



PT LEGALKU MULTI DIGITAL

Investor Pitch Deck · September 2026

BUSINESS LICENSING DIVISION

Legalku Business Licensing

Turning Indonesia's 30-million-strong, mostly-unlicensed MSME base into fully compliant, fundable businesses.

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

Closing the Licensing Gap for Indonesia's Enormous MSME Base

Legalku's Business Licensing division helps businesses — from individual MSMEs to corporations — obtain their NIB (Business Identification Number), establish PT/CV/foundation/cooperative entities, secure building permits (PBG), halal certification, and operating licenses through Indonesia's evolving OSS RBA (Online Single Submission — Risk-Based Approach) system.

30.2M Non-agricultural MSME units recorded (SIDT-UMKM, 2025)	1.22% Of recorded MSMEs confirmed to hold an NIB	15.4M NIBs issued nationally via OSS RBA (Feb 2026)
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What We Do

End-to-end business legality services. NIB registration, entity formation (PT/CV/Foundation/Cooperative), building permits (PBG), halal certification, and operating licenses.

Why Now

A licensing gap measured in tens of millions. Fewer than 2 in 100 recorded MSMEs are confirmed to hold formal business licensing — a vast, documented, and still-growing addressable market.

02 — PROBLEM & SOLUTION

Millions of Businesses Operate Without Formal Legality — We Fix That, Fast

The Problem

Most MSMEs are effectively unlicensed. Of the 30.2 million non-agricultural MSME units recorded in Indonesia's SIDT-UMKM database (2025), only about 1.22% are confirmed to hold an NIB — leaving businesses unable to access formal financing, tenders, or partnerships that require legal registration.

Our Solution

Fast, transparent, regulation-current licensing support. Legalku tracks OSS RBA, PBG, and halal-certification requirements as they evolve, and quotes time and cost up front — turning a confusing bureaucratic process into a managed service.

Evidence, not assumption. Per SIDT-UMKM (Sistem Informasi Data Tunggal UMKM) data as of December 2025 (published via ukmindonesia.id), 30.2 million non-agricultural MSME units are recorded, of which only ~1.22% (368,753 units) are confirmed to hold an NIB. Separately, OSS RBA had issued over 15.4 million NIBs nationally as of February 2026, over 96% to micro-scale businesses — evidence of high, ongoing new-business registration activity.

03 — MARKET SIZE (TAM / SAM / SOM)

A Licensing Gap of Nearly 30 Million Businesses

Tier	Estimate & Basis
TAM	30.2 million MSME units — Total non-agricultural MSME units recorded in Indonesia's SIDT-UMKM database (2025) — every one is a potential licensing-service client.
SAM	~29.8 million MSME units — MSMEs recorded but not confirmed to hold an NIB (30.2M less the ~368,753 units, ~1.22%, confirmed licensed) — the immediate, documented addressable gap.
SOM	~30,000–90,000 MSMEs / year (target) — Internal 3–5 year planning target: 0.1%–0.3% of SAM, served directly and via digital channels from a Central Java base, growing alongside national OSS RBA registration volume.

Methodology & sourcing. TAM and SAM figures come directly from SIDT-UMKM (Sistem Informasi Data Tunggal UMKM, December 2025, published via ukmindonesia.id) and OSS RBA registration data (February 2026); the SAM calculation is simple subtraction shown for transparency. SOM is management's own illustrative capture target, not an audited projection.

04 — BUSINESS MODEL

Fee-for-Service Licensing, Priced by Complexity

Revenue is generated per licensing engagement, with pricing scaled to the complexity and regulatory scope of the request.

1. Needs assessment

Client identifies which licenses their business requires (NIB, entity formation, PBG, halal certification, sector-specific operating permits).

2. Transparent quotation

Time and cost are quoted before engagement, reflecting Legalku's up-to-date knowledge of OSS RBA and sector-specific requirements.

3. Managed filing & follow-up

Legalku manages the OSS RBA submission and any related sector-specific applications through to issuance.

4. Renewal & compliance retainer

Businesses with evolving licensing needs (e.g., scaling MSMEs, new product lines) are converted to ongoing compliance-support relationships.

5. Cross-referral within the group

Newly licensed businesses are natural referrals into the Legal Services division for contracts and compliance, and into Publishing for any IP registration needs.

05 — COMPETITIVE ADVANTAGE (MOAT)

Why This Is Hard to Copy

Regulatory complexity that frustrates business owners is precisely what makes an established, current provider defensible.

Regulatory currency

OSS RBA rules and sector-specific licensing requirements change frequently; staying current requires dedicated attention most business owners cannot spare.

Integration with Legal Services

Licensing and legal-compliance support are offered from the same group, giving clients continuity a standalone licensing agent cannot match.

Serves every business scale

From individual MSMEs to large corporations — a breadth of experience that narrower competitors focused on one segment lack.

Transparent, up-front pricing

Clarity on time and cost from the first conversation builds trust in a segment where pricing is often unclear.

06 — TRACTION & FINANCIALS

Early-Stage, Operationally Active, Financials Available Under NDA

The division is live today inside a registered, ratified legal entity — itself a fully OSS RBA-registered business, the same system it helps clients navigate.

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
Own licensing status	Fully NIB-registered via OSS RBA (NIB 2804250030574) — the division operates under the same compliant status it delivers to clients
Service scope live today	NIB registration, entity formation, PBG, halal certification, sector-specific operating licenses

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 Regional Specialist to National Licensing Partner

Growth proceeds from operational efficiency, to segment expansion, to strategic institutional partnerships.

1. Years 1–2: Optimize core licensing workflows

Accelerate NIB, entity-formation, PBG, and halal-certification turnaround through more efficient internal processes.

2. Years 3–5: Expand client segments

Extend services to scaling MSMEs and mid-size corporations across Central Java and neighboring provinces, alongside licensing-education initiatives.

3. Year 5+: Strategic partnerships

Build institutional partnerships with MSME associations and business-support organizations to widen reach.

International framing. The direct service model is domestic by nature (Indonesian licensing law), but the underlying operating playbook — regulatory-tracking discipline plus transparent, fixed-scope pricing — is a template that could be replicated in other Southeast Asian jurisdictions with comparably complex, fast-evolving business-licensing regimes. This is a directional option, not a committed expansion plan.

08 — LEGAL & REGULATORY COMPLIANCE

Built on a Fully Licensed Legal Foundation

The division practices what it sells: it is itself a fully licensed, OSS RBA-registered business entity.

- **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 and licensing 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 License the Next Million MSMEs

We welcome conversations with investors and strategic partners who see the same opportunity we do in Indonesia's vast, under-licensed MSME base. Full financials and team CVs are available under NDA.

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