

Strategi Jangka Panjang Perseroan: Perkuat Bisnis Eksisting Sambil Ekspansi Layanan Internet Rakyat Melalui Kemitraan Strategis

Jakarta, 2 Desember 2025

PT Personel Alih Daya Tbk (“Perseroan”) dengan kode emiten PADA, telah menyelenggarakan Public Expose Insidentil pada Selasa, 2 Desember 2025 yang diselenggarakan secara *Offline* dan *Online*, bertempat di Kantor Perseroan Jl Poltangan Raya No.35, Jakarta Selatan.

Public Expose ini dihadiri oleh Direktur Utama Perseroan, Cahyanul Uswah, Direktur Perseroan, Yayan Dharmawangsa serta jajaran Manajemen Perseroan serta dari Media/Jurnalis, Sekuritas, Pemegang Saham Publik, Undangan dan Peserta Umum lainnya.

Dalam Public Expose tersebut, Direksi Perseroan memaparkan Kinerja Keuangan Perseroan serta menyampaikan pembaruan Strategi Bisnis yang berfokus pada stabilitas pertumbuhan jangka panjang.

Perseroan menegaskan akan terus memperkuat dan mengoptimalkan lini bisnis eksisting yang meliputi layanan **Call Center, Technical Services, Security Services, Office Services, dan Kurir Services**.

Fokus Strategis dan Kemitraan Jangka Panjang

Dalam upaya mencapai pertumbuhan bisnis yang stabil dan berkelanjutan, Perseroan menyampaikan fokus strategis baru yaitu menggarap layanan **Technical Services** dan sumber daya manusia (SDM) untuk mendukung distribusi dan instalasi **layanan Internet Rakyat (IRA)** di berbagai wilayah yang membutuhkan akses internet andal.

Inisiatif ini akan dijalankan melalui kemitraan strategis dengan **key entitas** yaitu PT Solusi Sinergi Digital Tbk (WIFI) Group.

Direktur Utama Perseroan, **Cahyanul Uswah** menyatakan, “Kemitraan dengan mitra strategis seperti dengan WIFI Group ini adalah sangat penting dan fundamental. Kombinasi antara keahlian alih daya kami, khususnya di bidang Teknikal dan SDM, dengan jaringan dan kapabilitas mitra kami, akan mempercepat penetrasi layanan IRA di seluruh wilayah”.

Stabilitas Pertumbuhan melalui Pendapatan Berulang (*Recurring Income*)

Strategi ekspansi layanan IRA ini tidak hanya untuk mendorong pertumbuhan cepat, tetapi juga untuk menjaga stabilitas pertumbuhan bisnis Perseroan dalam jangka panjang.

Perseroan memproyeksikan akan mendapatkan dua sumber pendapatan utama dari inisiatif ini:

1. Pendapatan Awal (*Initial Revenue*): Dari kegiatan instalasi dan distribusi layanan IRA.
2. Pendapatan Berulang (*Recurring Income*): Dari kegiatan pemeliharaan berkelanjutan dan dukungan teknis atas layanan IRA.

“Pendapatan berulang dari pemeliharaan adalah kunci stabilitas. Ini akan menciptakan aliran pendapatan yang lebih terprediksi dan berkelanjutan, memastikan *health* (kesehatan) keuangan Perseroan dalam jangka panjang, dan memberikan nilai tambah maksimal bagi pemegang saham” ujar Cahyanul Uswah.

Prospek Bisnis

Perseroan sebagai perusahaan penyedia Jasa Outsourcing optimistis langkah strategis ini akan menempatkan Perseroan pada posisi yang kuat untuk menjadi penyedia solusi Teknikal dan SDM terdepan dalam mendukung ekosistem layanan digital dan telekomunikasi di Indonesia.

The Company's Long-Term Strategy: Strengthen Existing Business While Expanding Public Internet Services Through Strategic Partnerships

Jakarta, December 2, 2025

PT Personel Alih Daya Tbk ('the Company') with the issuer code PADA, held an Incidental Public Expose on Tuesday, 2 December 2025, which was held offline and online at the Company's office at Jl. Poltangan Raya No.35, South Jakarta.

The Public Expose was attended by the Company's President Director, Cahyanul Uswah, the Company's Director, Yayan Dharmawangsa, as well as the Company's management team and representatives from the Media/Journalists, Securities, Public Shareholders, Invitees and other General Participants.

During the Public Expose, the Company's Board of Directors presented the Company's Financial Performance and announced updates to its Business Strategy, which focuses on long-term growth stability.

The Company emphasized that it will continue to strengthen and optimize its existing business lines, which include Call Centre, Technical Services, Security Services, Office Services, and Courier Services.

Strategic Focus and Long-Term Partnerships

In an effort to achieve stable and sustainable business growth, the Company has announced a new strategic focus on developing Technical Services and human resources (HR) to support the distribution and installation of Internet Rakyat (IRA) services in various regions that require reliable internet access.

This initiative will be implemented through a strategic partnership with a key entity, PT Solusi Sinergi Digital Tbk (WIFI) Group.

The Company's President Director, Cahyanul Uswah, stated, "Partnerships with strategic partners such as the WIFI Group are very important and fundamental. The combination of our outsourcing expertise, particularly in the technical and HR fields, with our partners' networks and capabilities, will accelerate the penetration of IRA services throughout the region".

Growth Stability through Recurring Income

This IRA service expansion strategy is not only intended to drive rapid growth, but also to maintain the stability of the Company's business growth in the long term.

The Company projects that it will obtain two main sources of income from this initiative:

1. Initial Revenue: From the installation and distribution of IRA services.
2. Recurring Income: From ongoing maintenance and technical support for IRA services.

"Recurring income from maintenance is the key to stability. This will create a more predictable and sustainable revenue stream, ensuring the Company's long-term financial health and providing maximum added value for shareholders" said Cahyanul Uswah.

Business Prospects

As a company providing outsourcing services, the Company is optimistic that this strategic movement will place the Company in a strong position to become a leading provider of technical and human resource solutions in supporting the digital and telecommunications service ecosystem in Indonesia.