

PRESS RELEASE

Grab, Emtek, and Bukalapak Set to Continue “Kota Masa Depan” Digitalization Acceleration Program in Gowa, Malang Raya, and Pekanbaru



The program's focus will be expanded to drive the digitalization of traditional market sellers

Jakarta, July 21, 2022 – Grab, Emtek and Bukalapak today announced the continuation of #KotaMasaDepan (*Kolaborasi Nyata Untuk Masa Depan*), a digitalization acceleration program for Micro, Small, and Medium Enterprises (MSMEs) in small cities throughout Indonesia. Following its success in Kupang and Solo, the #KotaMasaDepan program will be implemented in Gowa, Malang Raya and Pekanbaru. At this stage, the accelerator program aims to reach over 15,000 MSMEs and focuses on the digitalization of traditional market sellers in addition to training and mentoring them through digital technology.

The pandemic has not only affected the Indonesian economy but also transformed the way many of its people do business and shop digitally. This prevalent change was what motivated Grab, Emtek, and Bukalapak to expand the scope of the #KotaMasaDepan accelerator program by including traditional market sellers on top of the MSMEs in small cities throughout the country. The Indonesian Association of Market Management (ASPARINDO), which is also working together with Grab in its market digitalization efforts, stated that traditional markets need to adopt digital technology to improve their services to meet the needs of the community¹. Through #KotaMasaDepan, participating MSMEs who join this program are expected to be not only able to reach millions of consumers

¹ Grab press release entitled “Grab Targets Digitalization of 4,600 MSMEs in Traditional Markets this Year” was published in Surakarta on April 12, 2022 | <https://www.grab.com/id/press/tech-product/grab-asparindo-solo/>



through the Grab and Bukalapak platforms, but also develop new revenue streams through digital stores to maintain their business sustainability.

"Digitalization has been proven to play a key role in ensuring the viability of the country's MSMEs and making them the backbone of the national economy. During the pandemic, we have witnessed how digitalization helped many MSMEs to survive. The spirit of the #KotaMasaDepan program that Grab initiated together with Emtek and Bukalapak to help MSMEs utilize technology to grow their businesses and expand their reach not only aligns with President Jokowi's target of integrating 30 million MSMEs into the digital ecosystem by 2024, but is also based on our belief that Indonesia's great future lies in small cities. Given the great enthusiasm shown by Kupang and Solo MSMEs for #KotaMasaDepan, we are optimistic that the program can reach more than 15,000 MSMEs and traditional market sellers," said **Neneng Goenadi, Country Managing Director for Grab Indonesia.**

This new phase of #KotaMasaDepan will expand digitalization acceleration efforts to include even more MSMEs in Indonesia by providing them access to a website that can be used as a learning tool to build digital businesses on a secure and reliable platform, as well as online webinar program is also offered as a follow-up to existing training and mentoring programs.

Furthermore, MSMEs participating in the acceleration program will also be provided with self-learning modules and flexible in terms of time. Selected MSMEs will receive additional benefits, such as advertising support in the Grab and Bukalapak apps and publishing support from the Emtek media network. The MSME digital acceleration program is also expected to have a significant impact on the economy, both regionally and nationally.

"The strategic collaboration between Emtek's digital ecosystem alongside Grab and Bukalapak as part of the technology company ecosystem in Indonesia aims to strengthen the country's digital infrastructure and create a more inclusive digital economy, especially for MSMEs in Indonesia. Emtek's media network will strive to raise awareness and maximize the use of digital platforms for both MSME players and customers," said **Sutanto Hartono, Managing Director for PT Elang Mahkota Teknologi, Tbk.**

"As Bukalapak continues to expand its solutions to meet the needs of its users through various business verticals, we are excited to continue Grab and Emtek's partnership in



digitalizing traditional markets. By expanding the reach of the program, we can create a broader impact as well. We hope to achieve this by bringing together the infrastructure, networks, and digital ecosystems of Grab, Emtek, and Bukalapak,” said **Teddy Oetomo, President of Bukalapak.**

For more information about #KotaMasaDepan, please visit www.kotamasadepan.com.

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About Grab

Grab is Southeast Asia’s leading superapp based on GMV (gross merchandise value) in 2021 in each food delivery, mobility and e-wallets segment of financial services, according to Euromonitor. Grab operates across the deliveries, mobility and digital financial services sectors in 480 cities in eight countries in the Southeast Asia region – Cambodia, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. Grab enables millions of people each day to access its driver- and merchant-partners to order food or groceries, send packages, hail a ride or taxi, pay for online purchases or access services such as lending, insurance, wealth management and telemedicine, all through a single “everyday everything” app. Grab was founded in 2012 with the mission to drive Southeast Asia forward by creating economic empowerment for everyone, and since then, the Grab app has been downloaded onto millions of mobile devices. Grab strives to serve a triple bottom line: to simultaneously deliver financial performance for its shareholders and have a positive social and environmental impact in Southeast Asia. (www.grab.com)

About Emtek

The Emtek Group was established in 1983 starting its business in the field of providing computer equipment. Emtek Group then transformed into a company integrated with three divisions: Media, Telecommunications and IT Solutions, and Connectivity. Two national television companies under the auspices of the Emtek Group: SCTV and Indosiar lead the national market share. While the video streaming service platform Vidio.com is the #1 Local OTT platform in Indonesia with the largest live and video-on-demand content library in Indonesia, with average Monthly Active Users of more than 61 million according to the Media Partner Asia Q1 2022 report. Vidio offers its viewers thousands of hours of local and international content for video-on-demand services. Besides having a media company, Emtek has also proven its ability to produce content as a reflection of our agility to produce quality and exclusive content.



Emtek builds a strong and diversified digital ecosystem in the technology landscape of Indonesia through various strategic e-commerce investments with BukaLapak, a superapp Grab Indonesia, DANA digital payment service, and many more. Apart from the media and e-commerce, Emtek also provides end-to-end technology infrastructure and services comprehensive for the telecommunications and banking industries.

For more information, please visit www.emtek.co.id

About Bukalapak

BUKA is a group of companies with technology-based and a *super enabler* technology to support the transformation of MSMEs in Indonesia as well as various business verticals.

Sticking to our original goal of empowering MSMEs, now we serve more than 110 million users and more than 20 million MSMEs in Indonesia. As the first Indonesian technology company listed on the stock exchange, our focus is on using technology to support today's digital lifestyle needs for MSMEs and Indonesian society in general through various verticals, from *marketplace, finance and fintech, offline to online, merchant solutions*, to procurement.

By leveraging more than 1 decade of technological innovation aimed at consumers and business owners in Indonesia, BUKA is *a tech enabler* and driver of digital transformation in Indonesia.

For complete information about BUKA, visit about.bukalapak.com

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