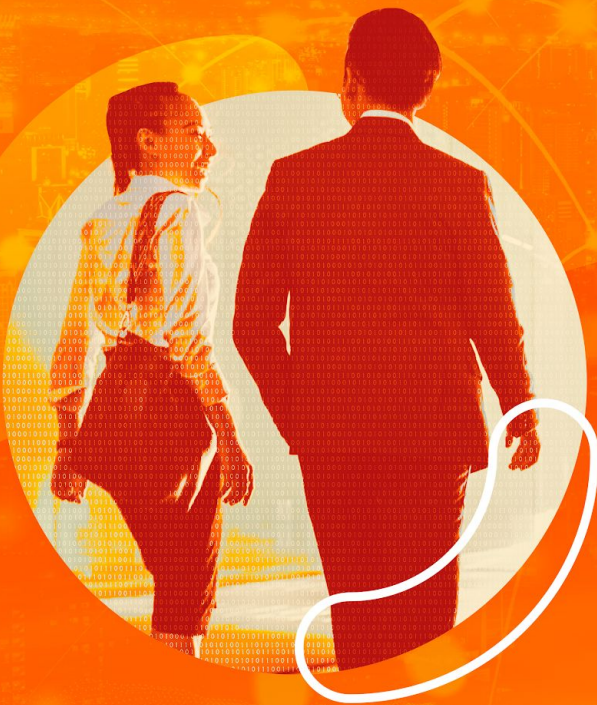


RalaliGroup

The **Largest B2B Online
Ecosystem** in Indonesia



The Pioneer of Online B2B Marketplace



The largest B2B Online Platform

Founded in 2013, Ralali.com is the **first and largest** online B2B platform for MSMEs in Indonesia.

Ralali.com was established to help business to grow through digital business ecosystem

Our Mission is to **empower mSMEs** to connect with suppliers and customers online and provide access to capital and other digital solutions.

Performance Highlights '22



11 Mn Visitors
(Mar 2022)

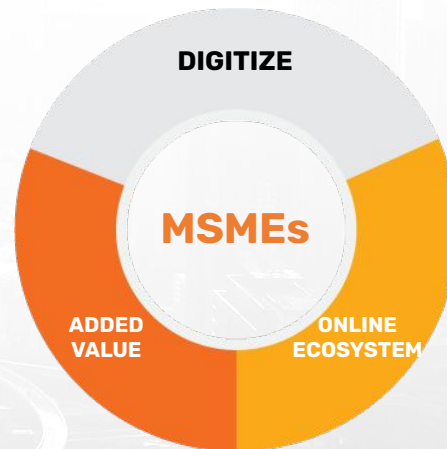
Most Visited B2B Marketplace in Indonesia

> 1,5M
Users
(Mar 2022)

> 500K
SKU
(Mar 2022)

1,7M+
Transaction
(Mar 2022)

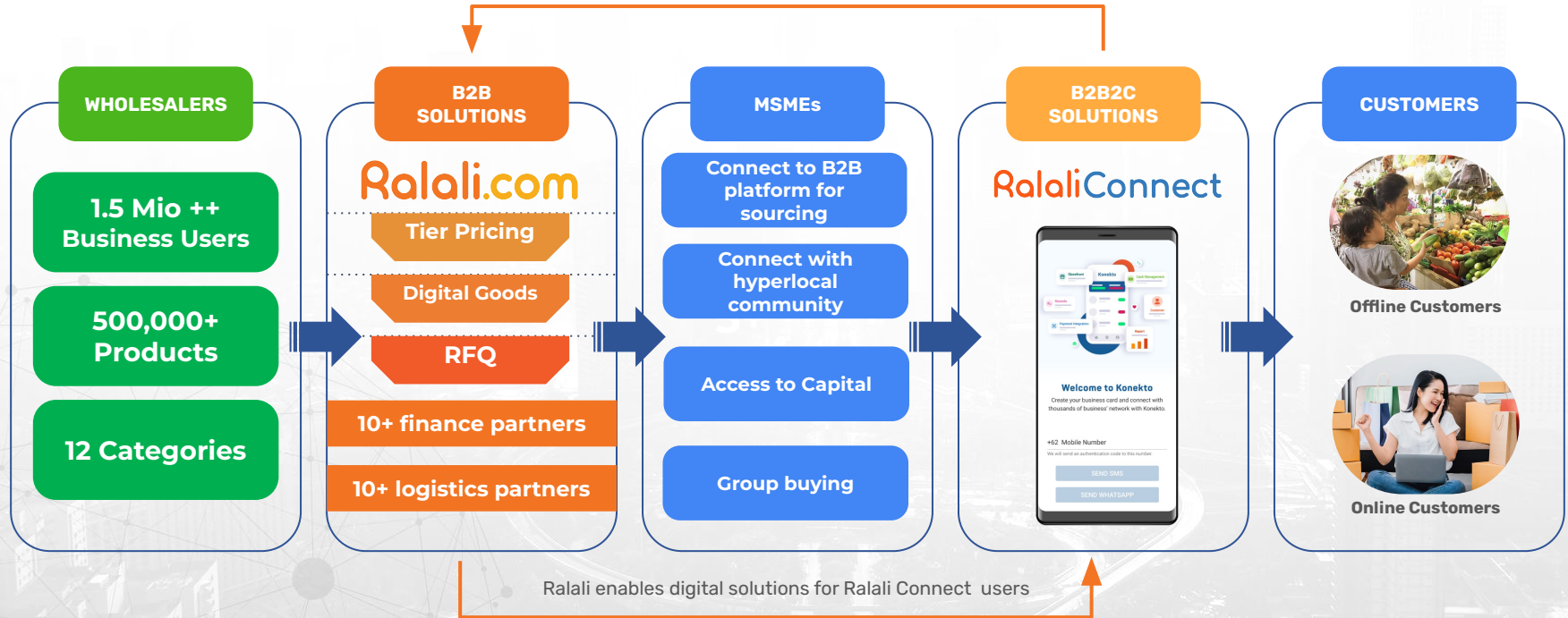
WHAT WE DO



“Empowering SMEs to grow with technology”

SME Digitization • B2B Marketplace • B2C Superapp • Digital Solutions

Ralali Connect users use Ralali as a sourcing platform



**Value Added
Service**

Ralaliplus

**Financial
Solution**

RalaliAgent

**Growth
Solution**



Mission

To help business to grow through digital business ecosystem.

Vision

1. We aim **to build the best digital** business **ecosystem**.
2. We envision that we can **help the Indonesian economic to grow** through leveraging local market.
3. We **grow people through optimizing their talent** in digital technology and business

HAPPY CLIENTS OF RALALI GROUP



**AWARD WINNING
COMPANY LOVED BY BRAND**



We help our partners with

RALALI BUSINESS SOLUTIONS

1. Ralali **Pavilion**

2. Ralali **Tender**

3. Ralali **Direct**

4. Ralali **Agent**

5. Ralali **Plus**

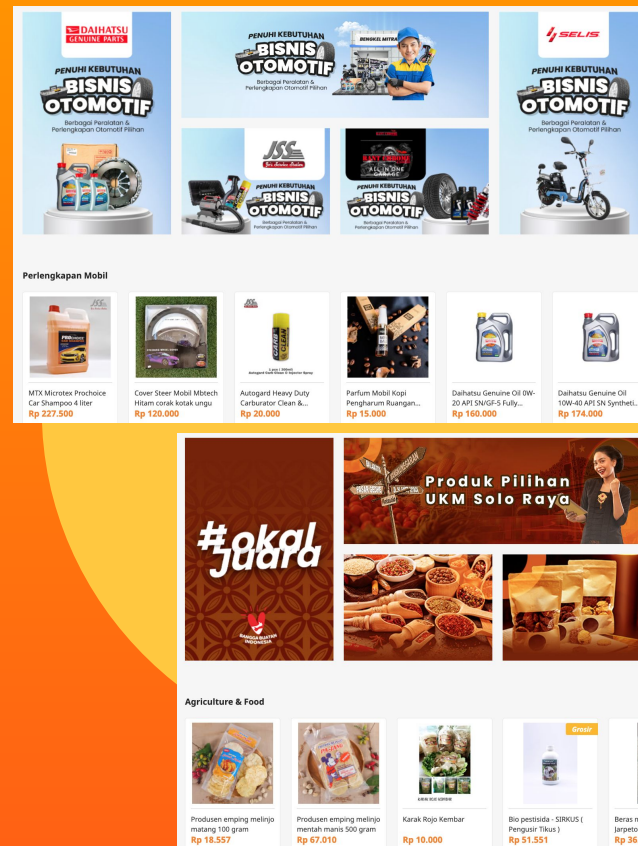
For Branding RalaliPavilion

RalaliPavilion

Put it simply, this solution enable brands and businesses to **showcase** their products and to easily look up things that are relevant to their needs.

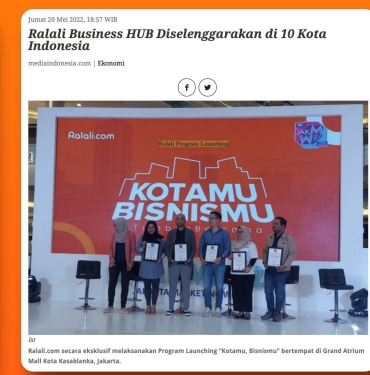
The categorizations are **endless**, it can be based on Industries, Demography / Area, Brand Specific, Market Trends, etc.

Ultimately aims to help businesses build their top funnel for potential leads.



At the same time giving **access to Business Expo & Events.**

All in all, building a better O2O Experience for potential partners & customers.





For Procurement RalaliTender

RalaliTender enables businesses to



Participate & Bid On
New Tenders



Find Better Supplier
Sourcings*

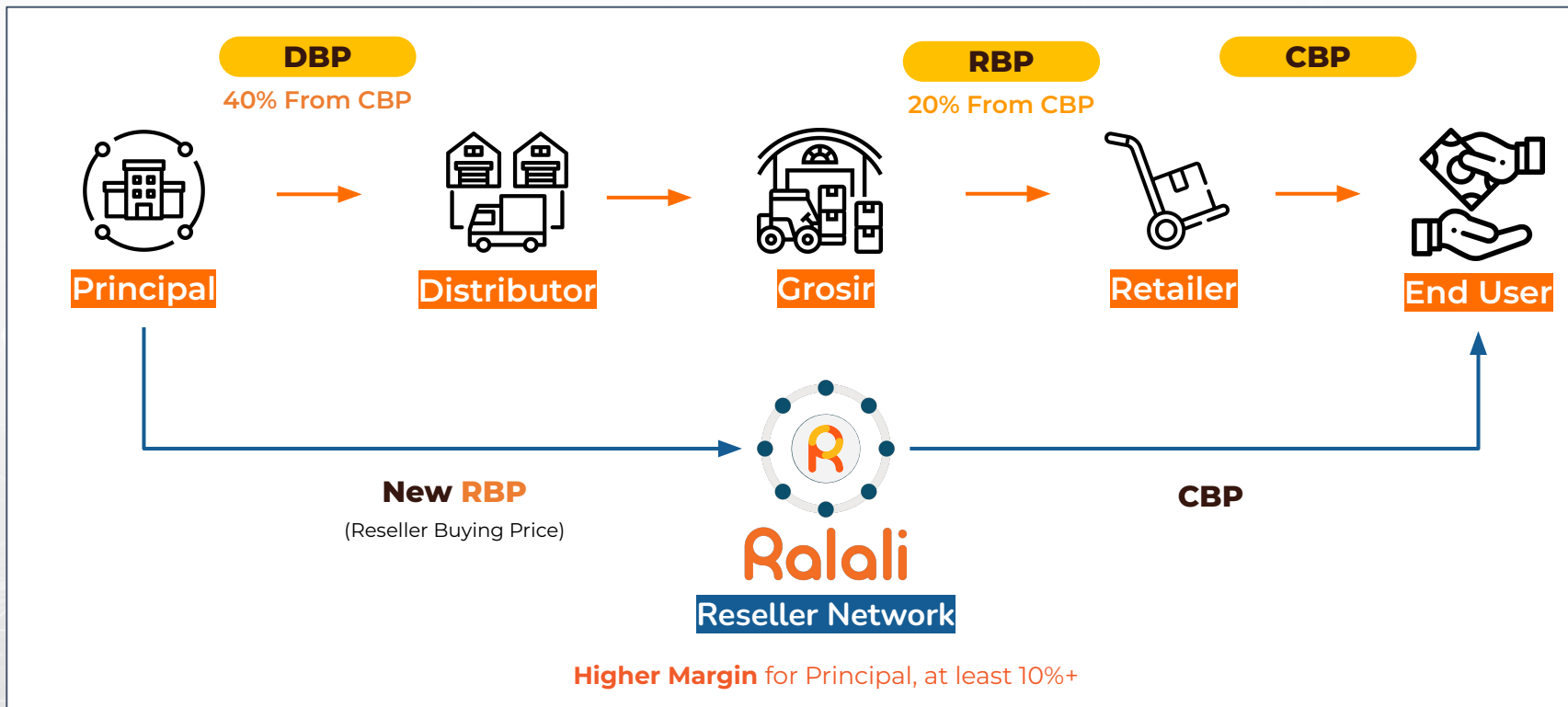
**Better sourcing is not always about pricing, but also about credibility, product quality & availability, service-level agreement (SLA), etc.*

More Potentials, More Effective & Efficient

MORE REVENUE

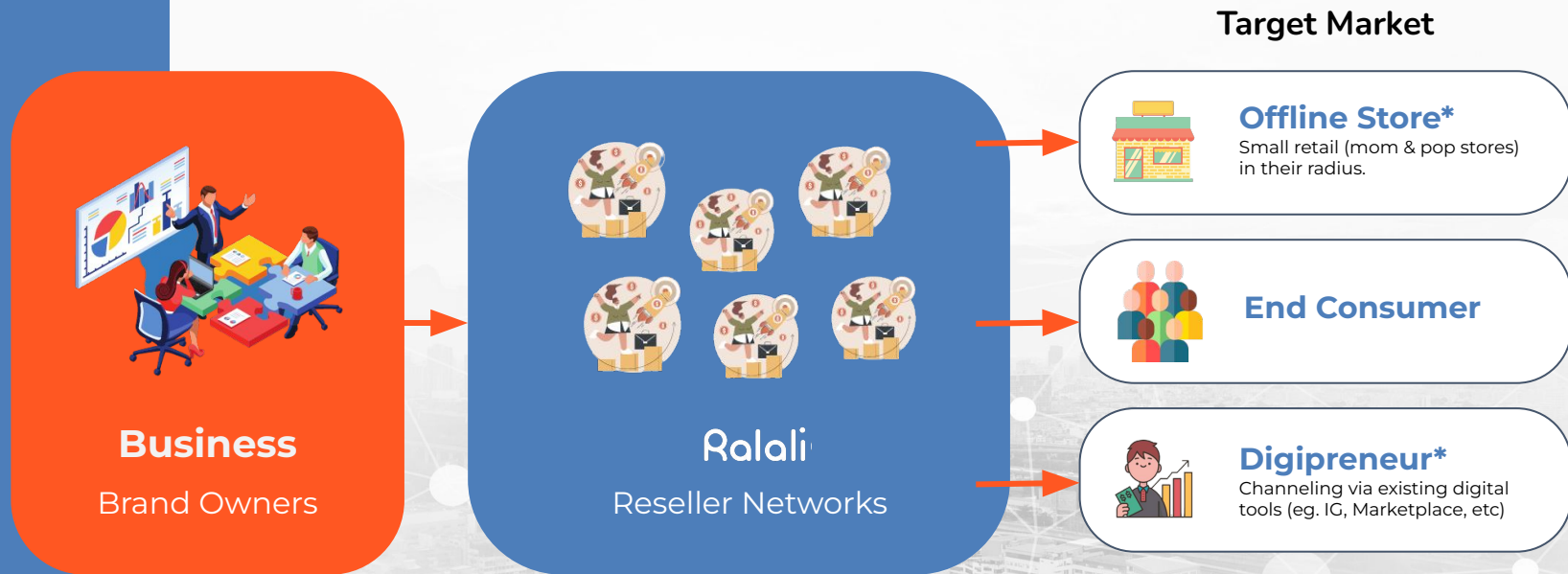
For D2C
RalaliDirect

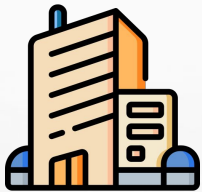
Ralali D2C Model



**Numbers that is shown is based on best practice.*

HOW IT WORKS





Benefit for Brand Owners

Maximize Revenue

1. **Increase** in Brand Awareness & Loyalty.
2. **Increase** in margin per product sold.

Cost-effective Growth

1. **FAST** go to market strategy.
2. **Zero cost** on infrastructure & expansion.
3. **Decentralized Marketing Effort** as resellers will automatically assist in promoting your brands.



For Growth RalaliAgent

RalaliAgent

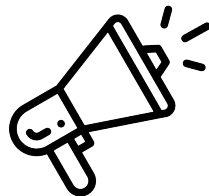
Enable partners to have **instant access to nationwide on-field workers** to help them scale and grow their businesses.



Survey

Helping partner in gathering data & market insights

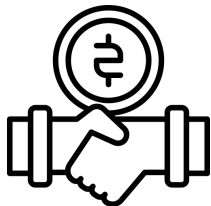
eg. Canvassing, Surveyor, Mystery Shopper.



Promotion

Helping partner in promoting their product and/or brands.

eg. SPG, Flyering, Poster.



Acquisition

Helping partner in their user acquisition journeys.

eg. Merchant for DANA's QRIS, Buyer & Seller Leads for Carro.



Awareness

Helping partner in building both offline & online presence.

eg. Social Media Buzzer, Offline & Online Presence.

Akuisisi Pelaku Bisnis Kuliner Lebih Cepat

Sebagai perusahaan multinasional penyedia kebutuhan kuliner terkemuka di Dunia, Unilever Food Solutions (UFS) dikenal dengan produk-produk seperti Kecap Bango, Knorr, Royco, Sariwangi.

Target

UFS memiliki program loyalti yang dinamakan Sahabat UFS sebagai bentuk ucapan terima kasih dan penghargaan kepada para pelaku bisnis kuliner yang telah setia menggunakan produk-produk Unilever Food Solutions. Mereka ingin Ralali Agent membantu untuk mengakuisisi lebih banyak pelaku bisnis kuliner menjadi Sahabat UFS.

Solusi

UFS ingin mencari cara lebih cepat untuk mengakuisisi pelaku bisnis kuliner menjadi Sahabat UFS, saat ini mereka sudah memiliki tim internal penjualan untuk melakukan hal tersebut. Akhirnya mereka mencoba menggunakan layanan **Akuisisi Mitra Bisnis** dari Ralali Agent untuk meningkatkan jumlah pelaku bisnis kuliner yang menjadi Sahabat UFS, proyek ini dimulai di Jakarta dan Tangerang. Proyek ini berjalan selama 3 bulan dan UFS terbantu dengan kehadiran Ralali Agent sehingga memutuskan untuk melanjutkan kerjasama di proyek-proyek berikutnya.

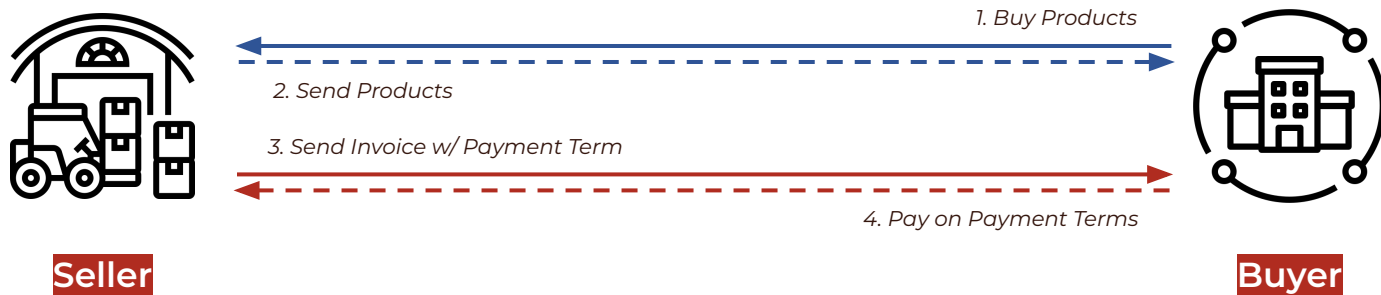


Pencapaian 9.000

Usaha Kuliner di Jakarta dan
Tangerang telah bergabung
menjadi Sahabat UFS.

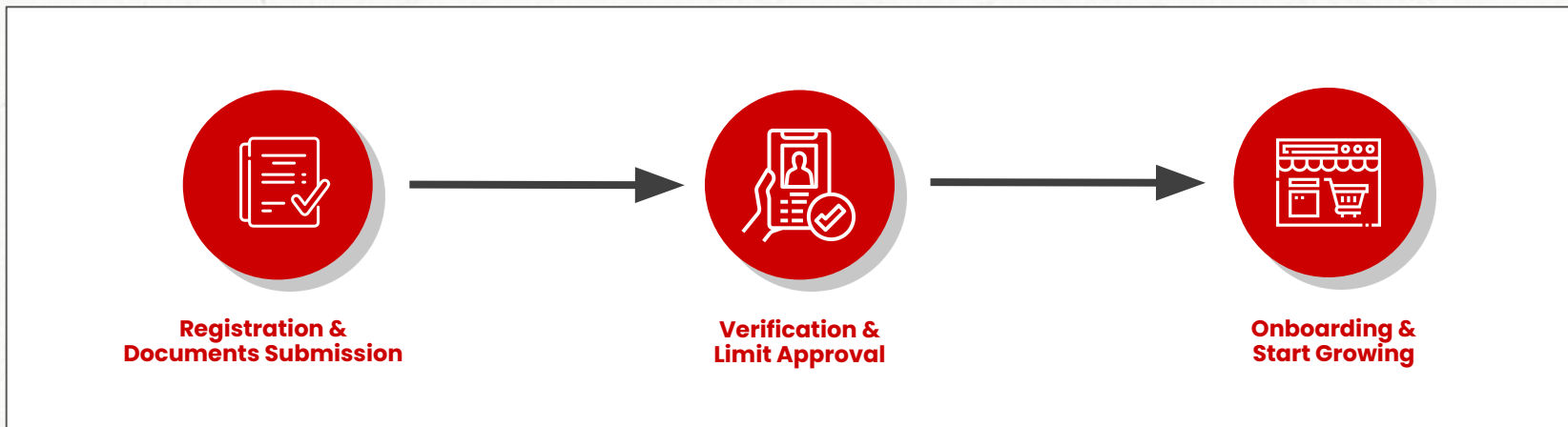
For Cashflow Ralaliplus

Traditional B2B Flow



This traditional business flows **works**,
As long as both parties have a **healthy cash flow**

HOW IT WORKS



Limit Up To
Rp 2M*

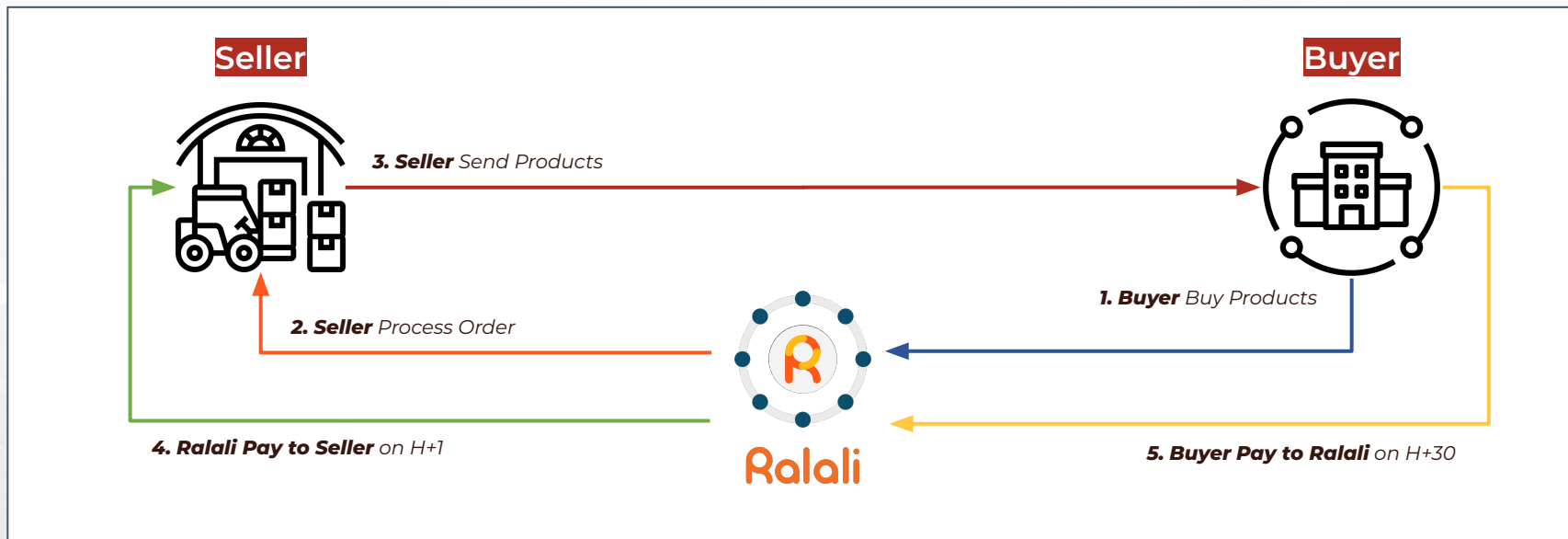
Competitive Rate
3 – 5%

Terms Up To
30 Days

**Maximum limit is subjected to approval based on Ralali Credit Scoring.*



B2B Flow with RalaliPlus



This enable both parties **to grow and scale** exponentially **without** the need to worry about capital & cash flow.

**All These
Exclusive
Solutions**

Only for

IDR

600,000
/year

THANK YOU



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