



# PT NFC INDONESIA Tbk

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June 2018

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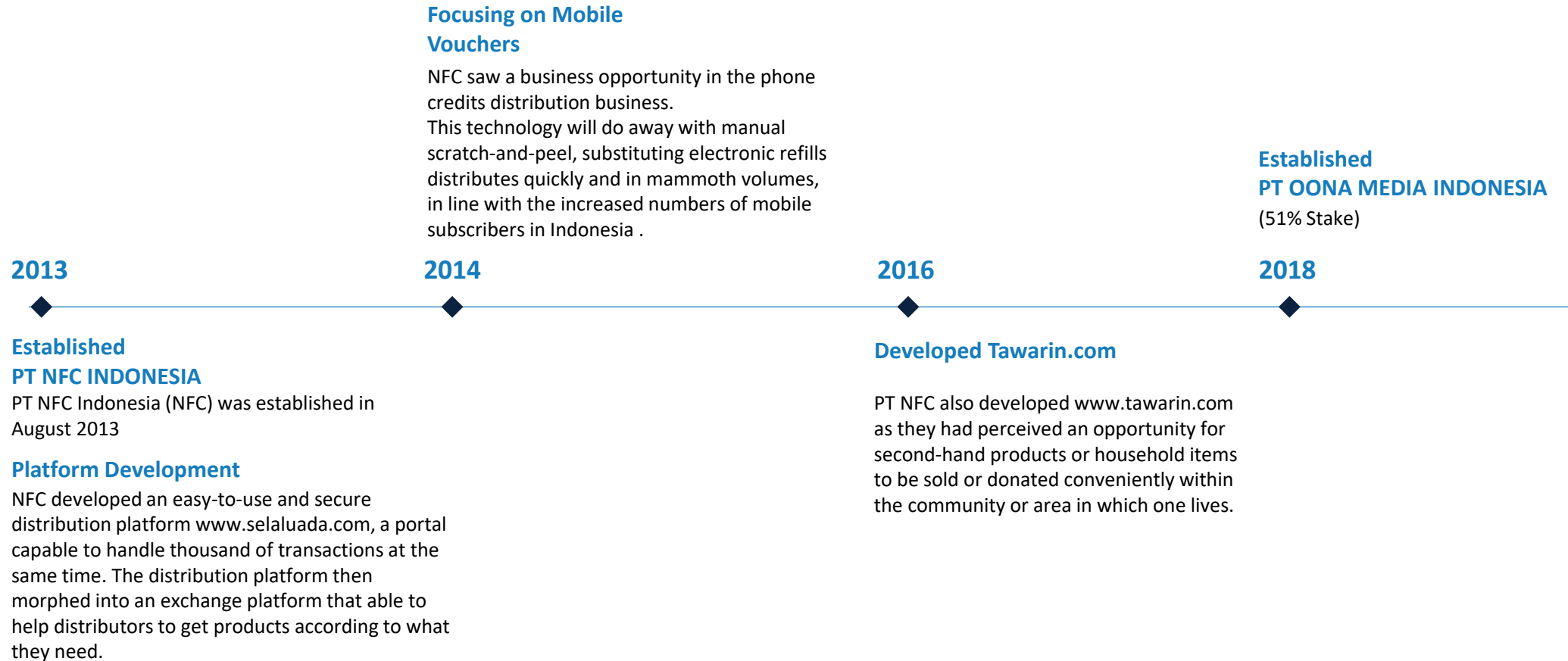


## COMPANY PROFILE

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# PT NFC INDONESIA Tbk

## Milestones



# VISION, MISSION AND VALUES



NFC is a platform provider digital hub exchange in Indonesia, connecting a variety of business units & digital style products through API, and utilizing the data of every line of business (LOB) to be more consumer-centric, connecting each to one another, and thus unleashing formerly-obscure information.

We aim to play a central role in the daily lives of tech savvy Indonesian society.

## Vision

- To be the biggest digital exchange hub in Indonesia.

## Mission

- To promote interoperability of different lines of business to provide the ultimate customer experience
- Personalizing service to end customer by utilizing analysis of big data gathered from various LOB

## Values



Interoperability | Accessibility | Customization | Responsive

# MANAGEMENT

## Board of Commissioner



**SURYANDY JAHJA**  
President Commissioner



**MARTIN SUHARLIE**  
Commissioner



**SISKA PRATIWI**  
Independent Commissioner

## Board of Directors



**ABRAHAM THEOFILUS**  
President Director



**IWAN SURYAPUTRA**  
Director

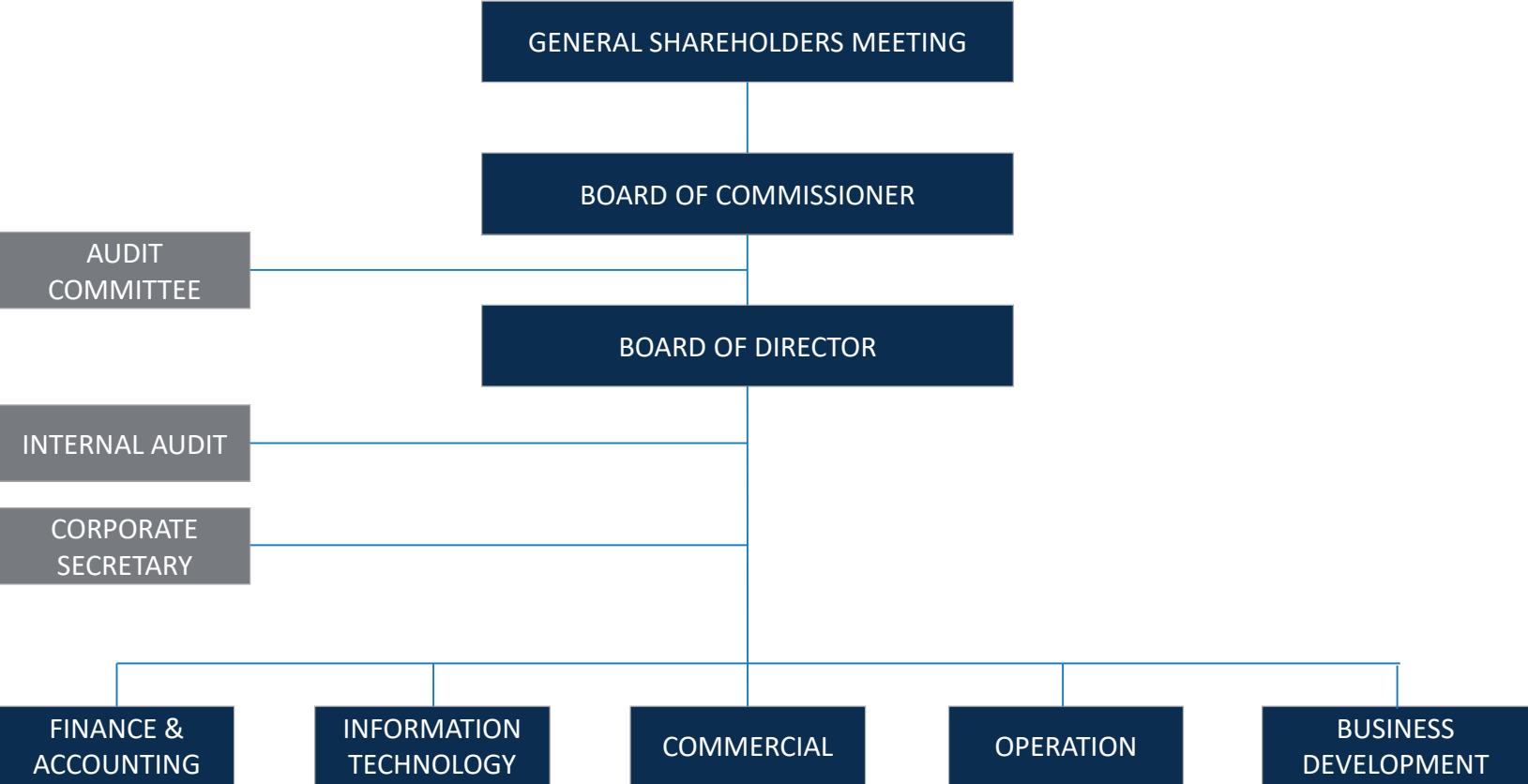


**FELICA**  
Director



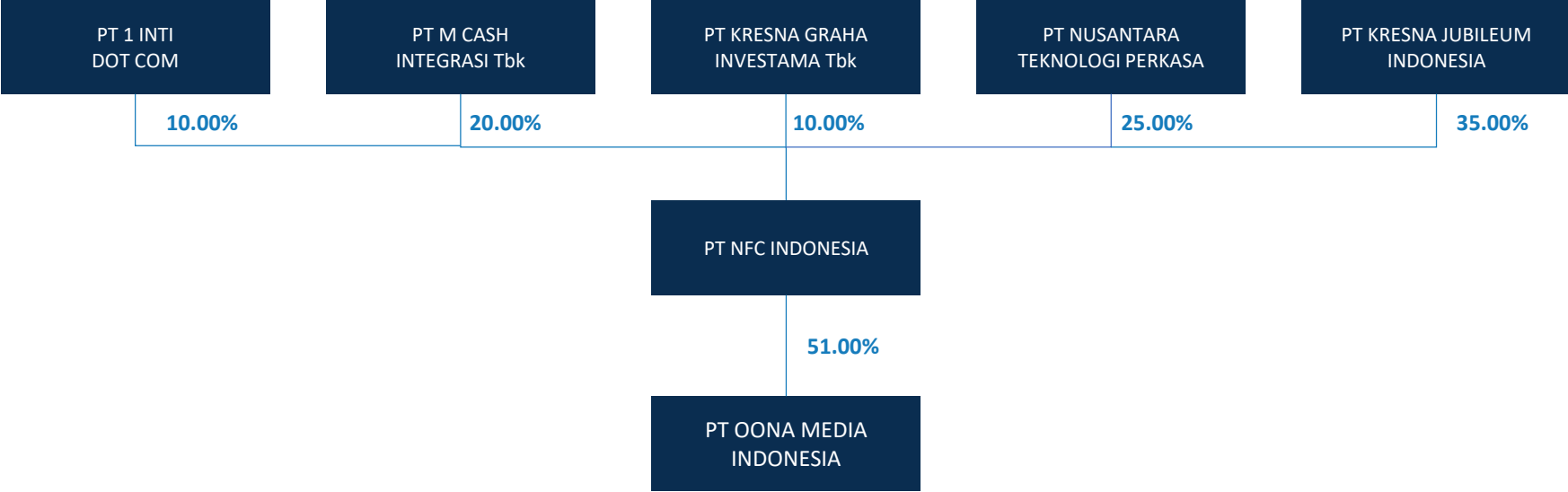
**JAMES ARIPIIN**  
Independent Director

# ORGANIZATIONAL CHART



# CORPORATE STRUCTURE

## Pre-IPO







## BUSINESS OVERVIEW

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# BUILDING A DIGITAL HUB

Functioning as a complete ecosystem

## Core Functioning Activities

### **NFCXC**

Real-time Phone Credit Exchange

- Serves a staple phone credit market on a day-to-day basis
- Provides basic cash-flow requirement for developing other exchanges (in the works) within the digital hub space – future digital advertising exchanges, digital commodity exchanges, job exchanges, etc.



Free-to-Stream Premium Content Media Platform

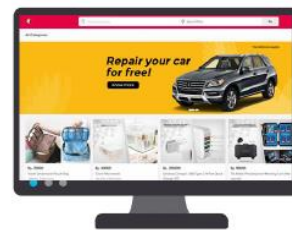
- Acts as an initiation platform for advertisers, to be connected to NFC's digital hubs, and the starting point for NFC to collect big data for analytics, which is essential to create stickiness for advertisers to stay within the hubs

## Future Business Unit (under development)

SelaluAda.com



Tawarin.com



Chatting Platform



QR payments



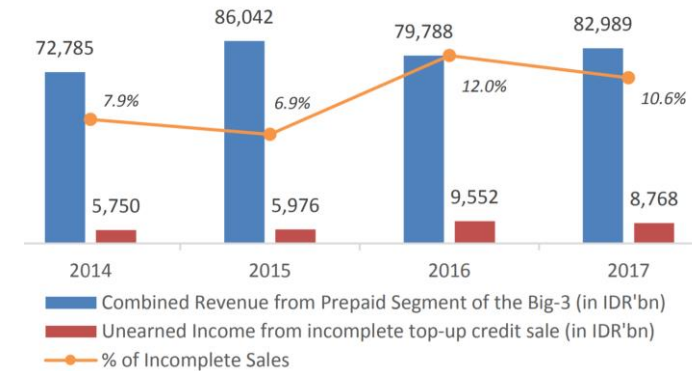
Source: Courtesy of SCCM

# REAL-TIME PHONE CREDIT EXCHANGE

## NFCXC

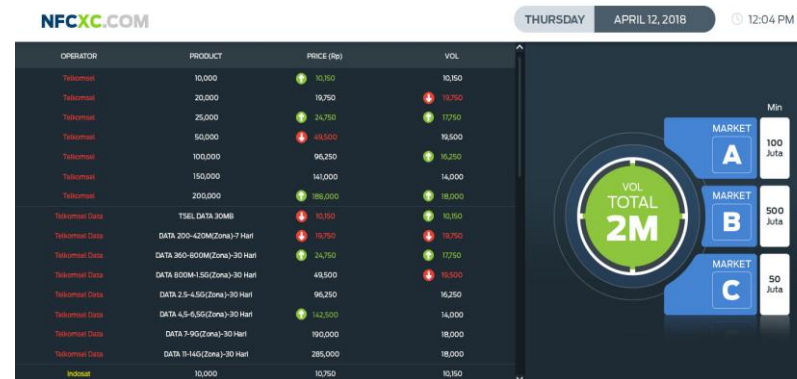
- The existing quota-based distribution of different denomination has resulted a frequent supply-demand imbalances.
- It causes efficient distributors (sellers) with exhausted inventory while ineffective sellers experienced a excess inventory.
- NFCXC would help tackling market of unsold inventory.

Incomplete top-up credit sales in Prepaid segment of big 3-telco in Indonesia



Source: Courtesy of SCCM, TLKM, ISAT, EXCL Annual Report

NFCXC as a solution for phone credit top up market that experiencing a frequent Supply-Demand imbalances; while offering a competitive pricing from various airtime supplier



UI of airtime exchange platform

Source: Courtesy of SCCM

# FREE-TO-STREAM PREMIUM CONTENT MEDIA PLATFORM



## FREE

No subscription, enjoy all TV anytime and anywhere for free.



## REWARDING

Convert your tcoins in local loyalty program and redeem at local merchant partners.



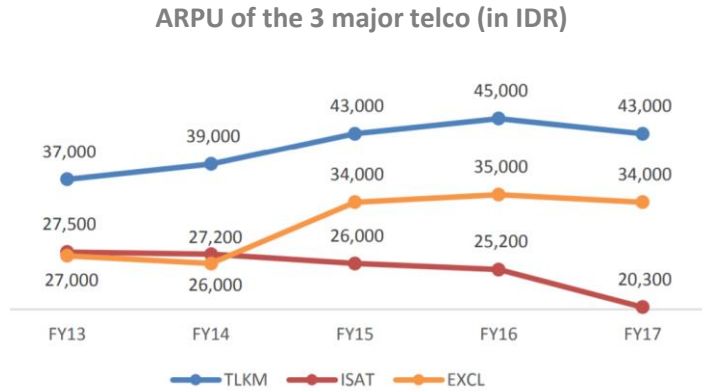
## FUN & ADDICTIVE

Capture screen, add stickers and emoticons before sharing to social media friends.



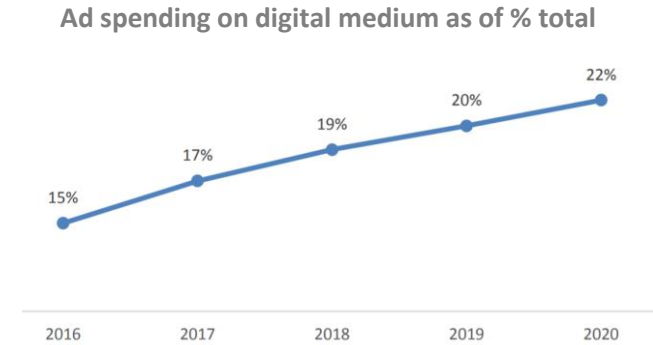
# OONA: CREATING A WIN-WIN-WIN-WIN SITUATION

## 1. Helping telecom companies monetize data when ARPU declines



Source: SCCM Research, Bloomberg

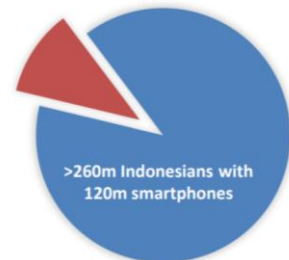
## 3. Helping advertisers deliver targeted and trackable advertising



Source: Statista, eMarketer

## 2. Helping paid content providers penetrate the Indonesian Market with ZERO Capex/Opex Requirement

Only 11% of population (vs. APAC average of 71%) has access to...

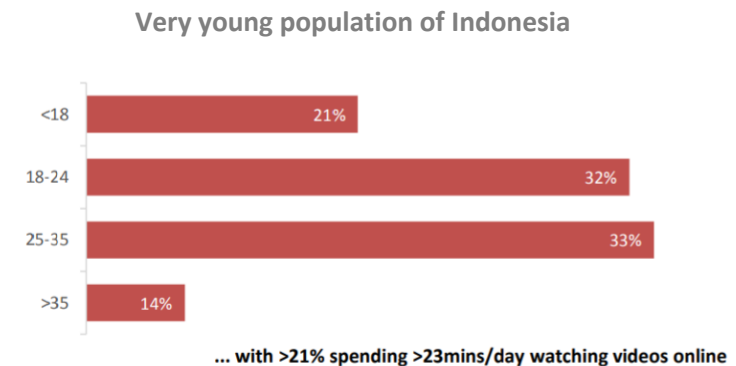


... Leaving 89% population starving for premium content

Source: Emarketer,

Source: Courtesy of SCCM Research

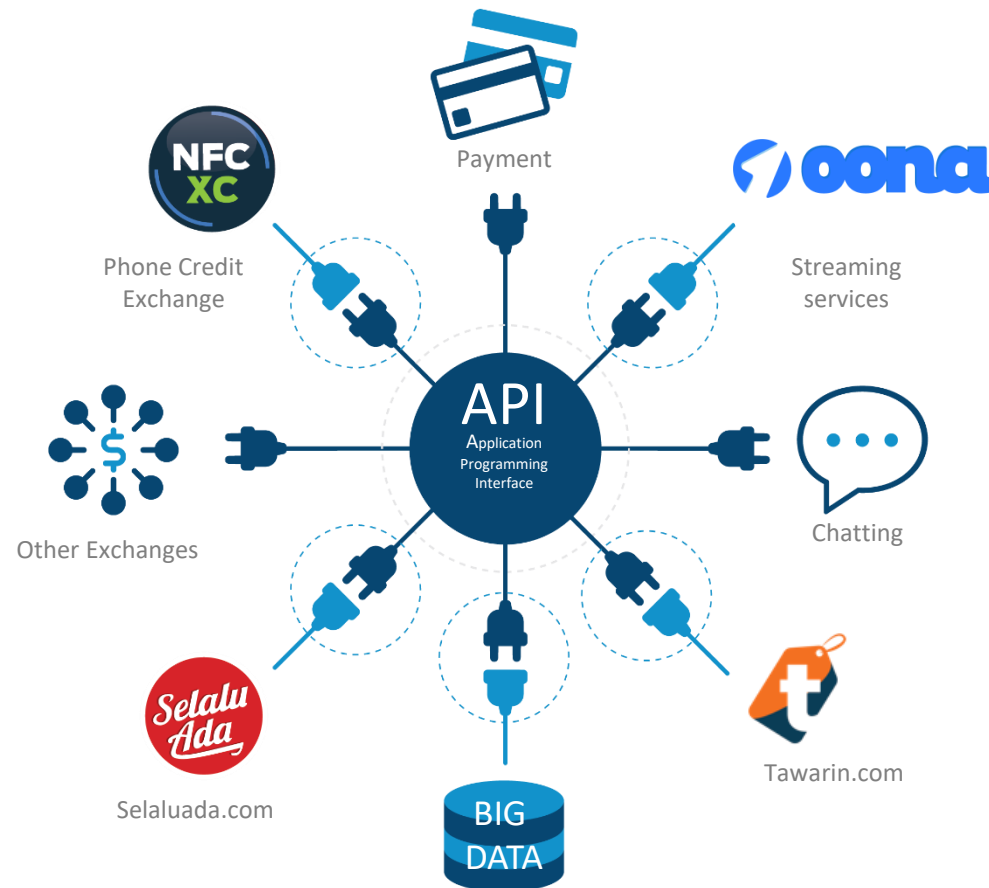
## 4. Helping NFC to monetize the Millennials eyeball



Source: eMarketer

# MARKET BEYOND NFCXC AND OONA

Building a symbiotic digital hub while scaling up to other types of digital products



The utilization of API enables interconnection, interoperability and big data from different touch points

- Currently, NFC is at the initial phase of growth with NFCXC as the primary cashflow for the development of other exchanges – e.g. future digital advertising exchanges, digital commodity, job exchanges, etc.
- NFC plans to expand its market beyond NFCX and OONA with the utilization of API.
- With the explosion of digital products nowadays and non-traditional instruments, the possibility for expansion is limited only by NFC.