



Unlocking tourism potential with *innovative* *hospitality solutions*

Indra Gunawan
Co-Founder & CEO Bobobox

About Bobobox

We are the next generation of *sleeping lifestyle company*

Our mission to revolutionize the way people experience travel accommodations by focusing on three core values that shape every aspect of our service: **tech-enabled, cost-efficient, and forward-thinking design solutions**

Profitable Business

>40%
EBITDA

Customer Intimacy

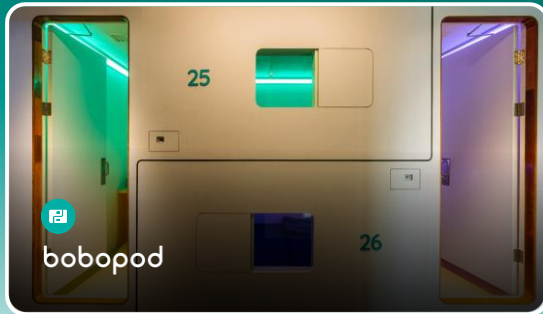
>80
NPS

>50%
Returning Rate

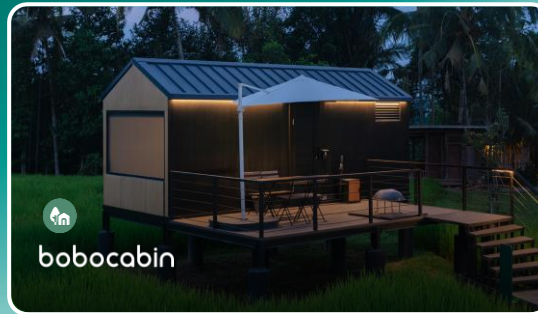
8.9/10
Blended Review

Repeat Bookers

Most-Loved Brand



A sleek pod equipped with IoT features, offering a unique, innovative, and personalized sleeping experience.



A tech-enabled cabin hotel offering a restful experience in nature, located in a premium tourist destination in Indonesia.



A new business group from Bobobox offering various services in the F&B sector, such as Bobodeli and collaborative projects with other brands.



Branch Locations



Jakarta, Tangerang, Bekasi

- 01. Mega Mall
- 02. Kota Tua
- 03. Juanda
- 04. Tanah Abang
- 05. ITC Kuningan
- 06. Pancoran
- 07. Kebayoran Baru
- 08. Thamrin
- 09. Airport CBC

Bandung

- 11. Alun-alun Bandung
- 12. Pasir Kaliki
- 13. Cipaganti
- 14. Dago

Jawa Tengah

- 15. Kota Lama Semarang
- 16. Selamat Riyadi, Solo

DI. Yogyakarta & Jawa Timur

- 17. Malioboro
- 18. Alun-alun Malang



Jakarta

- 10. Pancoran



Sumatera Utara

- 19. Kaldera Toba
- 20. Patra Parapat

Jawa Barat

- 21. Ranca Upas
- 22. Cikole
- 23. Pangalengan
- 24. Sukawana
- 25. Gunung Mas
- 26. The Tavia
- 27. Madasari

Jawa Tengah

- 28. Baturraden
- 29. Dieng

Jawa Timur

- 30. Coban Rondo
- 31. Pacet

Bali

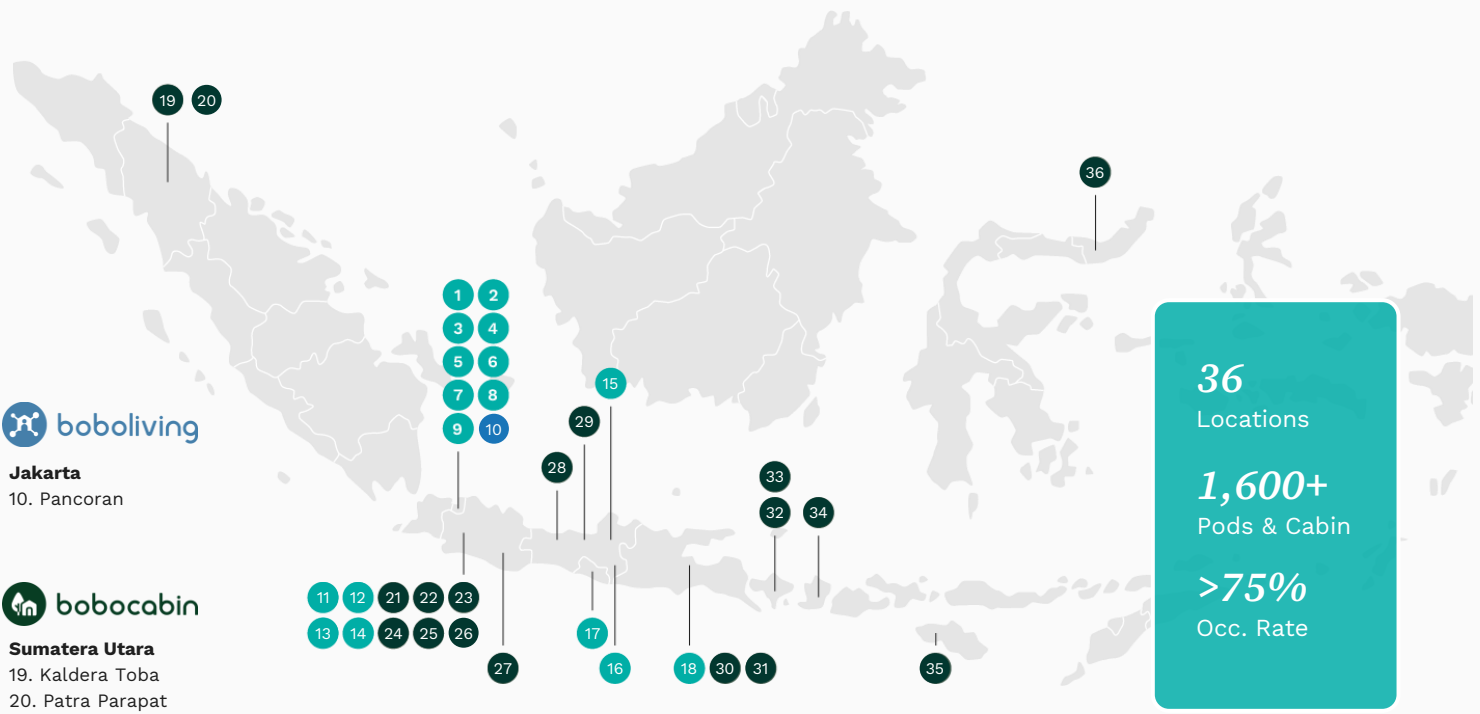
- 32. Kintamani
- 33. Ubud

NTB & NTT

- 34. Gunung Rinjani
- 35. Umarato

Sulawesi

- 36. Bunaken Hills



36
Locations

1,600+
Pods & Cabin

>75%
Occ. Rate





Bobobox transforms underutilized state-owned assets into a revenue-generating properties, aligning with Indonesia's 8% GDP growth ambition by boosting tourism through *innovative, scalable unit economics*

Indonesia's low returns on state-owned idle assets



Many state-owned assets generate returns far below their potential, a missed opportunity for driving economic growth.

Common issues:

- Lack of innovation in asset management.
- Bureaucratic hurdles that stifle efficiency.
- Inadequate infrastructure to support profitable ventures.

Bobobox's innovative approach



Bobobox specializes in transforming underutilized assets into profitable business through its innovative solutions.

Our focus:

- Maximizing space utilization
- Modernizing infrastructure
- Sustainable development

Path to achieving economic growth



With the strategic optimization of state-owned assets, we project a significant increase in economic activity in targeted regions, contributing directly to the national GDP growth.

Projection examples:

- Urban transformation
- Rural development

Bobobox addresses the challenge of low returns on idle state-owned assets by leveraging an efficient, scalable business model designed to unlock their potential.

Our approach unfolds in three core stages, ensuring both *speed and sustainability*

Site Acquisition



Identify strategic locations using grading/scoring analysis

Secure lease agreements with fixed or variable terms

Site Development



Execute transparent site planning and design

Complete site conversion in 3-4 months with modular construction, reducing CAPEX

Utilize flexible ownership models through JV partnerships (fully owned or co-invested with third parties)

Commercial Operation



Integrate Bobobox technology platform for seamless operations

Collaborate with local MSMEs to enhance services and community engagement

Deliver end-to-end site management for a superior guest experience



Bobopod Dago
Before Development



Bobopod Dago
After, 2021



Bobocabin Sukawana
Before, 2023



Bobocabin Sukawana
After, 2024

A case study from our Cikole location:
**Strategic partnership between
Bobobox and Perhutani,
Palawi Risorsis**

Perhutani, Palawi Risorsis, and Bobobox partnered to launch Bobocabin Cikole, a bold glamping venture during the COVID-19 pandemic, when many businesses hesitated to invest.

Despite the challenges, Bobobox invested **1.8 mio USD**, creating a **beautiful site with 10 Standard Cabins, 20 Deluxe Cabins, 8 Deluxe Hot Tub Cabins, and 6 Executive Cabins.**

Bobocabin Cikole opened its doors in May 2021, offering a unique and relaxing getaway experience.



Bobocabin Cikole as ecosystem growth catalyst

Bobocabin is not just an innovative accommodation solution; it's a powerful catalyst for ecosystem growth in the regions where it operates; *improving land utilization, boosting local economy and promoting sustainable tourism.*

Before			After Bobocabin
<~2,500 USD per year		 Palawi <small>Pelabuhan, Alam, Wisata</small> Yearly Revenue	~87,000 USD/year (from property lease, entrance fee, and parking only)
<6,000 visitors per year (from Green Grass visitor data before 2020)		Number of Visitor	>20,000 Visitors (Bobocabin only based on number of room sold with assumption 2 visitors/rooms)
Only from Palawi		Local Employment	~30,000 USD increase in Salary and social Benefit to local people
		SME Growth (Food, Beverages, and activity)	16,000 USD/year revenue growth
- (Grow after Bobocabin)		Local camping operators	36,000 USD/year revenue growth
Only from palawi		Government Tax Income	± 67,000 USD increase (From Bobocabin only)

Our *current collaboration* with Indonesia's government



Thank You!



bobobox