



PRESS RELEASE

OVO CEMENTS POSITION AS INDONESIA'S LARGEST MOBILE PAYMENTS PLATFORM BY PARTNERING WITH TOKOPEDIA

- *OVO to be available as a payment option in Tokopedia's e-commerce marketplace*
- *Cements position as the largest open Indonesian ecosystem, connecting multiple partners to grow mobile payment usage (gerakan non-tunai)*
- *Partnership reveals three-prong strategy in which OVO becomes the largest payments platform in retail, then online-to-offline services through the Grab partnership, and now e-commerce*

Jakarta, Indonesia – 2 November 2018 – OVO, Indonesia's largest mobile payments platform, announced today that it has partnered Tokopedia . Tokopedia users will now be able to choose OVO as a payment method for their purchases. This partnership extends the use of OVO into e-commerce, making OVO the most widely accepted mobile payments platform in Indonesia. OVO's open approach to cashless commerce directly supports Bank Indonesia's and OJK's vision of digitizing the Indonesian economy under the Gerakan Non-Tunai initiative.

OVO's partnership with Tokopedia is part of OVO's three-prong strategy to introduce mobile payments to all Indonesians: first with offline retail (malls, warungs, grocery stores and more), second with online-to-offline services (O2O) through its partnership with Grab, and now with e-commerce. As a result, OVO's open ecosystem is now the largest mobile payments platform in the country, both by transaction volume and reach. The partnership with Tokopedia will add close to 80 million monthly active users to its existing user base of 60 million. It also adds more than 4 million Tokopedia merchants to what is already a market-leading merchant network covering malls, warungs as well as GrabFood partners and Kudo agents.

Commenting on the partnership, **Harianto Gunawan, OVO's Director of Enterprise Payments** said: "We see this landmark partnership as a validation of our strategy to enable payments for all Indonesian companies, both online and offline. Cash is a very difficult habit to break and consumers will only switch to cashless if it's easier and safer than cash. Working with partners is the most efficient way to open up more places where consumers can go cashless. Every partner we work with, brings us closer to the goal of allowing users to pay with OVO anytime, anywhere and for anything."

Looking forward, **Jason Thompson, CEO of OVO** stated: "We have a very bullish outlook as we close out 2018. Having established ourselves as the #1 mobile payments platform by



transaction volume, this partnership with Tokopedia and our push into e-commerce will further accelerate our growth. We expect the surge in new users and additional transactions from e-commerce to drive overall leadership across the board.”

Melissa Siska Juminto, COO of Tokopedia, said: “We are excited to work with OVO and offer our users this new payments option. As a technology company, our platform serves nearly 80 million users per month. Together with OVO, we not only deliver a more convenient shopping experience for our users, but we also feature a payment option that has wide usability online and offline and helps enhance financial inclusion. This takes us one step closer to our mission of democratizing commerce through technology.”

OVO has established itself as Indonesia’s most preferred payments platform only one year after it first launched and continues to steadily expand via three key use cases:

1. **Offline retail:** Consumers can use OVO in 90% of all malls across the country, and in leading hypermarkets, department stores, coffee shops, cinemas, parking operators, hospital chains and leading F&B outlets. In addition, consumers can enjoy OVO services at small and medium businesses as OVO expands its QR-code payments to 100,000 SMEs by the end of 2018.
2. **O2O services:** Consumers can use OVO with a number of market-leading O2O services across 500 cities in Indonesia, from Sabang to Merauke. OVO has partnered with Grab, Indonesia’s leading ride-hailing service with 62% market share (per research agency ABI). The integration also includes GrabFood, the fastest growing food delivery service with 4x growth in GMV in just the first half of 2018. OVO has also onboarded Kudo’s 1.7 million-strong agent network.
3. **E-commerce:** OVO will be available as a payment option in Tokopedia and in other e-commerce platforms. As Indonesia’s leading e-commerce marketplace, Tokopedia serves more than 93% of districts in Indonesia. It enables almost 80 million monthly active users and more than 4 million merchants to transact digitally.

About OVO

OVO is a leading Indonesian payments, rewards and financial services platform. Leveraging on 60 million unique middle class customers in our ecosystem across its broad range of consumer services companies, OVO empowers each customer with an e-money platform through which customers can access payments, transfers, cash-in/out, rewards, asset management and investments. OVO is accepted across more than 100 cities across the Indonesian archipelago and we are committed to building Indonesia’s largest payments and financial technology company.