



Corporate Presentation

September 2024

PT. PANORAMA SENTRAWISATA, TBK.



Summary Highlight

- In 1H/24, PANR experienced a **23,7%** increase in performance in the outbound pillar compared to the same period last year. The inbound pillar also experienced a performance increase of **6,5%** compared to the same period last year.
- The inbound pillar performance increase was supported by the contribution from the Thailand destination. Which accounted for **19%**. We also actively participated in B2B Tradeshow and Sales Missions to source market countries.
- Additionally, the company has also implemented the ESG Framework, where it has conducted carbon emissions, which are detailed in the Sustainable Report. In 2024, the company has also planned to achieve carbon neutral.

Our Businesses

OUTBOUND / TRAVEL-LEISURE

Panorama JTB

orange
incentive
house

CWT

CHAN
BROTHERS

trip
tour

Preferred
Tours Management

wupi
Gak Ribet, Pasti Hepi!

smart HOLIDAY
PERFECT TRAVEL EXPERIENCE

panorama
ministry

panorama

Wanderlust
Your Passionate Travel Partner

TRAVEL-RELATED /PORTFOLIOS

WHITE HORSE
GROUP

DayTrans
SHUTTLE • TRAVEL • COURIER

explorer.

MG group

Panoramamedia

INBOUND

Panorama
Destination
INDONESIA

Panorama
Destination
MALAYSIA

Panorama
Destination
THAILAND

Business Pillars

OUTBOUND / TRAVEL - LEISURE

- Outbound Tours
- Corporate Travel
- Corporate Incentive Management
- Travel Franchise
- Pilgrimage Tours
- Umroh-Moslem Tour Service
- Carlson Wagonlit Travel Indonesia
- JTB Corp.
- Chan Brothers Travel
- Carlson Wagonlit Travel

INBOUND

- Overland Tours Service
- Seat in Coach
- Cruise Handling
- Incentive Group Services
- Activities/excursion ticket (via online)
- Community-Based tourism
- Panorama Experience Tour

MEDIA

- Meetings
- Incentives
- Conventions
- Exhibitions
- Publication
- Live Events
- Event Management
- Digital Content

TRANSPORTATION

- Transportation Provider (Coaches, Medium Buses, Mini Vans)
- Shuttle Services
- Logistic
- Domestic Tours (Open Trip)
- Gray Line

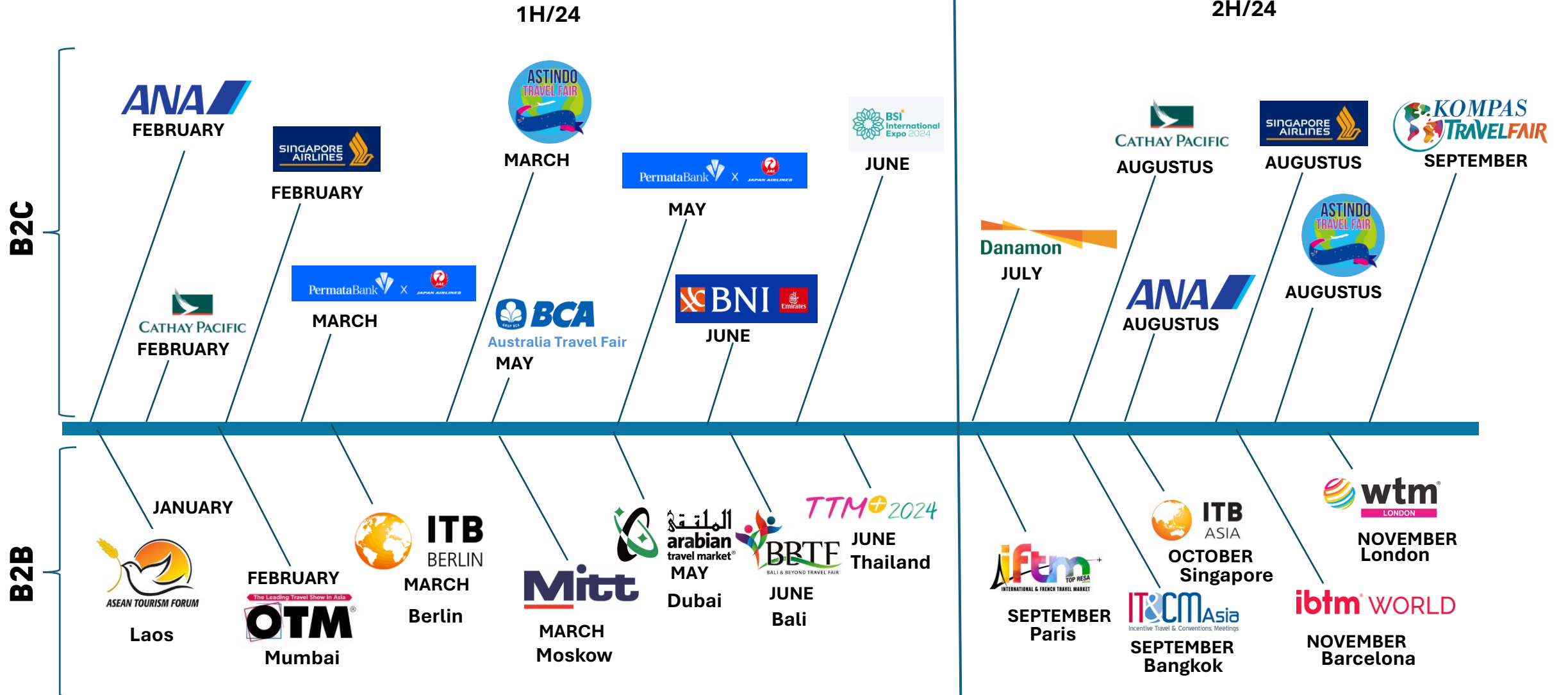
 *Subsidiaries*

 *Associated Companies*

 *Strategic Partner Alliance*

Business Activity

Trade show (b2b) dan Travel Fair (b2c)



Key Events in 1H/24



Panorama Wins Several Awards – Jan - Feb 2024. We won several awards in category Best Stock, Best Travel Agent, and Best Customer Experience In Travel Agent



Panorama JTB Management Conference – Jan 2024. Our outbound pillar conducts management conference activities to enhance employee engagement and morale.



Consumer Travel Fair – Jan – Mar 2024. Following several b2c travel fair to sell Ramadhan and led Fitri Holiday Program



ASEAN Tourism Forum – Jan 2024. Panorama participation in ATF 2024 is an effort to strengthen collaboration with ASEAN countries to drive growth and create new jobs in the tourism sector



JTB visit to Panorama – Feb 2024. JTB makes regular visits to Panorama for performance and business activities updates



Incentive Group Tour Milan – Mei 2024. Our incentive segment handled 1,500 pax to Milan.



Internationale Tourism-Borse (ITB) Berlin – Mar 2024. Our Inbound pillar participated in one of biggest tourism b2b marketplace for Europe market.



Moscow International Tour and Travel Show (MITT) – Mar 2024. Our Inbound pillar participated in one of biggest tourism b2b marketplace for Russia market.

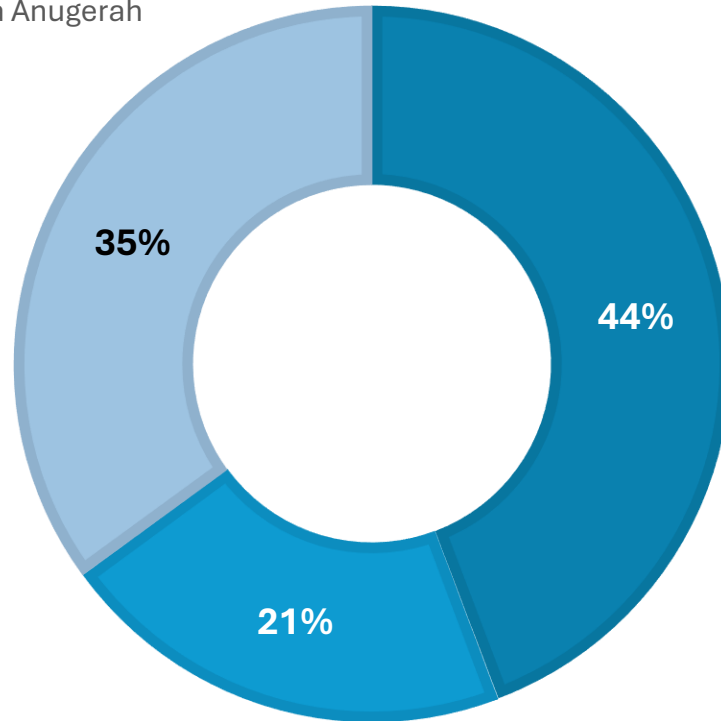


Travel for Change – Mar 2024. Panorama Foundation's social program "Travel for Change" is back with 4th mission. In this mission we invite Rumah Pendidikan & Pelatihan Cilincing students to explore nature at Kuntum Farmfield

Shareholder structure

SHAREHOLDER (AS OF 30 JUN 2024)

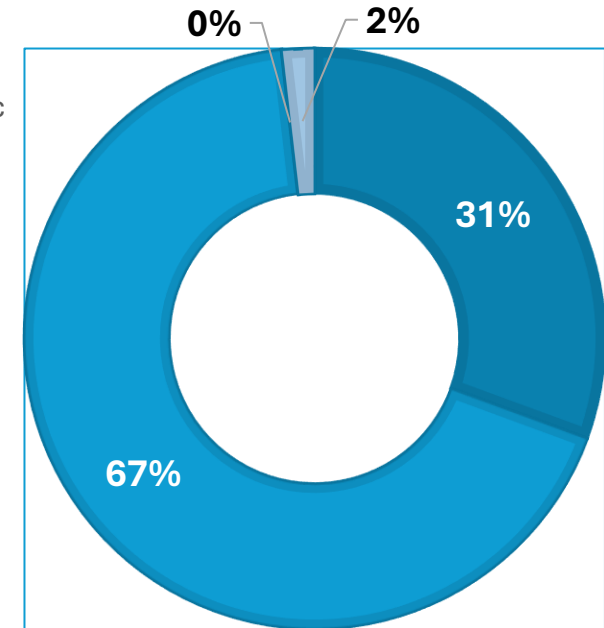
- PT Panorama Tirta Anugerah
- BOD-BOC (>5%)
- Public (<5%)



Shareholder	Number of shares
PT Panorama Tirta Anugerah	613.927.623
BOD-BOC (>5%)	287.435.953
Public (<5%)	486.136.424

SHAREHOLDER (AS OF 30 JUN 2024)

- Public-Domestic
- Institution-Domestic
- Public-Foreign
- Institution-Foreign



DOMESTIC	Number of shares	%
Public - Domestic	432.948.411	31,203%
Institution - Domestic	948.663.753	68,372%
FOREIGN	Number of shares	%
Public - Foreign	426,400	0,031%
Institution - Foreign	5,461,436	0,394%

Outbound / Travel & Leisure - Market segment

CORPORATE TRAVEL

Services for business travel needs within the country and abroad.

Business model: b2b

Market: Indonesia corporation, Government



LEISURE TOUR

Services for domestic and overseas holiday products include component products (tickets, hotel vouchers, etc.)

Business model: b2b, b2b2c

Market: Domestic, retail

CORPORATE INCENTIVE

Services for companies that provide rewards in the form of trips or holidays to employees, partners or other relations.

Business model: b2b

Market: Indonesia companies

Our CORPORATE INCENTIVE segment activity in 1H/24



Our CORPORATE INCENTIVE segment activity in 1H/24



Our CORPORATE INCENTIVE segment activity in 1H/24



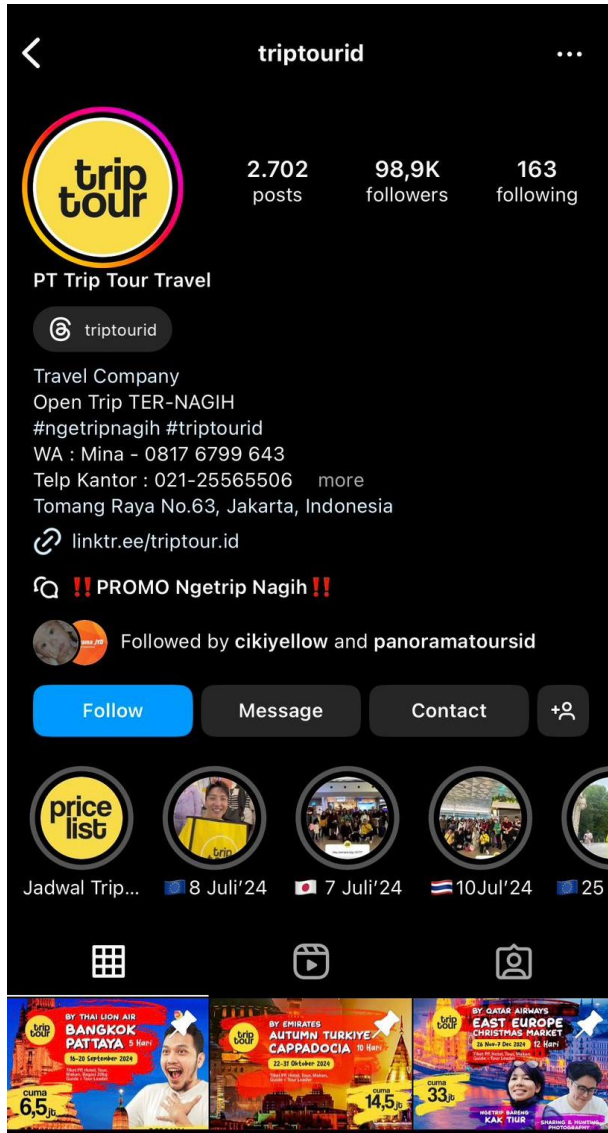
Our LEISURE segment activity in 1H/24



We also participated in various travel fairs

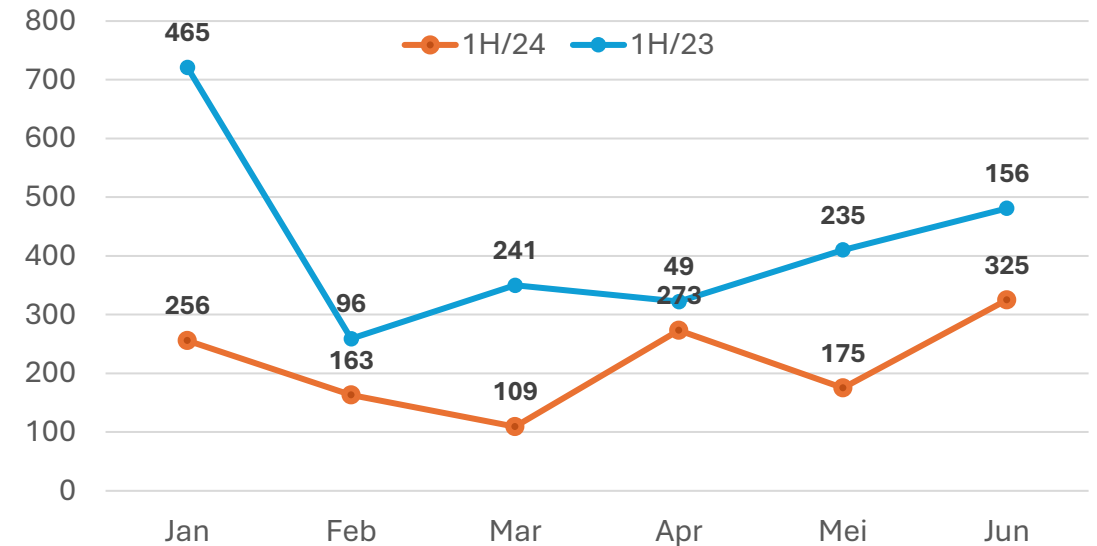


The Company expanded its market reach in the Leisure segment with Trip Tour to capture millennial market



TripTour is a subsidiary consolidated under PANR. TripTour's market segment is Millennials and selling their favorite destinations tour packages through social media channels widely used by Millennials (Instagram, TikTok)

Trip Tour Pax Handling 1H/24



Moslem Tour is special division to handle muslem-friendly holiday and umrah

Moslem TOUR

EARLY BIRD DOUBLE DISCOUNT

Special Winter UmBAR
UMROH BARENG

Lt 1 Kantor Panorama JTB | Sabtu-Minggu, 20-21 Juli 2024

Includes images of a snowy winter landscape and a group of pilgrims.

Panorama JTB

8/9 Days China
Beijing-Hangzhou-Shanghai

NO TOURIST SHOPS
(TIDAK ADA RUMAH SUNDAN KE TOKO RUMAH)

Termasuk Tiket Disneyland Shanghai

Departure: Sep 15 | Oct 6
Nov 9,23
Dec 7,21,23,24

ALL-IN OVER 8000 TRIP

Rp 21,9jt

Flight By: CATHAY PACIFIC, SINGAPORE AIRLINES

ALSO EXPERIENCE MANY FUN ACTIVITIES

Niu Jie Mosque, West Lake Hangzhou, Great Wall, Forbidden City

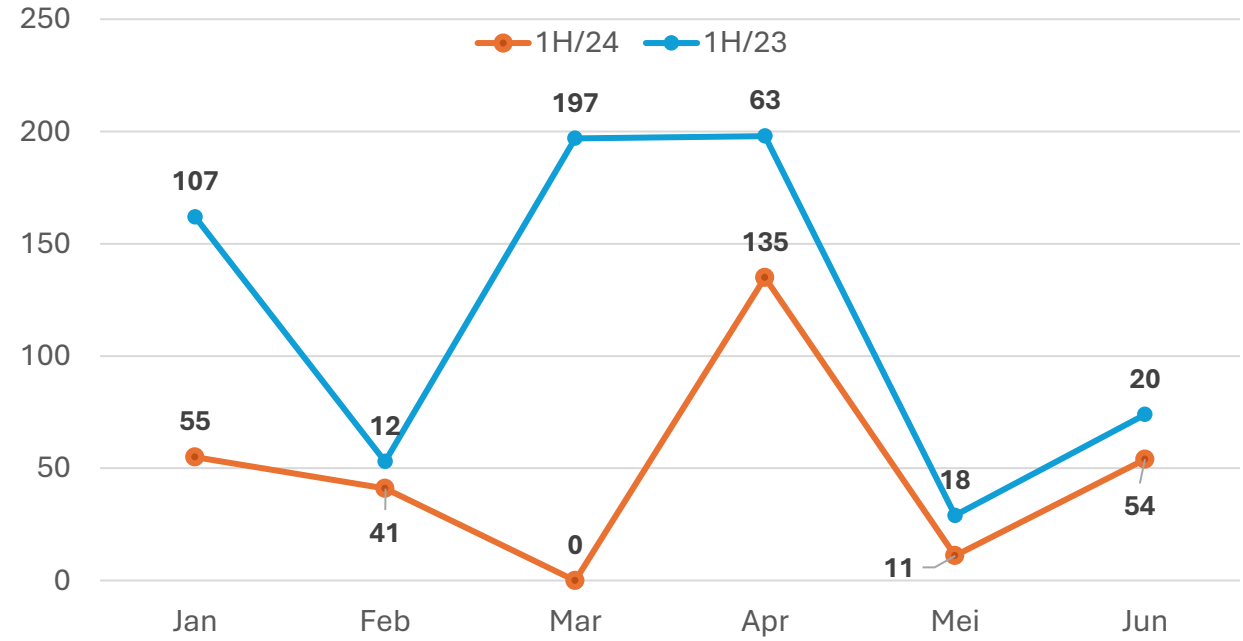
Also include: Airlines Ticket, Hotel, Travel Insurance, Entrance Fee, Trolley Cabin, Private Bus

Tour Leader Muslim, Makanan Fullboard Muslim, Tempur & Waktu Sholat Terjaga

HUBUNGI KAMI :
MOSLEM TOURS SPECIALIST
☎ 021 2556 5165 📱 0877 8753 1371 | 0811 1060 8275
www.moslem.travel @Moslem.Tours @PanoramaToursID

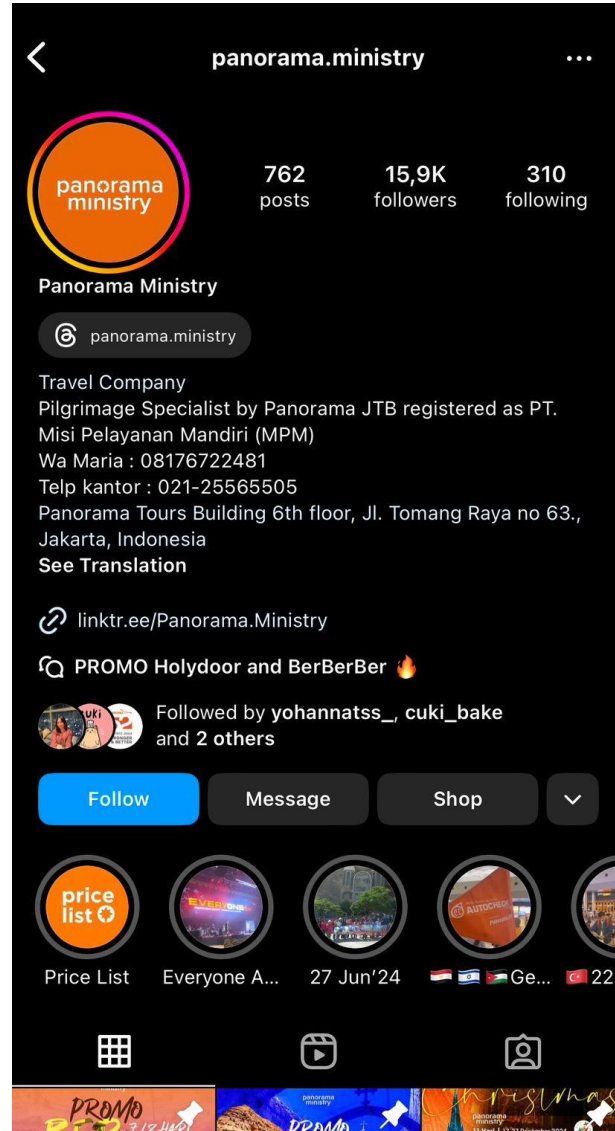
Moslem Tour is a division under Panorama JTB Tours where the products sold are tour products for the Muslim segment. The products sold must be Moslem-friendly even though the destination is not an Islamic destination.

Moslem Tour Pax Handling 1H/24



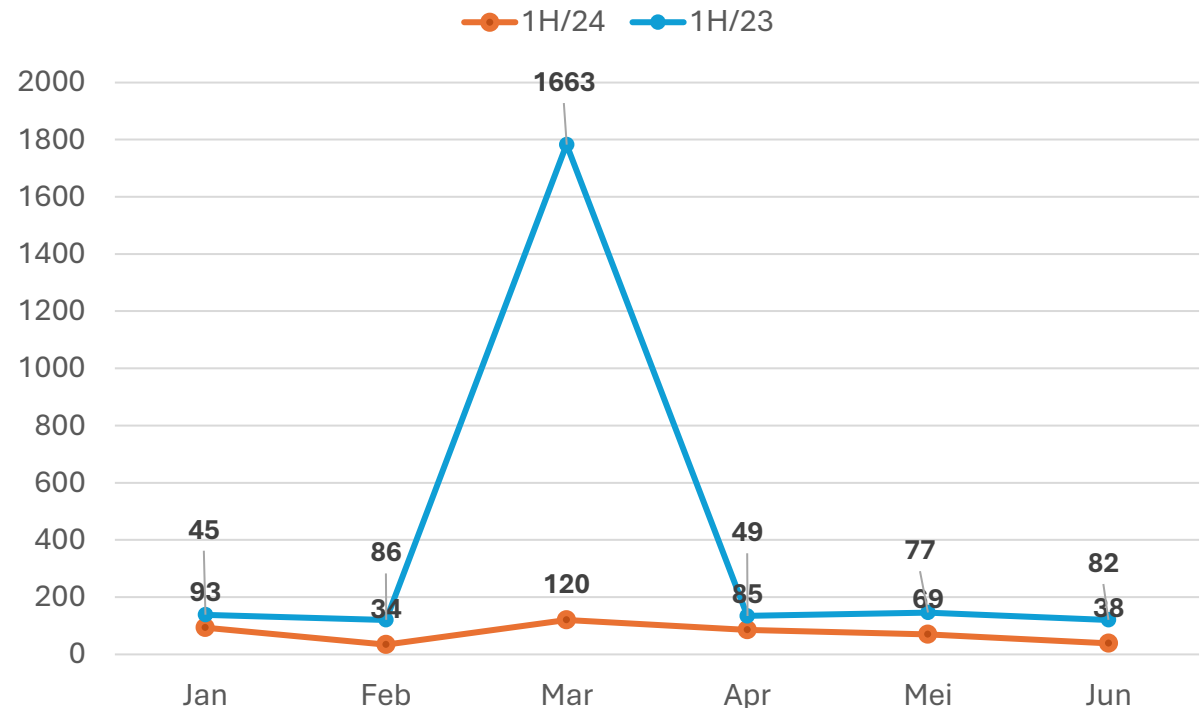
*Considering that March 2024 is the month of Ramadhan, Moslem Tour is temporarily halting all trips to respect the holy month

To reach Christian market, we are expanding our market reach with Panorama Ministry



Panorama Ministry is a consolidated subsidiary under PANR. Panorama Ministry sells pilgrimage tour packages for Christians to various religious destinations in the world.

Panorama Ministry Pax Handling 1H/2024



Expedite booking process with lower operational expenses



Panorama JTB

TRAVEL TECHNOLOGY FOR YOUR BUSINESS TRIPS

COBT
CORPORATE ONLINE BOOKING TOOLS

is a perfect solution to your travel management needs.

We provide **SIMPLE** and **EASY TO USE** system that can be configured to your **TRAVEL POLICY**.

COBT System ensures that all travel data is consolidated for more **EFFICIENT REPORTING** and **BUDGET CONTROL**, and greater visibility of your travel program's **PERFORMANCE**.

GET YOUR ACCESS NOW!

HUBUNGI KAMI :
CORPORATE CONTACT CENTRE #UnderstandingYouBetter
Panorama Building Tamang 021-2556 5111
Devy 0812 8737 956
cc01@panorama-jtb.com
cc02@panorama-jtb.com



Panorama JTB

24/7/365
Yes, you can access us for 24-hour, 7 days per week, 365 days per year through

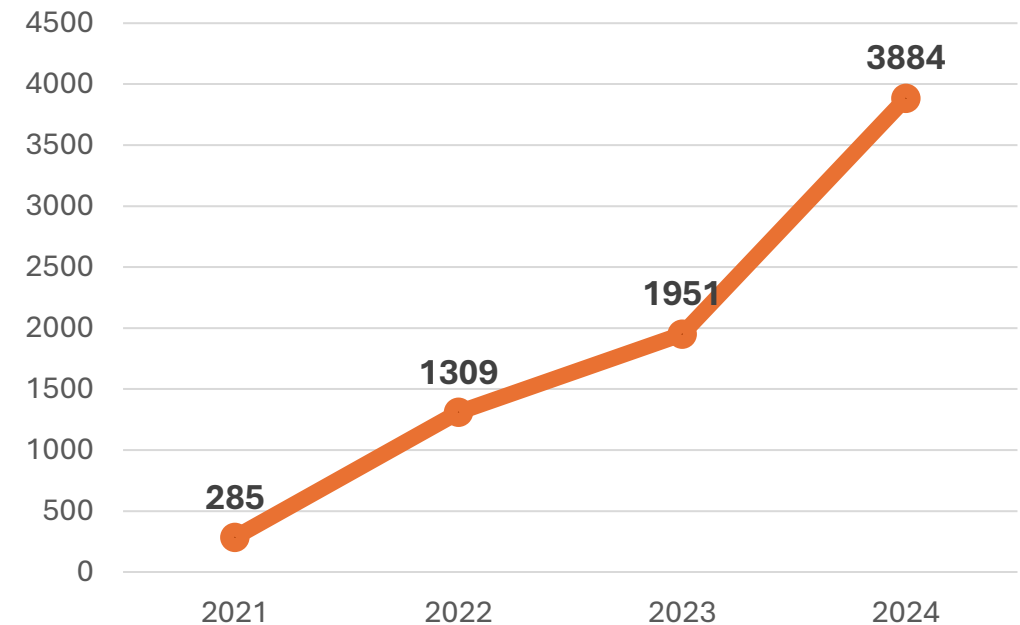
COBT
CORPORATE ONLINE BOOKING TOOLS

- ✈ Always available
- ✈ Greater variety by giving a much larger number of travel options for bookers and travelers
- ✈ Centralized solutions for travelers, procurement division, finance division, and other related division
- ✈ Fully integrated by putting travel policy, traveler profiles, travel data in one platform

HUBUNGI KAMI :
CORPORATE CONTACT CENTRE #UnderstandingYouBetter
Panorama Building Tamang 021-2556 5111
Maya 0816 105443
cc01@panorama-jtb.com
cc02@panorama-jtb.com

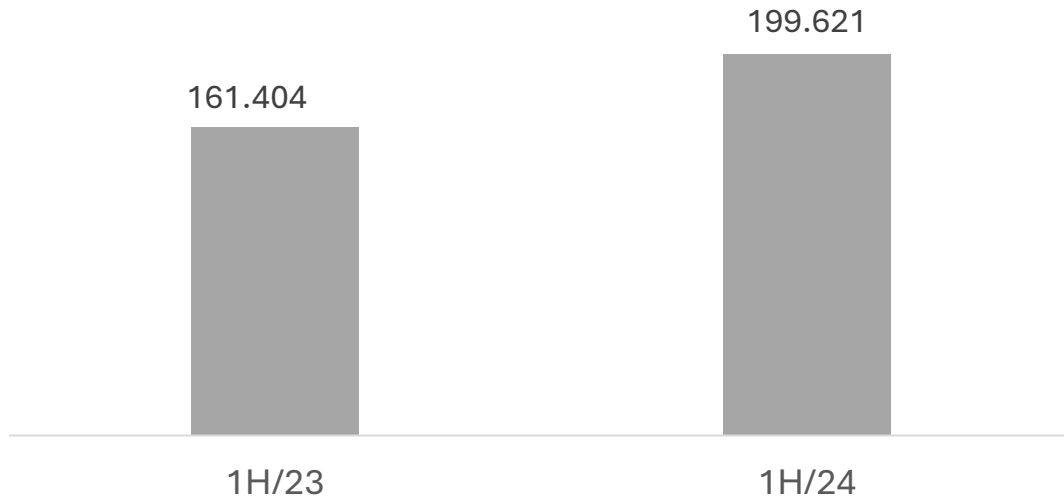
COBT (Corporate Online Booking Tools) is a feature provided by the Corporate Travel Division under Panorama JTB. This feature allows clients to book flights or hotel reservations independently from their respective computers. This feature provides clients with flexibility in choosing, speeding up the booking process, and maintaining business travel costs because COBT is equipped with a maker and approver system.

COBT user data from 2021 - 2024



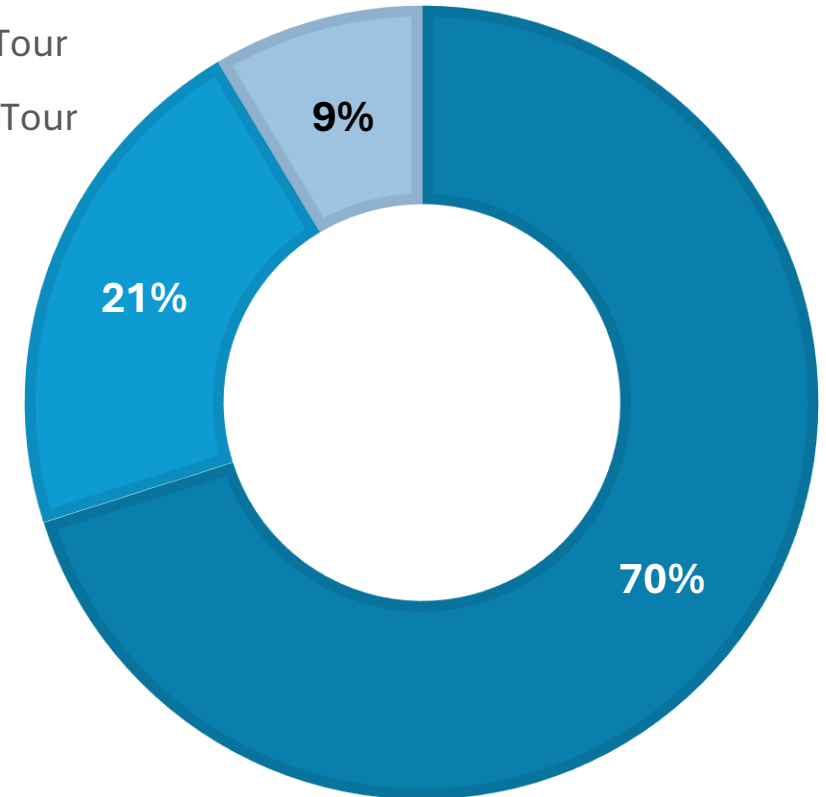
Outbound / Travel & Leisure - Pax Handling 1H/24

Pax handling comparison: 1H/23 VS 1H/24



MARKET CONTRIBUTION

- Corporate Travel
- Leisure / Tour
- Incentive Tour



Inbound / Travel & Leisure – Destination choices

INDONESIA

Activities: Beach holiday, culture, adventure, roundtrips, meetings & incentive trip.

Destination: North Sumatera, Java, Bali, Lombok, Labuan Bajo, South Sulawesi, Tj Puting, Derawan.



MALAYSIA

Activities: Beach holiday, culture, adventure, meetings & incentive trip.

Destination: Malaysia Peninsular, Sabah, Sarawak



THAILAND

Activities: Beach holiday, culture, adventure, meetings & incentive trip.

Destination: Bangkok, Pattaya, Phuket

Foreign tourists vacation in Indonesia



Foreign tourists vacation in Thailand



Foreign tourists vacation in Malaysia



Our Inbound Pillar participated in various B2B Tradeshow & Sales Mission



Riyadh Sales Mission



ASEAN Tourism Forum, Laos



Moscow International Tour & Travel Show (MITT)



Internationale Tourism Borse (ITB) Berlin



ASEAN Tourism Forum, Laos

The MICE segment (Inbound) also participated in various B2B Tradeshow and Sales Mission



IMEX Frankfurt



IBTM BARCELONA 2023



IBTM BARCELONA



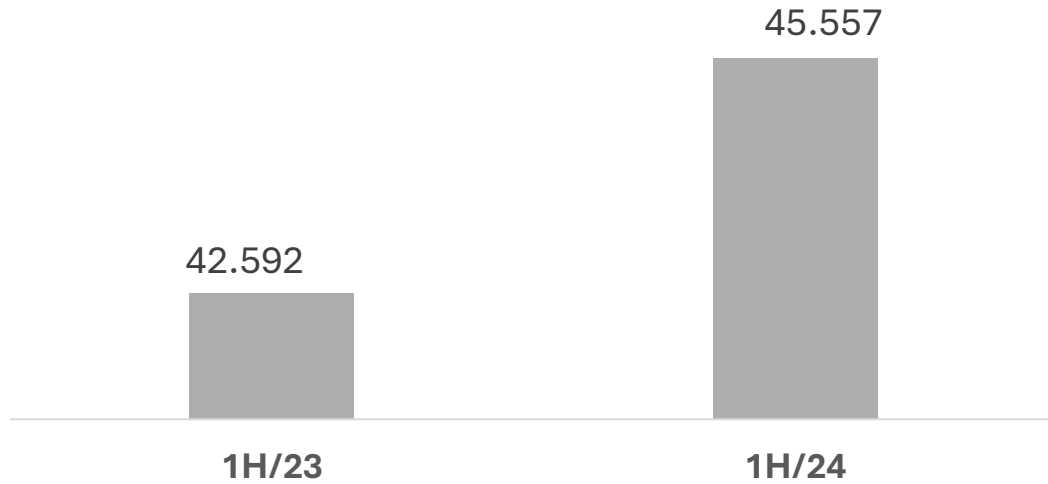
ITCMA BANGKOK



ITB ASIA SINGAPORE 2023

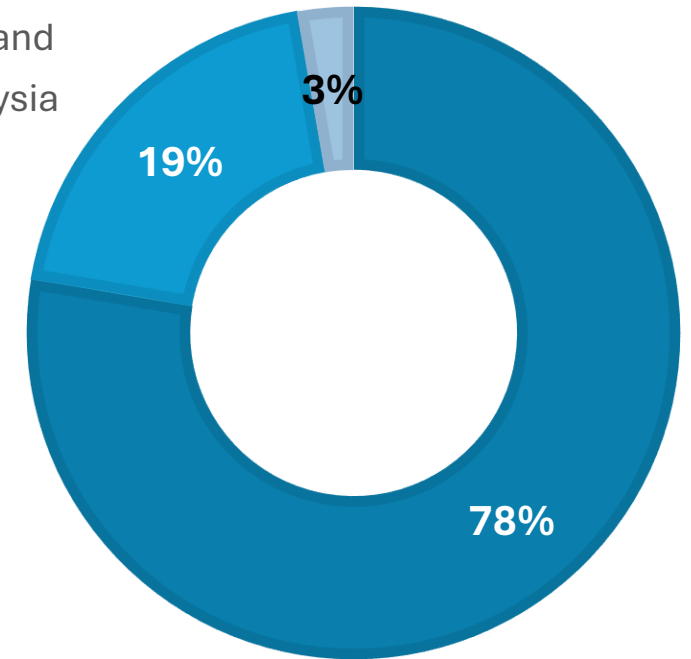
Inbound - Pax Handling 1H/24

Pax handling Comparison: 1H/23 VS 1H/24



DESTINATION CONTRIBUTION

- Indonesia
- Thailand
- Malaysia



Financial Report – 1H/24

PT. PANORAMA SENTRAWISATA, TBK.

Safe
travels



Financial Report – 1H/24

<i>In million rupiah</i>	30 Jun 2023	30 Jun 2024	% changes
Revenue	1.375.816	1.510.395	10%
Gross Profit	160.998	151.366	-6%
Operating Profit	79.826	56.681	-29%
Net Profit After Tax	74.609	51.224	-31%
EBITDA	126.332	98.977	-22%

<i>In million rupiah</i>	30 Jun 2023	30 Jun 2024	% changes
Air ticket	416.570	467.394	12,2%
Hotel voucher	28.421	44.562	56,8%
Outbound tour	703.510	754.700	7,3%
Inbound tour	163.822	183.655	12,1%
Other	63.493	60.084	5,37%
Total	1.375.816	1.510.395	9,8%

Financial Report – 1H/24

<i>In million rupiah</i>	31 Des 2023	30 Jun 2024	% changes
Asset	1.636.102	1.737.487	6%
Liability	930.102	925.287	-1%
Equity	706.001	812.200	15%
Total debt bearing interest	538.041	533.665	-1%
Interest expense	21.350	22.453	5%

Profitability Ratio	30 Jun 2023	30 Jun 2024
Gross Profit Margin	11,70%	10,02%
Operating Margin	6%	4%
Net Profit Margin	5%	3%
EBITDA Margin	9%	7%
EBITDA to Revenue	9%	7%

Liquidity Ratio	31 Des 2023	30 Jun 2024	% changes
Current Ratio	1,22	1,42	18%
Solvability Ratio	31 Des 2023	30 Jun 2024	% changes
EBITDA to interest	5,92	4,41	-25%
DER (bearing interest)	0,76	0,66	-32%

- 1** Optimizing resources to capture the **new market, new channel, new business modelling**
- 2** Implement **Smart-Operation** that could reduce 50-60% of expenses
 - a) Maintaining Opex at a manageable level
 - b) Use of technology in the back-end to increase operational effectiveness and productivity (TourPlan, COBT, Aurora, Jarvis, Arjuna, Katrina, Monica)
 - c) Panorama Agent with a B2B2C business model can increase productivity without increasing fixed costs

3 **Deleveraging** by divestment of non-productive assets or portfolio to reduce debt ratio

4 Run **Omni-channel model** to increase end-to-end business ecosystem and extending distribution channel

- a) Panorama.ID as B2C apps which sell component products (air ticket, hotel voucher, train ticket, entrance fee) dan especially group tour packages
- b) Panorama Agent as an extension of Travel Consultant which equipped by special mobile application
- c) COBT (Corporate Online Booking Tools) as a reservation system for component product (air ticket, hotel voucher, train ticket, car rental) that specially made for business trips
- d) Open-trip apps to sell to sell frugal vacation packages for the millennial market segment
- e) Collaboration with OTA to sell tourism products, excursion/day tours

DISCLAIMER


This presentation material was prepared by Panorama Sentrawisata Tbk. (“PANR”/“Company”) and has not been independently verified. No representation or warranty, express or implied, is made and no reliance is made on the accuracy or completeness of the information presented or contained in this presentation material. The Company and its affiliated companies, and or representatives of the Company are not responsible for any losses arising from the information presented or contained in this presentation material. The information presented or contained in these presentation materials is subject to change without notice and its accuracy is not guaranteed. This presentation material contains statements which are forward-looking statements. These statements include a description of the Company's hopes and expectations in relation to the consolidated results of operations, the Company's future performance, and the potential assets to be acquired by the Company, except for historical matters. In this presentation material, there are words such as “plan”, “will”, “estimate”, “project”, “intend”, or words with similar meaning. Such forward-looking statements do not guarantee future performance and involve risks and uncertainties and differ from actual results. The Company has no obligation and does not revise any forward-looking statements to reflect future events/conditions.

This presentation material is made for informational purposes only and does not constitute or form part of any solicitation, offer or invitation to purchase or subscribe to any securities of the Company in any jurisdiction or form the basis, commitments and contracts of any kind, or any investment decision. Any decision to purchase the Company's securities must be made by seeking appropriate professional advice.

Panorama 

THANK YOU

 corsec.panr@panorama-group.com

 www.panorama-sentravisata.com

