Aruna is a technology company that focuses on the marine-fishery sector. We have a mission to making the sea a better livelihood for all, through technology innovation.

Aruna’s name comes from Sanskrit and means “sunrise” or “light from the east.”

www.aruna.id

Aruna Mission:

Making the Sea a Better Livelihood for All

Watch our Documentary on Youtube: “Sunrise at Sea”

Awards:

- Forbes 30 under 30 Class of 2020
- Forbes Asia
- The Grand Winner: Alipay-NUS Enterprise Social Innovation Challenge
- TEMPO: Start Up of the Year 2019 Category: Social Impact Majorah TEMPO
- The Most Social Impact Startup 2019 Ministry of Research, Technology and Higher Education
- ASEAN ICT Awards Singapore: Gold Winner ASEAN ICT Awards (AICTA) for Private Sector 2018

Featured on:

- Forbes
- Deal Street Asia
- Reuters
- BBC News
- Yahoo News
- CNN
- TechCrunch
- TechinAsia
- THE STRAITS TIMES
Most of Indonesia’s > 3 million fishermen live below the poverty line, representing 25% of Indonesia’s poor.

Antara News Agency
Integrated Supply Chain Aggregator Platform for Seafood Products

Fisherman & Fish Farmer Community

Direct Customer (B2B2C)
Export/Import, Processing Company
Supermarket, Hotel, & Restaurant
Retail & Value-added Product

Aruna
Aruna’s Community of Fishermen and Fish Farmers

Empower Local People & provide specific trainings:
- Sustainable & Responsible Fishing
- Quality Control
- Fish Processing
- Financial Management
- Digitalization (Apps Tutorial)

Local Fishermen-Fish Farmer
Catch & Produce the fish

Local Heroes
(Group manager from locals)
Manage group, use the app

Helper & Picker (Mostly Woman)
Help processing, sizing & grading
Aruna Supply Point (Fishermen-Fish Farmer Hub)
Tech Enabled-Standardized Seafood Mini Warehouse & Processing Facilities

Capability to process, handling, packing different commodities

Access to Market
- Transaction, Payment, processing Point

Access to Financing & Inputs
- Financial Services (Loan, Insurance, Savings)
- Inputs & Daily Needs for Fishermen

Access to Information & Technology
- IoT, Tracking Devices, Renewable Energy, Cold-chain etc,
Financial Services
- Micro Loan/Financing
- Micro Insurance
- Savings

Inputs Store for Fishermen/Farmers (ArunaKIOS)
- Fishing Gear
- Fishing Equipment
- Fuel
- Daily Needs, Groceries
Aruna Hub Activities
Community of Fishermen - Wild Catch

Community of Fish Farmers (Aquaculture)
Fishermen Profiling & Traceability Data
Support Precision, Responsible & Sustainable Fishing

- Provide Location Data for Seafood Product Traceability Data
- Validating the fishing ground area
Aruna's Community Development
Extensive presence across Indonesia, through a robust network of fishermen, mini plants, distribution centers and transit hubs

26K+ fishermen network acquired through a hyper-localized sourcing approach, resulting in exclusive, trust-based supplier relationships

110+ hub / supply points having started in more rural areas with high value products and low competitive dynamics such as East Kalimantan, Sulawesi & Papua before expanding to Java

20+ commodities spanning from high-value seafood such as crab and lobsters (for export markets) as well as fish and shrimp (for domestic markets). Aruna also offers its own branded products

Aruna also offers its own branded products (1)
Products

Most Transacted:

Lobsters: Rock Lobster, Slipper Lobster, Pakistan Pearl Lobster, Black Slipper Lobster, Batik Pearl Lobster

Tuna & Mackarel: Blue Swimming Crab, Skipjack Tuna, Mackarel

Shrimp: Red Snapper, Vannamei Shrimp, Tongkol

Blue Swimming Crab: Red Grouper, King Fish, Cuttlefish, Mad Crab, Penaeus merguiensis

Grouper, Snapper: Red Snapper, Grouper, Snapper
Serving as a one-stop, end-to-end supply chain aggregator

**First mile:**
Supply points act as collection, handling, and quality control centers with basic cold chain/processing capabilities.

**Middle mile:**
Aruna works with 3PL providers to transport the goods to either a transit center or processing plant (operates a total of 13 warehouses).

**Last mile:**
Export products which are fresh are typically flown to the end customer while processed goods are shipped; domestic products are delivered via 3PL partners.

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**Ecosystem Collaboration**

Collaborate with Industries Partners to create end-to-end integrated supply chain

**Partnership with Industries**

- PRODUCER HUB
- PROCESSING
- Aruna Site (Miniplant)
- Processing / Packing Factory, Warehouse

**Partnership with 3PL (Warehouse & Cold-chain)**

- MARKET
- Distribution
- Domestic - Overseas Cold Chain Distribution, Importing Co.
- Aruna Brand Domestic & Overseas

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**CUSTOMER**

- Export
  - North America
  - China
  - Southeast Asia
  - Japan
  - Korea
  - Middle East

- Domestic
  - General Trade
  - Modern Trade
  - B2C

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**aruna PLATFORM (ERP)**

- HEROES APP
  - SERVICES FOR PRODUCERS
    - Transaction & Payment
    - Financing / Funding
    - Equipment, Feed
    - Technology (IoT)
    - Other Business

- BUYER/CUSTOMER APP
  - SERVICES FOR PRODUCERS
    - Quotation
    - Payment
    - Auction
Collaboration with E-Commerce & Groceries Platforms
Sustainability Initiatives

Healthy Profit

Company's & Employee's prosperity

Community's livelihood

Marine Environment & Ecosystem

Sustainable **Income & Improving Livelihood** for Fishing Communities

*Programs: GAHAR program, productive loan, insurance, etc*

Sustainable **Fish Stocks** and **Marine Environment**

*Programs: Coral & Mangrove Conservation, Sustainability Certification, etc*

Sustainable **Resources use** in the Chain

*Programs: Zero waste program, green energy (solar panel), sustainable packaging, etc*
Sustainability Initiatives

Healthy Profit

Company’s & Employee’s prosperity

Community’s livelihood

Marine Environment & Ecosystem

Profit & People; roadshow, training, women empowerment

Planet; prevention, conservation, adaptation

Prevention

Conservation

Adaptation
Focus on value-add and promoting sustainable industry practices

Strategic relationships across the stakeholder universe

Micro Financing, NGOs, Private Sector

Indonesian Government & Central Bank

Responsible industry practices focused on sustainability

- **Fishermen profiling and traceability data** – Aruna’s fishermen on average have 3x the salary of Indonesian fishermen; provides financing/working capital solutions
- **Quality and safety** – Aruna has implemented a slew of standardization, quality control, and training initiatives
- **Adhering to global standards** – Aruna has received FDA registration in Canada, which has stringent requirements; also registered with the WWF for sustainable fishing practices
- **Procuring “adult” only catch** and products across different grades to avoid wastage
- **Taking a holistic community empowerment approach** (e.g. Aruna hires “housewives” to help with its supply points operations)
More than 3 billion people rely on the ocean for their livelihoods, the majority in developing countries. Indonesia, as the world’s largest archipelagic nation, is home to 27 million of those fishermen - and with the potential to employ millions more in the years ahead.

Aruna is committed to harness Indonesia’s maritime potential and improve the livelihoods and lives of Indonesia’s fishermen through technology innovation.

Thank You.

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PT Aruna Jaya Nuswantara