Democratize Commerce through Technology
With Tokopedia

2 minutes to start business online

4 million merchants on platform

70% are first-time entrepreneurs

Over **100 million products** listed with same price & services

We serve **78 million monthly visitors**

**93%** of districts in Indonesia
Anggun
Banda Aceh
"Indonesia to be the largest digital economy in Southeast Asia by 2020 the Digital Energy of Asia."

President Joko Widodo
Women participation in the economy increase through online commerce -

35% of online sales are generated by women

Consumers outside of Java save 11-25% by shopping online

How can we maximize the potential of online commerce in Indonesia?
Democratize Commerce through Technology

- Drive SME Growth
- Increase Financial Inclusion
- Simplify Lives
Online commerce is a $8 billion-a-year business has strong developmental impact

Recent McKinsey study reveal:

Today online commerce has created 4 million jobs. By 2022, it will jump to 26 million jobs

Consumers outside of Java save 11-25% by shopping online

Online commerce increase our export potential to $26 billion

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