

Leading Asia's Digital Disruption



COHIVE

March 2019



We are Indonesia's one stop co-working, co-services and community platform



COHIVE SPACES & DESIGN

We offer **elegant, ready-built spaces** tailored for every possible need:

- Coworking desks
- Team desks
- Private offices
- Built-to-Order
- Virtual offices
- Meeting rooms
- Event spaces
- Creator studios



COHIVE SERVICES

We offer a **complete package of services** through proprietary and partner channels

- Legal
- Accounting
- Staffing
- Payroll
- Payments
- Printing
- Cloud services
- Hardware



COHIVE COMMUNITY

We are the pulse of Indonesia's startup community, providing the **connections** and **knowledge base** for a startup to thrive

- Largest pool of **VC tenants**
- **10+** events weekly featuring networking, classes, bootcamps and competitions
- **50+** attendees on average



CoHive is an integrated ecosystem that provides access to shared spaces, services & the community connections to enable individuals & companies to start and grow their businesses.





Our product addresses several issues specific to the Indonesian workspace



Complex legal titles



Huge upfront deposits



No small offices



High fit-out costs



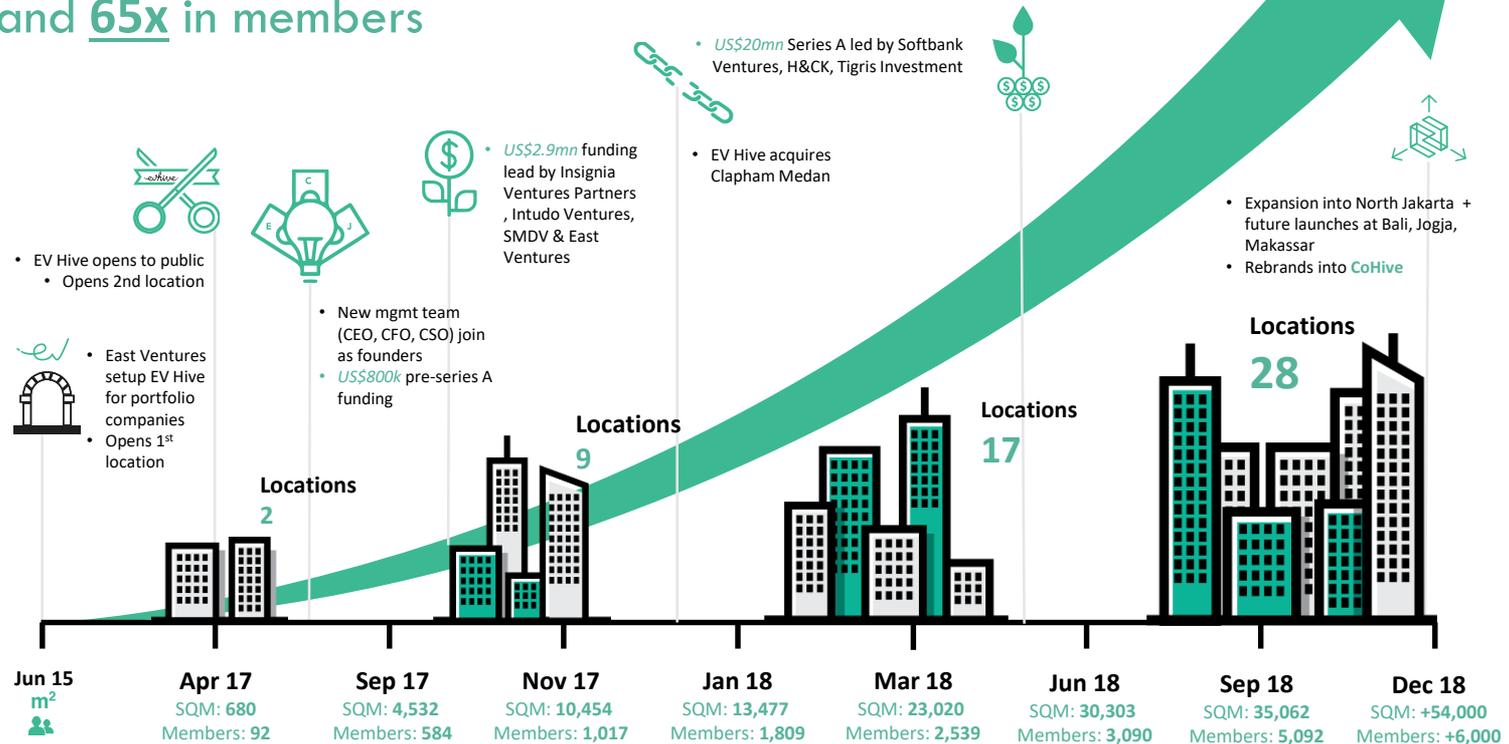
No access to community and services



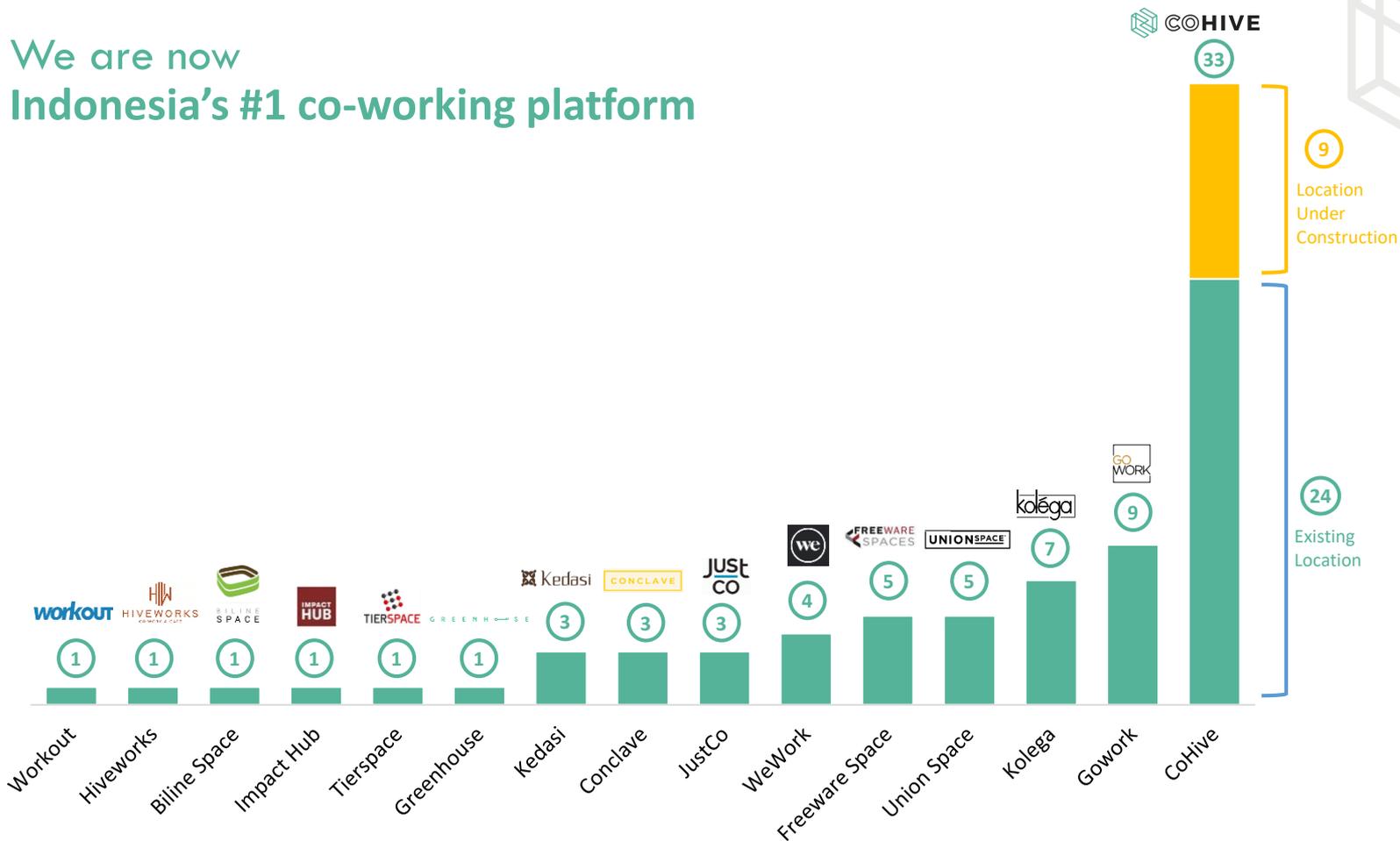
High monthly maintenance costs

We have created convenient, accessible and aesthetically-designed shared workspaces that resolve these issues while staying commercially viable

In 20 months, we have grown by:
14x in number of properties, 80x in area managed
 and 65x in members



We are now Indonesia's #1 co-working platform



Success Factor

3



Right incentives

Space activation for landlords

Through our managed office program, similar to the hotel franchise management business model, we increase occupancies and rental yield for landlords through coworking desks, private offices, community events and services.

1

Right model

Hub and Spoke distribution



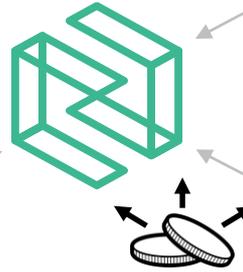
With difficult traffic conditions in Jakarta, we capture the widest distribution of consumers who value strategically located centralized hubs (>1,000 pax) and conveniently distributed localized spokes (<250 pax). Like a gym pass, our members travel and work across our network of locations

2

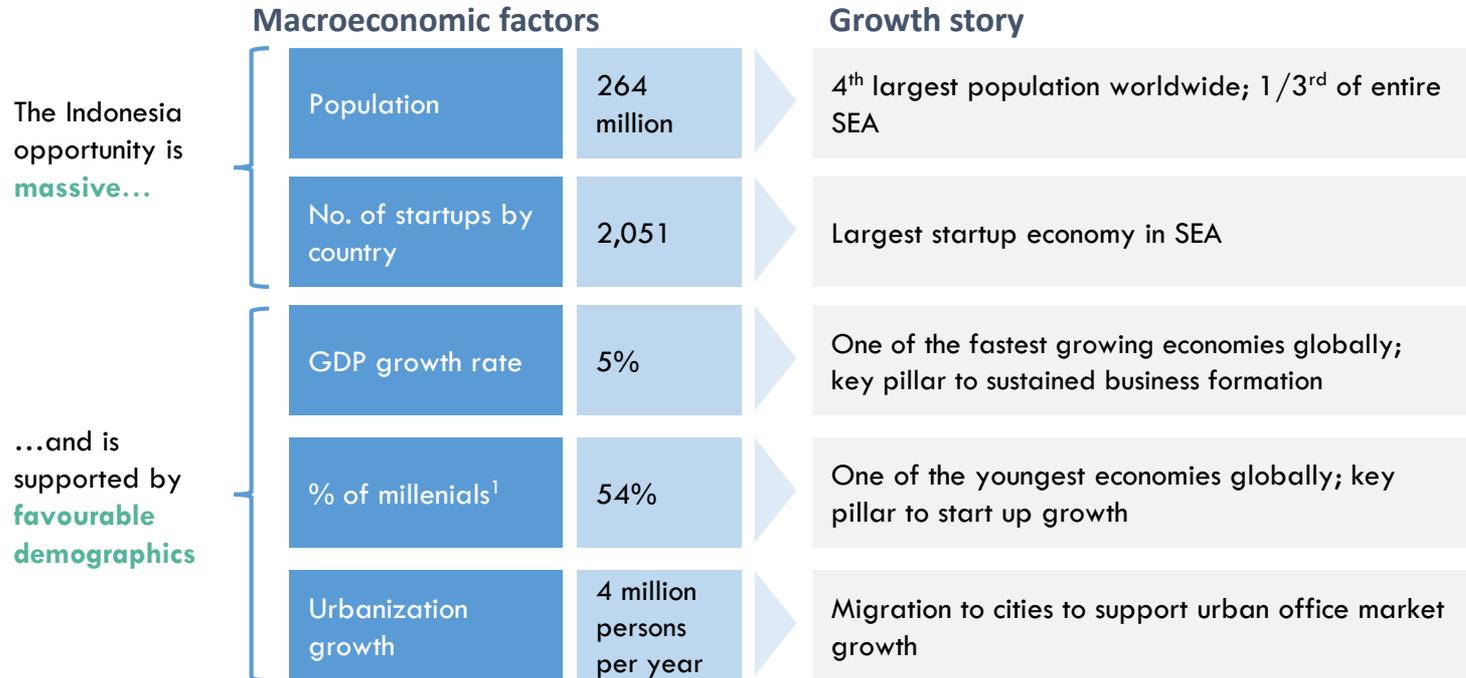
Right products

Distributed prices

By offering products along distributed price points, CoHive offers market clearing prices while capturing tail distribution



Indonesia has the largest SME market in South East Asia and is supported by favourable demographics



¹ Defined as population under the age of 30 years old

SOURCE: World Bank, CEIC, McKinsey Global Institute

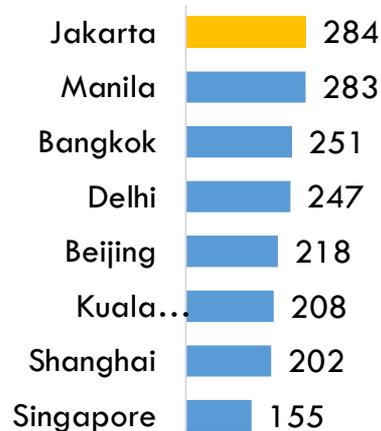


Geographical spread: Our “hub and spoke” strategy maximizes the capture of consumers isolated by Indonesia’s traffic

Traffic conditions in Jakarta are challenging...

...necessitating hyperlocal distribution of workspaces

Traffic Index by cities, 2017



Hubs

Large, central, strategic locations with > 1,000 pax

- Centrally located community centers
- Services distributed franchise **spokes**
- Organic interactions among large onsite community
- Highly efficient operating costs and favourable lease from scale
- Higher utilization of shared facilities

Spokes

Smaller, distributed locations with < 200 pax

- Conveniently located nearer residential areas
- Connected to **hubs** through shared events and workshops
- Typically franchised locations
- Highly efficient in fit out costs and population densities

INTRODUCTION

We are now
Dominant in Jakarta as well as in select Indonesian cities

Map of locations: Jakarta

Burza Tower

Menara Mandiri

The Maja

North Jakarta

Pos Filateli

Jakarta

South Jakarta

Plaza Kuningan

Other locations (not shown on map):

- Tangerang
- Yogyakarta
- Bali
- Medan

Clapham, Medan

GOP9, Tangerang

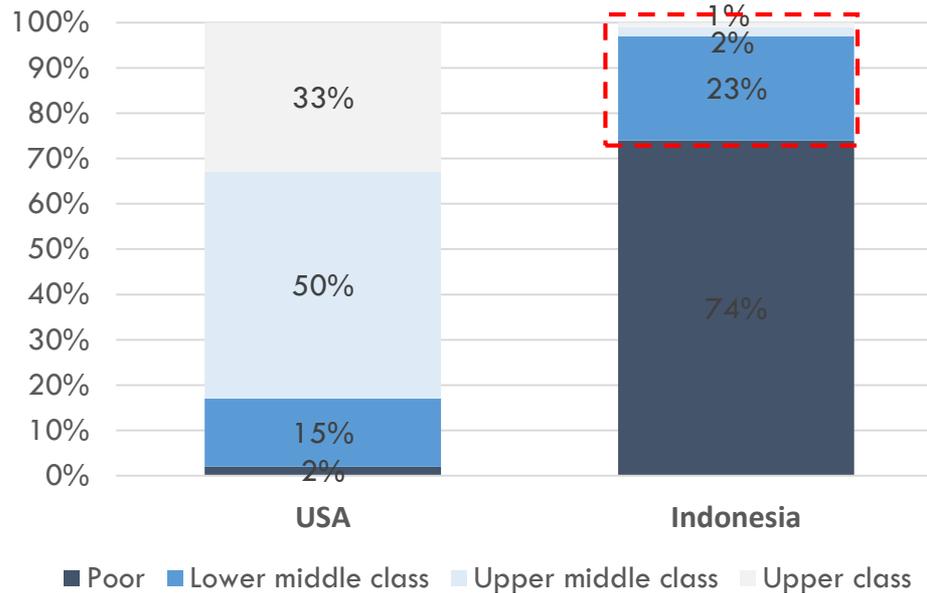
The image features a central map of Jakarta with several green circular markers indicating office locations. Blue lines connect these markers to corresponding photographs of office interiors. The locations shown are Burza Tower (North Jakarta), Menara Mandiri (Central Jakarta), The Maja (South Jakarta), Pos Filateli (North Jakarta), Plaza Kuningan (South Jakarta), Clapham (Medan), and GOP9 (Tangerang). A separate box on the right lists 'Other locations (not shown on map):' including Tangerang, Yogyakarta, Bali, and Medan.

RIGHT PRODUCT

Differentiated tiers of consumers: Our products are designed to capture maximum value under Indonesian conditions

USA and Indonesia population by income tiers¹

2015



Most operators copy developed market models and are spaced (and priced) for the upper and upper-middle class – but this **only captures 3% of Indonesia's population** (vs 83% in USA)

Our products capture upper-middle and the lower middle-class (25% of Indonesian market)

¹ Income tiers defined as follows:

Poor: Annual personal income <\$3,600 at PPP of 2005, in thousand

Lower middle class: Annual personal income between \$3,600 and \$12,600 at PPP of 2005, in thousand

Upper middle class: Annual personal income between \$12,600 and \$36,000 at PPP of 2005, in thousand

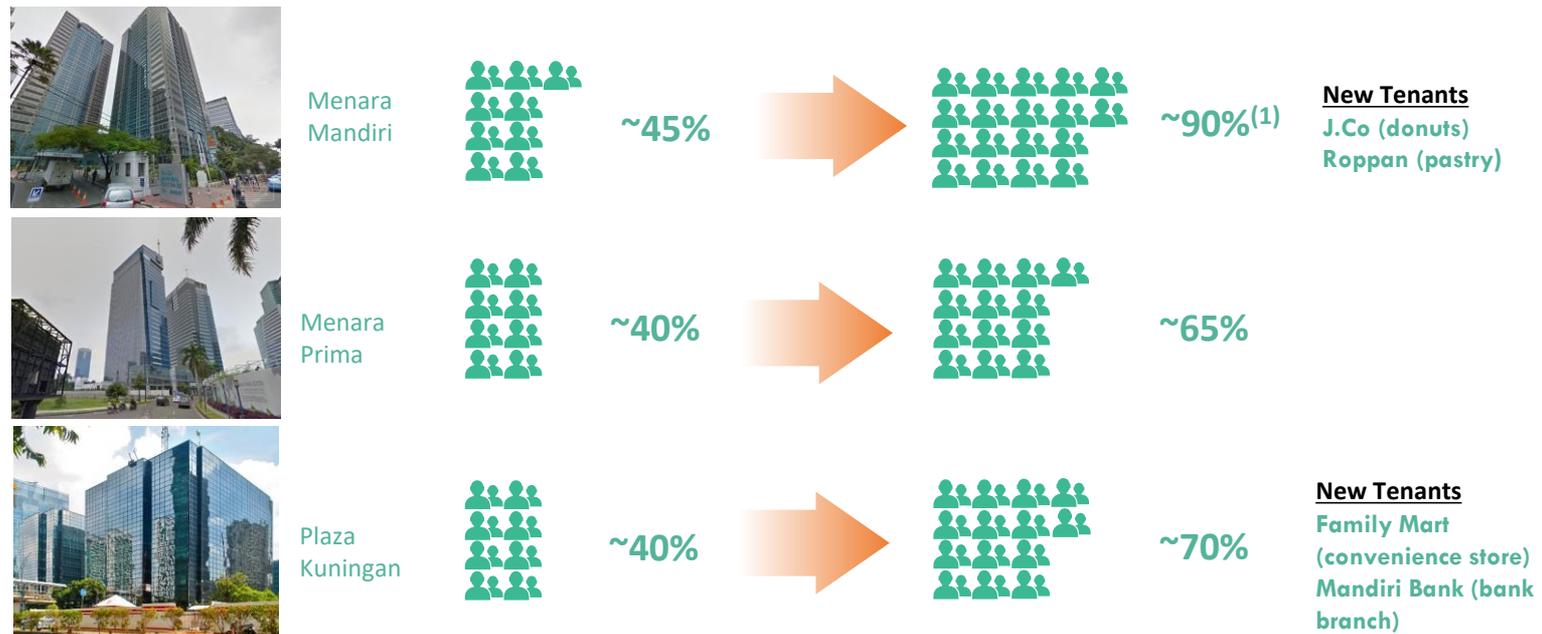
Upper class: Annual personal income >\$36,000 at PPP of 2005, in thousand

RIGHT INCENTIVES

We provide the right incentives to landlords by activating spaces, generating network effects and boosting building occupancy

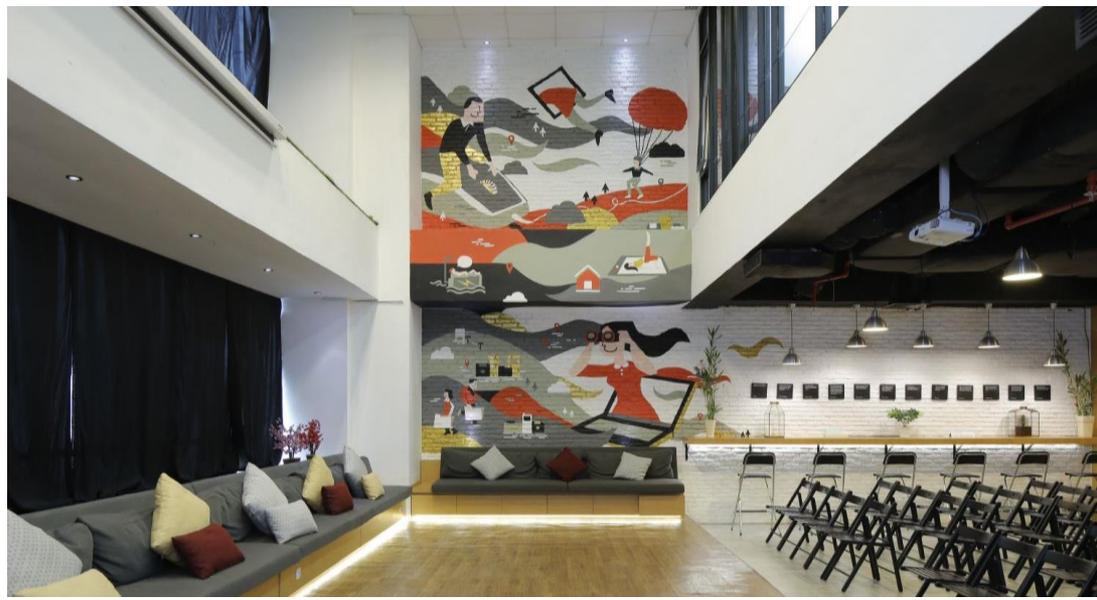
Poor occupancy in buildings before CoHive's entrance...

...building occupancy is boosted significantly after CoHive's entry, driving value for landlords



(1) Based on estimated committed occupancy





Coming April 2019
Cohive 101

Thank You.

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