



PT Link Net Tbk

Company Presentation

1Q 2020 Presentation

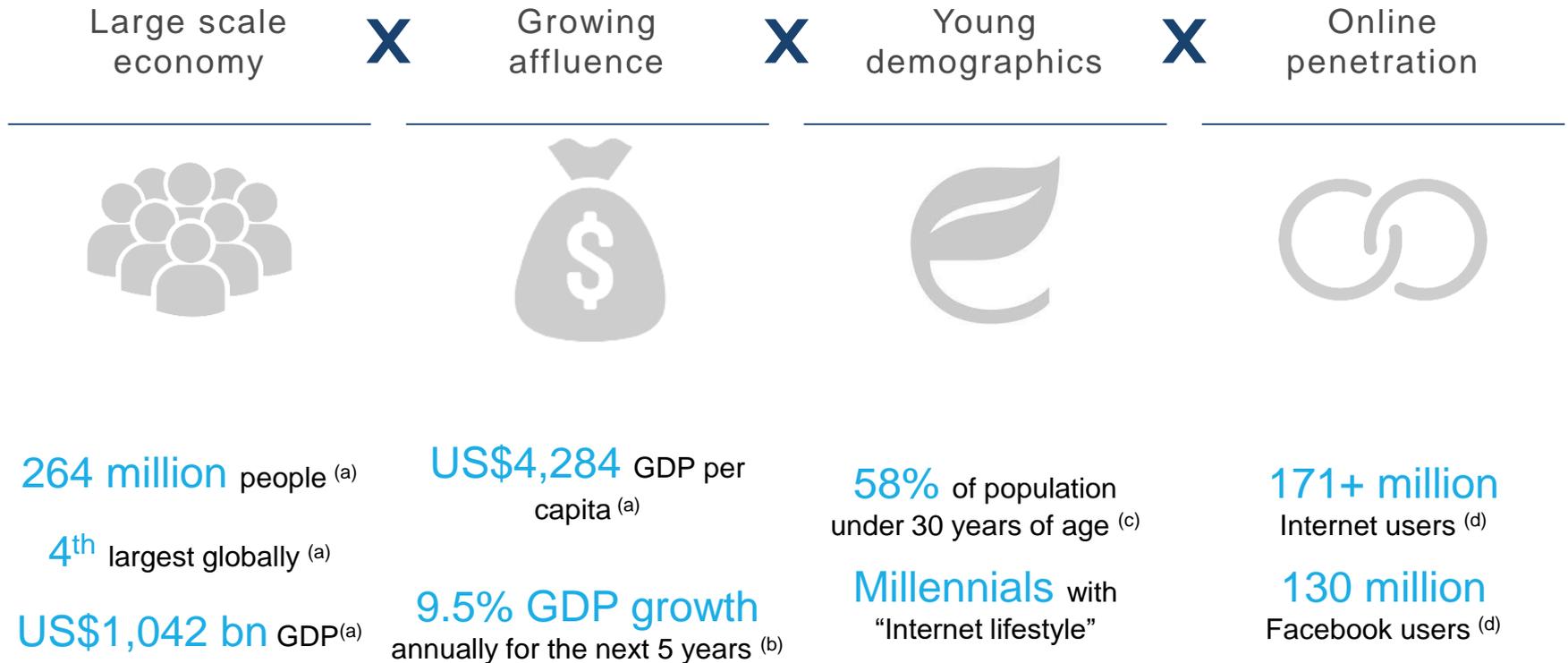


The background features a dark blue field with numerous glowing blue light trails that curve and swirl across the frame. Interspersed among these trails are various hexadecimal characters (0-9, A-F) in a lighter blue, semi-transparent font, creating a digital or data-centric aesthetic.

Summary of Indonesia

Key Indicators

Indonesia Presents a Massive Internet Opportunity



Indonesia's large and young population base, growing affluence, and expanding Internet user base are driving the future Internet opportunity

Source:

- a) Trading Economics & World Bank (2018)
- b) Based on 2016-2021 CAGR. Represents nominal GDP Media Partners Asia (2018)
- c) CIA World Fact Book (2018)
- d) Indonesian Internet Network Information (APJII) (2019)

Network Roll Out

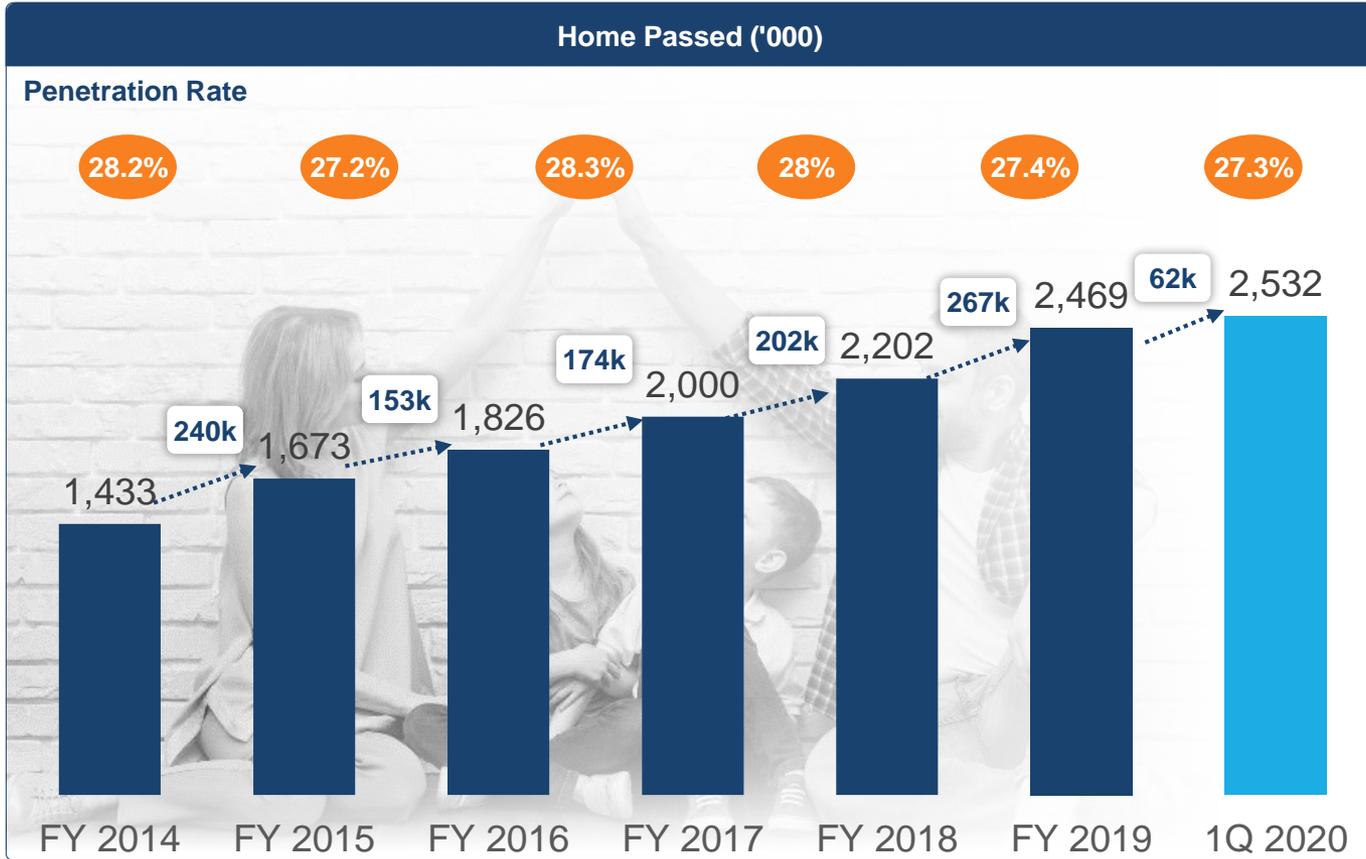


Link Net's Footprint

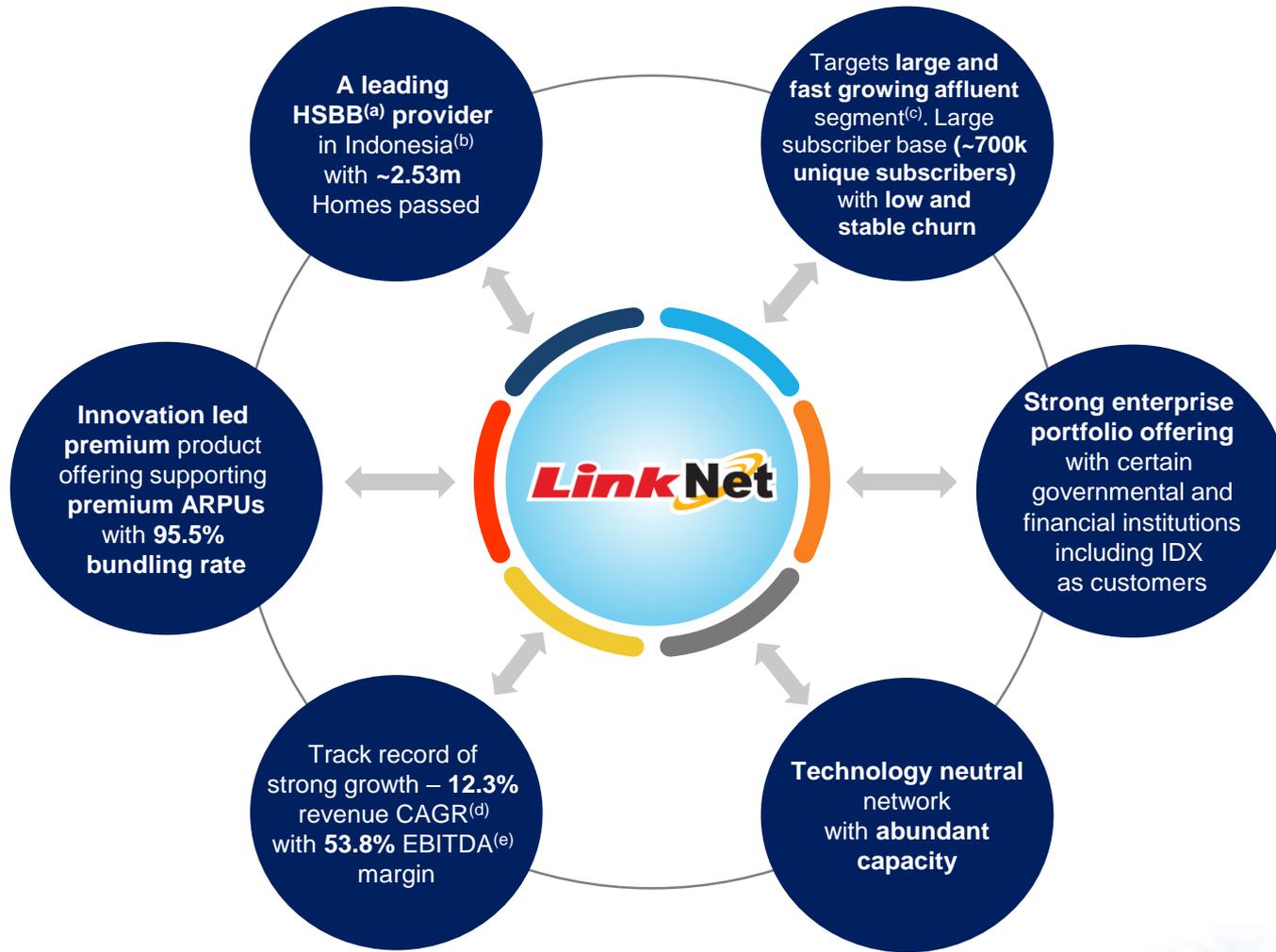


City	1Q 2020	LN Portfolio as of 1Q 2020
Greater Jakarta	11,894	1,733,444
Serang	260	1,626
Greater Surabaya	6,071	440,354
Bali	5,154	18,704
Bandung	5,808	157,868
Medan	7,119	56,517
Batam	3,445	52,233
Solo	8,631	33,393
Semarang	8,735	31,617
Cilgon	3,078	3,078
Cirebon	1,701	1,701
Purwakarta	2,006	2,006
Tegal	3,080	3,080
Jogjakarta	2,529	2,529
Kediri	4,118	4,118
Total	73,629	2,542,268





Link Net – The Gateway to Indonesian Consumer Homes



Note: Company data as of March 2020 unless otherwise stated

a) HSBB refers to High Speed Broadband which is a fixed network capable of providing internet speeds of at least 4Mbps

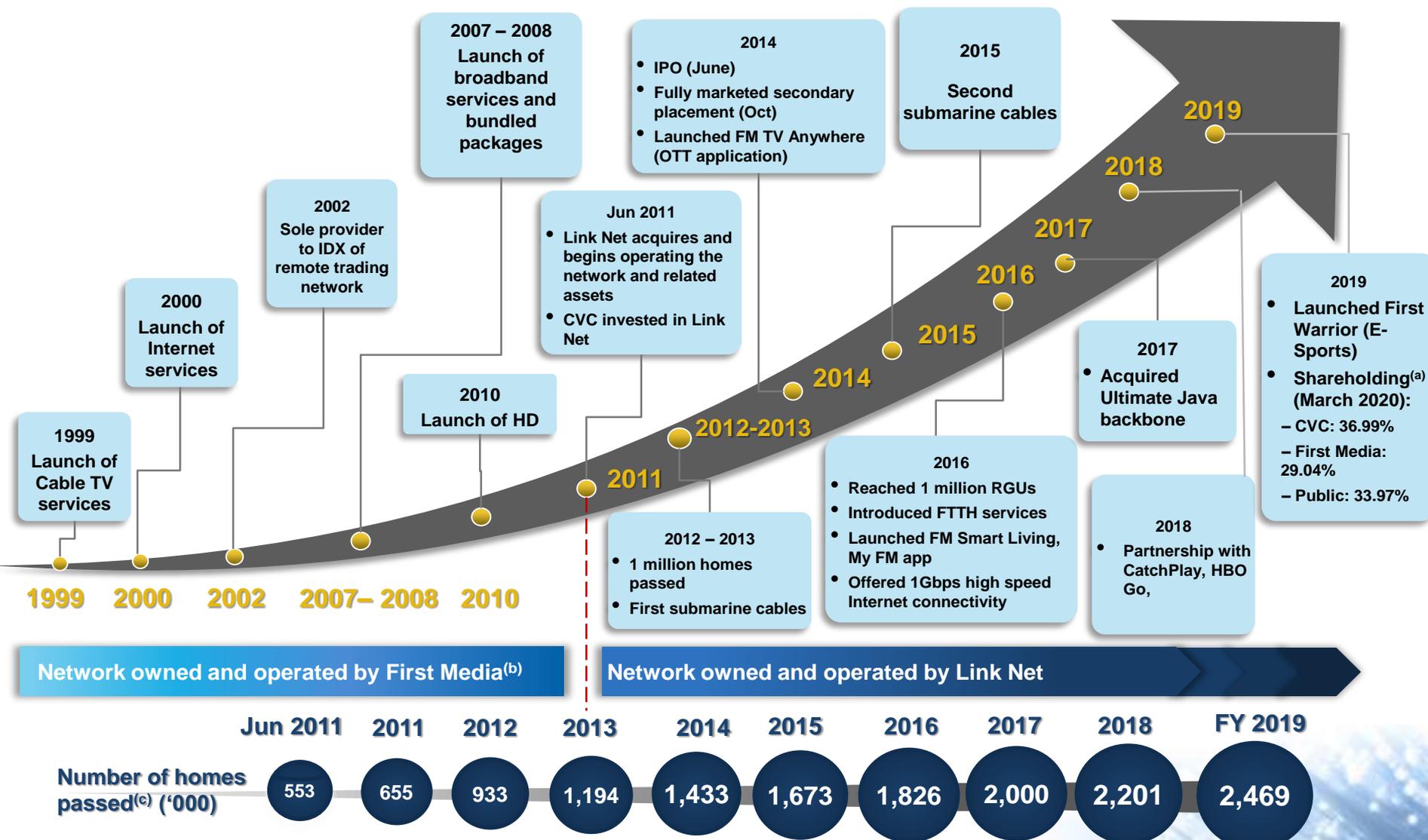
b) Source: 2018 Media Partners Asia. Link Net is a leading HSBB provider in Indonesia in terms of subscriber market share as of 30 June 2018 according to Media Partners Asia

c) 7.3m addressable homes – According to, and based on addressable market of Upper 1, Upper 2 and Middle 1 SEC households, as defined by, Nielsen (2Q17 definition of SEC classification) – For Greater Jakarta, Greater Bandung, Greater Surabaya (Includes Malang) and Medan. Nielsen reports based on number of people aged 10 and above. Addressable homes or households is derived by assuming each home or household has 4 people each

d) Revenue CAGR over 9M14 to 9M19

e) EBITDA is a non-GAAP financial measure of the Company's performance and should not be considered as an alternative to performance measures derived in accordance with IFAS. Other companies may calculate this non-GAAP measure differently which limits its usefulness as a comparative measure. EBITDA margin is defined as EBITDA divided by revenue

Corporate Milestones



a) Based on 2,863,195,484 shares outstanding as of March 2020, which includes 111,614,500 treasury shares
 b) The Company acquired certain assets, liabilities and rights of use relating to the Network from PT First Media Tbk ("First Media") in June 2011 and commenced its current broadband and cable TV business thereafter.
 As of 30 September 2019, First Media held 27.4% of the outstanding shares of Link Net
 c) Number of homes passed are as at the end date for each period

Sales Strategy



Subscriber Acquisition Strategy

<p>Locality Promo</p> 	<p>Promotions Tailored to any Location Leading to Higher Subscriber Acquisition</p>
<p>Network Extension</p> 	<p>Maximizing Return on Investment through Strategic Network Extension</p>
<p>Account ID's</p> 	<p>Identifying Leads in Link Net's Existing Network</p>
<p>SMB Ruko</p> 	<p>Targeting Small & Medium Enterprise Businesses</p>
<p>First Squad</p> 	<p>Frequent Branded Events</p>



Content

- Most Channels & Highest number of HD channels of any provider in Indonesia (212 Channels, 89 HD)
- OTT (Catchplay, HBO GO) and more to come



Product

- Digital Set-Top Box X1 – Providing customers with an interactive smart TV experience
- FMx – TV anywhere application allowing our customers to view our channels on the go
- SuperWifi – Mesh Wifi router providing best coverage and throughput in customer house.



Quality of Service

- SLA (3 – 4 hour to respond to network issues)
- 24 Hour Call Centers
- Dedicated Lines to Premium Customers



Superior Network Quality

- Upgrading & maintaining our network
- Implementation of CNH (Customer Network Health Status), a system that monitors the general health of our Network
- 20 years of Experience in Network Architecture



Indonesia Content Marketing Award 2018 & 2019
 The Best Content Marketing Implementation in Office Equipment/IT/Telecommunication for Owned Media Category from Grid Story Factory & Grid Voice (Kompas Gramedia Group)



Service Quality Award 2018 & 2019
 Diamond Award for ISP for Corporate Customers Category from Service Excellence Magazine and Carre-CCSL



Contact Center Service Excellence Award 2018
 Excellence (First Rank) for Internet Service Provider Category from Service Excellence Magazine and Carre-SQM



Indonesia WOW Brand 2018 & 2019
 Pay TV Category from MarkPlus, Inc



Indonesia's Top 100 Most Valuable Brand 2018 & 2019
 Indonesia's Top 100 Most Valuable Brand from SWA and Brand Finance Indonesia



Social Media Award 2018
 Pay TV Category from Marketing Magazine and Sosial MediaWave



50 Best of the Best Companies 2017 & 2018
 from Forbes Indonesia



Mobile DNA Award 2018
 Network Category with Subcategory Provider Internet Broadband from MarkPlus, Inc



Indonesia Best Public Companies 2018
 Indonesia Fastest Growing New Public Company 2018 : Trade, Service & Investment Category from Warta Ekonomi



Indonesia Most Innovative Business Award 2017 & 2018
 Advertising, Printing, and Media Category from Warta Ekonomi

...with high barriers to entry

High barriers to entry from...

- 
Access to Existing Subscribers: Existing subscribers reluctant to provide access for new cable laying, which would result in disruptions and a high degree of inconvenience

- 
Financial Capability: Able to invest in significant capital expenditure to improve existing network and support future expansion plans

- 
Strong Brand and Customer Base: Established position and significant market share results in attractive economies of scale in the long run

Link Net business profiles



Geographic focus

Urban areas
with high population density and GDP concentration (2.52m homes passed)



Product focus

Superior **fixed broadband and pay TV** offerings



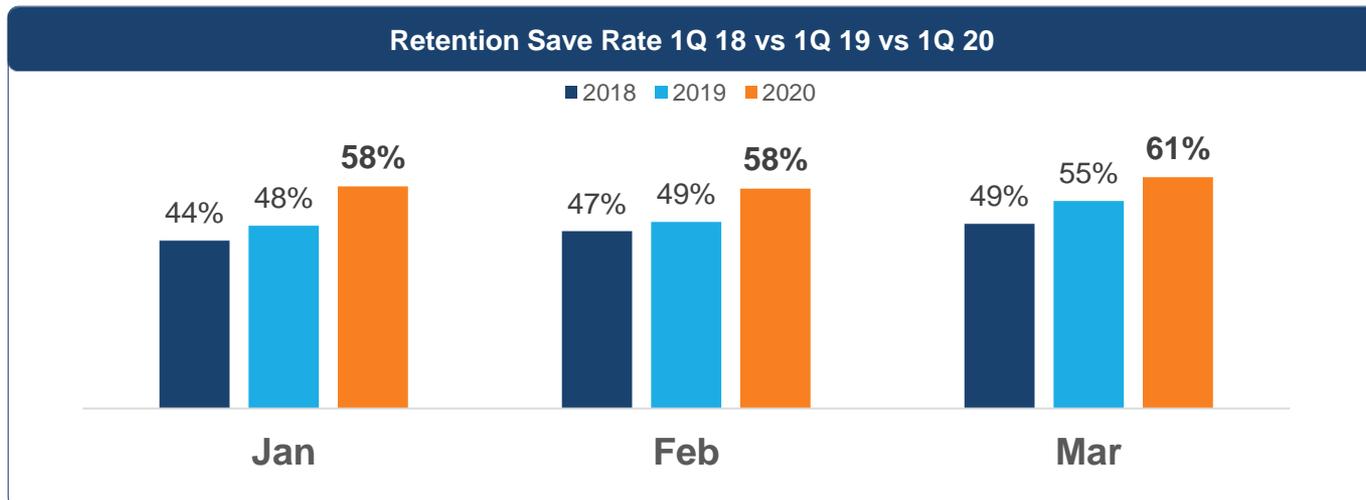
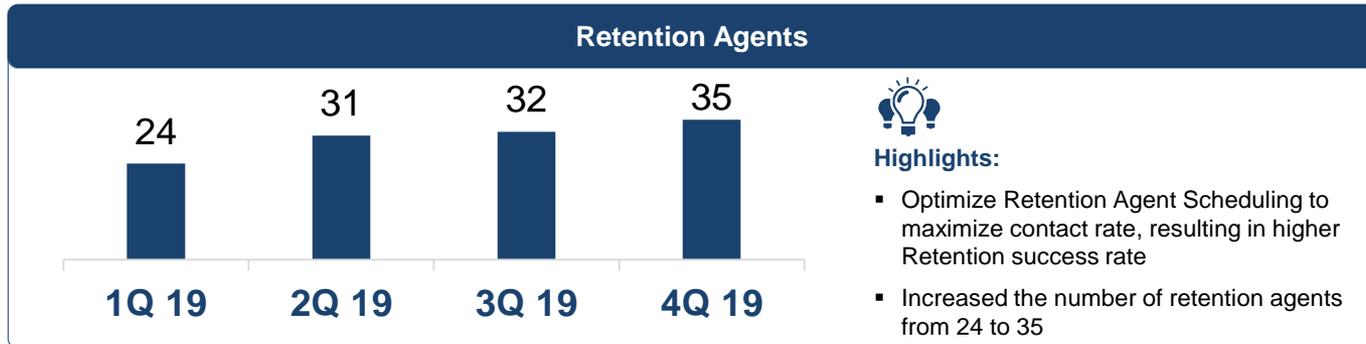
Demographic focus

Affluent households
Upper 1, Upper 2 & Middle 1^(a)



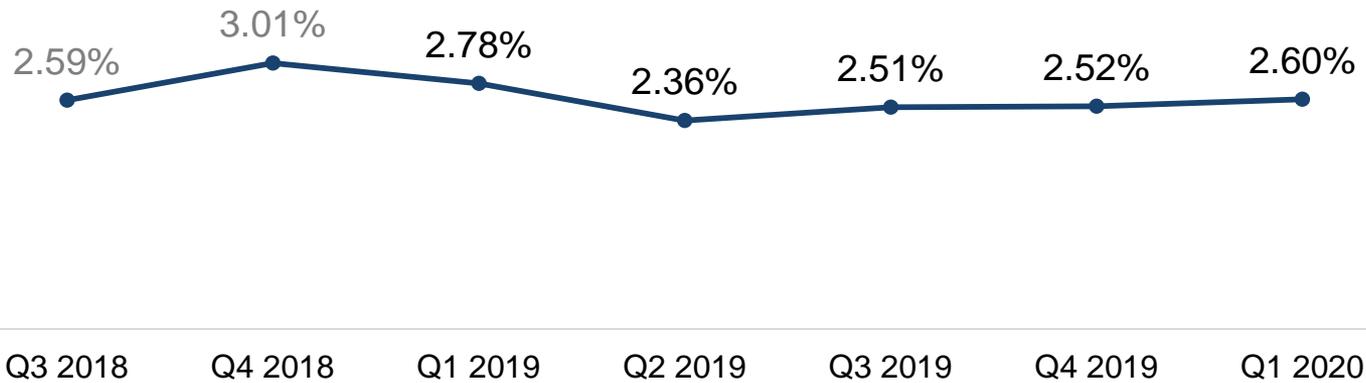
Source: 2018 Media Partners Asia unless otherwise stated

According to, and based on addressable market of Upper 1, Upper 2 and Middle 1 SEC households as defined by, Nielsen (2Q17 definition of SEC classification)

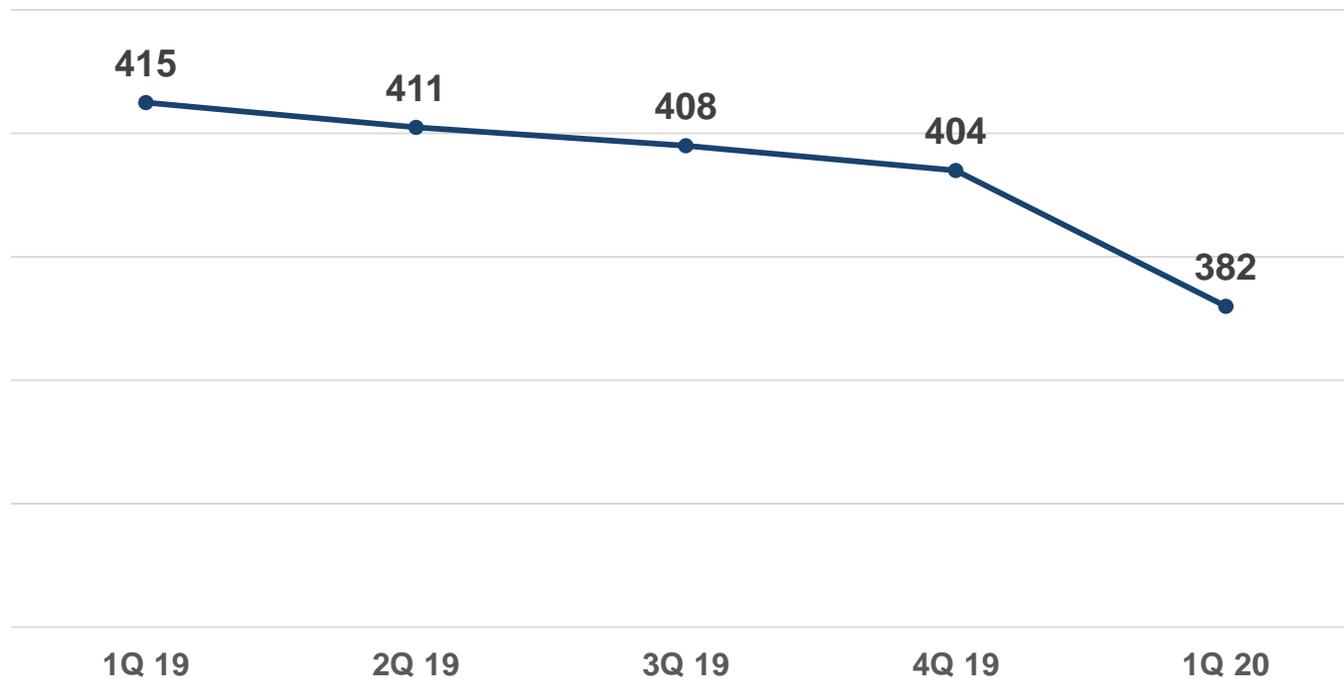


Increasing the number of retention agents & optimizing working hours to better match our customers schedule has been effective at managing churn

Avg. Mthly Churn Rate

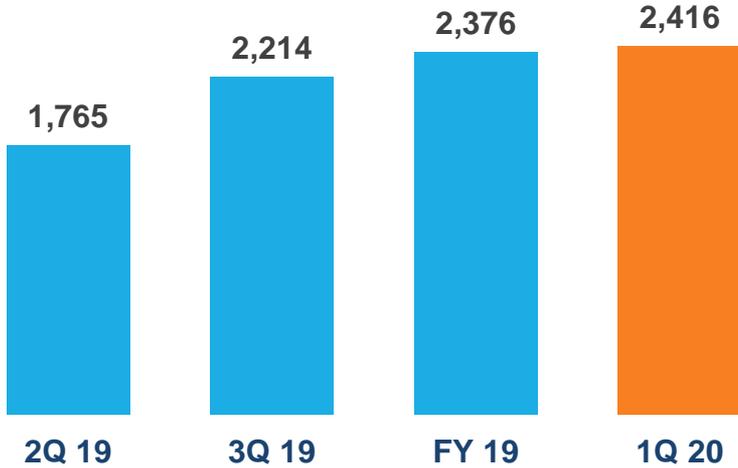


ARPU (Rp '000) Maintained a high ARPU, although as expected some downward pressure as we aim for subs growth and larger market share expanding into secondary cities.



Subscriber Additions

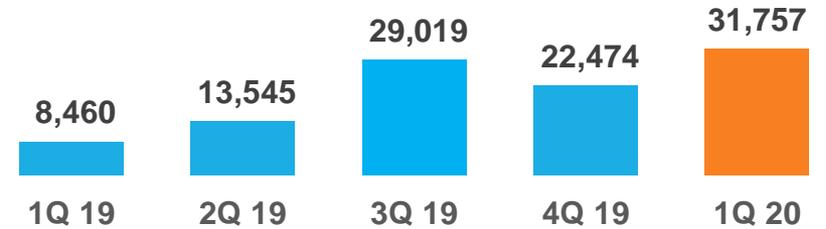
Sales Force Employees



Gross Subscriber Addition



Net Subscriber Addition



Total Subscribers



Enterprise Business



Leading Connectivity and ICT Solutions

Industry Focus

```

    graph TD
      LN((LinkNet)) <--> G[Government & Public Services]
      LN <--> W[Wholesale & E-Commerce]
      LN <--> F[Financial Services]
      LN <--> H[Hospitality, Education & Media]
      LN <--> GB[General Business]
      LN <--> ER[Energy & Resources]
      
```

Recent initiatives

- **Segment Dedicated Sales Teams**
 - Focus on Specific Industry segment & Key Accounts which put Attention on digital transformation.
- **Link Net Provide End to End Enterprise Solutions : Connectivity & ICT Solution**
 - LinkNet can be a Partner for Digital Transformation or Industry 4.0

Our Services : Expand from Core Connectivity Provider to Industry Solution

Connectivity



Lease Line



IPLC



DWDM



VSAT

Internet & TV



HDIPA



IP transit



BoD



TV

Managed Service



Re-Sell Equipment



Managed Wifi



Engineer Support

Value Added



Data Center



Cloud Services



Voice Solution

Industry Solution



First Klaz



Hospitality



Remote Solution

Key Customers in Focus Industry Segments

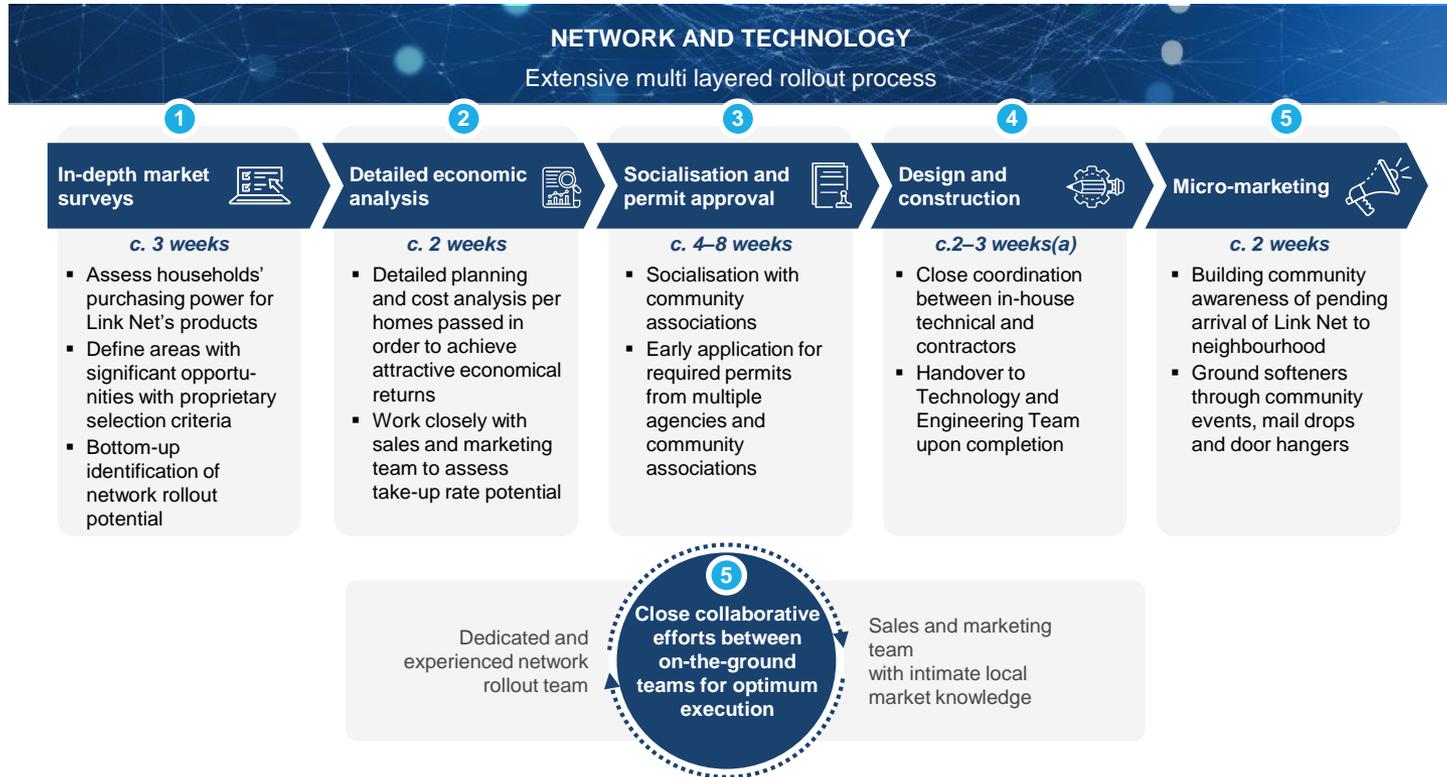
- LinkNet is proven to be a Reliable and Trusted Connectivity Provider**, Our strong presence in Indonesia Stock Exchange, Financial Industry and Main Partner in Digital business, where exposure is high
- We leverage our presence in Key Account Customers and Acquire New Major Clients in the Industry which will expose LinkNet brand.

Financial Sector Industry (FSI)		Digital business / e-commerce	
Media		Hospitality	
Energy & Resources		Government	

Note:
 (a) Refers to mission critical customers like IDX. For normal enterprise customers, redundancy is c.99.8%
 ★ Sole provider to IDX's capital markets integrated network since 2002

Network Expansion Strategy

Proven and Structured Approach to Network Build-Out



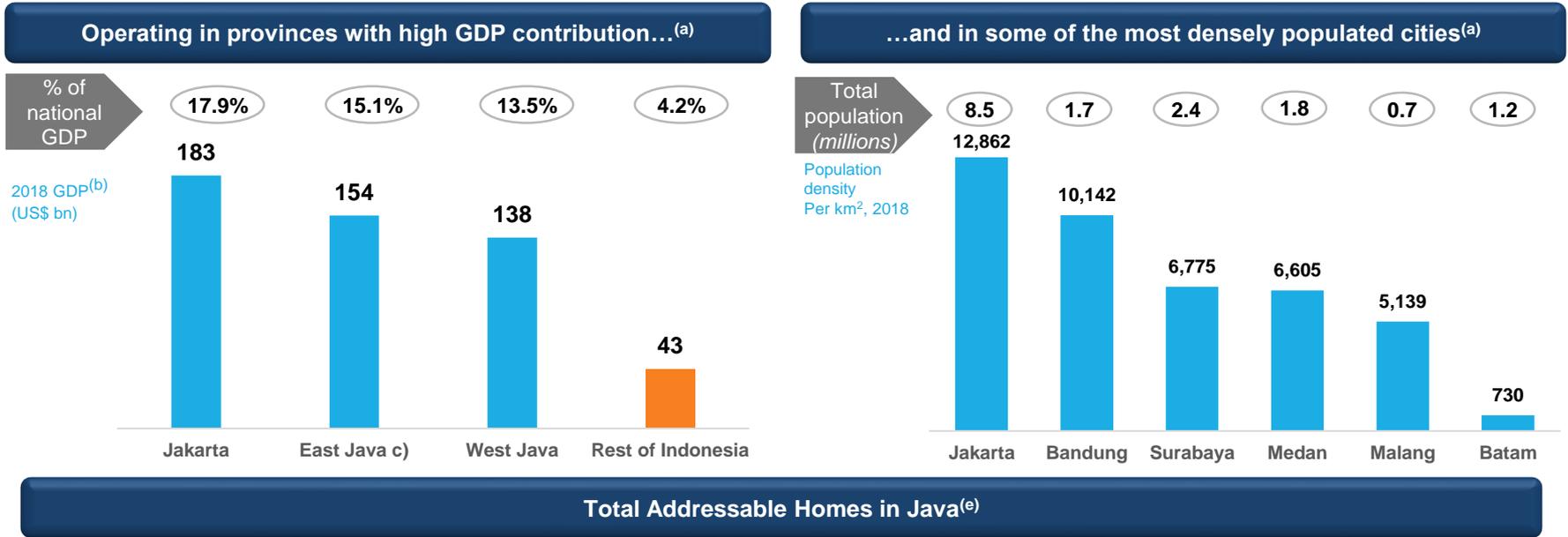
Ability to effectively manage a time-consuming, multi-layered rollout process, difficult for competitors to replicate.

Note: (a) Assuming aerial network rollout. Design and construction take 4 to 6 weeks if underground rollout.

The background features a dark blue field with numerous glowing blue light trails that curve and swirl across the frame. Interspersed among these trails are various hexadecimal characters (0-9, A-F) in a lighter blue, semi-transparent font, creating a digital or data-centric atmosphere.

High Speed Broadband & PayTV Growth

1 Link Net – Leading HSBB Provider of Scale and Operating in Some of the Most Attractive Metropolitan Areas of Indonesia...

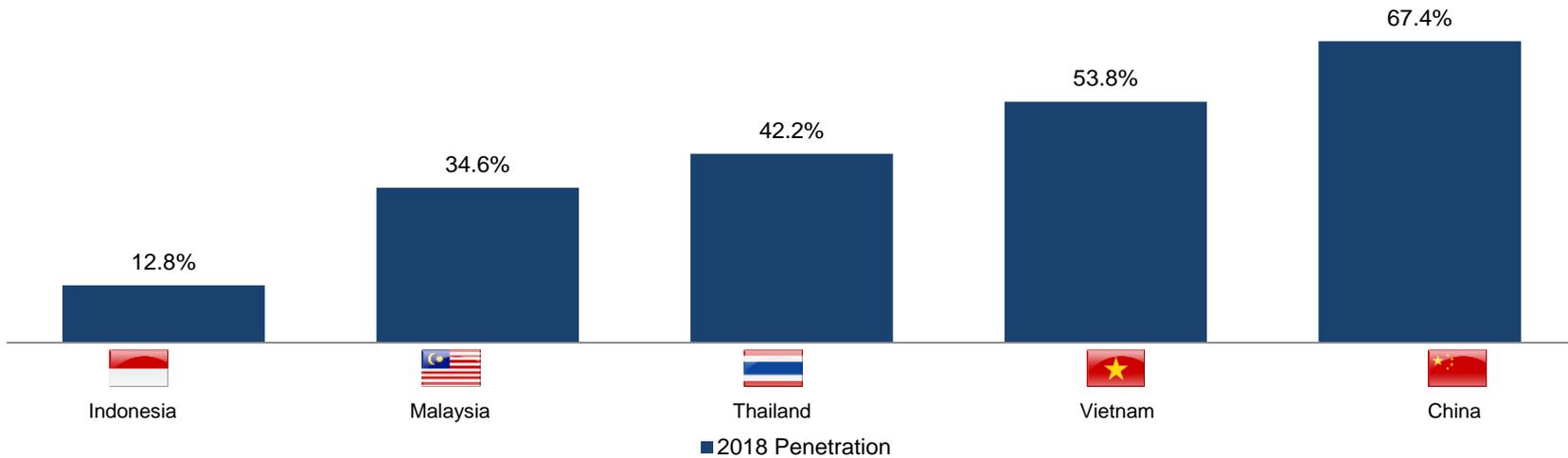


a) Badan Pusat Statistik ("BPS") (2018)
 b) GDP assumes the average USD/IDR exchange rate of 14,200
 c) Key cities in East Java include Gresik, Bangkalan, Mojokerto, Surabaya, Sidoarjo, Lamongan and in West Java includes Bandung
 d) Rest of Indonesia figure is the average of the remaining top 9 provinces as per BPS excluding Jakarta, East Java and West Java
 e) Company data
 f) Potential of 6.6 million homes in middle class in selected Java island

Indonesia fixed broadband is significantly underpenetrated

Fixed broadband penetration rate of key comparable countries

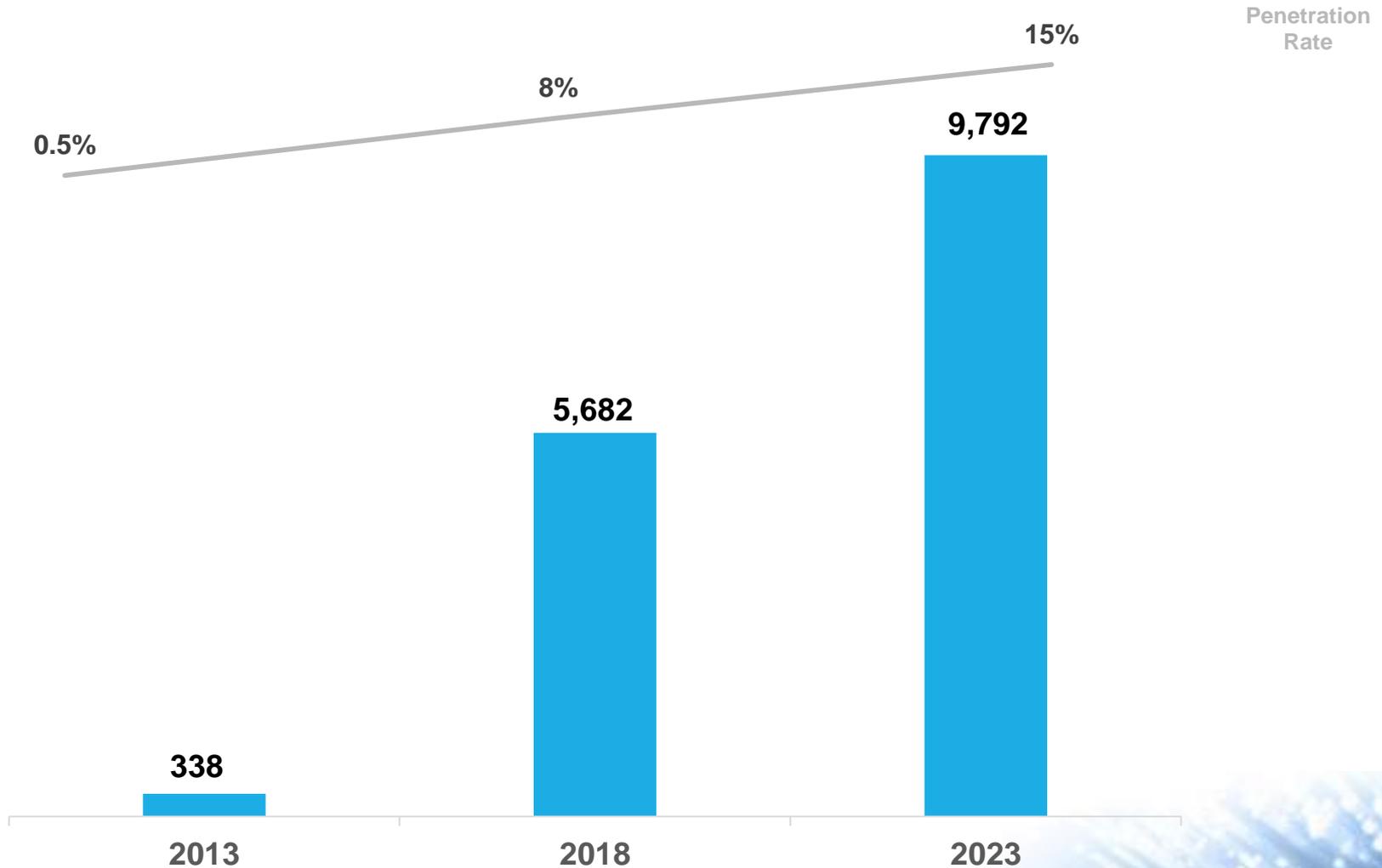
2018 Broadband Penetration



Despite the increasing demand for connectivity, fixed broadband penetration in Indonesia remains one of the lowest in the region, providing ample room for industry growth.

Source: Media Partners Asia (2018), .

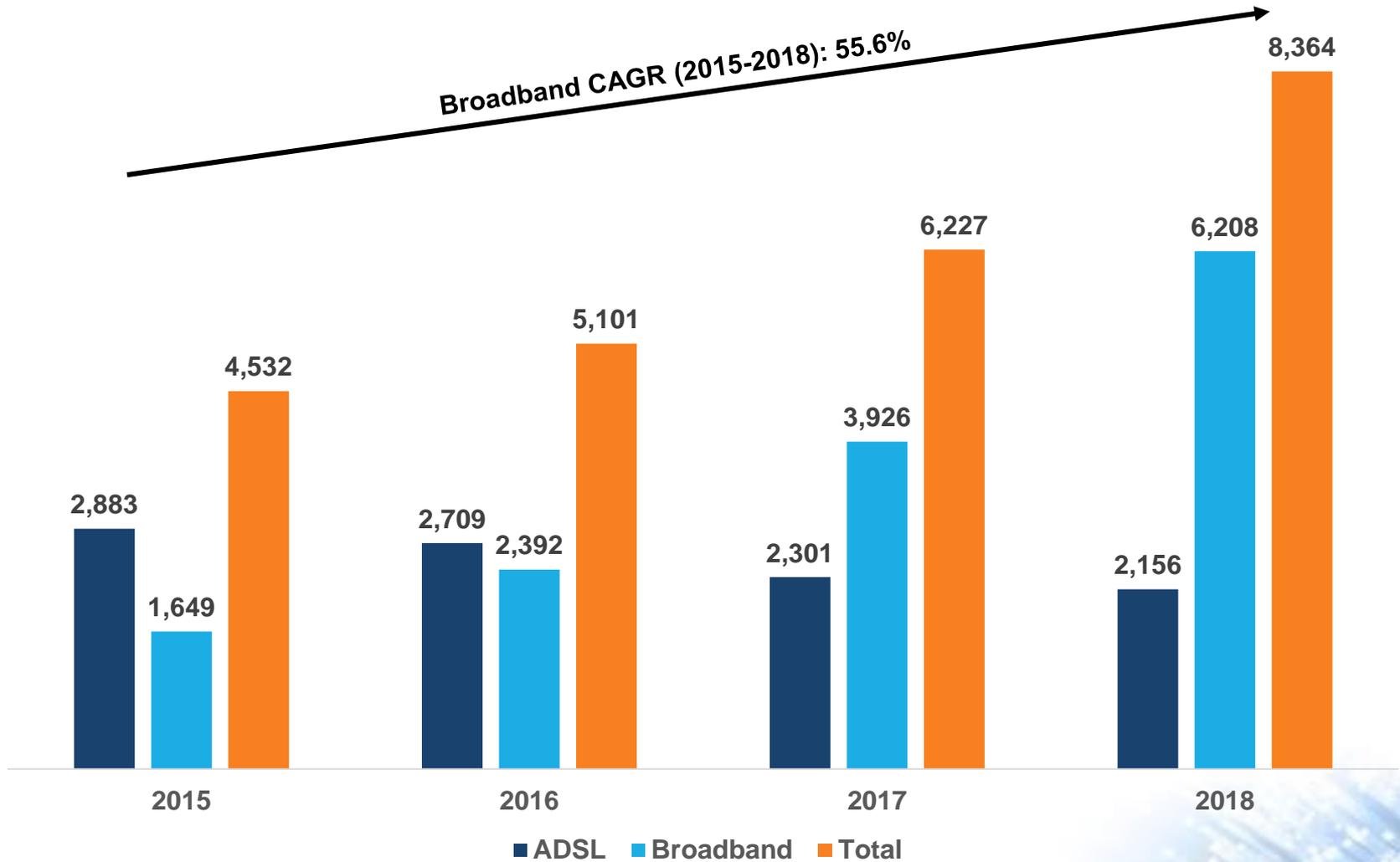
High Speed Broadband (FTTH & HFC) Penetration Growth in Indonesia



Source: Media Partner Asia 2018

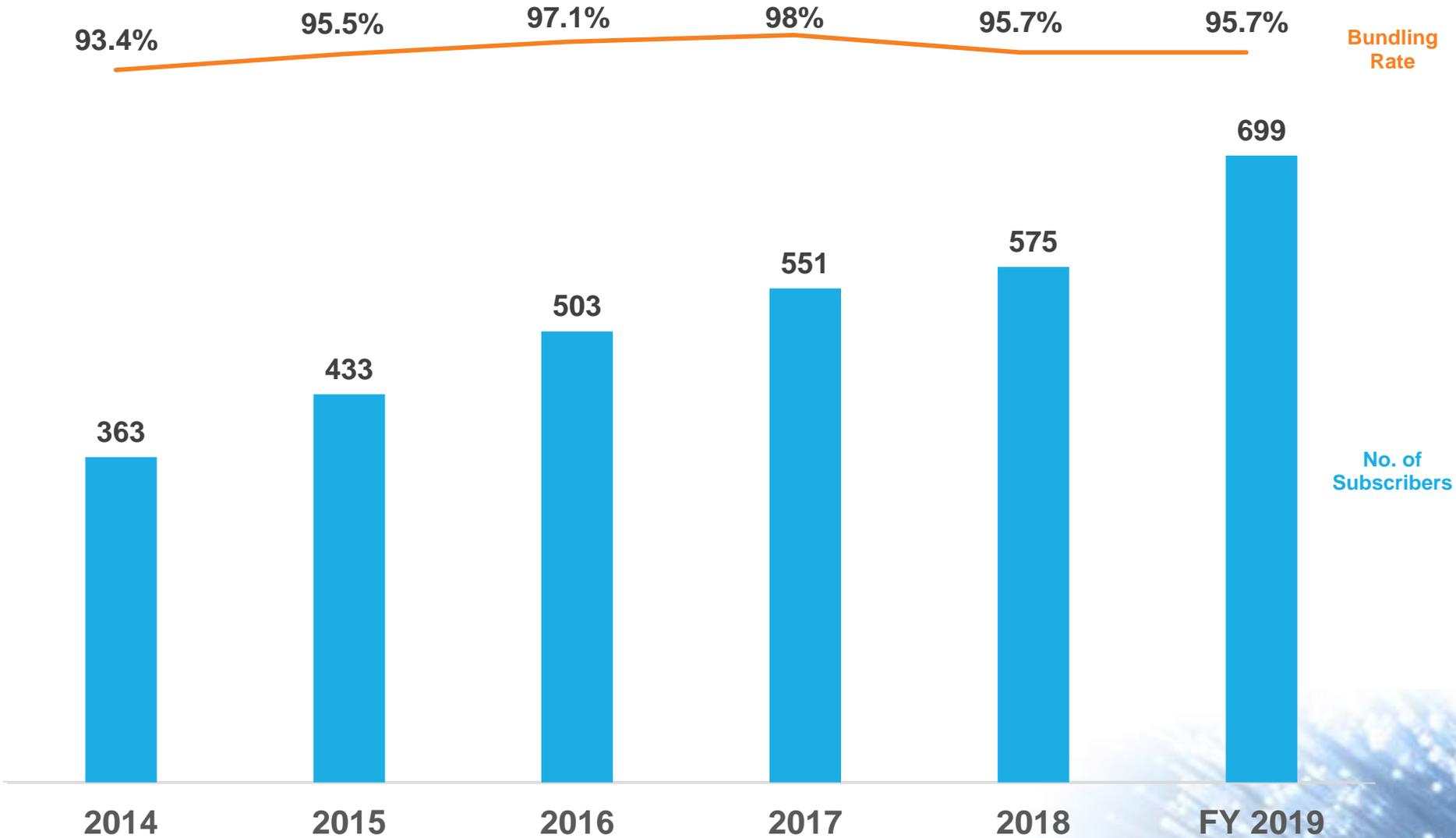
Note: Penetration Rate is calculated by dividing Total FTTH+Cable / Total Households in Indonesia (~ 67mn)

Fixed Broadband Penetration Growth in Indonesia



Source: Media Partners Asia (2018), Mandiri Sekuritas Research (2019).

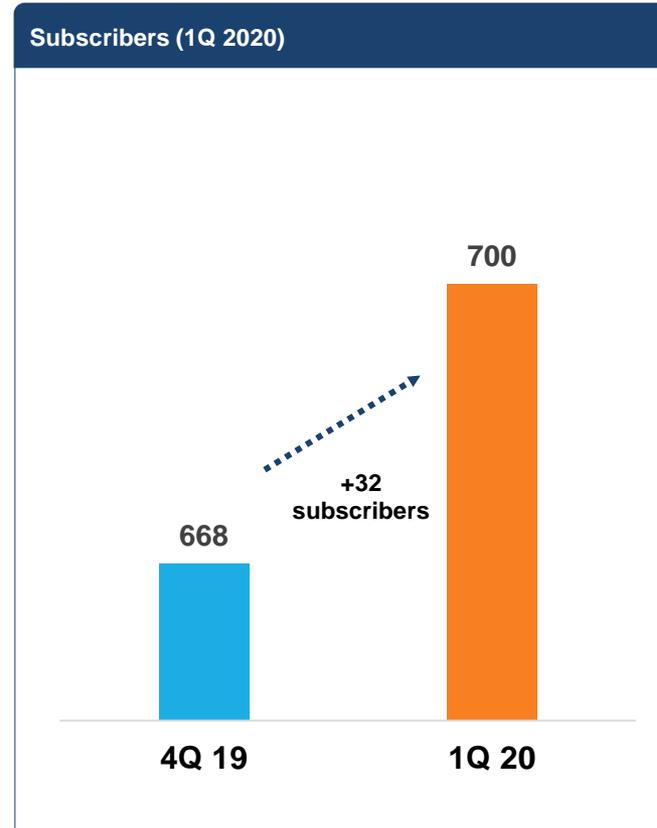
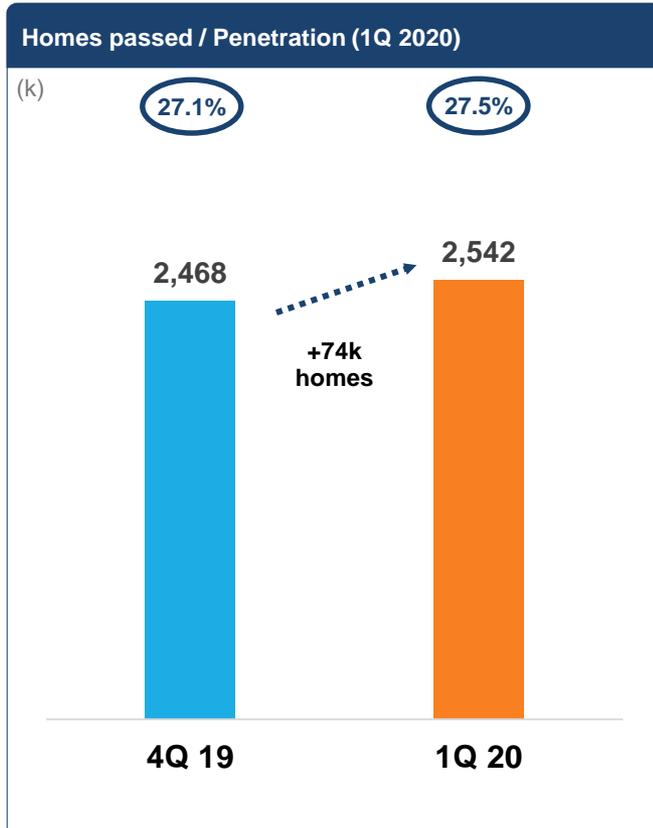
Link Net Cable TV Growth



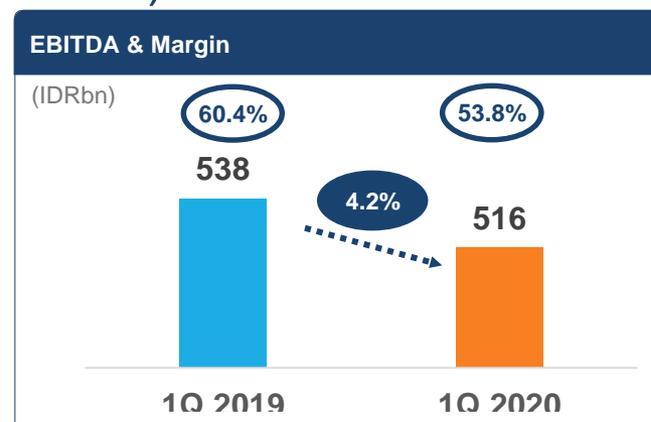
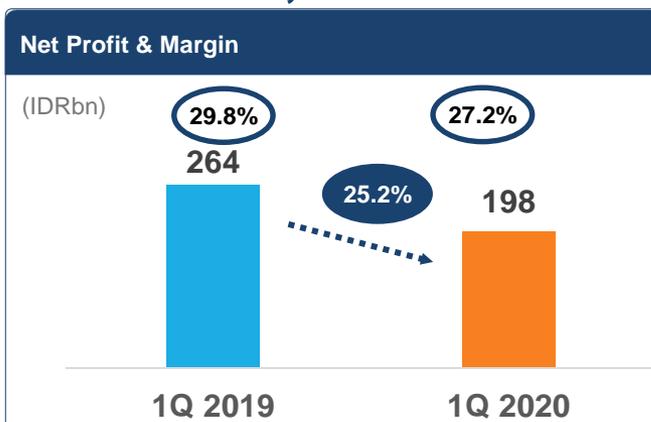
Financials & Operational KPI's



Operational Highlights 1Q 2020



1Q 2020 Financial Highlights – Revenue, EBITDA, and Net Profit (in IDR bn)



Aggressive Share Buy-Back & Sector Leading Dividend Yield



Share Buy-Back

1 Issued Capital & Treasury Shares:

- Total issued capital: 2,863,195,484
- Since 2016 Link Net has bought back a total of 291,068,500 worth Rp1,240,009,065,500

2 Buyback Mandates:

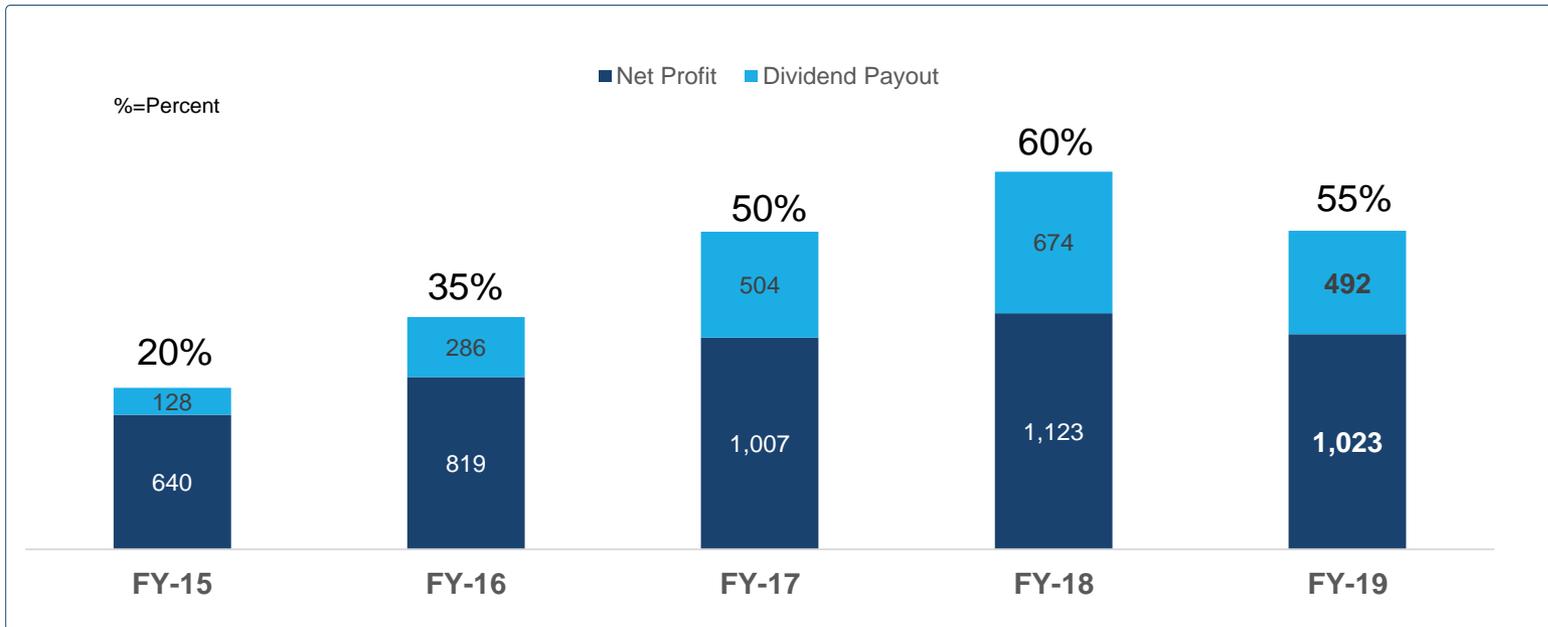
- Maximum of 75,146,002, up until July 2020
- Approved New Buy-Back 211,173,546 until February 2021
- Total Buy-Back Mandate: 286,319,548

3 Price Limit of all Buy-Backs Rp6,000 Per-Share



Period	Amount (Rp)	Unit	Average Price
2016	386,228,396,000	83,963,800	4,600
2017	15,414,088,000	3,147,600	4,897
2018	223,627,798,500	43,796,900	5,106
2019	309,568,804,000	74,332,600	4,069
1Q 2020	305,170,879,000	85,827,500	3,556
Total	1,240,009,965,500	291,068,000	4,260

Dividend Payout IDR bn

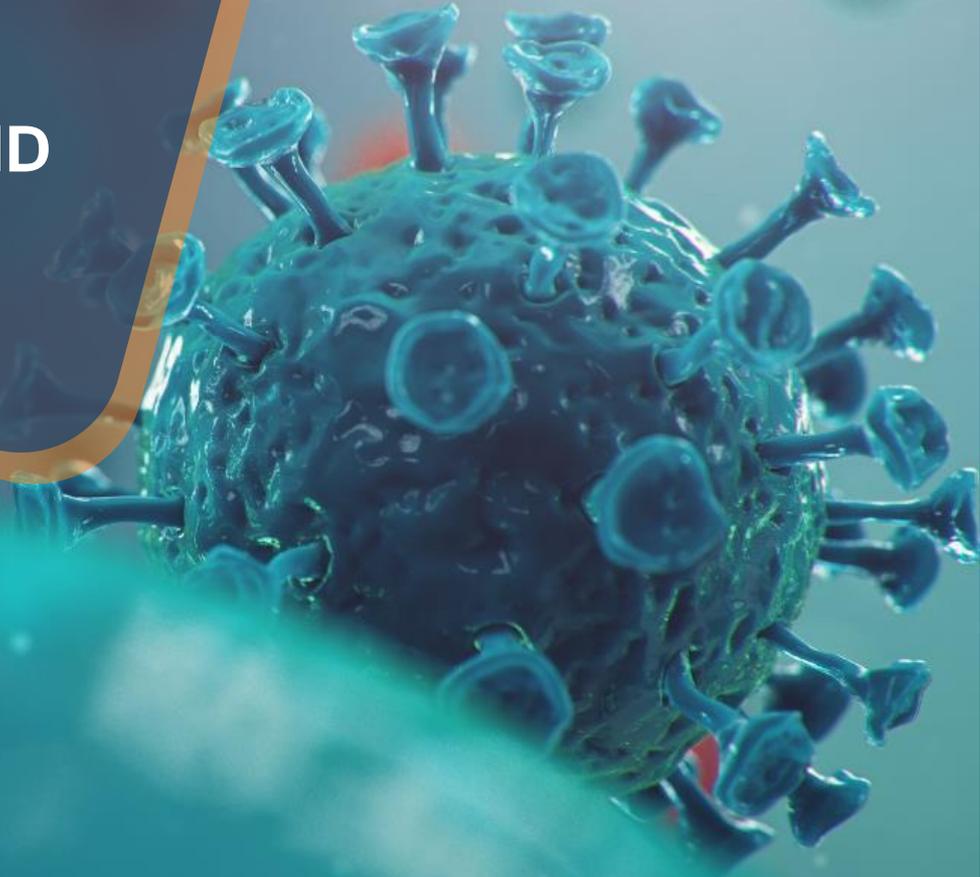


Dividend Per Share was **Rp 178.8** for FY-19

Total Dividend Payout was **Rp 491,992,417,228**

Equates to **55%** Payout Ratio

CSR – COVID





First Media supports activities & productivity of Indonesian Families

Providing **Unlimited High Speed** Broadband internet & **Variety** of TV cable's content



CSR Programs

Appreciation & Encouragement to Medical Workers



CSR Programs

Appreciation & Encouragement to Medical Workers



Provide **63.500** multivitamin Pharmaton Formula capsules, donated to **4** referral hospitals for the case of COVID-19



**RS Pelni
Petamburan
8 Apr 2020**



**RS Mitra
Keluarga
Jatiasih
8 Apr 2020**



**RSUP
Fatmawati
9 Apr
2020**



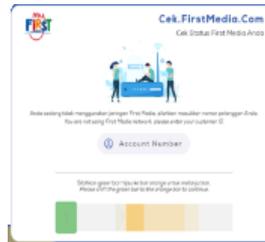
**RS Siloam
Kelapa Dua
9 Apr
2020**

Strive to Maintain Service Quality

Strongly encourage customers to utilize more **the self-care digital tools** for customers' ease & convenience.



My FirstMedia App



Cek.firstmedia.com

ENABLE TO DO:

- **Digital troubleshooting:** reset STB/modem, online booking technician visit schedule
- **Customer Inquiry**
- **Billing information** checking and online **payment**
- **Service upgrade:** add internet speed or TV packs
- Claim **Loyalty First Rewards**

Continue **innovating** new products & value-added services



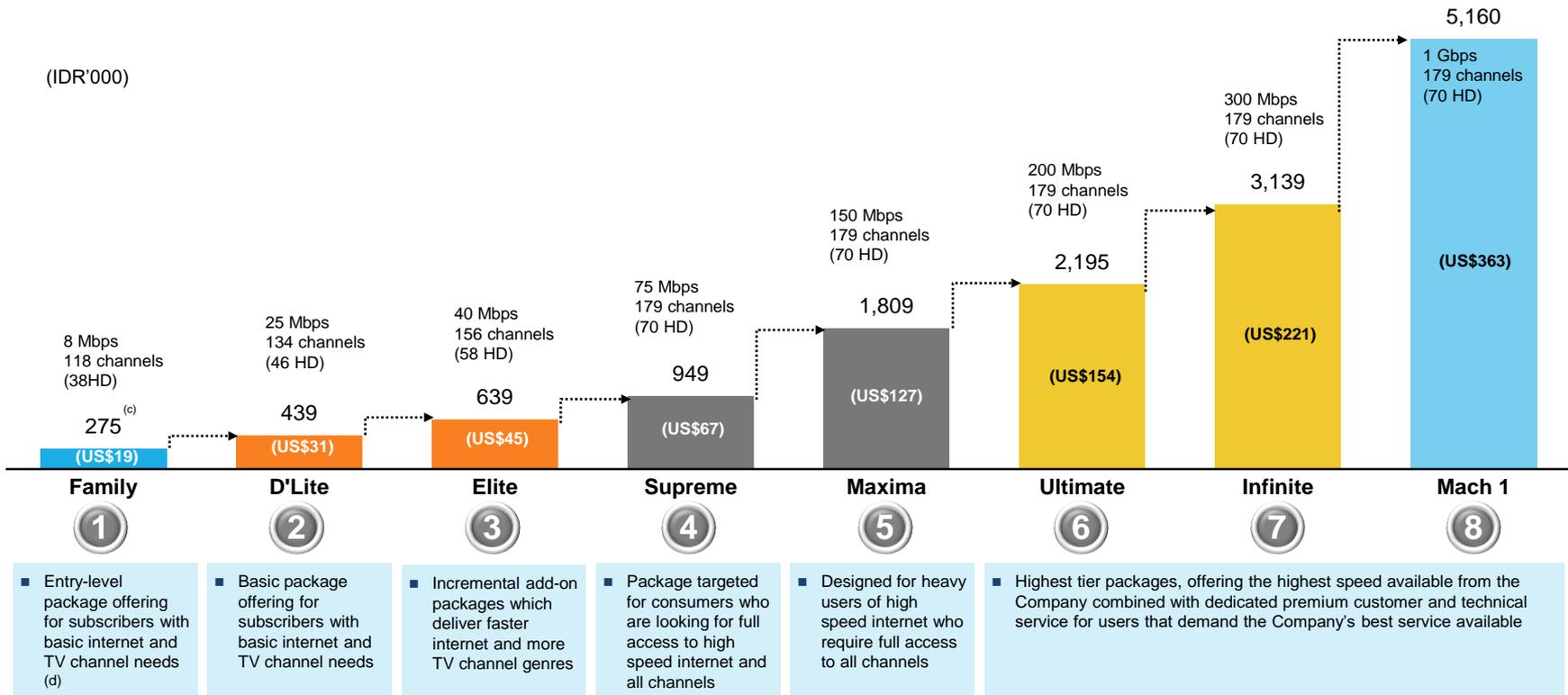
Appendix

Link Net KPI's

Keys Operational Driver	2018	2019	Q1-2020	YoY Growth 2018-2019
Homes Passed :				
Beginning Balance	2,000,498	2,201,719	2,468,639	
Addition	201,221	266,920	73,629	32.7%
Ending Balance	2,201,719	2,468,639	2,542,268	12.1%
Subscribers CATV:				
Beginning Balance	550,909	575,097	645,110	
Ending Balance	575,097	645,110	674,958	12.2%
Subscribers BB :				
Beginning Balance	570,158	594,707	668,205	
Ending Balance	594,707	668,205	699,962	12.4%
Bundled %	95.7%	95.2%	95.5%	
Net Adds (*) :	24,549	73,498	31,757	199.4%
ARPU :				
Blended ARPU	422,000	415,000	382,000	
Pen. Rate :				
	27.4%	27.3%	27.7%	
Churn Rate :				
Average/Month	2.47%	2.52%	2.60%	

3 Compelling Product Offerings with Superior Service Quality

Wide range of product offerings to cater to different customer needs^(a,b)



Note: As of September 2019

a) All price is including CPE rental, excluding 10% VAT and add-on channels. Total Link Net channel offering are 179 .

b) Wireless Docsis 3.0 Modem (previously Docsis 2.0) and HD STB for FAMILY and D'LITE & Wireless Docsis 3.0 Wi-fi Modem and X1 4K STB (previously X1 HD STB) for ELITE. Prices for all packages include First Media X

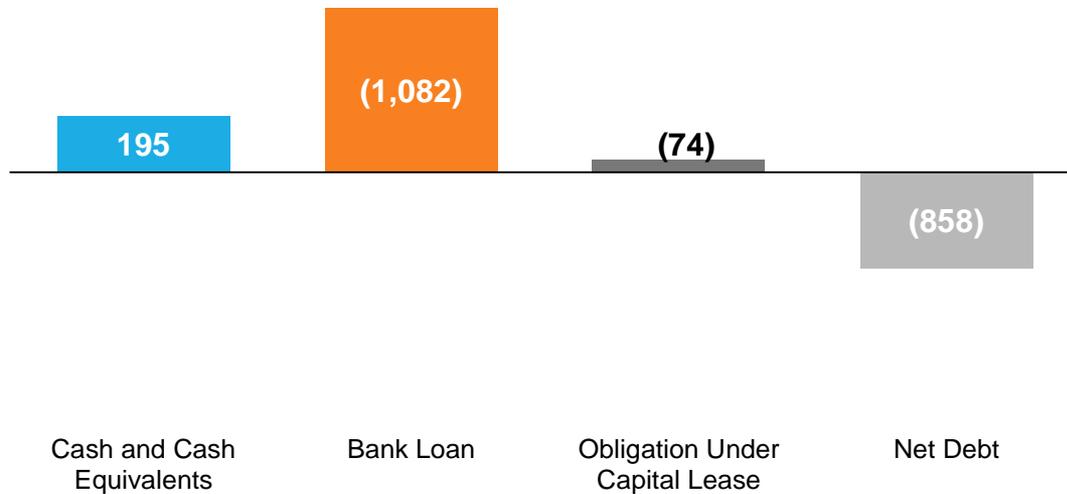
c) USD/IDR exchange rate of 14,200

d) Lower price package is also available to cater low-end middle 1 segment: Combo Easy for Rp149k with limited speed up to 3Mbps and 86 Channels (20 HD)

Cash and Debt Position

Cash and Debt Position (1Q20)

(IDRbn)



Experienced management team with a strong track record



Marlo Budiman, Chief Executive Officer

- More than 15 years experience in senior executive roles across various industries including telecommunications and consulting.
- Has had multiple leadership roles and has excelled in growing revenue, cost management, debt restructuring and corporate strategy.
- Holds degrees in finance and real estate from Ohio State University.



Victor Indajang, Chief Operations Officer & Deputy CEO

- Extensive experience as director of operations and technology roles across banking and the high speed broadband industry over the last 13 years
- Previously served as Link Net's operations director from 2009 until 2015
- Played a pivotal role in developing operations that support Link Net's network



Johannes, Chief Financial Officer

- Johannes has more than 20 years of experience across Finance and Audit through various senior executive leadership roles.
- Previous to Link Net, Johannes was a senior finance executive at PT Smart Tbk (Sinarmas Group Company)



Edward Sanusi, Chief Technology Officer

- Over 21 years of experience in managing technology related business models for software development, ISP, Cable TV, social media, and system integration
- Previously Director / CEO in PT Plexis Erakarsa Pirantiniaga (PlasMedia)



Santi Basuki, Marketing Director

- 13 years experience in marketing and customer relationship management
- Currently covers marketing strategic planning for acquisitions, customers portfolio management, and marketing communications



Agus Setiono, New Roll Out Director

- Seasoned leader in operations, marketing in major foreign bank with more than 28 years of experience in technology, media and networks
- Prior to joining Link Net, he was the VP of Card Marketing in Citibank Indonesia



Benni Lim, Supply Chain Director

- Over 26 years of experience throughout directors roles is various telecommunications companies such as Managing Director at PT Petro Data System, PT Power Telecom, CEO PT Graha Teknologi Nusantara



Ferliana Suminto, Corporate Resource Director

- Seasoned leader with more than 23 years of experience in finance, business development, information and communication technology, including an exposure in UPH, and PT. Matahari Putra Prima
- Prior to joining Link Net, she was the Chief Financial Officer in PT. Indonesia Media Televisi



Sutrisno Budidharma, Sales Director

- Over 27 years of extensive experience in leading product sales teams in banking and branch management in the banking sector
- Previously Business Development and Direct Sales Director in Link Net



Agung Wiguna, Enterprise Sales Director

- Over 17 years experience in senior leadership positions across telecom, media, and consulting companies, including PT Solusi Tunas Pratama Tbk
- Holds a Masters of Management in Finance and a Bachelor degree in Civil Engineering

Complementary skills and expertise with strong domestic and international track record

Board of Commissioners



Jonathan L. Parapak, President Independent Commissioner

- Extensive experience of senior executive position for more than 30 years across healthcare and telecommunication industries.
- Ha Wibawa Seroja Nugraha degree from the Indonesian National Resilience/Defence Institute, a Master of Engineering Science degree and a Bachelor of Electrical Engineering Communications degree from the University of Tasmania.



Edward Daniel Horowitz, Commissioner

- More than 30 years of experience in international media and telecommunication.
- Holds a Master of Business Administration from the Columbia University and a Bachelor of Science degree in Physics from the City College of New York.



Sigit Prasetya, Commissioner

- More than 20 years experience in senior executive roles investment and finance.
- Holds a Master of Business Administration from University of New South Wales and a Bachelor degree in Math from the Bandung Institute of Technology.



Suvir Varma, Commissioner

- Mr. Suvir Varma was a Senior Partner and Head of Private Equity Practice in Asia at Bain & Company Inc. and was a Member of Executive Committee at Singapore Venture Capital & Private Equity Association
- He has more than 20 years of experience across consulting and finance-related roles focusing on strategic developments and operational improvements
- Received a Bachelor of Science – Hons., Finance, Accounting and Business Policy from Babson College and MBA in Finance, Strategy and Accounting from University of Chicago



Alexander Rusli, Independent Commissioner

- Has extensive experience in the telecommunication Industry as the Chief Executive Officer of Indosat Ooredoo from 2012-2017
- Served on Board of a Indonesian Listed tower company Protindo between 2018-2019
- Mr. Alexander Rusli is on the Board of Commissioners at PT Unilever Indonesia Tbk, one of Indonesia largest listed companies.
- Is also a commissioner to one of Indonesia's largest Private hospital operators PT Medikolaka Hermina Tbk

Board of Directors



Marlo Budiman, President Director

- More than 15 years experience in senior executive roles across various industries including telecommunications and consulting.
- Has had multiple leadership roles and has excelled in growing revenue, cost management, debt restructuring and corporate strategy.
- Holds degrees in finance and real estate from Ohio State University.



Henry Jani Liando, Director

- More than 20 years of experience in finance and business planning in senior roles.
- Appointed the Company's Independent Director since 2013.
- Holds a Master of Business Administration in Finance from Oregon State University and a Bachelor in Chemical Engineering from the Bandung Institute of Technology.



Victor Indajang, Director

- Desmond currently serves as Chief Product and Technology Officer of PT Link Net Tbk.
- He oversees the product planning, as well as engineering and operations of the Company.
- During his tenure in Link Net, he has launched several initiatives such as OTT, Android TV STB, 4K TV, FTTH, and Smart Living.
- Prior joining Link Net, he was the Vice President of Network Engineering in Starhub Singapore
- He holds a Masters and Bachelor Degree of Computer Technology from Nanyang Technological University and a Masters of Business Administration from the University of Surrey



Wonbae Lee, Director

- Senior Managing Director of CVC's private equity operations team in Asia, based in Singapore and with 20 years of experience in senior roles across finance, consulting and healthcare
- Prior joining Link Net, he held the GM position of Asia-Pacific in GE Healthcare and was with AstraZeneca as the country president of Indonesia
- Held a Bachelor of Business Administration degree from Korea University and MBA from Harvard Business School.



Andy Nugroho Purwohardono, Director

- More than 25 years experience in senior executive roles across finance, retail, and consulting.
- He is currently serving as the Managing Director of CVC Asia Pacific Limited's Indonesia, Director of Matahari Department Store Tbk, and Director of MAP Aktif Adiperkasa.
- Holds a Master of Business Administration from the University of Texas and a Bachelor of Science in Industrial Engineering from Oregon State University.