



Partnership to provide Easy Access to Fresh Grocery for all households in Indonesia

Trans Retail Indonesia collaborates with Bukalapak (“IDX:BUKA”) and Growthium Capital Partners to launch **AlloFresh**, an online grocery platform. AlloFresh will commence the business with an initial funding of IDR 1 trillion, offering over 150,000 SKUs from around 10,000 suppliers with 3-hour and quick commerce delivery options across Indonesia.

Trans Retail Indonesia has an extensive product range having more than 25 years’ worth of relationship with the suppliers and manufacturers of Indonesia’s most popular food and household products. Combined with Bukalapak’s strength in technology, AlloFresh customers can easily order either through the online app or the website or via the “Click & Go” feature in TRANSMart stores across Indonesia. AlloFresh will offer excellent quality and fresh products at attractive price to the Indonesians.

“As a leading modern retailer in the country, we have always aimed to provide the best price and highest quality experience to our customers. We are continuously innovating to give customers what they want, and looking ahead into the future and are leading the change in consumption pattern and the need to provide an omnichannel offline-and-online experience to our shoppers. By partnering with a technology player with deep understanding of online user behavior and a financial investor that knows the market intimately, we are optimistic about the future together, especially as bigger chunks of the market move online over the coming decade”, **said Chairman of CT Corp, Chairul Tanjung.**

The President Director and CEO of PT Trans Retail, Bouzeneth Benaouda added, “We believe the operational and financial synergies between Trans Retail Indonesia, Bukalapak and Growthium are compelling. The collaboration brings together a combination of expertise inherent within each party from sourcing, distribution, technology and financial to become the leading player in the grocery delivery segment. We are confident that it will enhance the user experience for our customers and deliver quality products at a good value. AlloFresh will be the only place to access Indonesia’s biggest range of branded and own-label products in just a few simple clicks.”

“We are delighted to partner with the leading retailer in the country that has led the transformation to provide a modern shopping experience to fellow Indonesians. The collaboration will further enhance Bukalapak’s leadership in online to offline (O2O) offering and expand the touchpoints into a broader range of customers. This initiative will also expand Bukalapak’s reach into the retail ecosystem as part of the company’s expansion from general to specialty platforms. We look forward to work with Trans Retail Indonesia and Growthium to provide a distinguished quality service to Indonesians”, **said Interim CEO of Bukalapak, Willix Halim.**

The CEO of Mitra Bukalapak, Howard Gani said “Customer habits are changing and we need to evolve our business to meet the new demands. We’re looking to redefine the category and be a pioneer in this space – like what we did with Mitra Bukalapak. AlloFresh is well positioned to lead the way that people would

shop for groceries in future. We have a unique model with a fantastic partner who knows the food retail market better than anyone and with our experience and knowledge in tech, we can really open up a big market and make large inroads – I'm really excited about it", **said CEO of Mitra Bukalapak, Howard Gani.**

"Since 2019 there has been a significant increase in e-commerce activity in Indonesia. However, little of that has been in the online grocery market, which makes up less than 2% of Indonesia's total grocery retail spend, compared to 14% in South Korea, 11% in China and 10% in Japan. This is remarkably low as grocery accounts for 50% of all retail spend in Southeast Asia. I am thrilled to be involved in this journey, as an incoming Independent Commissioner of PT AlloFresh, that will bring the convenience of grocery shopping online to millions of Indonesian consumers," said **Olivier Legrand, who was previously MD of LinkedIn in Asia Pacific and China and is currently a Transaction Advisory Member of Growthem Capital Partners.**

The Managing Partner of Growthem Capital Partners, Amit Kunal concluded, "The partnership brings together the country's largest fresh & grocery offline retailer and the leading all-commerce technology player to jointly build the best online grocery platform catering to the burgeoning demand expected in this segment. The business will focus on significant growth and prioritize financial prudence and profitability, which Growthem had achieved with other platform investments in the past."

About Trans Retail Indonesia:

Trans Retail Indonesia, part of Chairul Tanjung's CT Corp business group, is the leading retailer in Indonesia operates 128 hypermarkets and supermarkets nationwide under the TRANSmart and Multimart brands.

About Bukalapak:

Bukalapak is the leading all-commerce platform in Indonesia. Its business is conducted through the Bukalapak and Mitra Bukalapak mobile or web platform, which offers physical and virtual products. Through its mission of providing a fair economy for all, Bukalapak serves more than 10.4 million offline MSMEs and 6.7 million online merchants, and more than 100 million users in Indonesia.

About Growthem Capital Partners:

Growthem Capital Partners is a private equity firm targeting investments primarily in Southeast Asia.

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