



PT LEGALKU MULTI DIGITAL

Investor Pitch Deck · September 2026

LEGAL-TECH APPLICATION DIVISION

Aplikasi Legalku

The nationwide legal-tech platform connecting justice-seekers to licensed advocates, with user-chosen advocates and transparent, self-agreed fees.

HEADQUARTERS Semarang, Central Java, Indonesia

PREPARED FOR Prospective Investors & Strategic Partners

This document is confidential and intended solely for the named recipient to evaluate a potential investment or partnership with PT Legalku Multi Digital.

01 — EXECUTIVE SUMMARY

A Nationwide Digital Bridge Across Indonesia's Advocate-Access Gap

Aplikasi Legalku is a legal-tech platform, live on Google Play (play.google.com/store/apps/details?id=id.applegalku.android), that connects the public with advocates online. Users choose their own advocate and agree on consultation fees transparently, with service reach across all of Indonesia — extending the Legal Services division's practice into a scalable digital channel.

69,813 Registered advocates nationwide (2025)	288.3M Indonesia's population (2025)	1 : 1,150 Bappenas ideal advocate-to-population service ratio
---	--	---

What We Do

User-directed, transparent legal-tech marketplace. A mobile platform where users search for, select, and agree consultation fees directly with licensed advocates, nationwide.

Why Now

A geography-agnostic answer to a geography-bound shortage. Indonesia's advocate shortage is worst in regions with the fewest local advocates; a digital platform is structurally suited to closing that specific gap.

02 — PROBLEM & SOLUTION

Advocate Access Is Geographically Uneven — A Digital Platform Removes the Constraint

The Problem

Advocate access varies sharply by region. Indonesia's national advocate shortage is not evenly distributed — many regions have especially limited local access, and prospective clients often cannot easily compare advocates or understand consultation costs before committing.

Our Solution

A transparent, nationwide digital marketplace. Aplikasi Legalku lets users search and choose an advocate from anywhere in Indonesia and agree on fees transparently before consultation — removing both the geographic and pricing-opacity barriers at once.

Evidence, not assumption. Indonesia's advocate shortage (69,813 registered advocates for ~288.3 million people as of late 2025, versus an ideal ratio of 1:1,150 per Bappenas-referenced research) is compounded by uneven regional distribution. Indonesia's broader legal-tech sector has also seen continued growth in digital legal-consultation platforms, indicating market validation for this model (sources: Republika/Bambang Soesatyo statement, December 2025; Indonesian legal-tech market observation, Bisnis.com/Kompas.com, 2025).

03 — MARKET SIZE (TAM / SAM / SOM)

The Same National Legal-Access Gap, Addressed Digitally and Without Geographic Limits

Tier	Estimate & Basis
TAM	288.3 million people — Indonesia's total population (2025) — every person is a potential user of a nationwide digital legal-consultation platform.
SAM	~80.3 million matters / year — The same national licensed-advocate ideal-capacity ceiling as the Legal Services division ($69,813 \times 1,150 \approx 80.3\text{M}$) — since the app's core function is digitally intermediating access to this same national advocate pool, without the geographic limits of a physical office.
SOM	~40,000–120,000 consultations / year (target) — Internal 3-year planning target: 0.05%–0.15% of SAM, as the app's user base and advocate-partner network grow. A planning assumption, not a forecast.

Methodology & sourcing. TAM and SAM use the same publicly sourced statistics and methodology as the Legal Services division's market sizing (Republika / Bambang Soesatyo statement, December 2025, citing Bappenas-referenced research), reframed around the app's role as a nationwide digital intermediary rather than a single physical practice. SOM is management's own illustrative capture target.

04 — BUSINESS MODEL

Platform-Enabled Consultations, With Room for a Take-Rate or Subscription Layer

The platform's current model is built on transparent, user-agreed consultation fees between users and advocates; monetization mechanics beyond this (such as a platform service fee or advocate subscription tier) represent a natural future evolution rather than a currently committed structure.

1. Advocate search & selection

Users browse and select an advocate on the platform based on their legal need.

2. Transparent fee agreement

User and advocate agree on the consultation fee directly and transparently within the platform, before service begins.

3. Digital consultation

Legal consultation is delivered through the app, removing the need for either party to be physically co-located.

4. Network growth

Each new registered advocate widens the platform's regional coverage; each satisfied user is a potential source of referral-driven growth.

5. Future monetization layer

As the network scales, a platform service fee or advocate subscription tier is a natural, though not yet committed, extension of the current user-to-advocate fee model.

05 — COMPETITIVE ADVANTAGE (MOAT)

Why This Is Hard to Copy

The platform's defensibility comes from its parent group's existing advocate relationships and legal-market credibility, not from technology alone.

Backed by an established legal-services practice

Aplikasi Legalku launches with the credibility and advocate relationships of the group's existing Legal Services division, rather than starting a two-sided marketplace from zero.

Nationwide reach from day one

Unlike a physical practice, the app is not constrained to a single city or province — it can onboard advocates and users anywhere in Indonesia.

Transparent, user-directed fee model

Letting users choose their advocate and agree fees directly builds trust that opaque, undisclosed-fee competitors struggle to match.

Network effects

As more advocates join, the platform becomes more useful to users, and as more users join, it becomes more attractive to advocates — a self-reinforcing dynamic once scale is reached.

06 — TRACTION & FINANCIALS

Live on Google Play, Financials Available Under NDA

The app is publicly live today — the clearest form of traction at this stage — with monetization and usage-scale metrics to be shared under NDA as the platform matures.

Indicator	Current Status
Legal entity status	Active PT, fully registered since 2025 (AHU ratification on file)
Group structure	6 integrated, currently operating divisions under one holding entity
Financial history & projections	Not disclosed in this document — available to qualified investors under NDA
Platform status	Live and publicly downloadable on Google Play Store (id.applegalku.android)
Core functionality live today	Advocate search & selection, direct fee agreement, digital consultation
Usage & download metrics	Not disclosed in this document — available to qualified investors under NDA

Disclosure. PT Legalku Multi Digital is a founder-operated group in an active growth phase. Historical revenue, user-growth, and forward-looking financial projections are intentionally not included in this public-facing deck; verified figures are shared with qualified investors under a non-disclosure agreement during due diligence. We would rather disclose less than present figures we cannot fully substantiate.

07 — SCALABILITY & GROWTH STRATEGY

From App Launch to Indonesia's Default Digital Legal-Access Channel

Growth proceeds from product refinement, to advocate-network expansion, to national adoption as the primary digital channel for legal access.

1. Years 1–2: Strengthen the platform

Improve app features, advocate-search usability, and the online-consultation experience for users.

2. Years 3–5: Expand the advocate network

Grow the number of partner advocates across Indonesian regions to directly address the national advocate-to-population ratio gap.

3. Year 5+: Nationwide adoption

Increase national app adoption as a primary channel for affordable, transparent digital legal access.

International framing. As a mobile-software platform, Aplikasi Legalku is technically portable to other markets; the most direct expansion path would be other Southeast Asian countries with comparable advocate-access gaps and similar regulatory structures for legal-tech marketplaces — a directional option for future evaluation, not a committed international launch plan.

08 — LEGAL & REGULATORY COMPLIANCE**Built on a Fully Licensed Legal Foundation**

The platform operates under a registered legal entity as an extension of the group's Legal Services division, connecting users to advocates licensed to practice under Indonesian law.

- **Legal Entity:** PT (Perseroan Terbatas / Limited Liability Company), ratified under Deed No. AHU-0032243.AH.01.02.Tahun 2025.
- **Tax ID (NPWP):** 1.000.0000.0187.7604 — registered taxpayer with the Indonesian Directorate General of Taxes.
- **Business ID (NIB):** 2804250030574 — registered via Indonesia's national OSS (Online Single Submission) system.
- **Advocate network:** Advocates on the platform are licensed to practice under Indonesian law and subject to the Indonesian Advocates' professional code of ethics.
- **App distribution:** Published and distributed through Google Play Store under the package id.applegalku.android.

Certified copies of the entity's incorporation documents are available for review during due diligence.

09 — CORE TEAM

Leadership Grounded in Legal & Governance Expertise

Leadership combines legal qualification with governance and management oversight across the group's six divisions.

Name & Role	Background
HM. Asrori, S.H., M.H. President Director	Bachelor of Laws (S.H.) and Master of Laws (M.H.). Leads overall group strategy and legal practice direction. Full CV available under due diligence.
Teguh Santoso, S.H., M.M. Deputy Director	Bachelor of Laws (S.H.) and Master of Management (M.M.). Oversees operations and business management across the group's six divisions. Full CV available under due diligence.
Febryan Alam Susatyo, S.H., M.H. Commissioner	Bachelor of Laws (S.H.) and Master of Laws (M.H.). Provides governance oversight of legal and corporate affairs. Full CV available under due diligence.

Detailed track records, references, and full professional CVs for the leadership team are shared directly with qualified investors during the due-diligence stage.

LET'S BUILD THIS TOGETHER

Help Us Scale Indonesia's Nationwide Legal-Access Platform

We welcome conversations with investors and strategic partners who see the scale opportunity in a live, nationwide legal-tech platform addressing a well-documented access gap. Full financials and team CVs are available under NDA.

WhatsApp: 0811-2696-066

Email: adm@legalku.co.id

Website: www.legalku.org

Office: Jl. Taman Flamboyan Raya No. 26, Pedurungan Lor, Semarang, Indonesia