

RISK
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2024

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Sustainable Symphony:
Echoes of Change)))

Bluebird's sustainability journey in driving the change in mobility industry

Achmad Achyari, Head of Corporate Strategy PT Blue Bird Tbk



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Sustainable Symphony: Echoes of Change)))

Over the years, Bluebird has transformed to an adaptive and innovative mobility company



1 May 1972

Mutiara Siti Fatimah Djokosoetono
(Founder of Bluebird)

Continuously exploring businesses as an integrated mobility service:

Taxi service	Rental	Bus & Shuttle	Auction	Car ownership & service	Delivery service
Bluebird Silverbird	Goldenbird Bluebird Corporate Solution	Bigbird Cititrans	caready	BirdMobil	Bluebird Kirim

Available through various apps and serves as first-last mile:

MyBluebird, BEBI WhatsApp, call center



Partnership with



Offering seamless and variety of choice for payment:

Credit card



QRIS in-fleet



E-wallet and e-voucher



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Sustainable Symphony: Caring for ESG is embedded in Bluebird's DNA

Echoes of Change)))



Leading the charge in sustainability, we've embraced low carbon vehicles as an early adopter



We consistently aim to be a catalyst for enhancing mobility services, with a particular focus on eco-friendly transportation



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Sustainable Symphony: Echoes of Change)))

Our Three-Blues ESG Pillar guides our sustainability efforts, ensuring a comprehensive and impactful approach



Driving a **sustainable ecosystem** through responsible mobility



Creating **social impact** by empowering people for a **better welfare**



Sustaining the business with **strong governance**



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Sustainable Symphony: Delivering meaningful impact

Echoes of Change)))



BlueSky

Contributes to a better environment

Our commitment to sustainability reflects in the positive environmental and social impacts generated by all the programs and initiatives

Carbon emission reduction initiatives:



Electric vehicle



CNG



Solar Panel



Fleet Emission Testing



Energy-saving programs



Tree Planting



~180K ton CO₂e emission avoided since 2018
CNG vehicle



-5% reduction vs 2018
Energy savings (electricity usage)



~8K ton CO₂e emission avoided since 2019
Electric vehicle



26 charging points and 2 public fast charging
Operating EV charging station



~120ton CO₂e emission avoided since 2023
Solar panel



100% fleets
Regular fleet's emission testing

As per Q3 2024

Waste reduction initiatives:

Through partnerships & collaborations



3R Practices



Waste Management System



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The integration of mobility and sustainability is essential for the transformation of urban mobility towards a sustainable future



We faced challenges...



High TCO due to high initial investment



Low vehicle resale value



Evolving regulatory



Public Perceptions

But, there's still opportunities



Growing EV market & demand in indonesia



Reduced operational cost



Improved environmental impact



Government subsidies & tax breaks



1

Location intelligence using IoT

- Route optimization for transport & logistic



2

Mobility apps

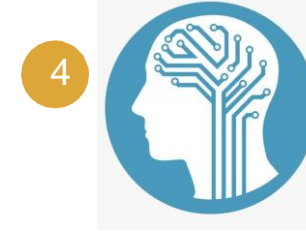
- All mobility solutions in one app with multiple payment method
- Open API to strategic partners



3

Big data analytics

- Advanced analytics for demand, supply and seeing potential
- Hybrid infrastructure (on premise & cloud)



4

AI technology

- Routes optimization
- Chatbot
- Traffic Prediction



5

Data security

- Data Loss Prevention (DLP) system

Sustainable Symphony: Our tangible initiatives have far-reaching impacts that extend beyond Bluebird itself with the support of leadership and stakeholders



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While our Sustainability journey **continues**,

Bluebird remains committed on fostering sustainable mobility



BLUESKY



BLUELIFE



BLUECORPS



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Thank you



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