



PT INFO TEKNO SIAGA

adapundi

Leading Credit Lifestyle Service Platform



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Partner Proposal

Adapundi is comprised of highly experienced individuals with wide-ranged expertise in the finance, technology, investments and startup industry



Achmad Indrawan
President Director

- Over 15 years of experience in the capital markets, infrastructure investment and construction sectors
- Master's degree of Finance and Banking from the University of Indonesia



Minerva Agustiani
Operation Director

- Over 8 years of experience in managing Operations and Product in Financial and technology Industry
- Cum Laude in International Business Management from President University



Nova Novianti
Commissioner

- Over 15 years of experience in planning, managing and supervising with deep understanding of fintech industry
- Bachelor of Accounting from Universitas Trisakti



Oclif Ronald Elgin Mantik
CFO

- Over 15 years of experience in M&A, debt and equity financing, commercial compliance, treasury, accounting and tax
- Certified Management Accountant and Certified Financial Modeler

Adapundi is also backed by Yinshan Technology - the holding company, together with other international shareholders specializing in fintech and credit risk management

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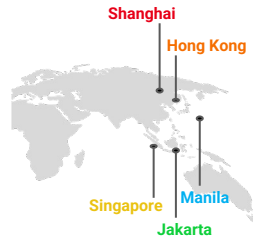


Partnered and trusted by renowned investors and shareholders in China and around the world

YANG Jun 
Co-founder of Meituan



Develop and operate a strong financial back-end facility which is highly integratable into various finance ecosystems



Wide coverage in Asia with business presence and office locations in Jakarta, Hong Kong, Singapore and Shanghai



Yinshan Technology

A China's pioneering company in financial technology with remarkable establishment in Indonesia, focusing on developing AI-powered solution to facilitate credit risk management.

HOLDING COMPANY'S TEAM

Adapundi is supported by an already successful business - Yinshan technology, which is led by people with tens of years of management experience in fintech and financial services



Rebecca Wang
CEO & Founder



- Over 10 years of extensive working experience in fintech in Tencent and Noah Private Wealth
- Well-versed in strategic planning, integrated operation and cross-border management



Derek Zhang
COO



Qianwei Bian
CPO



Yiliu Xie
CFO

Over 10 years of experience in market operations at leading tech companies, and rich experience in oversee management



Received a PhD of Computer Application from Shanghai Jiao Tong University, over 15 years in product and tech industry

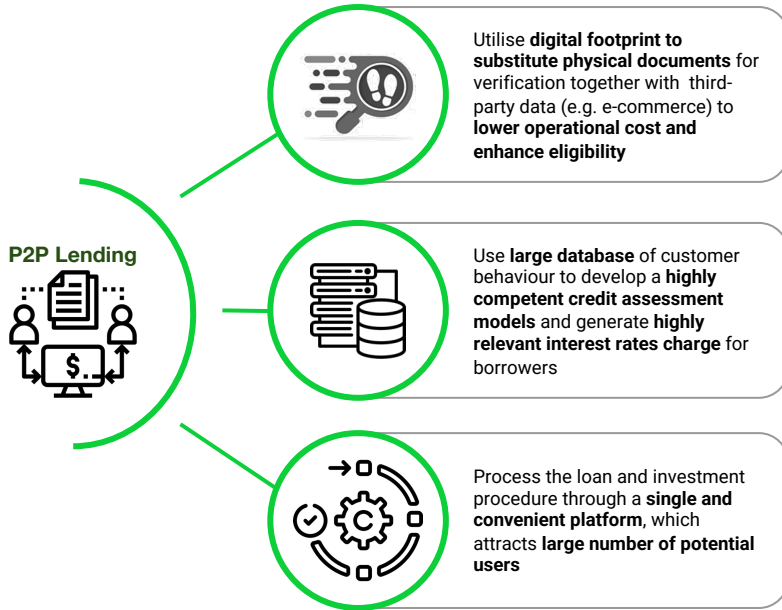


Graduate from Fudan University. Rich experience in financial management and funding in Chinese top fintech companies



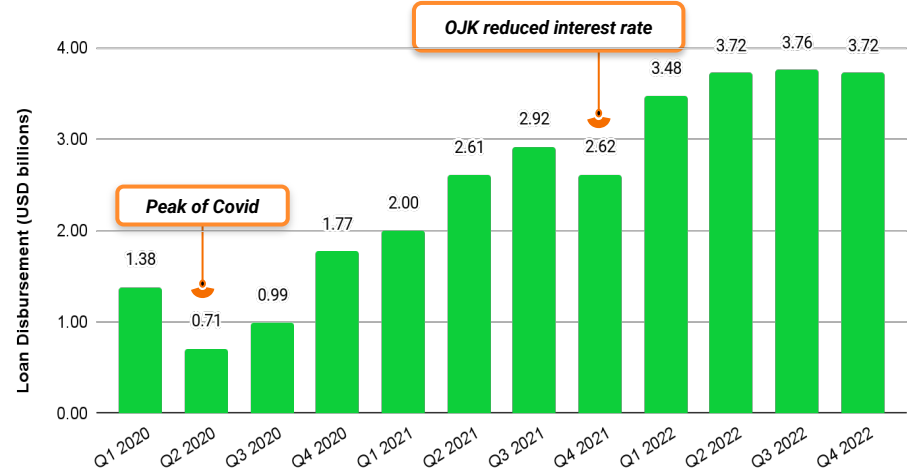
Indonesia's peer-to-peer lending industry is set to expand its loan disbursement to further closing the gap of Indonesia's huge personal credit gap

P2P lending platforms are well positioned to close these personal credit gap by providing services that other financial services could not meet



The performance of the fintech peer-to-peer (P2P) lending industry in Indonesia has continued to grow significantly in recent years despite the drawdown during the pandemic period.

Quarterly P2P Loan Disbursement



15B
Loan disbursed
in 2022

73.87%
CAGR Growth
(2020 -2022)

178M
Borrowers in
2022

The P2P lending environment is fostered by Indonesia's supportive and collaborative regulatory framework and policy with constant development and monitor by OJK

Compare to other Southeast Asia countries, Indonesia is one of the first to introduce the P2P regulatory framework with more regulated and sustainable structure, resulting in having a leading presence in the region and higher growth of overall P2P firms

Indonesia is relatively the most mature in SEA for its P2P lending market due to:

		Indonesia	Singapore	Malaysia	Thailand	Vietnam
Regulations	Regulatory Framework	Regulation (legal document that is binding)	Regulation	Regulation	Regulation	Circular letter (provide guidance but not legally binding)
	Licensing					
	Latest Development	POJK 10/2022	2020	2020	2018	Circular 16/2020
Consumer Protection	Paid-up Capital	US\$ 1.67M	US\$ 750K	US\$ 1.2M	US\$ 150K	US\$ 430K
	Equity Maintenance					
	Risk Fund (% of Outstanding Loan)	2%	0.50%	0.50%	1%	1%
Incentives	Tax/Funding Scheme					
Infrastructure	Regulatory Sandbox					
Industry Growth	Total P2P Firms (2021)	100	13	15	38	23



Large and growing market: As the fourth most populous country and growing middle class, Indonesia presents as a large P2P market



Latest regulatory development: In July 2022, OJK issued POJK 10 to revamp POJK 77/2016 with changes in licensing, capital, etc



Supportive P2P association: Since 2018, AFPI collaborate between regulators and players towards innovation and customer protection

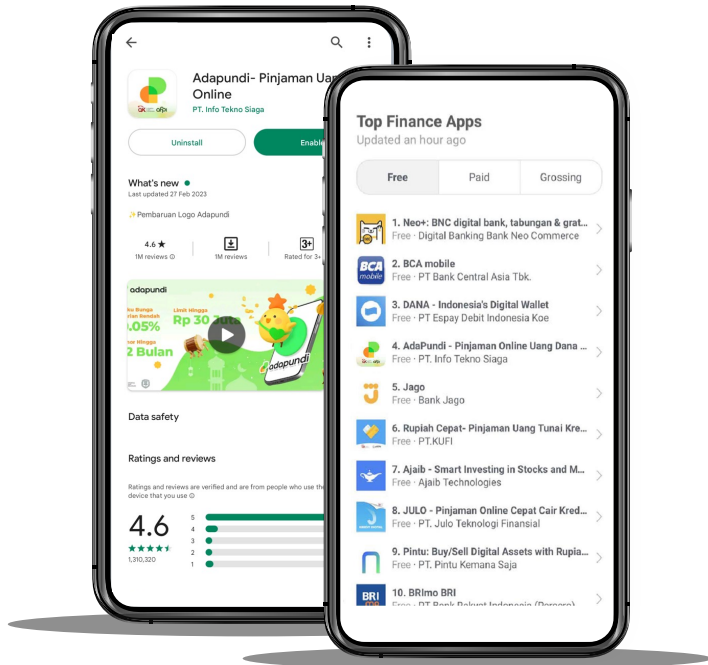


Expanding investor base: Attracted a large and growing base of retail investors, offered through the platforms' high yield return

*AFPI: Fintech Lending Players Association in Indonesia

In such an uprising P2P lending market, Adapundi distinguishes itself by offering convenient and affordable cash loans to Indonesian consumers in just a matter of seconds

Adapundi is currently ranked among the top finance apps with remarkably high user ratings and total reviews

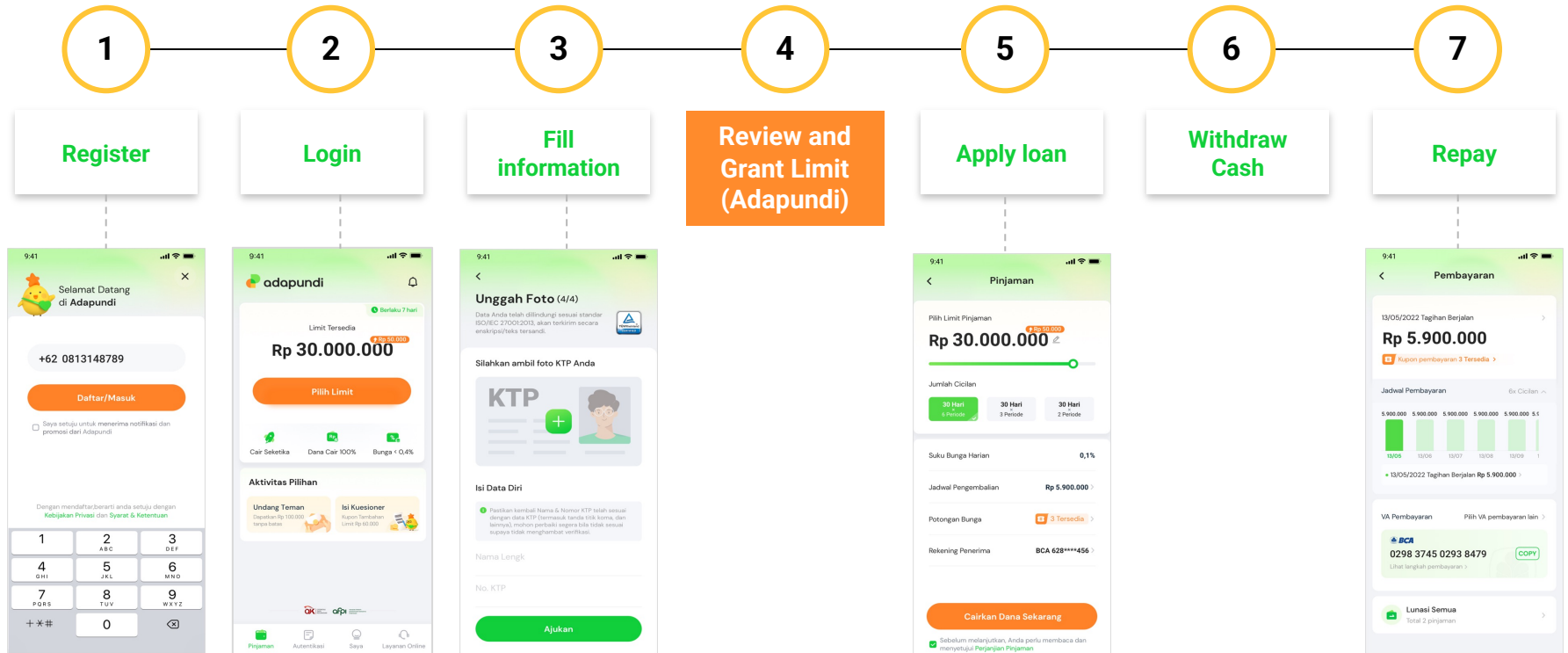


Adapundi mainly focuses on disbursing loans to its user base with zero collateral. Users can utilize the loans as they see fit, either for consumptive or productive purposes.

Target market	Individuals		
Credit limit	Up to US\$ 6,000		
Pay term	30 - 270 days		
Interest rate	0.2% - 0.3% per day		
Loan purpose	100% for consumptive purposes		
Highlighted features	0.2% Lowest daily interest rate	US\$ 150 Average Loan Size	30 seconds Short time needed to grant credit approval

A full user's in-app journey, from registration to approval and payment, takes up approximately 30-secs

User's in-app journey illustration:

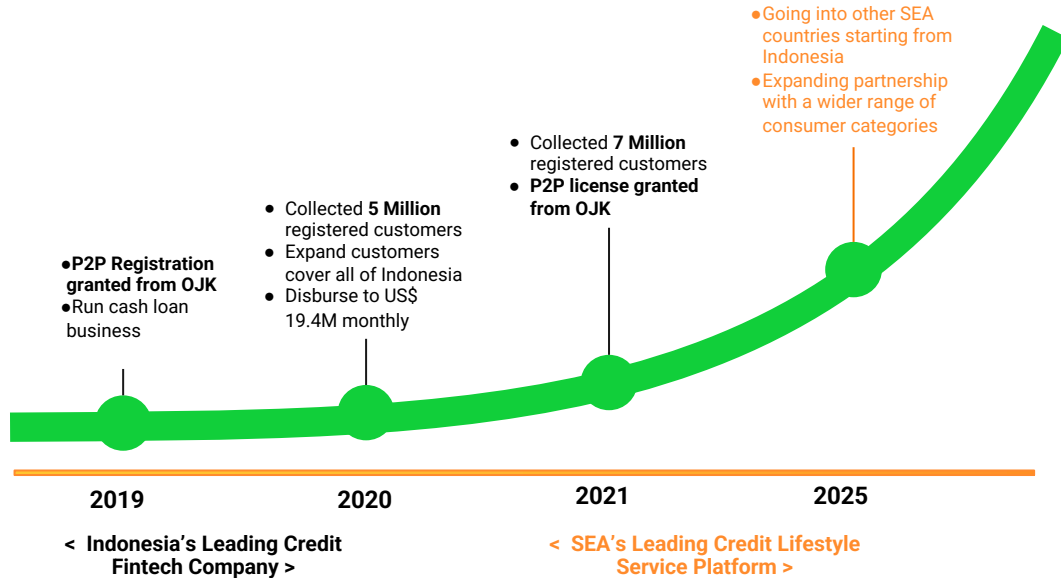


Over the course of 4 years of operation, Adapundi has achieved a total of 11+ million user base, an impressive 70% user retention rate and over US\$ 250 million of disbursement value in 2023

Adapundi has proven its ability to become Indonesia's leading credit fintech company, acquiring a 10+ million registered users. Going forward, Adapundi plans to expand users across Southeast Asia

Over the years, Adapundi has gained significant business results with solid tractions

Company Milestone



11+ million registered users

Adapundi has currently over 11 million registered users and nearly a million of active loan users



70% customer retention rate

70% of Adapundi users are repetitive borrowers



US\$ 250+ million unique loan

Adapundi has successfully disbursed more than \$800 million US\$ of loan value since 2020

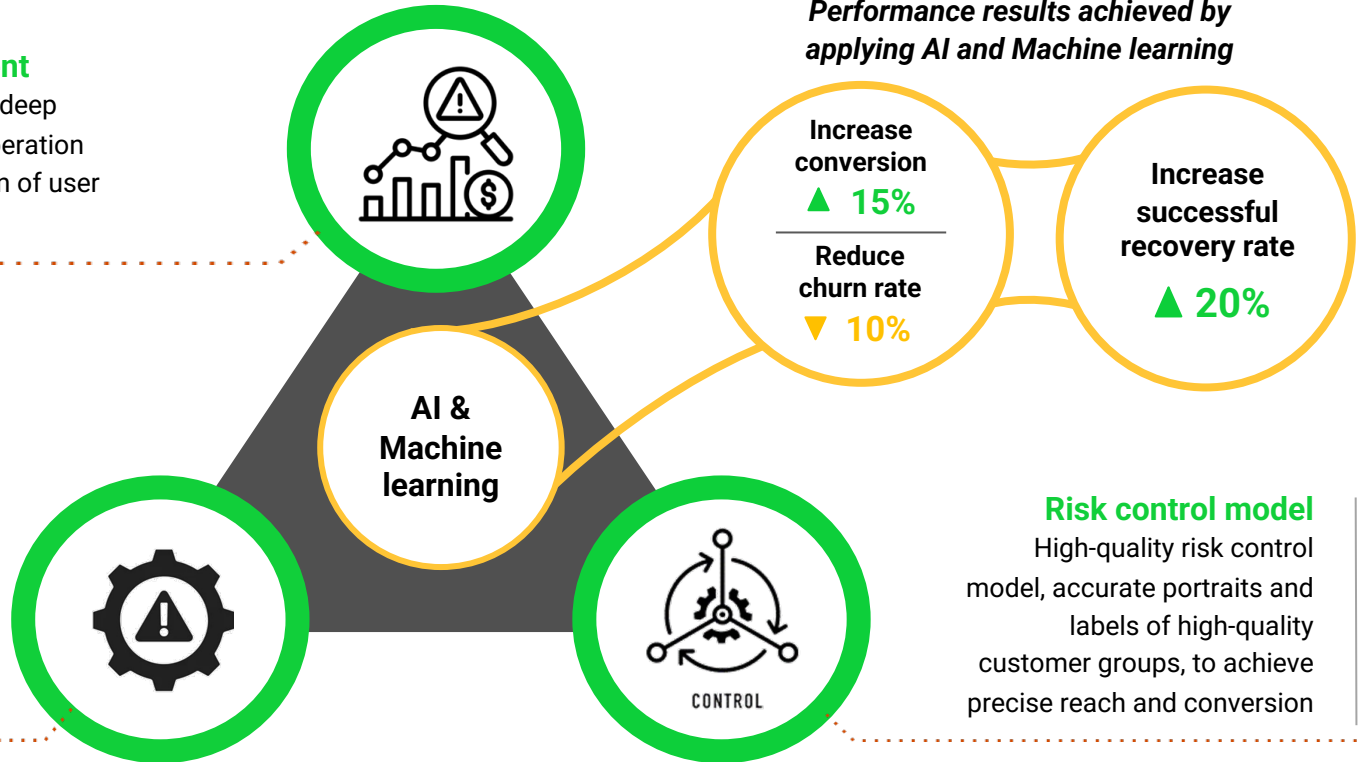
Fueling for such success is the tactful application of AI and Machine Learning in facilitating loan procedures - the backbone to a highly competent P2P lending business model

Optimizing risk management

Improving profit margin through deep integration of risk control and operation strategy, continuous optimization of user structure and data model

Risk control engine

Using user data and a large number of third party data sources to create powerful AI-driven risk control engine



The risk control model operated by Adapundi is comprised of four key pillars which together help optimize and maintain high quality customer profile as well as loan performance

AdaPundi's risk control model is the precipitation of an accumulated of more than 5 years of dynamic risk control data

By using risk control data to make pre-judgement, AdaPundi has been able to greatly improve customer acquisition efficiency and quality



Data Construction

Variety kinds of data from every aspect of customer

Accurate labeling of different quality customers



Anti-fraud

Completely EKYC process to identify customers

Robust fraud detection to remain healthy business



Risk control

Multiple modeling project based on machine learning to aim target customers

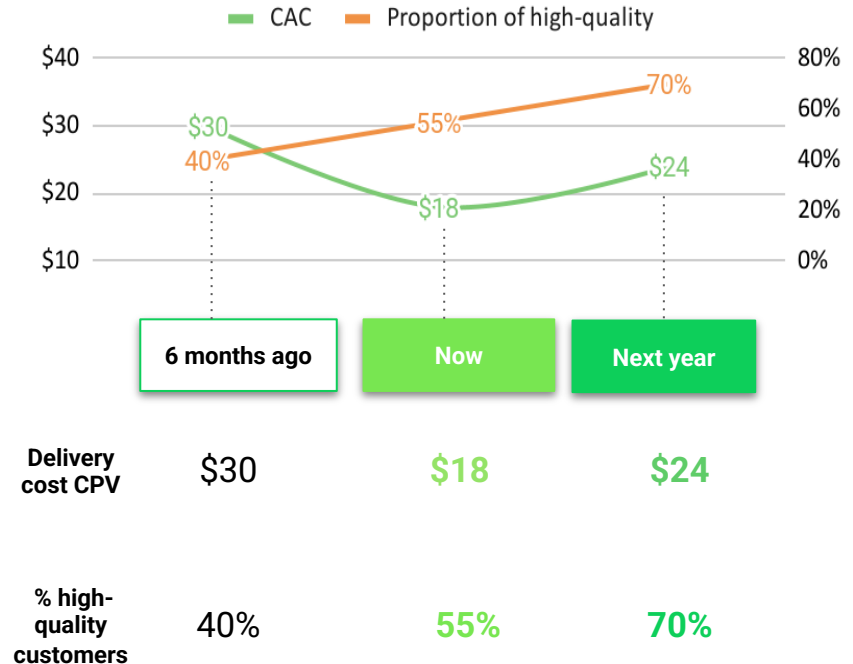
Develop diversified strategies to maintain LTV



Competitor Strategy

Get through the credit report

Compare the limit and fee rate of competing products



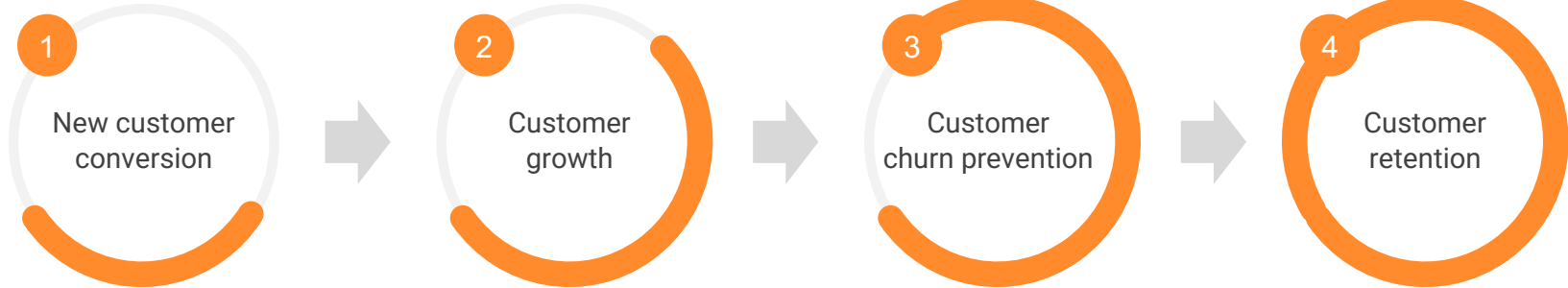
With such competent risk control model and its integration into operation strategy, user structure and data model at Adapundi have been continuously optimized and generated remarkable results

AI Risk Control Model

Risk rating model, limit and pricing sensitivity model

Marketing Model

Relationship network, marketing graph, marketing sensitivity model



Core of willingness mining is not strong, but good customers "based on risk control"

- Customer portrait tags 500+
- Marketing model 10+
- Reach 5+
- ABtest 100+
- High risk loan rejection

Accurately divide user groups and optimize user groups and asset structure

- Dynamic risk rating
- Low quality customer optimization
- Limit/tenure/fee rate differentiation

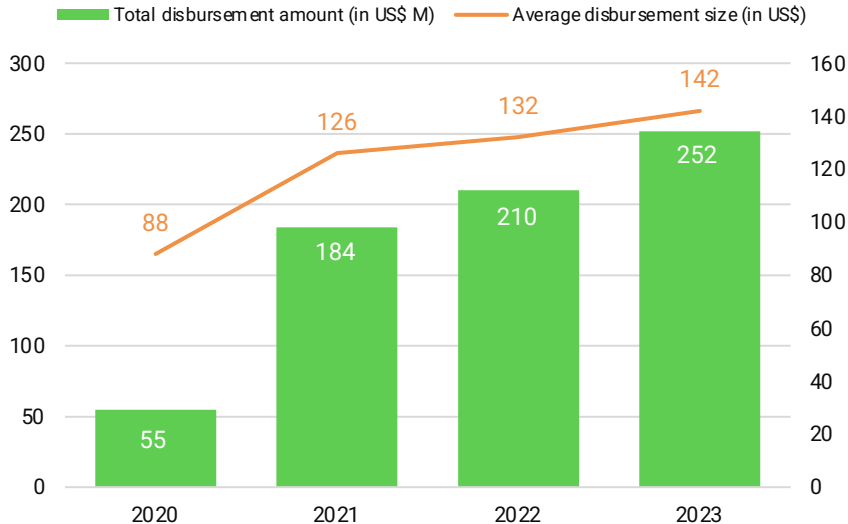
Early warning of customer churn, early intervention, and extended customer life cycle

- Churn/revenue matrix differentiated retention strategies
- Layer-by-layer progressive combination marketing strategy
- Cross-selling and product switching

By leveraging technology in its business model, Adapundi has been able to foster a significant growth of total disbursement value and transaction volume during FY 2020 - 2023

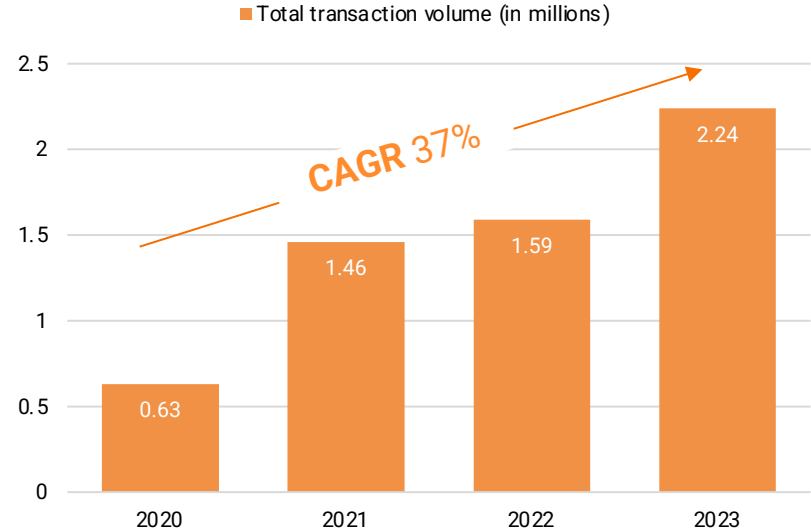
Disbursement value increases in both quality (disbursement per loan) and quantity (total disbursement value) over the period of 4 years

Total disbursement volume in US\$ M and average disbursement per loan during FY 2020 - 2023



Total transaction value also shows sign of significant growth as the transaction volume has already doubled over the last 4 years

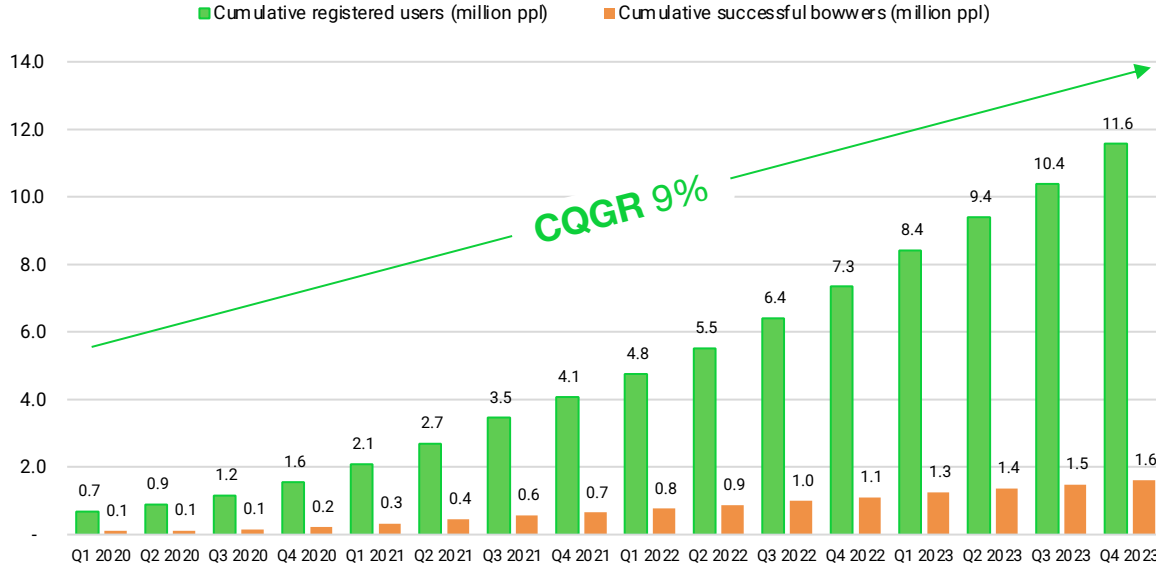
Total transaction volume during FY 2020 - 2023 in millions of unit transaction



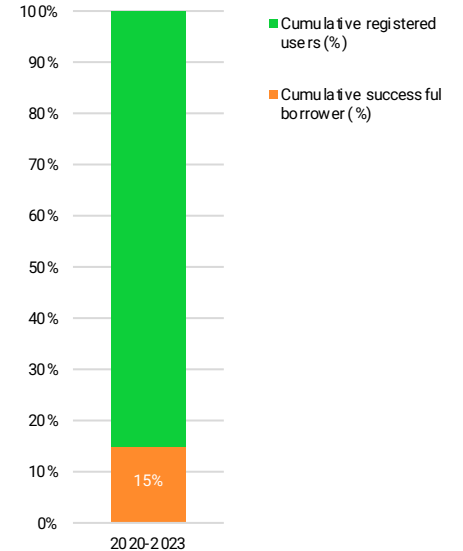
Such product performance has played a key role in fortifying the user base for Adapundi, who has constantly experienced a healthy growth in total number of registered user as well as successful borrower

Adapundi's total registered user has grown significantly by 3 times since Q1 2020, indicating a strong consumer penetration. The syncing and consistent movement between total registered user and total user who successfully get the loan, proves a firm and sustainable growth for Adapundi's user base.

Accumulated registered user and accumulated successful borrower during FY 2020 - 2023



Average proportion of successful borrower in total registered user (%)

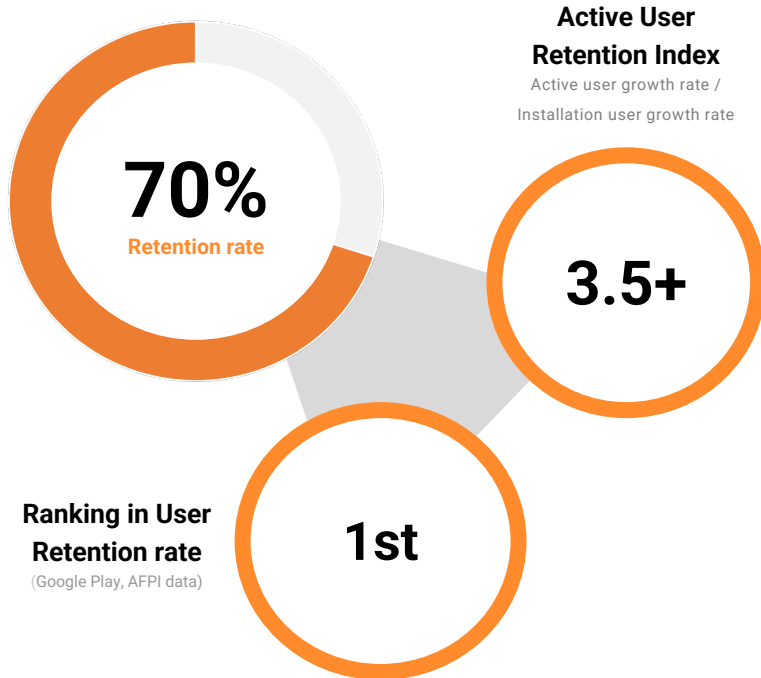


Not only in terms of number, Adapundi has always been able to maintain high quality of customer experience as well as leading its competitive segmentation in terms of user retention rate

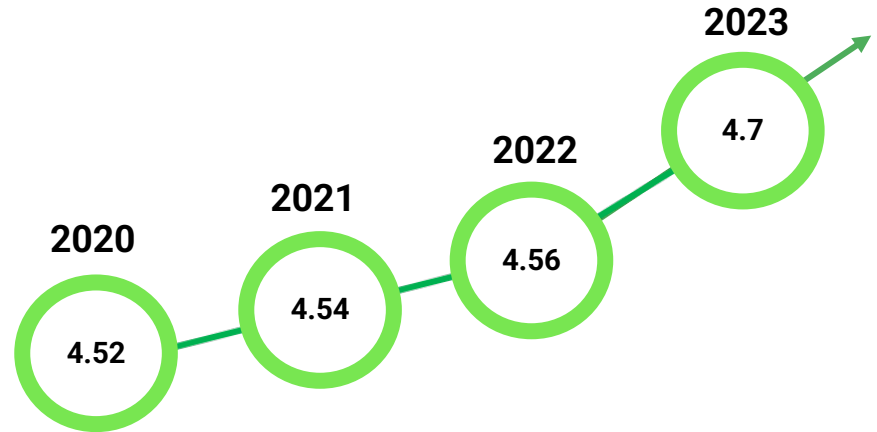
Adapundi has achieved a significant user retention rate and ranked 1st among the top 10 digital loan companies in retaining its customers

Overall, customers are very satisfied with services provided by Adapundi with average satisfaction score being well above 4 (5 - very satisfied)

Customer retention rate



Average customer satisfaction score on Google Play (1 - very disappointed and 5 - very satisfied)



- **5x revenue per customer** compared to industry average
- **1,700,000 +** reviews on Google Play

Personas: Adapundi's current customer profiles are mostly under-30 y.o, married, living in big cities, middle to low income, currently owning SME businesses or having full-time jobs

Distribution of Demographic

Gender

48%

52%



Marital Status

64%

31%

5%

Married

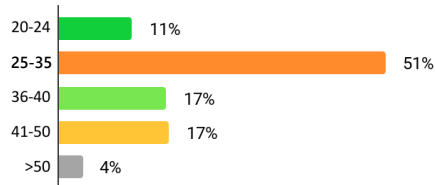


Single

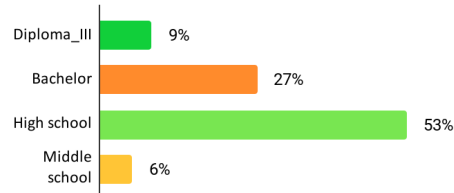


Others

Age Group

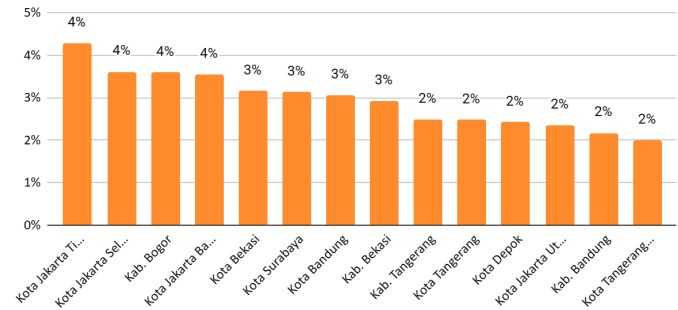


Educational Level

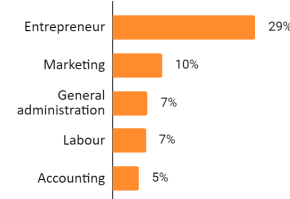


Distribution of Other Personas

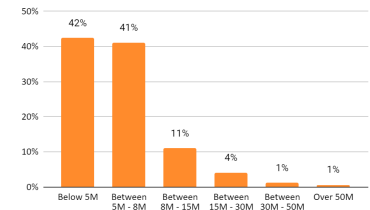
Location



Occupation



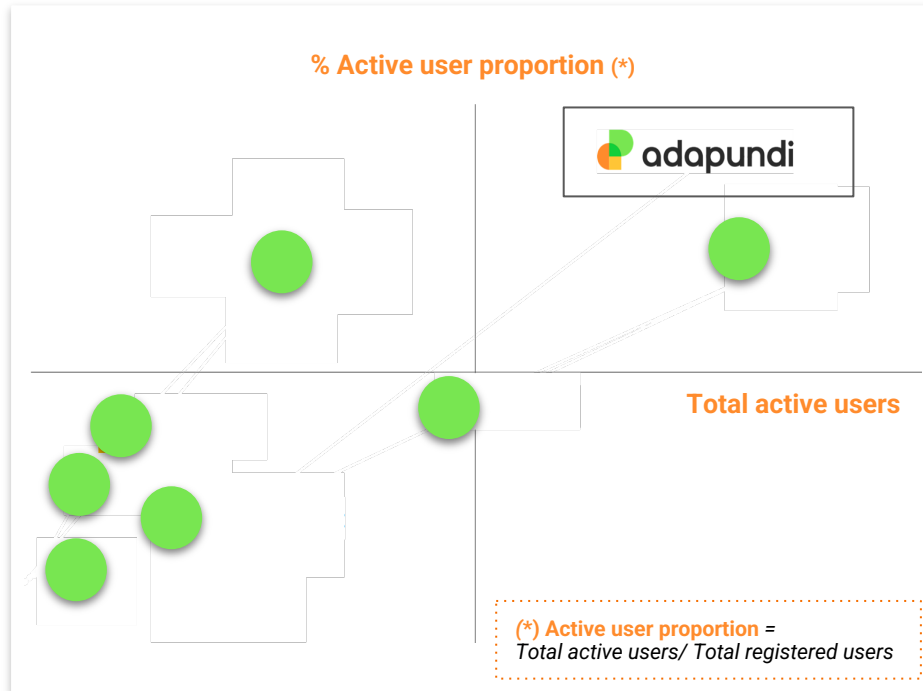
Monthly Salary



Overall, in the P2P competitive landscape, with its strong product and user base, Adapundi has positioned itself as a leading emerging player for micro consumer loans, showing high potential growth in the sector

In terms of its active user volume and its proportion in total user volume, Adapundi surpasses other peer players, emphasizing the high market traffic and future growth

Adapundi has a competitive advantage over others in its product, resulting in higher customer retention and satisfaction rate



Adapundi

Adaptive risk control system with AI and Machine Learning

Quick and instant approval by 30 seconds

Retention rate of 70% with nearly a million active borrowers

Other Competitors

Credit risk assessment only with limited risk control

Average approval time of 3 minutes to 48 hours

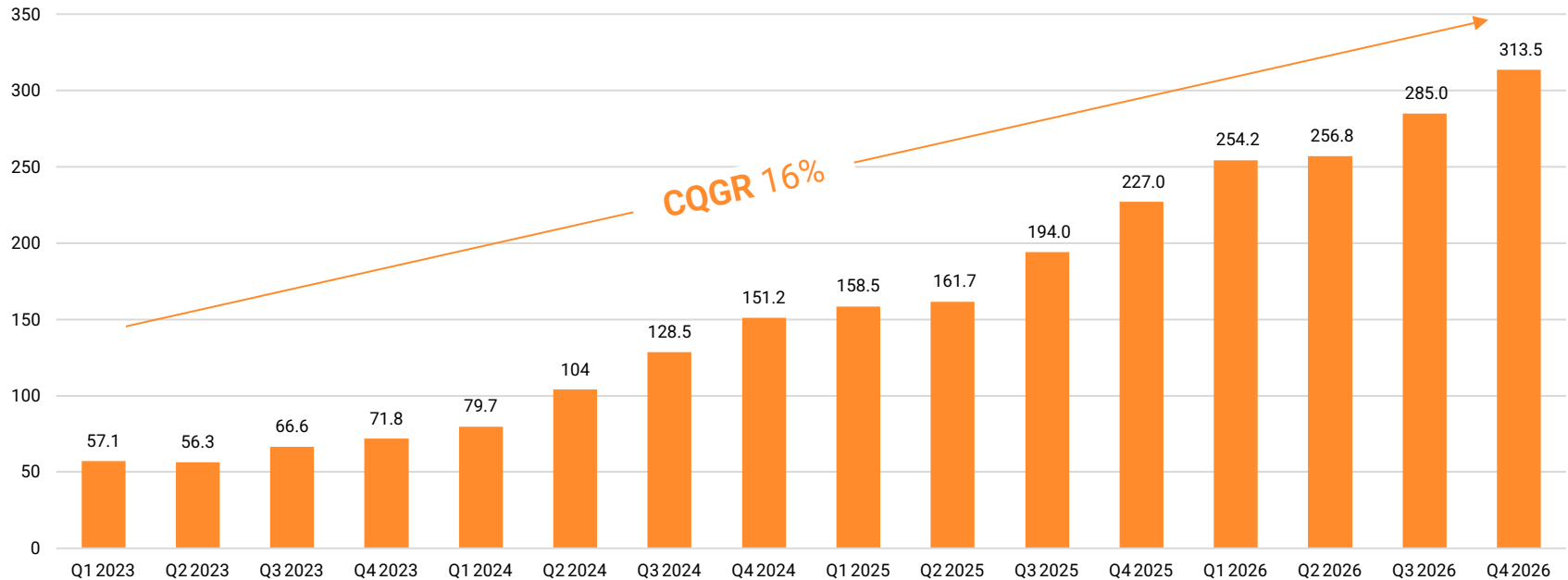
Low customer retention below 55%

With strong product offering and customer retention, Adapundi will thrive to be the market leader in P2P Consumer Loans sector

Adapundi plans to increase its total disbursement amount and user base in the near future, reaching US\$ 320M total disbursement and nearly 2 million active loan users within three years

Going forward, Adapundi plans to expand its total amount of loan disbursement from year to year, growing at 16% CAGR (2023F-2026F)

Forecasted total disbursement volume in US\$ M
(2023F - 2026F)



Through a win-win partnership with P2P lending platforms, banks can increase their loan outputs and simultaneously enhance operation by integrating with the technology of P2P lending platforms

Bank funding is becoming more forthcoming with the entry of banks specialising in channelling loans through P2P platforms. With bank partnerships, Adapundi could widen its distribution channels to more funding providers and expand in a sustainable manner to a more meaningful scale.

Partnership Bank's Benefits

Increase Penetration

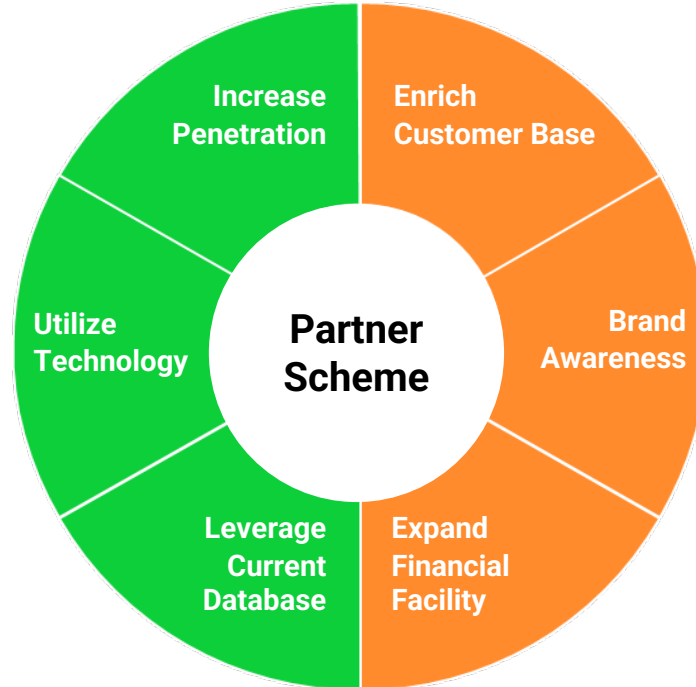
Help banks to penetrate deeper into MSMES and the underbanked ecosystem

Utilize Technology

Being able to integrate and utilize P2P lending platform technology facility on credit risk assessment and customer acquisition

Leverage Current Database

Help banks to support its large customer base in providing alternative loans options



P2P' Benefits

Enrich Customer Base

Expand coverage to international markets and better-quality borrowers

Brand Awareness

Through partnership with banks, P2P lending platform can enhance the trust of consumer and strengthen its brand awareness

Expand Financial Facility

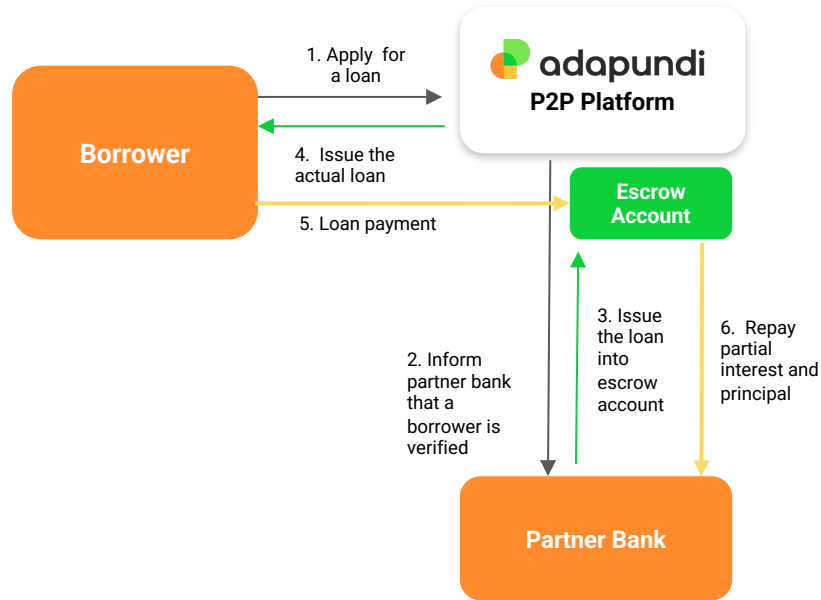
Through partnership with banks, P2P lending platforms can get access to greater sources of fund thus increase loan capability

The bank is the loan facility provider to P2P, while our P2P lending platform works as an agent. In this model, no loans are booked on P2P balance sheet

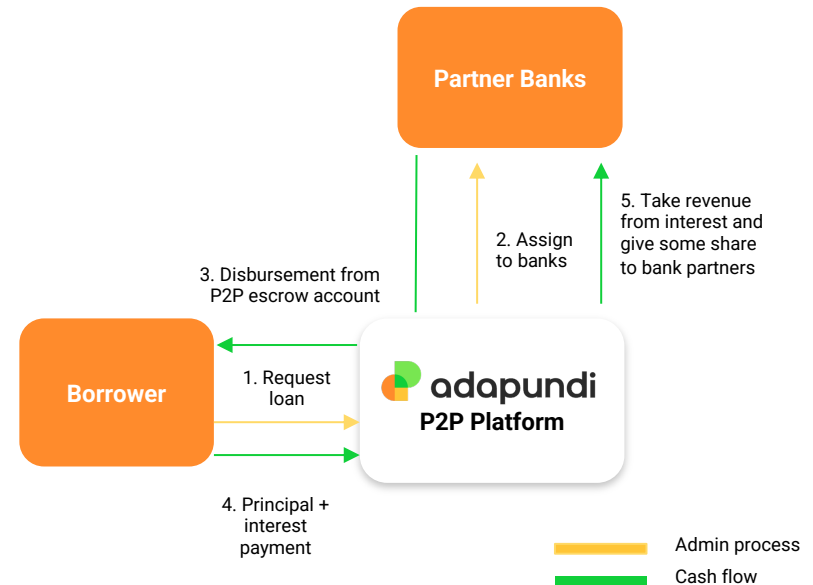
Partnered with banks, Adapundi utilizes loan notes to borrowers able to make payments over time at a minimal interest rate

Adapundi generates revenue from interest margin by giving fixed interest to the partner banks and take the rest as revenue

Business Flow model



Cash Flow Model





 adapundi