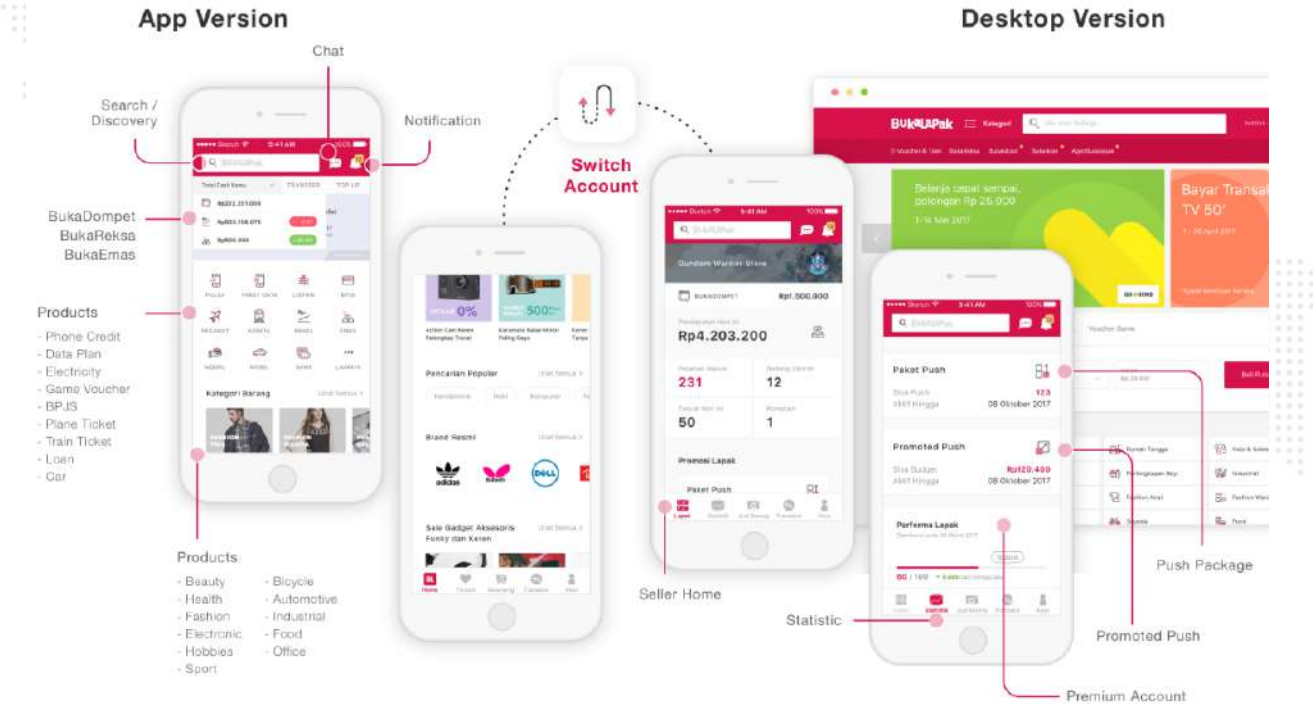


Empowering Indonesia through Digital Economy

Muhamad Fajrin Rasyid

BUKALAPAK

Bukalapak is leading e-commerce platform in Indonesia with over 30 millions customers, 4 millions merchants, and monthly transaction value of trillions of rupiahs



Bukalapak started in 2010 and over time, it gathered interests from local and foreign investors

Bukalapak secures series A financing round from Japan's GREE Ventures

Oleh Rama Mamuaya
30 months ago

Screen Shot 2012-09-11 at 9.52.40 AM

Today we receive news that e-commerce group, **Bukalapak**, just secured a series A round of funding from Japanese investment company GREE Ventures. No financing details disclosed by both GREE Ventures and Bukalapak.

Indonesia's marketplace Bukalapak welcomes new investors Aucfan, IREP, and 500 Startups



Enrico Lukman
2:00 am on Feb 14, 2014



Berita

oleh Adje Priambada
 @adje085
 1 month ago

Indonesia's e-commerce marketplace site **Bukalapak** has received an undisclosed investment from Japan's **Aucfan** (3674:Tokyo), **IREP** (2132:Tokyo), 500 Startups investor GREE Ventures.

Bukalapak will use the new funds to "further enhance its marketplace platform streamlining user experience in online transaction, enhancing payment system providing e-wallet system **BukaDompet**." The team also plans to launch its next applications this year.

BukaLapak Peroleh Pendanaan Seri B dari Anak Perusahaan Grup EMTEK



Jajanan Eksekutif Bukalapak dan Grup EMTEK dalam Acara Konferensi Pers Pendirian Bukalapak / DailySocial

Until now become one of the biggest website in Indonesia

**Bukalapak ranks 7 in Indonesian
top websites
(based on Alexa per August 2018)**

**And by end of 2017,
Bukalapak officially
became unicorn (startup
worth > \$1 billion)**

SCIENCE & TECH

Bukalapak officially becomes Indonesia's fourth unicorn startup

JP

NEWS DESK
THE JAKARTA POST

Jakarta | Thu, January 11, 2018 | 07:05 pm



70
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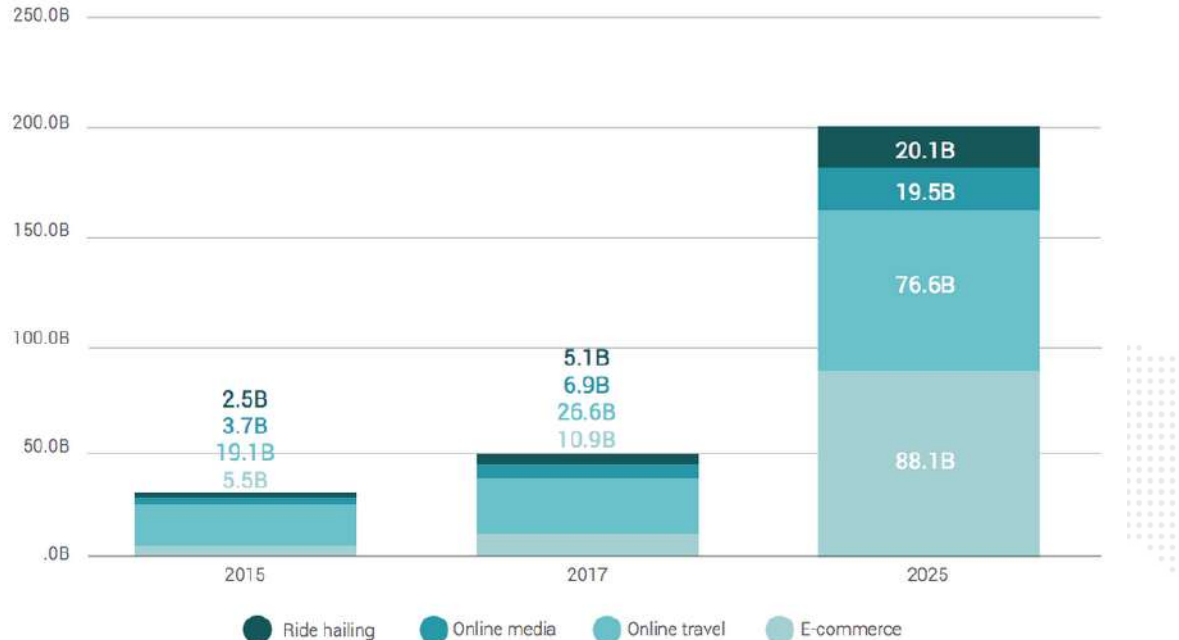
The government has set a target of creating five unicorn startups by 2020. Bukalapak's achievement has taken Indonesia closer to that target. (Shutterstock/Flie)

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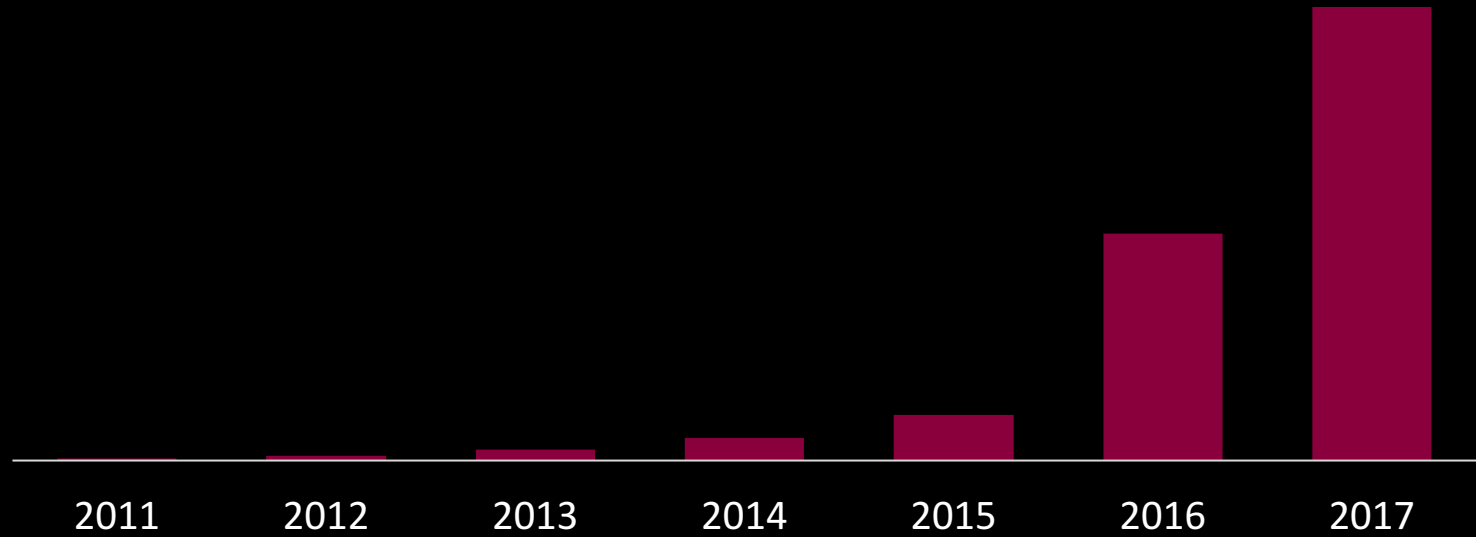
Bukalapak CEO Achmad Zaky announced on Wednesday that the e-commerce platform had officially become Indonesia's startup unicorn, as the company was now valued at over US\$1 billion.

e-commerce will have amazing growth potential for the next few years

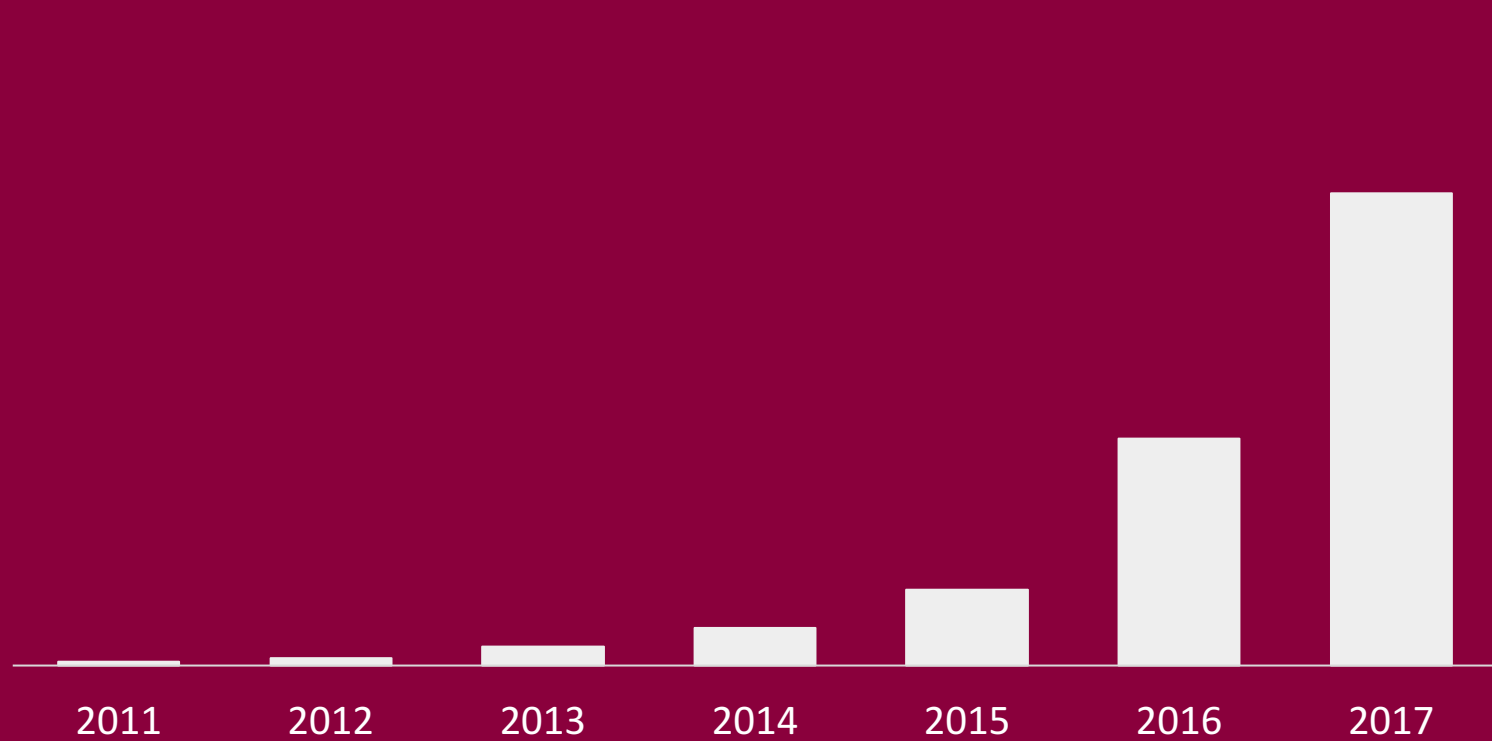


Online still contributes 2-3% to Indonesian total retail. In China and USA, this number reaches ~20%.

Number of users



Number of merchants



Valuation – drivers (in general)

1. Top line (GMV)
2. Growth
3. Comparable companies in the market

Example

Company 1	2017	2018	2019	2020	2021
GMV (million USD)	100	200	400	800	1,600
Profit/loss (million USD)	(10)	(20)	(5)	5	20
Company 2	2017	2018	2019	2020	2021
Revenue (million USD)	60	70	80	90	100
Profit/loss (million USD)	12	14	16	18	20

Valuation – drivers (for e-commerce)

1. Organic GMV
2. Marketing as % of GMV trends
3. CAC
4. LTV





Thank You

BukaLapak