



Business Credentials



# THE SOCIAL FIRST MARKETING AGENCY

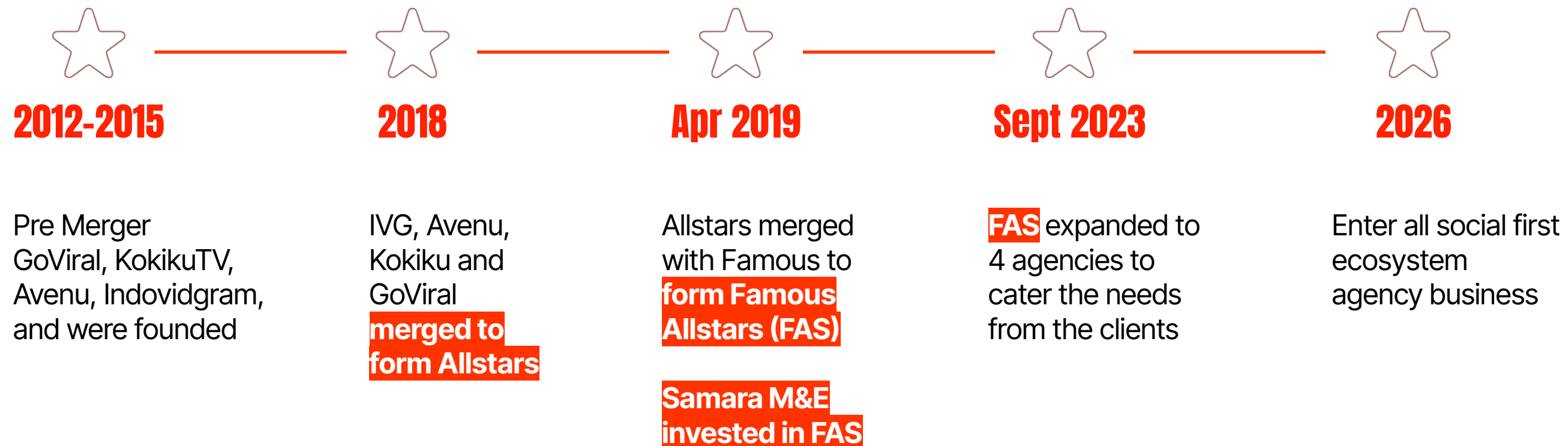


Our Mission:

**TO PROPEL A THRIVING SOCIAL FIRST ECOSYSTEM TO  
EMPOWER BRANDS THROUGH INNOVATIVE STRATEGIES THAT  
AMPLIFY REACH, ENGAGEMENT, AND IMPACT**



# WE HAVE BEEN IN THE FOREFRONT OF ★ CREATORS INDUSTRY SINCE 2012





OUR



BUSINESS PILLARS

AGENCY BUSINESS

MEDIA BUSINESS

Wolfgang

KODA

i\G

Kokiku

FANFARE

ALLE  
GRO

DEAR  
MOMS

CERITA  
CANTIK

TECHNOLOGY

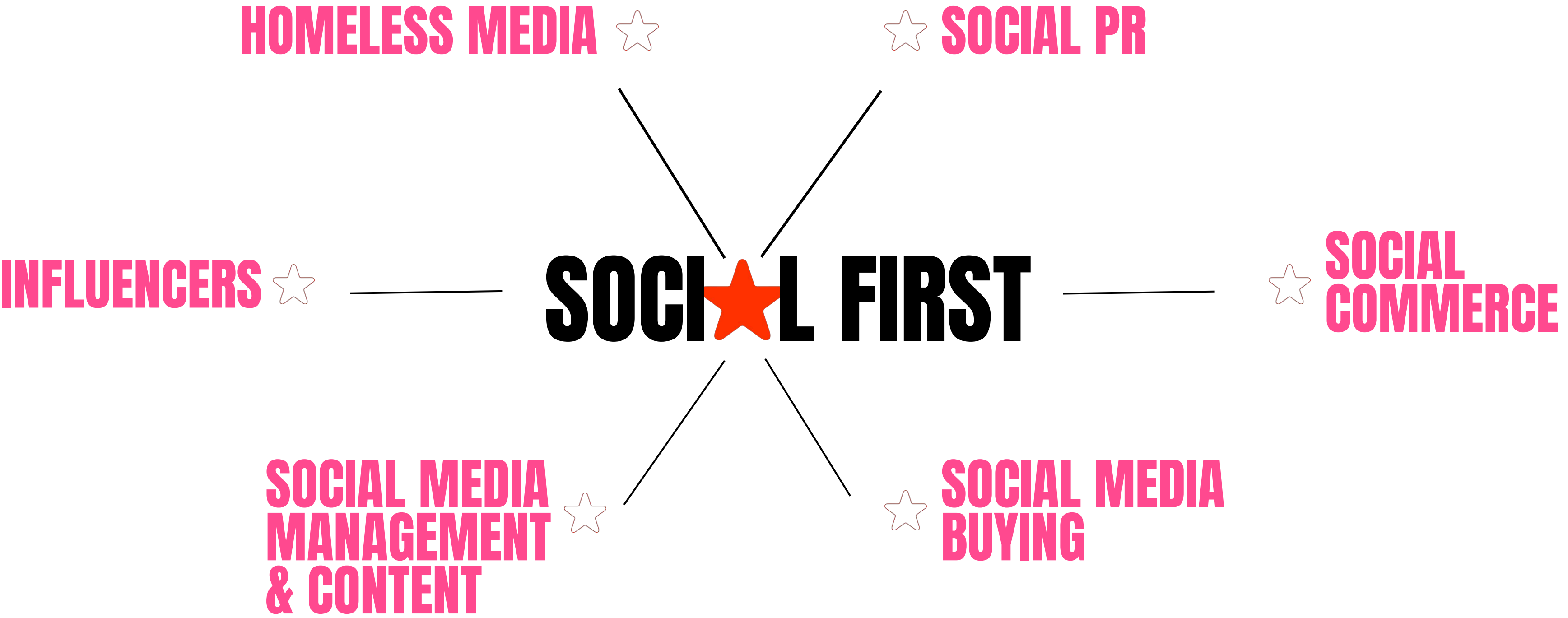
FASCAMP  
FAMOUS ALLSTARS

all  
stars

Fastr



# OUR FOCUS





OUR



GROUP BUSINESS PILLARS

## TALENT IP BUSINESS

unity

VRSt



MAJELIS LUCU  
INDONESIA

## TECHNOLOGY SUPPORT

LUCUFLIX



Since 2019, FAS has partnered with creators to create ventures tapping into multiple verticals and target audience



# COMEDY TALENT

IP  MAJELIS LUCU  
INDONESIA

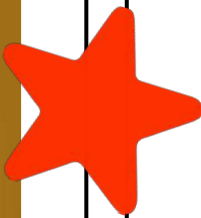


Jiruluger

kom  
tung

L LUCUFLIX

- ★ IP Development
- ★ Social Media
- ★ Community
- ★ Merchandising
- ★ New Talent Management



# MUSIC IP



- |                  |                 |
|------------------|-----------------|
| ★ IP Development | ★ Social Media  |
| ★ Music          | ★ Merchandising |
| ★ Fandom         |                 |



Business Pillar #1

# AGENCY BUSINESS







**FANFARE**

INFLUENCER MARKETING  
AGENCY

# FOUR AGENCIES



*Wolfgang*

SOCIAL FIRST  
CREATIVE AGENCY



**ALLE  
GRO**

SOCIAL COMMERCE  
AGENCY



**KODA**

SOCIAL TECH  
PLATFORM COMPANY

# TO CATER THE NEEDS FOR SOCIAL FIRST



**FANFARE**

INFLUENCER MARKETING  
AGENCY

# END-TO-END INFLUENCERS MARKETING AGENCY

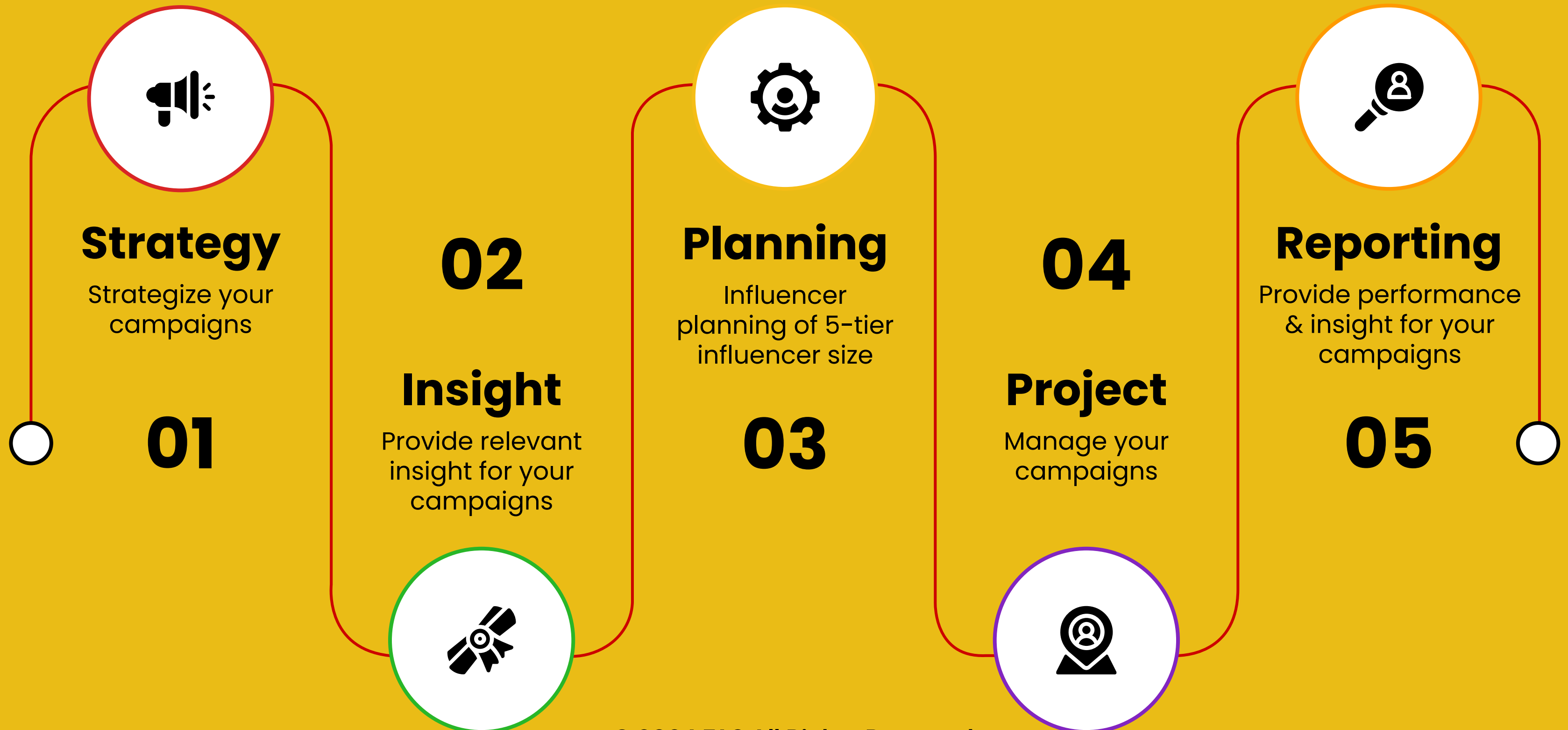


**END-TO-END INFLUENCERS  
MARKETING AGENCY  
TO ANSWER YOUR COMMUNICATIONS  
AND BUSINESS OBJECTIVES**





# ONE STOP SERVICE





# ONE STOP SERVICE



## Experienced Team

Bringing **fresh and innovative ideas** and **elevating the role influencers to the overall brand** experience



## All in Solution

Provide End-to-end services  
Connect to **channel publishers** & integrated **technology system**



## Consultancy Based

Tailored solutions supported by digital marketing experts and trend spotters to create **strategic solution**

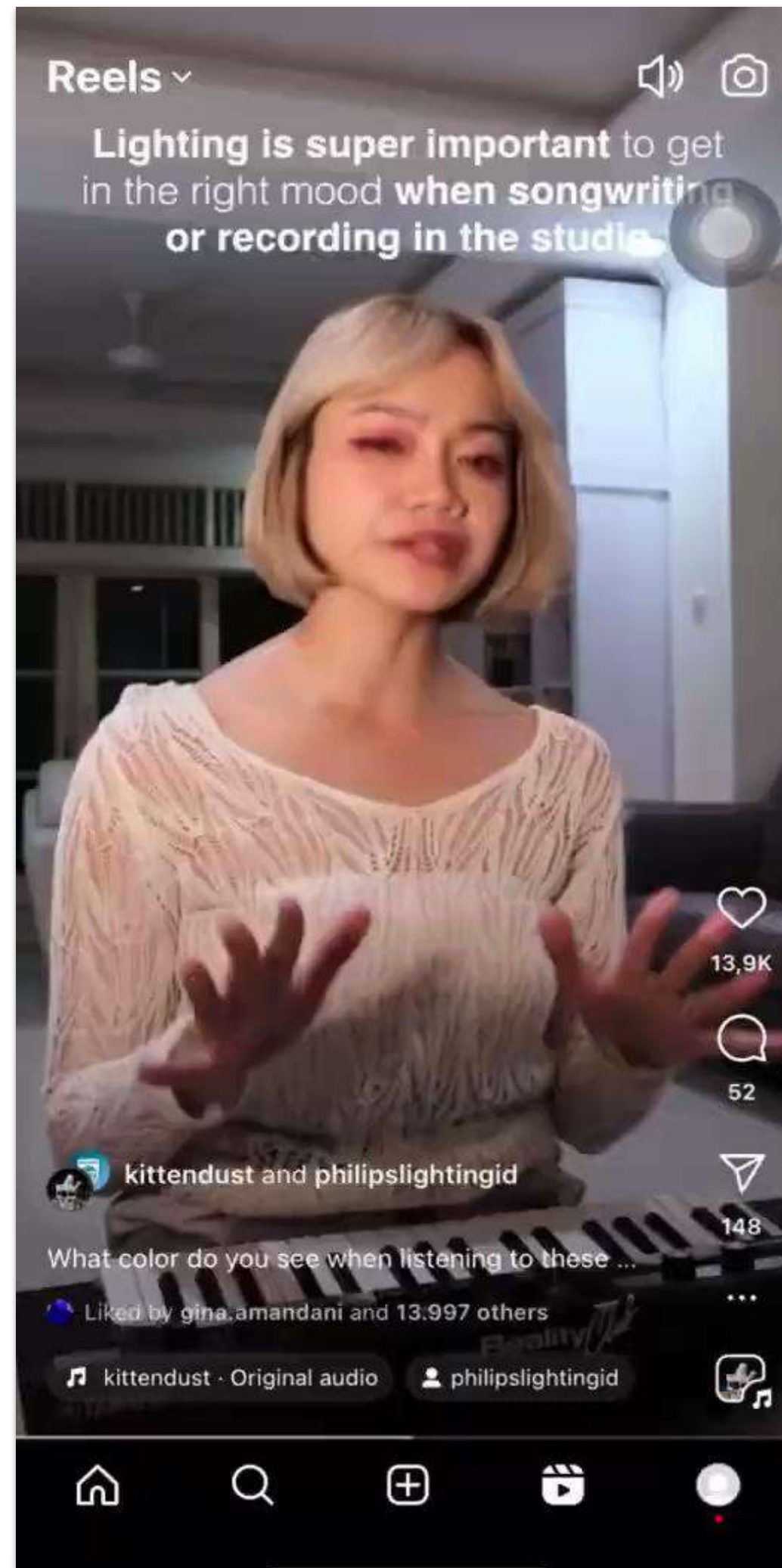


## Wide Range Influencers Database

Maintaining **120K+ influencers** with **1.1B+ followers**



# WHAT WE'VE DONE IN 2024



500+

Projects

15K+

Contents

4K+

Influencers

25%

Average brands  
conversations



## OUR CLIENTS

# BANK CENTRAL ASIA (BCA)

Agency of records for  
influencer marketing

Education  
Product  
Services  
Events  
Always on



## The Largest Consumer Bank in Indonesia

Bank Central Asia (BCA) is one of Indonesia's leading financial institutions, renowned for its robust banking services and extensive network. It is widely recognized for its innovative digital banking solutions, which offer convenience and efficiency to its customers. BCA's strong financial performance and commitment to customer satisfaction have established it as a trusted and reliable name in Indonesia's banking sector.



## OUR CLIENTS

# PROCTER & GAMBLE (P&G)

**Agency of records for  
influencer marketing**

**Education  
Product Review  
Always on  
Livestreaming  
Affiliate Marketing**



## One of the leading FMCG companies in Indonesia

Since its establishment in the Indonesian market, P&G has built a strong reputation for delivering trusted brands like Pantene, Gillette, and Pampers. Headquartered in Jakarta, P&G Indonesia leverages local insights and global expertise to innovate and meet the evolving needs of Indonesian consumers. Committed to sustainability and community development, P&G Indonesia continues to play a vital role in enhancing the daily lives of millions across the country.



OUR CLIENTS

# PROCTER & GAMBLE (P&G)

PANTENE



Rejoice™



Downy

OLAY

**Gillette**



 **Sangobion®**



1

Brand in 2021

12

Brands in 2023

8

Awards in  
Influencer  
Marketing



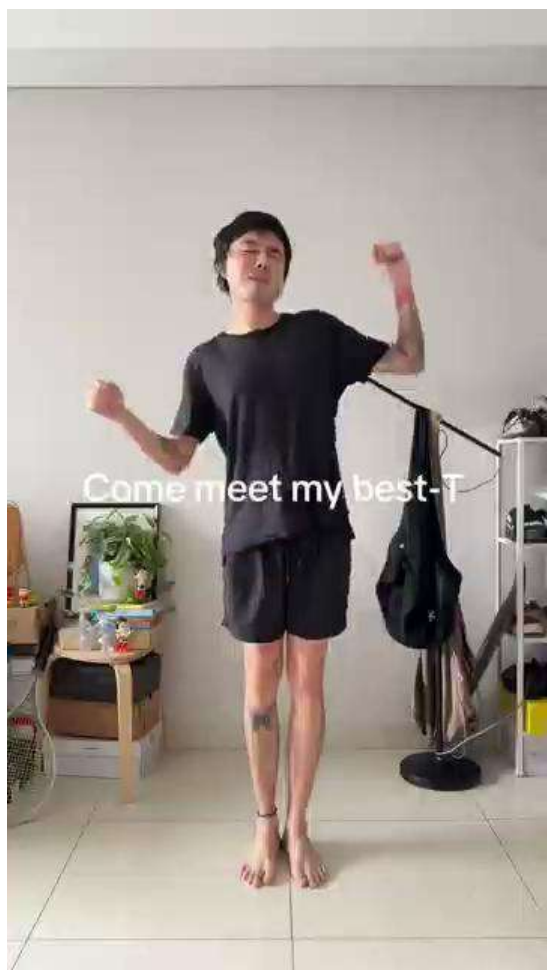


OUR CLIENTS

# UNIQLO INDONESIA

Agency of records for  
influencer marketing

Education  
Product  
Events  
Always on



## The Leading Life Wear Company in Indonesia

Uniqlo Indonesia is a leading branch of the global apparel retailer, known for offering high-quality, stylish, and affordable clothing for all ages. Valued for its innovative LifeWear concept, Uniqlo has gained popularity since entering the Indonesian market, with stores in major cities like Jakarta and Surabaya. The brand is celebrated for its comfortable, versatile designs and strong customer service, enhancing the local fashion landscape while committing to sustainability and community engagement.



## OUR CLIENTS

# MITRA ADIPERKASA (MAP)

**Agency of records for  
influencer marketing**

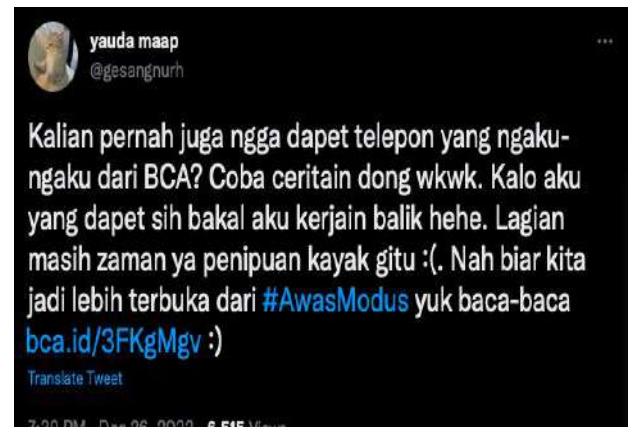
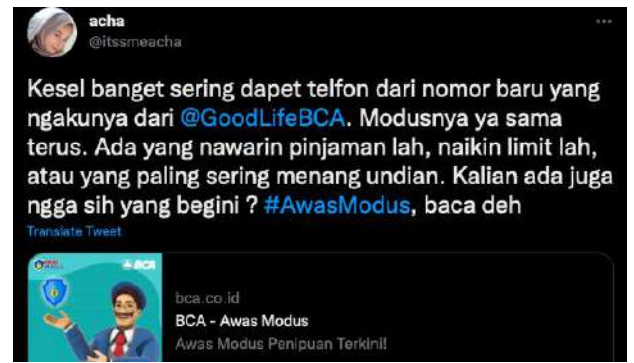
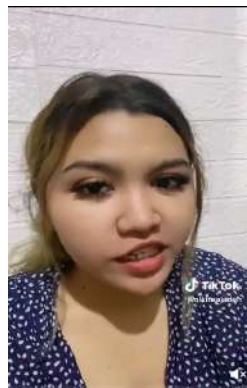
**Education  
Product  
Events  
Always on**



## The Leading Lifestyle Retailer in Indonesia

Mitra Adiperkasa (MAP) is a leading Indonesian retail company, known for managing a diverse portfolio of world-class brands across various sectors including fashion, lifestyle, sports, and food & beverage. Established in 1995, MAP operates numerous well-known retail outlets throughout Indonesia, such as Zara, Starbucks, and Seibu. The company is dedicated to providing high-quality products and exceptional customer experiences, making it a key player in the Indonesian retail market.





# Case Studies | Nano-Micro - Hyperlocal

## BCA #TolakDenganAnggun

**Challenge:**  
Inform and educate the Audience to be aware of Banking Fraudsters by spreading the #AwasModus message and encouraging awareness and involvement to empower the #TolakDenganAnggun campaign.

**How we roll out:**  
Utilize 28 KOL and include Local KOL in TikTok, Instagram, and Twitter. Make a content brief with entertain keyword and used moment trending to gained more awareness and engagement. Utilize buzzer to spread the campaign awareness rapidly.

4,1M

Views

103

Avg. CPI

52,49%

Branded Comment

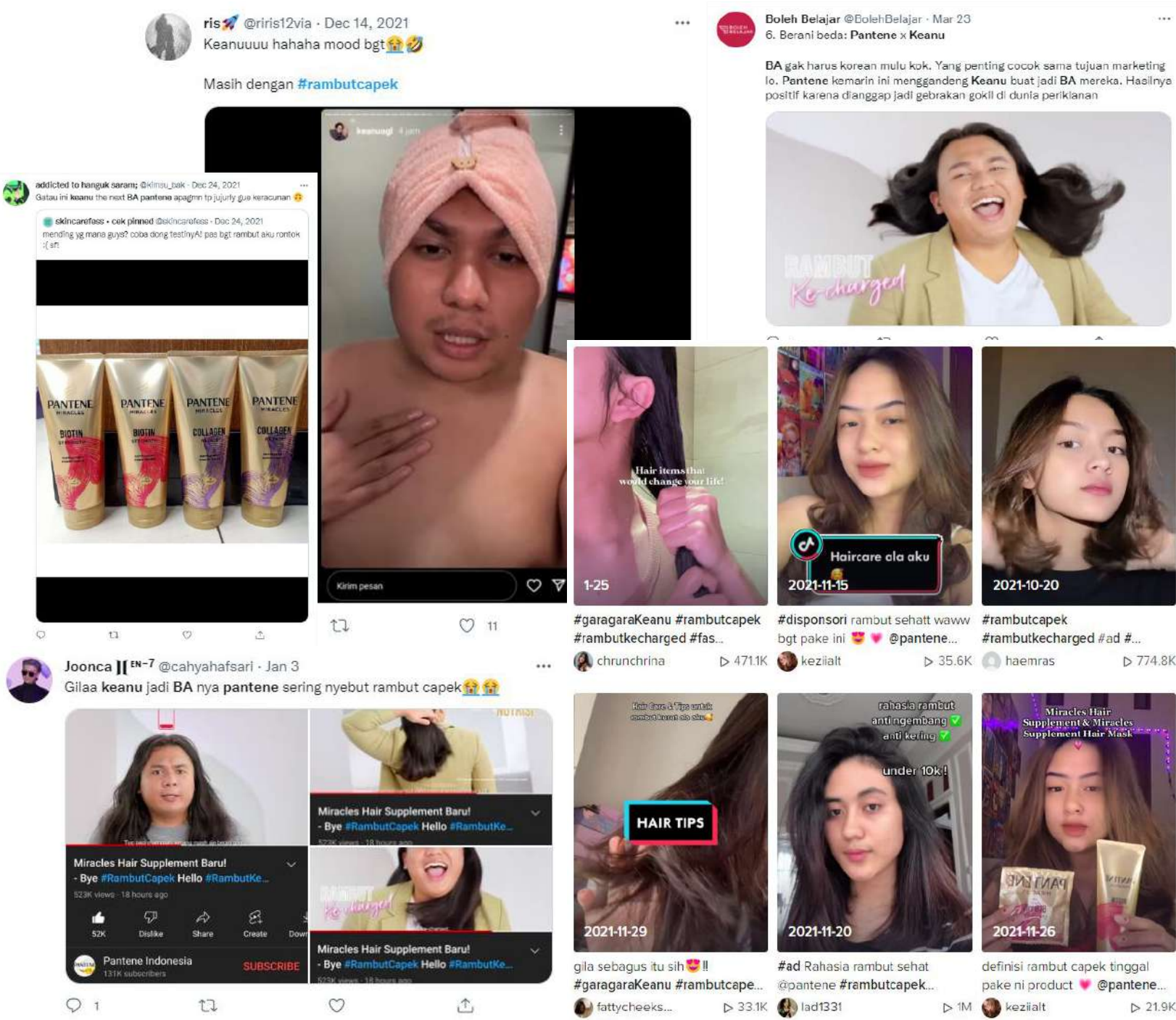


Case Studies | Nano-Micro

Pantene Gold Rush

In launching new product of Pantene Miracles, we ride on Tiktok trends as the hypest social media for Z Generation as the main target audience. Utilizing nano-micro KOL to share 'honest review with KOL's organic style and Tiktok Current trend

16.4M Total Organic Reach in the first 3 months







**Maudy Ayunda**

**David Gadgetin**



**Arief Muhammad**

## Case Studies | **Brand Ambassadorship**

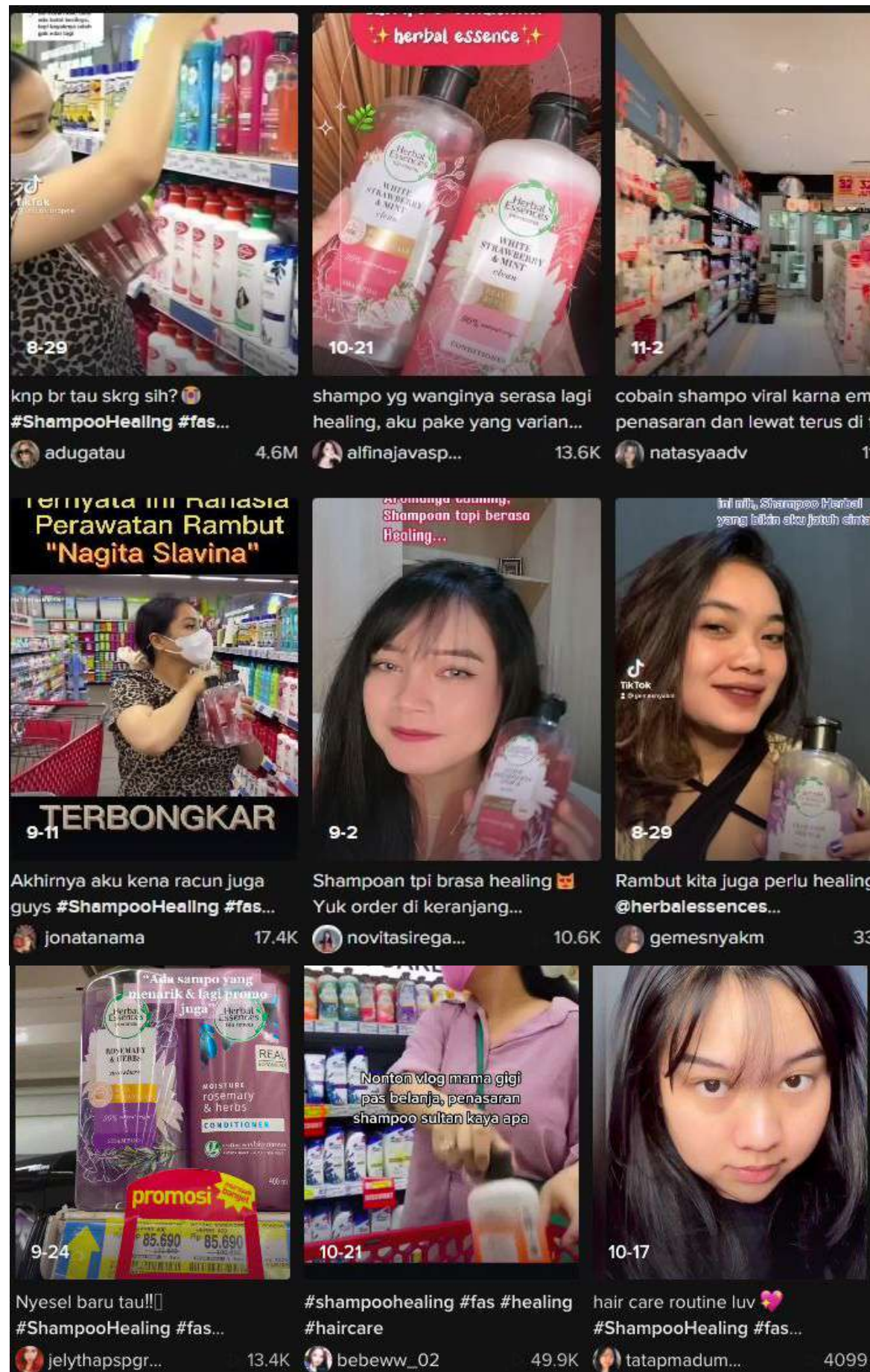
# **Philips Indonesia**

Assisting the brand in selecting, managing, and optimizing the performance of three influential content creators. These individuals are selected on the basis of relevance to the target audience. They strengthen the brand image as well as brand love

**>250M** **Total Organic Reach**  
annually

**2.5%** **Average CTR**  
delivering traffic to the  
website & e-commerce





# Case Studies | Always On Content #ShampooHealing

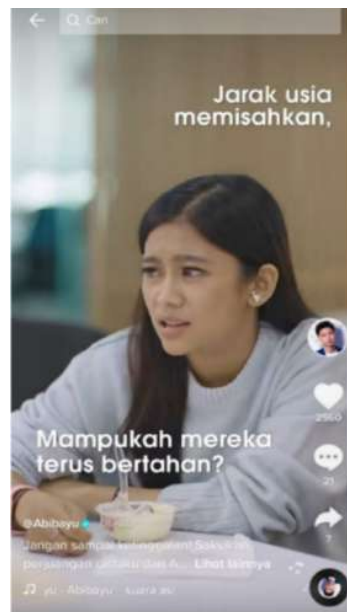
*Reward and heal yourself  
by caring for and beautify your hair  
after a long shot of stress, hustle, and struggle*

Drive talkability about Herbal Essences Bio:Renew — which in turn would increase the product and USP awareness — by finding other touch point that resonates better with the target audience.

**10Mio** Total Organic Reach  
in the first 3 months

**930** Posted content  
Through various angles





## Case Studies | **Movie Series**

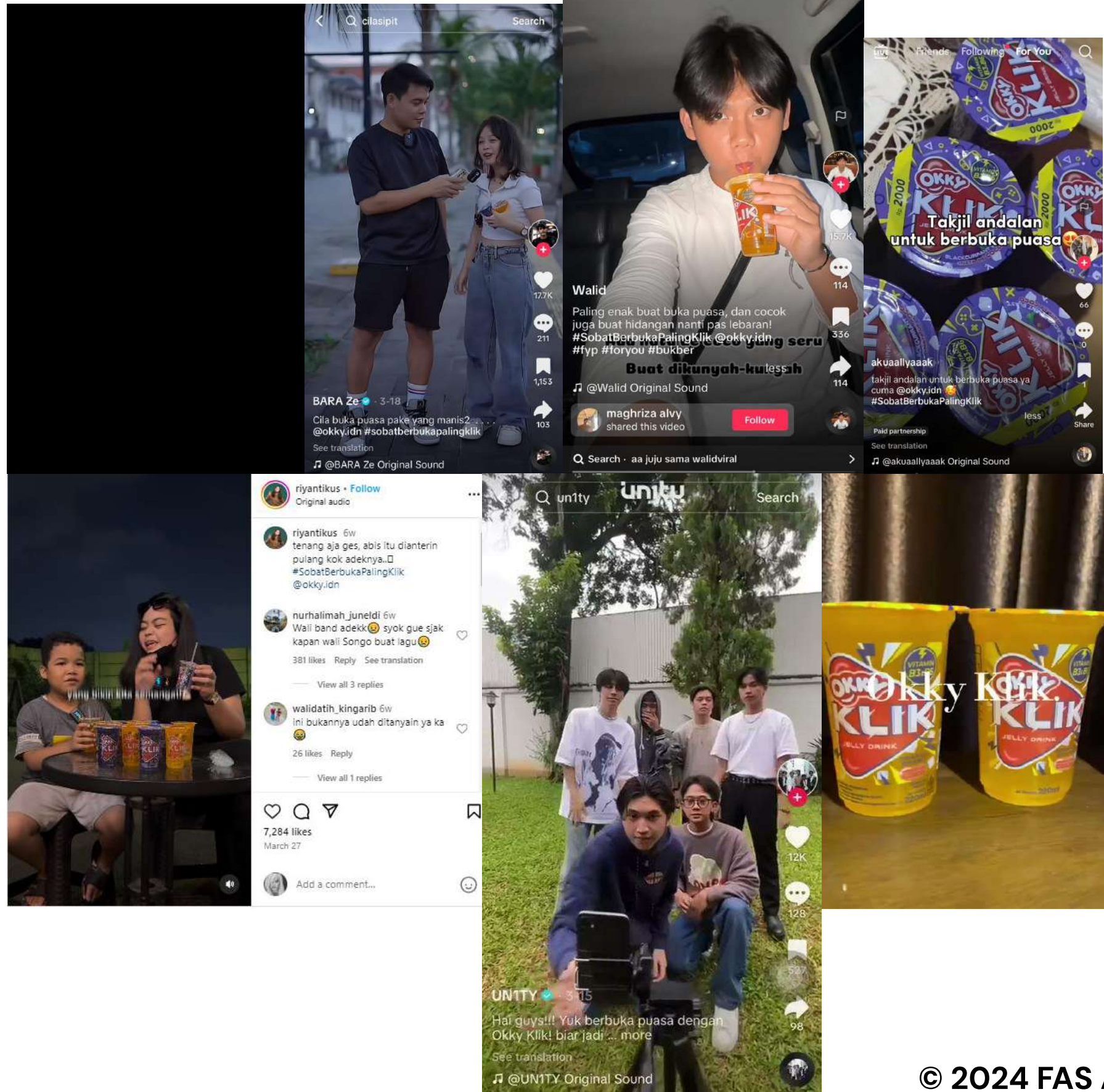
**closeup®**

**#SpeakUpforLove**

Initiating the omnibus Tiktok Series of 3 unconditional love story in creating Valentine campaign of Close Up.

It's a collaboration campaign with other Emtex Subsidiary for production & talents. And a full orchestration from teaser-launching-amplify-sustain phase using 4 platforms (IG, YT, TT, TW) and done by all tier influencers (mega-macro-micro-nano-publishers).





# Case Studies | Ramadan Campaign

## Okky Klik

In launching Okky klik's new product, we leveraged Tiktok as an up-and-coming social media for Generation Z who are the key target audience. Creating conversations about Okky Klik which is **#SobatBerbukaPalingKlik** will increase product awareness and USP thus attracting audiences to buy.

**2.5+M** Total Organic Reach  
in 1 month campaign

**22.42%** Branded comment



*Wolfgang*

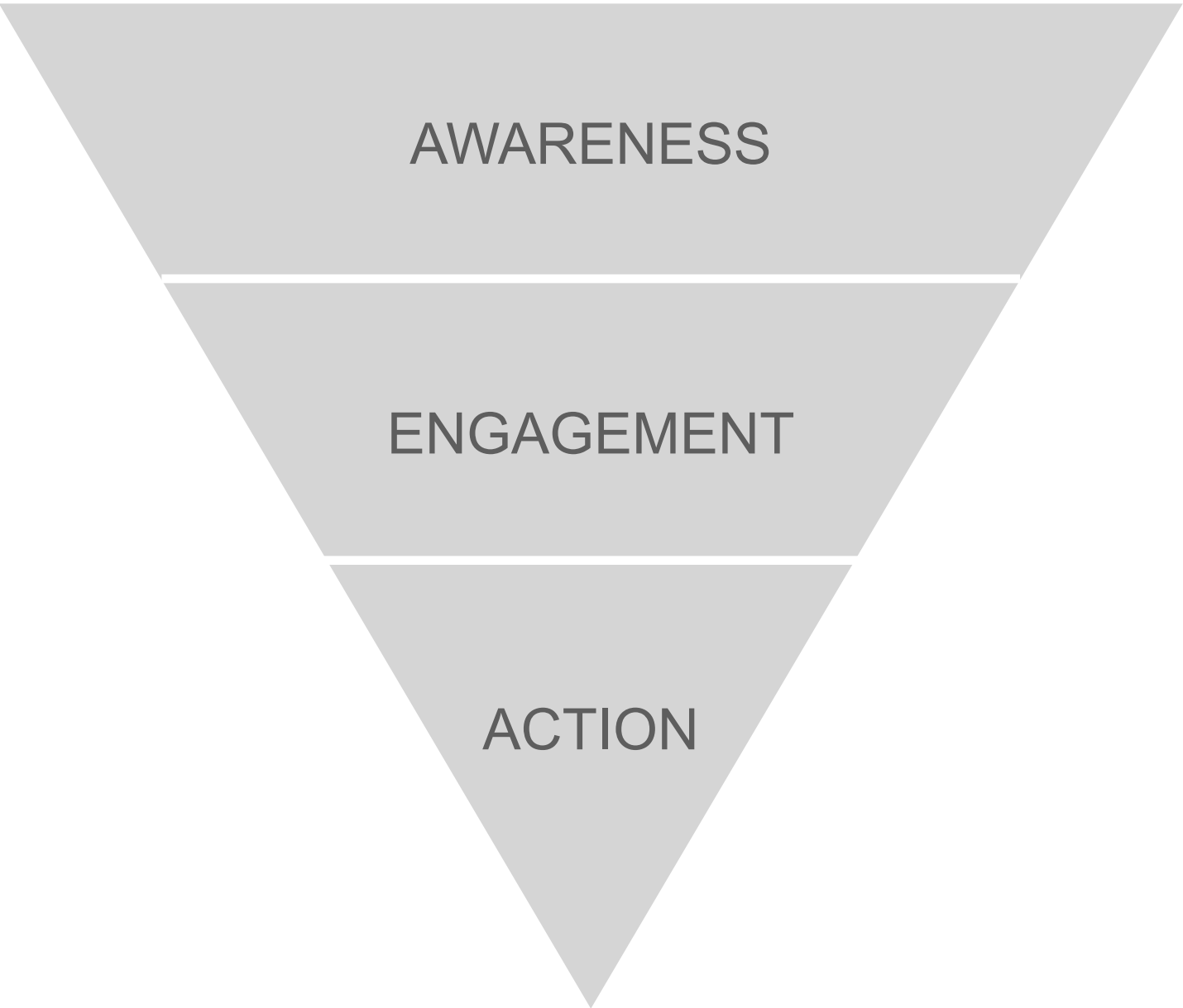
SOCIAL-FIRST  
CREATIVE AGENCY

**WE ARE A PACK OF SOCIAL MEDIA  
SPECIALISTS THAT BUILD STRATEGIES,  
IDEAS, AND CONTENTS DESIGNED TO  
TRAVEL THE SOCIAL SPACE**



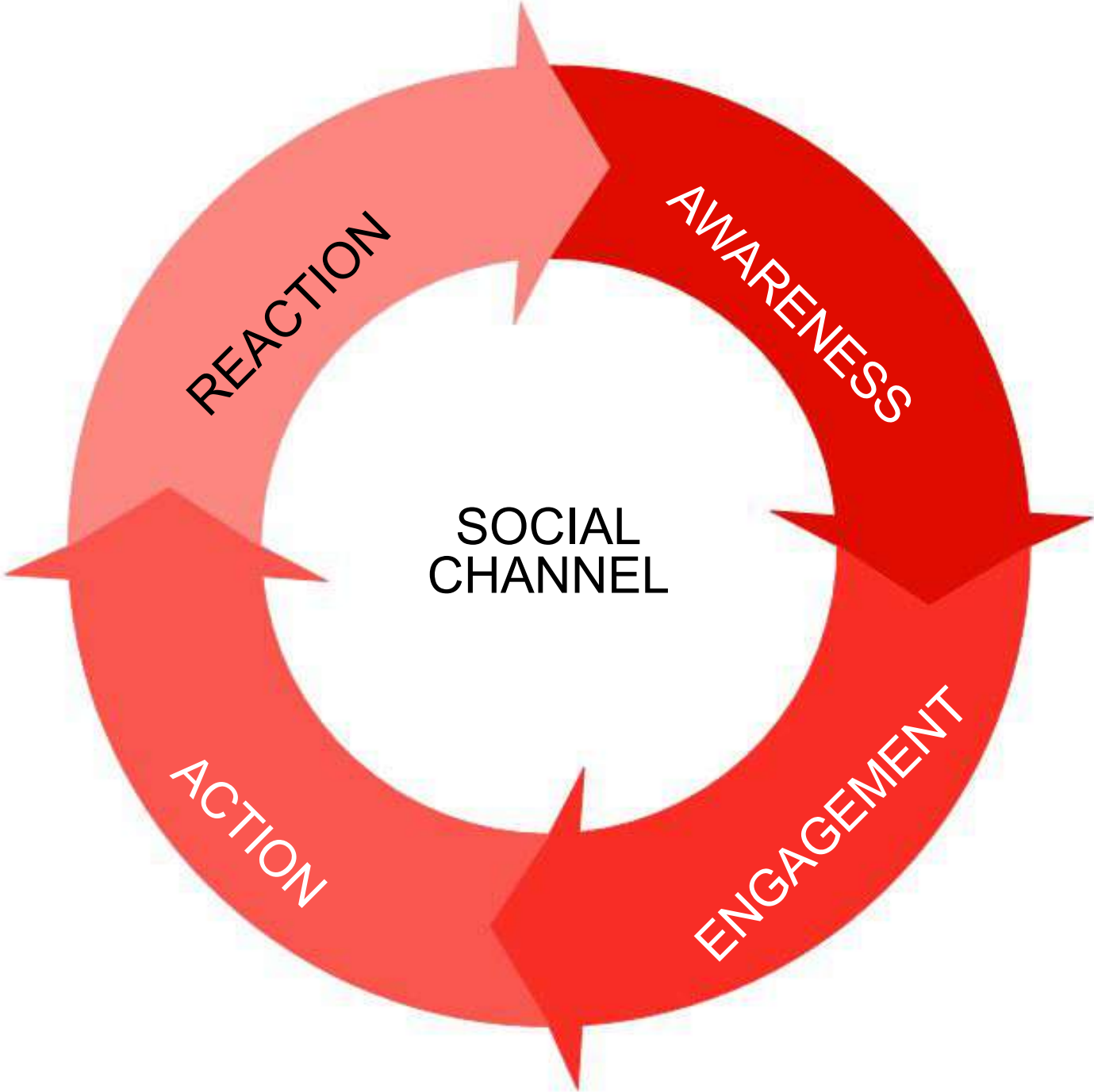
# SOCIAL FIRST IS THE WAY TO GO

TIRED



VS

WIRED



With social, everything is happening on one single platform & producing reactions that creates more awareness to other channels.



# OUR SERVICES

## 01. SOCIAL BRANDING

Designing, building or managing your brand's social media strategy, persona, positioning and narrative that connects you with your audience in the social space.

## 02. SOCIAL MEDIA MARKETING

Whether it's launching new product or growing your social presence, we cover everything. Both organic or paid as well.

## 03. MEDIA & CONTENT PRODUCTION

Producing & managing content that relates with your audience's needs & answers your brand's objectives.

## 04. MONITORING SERVICES

Overseeing your brand's mention, conversations, potential crisis flagging / prevention & competitor monitoring.



OUR CLIENTS

UNILEVER

Content Production



Launching the omnibus TikTok series featuring three heartwarming unconditional love stories as part of Close Up's Valentine campaign. This is a collaborative effort with other Emtek subsidiaries for production and talent involvement.

A full orchestration from teaser-launching-amplify-sustain phase using 4 social media platforms (Instagram, Youtube, Tiktok, X) and done by all tier influencers (mega-macro-micro-nano-publishers).





OUR CLIENTS

XL AXIATA

Content Production

Producing contents for their Tiktok channels



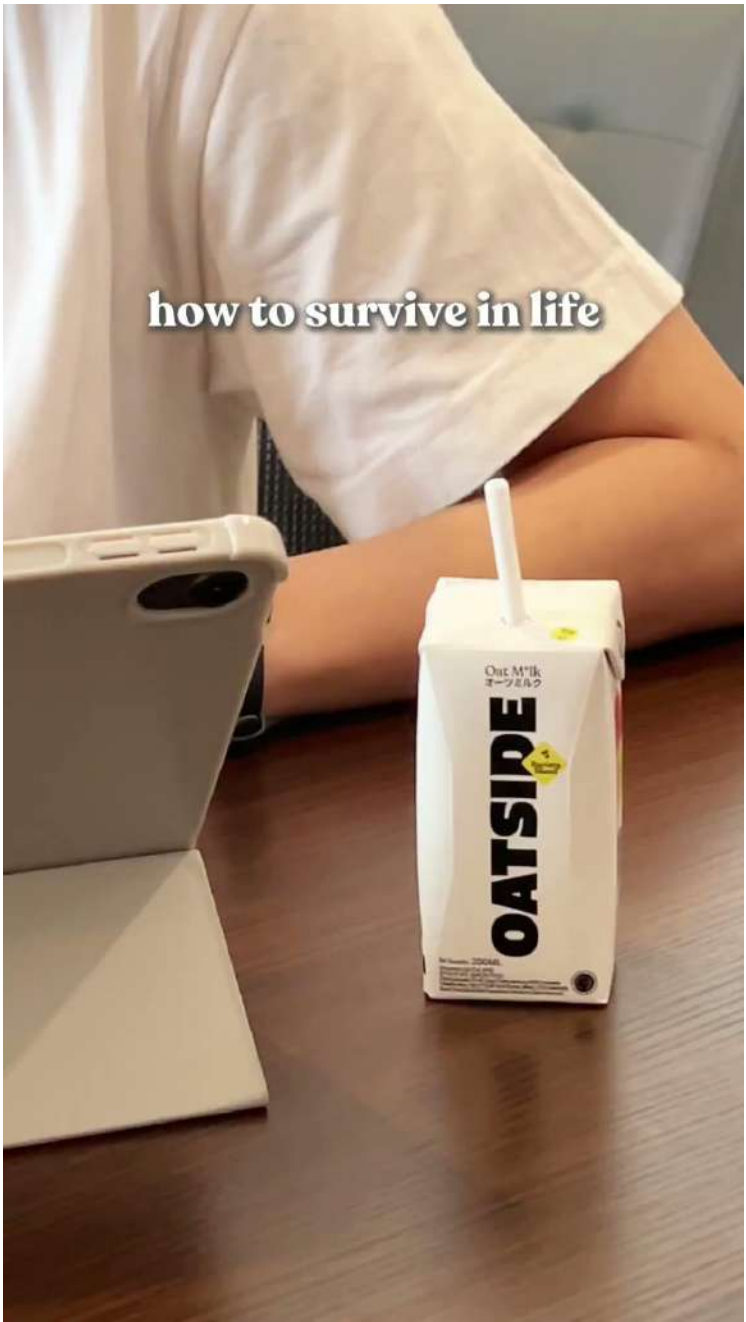


OUR CLIENTS

# DOWNNY - OATSIDE

Content Production

Producing contents for their Dearmoms branded contents and Oatside's Tiktok channels







**ALLE  
GRO** ★

SOCIAL COMMERCE  
AGENCY

**UNLEASHING THE POWER OF SOCIAL  
COMMERCE TO BOOST YOUR BRAND'S  
SALES, OPTIMIZE YOUR CONTENTS,  
LIVE SHOPPING, AND DRIVE GROWTH**



# OUR SERVICES

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FAS

## TIKTOK

management



OFFICIAL PARTNER  tokopedia

## AFFILIATE

marketing



OFFICIAL PARTNER  tokopedia

## LIVE SHOPPING

MANAGEMENT



## KOL

Management

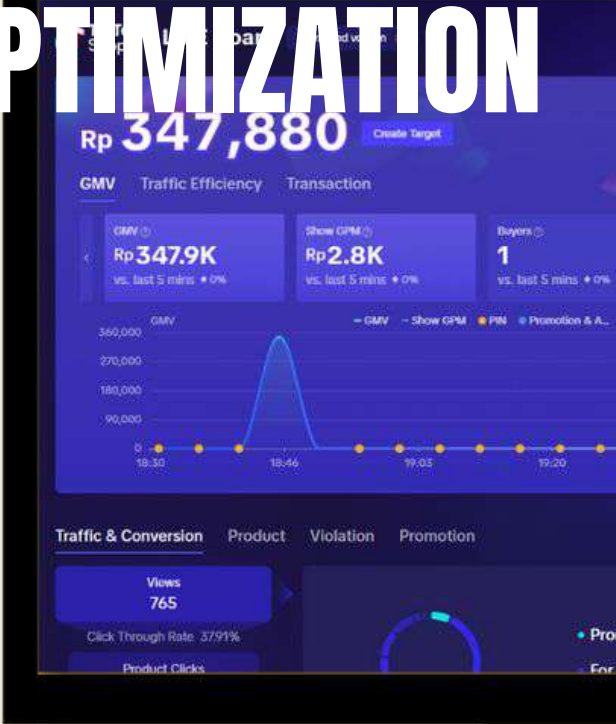


## DIGITAL ADS



## E-COMMERCE

OPTIMIZATION



GMV	Traffic Efficiency	Transaction
GMV: Rp347.9K vs. last 5 mins: +0%	Show GPM: Rp2.8K vs. last 5 mins: +0%	Buyers: 1 vs. last 5 mins: +0%

Views: 765  
Click Through Rate: 37.91%



# Our Clients

oppo

whitelab

L'ORÉAL  
PARIS

P&G

Mitra10  
BUILDING MATERIALS & HOME IMPROVEMENT

Sundae

Wardāh

WINGS

COCO<sup>TM</sup>  
NICO

DECA GROUP

azarine<sup>®</sup>  
SPA & COSMETICS

ENOERA  
by Reisha

Lenovo

MAISON MARTIN MARGIELA

GMBear

IKEA

FRISIAN  
FLAG

PANTENE  
PRO-V



OUR CLIENTS

# OATSIDE

**TASK**

Managing and optimizing Tiktok live shopping, content production and ads management for Oatside

Live Shopping

Tiktok Content

Ads Management

378

HOURS

11

MONTHS

145mio

AVG MONTHLY GMV

12.5x

ROAS





OUR CLIENTS

SGM

TASK

Managing and optimizing Tiktok live shopping, content production and ads management for SGM.

Live Shopping

Tiktok Content

Ads Management

360

HOURS

3

MONTHS

253mio

AVG MONTHLY GMV

27.13x

AVG ROAS





OUR CLIENTS

# BEBELAC

**TASK** Managing and optimizing Tiktok live shopping, content production and ads management for Bebelac

Live Shopping

Tiktok Content

Ads Management

360

HOURS

139mio

AVG MONTHLY GMV

3

MONTHS

11.1x

ROAS





OUR CLIENTS

# NUTRILON

**TASK**

Managing and optimizing Tiktok live shopping, content production and ads management for Nutrilon.

Live Shopping

Tiktok Content

Ads Management

360

HOURS

3

MONTHS

90mio

AVG MONTHLY GMV

6x

ROAS





OUR CLIENTS

# FRISIAN FLAG

TASK

Frisian Flag aimed to boost sales and raise awareness through a 24-hour 10.10 Campaign on Shopee, TikTok, and Tokopedia Live

Live Shopping

Ads Management

24

HOURS

5K++

ORDERS

470mio++

GMV

12.4x

ROAS





OUR CLIENTS

LEKA

TASK

LEKA aimed to boost sales and raise awareness through a TikTok Live

Live Shopping

Ads Management

3

MONTHS

1K++

ORDERS

100mio++

GMV

3X

ROAS





OUR CLIENTS

TASK

Live Shopping

Ads Management



FAS as TSP participated to handle brand from TikTok Program (B2000), our duty is to help seller increase their performance through live streaming.



OUR CLIENTS

TASK

Live Shopping

Ads Management

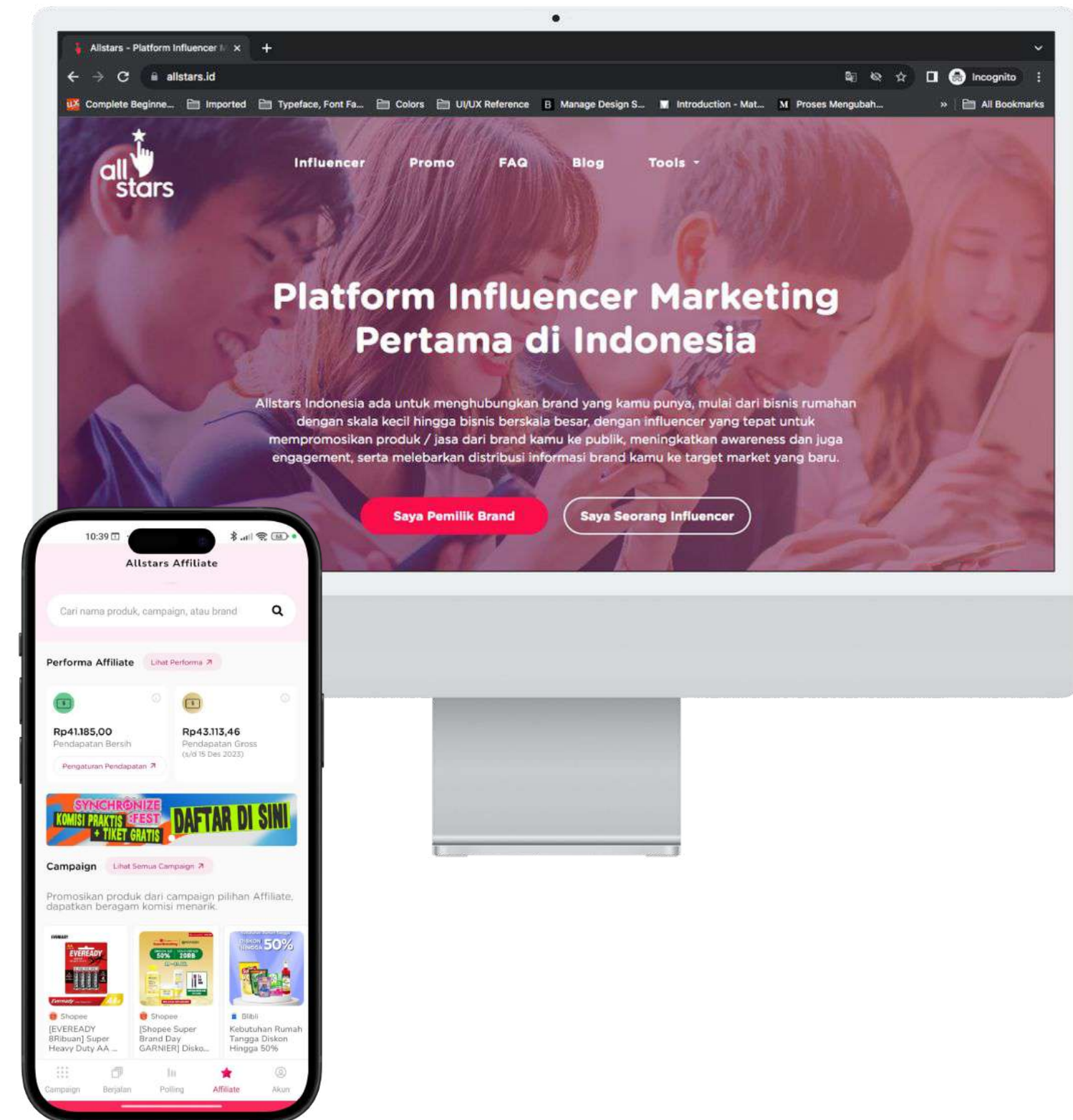


FAS as TSP participated to handle brand from TikTok Program (B2000), our duty is to help seller increase their performance through live streaming.



# ALLSTARS AFFILIATE

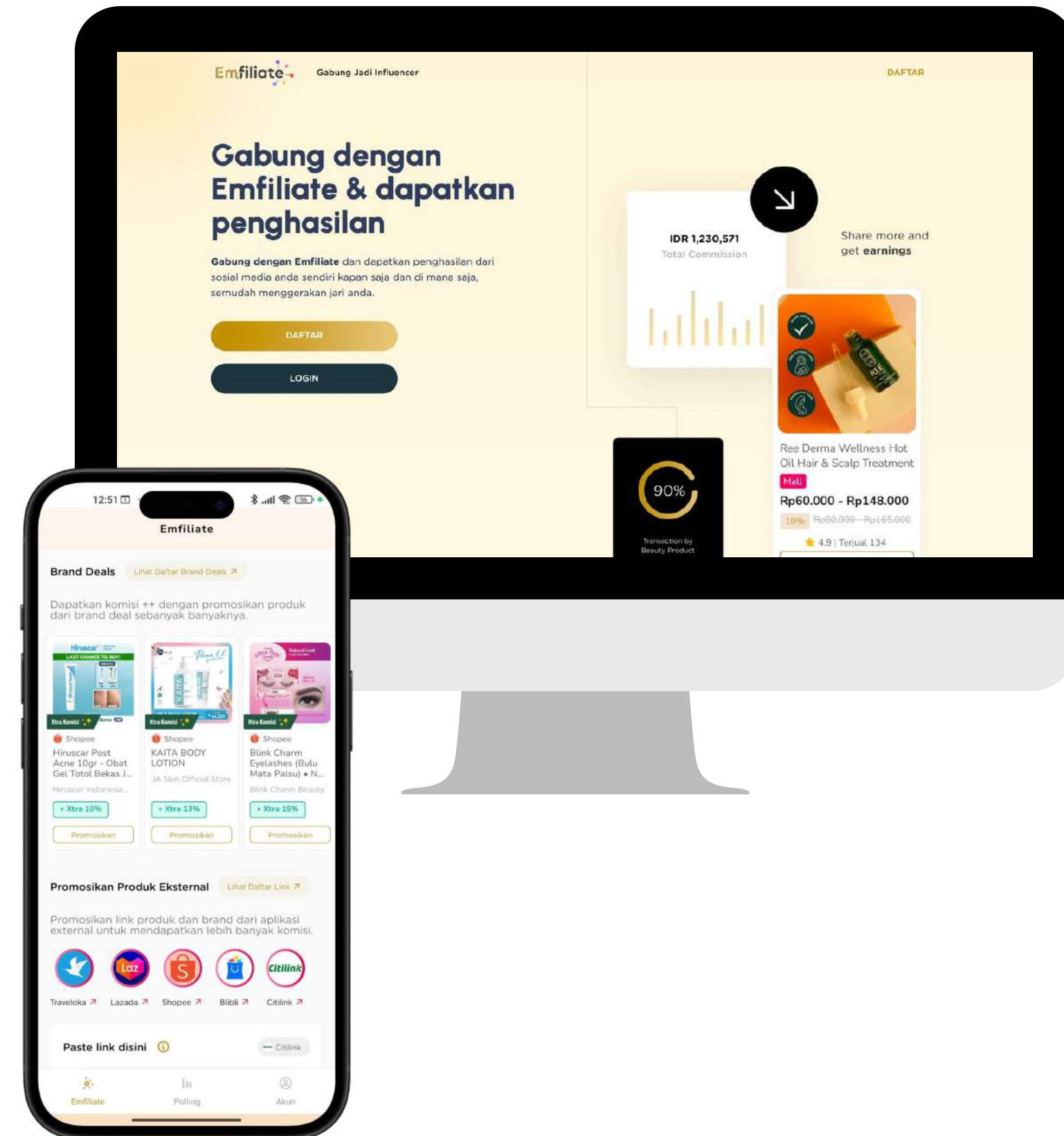
- The first and biggest Influencers Marketing platform in Indonesia, launched since 2019
- Connecting brands with influencers to optimize online and affiliate campaign through social media
- Allstars can seamlessly connect influencers and affiliates with multiple brands official store and e-commerce platform
- More than 100,000 from nano to mega influencers and more than 10,000 affiliates onboarded





# EMFILIATE

- Emtek one stop solution website & app for affiliate partners to promote various products from top e-commerce and Brand official store
- Affiliate marketing platform pool for Emtek media and talents ecosystem
- Various type of affiliates channel from talents digital assets, blogs & websites, social media platforms, YouTube channels, forums and community sites, to TV broadcasts
- More than 100 media publishers and more than 300 talents under Emtek ecosystem onboarded





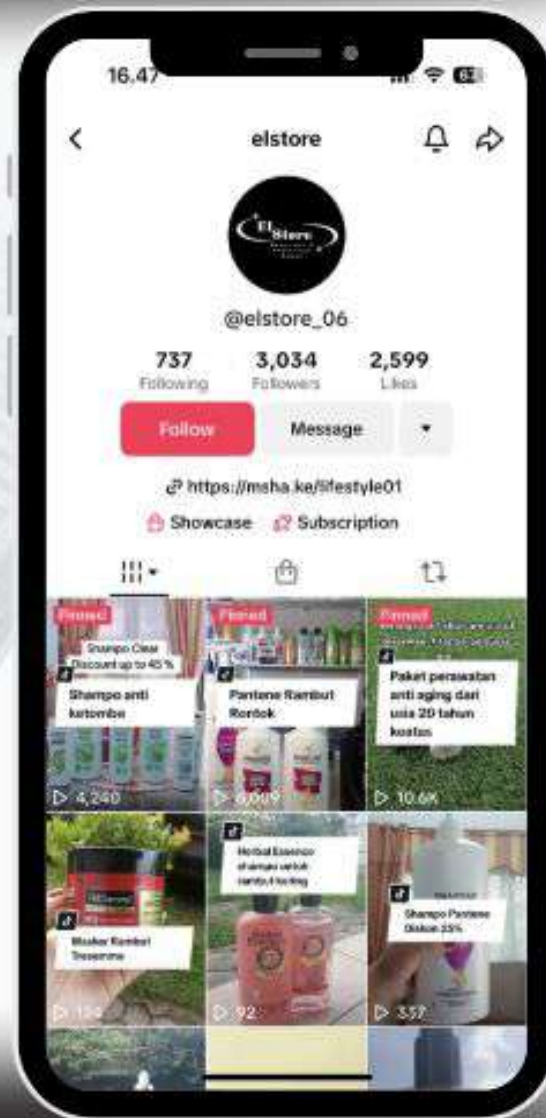
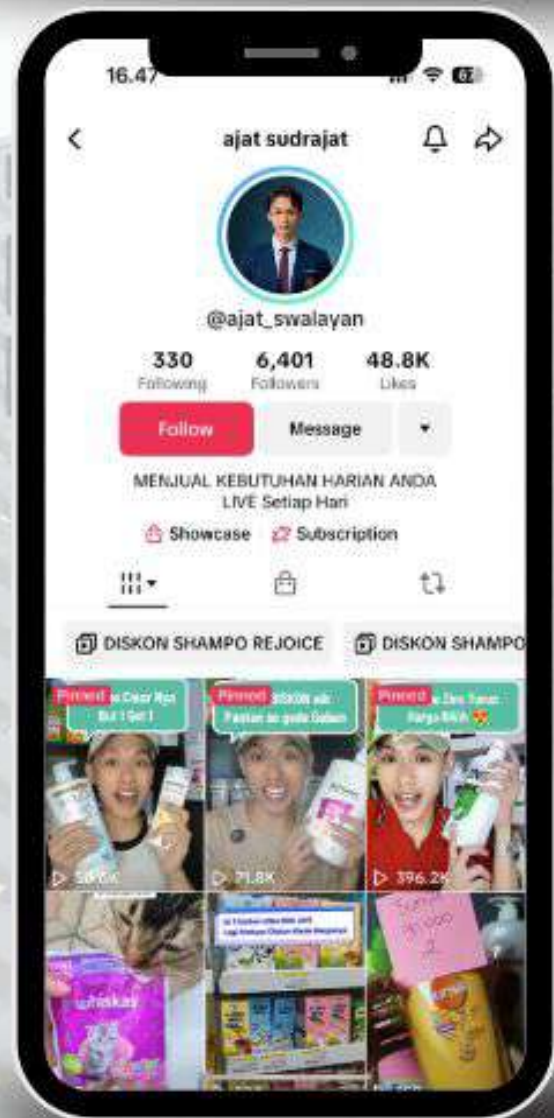
# TIKTOK AFFILIATE FLOW





# OUR EXCLUSIVE CREATOR

	ajatswalayan	45,05%	Rp 72,03JT ▲ 7,37%
	elstore_06	43,78%	Rp 70,00JT ▲ 100%








Our exclusive content creator, named Ajat and Elstore, started collaborating in 2024 both creator has quickly established themselves as a prominent figure in the live streaming community.

Their engaging personality and innovative approach to content creation have allowed them to build a loyal audience and drive impressive sales figures for the brands.



# OUR UPDATED EXCLUSIVE CREATOR

Top 20 creators Affiliate GMV Orders Export View all >

Creator name	Contribution (%)	Affiliate GMV (Rp)
 ibundirumah	27,84%	Rp 76,29JT ▲ 7,08%
 gallerysifa	24,71%	Rp 67,71JT ▲ 131,16%
 kakalapanda	16,92%	Rp 46,37JT ▲ 487,95%
4  salmanisfy	6,63%	Rp 18,16JT ▲ 14,65%
5  riloreview	6,55%	Rp 17,95JT ▲ 10,10%

February			
No	Username	Link Tiktok	Est. GMV / Month
1	ibundirumah	<a href="https://www.tiktok.com/@ibundirumah">https://www.tiktok.com/@ibundirumah</a>	Rp71,249,460
2	salmanisfy	<a href="https://www.tiktok.com/@salmanisfy">https://www.tiktok.com/@salmanisfy</a>	Rp46,092,747
3	gallerysifa	<a href="https://www.tiktok.com/@gallerysifa">https://www.tiktok.com/@gallerysifa</a>	Rp29,293,011
4	malvinasbharata	<a href="https://www.tiktok.com/@malvinasbharaduta">https://www.tiktok.com/@malvinasbharaduta</a>	Rp19,224,044
5	ulmaulmaull	<a href="https://www.tiktok.com/@ulmaulmaull">tiktok.com/@ulmaulmaull</a>	Rp11,111,125
6	riloreview	<a href="https://www.tiktok.com/@riloreview">tiktok.com/@riloreview</a>	Rp10,787,588
7	hereaziemah	<a href="https://www.tiktok.com/@hereaziemah">https://www.tiktok.com/@hereaziemah</a>	Rp8,641,792
8	kakalapanda	<a href="https://www.tiktok.com/@kakalapanda">https://www.tiktok.com/@kakalapanda</a>	Rp7,886,627
9	elstore_06	<a href="https://www.tiktok.com/@elstore_06">https://www.tiktok.com/@elstore_06</a>	Rp1,689,904



# OUR CLIENTS





# REJOICE

<https://www.tiktok.com/@kkfriskaa>



<https://www.tiktok.com/@naufalnizar6>



**13 AFFILIATE LIVE**

**68 AFFILIATE VIDEO**

**TOTAL: 81 AFFILIATE**

**SOW LIVE: 240 HOURS**

**SOW VIDEO: 2-4X CONTENT**

**PERIODE CAMPAIGN: 6 MONTHS**

**ROI 4,5X**



# HERBAL ESSENCES

<https://www.tiktok.com/@asqlfzzx>



[https://www.tiktok.com/@elstore\\_06](https://www.tiktok.com/@elstore_06)



**9 AFFILIATE LIVE**

**61 AFFILIATE VIDEO**

**TOTAL: 70 AFFILIATE**

**SOW LIVE: 240 HOURS**

**SOW VIDEO: 2-4X CONTENT**

**PERIODE CAMPAIGN: 6 MONTHS**

**ROI 2X**



# PANTENE

<https://www.tiktok.com/@onyunsumiiaww>

<https://www.tiktok.com/@rrfashion9>



**50 AFFILIATE LIVE**

**100 AFFILIATE VIDEO**

**TOTAL: 150 AFFILIATE**

**SOW LIVE: 240 HOURS**

**SOW VIDEO: 2-4X CONTENT**

**PERIODE CAMPAIGN: 6 MONTHS**

**ROI 12X**



# HEAD & SHOULDERS

<https://www.tiktok.com/@ilmu.semua>

<https://www.tiktok.com/@rndcorporate>



**9 AFFILIATE LIVE**

**66 AFFILIATE VIDEO**

**TOTAL: 75 AFFILIATE**

**SOW LIVE: 240 HOURS**

**SOW VIDEO: 2-4X CONTENT**

**PERIODE CAMPAIGN: 6 MONTHS**

**ROI 4X**



Business Pillar #2

# MEDIA BUSINESS





# OUR MEDIA ECOSYSTEM

01



## INDOVIDGRAM (IVG)

Your ultimate destination for everything related to movies, anime, music, and pop culture.

02



## KOKIKU.TV

The hub for all things culinary. From trending viral dishes to quick and easy inspirations, Kokiku covers it all.

03



## DEAR MOMS

The safe space where moms can share and discuss all aspects of womanhood and family matters with each other

04



## CERITA CANTIK

It's all about sharing positivity and supporting one another, women supports women and girls support girls



IVG



Gini jadinya kalo  
cukurukuk dinyanyiin  
sama penyanyi bintang! 🤩

# News Based Entertainment

---

We present our self as **news based** content curator and creator.

Sharing and repackaging a variety of interesting current happenings with our **unique witty twist**. We specialized in the **pop culture** side of movies, music, games, sports & esports.



# IVG - FOLLOWERS

 **INSTAGRAM**  
@ivg.id

- 4.2 M Followers
- 14.2 M Reach\*
- 18.4 M Impressions\*
- 3.8% Engagement\*

 **TIKTOK**  
@ivg.id

- 61.2 K Followers
- 100 K Video Views\*

 **YOUTUBE**  
ivgid

- 40.8 K Followers
- 30 K Video Views\*

\*Monthly Average



# IVG - AUDIENCE



Our audience uses social media as source of entertainment and fun. An affordable way to lead a social life considering their spending budget as students and first jobbers.

## 58.7%

### MALE READERSHIP

Indovidgram occupy an unique space where our majority consumer are male but our topics are not necessarily associated with the masculine interest points such as automotive, fitness, nature sports, etc.

## 18 – 30

### MAIN AGE GROUP

College Students.  
First Jobbers  
Gaming & Anime Enthusiasts  
Movie & Series Fans.

## 70.8%

### LIVE IN MAJOR CITIES

**40%** Jakarta  
**6.4%** Bekasi  
**6.0%** Bandung  
**5.5%** Tangerang  
**5.4%** Surabaya  
**5.1%** Medan



# IVG - CONTENT

Music

Sport

Anime

Entertainment

Film

Games

Meme

Affiliate



IVG broadcast latest pop culture related news content. We package each information with a unique context that invite audience to join in the convo.

Average  
Post  
Reach

500K – 800K

Average  
Engagement  
Rate

2.5%



OUR CLIENTS

**YAMAHA**

Web Series Sponsorship

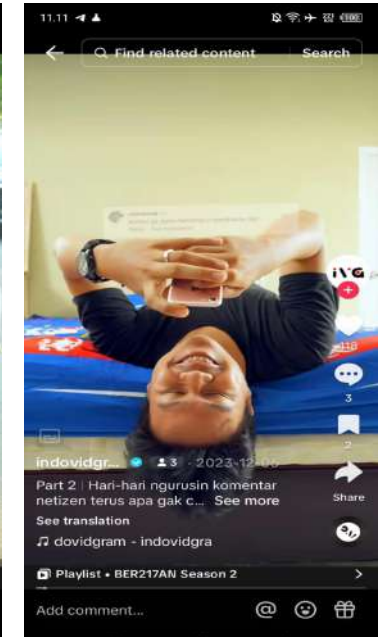


Yamaha is the main sponsor for the second season of the "Ber217an" web series, with the launch of its latest product, **Yamaha Gear 125**.

The sponsorship package included a total of : 1 promotional teaser video and 10 episodes featuring product placement within the web series content, which aired on Instagram Reels and mirrored on TikTok.

Throughout the 10 episodes, Yamaha gained exposure through product usage, USP ad-libs, brand mentions, and even a store visit segment to invite viewers to experience the new Yamaha Gear 125 firsthand.

As a result, the web series sponsored by Yamaha gained a total of 1.9 million views, with an exceptionally low CPV (Cost per View) of IDR 88. This had a positive impact on raising audience awareness of the Yamaha Gear 125.





# KOKIKU



# The Home Of Recipes

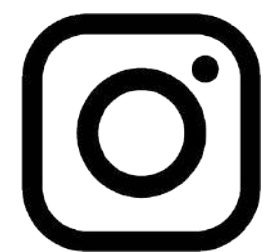
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At Kokiku we showcase recipes from around the world that are easy to cook at home.

What make Kokiku.TV unique is our relevance with what's popular in **social media** and **eating culture** nowadays, showing **viral food** and conversation classics recipes as inspiration for our audiences.



# KOKIKU - FOLLOWERS



INSTAGRAM  
@kokikutv



721 K

Followers

9.2 M

Reach\*

9.9 M

Impressions\*

3.8%

Engagement\*



TIKTOK  
@kokiku.id

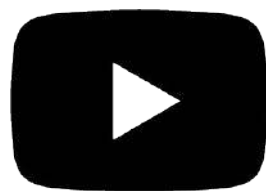


168 K

Followers

100 K

Video Views\*



YOUTUBE  
kokikuid

1.05 M

Followers

50 K

Video Views\*

\*Monthly Average



# KOKIKU - AUDIENCE



Our audience uses social media as to find new recipes ideas and inspiration for various reasons.

## 61 %

### FEMALE READERSHIP

Our audiences are particularly interested in recipes that are affordable and easy to make with basic kitchen utensils. Accessibility toward foods is what they're looking for.

## 18 – 35

### MAIN AGE GROUP

Housewives Who Cooks  
Amateur & Professional Chefs  
Single Living Alone  
Food Enthusiasts  
Food Business Owners

## 75%

### LIVE IN MAJOR CITIES

**45%** Jakarta  
**6.2%** Surabaya  
**5.9%** Bandung  
**4.8%** Bekasi  
**4%** Tangerang  
**3.7%** Medan



# KOKIKU - CONTENT

Recipes

Kitchen Hack

Review

Asian

Western

Viral Food

Affiliate



Kokiku create relevant context through Indonesian eating habit and popular happenings through recipes content.

Average  
Post  
Reach

500K – 800K

Average  
Engagement  
Rate

3%



# DEAR MOMS



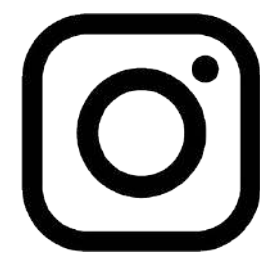
## Safe Space For Moms

We create dearmoms as a safe space where moms can **express and discuss** all things related to their **experience raising a child**.

Our point of view is always the same from day one, always be supportive and solutive towards the daily struggle our community face in real life.




# DEAR MOMS - FOLLOWERS

 **INSTAGRAM**  
@dearmoms.id

- 612 K Followers
- 9.6 M Reach\*
- 10 M Impressions\*
- 4% Engagement\*

 **TIKTOK**  
@dearmoms\_official

- 2 K Followers
- 100 K Video Views\*

 **YOUTUBE**  
@dearmomsID

- 55.6 K Followers
- 20K Video Views\*

\*Monthly Average



# DEAR MOMS - AUDIENCE



Our audience uses social media as source of escape from their motherhood journey. Trying to find entertainment, support, and information from their digital consumptions.

## 92.4%

**FEMALE READERSHIP**

Our audiences are clearly woman who are interested in the topic of motherhood.

## 23 – 35

**MAIN AGE GROUP**

Mother of babies to toddlers.  
Would Be Pregnant Moms.

## 88.1%

**LIVE IN MAJOR CITIES**

**63%** Jakarta  
**6.1%** Bandung  
**5.9%** Bekasi  
**4.9%** Surabaya  
**4.5%** Tangerang  
**3.6%** Medan



# DEAR MOMS - CONTENT

Selfcare

Parenting Journey

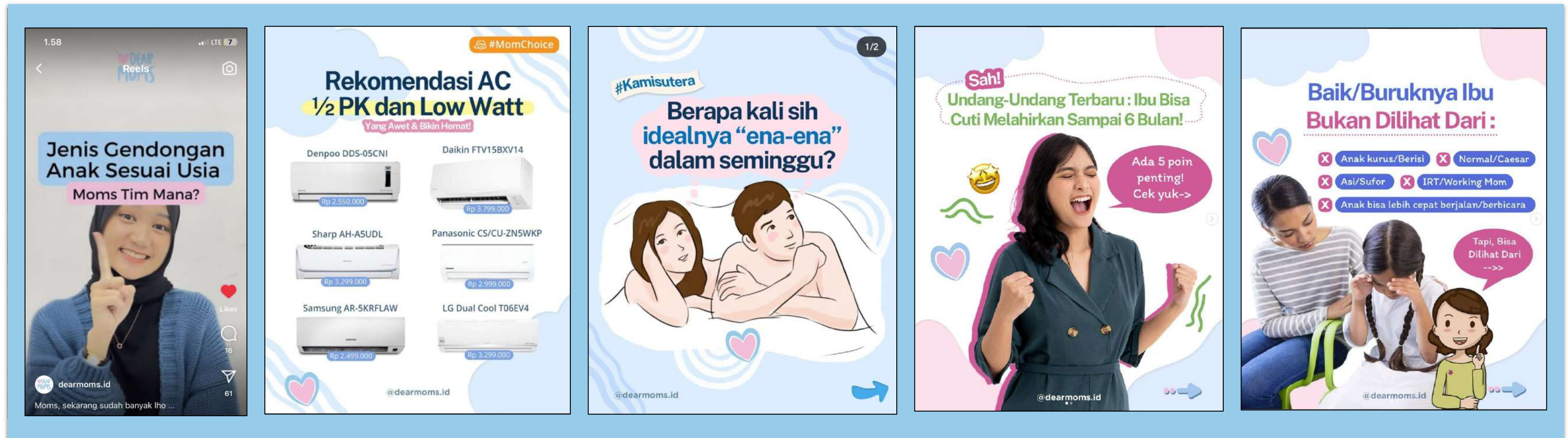
Motherhood

Husband

Sex Life

Marriage

Affiliate



Each of our content comes from the angle of **Moms Support Moms**. Sharing new informations that help moms in their motherhood journey or even just a simple heart to heart to release some steam.

Average  
Post  
Reach

500K – 800K

Average  
Engagement  
Rate

4%



# DEAR MOMS - COMMUNITY

## DM COMMUNITY EVENTS

We have a community of **#DearMomSquad** of more than **2000 mothers** who support each other, socialize, and share in our community channels. These mothers are eager to be part of Dearmom activations to meet and interact with each others on the ground or online.

### Good for

Female focused brand or clients looking for opportunities to deliver hands on intimate experience for female focused community base.

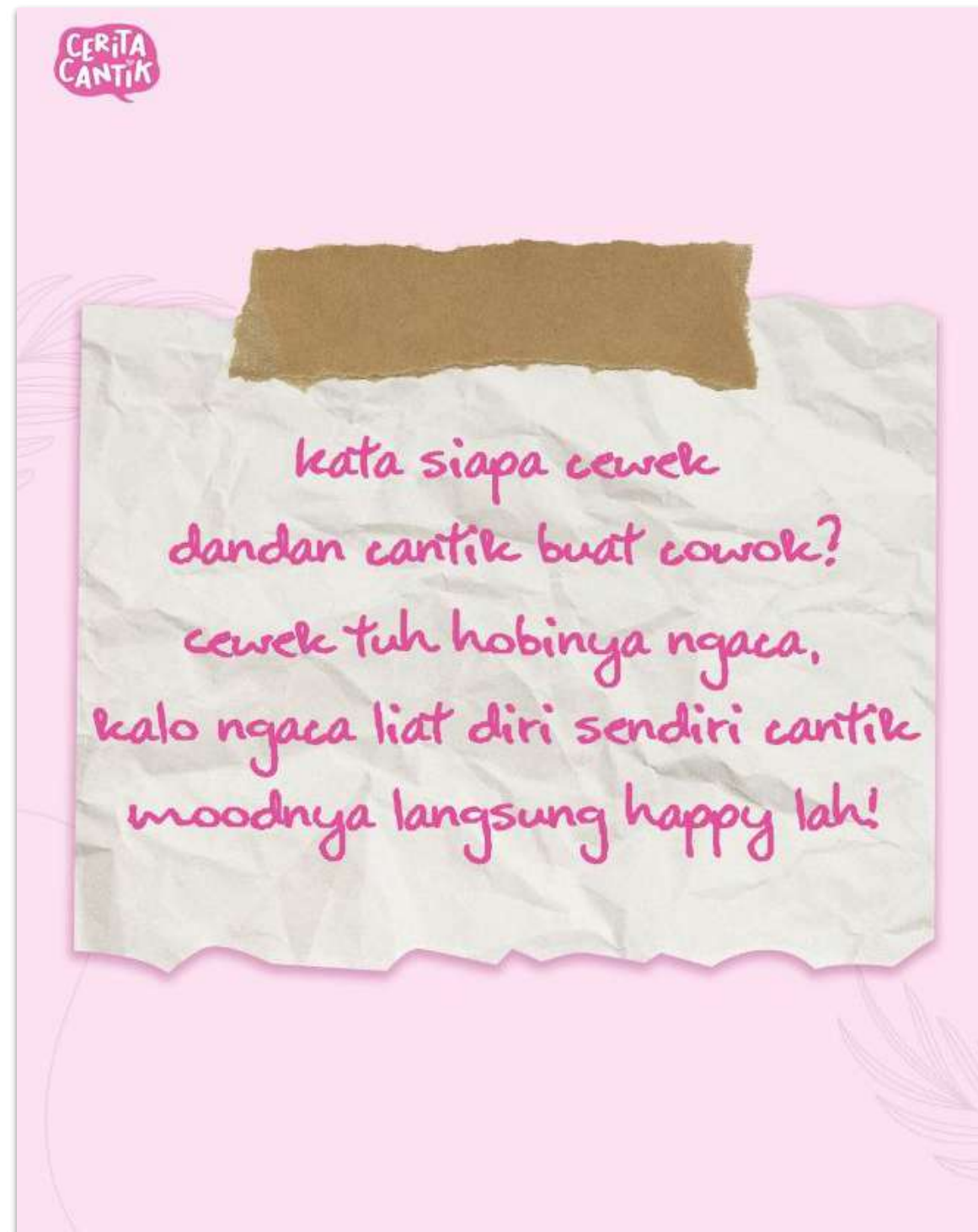
### Activation Opportunity

Driving conversations to certain topics/theme.  
Create engagement towards brand categories  
Support organic conversations toward campaigns





# CERITA CANTIK



# Your Online Bestie

---

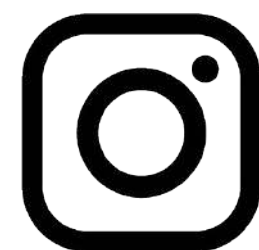
We are **girls' best friends** in discovering adulthood.

Cerita Cantik focus on contents that support our readers journey to find **self confidence** and empowerment navigating **life as a woman** in 2024.

Sharing experiences, recommendations, wisdom, and positive affirmation. For us sharing is caring.



# CERITA CANTIK - FOLLOWERS



INSTAGRAM

@cerita.cantik



424 K

Followers

3 M

Reach\*

5 M

Impressions\*

3%

Engagement\*



TIKTOK

@cerita.cantik

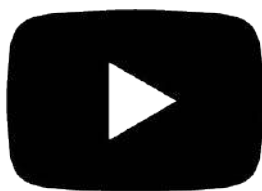


29 K

Followers

1 M

Video Views\*



YOUTUBE

@CeritaCantik



11.8 K

Followers

200K

Video Views\*

\*Monthly Average



# CERITA CANTIK - AUDIENCE



Our audience uses social media as source of reassurance and second opinion in the choices and situation they faces in their daily life.

## 93.5%

### FEMALE READERSHIP

Cerita Cantik have definitely attract the right kind of audience with the content and approaches that we do.

## 18 – 30

### MAIN AGE GROUP

Fresh Jobbers & Graduates  
Senior College Students  
Newly Married  
New to Adulthood

## 70.8%

### LIVE IN MAJOR CITIES

**52.7%** Jakarta  
**7.4%** Bekasi  
**7.1%** Bandung  
**6.9%** Surabaya  
**6%** Tangerang  
**5.1%** Medan



# CERITA CANTIK - CONTENT

Shopping

Relationship

Mental Health

Self Love & Confidence

Beauty Tips & Info



Our contents are about finding ways to support our audiences in their day to day life. Sharing **experiences, recommendations and word of affirmation**, helping woman feel confident in creating their own **beautiful stories** in life.

Average  
Post  
Reach

500K – 800K

Average  
Engagement  
Rate

3%



# CERITA CANTIK - COMMUNITY

## CERITA CANTIK COMMUNITY

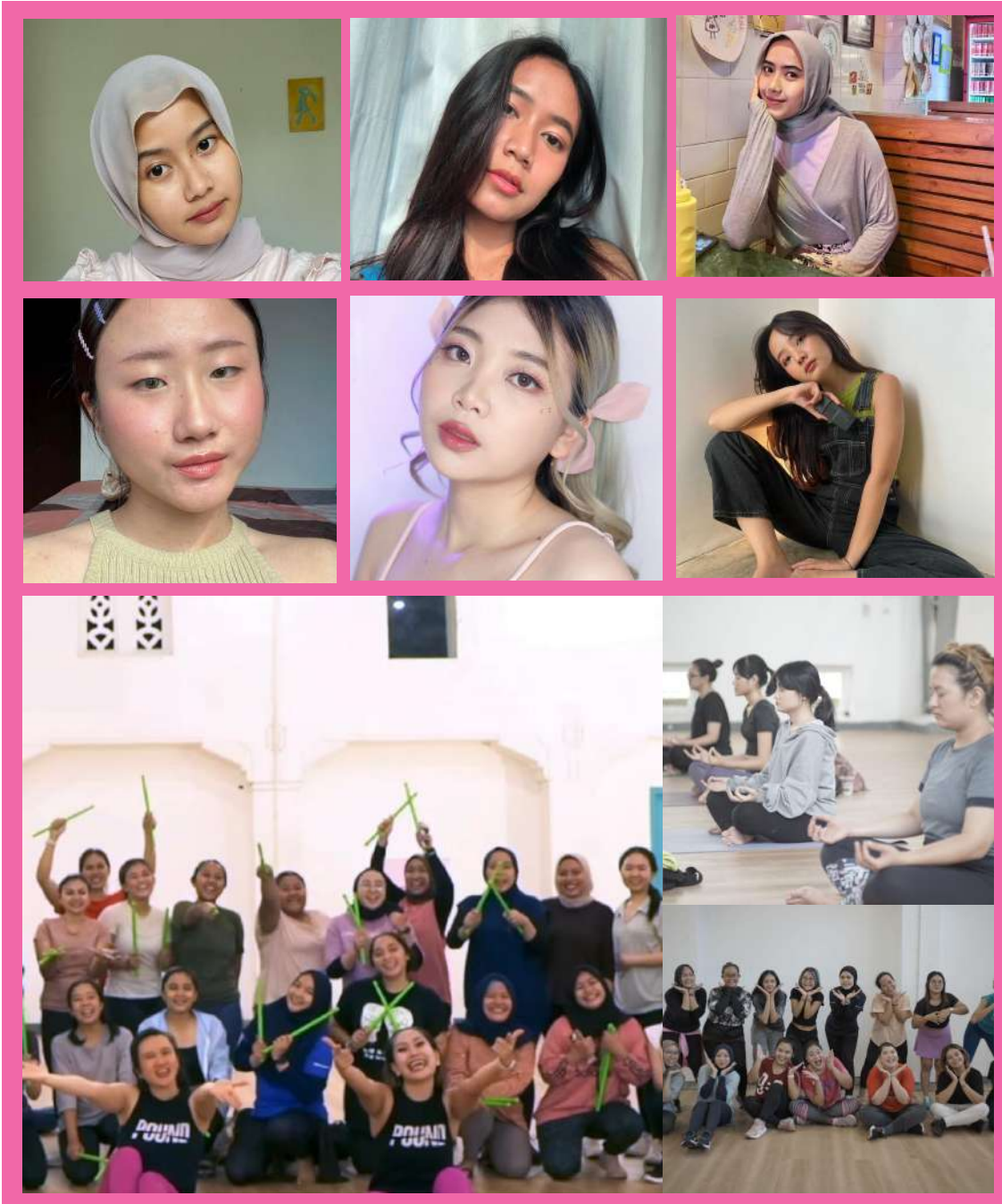
More than **1000+** female join *komunitas cerita cantik*, including beauty creator and audiences who are active on social media. This community held gatherings to confidently grow together.

### Good for

Female focused brand or clients looking for opportunities to deliver hands on intimate experience for female focused community base.

### Activation Opportunity

Driving deep understanding of brand campaign launch.  
Create opportunities for massive user generated content.  
Support messaging retention through on ground experience.





Business Pillar #3



# TECHNOLOGY





**KODA**  
*Wolfgang*  
SOCIAL TECH  
PLATFORM COMPANY

**WE BUILD TECH PLATFORMS FOR  
MANAGING INFLUENCERS, GROW  
COMMUNITIES, AND MEASURE  
THEIR IMPACTS FOR YOUR BRAND**



## Our Products

# FASCAMP

FAMOUS ALLSTARS

Take your community to a different level. Build, nurture, and optimize your online community with FAS CAMP, the all-in-one platform designed to empower community managers and unlock the full potential of your engaged audience

The community may include:

- A pool of influencers
- Company's employees
- CRM database

## Revenue Model

- Subscription
- White label
- Full ownership





## Our Products

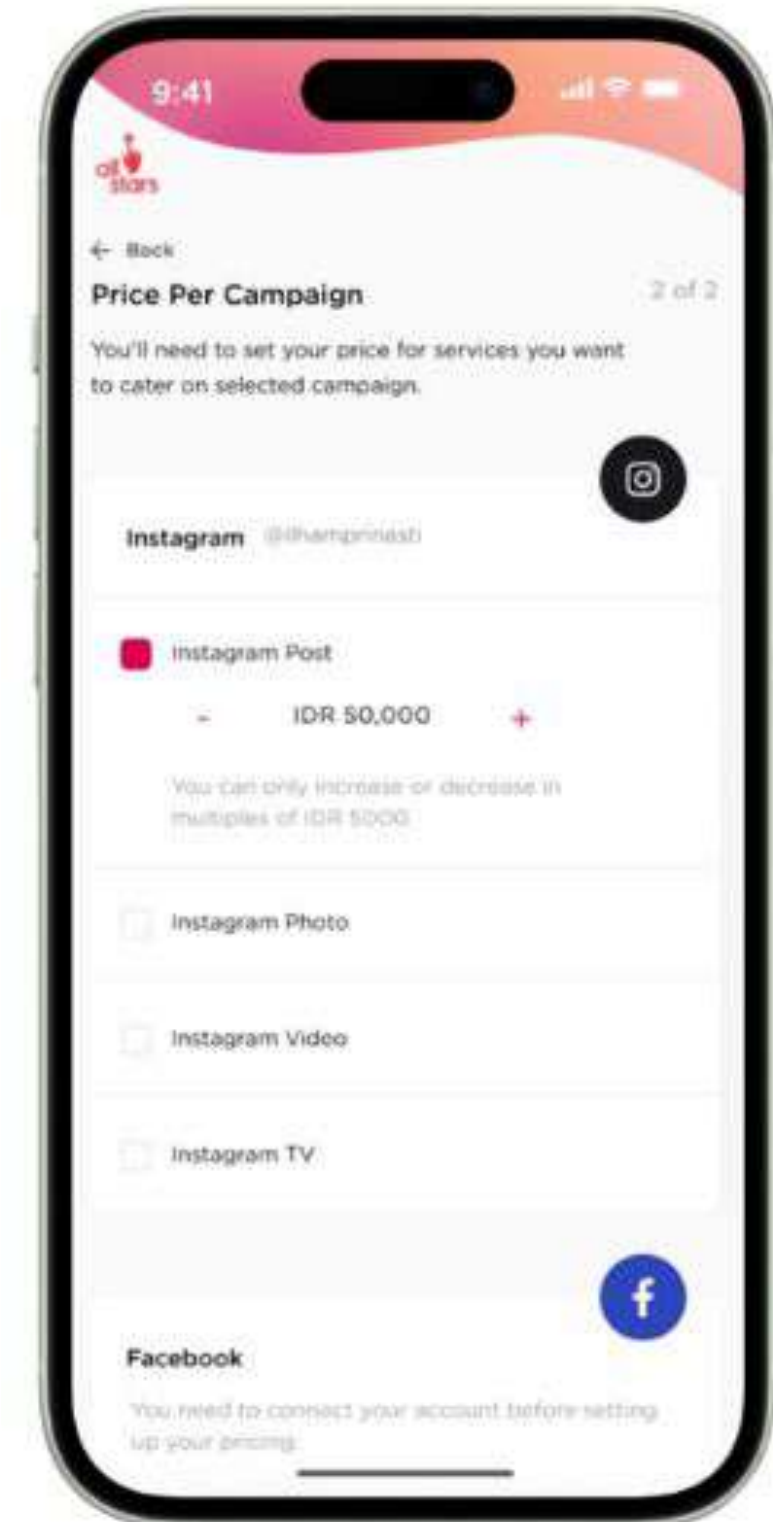
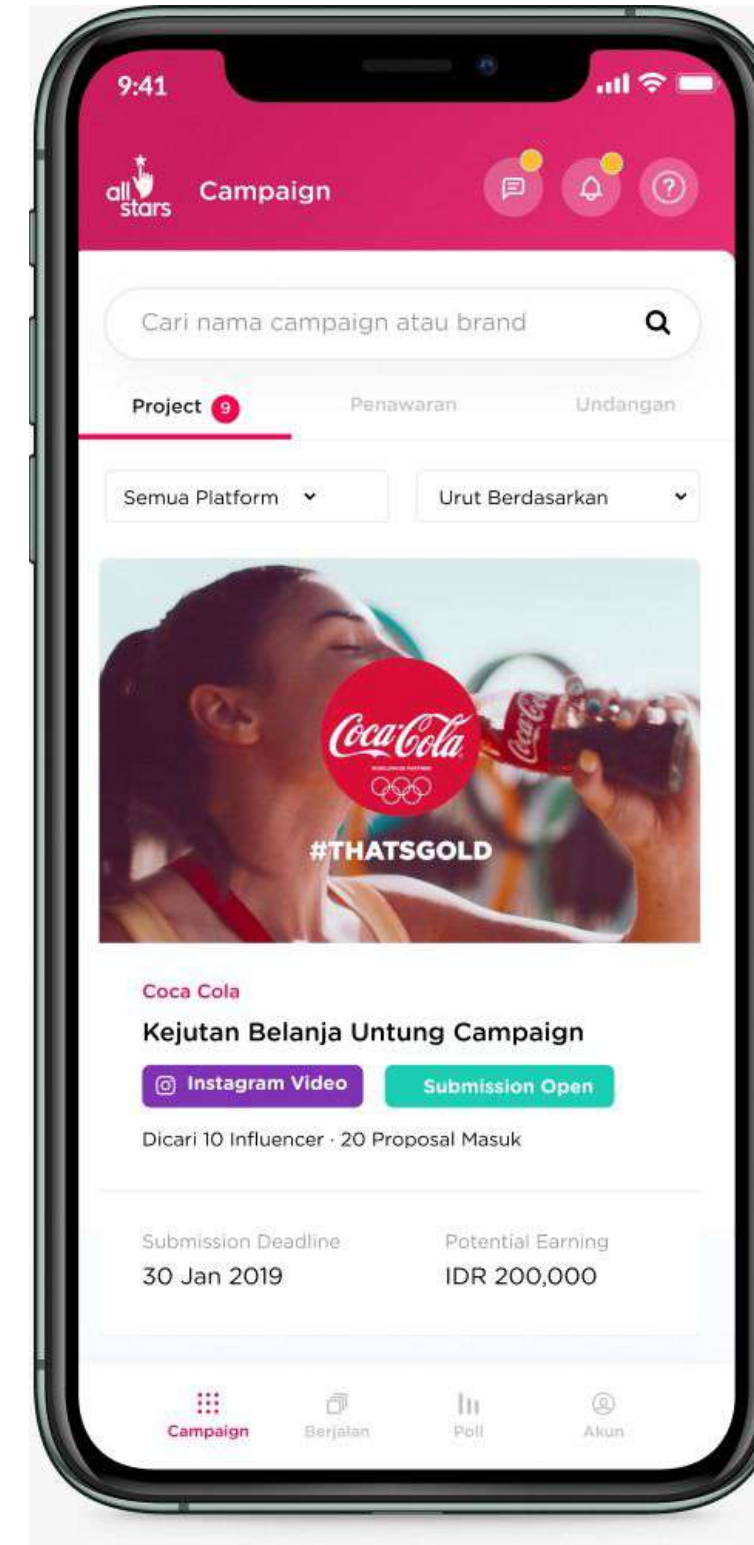


Spark authentic connections. Allstars, one of the first influencers platforms in Indonesia, connects brands with the perfect influencers to amplify your message.

Find your ideal voice. Track results. Simplify collaboration

## Revenue Model

- Pay per campaign
- White label





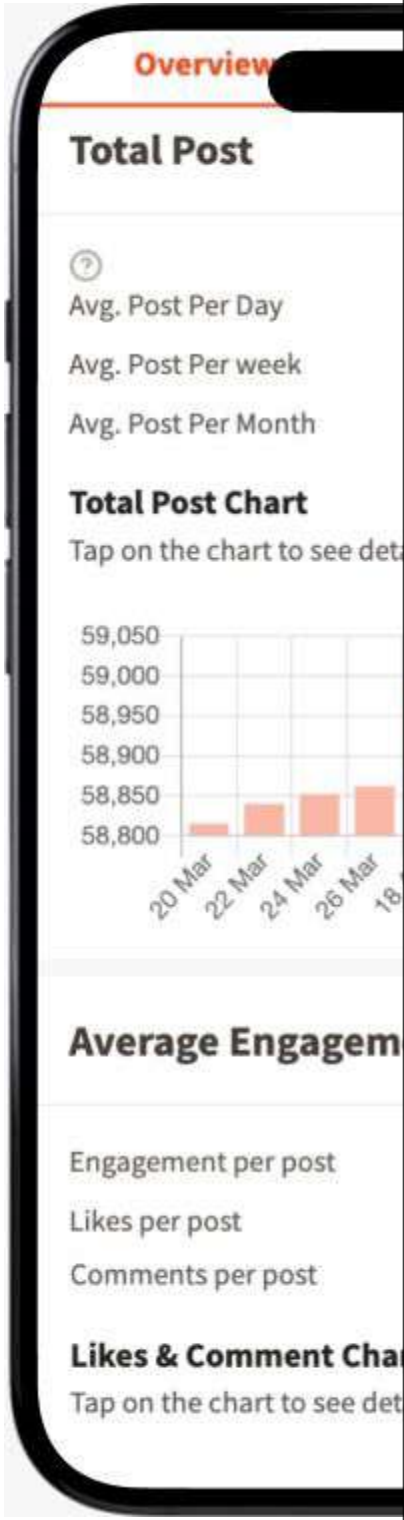
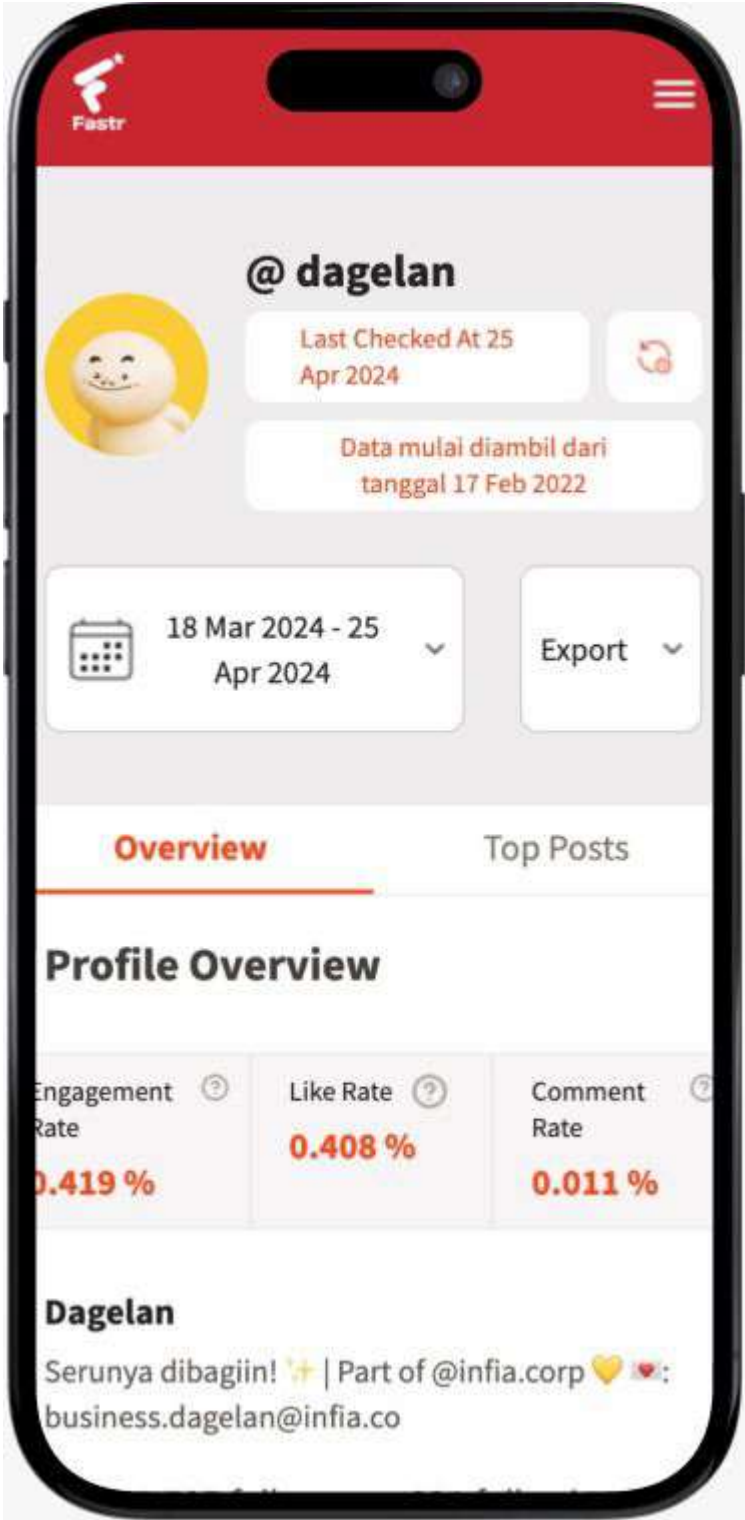
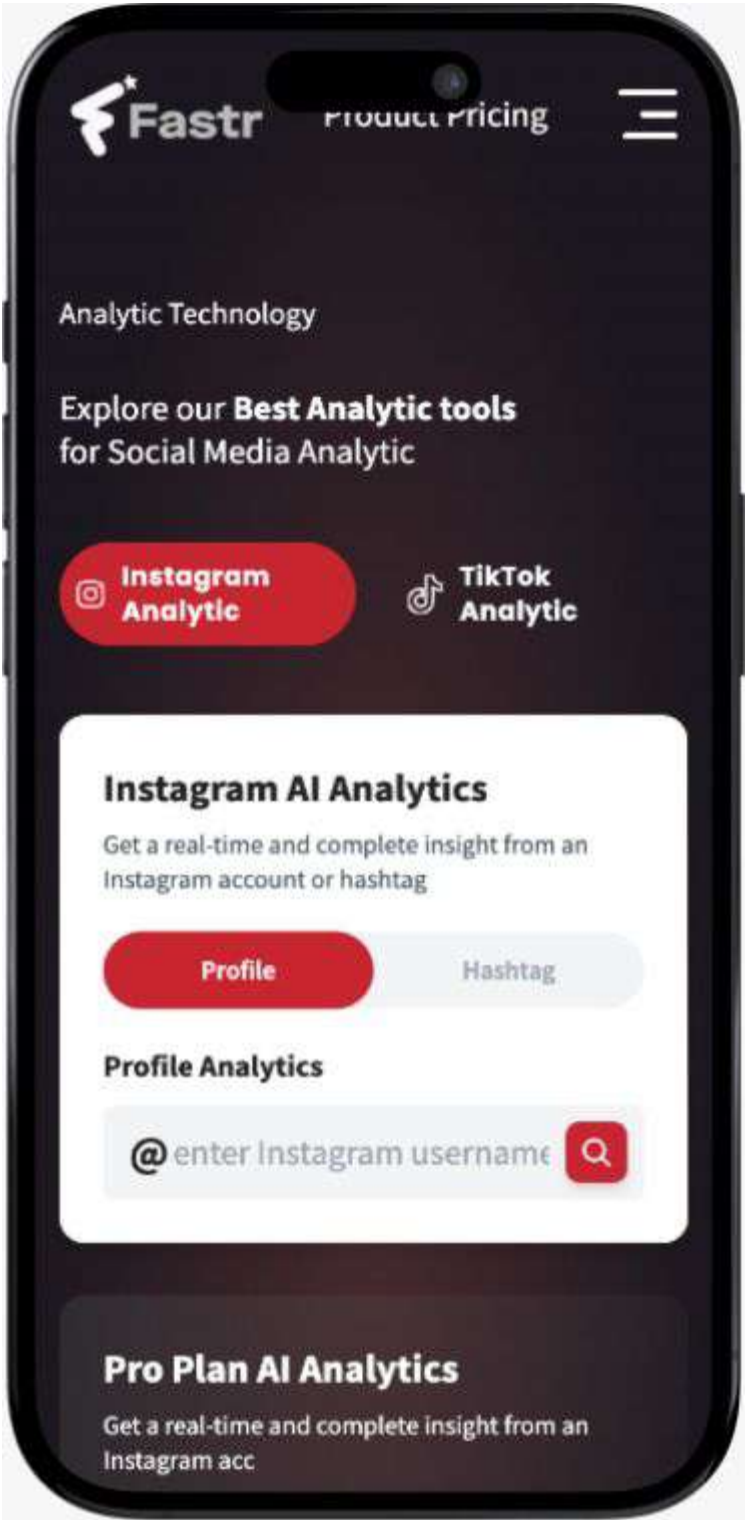
Our Products



Uncover influencer insights with FASTR. Analyze engagement, audience demographics, and brand fit to make smarter marketing decisions and planning for effective and efficient influencer campaigns

Revenue Model

- Subscription
- White label
- Full ownership





# SOME PARTNERS THAT HAVE SUPPORTED



AGENCY PARTNERS: group<sup>m</sup> dentsu IPG HAVAS clozette





# TH★NK YOU



**FAS**

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RT.1/RW.4, Gunung, Kec. Kby. Baru,  
Kota Jakarta Selatan, Daerah  
Khusus Ibukota Jakarta 12120