

PT Link Net Tbk

2Q21 Earnings Webinar Presentation





■ **Deputy CEO & Chief Operations Officer**

Mr. Victor Indajang

Mr. Victor Indajang – Deputy CEO & Head of Operations



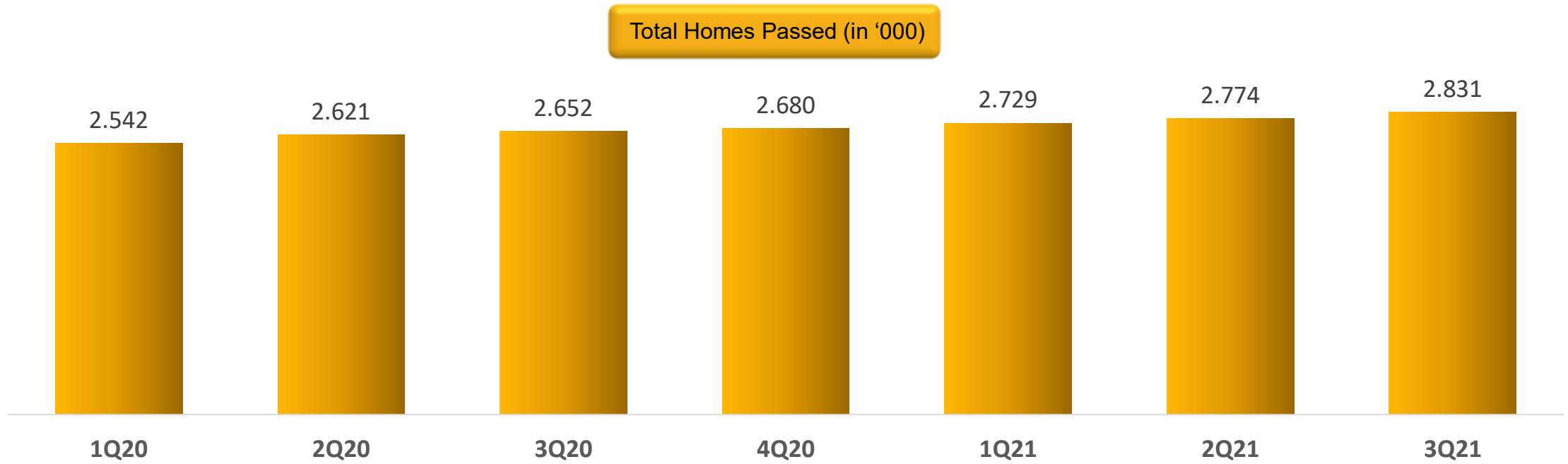
“Link Net had solid financial results in the 2nd quarter. **Revenue and EBITDA increased by 12% and 14% respectively.** Link Net’s EBITDA margin remained strong as at the end of the 2nd quarter at 57%.”

Migration Project Update

Our migration project to shift our cables to our own infrastructure continues to progress with us now having completed **around half of the entire project.**



Total Home Passed



Home pass additions as at 9 months 2021 was **151 thousand** compared with **183 thousand** at the same time in 2020. We target to add a total of at least 180 thousand home passes to our network for full year 2021. As of 9 months 2021 Link Net has a total of **2.8 million homes passed**

Continuity of Business Operations



Link Net have created a task force which monitors the COVID situation and is empowered to take quick action as needed when there are identified positive cases amongst our workforce

Link Net's implement strict safety protocols which include conducting regular antigen testing and splitting workforce partially working from office and partially from home. Employees are also spread around more locations to reduce the density within workplace

Subscriber Additions in 2Q21 and 3Q21



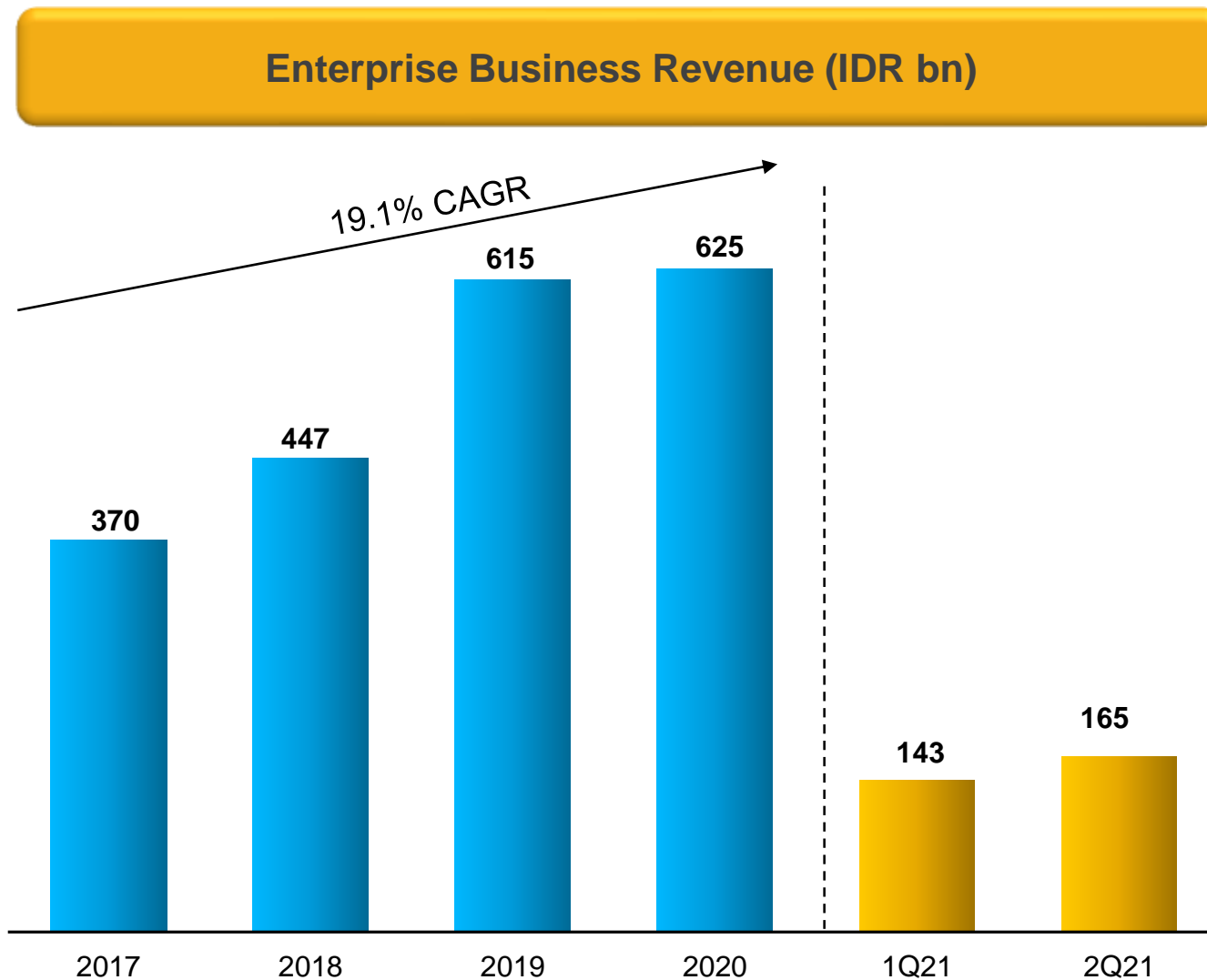
Link Net has introduced a new package called 'Combo Pop' in June which provides higher internet speed with basic television channels. This package is to cater for customers whose preference for higher speed internet outweighs their preference for a large number of television channels. This package is offered at the same price as corresponding TV package

Link Net has added measures to strengthen our churn management. Measures include digital communication channels in addition to existing traditional communication methods and thus increasing customer contact rate and the ability to resolve issues impacting a customer which may lead to churn

Link Net has special programs which reward our loyal customers who have subscribed to our services for at least 1 year with special rewards such as speed upgrades. This is in addition to the loyalty programs which Link Net have for our customers who've subscribed for many years

Link Net has programs which focus on the highest value customers on our network which ensure that during all interactions with Link Net these high value customer will always be routed to the most experienced technicians and customer service representatives

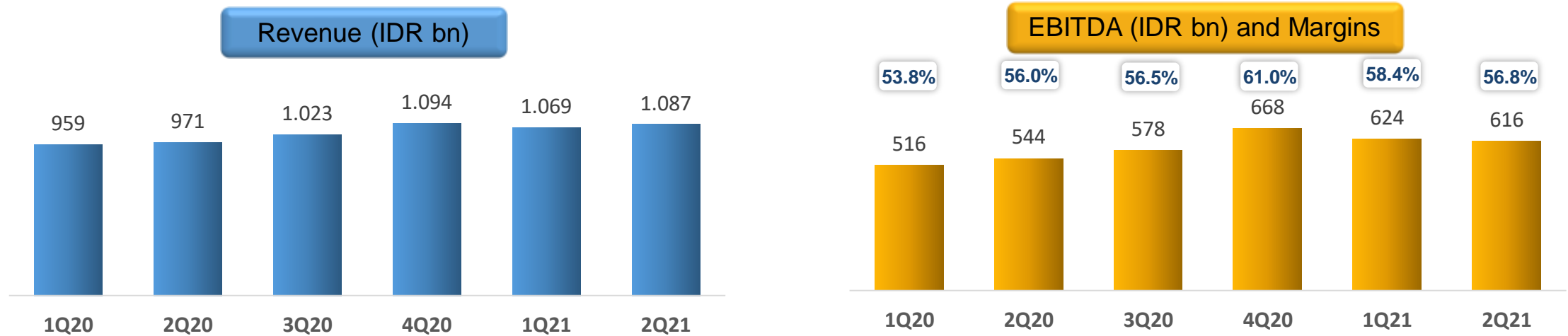
Enterprise Business – Consolidation of Existing Relationships



Link Net's enterprise business has continued to grow in 2021 after a challenging 2020. More businesses are beginning to open and have staff return to the office

We consolidated many of our existing Enterprise relationships over the past 18 months and have begun to strategically increase the breadth and value of many of these relationships.

Solid Revenue and EBITDA Position



Link Net had solid financial results in the 2nd quarter. Revenue and EBITDA increased by 12% and 14% respectively. Link Net's EBITDA margin remained strong as at the end of the 2nd quarter at 57%



■ **Chief Technology Officer &
Head of Product**

Mr. Edward Sanusi

Mr. Edward Sanusi – Chief Technology Officer & Head of Product



“Link Net’s network and product offering provides our customers with a **market leading user and entertainment experience**. We will continue providing the nations leading internet, pay tv and overall entertainment experience through **strategic investment and innovative products**.”

Acquisition of Jayabaya Submarine Cable



Recent acquisition of **Jayabaya Submarine Cable** paired with **Ultimate Java Backbone** provides **+/- 100%** network resiliency across Java

Smart Home Offerings

Smart Home Offerings



SMART HOME CINEMA

Paket yang mendukung kenyamanan untuk:

- Membuat HomeCinema impian Anda.
- Menyalakan perangkat TV, AC, Audio, Lampu hanya dengan Satu Klik/Perintah Suara.
- Memindahkan ke channel favorit secara otomatis.
- Mengatur suhu ruangan atau warna tone lampu sesuai keinginan secara otomatis.

SMART BEDROOM

Paket yang mendukung kenyamanan untuk:

- Pengaturan smart bulb/lampu sehingga kamar menjadi terang seperti natural pada waktu yang diinginkan dengan Smart Wakeup Light Clock.
- Menyalakan perangkat TV, AC, Audio, Lampu hanya dengan Satu Klik/Perintah Suara.
- Pengaturan kamar dengan warna lampu sesuai keinginan dengan otomatis.



SMART HOME MONITORING

Paket yang mendukung kenyamanan untuk:

- Memonitor rumah dengan mudah hanya dengan satu jari
- Menjaga keamanan rumah dengan notifikasi pada smartphone atau menyalakan sirene otomatis saat sensor diaktifkan

Link Net's smart home package, utilize smart bulbs, smart power outlets and infrared blasters, and with the integration to voice assistant, such as Google Assistant, the smart home package can seamlessly control various electronic equipment at home.



Feel the Comfort of Your Home. Make Your Life Easier.



Marketing Director

Ms. Santiwati Basuki



“Link Net’s marketing and sales teams have worked **creatively to maximize opportunities in a tough environment** and we’re optimistic about growth returning in the coming quarters.”

Marketing Strategy Adaptation During Mobility Restriction



Link Net adapted our marketing strategy during the restrictions to provide us with maximum opportunities to engage with our targeted customer base

Link Net has collaborated with health organizations to arrange community vaccination program, the Company also provide portable internet services within communities including to teachers and students to help build community relationships and goodwill

As of the second quarter, Link Net conducted more than **1k events to support the communities** during the pandemic and to strategically market our services

These strategic marketing effort **generated more than 30k leads**

Link Net - True Unlimited Download Campaign

Link Net ran a product awareness campaign to remind our existing and prospective customers that through Link Net, they're able to download as much data as they like at their package speed without any limitations

This differentiate Link Net from various competitors in the market who due to limitations of their network infrastructure are unable to offer truly unlimited downloads without restrictions



Enhancing Customer Experience – First Squad Priority Service

FIRST

**WE ARE HERE TO SUPER SERVE YOU
MAXIMIZE YOUR TRUE UNLIMITED EXPERIENCE**

**FIRST SQUAD
PRIORITAS**

- FREE Devices Diagnostic**
- FREE Devices Upgrade**
- REWARDING SERVICE Via My FirstMedia Apps**

First Squad Prioritas adalah layanan premium untuk pelanggan tingkat loyalitas Sapphire dengan memberikan Gratis Diagnostic check perangkat dan memberikan upgrade perangkat* untuk mengoptimalkan layanan First Media oleh Teknis Senior yang handal dan berpengalaman.

*Gratis upgrade perangkat berlaku untuk Combo 2/1 dan 1/1 via Sumera/Maxima/Ultimate/Intelar 1 Day dengan perangkat yang sudah digunakan.

CUSTOMER SERVICE: 1500 595

#BENERAN TANPA BATAS

www.firstmedia.com

To enhance the customer experience of Link Net’s highest value customers we’ve initiated a priority program, called First Squad Priority whereby these customers are allocated the most experienced technicians and customer service agents to assist during all stages of their interactions with Link Net

This program has proved highly effective at maintaining the high value customer base. While the Company have experienced substantial churn in the 2nd and 3rd quarters, the majority of the high value customers have remained loyal to our service





Content Director

Ms. Ferliana Suminto

Ms. Ferliana Suminto – Content Director



“Link Net has a full suite of both **Western and Asian based content** that caters for a wide variety of tastes. Link Net’s high quality and diverse content offering provides **a strong value proposition for existing and prospective customers.**”

Continued Commitment to Become the Leading Internet, Pay TV and Entertainment Provided in Indonesia



- Highest number of HD and 4K channels to provide superior quality HD experience for customers:
 - Currently offers 101* HD Channels and 4 4K Channels
 - Total of 227^(a) channels (101HD, 122 SD, 4 4K)
- First to launch TV Anywhere service with more than 100 channels
 - Highest number of TV Anywhere channels amongst cable TV operators
- Recently forged partnerships with Catchplay, HBO GO and Viu, WeTV, GoPlay and iQIYI further boosting OTT content library

- Deep and unique understanding of Indonesia's viewership preferences
- Content sourced through various international and local providers, with whom Link Net has established deep relationships

Widest and Diverse Channel Selection Addressing Viewership Preferences

(a) Based on the most expensive package's channel offerings.

Replacing Disney and Fox with Same High Quality Channels and OTT Partnerships

Replacement Channels for Disney and Fox



With Disney and Fox having exited the linear pay TV industry, Link Net has strategically prepared high-quality channels to replace the previous content. This includes adding both linear channels as well as OTT partnerships.

The new content is a suite of movies, children's entertainment and sports and include partners such as Paramount Networks, Dreamworks, Champions TV 1-4, TSB Sport 1-3, Boomerang, Galaxy and Viu.

Integration of OTT Partners Through Single Subscription



Link Net have released the first ever fully integrated OTT package in Indonesia called First Plus. Link Net's subscribers now can subscribe to multiple OTT providers at a price that is lower than if they subscribed to those OTT services directly themselves. The First Plus package integrates Catchplay, Viu & GoPlay.



Chief Financial Officer

Mr. Johannes

Mr. Johannes – Chief Financial Officer



“Link Net had **strong financial performance in the 2nd quarter of 2021** despite a challenging environment. As Link Net begins to accelerate its network expansion, we will be a direct beneficiary of **rising penetration.**”

2Q21 Financial Results at Summary

EBITDA grew **13.3%**
to **IDR616bn**
in 2Q21 vs 2Q20

EBITDA Margin of
56.8%
in 2Q21

EBITDA grew **16.4%**
to **IDR1.23tn**
in 1H21 vs 1H20

EBITDA Margin of
57.2%
in 2Q20

Revenue increased **11.9%**
to
IDR1.09tn
in 2Q21 vs 2Q20

Revenue increased **1.7%**
Quarter on Quarter

Revenue grew
11.7%
In 1H21 vs 1H20

Home Passed Addition of
45k Homes Passed in 2Q21

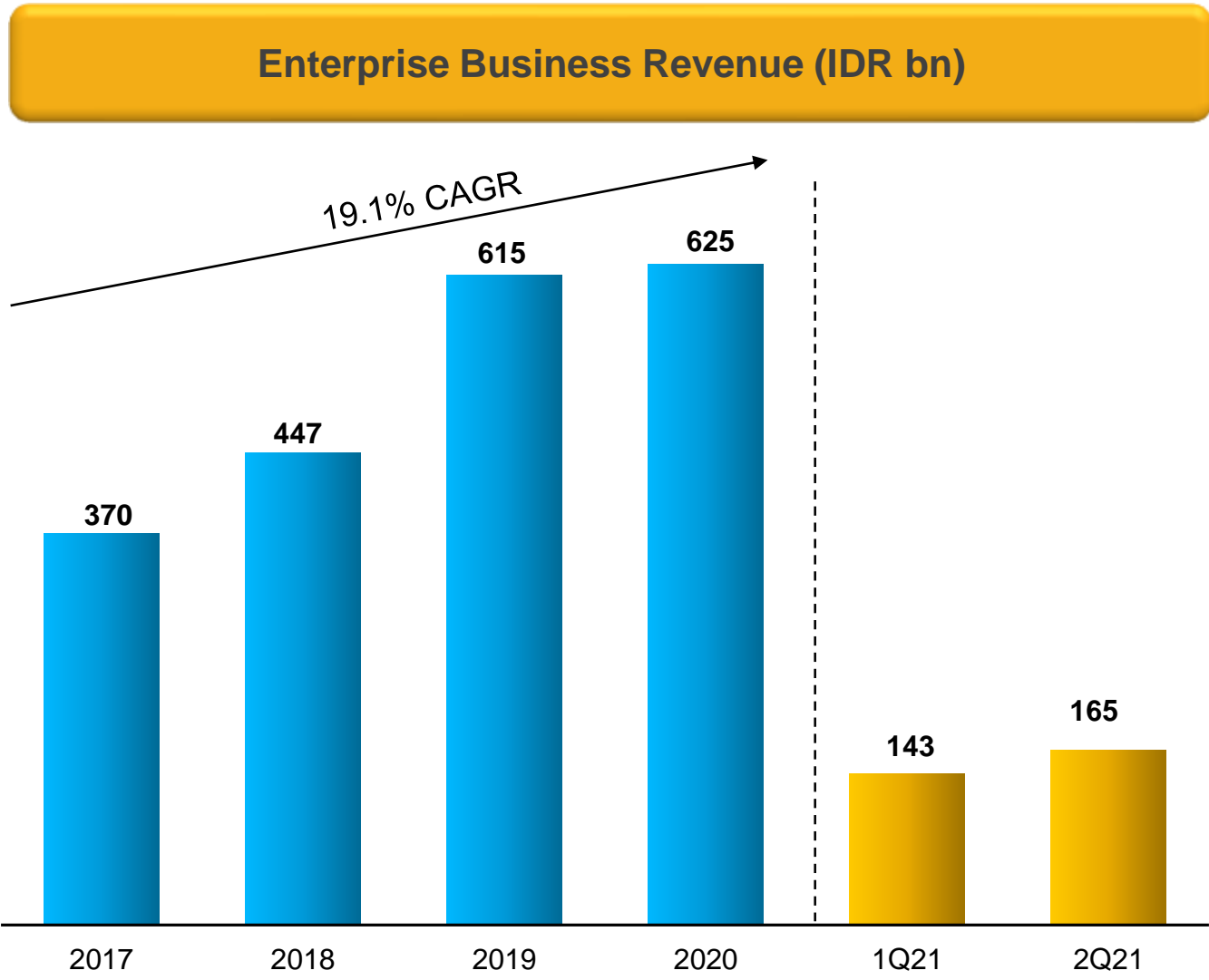
Home Passed Addition of
57k Homes Passed in 3Q21

Total Home Passed
Of **2.83 million**
as of September 2021

Net Subscriber Addition of
21k as of 9M21

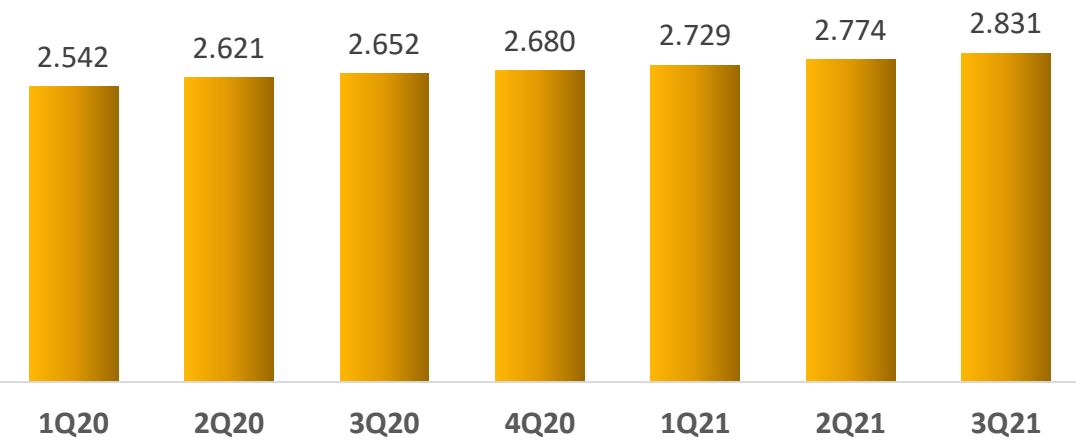
Total Subscribers of
861k as of September 2021

Enterprise Business – Continued Recovery

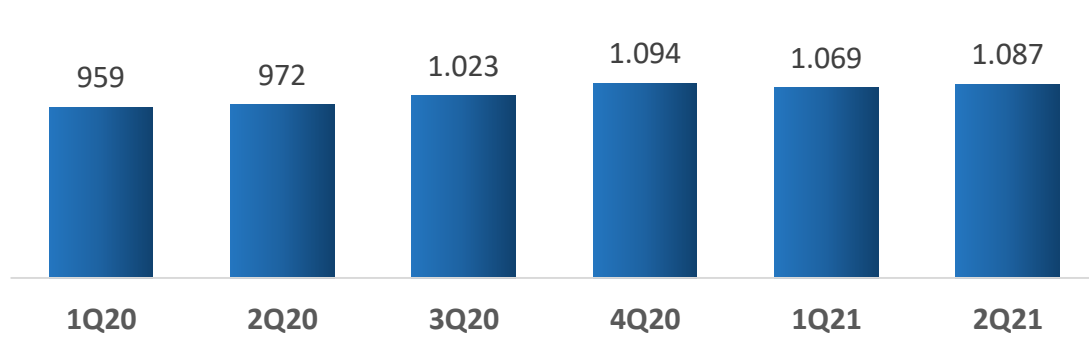


Financial and Operational Results Recovery

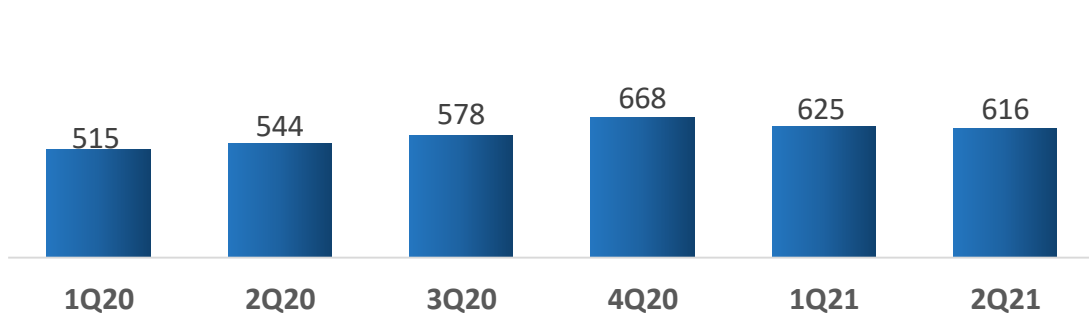
Total Homes Passed (in '000)



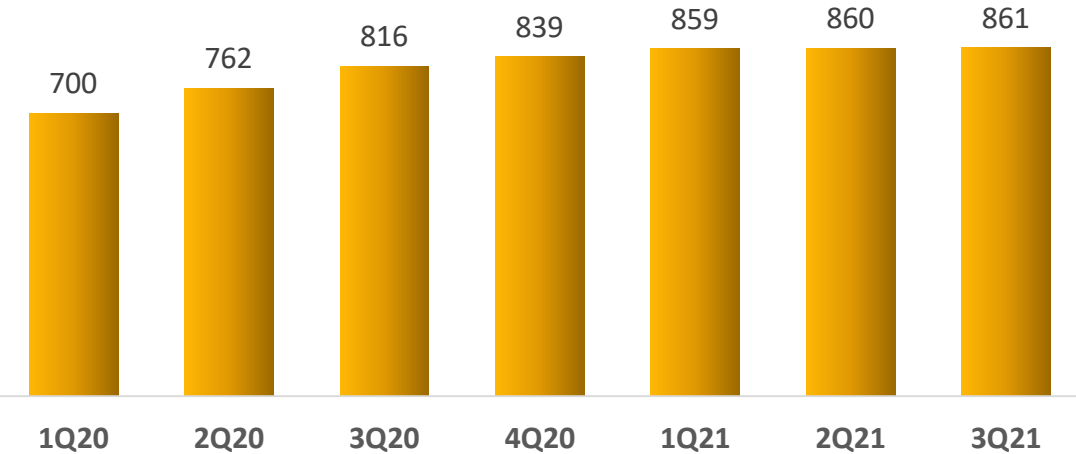
Revenue (IDR bn)



EBITDA (IDR bn)



Total Subscribers ('000)



Net Profit (IDR bn)

