



PT LEGALKU MULTI DIGITAL

Investor Pitch Deck · September 2026

LEGAL SERVICES DIVISION

Legalku Legal Services

Building Indonesia's most trusted legal-services practice for individuals, MSMEs, and corporations.

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 Full-Service Legal Practice Addressing a Structural Access-to-Justice Gap

Legalku's Legal Services division provides legal consultation, contract drafting, litigation and non-litigation representation, and legal audits to individuals, MSMEs, and corporations across Indonesia from a Semarang-based practice. The division operates inside a national market with a well-documented shortage of accessible, transparent legal services, and differentiates on up-front pricing, responsiveness, and integration with the group's four sister divisions.

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

Legal services for people and businesses. Consultation, legal drafting, litigation & non-litigation support, and legal audits — spanning corporate law, employment law, and intellectual property.

Why Now

A national shortage of accessible advocates. Indonesia's advocate population is far below the ratio regarded as ideal by national planning authorities, leaving structural unmet demand for legal services nationwide.

02 — PROBLEM & SOLUTION

Legal Access Is Scarce; We Make It Transparent and Reachable

The Problem

Legal access is scarce and pricing is opaque. Individuals and MSMEs across Indonesia routinely under-consume legal services because of a nationwide shortage of advocates relative to population, compounded by unclear, inconsistent pricing at conventional law firms.

Our Solution

A transparent, integrated legal practice. Legalku quotes time and cost at the first consultation, fields a cross-disciplinary team (corporate, employment, IP, litigation), and is reachable via WhatsApp, the website, and the Aplikasi Legalku platform for fast response.

Evidence, not assumption. As of late 2025, Indonesia had 69,813 registered advocates for a population of roughly 288.3 million — far short of the 1-advocate-per-1,150-justice-seekers-per-year ratio identified as ideal in Bappenas-referenced research (source: Republika, citing Deputy Speaker of the MPR Bambang Soesatyo, December 2025).

03 — MARKET SIZE (TAM / SAM / SOM)

A Structurally Under-Served National Legal Market

Tier	Estimate & Basis
TAM	288.3 million people — Indonesia's total population (2025) — the broadest pool of potential lifetime legal-service demand.
SAM	~80.3 million matters / year — National case-handling ceiling if all 69,813 registered advocates operated at the Bappenas ideal ratio ($69,813 \times 1,150 \approx 80.3\text{M}$) — the realistic upper bound of demand serviceable through licensed advocates.
SOM	~8,000–40,000 matters / year (target) — Internal 3–5 year planning target: 0.01%–0.05% of SAM, served directly by Legalku's own and affiliated partner advocates in Central Java. A planning assumption, not a forecast.

Methodology & sourcing. TAM and SAM are derived from publicly available statistics (Republika / Bambang Soesatyo statement, December 2025, citing Bappenas-referenced research) rather than internal estimates. SOM is management's own illustrative capture target, shown with the underlying arithmetic for transparency, and should be read as a planning assumption rather than an audited projection.

04 — BUSINESS MODEL

Fee-for-Service, With Recurring Revenue From Retained Corporate Clients

Revenue is generated through direct client engagements, priced and scoped transparently at the point of consultation.

1. Initial consultation & scoping

Prospective clients (individual, MSME, or corporate) describe their legal need via WhatsApp, the website, or Aplikasi Legalku.

2. Transparent quotation

Time and cost estimates are provided up front — before any engagement is confirmed — differentiating Legalku from opaque conventional-firm pricing.

3. Service delivery

Fee-for-service engagements: consultation, contract/legal drafting, litigation or non-litigation representation, or a legal audit.

4. Retained relationships

Corporate and MSME clients are converted into ongoing retained relationships for continuous compliance and contract support, creating a recurring-revenue layer on top of one-off matters.

5. Cross-referral within the group

Clients needing business licensing or IP/copyright registration are referred to the Business Licensing and Publishing divisions, and vice versa — widening the practice's reach at near-zero acquisition cost.

05 — COMPETITIVE ADVANTAGE (MOAT)

Why This Is Hard to Copy

The division's advantage is structural, not cosmetic — it compounds with the size of the group around it.

Integrated business ecosystem

Clients access legal, licensing, publishing, and digital-consultation services from one group — a bundled relationship that a standalone law firm cannot replicate.

Multi-channel digital reach

WhatsApp, website, and the proprietary Aplikasi Legalku app give three concurrent acquisition and service channels, reducing dependence on referrals alone.

Transparent-pricing reputation

Up-front, disclosed pricing builds trust in a market widely perceived as opaque — a reputational asset that takes years for a new entrant to establish.

Cross-disciplinary bench

In-house capability across corporate, employment, and IP law reduces the need to refer clients externally, capturing more of each client relationship's value.

06 — TRACTION & FINANCIALS

Early-Stage, Operationally Active, Financials Available Under NDA

The division is operational today, inside a registered, ratified legal entity, with the group's digital channel (Aplikasi Legalku) already live on Google Play.

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
Digital channel	Aplikasi Legalku is live and publicly downloadable on Google Play Store
Service scope live today	Consultation, legal drafting, litigation & non-litigation support, legal audit

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 Semarang to a National, Digitally-Enabled Practice

Growth follows a deliberate three-phase path: strengthen the core practice, extend digital reach nationally, then deepen institutional and corporate relationships.

1. Years 1–2: Strengthen the core

Build internal legal-team capacity and widen the scope of consultation, drafting, and litigation/non-litigation services.

2. Years 3–5: Network & digitize

Expand the network of partner advocates across regions and deepen integration with Aplikasi Legalku to reach clients nationwide online.

3. Year 5+: Institutional growth

Grow corporate-client and institutional-partnership segments as Indonesia's MSME and corporate legal-compliance needs continue to expand.

International framing. Near-term scalability is national (via the Aplikasi Legalku digital channel, which is not geographically constrained). Cross-border scalability would most plausibly take the form of serving Indonesian corporate clients' outbound legal-liaison needs, or licensing the Aplikasi Legalku platform model to other Southeast Asian markets with comparable advocate-access gaps — both are directional strategic options, not committed plans.

08 — LEGAL & REGULATORY COMPLIANCE

Built on a Fully Licensed Legal Foundation

The division operates inside a fully registered, ratified corporate legal entity, and its advocate services are delivered in partnership with 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 partnerships:** Legal representation is delivered in partnership with advocates (Advokat) admitted to practice under Indonesian law and subject to the Indonesian Advocates' professional code of ethics.

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

Partner With Us to Close Indonesia's Legal Access Gap

We welcome conversations with investors and strategic partners who share our view that transparent, accessible legal services are both a social good and a durable business. 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