



# BLIBLI.COM GLOBAL SELLER PROGRAM



# Introduction

With Blibli.com Global Seller Program, you can quickly grow your business in Indonesia, introducing your brand and products to millions of customers. You will need to set up your Blibli.com Merchant Account on our Merchant Tool Application (MTA) Account to sell. Simply click on this link

<https://merchant.blibli.com/MTA/signup>

to fill your company information.



# Indonesia Market Statistic & Facts



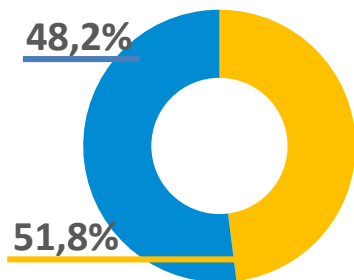
Average Spending on e-Commerce  
**Rp6,5 Million /yr**



**47,5%**  
Internet user



**52,5%**  
Internet user



Internet Penetration  
**132,7 Million**  
Of total Indonesian population  
(256,2 Million)

**45%**  
of ASEAN  
GDP

**4<sup>th</sup>**  
Largest  
Population

Highest In  
**SEA**



Smartphone users  
**43%**

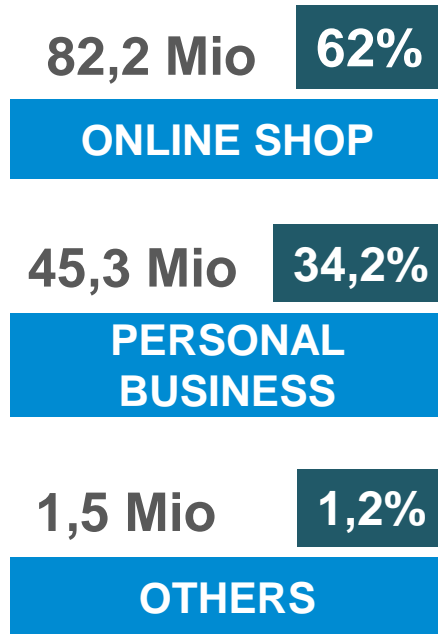
Mobile Connections  
**326,3 Million**

Total Number of Active  
Social Media Users  
**79 Million**

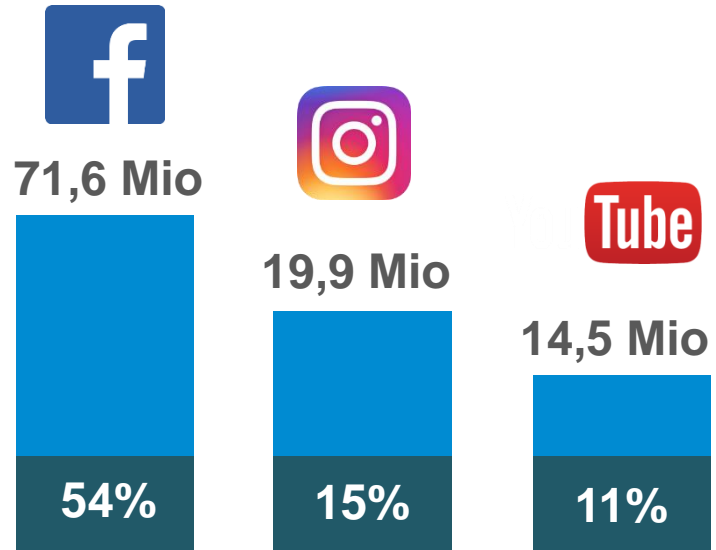


# Behavior Online User – Indonesia 2016

## Frequented Commercial Content



## Frequented Social Media content



A man in a dark suit and white shirt is smiling and looking towards the left. He is standing in a modern office with large windows in the background. The image has a blue tint. The text "Why Selling on Blibli.com?" is overlaid in white.

**Why Selling on Blibli.com?**



# Unique Selling Point (USP)



**CICILAN 0%  
SEMUA PRODUK**



**BERAGAM CARA  
PEMBAYARAN**



**KUALITAS  
TERJAMIN**



**GRATIS  
PENGIRIMAN**



# Traffic Growth

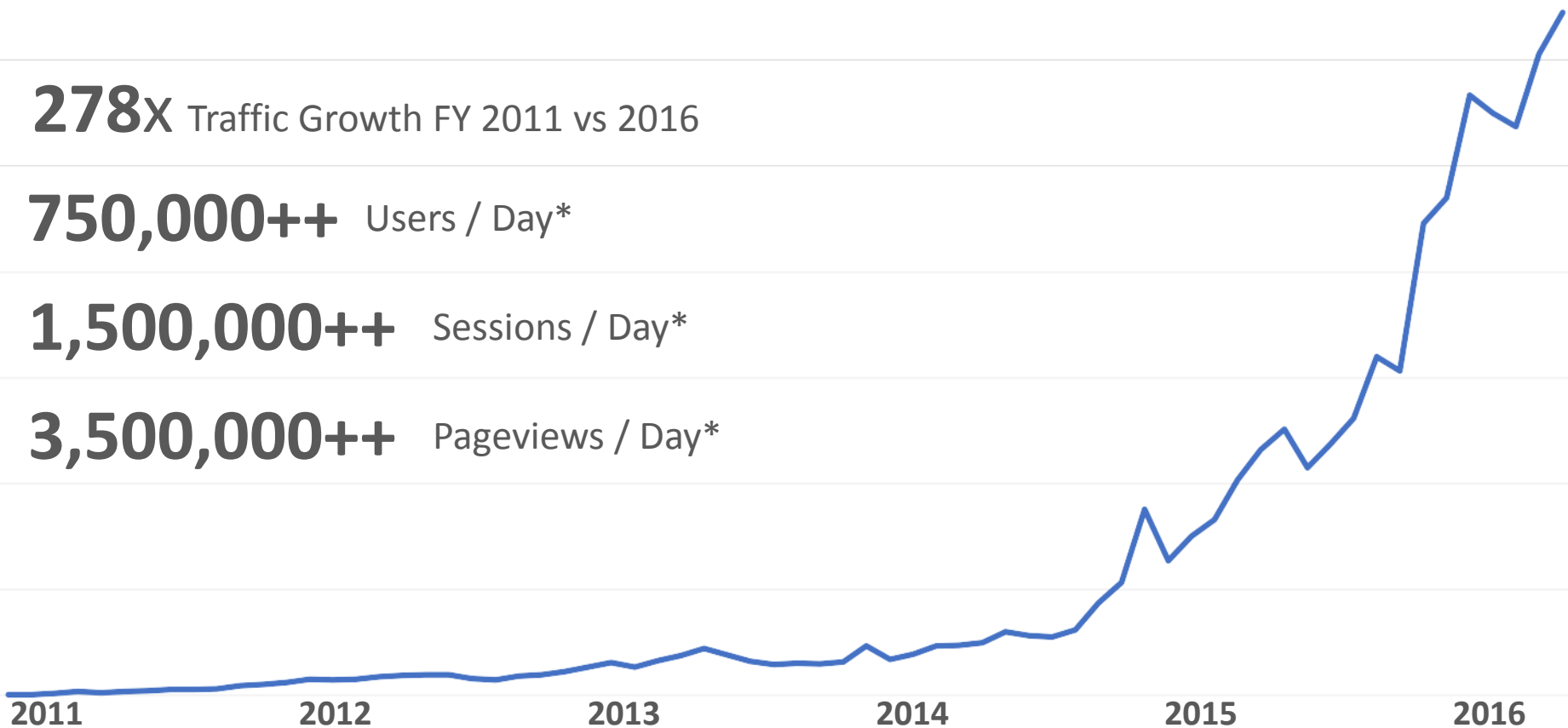


**278X** Traffic Growth FY 2011 vs 2016

**750,000++** Users / Day\*

**1,500,000++** Sessions / Day\*

**3,500,000++** Pageviews / Day\*



\*) Data per Feb 2017. Source: Bilibli.com Google Analytics





# Most Complete Payment Method



Internet Banking

Debit / Credit Card

Convenience Store

ATM

Transfer Method

COD Payment

Electronic Money





## Social Media & Fans



*The most engagement of all the ecommerce*

**2,879,000++ Likes**



*No .1 of all the ecommerce*

**403,000++ Followers**

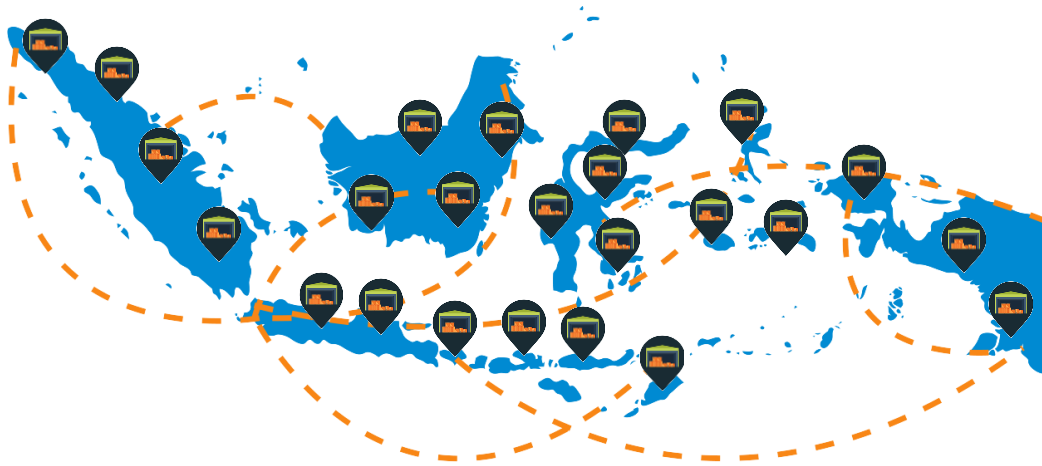


**76,500++ Followers**




**5,705++ Subscribers**

# Wide Distribution Network



- ✓ +16,000 m2 technology driven warehouses
- ✓ Additional 6 warehouses with total 200.000 m2 area in development
- ✓ More than 200 fulfillment center



A smiling man with dark hair, wearing a denim shirt and a black apron with brown straps, stands in a kitchen or cafe. He has his arms crossed and is looking towards the camera. In the background, another person is working at a counter, and shelves with various items are visible. The entire image has a dark blue overlay.

# Global Seller Program Business Model

- Reseller
- E-commerce to E-commerce
- E-commerce Enabler



# Type of Fulfillment

## Direct Shipping (per order)

### 1. Using your own Logistic Partner



\*Bibli.com will not be responsible for any shipping fees, custom duties & taxes. All charges will be borne by the merchant. For shipment below \$100, may not be subject to any taxes and duties.





# Type of Fulfillment

## Direct Shipping (per order)

### 2. Using Blibli.com Recommended Logistic Partner



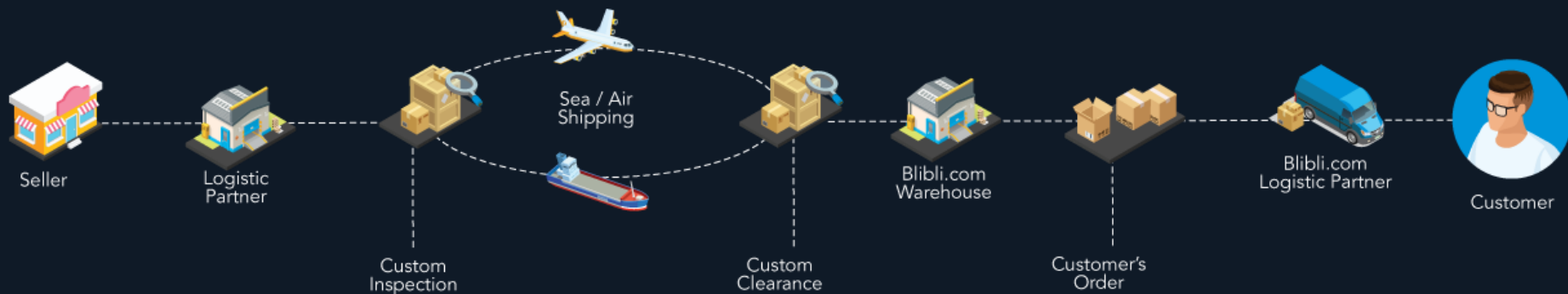
\*Blibli.com will not be responsible for any shipping fees, custom duties & taxes. All charges will be borne by the merchant. For shipment below \$100, may not be subject to any taxes and duties.



# Type of Fulfillment

## Fulfillment by Bibli.com (Consignment)

As an international seller, you can store your products on our warehouse (consignment), allowing you to provide the same fulfillment benefits to your customers as do other local competitors.



\*Bibli.com will not be responsible for any shipping fees, custom duties & taxes. All charges will be borne by the merchant.



# Blibli.com Tools & Services



## Merchant Tool Application

The Merchant Tool Application (MTA) provides access to the tools you need to manage your product information and orders. You can see such information as how many orders you must ship, Key Performance Indicators (KPI), payment summary, etc. MTA is available in 4 languages: Bahasa, English, Mandarin, and Korean.



## Business Analytics

Blibli.com provides reports for you to view and download.( DL cm settlement, Provide Dashboard di MTA)



## 24/7 Customer Care

We offer 24/7 Customer Care to provide the best customer support to our valued customers.



## Payment Management

Collecting payment from the buyer, and crediting your account.



## Marketing Support

Social Media, Online Banners, Newsletters, Blogs, Offline Events, and many more.



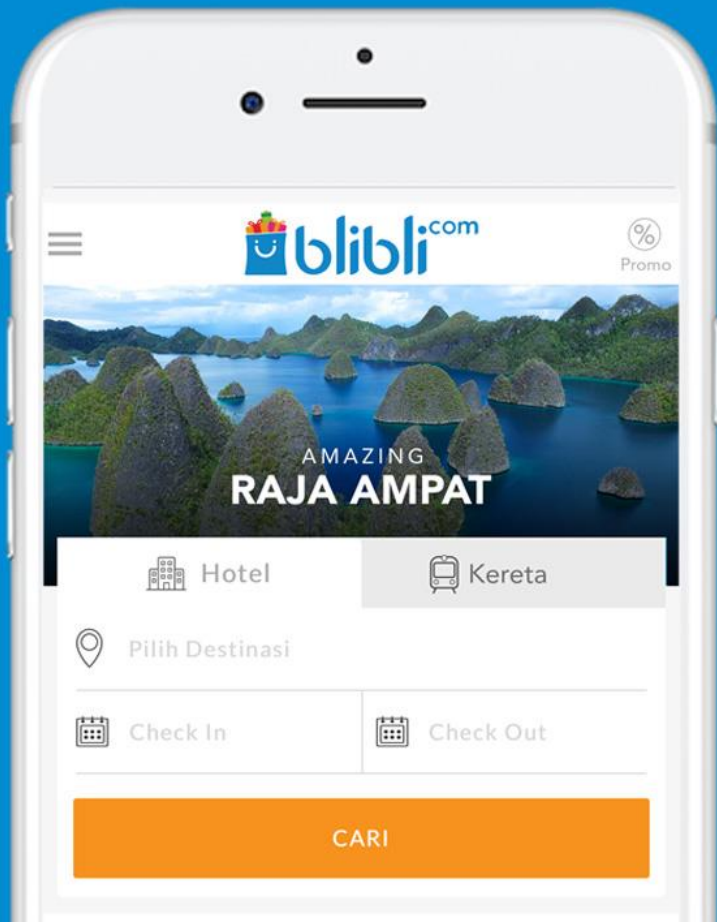


## Blibli.com Payment Options

Business Bank Account (T/T)

Payoneer - for more details about Payoneer, please click on this link

<https://www.payoneer.com>



THANK YOU

