



PT Link Net Tbk

Company Presentation

August 2019 Market Update



Financials & Operational KPI's



August KPI's

Financial	Aug-18	%Change	Aug-19
Revenue	288.6	11.1%	320.6

Operational	Aug-19
Churn	2.6%
Home pass	28,032
Net Sub Add	9,065
Gross Sub Add	25,365

	YTD
ARPU	410

Sales Strategy



Subscriber Acquisition Strategy

**Locality
Promo**



Promotions Tailored to any Location Leading to Higher Subscriber Acquisition

**Network
Extension**



Maximizing Return on Investment through Strategic Network Extension

**Account
ID's**



Identifying Leads in Link Net's Existing Network

**SMB
Ruko**



Targeting Small & Medium Enterprise Businesses

**First
Squad**



Frequent Branded Events



Content

- Most Channels & Highest number of HD channels of any provider in Indonesia (179 Channels, 70 HD)
- OTT (beIN, Catchplay, HOOQ, HBO GO) more to come



Product

- Digital Set-up Box X1 – Providing customers with an interactive smart TV experience
- FMx – TV anywhere application allowing our customers to view our channels on the go
- *DOCSIS 3.0 – providing up to 1Gbps*



Quality of Service

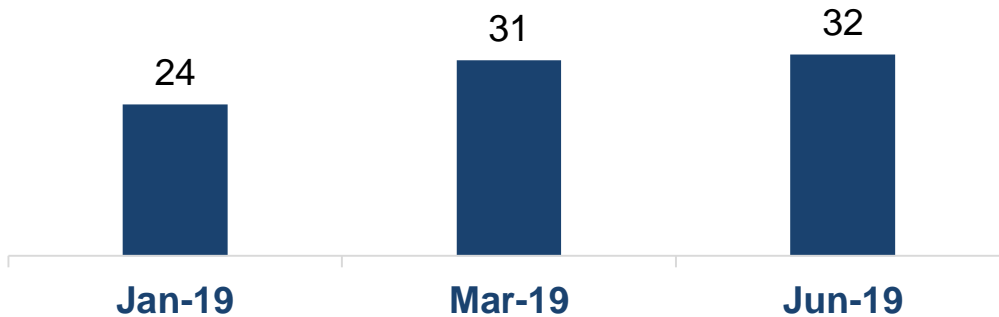
- SLA (3 – 4 hour to address network issues)
- 24 Hour Call Centers



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

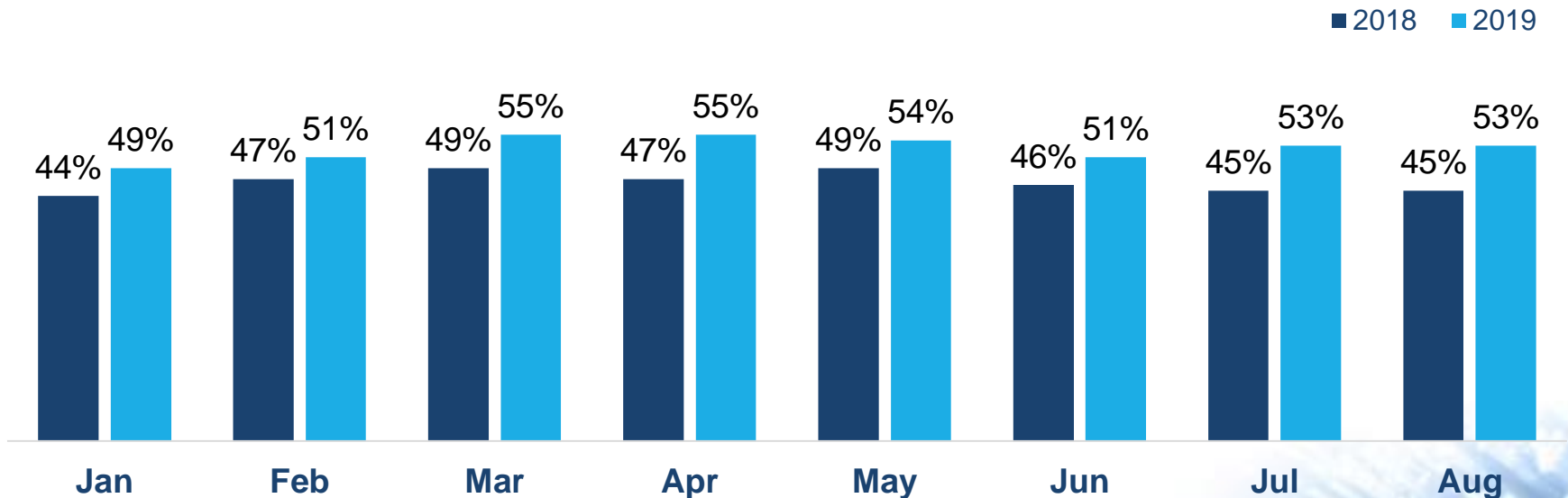
Retention Agents



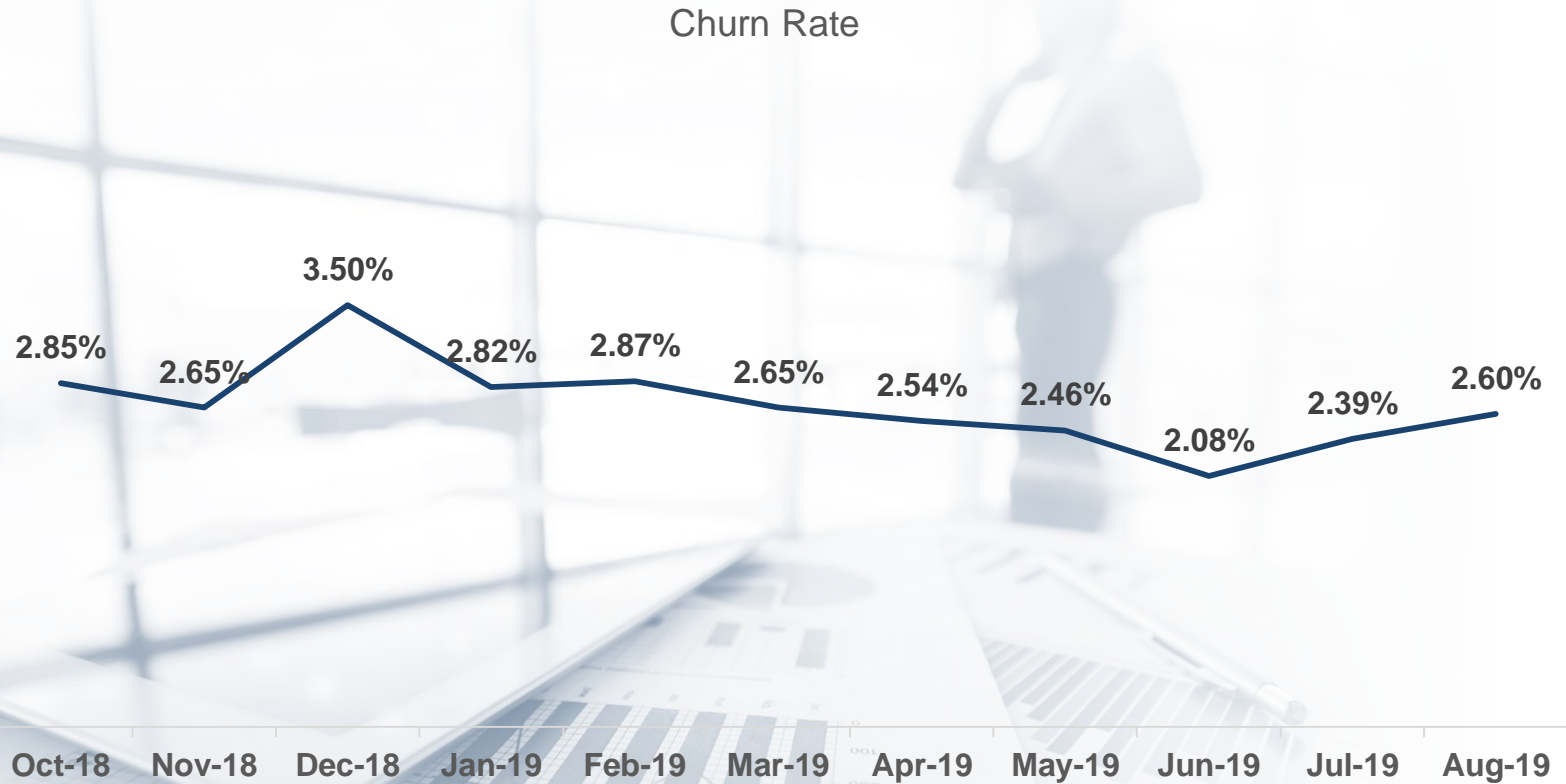
Highlights:

- Optimize Retention Agent Scheduling to maximize contact rate, resulting in higher Retention success rate
- Increased the number of retention agents from 24 to 32

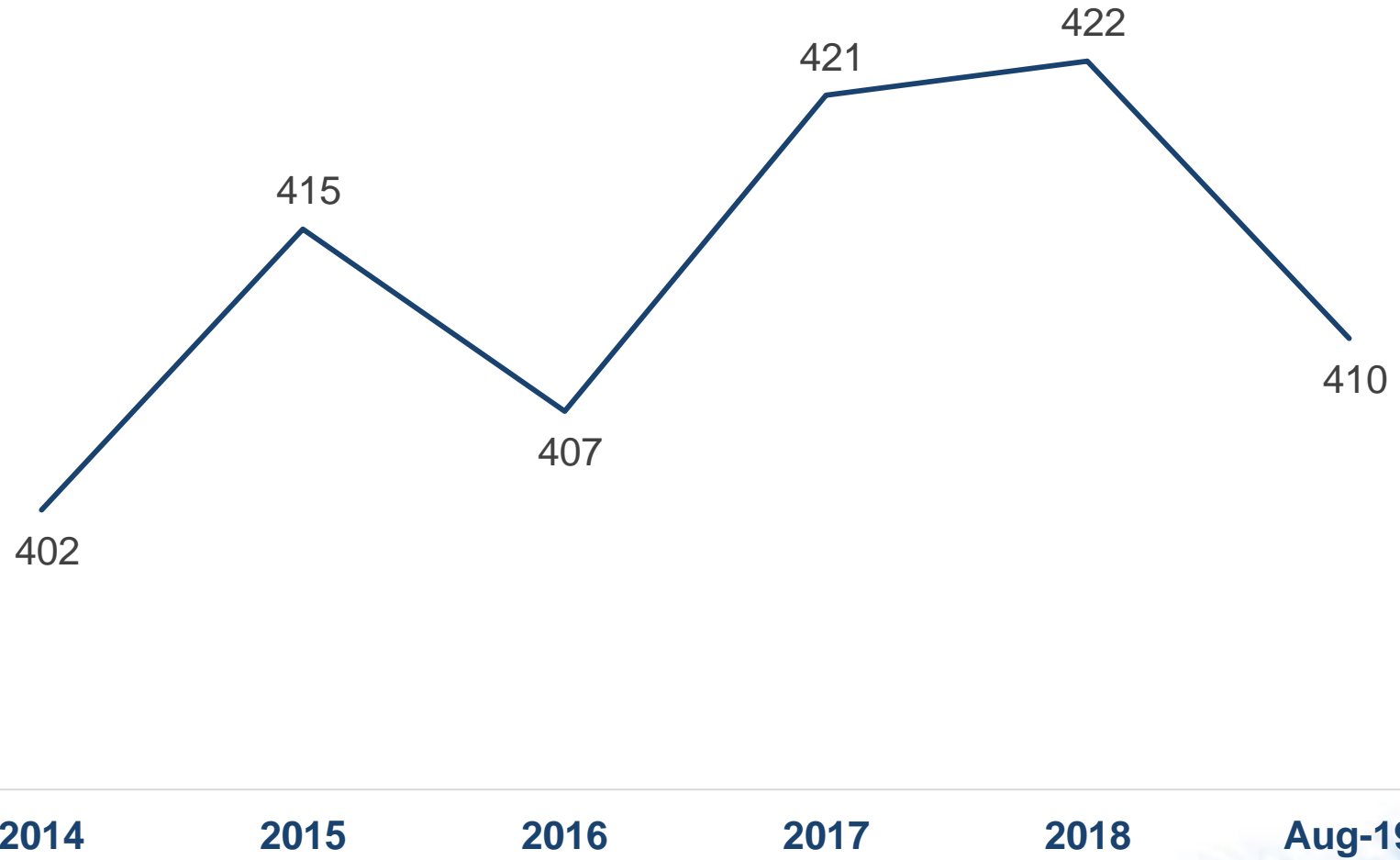
Retention Save Rate



Churn Rate



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

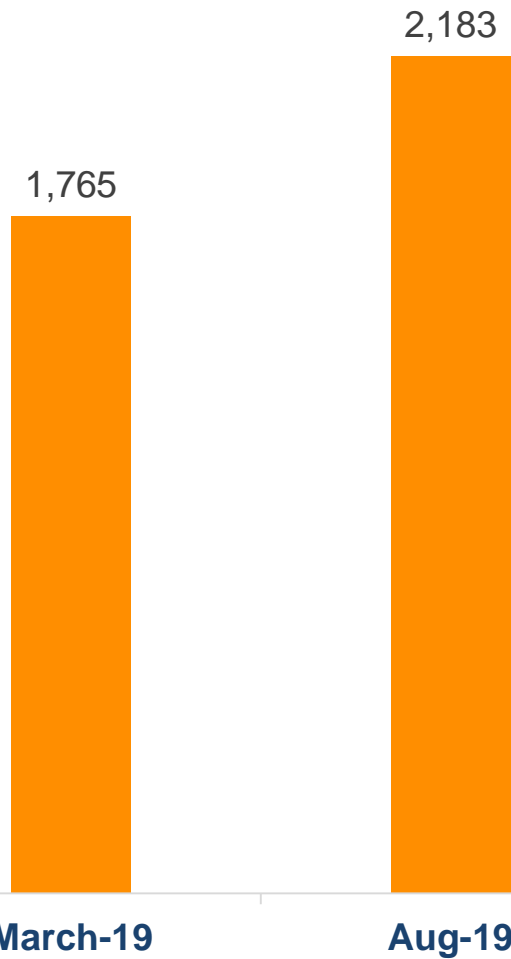


Investing & Harvesting

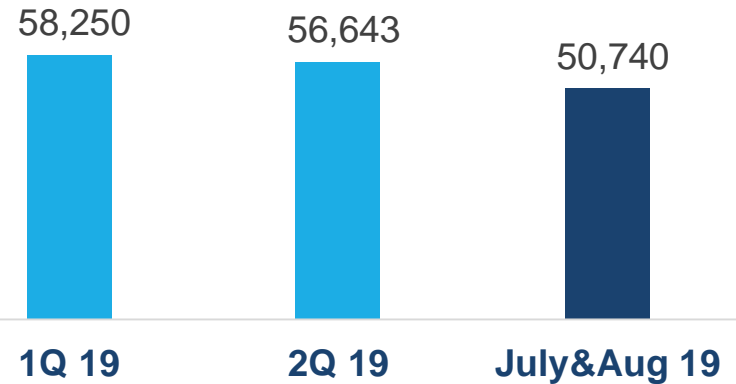
	2012	2013	2014	2015	2016	2017	2018	2019 F
Additional HP	277,913	261,512	238,161	240,490	153,084	174,417	201,221	250,000
Subscribers		43,064	59,248	64,742	64,158	49,124	24,549	65,000

Subscriber Additions

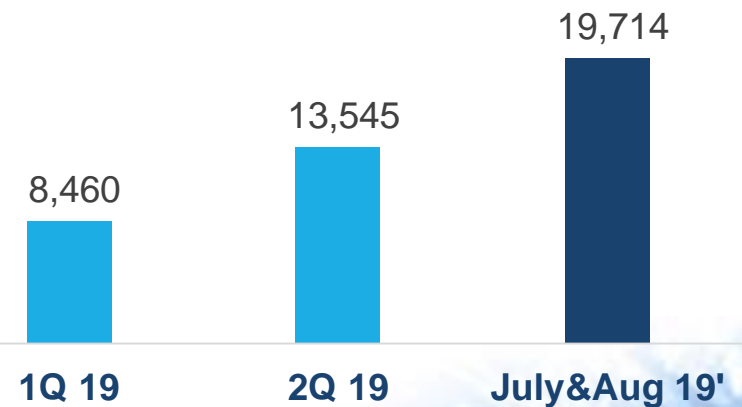
Sales Force Employees



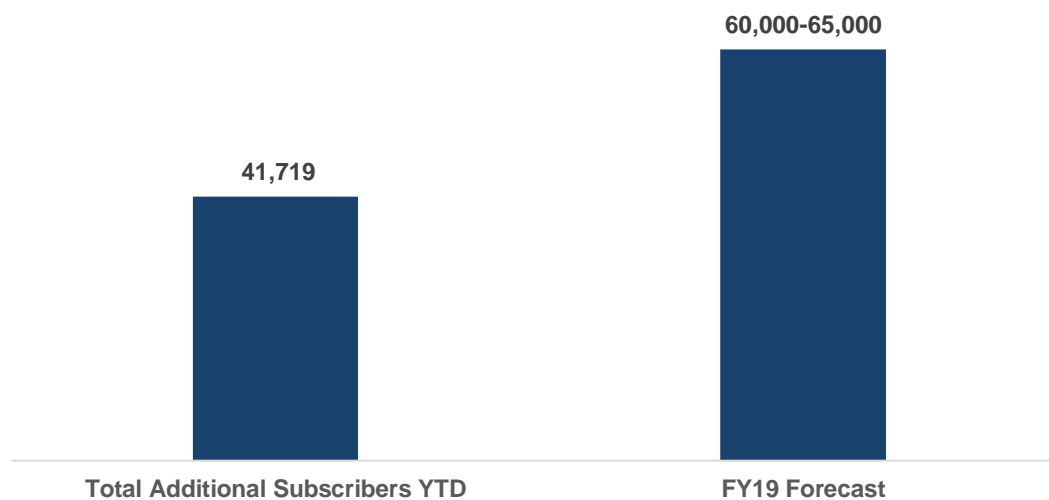
Gross Subscriber Addition



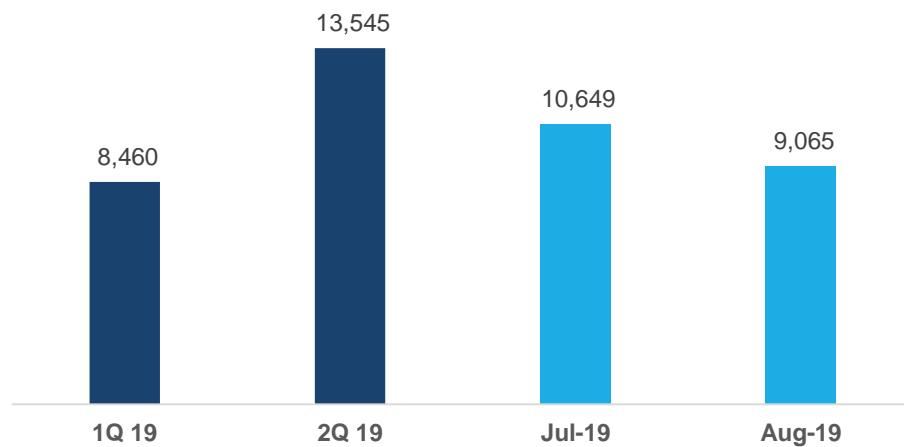
Net Subscriber Addition



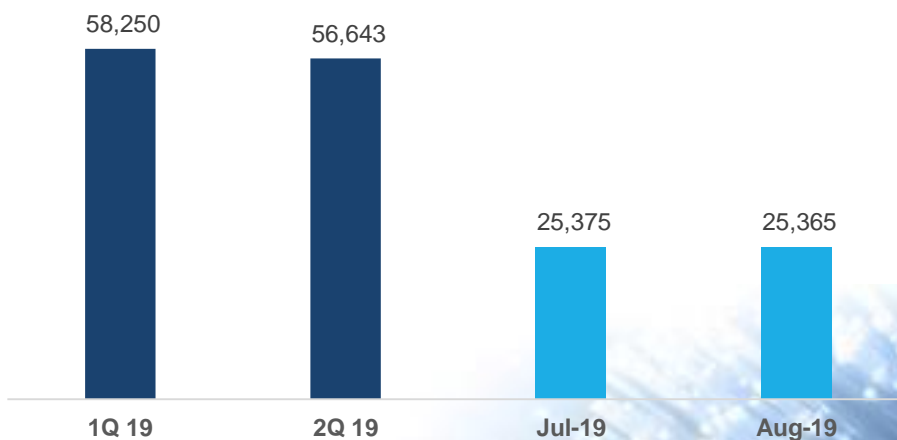
Total Additional Subscriber Growth



Net Subscriber Addition



Gross Subscriber Addition

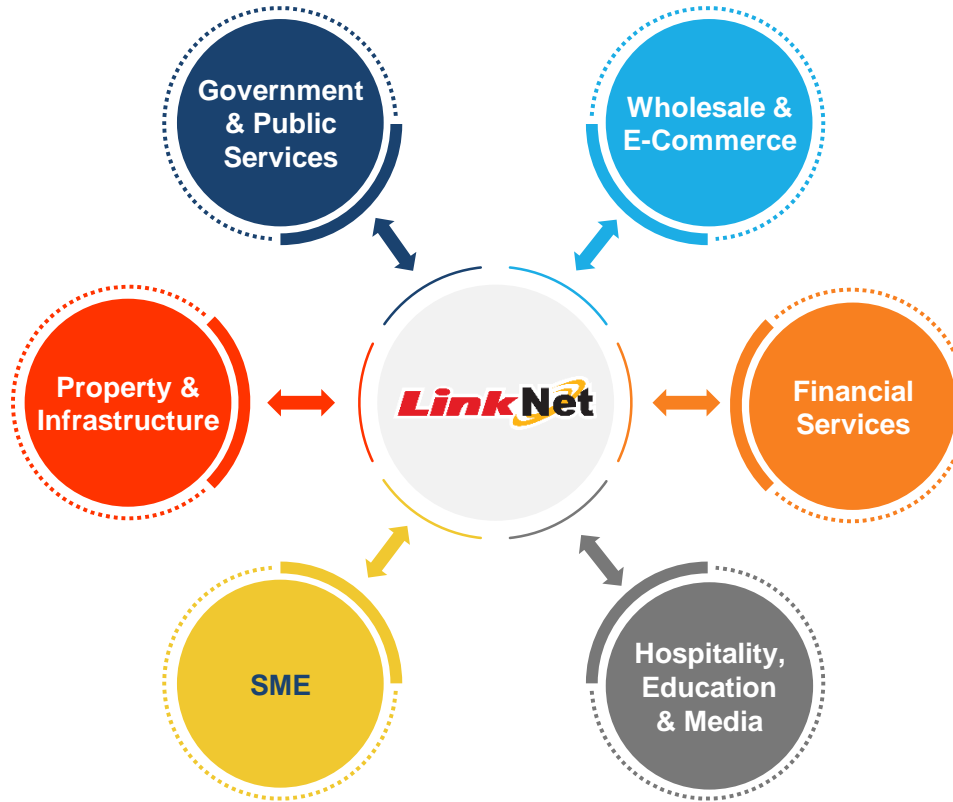


Enterprise Business



Beyond Connectivity (Enterprise Solutions)

Segment Dedicated Teams



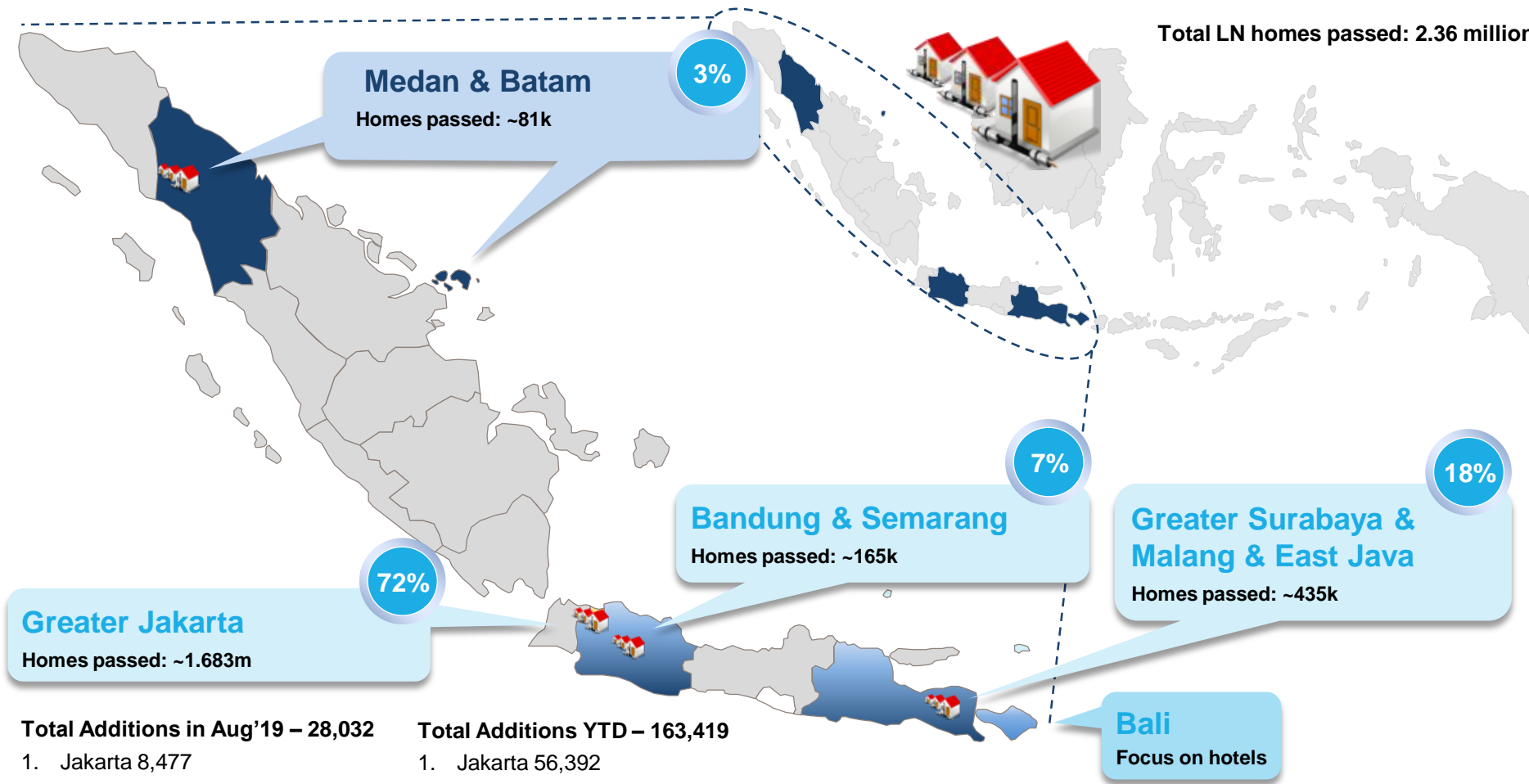
Recent initiatives

- **Link Net will now Provide End to End Enterprise Solutions (Beyond Connectivity)**
 - Expertise in Network Design, Equipment, Maintenance, Data-Center, Cloud
- **Segment Dedicated Sales Teams**
 - Product Solutions for every type of Business

Network Expansion Strategy

Link Net's Footprint

Total LN homes passed: 2.36 million




Total Additions in Aug'19 – 28,032

1. Jakarta 8,477
2. East Jawa 5,838
3. Bandung 2,129
4. Medan 3,093
5. Batam 1,460
6. Solo 2,430
7. Semarang 4,832

Total Additions YTD – 163,419

1. Jakarta 56,392
2. East Jawa 25,894
3. Bandung 19,286
4. Medan 19,180
5. Batam 18,278
6. Solo 13,499
7. Semarang 10,890

 City homes passed / Total homes passed



First Warrior Launched on 22nd August in Plaza Senayan

First Warrior Continued



There were **131 participants** from **109 media titles** (including 7 from bloggers & influencer) attended the event, including online and TV Received **124 points** of news coverage with a ad value **Rp2.3bn**



Welcome Speech by Victor Indajang,
Deputy CEO of PT Link Net Tbk



Offline Interviews



Media Attendance



Launch Ceremony



E-Sports in Indonesia

- Approximately 34 Million Active Gamers in Indonesia. That is 65% of Indonesia Online population.
- Free Fire was #4 in the Top 5 most played Mobile Games

1. Creating our own Channel (First Warrior)
Launching September

2. Creating team to compete in “Free Fire” Mobile Game
Qualification for Team run from September – October

Talent Search will be in all cities Link Net has a footprint in

3. Creation of our own League
Proposed 2020





First Warrior Competition

- **Qualification Rounds**

- Medan – September 12th-15th at Sun Plaza
2,245 Participants (8 Qualified for Finals)
- Batam – September 12th -15th Online
2,228 Participants (4 Qualified for Finals)
- Surabaya – September 19th – 22nd at Galaxy Mall
1,963 Participants (8 Qualified for Finals)
- Semarang – September 19th – 22nd Online
2,352 Participants (4 Qualified for Finals)

Total to Date: **8,997**

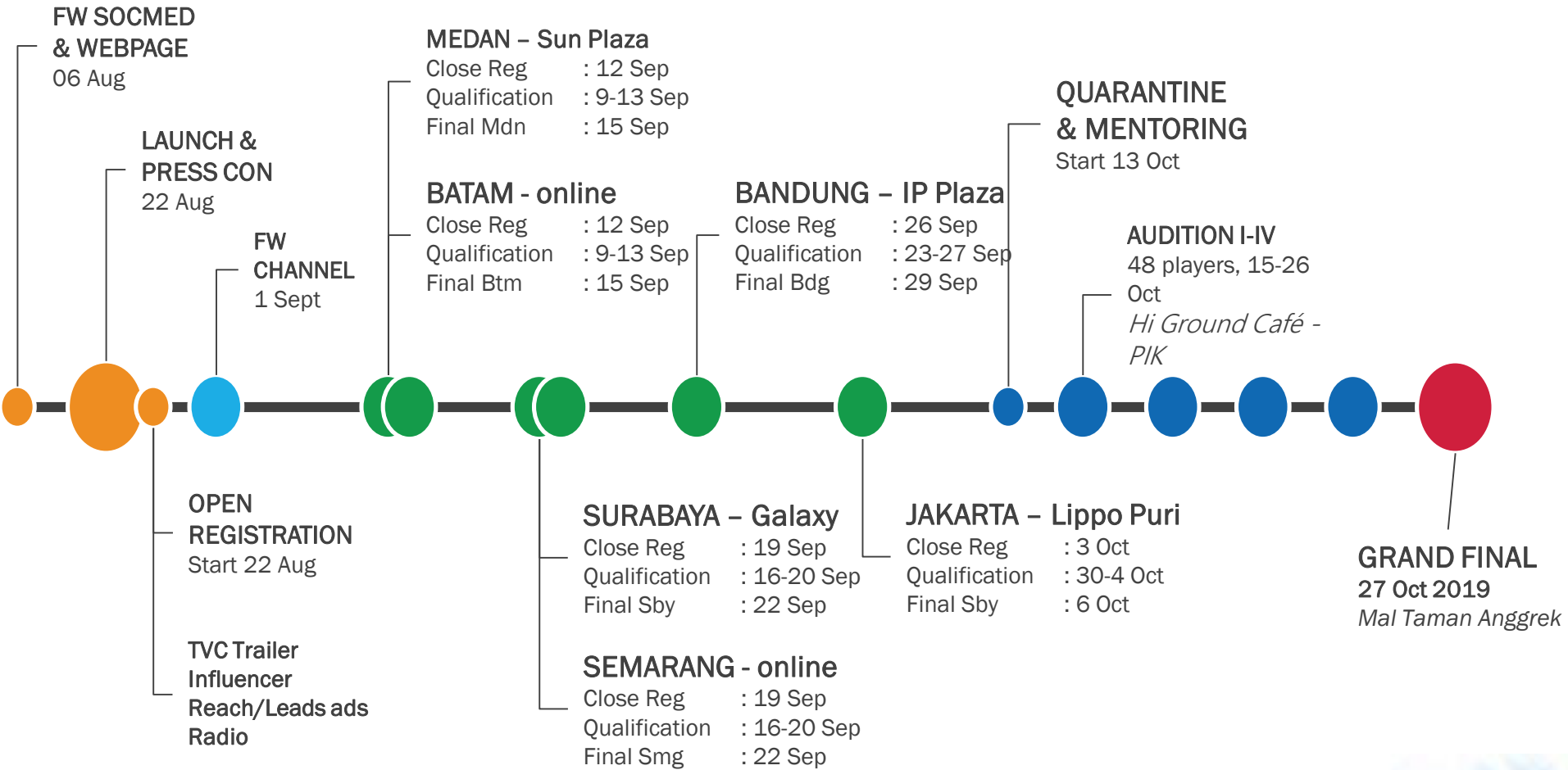
- **Grand Final – 27th October at Mal Tamen Anggrek**

48 Finalists from the Qualification Rounds

Live Broadcast on First Warrior Channel

MVP Grand Prize – 1KWID Climber Renault





First Warriors



On ground qualification



Fun Exhibition match



Experience/Selling



Entertainment

Aggressive Share Buy-Back & Sector Leading Dividend Yield



Share Buy-Back

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

1. Total issued capital post-cancellation: 2,863,195,484

2. Issued Shares prior to Cancellation: 2,911,741,084

2. Buyback Mandates:

1. Maximum of 75,146,002, up until July 2020

2. Approved New Buy-Back 211,173,546 until February 2021

3. Total Buy-Back Mandate: 286,319,548

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

Period	Amount (Rp)	Unit	Average Price (Rp)	% of Share Register
1. Buy back				
19-Mar	8,255,819,000	1,897,000	4,352	0.07%
19-Apr	30,263,756,000	6,987,000	4,331	0.24%
19-May	60,519,559,000	14,686,000	4,121	0.5%
19-Jun	23,197,892,000	5,495,600	4,221	0.19%
19-Jul	37,071,732,000	8,696,000	4,263	0.3%
19-Aug	52,674,224,000	12,663,200	4,160	0.43%
19-Sep	45,654,851,000	11,379,100	4,012	0.39%
Total Buyback	257,637,833,000	61,803,900	4,169	2.12%