



# PUBLIC EXPOSE

PT. Panorama Transportasi Tbk

14 Juni 2013

# White Horse Group



# Corporate Statement

## Our Mission

- We are an integrated group of companies, focusing on Tourism, Transportation, Hospitality and related businesses
- We smartly and passionately deliver unique and pleasant experiences through innovative and excellent services
- We delight our stakeholders with sustainable growth and great values
- We make “Panorama belong to the world”

## Our Vision

“To make the world belong to Panorama” by:

- Becoming the real industry leader in all the markets and businesses we enter,
- Having a strong local & global presence and competitiveness,
- Synergizing all our resources to maximize values to the stakeholders,
- Contributing sustainable meaningful values to human life

# Corporate Statement

## Our Values

- **Synergy**  
Complementing and taking advantage of our various strengths to achieve greater results. Effective communication is essential
- **Pursuit of Excellence**  
Striving continuously to be the best in everything we do
- **Integrity**  
Fairness in business dealings and consistently respects the highest standard of business ethics.
- **Reliability**  
Going the extra-mile to consistently deliver as promised
- **Innovative & Proactive**  
Continuously seek for new ways to deliver unique services and values. Smartly anticipating all challenges
- **Truly Care**  
Being compassionate and bringing smiles to millions

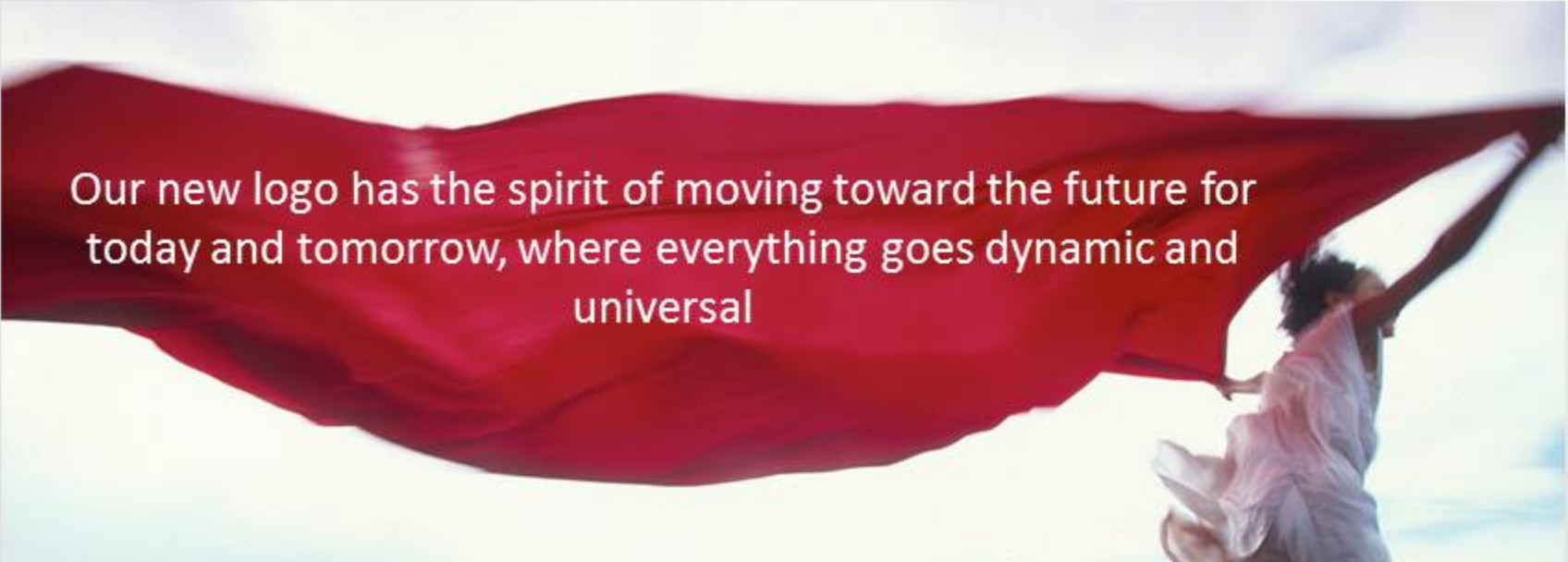


# Corporate Statement

## Our Service Soul

- **Reliability**  
Serving in accordance with consistent commitment.
- **Convenience**  
Provide a lot of convenience for the customers.
- **Comfort**  
Provide much comfort for the customers.
- **Fair Value**  
Give best benefits for all.
- **Unique Experiences**  
Create a unique and memorable experience.
- **Flexible Solution**  
Reliable in addressing the needs and expectations of customers.
- **Recognition**  
Appreciate and respect every customer.

# The Logo Spirit

A photograph of a person in a white shirt holding a large, flowing red flag against a bright, cloudy sky. The flag is spread wide, creating a dynamic, wavy shape that fills most of the frame. The person is visible on the right side, reaching up to hold the flag.

Our new logo has the spirit of moving toward the future for today and tomorrow, where everything goes dynamic and universal

# Brand Philosophy



Its represent a **wavy flag** with sharp head that run to right upward and its wider tail on the left which represent **bigger business growth**

# Journey is Yours

It's all about You and White Horse. Taking you difference.

We are taking people from one place to another.

We cultivate trust inside and out.

What we do is just make everything in good hand and makes thing simpler yet complete.

On every journey there always smile, nevertheless safety is our main priority.

We believe in principle over profit.

And we strongly believe innovation makes us better and satisfy users higher, but the most importantly, we believe you.





# COMPANY MILESTONE

# Company Milestone



# Prestigious Awards



- Accredited with ISO 9001: 2008 for Quality
- Accredited with OHSAS 18001:2007 for Health and Safety
- “Most Trusted Companies in Indonesia” for 5 years (2007 – 2012) surveyed by IICG and SWA
- Awarded by Minister of Transportation for The Best Transportation Provider in Leisure of the Year 2010
- Awarded by Minister of Transportation for The Best Driver DKI Jakarta 2011



# BUSINESS REVIEW

# Operational Network





# Operational Network

## Bus Rental (WHDC)

### Java

- Jakarta
- Jogja
- Surabaya
- Bandung
- Semarang

### Sumatera

- Palembang

### Bali

## Taxi (Executive & Reguler)

### Java

- Jakarta

## Intercity Shuttle

### Java

- Jakarta
- Bandung
- Jogja
- Solo
- Semarang

## Rent A Car

### Java

- Jakarta
- Bandung
- Surabaya

### Bali

## Bus Charter



Known as "WHITE HORSE DELUXE COACH", we started operating in 2001 and grown into a prominent player in bus charter services. With bus coaches available from big bus, medium bus to minivan, and our fleets are well suited for group all sizes.

White Horse Deluxe Coach is supported with the latest technology development, logistical expertise and strategically placed operational offices. Our service centers in Jakarta, Bali, Bandung, Palembang, Semarang, Surabaya and Yogyakarta, also allow us to offer hands-on customer service to you and your guests wherever you are traveling.

Range of services in Bus Charter;

- Bus Rental,
- School Bus Provider,
- Employee Shuttle,
- Inter-Cities Bus,
- Wedding Family Transportation,
- MICE Transportation,
- Tourism Bus, and
- Company Outing/ Gathering with our 350 total fleet.



# Bus Charter

## BIG BUS SERIES

Jet Bus High Deck (43 seats)



## BIG BUS SERIES

Celcius (43 / 59 seats)



## MEDIUM BUS SERIES

Virago (18 / 27 seats)



## MINIVAN SERIES

Elf (9 / 15 seats)



Luxurious Interior



Seat Belt



Reclining Seat



Staircase LED



Foot Rest



Personal AC + Head Light



Large Baggage Compartment



Overhead Compartment



On Ride Entertainment



LCD



Fire Extinguisher



Safety Hammer

## FACILITIES





## Bus Charter

White Horse Group provides the low cost transportation, Yellow Canary fleet through PT Canary Transport.

We are ready to serve you that we gives your transportations need with the affordable price. As the part of White Horse Group, we also implement high standard quality for each fleet of Canary Transport. We are supported by the excellence fleet and skilled personnel so that our services reliable and trustworthy.

Canary Transport serves the transportation that suit for your needs, from the big bus, medium bus and minivan. Our excellent service includes daily charters, funeral transportation, employee shuttle and school buses. Canary Transport ready for the profitable trip but still consider the comfort and safety for the passenger.

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### Fleets

Big Bus (40 seats)

Medium Bus (27 seats)

Minivan (16 seats)

### Facilities

Reclining seats, Personal AC,  
Tape & Microphone, Seat belt



# WHITE HORSE EXECUTIVE TAXI

## Executive Taxi

White Horse Executive Taxi is an executive taxi service which has a tagline "Premium yet Affordable", where we provide premium class services at competitive rates.

All of our taxi is guided by a reliable and trustworthy driver capable of providing excellent service, pampered with spacious and comfortable interior and equipped with a GPS to ensure the accuracy of direction and efficiency of passenger / customer travel time as well as a reliable taxi operating system.

White Horse Exclusive Taxi has been acknowledged as Indonesia Leading Taxi/Limousine Company by ITTA (Indonesia Travel and Tourism Award).

### PICK UP POINTS

- Airport Soekarno-Hatta (Terminal 1,2 & 3)
- Mercure Convention Center, Ancol
- Swiss-Belhotel, Mangga Besar
- Golden Boutique Hotel
- Redtop Hotel
- Merlynn Park Hotel
- Grand Sahid Jaya Hotel
- Century Park Hotel
- Aston Kuningan Suites
- fX Sudirman
- Citywalk Sudirman

*Hyundai Sonata*



*Hyundai i45*



Flag Fall: IDR. 7.500 / IDR. 10.000 | Rate/KM: IDR. 5.000

Total fleets: 400 units



Luxurious



GPS



Wifi / Satellite TV



Trusted



AC for Back Seat



Professional Driver



EDC Payment System





## Regular Taxi

Comes with nuances of Batik Nusantara, White Horse Taxi is now ready to serve your transportation needs in the city. Combining experience in tourism transportation and reliability as a transportation service provider, our tourism taxi will take you to your destination with full commitment. Equipped with Global Positioning System (GPS) devices, spacious and comfortable seats, entertainment on board, and professional driver, also presented to satisfy your travel needs.

Batik becomes our hallmark, because batik reflects the Indonesian high artistic value; it also represents our dedicated service and high standards for customer. Hospitality and convenience becomes a part of our excellent service. So you do not need to worry to explore the city. It all became so simple in our hands.



***Hyundai Excell-III***  
***Total fleets: 100 units***

**Flag Fall: IDR. 6.000 | Rate/KM: IDR. 3.000**

### Facilities

Professional Driver, Receipt Machine, FM Radio, Seat Belt, 24 Hours Call Center





## Intercity Shuttle

Day Trans provide daily intercity services with pick-up/drop-off points that are strategically located. Our pick-up and drop-off points located in the heart of bustling city of Jakarta and the famous shopping district in Bandung. For the customer conveniently, Day Trans departs hourly with advance booking available.

The intercity shuttle is also be available in Central Java, which covers Yogyakarta – Semarang – Salatiga – Jepara/Kudus area and later in Tegal, Pekalongan and Purwokerto.

Besides intercity shuttle services, Day Trans also offers travel service and a same day, point-to-point courier service. Rest assured your fragile packages are handled with utmost care by Day Trans trained staff and drivers.

### OUR FACILITIES

On Board Entertainment, GPS, Reclining Seats, AC, Reading Lamp, Safety Belts



### Customer Loyalty Program Day Trans Addicts



### Seats Configurations



Total fleets: 100 units

  
**WHITE HORSE**  
GROUP

# Car Rental & Limousine Services

The Europcar logo is displayed within a green rectangular box. The word "Europcar" is written in a white, italicized, sans-serif font. A thin yellow horizontal line is positioned directly beneath the text.

Europcar Indonesia master franchise is owned by PT. Panorama Mitra Sarana, a subsidiary of PT. Panorama Transportasi, Tbk. Europcar Indonesia operates car rental and limousine services with various types of vehicle to suit both short-term and long-term usage.

Our personalized service offers business and leisure customers the flexible transportation solution with perfect adjustment. A wide range of services is adapted by specific needs of business and leisure customers.

With attractive client-oriented packages and friendly service, it is our outmost interest to deliver the quality, reliability and safety to all of our customers.

## Services

- Short, medium and long-term car rental with insurance coverage.
- An extensive and latest fleet starting from economy to luxurious vehicles.
- Car delivery and collection according needs.
- 24 hours breakdown assistance.
- Chauffeur driven services.
- Car fleet management system.



## Our Fleets

Toyota Avanza G 1.3 or similar  
Toyota Innova 2.0 G or similar  
Toyota Camry 2.4 G or similar  
Mercedes Benz E-Class or similar  
Toyota Vellfire or similar

The White Horse Group logo features a stylized red horse head profile above the text "WHITE HORSE GROUP" in a bold, black, sans-serif font.

**WHITE HORSE**  
GROUP





## Daily Sightseeing Tours

The license of Gray Line Worldwide for Indonesia is exclusively owned by PT. Panorama Transportasi, Tbk. White Horse Group has established Gray Line services in Jakarta and Bali that each has successfully serviced thousands of visitors with the chance to explore the destination from unique local perspective.

In addition to traditional sightseeing tours, Gray Line Indonesia with the experience, professional and licensed bilingual guides, present tours visiting the country's greatest attractions that include transportation and admission.

Gray Line Indonesia guarantees tour departure everyday with no minimum number of guests and provides 24 hour reservation service. Gray Line services are available from our offices, hotels and local travel agents.

### OUR TOURS

- GLORY MORNING TOUR
- KAMPOENG THE OLD BATAVIA
- GOLDEN JAKARTA TOUR
- DREAMLAND TOUR
- PUTRI ISLAND
- SEPA ISLAND
- HIGHLAND UP COUNTRY
- BANDUNG VOLCANO TOUR
- BOROBUDUR THE WORLD WONDER
- BALI THE LAST PARADISE TOUR



  
**WHITE HORSE**  
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# Human Resources

The table below describes in detail the number of employees of WEHA on December 31, 2012:

Jenjang Level	WEHA	Anak Perusahaan Subsidiaries
Direktur / Komisaris	79	29
Pejabat Eksekutif	35	15
Staf	637	604

**Tabel Tingkat Pendidikan** *Education Level Table*

Tingkat Pendidikan Education Level	2012 Jumlah Karyawan Total Employee	%	2011 Jumlah Karyawan Total Employee	%
Pasca Sarjana / Sarjana	167	12%	85	5,9%
Sarjana Muda dan Sederajat	89	6%	106	7,4%
SLTA dan Sederajat	952	68%	853	59,3%
SLTP/SD dan Sederajat	191	14%	395	27,4%
<b>Jumlah</b>	<b>1.399</b>	<b>100%</b>	<b>1.439</b>	<b>100%</b>





# FINANCIAL PERFORMANCE

## Revenue Growth

Sales Growth	2012	2011
Bus Charter	5%	6%
Taxi	89%	137%
Intercity Shuttle	6%	72%
Car Rental and Limousine	12,5%	157%
Travel Service / Airline Ticket	-20%	-40%

## Revenue Contribution

Contribution	2012	2011
Bus Charter	50,14%	56.24%
Taxi	24,60%	15,29%
Intercity Shuttle	19,90%	21,96%
Car Rental and Limousine	3,13%	3,25%
Travel Service / Airline Ticket	2,23%	3,26%

## Total Fleets and Running Days Ratio

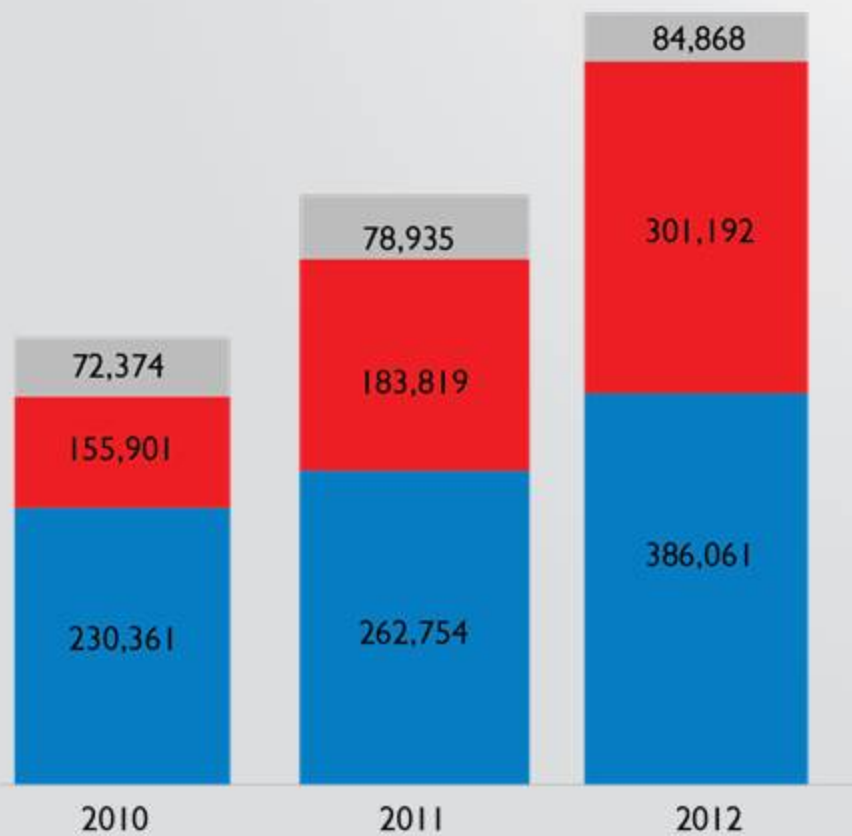
Fleets	2012	2011
Total Fleet Perseroan	930	667
Rasio Running Days Bus Wisata	78%	79%
Rasio Running Days Taxi	55%	62%
Rasio Running Days Car Rental/Limousine	90%	80%
Occupancy Trip Intercity Shuttle	56%	55%

## Consolidated Asset - Debt - Equity

■ EQUITY

■ ASSETS

■ DEBT



## Financial Performance

(in millions IDR)	2012	2011	2010	2012 Growth %
Revenue	201.199	171.766	135.548	17%
Direct Cost	119.717	107.118	90.480	12%
Operating Expenses	47.678	40.736	32.057	17%
Operating Income	33.804	23.913	13.011	41%
Other Income (Expenses)	(23.999)	(13.849)	(12.358)	73%
Net Income	5.933	4.471	286	33%
EBITDA	72.912	58.134	36.804	25%
EPS	14,32	10,08	0,67	42%



## Financial Ratio

(%)	2012	2011	2010
Laba Kotor terhadap Penjualan Bersih	40,50%	37,64%	33,25%
Laba Bersih terhadap Penjualan Bersih	2,95%	2,60%	0,20%
Imbal Hasil Rata-Rata Aset (ROA)	1,54%	1,81%	0,14%
Imbal Hasil Rata-Rata Ekuitas (ROE)	6,99%	5,47%	0,37%
<i>Debt to Asset (X)</i>	0,8	0,7	0,7
<i>Gearing Ratio (X)</i>	3,0	1,8	1,6



TARGET 2013

A large, stylized red wave graphic that flows across the bottom half of the slide, starting from the left and curving upwards towards the right.

## Target 2013

(in millions)	2013P	2012	2011
Revenue	250.631	201.199	171.766
Net Income	7.579	5.933	4.316
EBITDA	87.103	72.912	58.134
EPS	17,70	14.32	10,08

## CAPEX 2013

(in millions)		2013
Fleet		500
CAPEX		116.000

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Thank You



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PT. PANORAMA TRANSPORTASI, Tbk.

Grha White Horse

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