

IDX CEO Networking 2021: Alvin Sariaatmadja Lead EMTEK Overcomes Pandemic Wave through Technology Adoption



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*Bottom Left-Right: **Alvin Sariaatmadja**, President Director, EMTEK; **Kristian S. Manullang**, Director of Surveillance and Compliance, IDX*

Jakarta, 16 November 2021 – The COVID-19 pandemic was an unexpected challenge that has hit almost all business sectors. However, after 2 years of going through various challenges due to the pandemic, it is predicted that in 2022 there will be economic growth in Indonesia. Therefore, the Financial Services Authority (**OJK**), together with the Indonesian Stock Exchange (**IDX**), PT Kliring Penjamin Efek Indonesia (**KPEI**) and PT Kustodian Sentral Efek Indonesia (**KSEI**) held the **IDX CEO Networking 2021** event with the theme "**Stepping up to Regain the Economic Growth**," which attended by the government, relevant stakeholders to CEOs.

In the session “Bangkit dalam Menghadapi Tantangan dari Pandemi COVID-19” which discussed about how to rise in facing challenges due to the pandemi, Alvin Sariaatmadja, President Director of PT Elang Mahkota Teknologi Tbk (“**EMTEK**”) stated that EMTEK was

able to survive and even continue to grow in the midst of a pandemic due to the courage to transform using technology. At the beginning of the pandemic, EMTEK's operations were disrupted due to social restrictions that limit content production and drastic drop in advertising revenue.

However, behind these limitations, new opportunities emerge for EMTEK. "There are also many opportunities, all businesses that adopt low human touch and technology-based such as video streaming, e-commerce, online payments have increased significantly," said Alvin.

Even digital adoption at EMTEK was a lesson that technology enables company operations to continue to run well in the midst of a pandemic situation. EMTEK which will focus on digital business lines and hospital health services in the future, will also transform from a conventional media company to prioritize content, streaming services and interactive media services.

Alvin who is a law and finance graduate from the University of New South Wales, Australia also stated that this technology will change our way of life so that we need to invest in technology and dare to open up with new business opportunities, to ensure EMTEK's business continuity and sustainability.

The main key held by EMTEK is to continue to learn so that EMTEK will always be able to participate in technology adoption both in terms of investment and business collaboration. Therefore the business units and partners can synergize with each other to create user cases and user experiences that are more practical to make it easier for consumers in all fields.

Currently, EMTEK remains focused on adding collaborations and partnerships in various business lines. The investment provided by EMTEK is more focused on the core business of each company so it will be more manageable. During the COVID-19 pandemic, EMTEK has made many changes. One of them is by reviewing portfolios and assets to make sure it stays relevant to the current trend. He said, EMTEK must choose which businesses to develop and which businesses to scale down. For EMTEK, the technology and health business will be the main focus going forward.

The change in digital transformation by EMTEK, which was carried out on a large scale during the COVID-19 pandemic, has been carried out at the right time because Indonesia's capital market conditions have begun to welcome players from technology companies. Certainly, the opportunity for technology companies to continue to grow will be even greater, because the

public's interest in technology business is very high and also has a positive impact on the importance of Environment, Social, and Governance (ESG).

In the digital era, technology has also become a very effective tool for accelerating the distribution of economic growth. Alvin also mentioned the importance of the role of MSMEs in Indonesia's economic resilience. Meanwhile, the vast area of Indonesia and the many remote areas pose challenges for financial inclusion. Alvin is optimistic that with the current role of the government, the digitization process that has been carried out by EMTEK in the future will be able to contribute significantly and even be reflected in Gross Domestic Product (GDP) and reduce social inequality through technology.



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