



Modern Retail in MRT Jakarta

Business Development Directorate

August 14, 2023





An Overview of MRT Jakarta

PT MRT Jakarta (Jakarta MRT Corporation) is a Regional Government-Owned Enterprise of the Jakarta Provincial Government, established in 2008 through the Mass Rapid Transit collaborative project between the Government of the Republic of Indonesia and the Government of Japan.

MRT Jakarta is responsible for constructing, managing, and developing the urban railway system in Jakarta. Along its journey, MRT Jakarta has evolved beyond being merely a transportation facility, transforming into a manager of transit-oriented areas in Jakarta and its vicinity through its subsidiaries, while also promoting seamless integration of transportation modes in the Jabodetabek region.

BUNDARAN HI 38
aman di dalam kereta dan 2

STOP
↓



MRT JAKARTA AT A GLANCE



MRT Jakarta

80%

Vehicles
Contribute to
Air Pollution

7

Jakarta ranked 7th
among the World's
Most Congested Cities
in 2018 according to
the Tom Tom Traffic
Index



43%

Emissions originate from the
transportation sector,
estimated at 25,000 tons/year

Rp100 T

Losses due to congestion
are estimated to reach
100 Trillion Indonesian
Rupiah per year

Increasing Mobility Improving Life Quality



PT MRT Jakarta (Perseroda) Mandate

Peraturan Daerah Provinsi DKI Jakarta Nomor 3 tahun 2008

Infrastructure Development

Station, depot, rail, and the MRT train

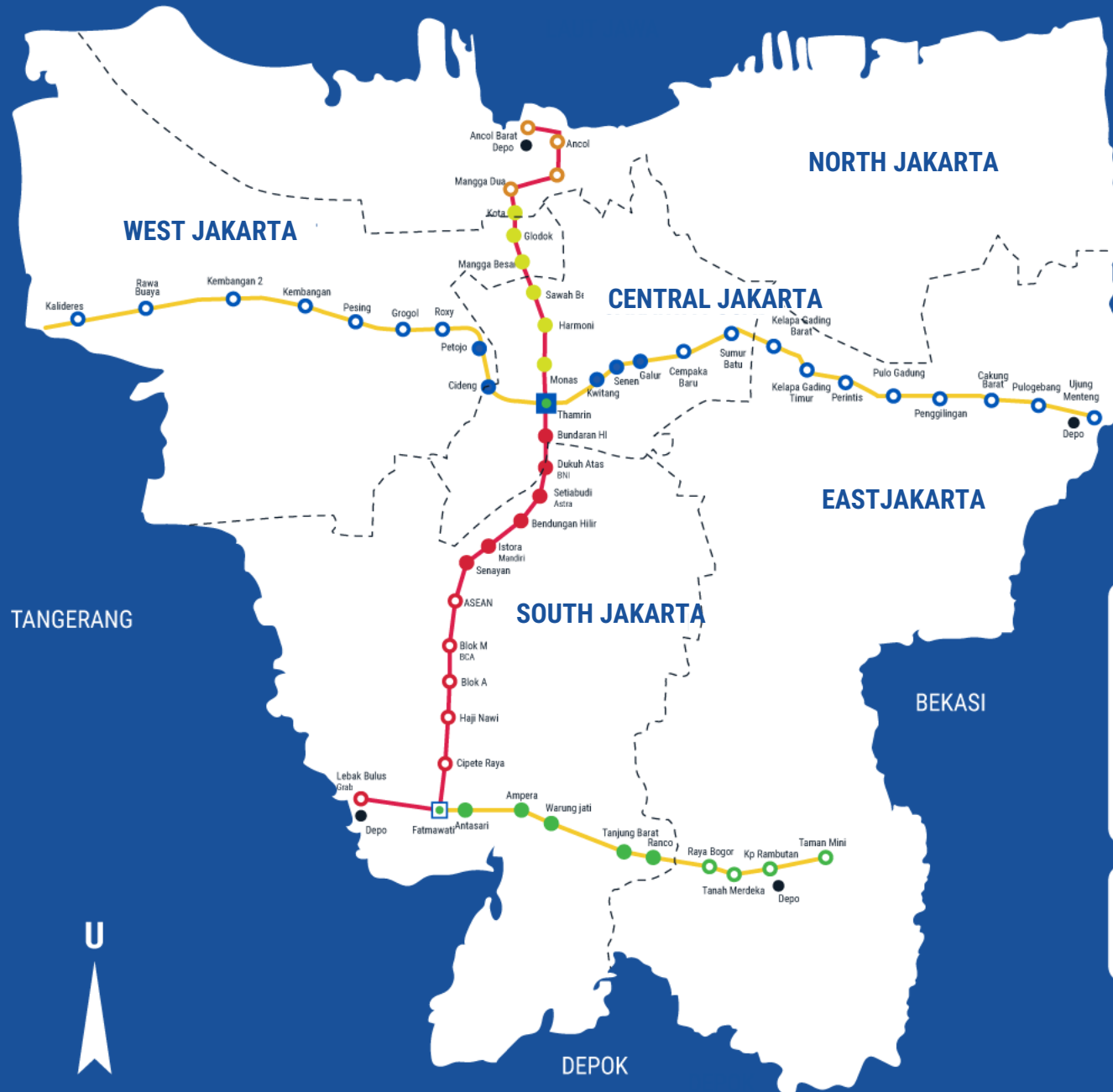
Operation & Maintenance

Station, depot, rail, and the MRT train

Business & Transit Oriented Development

Business & retail inside and around the station, Transit Oriented Development (TOD)

MRT Jakarta Network



- MRT 01 | NORTH-SOUTH: Lebak Bulus-Ancol Barat
- MRT 02 | EAST-WEST: Ujung Menteng-Kalideres
- MRT 03 | OUTER LOOPLINE: Fatmawati-TMII

PHASE	CORIDOR	LENGTH	STATUS	
●	Phase 1	Lebak Bulus-Bundaran HI	± 16 km	Operation (2019 – now)
●	Phase 2A	Bundaran HI-Kota	± 6,3 km	Contractor Tender (2021 – 2027)
●	Phase 2B	Kota-Ancol Barat	± 6 km	Feasibility Study (2019 – 2020)
●	Phase 3	Kalideres-Ujung Menteng	± 37 Km	BED Process from Ministry of Transportation RI (2021- 2022)
●	Phase 4	Fatmawati-TMII	± 10,6 km	Pre- Feasibility Study (2019 – 2020)

■	Interconnection Elevated Station	○	○	○	○	○	Elevated Station
■	Interconnection Underground Station	●	●	●	●	●	Underground Station



MRT Jakarta Introduces a New Era of Modern Public Transportation in Jakarta

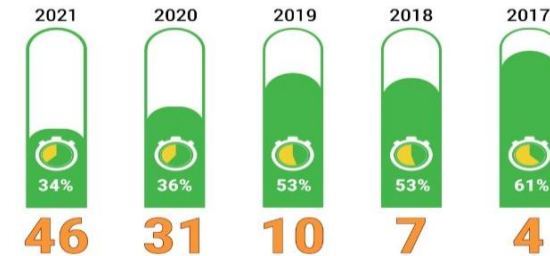
The Launch of Line 1, Consisting of 16 Stations, From South Jakarta to the City Center in March 2019



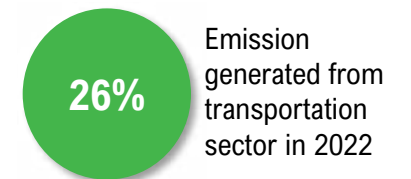
Multi Mode Transport Integration




Better Traffic Index




Better Emission






Bundaran HI
30 Minutes
Lebak Bulus




Line Spec
16 Km
Line Length



Communication Based Train Control

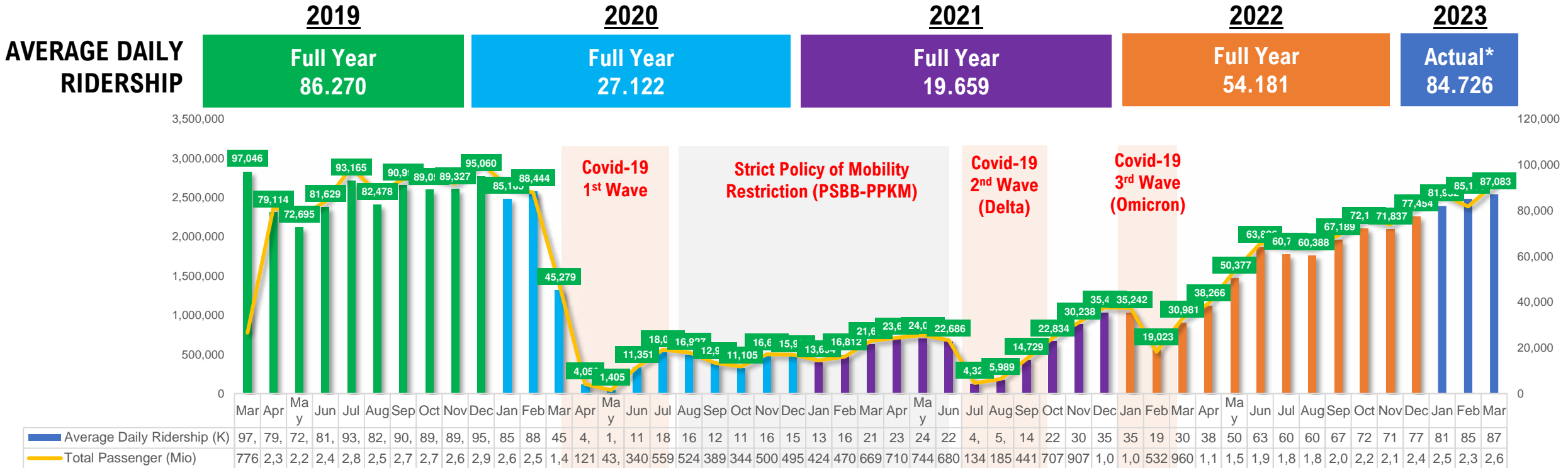
1 Train Set



6 CARS 118 Meters 1200 - 1800 Passenger / trainset

Jakarta MRT Passengers Pre-Post Pandemic

Jakarta MRT maintains its service commitments before-during-post pandemic to create continuity & customer trust



MRT Jakarta Passenger Ridership

68.917.301

(*24 March 2019 – 31 March 2023)

ON TIME PERFORMANCE

Travelling Time
99.94%

Dwelling Time
99.98%

Arriving Time
99.95%

MRT Jakarta Ontime Performance



On Time Performance



99.8%


Waiting Time



99.8%



Arrival Time



99.7%

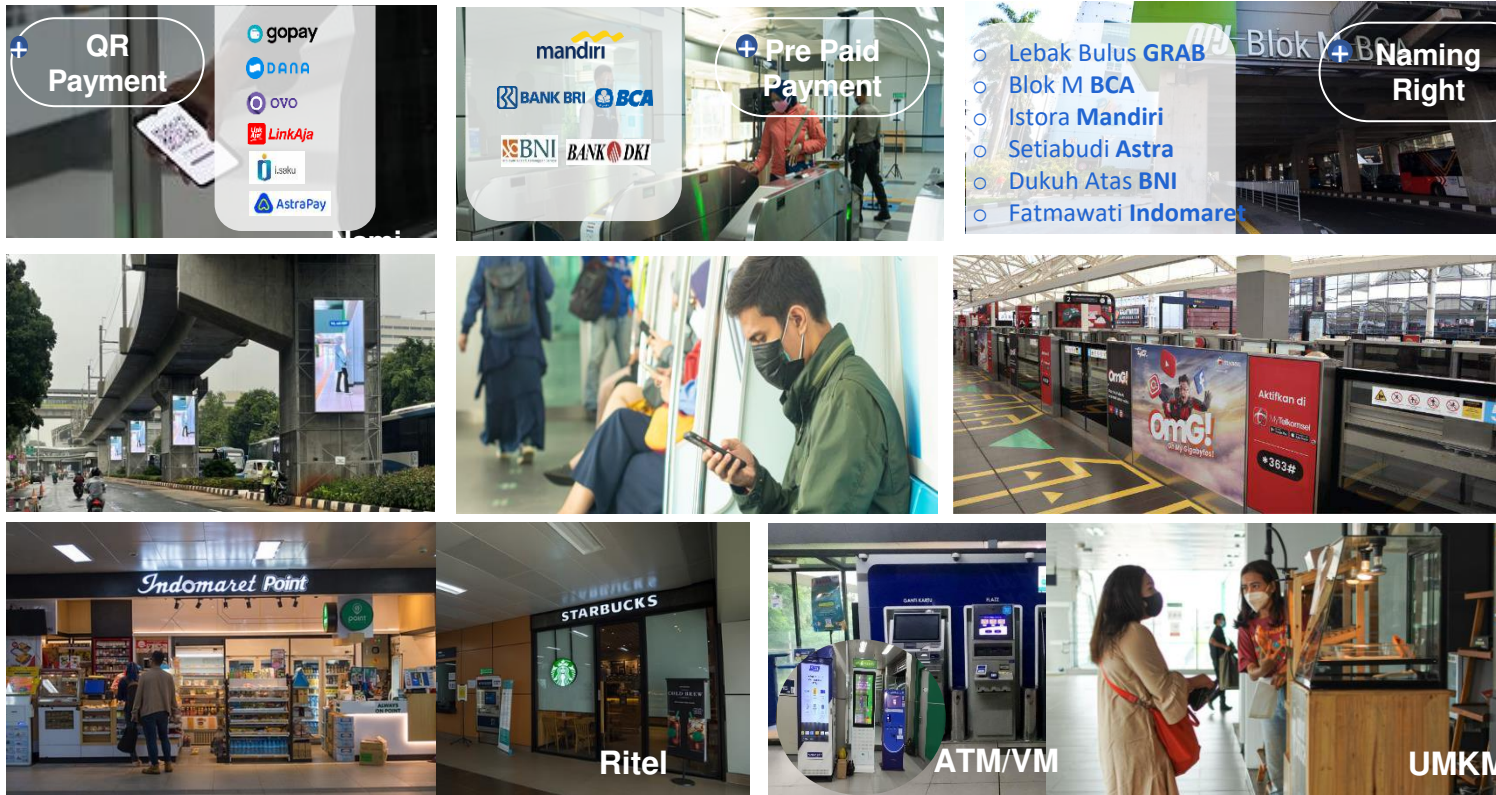
TRANSIT ORIENTED DEVELOPMENT

To support urban regeneration, sustainable city and economic growth



Overview

Commercial, Retail & Digital Business



Tunnel Ads



CT/VT Ads

+

- + Naming Right Phase 1
- + Naming Right Phase 2
- + Others Sponsorship
- + Shelter
- + QR Payment New

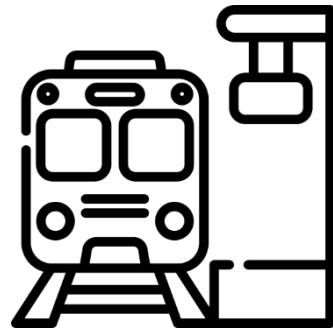
• "Intensification of commercial & retail and expansion towards a 200 m2 area."
 • "Maintaining competitive advantage in the commercial & retail area."

ONE-STOP SHOPPING @ MRT JAKARTA STATION

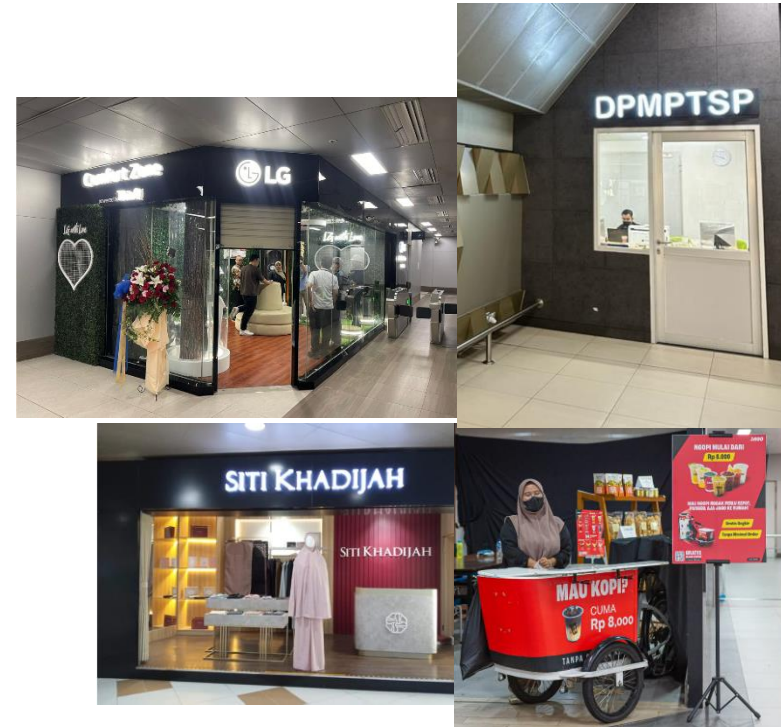
MRT Jakarta aiming to fulfill customer needs in the stations



Customer Needs



MRT Stations



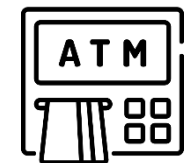
New Lifestyle Tenants

Initially, retail concept in MRT station is 'Grab and Go'. However, as per demand from our riders, MRT Jakarta now offers **broader and more variety of tenants**.

Besides F&B and Convenience Stores, MRT Jakarta provides various category ranging from electronic, fashion to public services.

MRT Jakarta Tenants Differentiation

- Analyzing data and insight from MRT Jakarta riders, we tailor the tenancy mix to customize our urban riders.
- Therefore, we divide 3 types of Retail :
 - **RETAIL REGULER** : Tenants which have more prominent area at the stations, with tenancy mix of Convenience Store, Fashion, F&B, Services, etc. Similar with tenants in shopping malls
 - **RETAIL UMKM / SME** : Tenants which came from small business industry with revenue falls below certain limits. We curated all the tenants, therefore the limited space is really dedicated for the real SME that needs incubator or starter points to start their business.
 - **ATM & VM** : An automated machines mostly for F&B, banking and small accessories.



Why Should Partner with MRT Jakarta?

- Total existing tenants **55** brands and many more to come
- 50% of the tenants are joined **since 2019**
- Average unit size : **10 – 60sqm**
- Occupancy rate post-pandemic : **70%**
- Competitive **rental rate & business scheme**
- **High traffic** with great buying-power riders
- **Infrastructure ready** for retail business more than other public transportation operator in Indonesia.
- **Strategic area** extending from South Jakarta to Central Jakarta
- **Easily accessible** for online ordering, since the retail area is in a non-paid area

According to the World Economic Forum, locations with good social value can be the key to unlocking urban regeneration.

MRT value all tenants with no exceptions.

We become the **business incubator** for our SME tenants.

We also support well-established tenants with **constant promotions**, esp. on our social media platforms.

MRT become the meeting points for local community in Jakarta who embrace their diversity and positive movement in participating for **better Jakarta**.



Terima Kasih

Thank You



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