

Panorama 

Stronger performance
in a half-year

July 2023

PT. PANORAMA SENTRAWISATA, TBK.



Our Businesses

OUTBOUND / TRAVEL-LEISURE

- Outbound Tours
- Corporate Travel
- Corporate Incentive Management
- Travel Franchise
- Pilgrimage Tours
- Moslem Tour

TRAVEL RELATED

- MICE (Meeting, Incentive, Convention, Exhibition)
- Transportation Provider (Coaches, Medium Buses, Mini Van)
- Shuttle Services
- Logistic
- B2B Hotel Aggregator

INBOUND

- Overland Tours Service
- Seat in Coach
- Cruise Handling
- Incentive Group Services
- Community-Based tourism
- Panorama Experience Tour

Our Businesses

OUTBOUND / TRAVEL-LEISURE

Panorama JTB

orange
incentive
house

CWT

CHAN
BROTHERS

trip
tour

Preferred
Tours Management

wupi
Oak Ribet, Pasti Hepi!

smart HOLIDAY
PERFECT TRAVEL EXPERIENCE

panorama
ministry

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 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
- Community-Based tourism
- Panorama Experience Tour

MEDIA

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

TRANSPORTATION

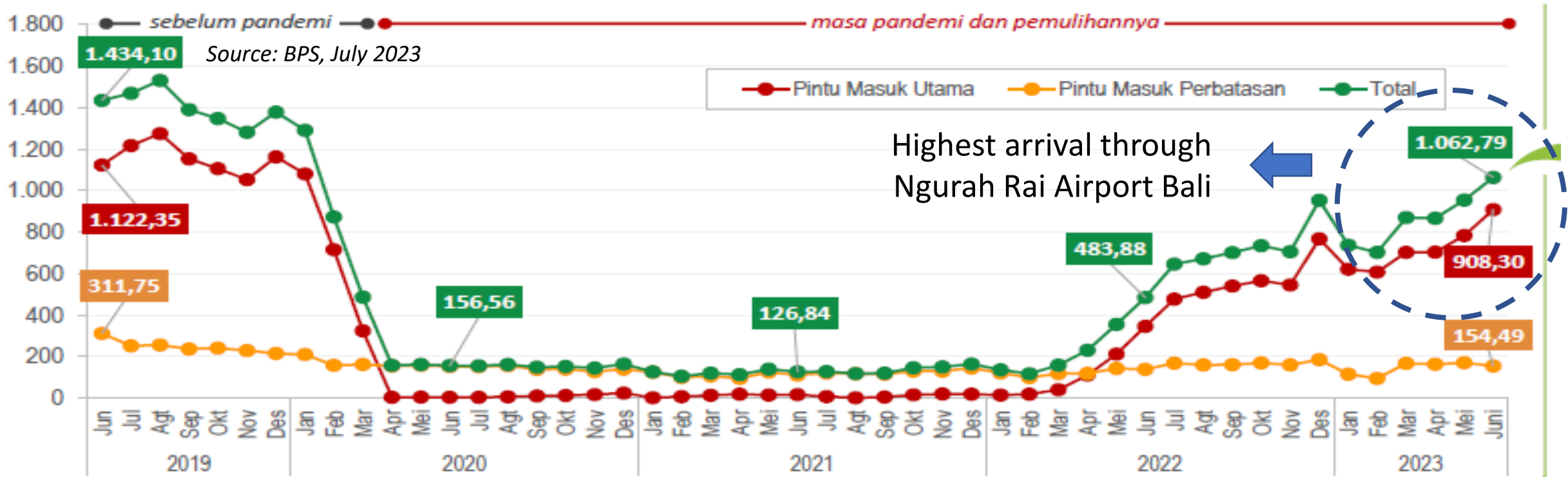
- Transportation Provider (Coaches, Medium Buses, Mini Vans)
 - Shuttle Services
 - Logistic
 - Domestic Tours (Open Trip)
- Gray Line

 *Subsidiaries*

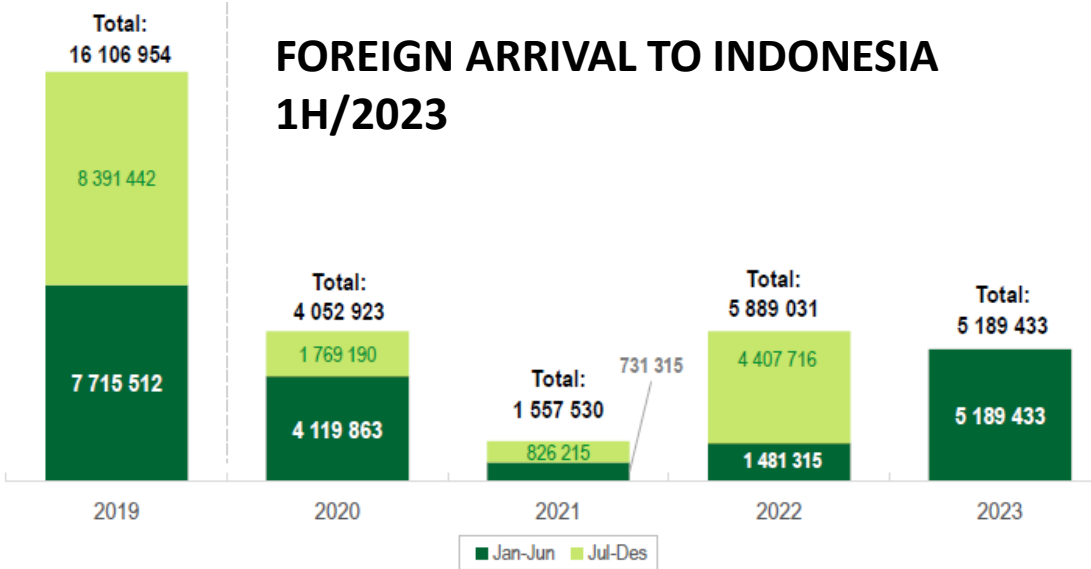
 *Associated Companies*

 *Strategic Partner Alliance*

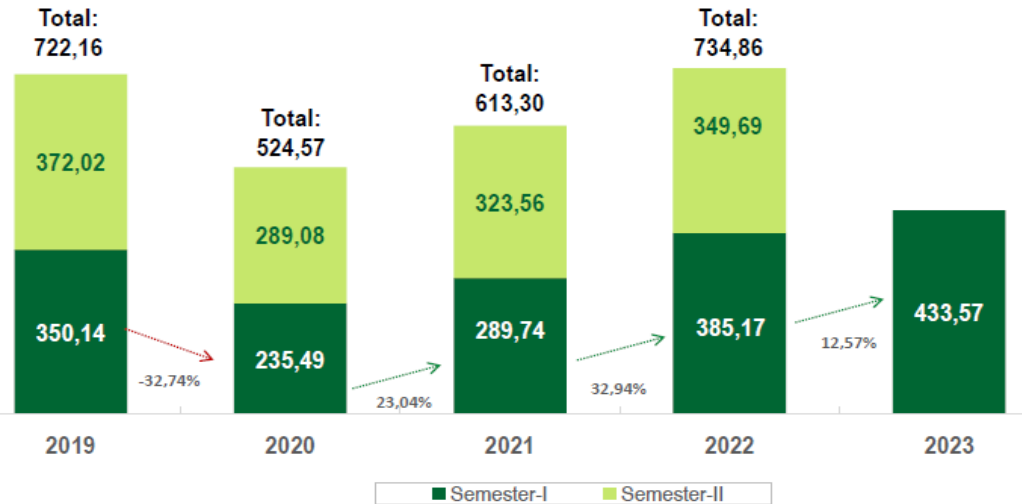
FOREIGN ARRIVAL TO INDONESIA



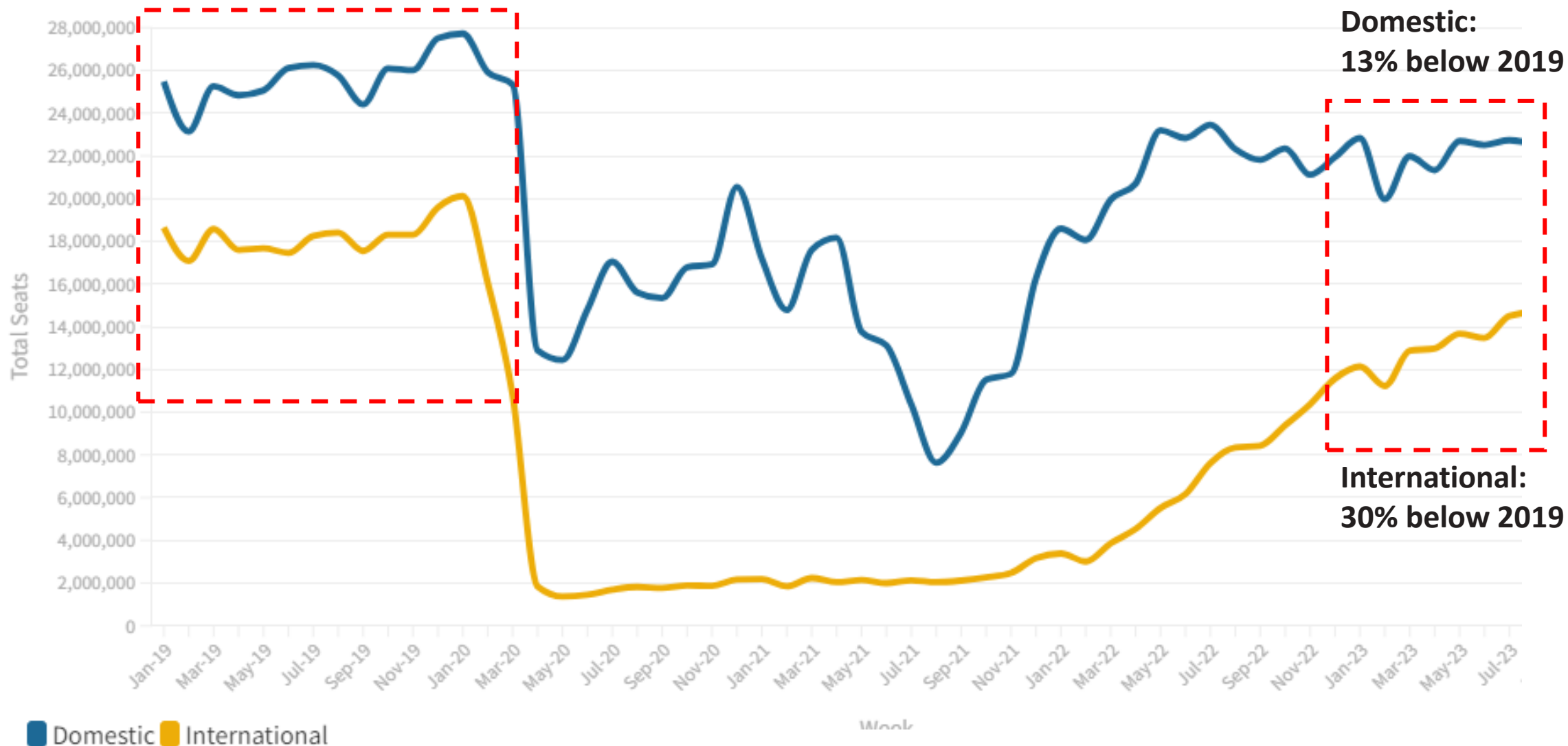
FOREIGN ARRIVAL TO INDONESIA 1H/2023



DOMESTIC MOVEMENT IN INDONESIA 1H/2023



Total seat capacity in SEA: 244,9 million seats capacity (Domestic and International, Jan-Jul 2023), yet still 19% lower than 2019





55th
1972 - 2022
MOVING FORWARD

Business Update

Financial Highlight & Strategy





High enthusiasm from domestic market to buy tour and travel products in several travel fairs



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

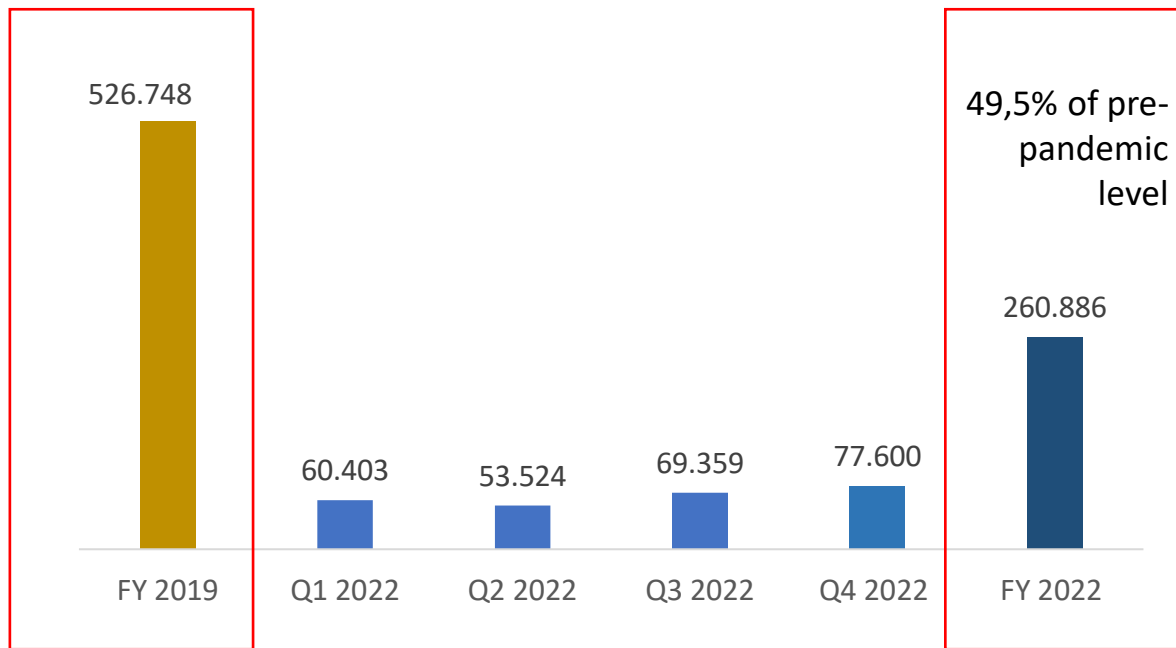
Services for companies that provide rewards in the form of trips or holidays to employees, partners or other relations.

Business model: b2b

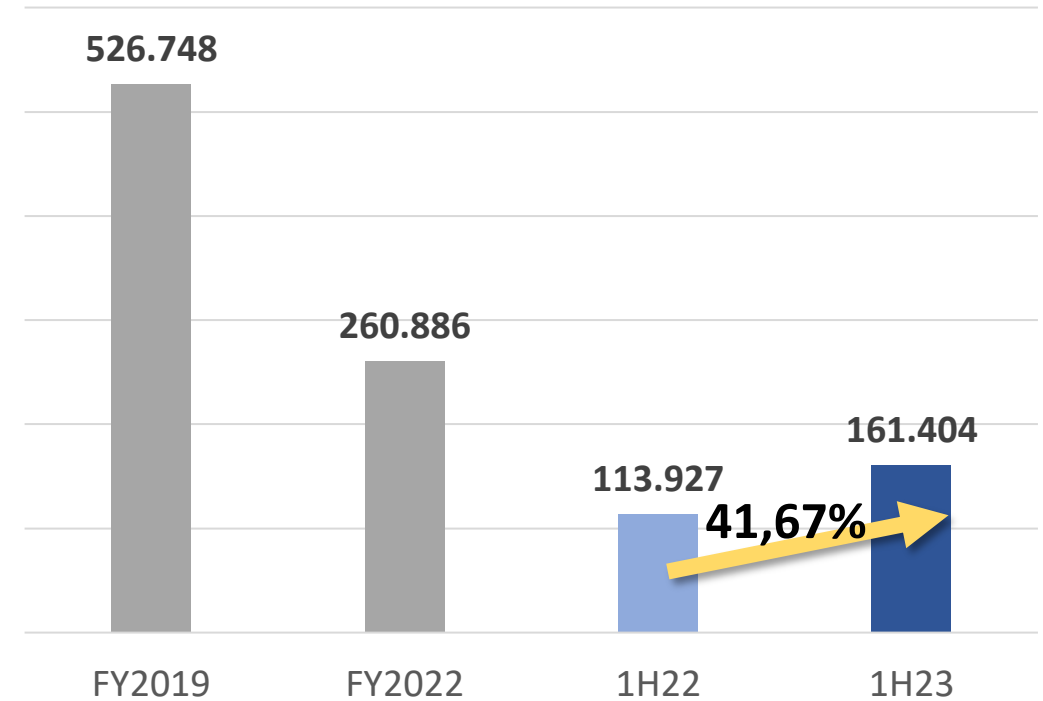
Market: Indonesia companies

Pax handling Outbound / Travel & Leisure - Market segment

Pax handling comparison: FY2019 vs FY2022



Pax Handling (1H2023)



International tourist with Group Tours Coming Steadily



Actively participates in various B2B trade shows abroad



Panorama at Asian Tourism Forum (ATF), February 2023



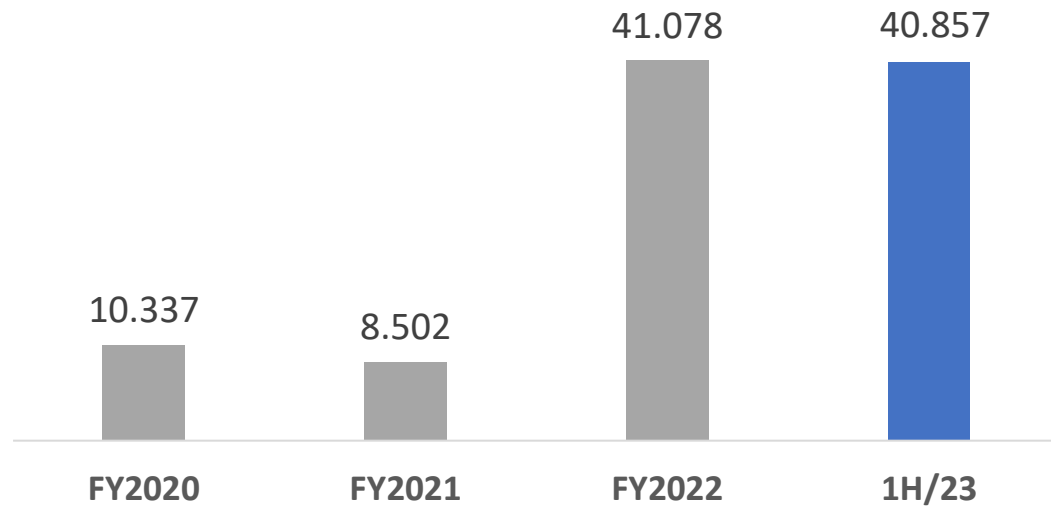
Panorama at Arabian Travel Mart (ATM)-Dubai, April 2023



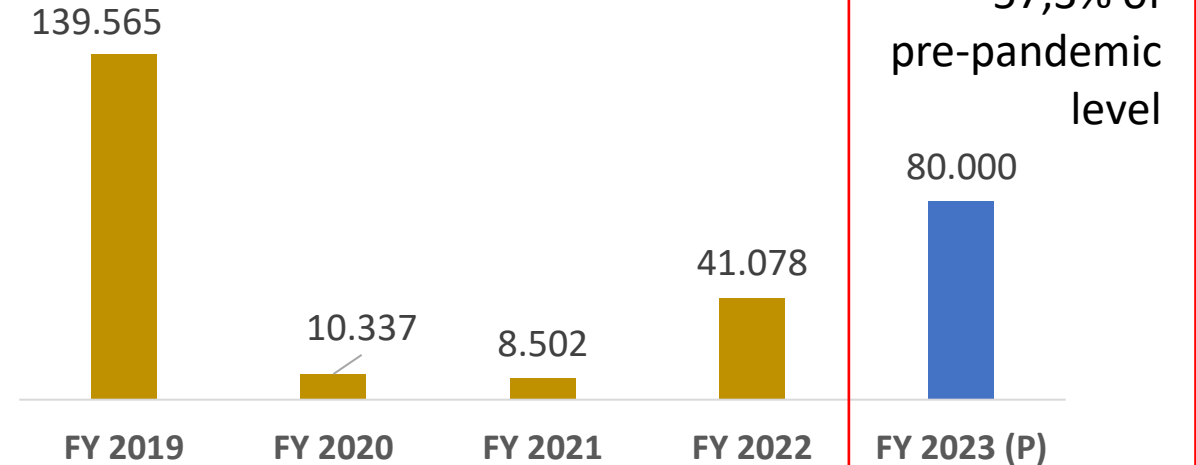
Panorama at ITB Berlin – Berlin, March 2023

KINERJA PAX HANDLING INBOUND (1H2023)

Pax Handling (1H2023)



Pax handling FY2023 (Projection)



Business Update

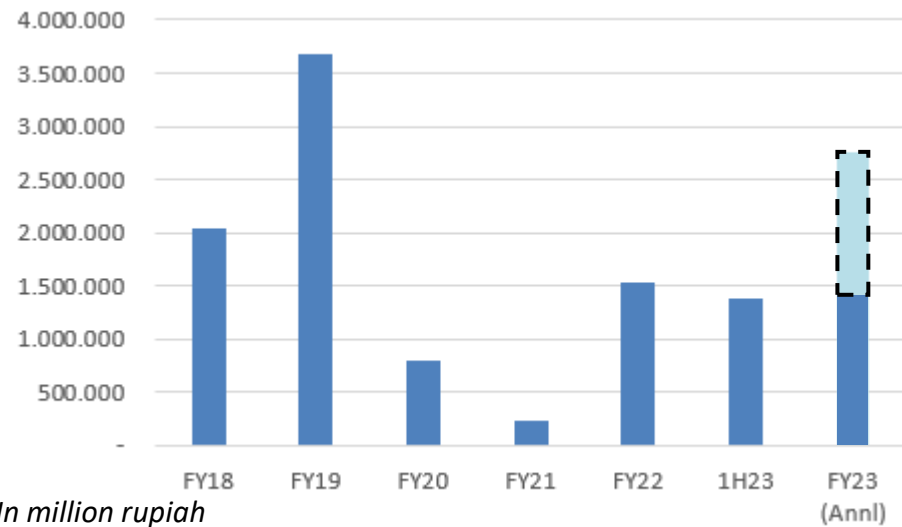
Financial Highlight & Strategy

Safe
travels

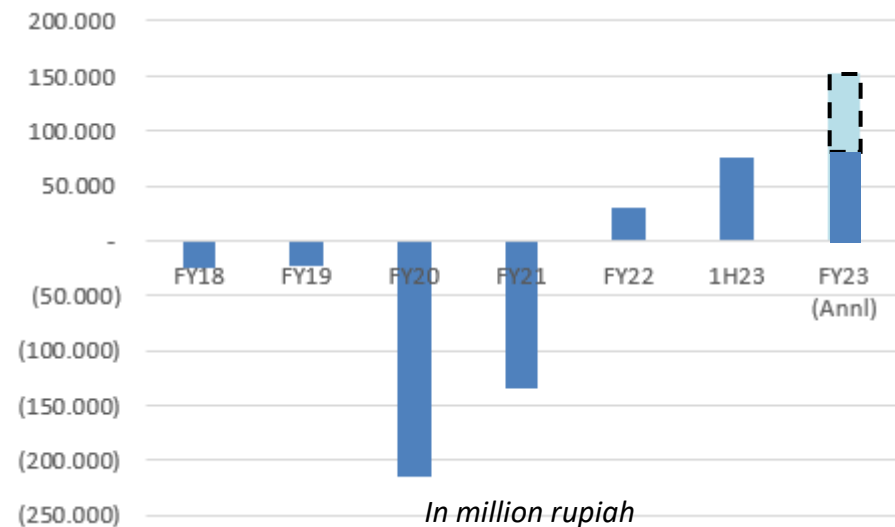


PANR Business figures 2018 - 2023

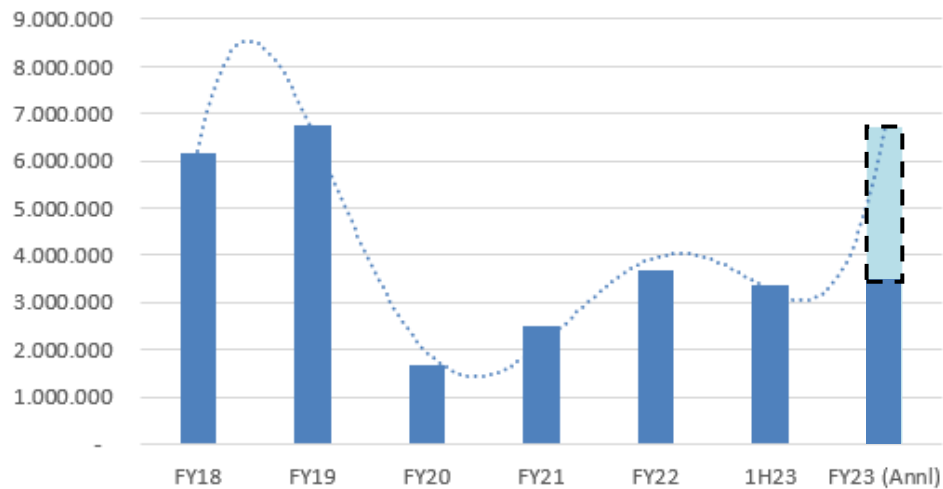
REVENUE



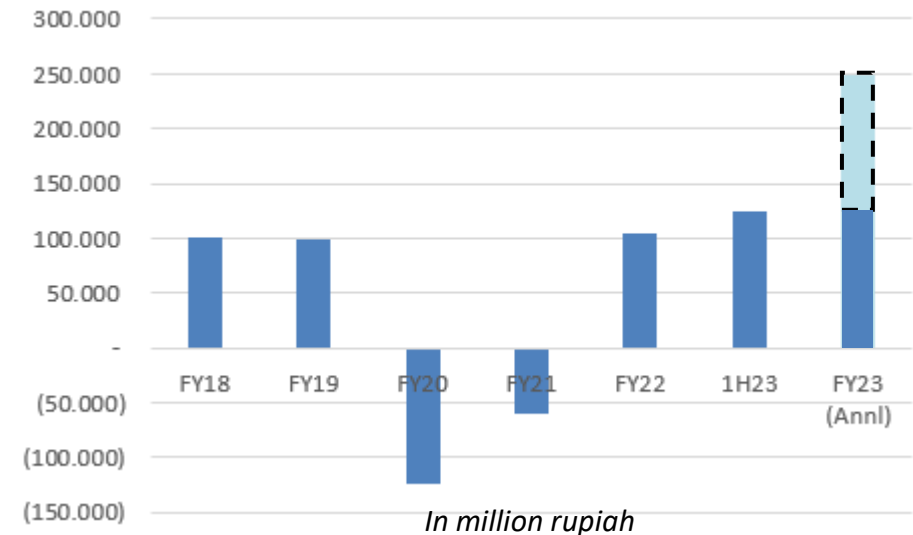
EARNING AFTER TAX (EAT)



PAX HANDLING TREND

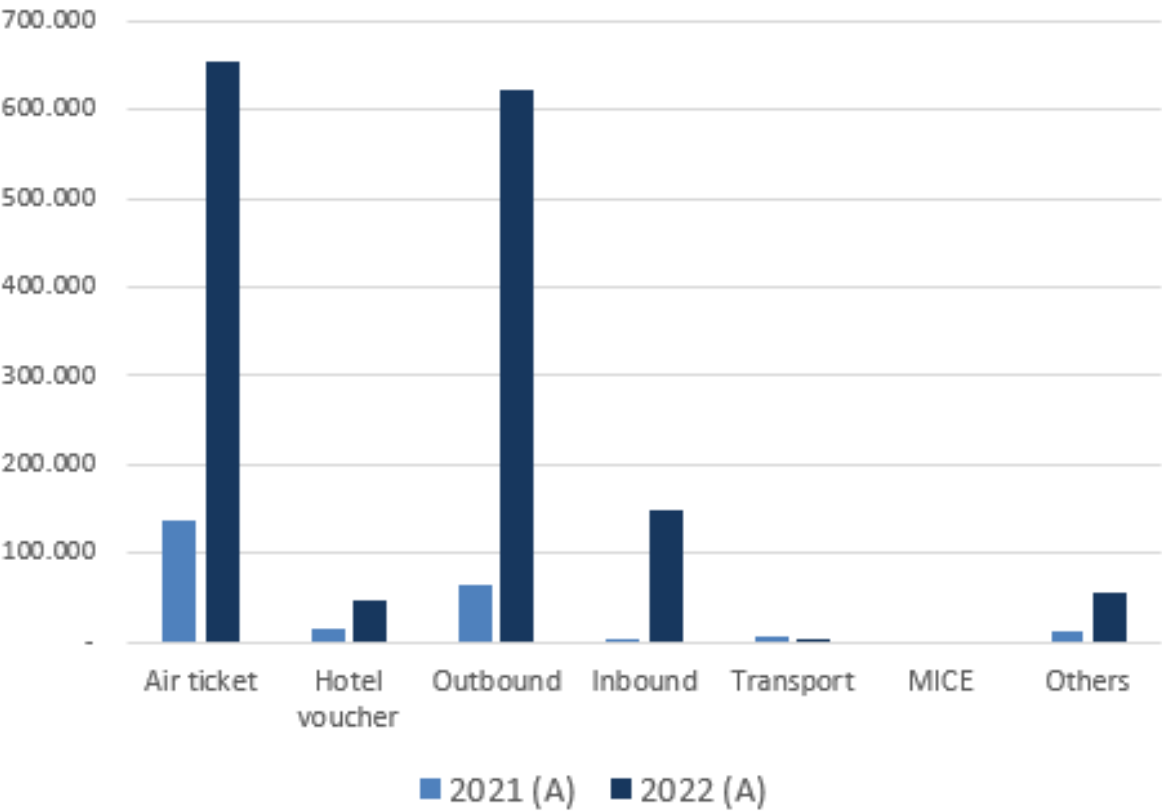


EBITDA

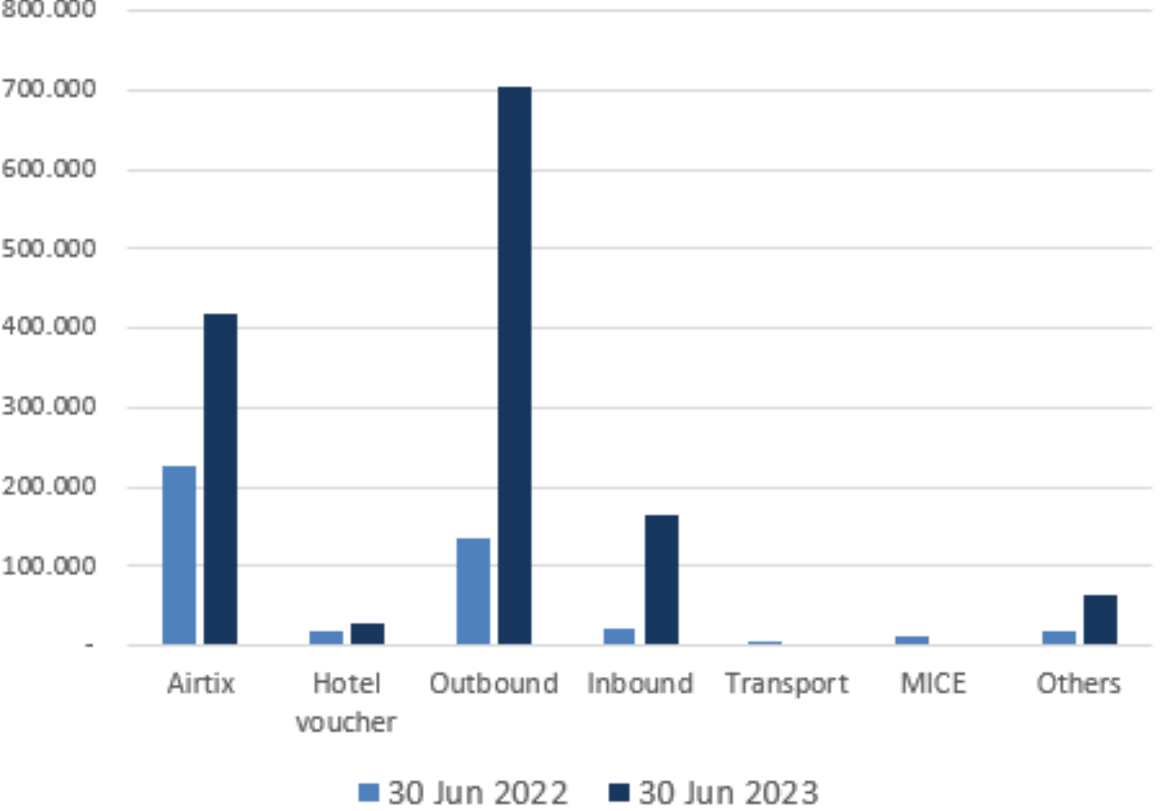


PANR Revenue Breakdown

REVENUE BREAKDOWN 2021-2022



REVENUE BREAKDOWN 1H2022 vs 1H2023



- 1** Optimizing resources to capture the **pent-up demand momentum**
- 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

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