

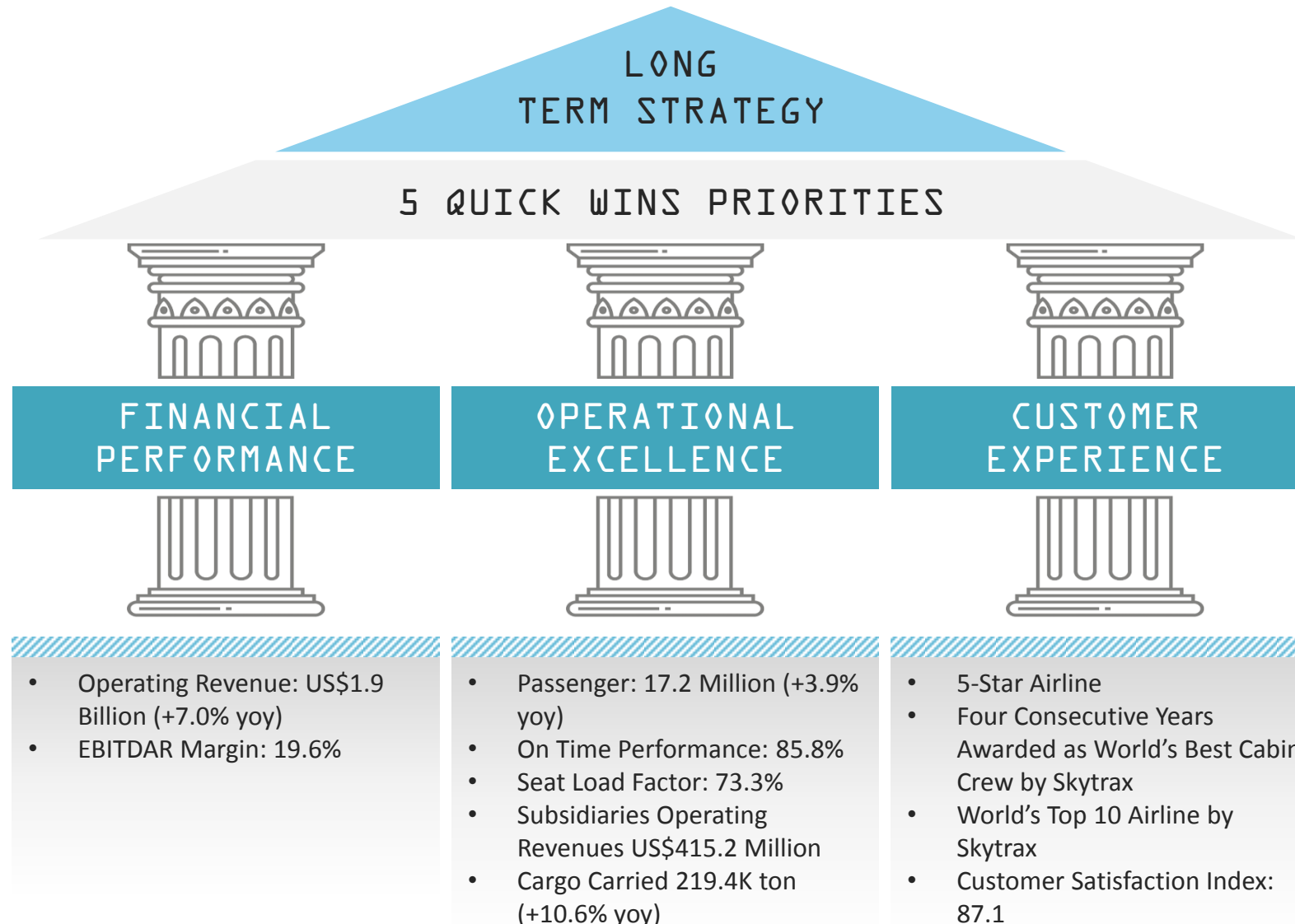
Digital Era on Business Strategies

PT Garuda Indonesia (Persero) Tbk

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Business Strategies of Garuda Indonesia



Making Good Progress on Our Quick Wins

STRATEGY	PROGRESS
Fleet Cost Optimization	<ul style="list-style-type: none"> Boeing 777-300ER seat re-configuration to increase number of seats by 79 seats per aircraft Re-negotiate all contract to lessors & manufactures, 1 lessor is completed
Service Level Improvement	<ul style="list-style-type: none"> Maintained the OTP level to 88% in the last 2 months Increase number of passenger using aero bridge services; International 90%, Domestic 67% The World's Best Cabin Crew and World's Top 10 Airlines by Skytrax
Routes Optimization	<ul style="list-style-type: none"> SLF 73.3% Aircrafts Utilization increase by 13 minutes Passenger Growth 3.9% yoy, international increase by 15% yoy
Leverage Digital Penetration on Becoming an IT-Based Airline	<ul style="list-style-type: none"> Boost Number of GarudaMiles member; YTD June 2017 total 1.52 million member
Enhance Revenues Management System	<ul style="list-style-type: none"> Passenger Yield (1Q-2017: US\$6.3; 2Q-2017: US\$6.7) Average Fares (1Q-2017: US\$86.0; 2Q-2017: US\$88.4) Cargo Revenues US\$115.6 Million (+12.3% yoy) Ancillary Revenues US\$36.3 Million (+20.6% yoy) Improving Group Routes Result (1Q-2017: -US\$124.1 Million; 2Q-2017: -US\$43.4 Million)

... As Well As Medium Term Initiatives

STRATEGY	ACTION
Develop Performance Culture & Discipline	<ul style="list-style-type: none">• Board Forum & Monthly Meeting to “Switch On” Performance Alert• Weekly Performance Dashboard Monitoring
Reduce Cost Significantly	<ul style="list-style-type: none">• Improve cost efficiency by re-negotiation with supplier or service provider• Reinforce cost controller and transaction validation
Enhance Value from Subsidiaries	<ul style="list-style-type: none">• Increase revenue contribution non-airlines• Better offering to customer by product bundling with subsidiaries
Diversification of Revenue Beyond Passenger	<ul style="list-style-type: none">• Collaborate to offer door to door• Aggressively generate ancillary business with goals on loyalty/GarudaMiles program
Loyalty Program Enhancement to Customer and Corporate Partners	<ul style="list-style-type: none">• Enhance loyalty program integration between GA and Citilink• Improve GarudaMiles member engagement

Digital Channel Distribution – Passenger Revenue

IBE

- IBE (Internet Booking Engine)
- Individual direct selling through web <https://garuda-indonesia.com>

COS

- COS (Corporate Online System)
- Corporate selling through Garuda selling system

GOS

- GOS (Garuda Online Sales)
- Agent selling through Garuda selling system

Mobile

- Mobile Application
- Individual direct selling through application available on IOS and Android



Garuda Miles

- Frequent flyer (loyalty customer) program in Garuda Indonesia



Wi-fi on Board

- Paid wi-fi service on board



GOTF: Digital Selling Awareness of Garuda Indonesia



The advertisement features a central illustration of four Garuda Indonesia flight attendants holding large, colorful blocks that spell out 'GOTF'. Behind them is a collage of international landmarks including the Sydney Opera House, Big Ben, the Sphinx, a windmill, and a pagoda. The background has a subtle geometric pattern.

Garuda Indonesia OnlineFair
MORE FOR LESS ▶
3 - 9 August 2017
Find the Best Online Fares only at Garuda Indonesia Online Travel Fair

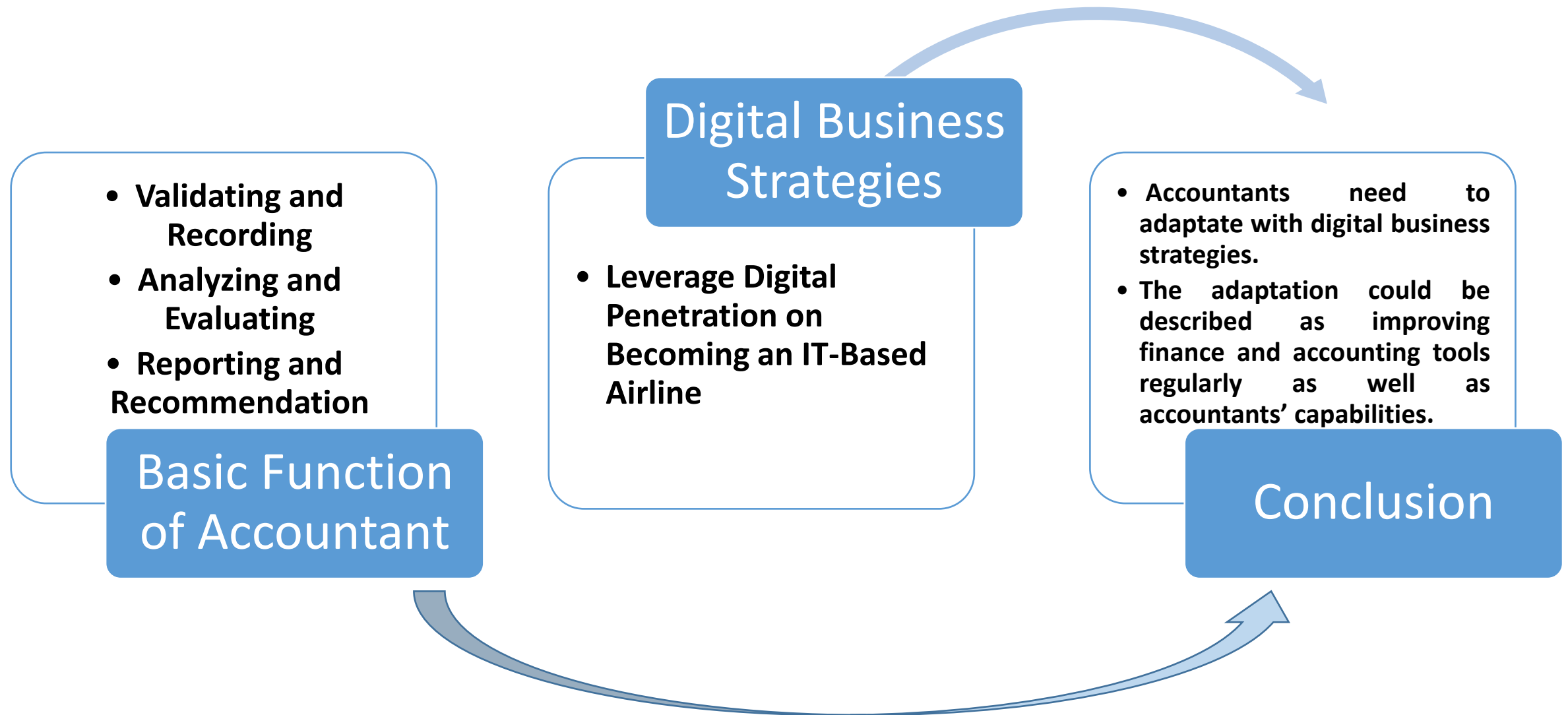
Destination	Fare (From IDR)
SINGAPORE	1.1 Mio
MAKASSAR	1.2 Mio
HONGKONG	2 Mio
SEOUL	3.9 Mio
MELBOURNE	4.8 Mio
LONDON	6.6 Mio
MEDAN	1.2 Mio
BALIKPAPAN	1 Mio
RAJA AMPAT	1.9 Mio
LABUAN BAJO	2.1 Mio

BUMN
Hadir untuk negeri

Bank Partner:
BNI **BANK BRI** **Bank BTN** **mandiri**



Accountant Function in Enforcing Good Governance



THANK YOU