



Bluebird
Group



Bluebird's 50 Year Journey



**Alm. Ibu Mutiara Siti
Fatimah Djokosoetono**
(Bluebird Founder)

Where the Story Began

Started from a humble and hardworking woman

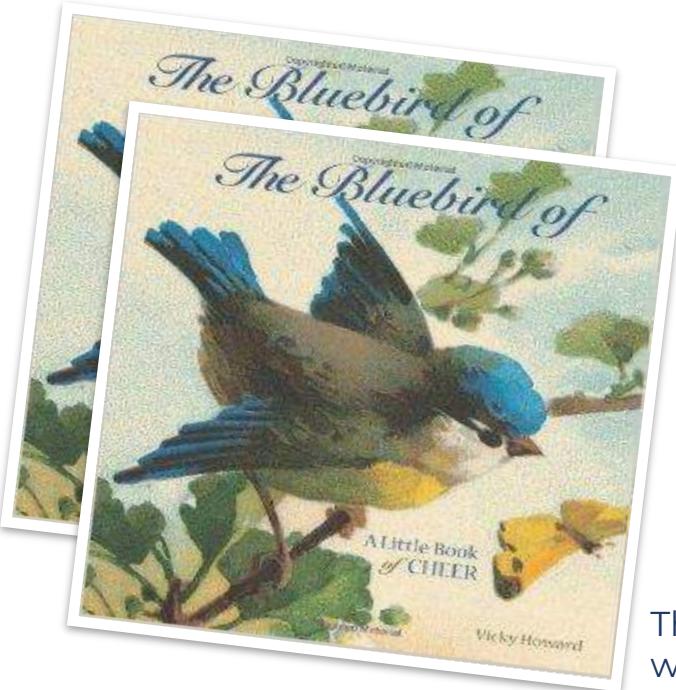
... A law lecturer, a mother of 3

... Main pillar for the family

... From Batik, to Eggs to Taxis



What Bluebird means



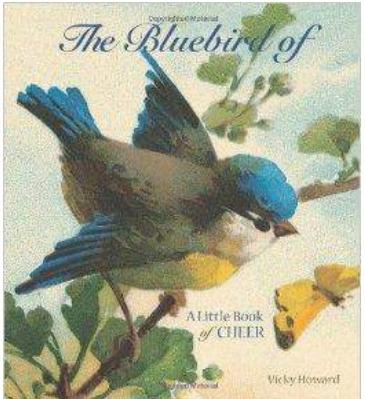
The name “**Blue Bird**” was adopted from a European fairy tale



We live up to our name. The name of Bluebird stands for
Birds of Happiness



A Glimpse of Bluebird



Like the name, Blue Bird is inspired by the European folklore **about a girl and a blue bird that endlessly try to reach happiness**, our family has done the our best to reach our goals. Along with the growing numbers of the family member and the educational cost that keeps rising, like a miracle, a business that started with only two taxis could thrive and grow. Of course **integrity, hard work, discipline and family values** supported the achievements. And, **it drives us to bring happiness through unforgettable mobility experience.**

For us **"Setiap Kilometer Berarti"**

The line speaks to all; consumer, driver & all of the Bluebird Family.



'Every kilometers is an opportunity for Bluebird to create unforgettable 'consumer' journey with its personal mobility services, while also making sure the happiness of Bluebird 'driver', as part of the Bluebird family.'

Company Purpose

Berbagi Kebahagiaan untuk Membangun Negeri

Values

PEDULI

Kekeluargaan
Sepenuh Hati

Menghormati Sesama

Peduli Lingkungan

INTEGRITAS

Kejujuran

Disiplin

Transparan

Tanggung Jawab

PELAYANAN PRIMA

Fokus Terhadap Pelanggan

Kualitas Tinggi

Keunggulan Dalam Operasional

Sumber Daya Terpercaya

POLA PIKIR BERKEMBANG

Tangkas

Tabah

Bekerja Keras

Pembelajaran Inovatif



kami berbagi kebahagiaan untuk negeri ini

Started with 25 fleets

Now, we are one of the largest transportation company in Indonesia

In 1972

We started with

25 Holden Torana



Now we operate with:

- **24.000** fleet
- **20.000** drivers
- **540** exclusive outlets
- **52** pools
- **18** cities
- **Various** Services



50 years ago, Bluebird established transport service quality at the level that had been unheard of and unseen before in the country



GREAT BRAND

Blue Bird's is designed to be the brand of service quality and safety



GREAT PEOPLE

Blue Bird's people are well trained, experienced, and always ready



GREAT SERVICE

Blue Bird has set a standard for ultimate service benchmark in Indonesia



GREAT FLEET

Blue Bird is known for its fleet reliability due to superior maintenance management

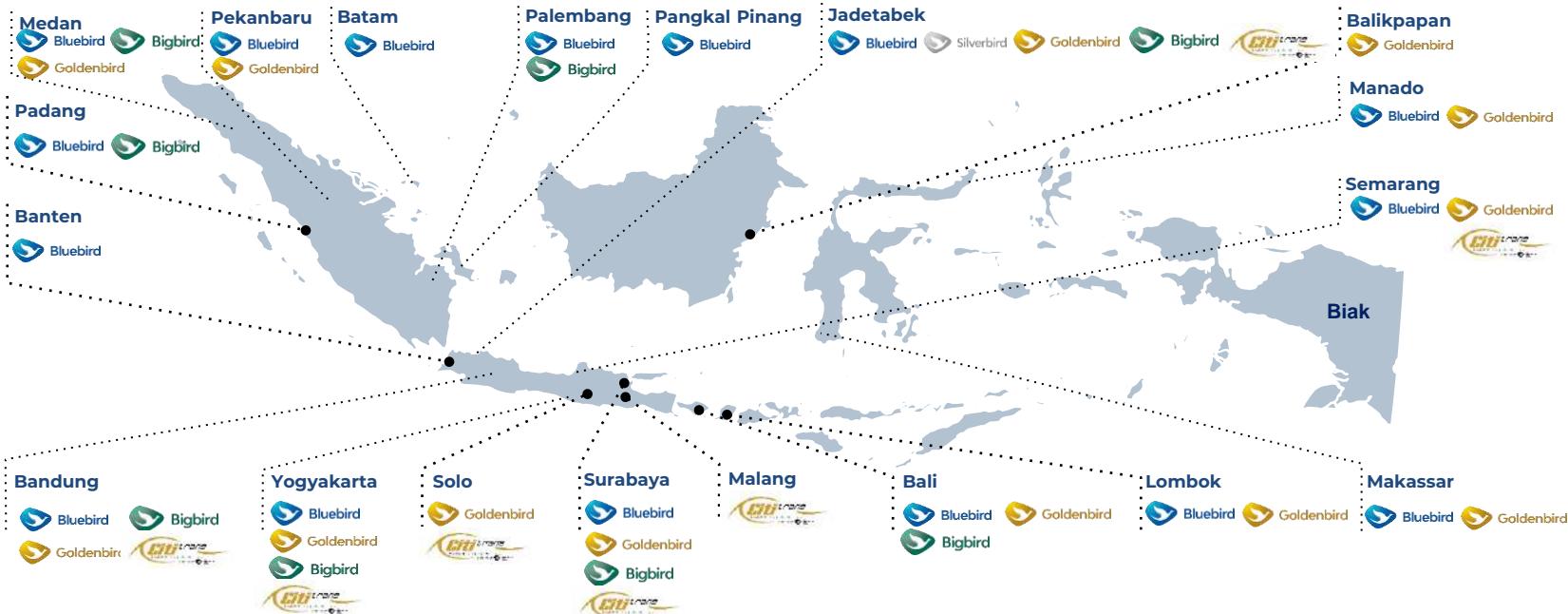


GREAT SAFETY

Blue Bird will maintain it's superiority status in assuring safety



We have a comprehensive Indonesian footprint



Key highlights

- ✓ Presence in all key cities ("first mover" advantage)
- ✓ Growing urbanization across Indonesia presents a significant opportunity for growth
- ✓ Awarded as Indonesia's living legend company by Warta Ekonomi (2016)

Distribution channels support pan-Indonesian platform

- ✓ 48 depots nationally, including 29 in Jakarta⁽¹⁾
- ✓ 526 exclusive outlets that include hotels, malls, offices, apartments, residential and convenience stores⁽²⁾
- ✓ 24-hour call center and mobile apps booking system

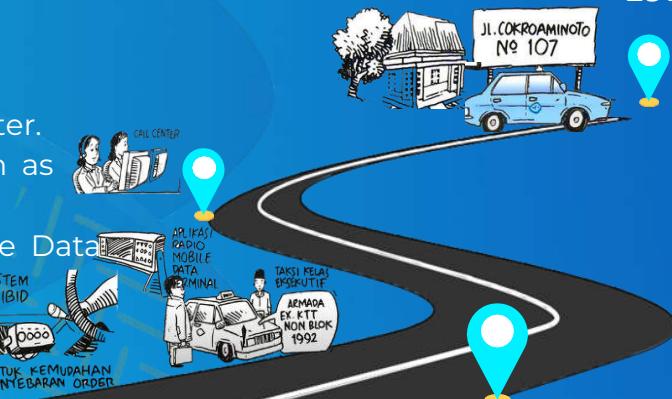
(1)
(2)

As of Jan 2022
As of Jan 2022

As a pioneer, we always try to innovate throughout the journey

1981 - 2007

- Introduce Computerized Call Center.
- Launch Executive Taxi, now known as Silverbird
- Introduce Anybid dan Radio Mobile Data Terminal System
- First Taxi's using Mercedes-Benz



1972 - 1980

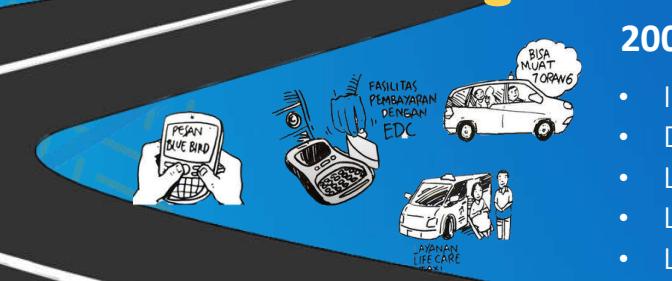
- Officially operate in Jakarta with 25 Holden Torana
- Launch 1st pool at Kemayoran, with its own maintenance workshop
- 1st Taxi to use argometer system
- 1st Taxi to use AC
- Centralized operator to maintain order
- Launch Big Bird Bus

2008 - 2015

- Introduce EDC Payment System
- Develop 1st Taxi Reservation App (MyBB)
- Launch Lifecare Taxi and MPV Fleet
- Launch Premium Service Bus
- Listed company at IDX

2016 – Present

- My BB cashless payment feature
- Cititrans Acquisition & Establish Caready auction
- E-Taxi launch (BYD & Tesla)
- Launch Logistic service : BirdKirim



And sustain in becoming the pioneer...



Zero emission

ELECTRIC
VEHICLES



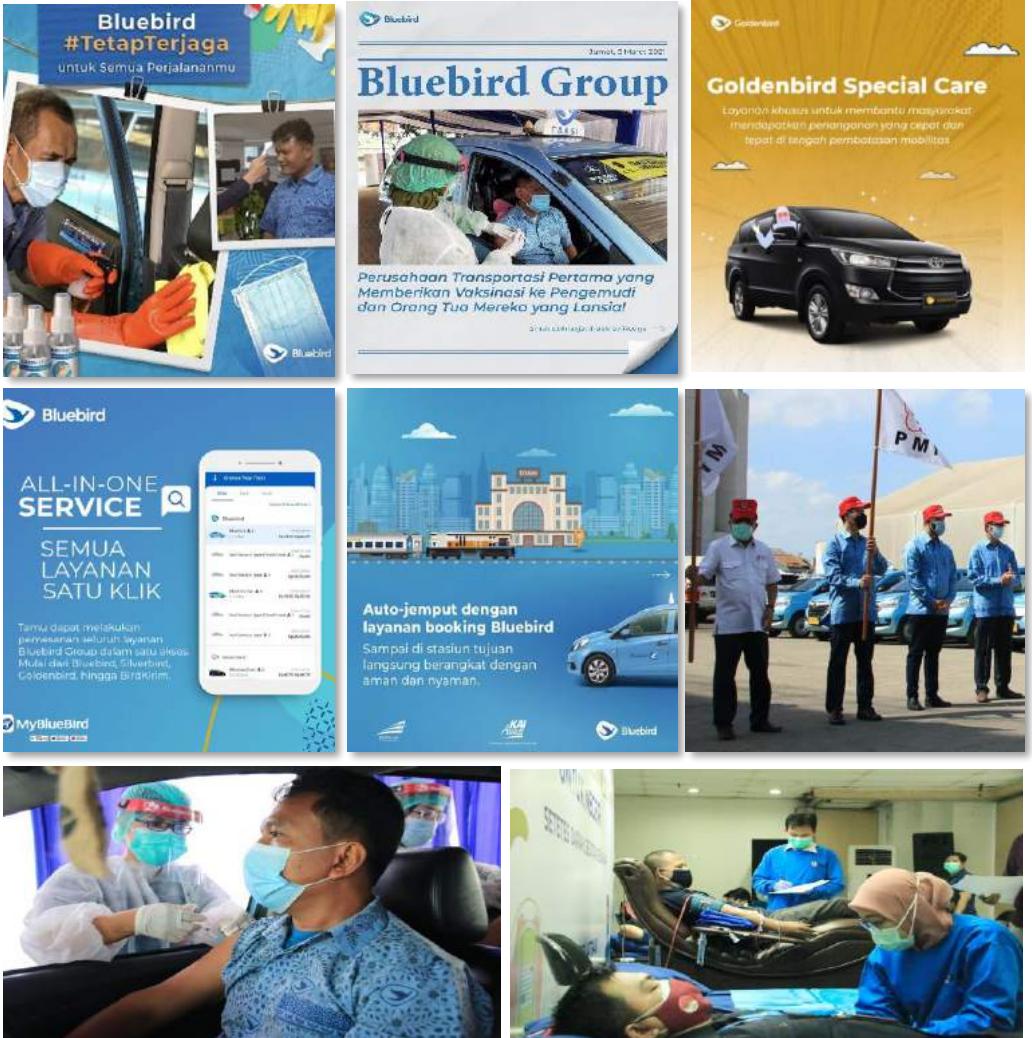
Open for corporate
green collaboration



“One-seed one-ride”
program with WWF



Annually removes ~9,000 liter
fossil fuel consumption / car



As we learn, we adapt and transforms

We continue to
innovate and
transform while
battling the pandemic



The pandemic has forced a new and quicker way of thinking, speedier problem solving, **innovation and transformation**



Cititrans new service, new identity



Worry Free Mobility with
BCA mobile and Bluebird
17th January 2022

Expand & Continue Collaboration to increase flexibility & Accessibility for customer



New Source of growth : Bluebird Kirim- Car Ready



Kawan Bluebird Program



Bluebird
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50TH
BERBAGI
KEBAHAGIAAN

Committed to ensure safety
and sustainability as part of
human connection in
Bluebird



The 1st Mobility Company to initiate
Vaccination for Drivers and Employees



The 1st Indonesian Mobility Company
awarded CHSE Certification



the only transportation provider with
emergency mobility service for Covid-19 and repatriation program



Meskipun situasi lagi
sulit buat semua orang,
Pak Ferry James Tombeng
masih bisa #BirdBuatBaik!

Punya cerita tentang
kebaikan pengemudi?
Share di bawah, yuk!

Continuing Service Excellence



Bluebird
Group

50TH
BERBAGI
KEBAHAGIAAN

Committed to ensure
sustainability as part of
Innovation & Transformation
in Bluebird



- BB Bali as 1st transportation company which listed in Signing Blue WWF
- BB one ride one seed program



Expand CNG fleet up to 15% in 2022



1st Mobility company use EV &
Semarang EV Expansion

Building our future platform with 200 IT engineers



BB Pintar



MyBluebird Version 6



BB One & Cashless Society



Corporate Solution



Sales & Marketing Support



Logistics



Partner Integration





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Group



Sustainability Vision

Happiness is being socially connected



This is our brand beliefs that every journey empowers us with the **opportunity to make a positive difference**



50 years and beyond

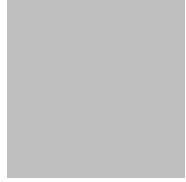
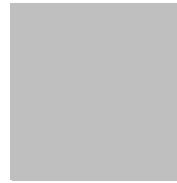
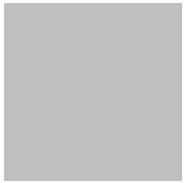
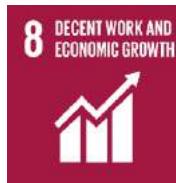
Our values runs not
only for Bluebird,
**yet for greater
society,
environment, and
corporation**



- There are **17 Sustainable Development Goals (SDGs)** which are an urgent call for all countries
- **Indonesia focus on reducing global warming, deforestation, net-zero emission** of energy by 2060 *
- The Indonesian Government has demonstrated its commitment by **targeting emission reductions** up to **29%** by 2030 independently, or up to **41%** (with international support)



THE GLOBAL GOALS



Bluebird has already taken parts and aims to continue taking bigger parts



The truth is we love what we do

We do it
wholeheartedly,
even if it means
going beyond the
extra miles

Introducing 3 Blues

Bluebird Introduces
Sustainability Vision
under 3 sustainability
Pillars



BLUESKY

Bluebird is a company
that contributes to a
better environment



BLUELIFE

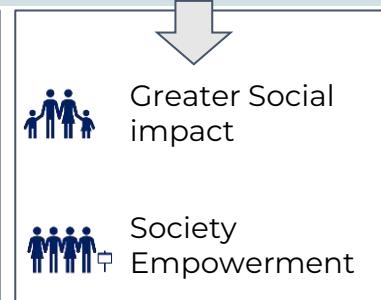
Bluebird is a company
that contributes to a
**greater quality
education and society
impact**



BLUECORPS

Bluebird is a company
that runs a **sustainable
business with good
business governance**

Through our initiatives





BLUESKY



15

Electric Charging Station



2,200

CNG Vehicle in 2021
75% lower emission to fossil fuel



Pioneer in
EV Fleet

Electric Vehicle (Taxi and
Rental)



100%

100% Bluebird's fleet is routine
doing emission testing (twice a
year)



Energy Saving
~4%-17%



WWF
Partner



Continuous Progress

Bluebird is pioneer in presenting EV in Indonesia

CNG Vehicle as another way to reduce emission

100% of Bluebird's fleet passed for emission testing

As transportation company who owns the most
Electric Charging Station

WWF Partner in several initiatives : One Ride One
seed, Signing Blue, New Trees program



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EV Charging Station



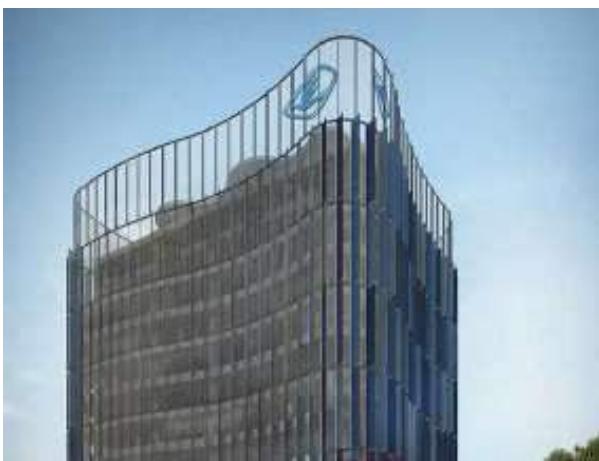
Pioneering EV Taxis in Indonesia



CNG Vehicle- 20% lower emission



100% of Bluebird's fleet is passed for emission testing



Energy Saving in operational area



BLUELIFE

Bluebird Peduli is a social, education, and empowerment program that includes; humanitarian aid, education, culture, environment.

By providing humanitarian assistance and collaboration with local communities such as Indonesia Mengajar, Orphanage, Cancer community, and many more.



35K +

Scholarship
Awardee



20K +

Driver partners
spread in
Indonesia



400+

Women
Empowered
through Kartini
Bluebird's ~~program~~



23K +

Public Vaccinated



40

Donor Plasma
Convalescence
Covid-19



200+

Hajj & Umrah
program



Continuous

collaboration with
communities and
partners



Bluebird
Peduli



Connected
Respectful
Empowering



Hajj & Umrah Program

Scholarship Program



"I was greatly helped by the Bluebird Peduli scholarship. Through education, I want to make my parents happy and help my brothers and sisters in need."

Arvianty
Bluebird Scholarship Awardee



"At Bluebird, my skills can be honed well and can generate income for my daughter. From here, I learned that women can be developed and have the most luxurious right, which is a choice."

Praticilia Tessy
Bluebird Driver and Pool Mentor



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"Do what you want and achieve, consequently that you become an inspiration and make an impact for many people. Being a female driver at Bluebird gives me the same opportunity to develop my skill until now I become a trainer and train new drivers."

Tyrza Manoppo
Bluebird Driver and Pool Trainer



"Women are tough, no matter what job they do. I am grateful to be able to open a catering service at home while taking care of my children. This is because of what I learned and gained from Kartini Bluebird."

Ida
Bluebird Kartini Member





BLUECORPS



“A” certification

Certified EV Workshop from Sucofindo



Apresiasi Kementerian
Kesehatan: Vaksinasi
Bluebird

Asiamoney: Most
Outstanding Company
in Indonesia –
Transportation Sector

METI: Best and
Fastest E-Mobility
Commitment and
Development

IDC: 2020 Digital
Transformer...and many more



COLLABORATION

Multichannel and Multipayment Strategy

Continuous Progress

The Bluebird workshop has been certified as “A” certification as CBU/EV workshop from Sucofindo and as an official emission testing workshop from KLH in 2020

Collaborations

Bluebird has 3M transformation Strategy;
Multichannel, Multipayment, and Multiproduct as its
transformation strategy

Good Corporate Governance

Bluebird believes a good corporate governance
could create a great stakeholder value. The newest
initiatives is on data and Cyber-security sector

2030 Sustainability Commitment



BLUESKY



~23%
CNG Vehicle



~10%
of EV
operating fleet



~150,000 kWh
saving from solar panel



3R Expansion
in all operational area



BLUE LIFE



Continue
and expand
best
practices



BB Academy
Expand to external



Increase
Female's
driver_ratio



Kawan BB
~2 area/year partnership
to revive local taxi



BLUE CORPS



Awards &
Certification

Continue
becoming Multi
awards winning
company

Bluebird 50:30

Sustainability
Strategy

To reduce 50%
emission and
waste by 2030

Our Brand |



Brand Mission

**Drive happiness through
unforgettable mobility experience**

What we believe

Service with humility differentiates us, the human touch is our ultimate relationship building tool.

Tenacity is the cornerstone of our success; agility is what drives us forward.

Happiness is being socially connected; every journey empowers us with the opportunity to make a positive difference.

Passion inspires us to continuously strive for growth and progress; we see more and go further than anyone else.





Bluebird

Brand Territory

Human Connection

Our brand goes beyond mobility. There is a 'human touch' role at the core of everything we do, apart from leveraging technology to make the experience even better. Human connection is in our DNA, a territory that the brand owns.



Brand Character/Personality

The Trusted Sidekick

When you are ready to take on the world, you can always count on us to take you there. Our brand personality comes across consistently in everything we do:



People focused
Connect to people in personal way.



Warm
Friendly and sincere.
Gracious and kind.



Reliable
Trusted to perform or behave well.



Excellence
Surpassing some standards of expectation.



Bluebird

Brand Promise

**Bluebird is personal mobility services
for all assurance seekers.**

Bluebird helps people closer to connect with what matters to them and what makes them happy with its worry-free personal mobility service experience.



Bluebird

Brand Call to Action

Every Kilometer Counts

Every Kilometer Counts – this is our **EXTERNAL** rallying cry – it sums up everything above and it's the shortest way to share our mission with the world – this is what we say when we can only say three words, like on wall of our pools or taxi stands or mind of our drivers.

Targeting

BROAD TARGET

Mobile people

STRATEGIC TARGET

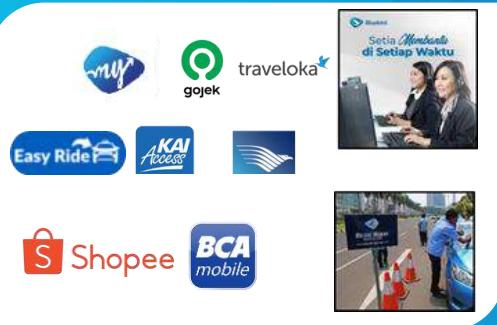
People that need
assurance in mobility
service



Our Solutions |

Bluebird is transforming to an adaptive transportation technology company

Multi-Channel Reservation



Multi-Payment



Multi-Product



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50TH
BERBAGI
KEBAHAGIAAN



And supported with MyBB features

Chat To Driver

Pastikan status lokasi taksi pesanan Anda dengan menghubungi pengemudi lewat fitur Chat to Driver.



Reorder

Anda bisa memesan ulang dari perjalanan sebelumnya.



Fixed Price

Tarif perjalanan yang dibayarkan sesuai dengan yang tertera di aplikasi My BlueBird 5.



Customizable Favourite Places

Tambahkan tempat-tempat favorite yang sering dikunjungi di aplikasi My BlueBird 5.



Predictable Pick Up Time

Pesan taksi via MyBlueBird 5 waktu jemput armada lebih terprediksi.



All-In-One Service

Tamu dapat melakukan pemesanan seluruh layanan Bluebird Group dalam satu akses. Mulai dari Bluebird, Silverbird, Goldenbird, hingga BirdKirim.



Quick Order

Book a taxi immediately without entering your destination



Easy-Ride

O2O experience





Silverbird





Goldenbird





Airport transfer + VIP guest service

Pick Up services at Airport starting from paging, check-in process, boarding gate, immigration and accompanying to stand by vehicles at arrival



Official Transportation for International Events

Bali Summit G20 Presidency, APEC, Indian Ocean Rim Association, Royal Visit (King Salman), ASEANAPOL, Asian African Conference, Bali Democratic Forum, Organisasi Konferensi Islam, World Islamic Economic Forum, Islamic Development Bank, Asian Traffic Police Forum, The 2nd Dialogue POLRI - MPS Vietnam, World Karate Federation.



Smartphone app for daily corporate operation

Easy and comfortable way to arrange daily rental cars for corporate clients to simplify clients daily operational with smartphone android and iOS



Strategic partner for booking platform

Traveloka, Hello G, Capslock, Rideways, Carey, DLGB Inc.





Airport Shuttle Services



ROUTE

BUS	TO : SOEKARNO HATTA AIRPORT
01	SUDIRMAN
02	BLOK M
03	BASSURA
04	PRAMUKA
05	ST SENEN GAMBIR
06	SLIPI
07	KALIBATA
08	BEKASI





Bigbird

JALAN JALAN

Private Trip Services



Explore Jawa & Bali

- Anyer
- Puncak & Bogor
- Bandung & Lembang
- Cirebon
- Jawa Tengah & Dieng
- Yogyakarta
- Jawa Timur & Malang
- Bali

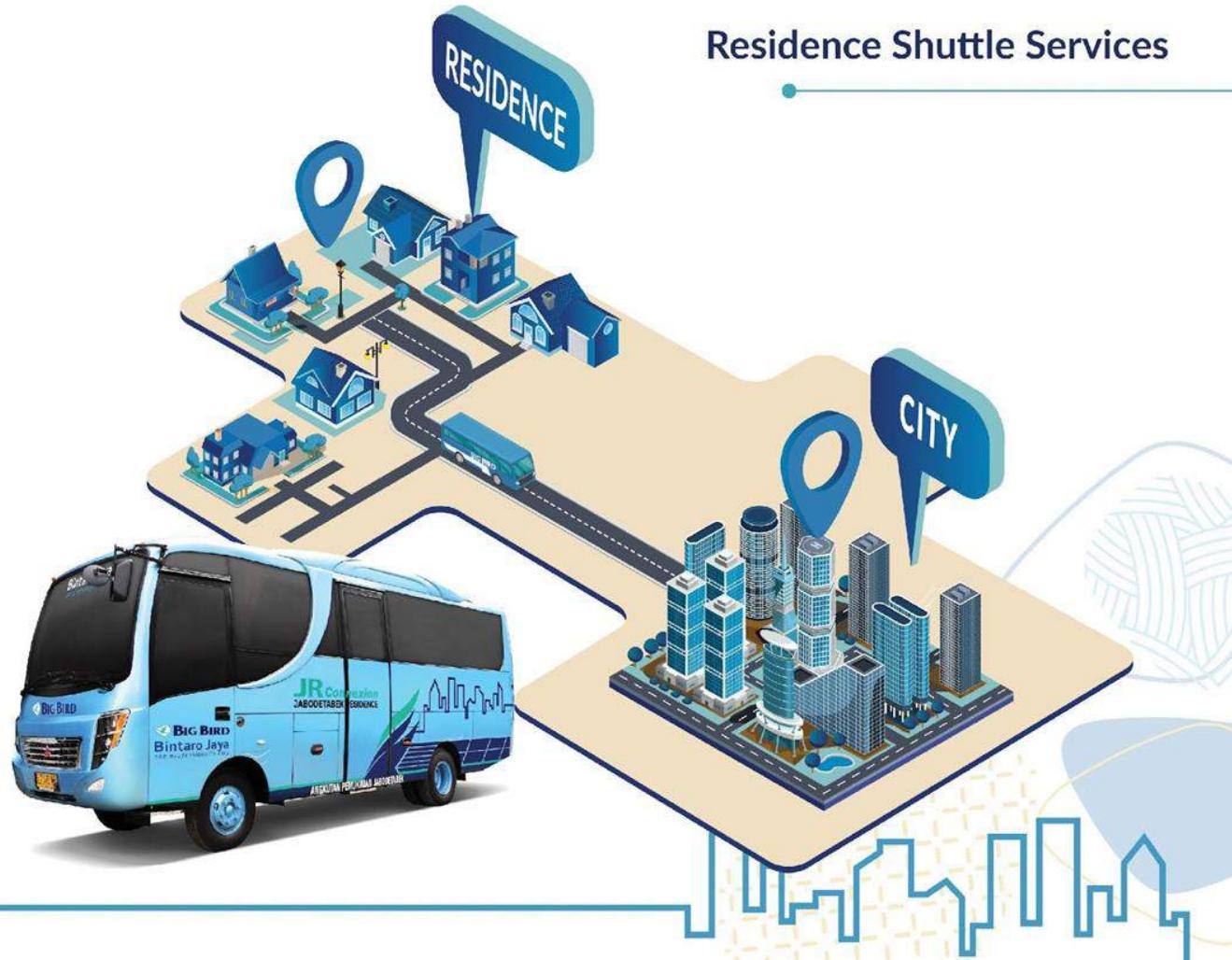
Ticket per seat
start from
Rp 275 *
ribu



Route

JR Connexion JABODETABEK RESIDENCE

- Bintaro Jaya - Thamrin City
Thamrin City - Bintaro Jaya
- Graha Raya Serpong - Thamrin City
- BSD City - Thamrin City
Thamrin City - BSD City
- Legenda Wisata - Kuningan
Kuningan - Legenda Wisata
- Kota Wisata - Blok M
Blok M - Kota Wisata
- Legenda Wisata - Grogol
Grogol - Legenda Wisata
- Kota Wisata - Grogol
Grogol - Kota Wisata
- Grand Galaxy City - Thamrin City
Thamrin City - Grand Galaxy
SCBD - Grand Galaxy
- Kemang Pratama - Thamrin City
Thamrin City - Kemang Pratama
SCBD - Kemang Pratama



Residence Shuttle Services



Cititrans





Cititrans

Shuttle Service

Cititrans provide shuttle transportation from outlet to outlet with affordable price and comfortable ride with Customize Leather Seat configuration



Cititrans Core Shuttle Services :

- A. Outlet to Outlet
- B. CitiFlyer - Airport Shuttle
- C. Private Drop Service, Private Airport Transfer, Private Charter

Outlet to Outlet

Bandung to : ⇔

- Jakarta
- Tangerang
- Soekarno Hatta Airport

Semarang to : ⇔

- Solo
- Yogyakarta

Surabaya to : ⇔

- Malang
- Solo
- Yogyakarta



CityFlyer Airport Shuttle

Executive Shuttle from Soekarno Hatta International Airport direct to Bandung Pasteur & Dipatiukur Arrival

Private Drop Service

Special service point to point transportation starting from drop off service, airport transfer, private charter, open trip and also drop & pick up hiking service.



Delivery Service



Cititrans provide retail delivery service for documents and package with deliverables within a few hours from outlet to outlet express, sameday and also deliver to home service.



Bluebird Kirim

- Fixed Price
- Up to 200kg package weight

Hassle-Free to send your very important things, traceable and safely arrived at your destination.



MyBluebird



Delivering happiness throughout our consumer's journey



← Thread

 Naajmi ✨
@Hujandisenja

jaman masih kerja dulu, sering banget pulang kerja udah capek, naik bluebird langsung tidur, alhamdulillah aman sampai ke rumah

barang sama hp pernah ketinggalan di bluebird pun, bisa balik

dari jaman pesen bluebird harus telp ke call center, pake voucher dll selalu terbaik

Translate Tweet
2:40 PM · 30 Mar 22 ·

Reply Share



50 Tahun Berbagi Kebahagiaan Untuk Negeri



"Pengemudi yang ramah dan hati-hati, bikin nyaman waktu pulang malam hari."



"Perjalanan tenang, tidak was-was salah jalan."

MY TESTIMONY

Kerja jauh dari orangtua rasanya lumayan berat, tapi untungnya tiap weekend bisa traveling Jakarta-Bandung naik Bigbird. Awalnya cobaz karena pasti kalo bagian dari @bluebirdgroup nggak akan mengecewakan. Ternyata bener, armadanya bersih, bawa barang yang rentan juga dibantu disimpan yang aman, dan yang paling oke drivernya tau harus lewat mana untuk menghindari titik yang diprediksi macet. Gesit tapi nyaman 🚗

Ayo main ke Jakarta naik Bigbird lagi
@owiwoi @adriananjani @intandwin

MY TESTIMONY

PENALAMAN SAYA BERSAMA BLUEBIRD GROUP, SAYA RENAI DENGAN BLUEBIRD GROUP SEJAK SAMA MASA DUDUK DI BANCHA SMA PADA TAHUN 2012, SELAMA BEPERCIAN DENGAN TAHSI BERKUALITAS DARI BLUEBIRD, SAYA MERASA NYAMAN DAN #LEBIRTEHANNA DALAM SITUASI APAPUN, BAHKAN PADA TAHUN 2020, SAYA MENCALAM KESULTAN MEMESAN TAKSI ONLINE DI PASAR CAMPINGI, KOMPLEK TERMINAL CIWANCAN, JOCJAKARTA, PUCI TUHAN DENGAN BANTUAN LAYANAN TAKSI DARI BLUEBIRD PATACA, SAYA BISA SAMPAI DI RUMAH DI SACAH DENGAN SELAMAT, TERIMAHSIH BLUEBIRD, SAYA MENGUCAPAHAN SELAMAT ULANGTAHUN YANG HELLGGUPLUH TAHUN INI UNTUK BLUEBIRD TERUS SEMOKA BLUEBIRD TERUS BERINOVASI DALAM PRODUSI DAN LAYANAN YANG DISERIKAN.

@BLUEBIRDGROUP @DEOSAKA @DAFFY_DIFFA @ROHIMHOOD4

#SOTAHUNBLUEBIRD

MY TESTIMONY

Galau dan sempet nangis di taxi, ampe driver bingung gara-gara cuman muterin scbd - senopati, sambil nunggu @faaritzhnf & @ayurakhmi beres dari tcc

Makasih banget pak udah nemenin galau 😊

@bluebirdgroup #sotahunbluebird

MY TESTIMONY

Pas pertama kali nyobain naik silverbird, ternyata nyaman bangett, supirnya tau jalan trus mobilnya bersih dan wangi 😍😍 ga nyesel deh pesen silverbird, trus kalo psen lewat aplikasi mybluebird ada pilihan fixed price nya loh gais! 😝 kerenn bgt @bluebirdgroup 🥰🥰



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