COMPANY OVERVIEW

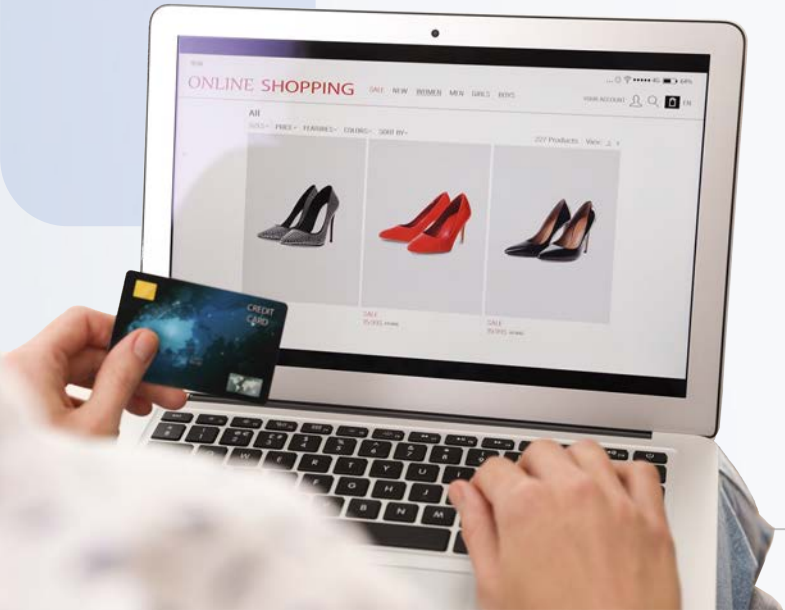
# Seize The Full Potential of E-Commerce




ENABLR
Simplify • Optimize • Grow

ENABLR
Simplify • Optimize • Grow

# 98% Indonesian consumers shop online every month!




**7.7 hours/day** spent online
**51% increased** in Ecommerce usage

Indonesia's E-Commerce market expected to register **18.3% growth** and reach **IDR 573 Trillion** ($38bn) in 2023

*Source:*
*Statista*
*Global Data E-Commerce Analytics*

ENABLR
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# Customer Expectations are Changing Rapidly!

## Flexibility

Today's shopper are willing to buy anytime, anywhere and in multiple ways

Up to **80%** of Indonesia's consumers are **seeking the best deal, both online and in-store**

## Convenience

Customer expect convenience and personalization in their buying interactions.

**60%** of consumers will **become repeat buyers** after a **personalized purchasing experience**

## Speed

The raise of Quick Commerce, instant delivery and localized services

Indonesians **search interest** in ***belanja cepat*** and ***pengiriman instant*** grew by **46% and up to 700%** respectively

## Accuracy

Consistent information across multiple channel (product, offers, availability and record transactions)

**76%** of consumers **expect connected journeys** and **consistent information** across channels

Source:
Global Consumers Insight Pulse Survey
The state of personalization, Twilio
Indonesia Trend: Digital Mainstreamed, Google
Salesforce

# Pain Points and Problems

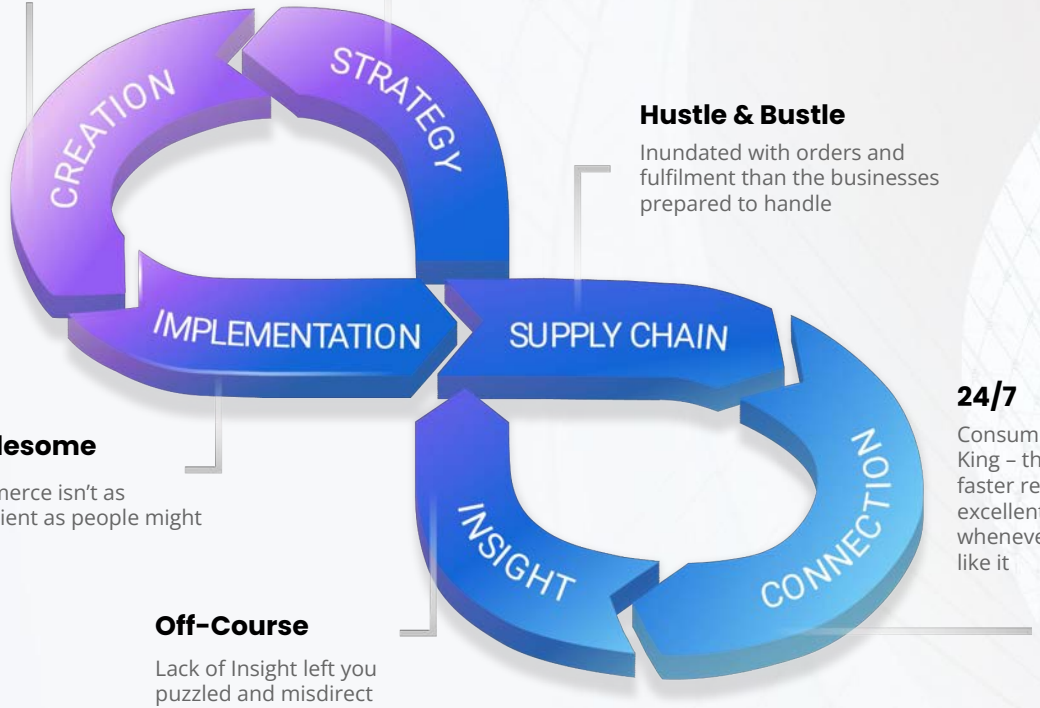
E-commerce is a multifaceted business incorporating marketing, sales, creatives, operation, services and technology.

**Think Content!**

Various contents are needed to build the presence in the marketplaces

**Online ≠ Offline**

Different market landscape needs different marketing approaches




**Hustle & Bustle**

Inundated with orders and fulfilment than the businesses prepared to handle

**Hasslesome**

E-commerce isn't as convenient as people might think...

**24/7**

Consumer is The King – they demand faster response and excellent services – whenever they feel like it

**Off-Course**

Lack of Insight left you puzzled and misdirect your business course

**PUSH FACTORS**

- Fierce Competition
- Customer Churn
- Mature Market
- Slow Growth
- Low Margin
- etc.

**PULL FACTORS**

- New Opportunity
- Diversified Channel
- Bigger Market
- Global Recognition
- Higher Margin
- etc.



# Why Global Market?



**INTERNAL**

- Little Knowledge
- Inferior Products
- Lack of Promotion
- Limited Capital
- etc.

**EXTERNAL**

- Regulatory Requirement
- Global Competition
- Hard to Win Buyer Trust
- High Marketing Expenses
- etc.

# We **Enable** and **Accelerate** the **Scale-Up** of Your Business in eCommerce

**5+ Years**
Establishment

**150+ Clients**
Local & International

**5M+ Order**
Unique Transactions

**103% CAGR**
GMV Achievement*

**#1 Alibaba**
Top Channel Partner

*based on GMV achievement on Local Marketplaces

ENABLR
Simplify • Optimize • Grow

# We build these KITS for your business needs

## Kreativ

ENABLR EPIC

More relevant and engaging visual content to enhance your audience's shopping experience.

## Intelligent

ENABLR STATS

Decision making will be more accurate with data and market insights obtained from e-commerce.

## Technology

ENABLR LINK

Business processes will be more effective with technologies developed specifically for business in e-commerce.

## Solution

ENABLR LOOP

The combination of all services in one solution to accelerate your e-commerce business.




# Kreativ

Your strategic partner in navigating the dynamic landscape where Social Media meets eCommerce;
**We convert your audience engagement into meaningful revenue**

ENABLR EPIC

CONTENTS 01

EPIC LIVE

## Livestream Production & Content Factory

**Turning attention into action, live.**

We will continuously generate compelling live stream concepts, host interactive, and engaging content to boost organic traffic and generate sales.

02 CONTENTS

EPIC ADS

## Shop Management

**Reach, Engage, Impact.**

We will oversee the promotional plan and craft an advertising strategy to maximize outreach, engagement, and impact within specific target markets.

CONTENTS 03

EPIC SOCIAL

## Affiliate Management

**Creators that don't just post, they perform**

We will manage and foster relationships with Affiliator to enhance brand influence and boost engagement.

ENABLR EPIC

## Fully Equipped Studios



2 Location (Jakarta & Central Java)

25 Studios, 12.000+ LS Capacity

## Professional In-House Production Team



10 Core Team Members

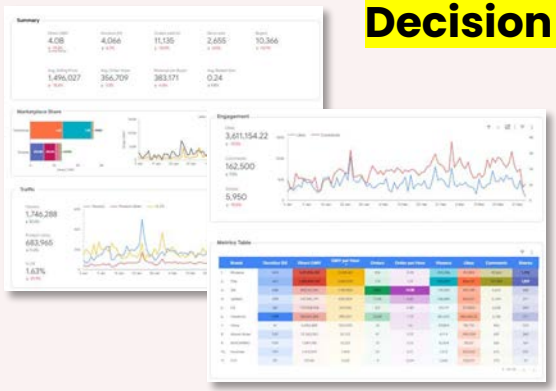
30+ Host & Operators

## Strong Relationship with Platforms

TikTok Shop Partner

Shopee Certified Enablers

## Data Driven Decision Making



Actual performance data dashboard

## Proven Growth Playbook

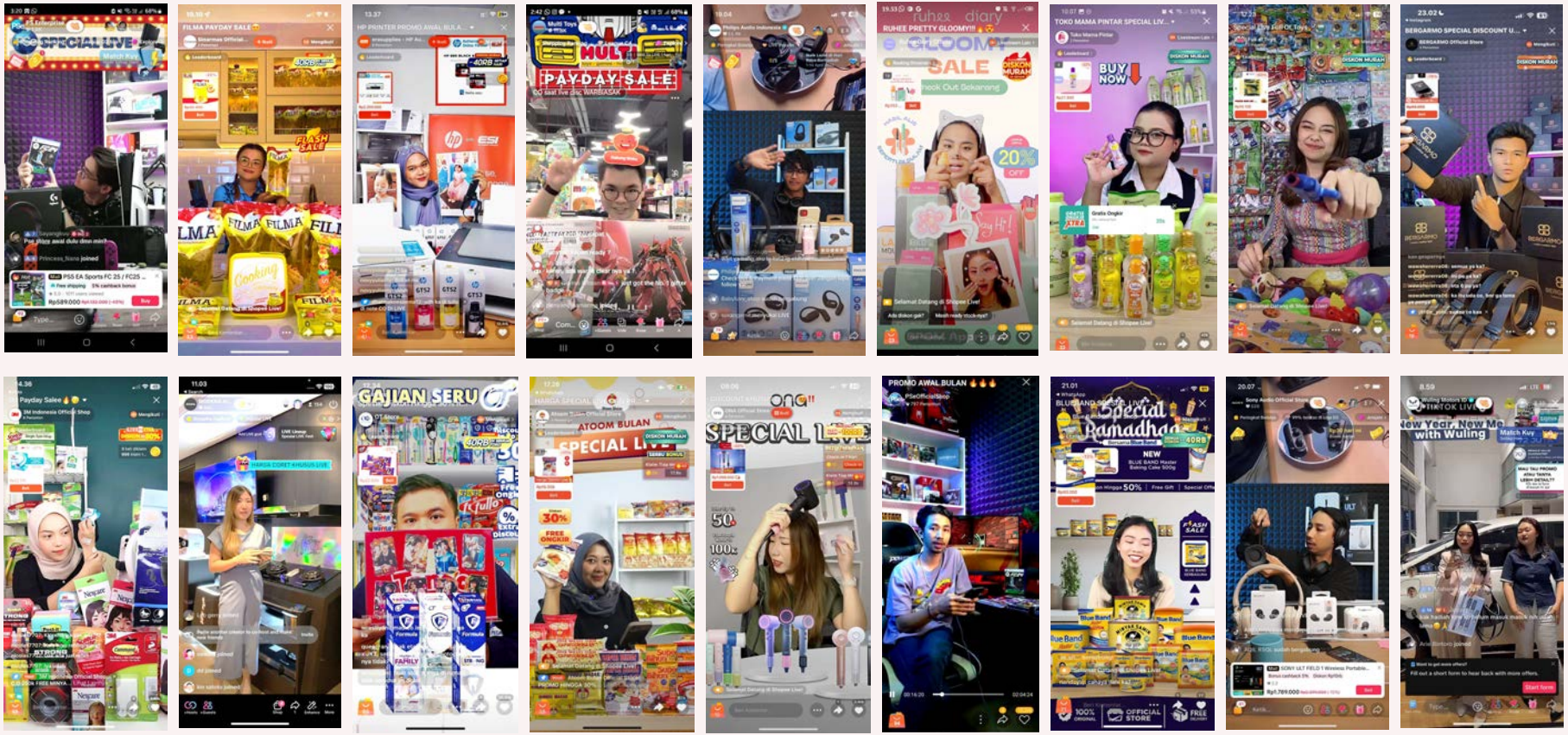
Category-specific playbook, iterated through dozens of campaigns, and tailored by brand maturity



ENABLR EPIC

# We managed Brands across Multiple Categories

FMCG, Fashion, Beauty, Home Appliances, Electronics, even Automotive brands





# Intelligent

**Uncover Hidden Opportunities, Boost Sales, and Outsmart the Competition** with Our Cutting-Edge Market Insight Services

ENABLR STATS

ENABLR STATS

## STATS COCKPIT

**Automate** your eCommerce data pipeline and enable your team to focus on building the strategy with an easy yet **powerful business dashboard**

Key Features Include:

- **Track sales achievement**
- **Control promotion budget**
- **Manage product portfolio**
- **Monitor store traffic**
- **Understand customer behavior**

Harness our cutting-edge technology to seamlessly gather, consolidate, analyze, and deliver **all relevant data at your fingertips!**

## STATS ENGINE

Capture **real-time insight** from the marketplaces and **gain a competitive edge** in selling in e-commerce

Key Features Include:

- **Category Research**
- **Keyword Research**
- **Store Research**
- **Product Research**

Market insights are available from **Tokopedia and Blibli** and can be accessed at **www.stats.enablr.id**

## STATS OUTLOOK

Stay ahead with **advanced analytics and up-to-date insights** that give you a comprehensive view of your market, enabling informed decision making

Key Features Include:

- **Market Trends**
- **Market Share**
- **Competitive Landscape**
- **Consumer Behavior**
- **Seller Demography**

Market insights are available from **Tokopedia, Shopee, and Blibli** and can be **tailored to your needs**!

Powered by minR Parse - Data - Insight

## Reliable Data

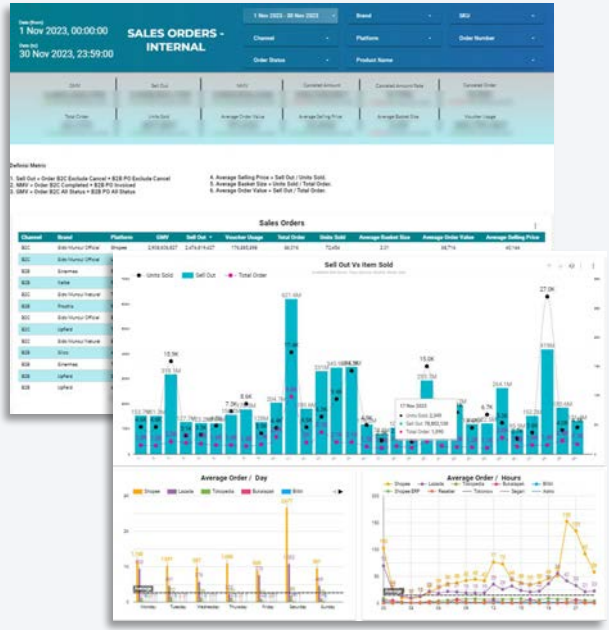
Stats can retrieve data from various Marketplaces such as Tokopedia, Blibli, Shopee, Bukalapak and Lazada.

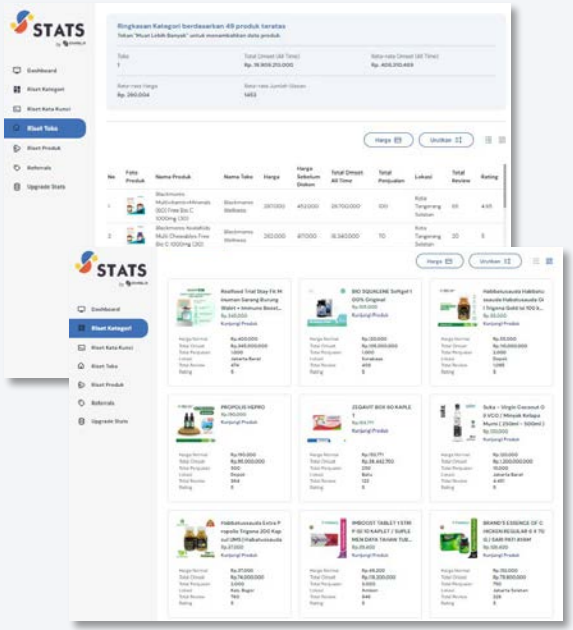
## Time Saving

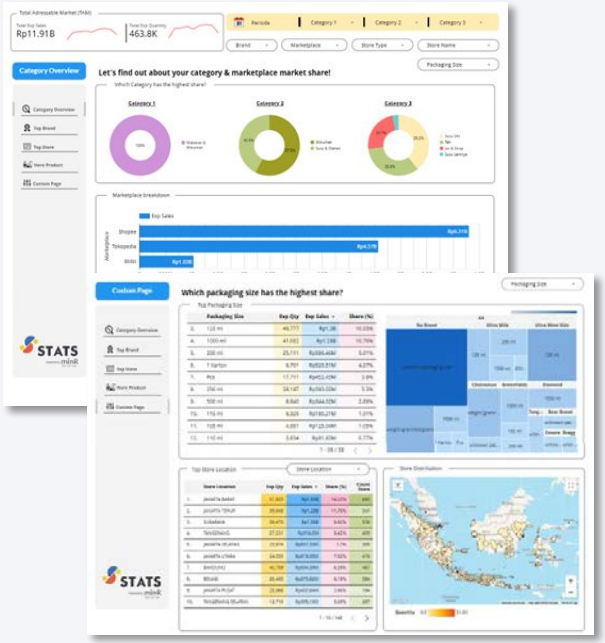
Save your time in doing market research on the marketplace

## Easy to use

User interface that is easy to understand and use.





# Technology

Leverage Our cutting-edge eCommerce technology to **streamline transactions, enhance user experiences, and elevate global business penetration**

ENABLR LINK

LINK WEB

## Website/Online Store

### All-in-One Channel

Make a **great impression** and **boost your credibility** with a modern and professional website/webstore.

Our experienced team will do the research, make recommendations based on best-practice of web design and create your website around them.

We develop E-commerce solution based on **Magento**, a platform trusted by world's leading brands. Both in B2B or B2C.

LINK CHAT

## WhatsApp Commerce

### One Stop Solution

Create a **shorter and more familiar user journey** through your WhatsApp Official account.

Utilize your customers Word of Mouth, create direct product/promo link, and let your potential buyer to browse, shop, pay, and choose shipment from your own official WhatsApp account.

The technology is officially & supported by **Meta** and build & powered by **HaloSis**.

LINK GLOBAL

## Global Marketplace

### One Stop Sourcing

You only need **one platform to access global market** and distribute your product worldwide.

Connect with >40 million active buyers and >200k gold suppliers in >200 countries; and explore >5.900 product categories and >200 million available product listing.

We are the official channel partner of **Alibaba.com,** a world leading end-to-end B2B eCommerce marketplace, in Indonesia.

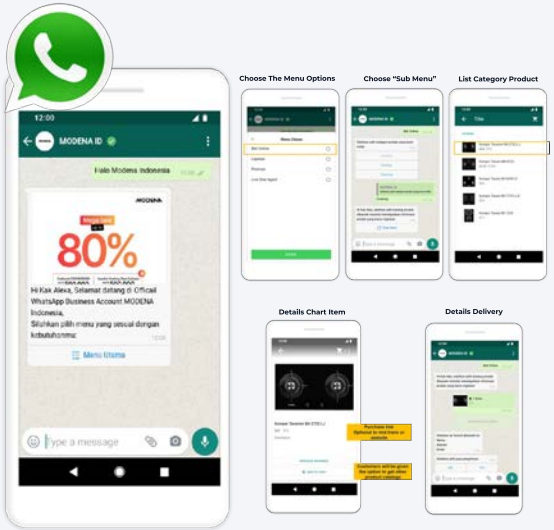
ENABLR LINK

## LINK WEB




*The copyright of the website/webstore project illustration on this slide belongs to Wise Design Lab*

## LINK CHAT



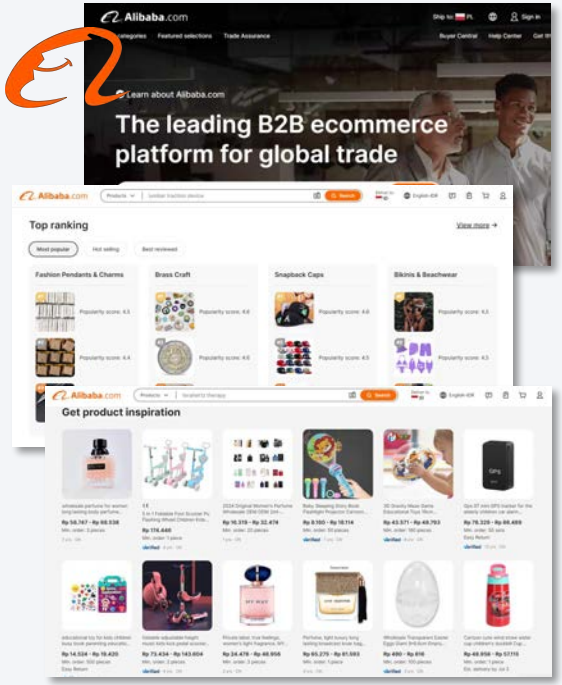

Our Strategic Partner

WISE DESIGN LAB

Halosis

Alibaba.com

## LINK GLOBAL





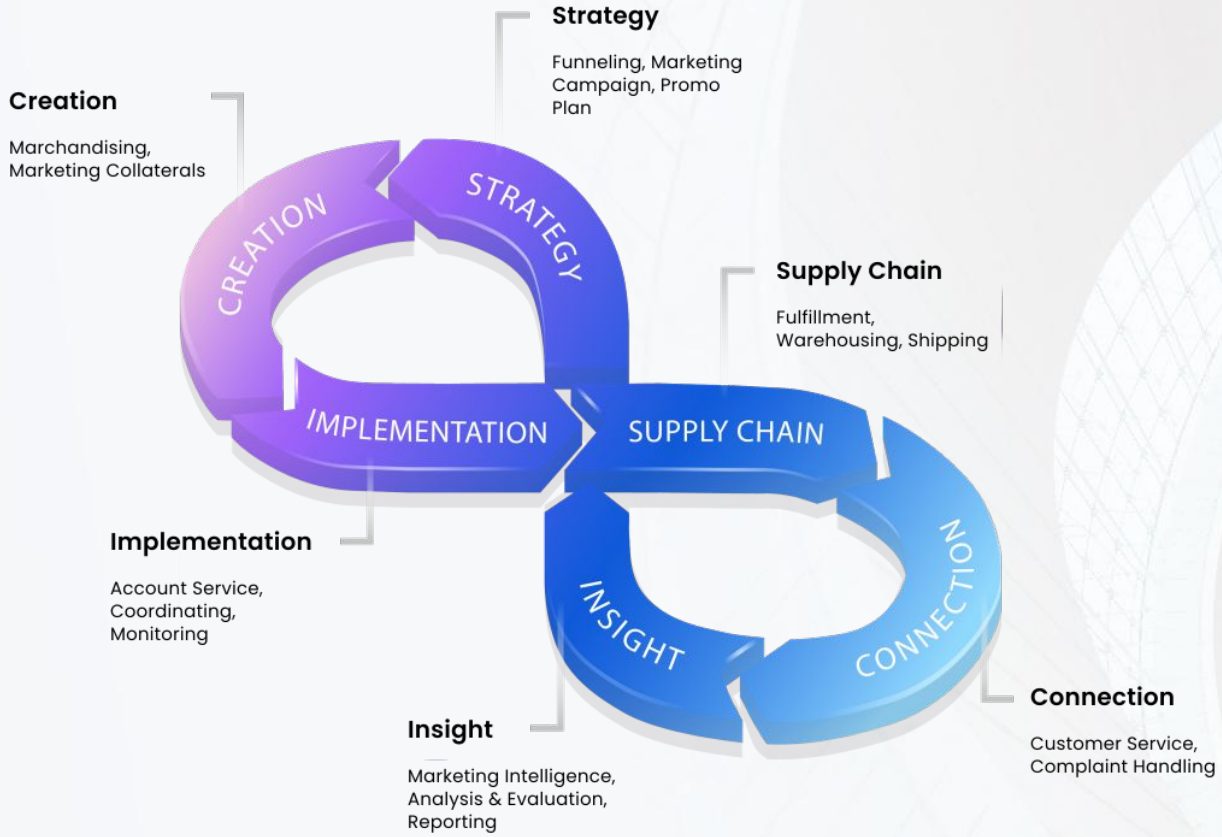
# Solution

We help you build **solutions**, not just implementations.

ENABLR LOOP

# End-to-End Service

We are not an agency.
We are business partners with the aim of growing your business.



## Strategy

We help identify your customers and convert prospects into customers. Strategize your marketing and promotion strategies with Enablr to achieve  business success.

## Supply Chain

We handle the fulfilment process, from receiving goods, warehousing, order processing, picking, packing, shipping and tracking until the product is well received by consumers.

## Creation

We create an attractive storefront display with relevant digital assets to promote your products better.




## Connection

Our professional customer service team supports any inquiries from consumers with the aim to increase satisfaction – both for customers and consumers.




## Implementation

We help you coordinate with all parties to ensure a smooth business operation between you and the marketplace or other related parties to achieve maximum marketing impact.

## Insight

We conduct a thorough analysis on various opportunities and challenges, both from internal and external sources, to create a better strategies and achieve our business goals.

ENABLR LOOP

## LOOP INDONESIA

## LOOP GLOBAL

**>35 Platforms**
Channel B2C, B2B, D2C, etc.



**200+ countries**
40 Mio active buyers, 200k gold Suppliers


While you Focus in
developing your products,
we Enable you winning in
marketplaces.

# Our Clients in the Local Market

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## FMCG

3M
fibrefirst
KONIMEX
Indofood
THE SYMBOL OF QUALITY FOODS
Glico
smart
agribusiness and food
SIDOMUNCUL
Upfield
KALBE
Nutritionals
QUAKER
EST? 1877
SEGI TIGA EMAS
PARAGONCORP
ON

## Non FMCG

MODENA
hp
PS Enterprise
PSegameshop.com
PHILIPS
COLLECTION by
VI VE RE
WULING
ona
MULTI
toys - games - hobbies
acer
FOTILE
TOP
FORMULA-1
STERLYN

# Our Clients in the Global Market

**As of 31th Mar 2026, we manage 150+ in-service clients with 10+ of them are Verified Members**

| Name | Industry | Rating | Years |
|---|---|---|---|
| PT SING FOO COSMETIC | Beauty | 4 | 1 |
| PT LESSO NEW ENERGY * | Renewable Energy | 5 | 1 |
| CV. RAYWOOD GLOBALINDO | Pet Supplies | 4 | 5 |
| PT. DEKOR ASIA JAYAKARYA | Home & Garden | 3 | 11.5 |
| PT DHARMA SHUNLI INDUSTRY | Home & Garden | 4 | 1 |
| CV BABIAT WOOD | Furniture | 4 | 5 |
| PT SENTOSA JAYADI CABINETRY * | Furniture | 4 | 1.5 |
| PT AIDA RATTAN INDUSTRY * | Furniture | 4 | 1 |
| CV AQMA FURNITURE | Furniture | 5 | 7 |
| CV. KALA CONCEPT | Furniture | 5 | 3.5 |
| KAYUINDO ALAM PASIFIC RY* | Furniture | 5 | 1 |

| Name | Industry | Rating | Years |
|---|---|---|---|
| PT VINTARI GLOBAL ABADI | Food & Beverages | 3 | 2.5 |
| CV BONAFIDE ANUGERAH SENTOSA | Food & Beverages | 3 | 11 |
| PT. PURI LAUTAN MUTIARA | Jewelry & Accessories | 3 | 10.5 |
| CV BUDIVIS | Jewelry & Accessories | 4 | 9 |
| PT KPM TECH. GROUP | Apparel & Accessories | 3 | 1 |
| PT GENERAL PURPOSE EQUIPMENT INDONESIA | Commercial Equipment & Machinery | 5 | 1 |
| PT JAVA FURNI CRAFT | Furniture | 5 | 2.5 |
| UD. TAIN FURNITURE | Furniture | 5 | 2 |
| PT WINDA TEAK N TEAK FURNITURE | Furniture | 5 | 2 |
| PT RELIFA ART FURNITURE | Furniture | 5 | 2 |

# Our success stories...

## Highlight

**Achievement:**
- ✔ +40% growth vs LY
- ✔ 134% Achievement vs Target
- ✔ +2% ecommerce contribution to total business
- ✔ Initiate B2B Channel Project

**Achievement:**
- ✔ Set up all official e-commerce channel from scratch in less than 2 weeks
- ✔ Reach sales of >1 Billion IDR in 1 month of operation
- ✔ 100% Service Level Satisfaction

**Achievement:**
- ✔ Customised system for sales of Gold products
- ✔ 3X sales incremental in 6 months of operation
- ✔ 100% stock accuracy

# Our success stories...

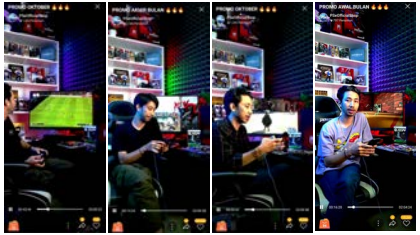
PS Enterprise PSegameshop.com

Capitalizing **Live Interaction & Exclusivity**

**Achievement:**

- GMV grew by +719%
- Order grew by +482%
- Store Visitors grew by +328%
- Viewers grew by +392%
- Reach >7k Potential Buyers in 3 Months

*Live Interaction*



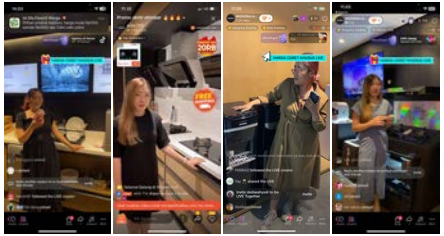
MODENA

Maximizing **Product Knowledge & Special Item**

**Achievement:**

- GMV went from 0 to >350+ Million in 1st month
- AVG Order >300+ per month
- Average Basket Size >1.25+ Million
- Click Trough Rate >34%
- New Followers grew 417%

*Product Knowledge*



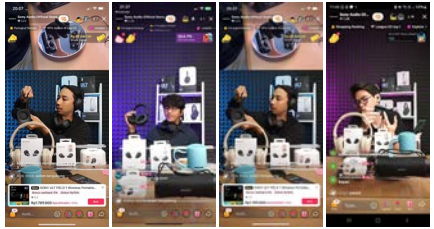
SONY

Unlocking **Potential in Untapped Time**

**Achievement:**

- GMV grew by +154%
- PV grew by +737%
- Average Viewers Duration grew by +487% vs Office Hour with the same duration and period

*Golden Hours*



# PT. Sinergi Digital Pusaka
# Office and Warehouse

## HEADQUARTER

**GRAHA PUSAKA**. Jl. Cideng Barat No. 85 , RT 14/RW 02, Cideng, Kecamatan Gambir, Kota Jakarta Pusat, DKI Jakarta 10150








## MARKETING OFFICE

**GRAHA HARMONI**. Jl. Kaji No. 38 CD , RT 10/RW 07, Petojo Utara, Kecamatan Gambir, Kota Jakarta Pusat, DKI Jakarta 10150









# PT. Sinergi Digital Pusaka
# Office and Warehouse

## WAREHOUSE 1: JAKARTA
**11,000 sqm ~ 5,000 Pallet**

Jl. Jembatan Genit 07, Jl. Kapuk Poglar No. 04. RT.6/RW.1, Kedaung Kali Angke, Cengkareng, Jakarta 11710








## WAREHOUSE 2: TANGERANG
**6,000 sqm ~ 3,500 Pallet**

Jl. Raya Kampung Melayu Blok D1, Teluknaga, Kecamatan Teluknaga, Tangerang, Banten 15510







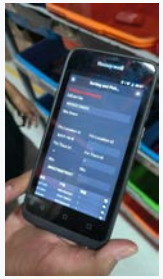

# PT. Sinergi Digital Pusaka
# Fulfillment Process

Inbound



Picking





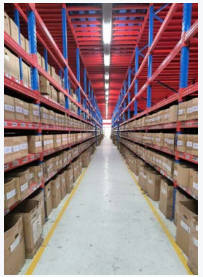
Outbound



**Inbound** — **Storage** — **Picking** — **Packing** — **Outbound**







Racking & Shelving





Packing

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# Where are we now and where we are going to be...

**Today**

## ENABLER



Facilitating & Accommodating

**Tomorrow**

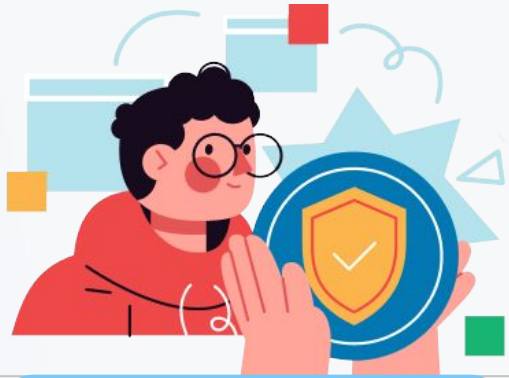
## PARTNER



Business Transformation

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# MAKE IT HAPPEN



# The Founders



## Yohan Christian
Chief Executive Officer

Former *Managing Director* at a consumer goods company with successful experience managing multimillion dollar businesses.

Has more than 16 years of experience in business settings with expertise in strategic marketing, business development and operational excellence



## Sandi Wijono
Chief Operations Officer

Former *Vice President* at one of the largest public companies in Indonesia and has successfully led various projects in Southeast Asia.

Experienced in managing various business operations as well as having experience and technical capabilities in the creation of *innovation funnels, R&D* and quality systems.

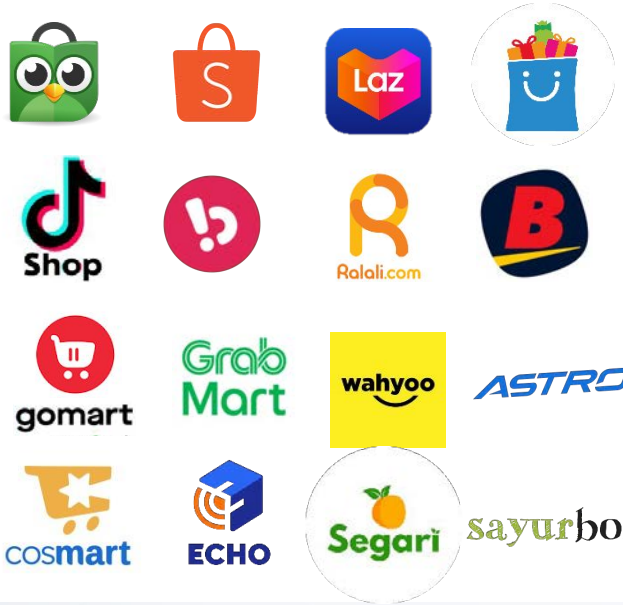


## Ronny Senjaya
Chief Financial Officer

An expert in tax consulting and business advisory.

Experienced in handling finance on various multinational companies as well as national companies in various industries, such as the oil and gas industry, banking and financial institutions, *general manufacturing,* and *trading.*

# List of Channels: >35 Platform




Note:
- The number of channels can change at any time along with business development
- Products may not necessarily be distributed to all existing channels

| | Channel Type | | |
|---|---|---|---|
| | MP B2C | MP B2B / D2C | B2B |
| Type of Platform's Customer | End User | End User | Reseller |
| Store Operator | Self-manage | Managed by Platform | Self-manage |
| Fulfillment<br>a. To Cust. Warehouse<br>b. To End User | -<br>Self-manage | Self-manage<br>Managed by Platform | Self-manage<br>Self-manage of Managed by Platform |
| Platform List | Tokopedia<br>Shopee<br>Lazada<br>Blibli<br>Bukalapak (B2C)<br>Bhinneka<br>AladinMall<br>TikTok Shop<br>Kalcare<br>SehatQ<br>Orami<br>Free Box | Tokopedia Now<br>Topserba<br>Shopee SPM<br>Lazmall Daily<br>LazMart<br>Astro<br>Cosrmart<br>Grabmart<br>Sayurbox<br>Segari<br>Monotaro<br>Webuy<br>Big Box<br>Ralali<br>Farmaku<br>Free Box | Mitra Bukalapak (ODC)<br>Mitra Bukalapak (B2B)<br>Wahyoo<br>Baking World |