

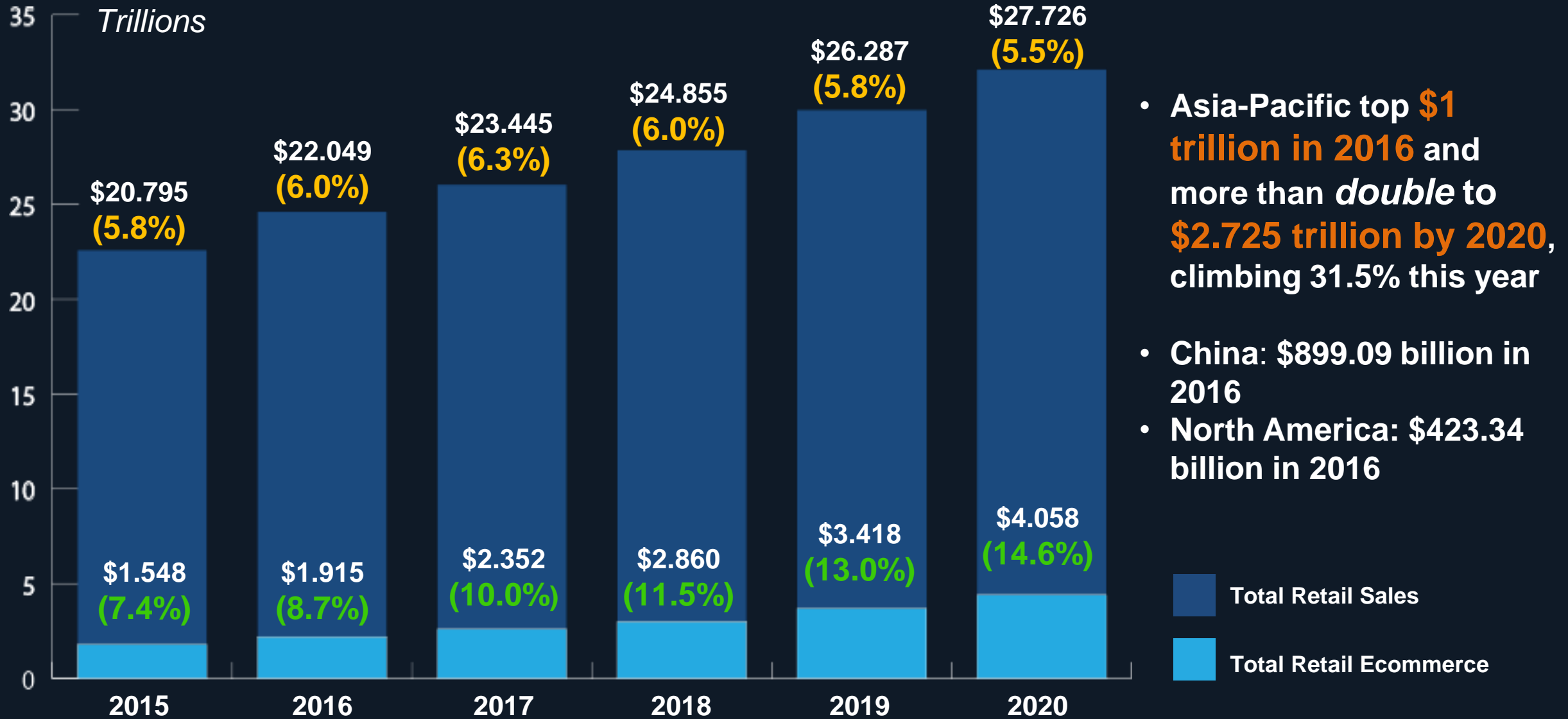


DIGITAL OPPORTUNITY

LAY RIDWAN

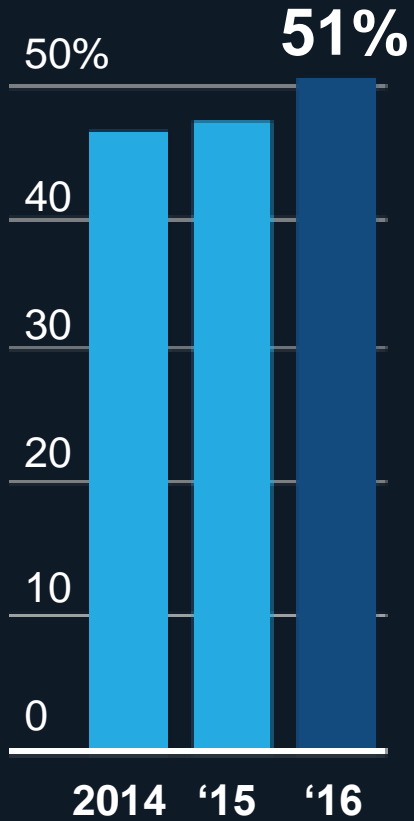
HEAD OF PARTNERSHIP BLIBLI.COM

TOTAL RETAIL SALES WORLDWIDE, 2015-2016

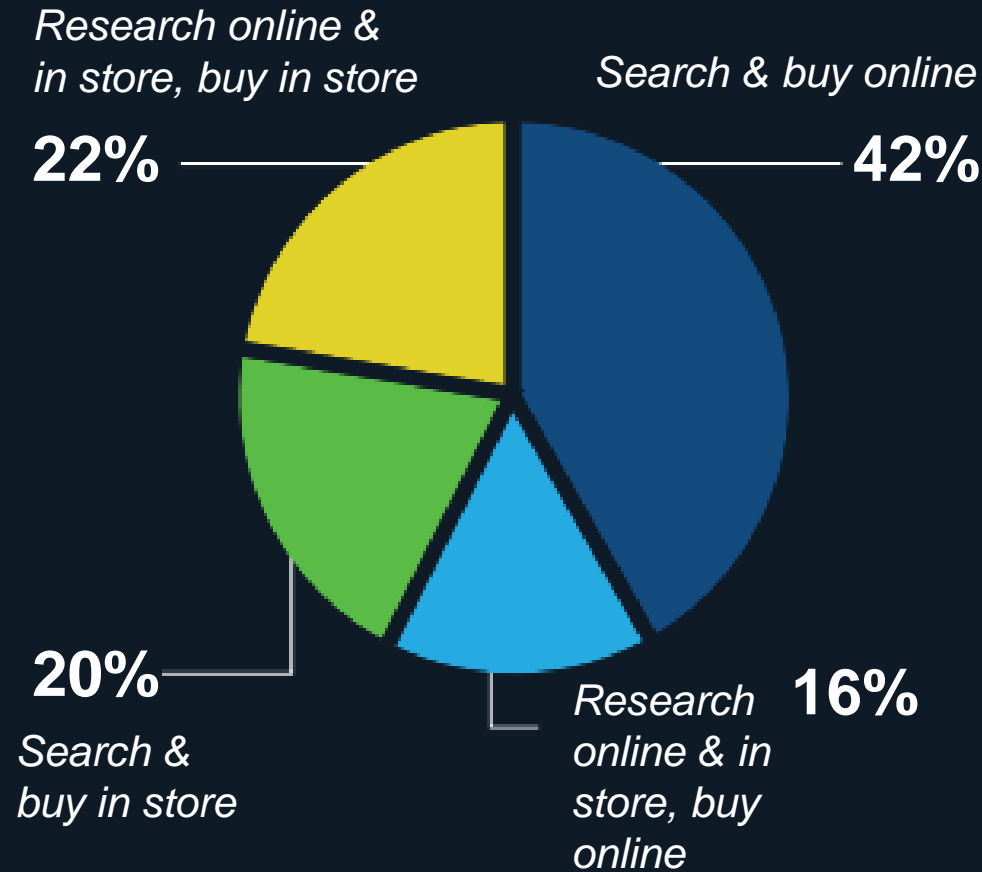


SHIFT IN SHOPPING BEHAVIOR

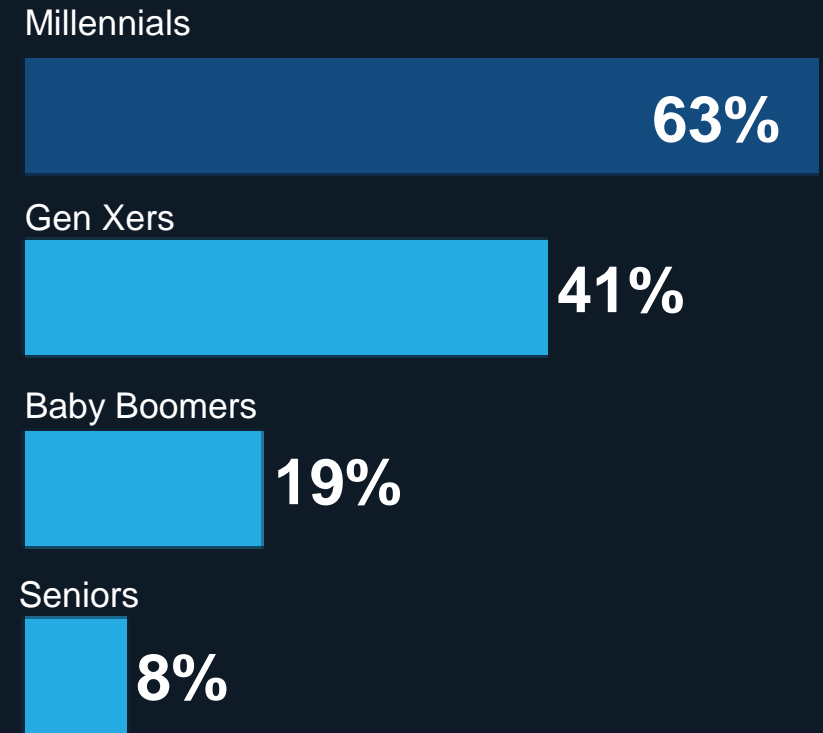
SHARE OF PURCHASES MADE ONLINE



HOW PURCHASES ARE MADE



PURCHASING ON A SMARTPHONE BY GENERATION



INTERNET PENETRATION OVERVIEW – INDONESIA 2016



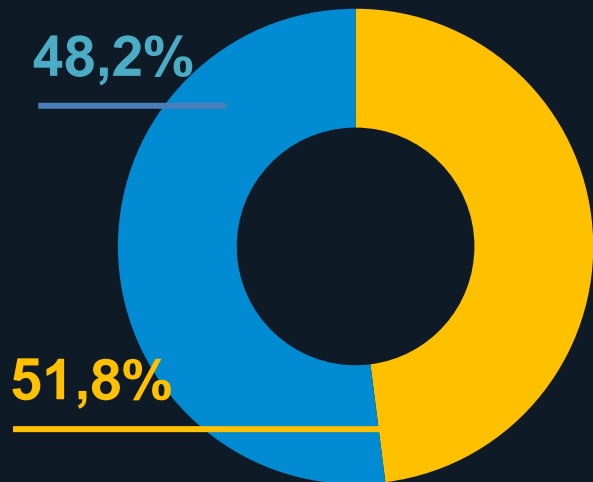
Average Spending on e-Commerce
Rp6,5 MILLION/yr



47,5%
Internet user



52,5%
Internet user



Internet Penetration
132,7 MILLION
Of total Indonesian population
(256,2 Million)

45%
of ASEAN
GDP

4th
Largest
Population

Highest In
SEA

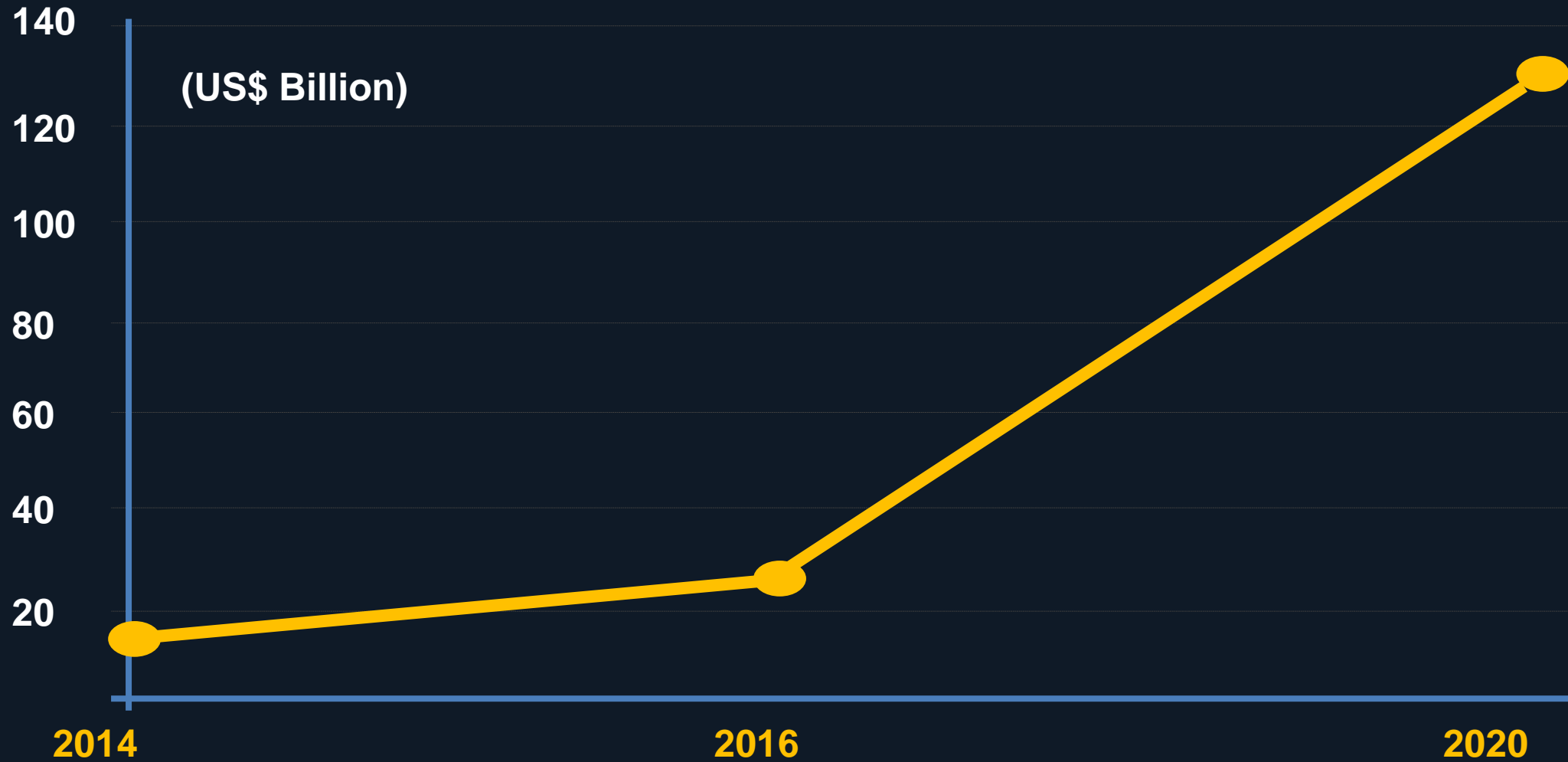


Smartphone users
43%

Mobile Connections
326,3 MILLION

Total Number of Active
Social Media Users
79 MILLION

INDONESIA ECOMMERCE TRANSACTION VOLUME



DIFFERENT TYPES OF ECOMMERCE



C2C
Customer
To Customer



B2C
Business
To Customer



B2B
Business
To Business



B2B2C
Business
To Business
To Customer

A young couple is sitting on a rooftop. The man is holding a tablet and pointing at the screen, while the woman looks on with interest. They are both smiling. The background shows a cityscape under a blue sky with light clouds. The entire image has a semi-transparent blue overlay.

WHO ARE WE?

OUR BRAND PARTNERS



lenovo

POLYTRON

SONY



PHILIPS

Nikon



Nestlé

THE EXECUTIVE

BONIA

Wardāh
cosmetic



**MANY
MORE..**

EMPOWER LOCAL CREATIVITY



INTERNATIONAL SELLER - DIRECT



INTERNATIONAL SELLER - CONSOLIDATE



BLIBLI.COM FOR BUSINESS PARTNER



**Photoshoot
Facilities**



**Training &
Development**



**Express
Logistic**



**Merchant
Application**



**Hassel Free
Logistic**



**Settlement
Transaction**



**Digital Ads
Media**



Merchant Care

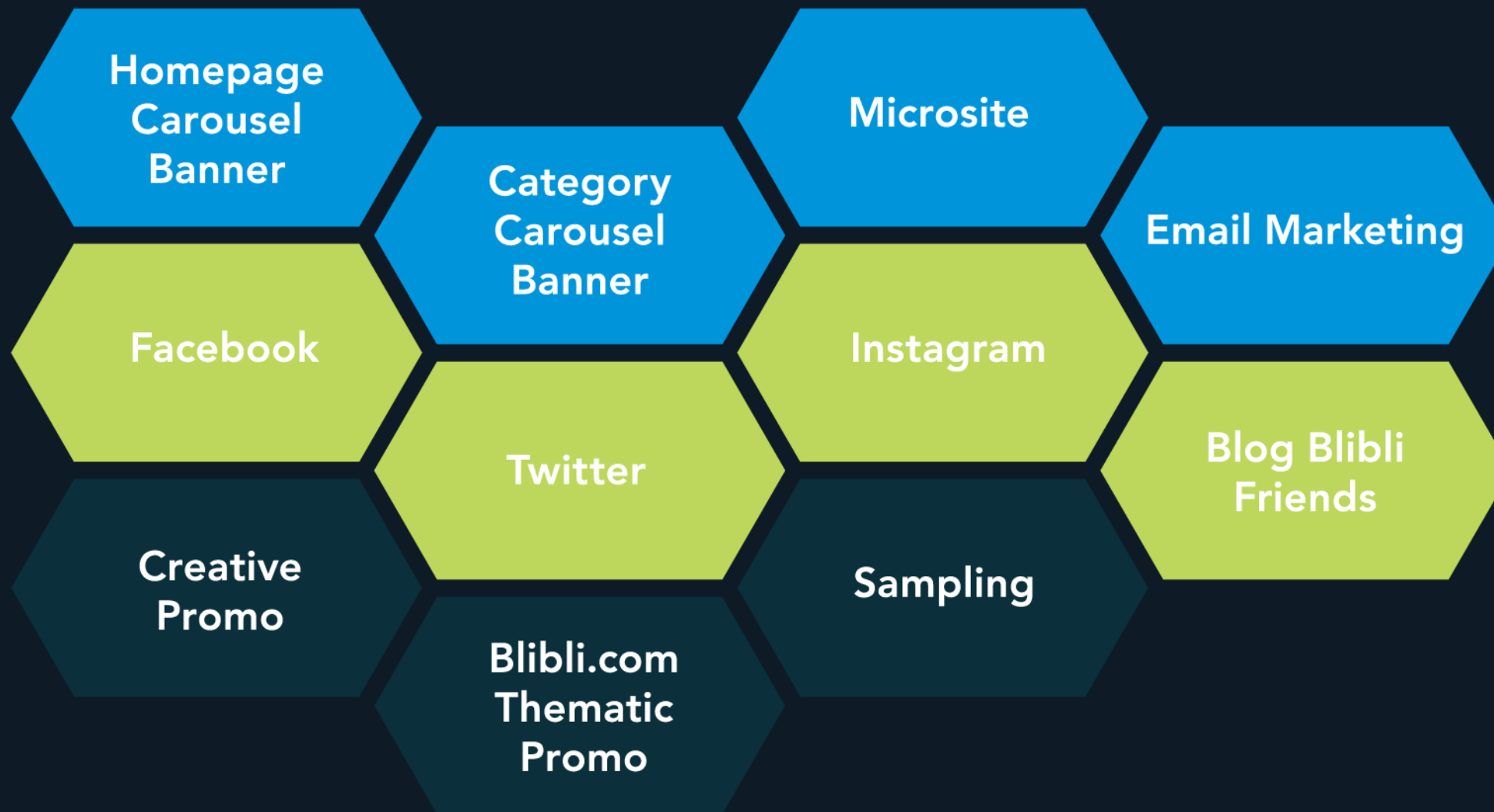


**Warehouse &
Inventory**



0% Installment

BLIBLI.COM MARKETING CHANNEL



IT'S NOT ABOUT
THE CHANNEL,
IT'S ALL ABOUT
THE CUSTOMERS



THANK YOU

