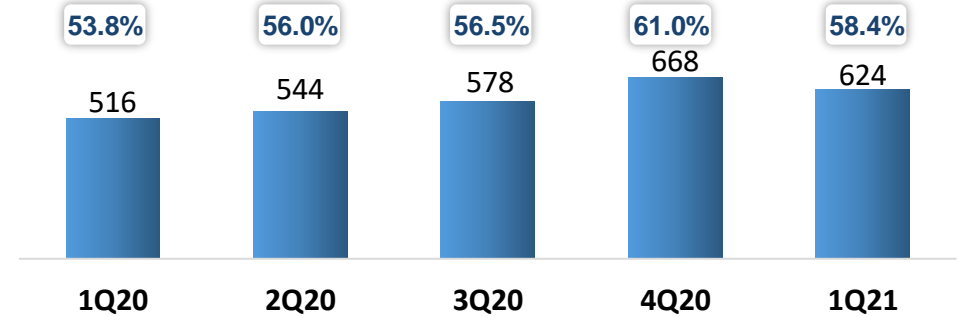
### Net Subscriber Additions ('000)



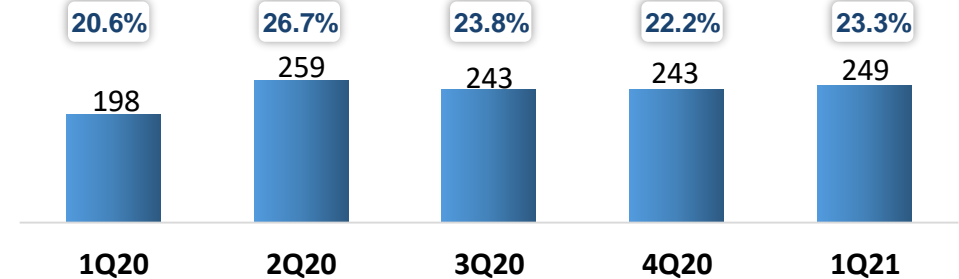
### Revenue (IDR bn)



### EBITDA (IDR bn)



### Net Profit (IDR bn)



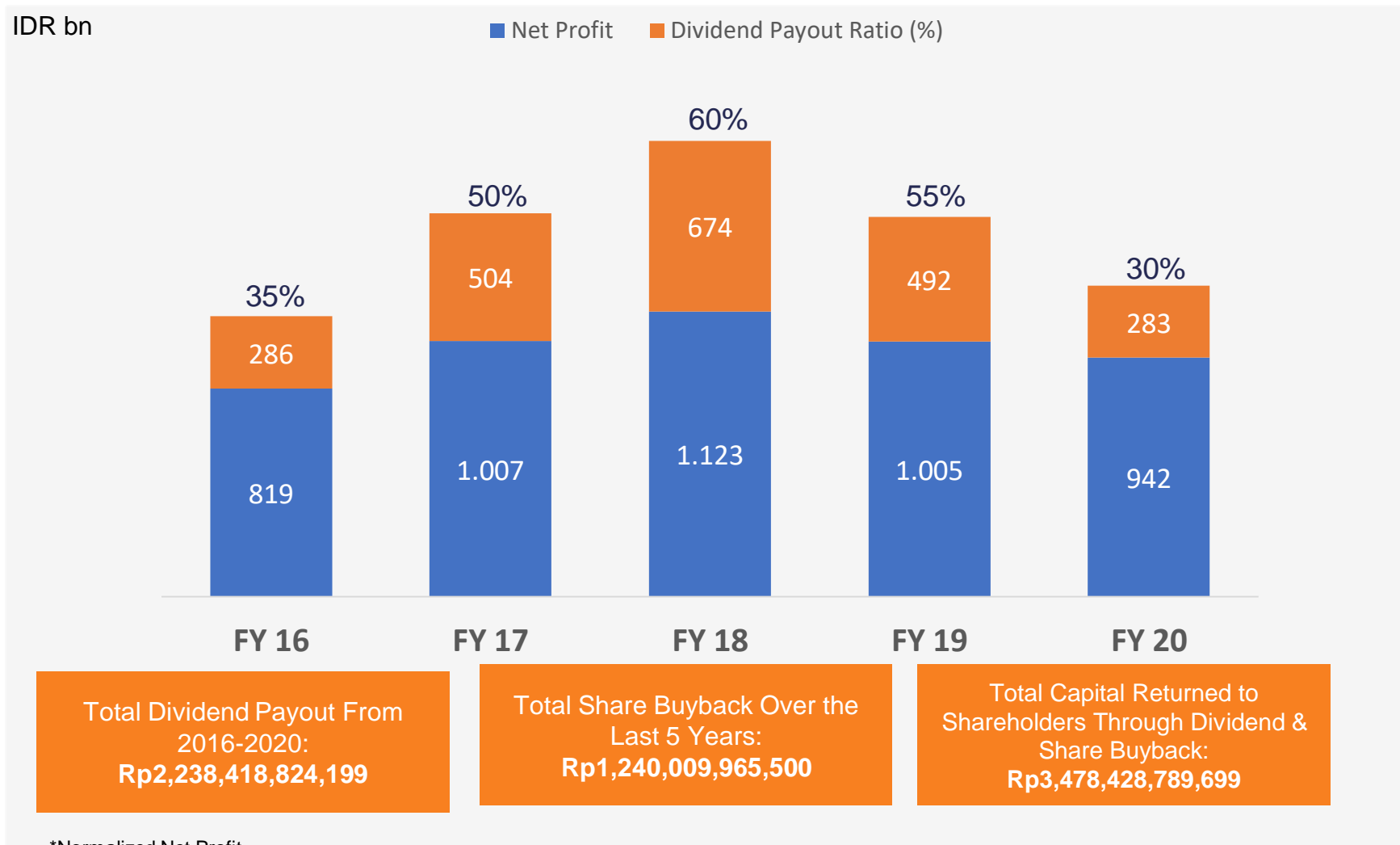
## Increasing Vintage Penetration

Penetration Rate	2014	2015	2016	2017	2018	2019	2020	Mar-21
Overall Vintage 2014	14.6%	19.3%	23.1%	25.6%	26.1%	27.8%	31.7%	32.0%
Overall Vintage 2015		17.0%	21.7%	22.5%	23.0%	25.3%	30.6%	31.2%
Overall Vintage 2016			20.5%	22.5%	23.0%	24.7%	28.9%	29.1%
Overall Vintage 2017				14.5%	15.8%	18.0%	25.1%	25.6%
Overall Vintage 2018					18.3%	20.8%	28.0%	28.7%
Overall Vintage 2019						19.8%	27.6%	27.9%
Overall Vintage 2020							34.5%	34.8%
Overall Vintage 2021								29.3%

# Cost of Sales and OPEX

Cost Components (% of Revenue)	1Q20	FY20	1Q21	FY23F
<b>Cost of Sales</b>				
Content Cost % of Revenue	9.3%	9.1%	9.1%	7.8%
Internet Cost % of Revenue	6.2%	4.8%	4.1%	3.8%
ICON + Pole Rental % of Revenue	3.6%	3.6%	3.6%	0%
<b>OPEX</b>				
Sales & Marketing Expense % of Revenue	9.5%	9.0%	8.4%	8.5%
General & Administration Expense % of Revenue	14.7%	12.5%	13.7%	13.7%

# Historical Dividend Payout





Through these difficult times we've supported both medical workers, school teachers as well as children who are learning from home through providing free internet access.

We've offered our subscribers who are registered teachers with 3 months free internet access to help them with their teaching from home duties.

**Thank You**

**linknet**

[www.linknet.co.id](http://www.linknet.co.id)



 Appendix



# Historical Share Buy-Back

## Issued Capital & Treasury Shares:

- Total issued capital: 2,863,195,484
- Since 2016 Link Net has bought back a total of 291,068,500 shares worth Rp1,240,009,065,500

## Price Limit of all Buy-Backs Rp6,000 Per-Share

- Existing Treasury Shares: 111,614,500

Period	Amount (Rp)	Unit	Average Price
2016	386,228,396,000	83,963,800	4,600
2017	15,414,088,000	3,147,600	4,897
2018	223,627,798,500	43,796,900	5,106
2019	309,568,804,000	74,332,600	4,069
2020	305,170,879,000	85,827,500	3,556
<b>Total</b>	<b>1,240,009,965,500</b>	<b>291,068,000</b>	<b>4,260</b>

# Drastic Changing Behaviors During Covid-19 Situation

## WFH

May relevant for certain business and certain functions

- More productive – no commuting time
- Cost efficient – no need office space & utilities



## ONLINE MEETING

Be more confident to make meetings online for certain topics

- Easier schedule arrangement
- No commuting time, no space needed

## E-COMMERCE

High potential to overtake the traditional channels – grocery shopping, foods delivery.



## ONLINE PAYMENT

- Increase the trust level of using online payment
- Touchless payment vs “high-touch” form of cash – more health safety.



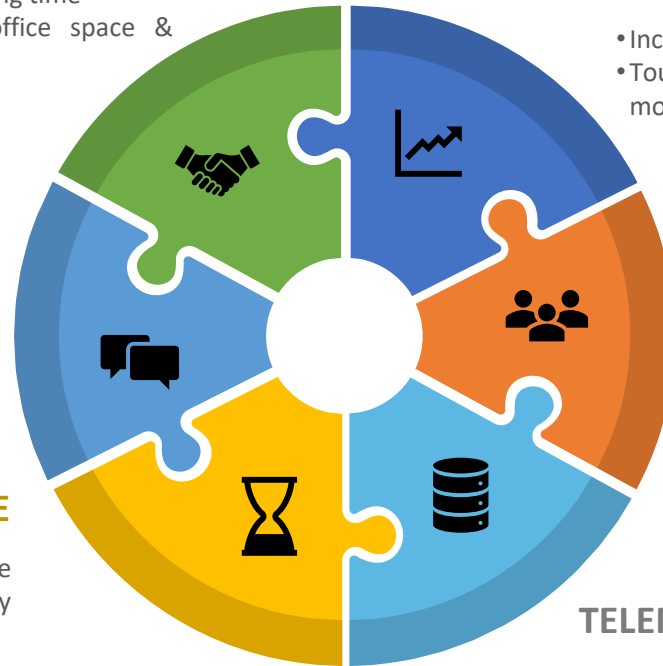
## ONLINE LEARNING

To reinforce Schools, teachers, students and parents on faster adoption of eLearning complementing with the face-to-face class.



## TELEMEDICINE

Patients may still prefer to visit their doctors in person at first; however, telemedicine platform may become a complementary for regular medical consultation with their preferred doctors.



**DIGITAL TRANSFORMATION WILL BECOME ONE OF BUSINESS PRIORITIES GOING FORWARD**

# Covid-19 Force Digital Transformation

## COVID-19: INCREASE IN ONLINE AND DIGITAL ACTIVITIES

SPENDING LONGER  
USING SOCIAL MEDIA



47%

WATCHING MORE ON  
DIGITAL ENTERTAINMENT



57%

SPENT MORE PLAYING  
VIDEO GAMES



45%

SPENT MORE  
ON E-LEARNING



27%

CREATING &  
UPLOADING VIDEO



15%

## Key Essential Factors Triggering Behaviors changes



01

SOCIAL DISTANCING

Limited interaction with people, products, and devices that may have been in contact with other people.



02

CONVENIENCE



03

SPEED

People who haven't been as comfortable with ecommerce and other digital technology have been pushed to overcome their hesitancy.

Source: <https://datareportal.com/reports/digital-2019-ecommerce-in-indonesia> AC NIELSEN – Impact of Covid-19, MMA Survey



## **Jonathan L. Parapak, President Independent Commissioner**

- Extensive experience of senior executive position for more than 30 years across healthcare and telecommunication industries.
- He is now serving as a Rector of Pelita Harapan University, an Independent Commissioner of PT Matahari Department Store Tbk and was the Independent Commissioner of PT Siloam International Hospitals Tbk (2014-2019).
- Ha Wibawa Seroja Nugraha degree from the Indonesian National Resilience/Defence Institute, a Master of Engineering Science degree and a Bachelor of Electrical Engineering Communications degree from the University of Tasmania.



## **Edward Daniel Horowitz, Commissioner**

- More than 30 years of experience in international media and telecommunication.
- He is currently the Founder and Chairman of EdsLink LLC, the Founding Investor and Director of The Tennis Channel and the Co-Founder and Director of US Space LCC.
- Holds a Master of Business Administration from the Columbia University and a Bachelor of Science degree in Physics from the City College of New York.



## **Sigit Prasetya, Commissioner**

- More than 20 years experience in senior executive roles investment and finance.
- He is currently active as a Managing Partner CVC Asia Pacific (Singapore) Pte. Ltd.
- Holds a Master of Business Administration from University of New South Wales and a Bachelor degree in Math from the Bandung Institute of Technology.



## **Suvir Varma, Commissioner**

- Suvir was a Senior Partner and Head of Private Equity Practice in Asia at Bain & Company Inc. and was a Member of Executive Committee at Singapore Venture Capital & Private Equity Association
- He has more than 20 years of experience across consulting and finance-related roles focusing on strategic developments and operational improvements
- Received a Bachelor of Science – Hons., Finance, Accounting and Business Policy from Babson College and MBA in Finance, Strategy and Accounting from University of Chicago



## **Alexander Rusli, Independent Commissioner**

- Extensive experience in the telecommunications industry having served as the Chief Executive Officer of Indosat Ooredoo and member of the board in Protelindo
- Alex is on the board of Commissioners of PT Unilever Indonesia Tbk, one of Indonesia's largest listed companies
- He is also a commissioner at one of Indonesia's largest private hospital operator's PT Medikaloka Hermina Tbk



**Marlo Budiman, President Director**

- More than 15 years experience in senior executive roles across various industries including telecommunications and consulting.
- Has had multiple leadership roles and has excelled in growing revenue, cost management, debt restructuring and corporate strategy.
- He was managing partner at Y&K Capital where he specialized in corporate strategy and debt restructuring. Prior to this he was with Sampoerna Telekomunikasi Indonesia for 8 years where he was Chief Financial Officer (CFO).
- Holds degrees in finance and real estate from Ohio State University.



**Victor Indajang, Director**

- Extensive experience as director of operations and technology roles across banking and the high-speed broadband industry over the last 13 years.
- He was a senior executive in Citibank's Indonesia operations and was Link Net's Operations Director. He later appointed as the Chief Operations Officer since 2018.
- Played a pivotal role in developing operations that support Link Net's network



**Henry Jani Liando, Director**

- More than 20 years of experience in finance and business planning in senior roles.
- Appointed the Company's Independent Director since 2013.
- Holds a Master of Business Administration in Finance from Oregon State University and a Bachelor in Chemical Engineering from the Bandung Institute of Technology.



**Wonbae Lee, Director**

- Senior Managing Director of CVC's private equity operations team in Asia, based in Singapore and with 20 years of experience in senior roles across finance, consulting and healthcare
- Prior joining Link Net, he held the GM position of Asia-Pacific in GE Healthcare and was with AstraZeneca as the country president of Indonesia
- Held a Bachelor of Business Administration degree from Korea University and MBA from Harvard Business School.



**Andy Nugroho Purwohardono**

- More than 25 years experience in senior executive roles across finance, retail, and consulting.
- He is currently serving as the Managing Director of CVC Asia Pacific Limited's Indonesia, Director of Matahari Department Store Tbk, and Director of MAP Aktif Adiperkasa.
- Holds a Master of Business Administration from the University of Texas and a Bachelor of Science in Industrial Engineering from Oregon State University.