



BLUE BIRD

ANNOUNCEMENT CONCERNING MATERIAL INFORMATION OR FACT

| | | |
|----|---|---|
| 1. | Date of Event | December, 19 th 2017 |
| 2. | Type of Material Information or Fact | The signing of the collaboration between PT Blue Bird Tbk (the "Company") and Traveloka for seamless transportation to and from the airport. |
| 3. | Description of Material Information or Fact | <p>As part of executing its multi channel access strategy, the Company engaged in collaboration with third party and partners to provide easiness and comfort for our customers. In line with that strategy, the Company has engaged in collaboration with Traveloka to provide transportation service to Traveloka users that are planning to travel to and from the airport.</p> <p>Through this collaboration, the Company will provide two options of transportation, which are airport transfer service using Golden Bird where customer can choose a variety of cars available such as Avanza / Inova / Camry / Alphard, that are available in 10 major in Indonesia (Jakarta, Surabaya, Bandung, Bali, Solo, Semarang, Jogjakarta, Lombok, Medan, and Manado) and the second option which is Big Bird shuttle for Jakarta area. These transportation services can be easily booked from Traveloka app.</p> <p>With the Airport Transportation feature, customers can plan their trip to and from the Airport with ease of mind because pick up transportation can be booked ahead of schedule. Customers can also enjoy a premium service, without the trouble of queuing, using a private car and driver that are ready to take the customers using a flat tariff. The price that is stated in the Traveloka app for each type of transportation is the final price including toll fee, parking, and fuel. Currently, Airport Transportation feature can be accessed through Traveloka app on android and will be followed by iOS platform in the near future.</p> <p>To use the feature, customers can easily open the Traveloka app through in their smart phones, choose Airport Transportation feature, and follow the next instructions available in the application.</p> <p>Further information can be obtained in www.traveloka.com/transportasi-bandara</p> |

| | | |
|----|--|--|
| | <p>The impact of event, material information or fact toward operational activities, legal, financial condition, or business continuity of the Issuer or Public Company</p> | <p>impact on operational activities. Collaboration between the Company and Traveloka will directly support operational activities of the Company and its subsidiaries.</p> <p>Legal implication: This collaboration does not violate regulations and agreements with third parties.</p> <p>Impact on financial condition: No adverse impact to the Company's financial condition.</p> <p>Impact on business continuity: Will support operational activities of the Company and its subsidiaries, which therefore supports the business continuity of the Company and its subsidiaries.</p> |
| 5. | Other information | n.a |

Jakarta, December, 20th 2017
The Board of Directors of PT Blue Bird Tbk