

Investor & Analyst Gathering and Field Visit

"BRI Micro & Ultra Micro Ecosystem –

A Comprehensive Approach in Empowering the Ultra Micro & Micro Business in Indonesia"

The Micro & Ultra Micro Ecosystem is a crucial foundation supporting BRI's business sustainability, serving dual purposes as the growth driver and the new source of growth. On the first week of October 2022, which falls together to the one-year establishment of UMi holding, BRI held Investor & Analyst Gathering event under the theme of *"BRI Micro and Ultra Micro Ecosystem – A Comprehensive Approach In Empowering the Ultra Micro and Micro Business In Indonesia."* The goal is to provide insights on Ultra Micro synergies update on the ground and BRI's ongoing comprehensive empowerment program for the micro and ultra micro business. The event was organized into two parts: an investor & analyst gathering and a field visit.



Visiting the floating cage fish farming cluster at Cirata Reservoir



Observation & discussion at SenyuM Outlet, Cikalong Wetan

A. Field Visit to SenyuM Outlet, PNM Mekaar Group, Mitra UMi BRILink Agent, Culinary & Fish Farming Business Cluster

The first part of the event was a Field Visit held on Monday, October 3rd, 2022, which was attended by 17 participants from the sell-side and buy-side analysts visited five locations in total with the following itinerary:

1. The first destination was SenyuM Outlet (co-location initiatives) in Cikalong Wetan, West Bandung. The activities started with a discussion with BRI, PNM, and Pegadaian management levels on what is happening on the ground. During the presentation, the participants were also shown live demonstrations of BRISPOT and SenyuM Mobile (cross-selling app initiatives) before exploring the SenyuM Outlet and interacting with the local personnel. SenyuM Outlet Cikalong performance is one example that represents the synergy realization expected from UMi Holding. YTD to August 2022, the co-location synergy has resulted in 21 new upgraded borrowers for BRI with a total disbursement of Rp1.1 billion. 215 PNM borrowers have received cashless disbursement through BRI's saving account for a total of Rp1.5 billion, while Pegadaian acquired 403 new pawn borrowers with a total disbursement of Rp2.3 billion in addition to 863 new gold saving customers.

- The second destination was PNM Mekaar weekly group meeting in Cikalong, where participants directly observed the group meeting activities and discussed with the PNM loan officer and Mekaar borrowers, that were entirely females. The meeting activities involved praying, loan payment, business discussion, and stating a collective commitment to promote individual and group businesses to support family welfare. PNM Mekaar is group-based financing for underprivileged women, typically consisting of 10-30 members with financing ranging from Rp2 million – Rp5 million given in cycles with a joint responsibility to cover any missed payment from group members. PNM Mekaar's goals are to provide three types of capital: financial, intellectual, and social capital, to create a sustainable and independent business. In the future, the graduated Mekaar borrowers will become the source of new borrowers for BRI. Mekaar is the first phase of the ultramicro customer journey toward graduating to the micro and beyond, which BRI will attend along the way.



PNM Mekaar Group Meeting



Mitra UMi BRIlink Agent



Culinary Business Cluster "Saung Geulis"

- The third destination was visiting Mitra UMi BRIlink Agent Boy Jaya Komunika in the Cipeundeuy area to learn about BRIlink business, including how it can support the Ultra Micro Holding business development. BRIlink agent is the extension of BRI services where BRI and its borrowers collaborate in providing banking services through the utilization of EDC or BRIlink Mobile. Boy Jaya Komunika is one of the earliest BRIlink Agents in the area and now operates 3 BRIlink outlets, including one mobile outlet on a four-wheeled vehicle that moves around to the prospective customer location, mainly to factory workers who receive a weekly cash payment. In a month, Boy Jaya could serve up to 20,000 transactions and start to become BRI's partner to manage the cash flow of UMi customers in the surrounding areas as well as the channel to acquire new customers.
- The fourth destination was visiting Cirata Culinary Cluster consisting of several restaurants. Establishing the cluster business ecosystem is one of BRI's social empowerment programs to support business development. During the visit, the participants had lunch at Saung Geulis restaurant (cluster members) while discussing with the cluster representatives regarding the support and empowerment method the cluster received from BRI. BRI has supported the cluster by procuring facilities and infrastructure such as clean water, entrance gate repair, cluster branding, and digital advisory (QRIS payment, BRIMO). The business model is BRI provides financing & banking services in addition to empowerment for the cluster. Thereafter, the head and cluster members will act as an influencer to promote BRI products & services.

The Cirata Culinary Cluster is fairly new (less than one year), starting with 24 members and now already expanded to 30 members. Starting with 16 saving customers with around Rp200 million in balance, now already reached 30 saving customers with around Rp1 billion in balance. In terms of borrowers also expanded from initial 20 borrowers with loan disbursement of Rp1.2 billion to become 30 borrowers with Rp2.8 billion loans disbursed. After becoming cluster members, the average revenue has increased by almost 20%.

- The last destination of the visit focused on BRI empowerment in the floating cage fish farming cluster at Cirata Reservoir, Cipeundeuy. It is a short boat trip on the Cirata reservoir, taking a close look at the floating cage fish farming while holding a discussion with the fish farmers regarding the business challenges and BRI's empowerment support in providing solutions for the cluster. So far, BRI has provided training, facilities, and infrastructures, such as biofloc fish farming training and boat for transportation. Currently, there are 50 cluster members from only 16 when the cluster was established. The loan disbursed to the members increased accordingly from a total of Rp1.3 billion to reach Rp2.5 billion while saving increased from Rp300 million to Rp1.5 billion. The cluster's production and sales also improve by around 20%.



The Journey to Fish Farming Business Cluster



Observation & Discussion in a Floating Cage



Floating Cage Fish Farming

B. Investor & Analyst Gathering

The second part of the event was **Investor & Analyst Gathering**, which was held on **Wednesday, October 5th, 2022**. It was a **hybrid event** attended by **80 participants**, divided into three activities: a **showcase of Desa Brilian and Co-Location**, a **presentation and Q&A with BRI's Board of Directors**, and **Bazaar Klaster Mantriku**.

Prior to entering the venue, the onsite participants can explore a Brilian Village-themed showcase. The showcase consists of SenyuM Outlet, Pojok Mantri Desa, BRILink Mitra UMi, and Hyperlocal Ecosystem. We invited and assigned actual personnel directly from the work unit, such as the loan officers (from the BRI micro unit, Pegadaian, and PNM), including the village head Mr. Dadang Mursyid from Jatihurip, one of the Brilian Villages so that the participants can receive valuable information directly from credible sources. The participants could also directly experience BRISpot, Mekaar Digi, Pegadaian Selena, and SenyuM Mobile through this showcase.



Investor & Analyst Gathering – Presentation Session



Investor & Analyst Gathering – a Showcase of Desa Brilian & Co-Location



Next was the presentation by Mr. Sunarso (President Director of BRI), Mr. Supari (Director of Micro Business), and Mrs. Viviana Dyah Ayu R. K. (Director of Finance) on Micro and Ultramicro synergies and performance update as well as condition and strategies going forward. This presentation was followed by a Q&A session.



Investor & Analyst Gathering – a Showcase of Desa Brilian & Co-Location

At the end of the event, the participants visited Bazaar Klaster Mantriku – a regular event held to promote BRI's MSME borrowers' products, alternately selected every month. This event is located on the ground floor in the BRI Garden, offering various products from BRI's business clusters.



Shoppers at One of the MSMEs



Bazaar Klaster Mantriku



Shoppers at the Bazaar

We would like to thank the investors and analysts who have attended the events, and we really appreciate your continuous support for BRI.

*The presentation material of Investor & Analyst Gathering is able to be accessed through the link below:
<https://www.ir-bri.com/misc/PS/2022/BRI-Micro-Ultra-Micro-Ecosystem-Final.pdf>

PT BANK RAKYAT INDONESIA (Persero) Tbk.

Investor Relations

7th floor BRI II Building
 Jl. Jenderal Sudirman Kav 44-46 Jakarta 10210, Indonesia

Phone : 62 21 5752006/09
 Website : www.ir-bri.com
 Email : ir@bri.co.id

Glossary

SenyuM Outlet	:	SenyuM stands for Sentra Layanan Ultra Mikro or Ultra Micro Service Center. It is a work unit that uses the Co-location concept, where customers can access Ultra Micro ecosystem products and services from 3 entities (BRI, Pegadaian, & PNM) in one shared service location.
Pojok Mantri Desa	:	Pojok Mantri Desa or Village Mantri Corner is a relationship model by establishing a post as a center for product information and consultation for BRI micro products and services in each village, which the loan officers regularly visit to acquire potential micro-businesses from that village.
BRILink Mitra UMi	:	Selected BRILink agent with several criteria to serve the Ultramicro customers in the surrounding neighborhood
Hyperlocal Ecosystem	:	An effort to establish interconnected supply chain in an ecosystem of a certain commodity of micro business.
BRISPOT	:	BRI's digital application for loan processing and monitoring.
Mekaar Digi	:	A one-stop marketing platform that facilitate account officers from PNM Mekaar to collect and record data on new and existing customers.
Pegadaian Selena	:	Pegadaian's sales pipeline management system.
SenyuM Mobile	:	An integrated digital sales platform to enable joint-acquisition and cross-selling across 3 entities, injected to each digital apps (BRISPOT, Mekaar Digi and Selena)