



WIR

PAPARAN PUBLIK

2025

PT WIR ASIA TBK



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GAMBARAN UMUM WIR GROUP





WIR Group adalah perusahaan teknologi yang mengkhususkan diri dalam AR, VR, AI, API quick commerce, blockchain, dan game Web3, menciptakan pengalaman digital inovatif untuk bisnis dan konsumen.

2009
Pendirian

1000+
Projek

Indonesia
Fokus

23+

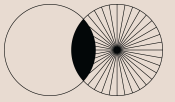
Negara-negara tempat
projek telah dilaksanakan.

Perusahaan Pemenang
Penghargaan Global

2022
Listed at IDX

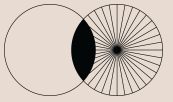
5 Paten Terdaftar di Bawah PCT,
10+ Paten Masih dalam Proses

Total 344 karyawan per Desember 2024



VISION:

Menjadi ekosistem global terdepan dalam pengalaman digital terinterkoneksi, yang mengintegrasikan dunia fisik dan dunia virtual melalui teknologi inovatif, dengan tujuan membentuk masa depan interaksi dan hubungan antar manusia.



MISSION:

Memberdayakan sektor bisnis dan individu melalui teknologi AR, VR, AI, Blockchain, dan Web3 yang mutakhir, dengan memberikan pengalaman digital yang transformatif serta memperkaya cara manusia hidup, bekerja, dan bermain.



WIR

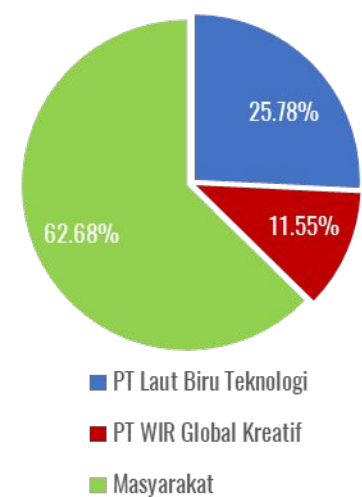
Gambaran Umum Perseroan

Gambaran Umum

Nama Perusahaan	PT WIR Asia Tbk (“WIRG.IDX”)
Kegiatan Usaha Utama	Menyediakan teknologi imersif dan solusi berbasis web 3.0 yang memanfaatkan teknologi AR/VR/AI melalui Layanan Solusi <i>Bespoke</i> dan <i>Digital Platform</i>
Tanggal Pendirian	2009
Jumlah Karyawan	344 per tanggal 31 Desember 2024
Paten	5 paten yang sudah teregistrasi dibawah PCT dan lebih dari 10 lainnya sedang dalam proses
Tanggal IPO	4 April 2022

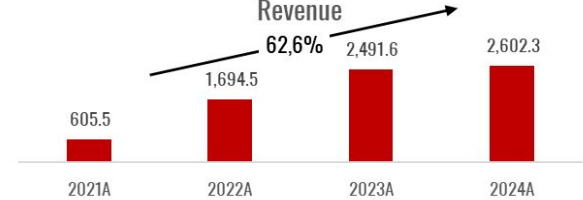
Struktur Kepemilikan

(Februari 2025)

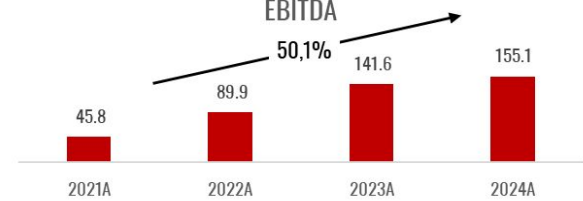


Kinerja Kunci

Pendapatan (dalam miliar rupiah)



EBITDA (dalam miliar rupiah)



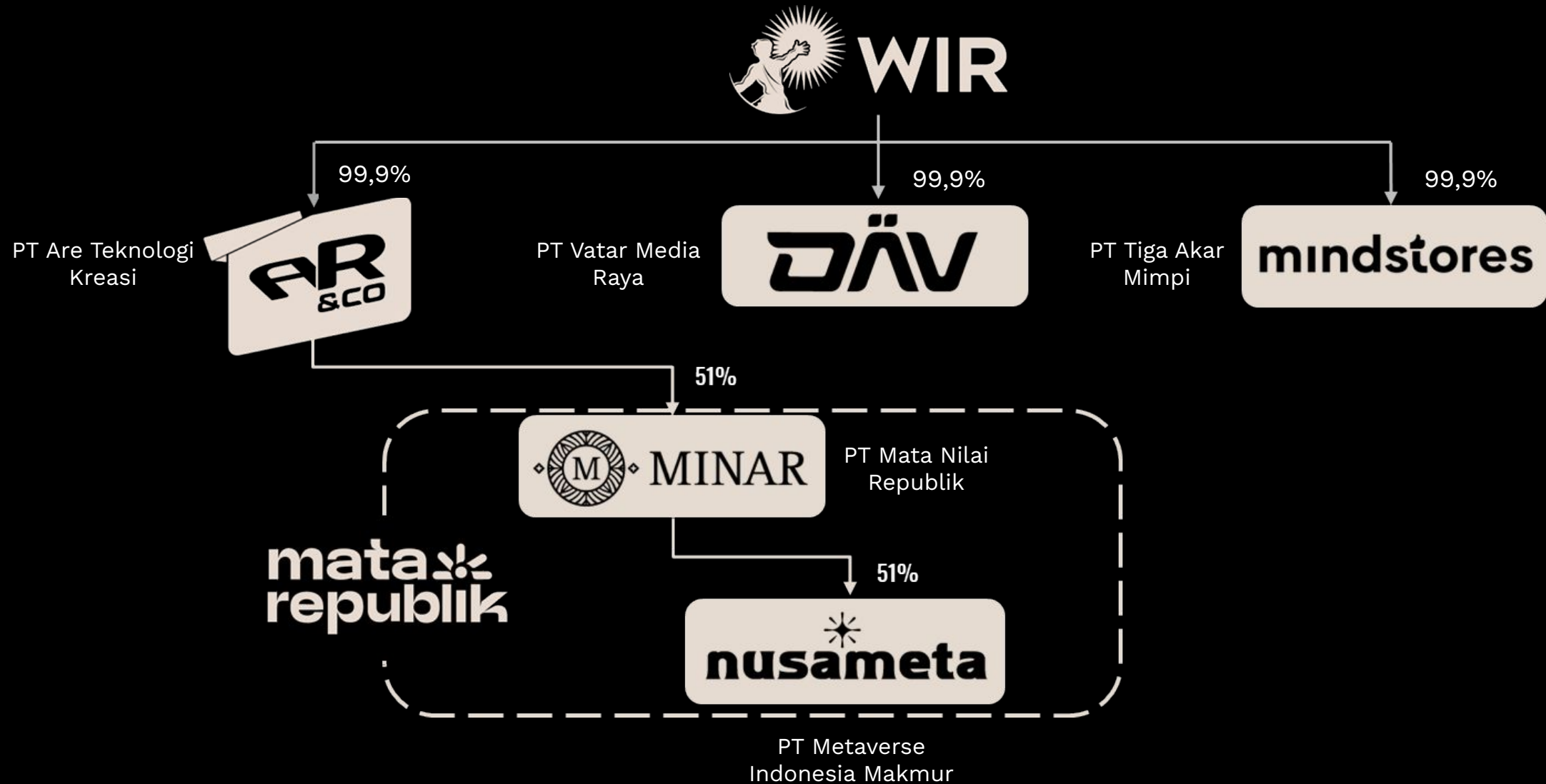
Pencapaian

2009	WIR Group didirikan untuk menyediakan solusi berbasis AR, VR, dan AI
2014	Dinobatkan sebagai Innovation 40 companies oleh media di UK yang disampaikan di Studio London Stock Exchange
2015-2016	Pemenang penghargaan Auggie Awards sebagai bagian dari <i>Augmented World Expo</i> di Silicon Valley, USA
2018	Peluncuran Alfamind yang bekerjasama dengan Alfamart
2019	Peluncuran aplikasi MINAR
2020	Pemenang penghargaan German Design Award
2021	Ditampilkan dalam Forbes.com Georgia sebagai <i>one of Metaverse Companies to Watch 2022</i>
2022	WIR Group <i>Initial Public Offering</i> (IDX: WIRG); Pendirian Perusahaan dengan Salim Group untuk Platform Metaverse
2023	Mendapat Penghargaan The Best Transformation & Digital Innovation 2023 oleh Digitech Awards
2024	Dianugerahi sebagai Inovasi Digital Terbaik Indonesia 2024 & Perusahaan dengan Kepercayaan Investor Terbaik 2024 dalam Kategori Perputaran Aset Terbaik.

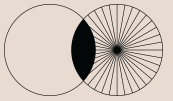
Kegiatan Usaha Utama

Bespoke Services	Penyedia Solusi berbasis AR/VR/AI	
	Konsultan Jasa Branding dan Web 3.0	
&	Platform Perangkat IoT Interaktif	
	Platform Jaringan Toko Virtual 3D	
	Aplikasi berbasis AR dan Geo-location	
	Platform Metaverse	
Platform Services		

WIR Struktur Grup Perusahaan



PENGHARGAAN



Indonesia Best Digital
Innovation Award **2024**



'The Best Investortrust Companies
2024' event for the category of
Best Asset Turn Over, **2024**



Representing Indonesia
WEF DAVOS
2019-2023



Digitech Award
2023



The 8th Public Relations
Indonesia Awards **2023**



Best Corporate Secretary
Award **2023**



Best Data & AI Technology by
DataGov AI Summit & Award
November **2022**



Frontier Award Alibaba
Cloud's Asiastar 10 x 10
November **2022**



WIR Solutions won an award
hosted by the Asian Business
Review October **2022**



Indonesia Technology Excellence
Awards for AR and VR Technology
October **2022**



Indonesia Top Digital PR
Award September **2022**



Awarded Best Public Company
by Warta Ekonomi with
Prominent Trading Frequency
August **2022**



Best IPO at the Investor
Awards 2022 by Investor
Magazine
& Berita Satu Holdings
July **2022**



Coverage by Forbes
2021



Germany Design
Award winner
2020



Silicon Valley, USA
2016



Silicon Valley, USA
2015



Listed at Innovation 40 Companies
by The New Economy awarded at
the London Stock Exchange Studios
2014

Penghargaan 2024



December 2024

Penghargaan
untuk Inovasi
Digital Terbaik
Indonesia 2024



May 2024

Perusahaan
dianugerahi
penghargaan
dalam kategori
Perputaran Aset
Terbaik di The
Best
Investortrust
Companies 2024.



SOLUSI & JASA TEKNOLOGI





Solution Ecosystem

Merintis
Pengaplikasian
Teknologi
Immersive &
Solusi Web3 yang
memanfaatkan
AR-VR-AI untuk
berbagai
kebutuhan bisnis
melalui model
B2B & B2B2C

● B2B

● B2B2C

● B2C

Virtual Reality (VR)

Solusi Bespoke

Solusi khusus dalam penerapan teknologi imersif dan Web 3.0 melalui perangkat lunak dan aplikasi yang disesuaikan dengan proyek berbasis hasil di berbagai industri untuk pengalaman pengguna yang lebih interaktif dan menarik.

AR&Co



Mengembangkan perangkat lunak berbasis AR/VR untuk meningkatkan pengalaman produk.

DMID



Konsultasi merek untuk penerapan teknologi imersif dan Web 3.0.

Solusi Digital

Solusi digital berbasis platform dengan teknologi imersif yang memungkinkan bisnis memanfaatkan platform toko virtual dan kios sebagai etalase virtual melalui berbagai skema bagi hasil berdasarkan penggunaan.

Mindstores



Solusi toko virtual imersif dan solusi pembayaran digital terpadu.

DAV



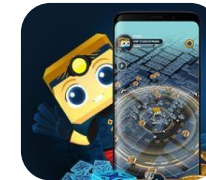
Perangkat IoT interaktif yang didukung oleh teknologi AR dan AI.

Gaming & Web3 Platforms

Solusi digital berbasis platform yang menampilkan gamifikasi imersif dan teknologi Web 3.0, seperti ekosistem metaverse dan layanan berbasis blockchain.

mata
republik

MinarAce



Aplikasi game mobile berbasis geo-lokasi yang dilengkapi dengan fitur AR dan GPS.

Nusameta



Ekosistem Metaverse Indonesia – Salah satu pelopor lokal dalam bisnis ini.

Web 3.0 and Metaverse

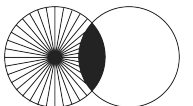

WIR

Rangkuman Segmen Pendapatan

Solusi	Solusi <i>Bespoke</i>	Solusi Platform Digital																				
Deskripsi	- Pengembangan <i>software</i> berfitur AR/VR/AI - Strategi branding dan konsultasi implementasi web 3.0 - <i>Kustomisasi</i> platform. - Hiburan berbasis AR/VR	- Platform jaringan toko virtual 3D - Platform Perangkat IoT Interaktif - Aplikasi berbasis AR dan Geo-location - Platform Metaverse - Aplikasi Blockchain																				
Segmen Pendapatan	1. Pengembangan Perangkat Lunak (Software) 2. Konsultan <i>Brand</i> dan IT	1. Penjualan barang dan komisi atas transaksi dalam platform 2. Biaya promosi dan iklan pada platform 3. Produk dan jasa digital pada platform*																				
Total Pendapatan (dalam miliar rupiah)	<table><tr><th>Tahun</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Total Pendapatan</td><td>138</td><td>172</td><td>181</td><td>246</td></tr></table>	Tahun	2021	2022	2023	2024	Total Pendapatan	138	172	181	246	<table><tr><th>Tahun</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Total Pendapatan</td><td>467</td><td>1,523</td><td>2,311</td><td>2,356</td></tr></table>	Tahun	2021	2022	2023	2024	Total Pendapatan	467	1,523	2,311	2,356
Tahun	2021	2022	2023	2024																		
Total Pendapatan	138	172	181	246																		
Tahun	2021	2022	2023	2024																		
Total Pendapatan	467	1,523	2,311	2,356																		

*Produk dan jasa yang akan datang

CAGR →



Penjelasan Ulasan Bisnis

Berikut adalah beberapa pencapaian Perseroan dan anak Perusahaan sepanjang tahun 2024

AR&Co developed AIRA



AR&Co mengembangkan AIRA (Artificial Intelligence Relationship Avatar) untuk Nano Bank Syariah. AIRA membantu pelanggan menemukan dan mencari produk serta memberikan pengalaman baru bagi pelanggan.

Nusameta & Santa Angela



Nusameta berkolaborasi dengan Santa Angela School Bandung untuk membangun Angelaverse, guna mendukung proses belajar mengajar di tingkat pendidikan dasar & menengah di Indonesia.

AR&Co web-based AI Photo



Aplikasi foto AI berbasis web dari AR&Co memungkinkan pengguna untuk membuat selfie dengan Presiden dan Wakil Presiden (Prabowo – Gibran). Kampanye ini dianggap sukses dengan meraih 2,5 juta interaksi dalam 40 hari.

Immersive Space Creation Competition



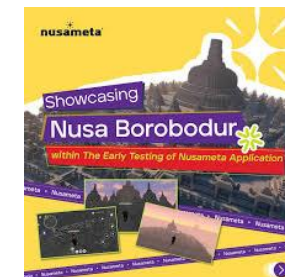
Nusameta mengadakan lokakarya Nusa Studio di Universitas Bunda Mulia, sebuah kompetisi yang bertujuan mengeksplorasi kreativitas dalam menciptakan pengalaman interaktif di Metaverse. Lokakarya ini berlangsung selama 4 hari, yaitu pada 5, 7, 12, dan 14 Maret 2024.

Mindstores “Hijrah Groceries”

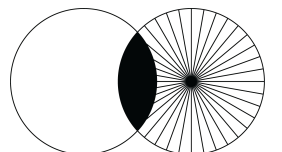


Mindstores bekerja sama dengan Bank Muamalat meluncurkan layanan Quick Commerce (Q-Commerce) "Hijrah Groceries". Layanan ini memungkinkan lebih dari satu juta pengguna aktif aplikasi Muamalat Digital Islamic Network (DIN) untuk berbelanja dengan mudah, cepat, dan aman di jaringan Alfamart.

Nusa Borobudur & Binus University



Nusameta berkolaborasi dengan Binus University untuk menghadirkan Nusa Borobudur sebagai Platform Metaverse Inklusif di Indonesia. Dalam kolaborasi ini, Nusameta menawarkan pengalaman virtual dalam memanfaatkan teknologi untuk membawa sektor pendidikan dan pariwisata ke era inovasi.





Penjelasan Ulasan Bisnis

Berikut adalah beberapa pencapaian Perseroan dan anak Perusahaan sepanjang tahun 2024

AR&Co, Lip Lab Beat Mixer & Surprise Airy Dance Floor at EUREKA FEST 2024



AR&Co mengembangkan dua pengalaman permainan interaktif yang menggabungkan tarian dan musik untuk Emina Cosmetics dalam acara Beauty Technology Experience: EUREKA FEST 2024. Permainan yang dikembangkan adalah Lip Lab Beat Mixer dan Surprise Airy Dance Floor.

WIRG & Thales LOI di Bali International Airshow 2024



AR&Co menandatangani Letter of Intent (LoI) dengan Thales dalam ajang Bali International Airshow 2024. Kedua pihak sedang mengeksplorasi peluang kolaborasi dalam penyediaan, instalasi, dan pemeliharaan sistem kontrol serta manajemen bandara di Indonesia guna mendukung pertumbuhan sektor penerbangan nasional.

Blockchain-based Certificate



Nusameta telah melakukan uji coba pada sistem autentikasi sertifikat berbasis blockchain, yang terkenal dengan keamanannya yang terdesentralisasi dan andal. Sistem ini dirancang untuk menyimpan dan berbagi informasi dengan aman, termasuk sertifikat.

D Futuro Futurist Summit 2024



AR&Co berpartisipasi dalam D•Futuro Futurist Summit 2024 yang diselenggarakan di The Casablanca, Jakarta. Dalam acara ini, AR&Co memamerkan berbagai teknologi inovatif yang dirancang untuk menciptakan pengalaman interaktif dan futuristik.

Allianz Asia Pacific Summit 2024

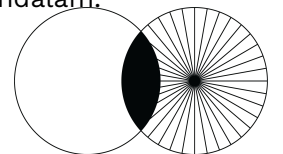


AR&Co memperkenalkan "Shake to the Star" dalam acara Allianz Asia Pacific Summit 2024, yang menghadirkan pengalaman interaktif berbasis sensor gerak. Permainan ini memberikan pengalaman petualangan intergalaksi yang imersif, sekaligus menyoroti tiga entitas utama Allianz Indonesia: Allianz Life, Allianz Utama, dan Allianz Syariah.

Manasik Haji Virtual - Nusameta



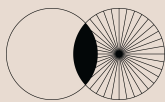
Nusameta bekerja sama dengan Manara Studios dalam mengembangkan program e-learning berbasis gamifikasi "Virtual Manasik Haji". Program ini memberikan pengalaman virtual mengenai Manasik Haji, memungkinkan peserta untuk memahami ibadah haji secara lebih interaktif dan mendalam.



KONDISI KEUANGAN PERUSAHAAN



POSISI KEUANGAN DALAM IDR



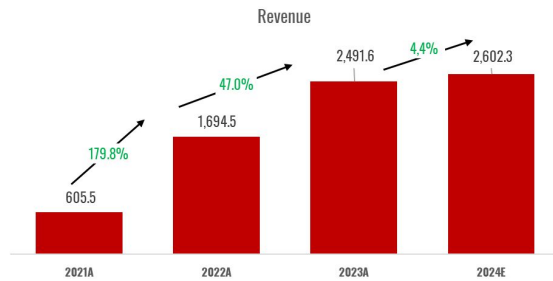
(dalam Milliar IDR)

Descriptions	2021A	2022A	2023A	2024A
Pendapatan	605	1.694	2.492	2.602
Laba Kotor	75	205	300	286
Laba Usaha	35	73	107	103
Laba Bersih	24	48	69	79
Net Profit Margin	4.1%	2.8%	2.7%	3.0%
EBITDA	46	90	142	155
EBITDA Margin	7.6%	5.3%	5.7%	6.0%
Total Asset	260	885	1.127	1.440
Total Liabilitas	110	259	411	632
Total Ekuitas	150	626	715	808

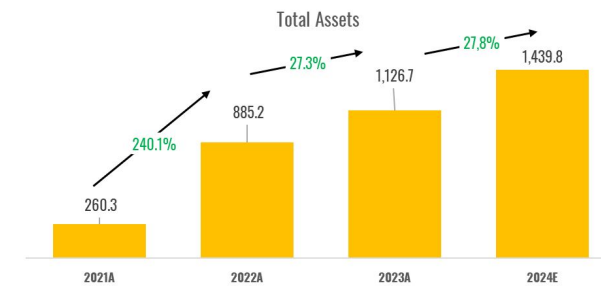

WIR

Kinerja Keuangan Kunci

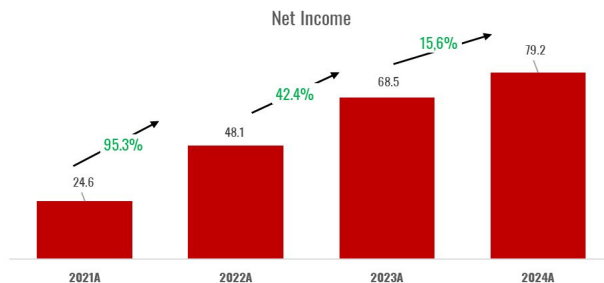
Pendapatan (dalam miliar Rupiah)



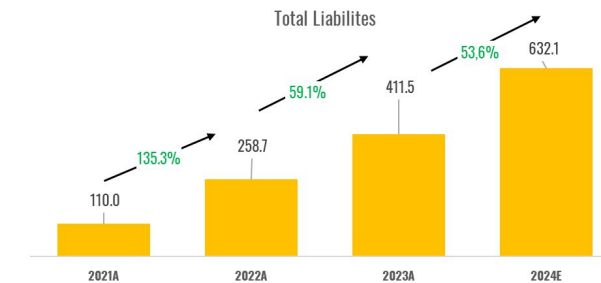
Total Aset (dalam miliar Rupiah)



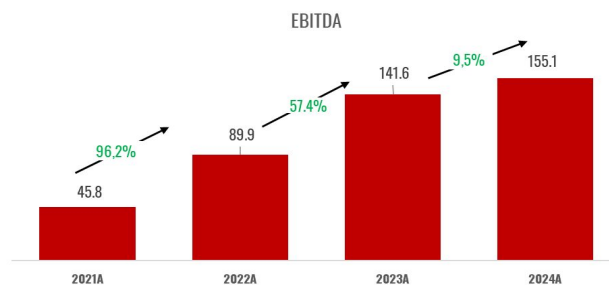
Laba Bersih (dalam miliar Rupiah)



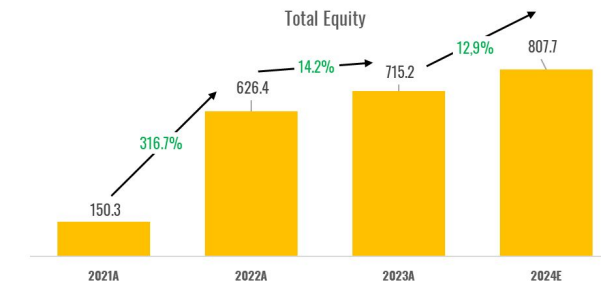
Total Liabilitas (dalam miliar Rupiah)



EBITDA (dalam miliar Rupiah)



Total Ekuitas (dalam miliar Rupiah)





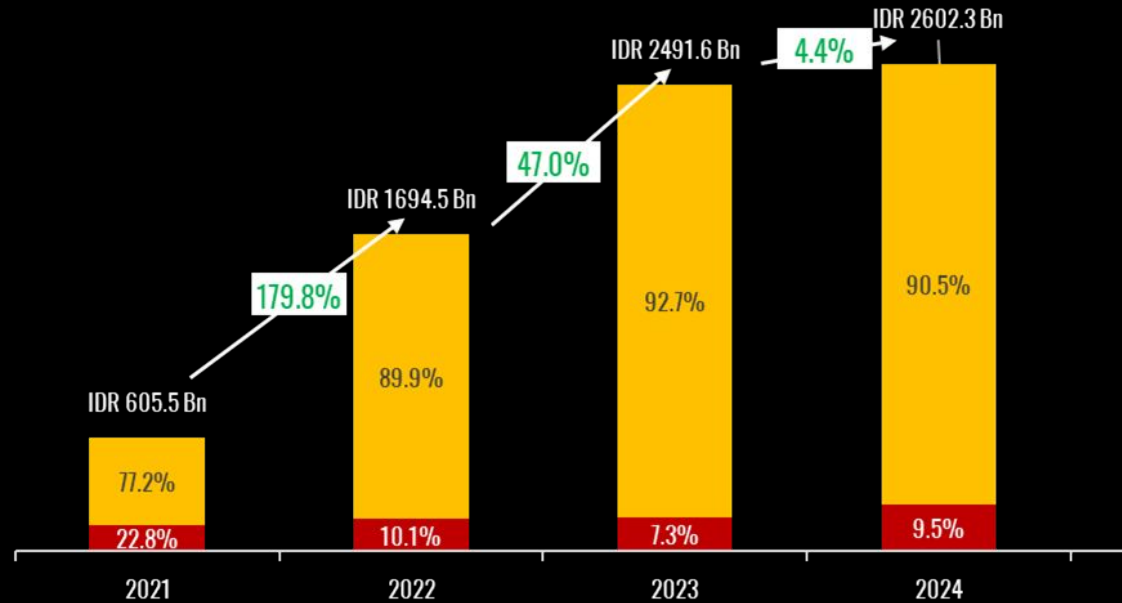
WIR Ringkasan Keuangan Terbaru

Laporan Posisi Keuangan	Per 31 Des 2023	Per 31 Des 2024	% Kenaikan	(Dalam Rupiah)
Total Aset	1,126,655,076,841	1,439,830,743,742	27.8%	
Total Liabilitas	411,491,531,746	632,145,458,883	53.6%	
Total Ekuitas	715,163,545,095	807,685,284,859	12.9%	
Untuk Periode Tahun Penuh				
Laporan Laba Rugi	31 Des 2023	31 Des 2024	% Kenaikan	
Pendapatan	2,491,597,048,795	2,602,278,328,490	4.4%	
Laba Kotor	300,075,014,605	286,114,494,638	-4.7%	
<i>Marjin Laba Kotor</i>	<i>12.0%</i>	<i>11.0%</i>		
Laba Usaha	107,359,727,553	103,866,024,530	-3.3%	
<i>Marjin Laba Usaha</i>	<i>4.3%</i>	<i>4.0%</i>		
Laba Bersih	68,504,864,217	79,174,975,065	15.6%	
<i>Marjin Laba Bersih</i>	<i>2.7%</i>	<i>3.0%</i>		
EBITDA	141,581,514,114	155,063,073,089	9.5%	
<i>Marjin EBITDA</i>	<i>5.7%</i>	<i>6.0%</i>		



WIR

Rincian Historis Pendapatan



Pertumbuhan
Segmen
Pendapatan
tahun-ke-tahun

2021-22: 24.3%
2022-23: 5.3%
2023-24: 35.9%

Solusi *Bespoke*

2021 - 2022: 225.9%
2022 - 2023: 51.8%
2023 - 2024: 2.0%

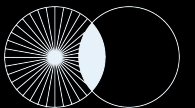
Solusi Platform Digital

Pertumbuhan yang sehat dari tahun-ke-tahun

WIR Group berhasil membukukan pendapatan sebesar Rp 2,6 triliun sepanjang tahun penuh 2024, yang tumbuh signifikan sebesar 4,4% jika dibandingkan dengan tahun lalu.

Kontributor terbesar pertumbuhan pendapatan adalah pendapatan yang dihasilkan dari segmen Solusi platform digital, yang terutama dikontribusikan oleh transaksi *commerce* dan periklanan serta sponsorship yang dilakukan via platform digital.

Perseroan juga mempertahankan pertumbuhan segmen Solusi *Bespoke* melalui penyelesaian proyek-proyek teknologi yang dijalankan secara spesifik untuk mitra bisnis Perseroan.



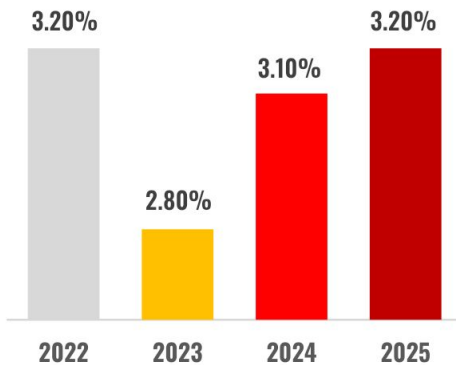
PROSPEK INDUSTRI



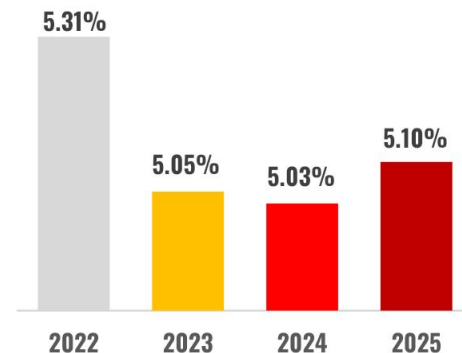


WIR Prospek Industri

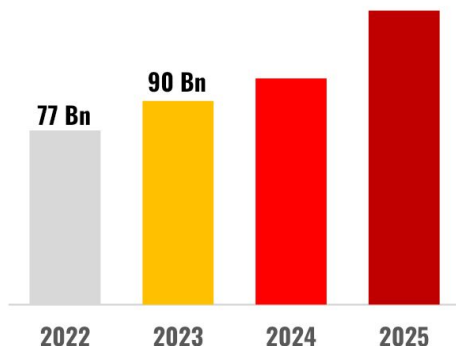
Pertumbuhan PDB Global



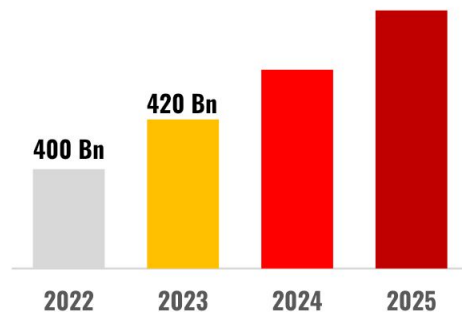
Pertumbuhan PDB Indonesia



Ekonomi Internet Indonesia (dalam USD)



Ukuran Pasar AR/VR Indonesia (dalam USD)



Resiliensi pada Ekonomi Indonesia

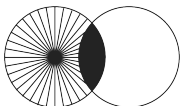
Meskipun pertumbuhan ekonomi global diperkirakan stagnan di 3,2% dengan tingkat inflasi yang cukup tinggi di 4,5% pada tahun 2025, ekonomi Indonesia masih diharapkan tumbuh dalam rentang 5,1% hingga 5,5% pada tahun tersebut.

Source: fiskal keuangan kemenkeu (2025)

Pasar Atraktif di Indonesia

Indonesia tetap menjadi pasar yang menarik bagi solusi online-to-offline (O2O) kami. Menurut laporan e-Conomy SEA 2023 oleh Google, ekonomi internet Indonesia diproyeksikan mencapai Gross Merchandise Value (GMV) sebesar USD 82 miliar pada tahun 2025. Selain itu, pasar Augmented Reality (AR) dan Virtual Reality (VR) di Indonesia diperkirakan akan mencapai pendapatan sebesar USD 463,8 juta pada tahun 2025, dengan tingkat pertumbuhan tahunan gabungan (CAGR) sebesar 8,14% selama periode 2025-2029, sehingga mencapai USD 634,2 juta pada tahun 2029.

Source: Country Spotlight Indonesia (2023) , Statista (2025)





WIR Prospek Industri

Kecerdasan Buatan (AI)

Laporan "APAC AI Outlook 2025" yang diinisiasi oleh IBM menunjukkan bahwa perusahaan-perusahaan di Asia-Pasifik, termasuk Indonesia, telah melampaui tahap eksperimen dan kini fokus pada cara memaksimalkan dampak investasi AI. Sekitar 54% perusahaan mengharapkan manfaat jangka panjang, seperti inovasi dan peningkatan pendapatan, melalui penerapan solusi AI yang hemat biaya dan fleksibel.

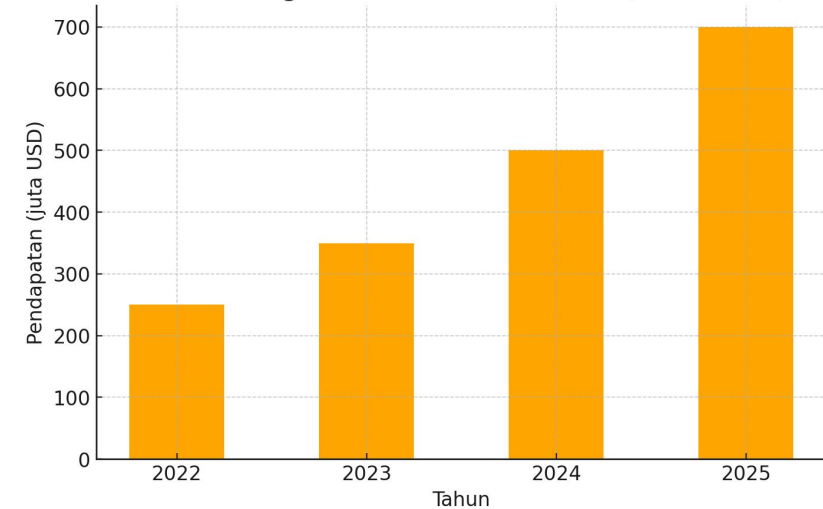
Source: telset.id (2025)

Augmented Reality & Virtual Reality

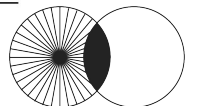
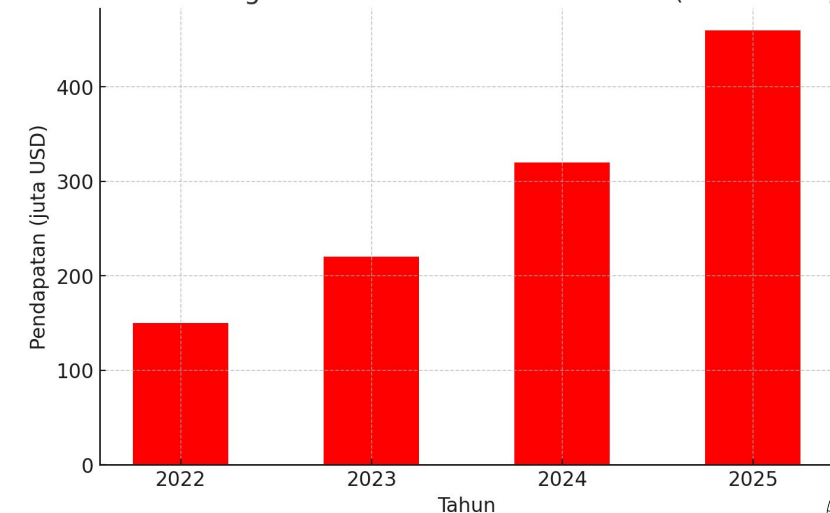
Teknologi AR dan VR diperkirakan akan semakin digunakan tidak hanya dalam gaming tetapi juga dalam e-commerce, pendidikan, pelatihan perusahaan, dan real estate. Penerapan AR dan VR akan menciptakan pengalaman yang lebih interaktif dan imersif bagi pengguna, sehingga membuka peluang bisnis baru di berbagai sektor.

Source: litera.id (2025) news.ahmaddahlan.ac.id (2025)

Perkembangan Bisnis AI di Indonesia (2022-2025)



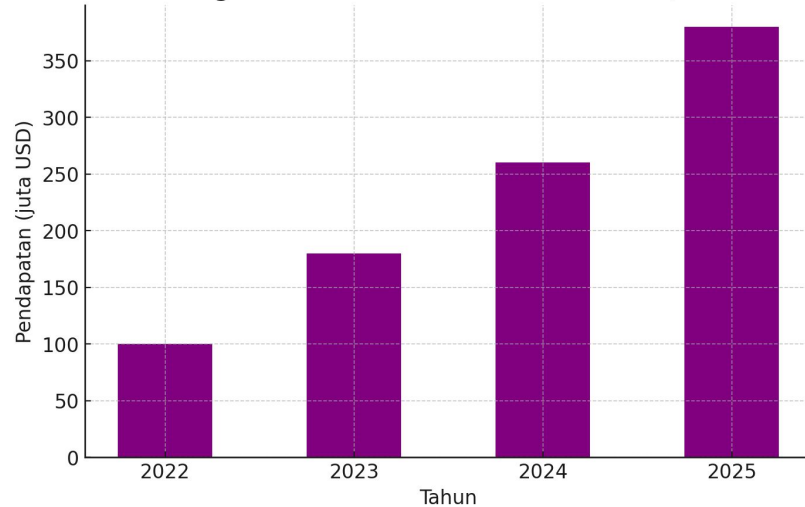
Perkembangan Bisnis AR & VR di Indonesia (2022-2025)





WIR Prospek Industri

Perkembangan Bisnis Metaverse di Indonesia (2022-2025)



Metaverse

Perusahaan besar seperti Meta (sebelumnya Facebook) telah berinvestasi miliaran dolar untuk membangun dunia metaverse yang mencakup platform untuk kolaborasi virtual dan interaksi sosial. Di sektor game, platform seperti Roblox dan Fortnite menjadi pelopor dalam membangun metaverse yang sudah berfungsi. Di Indonesia, adopsi metaverse diperkirakan akan meningkat seiring dengan perkembangan infrastruktur digital dan minat masyarakat terhadap teknologi baru.

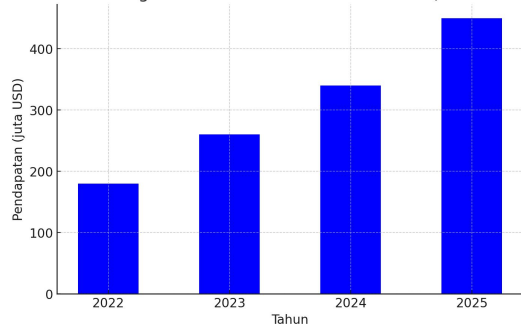
Source: kreatifparenting (2025)

Blockchain dan NFT

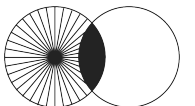
Teknologi blockchain diperkirakan akan melampaui penggunaan mata uang kripto dan merevolusi rantai pasokan, memastikan keamanan data, dan memungkinkan kontrak pintar. Pada tahun 2025, blockchain dapat digunakan untuk meningkatkan transparansi, mengurangi penipuan, dan merampingkan operasi bisnis. Sementara itu, NFT akan terus berkembang sebagai alat untuk kepemilikan digital, terutama di sektor seni, musik, dan game.

Source: news.ahmaddahlan.ac.id (2025)

Perkembangan Bisnis Blockchain di Indonesia (2022-2025)



Perkembangan Bisnis NFT di Indonesia (2022-2025)



PILAR STRATEGIS PERUSAHAAN





WIR Keunggulan Kompetitif

Pionir di Asia Tenggara

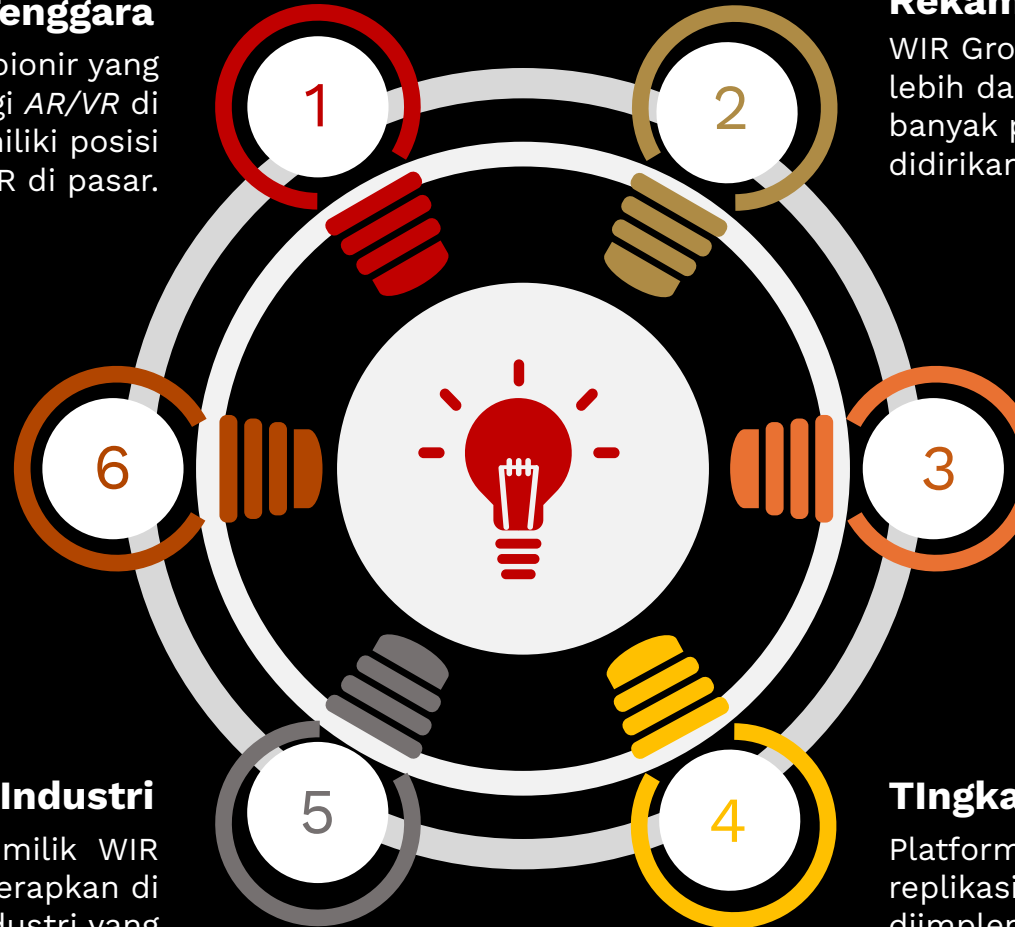
WIR Group merupakan salah satu pionir yang memperkenalkan aplikasi teknologi AR/VR di kawasan Asia Tenggara. WIR memiliki posisi yang baik sebagai pemain AR/VR di pasar.

Model Bisnis Berkelanjutan

Pendekatan WIR Group terhadap pasar adalah dengan bermitra dan menyediakan solusi bisnis berbasis AR, VR, dan AI kepada para pemain utama dan pemimpin industri untuk memastikan teknologi tersebut menghasilkan pendapatan berkelanjutan yang menghasilkan keuntungan positif yang konsisten.

Adopsi Lintas Industri

Solusi dan platform milik WIR Group dapat diterapkan di berbagai industri yang memberikan peluang pasar yang besar.



Rekam Jejak yang Panjang dan Terbukti

WIR Group telah menyelesaikan ribuan proyek di lebih dari 20 negara dan telah memenangkan banyak penghargaan lokal dan global sejak didirikan pada tahun 2009.

Proposisi Nilai yang Unik

WIR Group menyediakan teknologi imersif dan solusi berbasis web 3.0 yang memanfaatkan teknologi AR/VR/AI melalui Layanan Solusi *Bespoke* dan Platform Digital.

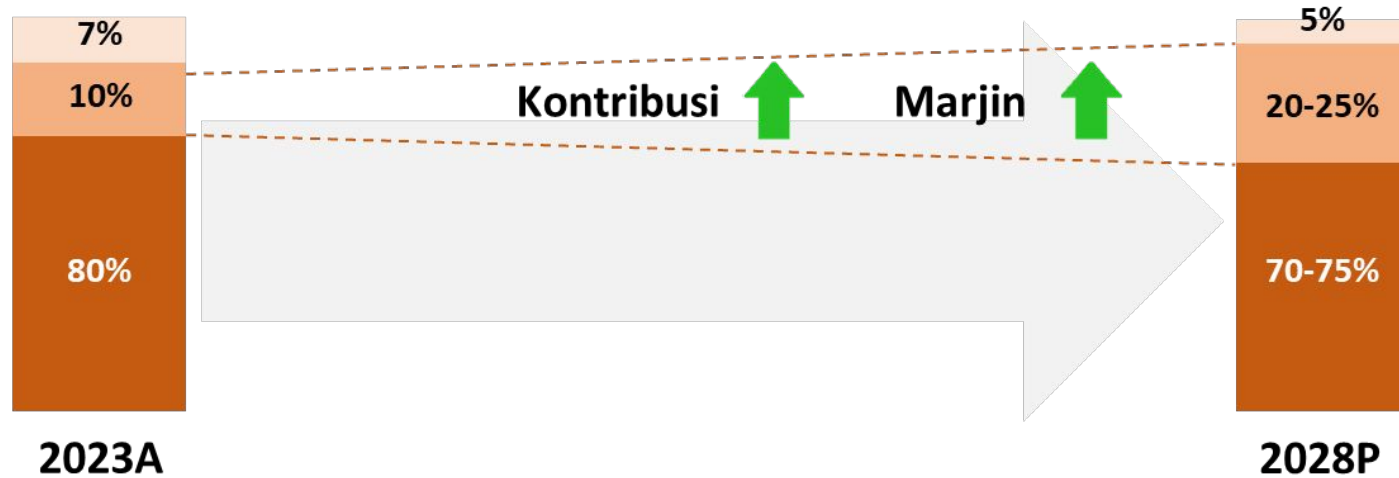
Tingkat Skalabilitas yang Tinggi

Platform WIR Group memiliki tingkat replikasi yang tinggi dan dapat diimplementasikan oleh klien yang berbeda dengan kustomisasi yang minimal.


WIR

Transformasi Segmen Pendapatan

Transformasi Segmen Pendapatan*



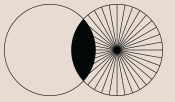
- Penjualan barang-barang melalui digital platform
- Komisi transaksi, biaya periklanan, dan penjualan barang dan jasa virtual yang dilakukan dalam platform**
- Proyek *bespoke*

*Berdasarkan kondisi bisnis saat ini, asumsi tersebut dapat berubah berdasarkan kebijaksanaan manajemen

** Barang dan jasa virtual adalah produk dan layanan dalam platform digital yang akan datang

- **Pertumbuhan** dari seluruh segmen pendapatan diperkirakan akan terus **berlanjut** di tahun-tahun mendatang.
- **Penjualan barang-barang** melalui digital platform masih akan menjadi kontributor utama dan akan terus menarik serta mendorong utilisasi platform oleh penggunaanya.
- Segmen pendapatan yang berasal dari **komisi transaksi, periklanan, dan barang/jasa virtual**** akan meningkat seiring dengan peningkatan utilisasi platform yang akan turut meningkatkan margin keuntungan.
- **Proyek Bespoke** akan terus **tumbuh secara berkelanjutan** dan berkontribusi terhadap **bisnis and aplikasi teknologi** atas ekosistem kami.

5-YEAR ROADMAP



Masuk ke Pasar yang Ditargetkan:

Meluncurkan produk dan layanan komersial di pasar yang dipilih. Berfokus pada pengguna awal dan membangun kesadaran merek.

Pengembangan Platform: Mengembangkan platform yang kuat yang memungkinkan pengembang pihak ketiga untuk menciptakan dan mengintegrasikan pengalaman mereka sendiri.

2025

Perluasan Ekosistem:

Berfokus pada menarik lebih banyak pengembang, pembuat konten, dan pengguna ke platform kami. Membangun komunitas yang berkembang.

2027

2024

Peningkatan Teknologi Inti:

Memperkuat platform inti AR/VR, AI, blockchain, dan Web3 kami. Berfokus pada skalabilitas, keamanan, dan interoperabilitas.

2026

Ekspansi Geografis:

Memperluas operasional ke pasar geografis baru.

Diversifikasi Produk:

Memperkenalkan produk dan layanan baru yang memanfaatkan teknologi inti kami. Menjelajahi pasar terkait.

2028

Pengalaman yang Terhubung:

Berfokus pada integrasi platform kami dengan teknologi dan platform lain secara mulus. Memungkinkan interoperabilitas yang sebenarnya.



WIR

TERIMA KASIH





PUBLIC EXPOSE 2025

PT WIR ASIA TBK

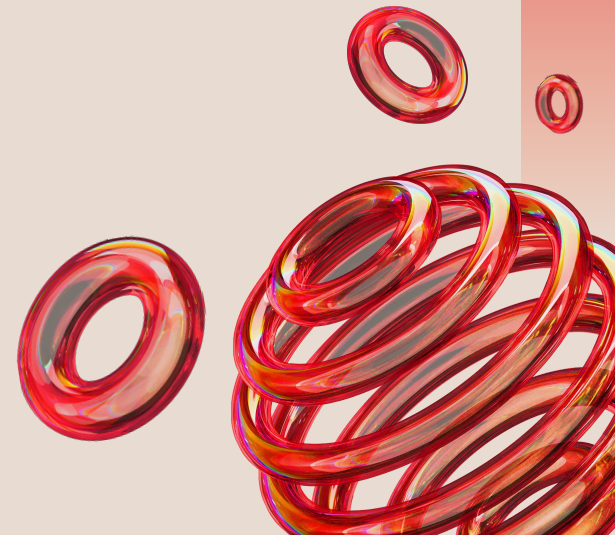


DISCLAIMER

The following information contains statements about future events and expectations that are forward-looking statement by the management of PT WIR Asia Tbk (“WIR Group”) (“Company”), relating to financial trends for future periods, compared to the results for previous periods, characterized by the use of words and phrases such as “might”, “forecast”, “anticipated”, “projected”, “may”, “believe”, “predict”, “expect”, “continue”, “will”, “estimate”, “target”, and other similar expressions.

Forward looking information is based on management’s current views and assumptions including, but not limited to, prevailing economic and market conditions. Our business operates in an ever-changing macro environment. As such, any statement in this information that is not a statement of historical fact is forward-looking statement that involves known and unknown risks, uncertainties, and other factors which may cause WIR Group’s actual results, performance and achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

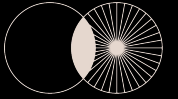
This information does not constitute an offer or invitation to sell, or any solicitation of any offer to subscribe for or purchase any securities and nothing contained herein shall from the basis of any contract or commitment whatsoever no reliance may be placed for any purposes whatsoever on the information contained in the information or on its completeness, accuracy or fairness. None of the Company nor any of its shareholders, directors, officers or employees not any other person accepts any liability whatsoever for any loss howsoever arising from any use of this information or its contents or otherwise arising in connection therewith.





WIR GROUP OVERVIEW





WIR Group is a technology company specializing in AR, VR, AI, quick commerce APIs, blockchain, and Web3 gaming, creating innovative digital experiences for businesses and consumers.

2009
Establishment

1000+
Projects

Indonesia
Focus

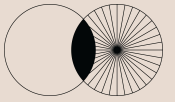
23+
Countries where
projects delivered

Global Award
Winning Company

2022
Listed at IDX

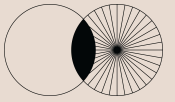
5 Patents Registered under PCT
10+ Patents Pending

344 total employees as of December 2024



VISION:

To be the leading global ecosystem of interconnected digital experiences, seamlessly integrating the physical and virtual worlds through innovative technologies, ultimately shaping the future of human interaction and engagement.



MISSION:

To empower businesses and individuals through cutting-edge AR, VR, AI, blockchain, and Web3 technologies, delivering transformative digital experiences that enhance how we live, work, and play.



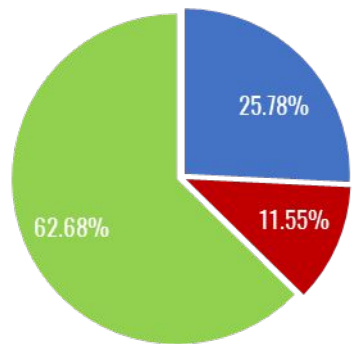
About the Company

General Overview

Company Name	PT WIR Asia Tbk ("WIRG.IDX")
Main business	Offering immersive technology and web 3.0 based solutions featuring AR/VR/AI technology through Bespoke Solution and Digital Platform Solution.
Establishment date	2009
No. of Employees	344 as of 31 December 2024
Paten	5 Patents have been Registered under PCT and more than 10+ Patents are Pending
IPO Date	4 April 2022

Ownership Structure

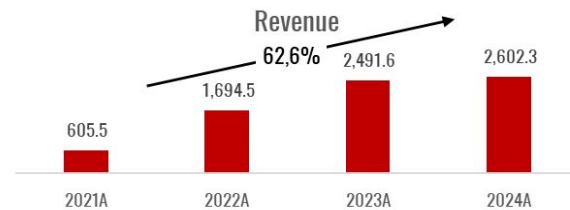
(February 2025)



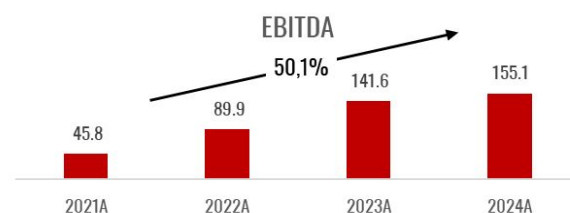
■ PT Laut Biru Teknologi
■ PT WIR Global Kreatif
■ Masyarakat

Key Performances

Revenue (In IDR Bn)



EBITDA (In IDR Bn)



→ CAGR

Milestones

2009	WIR Group was established to provide AR, VR, and AI solutions
2014	Listed as Innovation 40 companies by a UK media awarded at the London Stock Exchange Studios
2015-2016	Winner of Auggie Awards as part of Augmented World Expo in Silicon Valley, USA
2018	Launching of Alfamind in partnership with Alfamart
2019	Launching of MINAR
2020	Winner of German Design Award
2021	Featured in Forbes.com Georgia as one of Metaverse Companies to Watch 2022
2022	WIR Group Initial Public Offering (IDX: WIRG); Establishment of JV company with Salim Group for Metaverse Platform
2023	Awarded The Best Transformation & Digital Innovation 2023 by Digitech Awards
2024	Awarded Indonesia Best Digital Innovation 2024 & The Best Investortrust Companies 2024 Category of Best Asset Turn Over

Main Businesses

Bespoke
Solution

&

Digital
Platform
Solution

AR/VR/AI Solution Provider



Branding and Web 3.0 Consultant

DMID

Interactive IoT Device Platform



3D Virtual Stores Network Platform

mindstores

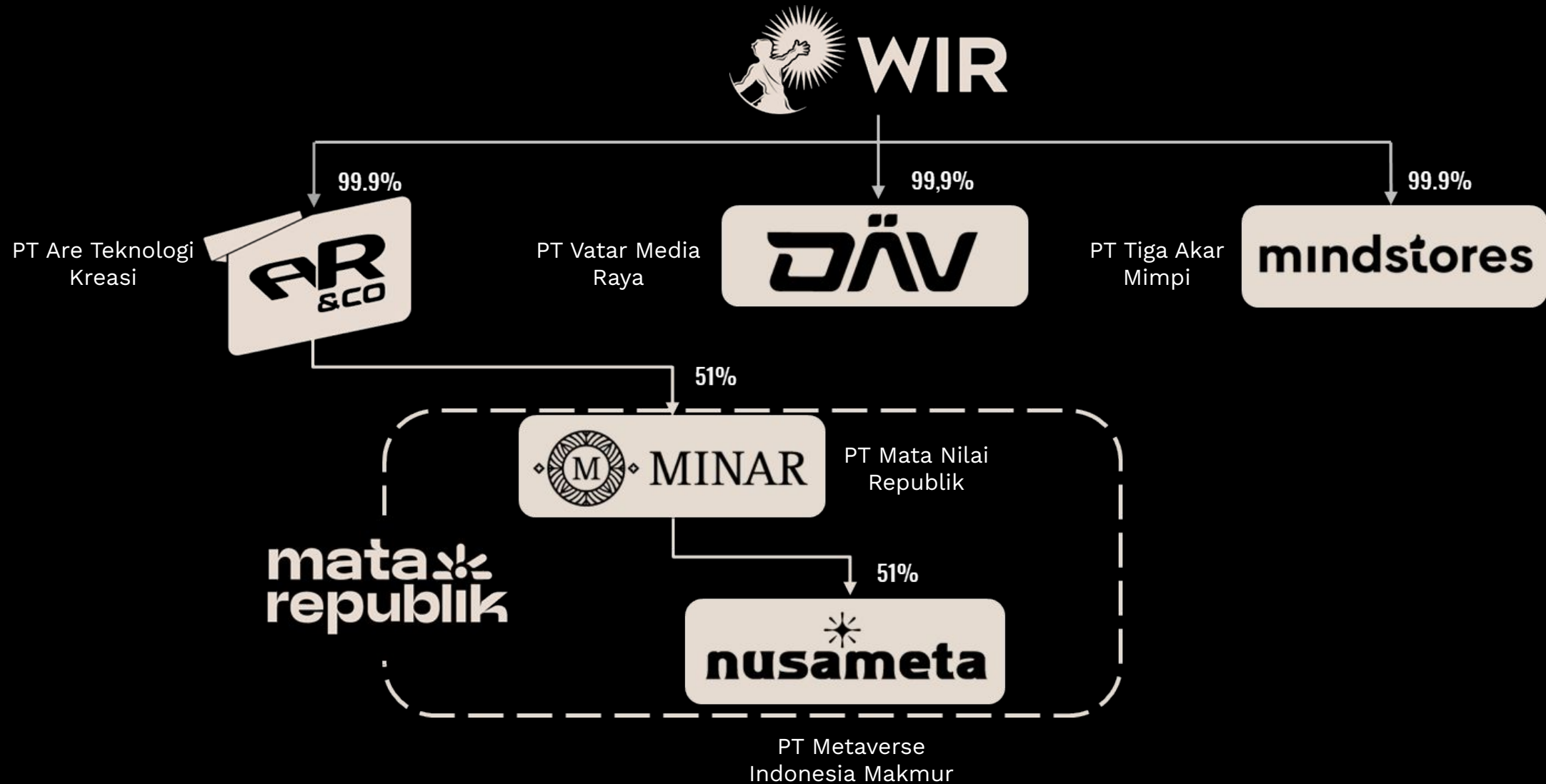
Geo-location AR Based App (Lifestyle App)



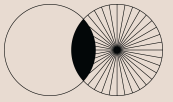
Metaverse Platform



WIR Group Company Structure



AWARDS



Indonesia Best Digital Innovation Award **2024**



'The Best Investortrust Companies 2024' event for the category of Best Asset Turn Over, **2024**



Representing Indonesia WEF DAVOS **2019-2023**



Digitech Award **2023**



The 8th Public Relations Indonesia Awards **2023**



Best Corporate Secretary Award **2023**



Best Data & AI Technology by DataGov AI Summit & Award November **2022**



Frontier Award Alibaba Cloud's Asiastar 10 x 10 November **2022**



WIR Solutions won an award hosted by the Asian Business Review October **2022**



Indonesia Technology Excellence Awards for AR and VR Technology October **2022**



Indonesia Top Digital PR Award September **2022**



Awarded Best Public Company by Warta Ekonomi with Prominent Trading Frequency August **2022**



Best IPO at the Investor Awards 2022 by Investor Magazine & Berita Satu Holdings July **2022**



Coverage by Forbes **2021**



Germany Design Award winner **2020**



Silicon Valley, USA **2016**



Silicon Valley, USA **2015**



Listed at Innovation 40 Companies by The New Economy awarded at the London Stock Exchange Studios **2014**

2024 Awards



December 2024

Award for The
Indonesia Best
Digital Innovation
2024



May 2024

The Company
was awarded in
the category of
Best Asset Turn
Over at The Best
Investortrust
Companies 2024



SOLUTIONS & SERVICES





Ekosistem Solusi

Pioneering Immersive Technology & Web3 Solutions featuring AR-VR-AI to a variety of business needs through B2B & B2B2C model

● B2B

● B2B2C

● B2C

Virtual Reality (VR)

Bespoke Solutions

Customized solutions of immersive and web 3.0 technologies implementation through bespoke software and application outcome-based projects across industries for more interactive and engaging users experience.

AR&Co



Develops AR / VR-enabled software to enhance product experiences



DMID



Brand consultancy for immersive tech and Web 3.0 implementation



Augmented Reality (AR)

Platform Solutions

Platform based digital solutions featuring immersive technologies that enable business to utilize virtual stores platform, kiosks as virtual storefronts through various revenue sharing scheme based on utilizations.

Mindstores



Immersive virtual store solutions and one-stop digital payments solutions



DAV



Interactive IoT device powered by AR and AI technologies

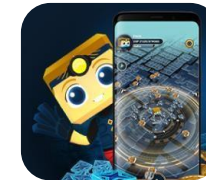


Gaming & Web3 Platforms

Platform based digital solutions featuring immersive gamification and web 3.0 technologies such as metaverse ecosystem and blockchain based services

mata
republik

MinarAce



Geo-location mobile gaming application, implemented with AR & GPS features



Nusameta



Indonesia Metaverse Ecosystem - One of the local pioneers in the business



Web 3.0 and Metaverse

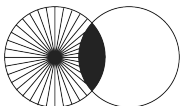


Revenue Segment Overview

Services Offered	Bespoke Solutions	Digital Platform Solutions																				
Descriptions	- AR/VR/AI powered software development - Branding strategy and web 3.0 implementation consultancy - Platform adjustments and customization. - AR/VR based theme park and entertainment enabler	- 3D Virtual Store platform - IoT Device platform - Geolocation with Augmented Reality based App - Metaverse platform - Blockchain Application																				
Revenue Streams	1. Software development 2. Brand and IT Consultancy	1. Transactions and Commission on transactions done through the platform 2. Fees for Promotion and advertising done within the platform 3. Virtual goods and services offered within the platform*																				
Revenue Trends (in IDR billion)	<table><thead><tr><th>Year</th><th>Revenue (IDR billion)</th></tr></thead><tbody><tr><td>2021</td><td>138</td></tr><tr><td>2022</td><td>172</td></tr><tr><td>2023</td><td>181</td></tr><tr><td>2024</td><td>246</td></tr></tbody></table> CAGR: 25,9%	Year	Revenue (IDR billion)	2021	138	2022	172	2023	181	2024	246	<table><thead><tr><th>Year</th><th>Revenue (IDR billion)</th></tr></thead><tbody><tr><td>2021</td><td>467</td></tr><tr><td>2022</td><td>1,523</td></tr><tr><td>2023</td><td>2,311</td></tr><tr><td>2024</td><td>2,356</td></tr></tbody></table> CAGR: 62,1%	Year	Revenue (IDR billion)	2021	467	2022	1,523	2023	2,311	2024	2,356
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Year	Revenue (IDR billion)																					
2021	467																					
2022	1,523																					
2023	2,311																					
2024	2,356																					

*Upcoming products and services

CAGR →



Business Updates

The following are some of the updates of the Company and its subsidiaries throughout 2024

AR&Co developed AIRA



AR&Co, developed AIRA (Artificial Intelligence Relationship Avatar) for Nano Bank Syariah. AIRA Helps customers find and search for products and provides a new experience for customers.

Nusameta & Santa Angela



Nusameta is collaborating with Santa Angela School Bandung to build (Angelaverse). To support the teaching and learning process at primary & secondary education levels in Indonesia.

AR&Co web-based AI Photo



AR&Co web-based AI photo apps to allows users to create selfies with the Presidential and vice-presidential (Prabowo – Gibran). This campaign was considered successful in gaining 2.5 Million interactions in 40 days.

Immersive Space Creation Competition



Nusameta held a Nusa Studio workshop at Bunda Mulia University, this competition aims to explore creativity in creating interactive experiences in the Metaverse and is a workshop that is carried out continuously for 4 days, on March 5, 7, 12 and 14 2024.

Mindstores “Hijrah Groceries”

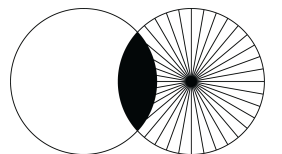


Mindstores collaborates with Bank Muamalat launched a Quick Commerce (Q-Commerce) services “Hijrah Groceries”. This service allows more than a million active users of Muamalat Digital Islamic Network (DIN) mobile banking application to shop easily, quickly, and safely in the Alfamart network.

Nusa Borobudur & Binus University



Nusameta collaborates with Binus University to present Nusa Borobudur as an inclusive Metaverse Platform in Indonesia. In this collaboration, Nusameta offers virtual experience in utilizing technology to usher education and tourism into an innovative era.





Business Updates

The following are some of the updates of the Company and its subsidiaries throughout 2024

AR&Co, Lip Lab Beat Mixer & Surprise Airy Dance Floor at EUREKA FEST 2024



AR&Co developed two interactive gaming experiences that combine dance and music for Emina Cosmetics at the “Beauty Technology Experience: EUREKA FEST 2024. The interactive games developed by AR&Co include Lip Lab Beat Mixer and Surprise Airy Dance Floor.

WIRG & Thales LOI at Bali International Airshow 2024



The Company and Thales have signed a *Letter of Intent* (LoI) at the Bali International Airshow 2024. In addition, both parties are also exploring further opportunities to collaborate in the supply, installation and maintenance of airport control and management systems across Indonesia, with the aim of driving growth in the national aviation sector.

Blockchain-based Certificate



Nusameta has run trials on the blockchain-based certificate authentication system. Blockchain is renowned for its decentralized security and reliability, designed to securely store and share information, which includes certificates.

D Futuro Futurist Summit 2024



AR&Co participated in the 2024 D•Futuro Futurist Summit (DFFS) held at The Casablanca, Jakarta. At this event, AR&Co showcased a range of innovative technologies designed to create interactive and futuristic experiences.

Allianz Asia Pacific Summit 2024

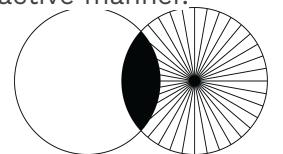


AR&Co introduced “Shake to the Star” at the Allianz Asia Pacific Summit 2024, taking interactive engagement to a more innovative level. The motion sensor-based game provides an immersive intergalactic adventure experience, while highlighting Allianz Indonesia's main entities: Allianz Life, Allianz Utama, and Allianz Syariah.

Manasik Haji Virtual - Nusameta



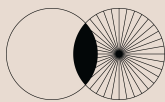
Nusameta has collaborated with Manara Studios to develop the gamified e-learning program “Virtual Manasik Haji”, which provides learners with a virtual experience of Manasik Haji, enabling a deeper understanding of Hajj in an interactive manner.



COMPANY FINANCIALS



FINANCIAL SUMMARY IN IDR



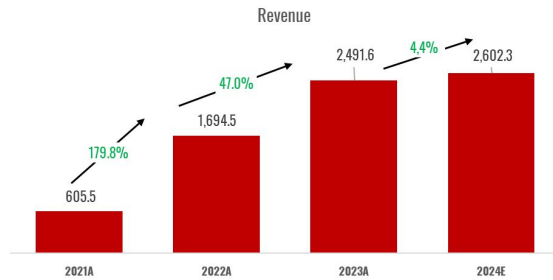
(In billion IDR)

Descriptions	2021A	2022A	2023A	2024A
Revenue	605	1.694	2.492	2.602
Gross Profit	75	205	300	286
Operating Profit	35	73	107	103
Net Profit	24	48	69	79
Net Profit Margin	4.1%	2.8%	2.7%	3.0%
EBITDA	46	90	142	155
EBITDA Margin	7.6%	5.3%	5.7%	6.0%
Total Assets	260	885	1.127	1.440
Total Liabilities	110	259	411	632
Total Equity	150	626	715	808

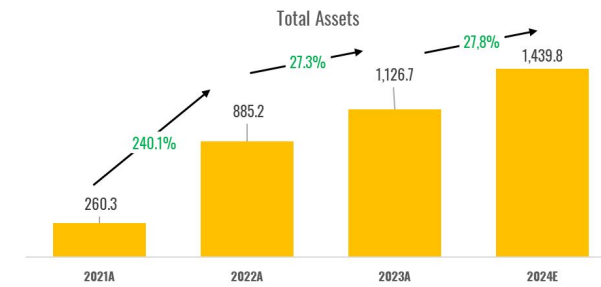

WIR

Key Financial Performance

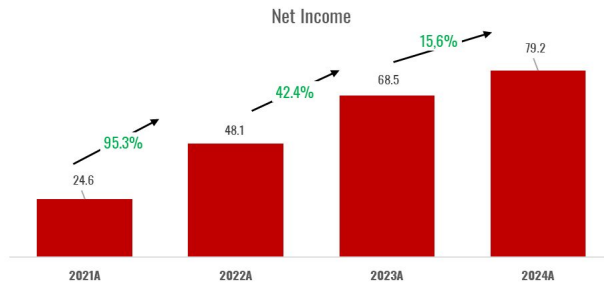
Revenue (in IDR Billions)



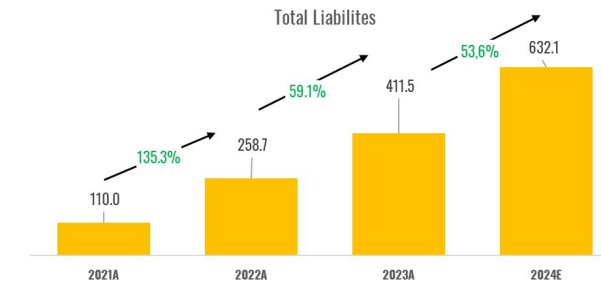
Total Assets (in IDR Billions)



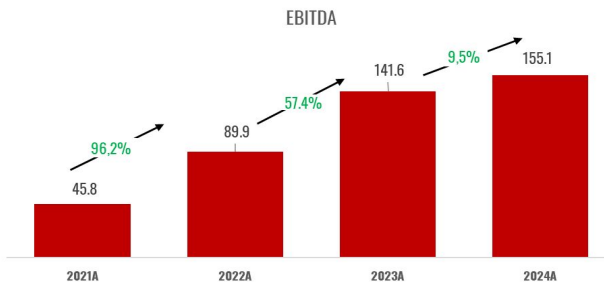
Net Income (in IDR Billions)



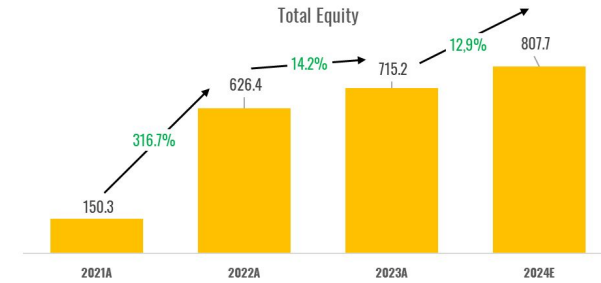
Total Liabilities (in IDR Billions)



Ebitda (in IDR Billions)



Total Equity (in IDR Billions)





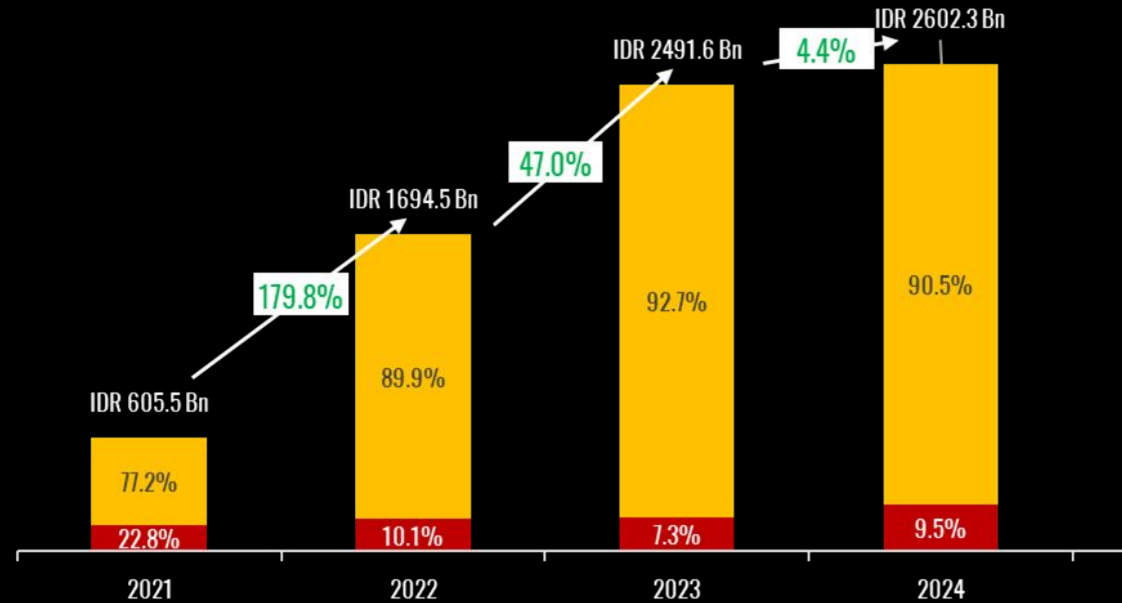
WIR Latest Financial Summary

Statement of Financial Position	As of 31 Dec 2023	As of 31 Dec 2024	Increments	(in IDR)
Total Assets	1,126,655,076,841	1,439,830,743,742	27.8%	
Total Liabilities	411,491,531,746	632,145,458,883	53.6%	
Total Equity	715,163,545,095	807,685,284,859	12.9%	
For the Full Year Period				
Statement of Profit or Loss	31 Dec 2023	31 Dec 2024	Increments	
Revenues	2,491,597,048,795	2,602,278,328,490	4.4%	
Gross Profit	300,075,014,605	286,114,494,638	-4.7%	
<i>Gross Profit Margin</i>	<i>12.0%</i>	<i>11.0%</i>		
Operating Profit	107,359,727,553	103,866,024,530	-3.3%	
<i>Operating Profit Margin</i>	<i>4.3%</i>	<i>4.0%</i>		
Net Income	68,504,864,217	79,174,975,065	15.6%	
<i>Net Income Margin</i>	<i>2.7%</i>	<i>3.0%</i>		
EBITDA	141,581,514,114	155,063,073,089	9.5%	
<i>EBITDA Margin</i>	<i>5.7%</i>	<i>6.0%</i>		



WIR

Historical Revenue Breakdown



Segment
Revenue
Growth
y-o-y

2021-22: 24.3%
2022-23: 5.3%
2023-24: 35.9%

Bespoke Solution

2021 - 2022: 225.9%
2022 - 2023: 51.8%
2023 - 2024: 2.0%

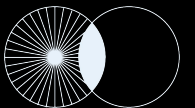
Digital Platform
Solution

Healthy Year-on-Year Growth

WIR Group has successfully recorded a revenue of IDR 2.6 trillion throughout the full year period of 2024, a significant growth of 4.4% when compared to last year's performance.

The largest contributor of the revenue growth was the revenue generated from Digital platform Solution segment, which was mainly contributed from commerce transaction and advertising & sponsorship done through the digital platform.

The Company is also maintaining its Bespoke Solution segment growth through completion of bespoke technology related projects for its business partners.



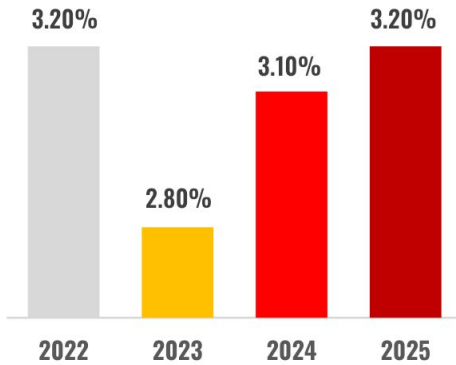
INDUSTRY OUTLOOK



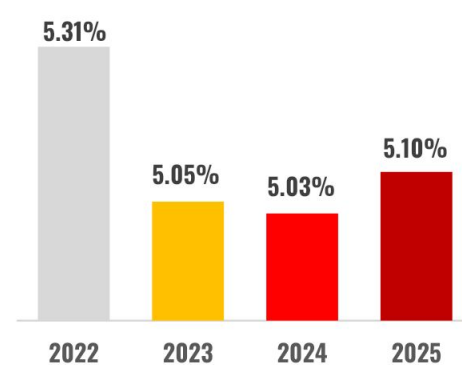


WIR Industry Outlook

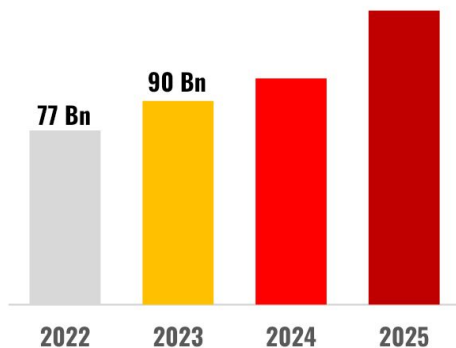
Global GDP Growth



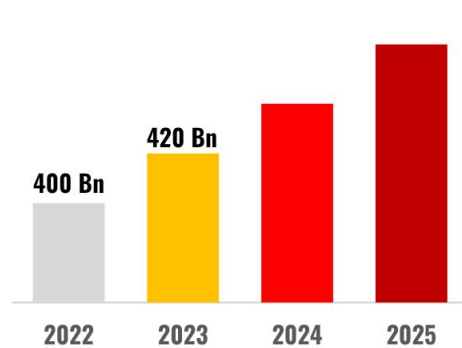
Indonesia GDP Growth



Indonesia Internet Economy (in USD)



Indonesia AR/VR Market Size (in USD)



Resilience in the Indonesian Economy

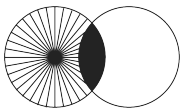
Despite global economic growth being projected to stagnate at 3.2% with a relatively high inflation rate of 4.5% in 2025, Indonesia's economy is still expected to grow within the range of 5.1% to 5.5% during that year.

Source: fiskal keuangan kemenkeu (2025)

Pasar Atraktif di Indonesia

Indonesia remains an appealing market for our online-to-offline (O2O) solutions. According to the e-Conomy SEA 2023 report by Google, Indonesia's internet economy is projected to reach a Gross Merchandise Value (GMV) of USD 82 billion by 2025. Additionally, the Augmented Reality (AR) and Virtual Reality (VR) market in Indonesia is expected to generate revenue of USD 463.8 million in 2025, with a compound annual growth rate (CAGR) of 8.14% during the 2025-2029 period, reaching USD 634.2 million by 2029.

Source: Country Spotlight Indonesia (2023) , Statista (2025)





WIR Prospek Industri

Artificial Intelligence (AI)

The APAC AI Outlook 2025 report, initiated by IBM, indicates that companies in the Asia-Pacific region, including Indonesia, have moved beyond the experimental stage and are now focusing on maximizing the impact of their AI investments. Around 54% of companies expect long-term benefits, such as innovation and revenue growth, through the implementation of cost-effective and flexible AI solutions.

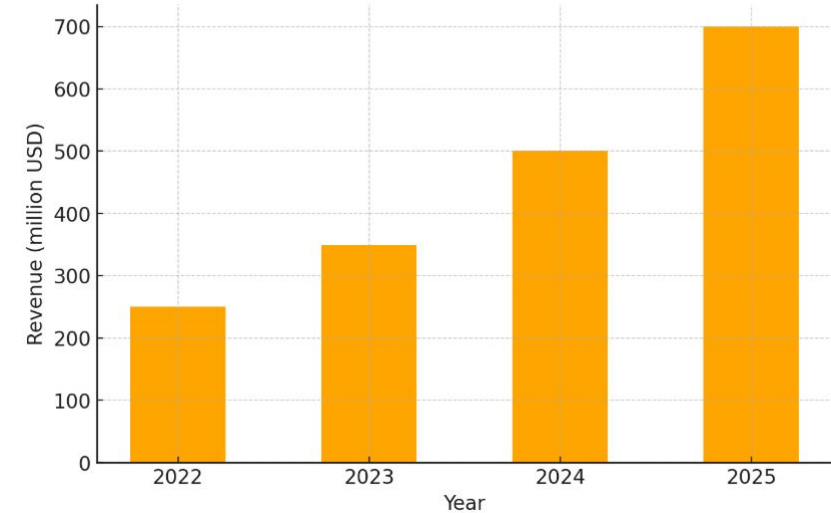
Source: telset.id (2025)

Augmented Reality & Virtual Reality

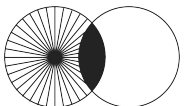
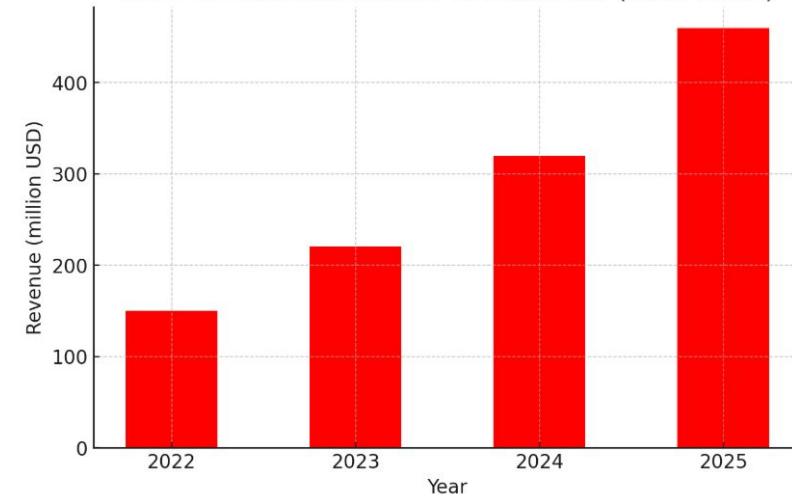
AR and VR technologies are expected to be increasingly utilized not only in gaming but also in e-commerce, education, corporate training, and real estate. The implementation of AR and VR will create more interactive and immersive experiences for users, opening up new business opportunities across various sectors.

Source: litera.id (2025) news.ahmaddahlan.ac.id (2025)

AI Business Growth in Indonesia (2022-2025)



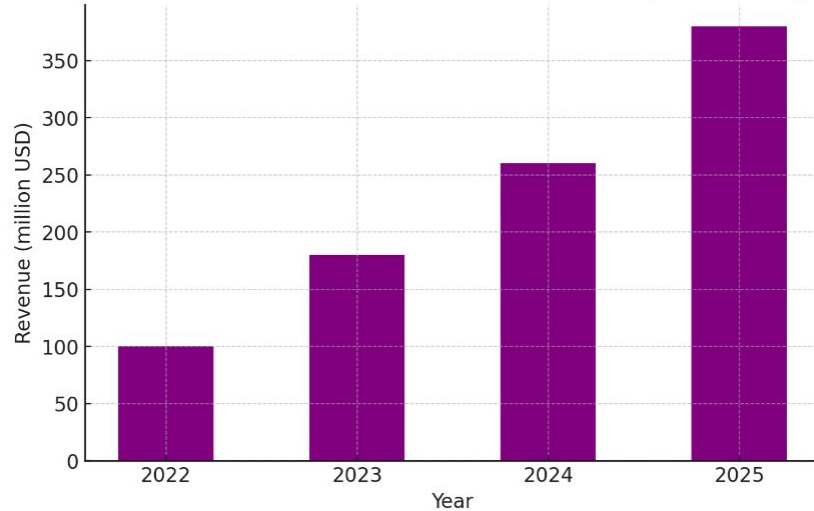
AR & VR Business Growth in Indonesia (2022-2025)





WIR Prospek Industri

Metaverse Business Growth in Indonesia (2022-2025)

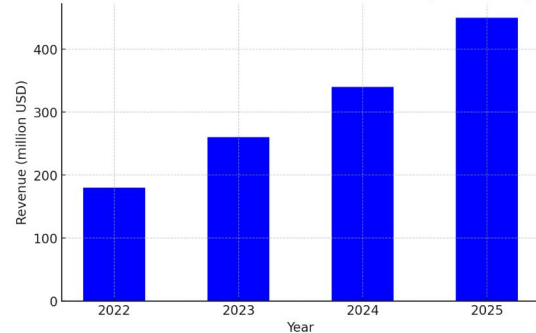


Metaverse

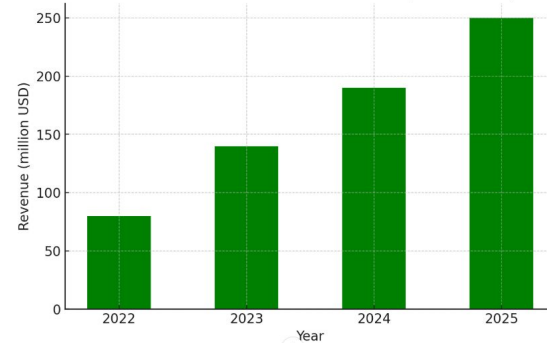
Large companies like Meta (formerly Facebook) have invested billions of dollars to build the metaverse, including platforms for virtual collaboration and social interaction. In the gaming sector, platforms like Roblox and Fortnite have been pioneers in creating a functional metaverse. In Indonesia, metaverse adoption is expected to increase along with the development of digital infrastructure and the growing public interest in new technologies.

Source: kreatifparenting (2025)

Blockchain Business Growth in Indonesia (2022-2025)



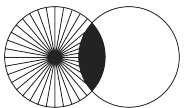
NFT Business Growth in Indonesia (2022-2025)



Blockchain dan NFT

Blockchain technology is expected to go beyond cryptocurrency usage and revolutionize supply chains, ensure data security, and enable smart contracts. By 2025, blockchain could be used to enhance transparency, reduce fraud, and streamline business operations. Meanwhile, NFTs will continue to evolve as a tool for digital ownership, particularly in the art, music, and gaming sectors.

Source: news.ahmaddahlan.ac.id (2025)



COMPANY STRATEGIC PILLARS





WIR Competitive Advantages

Pioneer in SEA Region

WIR Group is one the pioneers who introduced AR/VR technology application in the SEA region. Providing good positioning as AR/VR player in the market.

Sustainable Business Model

WIR Group approach to market is by partnering and providing AR, VR, and AI based business solutions to key players and industry leaders to ensure sustainable revenue generation that resulted in consistent positive bottom line.

Cross Industries Adoption

The solution and platform made by WIR Group that are applicable across industries providing huge market opportunities.

Extensive and Proven Track Record

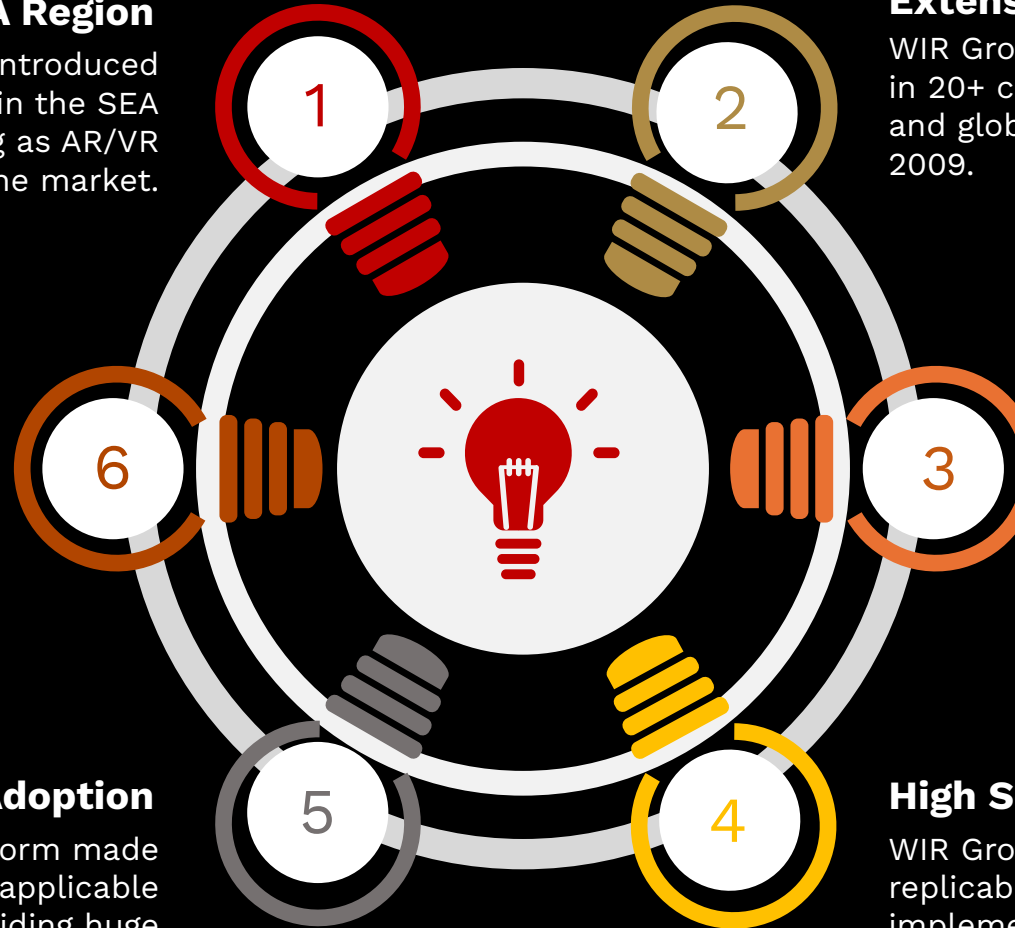
WIR Group has done thousands of projects in 20+ countries which has won many local and global accolades since its inception in 2009.

Unique Value Proposition

WIR Group is offering immersive technology and web 3.0 based solutions featuring AR/VR/AI technology through Bespoke Solution and Digital Platform Solution.

High Scalability

WIR Group platforms are highly replicable and can be implemented by different clients with minimum customization.

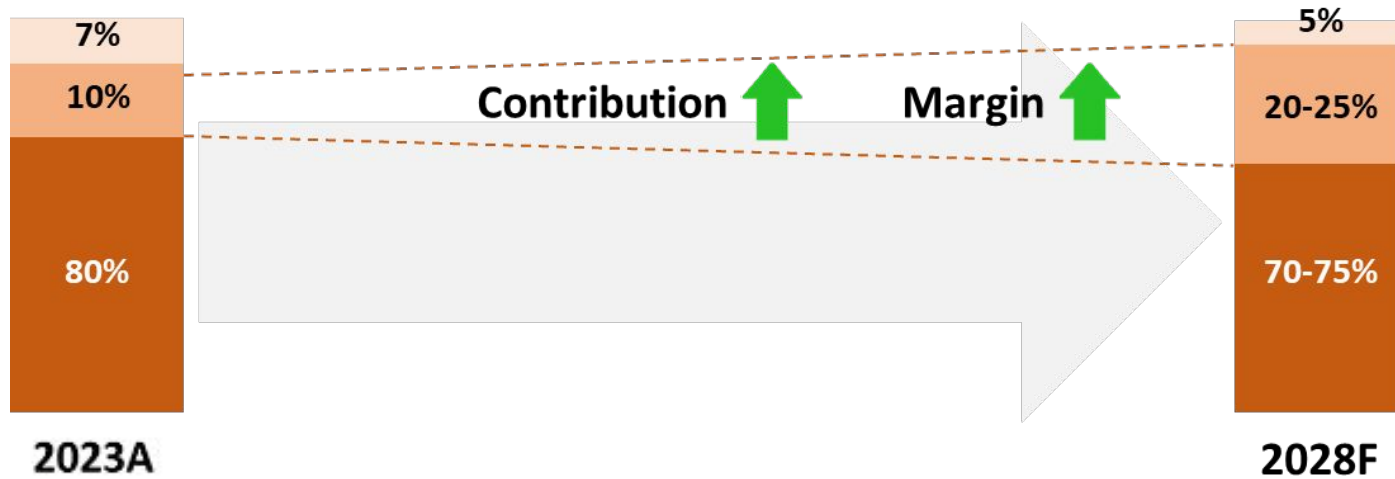




WIR

Revenue Stream Transformation

Revenue Stream Transformation*



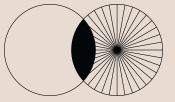
- Goods sales transaction through digital platform
- Transaction commission, advertising fee, and virtual goods and services done within the platform**
- Bespoke projects

- **Growth** throughout all revenue streams expected to **continue** in the upcoming years
- **Goods sales** through platform will still become the **major contributor** as well as continue to **attract** and **drive** platform **utilization** by users
- Revenue streams from **commission, advertising, and virtual goods/services**** will increase along with platform utilization which will **improve** profitability **margin**
- **Bespoke Projects** will continue to **grow sustainably** and contributing both **business** and **technology application** to our ecosystem.

*Based on the current business condition, the assumptions may change based on management's discretion

**virtual goods and services are upcoming products and services within the Digital Platform

5-YEAR ROADMAP



Targeted Market Entry: Launch commercial products and services in select target markets. Focus on early adopters and build brand awareness.

Platform Development: Develop a robust platform that allows third-party developers to create and integrate their own experiences.

2025

Ecosystem Expansion:

Focus on attracting more developers, content creators, and users to our platform. Foster a thriving community.

2027

2024

Core Technology Enhancement:

To strengthen our core AR/VR, AI, blockchain, and Web3 platforms. Focus on scalability, security, and interoperability.

2026

Geographic Expansion:

Expand operations to new geographic markets.

Product Diversification: Introduce new products and services that leverage our core technologies. Explore adjacent markets.

2028

Interconnected Experiences:

Focus on seamlessly integrating our platform with other technologies and platforms. Enable true interoperability.



WIR

THANK YOU

