



***“The Kompas Story”
Publish Asia 2018***

Our Strongest Belief: An Integrated World

***We don't live in a
Digital Only World***

***We don't live in a
Physical Only World***

***We live in an
Integrated World***

(for the foreseeable future)

As an *Integrated Company*: We reach 50%+ population across platforms

KG Media
REACH
53.3%
of total population
in Indonesia*



KG Newspaper
Reach 39%
of Print Media Reader*



KG Magazine
Reach 12%
of Print Media Reader*



KG Radio
Reach 2%
of Radio Listener**












KG TV
Reach 52%
of TV Population*



KG Digital
Reach 55%
of Internet User***

On digital: We reach 60%+ internet population

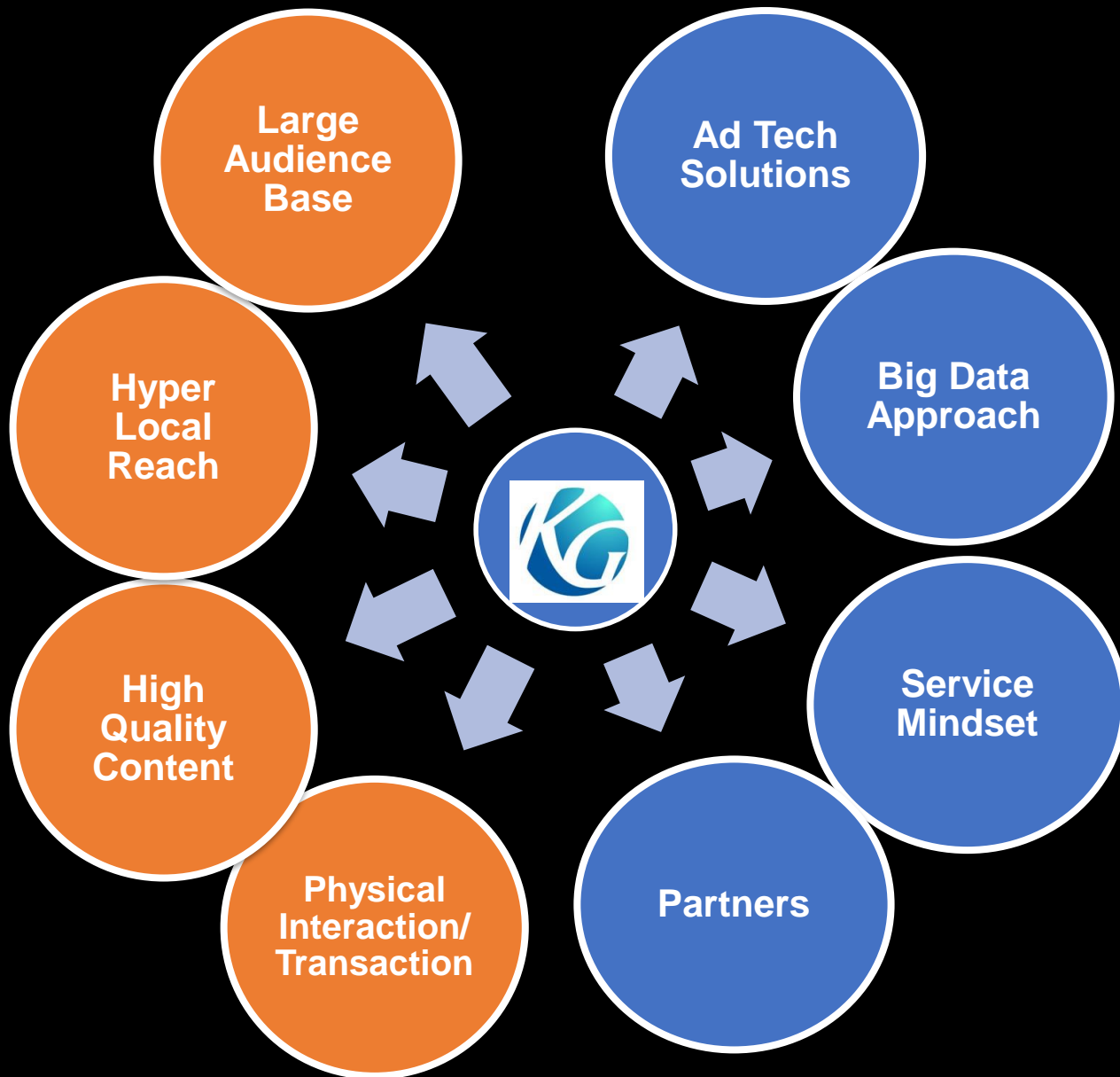
 KOMPAS GRAMEDIA	Users (000)	Reach (%)
	72,894,685	51%
 <small>JERNIH MELIHAT DUNIA</small>	31,518,749	22%
 <small>BETA Beyond Blogging</small>	12,346,741	9%
 <small>Sports Entertainment</small>	3,380,300	2%
 <small>SIMPLY AUTOMOTIVE GUIDE</small>	3,864,502	3%
 <small>NEWS • DATA • FINANCIAL TOOLS</small>	1,857,988	1%
	13,070,716	9%
 <small>INDEPENDEN TERPERCAYA</small>	999,678	1%
TOTAL (Unduplication)	88,158,016	61.5%

**KG Media
Digital Reach
about 61.5% of
Internet
Population
(143,3 mio by
APJII) in
December 2017.**



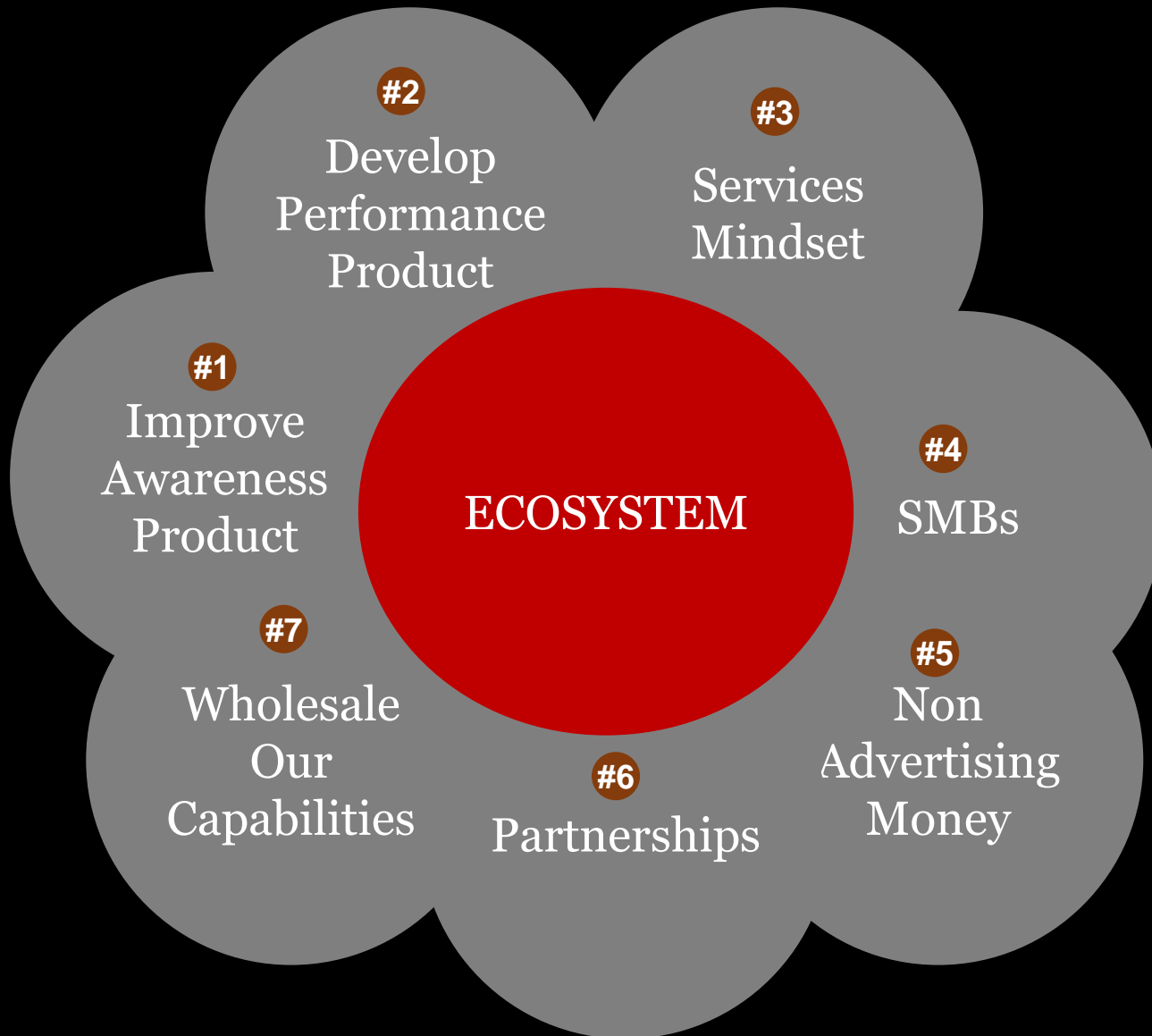
Our future builds on our unique capabilities...

What We Have

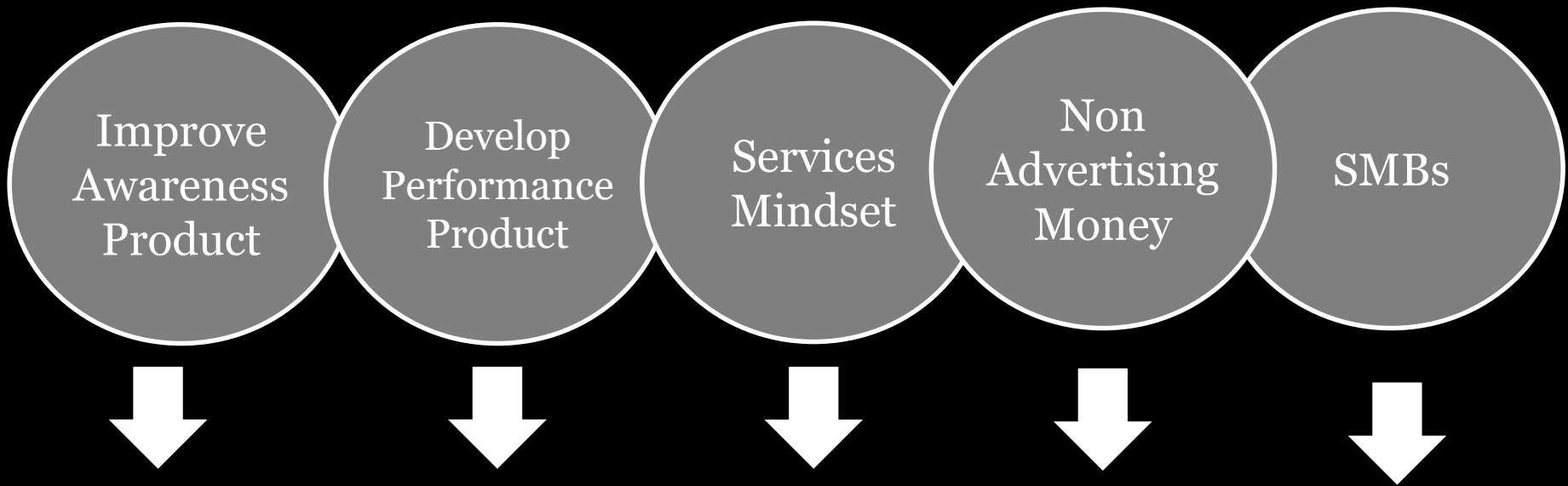


What We are Building

...to address 7 objectives



We are moving ahead Step by Step



Viewability
Content Qlty.
Brand Safe
Leads



*KG Big
Data
Program*



*A Kompas
Gramedia
Strategic &
Experience
Solutions Unit*



- *Agent Network*
- *3PL*
- *eCom Last Mile*
- *Media*



*One Stop
Platform to
digital and
offline Ads*

***“ Fear of Disruption is More
Damaging than Disruption Itself”***

Thank You

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