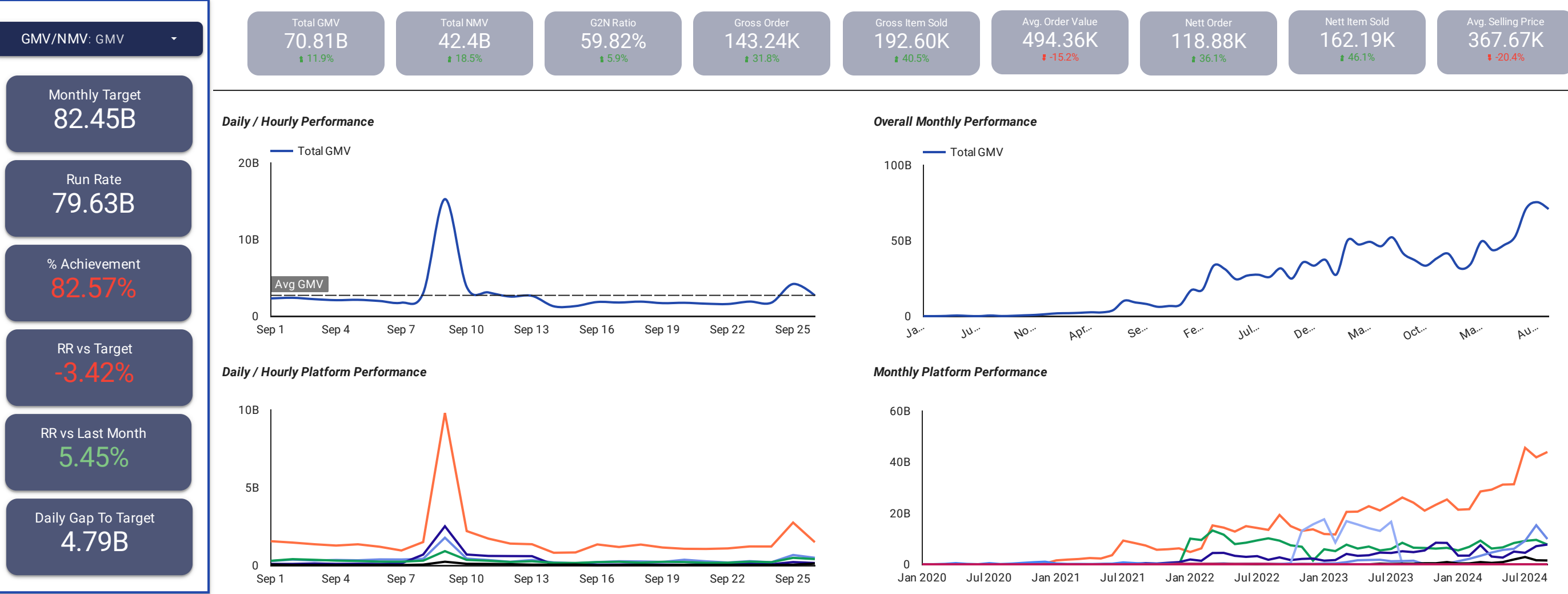
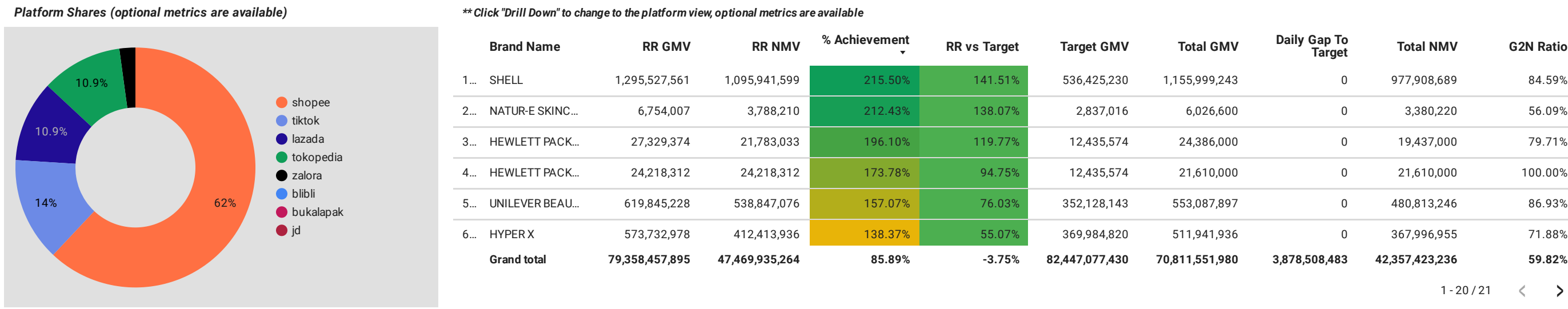


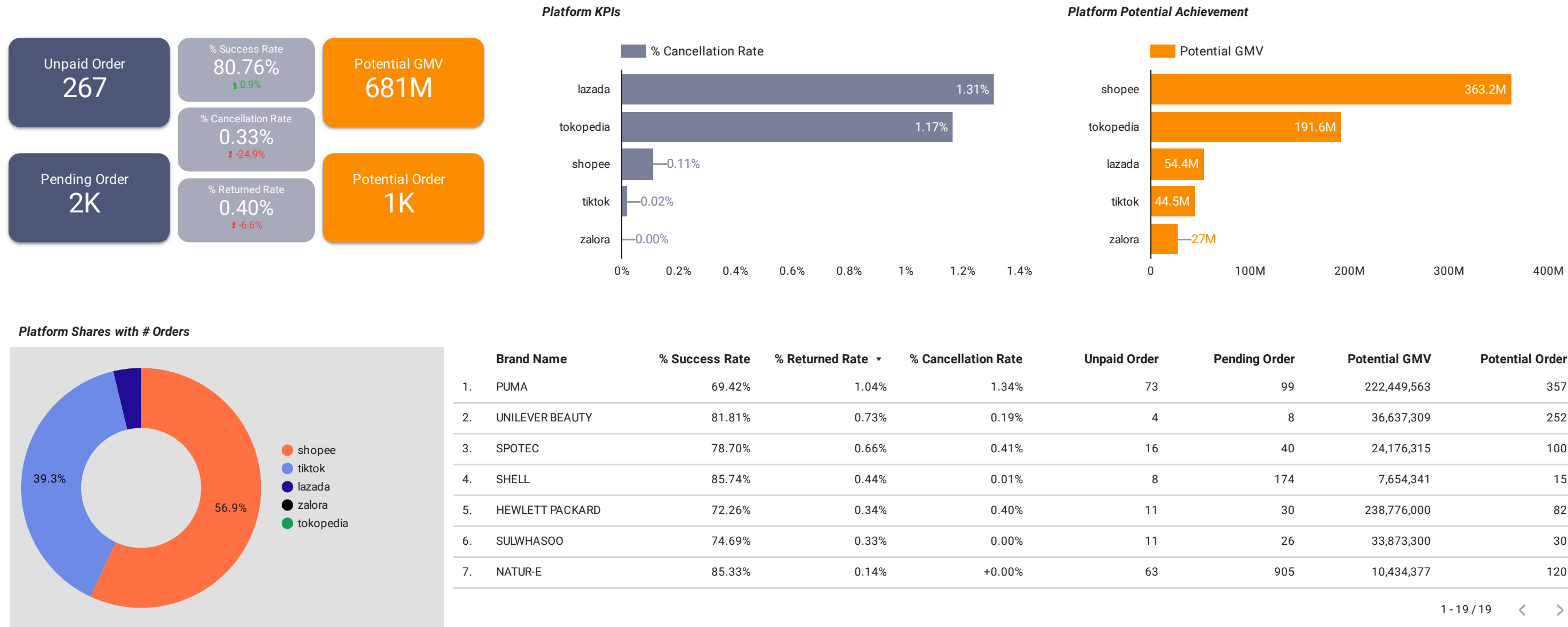
SALES PERFORMANCE



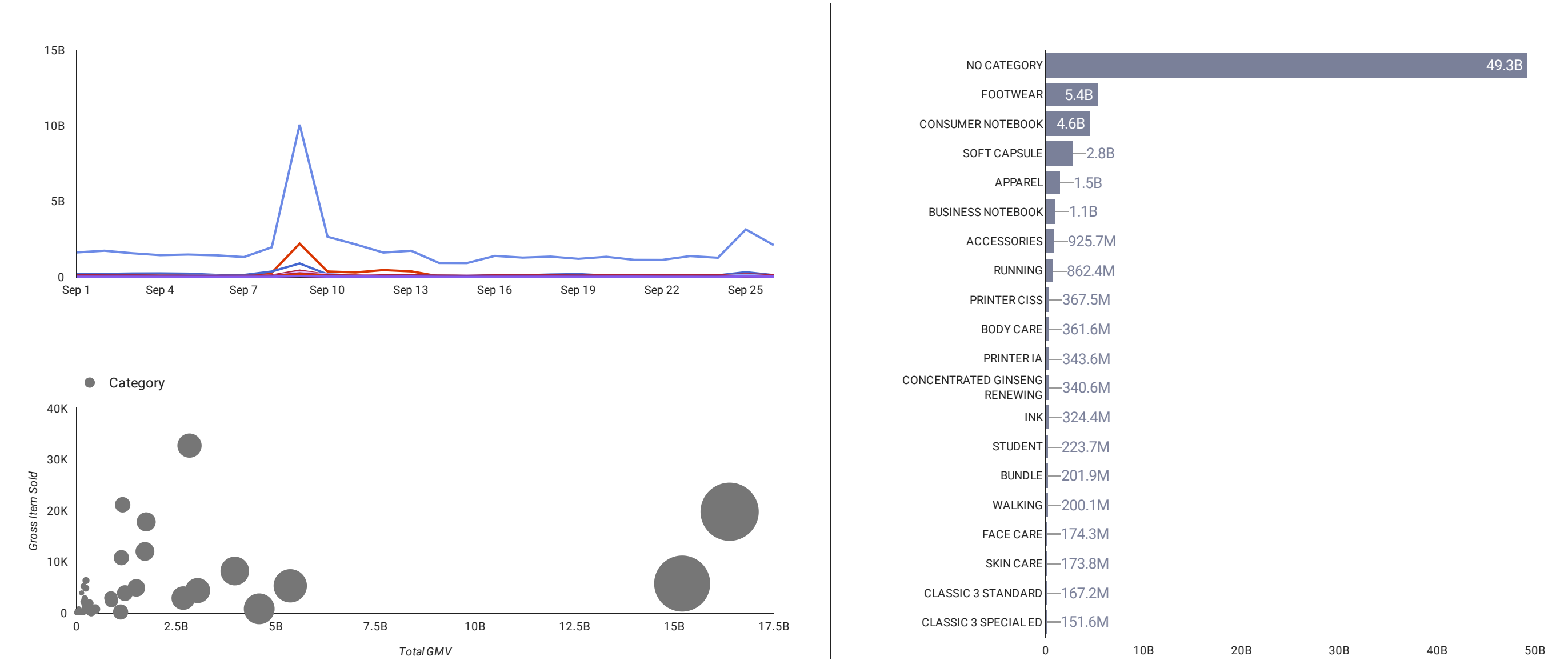
Brand Name		Account Status	M-6	M-5	M-4	M-3	M-2	M-1	MTD -	MTD RR	vs L3M Avg	
Brand NMV Growth												
1.	HEWLETT PACKARD	active	8,956,345,254	7,984,399,906	10,297,479,818	10,860,153,069	12,682,761,836.99	13,935,499,856	** Table calculation include pre-intrepid performance & calculation based on NMV	12,917,429,120	14,476,553,984	15.88%
2.	PUMA	active	9,184,401,766	6,263,751,643	5,618,533,198	7,267,476,193	13,179,866,068.99	11,594,838,399		11,648,424,872	13,054,381,791	22.22%
3.	NATUR-E	active	1,820,873,759	3,702,981,453	3,493,651,327	3,861,390,046	3,571,567,591.03	3,132,769,683		3,703,338,998	4,150,329,483	17.84%
4.	OPTIMUM NUTRITION	active	2,201,690,348	1,947,667,075	1,558,618,836	1,839,308,972	2,882,063,257	2,466,631,957		2,671,403,630	2,993,840,222	24.95%
5.	LANEIGE	active	2,348,111,512	1,448,702,903	2,160,709,553	2,822,280,024.99	2,708,855,871.98	3,585,250,691		2,231,546,924	2,500,893,112	-17.70%
1 - 19 / 19 < >												



OPERATION PERFORMANCE



PRODUCT CATEGORY PERFORMANCE



Brand Name	Year	Month	Week	Category	Seller SKU	Product Name	Platform	Total GMV	Total NMV	G2N	Contribution
1. HEWLETT PACKA...	2024	September	Week 37	NO CATEGORY	A58H5PA	CICILAN MURAH S...	shopee	603,144,995	348,134,996	57.72%	0.85%
2. HEWLETT PACKA...	2024	September	Week 39	NO CATEGORY	A05PWPA	CICILAN MURAH S...	shopee	557,633,984	344,302,992	61.74%	0.79%
3. HEWLETT PACKA...	2024	September	Week 37	CONSUMER NOTE...	94B54PA	SPAYLATER 0% - L...	shopee	474,325,000	288,895,000	60.91%	0.67%
4. HEWLETT PACKA...	2024	September	Week 37	NO CATEGORY	A05PWPA	CICILAN MURAH S...	shopee	455,713,985	243,533,992	53.44%	0.64%
5. HEWLETT PACKA...	2024	September	Week 36	CONSUMER NOTE...	726W4PA	CICILAN MURAH S...	shopee	416,534,997	254,519,997	61.10%	0.59%
6. HEWLETT PACKA...	2024	September	Week 37	NO CATEGORY	A51KZPA	CICILAN MURAH S...	shopee	397,466,991	229,737,007	57.80%	0.56%
7. HEWLETT PACKA...	2024	September	Week 36	NO CATEGORY	A51KZPA	CICILAN MURAH S...	shopee	342,951,000	195,972,000	57.14%	0.48%
8. HEWLETT PACKA...	2024	September	Week 38	CONSUMER NOTE...	94B54PA	SPAYLATER 0% - L...	shopee	334,699,977	207,879,987	62.11%	0.47%
9. HEWLETT PACKA...	2024	September	Week 37	NO CATEGORY	A5JQ1PA	CICILAN MURAH S...	shopee	333,553,995	154,933,751	46.45%	0.47%
1. HEWLETT PACKA...	2024	September	Week 36	CONSUMER NOTE...	94B54PA	SPAYLATER 0% - L...	shopee	307,380,000	214,595,000	69.81%	0.43%
Grand total								70,811,551,980	42,357,423,236	59.82%	100.00%

Sep 1, 2024 - Sep 26, 2024

Currency (1)

Brand Name

USD

✓ IDR

Platforms

SALES PERFORMANCE

Total GMV

70.81B

↑ 11.9%

Total NMV

42.36B

↑ 18.5%

G2N Ratio

59.82%

↑ 5.9%

Gross Order

143.24K

↑ 31.8%

Gross Item Sold

192.60K

↑ 40.5%

Avg. Order Value

494.36K

↓ -15.2%

Nett Order

118.88K

↑ 36.1%

Nett Item Sold

162.19K

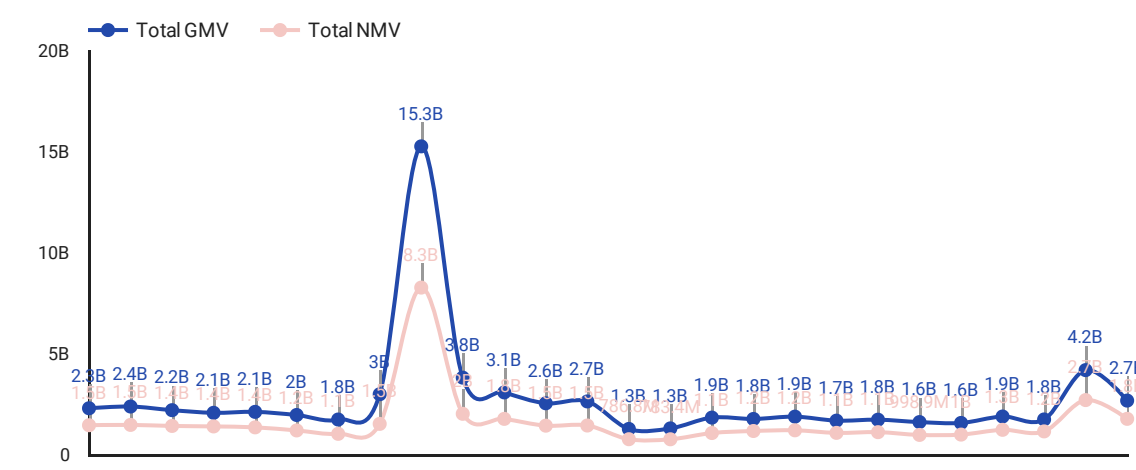
↑ 46.1%

Avg. Selling Price

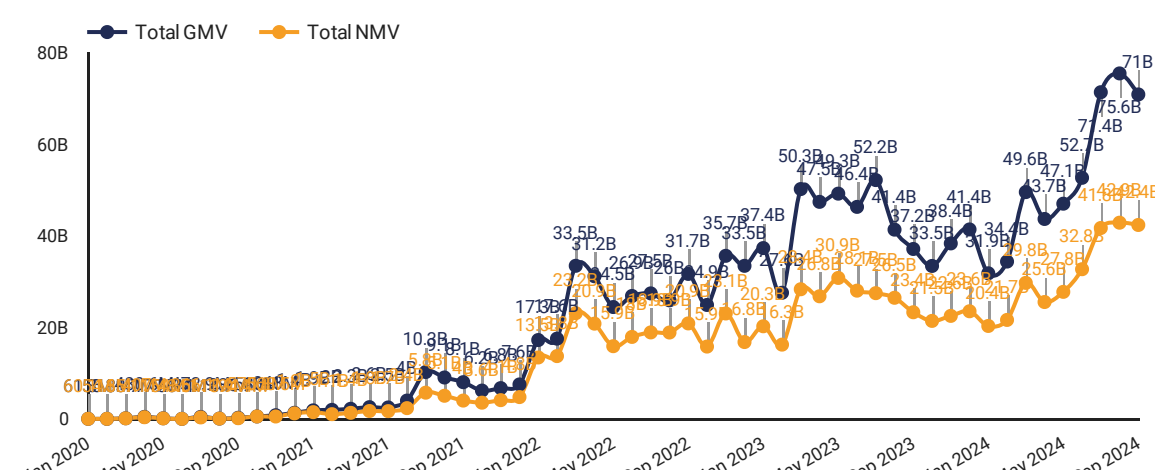
367.67K

↓ -20.4%

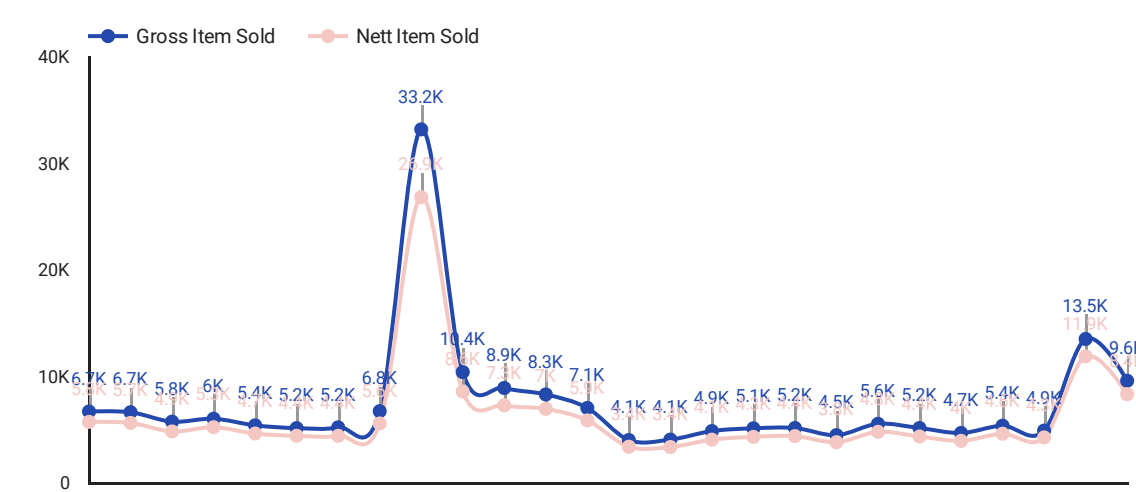
Daily Trend (GMV & NMV)



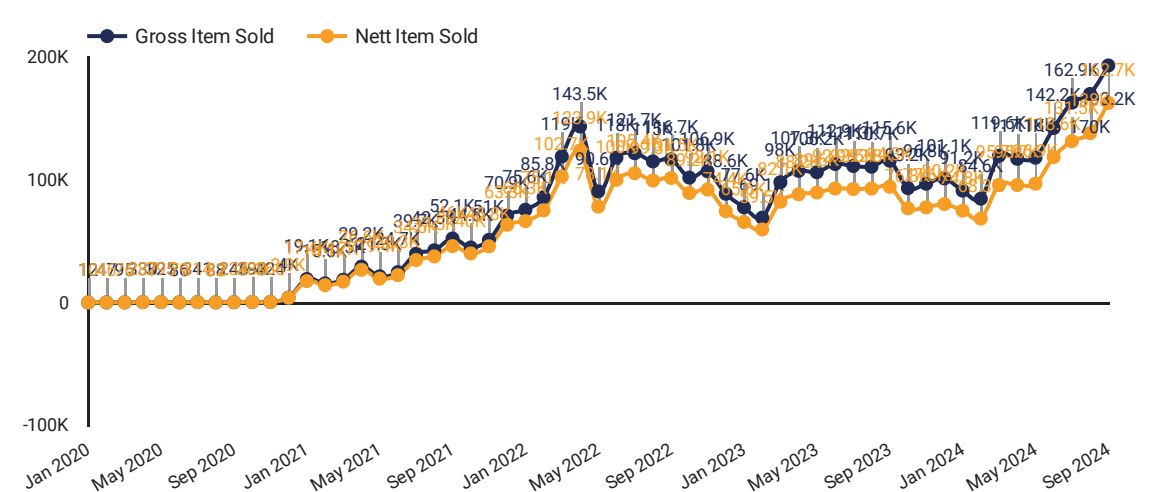
Monthly Trend (GMV & NMV)



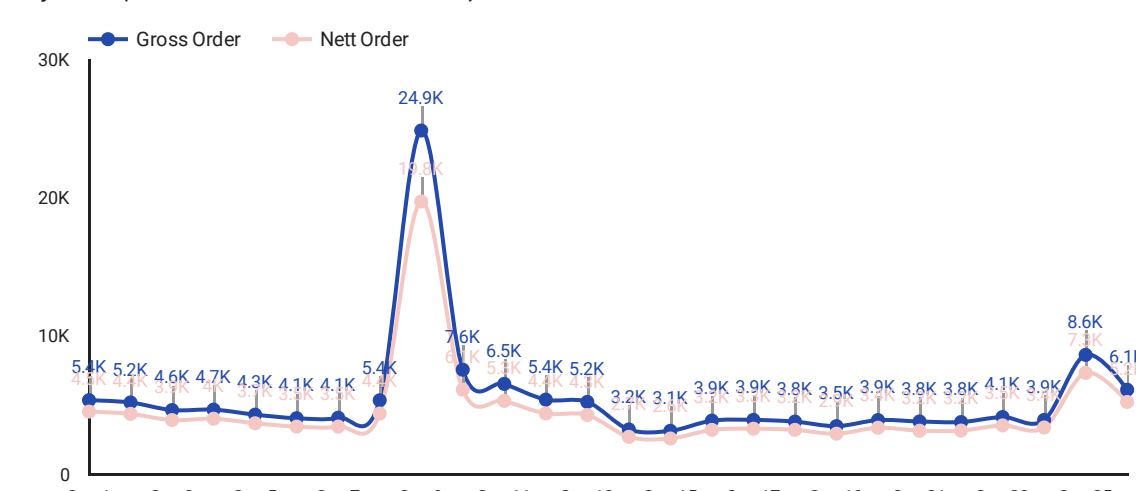
Daily Trend (Gross Item Sold & Nett Item Sold)



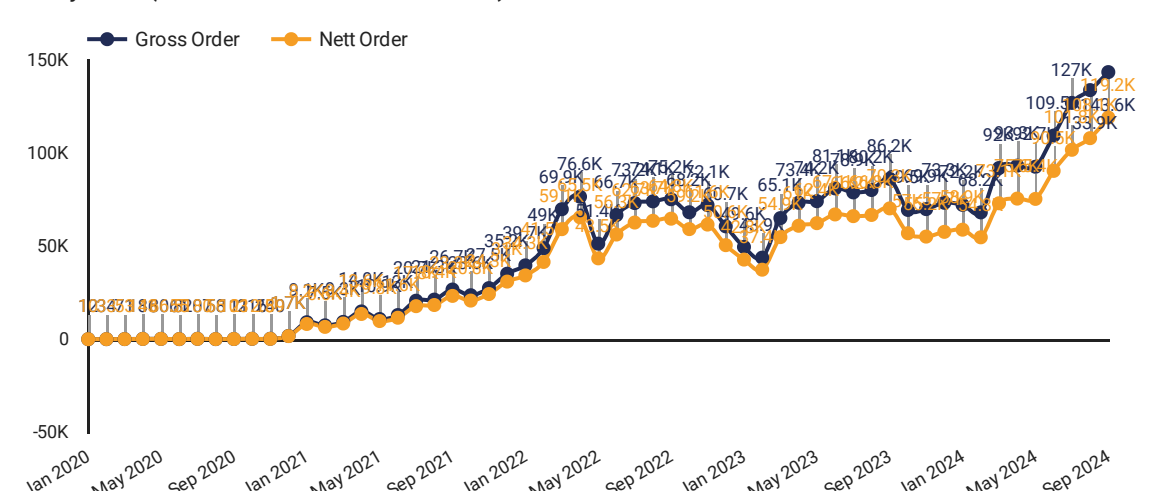
Monthly Trend (Gross Item Sold & Nett Item Sold)



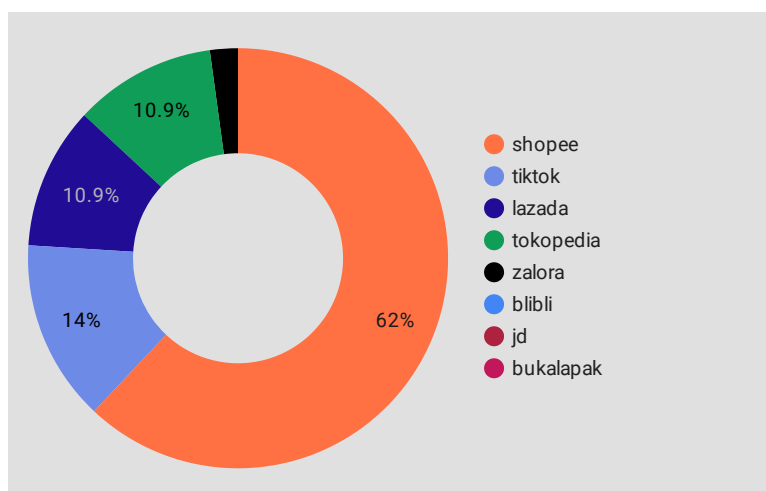
Daily Trend (Gross Item Sold & Nett Item Sold)



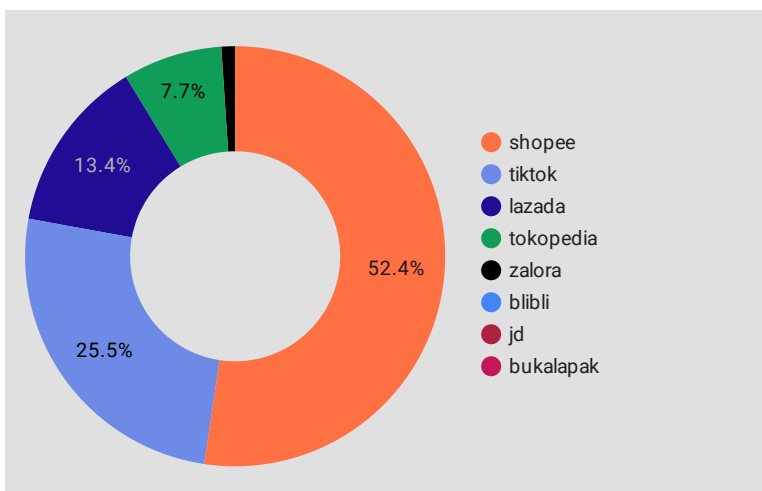
Monthly Trend (Gross Item Sold & Nett Item Sold)



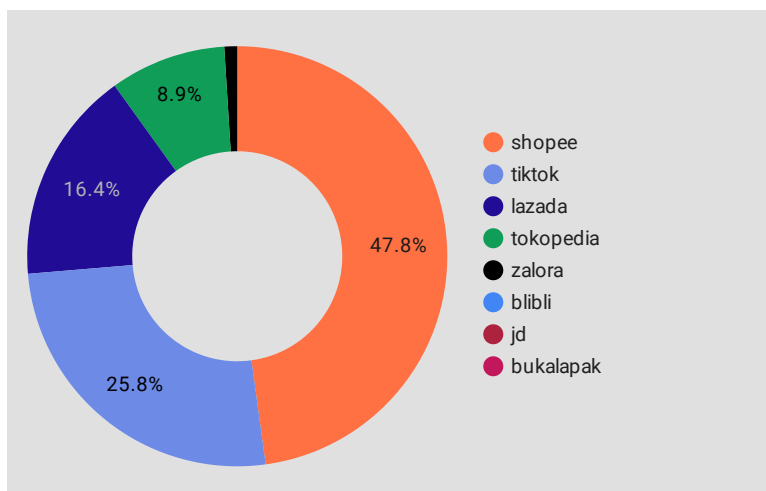
Platform Shares (GMV)



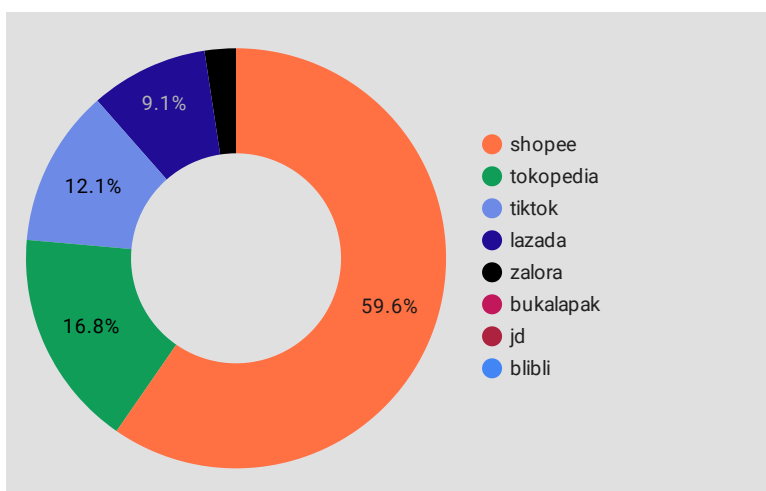
Platform Shares (Gross Order)



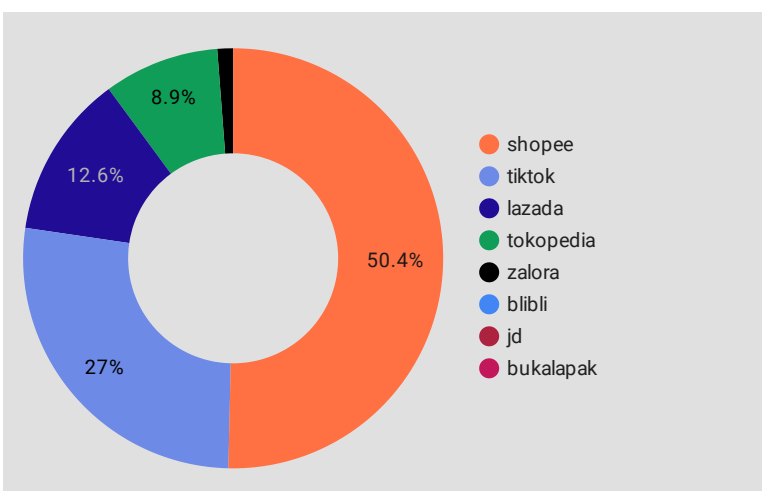
Platform Shares (Gross Item Sold)



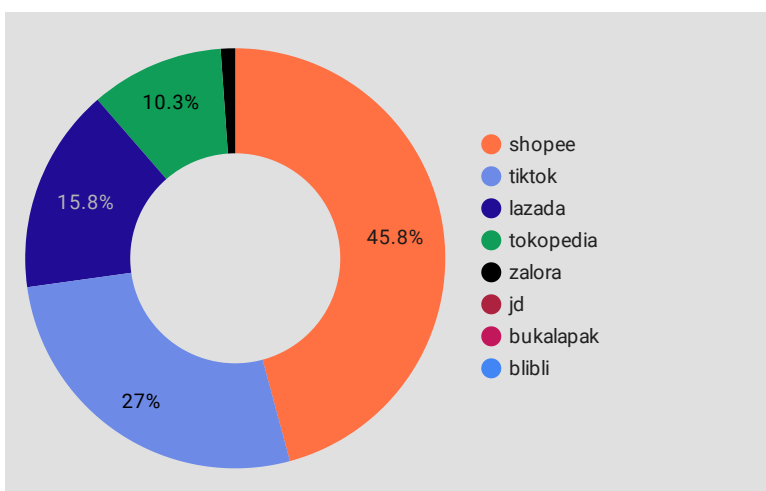
Platform Shares (NMV)



Platform Shares (Nett Order)



Platform Shares (Nett Item Sold)



OPERATION PERFORMANCE

Unpaid Order

267

% Success Rate

80.76%

↑ 0.9%

Potential GMV

681M

% Cancellation Rate

0.33%

↑ -24.9%

Pending Order

2K

% Returned Rate

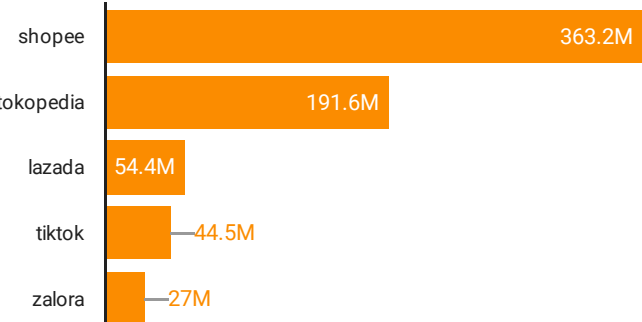
0.40%

↑ -6.6%

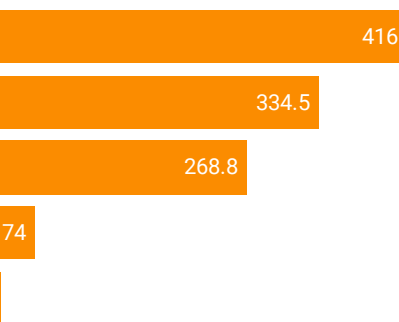
Potential Order

1K

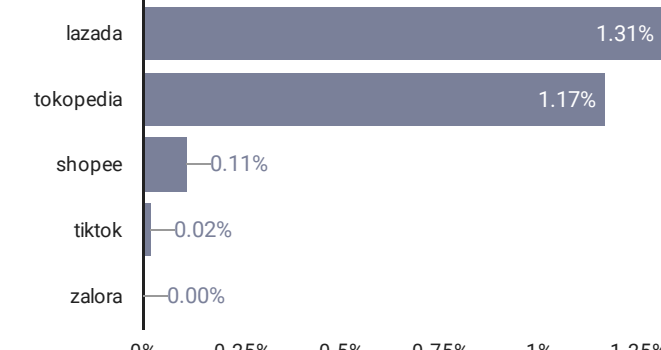
Potential GMV



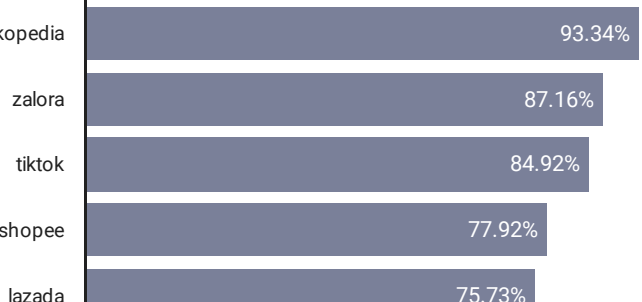
Potential Order



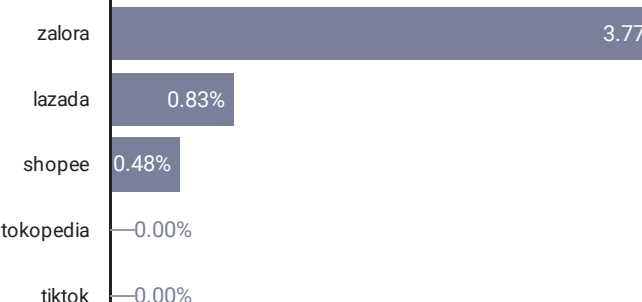
% Cancellation Rate



% Success Rate

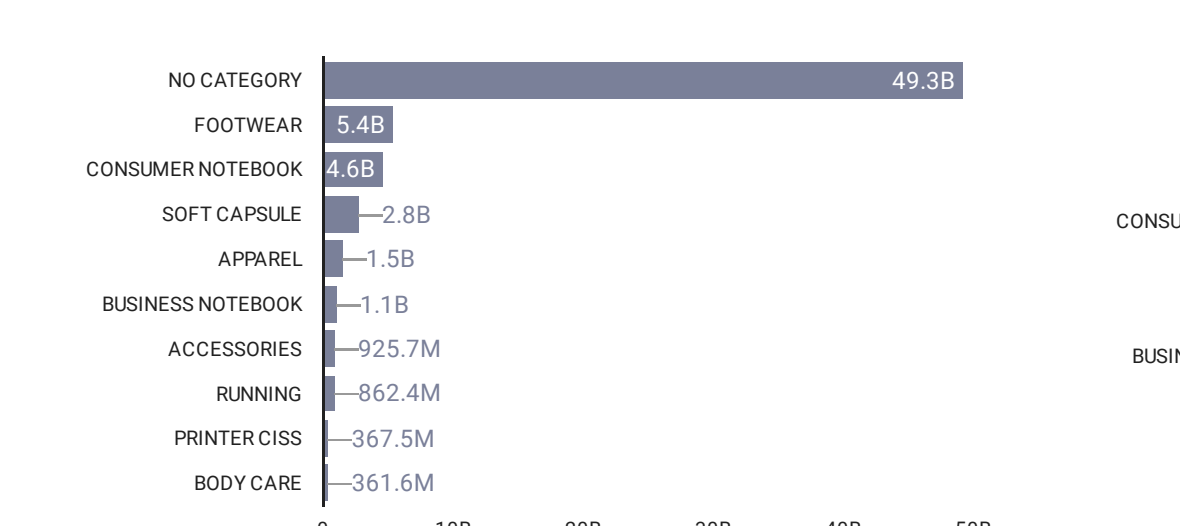


% Returned Rate

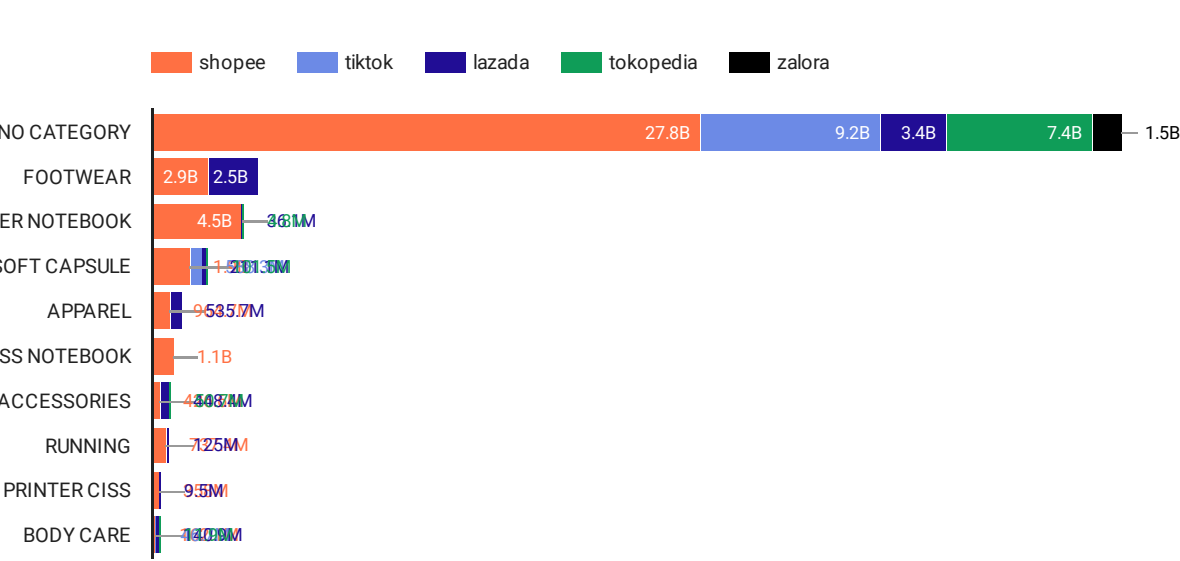


PRODUCT CATEGORY PERFORMANCE

Top 10 Category By GMV



Top 10 Category By GMV (Platform Breakdown)



Top 10 Category Statistics

Category	Total GMV	Total NMV	G2N	Gross Order	Gross Item Sold	Nett Order	Nett Item Sold
NO CATEGORY	49,284,723,417	29,527,546,984	59.91%	83,431	116,953	69,728	99,646
FOOTWEAR	5,363,840,913	2,106,899,969	39.28%	4,509	5,295	2,860	3,413
CONSUMER NOTEBOOK	4,589,221,972	2,751,332,967	59.95%	787	797	475	482
SOFT CAPSULE	2,835,089,804	2,373,096,649	83.70%	27,249	32,709	23,709	28,535
APPAREL	1,500,401,268	807,650,037	53.83%	3,508	4,898	2,653	3,782
BUSINESS NOTEBOOK	1,105,759,994	479,565,997	43.37%	175	178	76	77
ACCESSORIES	925,682,127	440,107,650	47.54%	2,241	2,717	1,619	1,968
RUNNING	862,400,365	646,254,631	74.94%	2,842	2,926	2,246	2,312
PRINTER CISS	367,534,994	232,235,999	63.19%	155	161	97	101
BODY CARE	361,555,441	299,161,557	82.74%	6,283	8,779	5,448	7,537

Top 10 Product Sold by GMV

Category	Product Name	Total GMV	Contribution
CONSUMER NOTE...	SPAYLATER 0% - LAPTOP HP 15S-EQ0287AU RYZEN 3 5300U RADEON 8GB RA...	1,733,025,000	2.45%
NO CATEGORY	CICILAN MURAH SPL - LAPTOP HP INTEL CORE I3 GEN 12 UHD 8GB RAM 512G...	1,508,657,987	2.13%
NO CATEGORY	CICILAN MURAH SPL - LAPTOP HP INTEL CELERON N4500 UHD 8GB / 4GB RA...	1,269,721,944	1.79%
CONSUMER NOTE...	SPAYLATER 0% - LAPTOP HP 14S-FQ1009AU RYZEN 3 RADEON 8GB RAM 512G...	1,207,331,977	1.70%
NO CATEGORY	CICILAN MURAH SPL - LAPTOP HP INTEL CORE I5 GEN 12 IRIS X 8GB / 16GB R...	1,167,202,993	1.65%
NO CATEGORY	CICILAN MURAH SPL - LAPTOP HP INTEL CELERON N4500 UHD 8GB / 4GB RA...	1,108,696,967	1.57%
NO CATEGORY	PUMA SEPATU LARI WANITA BETTER FOAM LEGACY	969,034,530	1.37%
NO CATEGORY	NEW MISE EN SCENE HELLO BUBBLE - HAIR COLOR 2024 PEWARNA RAMBUT ...	809,545,400	1.14%
SOFT CAPSULE	NATUR-E WHITE 16S/32S SOFT CAPSULE SUPLEMEN / VITAMIN / VITAMINE	779,147,946	1.10%
NO CATEGORY	PUMA SEPATU SNEAKER CAVEN MIX	744,734,870	1.05%

Top 10 Product Sold by Item Sold

Category	Product Name	Gross Item Sold	Contribution
SOFT CAPSULE	NATUR-E WHITE 16S/32S SOFT CAPSULE SUPLEMEN / VITAMIN / VITAMINE	9,444	4.90%
NO CATEGORY	NEW MISE EN SCENE HELLO BUBBLE - HAIR COLOR 2024 PEWARNA RAMBUT D...	5,042	2.62%
NO CATEGORY	NATUR-E WHITE BRIGHTENING SOFT CAPSULE 16'S (DANAW16S) (SUPLEMEN K...	4,879	2.53%
SOFT CAPSULE	NATUR-E WHITE BRIGHTENING SOFT CAPSULE 16'S (DANAW16S) (SUPLEMEN K...	3,992	2.07%
SOFT CAPSULE	NATUR-E SKIN START NATURAL VITAMIN E 100 IU 16S/32S SOFT CAPSULE SUP...	3,583	1.86%
NO CATEGORY	SHELL ADVANCE OLI GARDAN SCOOTER	3,412	1.77%
SOFT CAPSULE	NATUR-E WHITE 32S SOFT CAPSULE SUPLEMEN / VITAMIN / VITAMINE	3,068	1.59%
NO CATEGORY	SHELL ADVANCE AX7 SCOOTER 10W-30 (0.8L) OLI MOTOR	2,822	1.47%
NO CATEGORY	SHELL ADVANCE AX5 SCOOTER 10W-30 (0.8L) OLI MOTOR	2,742	1.42%
NO CATEGORY	POND'S BRIGHT MIRACLE ULTIMATE CLARITY NIASORCINOL FACIAL FOAM 100...	2,694	1.40%