

tokopedia

— Fact Sheet —



Tokopedia is an Indonesian technology company with the mission to **democratize commerce through technology**.



Since its founding in **2009**, Tokopedia has been a force that **pioneers digital transformation** in the country.



Our vision is to build an ecosystem where **everyone can start and discover anything**.

At a glance



Over **3.800**
Nakama (Employee)



40+ digital
products that save
consumers time



14+ million registered
merchants



Reached
99% of districts
in Indonesia



Over **750.000** payment
points across Indonesia



**>60% of orders are
delivered** no later
than the next day



86.5% of total
merchants are
new entrepreneurs



Around **1.8 billion**
products listed
with transparent pricing



**2.5x increase in MSMEs
led by women** during
the pandemic

Tokopedia provides solutions for all the needs of Indonesian buyers and merchants



E-commerce



Marketplace

More than 14 million registered merchants offer a broad assortment of physical and digital goods within the Tokopedia marketplace



Instant Commerce

Tokopedia NOW! allows consumers to access a larger assortment of everyday essentials and groceries, delivered under two hours with an average delivery time of around 30 minutes.



Official Stores

B2C marketplace that caters to consumers seeking merchandise from official local and international brands and retailers.



Interactive Commerce

Tokopedia Play offers interactive shopping experiences that include live shopping and short-form videos for consumers to engage with their favourite merchants and influencers.



Mitra Tokopedia

Mitra Tokopedia enables local offline mom and pop stores to access and market 21 Digital Goods products through Tokopedia's marketplace platform.

Logistic and Fulfillment

Tokopedia works with **more than 15** leading logistics and fulfillment partners to create a seamless and affordable same-day delivery experience for consumers.



Reduce first mile and middle mile logistics costs.



Aggregate orders from multiple merchants into one shipment, which makes delivery cheaper and faster for consumers.



Lower capital barriers for merchants to allow them to gain access to consumers nationwide.



Efficiently schedule same-day delivery from Tokopedia's fulfillment centres.

Marketing and Advertising Technology



Tokopedia provides an advertising technology platform to help merchants promote their businesses, attract more consumers, and grow sales. Services provided include:

Pay for Performance ("P4P") Advertising

Merchants bid for keywords that match product listings appearing in search result pages or product recommendation widgets, on a cost per click basis.

Display Advertising

Display marketing on premium locations across pages in Tokopedia's mobile application, mobile web, and website.

Customised Marketing Packages

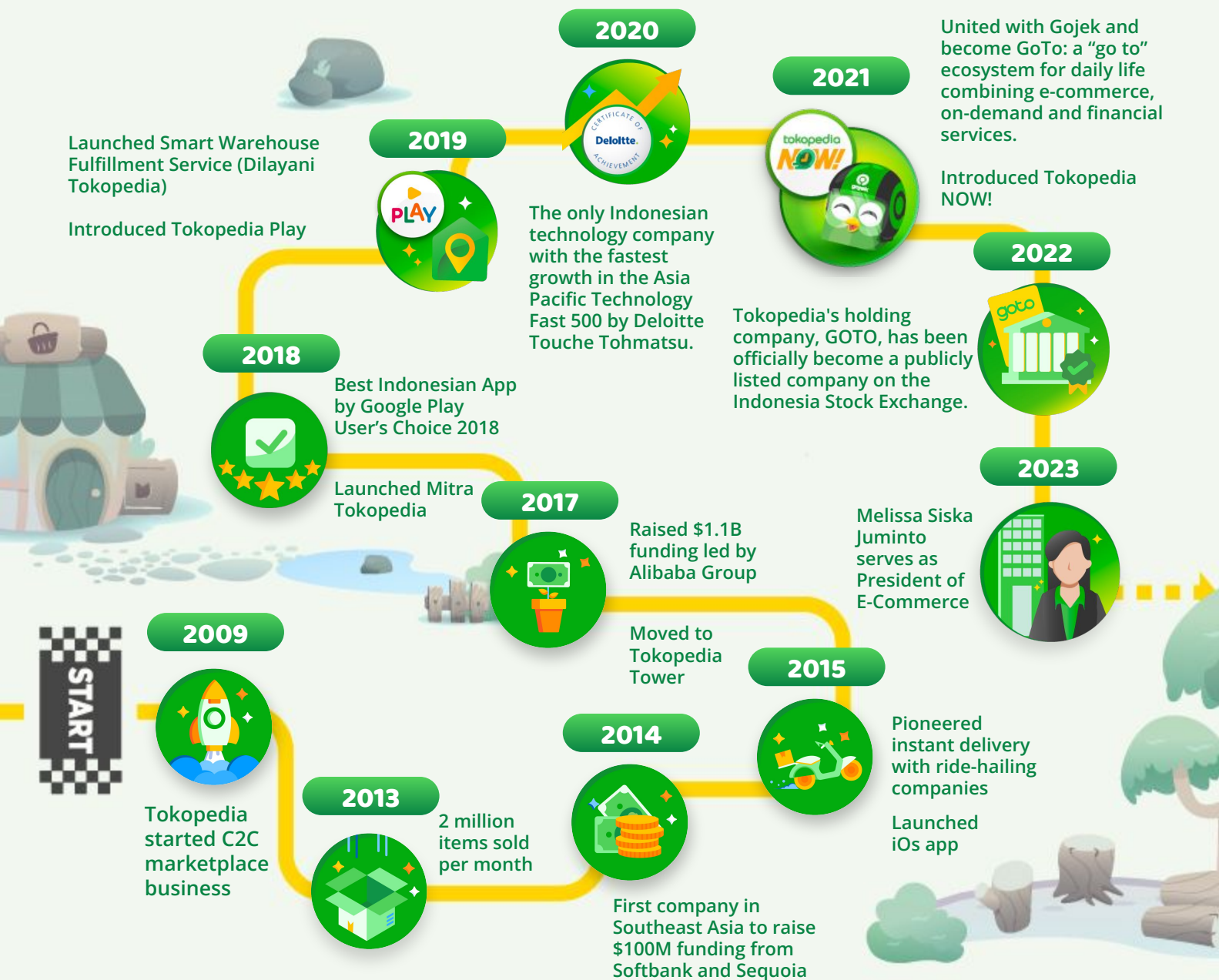
Tailored advertising solutions to help bigger brands optimise their growth potential. This combines product placements in P4P and display advertising depending on the merchant's objectives.

Off Platform Advertising

We provide advertising solutions for merchants to advertise their Tokopedia online shops on external online media platforms. We leverage Tokopedia data to target potential consumers on those platforms, thereby improving relevance and conversions.

Since traffic ultimately directed to the merchants' Tokopedia shop page, we are able to track end-to-end funnel conversion, enabling performance to be monitored and attributed accordingly (such performance attribution will not be possible if merchants were to go directly to the external media platforms).

Company Milestone



Pioneering technology in Indonesia

1st Technology company to:

Implement **escrow system** in Indonesia in marketplace platform

Introduce **instant delivery** through partnership with ride-hailing company

Enter **Digital Goods** category

























Leverage mini-markets as **offline payment points**

Open **AI development** center that utilizes deep learning technology from **NVIDIA**

Tokopedia ecosystem to fulfill daily essentials

Marketplace & Digital Product






Top-up & Bill

- | | | |
|--|---|---|
|  Prepaid Phone Credit |  Water |  Retribution |
|  Data Plans |  PGN Gas |  Postpaid Phone Credit |
|  Electricity |  Insurance Premium |  Roaming |
|  Credit Installment |  Property |  E-Invoicing |
|  E-money top up |  Education Fee |  Government Securities |
|  Internet & Cable TV |  State Revenue |  Wakaf |
|  Landline |  E-Samsat |  Zakat |
|  Government Insurance |  Land & building tax |  Donation |




tokopedia **PLAY**

tokopedia **NOW!**

Entertainment

-  Food & Voucher
-  Game Voucher
-  Streaming & others
-  Mtix
-  Event & Entertainment





Travel

-  Flight
-  Train Ticket
-  Hotel

Tokopedia Keuangan



Investment

-  Gold
-  Mutual Funds
-  Dana Impian by Tokopedia Mutual Funds

-  Paylater & Installment
-  Gift Card
-  Merchant Lending
-  Credit Card Application

Insurance/Protection

-  Product Protection:
 - ▶ Gadget Protection
 - ▶ Electronic Protection
 - ▶ Bill Protection
-  COVID-19 Protection
-  Travel Insurance

-  Online Loans & Instant Funds
-  Bank Account Opening

 mitra tokopedia

 Dhanapala

tokoscore

Dilayani Tokopedia



Tokopedia's Business

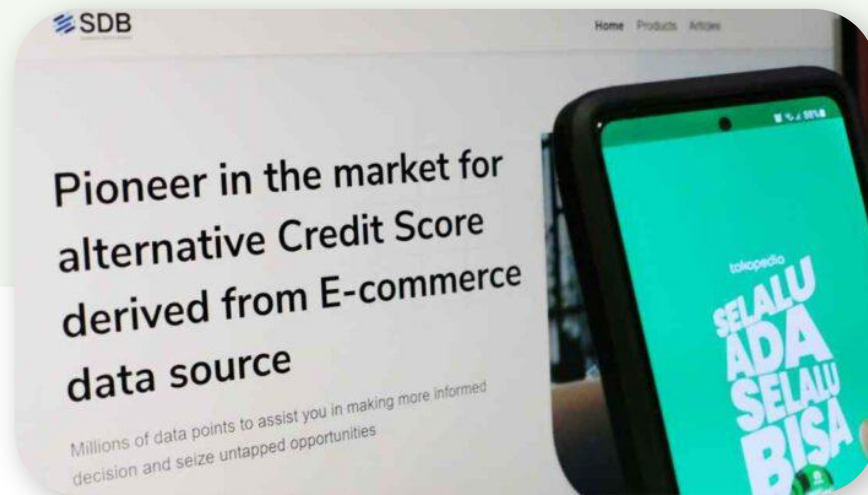
Dhanapala Helps MSMEs Grow Their Businesses

Dhanapala is an application that provides convenience and opportunities for MSMEs and the younger generation to thrive. Officially obtaining permit from Indonesia's Financial Services Authority (OJK), Dhanapala provides loans and peer-to-peer lending that are beneficial, fast, and secure.

Dhanapala's vision is to help democratize the country's social and economic opportunities by increasing financial inclusion and expanding access to financial services throughout Indonesia. In order to realize this vision, Dhanapala strives to create an integrated ecosystem to drive the growth of businesses through technology.

Its fully digital-based infrastructure allows business practitioners at Tokopedia, including local MSMEs, to apply for capital loans for their businesses through Modal Toko based on certain applicable terms and conditions.

Going forward, Dhanapala aims to continue to collaborate and innovate to facilitate business players in Indonesia, especially local MSMEs, to develop their businesses while contributing to the country's post-pandemic economic recovery.



Tokopedia's Business

Toko Score, Innovative Credit Scoring Service Affiliated with Tokopedia

With a mission to democratize financial access to everyone through technology, Semangat Digital Bangsa (SDB) was established as an Innovative Credit Scoring (ICS) service provider affiliated with Tokopedia, with Toko Score as its flagship product.

Toko Score provides credit scores from prospective borrowers to strategic partners, or in this case financial service institutions, by analyzing the risk profile of prospective borrowers based on their activities and transaction behavior on the e-commerce platform, Tokopedia.

Buyers and sellers who do not have access to financial services (unbanked) can get loans from formal financial institutions, such as banks. All processes are carried out by prioritizing the principles of security and protection of personal data based on applicable regulations.

Toko Score itself has been registered and supervised by the Financial Services Authority (OJK), therefore, strategic partners can safely use Toko Score's ICS service. SDB is also a member of the Indonesian FinTech Association (AFTECH) as the Association for Digital Financial Innovation Providers.



Tokopedia's Business

Embracing Indonesia's Future Digital Talent Through Tokopedia Academy

Tokopedia believes technology is a key factor to advancing the nation. Therefore, Tokopedia sees the importance of preparing future digital talent in order to realize Indonesia's vast potential.

Through Tokopedia Academy, Tokopedia presents a platform for technology enthusiasts to learn alongside technology experts in their respective fields.

Tokopedia Academy includes various attractive programs which incorporate trainings, discussions, seminars and workshops, where the technology enthusiasts may gain practical experience and learn more about data, product, product design, and all things related to technology.

The series of programs include START Extension, Tech Workshop, Behind Great Product, Tokopedia Devcamp, Advanced Analytics Academy, Product Design Academy and Product Academy.



Tokopedia's Business

Support Sellers to Reach the Archipelago through the Smart Warehouse 'Dilayani Tokopedia'

Innovation has always been essential in the acceleration of digital adoption throughout Indonesia. In line with our vision to create an ecosystem that connects millions of sellers and buyers from all over the archipelago, solve the problem of inequality and provide equal opportunity, we present a smart warehouse service called 'Dilayani Tokopedia'.

Through the smart warehouses available across Indonesia, sellers can now store their available products, while Tokopedia helps to organize the incoming orders, packaging, and hand them over to the shipping partners. With the professional help of Dilayani Tokopedia, sellers do not need to worry about the operational issues of fulfilling their orders, especially when they experience an increase in demand.

The presence of a smart warehouse has answered the logistical challenges of businesses in Indonesia, by helping them more easily fulfil the needs of consumers in the market, helping us get one step closer to achieving our mission to democratize commerce through technology.



Tokopedia's Business

Tokopedia Initiatives During the Pandemic

Since the COVID-19 pandemic hit Indonesia, Tokopedia has taken several strategic steps to reduce the spread of the virus while helping to bring economic recovery to Indonesia. From implementing the work from home policy for all Nakama, enabling Indonesians to fulfill their essential needs, to focusing on becoming the solution to help local business players or SMEs to survive during the pandemic.

Numerous steps and innovations were made to support MSMEs, for instance through the Bebas Ongkir feature, 100% reduction in service fees for sellers in the health product and basic needs categories, as well as through the initiation of campaigns such as #JagaEkonomiIndonesia, #BanggaBuatanIndonesia, #SatuDalamKopi, #FesitivalSantapanLezat, and #TokopediaNyam.

In collaboration with strategic partners, and through the Tokopedia Salam ecosystem, we encouraged our users to donate digitally. Throughout the campaign carried out since March 2020, Tokopedia users have donated more than IDR 33 billion, which has been distributed across Indonesia with the help of social institutions. The donations include PPE (Personal Protective Equipment), free rapid tests in public services, THR, food packages, and medical and health needs.



Tokopedia's Business

The Biggest Shopping Festival Experience 'Waktu Indonesia Belanja'

Since July 2020, Tokopedia officially announced an evening of celebration with a monthly shopping festival 'Waktu Indonesia Belanja' as our commitment to providing convenience for Indonesians in fulfilling their daily essential needs, while offering them an interesting and entertaining shopping experience.

Various exclusive and unique content were enjoyed by the audience, including an appearance and interview with Tokopedia's brand ambassador, BTS. The significant success of the BTS session resulted in the Tokopedia x BTS collaboration being ranked the number one trending topic worldwide on social media.

Additionally, the preliminary WIB TV Show was watched by 1 out of every 4 TV viewer across Indonesia (data by Nielsen as per 30 July 2020 from 11 cities), more than 1 million times from Tokopedia's video streaming platform 'Tokopedia Play', visited almost 5 millions times resulting in more than 5,000 items sold and more than 40,000 Tap Tap Kotak were opened every minute.



Tokopedia Update

Empower Progress with GoTo

As an Indonesian technology company, Tokopedia has been committed to creating a super ecosystem that can provide equal opportunities for Indonesians to start and discover anything. Within more than a decade, now Tokopedia is embarking on a new journey.

Together with fellow home-grown technology company, Tokopedia and Gojek have united to create GoTo. With the spirit of '*gotong royong*', GoTo aims to accelerate growth and create a wider, more real and more sustainable positive impact for Indonesia.

With the mission to empower progress and become the "go to" platform for daily life, GoTo offers a comprehensive ecosystem that combines e-commerce, on-demand, and financial and payment services. With the creation of GoTo, Tokopedia is one step closer to achieving our mission to democratize commerce through technology.



Tokopedia's Impact

Tokopedia's Impact on Indonesia

Amidst all the uncertainty, Tokopedia remains committed to the mission of democratizing commerce through technology in Indonesia. Our strong determination to help the lives of many has been felt immediately by the Indonesian people and the larger community.

Based on a research conducted by the Institute for Economic and Social Research at the University of Indonesia's School of Economics and Business (LPEM FEB UI) in 2020, Tokopedia has empowered more than 90% Micro, Small and Medium Enterprises. In terms of supporting economic growth, Tokopedia has also enabled sellers to increase their sales with the median of 133%.

Reaching more than 99% of districts in Indonesia, Tokopedia also supports the adoption of digital payment methods across the country, as the study revealed that e-wallet and mobile/internet banking are the two most preferred financial products during the pandemic. Passionate about technology-based innovations, 76,4% of sellers mentioned ease of doing business as their primary reason for managing their businesses on Tokopedia.

However, our journey does not end here. Tokopedia aims to evolve to be a Super Ecosystem to accelerate digital transformation in Indonesia and break down barriers, so that the Indonesian people can have access to equal opportunities to start and realize their dreams.



Tokopedia's Business

Championing Local MSMEs through Hyperlocal Initiatives

Over the years, Tokopedia has been committed to connecting sellers and buyers, enabling them to improve their lives through technology. By focusing our Hyperlocal initiatives in several cities, such as Medan, Palembang, Bandung, Semarang, Yogyakarta, Solo, Surabaya, Denpasar, Makassar, and Malang, we are able to support local sellers while contributing to the growth of the region's economy.

In collaboration with various strategic partners, Tokopedia created several initiatives to further support local businesses. Among our numerous efforts, we bring merchants closer to the nearest buyers through KTP (Kumpulan Toko Pilihan) and Tokopedia Nyam. In addition, our Hyperlocal initiatives have also created Toko Cepat dan Irit, allowing local buyers to enjoy discounts on products purchased from sellers whose location is closest to the buyer's domicile area.

Apart from the initiatives above, Tokopedia also launched the Pasar Digital initiative to accelerate the adoption of digital platforms among traditional market traders throughout Indonesia. By prioritizing local businesses, we continue to move forwards towards our mission and drive them to success by becoming local champions.



Tokopedia's Business

Tokopedia's Hyperlocal Initiatives Impact on the Region's Economy

Since its first launch, Tokopedia's pioneering Hyperlocal initiative has strengthened our support for local businesses in shifting their operations online. The initiative has sparked a significant impact on Indonesia's economy. The 2022 research report by Tokopedia and the Institute for Development of Economics and Finance (INDEF) demonstrated the social-economic impacts of Tokopedia's Hyperlocal initiatives on the growth of local micro, small, and medium enterprises (MSME).

The research discovered that local MSME experienced a 147% surge in sales in cities where the Hyperlocal initiative was conducted. Additionally, the research also stated that the average economic growth rate in cities where Hyperlocal initiatives were present stood at 2.78%, higher than in areas without Hyperlocal initiatives, which was 1.26%.

When comparing data from 2017-2019 with 2020-2021, Tokopedia and INDEF saw that the cities with the highest increase in the number of seller indexes are Surabaya (48%), Bandung (65%), and Yogyakarta (67%). Meanwhile, Bandung (122%), Yogyakarta (142%), and Surabaya (154%) noted the largest increase in terms of buyer index.

By remaining consistent in supporting local sellers first and foremost, we have supported millions of our merchants, almost 100% of whom are MSMEs, in becoming kings in our own country and ensuring they have the same opportunity to grow, develop, and contribute to the Indonesian economy.

Tokopedia Official Social Media Accounts



Instagram: @tokopedia,
@insidetokopedia, @tokopediaseller
@tokopediacare



Youtube: Tokopedia &
Inside Tokopedia



Facebook: @tokopedia &
Tokopedia Seller



Linkedin: Tokopedia



Twitter: @tokopedia &
@tokopediacare



tokopedia x BTS

SELALU ADA
SELALU BISA



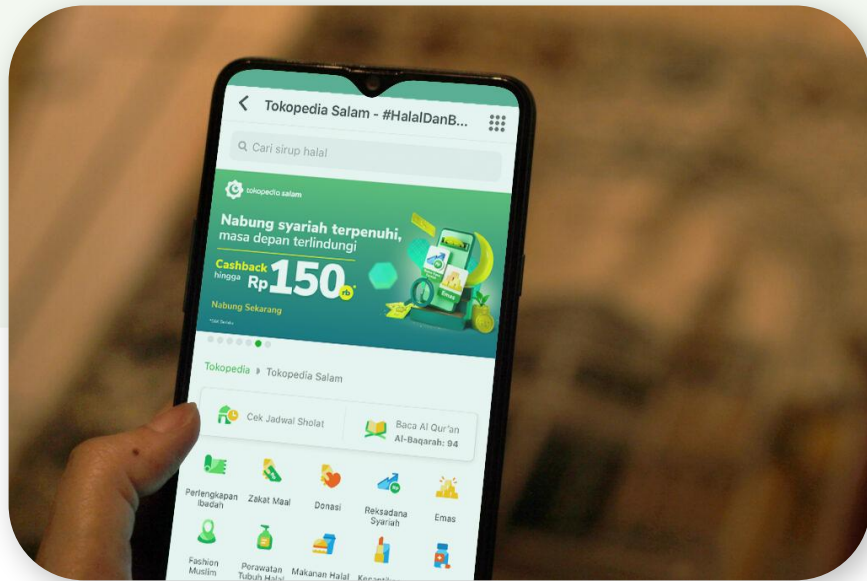
Tokopedia's Business

Tokopedia's Brand Ambassador

In 2021, Tokopedia has officially announced that BTS was chosen once again as Tokopedia Brand Ambassador. Tokopedia's collaboration with BTS started in 2019. The involvement of BTS in the Waktu Indonesia Belanja TV Show succeeded in bringing Tokopedia to the world's and Indonesia's first trending topic.

The same vision that we have shared with BTS, as well as the consistency of hard work and constant inspiration to the public, are among the reasons why BTS is the perfect partner to portray the Tokopedia brand that will work great together with us in spreading our message to the world. With our common values, Tokopedia is hopeful that the collaboration between Tokopedia with BTS may bring Indonesia's name to the global stage.

tokopedia



Tokopedia's Business

Tokopedia Salam, Inclusive Service that Supports Sharia Market Needs in Indonesia

In line with our vision to create an ecosystem where anyone can start and discover anything, Tokopedia believes that inclusivity is the key to supporting customers seeking for sharia products. Through the Tokopedia Salam ecosystem, Tokopedia offers convenience for consumers in meeting their daily needs through a wide selection of products, services, and trustworthy halal payments.

In addition to curating various products, Tokopedia Salam presents various features to support people in conveniently practicing their faith by providing a prayer schedule, Digital Quran, Qurban, and by helping people seamlessly plan and carry out their Umrah.

By collaborating with several trusted social institutions, Tokopedia Salam enables users to give alms, donate, and pay their zakat. Currently, our Tokopedia users may also find certified halal products on our platform through the inclusion of halal certificate information listed on the product page in the marketplace.