

Warung PINTAR GROUP



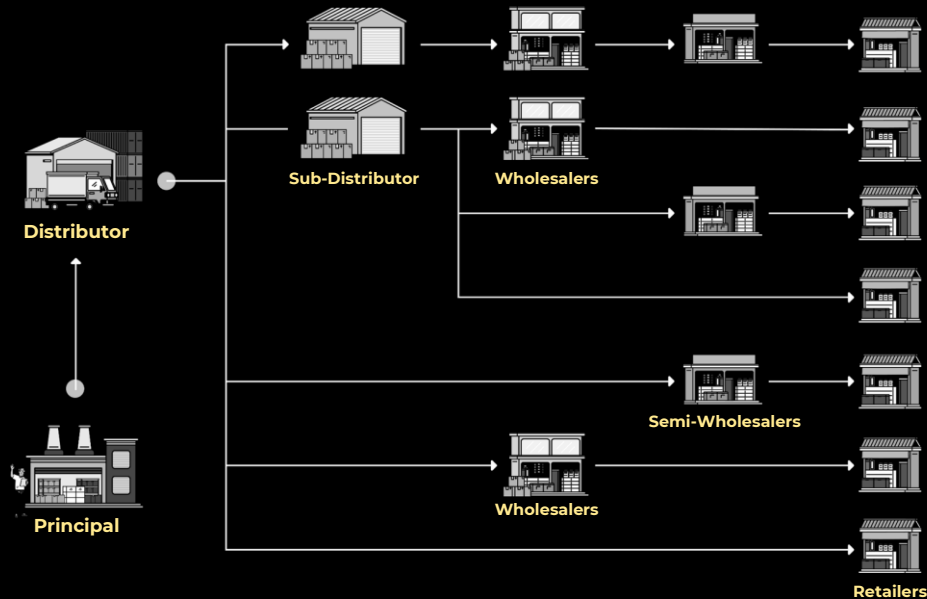
74% (\$267B) of Indonesia retail market is channeled through unorganized traditional channel, which the 60% (150B+) of it reach the consumer through warung and toko kelontong.





**3.174.400 Warungs distributing
\$128B FMCG Products**

Problems in the biggest distribution channel in Indonesia, Warung / Kelontong.



MULTI-LAYERED PROCESS IN TRADITIONAL CHANNEL

FMCG supply chain in traditional retail can have up to 5 layers of intermediaries between brands and their customers, capturing 20-25% of value.

FRAGMENTED AND ASYMMETRIC INFORMATION

Lead to difficulties in creating data-driven strategic decision and insignificant growth for all stakeholders.

MANY TECHNOLOGIES TRY TO DISRUPT THE MARKET

Which raise skepticism from stakeholders towards digital adoption.

PANDEMIC MAKES WARUNG BUSINESS SITUATION MORE CHALLENGING



93% Warung Sales Decreased

of up to 28%, particularly the ones located in office and school areas, while only 2% of them are experiencing increase in sales.



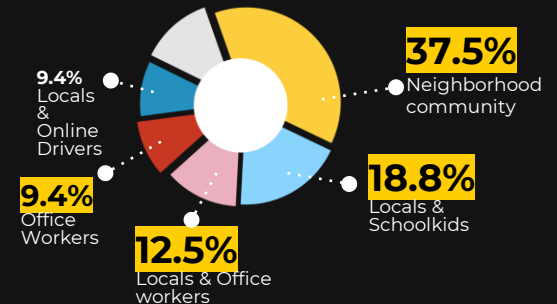
39% Demand for Stock Availability

groceries, household appliances, and personal care are the main commodities asked in warung.

37%	Need product variety in staple foods category
18%	Need better pricing



Our warungs serve a variety of different customers.





THE QUESTION IS

HOW WE BRING REAL SOLUTION TO HELP ACCELERATE THIS MASSIVE CHANNEL?



WE CAN'T JUST FOCUS ON ONE-SIDED SOLUTIONS



Retailers/
Warung Owner



Wholesaler



Self Own
Warehouse



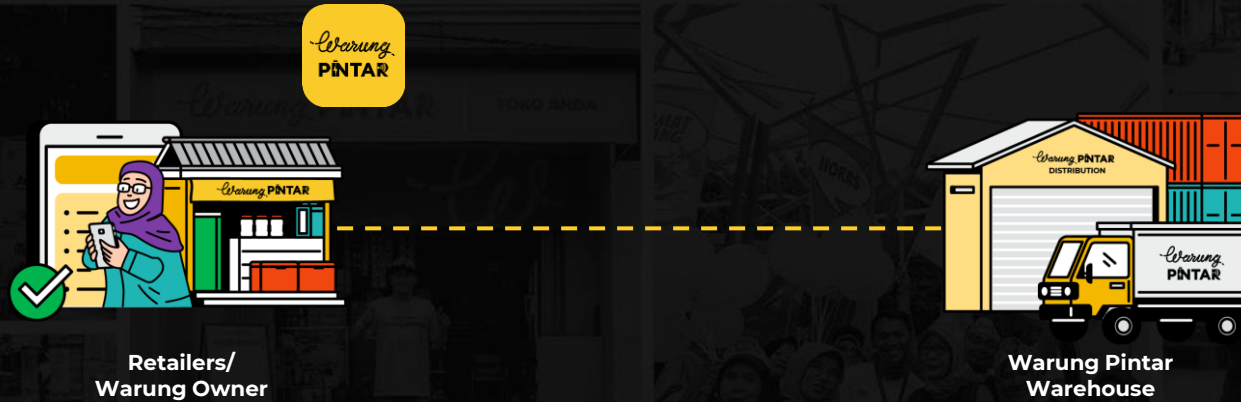
National
Distributors



Brand/
Manufacturers

**WE NEED TO DIGITIZE
EVERY STAKEHOLDERS
WITHIN THE ECOSYSTEM.**

WE DID IT STEP BY STEP.



SOLUTION FOR WARUNG FROM 2017 to 2019



MERCHANT SOLUTION FOR RETAILER / WARUNG OWNER

WARUNG PINTAR APP

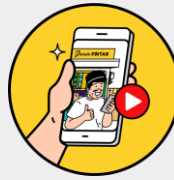
An integrated application that enables product orders and trackings, all the way to monitor Warungs' performance.



Thousands of SKUs
With relevant recommendations from our warehouses, direct delivery without any middleman.



Catatan Pintar
Business and Operation Tools To Improve Productivity.



Komunitas Pintar
Capacity Building and Enablement Providing relevant educational guidelines.



Bon Pintar
Connects retailers to financing partners to improve their cash flow and increase their inventory level.



Warung
PINTAR



Warung
PINTAR
DISTRIBUTION



INTEGRATED INVENTORY
SOLUTION

WARUNG PINTAR DISTRIBUTION

A massive upgrade in distribution chain
transparencies and automation.



Smart Procurement

Our commercial team get suggestions from our procurement engine; enabling data driven decision making.



Inventory Management

ERP-backed warehouse system enabling full view of all inventory in real time, efficient operations and labor time.



Order Dispatch

Order processing automation and automated dispatch help our warehouse operators improve their work efficiencies.

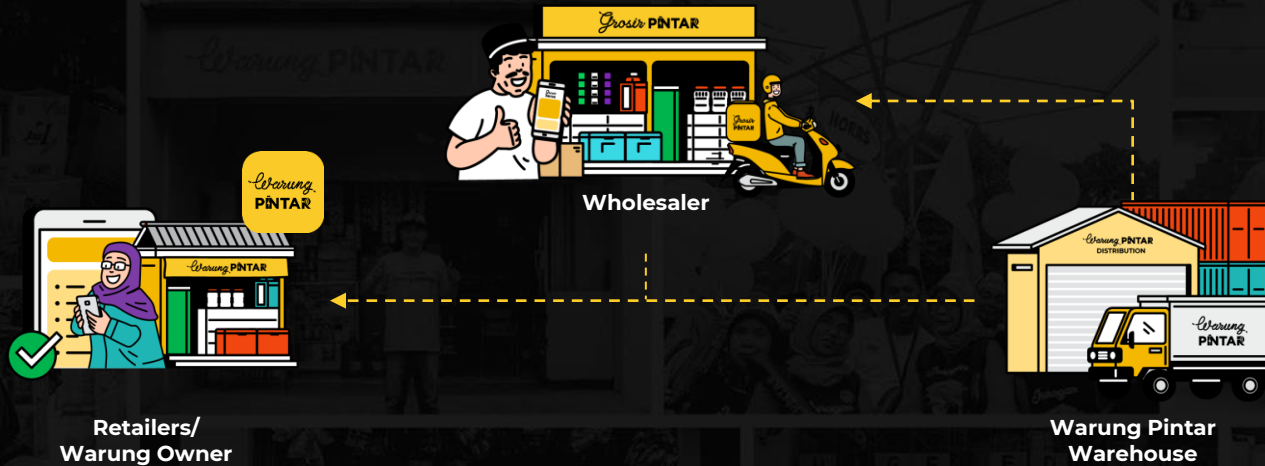


Last Mile

Routing and fleet management improve accelerate our processing time, create more efficiencies in operations.



STRENGTHEN OUR SUPPLY CHAIN SYSTEM BY COLLABORATING WITH LOCAL WHOLESALER



**END OF 2020 OUR DIGITAL PLATFORM
BECOME A MARKETPLACE**

SUPPLY CHAIN SOLUTION FOR
WHOLESALE

GROSIR PINTAR APP

Enabling access for wholesalers to hundreds of warung owners between 5-10km.



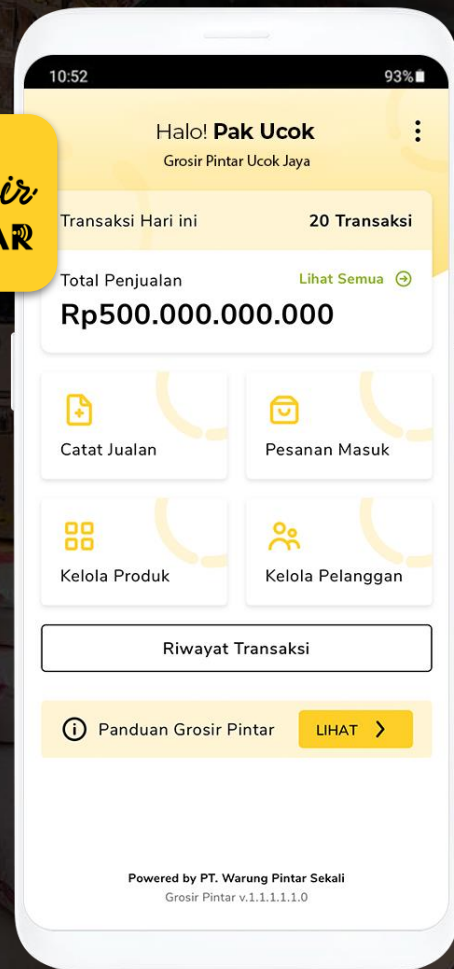
B2B concierge service for wholesalers to procure inventory with Bisnis Pintar



E-commerce and logistic enable both their current buyer to transact from WP app and opening access to broader buyer in their area.



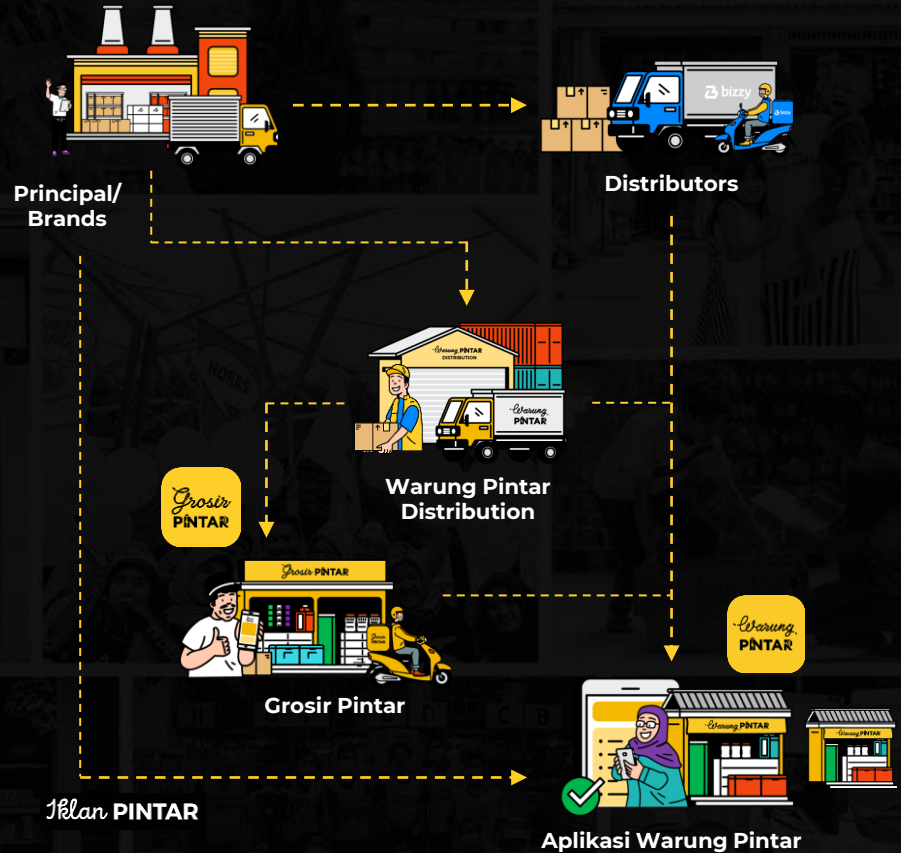
Bon Pintar connects wholesalers to financing partners to improve their cash flow and increase their inventory level.



2021 WE COMPLETE OUR DIGITAL SOLUTION

IN TRADITIONAL CHANNEL.

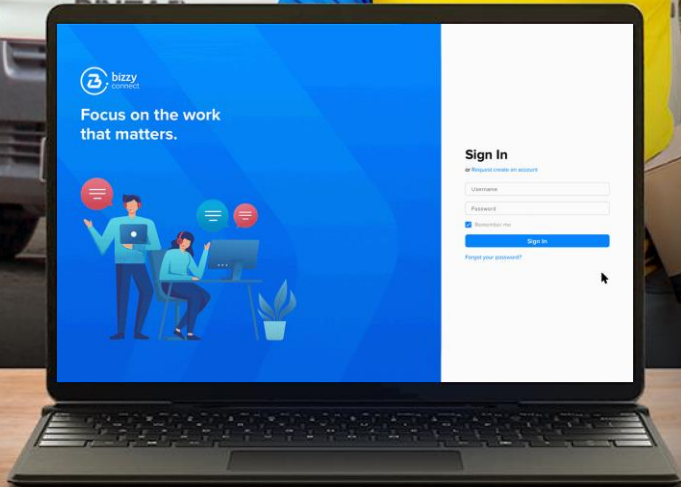
“GOTONG ROYONG” WITH EVERY STAKEHOLDER ACCELERATING DIGITAL AND ECONOMIC INCLUSION FOR ALL INDONESIANS.



INTEGRATED DIGITAL SOLUTION FOR DISTRIBUTORS & BRANDS

BIZZY CONNECT

An integrated digital distribution platform to boost productivity, data transparency, and manage end-to-end distribution process.



Integrated Digital Distribution System

- Holistic inventory visibility
- Demand supply planning
- Operational finance clearing

Salesman Management with Bizzy Field Force



- Assisted purchases for offline outlets
- Salesman management
- Digital payments

Real Time Analytics

- Real-time dashboard
- Demand forecasting

Effective Delivery System with Truckway



- Control tower
- Driver's app
- Fleet management
- Route planning

BON PINTAR

A DIGITAL PAY LATER SYSTEM TO HELP WARUNG MAINTAIN THEIR CASH FLOW AND INVENTORY

TEMPO PAYMENT

2-10 MIO
Limit per Transaction

14 DAYS
Payment due date

200%
Monthly disbursement
value growth



A BETTER CASH FLOW AND INVENTORY

Cash flow
Increased
40%

Juragan who used a Bon Pintar is more easier to develop their capital for managed the product inventory is more varied and complete.



A BETTER TIME EFFICIENCY

Active Warung
2000

Using Bon Pintar from all over Indonesia. And contributes up to 60% to Warungs Inventory Value.

130%
Monthly Active Users
Increased per Month

150.000
Juragan become targeted
to use Bon Pintar

A BETTER SYSTEM

With Bon Pintar that is 100% digitized, Juragan and thousands of traditional retailers can monitor the amount and payment due date real-time.



THE MOST COMPLETE DIGITAL BUSINESS PLATFORM FOR MSMEs TO EMPOWER INDONESIA'S EMERGING CONSUMERS

Warung. **PINTAR**
GROUP

RETAILER



Warung.
PINTAR
App

Catatan PINTAR
Digital Ledger

Bon PINTAR
Financial Solution

Komunitas PINTAR
Capacity Building, Community
Based Business Tutorial and
Enablement.

WHOLESALER



Warung.
PINTAR
App

Bisnis PINTAR
Concierge service for
wholesalers to procure
inventory.

Distribusi PINTAR
Order fulfillment and
delivery service for retailers.

WAREHOUSE



Warung.
PINTAR
DISTRIBUTION

Warehouse system and
inventory solution.

DISTRIBUTORS



bizzy
connect

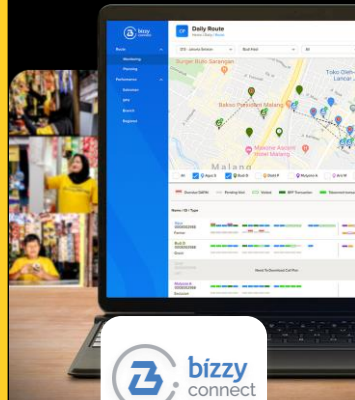
bizzy
fieldforce

Salesman
management app

truckway

Effective integrated
delivery system.

BRANDS



bizzy
connect

Iklan PINTAR
Advertising platform for
Brands to reach B2B and
Consumers

GOTONG ROYONG TO GROW TOGETHER

From
5000
Warungs (end 2019)



A BIGGER GOTONG ROYONG

500k+

Warung Networks (July 2021)

113k+

Active Transacting Users

1000+

Grosir Pintar

50+

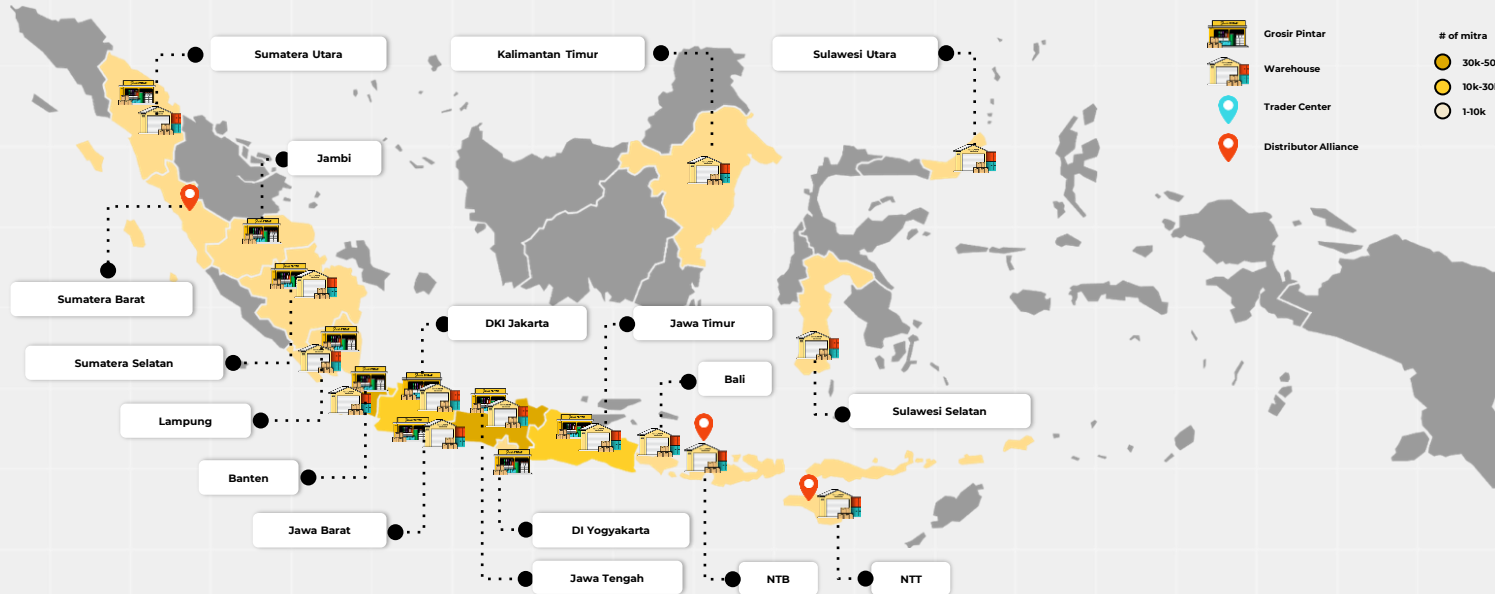
Distribution Points

500

Brands & Suppliers

200

Cities & Regencies



A BIGGER GOTONG ROYONG



"Banyak sekali keringanan yang saya rasakan seperti mudahnya nyetok barang dengan harga terjangkau sampai gratis ongkir. Peningkatan omset pun nggak main-main, dari 1.5jt jadi 5jt/ hari. Kini, saya malah sudah membuka 4 cabang warung."

Pak Jun,
Juragan Pertama
Warung Pintar Jakarta



"Penjualan meningkat drastis dari Rp25juta jadi Rp40juta per bulan! Saya bersyukur banget ikut GrosPin, terutama di masa Covid-19 seperti ini."

Nasution,
Grosir Pintar Tangerang



Bersama Warung Pintar Group, Sinarmas Distribusi Nusantara mengalami peningkatan produktivitas kunjungan *sales*, frekuensi order oleh *retailer*, nilai order setiap transaksi, jumlah distribusi, serta meningkatkan penetrasi ke *general trade*.

 **sinarmas**



Bekerjasama dengan Warung Pintar Group sejak Q1 2020, Coca-Cola Europacific Partners mengalami peningkatan jumlah distribusi berkat digitalisasi yang dilakukan kepada distributor resmi CCEP.





Penjualan Reckitt meningkat hingga 24% setiap bulannya sejak akhir 2019. Hal ini dapat dilihat dari meningkatnya transaksi bulanan di Aplikasi Warung Pintar yang meningkat 10 kali lipat selama setahun belakangan yang turut menandai peningkatan adopsi digital di kalangan pemilik warung.



BRING IMPACT TO WARUNG OWNERS

Democratizing technology and improving hundred thousands of warung owners life

A BIGGER INCOME

38% Average income and welfare

11% Average capital increase

1,5 - 3x

Faster inventory turnover



A BETTER EMPOWERMENT

Almost **50%** Juragan are female and they give 75% income contribution from warung to families



A BETTER TIME EFFICIENCY

87% Satisfaction rate of overall effectiveness and improved family quality time

3-5 HOURS

Time saved by delivery service

2.5 HOURS

Max. time wholesale delivery service via Grosir Pintar



A BETTER COST EFFICIENCY

Saved up to Rp. 600.000,- per month from transportation cost, parking fee, and delivery cost

20%

Lower and competitive price due to shorter distribution chain and compliance to retail sales price standard



Warung is more than just a retailer. It is the social fabric of Indonesia's local communities.

The average warung has 50 regular customers, in which most of the customers have no digital touchpoints.



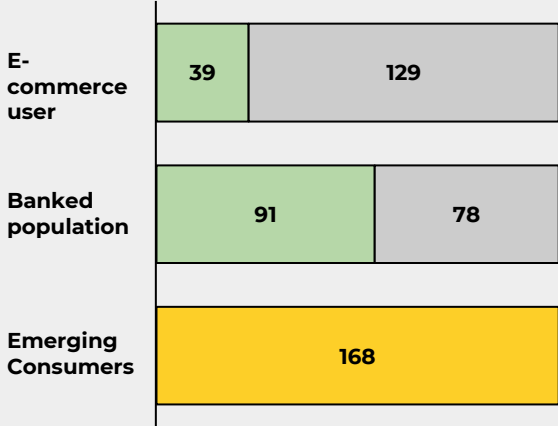
Majority of Indonesian consumers remain on the sidelines of digital and financial inclusion as there are **168 million people that needs to be reached.**

129M people never shopped online;
78M people do not have a bank account

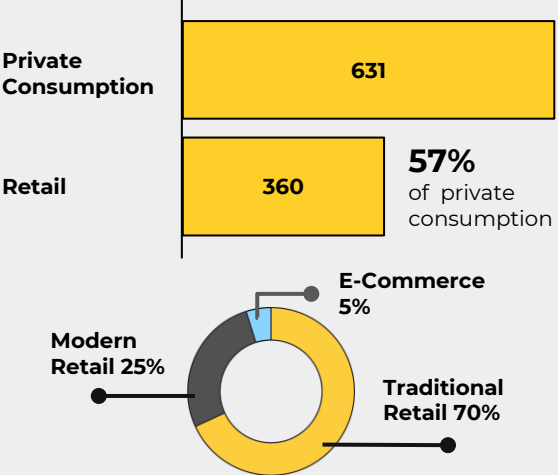
57% of Indonesian consumption is retail,
of which **70%** is channeled through
traditional trade

Despite emergence of fintech solutions,
95% of transactions still occur in cash
through warungs

Number of people (in millions)



Market size (US\$B)



Total Addressable Market: 168 million people transacting US\$252 billion annually

Source: World Bank Aspiring Indonesia – Expanding the middle class, Euromonitor, Indonesia Internet Report 2021.

Three pillars of value creation to capitalize and capture the growth of Indonesia's emerging consumers

DIGITAL SUPPLY CHAIN

Curated marketplace connecting warungs to wholesalers and distributors



Bizy Connect
(distributor platform)



Aplikasi Warung Pintar
(retail app)



Warung Pintar Distribusi
(wholesale business)



Grosir Pintar
(wholesaler app)

MERCHANT PRODUCTIVITY TOOLS

Enhancing productivity through digital tools (bookkeeping, POS), marketing initiatives, and financing



Iklan Pintar
(Product Placement)



Catatan Pintar
(POS)



Bon Pintar
(Merchant Financing)



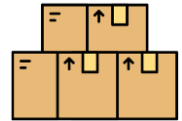
Digital Merchandising

CONSUMER PRODUCTS

Products targeted to warung's community which transform consumer daily activities through neighborhood shops



Digital Products



Paket Pintar
(pick up & drop off)



Consumer Loan

Warung Pintar's digital ecosystem is built upon relationships with retailers and merchants as foundation to enable service for consumers

Warung PINTAR GROUP

#TUMBUHBARENG WARUNG

www.warungpintar.co.id

