



Winning The Market in Difficult Time



ABOUT ANTERAJA

Digital Native : Anteraja is a tech-based Express delivery startup, that serving our customer in e-Commerce, Corporate and Retail parcel delivery.

Coverage
Area



Unique Proposition

Conventional Parcel Delivery

Experience



- Time consuming
- Additional cost of delivering parcels
- Non-real time tracking
- Service Type: Intra and inter city delivery & Next Day/Regular service only

On Demand Parcel

Delivery



&

- Pick-up from sender location
- Real time tracking
- Service Type: Intra city delivery only & within Same Day delivery only

New Experience & Business Model

- Pick Up from sender location
- Real time tracking

Service Type:

1. Intra and inter city delivery
2. Same Day, Next Day and Regular service



Our Customers



Commerce

Customer's platform that act as a mediator for buying of selling of a product or service over the internet



Corporate

Private or government organization that purchase the service from Anteraja for their customers

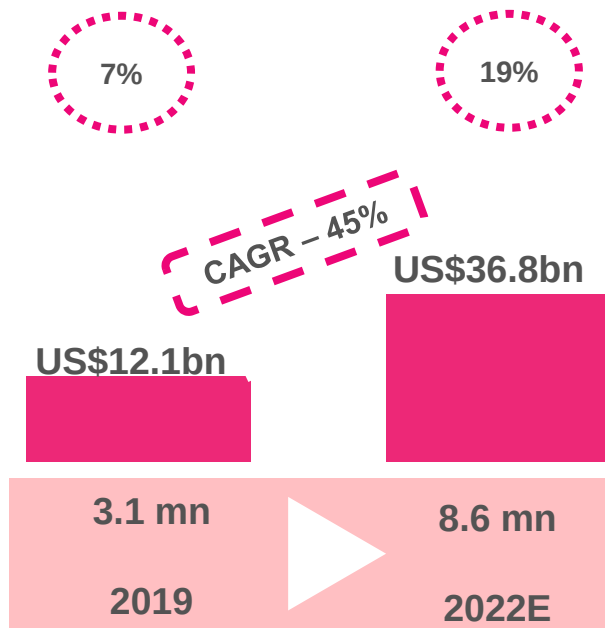


Retail

An individual who use Anteraja services for individual purposes

Commerce Growth In New Normal

INDONESIA



● E-commerce will grow for the next 2 years

We have seen five fundamental shifts to consumer behavior, some of which will have a lasting impact, as a result of the pandemic



1. Shift to value and essentials

Up to 40%
net decrease in intent to spend on most discretionary categories



2. Flight to digital and omnichannel

Up to 60%
net increase in intent to spend online even post-COVID-19



3. Shock to loyalty

92%
of Indonesian consumers have tried a new shopping behavior in the past three months



4. Homebody economy

78%
of Indonesian consumers are not yet resuming "normal" out-of-home activities



5. New holiday outlook

87%
of households plan to maintain or decrease holiday spending

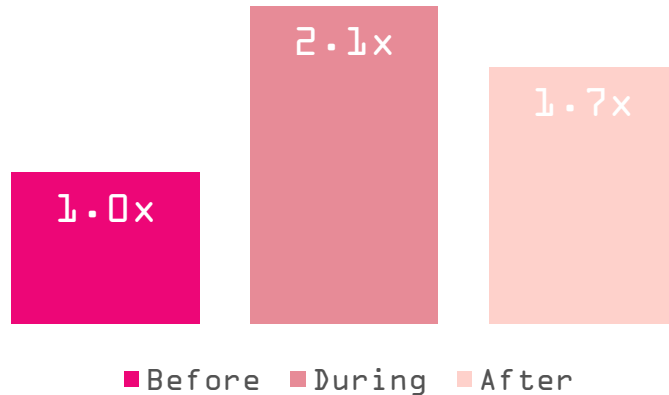
● Shift to online trading will have a lasting impact after the pandemic

New Normal Trend

1

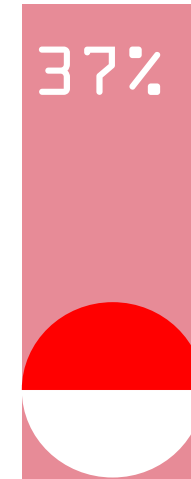
Lasting adoption of e-Commerce is expected across the region

Usage of e-Commerce before, during and after COVID-19 lockdown in Indonesia



2

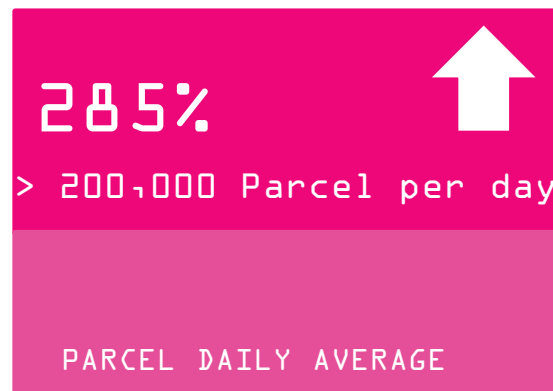
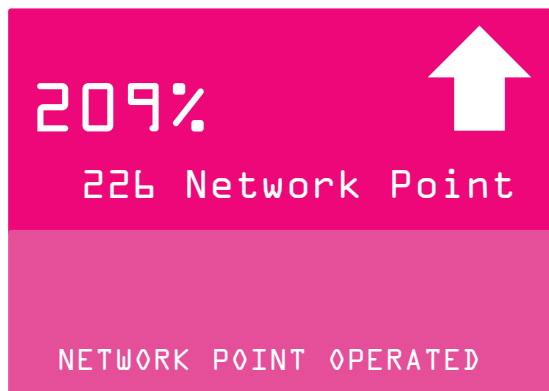
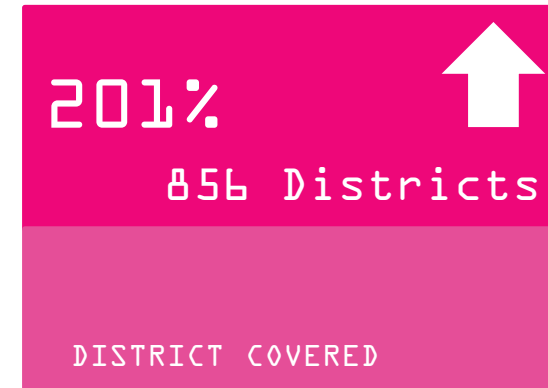
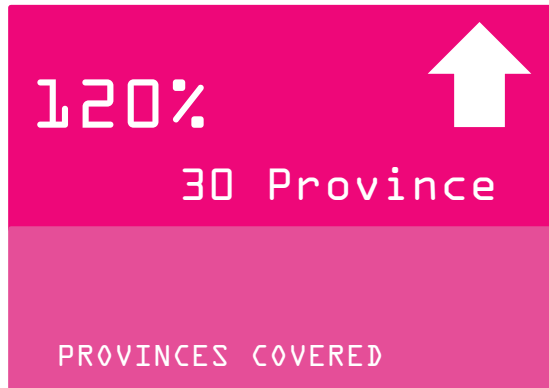
37% of all digital service consumers are new to the service due to COVID-19



% of new digital consumers out of total service consumers

Thriving Business After Covid-19

July 2020 compared to January 2020



Challenges During COVID-19

#1 Local Lock Down



Local "lockdown" cause
delay of delivery and
pickup of parcels.

#2 Limited Air Cargo Services



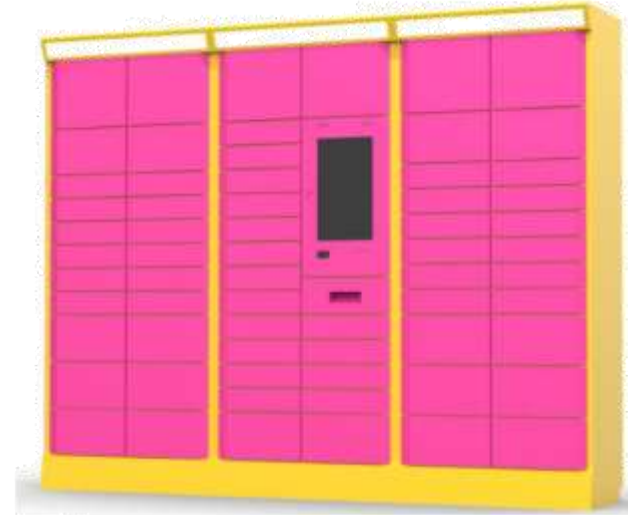
Limited air cargo services
cause delay of inter-island
parcel delivery

How We Attract Our Customers

#1 Unique Proposition



#2 Contactless Delivery



Smart Box technology for pick up and delivery process, **contactless activity** for our customer

#3 Multiple Service Type



Regular Service

Delivery within 2-5 days



Next Day Service

Delivery within the next day



Same Day Service

Delivery within eight hours

How We Contribute To Community



CSR for
Hospital



Satria Berbagi





Terima Kasih!