TDI
PT. TERA DATA INDONUSA Tbk.

PT TERA DATA INDONUSA TBK.
Company Profile

axioo STYLE MEETS PERFORMANCE
VISIPRO™

BANGGA BUATAN INDONESIA

Our Story

INDONESIA'S ONLY VERTICALLY-INTEGRATED IT COMPANY

PT Tera Data Indonusa Tbk. is an ICT (Information and Communication Technology) company in Indonesia with over 30 years experience and the only one whose vertically-integrated system. We started the journey as a software house, then paved our way into the PC components business, where we became one of the top ICT company in Indonesia.

Our spirit and passion for making significant contributions led us to finally give birth to our homegrown brands: Visipro, Indonesia's pioneer of PC memory which launched in 1997, and Axioo, Indonesia's pioneer of portable computing device which launched in 2004.

Over the time, Visipro and Axioo have become a well-known ICT brand in the consumer retail and education sectors, and we are leading in sales among other national ICT brands.

Vision

Bridging the world technology gap through INNOVATIVE YET AFFORDABLE (IYA) Products.

Mission

1. Accelerating BROAD-BASED DISTRIBUTION of IYA products through SYNERGISTIC PARTNERSHIP.
2. Adopting RELEVANT GO-TO-MARKET STRATEGIES & DATA DRIVEN DECISION MAKING discipline.
3. Delivering the RIGHT PRODUCT, at the RIGHT TIME at the RIGHT PRICE.

Company Values

INTEGRITY PASSION EXCELLENCE ENTREPRENEURSHIP

Our 30-year Journey

- **1991** — Established as a software company
- **1993** — Transformed business to PC component distribution
- **1997** — VISIPRO Launched
- **1998** — Acquired INTEL distributorship
- **2000** — VISIPRO achieved 70% Market Share
- **2002** — Acquired SEAGATE distributorship
- **2004** — AXIOO Launched
- **2008** — AXIOO achieved 18% Market Share
- **2011** — AXIOO proudly launched 127* @Las Vegas
  (*) 127 is the world first 2nd generation of Intel Core i7
- **2015** — Launched Axioo Windroid 1st DUAL OS in Indonesia
- **2018** — Company moved to integrated HQ
- **2020** — AXIOO won >100,000 Tablet project
- **2021** — AXIOO won 40% MOE project Chromebook
- **2022** — AXIOO increased TKDN + BMP >50%
- **2024** — AXIOO to be #1 PC Brand in Indonesia

Become a publicly listed company [IDX : AXIO]

Our Profile

700+
active transactional out of 4000 dealers in database down to tier 3 cities in Indonesia

130+
service centers across Indonesia

200.000+
units/month production capacity with 12 assembly lines

31
representative offices in Indonesia major cities

ISO 9001
ISO 14001
ISO 45001

30+
years experience in building and enhancing a solid & proven IT Infrastructure

600+
employees

REALTIME
sales performance, AP, AR, Inventory

Our Factory
Integrated facility

ISO 9001:2015

ISO 14001:2015

ISO 45001:2018

Warehouse

Wisma Exa

Production

Office

Location: Cakung - East Jakarta
(Strategically located with easy access to Seaport and Airport)
Land size: 11.000 m²
Building size: 6.300 m²
Output capacity: 200.000 units/month
(12 assembly lines for notebook, desktop, AIO, tablet)

Service Center

VISIPRO™

Visipro was founded in 1997 with a focus on RAM for the PC. As time goes by, Visipro enlarges its focus to develop desktop memory, notebook memory, server memory, memory card flash, and also USB flashdisk to provide quality and better service. With the slogan "Never Compromise," Visipro guarantees the highest quality products, packaged with the best pricing, and ensuring easy reach to all customers. Visipro has been providing after-sales service coverage to all corners of Indonesia.

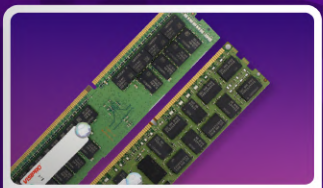
VISIPRO™

Product Line-up

With a commitment to providing the best quality products and customer satisfaction, Visipro continues to develop future product variants.

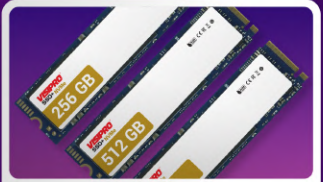
LONGDIMM RAM
DDR5/DDR4/DDR3

SODIMM RAM
DDR4/DDR3



SERVER RAM
DDR4/DDR3

SSD+ M.2 SATA
128GB/256GB/512GB/1TB



SSD+ NVMe PCIe
256GB/512GB/1TB

SSD+ 2,5" SATA
128GB/256GB/512GB/1TB

Axioo entered the market for portable computing technology in Indonesia in 2004, offering a unique intersection of performance, aesthetics, and accessibility. Economical yet innovative, simple yet stylish, it's diverse, high-performance line of quality notebooks and complementary products swiftly launched Axioo into the top 3 spot in Indonesia.

axioo
STYLE MEETS PERFORMANCE

Product Line-up

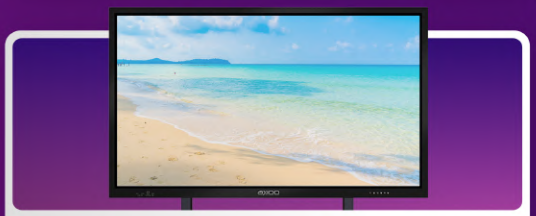
With a commitment to providing the best quality products and customer satisfaction, Axioo continues to develop future product variants.

MyBook
(Notebook)

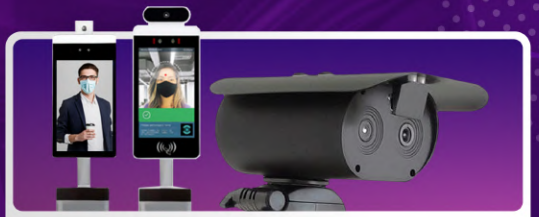
MyPC
(PC, Mini PC, AIO)

Chromebook

MyTab
(Tablet)



Interactive Smart Screen



Thermosafe

Axioo Fact

Fact #1
Axioo is the first in Indonesia to launch Netbook (Mini Notebook)

Fact #2
Axioo is the first in Indonesia to launch Phablet (Phone - Tablet)

Fact #3
Axioo is one of the first brands in the world to launch notebook with Intel second generation Core-i7 Processor at CES – Las Vegas

Fact #4
Axioo is the first in Indonesia to launch Windroid (Dual OS Windows - Android)

Fact #5
Axioo is the first in Indonesia to launch Notebook with 2.5K Screen Resolution at new breakthrough price point

Fact #6
Axioo is the first local brand to launch Notebook with AMD Ryzen Processor

Axioo Class Program

AXIOO is the **ONLY** national brand that have a comprehensive school-industry partnership with Vocational Education (SMK) in Indonesia since 2009

The Axioo Class Program is an educational program to prepare skilled workers according to industry needs through a curriculum synchronization program, ongoing workshops for teachers, IT-based learning and international certification.

axioo CLASS PROGRAM

AXIOO Class Program has reached

664*
VOCATIONAL EDUCATION INSTITUTIONS

1.189*
LECTURERS & TEACHERS

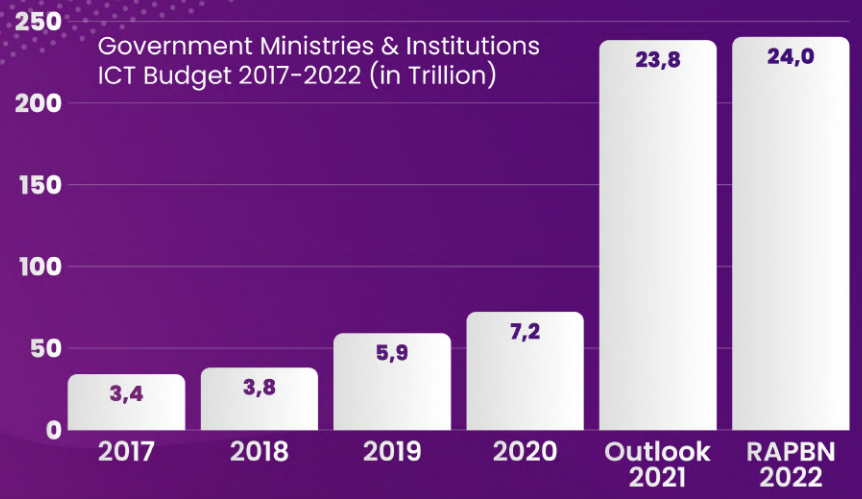
12.216*
STUDENTS & ALUMNI

*as per APR 2022

Bisa Bersama Axioo

Our company is also committed to providing equality to every people. We provide opportunities for person with a dif-ability by welcoming them into our company. They have the same opportunity to develop their careers so that they can prove their spirit to contribute to the nation.

Our TKDN Achievement



Axioo Captive Indonesian Market and Strong Government Support TKDN

- As a company with extensive experience in the computer industry as its core competency, Company runs its business as a single integrated company where assembly, brand owner, principal, and distribution channels are carried out. These advantages give Company a relatively high number of channels close to the firms and government.
- We have the most substantial partnership with government. Based on Presidential Decree number 12/2021 - All Government Ministries and Institutions Procurement of Goods & Services must prioritize local products

AXIOO TKDN+BMP >50%

TKDN Certificate Number	TKDN Score	BMP Score	Product
1615/SJ-IND.8/TKDN/5/2021	37.55%	15%	AXIOO Chromebook
1740/SJ-IND.8/TKDN/5/2021	35.67%	15%	AXIOO Mybook
1741/SJ-IND.8/TKDN/5/2021	35.70%	15%	AXIOO Mybook Pro
11432/SJ-IND.8/TKDN/12/2021	25.01%	15%	AXIOO MyPC One Pro
1140/SJ-IND.8/TKDN/4/2022	27.09%	15%	AXIOO MyPC Pro

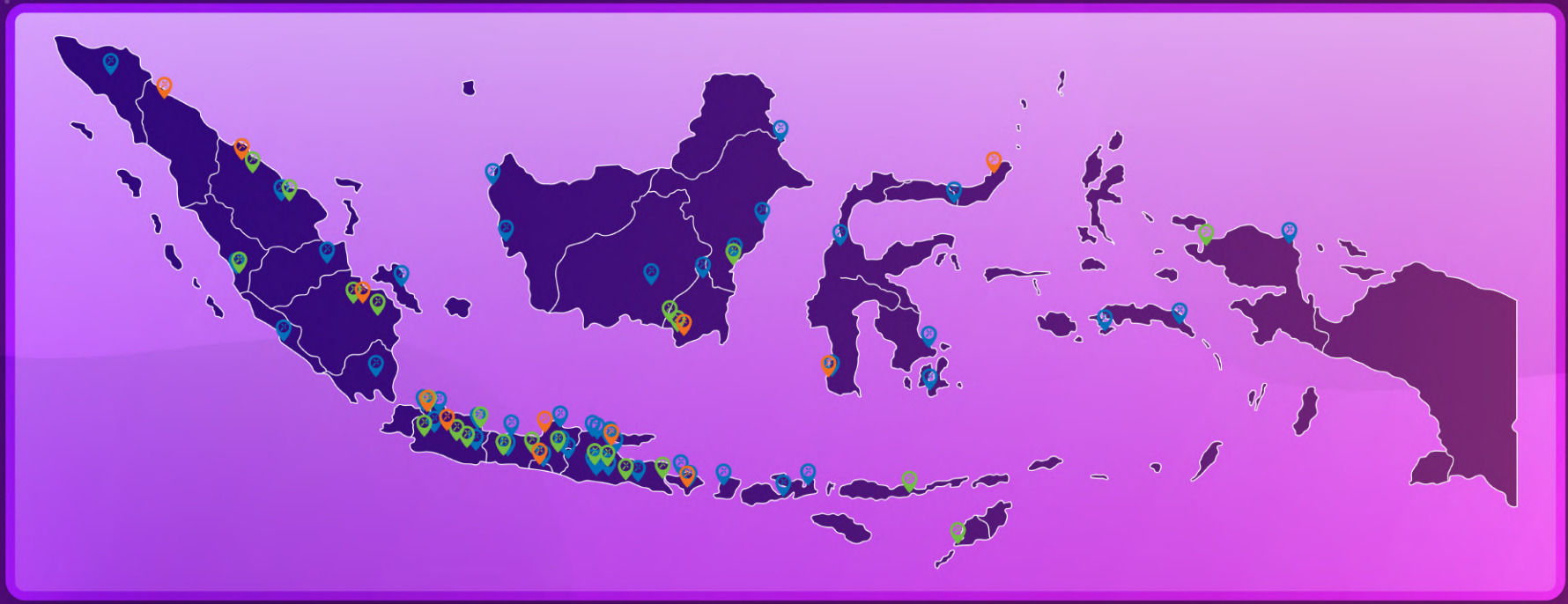
TKDN PROUDLY INDONESIA

BANGGA BUATAN INDONESIA

Our Awards

aduGADGET
TOP 5
TechLife
THE BEST PRODUCT
JagatReview.com
HOT PRODUCT OF THE MONTH
CHOICE -OF THE- MONTH
2012
Superbrands
Indonesia's Choice
TEST GRADE
BEST
TechLife
TEKNO Place
PRODUCT
of the MONTH
September 2015
Appreciation for Excellent Partnership 2022
axioo
Google for Education
Champion
Indonesia Original Brand
2015
Axioo
Microsoft
OEM Innovation Partner of the Year
Axioo
Microsoft
HOTTEST SMARTPHONE
LTE
RECOMMENDED
INNOVATIVE AWARD 2011
BRAND CHAMPION 2012
TEMPO
AXIOO

Our Service Coverage



axioo CARE PLATINUM

axioo CARE GOLD

axioo NOTEBOOK SERVICE POINT

SAME DAY SERVICE

Meet Our BOD

Singgih Halim
Co-Founder

Andrey Fifo
Director

Sugiyanto Sutikno
President Commissioner

Michael Sugiarto
President Director

Alpino Kianjaya
Independent Commissioner

Samuel Lawrence
Co-Founder

Stay Connected

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axioo STYLE MEETS PERFORMANCE | VISIPRO™

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