



MEKAR



Starting up:  
Using the crowd to fund & facilitate SME lending



Sumatra

Jakarta

6000 inhabited islands

250 million Indonesians

350 million mobile phones

88 million active internet users

80 million Facebook users

20% of mSMEs have bank accounts

20% of mSMEs have access to formal finance

85% of eCommerce transactions are still COD & bank transfer

Most business deals are based on personal relations, including lending

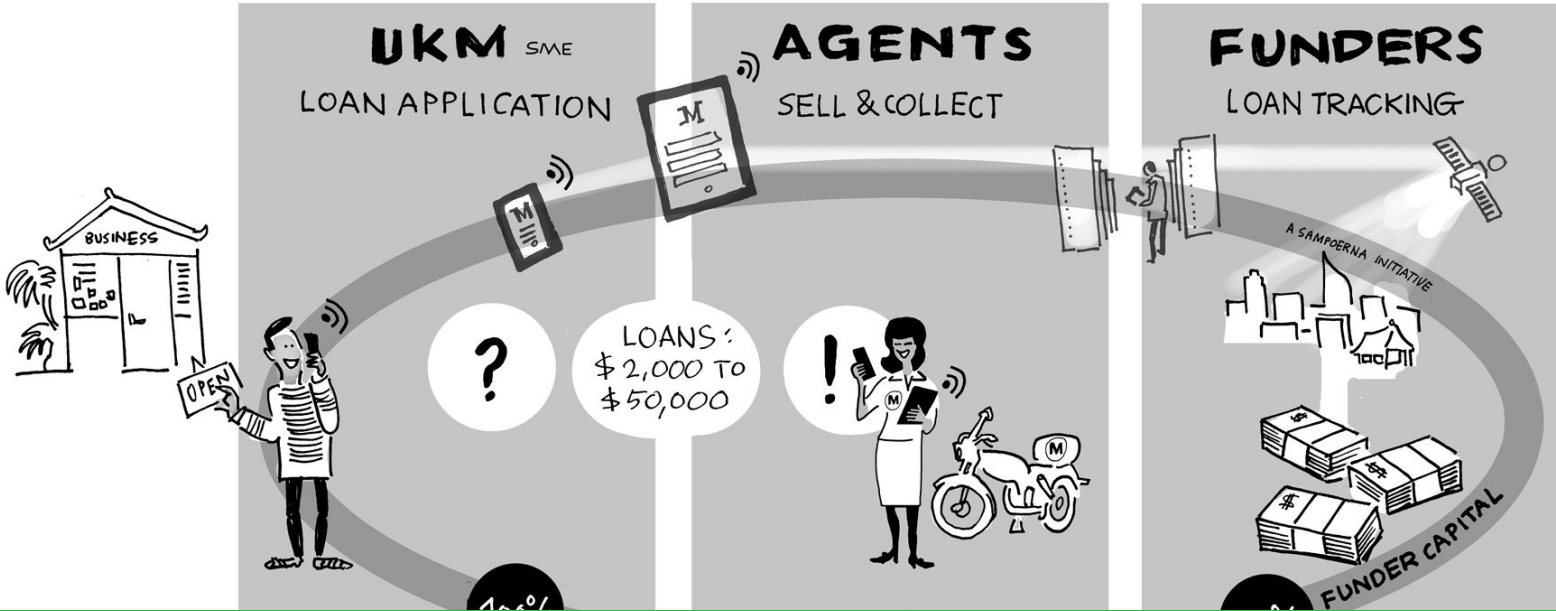
Java

Surabaya

Bali



MEKAR



**MEKAR provides unsecured loans to SMEs via an agent network**

Since Jan. :  
Costs (apr):  
end 2017 :

760 SMEs  
36% p.a.  
10,000 SMEs

22 agents  
7%  
2000 agents

\$ 2.7m in loans  
10-15% (in rupiah)  
\$ 40 m in loans

# Mekar SMEs have annual sales of \$50,000 - \$1.3 million



**Marketing** : Credit Coop's, Facebook, Path, Instagram;  
Agent leads & referrals .

**Filtering** : Impact = job growth, women, social & green.  
Have bookkeeping & internet banking .  
> 3 years' sales revenues .

**Scoring inputs (via agents)** : call history, photos,  
bookkeeping & internet banking data, credit score,  
references from neighbours, buyers & suppliers .

**Securities** : post-dated cheques; personal guarantees;  
credit insurance; shares-as-collateral; personal assets.

# Mekar Agents are now lending agents, but will gradually become a mobile salesforce for SME services



**Background :** ex-loan officers, accountants, auditors, collectors, business & finance graduates & have a small business history.

**Income :** ± \$ 800 - \$ 2000 per month.

Commission of timely installments & arrears collections .

**Sales Tool :** a mobile app including: tasks, leads, client data, P&L, B/S, photo library, contract signing, visit records, test quiz & video training .

**Controls :** 10 km zone, blocking, roles & levels, input timing, GPS mapping .

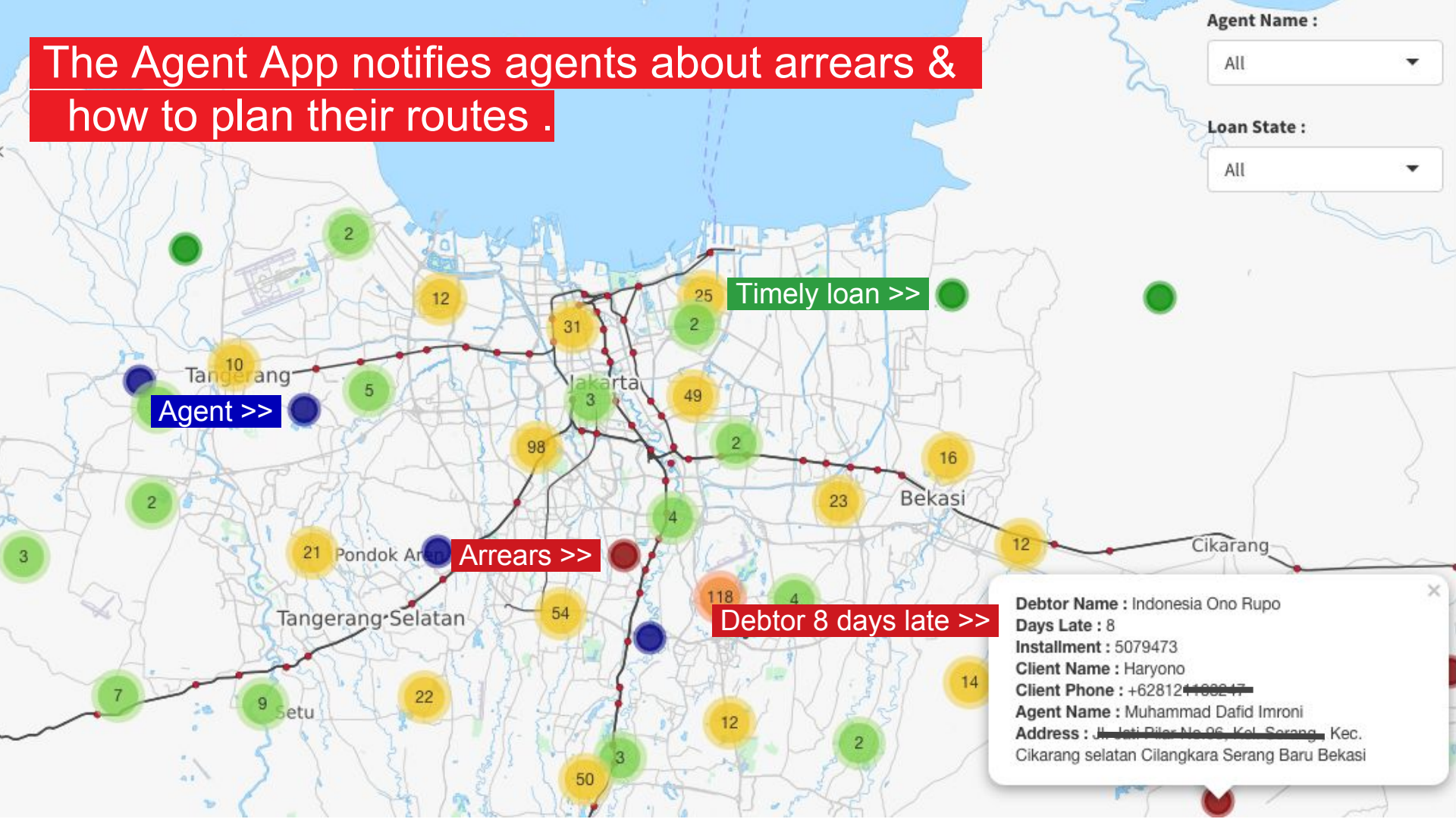
# The Agent App notifies agents about arrears & how to plan their routes .

Agent Name :

All

Loan State :

All



Agent >>

Timely loan >>

Arrears >>

Debtor 8 days late >>

**Debtor Name :** Indonesia Ono Rupo  
**Days Late :** 8  
**Installment :** 5079473  
**Client Name :** Haryono  
**Client Phone :** +62812-1100217  
**Agent Name :** Muhammad Dafid Imroni  
**Address :** Jl. Jati Piler No.96, Kel. Serang, Kec. Cikarang selatan Cilangcara Serang Baru Bekasi

# Our Funders are individuals & institutions

## Funders want both returns & impact



**Individuals** : Wealthy & middle management Indonesians

**Institutions** : Indonesian foundations, pensions, state-owned enterprises, CSR funds, cooperatives.

**Preferences** : Funders set their preferences, this becomes the auto-debit contract with Mekar

**Returns** : 6% minimum (via insurance & provisions).  
Normal returns will be 10% to 15% per year.

**Impact** : Jobs or women-businesses or social/green impact.



MEKAR

Founder : Putera Sampoerna .  
Shareholder : Sampoerna Fondation.  
Partner banks : BCA, Mandiri, Sampoerna  
Funding adviser : KPMG .  
Auditor : BDO .  
Regulator : OJK (soon) .

Mekar seeks lenders & an additional equity partner

