



PT LEGALKU MULTI DIGITAL

Investor Pitch Deck · September 2026

BOOK & JOURNAL PUBLISHING DIVISION

Legalku Publishing

Professional, ISBN-registered publishing for Indonesia's authors, academics, and researchers.

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

Professionalizing Publishing Services for a Large, Recurring National Market

Legalku's Publishing division provides professional ISBN-registered book and scientific-journal publishing services, including editing, proofreading, layout, cover design, and copyright (HKI) registration, for first-time authors, academics, and researchers across Indonesia.

128,814 ISBN numbers issued nationally, 2025 (Perpusnas RI)	95K–160K Historical annual ISBN range, 2018–2023
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What We Do

Full-service, ISBN-registered publishing. Editorial, proofreading, layout, cover design, ISBN registration, and copyright (HKI) filing support for books and scientific journals.

Why Now

A large, sustained annual publishing market. Indonesia issues well over 100,000 ISBNs a year on a multi-year, sustained basis — a large, recurring pool of authors needing professional publishing support.

02 — PROBLEM & SOLUTION

Publishing Is In High Demand — Quality, Legal Publishing Support Is Not

The Problem

High demand for ISBN registration outpaces professional support. Tens of thousands of first-time authors, lecturers, and researchers seek to publish each year, but face a complex ISBN application process and often lack access to reliable editorial, layout, and copyright-registration support.

Our Solution

A managed, professional publishing pipeline. Legalku offers a single point of contact from manuscript to finished, ISBN-registered publication — including copyright (HKI) filing — on a scheduled, transparent editorial timeline.

Evidence, not assumption. The National Library of Indonesia (Perpustakaan Nasional RI) issued 128,814 ISBN numbers in 2025, continuing a historical range of roughly 95,000–160,000 ISBNs per year between 2018 and 2023 (source: Perpustakaan RI 2025 ISBN statistics; GoodStats Data) — evidence of a large and sustained, not one-off, publishing market.

03 — MARKET SIZE (TAM / SAM / SOM)

A Sustained Market of Six-Figure Annual Publishing Volume

Tier	Estimate & Basis
TAM	128,814 ISBN registrations / year — National ISBN issuance volume in 2025 (Perpusnas RI) — each registration represents a publishing project that is a potential Legalku client.
SAM	~95,000 ISBN registrations / year (baseline) — The conservative, lower end of the 2018–2023 historical range is used deliberately, rather than the record 2025 figure, to avoid overstating what may include a cyclical peak.
SOM	~190–475 titles / year (target) — Internal 3-year planning target: 0.2%–0.5% of the SAM baseline, reflecting realistic capacity for a growing full-service editorial team.

Methodology & sourcing. TAM and the SAM baseline are drawn directly from Perpusnas RI's published ISBN statistics and GoodStats Data's historical series (2018–2023); no breakdown between self-published and full-service-publisher segments is publicly available, so SAM conservatively uses the full historical baseline volume. SOM is management's own illustrative capture target, not an audited projection.

04 — BUSINESS MODEL

Per-Title Publishing Fees, With Institutional Volume Potential

Revenue is earned per published title, with journal-publishing engagements offering a path to recurring, higher-volume institutional relationships.

1. Manuscript intake

Authors, lecturers, or researchers submit a manuscript for book or journal publication.

2. Editorial pipeline

Editing, proofreading, layout, and cover design proceed on a scheduled, transparent timeline.

3. ISBN & copyright registration

Legalku manages ISBN registration with the National Library and, where needed, copyright (HKI) filing to protect the author's work.

4. Distribution support

Finished titles are positioned for distribution to the author's target audience (academic, general readership, or institutional).

5. Institutional & journal relationships

Universities and research institutions publishing journals on a recurring basis represent a higher-volume, repeat-revenue segment.

05 — COMPETITIVE ADVANTAGE (MOAT)

Why This Is Hard to Copy

The moat here is process discipline plus legal integration, not exclusive access to any single resource.

Scheduled, reliable editorial process

A consistent, on-time editorial pipeline is a genuine differentiator in a market where self-publishing and informal services are common and inconsistent.

Legal-services integration

In-house access to the Legal Services division for copyright (HKI) registration is a meaningful advantage most publishing services cannot offer directly.

Serves the full author spectrum

From first-time authors to academics and researchers — breadth that lets the division capture both individual and institutional demand.

One-stop, ISBN-to-HKI service

Consolidating manuscript, ISBN registration, and copyright filing into a single engagement reduces friction competitors leave for authors to solve themselves.

06 — TRACTION & FINANCIALS

Early-Stage, Operationally Active, Financials Available Under NDA

The division operates today inside a registered, ratified legal entity, with in-house access to the group's legal-services capability for copyright filings.

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
Service scope live today	Editorial, proofreading, layout, cover design, ISBN registration, copyright (HKI) filing support

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 Individual Authors to a National Institutional Publishing Network

Growth proceeds from editorial-quality strengthening, to distribution-network expansion, to a fully integrated publishing-and-IP ecosystem.

1. Years 1–2: Strengthen editorial quality

Deepen editorial, layout, and publishing-process quality for both ISBN-registered books and accredited scientific journals.

2. Years 3–5: Expand distribution network

Broaden distribution partnerships with more universities, authors, and research institutions across regions.

3. Year 5+: Integrated publishing ecosystem

Build a fully integrated publishing-and-IP ecosystem in partnership with the group's Legal Services division.

International framing. Near-term scale is national. Longer-term, Indonesian-language academic publishing has natural adjacency to the broader Southeast Asian and Indonesian-diaspora academic community — a directional opportunity for future exploration, not a committed expansion plan.

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

Publishing operations are conducted under a registered legal entity, in line with National Library of Indonesia (Perpustakaan Nasional RI) ISBN issuance requirements, with copyright (HKI) filing support available to every author.

- **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.

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

Publish Indonesia's Next Generation of Authors and Researchers With Us

We welcome conversations with investors and strategic partners who see the opportunity in a large, sustained, and under-professionalized publishing market. Full financials and team CVs are available under NDA.

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