



aruna

Integrated
Fisheries
Commerce

www.aruna.id

aruna

Aruna Mission :

LAUT[®]
UNTUK
SEMUA

Aruna is technology company that focused in 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."

Making the Sea a Better Livelihood for All



Watch our Documentary on Youtube :
"Sunrise at Sea"

www.aruna.id

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
Majalah TEMPO



THE MOST SOCIAL
IMPACT STARTUP 2019
Ministry of Research, Technology
and Higher Education



GOLD WINNER
ASEAN ICT Awards (AICTA)
for Private Sector 2018



FAST COMPANY

Fast Company selected Aruna
**As the 10 most innovative
Asia-Pacific companies
of 2022**

Featured on :

Forbes

Deal
street
Asia

REUTERS®

BBC
NEWS

yahoo!
news

CNN

TC
TechCrunch

TECHINASIA

e27

THE STRAITS TIMES

Problems to Solve

Most of Indonesia's **> 3 million** fishermen live below the poverty line, representing **25%** of Indonesia's poor.

Antara News Agency

Inefficient

Supply Chain

Poor

Data

Bad

Quality Control

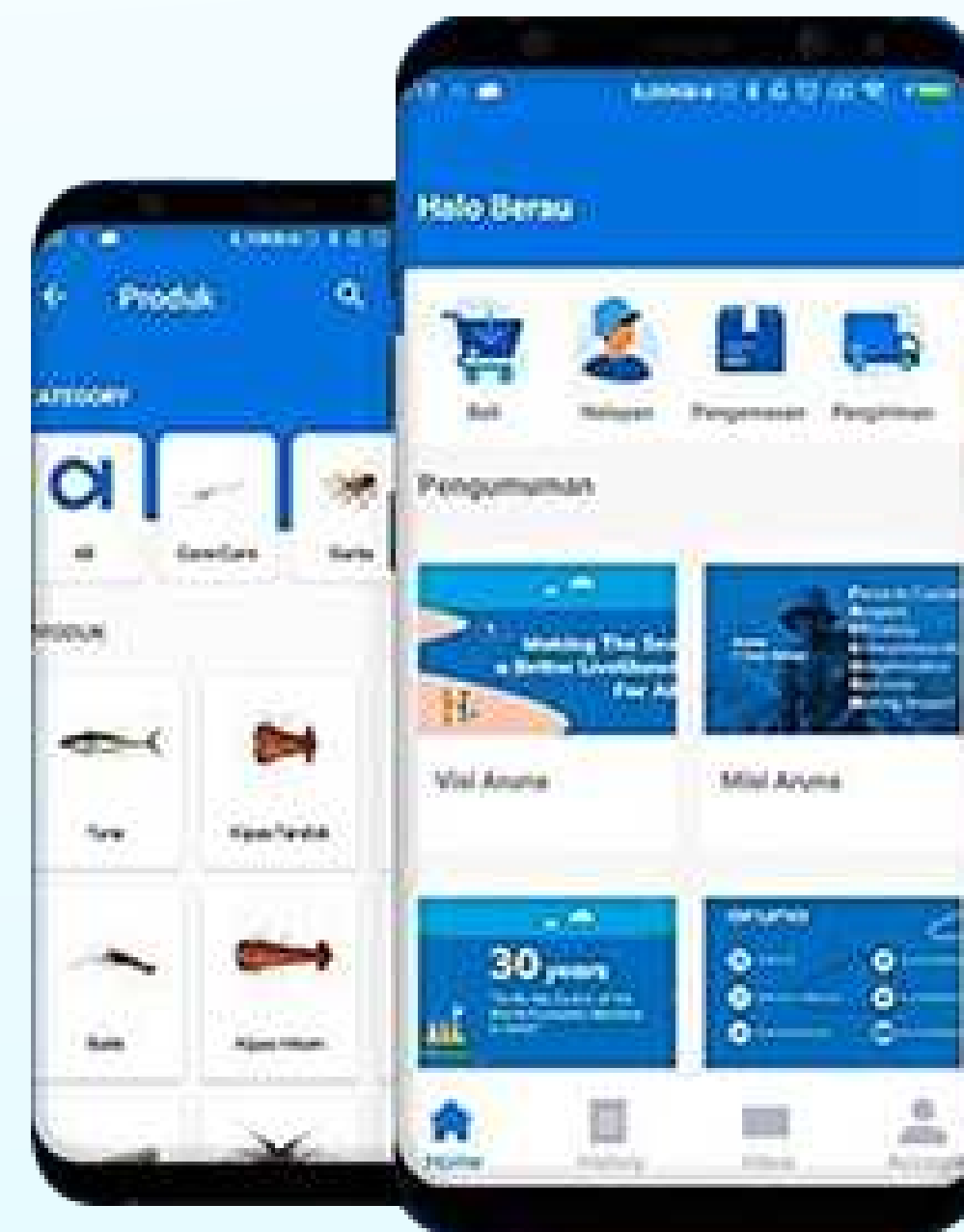
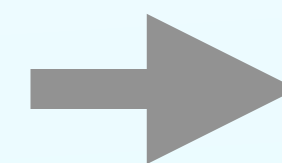
Middlemen - brokers



aruna

Integrated Supply Chain Aggregator Platform for Seafood Products

Fisherman & Fish Farmer
Community



aruna

Direct Customer (B2B2C)



Export/Import, Processing Company



Supermarket, Hotel, &
Restaurant

Seafood[®]
by aruna



Retail & Value-added Product

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)



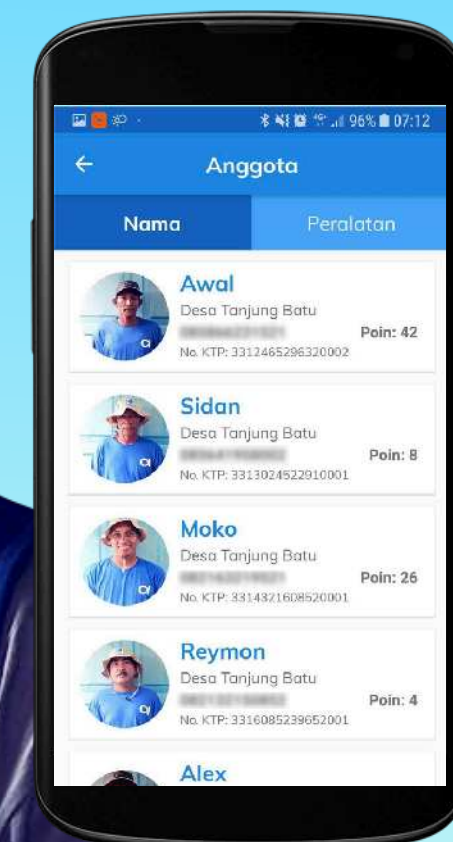
Local Fishermen-Fish Farmer
Catch & Produce the fish



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)

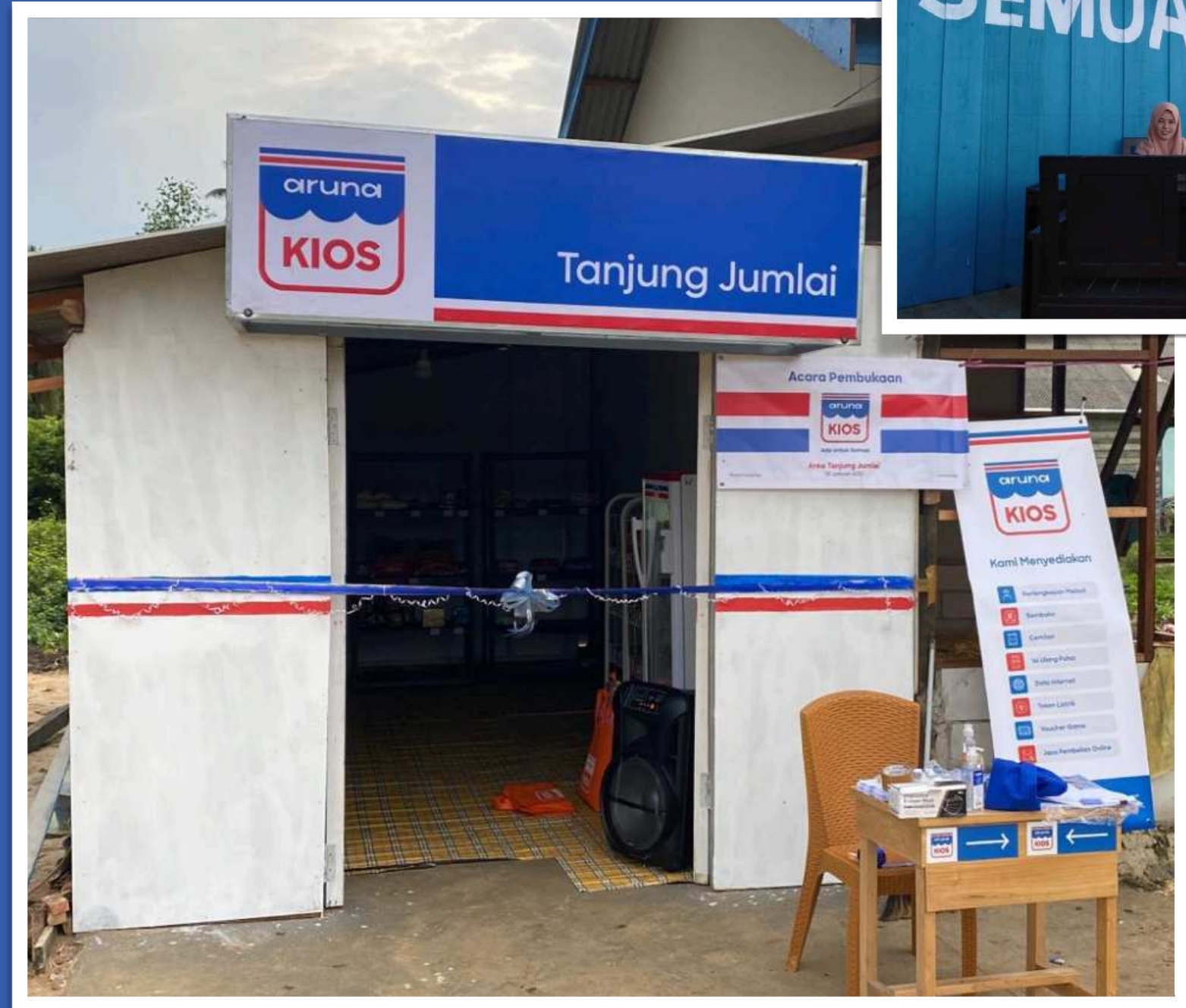


Inputs & Daily Needs
for Fishermen

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

State-owned Bank



Fintech P2P



Insurance



Aruna Hub Activities





Community of Fishermen - Wild Catch



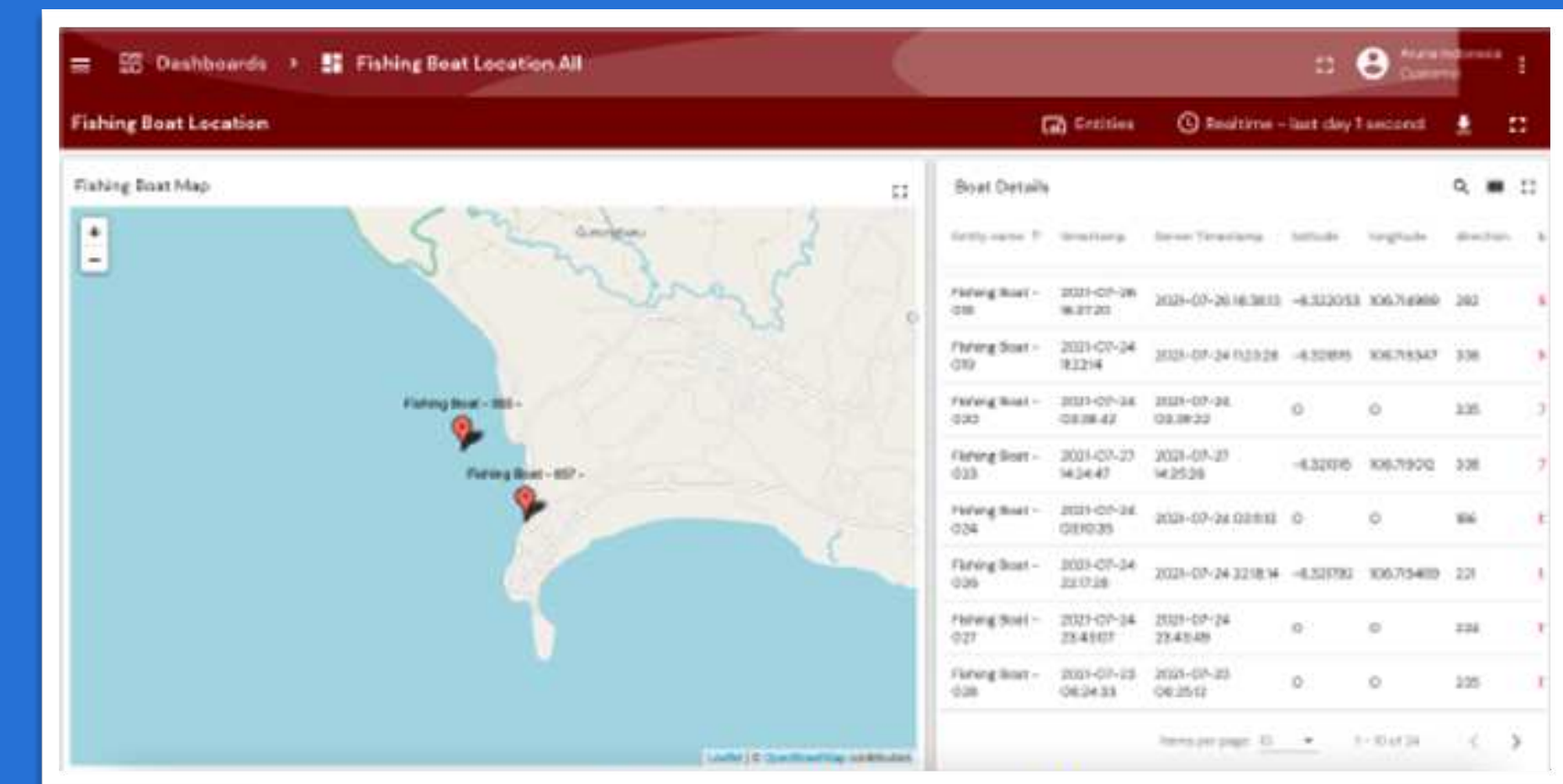
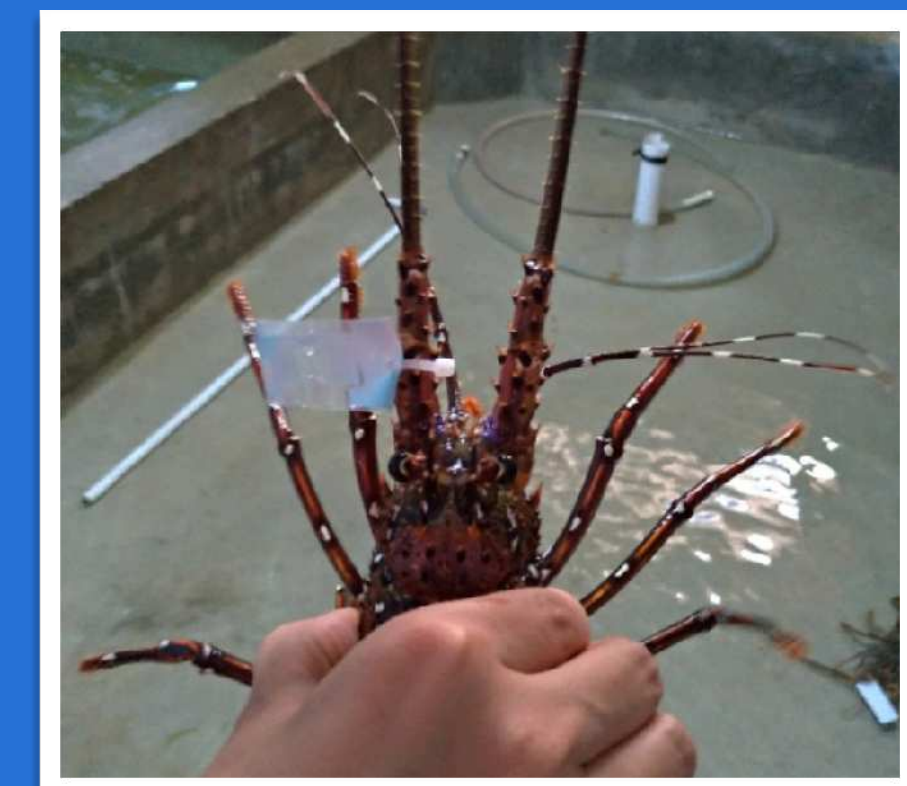
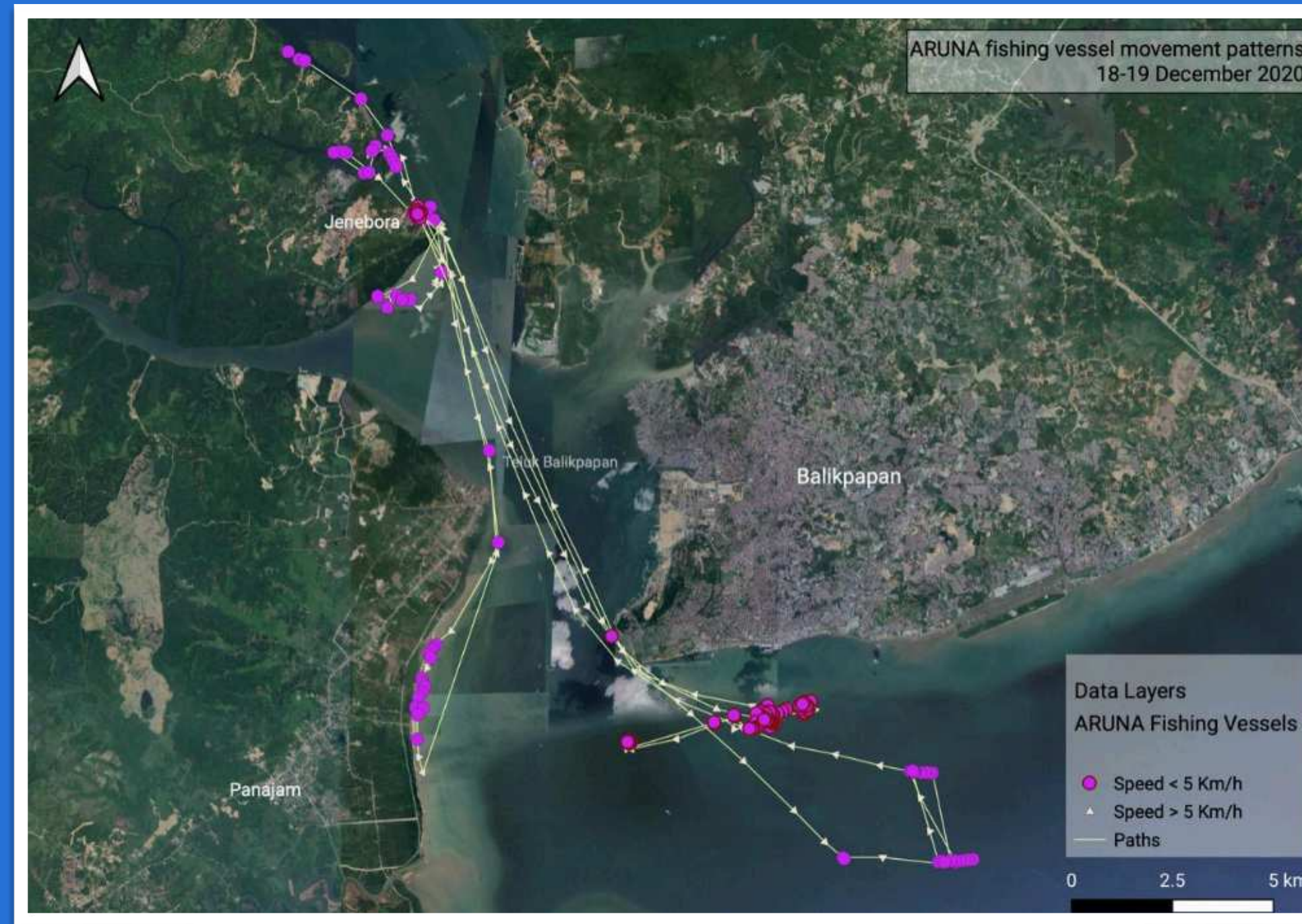
Community of Fish Farmers (Aquaculture)



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



Aruna's Community Development




Extensive presence across Indonesia, through a robust network of fishermen, mini plants, distribution centers and transit hubs

Wide and robust geographical presence across Indonesia



 **26k**
Fishermen networks

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

 **110+**
Location

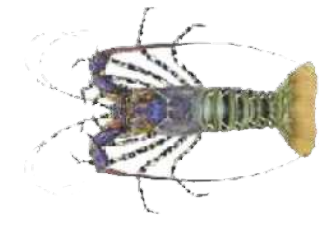
110+ hub / supply points having started in more rural areas with high value products and low competitive dynamics such as East Kalimantan, Sulawesi & Papua before expanding to Java

20+
Commodities

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⁽¹⁾

Products

Most Transacted :



Lobsters



Tuna & Mackerel



Shrimp



Blue Swimming Crab



Grouper, Snapper



Rock Lobster
Panulirus Homarus



Blue Swimming Crab
Portunus Pelagicus



Red Snapper
Lutjanus bitaeniatus



Red Grouper
Plectropomus leopardus



King Fish
Scomberomorus commersoni



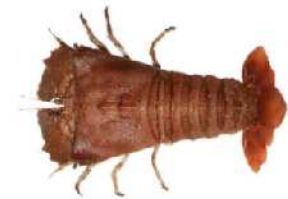
Cuttlefish
Sepia sp.



Mud Crab
Scylla spp.



Penaeus
merguensis



Slipper Lobster
Thenus orientalis



Skipjack Tuna
Katsuwonus pelamis



Vannamei Shrimp
Litopenaeus vannamei



Tongkol
Euthynnus affinis



Spiny Lobster
Panilurus Versicolor



Pearl Lobster
Panulirus Ornatus



Black Slipper Lobster
Tenus Orientalis



Batik Pearl Lobster
Panulirus cygnus



Pakistan Pearl Lobster
Panulirus Polypagus



Layang Deles
Decapterus macrosoma



Layang
Decapterus macarellus



Barramundi
Lates calcarifer



Baronang
Siganus Sp.



Squid
Loigo Sp.



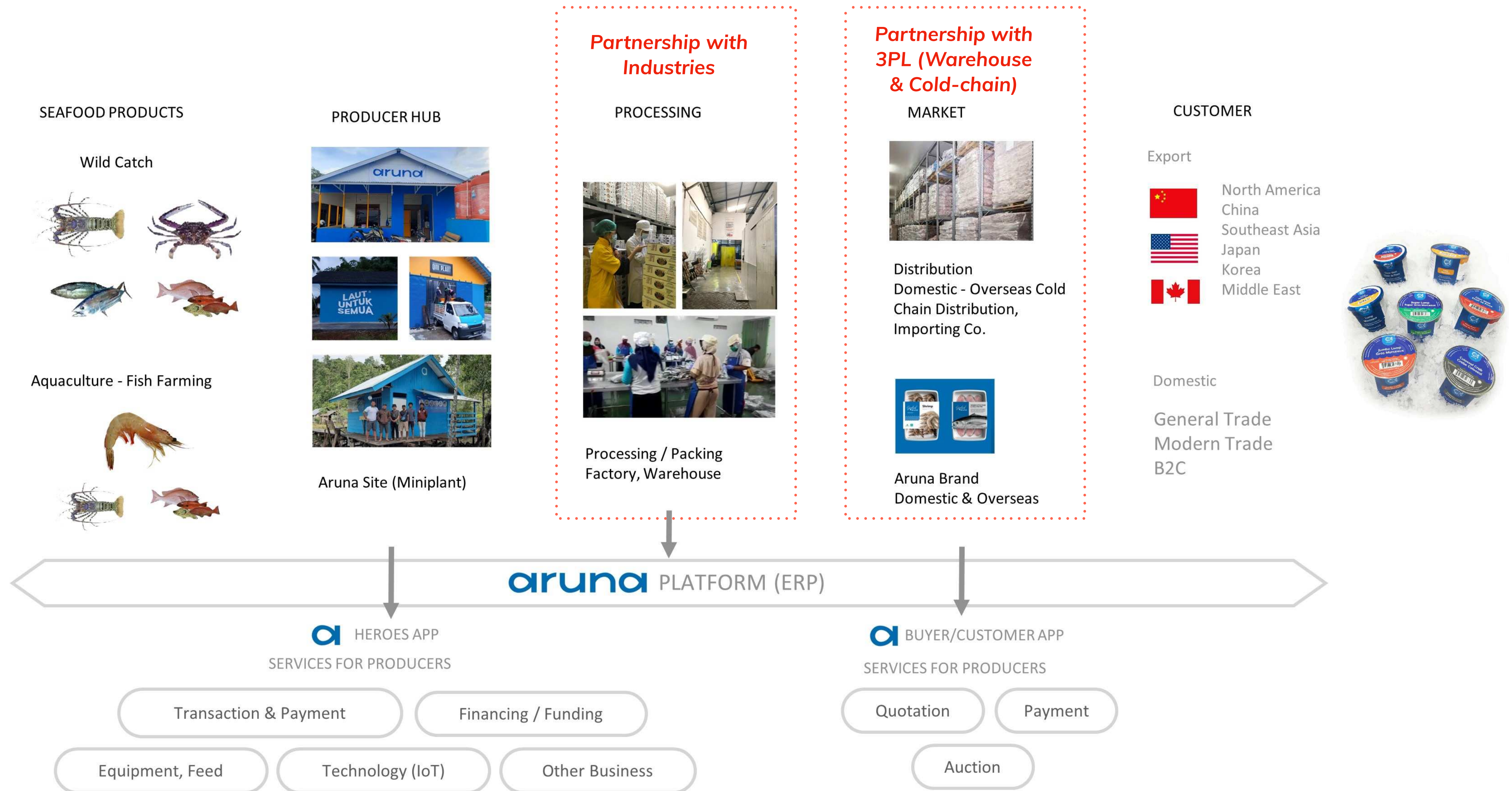
Yellowfin Tuna
Thunnus albacares



Red Snapper "Sawo"
O. chrysurus

Ecosystem Collaboration

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





Aruna Domestic B2B2C Initiatives during COVID19 Boost Sales Collaboration with E-Commerce & Groceries Platforms



Sustainability Initiatives

Healthy Profit

Company's & Employee's prosperity

Community's livelihood

Marine Environment & Ecosystem



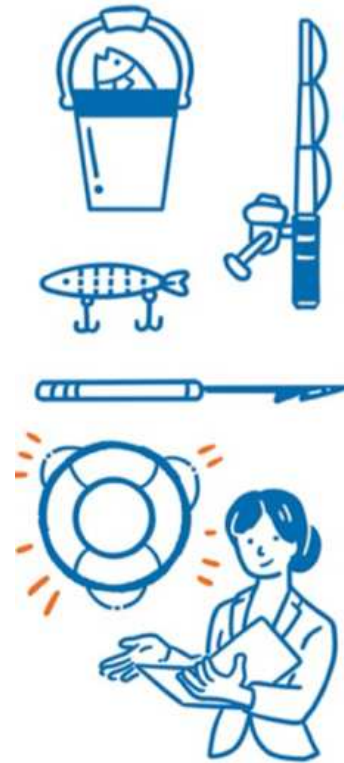
Sustainable **Income & Improving Livelihood** for Fishing Communities

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)

Thank You.

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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.

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