

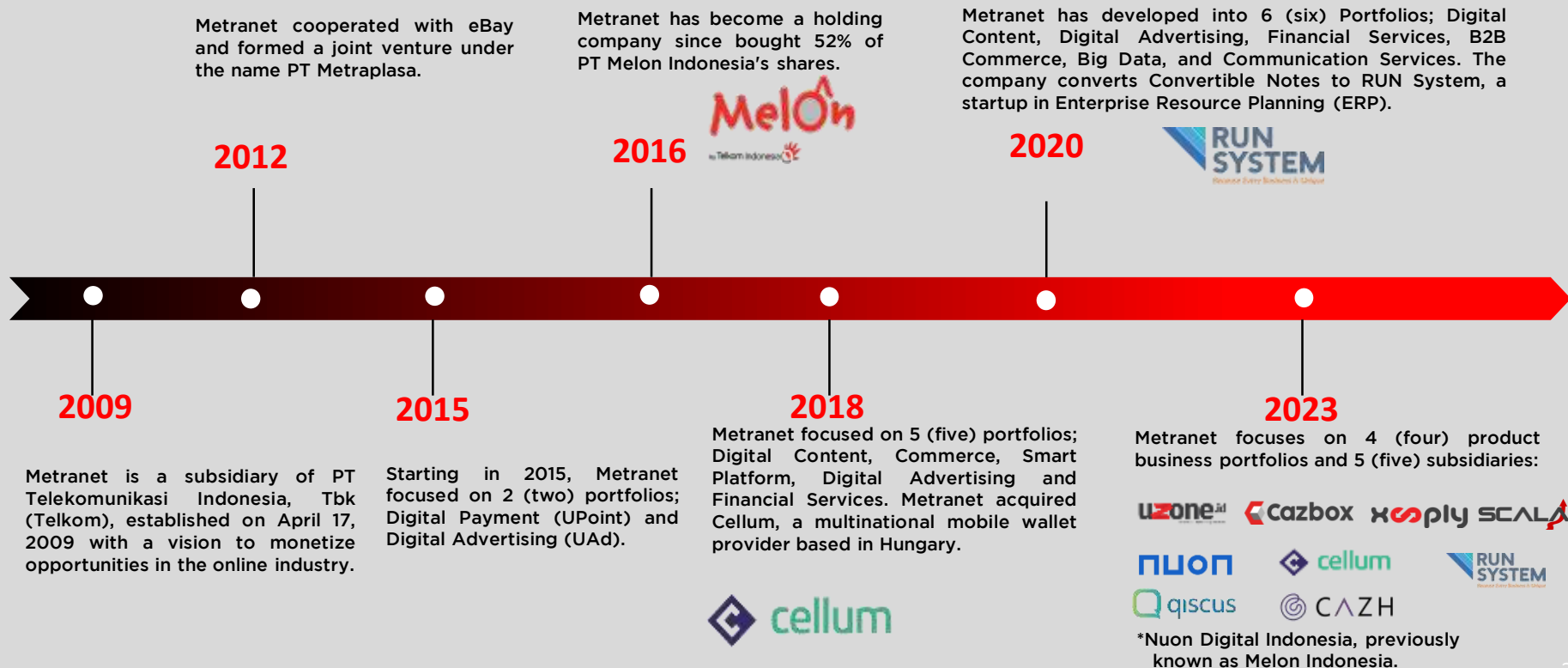
# Company Profile

**Metranet 2025**

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## Company Milestone



## About Metranet



Metranet is a subsidiary of PT Telekomunikasi Indonesia, Tbk (Telkom) which was formed on April 17, 2009 with a vision to accelerate and grow digital innovation through a scale-up management process to become products that benefit society.

Since its establishment, Metranet has served as Telkom Indonesia's vehicle in digital industry and become a digital transformations enabler company.

In line with Telkom Indonesia's corporate strategy, Metranet focuses on its business portfolio with products :

**uzone.id** **Cazbox** **XReply** **SCALA**

## Digital Transformation Enabler

**Metranet** is an Indonesian technology company whose role is to accelerate digital transformation in all sectors. Metranet becomes a Digital enabler through a scale-up governance function for digital innovations under Telkom Indonesia to carry out Go To Market (GTM) and become products that have a positive impact on society.

### **Vision :**

Accelerating & nurturing digital innovations with scale-up management to be the most beneficial product to society.

### **Mission :**

1. To actualize the purpose of the Telkom Group: to build a more prosperous and competitive nation as well as deliver the best value to our stakeholders.
2. Prioritizing value creation by involving all Penta helix pillars (government, business, academy, community, and media) to get a targeted and large impact.
3. To be the best partner as a digital enabler in the digital transformation process in all industries.

## Corporate Culture

# AKHLAK

AMANAH KOMPETEN HARMONIS  
LOYAL ADAPTIF KOLABORATIF

As a subsidiary of Telkom Indonesia, which is part of a BUMN (State-Owned Enterprise), Metranet applies the core values of AKHLAK as the identity and working culture of all BUMN in Indonesia.

**Amanah** : Holding tight to the trust given

**Kompeten** : Continuing to learn and develop capabilities

**Harmonis** : Caring for each other and respecting differences

**Loyal** : Dedicated and prioritizing the interests of the nation and state

**Adaptif** : Continuously innovating and enthusiastic in moving or facing change

**Kolaboratif** : Building synergistic cooperation

## Corporate Culture



**FLYING  
THE GIANTS**  
#quiCkComplyComplete

Align with Core Values AKHLAK, Metranet sets the corporate theme “Flying The Giants”, meaning Metranet as a great strength and spirit depicted as a phoenix bird, symbolizing renewal and revival that brings giants (big innovations) to be flown to a higher level.

As GIANTS is an acronym for:

### **Great Innovation**

Metranet as a place to develop big innovations to be even bigger.

### **Accelerated**

As a vehicle in accelerating the digital transformation process in various industrial sectors.

### **Nurtured**

Continue to improve and develop existing digital innovations through a scale-up process.

### **To the Top**

Producing leading digital innovations that are beneficial to the society.

As a form of implementation of Good Corporate Governance Metranet builds a working mindset **3C** ; **quiCk** (spirit to work quickly), **Comply** (obeys the set rules) and **Complete** (does all work thoroughly) as a base guide in carrying out work activities within the company.

## Good Corporate Governance



Metranet is committed to implementing Good Corporate Governance (GCG) as a guide in managing the company in every activity and at every level of organization. In carrying out the implementation of corporate governance, Metranet always refers to various laws, regulations and provisions that apply in general. By implementing GCG consistently, Metranet become more professional, transparent and efficient so as to maximize Metranet value for stakeholders in the form of increased performance (Metranet value in the long term).



Enterprise Risk Management



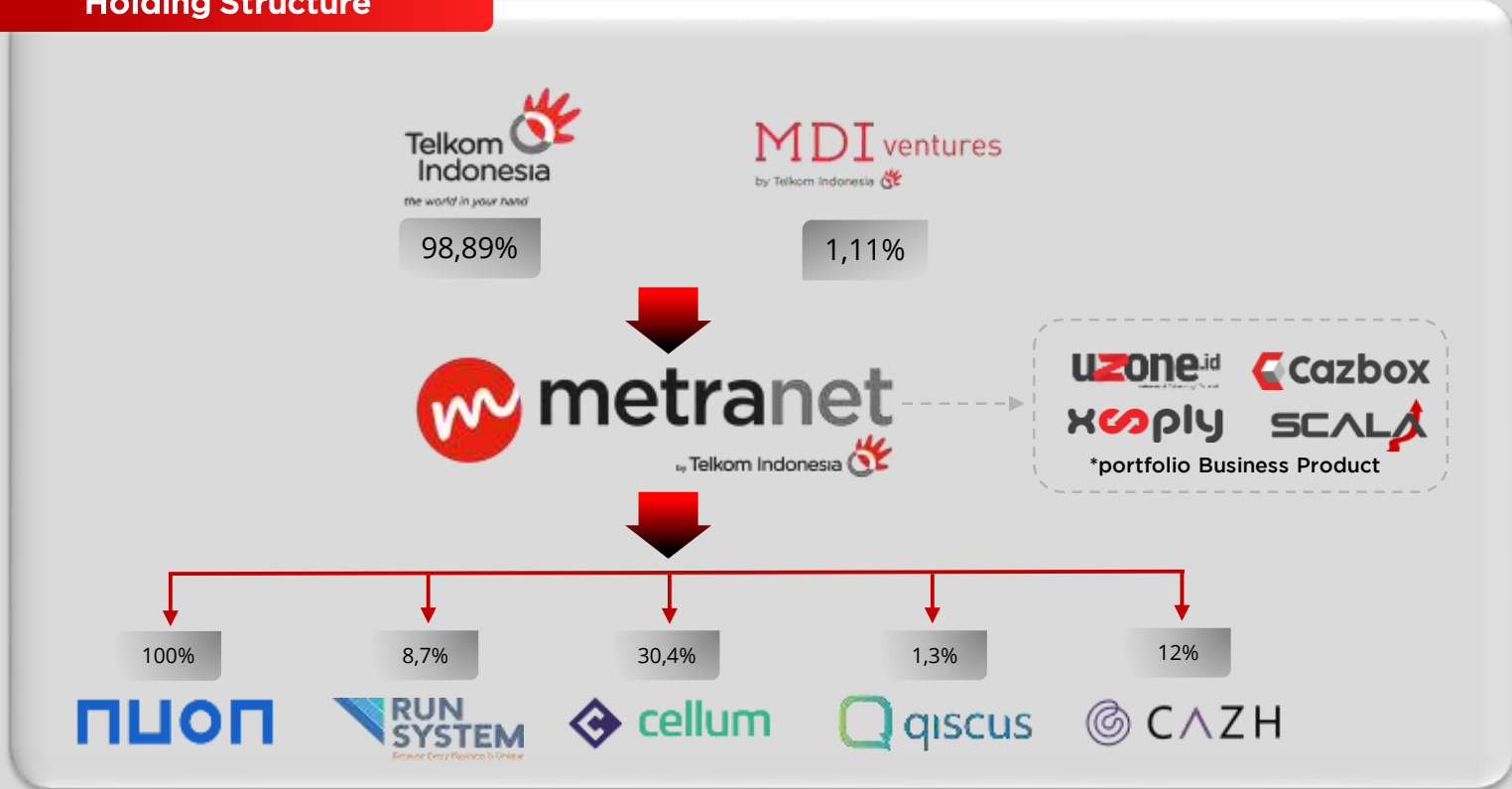
Risk Project Assessment



Internal Audit



**Holding Structure**



\*last update 28 November 2023

**Subsidiaries**

**NUON**



Nuon Digital Indonesia was formed in 2010 as a joint venture. After being fully acquired by Telkom Indonesia, Nuon Digital Indonesia has become a subsidiary of Metranet since 2022. Nuon Digital Indonesia focuses on Game Publishing activities on PC/mobile, music streaming, and Over The Top (OTT) media services, and ticketing

Further information:  
[www.nuon.id](http://www.nuon.id)

**RUN SYSTEM**  
Enterprise Resource Planning & ERP



RUN System is a software provider startup that focuses on developing enterprise resource planning (Enterprise Resource Planning/ERP). RUN System has become a Metranet subsidiary since it was converted into a Convertible Note in 2020.

Further information:  
[www.runsystem.id](http://www.runsystem.id)

**cellum**



Cellum is a Hungary-based multinational mobile wallet provider. Metranet acquired Cellum in 2018. Cellum enables mobile operators, banks and providers to offer mobile commerce services including bill payments and loyalty programs. Transactions via smartphones are easier, safer, and cover all mobile commerce.

Further information :  
[www.cellum.com](http://www.cellum.com)

**qiscus**



Qiscus is a service for optimizing communication between various businesses and their customers. Qiscus provides a solution for customer service chat by using multiple channels and Chat SDK to build scalable and reliable chat features. The solutions offered are Qiscus Multichannel Chat, WhatsApp Business API, CRM, Qiscus Robolabs, and Messenger API for Instagram.

Further information :  
[www.qiscus.com](http://www.qiscus.com)

**CAZH**



CAZH is an integrated business ecosystem, supported by a reliable and sophisticated Cashier (Point of Sale) application, complete business reports & can be monitored anytime and anywhere Integrated with a digital payment system Affordable and transparent prices and no additional fees.

Further information :  
[www.cazh.id](http://www.cazh.id)

## Portfolio Business Product



**Advertisement Media  
Platform**

**Uzone.id** is an online media, with a focus on providing information about gadgets, technology and automotive information for the urban community especially millennials.

Uzone.id provides Video and event production services, from planning to execution.

Uzone.id is also equipped with advertising and growth hacking for the corporate (enterprise) and government segments, which optimizes digital inventory: WhatsApp, SMS, Wifi.id, Google Ads and Facebook Ads.

Further information : [www.uzone.id](http://www.uzone.id)



**Community Solution  
Platform**

**Cazbox** provides digital product distribution services through middleware that is managed independently. Management of digital daily needs products (pulse, data, electricity vouchers, etc.) is bundled in a transaction-based service and also reward points for the enterprise segment and corporations. In addition, this business portfolio also aggregates digital content (video and education content) which is distributed through several digital channels.

Further information : [www.cazbox.id](http://www.cazbox.id)



**B2B Marketplace  
Platform**

**Xoopy** is a B2B e-Commerce platform that provides business needs such as stationery, consumer goods, electronics, custom products, and various Maintenance, Repairing & Operations (MRO) products and other services.

Xoopy also provides an end-to-end white labeling platform xoopy.id with its operations and infrastructure.

Further information : [www.xoopy.id](http://www.xoopy.id)



**Digitalization Enabler  
Platform**

**SCALA** provides a B2B Platform Framework and solutions for digital business transformation based on data analytics, Enterprise Resource Planning, Cybersecurity and digital signatures. With a focus on managing company management such as Digital Talent, Legal Management, Financial Management and Project Manager. In addition, Scala also has a focus on managing Start-Up to become digital products that are ready for Go To Market (GTM) by targeting companies (enterprise) and government.

Further information : [www.scala.id](http://www.scala.id)

**Board of Director**



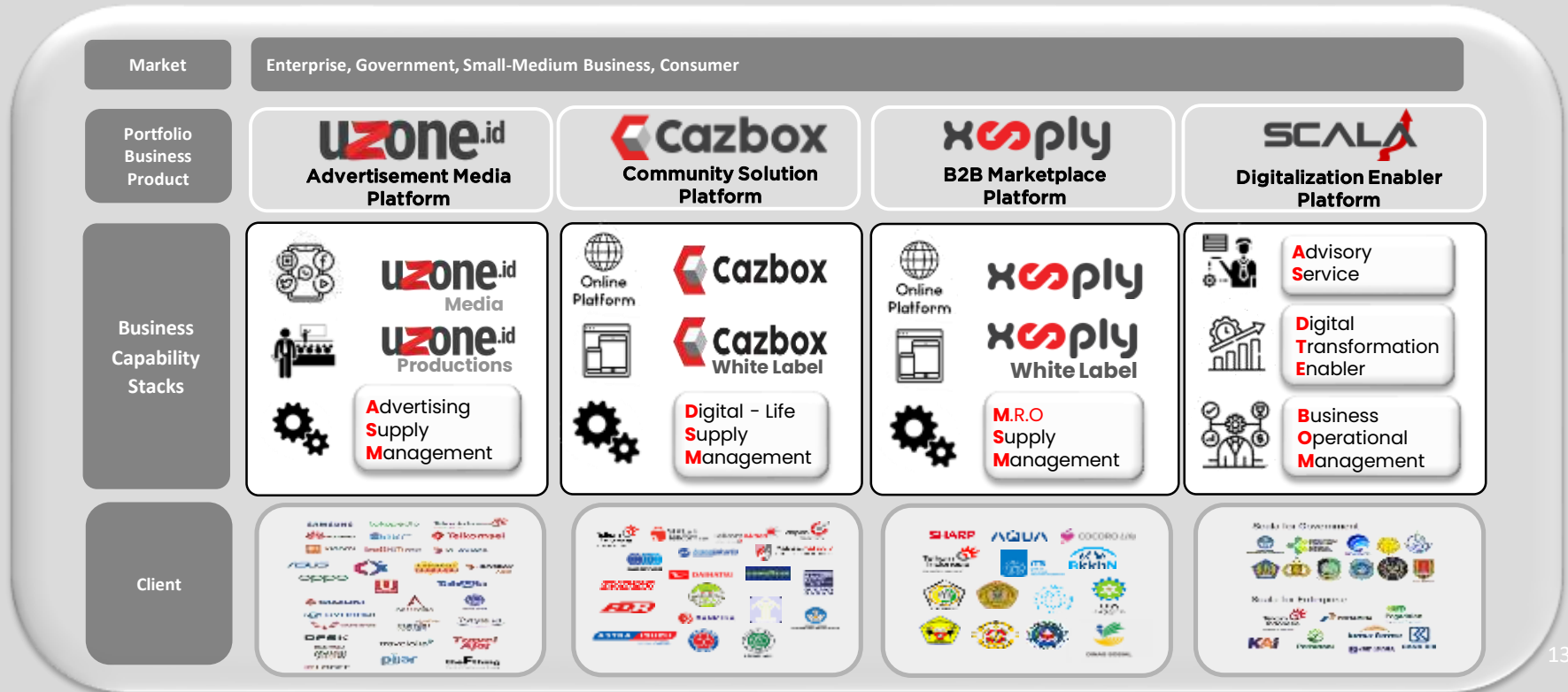
**Didik Budi Santoso**  
Chief Executive Officer



**Faisal Yusuf**  
Chief Business Officer

**Portfolio Business**

As a digital enabler company, Metranet focuses to developed 4 portfolio business product to accelerate TelkomGroup's digital business.



## Our Story

**uzone.id**

An online media portal that focuses on the latest gadget, technology, automotive, and digital lifestyle for urban communities, especially millennials

**uzone**  
Productions

Specializing in the creation of videos and events that we design, plan and manage every project from conception to execution

**A**dvertising  
**S**upply  
**M**anagement

A solution for growth hacking operations, digital marketing and omni channel communication in Indonesia

### Unique Value Proposition

1. Uzone digital channel provides an end-to-end solution for B2B2C businesses to increase product awareness using various mediums such as media, advertising inventory, and events.
2. Provides in-depth coverage and insights on the latest developments in the gadget, technology, and automotive (GTO) industries.
3. Has a wide distribution channel starting from social media and Telcos Inventory

### Our Segment

1. Enterprise
2. Government
3. Brand Gadget, Technology, and automotive

### Success Stories

Uzone.id successfully held the annual Uzone Choice Award 2022 event which took place at Bengkel Cafe, SCBD. The event was attended by 23 brands and 10 agencies from the technology and automotive industries, with a total of 150 invitees.



#### Bremm Journey

Bremm Journey is our program to explore tourist villages in Indonesia in an edutainment format. We make a collaboration with local community and also with government province. We usually make this journey with cars or bikes while we review it on the road.



#### Uzone Gladiator Arena

Broadcast live via Game On Uzone's YouTube channel with a total audience of 10,474 Playoffs and Grand Finals with 227 thousand views.



## Our Story



Cazbox as product inventory manager and distribution platform that distributes various digital products such as billers, pre-paid vouchers, games, and other digital products.



Cazbox white - label is a community digitization platform such as a cooperative or corporation to facilitate its members in transactions and interact through digital daily needs features.

DIGITAL - LIFE  
SUPPLY  
MANAGEMENT

A solution for interact through digital daily needs features such as purchase credit vouchers, data packages, PLN, e-wallet top ups, bill payments, mini-commerce, forums, to banking service.

### Unique Value Proposition

1. Offering a pre-approval loan system that streamlines the loan application process for customers, resulting in faster and more efficient approvals.
2. Providing a comprehensive payment solution with a complete PPOB integrated system, that allows customers to pay bills, purchase goods and services, and transfer money seamlessly.
3. Offering a white labeling and MS services for other brands, allowing them to customize and brand the Cazbox platform as their own.

### Our Segment

1. Local Government Services
2. Government Agency Services
3. Central Government Services
4. Manufacture Business Services
5. Commerce & Community Services
6. Education Management Services
7. Vas, Content & Service Provider

### Success Stories

BKKBN utilizes the Cazbox platform to support 14,300 people as the Family Assistance Team (Stunting Prevention Program)



Cazbox integrates with the Cocoro Life platform owned by PT Sharp Trading Indonesia with e-wallet top up products, credit and PLN vouchers.



Cazbox has a recurring collaboration with PT Technology Kawasan Bahagia in the form of supplying gift vouchers.



## Our Story



The B2B e-commerce platform provides business needs such as stationary, consumer goods, electronics, custom products.



XOOPLY white-label is a platform for the commercial needs of the business segments of distributors, manufacturers, wholesalers, and suppliers.

**M.R.O**  
Supply  
Management

Perform operational management services such as and various Maintenance, Repairing & Operation (MRO) products and other services.

### Unique Value Proposition

1. Flexible & adaptable B2B Commerce platform with competitive price due to strong partnership from multiple principal and vendor.
2. Pay as you go commercial scheme
3. Wide networking & coverage throughout Indonesia supported by PT Telkom Indonesia.

### Our Segment

1. Regional or National Government
2. Education Segment
3. Enterprises / Private Company

### Success Stories

**Metranet** via xooply.id has been registered as a LKPP reseller. There are 29 total principles and progress of cooperation and there are 14,000 SKUs.



Recurring revenue since 2021 with PT Maju Telekomunikasi Batam and Astra DSO for gadget supply needs.



**Metranet** runs PadiUMKM Manage Services to make transactions easier for MSME players in Indonesia.





## Our Story



### Advisory Service

Providing consulting services for startups, corporate startups, or even large-scale companies or governments for strong digitalization developments.

### Digital Transformation Enabler

Perform services to accelerate the **go-to-market** of a product from the end user also a strategic and tactical perspective to build strong digital companies.

### Business Operational Management

Perform operational management services such as talent management, financial management, legal management, project management.

## Unique Value Proposition

1. Strong portfolios and proven framework to scaleup digitalization for Government, Enterprise and Corporate Startup Segment
2. Accelerate and Nurture Digital Innovations to Support Business Needs
3. Proven Accelerate and Nurture Startup portfolios for recommendation DigiCo for Startup Exit Strategy
4. Wide networking & coverage throughout Indonesia supported by PT Telkom Indonesia.

## Our Segment

1. Banking SOE Management Services
2. Healthcare & Welfare Service
3. Private & National Banking Service
4. Financial Management Services
5. Energy & Resources Service
6. Local Government Services
7. Government Agency Services
8. Central Government Services

## Success Stories

**Scala** with Enterprise Analytics capabilities. Develop and build big data, end to end solutions. The following is the total number of successful StartUps and Talents develop by Metranet:

**Start Up : 186 Talent : 1.058**

**Scala** with Enterprise facilitates the implementation of New Student Admissions (PPDB), This service is provided using Web and Cloud Computing Technology which can help schools carry out PPDB Services more easily, quickly, transparently, accurately and accountably online on the Internet.

**Scala** with Business Operations Management capabilities Perform talent management, financial management, legal management, project management of Govtech Edu.



**Our Partners**



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