

PRESS RELEASE – FOR IMMEDIATE RELEASE

DIVA ANNOUNCES ITS PLAN TO INVEST IN 'PAWOON', INDONESIA'S LEADING POS APPLICATION

BOOSTING DIGITAL COMMERCE AND PAYMENT OFFERINGS FOR BUSINESSES OF ALL SIZES

Jakarta, 6 December 2018 – PT Distribusi Voucher Nusantara, Tbk (DIVA), a subsidiary of PT Kresna Graha Investama Tbk (KREN), announces its plan to invest 30% stake in 'Pawoon', the leading cloud-based Point of Sales (POS) application in Indonesia. The precise amount of the investment has yet to be disclosed; the investment is viewed as a strategic move that nicely positions both *Pawoon* and DIVA in a sweet spot to accelerate exponential growth and tap into one of South East Asia's billion-dollar businesses.

According to **Ahmad Gadi, Founder & CEO of Pawoon**, "The injection of fresh funds from DIVA will be directed to product development as well as accelerating merchant acquisitions across the country, potentially with millions of businesses. *Pawoon* provides everything that retailers need to start, run, and grow their business."

"We cater to businesses of all sizes, from Small-Medium Enterprises (SMEs) with single stores to large enterprises or franchises with hundreds of outlets. These businesses (especially the smaller ones) typically rely on pen & paper and other conventional methods, which proves to be insufficient and inefficient. *Pawoon* has already posted significant numbers for its business, onboarding merchants to utilize full-suite software products and digital payment solutions such as e-money. Merchants will take advantage of cutting-edge cloud and retail technologies to help them record sales, accept cashless payment, manage inventory and configure customer behavior profiles across multiple locations."

"The ultimate goal for *Pawoon* is to build a complete ecosystem for businesses, providing not simply a full software suite, but also helping them drive traffic to store, manage payment services, provide access to capital, and fine-tune their supply chain. At the core of all of these aspects are massive amounts of transactional data, which when organized help to build added value into merchants' enterprises."

Since its first product launch in 2015, the *Pawoon* POS application has been utilized by more than 10,000 merchants, spread over more than 200 cities nationwide. A number of well-known local brands that have become *Pawoon* clients include Go-Pay, Geprek Bensu, Dum Dum Thai Tea, Bakso Lapangan Tembak, Mango Bomb, and many others.

Director of DIVA Dian Kurniadi adds "With *Pawoon* exponential growth of transaction, jumping by 28 folds over the last 24 months (20% monthly growth within the past 4 months), *Pawoon* offers an interesting business expansion and potential growth for DIVA beyond the three sectors that currently back our business. Most players in the F&B industry are SMEs, thus making it a complex but indisputably relevant industry in the Indonesian economy."

"As F&B is considered to be one of the most lucrative of the ten industrial groups prioritized by the Indonesian government under the Master Plan of National Industry Development 2015-2035, DIVA aims to enter a market that gains an annual turnover value of up to Rp27.5tn (\$1.83bn) in Jakarta alone, estimated from Rp2.75tn of restaurant tax revenue in 2017."

"Through this investment, we are unlocking both significant SMEs and large enterprises potentials in the F&B industry, and accelerating cashless transformation in this industry, allowing compatible business synergy that is unique as it enables F&B merchants to add value to their business by selling various digital products to captive customers. An investment that matches up with SMEs needs to upgrade their POS technology while increasingly weighing on bundles' services with payments designed to help all business operations run better."

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About DIVA

PT Distribusi Voucher Nusantara Tbk (DIVA) is a subsidiary of PT Kresna Graha Investama Tbk (KREN). As a digital business converter and accelerator, DIVA has the vision to become a hi-growth technology company, providing easy-to-use solutions to empower Indonesian Small and Medium Enterprises (SMEs) to become the powerhouse of the nation's digital economy. Our mission is to convert and accelerate traditional business in an integrated business platform, through digital business, offering multi-products and multi-channel. DIVA's flagship products include an integrated digital platform in the DIVA Business Architecture with "DIVA Smart Outlet" (SO) and "DIVA Intelligent Instant Messaging" (IIM) to support SME actors in managing their business.

About 'Pawoon'

Pawoon is the leading cloud-based POS application for businesses of all sizes, headquartered in Jakarta, Indonesia. Its core feature includes sales bookkeeping, inventory management, and CRM. For complete information, please visit www.Pawoon.com.

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