



PT Mastersystem Infotama Tbk.

Public Expose

MARCH 21, 2024



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Company Overview

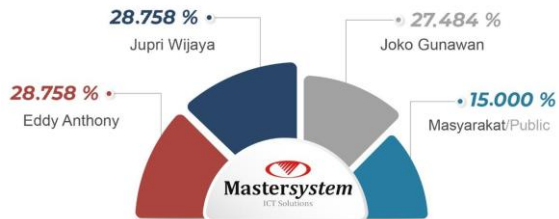


Mastersystem at a Glance

Overview

- PT Mastersystem Infotama Tbk. (“MSI” or the “Company”) is one of the leading ICTI solutions providers in Indonesia with over 29 years of operation. The Company has a strong footprint in the country’s banking industry, telecommunication, oil and gas and consumer-related sectors.
- Financially robust business model, primarily driven by sales of ICT infrastructure. MSI core business includes data centers, servers, storage, router, virtualization, and more. It also offered top-tier technology solutions such as big data & analytics, security, virtual desktop infrastructure, API gateway, collaboration, and contact centers, to name a few.
- Key business partners for global leaders in providing ICT infrastructure technologies and advanced solutions to its clients including Cisco, HP, VMware, F5, Cloudera, and Teradata
- Visionary management team who leads the Company at its helm, who possess strong operational expertise gained through more than 25 years of experience in the field and supported by team of professionals certified by key principals.

The Corporate structure of the Company per February 29, 2024 is as follows:



Note:

¹⁾ Information and Communication Technology



Range of Solutions

Data Center and Cloud Infrastructure



- Cloud Platform
- Enterprise Networking
- Server & Storage Modernization
- Hyper Converged Infrastructure
- MS-Insight (our own IP)
- MSVision (our own IP)

Enterprise Collaboration



- MSXperience (our own IP)
- MS-CDX (our own IP)



Big Data & Analytics



Adaptive Security Architecture

Digital Business Management



- Business Process Automation
- Digital Marketing
- Enterprise Reconciliation



Telco Network

Principles

- Vision.** To be Indonesia leader in ICT industry
- Mission.** Bring value to all the stakeholders. Empowering business with innovative technologies, solutions, and services.

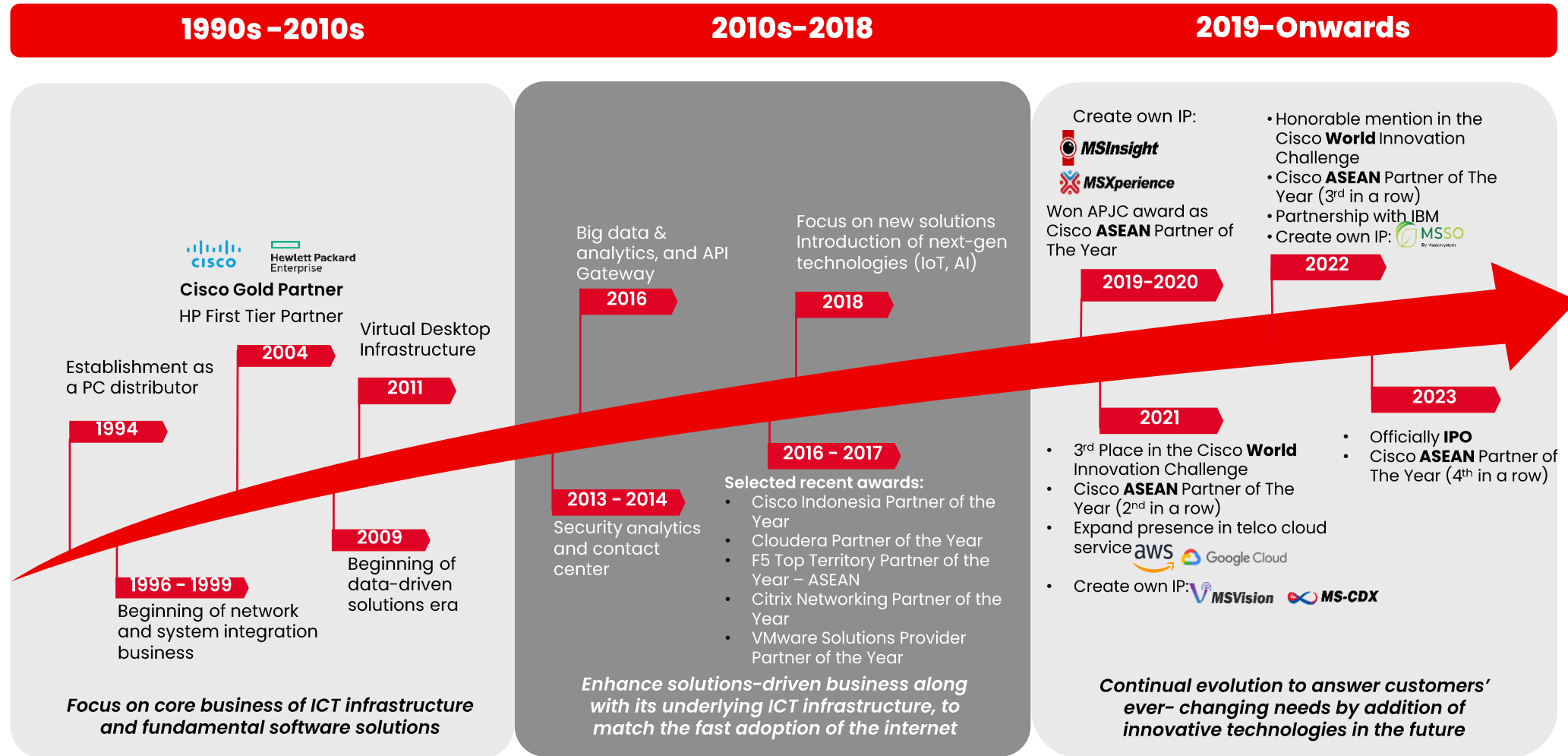
Core Values



Excellence | **T**eamwork | **H**onesty | **I**nnovation | **C**ompetence

Key Milestones

As the leading ICT infrastructure and solutions provider in Indonesia, Mastersystem is continually evolving to stay ahead of industry trends and meet customer demands.



Experience and visionary key management team



Jupri Wijaya
President
Commissioner

Mr. Wijaya brings more than 30 years of experience in the IT industry. Prior to co-founding PT Mastersystem Infotama in 1994, he acted as President Director of PT Cliquestar from 1992-1994, as well as working at PT Multipolar and PT Baniandoni from 1990-1992 and 1987-1990 respectively.



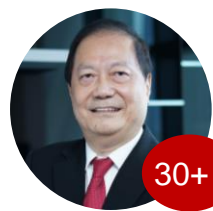
Ronald Waas
Commissioner

Mr. Waas brings more than 30 years of experience across various industries. Since 2016, he currently acts as Commissioner in various companies including PT Mastersystem Infotama in 2020. Prior to that, he acted as Deputy Governor of Bank Indonesia from 2011-2016.



Budi Santoso
Independent
Commissioner

Mr. Santoso brings more than 30 years of experience in the IT industry. Prior to joining PT Mastersystem Infotama as an Independent Commissioner in 2023, he acted in various leading positions in Cisco and IBM Global Services Indonesia.



Eddy Anthony
President Director

Mr. Anthony brings more than 30 years of experience in the IT industry. Prior to co-founding PT Mastersystem Infotama in 1994, he acted as Marketing Manager of PT Multipolar Corp.



Thio Eng Hok
Director

Mr. Hok brings more than 30 years of experience in the IT industry. Prior to joining PT Mastersystem Infotama in 2019, he acted as Sales Director of PT TData Indonesia from 2010-2019, as well as Executive Sales Specialist of PT SAP Indonesia from 2009-2010. He currently heads the sales & business division.



Jeo Halim
Director

Mr. Halim brings more than 20 years of experience in the IT industry. Prior to joining PT Mastersystem Infotama in 2010, he acted as Controller of PT GE Finance Indonesia from 2003-2010, as well as Audit Manager of Dedy Mulyadi & Partners from 1998-2002. He currently heads the finance division.



Joko Gunawan
Vice President
Director

Mr. Gunawan brings more than 30 years of experience in the IT industry. Prior to joining PT Mastersystem Infotama in 1994, he acted as System Engineer Manager of PT Multipolar Corp. He currently heads the technology & solutions division.



**Moch. Lintar Wahyu
Wardhana**
Director

Mr. Lintar brings more than 20 years of experience in the IT industry. Since first joining PT Mastersystem Infotama in as System Engineer (2000-2003), he acted as Senior System Engineer (2003-2005), Technical Advisor (2005-2011), General Manager (2011-2020), Senior General Manager (2020-2022), and currently as a Director.



Raymon Budi Citra
Director

Mr. Citra brings more than 20 years of experience in the IT industry. Since first joining PT Mastersystem Infotama in as System Engineer (2000-2003), he acted as Senior System Engineer (2003-2007), Business Development Manager (2007-2011), General Manager (2011-2020), Senior General Manager (2020-2022), and currently as a Director.

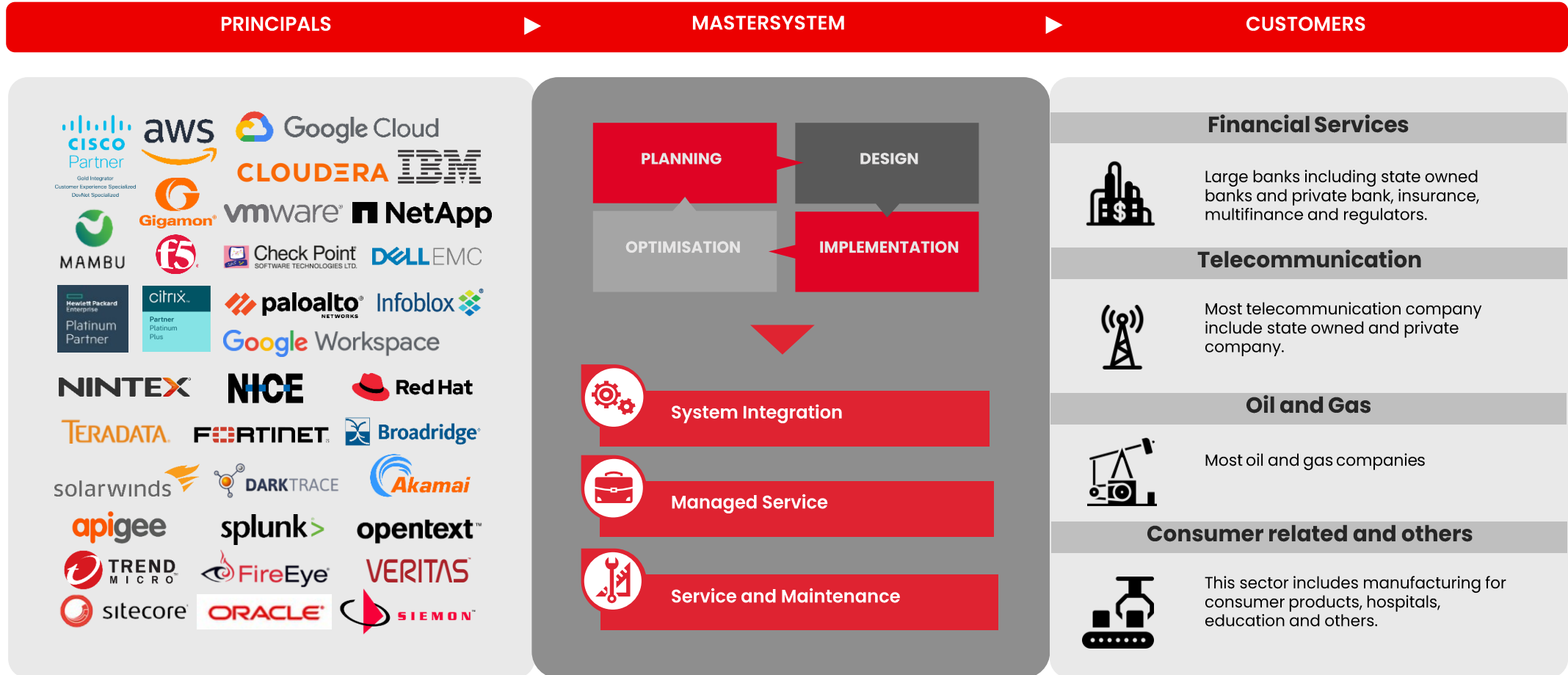
Business Overview

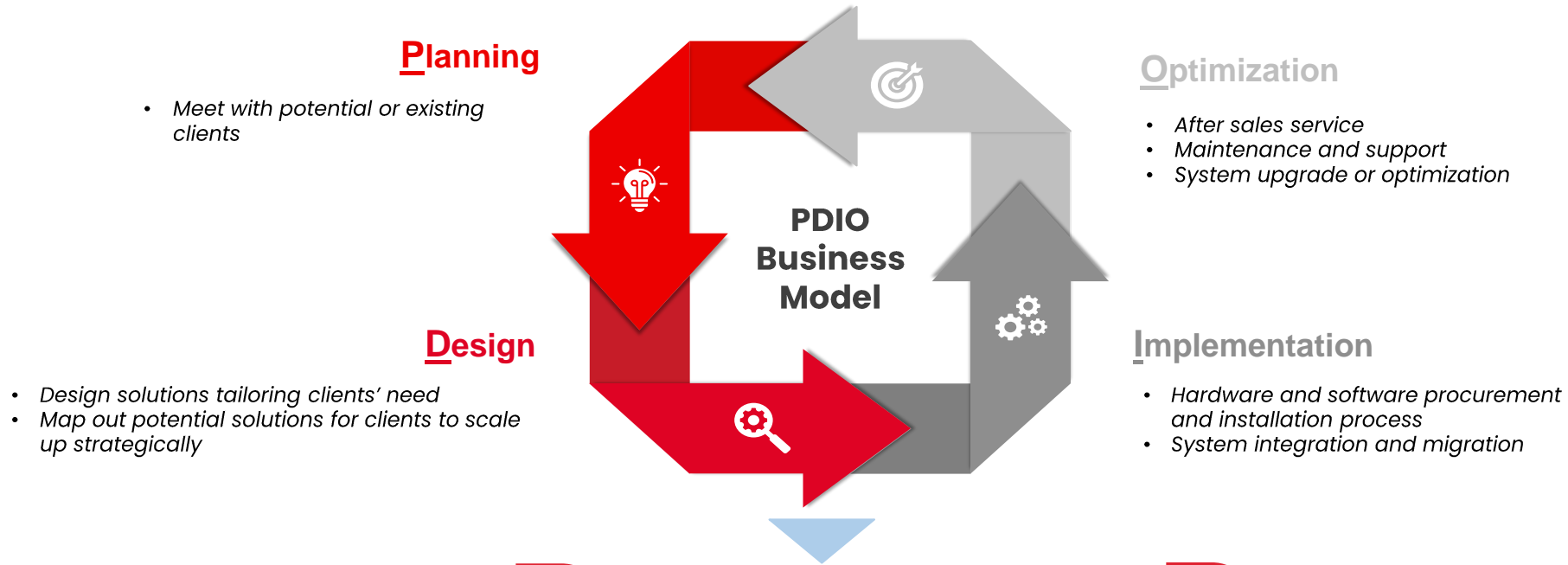
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Mastersystem provides ICT solutions which create value adds to its customers' businesses

Mastersystem provides a range of business offerings that cater to customers' varying ICT solutions needs and strategies. Mastersystem aid clients in planning and designing ICT infrastructure along with innovative solutions to support customers in achieving efficient operations and continuous business growth, ICT integration, migration, optimization, after sales services, and maintenance.





System Integration





- Design and provide ICT infrastructure along with innovative solutions to support clients in achieving efficient operations and continuous business growth
- Multiple partnership with leading global principals that allowing delivery of tailored ICT solutions to clients

Service & Maintenance

- After sales maintenance to fix any issues arise post-implementation and regular inspection to ensure that the systems are running well
- 3 types of maintenance packages with varying number of visits and response time: Gold, Silver, and Bronze. Maintenance package will be bundled with purchase of the solutions
- Other services such as clients' employees training and clients' ICT assessment

Managed Service

- Operated through a subscription model, whereby a sub-set of certain standards of services is agreed upon within certain periods under the agreed Service Level Agreement (SLA)
- The model allows clients to avoid large upfront capital expenditure, as payment is made by on a monthly or periodical basis, which serves as recurring revenue for Mastersystem

Solutions	Category
	Software-Defined Networking, Security Analytics, Infrastructure Analytics, Omnichannel contact center, IP Radio Access Network, etc
	Cloud and edge infrastructure, Security and Networking, Public Cloud, Hybrid Cloud
	DNS, CDN, Web Application and API Protection, Web App Firewall, Aggregator Management, etc
	NonStop Systems, Compute, Storage ,Software, Services









Business solution products line (2/3)

Solutions	Category
CLOUDERA	Big Data Platform
 Google Cloud	Cloud Platform
NINTEX	Business Process Management & Low Code Application Development Platform
opentext	Enterprise Content Management System (ECM)
	Cloud Application
 sitecore	Web Content Management System, Analytic and Marketing Tool



Business solution products line (3/3)

Solutions	Category
	WAF & DDoS Protection
	API Management
	Cloud Enablement Solution, Web Crawling, DFE Squad, Data Analytics, Virtual Private Server
	API Management
 banking • payments • context	BIFAST
	Enterprise Reconciliation, Confirmation / Treasury Matching





MS-Insight is transforming the Way to Operate Networks in Digital Era. It is an agile mobile app providing real-time visibility, automation and remediation while simultaneously increasing productivity as well as reduce risks.



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MS-CDX is a comprehensive customer journey solution for your Omnichannel Contact Center. It provides dashboards oriented in Customer Experience, click to call feature, proactive suggestion related to relevant topics and sentiment analytics to evaluate both customers' conversation on Contact Center system and social media platform.



Mastersystem Sustainability Optimization (MSSO) application seeks to improve Service Provider's sustainability in network operation by continuously monitoring network equipment's utilization in power consumption, heat generation, port, line card, CPU & memory usage, while consistently optimizing it.

ICT Principal Awards

FY 2020 – FY 2023



Cisco ASEAN Partner of the Year (4 years in a row)

FY 2020 – FY 2022



Cisco 2nd Place (2020), 3rd Place (2021), & Honorable Mention (2022) in the **Global** Innovation Challenge

FY 2021 – FY 2022



Cisco 1st Place (2021 & 2022) **ASEAN** Innovation Challenge

FY 2022



Cisco Mass Scale Infrastructure Partner of the Year

FY 2023



VMware Industry Award (FSI) of the Year

FY 2022



IBM Outstanding Security Partner 2022

FY 2021



F5 Security Sales Champion Partner – **ASEAN** Partner Executive Summit

FY 2021



NetApp APAC Solution Innovation Partner

Public Sector Awards

FY 2022



BUMN – The Best Private Vendor

Achievement Awards

FY 2020



Frost & Sullivan Best Practice Award

Growth Strategy





Existing core infrastructure solutions

- Continuous upgrade and refreshment of existing banking infrastructure system and digital banking transformation system by empowering multi cloud solutions
- Infrastructure support for the implementation of 5G roll-out for Telco e.g., IP Backbone, Metro Ethernet, FMC, etc. to receive more revenues from Telco players.
- Enterprise infrastructure enhancement and upgrade to support the growth of the existing infrastructure network and increasing threat of cybersecurity



New solutions, intellectual property, and value-added services offering

- New solutions adoption such as Data Privacy Protection for empowering PDP Law, Cloud Native and API Protection.
- New solutions with Gen AI capabilities to assist companies in all industries in using data to derive insights to automate processes, add or augment capabilities, and better decisions making
- Intellectual property creation and development, i.e., MS-Insight, MSXperience, MS-CDX and MSSO
- Continual push for maintenance for subscribing and non-subscribing customers



Business expansion and synergy creation via inorganic growth

- Cross-selling and upselling existing core solutions and new innovative solutions to existing customers base with objective to increase the company wallet share, including Next Generation Fixed Wireless Access, FMC ecosystem, Telco automation
- Expand customer base within existing key industries
- Expand current sales team with to develop small-medium-enterprise (SME), manufacturing and public sectors

New solutions offering

Generative AI

Hybrid Multi Cloud

Data Privacy & Protection (PDP)

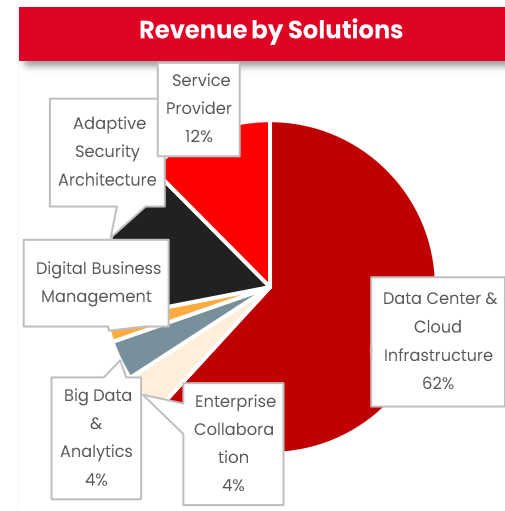
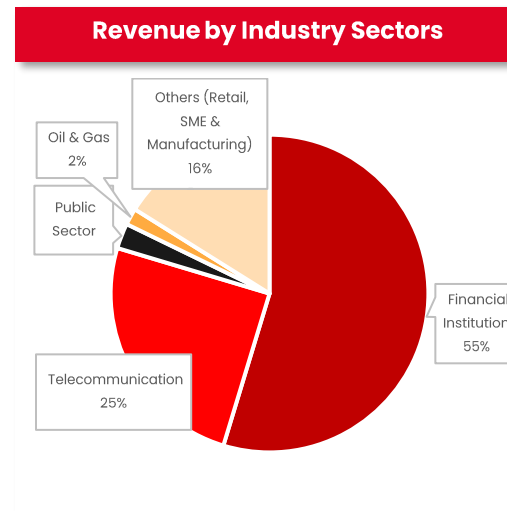
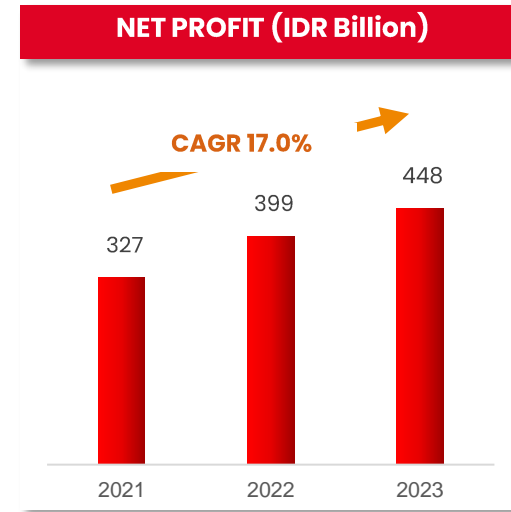
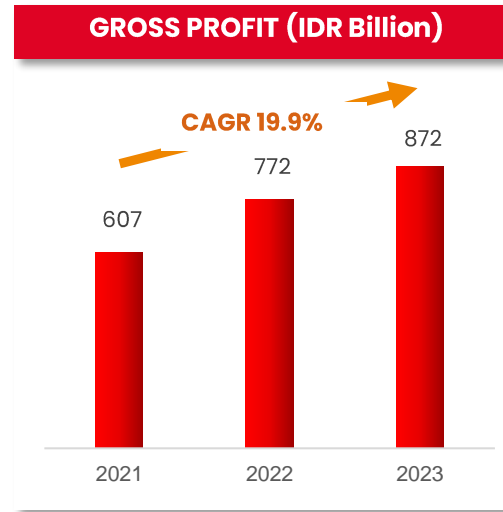
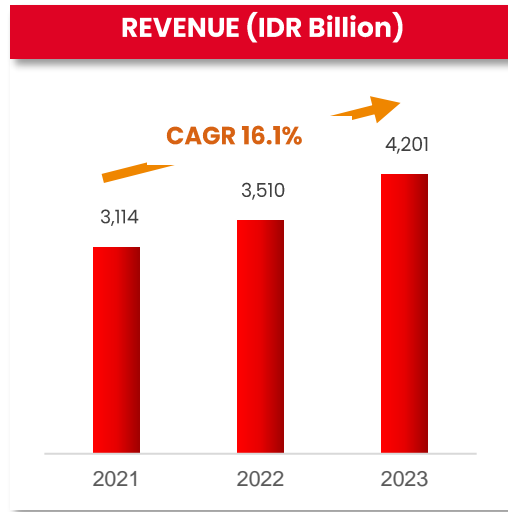
Telco Infrastructure

Financial Highlights

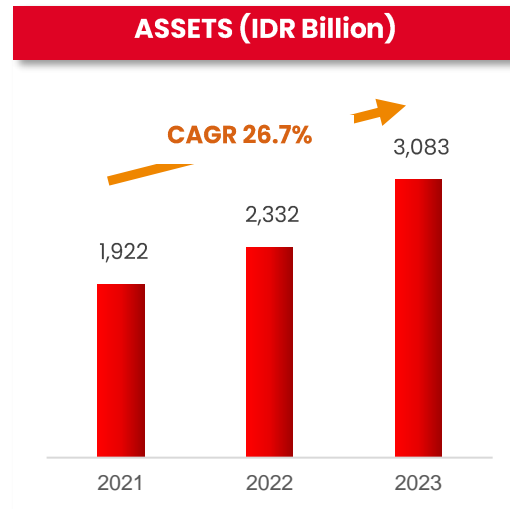
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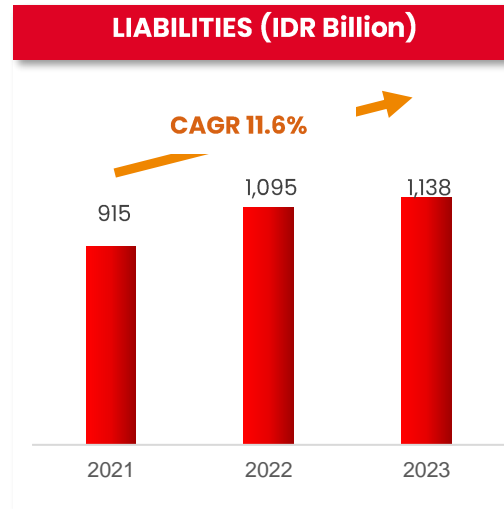
Statement of Profit and Loss



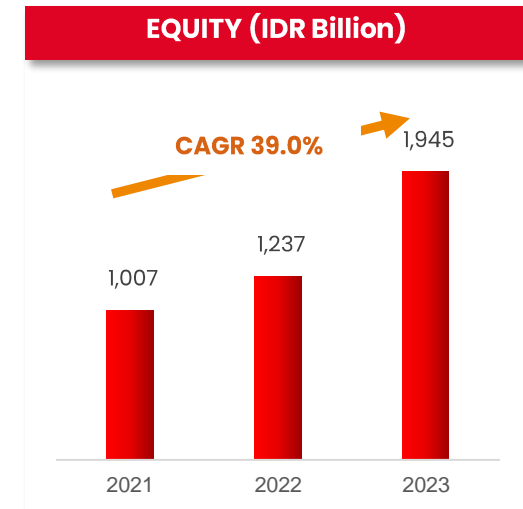
Balance Sheet & Financial Ratios



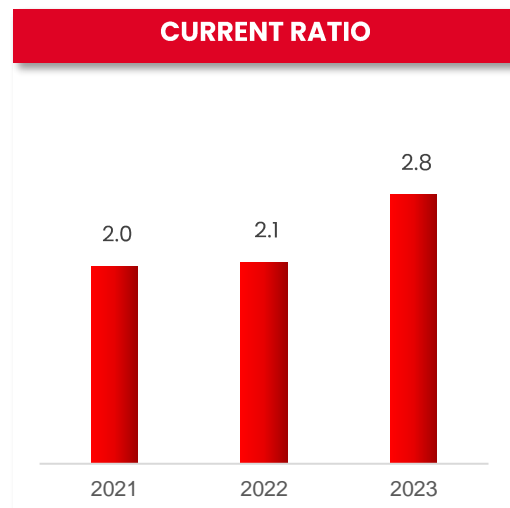
Company assets increased at CAGR of 26.7%. The increase is majorly contributed by additional fund received from IPO in 2023.



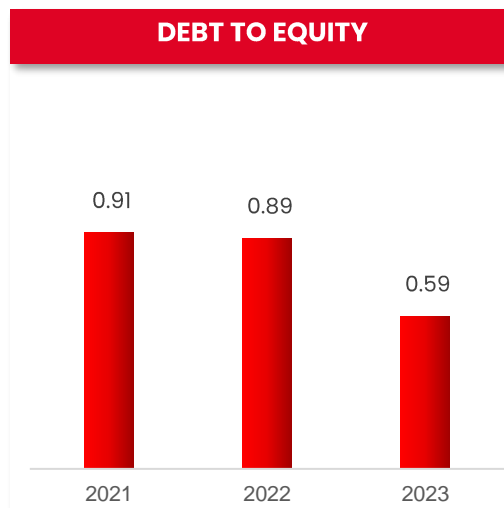
Liabilities stable in 2023. Company used a portion of fund from IPO proceeds to repay bank loans.



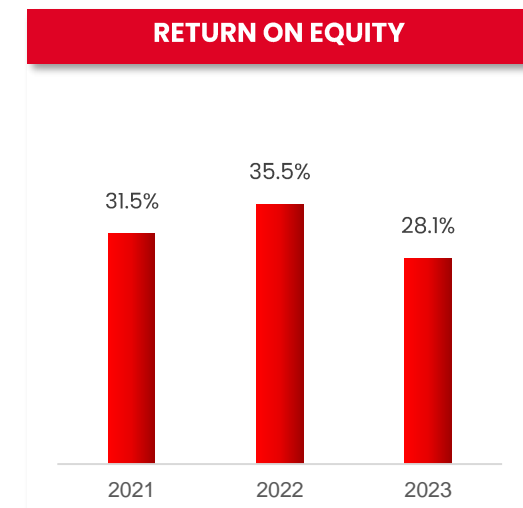
Company's equity increased significantly as a result of additional capital from IPO in November 2023.



Company maintained healthy current ratio through out the last three years where the ratios was more than 2X.



Company also maintained strong equity to support its assets where debt to equity ratio was less than 1x during the last three years.



Attractive ROE where in 2023, ROE was at 28%. ROE slightly decrease due to increase of equity from IPO.

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