



# PT Link Net Tbk

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Corporate Presentation



# Network Roll Out

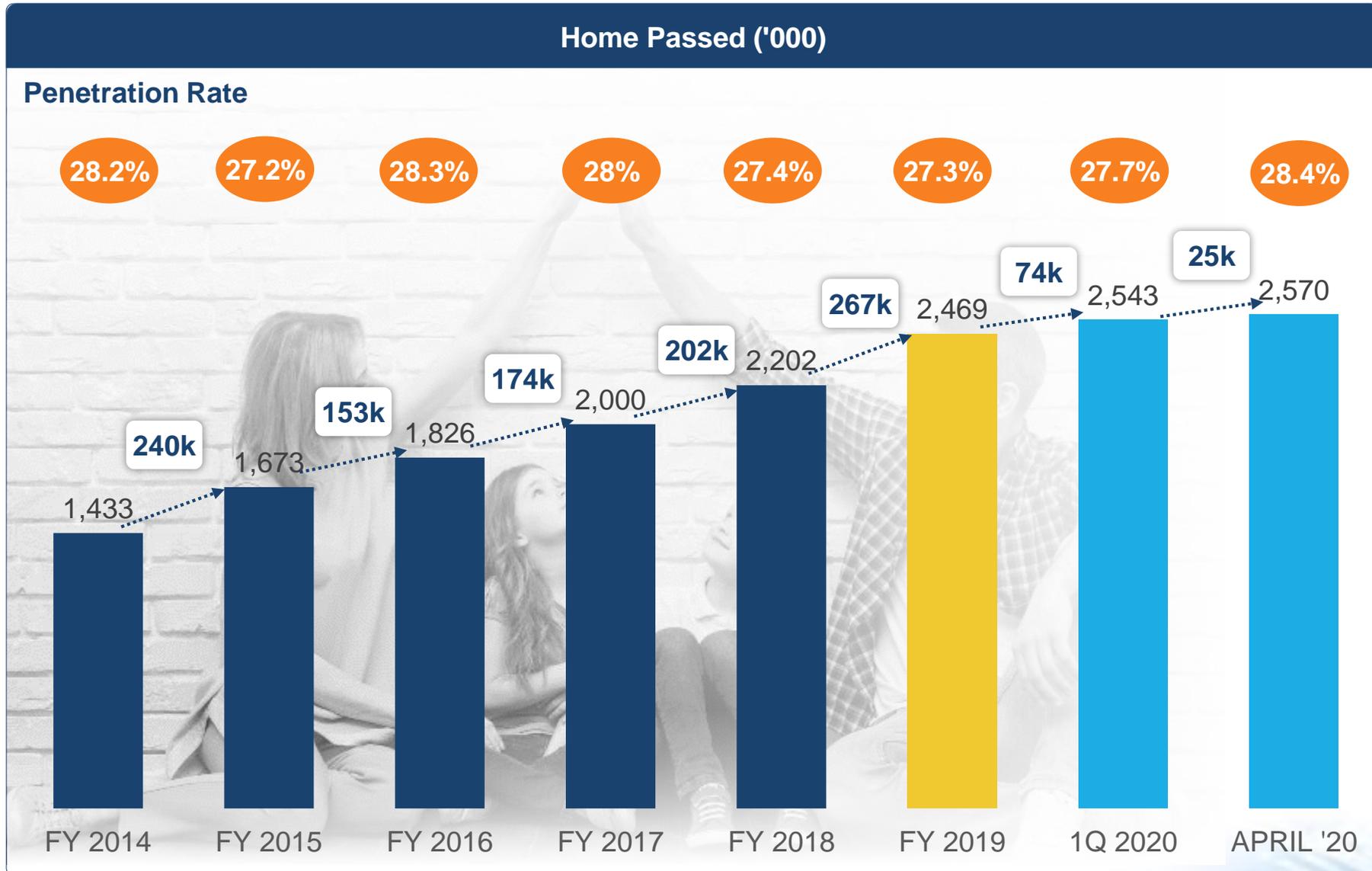


# Link Net's Footprint



City	HP Built by NRO			LN Portofolio as of Q1 2020
	Q4 2019	FY 2019	Q1 2020	
Greater Jakarta	26,981	91,877	18,894	1,737,435
Serang	1,366	1,366	260	1,626
Greater Surabaya	2,935	26,339	6,071	425,989
Bali	4,806	13,485	5,154	18,704
Bandung	5,181	27,616	5,808	167,868
Medan	6,341	27,090	9,119	56,638
Batam	6,823	28,183	3,445	55,233
Solo	5,931	22,907	8,631	33,393
Semarang	11,885	28,677	10,938	39,617
Cilegon			3,078	3,078
Cirebon			1,701	1,701
Purwakarta			2,006	2,006
Tegal			3,080	3,080
Jogja			2,529	2,529
Kediri			4,118	4,118
<b>Total</b>	<b>72,249</b>	<b>267,540</b>	<b>84,832</b>	<b>2,553,015</b>





# Sales



# Effective Sales Channel Strategy Through Sales Force Management

Deploying a combination of push and pull channel strategies ...



## Push



### Residential Homes

- 2,400+ Direct sales agents
- 111 Outbound sales agents



### Condos / Apartments

- 5 business development managers
- 40 account managers



### Focused Micro-marketing Efforts by Regions

- 10 Region Heads,
- 44 Territory Managers

## Pull



### New/Existing customers

- 23 Inbound sales agents
- 35 Tele-retention agents
- 300+ Contact center team

... through effective sales force recruitment and management



### Attract and recruit the best

- Agency management through performance-based remuneration structure

### Investments in training & development

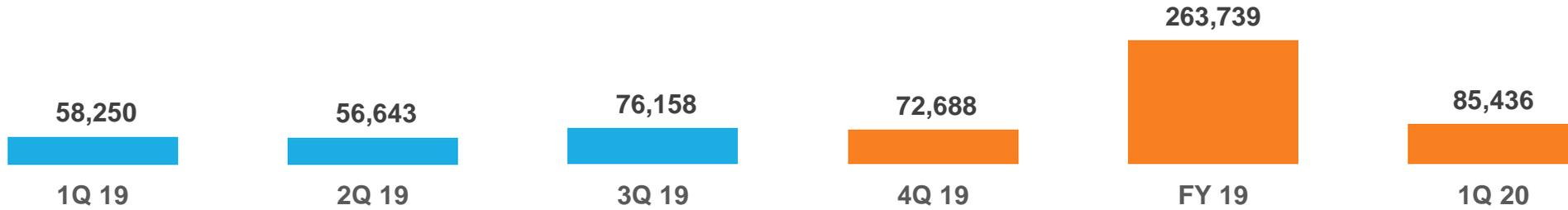
- Product and sales training
- Staff development and career advancement

### Retention of top performers

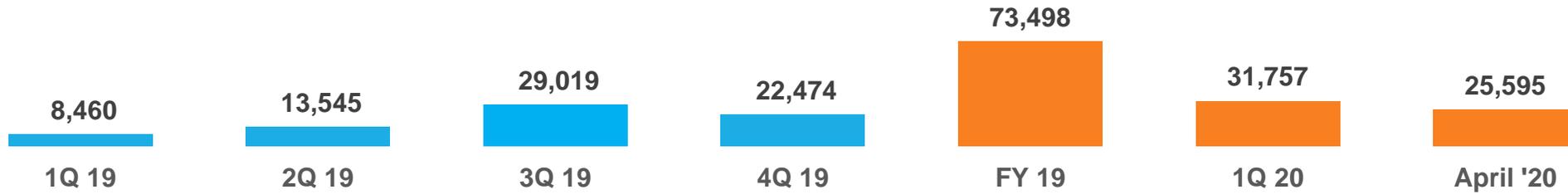
- Robust commission structure that rewards both ARPU and connects
- Retention of top performers through incentive schemes

# Subscriber Additions

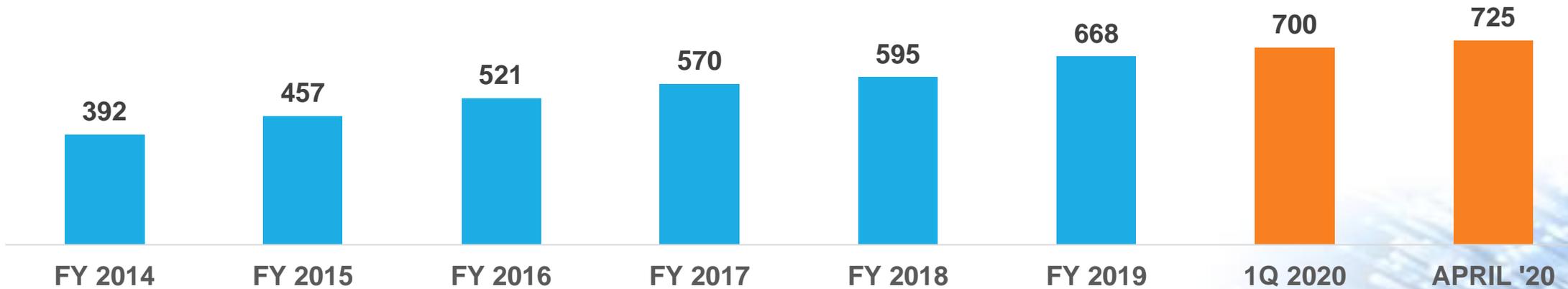
## Gross Subscriber Addition



## Net Subscriber Addition



## Total Subscribers



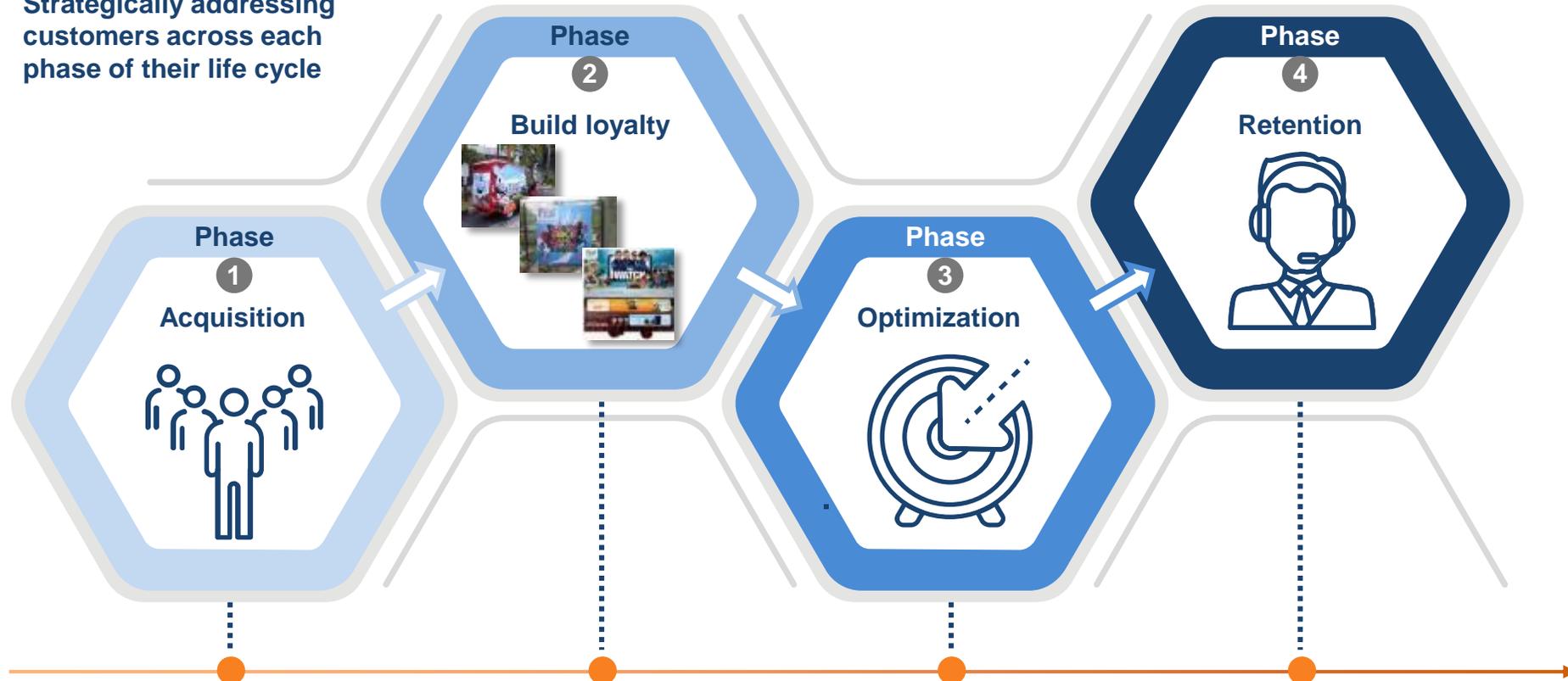
# Marketing



1.015  
51.41%  
21.05

# Building Lifetime Relationships with Our Customers

Strategically addressing customers across each phase of their life cycle

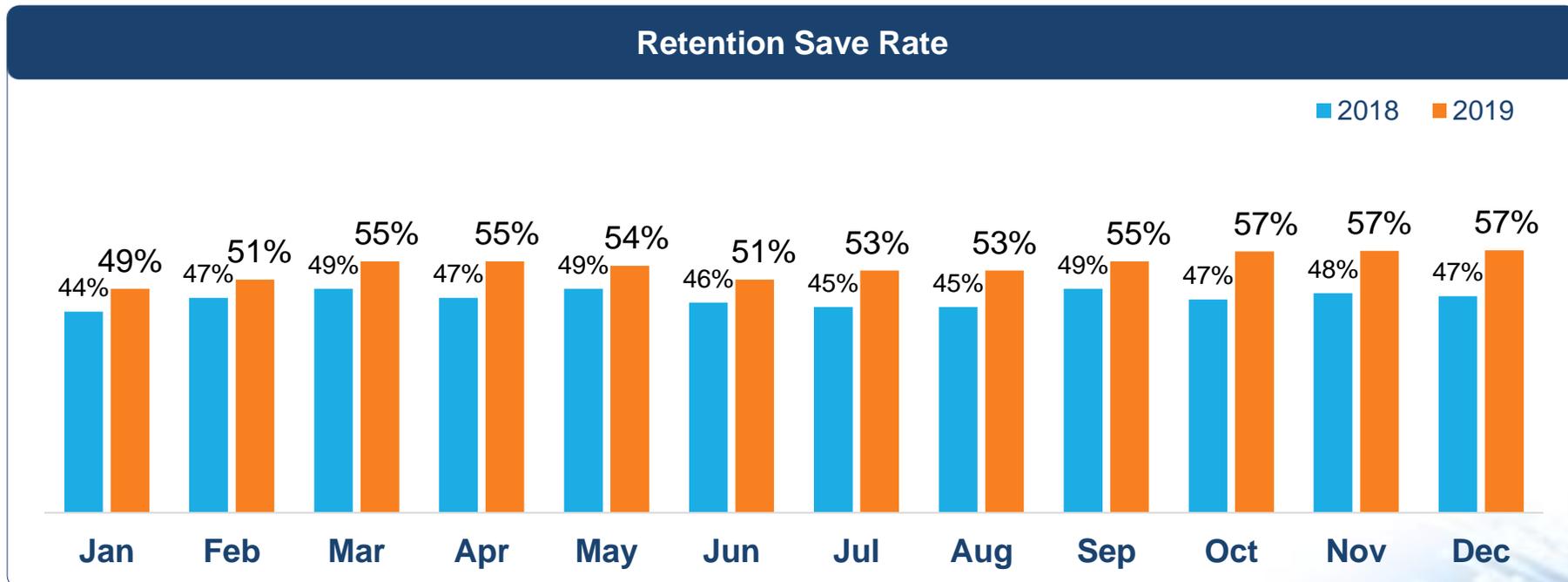
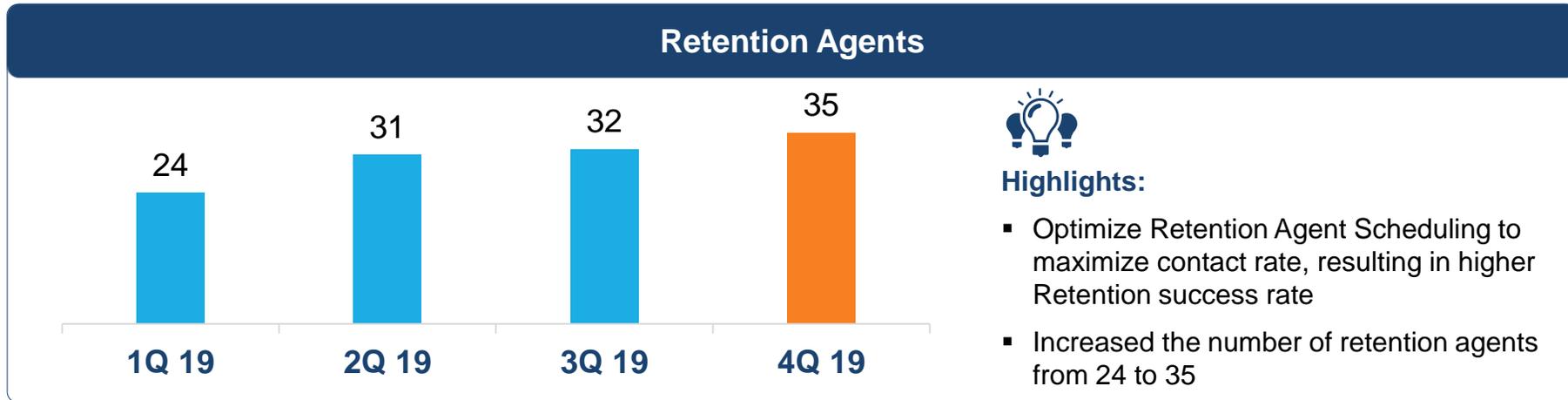


- New product roll out
- Market expansion into new cities
- Remarketing to drive penetration
- Community engagement

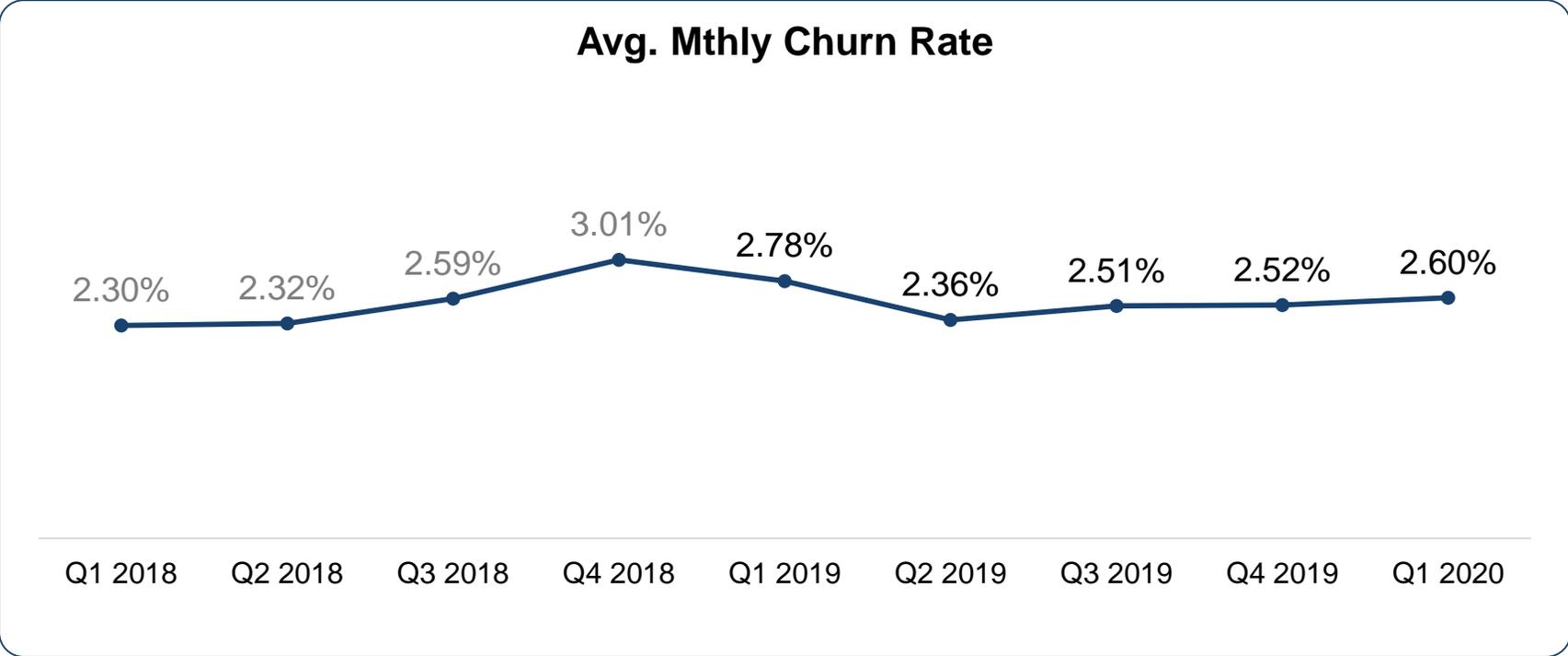
- Customer education
- Enhance service quality
- Customer feedback surveys post installation
- Welcome calls
- Contact center with tech solutions specialists
- Technician site visit
- FM loyalty program

- Portfolio growth strategy
- Upsell

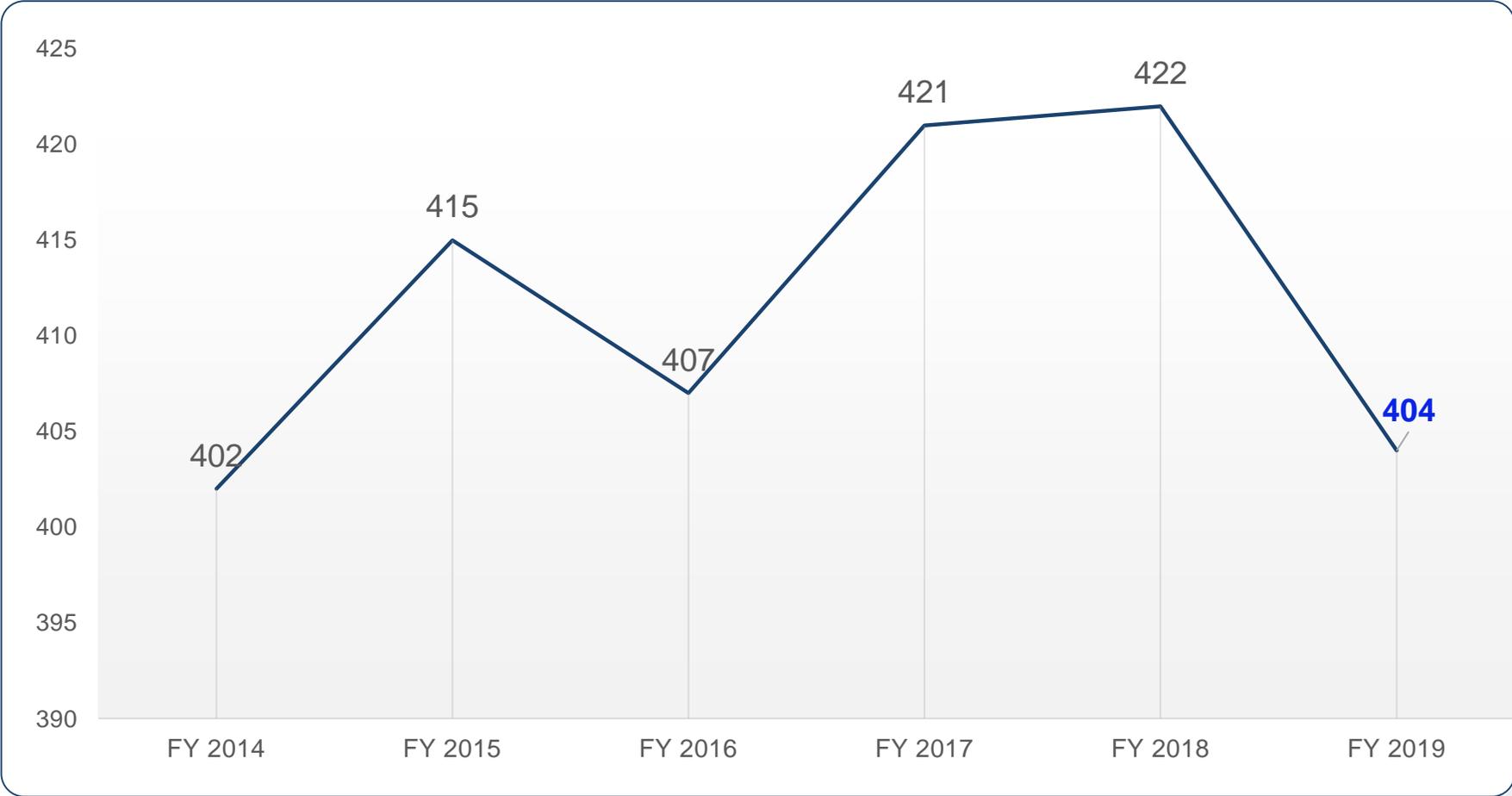
- Customer tiering
- Churn management
- Rewards
- Win back
- FM loyalty program



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



Maintained ARPU at around Rp 400K; as expected to be lower, aiming at subs growth and larger market share expanding into secondary cities.



# Only 2 Companies Operate with Scale in the Fixed Broadband Market FY 2019

Comparison of key fixed broadband operators in Indonesia (high-speed only)

Homes passed ('000)	2,365 (4 major cities)	c.20,000 (nationwide)	c.700	790	400
Subscribers ('000)	636	~7,000	170	80	110
Price for 10 Mbps eqv. Product	<b>IDR 349,000</b> (15Mbps) 119 Channels <sup>(a)</sup> (35 HD + 84 SD)	<b>IDR 360,000</b> (10Mbps) 93 Channels (6 HD + 84 SD)	<b>IDR 290,500</b> 90 Channels (15 HD + 75 SD)	N/A	N/A
Price for 20 Mbps eqv. Product	<b>IDR 439,000</b> (25Mbps) 134 Channels <sup>(a)</sup> (46HD + 88 SD)	<b>IDR 445,000</b> (20Mbps) 93 Channels (6 HD + 84 SD)	<b>IDR 390,500</b> 90 Channels (15 HD + 75 SD)	N/A	N/A
Price for 30 Mbps eqv. Product	<b>IDR 639,000</b> (40Mbps) 156 Channels <sup>(a)</sup> (58 HD + 98 SD)	<b>IDR 595,000</b> (30Mbps) 95 Channels (6 HD + 84 SD)	<b>IDR 490,500</b> 90 Channels (15 HD + 75 SD)	<b>IDR 515,250</b> (50 Mbps) 60 Channels (33 HD + 27 SD)	<b>IDR 400,000</b> (30 Mbps) 42 Channels (9 HD + 33 SD)

While a number of companies have entered the fixed broadband market, only 2 companies (Link Net and PT Telkom) currently operate with scale

Source: Company website, company information, Media Partners Asia (2018), Mandiri Sekuritas Research Estimates

(a) Based on like for like packages

# Enterprise Sales

51.41%



## 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

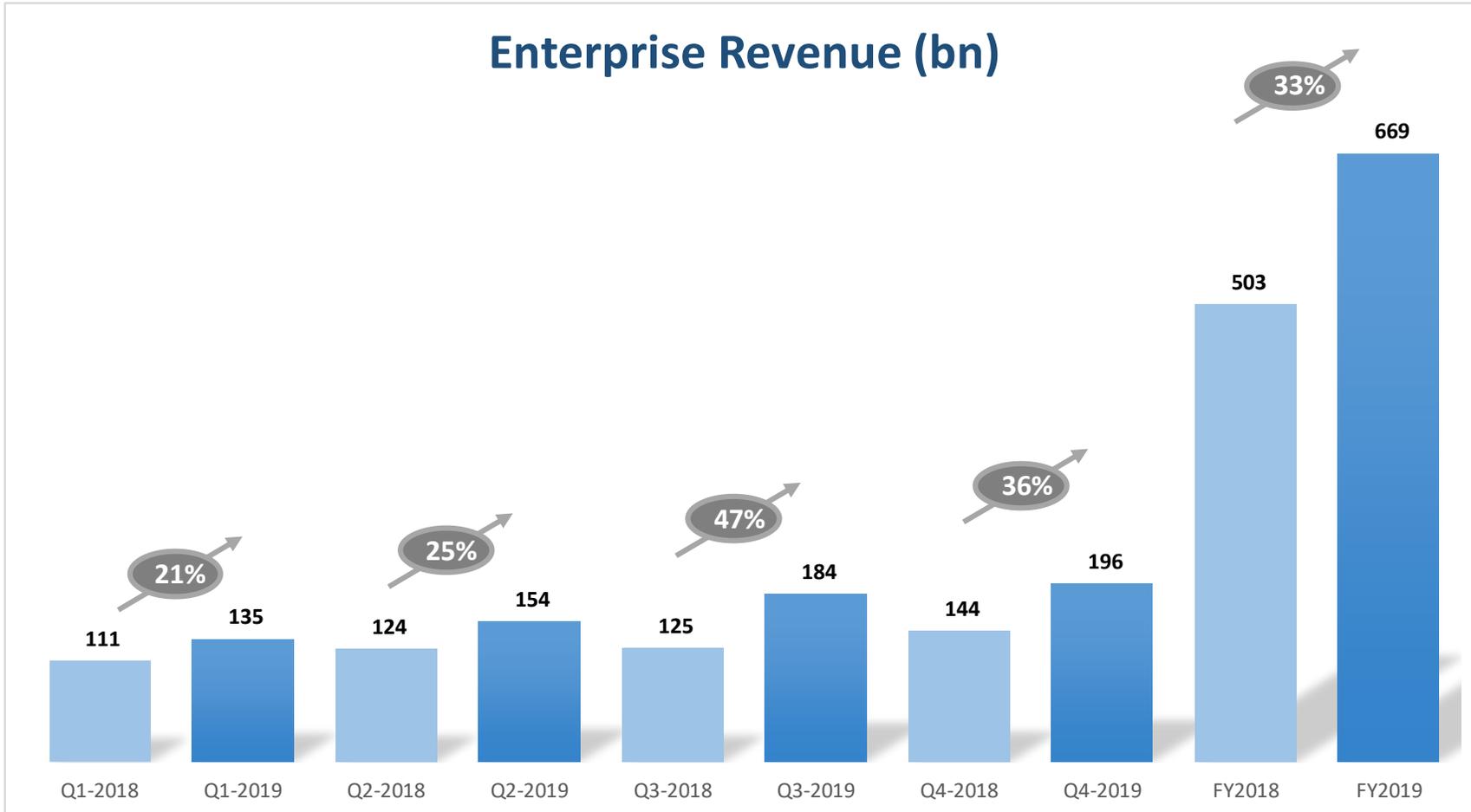


Hospitality



Remote Solution

## Enterprise Performance (bn)

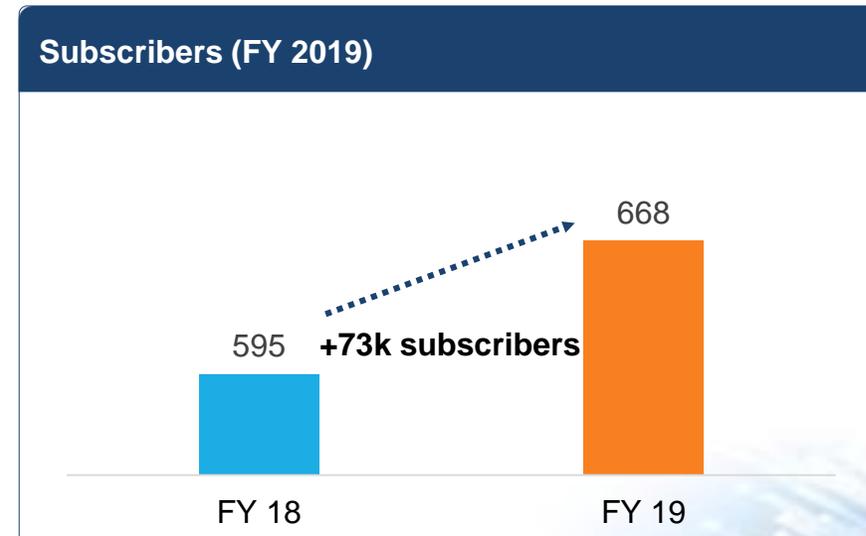
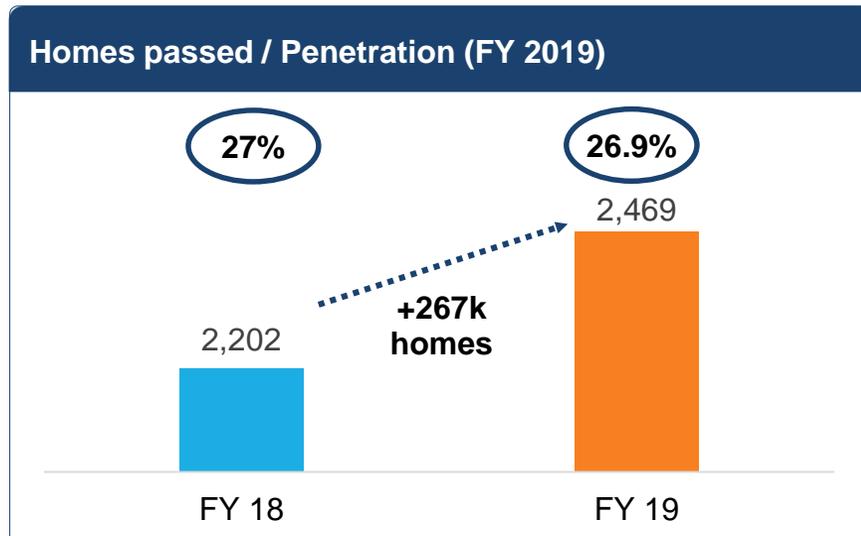
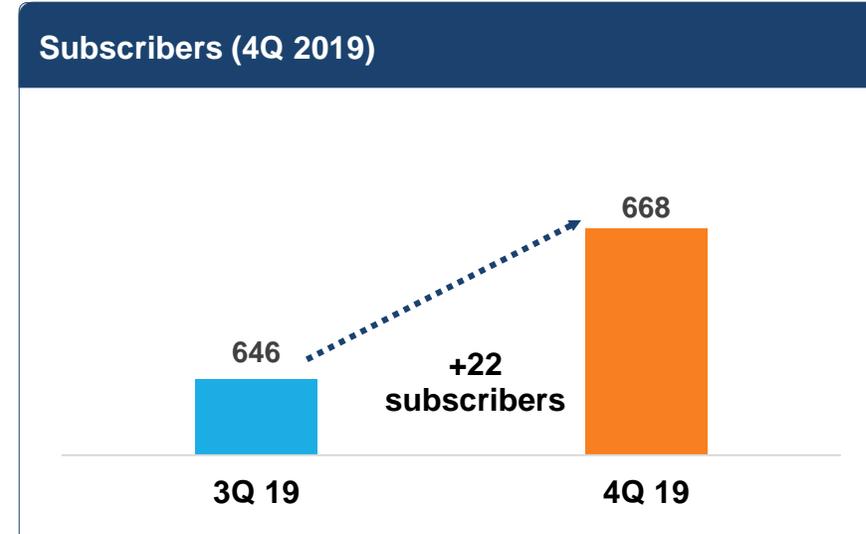
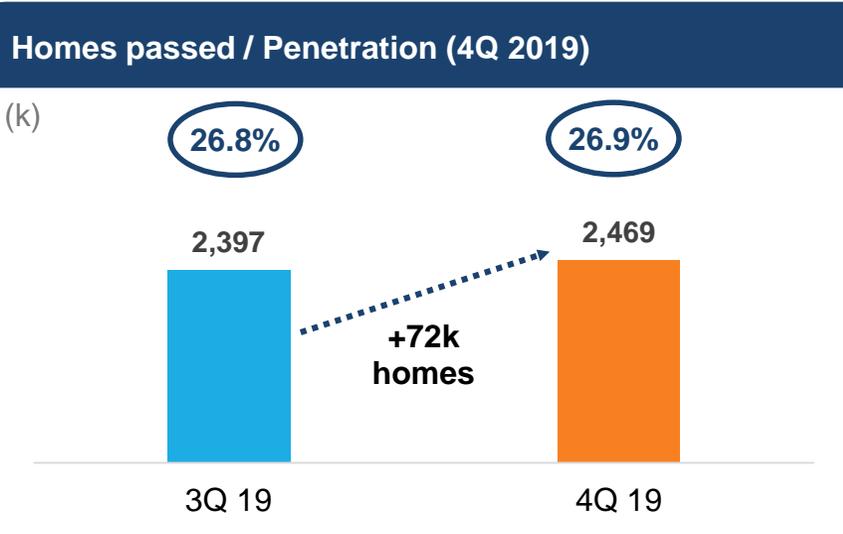


# Financial & Operational Highlights – FY19 & 4Q19

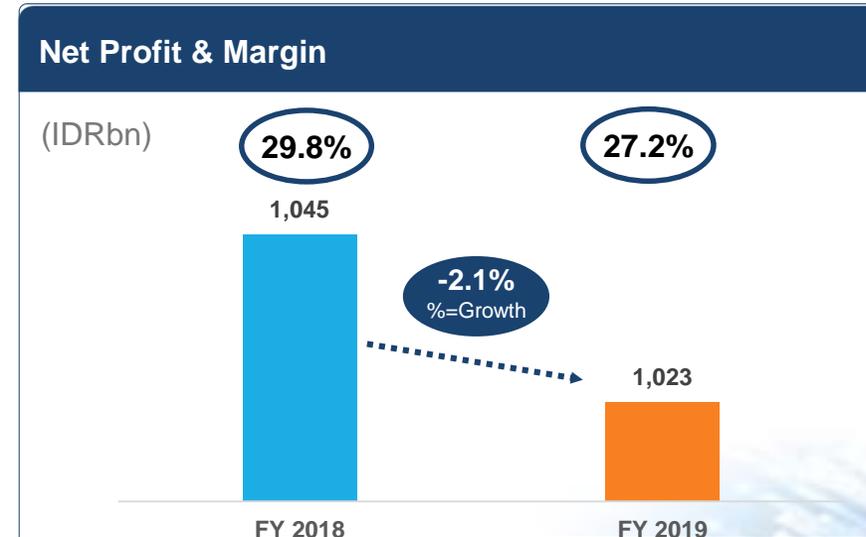
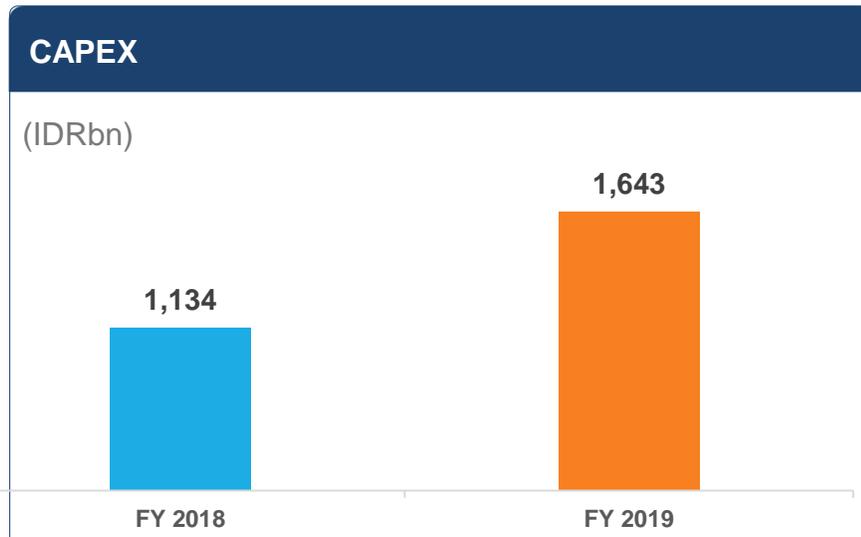
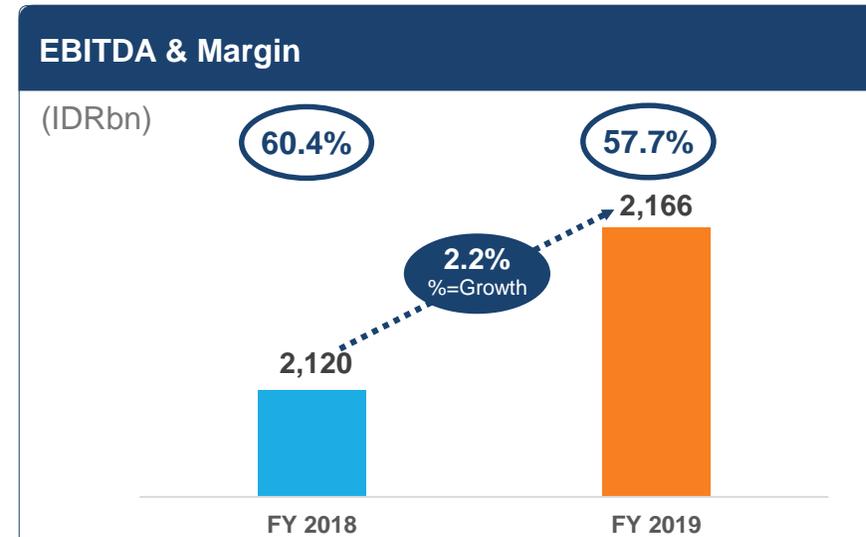
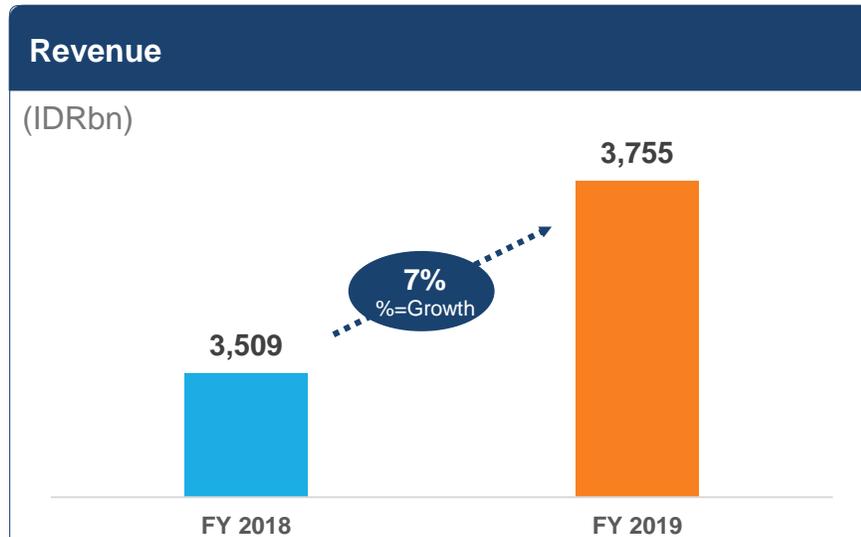
**Link**Net



# Operational Highlights 4Q & FY 2019



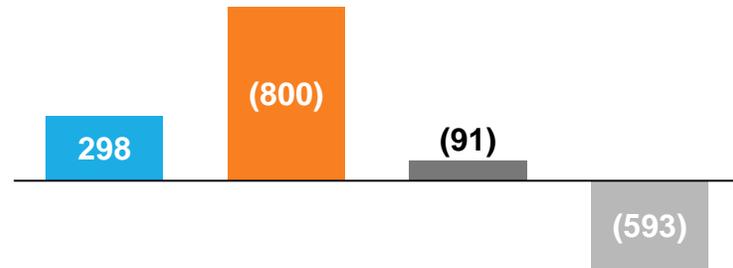
# FY 2019 Financial Highlights – Revenue, EBITDA, and Net Profit (in IDR bn)



# Cash and Debt Position

**Cash and Debt Position (FY19)**

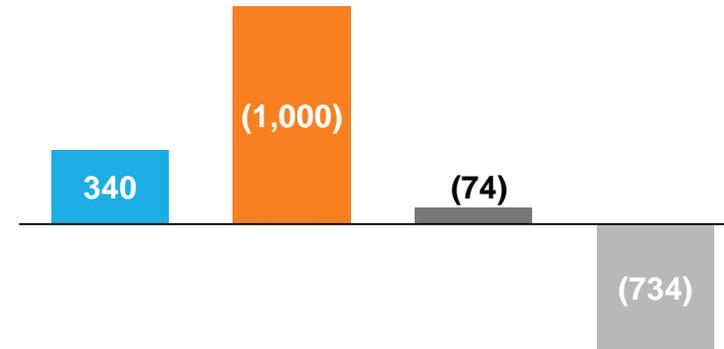
(IDRbn)



Cash and Cash Equivalents    Bank Loan    Obligation Under Capital Lease    Net Debt

**Cash and Debt Position (1Q20)**

(IDRbn)



Cash and Cash Equivalents    Bank Loan    Obligation Under Capital Lease    Net Debt

# Share Buy-Back

**1 Shareholders Approved Cancellation of Treasury Shares in July: 48,545,600**

- Total issued capital post-cancellation: 2,863,195,484
- Issued Shares prior to Cancellation: 2,911,741,084

**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
19-Mar	13,863,962,000	3,146,900	4,352
19-Apr	27,446,638,000	6,378,500	4,331
19-May	62,660,417,000	15,170,200	4,121
19-Jun	23,488,797,000	5,600,000	4,221
19-Jul	32,558,830,000	7,623,800	4,263
19-Aug	56,733,881,000	13,698,100	4,160
19-Sep	45,853,438,000	11,425,500	4,012
19-Oct	24,182,866,000	5,745,500	4,209
19-Nov	7,097,498,000	1,665,500	4,302
19-Dec	15,682,477,000	3,878,600	4,057
20-Jan	45,625,050,000	12,078,000	3,790
20-Feb	99,547,016,000	27,794,100	3,596
20-Mar	159,998,813,000	45,955,400	3,478
<b>Total BuyBack</b>	<b>614,739,683,000</b>	<b>160,160,100</b>	<b>4,069</b>