

PUBLIC EXPOSE

BALI UNITED

2023-2024

PT BALI BINTANG SEJAHTERA TBK

TODAY'S AGENDA

PUBEX 2024

COMPANY STRUCTURE & OVERVIEW

BUSINESS HIGHLIGHTS & DEVELOPMENT

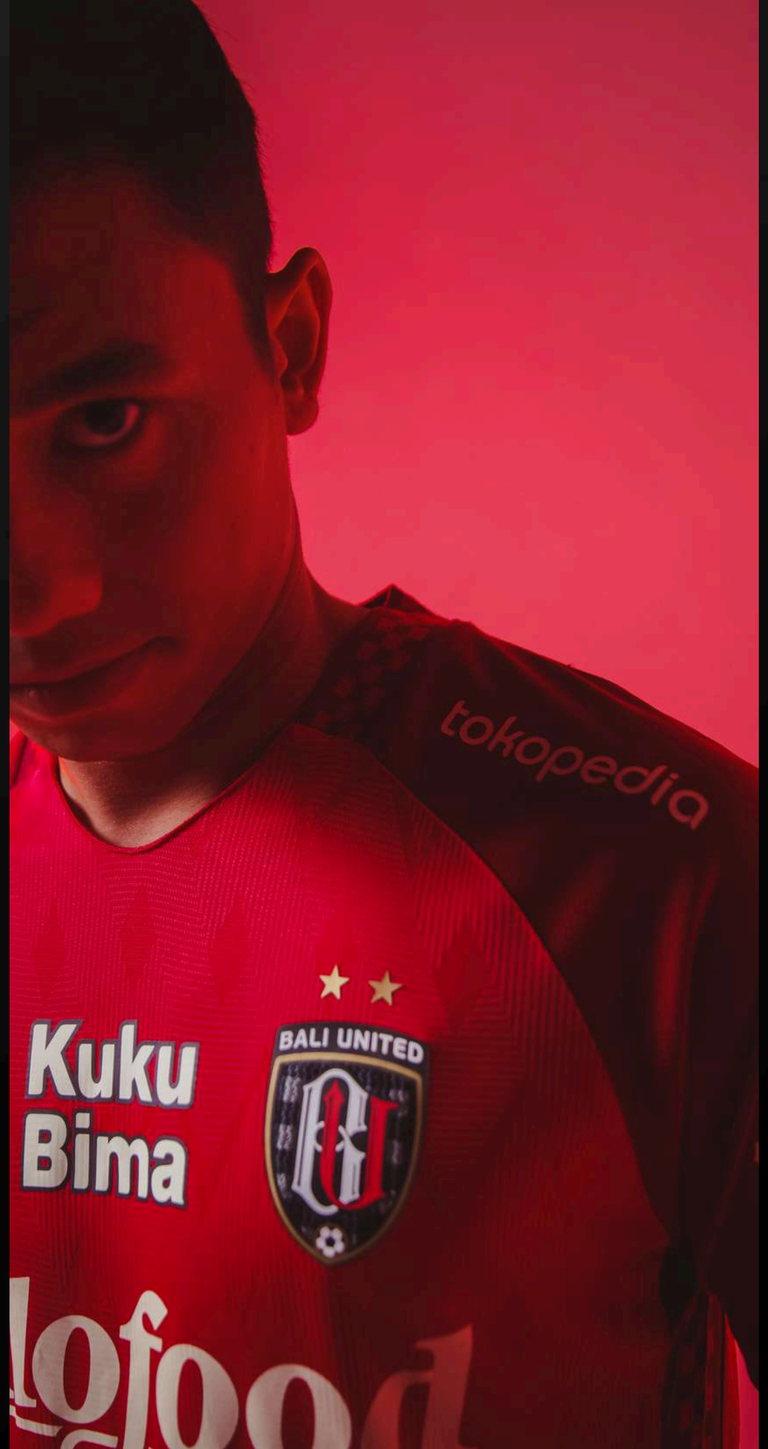
- SPORTS : FOOTBALL & BASKETBALL
- SPORTS ASSETS : BALI UNITED ASSETS UPDATES
- THE FUNNEL OF FANDOM : INNOVATION &ACHIEVEMENT
- SERVICES GROWTH AND NEW BUSINESS MODEL

FINANCIAL HIGHLIGHTS

BUSINESS ROADMAP 2024

VISION

Be the pioneer in creating the new economy for sports, entertainment and technology to shape Indonesia's future



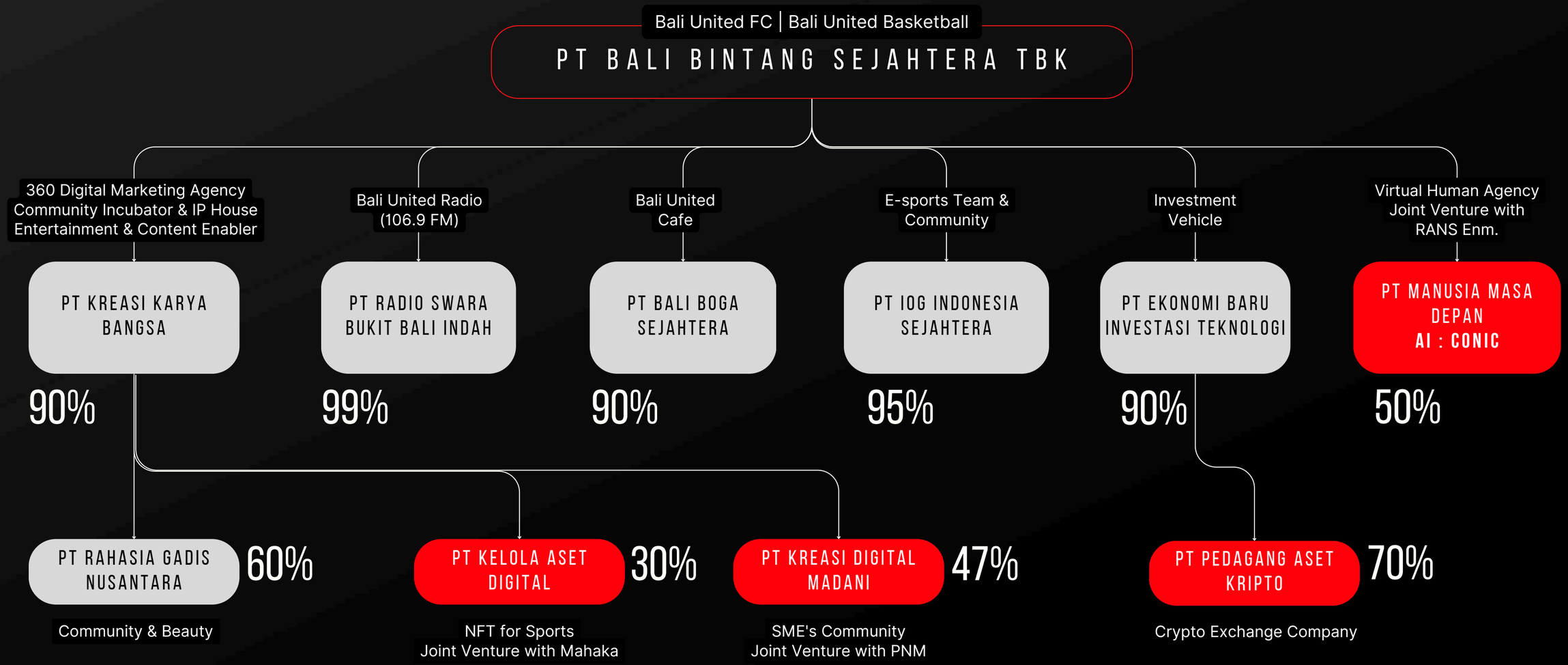
MISSION

Establish Bali United as the leading brand in sports in Indonesia and on a global scale

To be the largest fans experience ecosystem. To incubate communities and give them platform to tell their stories

Invest in ground breaking new economy opportunities in technology and entertainment to drive long term growth

COMPANY STRUCTURE



BOARD OF COMMISSIONERS



JEMY WIYONO PRIHADI

President Commisioner



EDY SOEHARTONO

Commisioner



ANDY F. NOYA

Independent Commisioner

BOARD OF DIRECTORS



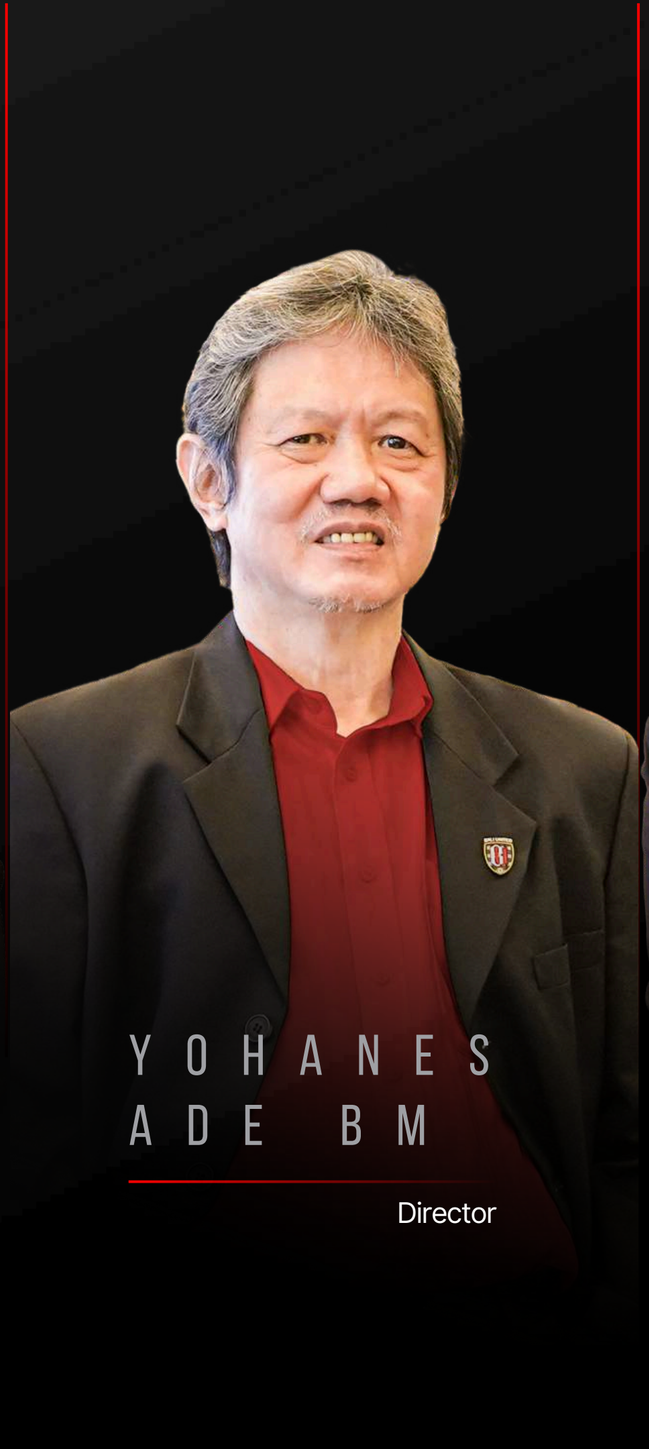
YABES TANURI

President Director



PUTRI SUDALI

Director



YOHANES ADE BM

Director



KATHARINE WIANNA

Director

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BUSINESS ROADMAP 2024

BALI UNITED FC
HIGHLIGHTS OF 2023

2015

Bali United FC founded

2017

Runner-up in Liga 1,
Compete in AFC Cup

2019

IPO as the first football club in SEA,
Champions of Liga 1 2019

2022

Launched Baliverse NFT,
Back to back Champions of Liga 1 2021/2022

2023

Bali United becomes the Indonesian representative for Asian Champions League 2023

2024

Playoff Championship Series 2024
Bali United football grassroots academy





BALI UNITED BASKETBALL
HIGHLIGHTS OF 2023

2020

Bali United Basketball Club founded

Finished with winning record, 4th in Division

Formed U-15 and U-19 teams for talent regeneration

Thriving social media presence
4th in number of followers among IBL teams
1st in engagement rate among IBL teams

2023

PLAY OFF IBL TOP 8

2024

IBL NUMBER 6 ON THE TABLE







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BUSINESS ROADMAP 2024

BALI UNITED FC STADIUM

FIFA STANDARD STADIUM FOR INTERNATIONAL MATCH

AFC CUP

FIFA

Bali United's I Wayan Dipta as host of AFC in September 2022

Newly renovated to host Worldcup U20 in 2023 to **17,000 seats**

Hosting AFC WOMEN'S ASIAN CUP 2024





BALI UNITED FOOTBALL RELATED EVENT

PT Bali Bintang Sejahtera Tbk is currently using 3 fields and other supporting facilities at Bali United Training Center, Gianyar. Bali United is renting the land owned by PT Bina Raya Perkasa.







2023

- Training camp for World U-17 teams : Poland, Mexico, Japan, Canada, USA
- Host friendly match for Worldcup U-17 Poland vs Argentina

2024

- Host of AFC U-17 Women's Asian Cup
- Host of Bali 7s International Youth Tournament (upcoming)

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FINANCIAL HIGHLIGHTS

BUSINESS ROADMAP 2024

UNITED CREATIVE

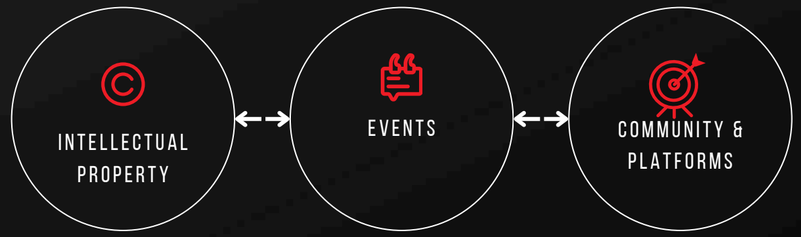
THE LARGEST FANS EXPERIENCE ECOSYSTEM

PUBLIC EXPOSE 2024

2024 BUSINESS MODEL

PRODUCT

INTELLECTUAL PROPERTY & COMMUNITY



SERVICES

SERVICES & ASSETS



MEDIA

AMPLIFIER



RETAIL

B2C PRODUCTS



PUBLIC EXPOSE 2024

OVERVIEW OF PRODUCT

INTELLECTUAL PROPERTY©
75 MIO+ FANS ACROSS ALL PLATFORM

MULTIPLE PASSION POINTS

SPORTS 16 MIO+	MUSIC & ENTERTAINMENT 17 MIO+
WOMEN EMPOWERMENT 5.5 MIO+	FOODIES 8.2 MIO+
GEN Z AND WRITERS 8.3 MIO+	SME(S) 2.2 MIO+
HEALTH 6.5 MIO+	ONLINE DRIVER 4.5 MIO+
RELIGION 6.5 MIO+	ESPORTS 1.8 MIO+

200+ IP PRESENCE STRONG IN **GEN Z & MILLENNIALS**

KVIBES.ID · jvibes ジェイ・バイブス · musicAmp · DRAMA OJOL.ID · rahasia gadis · tulisan alam · Laper Story · Video Masak · Menu Sehari Hari · Sholehah Story · khazanah almahida KREATIF · DUNIA KESEHATAN · Island of Idols IOG · Pengamat Sepakbola · Bali United · Bali United · AI:CONIC HOME FOR VIRTUAL BEING

OFFLINE ROADSHOW EVENT IP

180+ EVENTS | 20+ CITY | 800,000 ATTENDANCE IN 2023

Big IP Festival with more than **20,000+ attendance**

THE Girl FEST · FANDOM SUPER LAND BY UNITED CREATIVE · FESTIVIBES · HELLOWEEBS ハロウィブス

Medium to small event scale with **500-5,000+ attendance**

NORAE VIBES · #Let's Talk About · TENDA BROJOL TEMU CANDA BARENG DRAMAOJOL · Obrolan Senja Seputar Pra-Nikah & Jodoh Idaman · RUANG GANTI · Rahasia self-worth · LOGIN BATTLE SERIES

INCUBATE & MANAGED 100% BY UNITED CREATIVE

PUBLIC EXPOSE 2024

FANDOM=CONSUMERS BUSINESS MODEL

FANDOM

- EVENT
- DIGITAL CAMPAIGN
- TALENT
- ADVERTISEMENT

COMMUNITY EVENT

MULTIPLE fandom based event

BRAND SOCIAL MEDIA

Managing Social Media for Indonesia big brands

SPORT MERCH

From official Bali United merchandise to casual sportswear

BRAND EVENT

Brand event with guaranteed attendees due to our fandom base

BRAND'S IP

Trusted agency for Brand's prestigious IP

CASUAL SPORTS

Diversivied Product Range

PROMOTOR

International fan meetings & concert

BRAND AMBASSADOR

Negotiating and bringing international artist as brand ambassador

BEAUTY PRODUCT

Diversivied Product Range

2023 KVIBES HIGHLIGHT

MEDIA & COMMUNITY MARKETING

17M+ FOLLOWERS

35 + FANDOMS

30K LEADERS IN WHATSAPP GROUPS

99M+ MONTHLY IMPRESSIONS

EXCLUSIVE INTERVIEW BY KVIBES



























PUBLIC EXPOSE 2024

2023 KVIBES INTERNATIONAL ARTISTS

PROMOTOR AND BRANDS

SUGA | D-DAY TOUR
BNI SPONSORSHIP

ZICO
TELKOMSEL PERFORMANCE

BLACKPINK
INDOMILK SPONSORSHIP

XODIAC
TELKOMSEL PERFORMANCE
SOLO BIRTHDAY CELEBRATION

KRUNK
INDOMILK RANDOM PLAYDANCE















2024 KVIBES INTERNATIONAL ARTISTS

PROMOTOR & BRANDS

NEW GLOBAL BRAND
AMBASSADOR

INTERNATIONAL
FAN MEETING ARTIST





NEW GLOBAL BRAND
AMBASSADOR

2023 COMMUNITY EVENT

festi vibes

10 CITIES

14 EVENTS IN 2023

400,000++ ATTENDEES

10MIO REACH/ EVENT









2023 COMMUNITY EVENT

NORAE VIBES

24 EVENTS IN 2023

2,000-4,000 ATTENDEES/EVENT

5,000,000 REACH/EVENT









2023 rahasia gadis WOMEN-DRIVEN IMPACT

MEDIA & COMMUNITY MARKETING

COMMUNITY AWARD OF THE YEAR FOR WOMEN EMPOWERMENT IN 2023 BY THE MINISTRY OF YOUTH

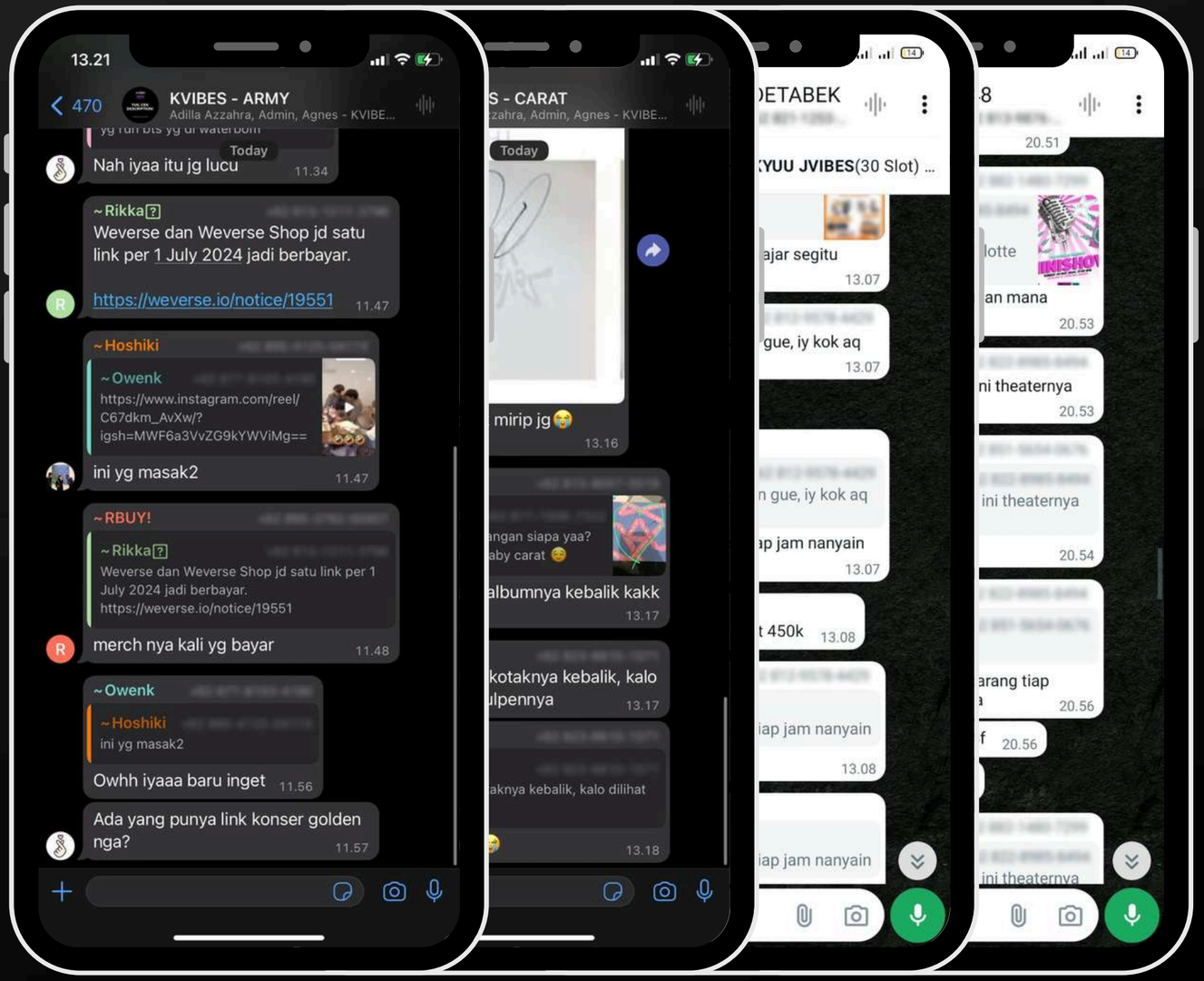
45 SCHOOLS & UNIVERSITIES VISITED

145 K+ ATTENDEES

178 M + SOCIAL REACH



2023-2024 DEEPER ENGAGEMENT WITH FANS



ACTIVE MEMBER 900K+

Managing more than 35k+ group chat on whatsapp, telegram & discord based on each of their passion points.

- Active database of fandom
- Understanding topics that matters to fans
- Creating campaign & conversation based on topics that's meaningful
- Research pool for marketing activity

2023-2024 Rahasia BEAUTY BRAND

RETAIL

#4 TOP TRENDING LIP PRODUCT ON TIKTOK

30,000+ PERFUME SOLD OUT

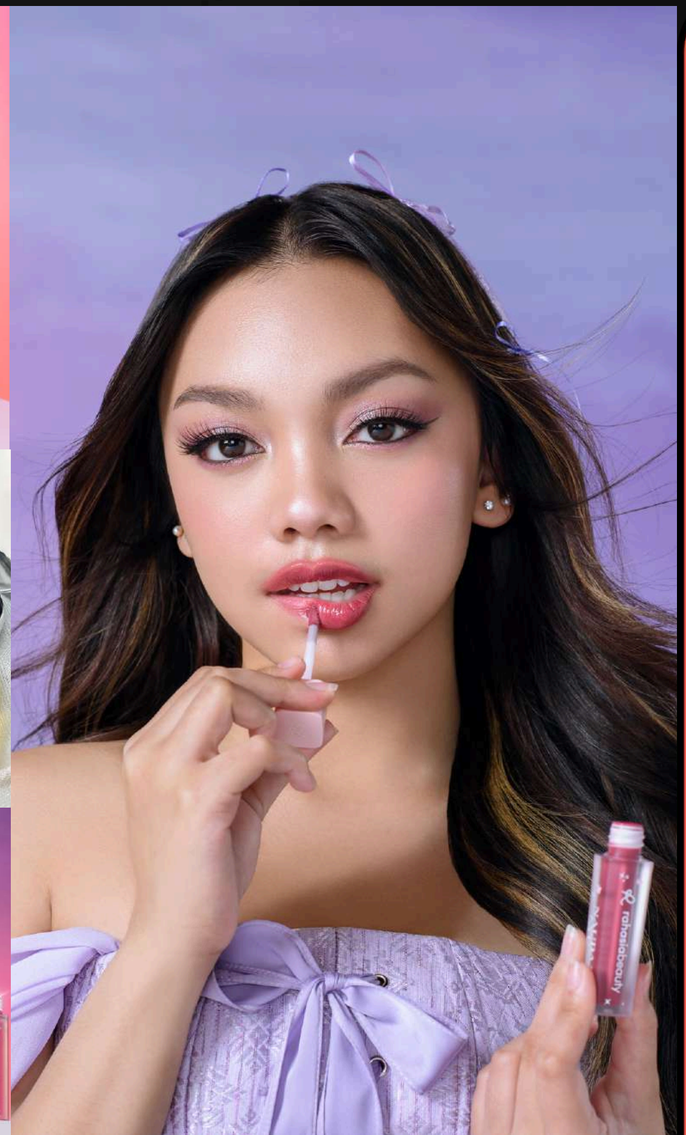
guardian

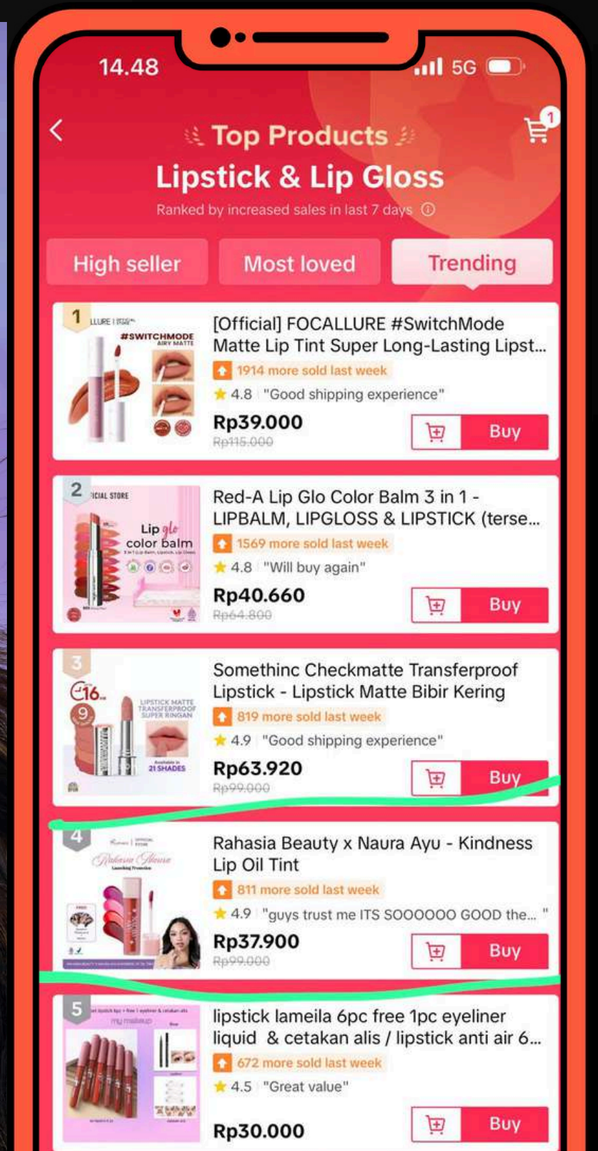
TRENDING PRODUCTS FOR PERFUME IN 2024



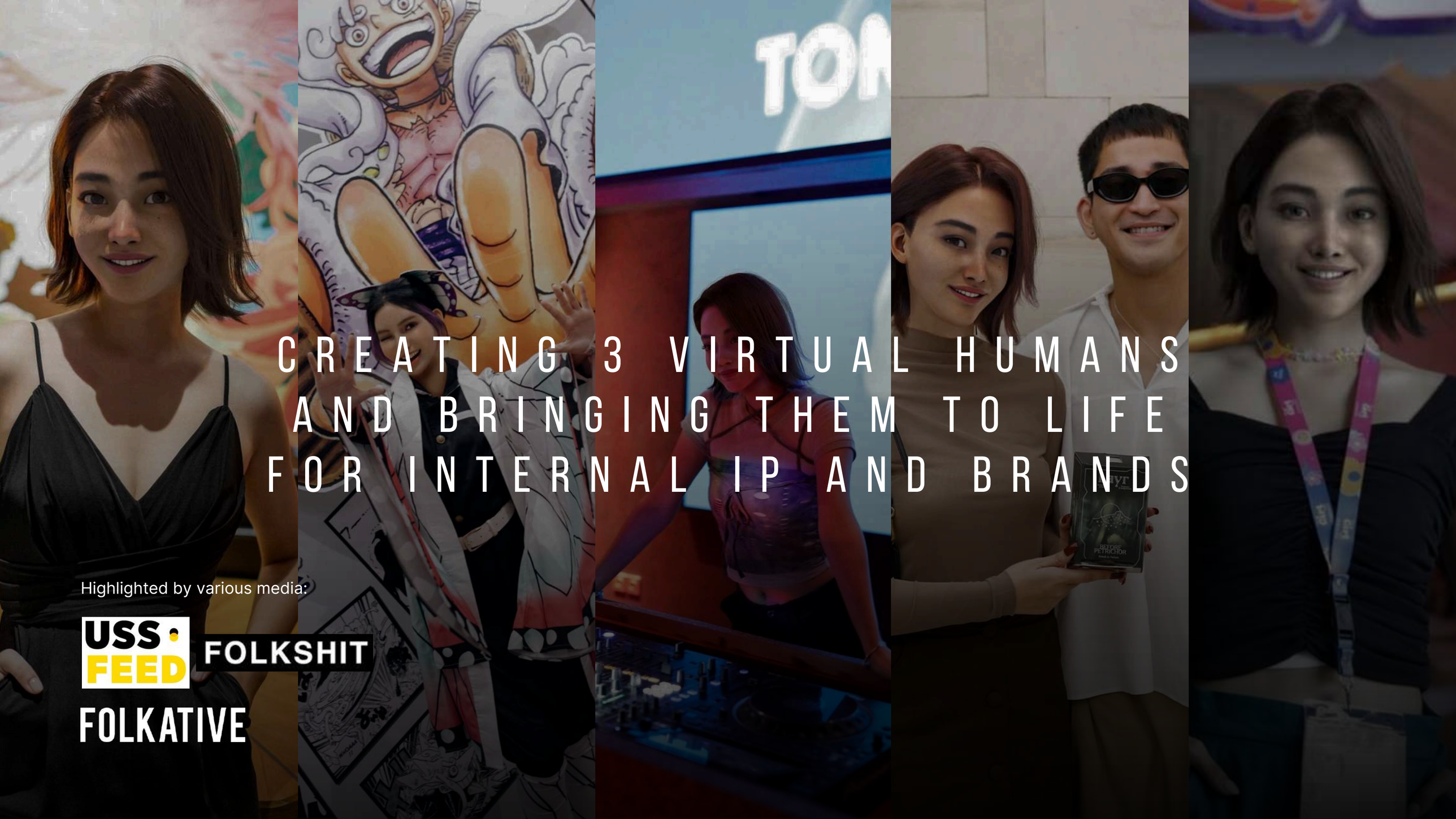








PUBLIC EXPOSE 2024



CREATING 3 VIRTUAL HUMANS AND BRINGING THEM TO LIFE FOR INTERNAL IP AND BRANDS

Highlighted by various media:

USS FEED

FOLKSHIT

FOLKATIVE

AI:CONIC
HOME FOR VIRTUAL BEING

BUSINESS EXPANSION

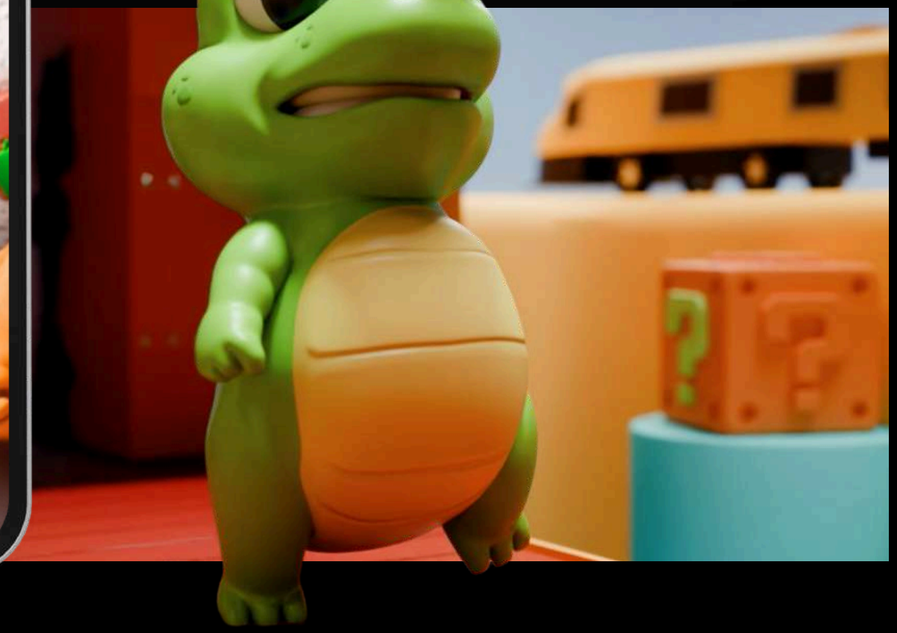
samville & friends

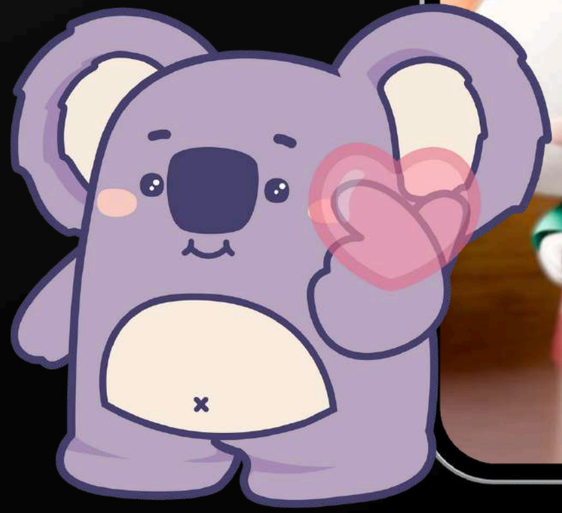
Partnership with Samville & friends for 3D and animation production house. A leading production company in Indonesia











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2022

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BEAUTY PRODUCT

Diversivied Product Range

LIVE STREAMING SERVICES

GROWTH ON LIVE STREAMING AIR TIME & PRODUCTION SPECIALIZED IN THE SPORTS INDUSTRY



BRI LIGA 1 · LIGA 2 · FIFA U-17 WORLD CUP INDONESIA 2023 · HSS · Kapal Api Group INDONESIA OPEN 2023

AS LIVESTREAMING PRODUCTION FIFA WORLDCUP U17, INDONESIA OPEN, HOLYWINGS SPORT SHOW

EVENT ORGANIZER & PLANNER

WIDER AREA, BIGGER SCALE

30 CITIES

12,000 ATHLETES

1,200 SCHOOLS

GRAND FINAL IN
ISTORA SENAYAN

AXIS NATION CUP

NATIONWIDE HIGHSCHOOL FUTSAL COMPETITION

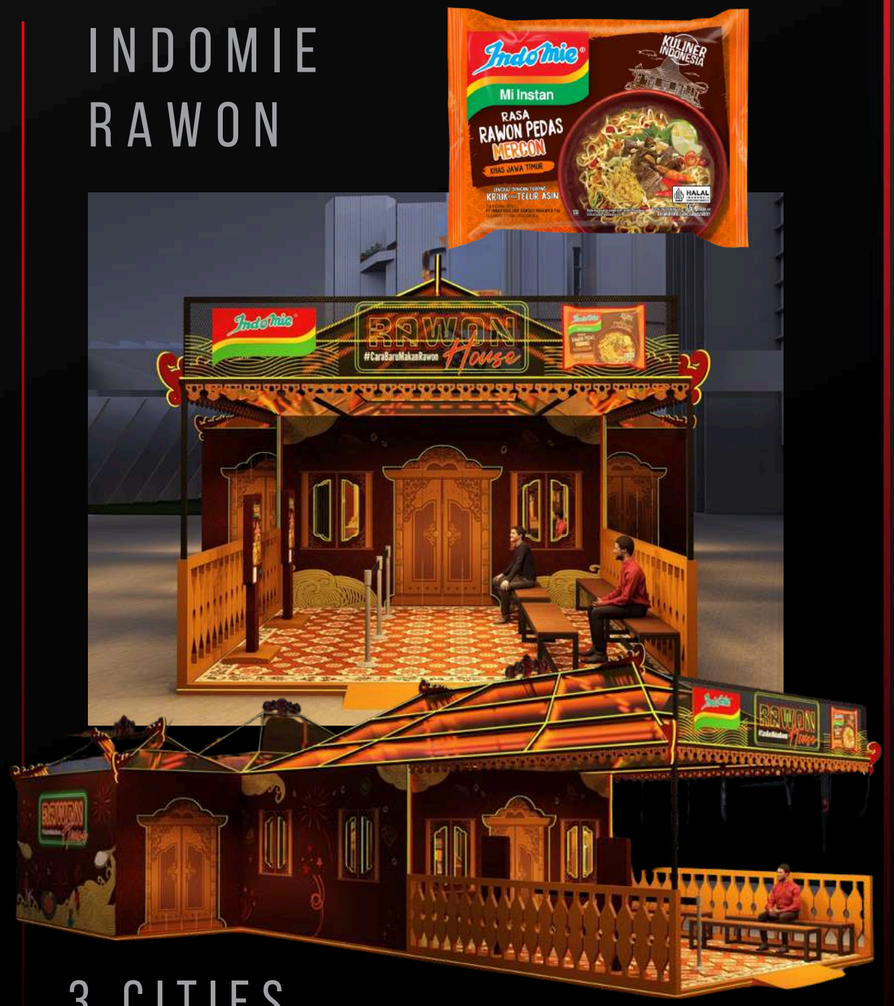








INDOMIE RAWON



3 CITIES

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BUSINESS ROADMAP 2024

INCOME: FY 2023 VS. FY 2022

	2023	2022	%	NOTES
Revenue	363.3	353.1	2.9%	Increased income at club management segment
Operating Expense	(437.9)	(327.5)	33.7%	
Operating Profit	**(74.6)**	**25.6**	**(391.4%)**	Increased operating expenses related to football and basketball activities, as well as increase in other fixed operating expenses related to company's businesss development
Other Income	76.6	6.8	1026.5%	
Tax (Expense) Income	(3.7)	(14.4)	(74.3%)	
Net Profit	**(1.7)**	**18.0**	**(109.4%)**	
EBITDA	**(44.5)**	**49.9**	(189.2%)	Increased other income is realized gain from stock investment

INCOME: Q1 2024 VS. Q1 2023

	Q1'24	Q1'23	%	NOTES
Revenue	56.6	83.0	(32%)	Decrease in revenue due to decrease in sponsorship income (Q1'23 = 45M and Q1'24=8.5M)
Operating Expense	(74.9)	(82.0)	(9%)	
Operating profit	**(18.3)**	**1.0**	**(1930%)**	
Other Income	18.4	40.1	(54%)	
Net Profit	**0.1**	**41.1**	**(100%)**	
EBITDA	**(11.1)**	**5.3**	**(309%)**	

REVENUE SEGMEN Q1 2024

	Q1'24	%	NOTES
Club Management	31.17	55.1%	Primarily from sponsorships, digital campaign and event organizer
Sport agency	24.6	43.5%	
Others	0.79	1.4%	
Total Revenue	**56.55**	**100%**	

BALANCE SHEET

	Q1'24	Q1'23	%
Asset			
Current asset	529.1	579.5	**(9%)**
Non-current asset	255.5	231.0	11%
Total assets	**784.6**	**810.5**	(3%)
Liabilities			
Current liabilities	41.1	44.5	(8%)
Non-current liabilities	16.4	10.6	55%
Total liabilities	**57.5**	**55.1**	**4%**
Equity	**727.1**	**755.4**	**(4%)**
Total liability + equity	**784.6**	**810.5**	**(3%)**

NOTES

- Healthy and nimble balance sheet with virtually no bank loans
- Net cash position provides flexibility to make investments and allow deployment of resources to strictly focus on growth

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BUSINESS ROADMAP 2024

BUSINESS ROADMAP 2024

- Growing football youth talent by holding Bali United Academy, Bali 7S International Youth tournament for business sustainability and the future of Bali United’s talents.
- Converting our fans into consumers. Diversifying and strengthening revenue streams through B2C (ticket sales, website monetization, merchandising and products sales)
- Growing retail products brand:
  - Expanding Rahasia Beauty’s products through collaborations with artists such as Naura Ayu and Cinta Laura
  - Penetrating the beauty market with more SKUs in the pipeline to target teens demography in cosmetics and perfume
- Growing services business through community marketing from end to end

OUR CLIENT & PARTNER

FMCG

Indofood · Indomie · INDOMILK · MAYORA · bogasari · CHITATO · Hers Protex · Bioré · emeron Complete Hair Care · CHARM

AUTOMOTIVE

KIA · NISSAN · WULING · CORSA · MOTUL · Mobil · INDOMOBIL GROUP · Achilles Radial · PLANET BAN

BANKING

BNI · BANK BRI · OVO · PINTU · ACA Asuransi · bareksa · mandiri · BANK INA Member of Salim Group

BEAUTY

MAYBELLINE NEW YORK · NIVEA · Rexona · POND'S · SCARLETT · MS GLOW Beauty Store

TELECOM

Telkomsel · AXIS · smartfren. · CBNfiber

OTT PLATFORM & OUT OF HOME MEDIA

NETFLIX · Vidio · viu · prime video · iQIYI iQ.com · noice · CHANNEL · MAX STREAM · StickEarn

ECOMMERCE

Shopee · iStyle.id · elevenia

FOOD AND BEVERAGE

OREO · FROZZ · Cornetto · ICHITAN · YoSeo · Genji · TOP Coffee

ELECTRONICS

SAMSUNG

AND MANY MORE

T H A N K Y O U

2023-2024

PT BALI BINTANG SEJAHTERA TBK