



INDEPENDENT AND INTEGRATED DIGITAL MEDIA GROUP

Arte Et Labore

Internet Users Penetration



64,5%



SUMBER: WeAreSocial - JANUARY 2020

Internet Users Growth

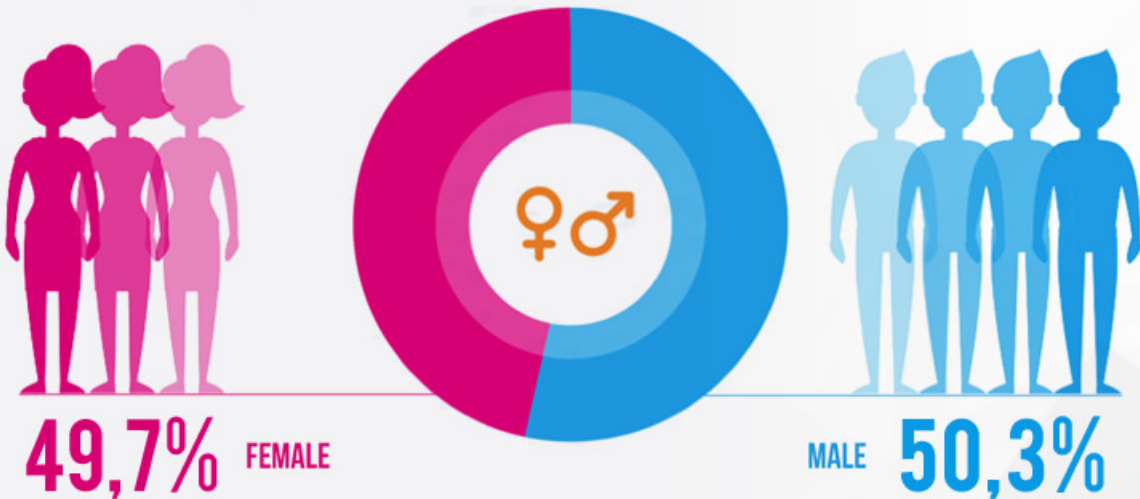
(IN MILLION)



Internet Users Statistic

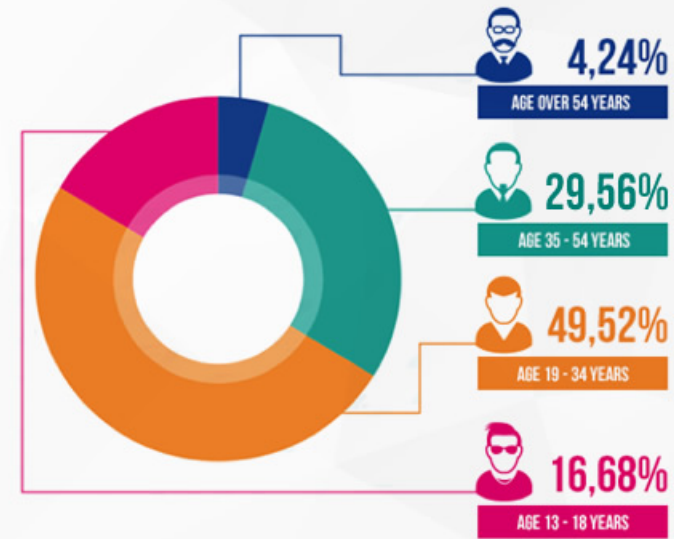


Based on Gender



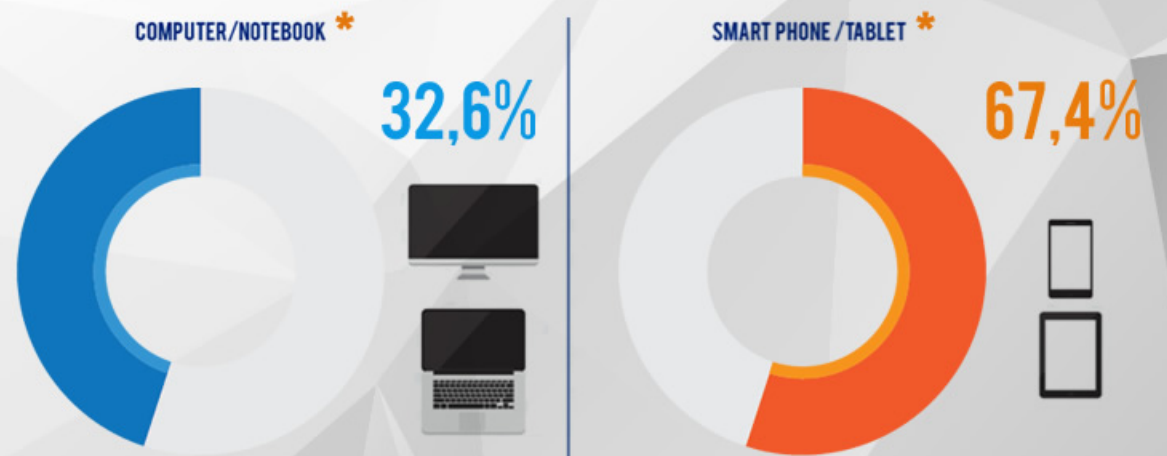
SOURCE INDONESIAN INTERNET SERVICE PROVIDER ASSOCIATION (APJI) - SURVEY 2018

* WeAreSocial - JANUARY 2021



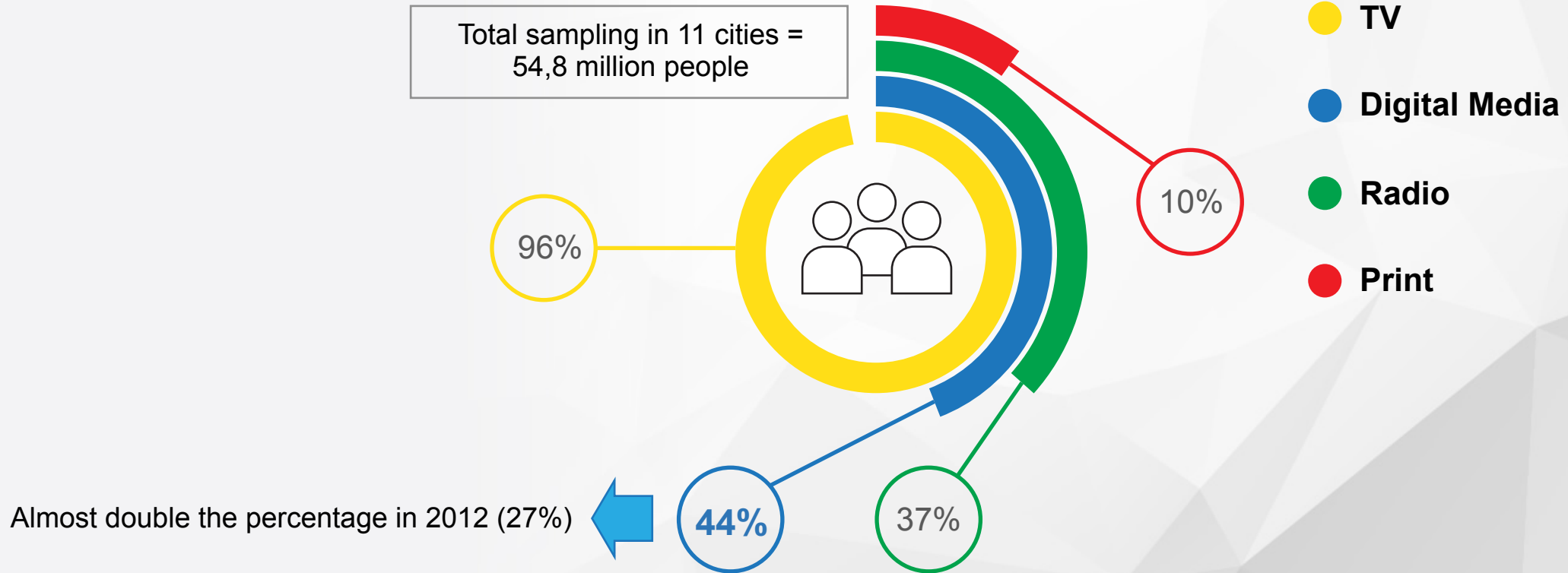
Based on Age

Device Ownership Percentage





Digital Media is now on 2nd positioning among all media with 44% reach



SOURCE: NIELSEN MEDIA CONSUMER VIEW W2 2017



Share of Ad Spending on Different Mediums

Medium	2009 (%)	2019 (%)
TV	63.3	67.0
Internet	0.7	16.3 [growing by 23x]
Newspapers	22.1	10.2
Outdoor	3.9	2.9
Radio	4.1	1.9
Magazines	5.3	1.3
Cinema	0.6	0.3

SOURCE: MAGNA/PUBMATIC/GOOGLEFORUM

Smartphone Usage Preferences

PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK (SURVEY-BASED)



USE THE ALARM
CLOCK FUNCTION

17%



MANAGE DIARY
OR APPOINTMENTS

6%



CHECK
THE WEATHER

4%



TRACK HEALTH, DIET,
OR ACTIVITY LEVELS

4%



TAKE PHOTOS
OR VIDEOS

44%



CHECK
THE NEWS

18%



READ E-BOOKS
OR E-MAGAZINES

3%



MANAGE LISTS
(E.G. SHOPPING, TASKS)

4%

SOURCES: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. NOTES: DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE

E-Commerce Spend By Category

TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS

FASHION & BEAUTY



**\$9.81
Billion**

ELECTRONICS & PHYSICAL MEDIA



**\$6.91
Billion**

FOOD & PERSONAL CARE



**\$4.66
Billion**

FURNITURE & APPLIANCES



**\$4.48
Billion**

TOYS, DIY, HOBBIES



**\$4.44
Billion**

TRAVEL INCLUDING (ACCOMODATION)



**\$6.02
Billion**

DIGITAL MUSIC



**\$199.5
Million**

VIDEO GAMES



**\$1.68
Million**

SOURCES: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE, JANUARY 2021

Arkadia Corporate Structure



ARKADIA AGGREGATOR
ARKADIA CREATIVE
ARKADIA EVENT
ARKADIA PRODUCTION

SerbAda.com

PT ARKADIA MEDIA NUSANTARA

suara.com

suararegional

PT MATA MEDIA NUSANTARA

mata.com

belatimes.com

hitekno.com

PT INTEGRA ARCHIPELAGO MEDIA

WIKU.com

MOBIMOTO.COM

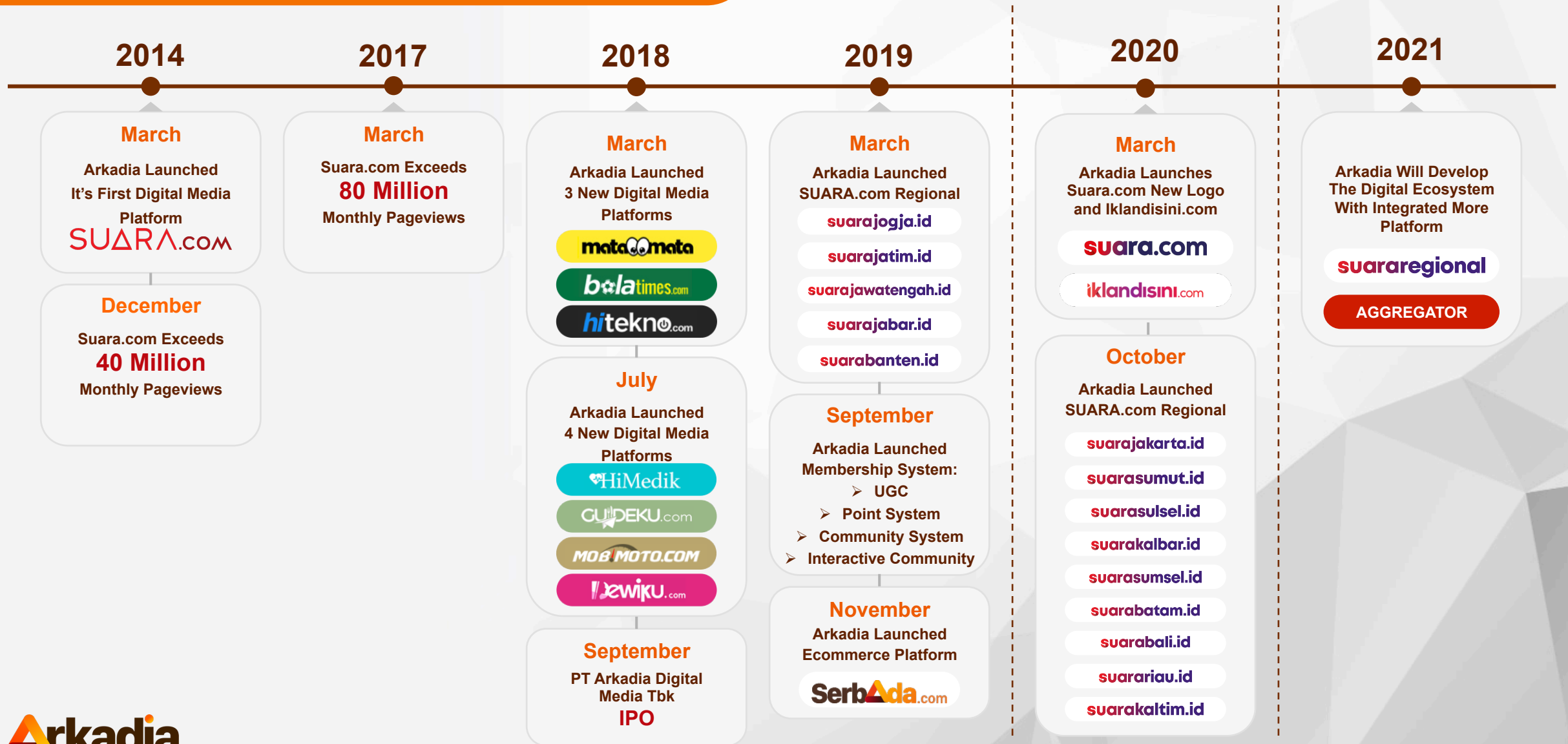
GUIDEKU.com

HiMedik

iklandisini.com

NOTE: 100% CONSOLIDATION BASIS FOR ALL SUBSIDIARIES

Milestones & Future Plans



Stock Performance

* AS OF 30 DECEMBER 2020

DIGI:IJ Indonesia

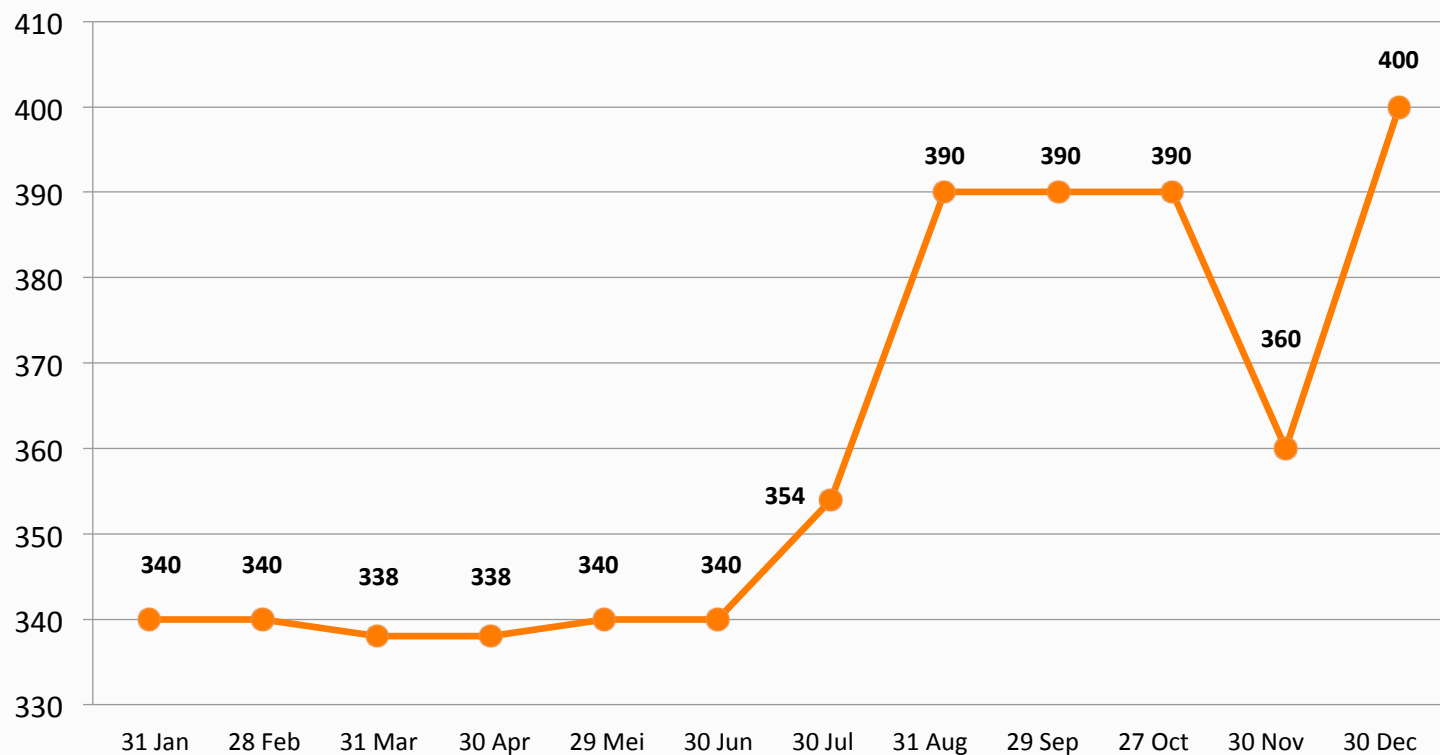
PT Arkadia Digital Media Tbk

390.00 IDR *

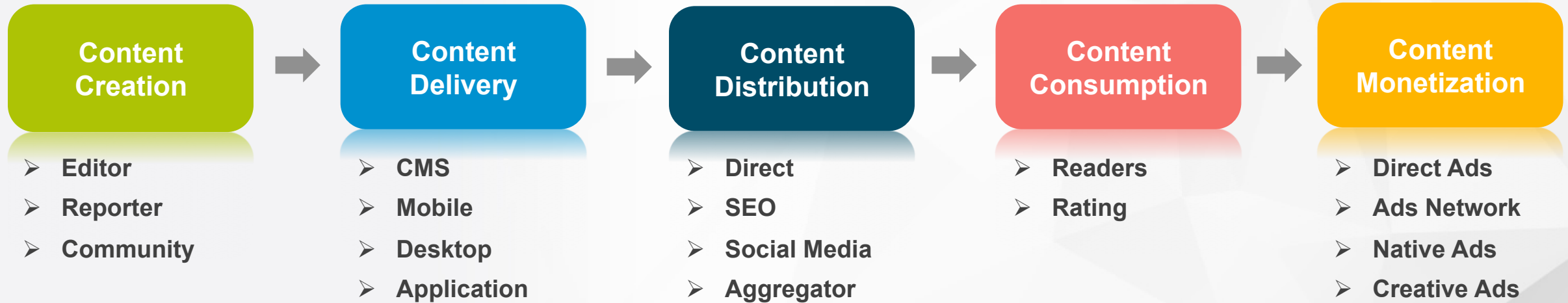
NO OF SHARES : 1.625 million shares

MARKET CAP : 650,00 B IDR

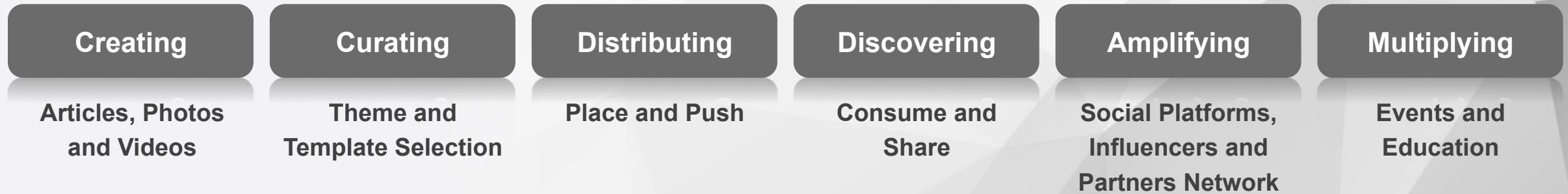
Share price and number of shares has been adjusted based on stock split with 1:5 ratio



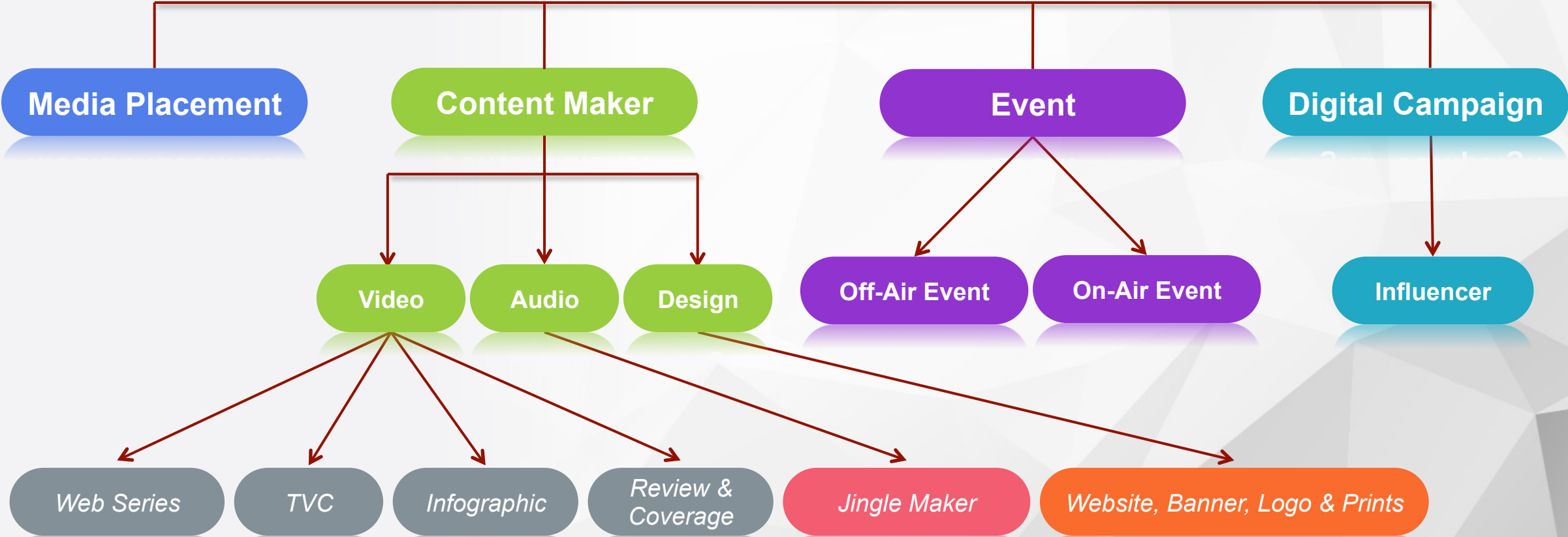
Key Strategy : Digital Media



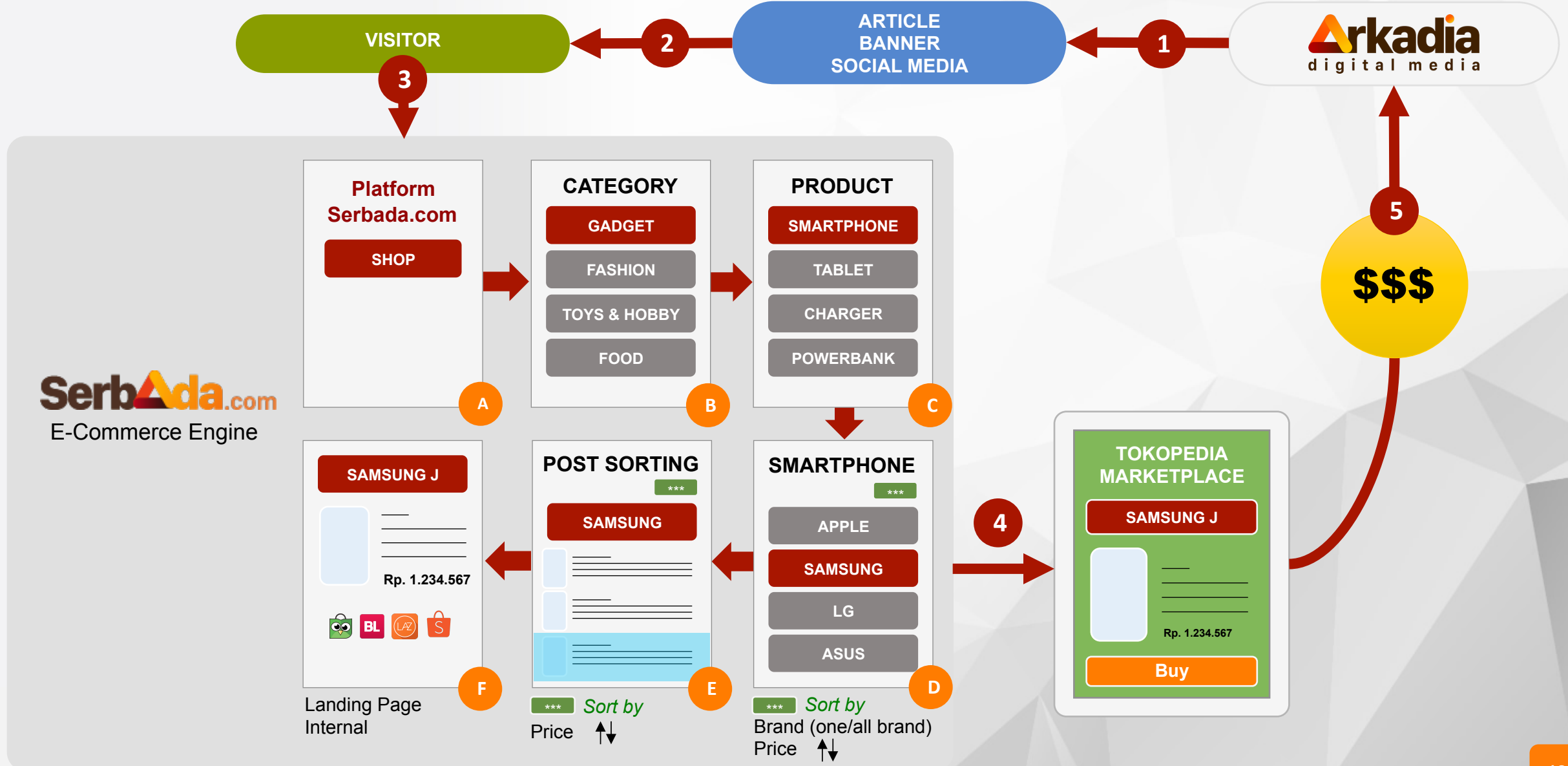
Online-to-Offline, Integrated & Innovative Marketing Platforms for Advertisers to Connect and Engage with Readers



Key Strategy : Integrated Marketing



Key Strategy : E-Commerce

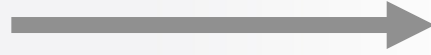


Key Strategy : E-Commerce (Cont'd)



RIGHT OFFER

Identify brands that offer great products and services at the best prices.



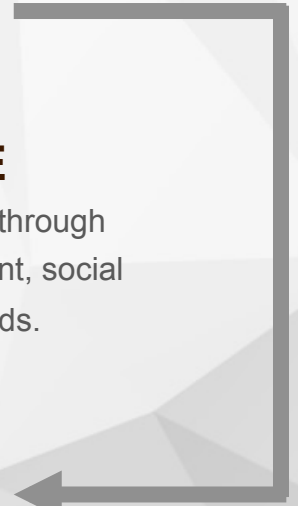
RIGHT INVENTORY

Use data to optimize products & services selection based on each digital media audience's demographics and buying behavior.



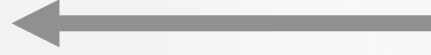
RIGHT PLACE

Promote products & services through traditional banner, native content, social media and integrated feeds.



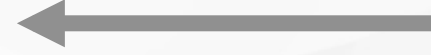
CUSTOMERS

A loyal reader turns into a loyal customer and enters into a full life-cycle from digital media to E-Commerce ecosystem.



FULFILLMENT & SERVICE

Work together with existing Indonesian logistic operators for speedy delivery combined with customer service management.



PURCHASE

Reader transact in Arkadia's digital storefront through existing Indonesian online marketplace platforms and Arkadia earns margins on products & services sold.

Arkadia Management Team

Stephen Kurniawan Sulistyو



Mr. Sulistyو currently serves as President Commissioner of PT Arkadia Digital Media and President Commissioner of PT ACR Global Investments. Mr. Sulistyو has held key position as Senior Managing Director of Business Development & Investment for PT Rajawali Corpora (2008-2015) and also held other important positions in several companies under Rajawali Group. He also served as Chairman (2014-2015) and Independent Commissioner (2007-2013) in PT BW Plantation Tbk / BWPT.IJ. Previously also served as President Director of PT Global Informasi Bermutu (2004-2008), Director of PT Media Nusantara Citra Tbk / MNCN.IJ (2004-2008), Commissioner of PT MNC Sky Vision Tbk / MSKY.IJ (2004-2008), and Director of MNC Investama Tbk / BHIT.IJ (2003-2008). He received his Bachelor of Science Degree in Business Administration, with a focus in Accounting and Finance from California State University, USA in 1988.

Wiliam Martaputra



Mr. Martaputra received his Bachelor of Business, majoring in Economics and Finance from Royal Melbourne Institute of Technology in 2004. He currently serves as the Chief Executive Officer of PT Arkadia Digital Media, Director of PT ACR Global Investments and held other key positions in several companies within ACR Group. He has held key positions in various companies including as Director of Business Development at PT Rajawali Corpora (2008-2015), Head of Investor Relations at PT Express Transindo Utama Tbk / TAXI.IJ (2012-2015), Corporate Finance Manager at PT Global Mediacom Tbk / BMTR.IJ (2008-2008) and Business Development Manager at PT Media Nusantara Citra Tbk / MNCN.IJ (2006-2008).

Iwa Sukresno Karunia



Mr. Karunia currently serves as Commissioner of PT Arkadia Digital Media, he is an Indonesian entrepreneur, having various prior business interest ranging from steel wire ropes, marine equipment, avionics and aircraft maintenance. His current main business activity is tin mining and smelting. He received his Bachelor of Economics from Surabaya University in 1988.

Suwarjono

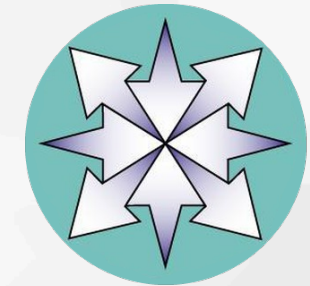


Mr. Suwarjono is currently the Chief Operating Officer of PT Arkadia Digital Media Tbk. and Editor in Chief for Suara.com as well as Editor in Chief for other portals within the Group. He has extensive experience in digital media landscape, having previously been involved in the establishment of Viva.co.id in Bakrie Group and Okezone.com in MNC Group. He is the Managing Editor for Viva.co.id (2008-2014) and Okezone.com (2006-2008). Previously he has also served as Reporter Coordinator in Detik.com (2000-2006) and has served in various positions within multiple print media establishments. He is also active in journalism organization, being the Chief of Business and Funding (2017-2019), President (2014-2017) and Secretary General (2011-2014) for The Alliance of Independent Journalists / AJI. AJI has more than 2,000 journalists across 36 cities in Indonesia as its members. He also serves as the Deputy of Chairman for Indonesian Cyber Media Association / AMSI (2020-current). He last studied of Political and Social Science from Gadjah Mada University, Yogyakarta.

Digital Media Ranking



No	Site	Rank in Country (ID)	Establish (Year)
1	OKEZONE.COM	2	2007
2	Tribunnews.com	4	2010
3	KOMPAS.com <small>RAYAKAN PERBEDAAN</small>	5	1995
4	detik.com <small>BERITA TERBARU & VIDEO CUPLIKAN RESMI PIALA DUNIA</small>	6	1998
5	suara.com	8	2014
6	kumparan	10	2017
7	LIPUTAN6.COM	11	2000
8	merdeka.com	13	2011
9	IDN TIMES	15	2014
10	jnn.com	17	2019



DEWANPERS

User Demographics



15%
Dekstop User

85%
Mobile User

suara.com

We deliver independent, honest, balanced news and information to our loyal readers through multiple delivery channels. We also offer clients an effective, engaging and communicative method of advertising by utilizing our platform.



> 2.4 Million



> 325K



> 439K



Alexa

Top 10 Indonesian news portal category based on Alexa rating

SOURCE: GOOGLE ANALYTICS, AS OF YTD 25 MAY 2018



Traffic Jan 1 – Dec 31, 2020

Sessions

1,387,464,764

Page Views

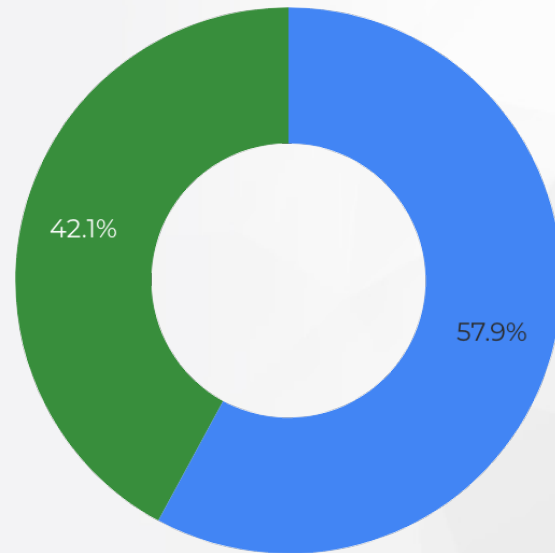
1,783,634,242

Users

370,892,972

Page Views Jan 2021
145,545,818

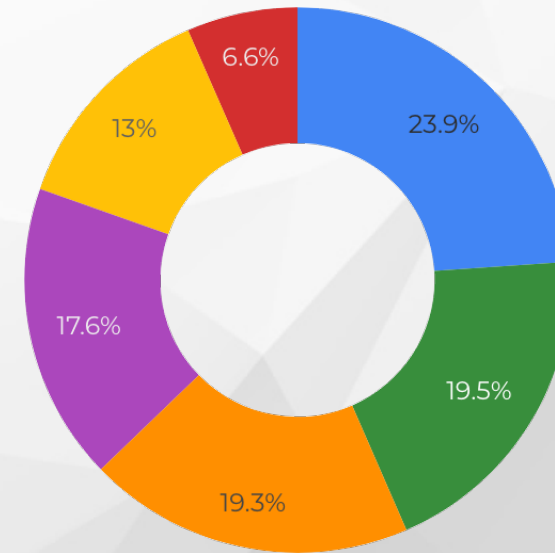
User Demography



Gender:

Male

Female



Age:

25 - 34

45 - 54

18 - 24

55 - 64

35 - 44

65+

suara.com

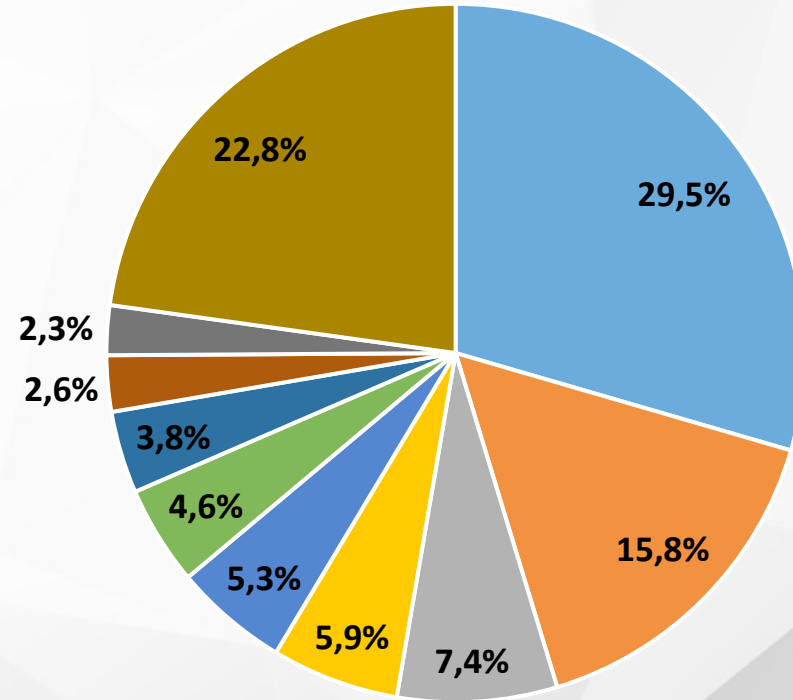
SOURCE: GOOGLE ANALYTICS,
AS OF YTD January 2021

Audience Location



1.	Jakarta	29.5%
2.	Surabaya	15.8%
3.	Depok	7.4%
4.	Bandung	5.9%
5.	Makassar	5.3%
6.	Medan	4.6%
7.	Batam	3.8%
8.	Surakarta	2.6%
9.	Palembang	2.3%
10.	Others	22.8%

SOURCE: GOOGLE ANALYTICS, AS OF YTD OCTOBER 2020



suara.com

Vertical Media Platforms



Celebrity & Entertainment Portal

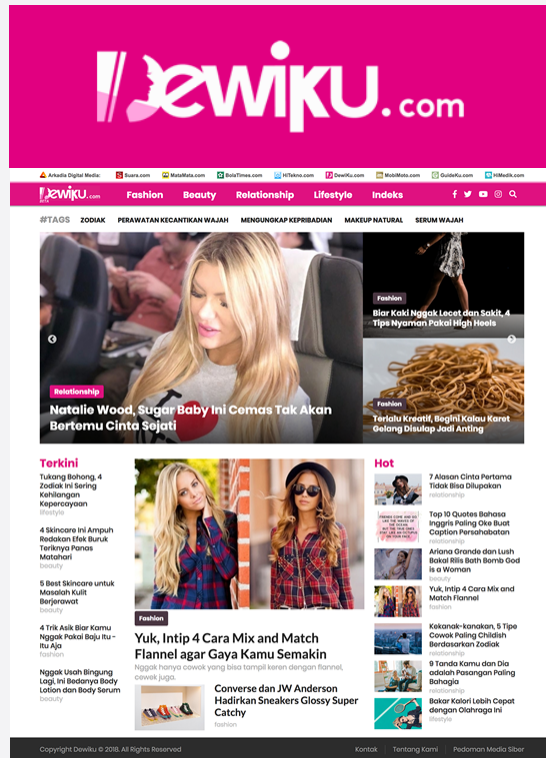


Soccer & Sports Portal



Technology & Gadget Portal

Vertical Media Platforms (Cont'd)



Female Portal



Automotive & Motorsports Portal

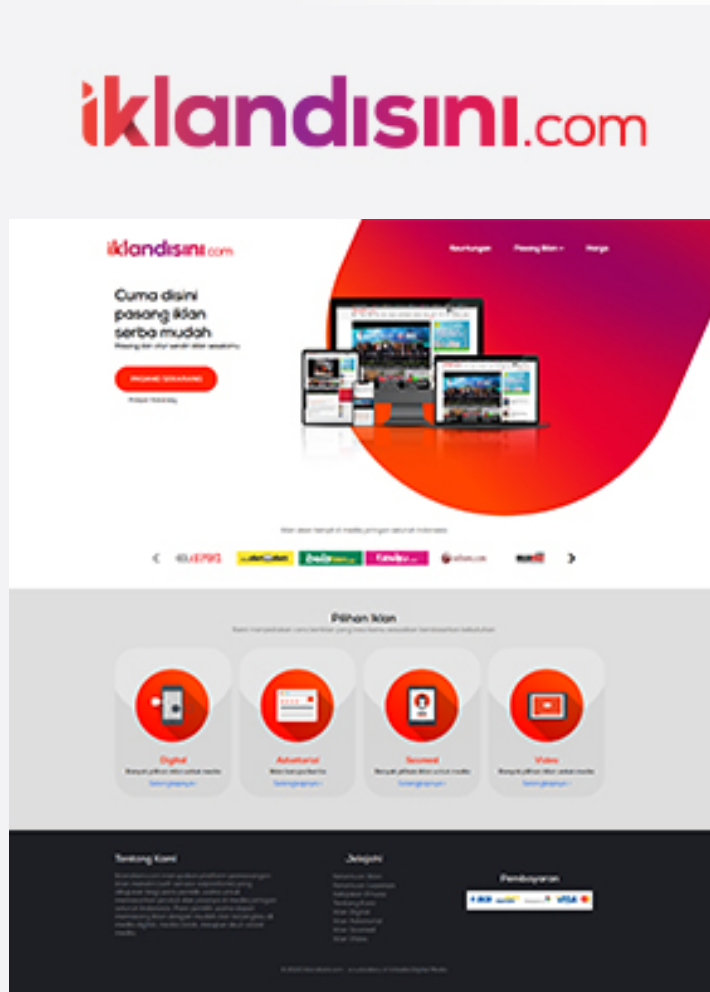


Travel and F&B Portal

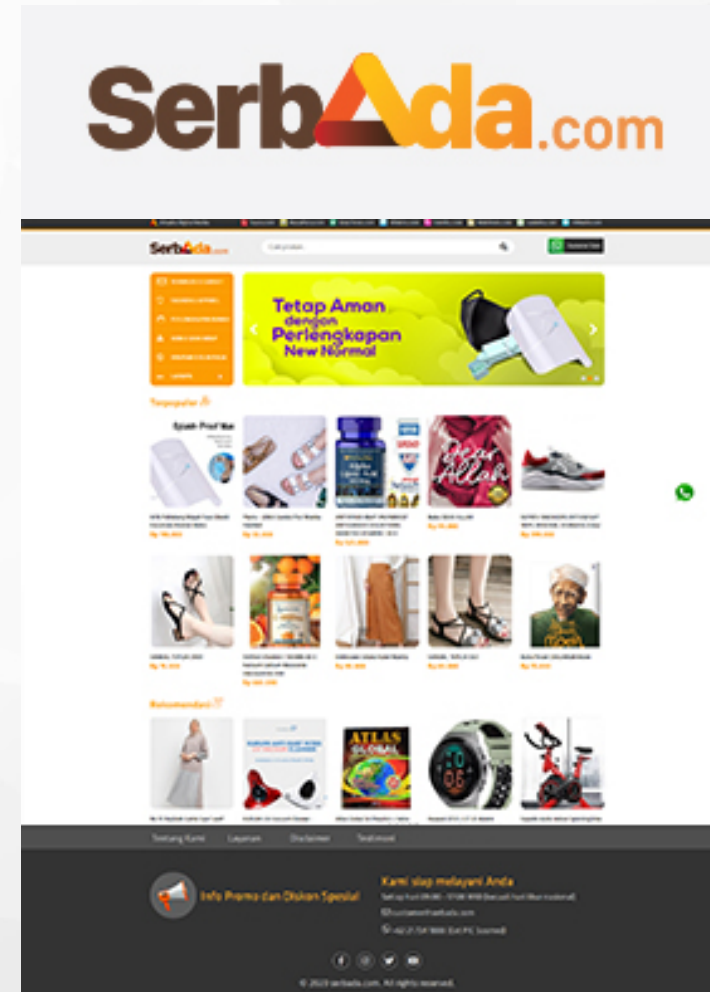


Health & Medical Portal

Non Media Platforms

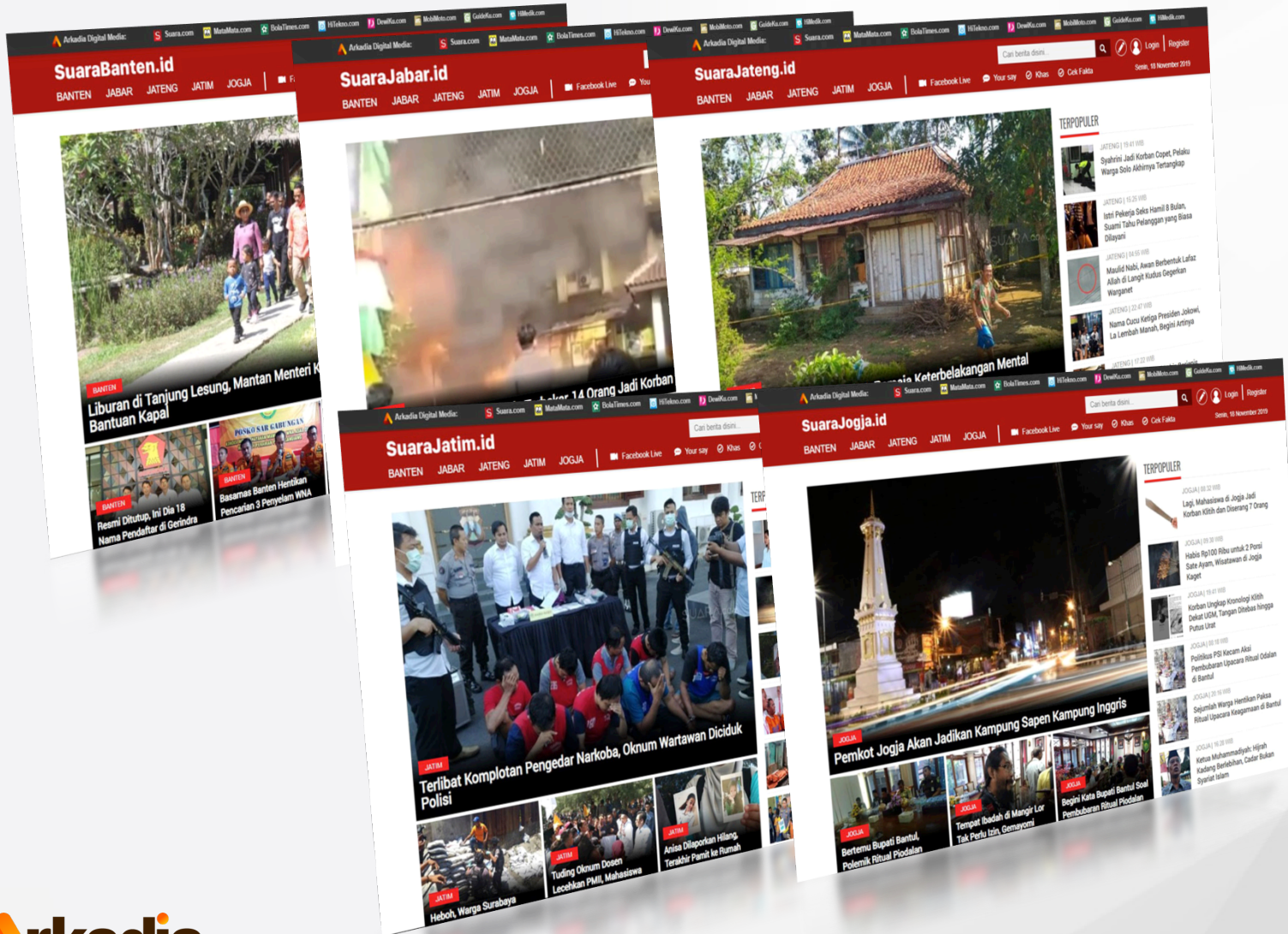


Advertising Services Portal



e-Commerce Portal

New Initiatives for 2020 - 2021



suararegional

New development of SUARA.com in regional format, covering 25 - 30 major Indonesian cities with 50:50 regional & national content split ratio

Key Clients & Advertisers



Regional Partners Network



Aggregator Media Partners

YAHOO!



Google
Discovery



E TAB
TECHNOLOGIES



Arkadia Production is expanding rapidly with a team of young, creative and professional individuals, supported by state-of-the-art equipment. We are producing hundreds of videos monthly catering for multiple platforms under Arkadia Digital Media. We also produce video contents for clients ranging from government institutions to corporations.

THRIVE MOTORCYCLE

JALAN - JALAN SORE

THRIVE MOTORCYCLE



Fakta Unik Kunjungan
Raja Salman ke Bali



TIPS BIKIN VLOG BIAR DITONTON BANYAK ORANG

VLOG



KRONOLOGI
PEMBUNYIHAN
KIM JONG NAM



TIPS SEHAT
MAKAN
JUNK FOOD

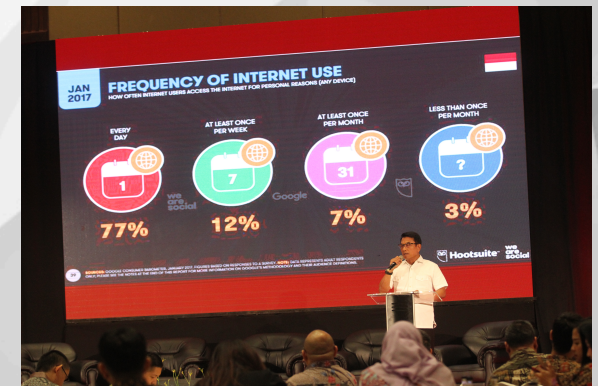


Arkadia Event main activity is creating various events to boost the brand awareness of various platforms under Arkadia Digital Media. We also provide an sophisticated event management service for clients marketing campaign in synergy with our ever growing presence in the Indonesian digital media landscape.



Talkshow Politic Without Hoax

March 29th, 2019





Live Broadcast Program “Music Hook”

November 13th, 2019 (pilot)

Started with a cool performance of Steven & Coconut Treez on November 13, 2019, the program has then continued several more times including with the presence of more bands like Armada, Kotak, etc., broadcasted live on location via Suara.com and its Facebook page.





Webinar Program

May 7th, 2020 (pilot)

On May 7, 2020 at the height of the Covid-19 pandemic, the program kick-started with the first topic regarding "Online Media Business", then regularly followed by various other topics held periodically.

suara.com

"SIASAT DI TENGAH BADAI: BISNIS MEDIA ONLINE SAAT WABAH COVID-19"

BINCANG ONLINE

METTA DHARMASAPUTRA
CEO Katadata

SUWARJONO
Editor In Chief
Suara.com

IRAMDANI
Moderator

ARFI BAMBANI AMRI
Country Representative
Internews untuk Indonesia

KAMIS, 7 MEI 2020
PUKUL 15.00-17.00

ONLY ON ZOOM
Meeting ID akan dikirim lebih lanjut

Informasi Pendaftaran:
+62 813 8120 5128 (Rani)
Ceklist kirimkan email beserta No. Whatsapp

Arkadia
digital media

Galeri24

BINCANG ONLINE

KILAU INVESTASI EMAS

SOLUSI ANTI KRISIS SAAT PANDEMI

Jumat, 22 Mei 2020 - Pukul 15.00 WIB

LULU PUTU ANDARINI
Pembicara Utama
PT Puspita Gian 24

RUDY KURNIAWAN
Dosen Ilmu Ekonomi
P1 Fakultas Ekonomi
Pembicara Utama
Pembicara Utama

IRA IRAMDANI
Moderator

DAPATKAN GIVE AWAY EMAS 0,5GR UNTUK 3 PESERTA DENGAN PERTANYAAN TERBAIK

Only On **zoom**
Meeting ID akan dikirim setelah registrasi

Pendaftaran via
WA +62 813-8120-5128 (admin)
Dengan format: Nama lengkap, email,
nama akun zoom dan nomor whatsapp

suara.com

Arkadia
digital media

aido health

DISKUSI ONLINE ZOOM

DIGITAL TRANSFORMATION BREAKING THROUGH THE DIFFICULTIES

SENIN, 15 JUNI 2020 - PUKUL 14.00 - 16.00 WIB

Acara ini ditujukan untuk para dokter, tenaga kesehatan, rumah sakit, rekan media dan masyarakat umum

Dr. Daeng M. Faqih, SH, MH
Aktua Oncom (DI)

Dr. Fikriana Prasmita, SpS (K)
Ibid. Ilmu KEMK, GI, Endo

dr. Elizabeth Jane Sempati, MPH, BSc
Konsultan CXC Atlanta

Dr. Roy Panossian Sibarani Sp.PD, KEMD, FES
Moderator

Dr. Eric Daniel Tendu, Sp.PD, FINASIM
PhD Candidate Imperial College London, Internal Medicine Specialist, International Pathologist, Department of Internal Medicine, Faculty of Medicine, Universitas Indonesia (RSUM)

Iyoti Nugraha
VP Operation and Partnership adidhealth

Ira Iramdani
MC

Registrasi via WA 0813-8120-5128 (Oxta)
Dengan format: Nama, email, nama akun zoom dan nomor whatsapp

suara.com

SHALAHUDDIN GH
Owner Penerbit Javanica

APRILIDHA PERMATA PUTRI & SAHDA HANDAYANI
Owner Popy.com

SITI FATMAH ATUNINGDIYAH
Owner The Cat Cabin

HESTI WULANDARI
Head of News-Commerce Serbada

BINCANG ONLINE VIA ZOOM

STRATEGI BISNIS ONLINE DI TENGAH PANDEMI

JUMAT, 26 JUNI 2020 PUKUL 14.00 - 16.00 WIB

Registrasi by WA, Admin +62 858-1000-8969

suara.com

SerbAda.com

your say

Bincang Online Penulisan Kreatif

Jitu Mengolah Konten Memikat Pembaca

Jumat, 19 Juni 2020 | Pukul 14.00

Iqbal Aji Daryono
Penulis buku dan penulis Mojok.co

Tri Apriyani
Pengasuh Kolom Yoursay Suara.com

Arendya Nariswari
Moderator

Hanya via **zoom** GRATIS

Informasi Pendaftaran
08129990968 (Elga)
Dengan mengirimkan nama, email dan nomor whatsapp

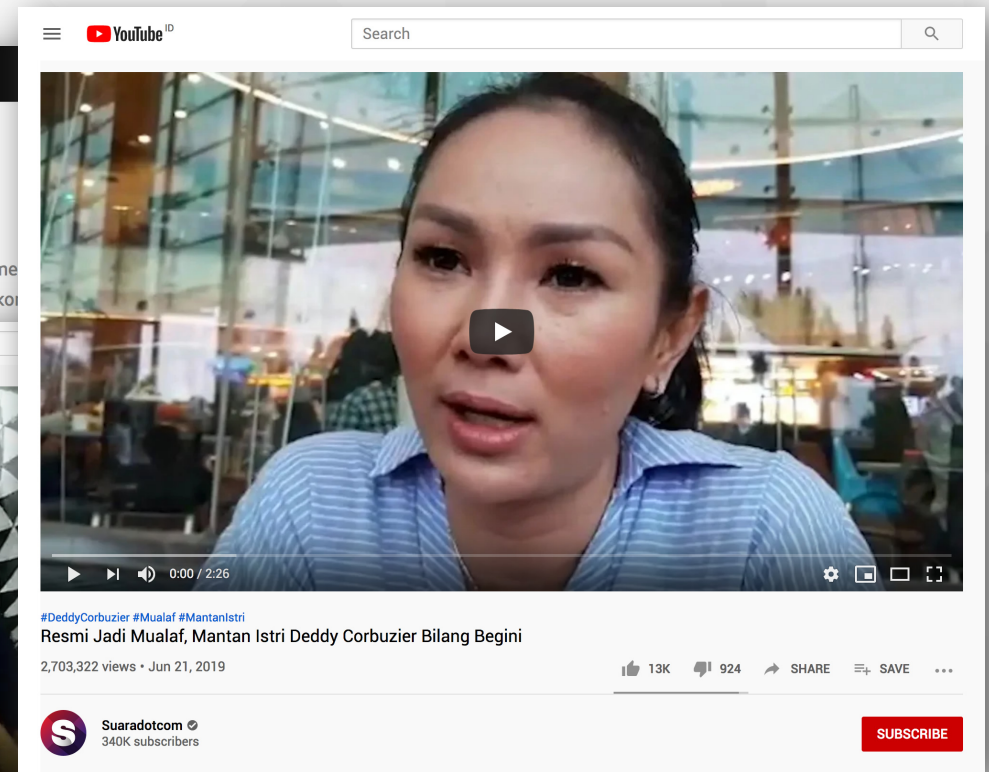
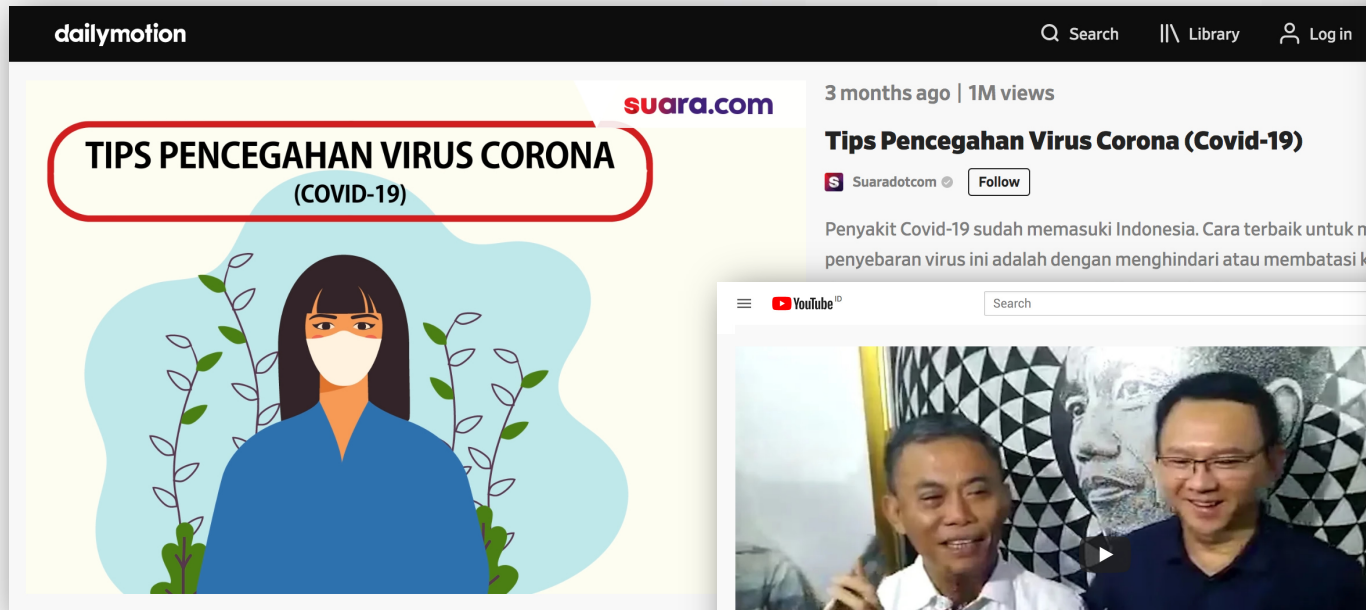
suara.com

Arkadia
digital media



Superb Videos

The Arkadia Production team always produce exclusive and interesting videos of public figures as well as idols or other events, available also on popular online video sharing sites (YouTube & DailyMotion).





Situ Gunung Trail Run 2019

August 25th, 2019





YouTube Silver Creator Award

May 20th, 2019

Presented to "Suaradotcom" channel by YouTube

MH Thamrin Journalistic Awards 2019 (PWI Jaya)

September 26th, 2019

Suara.com's reporter won 2nd place in the category of General Article in this Journalistic Awards.

IFCN Official Badge of Verified Signatory

October 28th, 2019

Suara.com was officially verified as one of the signatories for IFCN (International Fact Checking Network) principles





2019 Merak Cup December 9th, 2019

An award for Suara.com in the category of "Inspiring Media" in the 2019 Merak Cup (Child Friendly Media) Awards held by the Ministry of Women's Empowerment and Child Protection (Kemen-PPPA).



2020 Awards in Children's Issues from AJI-UNICEF April 29th, 2020

Award from the Alliance of Independent Journalists (AJI) Indonesia in collaboration with UNICEF for one of Suara.com's articles that was considered as "Best Coverage" in Print and Online Media Category.





Arte Et Labore

Thank You

PT Arkadia Digital Media Tbk

www.arkadiacorp.com

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F : +62 21 7241 887

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