

JULO

# Advancing Financial Inclusion

*Responsible Lending for the Underbanked  
through Machine Learning*

# Agenda

- Overview
- Performance
- Success Drivers
- Team

## Indonesia

- World's 4th largest country (after China, India & USA)
- 270M+ population
- 17,000+ islands
- 5%+ GDP growth
- \$3,500 GDP per cap.



# Overview



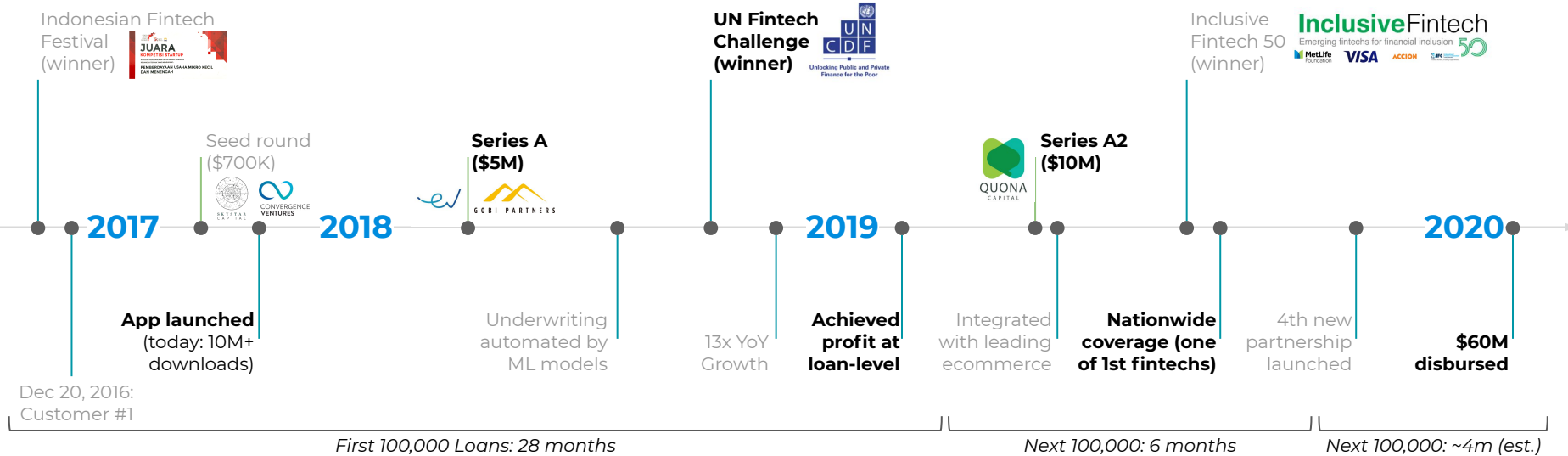
## MISSION

Responsible lending for underbanked  
using advance credit analytics

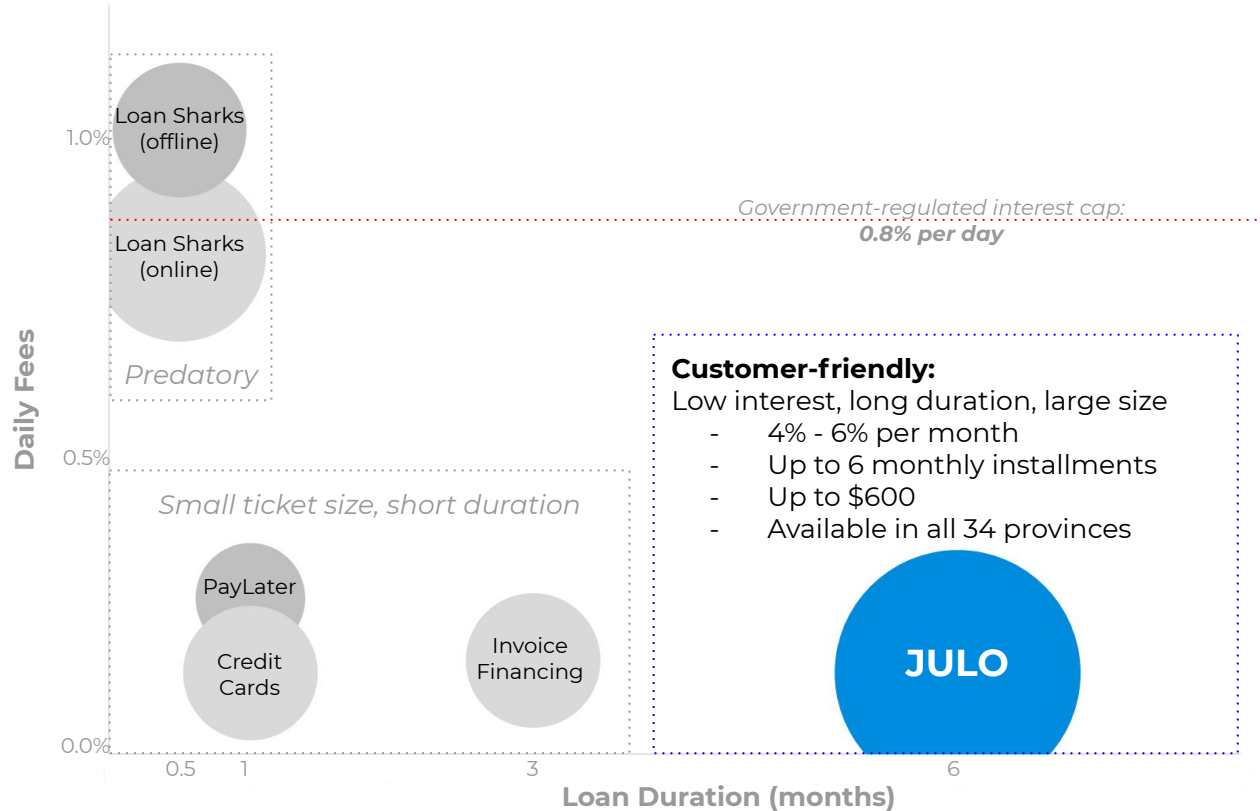
## VISION

Financial inclusion  
for all

# History



# Whitespace for consumer-friendly loans



## Opportunity

Indonesia is the world's 4th largest country and has quickly entered the digital age:

- Population: 270M+
  - Youthful: average age of 30
  - Online: 170M+ internet users
  - Tech adopters: P2P loans grew 5x over L12M
- Addressable Market: 130M+
  - Productive, yet underserved by traditional banks
  - Market opportunity for lending services exceeds \$8B USD



# Empowering our customers to fulfilling lives



"I opened a food stall with my 6-month, low-interest, JULO loan. Now I'm able to provide for my family and fulfill my entrepreneurship dream."

Aliske D.

Business Capital



"My paycheque was late and my son's school fees were due. Banks wouldn't help, and other apps have low plafonds. JULO really saved the day!"

Saiful M.

Education



"Pregnancy medication wasn't covered by my insurance; I needed help fast. JULO was there for my family, and now we have a wonderful baby girl!"

Sri W.

Health Care

# Customer Profile



**55%**



**45%**

**\$250**

Average Loan Size

**5 months**

Average Tenor



**Age**

Avg: 31  
(serving 21-60)



**Location**

Urban/Rural  
70/30



**Income**

\$300-700  
per month



**Job Type**

85% salaried  
15% self-employed



**Loan Purpose**

70% for life improvement  
(business capital, health, education,  
home renovation)





# Performance

# Key Metrics

## Growth

**\$16M**

AUM  
(55x over L24M)

**\$60M**

280,000+ loans  
disbursed

## Sustainability

**21%**

Annualized rate of  
return (ARR)

**\$15M**

Equity fundraising from  
top fintech VCs

## Financial Inclusion

**70%**

of loans improve  
quality of life

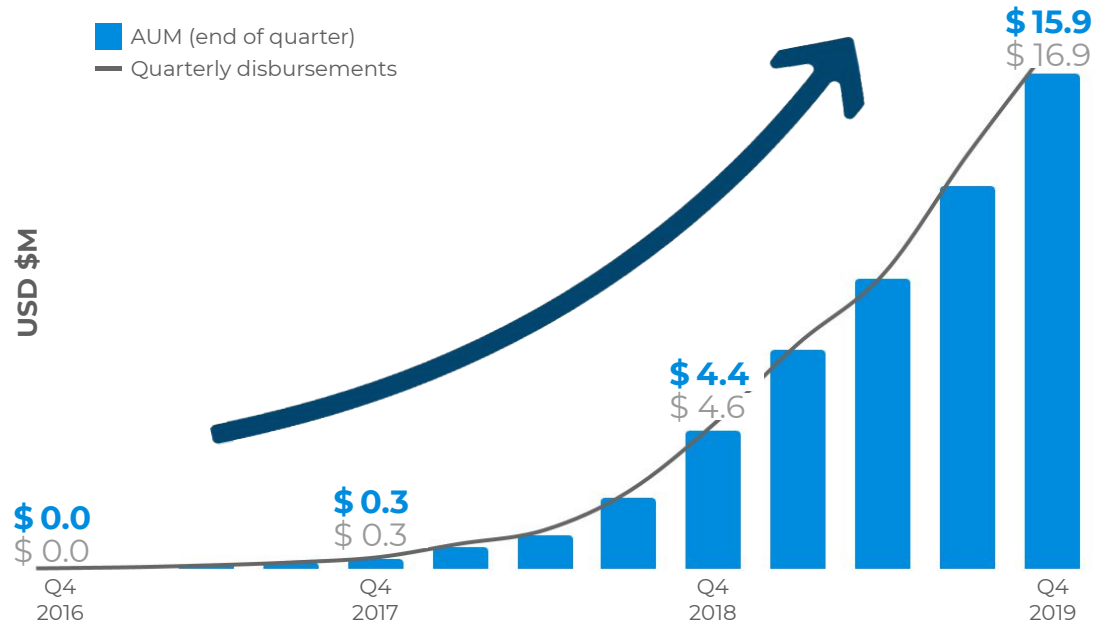
**100%**

nationwide coverage;  
10M+ downloads

# Product Offerings

	Cash	Online Shopping	Offline Shopping	Working Capital	Future product Line of Credit
<b>Loan Amount</b> (up to)	<b>\$600</b>	<b>\$100</b>	<b>\$500</b>	<b>\$75K</b>	<b>\$2,000</b>
<b>Loan Duration</b> (up to)	<b>6</b> months	<b>1</b> month	<b>12</b> months	<b>2</b> weeks	<b>Open</b>
<b>Customers</b>	Tech-savvy millenials	Social sellers Resellers	Factory workers, taxi drivers	Small business owners	White-collar professionals
<b>Partnerships</b>	Tokopedia PEDE	Bukalapak	Sadaya Laku6	Axiata	Online & offline merchants
<b>Additional Details</b>	Core product accounting for 85% of portfolio	Integrated end-to-end check-out experience	Direct payroll deduction for blue-collar workers	Hub-and-spoke model through local distributors	One-stop revolver for all credit needs

# +28% MoM AUM and Disbursed over L36M



## Highlights

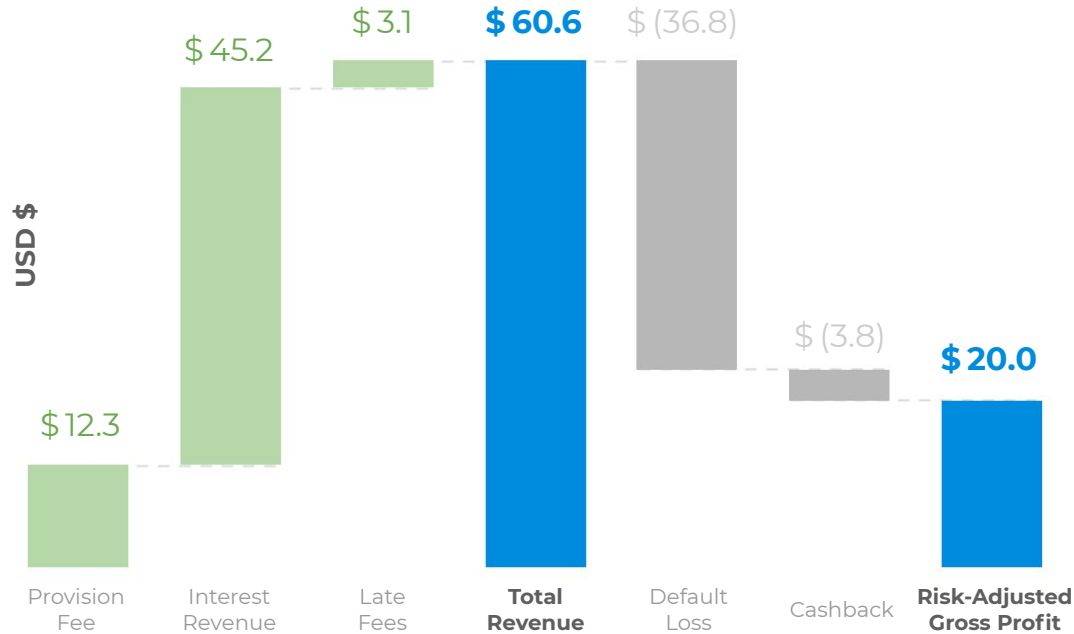
### Loan Book

- \$15.9M AUM (Dec 2019)
  - To reach \$75M at end of 2020
- \$16.9M loaned in Q4 2019
  - To surpass \$100M in Q4 2020

### Growth

- 13 consecutive quarters of growth (112% QoQ)
- 28% MoM growth in both AUM and Disbursed

# \$20 unit profit per loan cycle (21% ARR)



## Highlights

### Revenue

- 5% upfront loan provision fee limits exposure
- Long loan tenor generates greater interest revenue

### Expenses

- Default Loss mitigated by Machine Learning gains
- Unique Cashback offer incentivizes repayment

### Annual Rate of Return

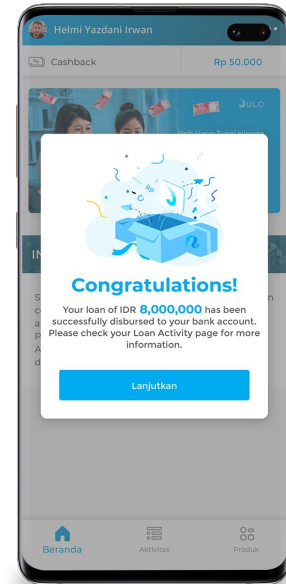
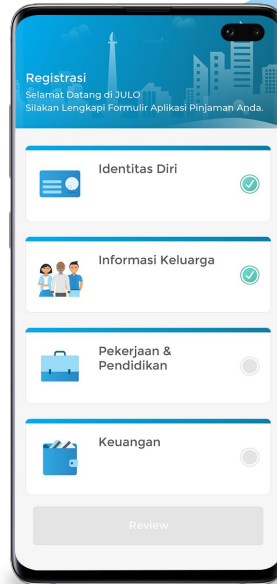
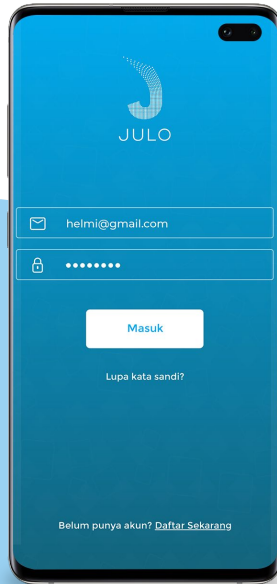
- 21% Annualized Return





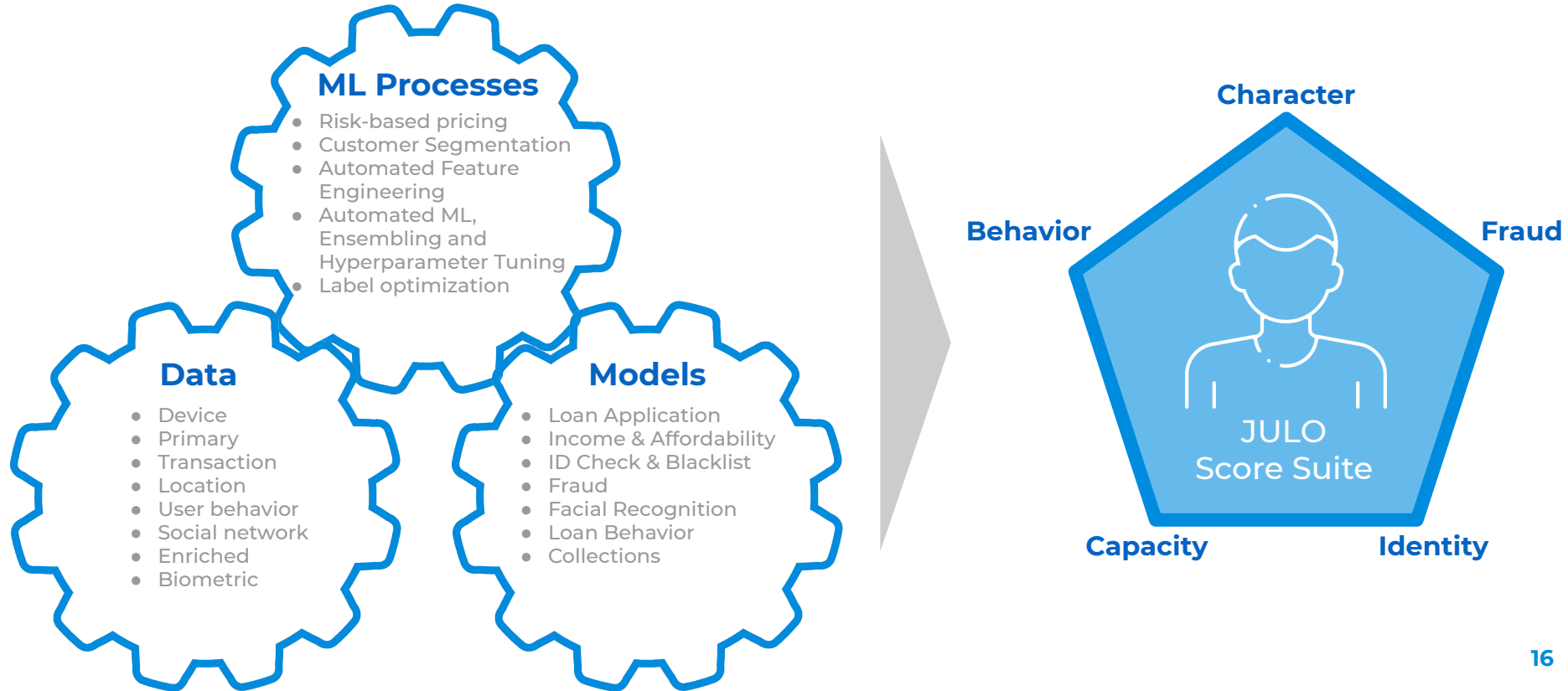
# Success Drivers

# Seamless customer journey

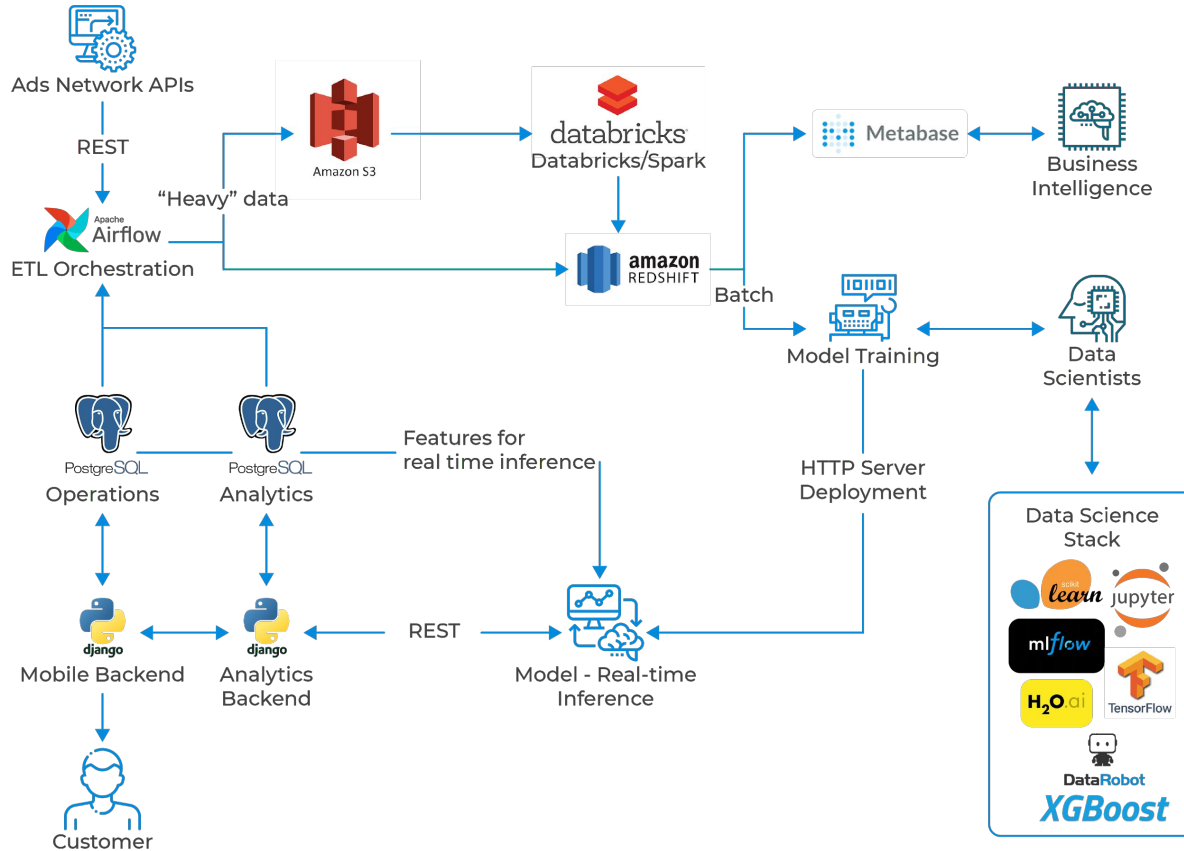


- Customer journey hosted entirely on mobile app
- Web-based application also available to serve customers

# Applying Machine Learning to credit scoring



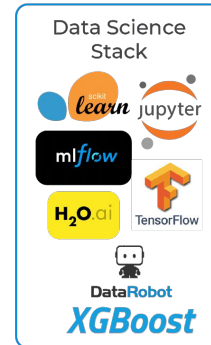
# Machine Learning Tech Stack



## Highlights

**5,000+**  
Features used in  
Machine Learning

**< 2**  
seconds to score a  
customer





# Team



# Leadership



**Adri Hitijahubessy**  
CEO



**Hans Sebastian**  
Engineering



**Martijn Wieriks**  
Data



**Kenneth Kou**  
Operations



**Ferry Setiady**  
Finance



**Adityo Haryono**  
Partnerships

# Partners

Investors



# Partners

Customer Acquisition

## eCommerce



## Product Financing



## Merchant & Consumer Financing





# Contact Us

*All inquiries about information provided in this deck may be addressed to:*

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