



PT.RAMEZA MEDIA INOVASI

OPTIMUS: **AI-Powered Field Operations for Indonesia** **Unifying sales automation, execution, and analytics.**

Integrated SaaS ecosystem for FMCG/Retail
SaaS platform + managed services powering efficiency
and growth across Indonesia.

OPTIMUS PITCH DECK 2026

One unified operational command center

<https://rameza.id>





PT.RAMEZAMEDIA INOVASI

YOUR FIRST QUALIFIED DIGITAL PARTNER & IT DEVELOPER

OPTIMUS

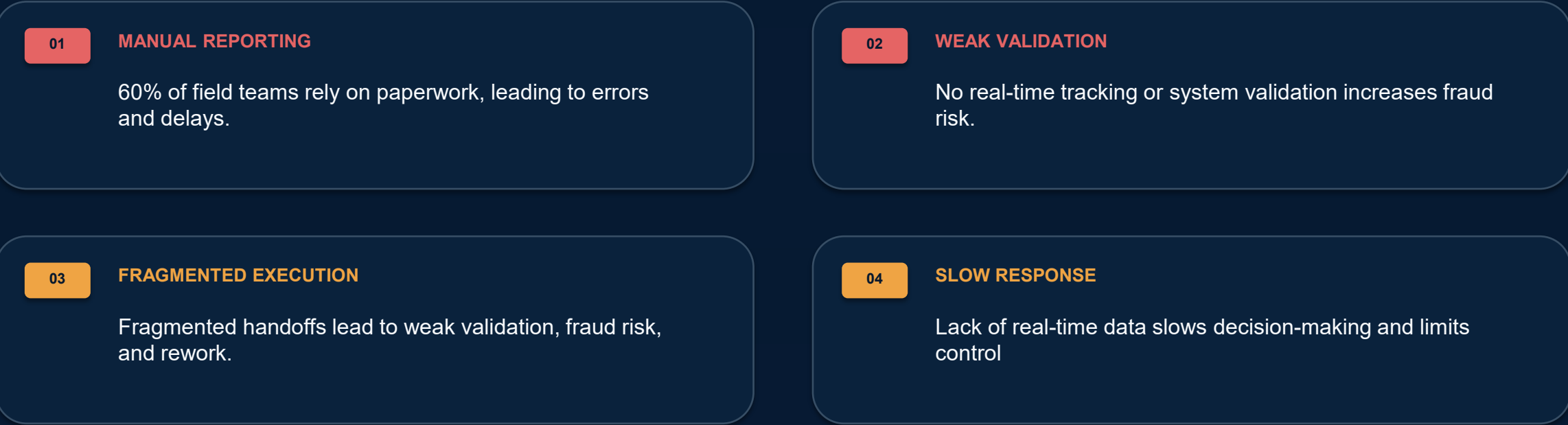
AI-DRIVEN SALES TRANSFORMATION

Unified SaaS platform for FMCG, Retail & Distributors.
Integrated AI/ML intelligence for smart sales management.
End-to-end managed services for superior field execution.

"One Unified Operational Command Center"

Field Sales: Manual Chaos & Missed Opportunities

Execution breaks when field data moves through manual handoffs and fragmented validation.



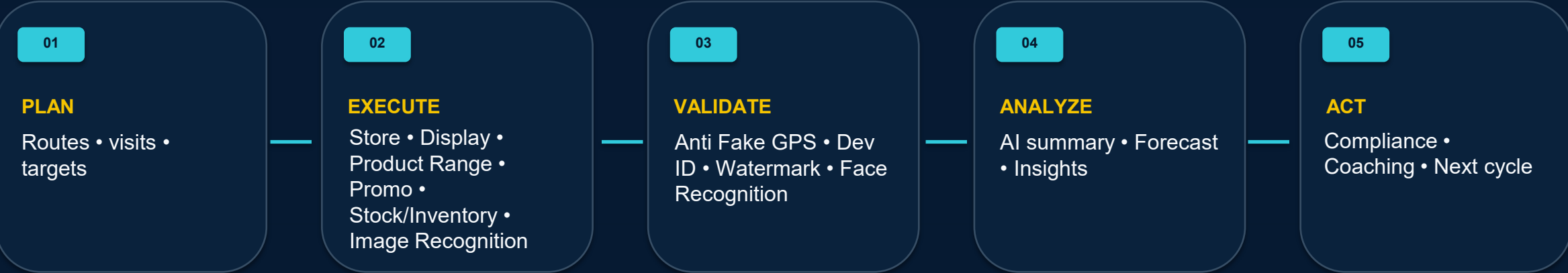
CURRENT HANDOFF CHAIN



Multiple handoffs → delayed reporting → rework → limited real-time control

OPTIMUS: THE UNIFIED FIELD EXECUTION CONTROL LOOP

End-to-end workflow: Plan, Execute, Validate, Analyze, Act.



SFA CORE

Digital, fraud-proof SFA with real-time reporting.

MANAGED WORKFORCE

Supported by in-house managed services for FMCG, Retail & Distributors.

Revision discipline Seed phase stays focused on OPTIMUS SFA; broader ecosystem modules become expansion, not the core proof point.

OPTIMUS: KEY FEATURES FOR FIELD EFFICIENCY

WATERMARKPHOTO, ANTI FAKE GPS, IMEI
LOCKED, SUSPEND SYSTEM USER RULE

SUMMARY MONITORING, PROMO RUNNING
TEXT, PROMO AUDIT, PRESENTATION MODUL

PROMO ACTIVITY VS COMPETITOR,
PLAN OGRAM UPDATE & GUIDANCE

CHECK IN-CHECK OUT, ACCUMULATE
EFFECTIVE TIME & OFFLINE MODE

ADD NEW OUTLET WITH AUTO GEOTAG,
REMINDER USER NOT CHECK OUT & CHECK-OUT REMINDER

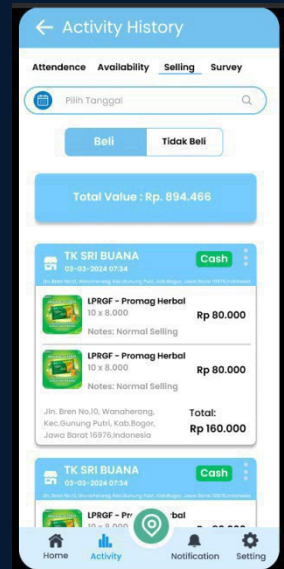
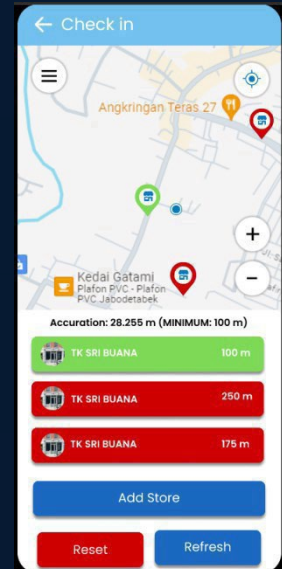
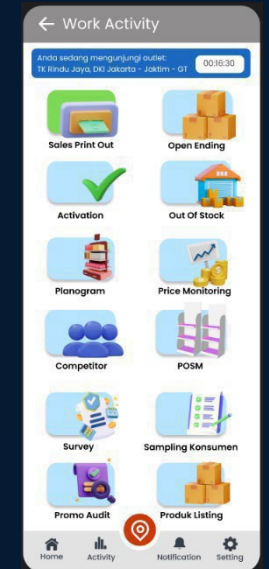
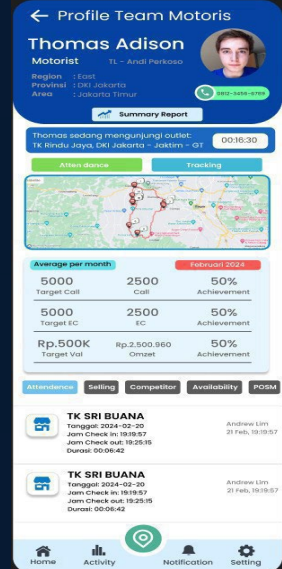
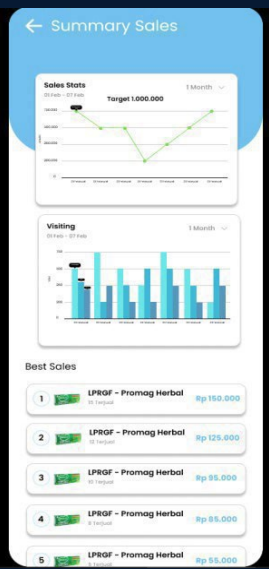
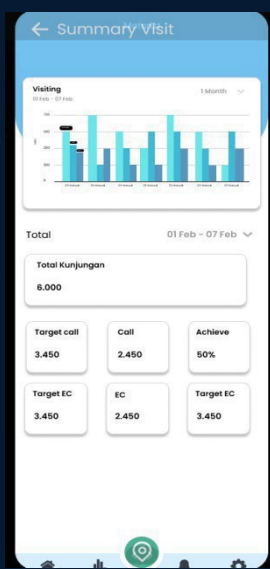
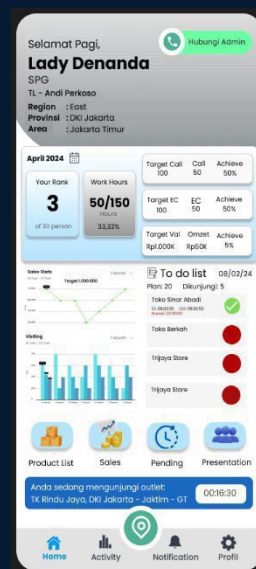
LISTING & NOT LISTING SKU BY STORE, PROMO
REMINDER & COMPLIANCE

PRICE UPDATE, PRICE COMPARE & PRICE
MONITORING, MASTERLIST PRICE

FACESHARE, PROMO & COMPETITOR ACTIVITY, PO
ACTIVITY, AVERAGE SALES, SAMPLING CONSUMER.

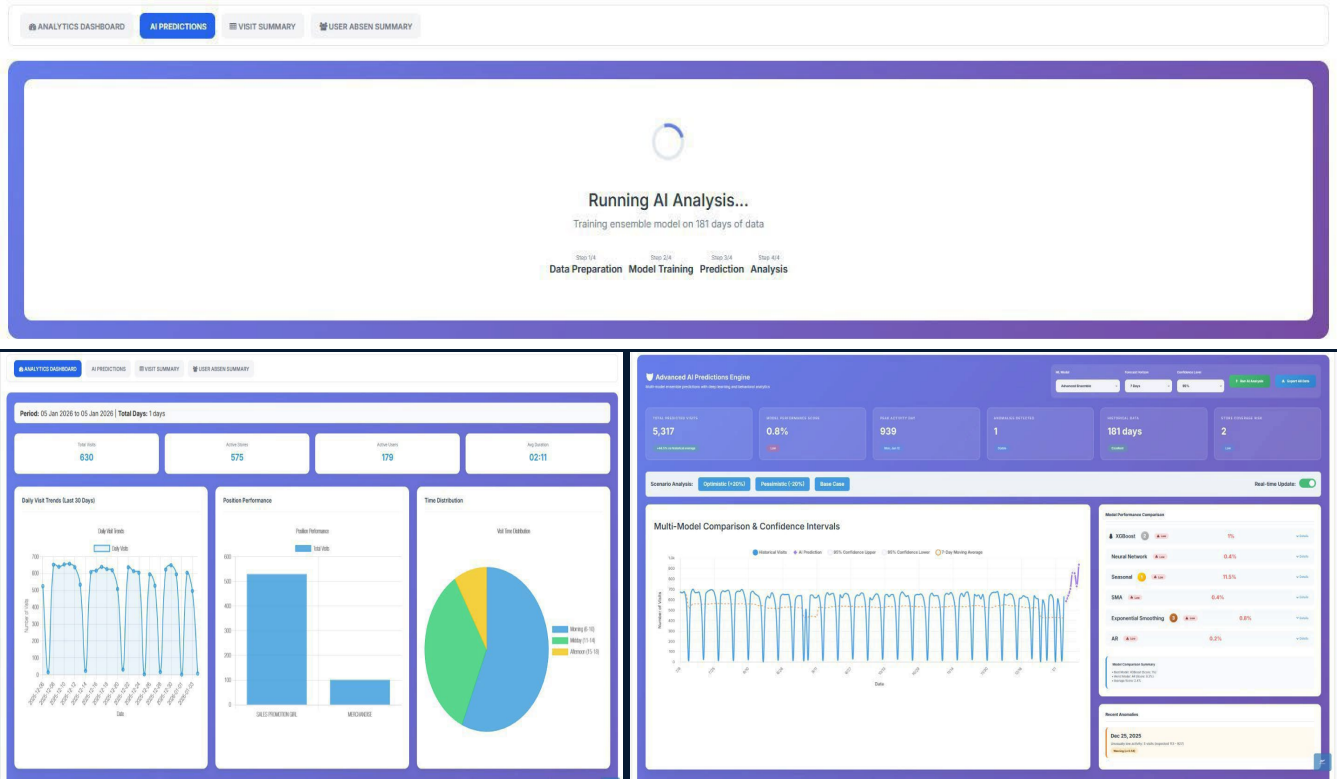
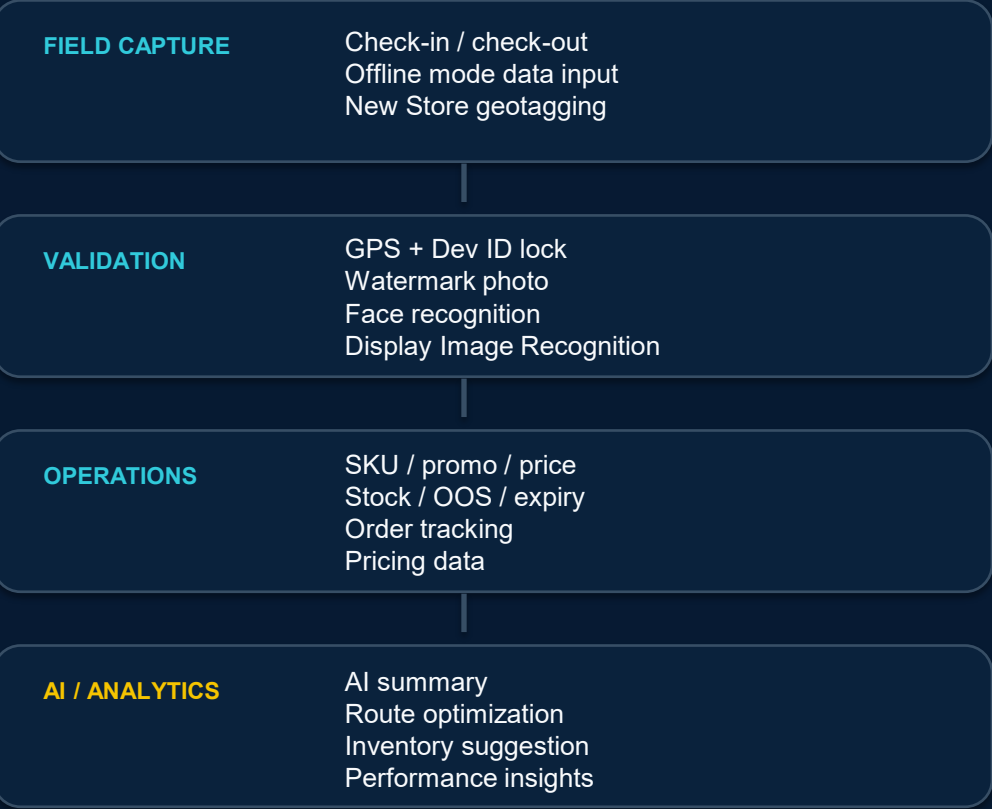
AVAILABILITY, OOS, EXPIRE DATE & OPEN ENDING
STOCK, TRACKING ORDER, STOCK ON HAND, USER
RANKING.

TO-DO LIST, ON SITE INFORMATION & REAL TIME
TRACER, DASHBOARD, E-SLIP



OPTIMUS WORKFLOW: FROM DATA TO AI-POWERED DECISIONS

A field event creates validated operational data and an AI-ready management signal.



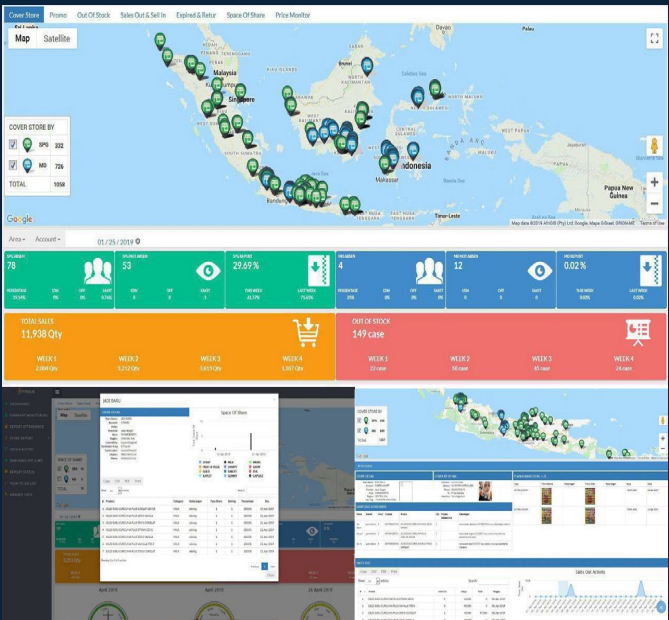
AI/ML layer: XGBoost • Neural Networks • SARIMA • Advanced Ensemble Models

OPTIMUS: EMPOWERING SUPERVISORS WITH ACTIONABLE INTELLIGENCE

From national coverage to route planning and analytics, the platform is designed around operational decisions.

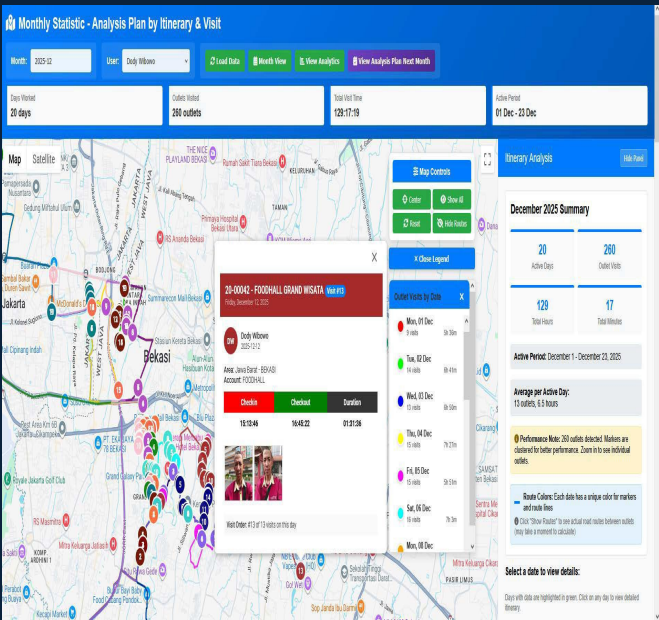
NATIONAL VISIBILITY

Real-time dashboard across field teams and outlets.



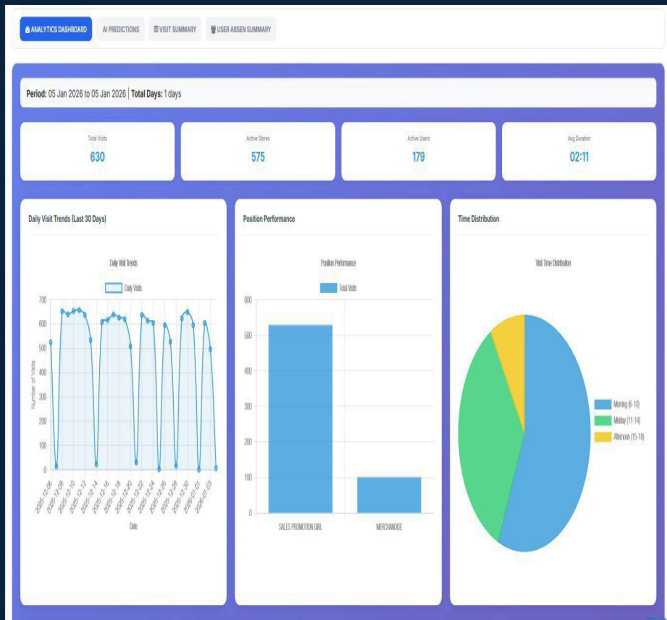
AI ROUTE & DEMOGRAPHY

Intelligent planning and inventory suggestions.



ANALYTICS SUMMARY

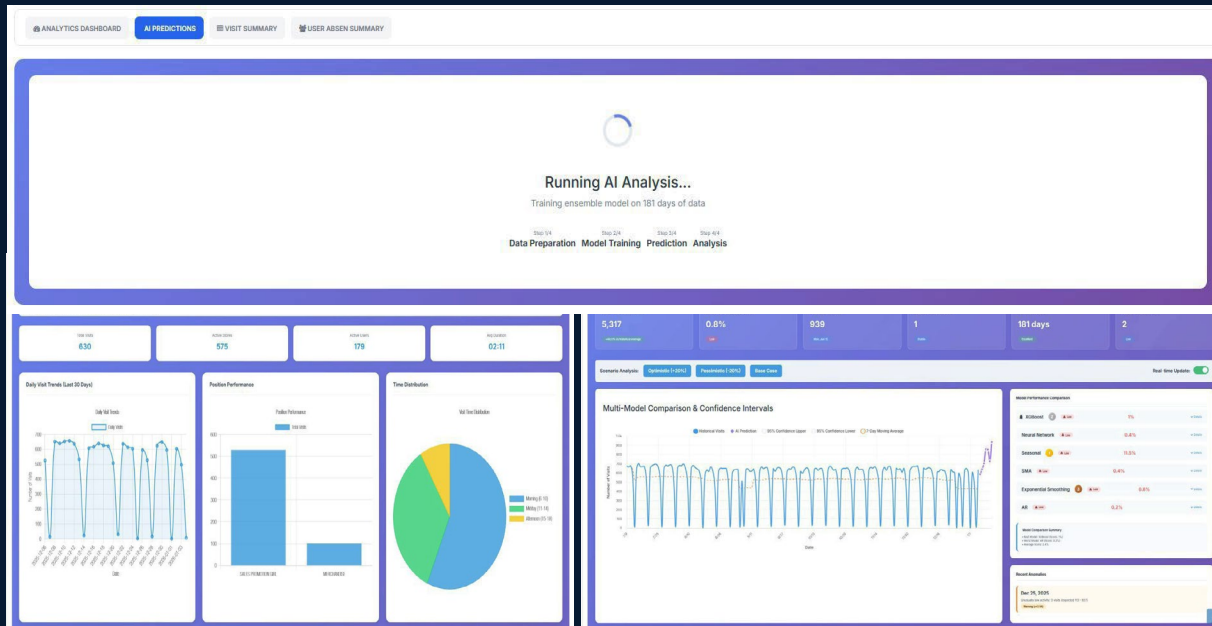
User behavior and management insights for data-driven action.



AI/ML: TRANSFORMING FIELD DATA INTO STRATEGIC DECISIONS

25

Proprietary AI Engine: Powers advanced models with real-time field execution data.



Advanced Model Family

- XGBoost for structured field signals
- Neural networks for complex behavioral patterns
- SARIMA for time-series demand / visits & for robust predictions
- Advanced ensembles for stronger forecast reliability

Actionable Outputs

- Delivers Route Optimization
- Inventory / stock suggestions
- User behavior insights
- Market demography analytics
- Sales execution recommendations

Baseline error metrics, model-lift vs manual planning, and model performance by client/region.

COMPETITION: CLEAR, OBJECTIVE CRITERIA

OPTIMUS offers a comprehensive suite of features, including White Label and Custom Workflows.

Vendor	White label	Custom workflows	Offline mode	AI/ML	Managed service	Ecosystem Support	Support
OPTIMUS	Yes	Yes	Yes	Yes	Yes	Yes	06:00–00:00
Pitjarus	No	Yes	No	Semi	No	No	08:00–18:00
Repsly	No	Limited	No	No	No	No	08:00–18:00
Hanoman	No	Limited	No	No	No	No	08:00–18:00
Digistrike	Limited	Limited	No	No	No	No	08:00–18:00
TREC	No	No	No	No	No	No	08:00–18:00

Strong differentiation in AI/ML capabilities and Managed Services.
Superior Ecosystem Support and extended service hours compared to rivals.

Moat: Move from feature parity to data advantage

The strongest moat story is not customization alone; it is proprietary execution data feeding better models, compliance and switching costs.

1

PROPRIETARY DATASETS

GPS, visit, outlet, SKU, promo, stock, image and attendance events from field execution recognition and validation.

2

ANTI-FRAUD PIPELINE

IMEI lock, GPS validation, watermark image capture, face recognition and offline control.

3

AI MODEL PROOF

Publish model performance vs baseline, error metrics, forecast accuracy and route optimization uplift.

4

SWITCHING COSTS

Templates, workflows, user history, client reporting, white-label configuration and compliance processes.

5

ECOSYSTEM ATTACH

SFA → analytics → compliance → HRIS/managed service attach, with attach-rate tracking.

6

IP STRATEGY

File/register key processes where relevant; document architecture and model governance.

PROVEN IMPACT: TANGIBLE RESULTS FOR ENTERPRISE CLIENTS

Current deployment outcomes are strong with method and baseline.

NATIONAL FMCG

1,500 reps • 4-week rollout

- 40% operational cost
- 38% reduction in fraud incidents
- 65% reporting delay

RETAIL ACTIVATION AGENCY

3,170 SPG & merchandisers • 3-week rollout

- Zero fraud incidents
- 55% admin overhead
- +1.9× supervisor coverage

NATIONAL DISTRIBUTOR

1,780 sales & motorist • 2-week rollout

- +18% outlet coverage
- +12% sell-out growth
- Real-time stock-out visibility

AUDIT METHOD FOR EACH ONE-PAGER

- 1

Baseline period + post deployment period
- 2

Metric definition and query logic
- 3

Timeline and implementation scope
- 4

Customer approver or anonymized validation
- 5

ROI/payback calculation with before/after costs

The image displays a collection of 30 logos arranged in a 5x6 grid. The logos represent various companies, including:

- Row 1:** LOTTE, nabati, happy toi, sinarmas consumer products, Zeelandia, PT. CITRA NISAN MANDIRI, PT. INTEGRASI RAGAM SOLUSI, PT. PINUS MERAH ABADI, PT. ABHINAYA ROSA PERKASA, RedPod, kata.ai, impact.
- Row 2:** Hisamitsu, Sunprise, SIDOMUNCUL TRUSTED QUALITY, Nature Bridge 自然主義, SAKAFARMA LABORATORIES A Fabe Company, COSIA, PT. ASIA RAYA MANDIRI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI.
- Row 3:** RELX, BAT, JTI, WONG COCO, SHISEIDO, PANTJA PTE LTD, NKB, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI.
- Row 4:** 100 PLUS, OASIS, Sika, Delta foods, SUNTORY GARUDA FOOD, 旺-旺, WANT-WANT, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI, PT. PINUS MERAH ABADI.
- Row 5:** ITO EN, FUMAKILLA, Yupi, ICHITAN, Public, BINTANG TOEDJOE, arara group, PT. ABHINAYA ROSA PERKASA.

Proven Credibility: Demonstrating strong market penetration and client trust.

MANAGED SERVICES: OUR STRATEGIC WEDGE FOR GROWTH

Strategic Entry Point: Managed services build trust and provide data access for SaaS adoption.



SPG

Store promotion, sampling, visibility and sell-out support

MERCHANDISER

Planogram, availability, shelf audit, POSM stock

MOTORIST

Coverage, order-taking, rural execution and outlet expansion

TEAM LEAD

Supervisor coverage, coaching and exception handling

AREA COORDINATOR

Regional execution, client reporting and SLA management

HQ SUPPORT

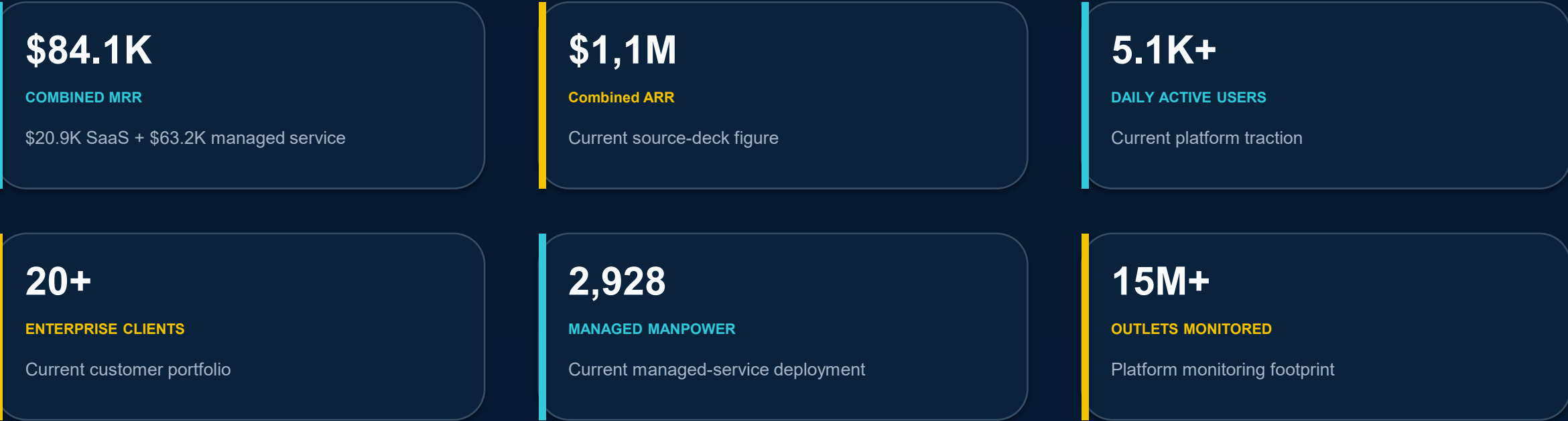
Troubleshooting, analytics support and client success

Comprehensive Support: Covering SPG, Merchandising, Motorist, Team Lead, and HQ functions.

Scalable Transition: Productizing services to shift revenue mix towards software-led scale.

TRACTION AT A GLANCE: PROVEN HYBRID MODEL

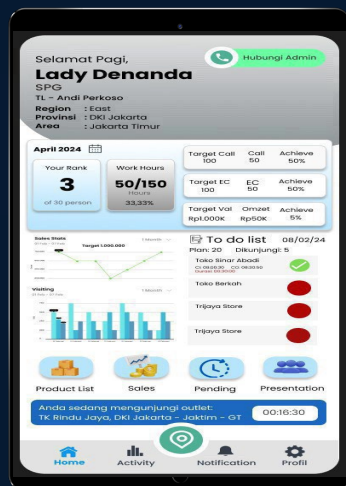
A software + managed-service model already operating at enterprise field scale, with clearer data-quality notes for diligence.





Why Rameza?

- **Secure & Scalable AI:** Robust, 24/7, offline-enabled platform with managed services.
- **Competitive Edge:** Superior features, flexibility, and proven performance.
- **Integrated Ecosystem:** Seamlessly connects HRIS, Social-Med, E-commerce, Fintech, and Supply Chain.



OPTIMUS

SFA

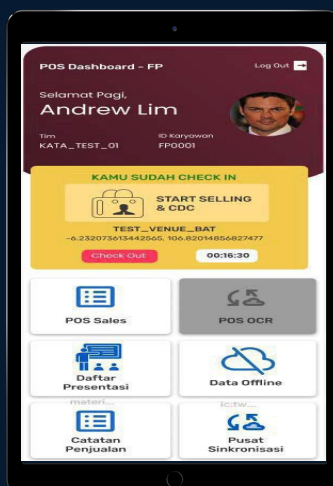
SALES PROMOTION GIRL



OPTIMUS

SFA

MOTORIST - SALES MERCHANDISE



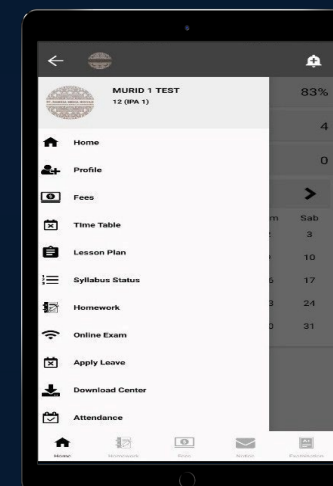
OPTIMUS

POINT OF SALES FOR SALES
PROMOTION GIRL



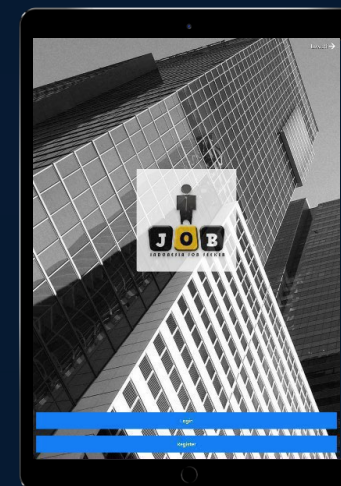
OPTIMUS

HRIS
HUMAN RESOURCE
INFORMATION SYSTEM



SIMS

SCHOOL INTEGRATED
MANAGEMENT SYSTEM

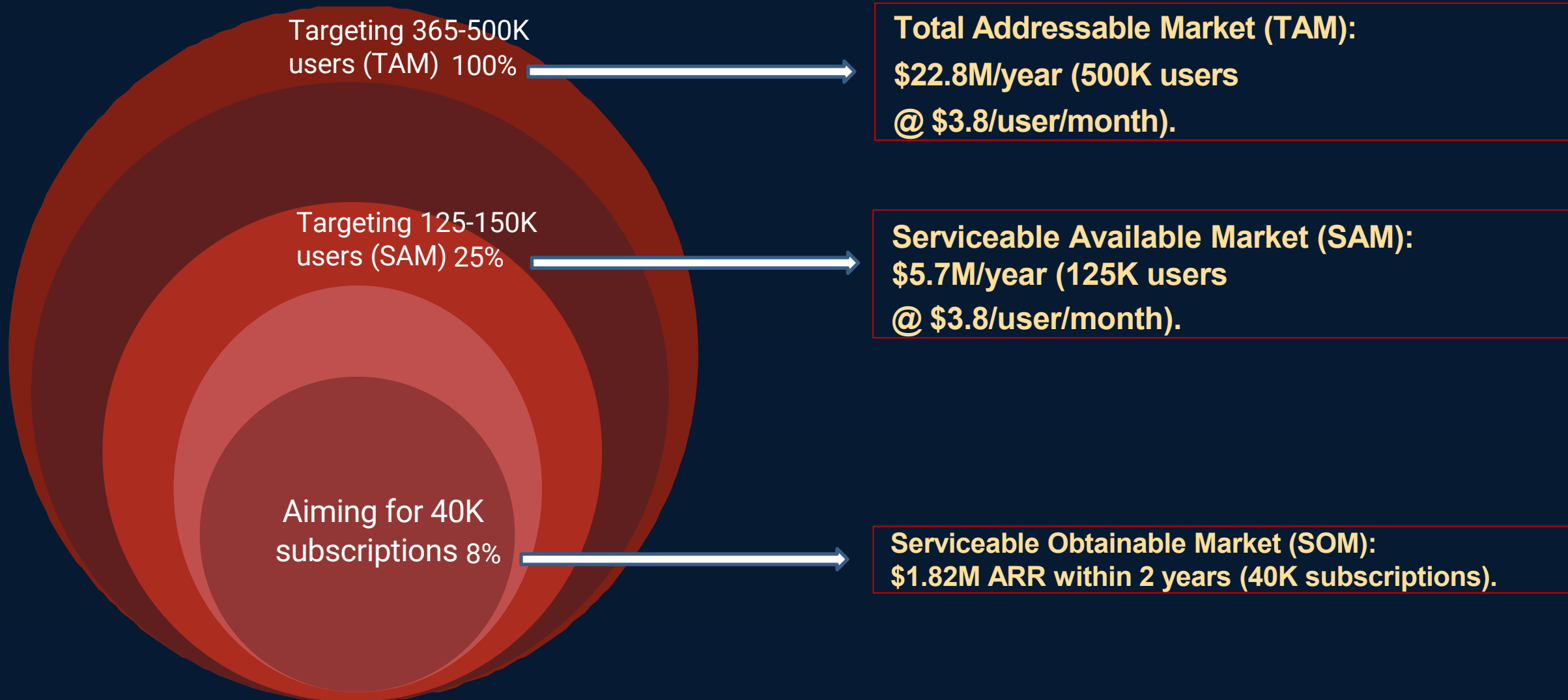


IJOBS

INDONESIA JOB SEEKER

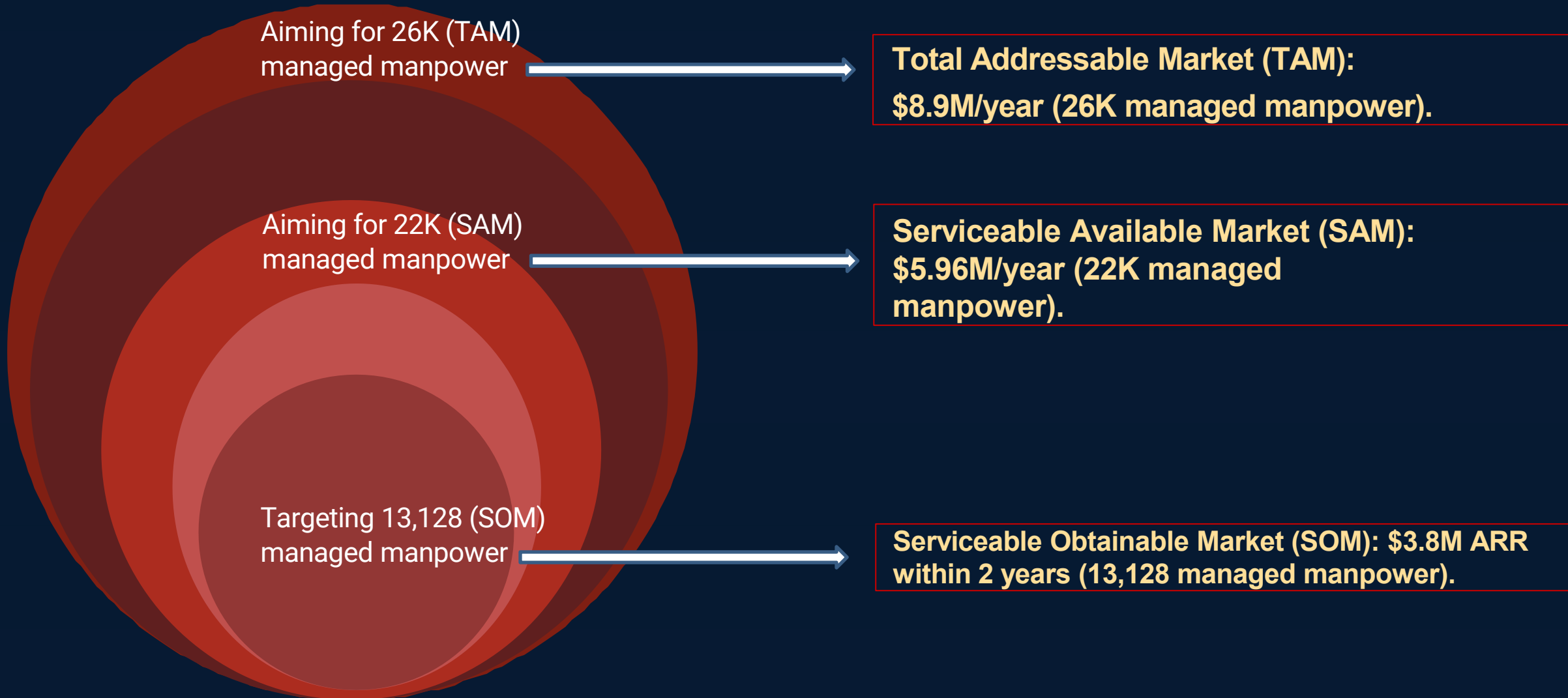
OPTIMUS SAAS/SFA: CAPTURING A \$22.8M TAM IN INDONESIA

Massive Market: 7.3M+ potential sales employees in Indonesia's FMCG/Retail.



MANAGED SERVICES: TAPPING INTO AN \$8.9M MANPOWER MARKET

Significant Opportunity: 7.3M+ sales employees represent a vast managed manpower market.



PRICING & PACKAGING: ENTRY POINTS AND EXPANSION

Tiered Value: Four per-user packages from attendance to white-label solutions.



SAAS METRICS: MEASURED & MODEL-IMPLIED ECONOMICS

This version fills investor-standard SaaS metrics using our financial model, while separating model-implied values from operating proof.

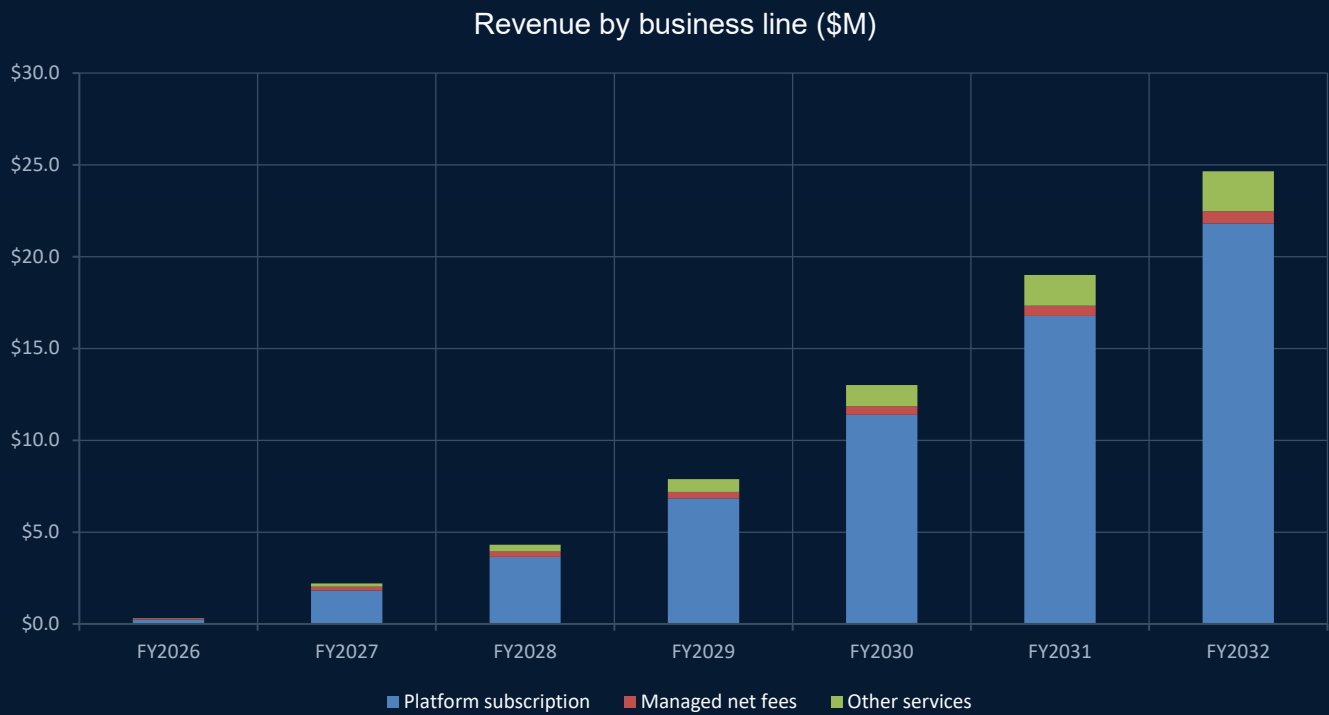
\$19K FY2026 PLATFORM MRR 5,100 users × \$3.80 ARPU	\$233K FY2026 PLATFORM ARR Run-rate model baseline	\$3.80 ARPU / USER / MO Pricing assumption
1.0% YEARLY CHURN SUBSCRIPTIONS Model assumption	88.6% ANNUAL GRR Implied by 1% yearly churn	3.3× LTV : CAC \$7.30 / \$2.21
52.5% PLATFORM GROSS MARGIN Direct labor + other direct cost model	1.1 mo CAC PAYBACK CAC / monthly gross profit per user	TBD NRR Customer expansion/contraction data

OPERATING

Monthly SaaS-only MRR bridge • logo retention • expansion/contraction • top customer concentration • actual ACV/contract term • churn methodology.

REVENUE MODEL: ACCELERATING TO SOFTWARE-LED GROWTH

Strategic Mix Shift: Platform subscriptions become the dominant revenue driver over 7 years.



MODEL MIX SHIFT

Projected platform revenue grows from 72% to 88% by FY2032.

SCALABILITY OPPORTUNITY

Demonstrating a strong transition to high-margin software economics.

UNIT ECONOMICS: STRONG MARGINS & SOFTWARE-LED SCALABILITY

Robust Gross Margins: 52.5% platform gross margin, 40.0% managed net-fee contribution.

Metric	FY2026	FY2032	Interpretation
Platform gross margin	52.5%	62.5%	Platform direct labor 36.6% + direct expense 10.9%
Managed net-fee contribution margin	40.0%	60.0%	Managed direct opex = 40% of net fee revenue
Blended gross margin	57.5%	56.9%	Model remains ~57% across the projection period
EBITDA margin	17.5%	16.9%	After S&M 18%, R&D 12%, G&A 10%
Net margin	12.2%	12.5%	After D&A and 20% tax assumption

Blended Profitability

Achieving 57.5% blended gross margin in FY2026.

Software-Led Future

Platform revenue growth drives a shift to a software-dependent model.

RETENTION: STRONG MODEL, DATA COLLECTION UNDERWAY

Robust Projections: Assumes 1.0% yearly churn, leading to 99% gross logo/seat retention.

Cohort view	Q 1	Q2	Q3	Q4	Metric meaning
Gross logo / seat retention	99.0%	99.0%	99.0%	99.0%	Based on 1% yearly churn
Revenue retention before expansion	99.0%	99.0%	99.0%	94.0%	Gross retention baseline
Net revenue retention	47.5%	47.5%	49.5%	51.0%	Net revenue by customer
Seat expansion	0%	0%	20.0%	15.0%	Contraction by customer

Cohort Data Schema

- Customer ID + start month
- Initial seats and package
- Monthly seats and MRR
- Expansion/contraction reason
- Churn date + reason

High Gross Retention

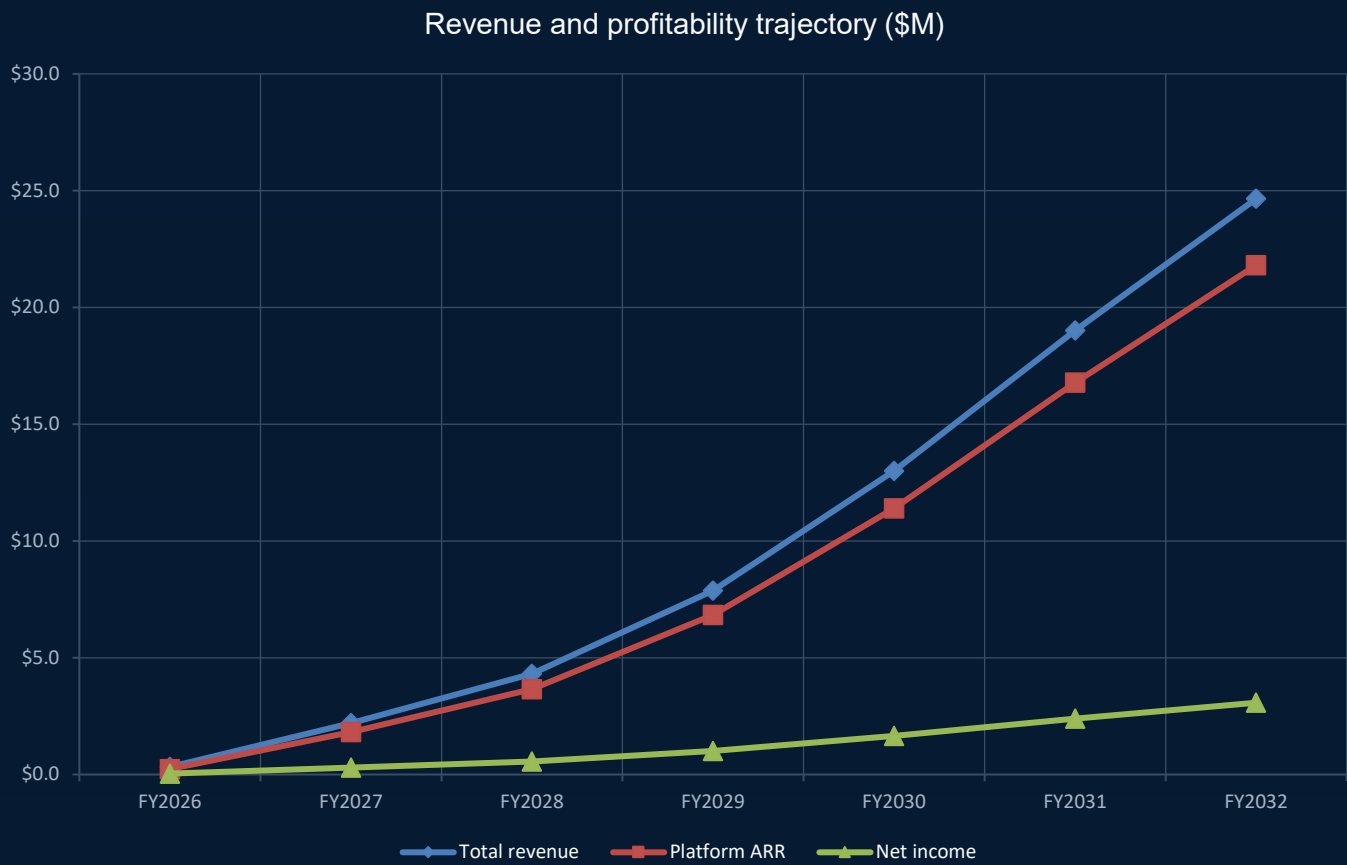
99% gross logo/seat retention (Q1-Q4).

Future Data

Future Data: Building actual billing cohorts for granular NRR and expansion analysis.

FINANCIAL FORECAST: MODEL IMPLIES SOFTWARE-LED SCALE

FY2026–FY2032 model grows total revenue from \$0.3M to \$24.7M while platform ARR reaches \$21.8M.



\$24.7M

FY2032 TOTAL REV

\$21.8M

FY2032 PLATFORM ARR

\$3.1M

FY2032 NET INCOME

\$5.9M

FY2032 CLOSING CASH

Model assumes \$500K seed funding in FY2027; figures are formula-driven management projections.

FINANCIAL MODEL : KEY INPUTS & DRIVERS

Transparent Inputs: Clear assumptions for SaaS pricing, user growth, and retention.

Category	Model input	Value	Deck use
SaaS price	Subscription price / user / month	\$3.80	ARPU, ARR and TAM calculations
SaaS users	Starting paying users FY2026	5,100	Current platform baseline
Retention	Yearly churn	1.0%	Cohort and GRR baseline
Acquisition	CAC per new user	\$2.21	CAC payback and LTV:CAC
Unit economics	LTV per user	\$7.30	LTV:CAC ratio
Platform cost	Direct labor + direct expense	36.6% + 10.9%	Platform gross margin bridge
Managed service	Billing rate / manpower / month	\$25.00	Managed gross billing
Managed service	Net outsourcing fee margin	7.7%	Managed net-fee revenue

Core Cost Drivers: Detailed inputs for platform costs and managed service billing.
Foundation for Projections: These assumptions underpin all financial forecasts presented.

FINANCIAL SUMMARY: 7-YEAR MODEL OVERVIEW

Revenue Growth: Projected from \$0.3M to \$24.7M by FY2032.
Consistent Profitability: Stable gross margins and growing net income.
Strong Cash Generation: Positive and increasing closing cash balance.

Metric	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	FY2032
Total revenue	\$0.3M	\$2.2M	\$4.3M	\$7.9M	\$13.0M	\$19.0M	\$24.7M
Gross margin	57.5%	57.1%	57.0%	57.0%	56.9%	56.9%	56.9%
EBITDA margin	17.5%	17.1%	17.0%	17.0%	16.9%	16.9%	16.9%
Net margin	12.2%	13.1%	13.0%	12.8%	12.7%	12.6%	12.5%
Closing cash	\$0.1M	\$0.7M	\$1.0M	\$1.5M	\$2.4M	\$3.8M	\$5.9M



REVENUE BUILD: DETAILED GROWTH DRIVERS

User & ARR Growth: Paying users scale to 478K, Platform ARR to \$21.8M by FY2032.

Metric	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	FY2032
Paying users	5,100	39,984	79,968	149,940	249,905	367,860	478,218
Platform ARR	\$0.2M	\$1.8M	\$3.6M	\$6.8M	\$11.4M	\$16.8M	\$21.8M
Managed manpower	2,928	8,670	13,126	15,528	20,233	23,997	28,796
Managed net fee ARR	\$0.1M	\$0.2M	\$0.3M	\$0.4M	\$0.5M	\$0.6M	\$0.7M
Other revenue	\$0.0M	\$0.2M	\$0.4M	\$0.7M	\$1.1M	\$1.7M	\$2.2M
Total revenue	\$0.3M	\$2.2M	\$4.3M	\$7.9M	\$13.0M	\$19.0M	\$24.7M

Managed Manpower

Managed manpower grows to 28,796, contributing to net fee ARR.

Transparent Model

Detailed breakdown provides clarity on total revenue trajectory.

REVENUE MIX: ACCELERATING TO A SOFTWARE-LED FUTURE

Strategic Shift: Platform SaaS grows from 71.9% to 88.9% of revenue by FY2032.

REVENUE MIX BY YEAR



Scalability Confirmed: Demonstrates a clear transition to platform-led economics.
High-Quality Revenue: Reinforces the long-term vision of a high-margin SaaS business.

P&L SUMMARY: PROFITABILITY AND CASH DISCIPLINE

This slide fills the financial snapshot with revenue, margin, profit and cash outputs from the model.

Metric	FY2026	FY2027	FY2028	FY2029	FY2030	FY2031	FY2032
Total revenue	\$0.3M	\$2.2M	\$4.3M	\$7.9M	\$13.0M	\$19.0M	\$24.7M
Gross margin	57.5%	57.1%	57.0%	57.0%	56.9%	56.9%	56.9%
EBITDA margin	17.5%	17.1%	17.0%	17.0%	16.9%	16.9%	16.9%
Net margin	12.2%	13.1%	13.0%	12.8%	12.7%	12.6%	12.5%
Net income	\$0.0M	\$0.3M	\$0.6M	\$1.0M	\$1.7M	\$2.4M	\$3.1M
Closing cash	\$0.1M	\$0.7M	\$1.0M	\$1.5M	\$2.4M	\$3.8M	\$5.9M

57.5%

FY2026 GROSS MARGIN

16.9%

FY2032 EBITDA MARGIN

\$3.1M

FY2032 NET INCOME

\$5.9M

FY2032 CASH



PT.RAMEZAMEDIA INOVASI

OPTIMUS: AI-Driven SFA for Indonesia's \$1B Market

The Opportunity: Accelerating growth in Indonesia's massive FMCG/Retail market.

Proven Traction: Blue-chip clients, dual SaaS + managed services revenue model.

Seed Round: Seeking \$500K to scale AI, expand leadership, and deepen ecosystem lock-in.



RAMEZA CORE: VISIONARY LEADERSHIP & DEEP EXPERTISE

**Bernard
John**



Founder & CTO

Technology R&D Leader with 17+ years of experience (2008–present) deep technical leadership across SaaS, SFA, AI systems, and EduTech. Core competencies include Key Achievement : Architect behind OPTIMUS core platform, AI analytics stack, and scalable multi-tenant infrastructure Proven builder: scaled RAMEZA from zero to a revenue-generating, enterprise-trusted technology company. Strength: product vision + hands-on execution

**Viola
Ariane**



Co Founder, CEO & COO

6+ years building and scaling OPTIMUS SaaS used by thousands of daily active users. Core competencies include Key Achievement : Expertise: backend architecture, APIs, multi-tenant systems, performance optimization. Owns system stability, scalability, and data integrity.

**Wisnu
Yudha**



Co CEO & CCO

Wisnu is a commercial and business development leader with over 30 years of experience across FMCG, retail, B2B SaaS, AI, and fintech. He has held senior leadership, including Commercial Director at Kata.ai and CRO at Fairbanc, with earlier commercial and key account roles at Danone, Nestlé, Frisian Flag, and Johnson & Johnson. His expertise spans revenue growth, route-to-market strategy, key account management, and commercial team development. His achievements include delivering 41% growth for Milkuat in modern trade and 79% growth in Nestlé Indofood's modern trade business.



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Email: david@rameza.id
Email : wd.yudha@rameza.id



RAMEZA BACKBONE: CUSTOMER SUCCESS & STRATEGIC GUIDANCE

HARLI
Satria



Chief Marketing Officer & CoCOO

7+ years in sales leadership, project management, and product acquisition.

TITAN
Dion



Full Stack Backend Dev

6+ years building and scaling OPTIMUS SaaS, ensuring system stability.

HILMI
Imad



Full Stack Mobile Platform Dev

7+ years developing OPTIMUS mobile platforms, bridging engineering and user behavior.

REGINA
Ayu



Customer Support Officer Leader

6+ years supporting enterprise clients, achieving 2-3 minute issue resolution.

SANDRA
Patricia



Customer Support Officer

3+ years hands-on platform support, ensuring 3-5 minute SLA resolution.

MICHELE
Barbazza



Investor, Board and Corporate Strategic Advisor

Investor and advisor with deep expertise in M&A, AI, and market intelligence.



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Email: david@rameza.id
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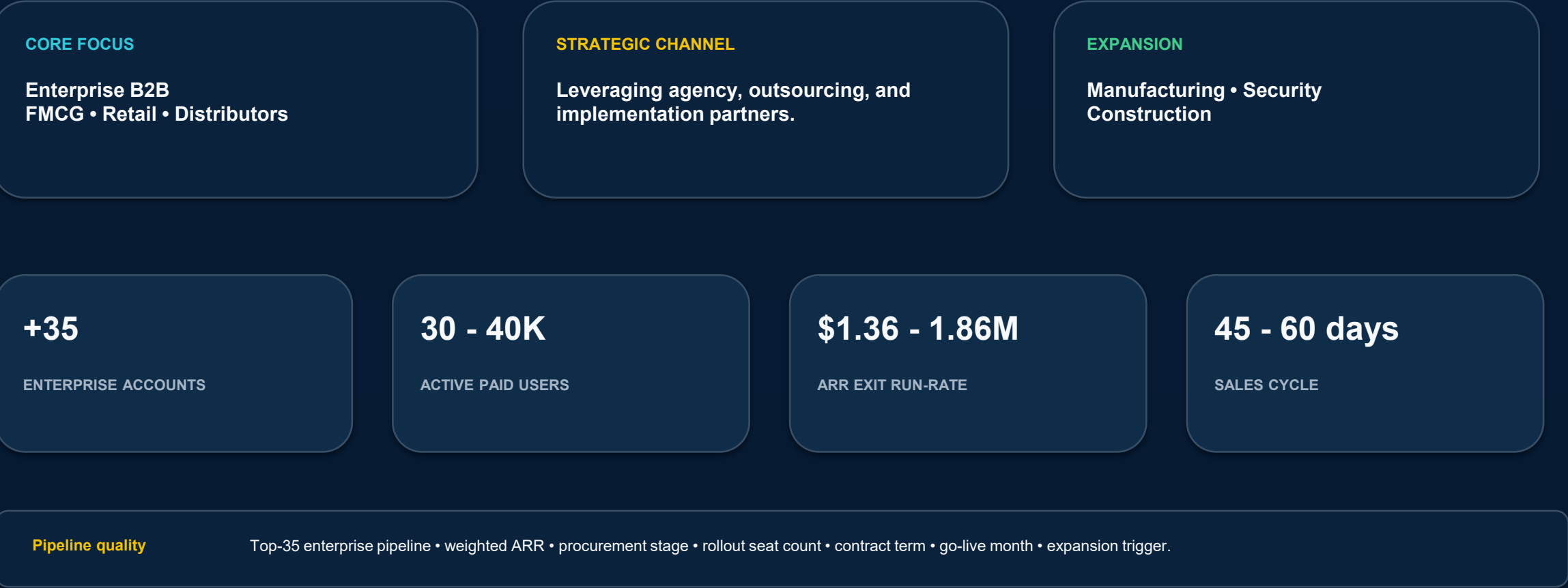
\$500K USE OF FUNDS TIED TO MILESTONE KPIS

Capital allocation becomes more credible when each spending pool has a measurable operating outcome.



GTM: ENTERPRISE-LED, PARTNER-ASSISTED, MEASURABLE

Convert broad GTM goals into pipeline quality metrics investors can track quarter by quarter.



EXECUTION SYSTEM: LEADERSHIP, HIRING & GOVERNANCE

Clear Leadership: Defined roles for CEO/COO, CTO/Product, and CCO/GTM.

CEO / COO

Single accountable operating owner
Weekly KPI cadence
Investor reporting pack

CTO / PRODUCT

SFA platform scalability
AI/ML roadmap
Data integrity and security

CCO / GTM

Enterprise pipeline
Channel partners
Expansion and renewals

NEXT 12-MONTH HIRING PLAN

Enterprise AE / Sales Lead

Implementation Lead

Data Scientist / ML Engineer

Customer Success Lead

Finance / Ops Controller

Strategic Hiring: 12-month plan for Enterprise AE/Sales, Implementation, Data Science, Customer Success, and Finance.
Robust Governance: Monthly reporting on key metrics (MRR, ARR, NRR, churn, burn, pipeline).

ROADMAP: FOCUSED EXECUTION, FUTURE EXPANSION

Seed Phase (0-24 Months): Focus on SFA execution, fraud prevention, AI/ML analytics, and SaaS economics.

SEED • NOW → 24 MONTHS

- 01 Sales execution & enterprise scale
- 02 Field validation + fraud prevention
- 03 AI/ML analytics + route optimization
- 04 Enterprise reporting & compliance
- 05 SaaS economics + cohort reporting

SERIES A+

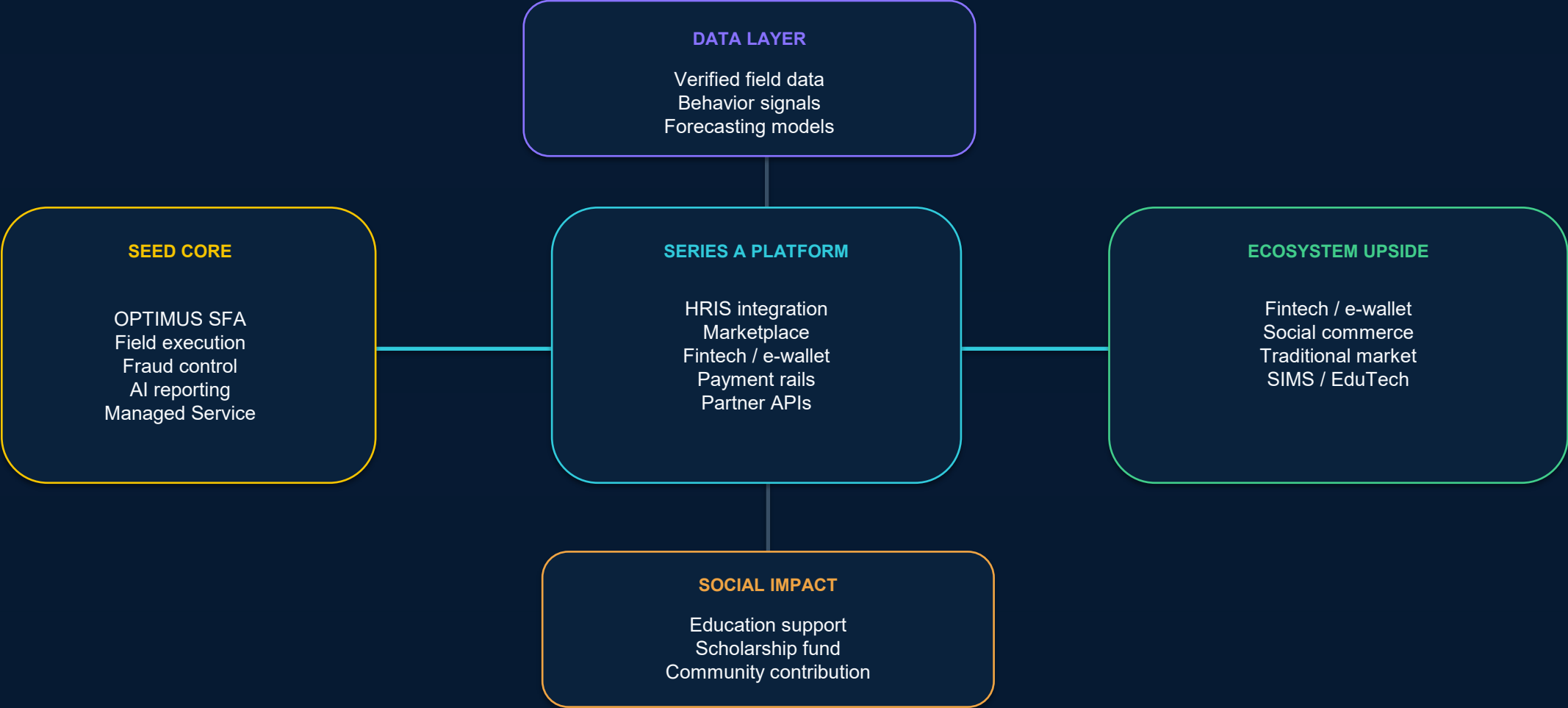
- HRIS integration
- Marketplace / social ecosystem
- Fintech / payments
- SIMS / EduTech expansion

Investment Framing

Strategic Focus: Undeniable SFA proof as the wedge, with ecosystem modules as future growth.

LONG-TERM VISION: ECOSYSTEM EXPANSION & IMPACT

The broader roadmap creates upside, but the investor narrative should keep OPTIMUS SFA as the seed-phase core.



The ecosystem is an expansion path

THANK YOU

OPTIMUS THE FUTURE OF SALES AUTOMATION

A Transformation Layer, Not Just Apps.
Let's Build the Future of Field Operations Together.

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