Established in 14 December 2019 or 33 years old.

It is a leading business and economy newspaper in Indonesia.

It is the most expensive and thickest newspaper in Indonesia.

It started with 9 columns = 84 cm width in black and white. Now is 7 columns = 65 cm width in colours.
Our Corporate Culture

Balance
Integrity
Service Excellence
Networking
Innovations
Strive for Success
TAGLINE TRANSFORMATION

1985 - 1995

“Dari swasta, Oleh Swasta Untuk Pembangunan”
“From Private, By Private, For Nation Building”

1995 - 2012

“Referensi Bisnis Terpercaya”
“Trusted Business Reference”

2012 - now

“Navigasi Bisnis Terpercaya”
“Trusted Business Navigation”
DAILY FORMAT CHANGES

12/14/1985-07/30/2005
BROADSHEET FORMAT
9 COLUMNS

08/01/2005-12/31/2016
MEDIUM BROADSHEET FORMAT
8 COLUMNS

01/03/2017-NOW
YOUNG BROADSHEET FORMAT
7 COLUMNS

Bahu-membahu Topang Rupiah

Dana Makroekonomi Indonesia

13.728
14.935

Menyikapi Gempuran New Normal Terhadap Rupiah

Google
Received various awards from 2010 - 2019

Year 2017
- Bronze Winner: Indonesia Print Media Awards (IPMA)
- Lifetime Achievement: The Indonesian News Publisher’s Association (SPS)

Year 2018
- Silver Winner: Indonesia Print Media Awards (IPMA)

Year 2019
- Silver Winner: Indonesia Print Media Awards (IPMA)
Bisnis Indonesia Newspaper

Bisnis Indonesia Weekday is published in 28 pages
Bisnis Indonesia Weekend is published in 20 pages

Bisnis Indonesia Newspaper delivered to our readers from Monday to Saturday at SGD 25 per month and SGD 1.1 per day

Bisnis Indonesia Epaper via desktop, mobile, and apps at SGD 15 per month
Bisnis Indonesia Weekend

1985 - 2009
“Broadsheet”

2010 - 2014
“Tabloid”

2015 – now
“Broadsheet”
Mobile, Apps and Epaper apps
Representative Office and Printing

10 Branches, 4 Printing Site

- Medan
- Pekanbaru
- Palembang
- Jakarta
- Semarang
- Surabaya
- Bandung
- Makassar
- Manado
- Denpasar
OUR PEOPLE

- Baby Boomer (1946-1964): 1%
- Gen X (1965-1980): 27%
- Gen Z (1995-2025): 5%
OUR OFFICE

Marketing

Newsroom
PRICING

01. Produce good products for good price

02. Efficient in cost production

03. Evaluate the price regularly
PRICING

<table>
<thead>
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<th>Year</th>
<th>Price</th>
<th>Pages</th>
<th>Dimensions</th>
</tr>
</thead>
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<tr>
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<td>SGD 14/ per month</td>
<td>32</td>
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<tr>
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<td>SGD 20/ per month</td>
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<tr>
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<td>65 cm</td>
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<tr>
<td>2018</td>
<td>SGD 20/ per month</td>
<td>28</td>
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<tr>
<td>2019</td>
<td>SGD 25/mth</td>
<td>28</td>
<td>65 cm</td>
</tr>
<tr>
<td></td>
<td>SGD 1,1/expl</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Maximize Profit

- Employees are our assets
- Positive thinking
- Innovations
- Believe in our products
- Good working environment
- Good Team work
Expensive and Profitable

- Innovation
- Good Product
- Good team work & Services
- Mindset & Believe in products
THANK YOU