

Indonesian Distributor for Major FMCG Principals



2012

Established

\$232M

2022P Revenue

\$19.1M

2022P Gross Profit

Supported by Strong Technology

The Company utilizes technology in its operations in order to provide a uniquely efficient, effective, and convenient service for principals.



Transparent & Effective

Enables principals to view the business transparently and optimize effectiveness in traditional sales channels.



Highly Efficient

End-to-end process that allows for a unique 1-day settlement policy, thus generating efficiency in working capital, human capital, and business process.



Convenient for Principals

The Company provides detailed financial and sales reports for Principals to aid them in Distribution Management.



Access to Large Difficult-to-Reach Segment of Retailers

The Company provides access to the large, yet difficult to reach, segment of retailers in Indonesia, which account for the majority of retailers in the country.

Massive Sales Coverage

- **65** Branches
- **60K+** Retail Stores
- **12K** Whole Sellers
- **1.3K+** Employees

Key Partners of The Business



Outstanding Reputation Among Top FMCG Companies

- 1st Rank Distributor by Unilever General Trade
- 1st Rank Distributor by Nestle General Trade
- 1st Rank Distributor by Unicharm General Trade

Team Information

Founder & CEO

- Over 15 years of experience in the FMCG industry
- Founder and President Director of a (motorist) distribution company
- Advisor of a Business Ecosystem Solution that aligns principals, distributors, wholesalers, and retailers.

Co-Founder & COO

- 15+ years of experience in the FMCG industry
- Commissioner of a motorist distribution company.
- Advisor of a Business Ecosystem Solution that aligns principals, distributors, wholesalers, and retailers.

Financials (USD)

	2021	2022P	2023P	2024P	2025P
Revenue	\$136.5M	\$232M	\$447.6M	\$739.3M	\$1.1B
Gross Profit	\$11.7M	\$19.1M	\$35.9M	\$59.8M	\$93.0M
Net Profit	\$628.0K	\$5.4M	\$14.4M	\$33.6M	\$52.5M
Adj. EBITDA	\$4.6M	\$10.2M	\$16.7M	\$35.9M	\$57.2M

The projected revenue is expected to be over \$1.1B as new warehouses are being established

Seeking Growth Capital