

PRESS RELEASE

Indonesia's Parenting App Orami Raises Pre-Series B Funding

- *The new round demonstrates investors' confidence in Orami's position as market leader as well as the oldest player in Indonesia's parenting market.*
- *The platform started as e-commerce and now has expanded into parenting content & community platform*

Jakarta, December 2019—Orami, an Indonesia-based parenting platform known as e-commerce for Mother & Baby products as well as content services and parenting communities, today announced a Pre Series B funding from East Ventures with SMDV among other investors with an undisclosed amount. This investment is expected to strengthen Orami's position as a market leader in Indonesia's parenting market.

The funding will be allocated to accelerate the growth of Orami's business, especially to further develop its content and community services. Orami will also use the fresh capital to advance its technologies and product varieties, expand the user base, and scale up research and development as well as marketing operations.

"Orami is currently focusing on expanding parenting content and communities. Mother & Baby market segment has become our expertise, and our seven years of experience in this market made us wish that Orami should not only be a platform for shopping but also a service that can support Indonesian parents' lifestyle, and become the most complete and easiest source of educational information for them as well as a place to channel aspirations and establish connections among parents. We want to play a role in shaping a healthy parenting ecosystem in Indonesia," said Orami's President, Hendrawan Kartika.

To date, Orami has successfully gained 5 million monthly active users, supported by 1000+ brands, a diverse community of 10,000+ mothers spread throughout Indonesia, and also 10,000+ content curated specifically for Indonesian parents. During seven years of his journey, Orami has become such a way and is now present on a new mission: becoming the best support system for Indonesian parents. Recently, Orami also introduced its latest mobile application, Orami Parenting, the first community-based parenting application in Indonesia.

Willson Cuaca from East Venture stated, "Orami is one of the oldest players in the Mother & Baby market in Indonesia. Orami's consistency in this market is evidence of an unparalleled understanding of the needs of the Indonesian baby and maternity market. Orami has successfully maintained a leading market share in its core businesses and also uses a local approach, managed by local players who are familiar with what Indonesian parents need, and this is a rare advantage for its competitors to imitate. We have watched Orami grow for 7 years to become this big, and we are proud to be a part of it."

This investment also demonstrates investors' confidence in Orami's growth opportunities. Indonesia's high fertility rate and its position as the world's fifth-largest contributor of births also

support the significant market potential of the baby and maternity segment which makes business opportunities and industry needs for all matters related to childcare predicted to continue growing stronger. Not only on Mother & Baby products shopping habits, but childcare information, education, and parenting communities are also forecasted to show a rocketing advancement.

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About Orami

Orami is the first and largest parenting platform in Indonesia. Beginning as an online retailer in 2013, Orami has rapidly grown and expanded its services to include Content and Community. Throughout its eight years of operation, Orami has experienced tremendous growth with the support of thousands of brands, a diverse community consisting of tens of thousands of mothers across Indonesia, and tens of thousands of content specially curated for Indonesian parents. Orami aims to develop other services in order to realize its mission to be the best support system for parents in Indonesia.

For more details about Orami, visit www.orami.co.id.