

COMPANY PRESENTATION 2015

PT Tiphone Mobile Indonesia Tbk.

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Introduction to TELE

The Biggest Prepaid Voucher Distributor in Indonesia

ONE STOP
Shopping Experience



Vouchers & Prepaid Cards
Mobile Phones
After Sales Services
Mobile Applications

THE LARGEST COVERAGE NETWORK



- Nationwide coverage network, from Aceh to Papua

• **94** branches • **436** outlets • **161** service centers • **180.000** active resellers

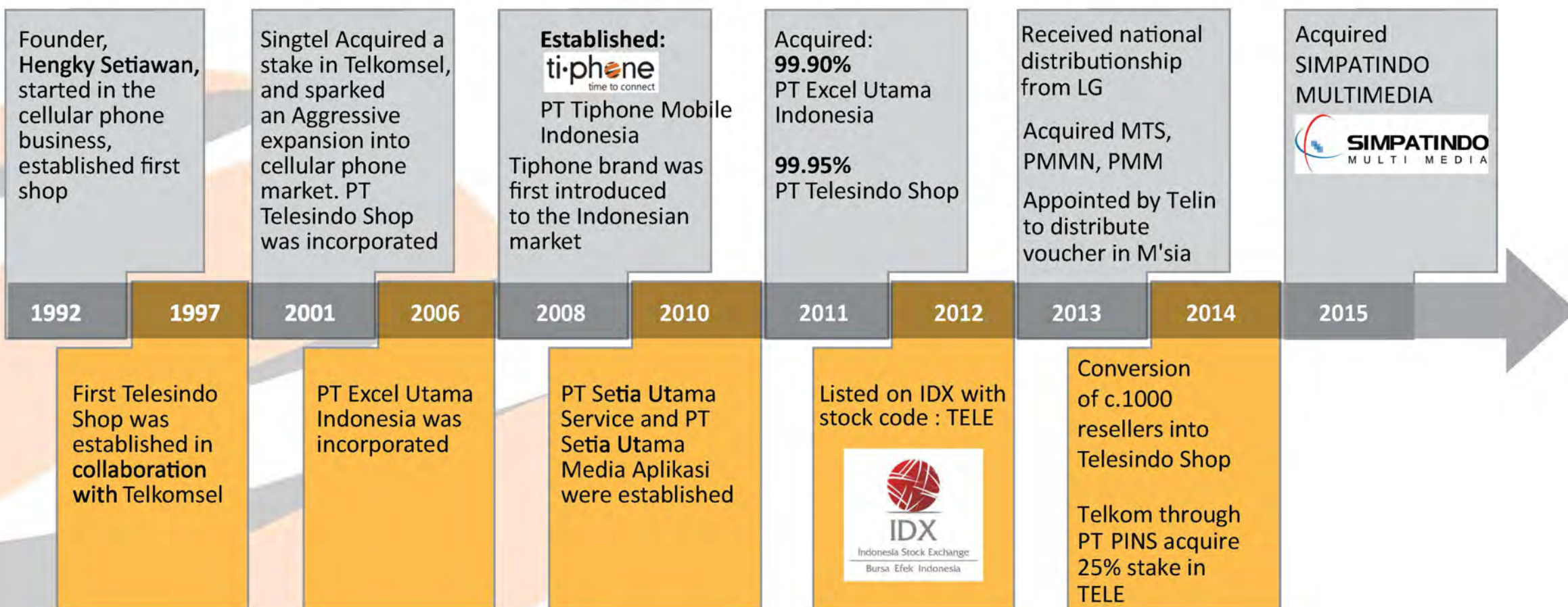
THE BIGGEST OPERATOR PARTNER



STRONG PARTNER for Powerful Mobile Brands



COMPANY MILESTONE



CORPORATE STRUCTURE



STRONG & EXPERIENCED MANAGEMENT TEAM

Board of Commissioners



Hengky Setiawan SE, MM
President Commissioner

- Over 20 years of experience in Telco Industry
- Co-Founder of Telesindo Group
- President Director of TMI (2010-2011)
- Director of PT.Telesindo Shop (2001-present)



Ferry Setiawan
Commissioner

- Over 10 years of experience in Telco Industry
- Co-Founder of Telesindo Shop
- Key-Managerial role in Subsidiaries



Mustapa Wangsaatmadja
Commissioner

- Over 24 years of experience in Telco Industry
- Satyalencana Wira Karya - Award 2011



Lukman Hadikusumo
Commissioner Independent

- Over 40 years of experience in Finance
- Over 10 years consulting for Telco Companies
- Advisor to PT.Telesindo Shop (2006-2011)



Achmad Herlanto Anggono
Commissioner

- Over 26 years of experience in Finance
- Over 3 years of experience in Petroleum & Automotive Industries

Board of Director



Tan Lie Pin
President Director

- Over 18 years of experience in Telco Industry



Andry Ryanto
Director

- Over 10 years of experience in Telco Industry



Rukmono Cahyadi
Director

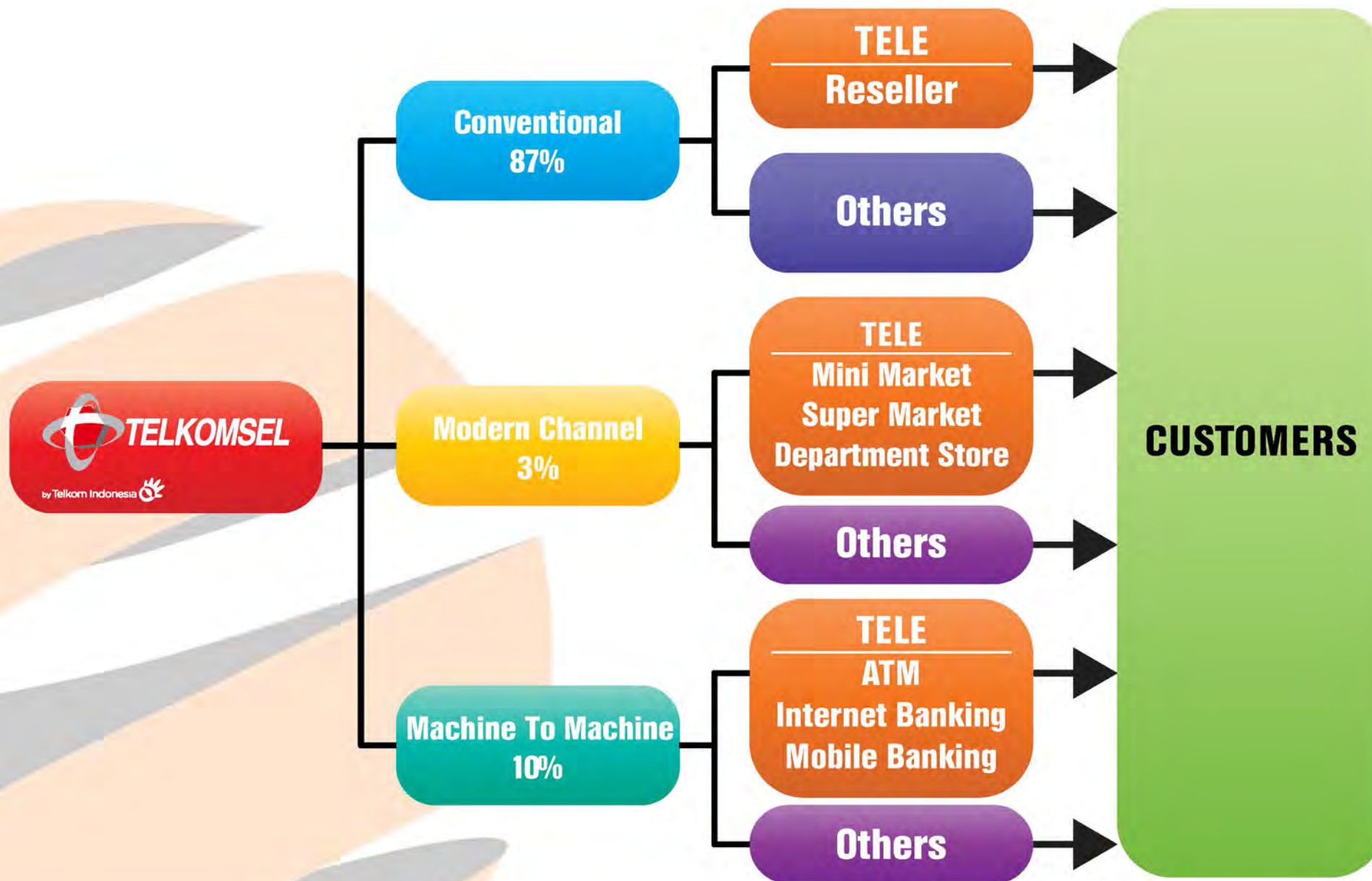
- Over 22 years of experience in Telco Industry



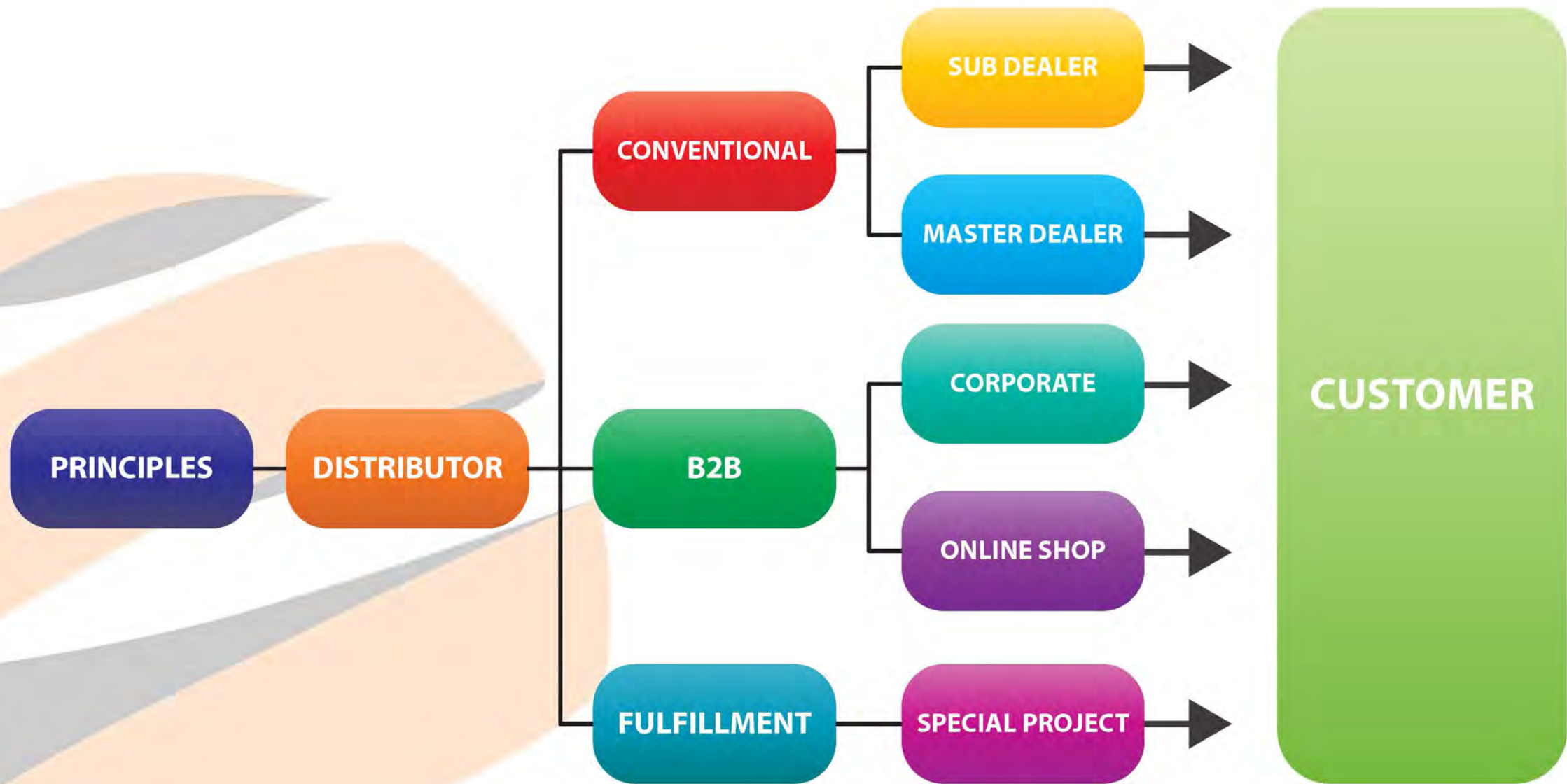
Meijaty Widjaja
Director Non-Affiliated

- Over 8 years of experience in Telco Industry

Voucher Business DISTRIBUTION CHANNEL



Cell Phone **DISTRIBUTION**



AWARDS & ACHIEVEMENTS



**The Best Telkomsel
Distributor for 10 Years
in a row**



Golden
Ring Award



Phone3 Award



Local Brand
Award 2010
Editor Choice



Local Brand
Award 2010
Reader Choice



Rekor MURI
Handphone Pendidikan
Pertama di Indonesia



Majalah Investor Awards
Top Performing Listed Companies
Sektor Perdagangan & Jasa



TELE EXPANDING INTO FOREIGN

TELIN APPOINTED TELESINDO SHOP TO DISTRIBUTE VOUCHERS IN MALAYSIA



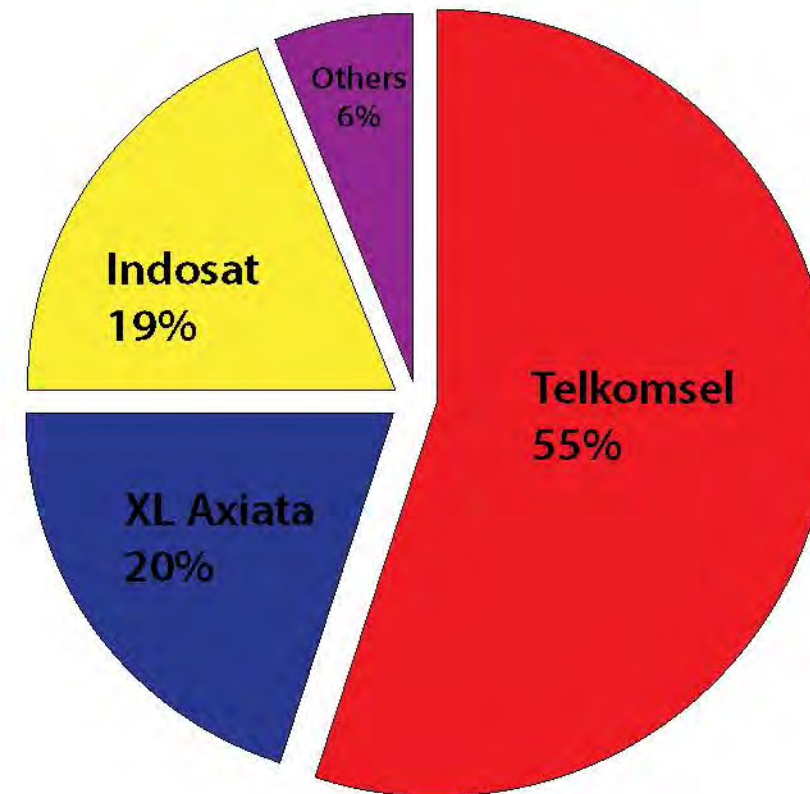
Telkom through its subsidiary, Telekomunikasi Indonesia International (Malaysia) Sdn. Bhd. appoints Telesindo Shop to distribute prepaid vouchers in Malaysia. Potential market can be up to six million Indonesia workers.

Telco MARKET



Authorized Dealer FOR THE LARGEST MARKET SHARE

"TELE is the largest distributor for Telkomsel prepaid vouchers which makes up 50% of total industry subscribers"



Others include: Hutchinson, Mobile 8, Smartfren, Esia
Total cellular subscriber >325 million
Total top 3 subscriber 251.6 million

Robust CELLULAR MARKET

Large captive market, trending towards pre-pays making around 98% of Indonesia's subscription

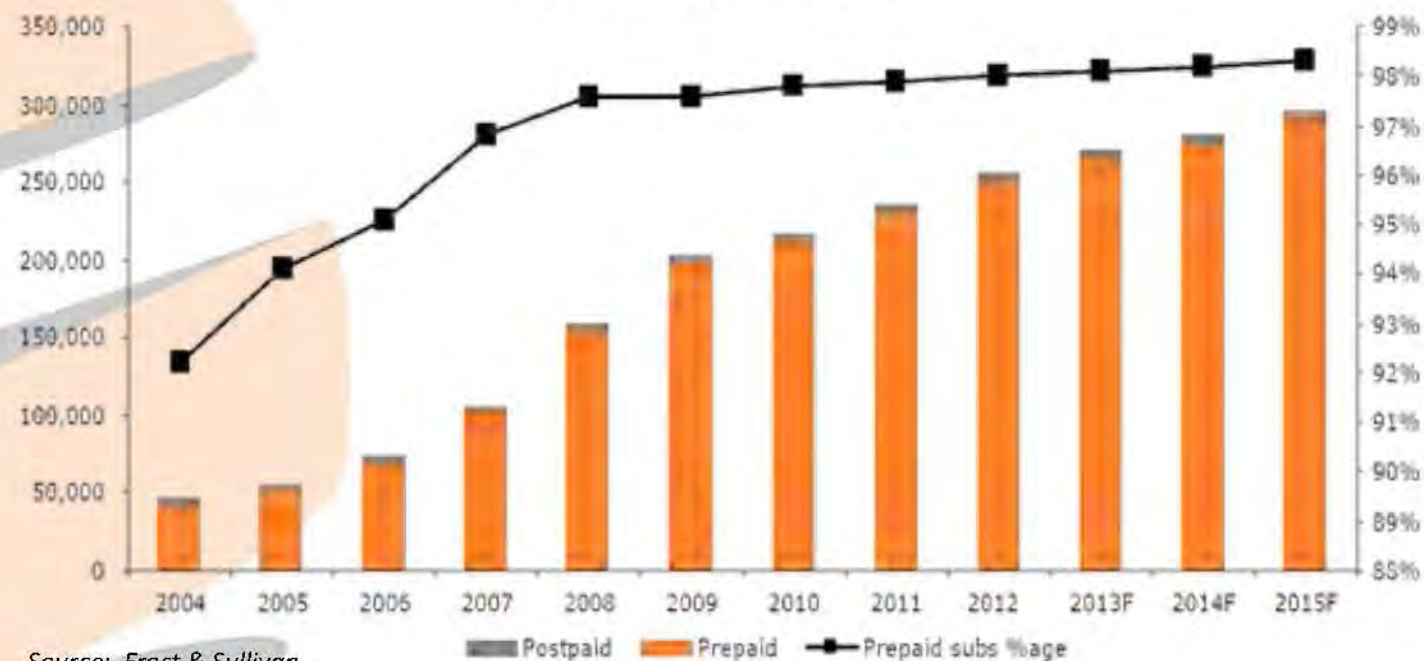
Over 237.6 million people
 (4th Most Populous Country)
 World Bank, 2011

Over 50% between ages 10-34
 (Young, Productive and Consumptive Age Group)

Ca GR_('08-'11): 143.3% Smartphone Sales
 (Higher Cellular Data Consumption)

Higher Voucher Sales
 (More Data Plan Usage Requires More Credit)

Indonesia's Mobile Customer Demographics (Postpaid vs. Prepaid)
 (in thousand subscriptions)



Source: Frost & Sullivan

Business and Financial HIGHLIGHTS

Summary Update

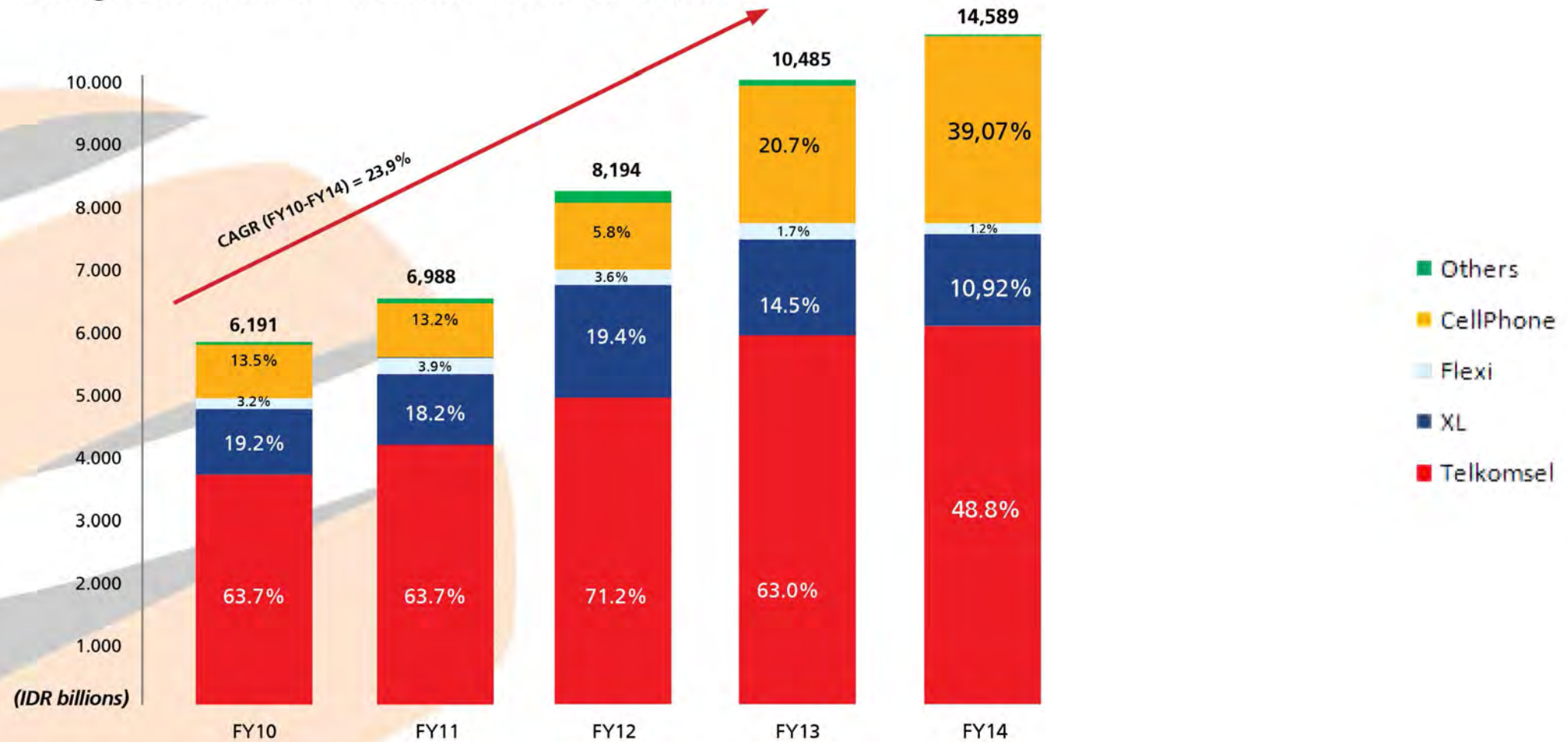
Sales Performance

(IDR millions)

Description	Year ending 31 December				3 Months	
	2011	2012	2013	2014	2014	2015
Vouchers and Prepaid Cards	5,993,492	7,715,949	8,312,039	8,888,294	1,896,744	2,306,447
- Telkomsel	4,450,127	5,830,981	6,609,780	7,119,991	1,420,694	2,306,447
- XL Axiata	1,269,283	1,588,708	1,524,067	1,594,539	432,888	-
- Telkom Flexi	274,082	296,260	178,192	173,764	43,162	-
Cellphone Sales	919,704	477,538	2,171,273	5,700,530	1,103,252	1,750,606
Others	75,049	1,012	1,313	867	181	790
TOTAL	6,988,245	8,194,499	10,484,625	14,589,691	3,000,177	4,057,843

Strong PERFORMANCE

Strong TMI's businesses with 2010-2014 CAGR 23,9%



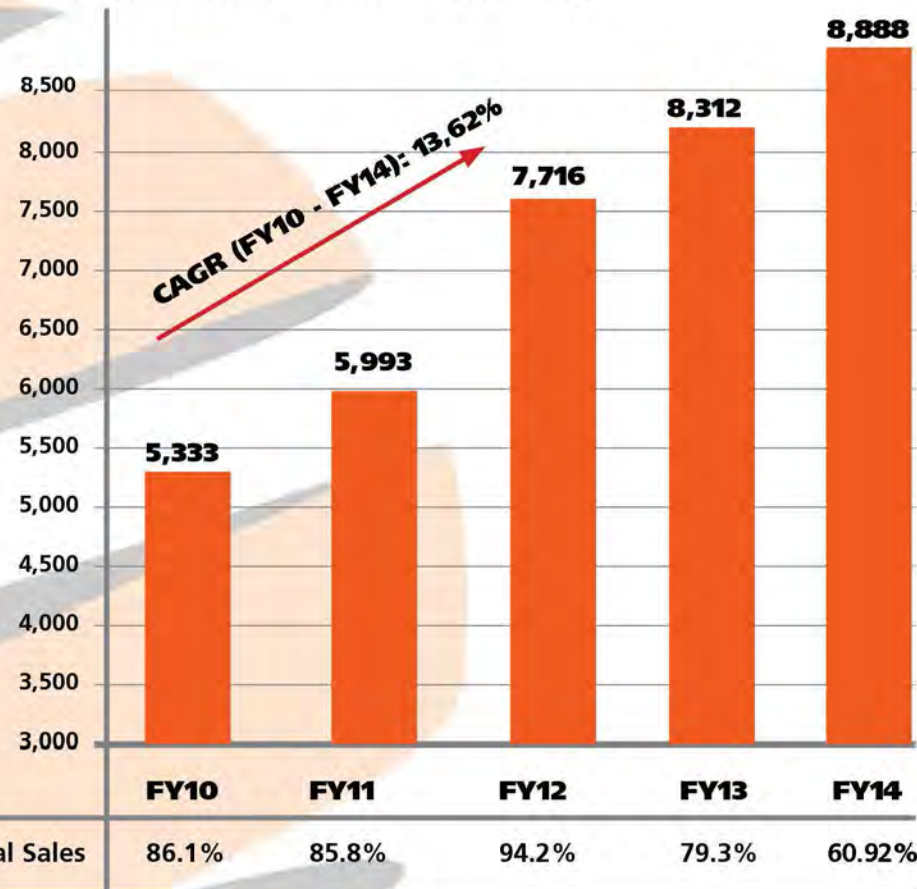
Voucher Business: MARKET LEADER



Market Leader

Largest market share for top operators

- 12% market share for Telkomsel
- 7% market share for Telkom Flexi



Widespread Network

Dominant Distribution Network

- Telkomsel (22 of 270 clusters)

"Telkomsel, XL Axiata and Indosat, the largest mobile operators in Indonesia have market share up to 77%"



TELKOMSEL



simPATI



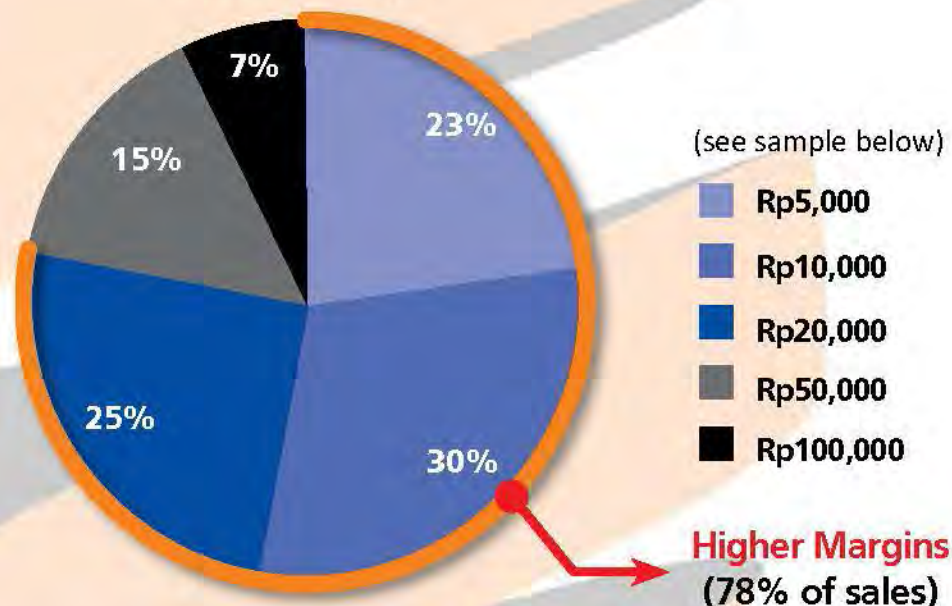
Lucrative MARGIN

Margin Structure

Voucher Type	Authorized Dealer Price	Sub Dealer Price	Reseller Price	End User Price
Rp5,000	Rp4,900	Rp5,100	Rp5,200	Rp6,000-Rp7,000
Rp10,000	Rp9,800	Rp10,100	Rp10,250	Rp12,000
Rp20,000	Rp19,600	Rp19,850	Rp19,950	Rp22,000
Rp50,000	Rp48,750	Rp48,800	Rp48,900	Rp51,000
Rp100,000	Rp96,500	Rp96,800	Rp96,800	Rp100,000

Higher Margins

Lower Margins

Voucher Sales


TELE's Voucher Sales consist of **78% higher margin vouchers** and 22% lower margin vouchers.

Margin BREAKDOWN

(%)

Division	Year ending 31 December				3 Months	
	2011	2012	2013	2014	2014	2015
Telkomsel	4.0%	4.7%	4.8%	5.2%	4.4%	5.7%
XL Axiata	5.5%	5.6%	5.8%	5.2%	5.5%	-
Cellphone	20.0%	14.3%	9.1%	6.2%	5.5%	5.9%
Total	5.8%	5.5%	6.0%	5.6%	5.0%	5.9%

Cost BREAKDOWN

Description	Year ending 31 December				3 Months	
	2011	2012	2013	2014	2014	2015
Marketing & Sales Expenses	40.5%	13.9%	15.2%	13.13%	24.94%	25.52%
Salary	33.5%	55.5%	55.1%	46.71%	41.83%	41.88%
Rent	3.5%	4.2%	4.4%	8.09%	4.85%	8.61%
Utilities	2.1%	2.6%	2.9%	2.8%	3.09%	3.36%
Depreciation	4.3%	7.0%	7.8%	6.52%	6.57%	5.81%
Others	16.1%	16.8%	14.5%	22.75%	18.72%	14.82%
Total (IDRmn)	178,742	164,868	191,462	311,723	73,256	102,859

Financial SUMMARY

In IDR million

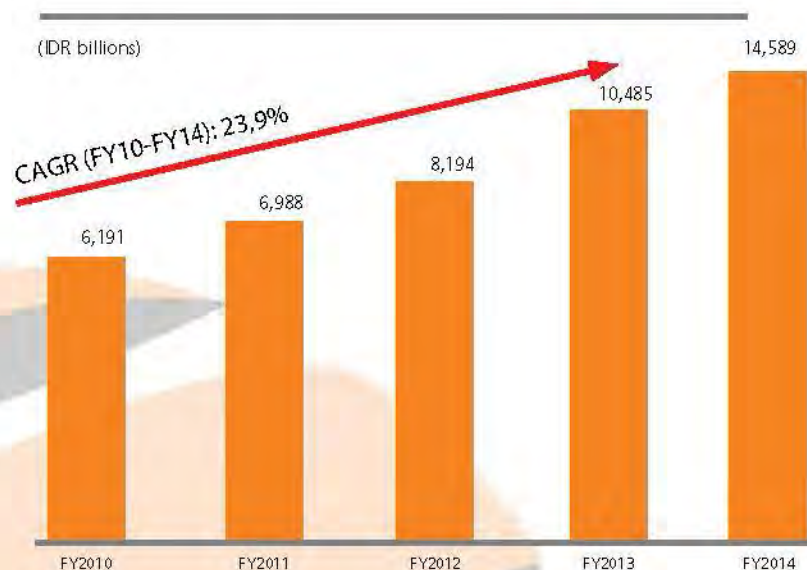
Balance Sheet	Year ending 31 December				3 Months	
	2011	2012	2013	2014	2014	2015
Total Asset	1,189,437	1,358,617	3,455,339	5,017,544	4,165,616	5,670,834
Total Liability	697,581	250,871	2,068,627	2,518,373	2,696,606	3,061,693
Total Equity	491,856	1,107,746	1,386,712	2,499,171	1,469,010	2,609,141

In IDR million

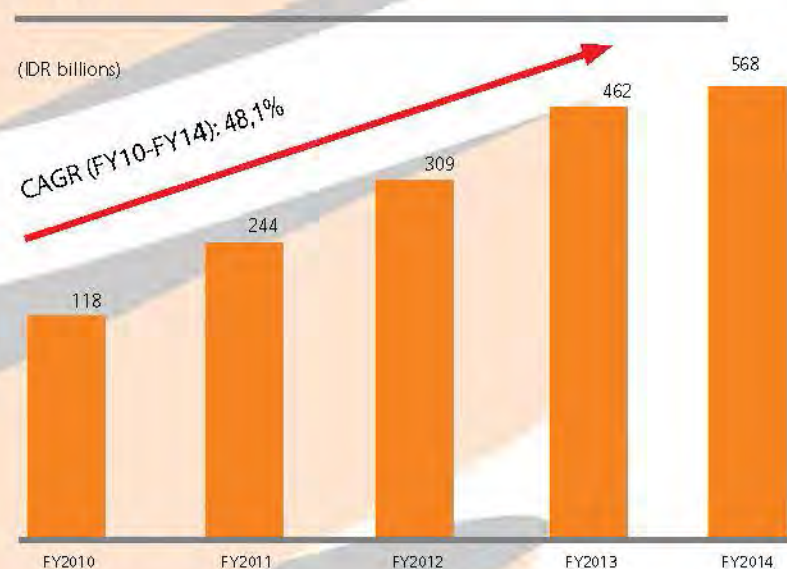
Income Statement	Year ending 31 December				3 Months	
	2011	2012	2013	2014	2014	2015
Revenue	6,988,245	8,194,499	10,484,625	14,589,691	3,000,177	4,057,843
Gross Profit	406,469	452,315	628,485	819,162	149,954	241,124
Income from Operations	242,891	298,286	448,452	532,650	90,009	85,457
Comprehensive Income (Loss)	146,817	203,624	294,906	304,768	60,737	85,361
EBITDA	244,228	308,844	461,900	568,827	114,455	159,282

ROBUST OPERATING PERFORMANCE

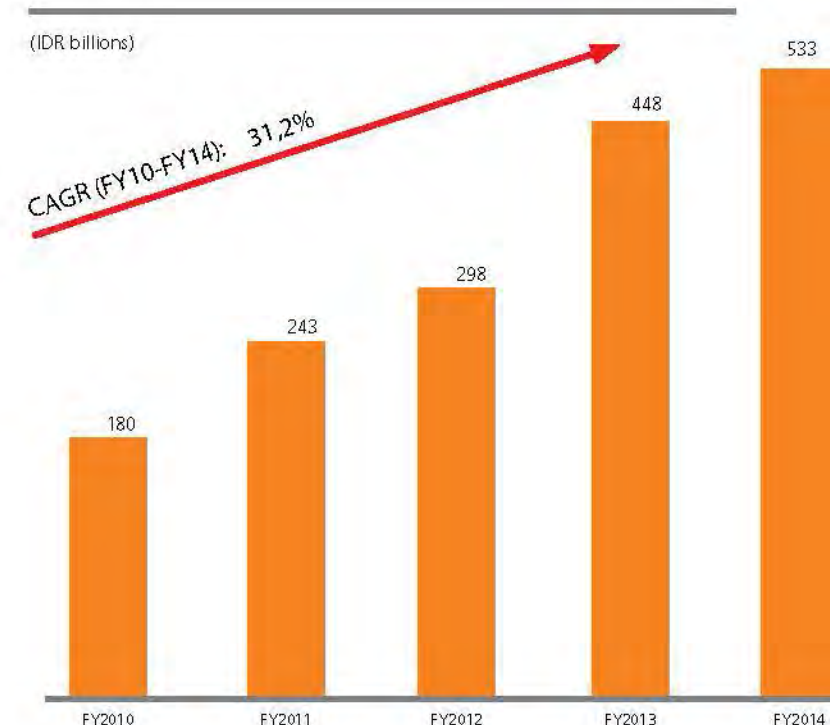
Revenue



EBITDA



Income from Operation



TELE booked operating profit in FY14 amounting to

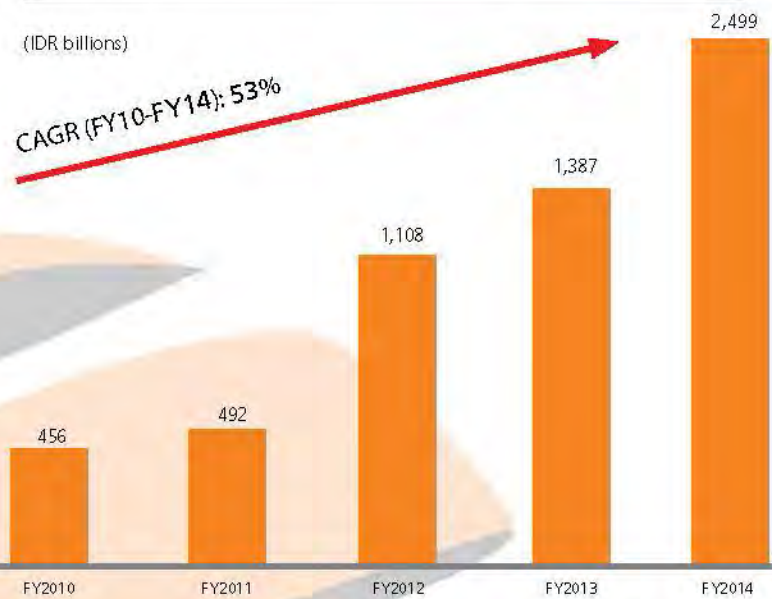
IDR **532,650** million.

2010-2014 Operating Profit CAGR of **31.2%**

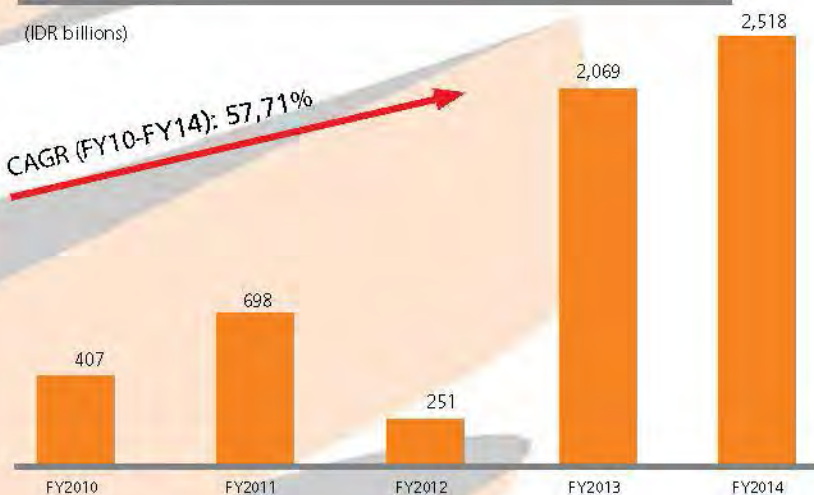
supported by 2010-2013 Revenue CAGR of **23.9%**

STRONG BALANCE SHEET

Equity



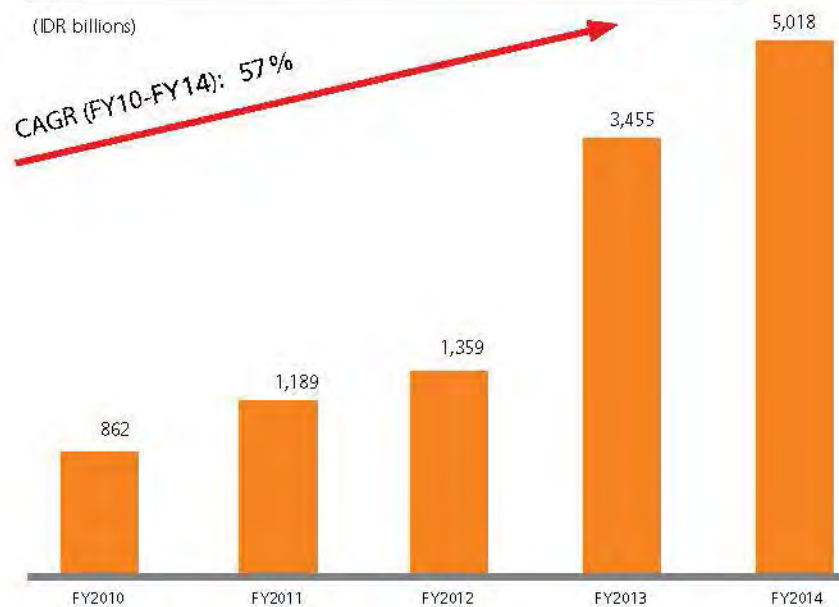
Liabilities



TELE's Asset grew by CAGR of **57%** from FY2010 to FY2014.

Assisted by its IPO & Right Issue, equity increased to IDR **2,499** billion

Asset

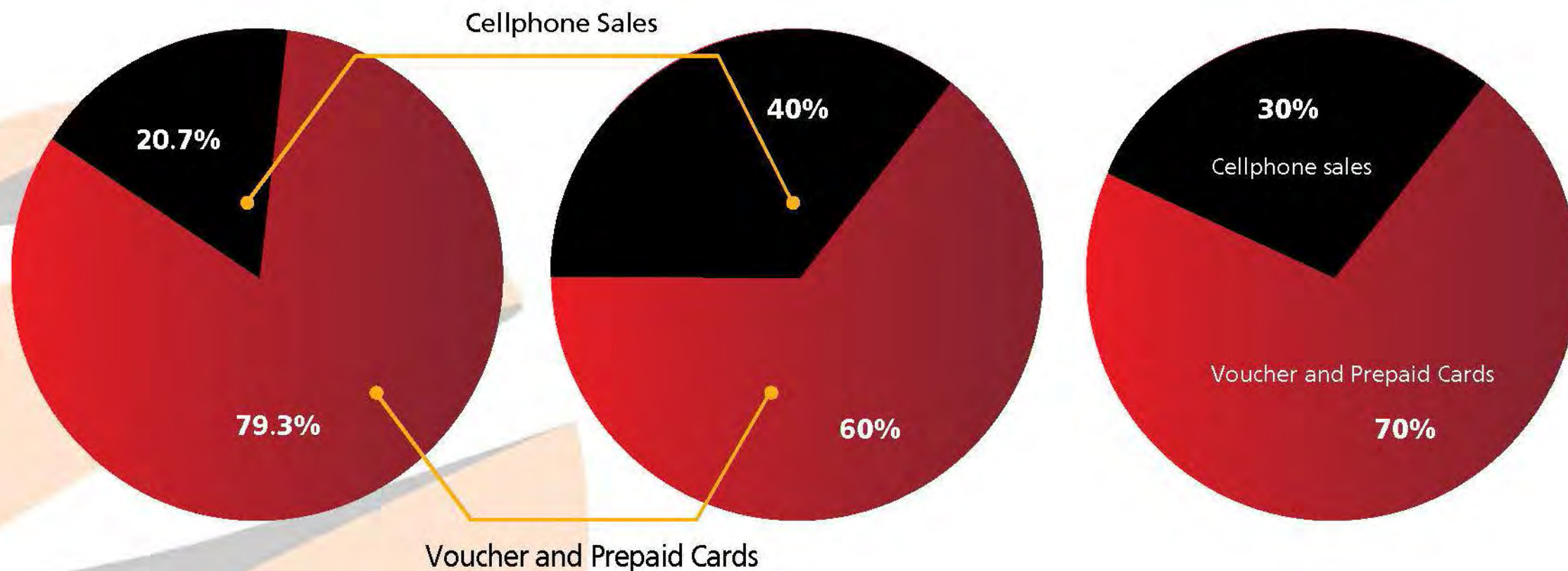


BETTER REVENUE MIX

2013

2014

TARGET 2015





OUTLOOK 2015

Business STRATEGY

To become the leader in voucher distribution, mobile handset distribution and mobile handset retail market



ti·phone
time to connect

1

To maintain position as leader in voucher distribution

2

To become leader in mobile handset distribution and mobile retail business

3

To expand into the e-commerce segment to capitalize on expected growth



Telkom
Indonesia



2015 Strategy

Growing with Telkom

BUSINESS STRATEGIC ASPECTS

- Unlock synergy value between TELE and Telkom Group
- Quick-Wins Implementation Strategy to unlock:



1 + 1 = 3

Strategies	Business Partners
Voucher Synergy	 TELKOMSEL
Handset Synergy	 pins by Telkom Indonesia
TELE-PINS operational synergy	 pins by Telkom Indonesia
Telkom product synergy, including spin card, Wi-Fi hotspot corner and bundling services	 Telkom Indonesia  TELKOMSEL  Speedy
Branchless banking synergy	 Finnet Electronic Payment Remittance

- TELE business & performance growth will be one of Telkom's priority in terms of synergy



Faster company growth and realitation of business strategy

GROWTH FACTORS

- Improvement in Telkomsel voucher distribution market share
- Handset sales improvement through Telkomsel handset-bundling program
- Global market penetration through partnership with Telin (Telkom International)
- Operational synergy such as transfer knowledge, synergy outlet, service center, training & apprentice, financial model, IT system, etc.
- Co-branding with TelkomGroup to improve Tiphone's brand image



Disclaimer

- PT Tiphone Mobile Indonesia Tbk cautions investors that certain statements contained in this document state management's intentions, hopes, beliefs, expectations, or predictions of the future are forward-looking statements.
- Management wishes to caution the reader that forward-looking statements are not historical facts and are only estimates or predictions. actual results may differ materially from those projected as a result of risks and uncertainties including, but not limited to:
 - Our ability to manage growth
 - Future sales growth
 - Market acceptance of our product and service offerings
 - Our ability to secure adequate financing or equity capital to fund our operation
 - Network expansion
 - Performance of our network and channels (subdealers, resellers)
 - Our ability to enter into strategic alliances or transaction
 - Cooperation of incumbent local service providers in supporting their products
 - Regulatory approval processes
 - Changes in technology
 - Price competition
 - Other market conditions and associated risks
- The company undertakes no obligation to update publicly any forward-looking statements, whether as a result of future events, new information, or otherwise