

Telkom 
Indonesia

the world in your hand

**COMMUNICATING
THE VALUE**

A story of Telkom Indonesia

*Arif Prabowo, VP Corporate Communication
Batam, February 5, 2015*

CAREER

PT Telekomunikasi Indonesia, Tbk.

1999 - Currently

- VP Corporate Communication (November 2012 – Currently)
- Senior Manager Commerce, Divisi Consumer Service I Barat (April 2010 – Mei 2012)
- Senior Manager Sales, Divisi Consumer Service I Barat (Januari 2010 – Februari 2010)
- Senior Manager Marketing & Sales, Divisi Regional II (Juli 2008 – Agustus 2009)
- Senior Manager Marketing & Sales, Divisi Regional VI (Maret 2006 – Agustus 2009)
- Senior Manager Pelayanan dan Pemasaran, Divisi Regional III (Juli 2004 – Oktober 2005)
- Manager Promosi dan Pemasaran, Divisi Regional II (September 2003 – Juli 2004)

EDUCATION

Master Electrical Engineering
Virginia Polytechnic Institute

August 1999

Bachelor Telecommunication Engineering
Institut Teknologi Sepuluh Nopember

April 1991



Arif Prabowo

Denpasar, October 03, 1967
Male

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Jl. Gampang No. 11
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RELEVANT EXPERIENCE & ACCOMPLISHMENT



<i>March 2013</i>	<i>Philip Kotler On-day Seminar in Jakarta '8 Ways to Grow', MarkPlus</i>
<i>July – November 2012</i>	<i>CPM Tutorial, Assessment</i>
<i>May 2012</i>	<i>Malcolm Baldrige Criteria</i>
<i>April 2012</i>	<i>The New Strategic Brand Management, MarkPlus</i>
<i>April 2012</i>	<i>Effective Communication Cross Culture</i>
<i>February 2012</i>	<i>Sharing Forum & WS Rakor DCS Barat</i>
<i>November 2011</i>	<i>Brand Management</i>
<i>January 2011</i>	<i>How To Succeed in A Flat World</i>
<i>August 2010</i>	<i>Achieving Successful Business</i>
<i>May 2010</i>	<i>BOD Values Cascading PTW Value Ambassador</i>
<i>April 2010</i>	<i>Workshop Bidang Plan & QoS</i>
<i>February 2009</i>	<i>New Mobile Marketing</i>
<i>August 2000</i>	<i>Managing Price Transforms The Bottom Line, MarkPlus</i>

OUTLINE

- 1 Telkom Group in Brief**
- 2 ASEAN Economic Community**
- 3 Corporate Communication Orchestrating Telkom Story**
- 4 Achievement & Acknowledgement**
- 5 Conclusions**



Telkom Group in Brief



Telkom Indonesia is listed in Indonesia Stock Exchange (TLKM IJ) & New York Stock Exchange (TLK US)



GROW faster than the market with prioritizing the main priority



Indonesia's Cellular Penetration 120%

**) per Jan, 21 2015*

Vision

To Become a Leading Telecommunications, Information, Media & Edutainment and Services (TIMES) Player in the Region

Mission

- To Provide **More for Less** TIMES Services
- To be the Role Model as the Best Managed Indonesian Corporation

Strategic Objective

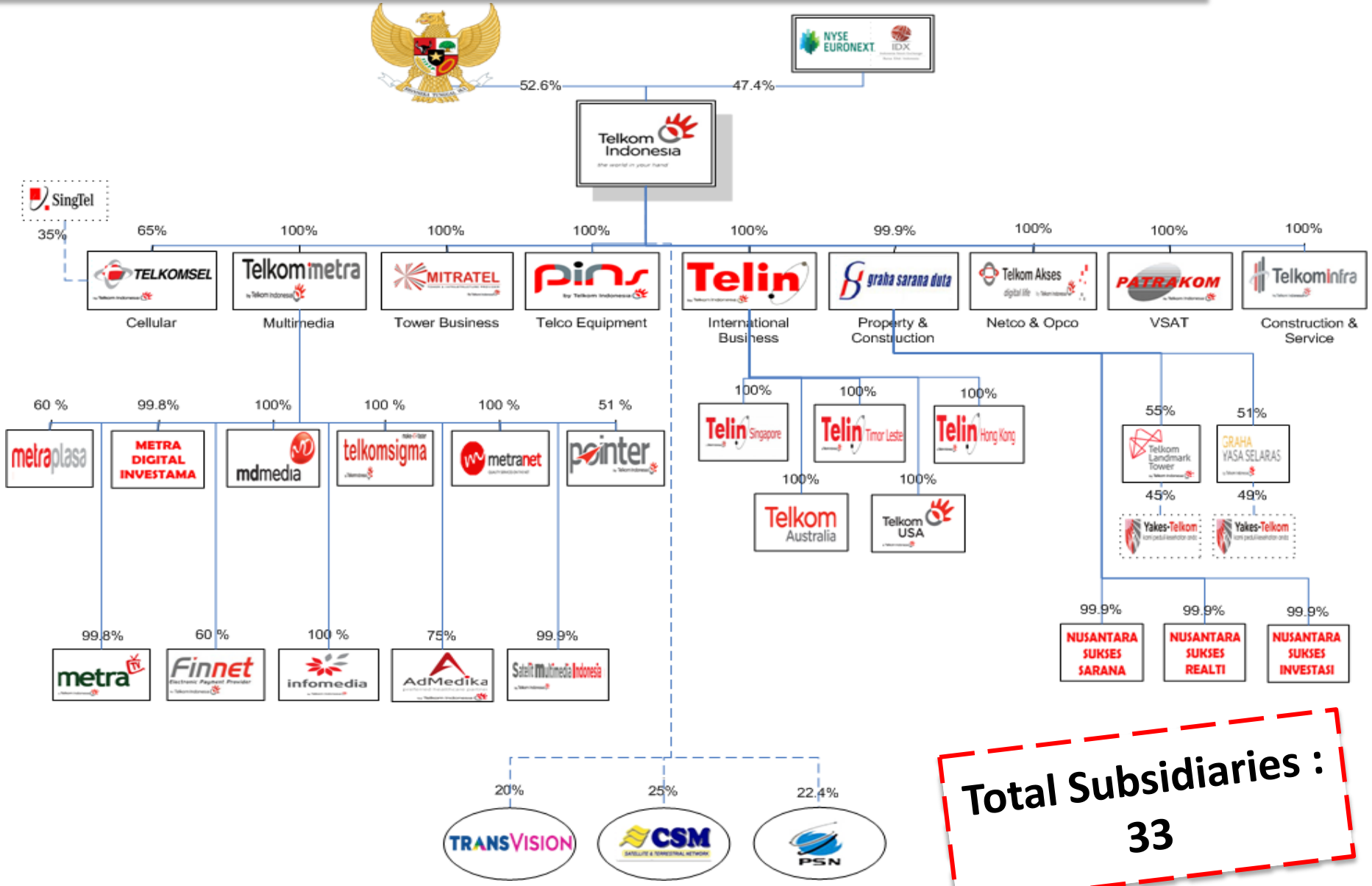
Creating Superior Value Towards **IDR 300 T** Market Capitalization in 2015

Corporate Strategy

- **Directional Strategy** : Sustainable Competitive Growth
- **Portfolio Strategy** : Converged TIMES Portfolio
- **Parenting Strategy** : Strategic Guidance



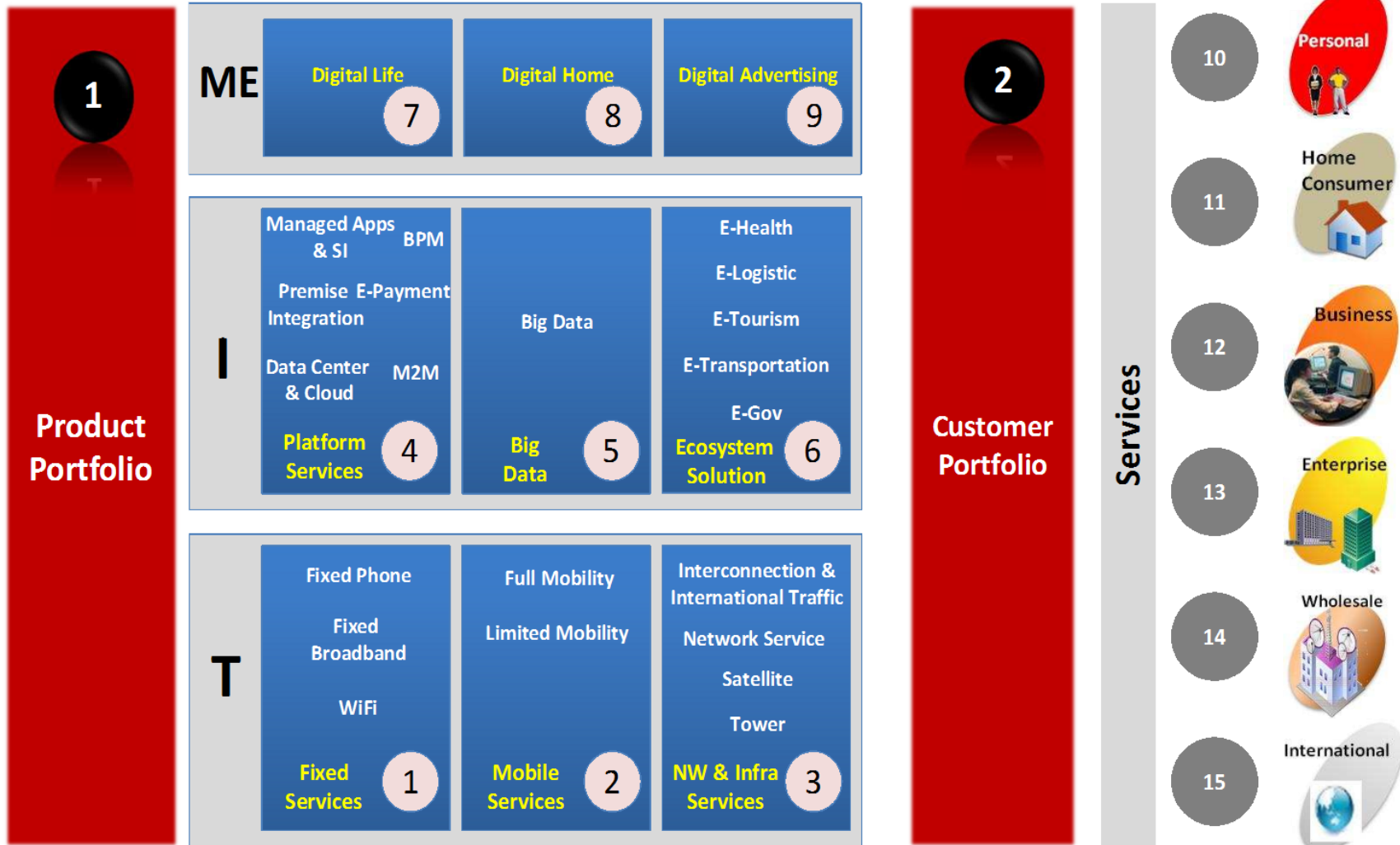
Telkom Group



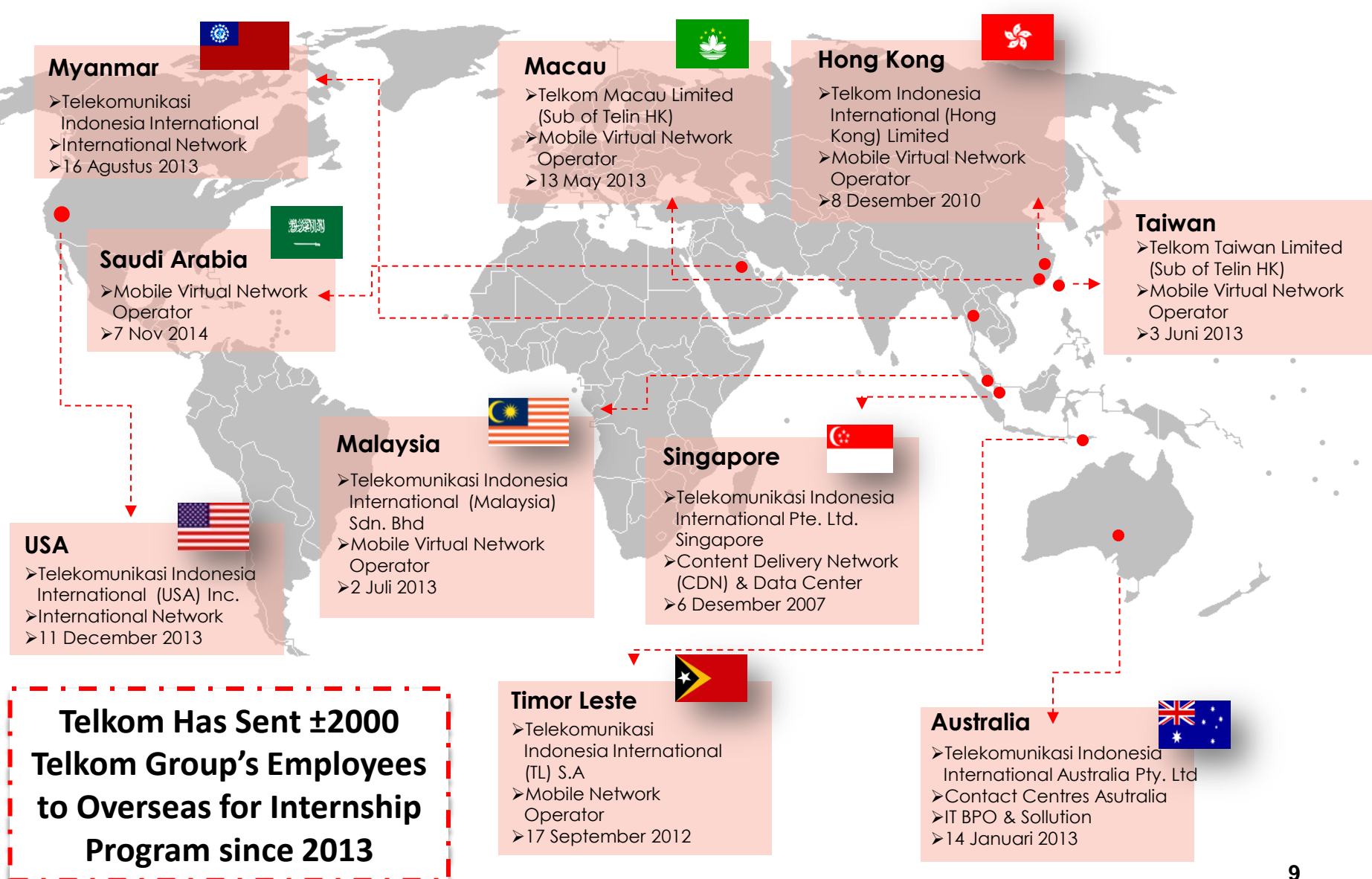
**Total Subsidiaries :
33**

TIMES Business Portfolio

Telkom Group has 15 business portfolio consist of :
9 product portfolio & 6 customer portfolio



Telkom International Footprint



Telkom Has Sent ±2000 Telkom Group's Employees to Overseas for Internship Program since 2013

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ASEAN Economic Community Landscape

Single Market and Production Base

- Free flow of goods
- Free flow of investment
- Free flow of capital
- Free flow of skilled labor
- Priority integration sectors

Equitable Economic Development

- SME Development initiative for ASEAN integration

Competitive Economic Region

- Competition policy
- Consumer protection
- Intellectual property rights
- Infrastructure development
- Taxation & E-commerce

Integration into Global Economy

- Coherent approach towards external economics relations
- Enhanced participation in global supply networks

for TELKOM, it's an opportunity...

Imagine...

- Reaching out potential customers from ASEAN countries
- Forming mutual partnership with other ASEAN countries' companies
- Send out our best talent to compete with talents from other ASEAN countries

Instead...

- Using services from other ASEAN countries in our home
- Compete with more advanced player from other ASEAN countries in our own cities
- Hiring other ASEAN countries talent in our national companies



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TELKOM Believe *that* PR is “THE ENABLER”

Preferred
partners for
ASEAN
business
community



Trusted
partners for
Indonesian
entities who
aim to be
global

STORY OF
TELKOM





WHAT IS
OUR STORY?

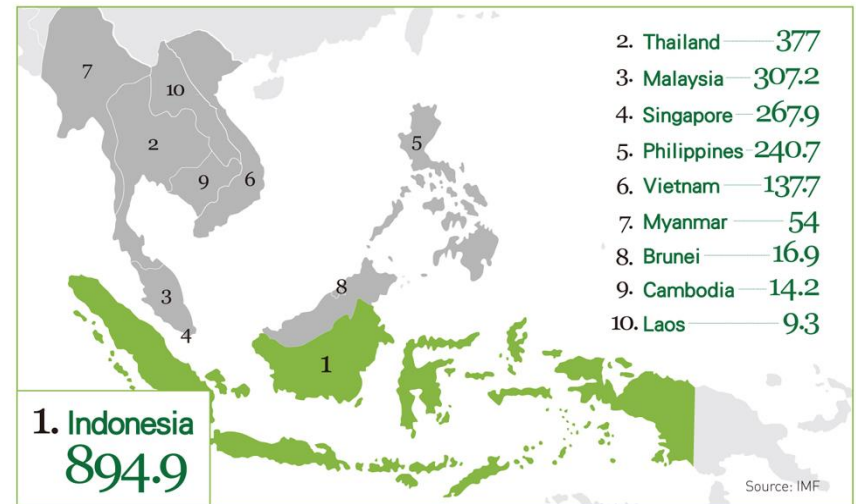
We Start *from* Indonesia...

Indonesia is the largest economy in southeast Asia. Due to its size, Indonesia is the main market of the region. Therefore we believe that to win ASEAN economy you must win Indonesia market first.

As one of the largest enterprise in Indonesia and the dominant player in Indonesia Telecommunication sector we optimize our track record in our own market as Baseline for story.

Indonesia: ASEAN's Biggest Economy

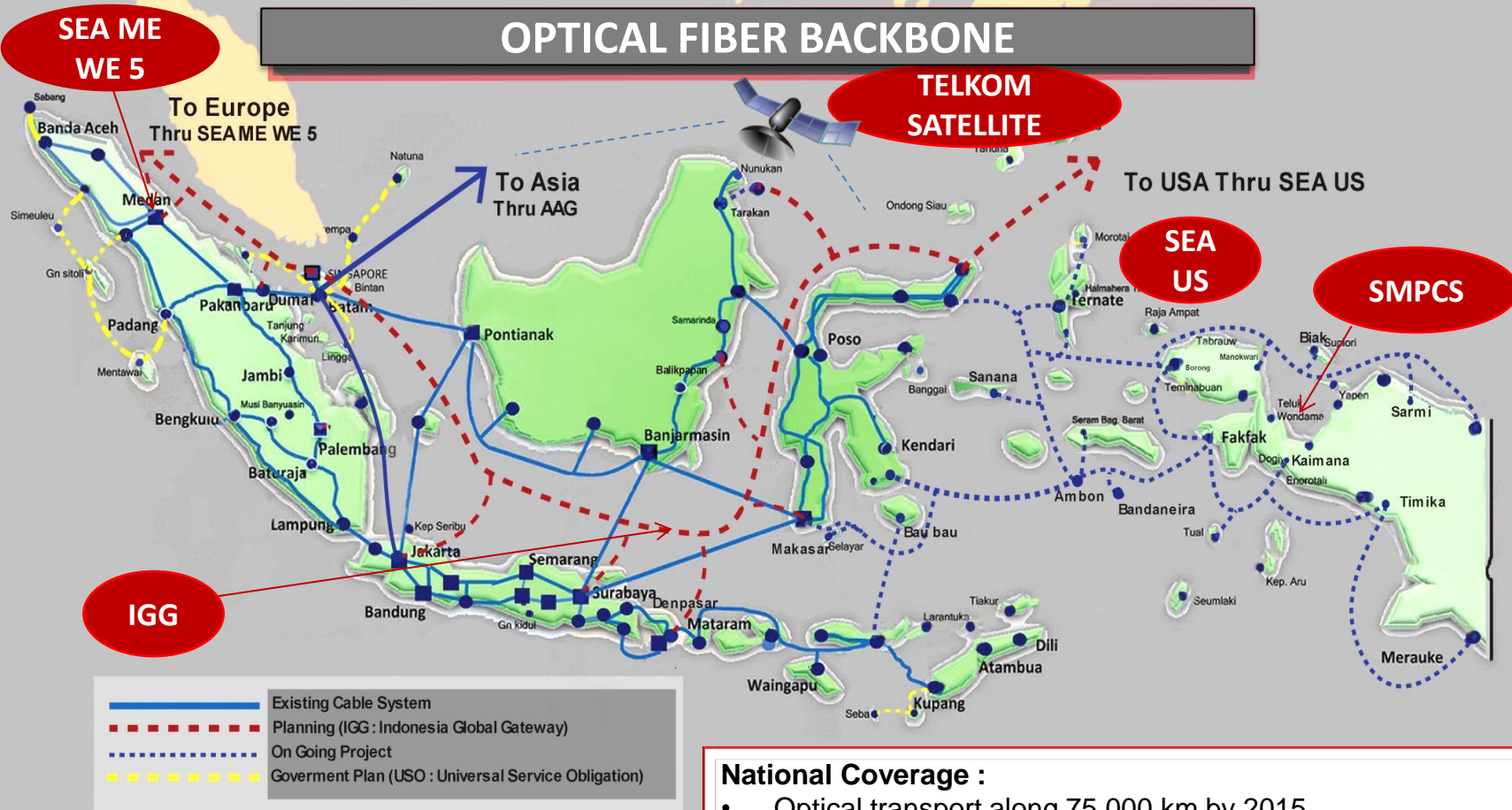
2012 GDP (US\$1 billion)



*CommonWealth Magazine November 15, 2012

Telkom Infrastructure Readiness

id-Ring - Always On IDN Transport



- National Coverage :**
- Optical transport along 75.000 km by 2015
 - Express Super Core for 2nd International Gateway by 2015
 - Telkom Satellite

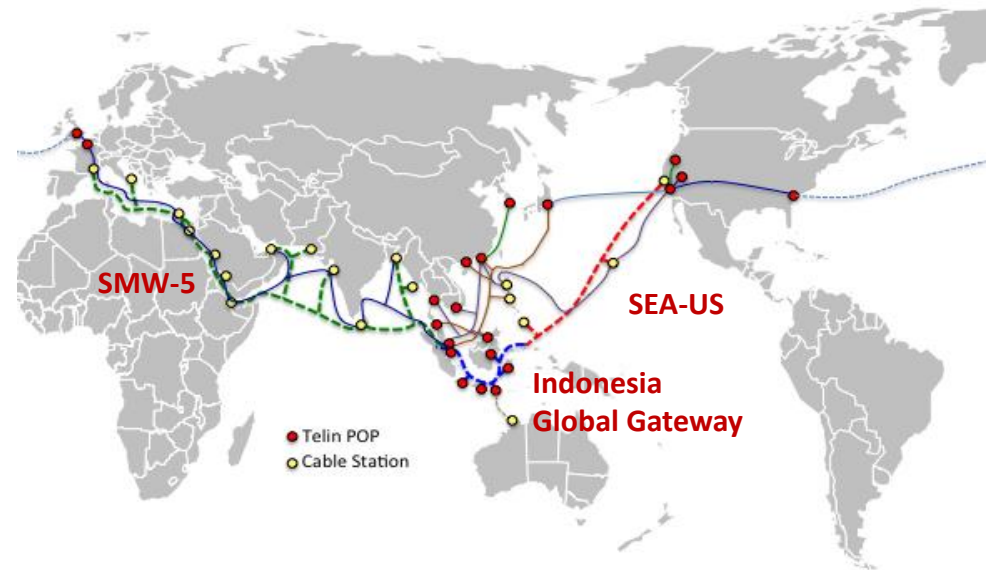
on becoming a Global Hub..



- Unlocking Strategic Position to be the center of regional and global economy
- Leveraging capability and resources to strengthen ICT industry
- Building global competitive advantage

Towards Indonesia as a Global Hub (2017)

By Indonesia Global Network (SMW-5 & SEA-US) & Indonesia Global Gateway



Global PoP : 17 PoP
Global Cable : 65,000 Km
Domestic Cable : 75,000 Km

It's All About Communicating *the Value*

For Indonesians...

- To accelerate the nation is about enabling people to expand their potential.
- As enabler of the society, it is important for TELKOM to work with society to deal with upcoming challenges.
- The key is to make society confident with their capability to compete.
- TELKOM will always be with them anytime, anywhere.
- It's all about keeping the promise to the nation.

For ASEAN's entities

- To win the largest economy in ASEAN is about understanding the market.
- As the key enabler of the Indonesia society, we know the market better than anyone.
- The key is to provide service to make society's life: More Convenient, More Efficient and More Productive.
- Let society know when partnering with TELKOM who will always be with Indonesian people anytime, anywhere.
- It's all about bringing the value to the nation.



Roadmap Telkom Annual Thematic Campaign

Digitalization to Enhance Global Competitiveness

- ID Ring
- ID Access
- ID Convergence
- Digital Creative Industry

Digitalization of Indonesia

2014

Digital Industry

2013

Telkom
Indonesia
Masterpiece

Telkom Indonesia for The Nation

2015

King of Digital

Telkom is a leading company in digital industry

2016

Global Player

Corporate
Tagline :
*“The World in
Your Hand”*

Why Digital ?

- Borderless
- Real-time
- Reliable

How We Deliver *our* Story...

Vision

Corporate communication as enabler for Telkom to become a leading TIMES player in the region

Mission

Leverage Corporate Image & Reputation as a Group and a Global Player Company

Solid Consolidation

Making internal as the best agent

Smart Communication

Optimize all communication channels strategically

Sustainable Courtesy

Making stakeholders as our best ambassador

ACTION

Listen

Engage

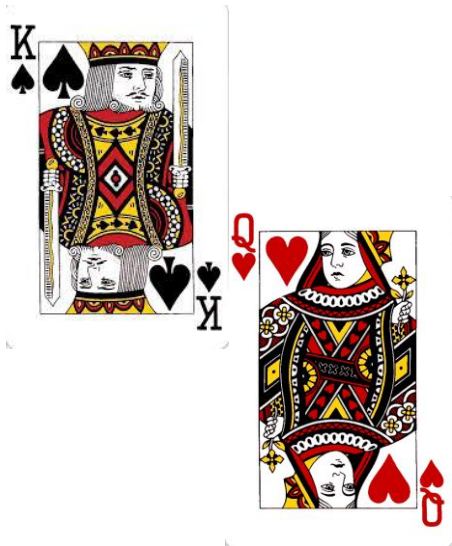
Proper

GESTURE

Open

Firm

Respect



For Telkom, content is **The King**. Nothing can take the place of good content in reputation building.

But....

We also believe that engagement is **The Queen**,
And She rules the house.



OUTLINE

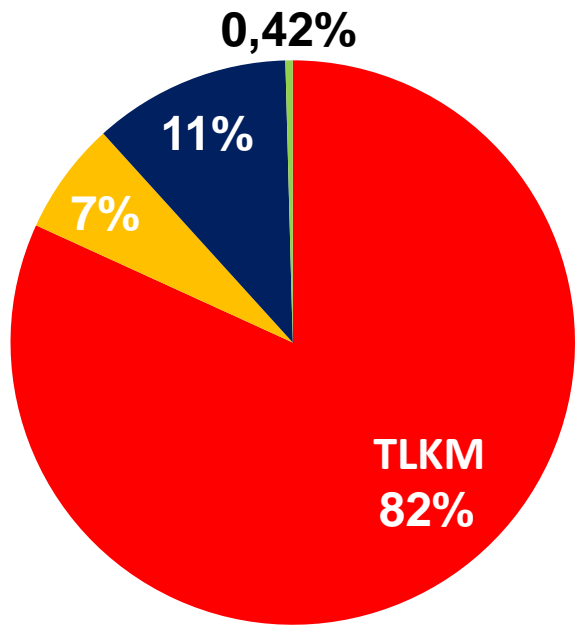
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Achievement

Market Cap
IDR 287 T

Share Price
IDR 2,865



IDX Market Cap Telco – 21 Jan '15



Emiten	YE 2013	YE 2014	Growth
TLKM	2,150	2,865	33.3%
INDUSTRY			6.1%
JKSE	4,274	5,227	22.3%



Acknowledgement

Telkom Rank



Forbes
Global - 2014



#768 Global 2000

Forbes Global 2000 – South East Asia Country

	Rank	Telco Company	Country	Assets	Market Cap
Asia Tenggara	324	SingTel	Singapore	\$ 30.87 B	\$ 46.22 B
	768	Telkom Indonesia	Indonesia	\$ 10.51 B	\$ 19.36 B
	1018	Advance Info Service	Thailand	\$ 3.42 B	\$ 21.04 B
	1225	PLDT	Philippines	\$ 9 B	\$ 13.17 B
	1961	Telekom Malaysia	Malaysia	\$ 7.27 B	\$ 6.05 B

Forbes Global 2000 – Indonesia

	Rank	Indonesia Company	Assets	Market Cap
Asia Tenggara	478	Bank Mandiri	\$ 60.24 B	\$ 20.52 B
	484	Bank Rakyat Indonesia	\$ 51.45 B	\$ 21.81 B
	661	Bank Central Asia	\$ 40.78 B	\$ 23.87 B
	768	Telkom Indonesia	\$ 10.51 B	\$ 19.36 B
	965	Bank Negara Indonesia	\$ 31.77 B	\$ 8.49 B
	1311	PGN	\$ 4.36 B	\$ 11.25 B



Telkom Indonesia
Rank 2

(Th 2012 & Th 2014)

Indonesia Stock Exchange ~ 04 Feb 2015

TOP 5 Market Cap (IDX)	(Trill Rp)
1. BBCA	339
2. ASII	312
3. HMSP	291
4. BBRI	287
5. TLKM	286

Acknowledgement

Regional & International Award

The Stevie International Business Award 2014

- Gold Winner Customer Service of the Year
- Gold Winner Most Innovative Company
- Silver Winner Company of the Year
- Silver Winner Company of the Year
- Bronze Winner Marketing Campaign



The 1st Asia-Pacific Stevie Awards 2014

- Technology Company of The Year
- "New Business Service of The Year"
- Customer Service of The Year

The 5th CMO Asia Awards

- Sustainable Marketing Excellence Award (Telkom Solution)
- Marketing Campaign of the Year (IndiSchool)
- Effective Use of Marketing Communication Award (IndiPreneur)
- Marketing Professional of the Year (Direktur EBIS)

International Contact Center World Award

- Silver untuk kategori Sales Professional
- Bronze untuk kategori Sales Manager

World Communication Award

- Best Small Business Service (IndiPreneur)
- Social Contribution Award (IndiSchool)
- Nominee CEO of The Year (Alex J. Sinaga)

Asia Communication Award

- Best SME Service Provider of The Year
- Project of The Year

Finance Asia Best Managed Companies

- 3rd winner Best Managed Companies
- 2nd winner Most Committed to a Strong Dividend Policy
- 3rd winner Best Investor Relations
- 3rd winner Best Corporate Governance
- 4th winner Best Corporate Social Responsibility



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- PR is not about winning the front page everyday but conveying the right & valuable message
- PR's role in ASEAN Community integration is to shape friendly external ecosystem for the company to grow through integrated communications campaigns that enhance reputation





Thank You