MMA IMPACT
#SHAPETHEFUTURE
JAKARTA, INDONESIA

Connect the Unconnected

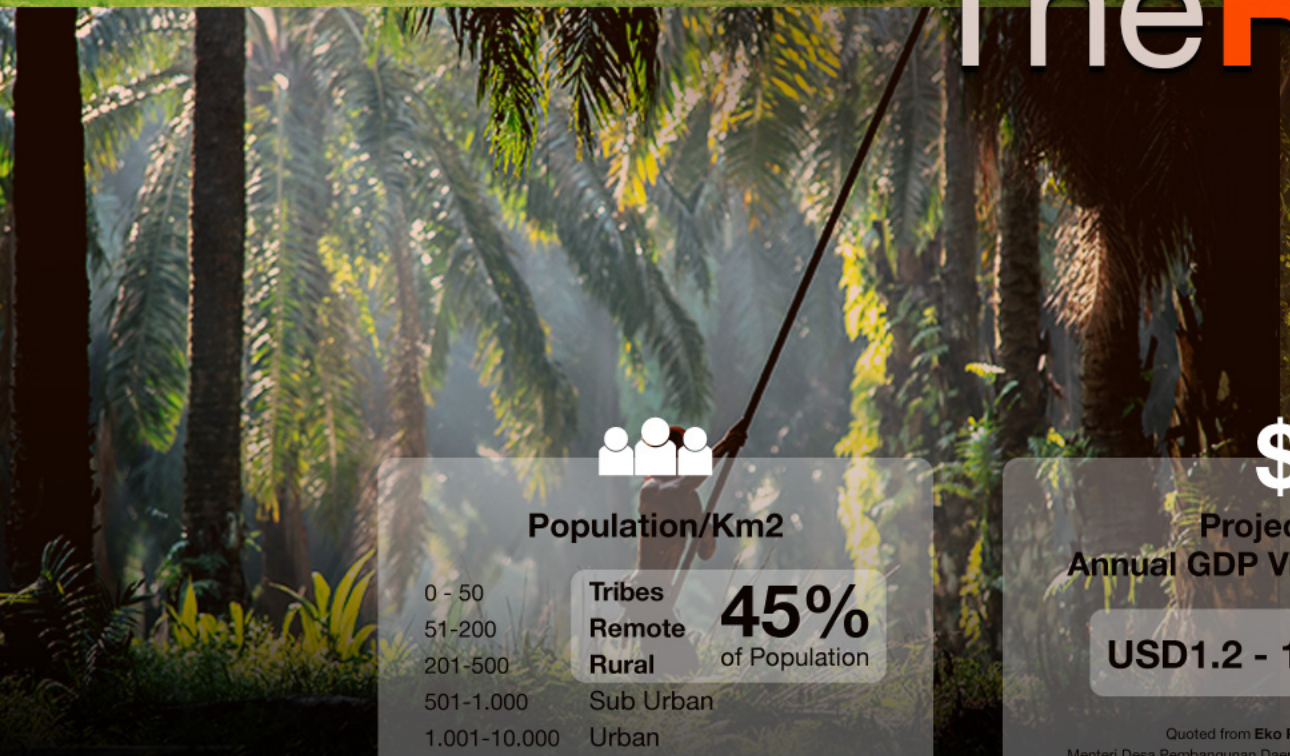
Larry Ridwan
Chief Executive Officer
Net1 Indonesia

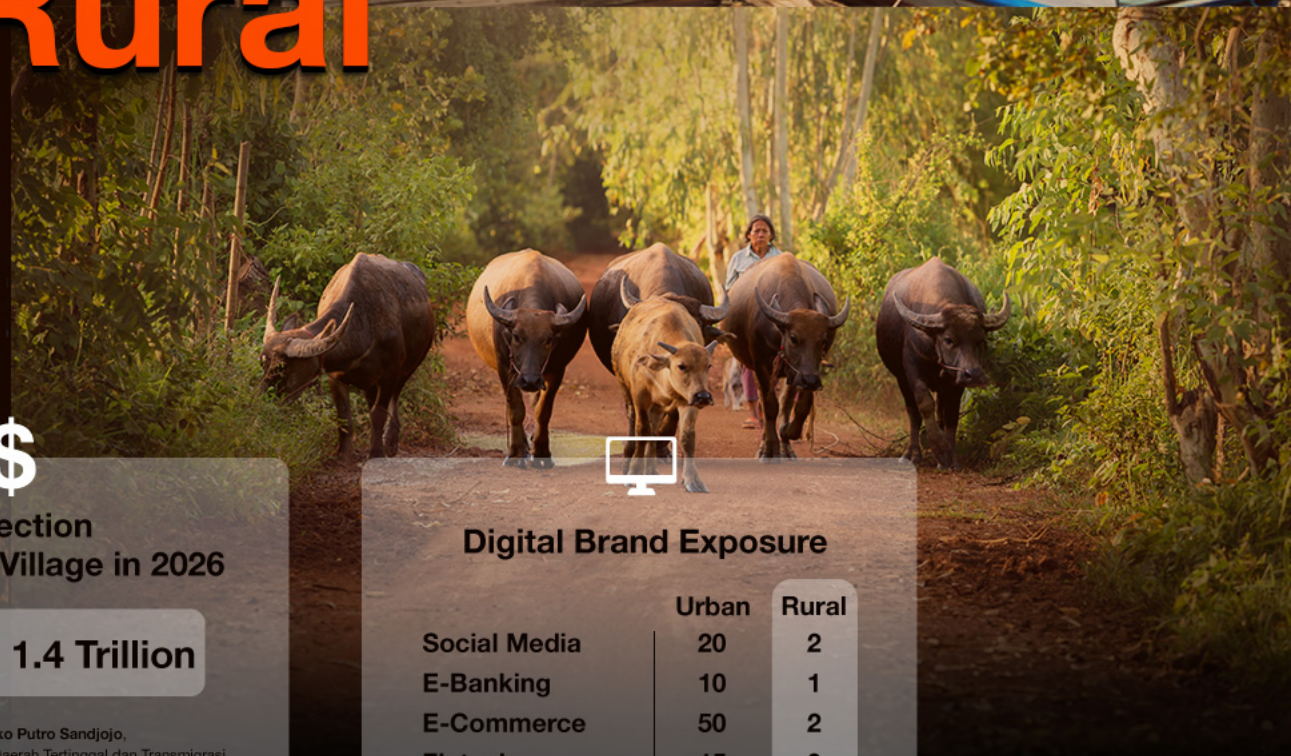
MMA
MOBILE MARKETING ASSOCIATION





The Rural





Population/Km2

0 - 50	Tribes Remote Rural
51-200	
201-500	
501-1.000	Sub Urban
1.001-10.000	Urban
10.000-Above	Dense Urban

45% of Population

$ Projection Annual GDP Village in 2026

USD1.2 - 1.4 Trillion

Quoted from **Eko Putro Sandjojo**,
Menteri Desa Pembangunan Daerah Tertinggal dan Transmigrasi
@detikNews

Digital Brand Exposure

	Urban	Rural
Social Media	20	2
E-Banking	10	1
E-Commerce	50	2
Fintech	15	0

The **Journey**


Jakarta
3 Hours
Kendari


Kendari
3 Hours
Kec. BATUKARA
Desa Lanobake
1 Hour
Raha, Pulau Muna
Pure, Pulau Buton
1 Hour



Video Call Session

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Demographic



Infrastructure



People



Connected Villages



More Than

45,000

Villages

More Than

160,000

Subscribers

Number of MitraNet1	**5,000**
Number of LoketNet1	**750**
Number of Kios WiFi	**1,200**

As per September 2019

As per September 2019 Soon

Touch our End Customers with **Prepaid & Postpaid product**

About **160.000** Customers until end of September 2019





Data Package

6GB 2GB + BONUS 4GB | **15GB** 5GB + BONUS 10GB | **33GB** 11GB + BONUS 22GB

Penetrating the (even) lower income segment with **KiosNet1**

About **100.000** hourly wifi token are sold/month.



Not only an Internet hub, people can also pay utilities

BPJS Kesehatan · PLN · pdam · Direktorat Jenderal Pajak

tokopedia · Google Play · e-money · GrabPay · GO PAY · cash · WOM finance · MPM finance

Voucher game online · TV Berlangganan

Footprint







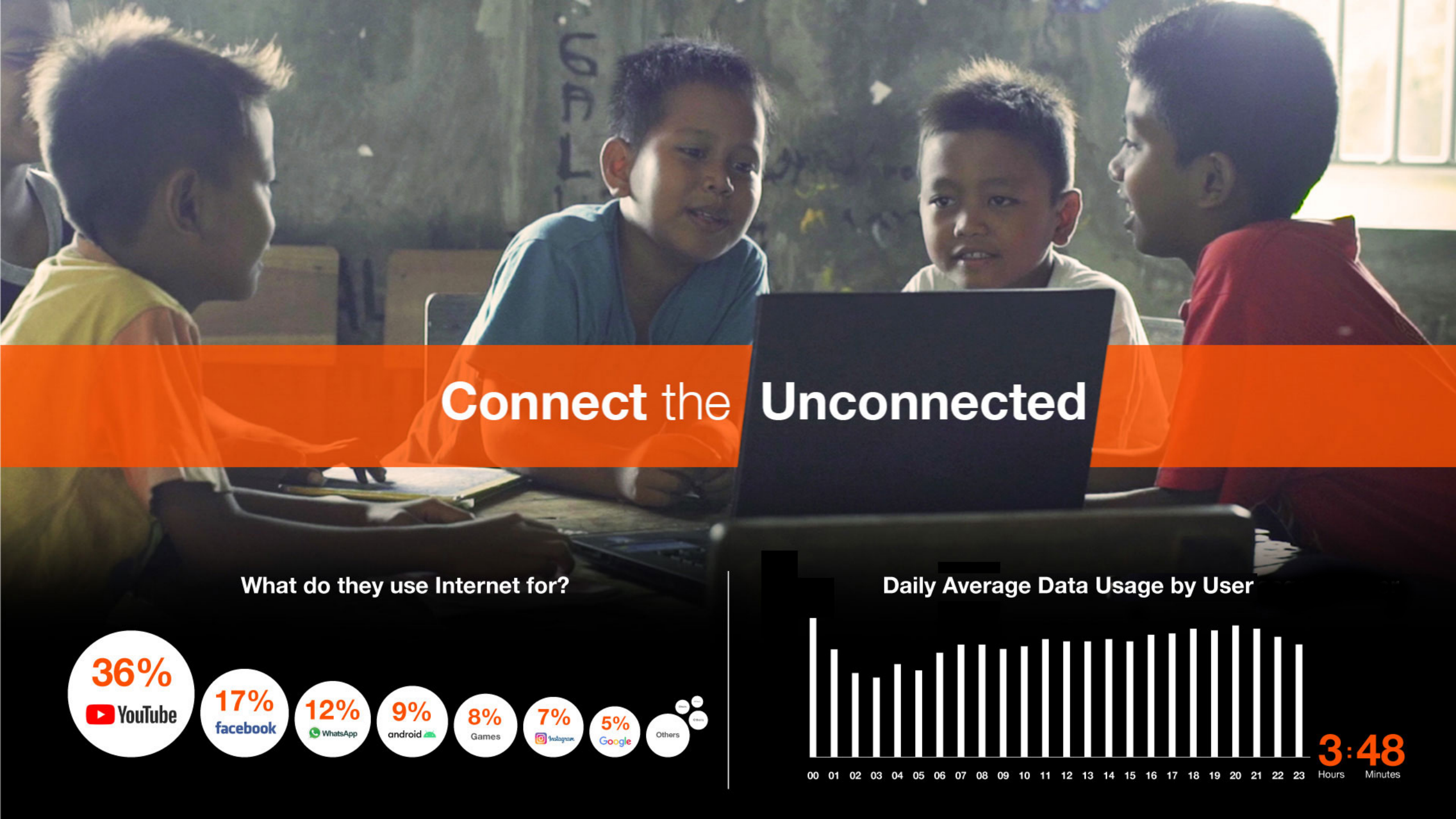




Net1 Team



MitraNet1



Connect the Unconnected

What do they use Internet for?

Daily Average Data Usage by User

3:48
Hours Minutes



Digital Ecosystem in **Rural**

THANK YOU

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