

Sustaining Impact, Shaping Futures

From Loyalty to Legacy: Transforming Rewards into Impact



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A Note from MDI Ventures



Sustaining impact through good governance is how we shape a future where innovation and sustainability thrive together

Roby Roediyanto, MDI Ventures' Chief of Finance, Risk, and Human Capital



At MDI Ventures, we believe innovation and sustainability must move together to shape the future. This 2024 Impact Report shows how our investments, guided by the UN SDGs, turn technology and entrepreneurship into forces for positive change. In line with our theme “Sustaining Impact, Shaping Futures”, Tada demonstrates how loyalty and rewards solutions can drive both business growth and sustainable impact.

In 2024, Tada reinforced its role as a leading loyalty and rewards platform by strengthening client engagement and business resilience. The company also advanced its sustainability journey through emissions tracking and low-carbon practices, while fostering inclusivity with a diverse workforce and supporting SMEs through targeted initiatives. These efforts highlight how Tada delivers long-term value by aligning business growth with positive impact for people and the planet.

As we move forward, our focus is on building resilience and creating sustainable long-term value anchored in good governance. Each collaboration represents a step toward shaping an innovation-driven economy that can adapt, thrive, and make a lasting difference. By championing companies that set new standards for impact, we not only strengthen their journey but also contribute to sustainable growth across the region.

Our Priority Focus Areas: United Nation Sustainable Development Goals

The UN Sustainable Development Goals (SDGs) provide a shared blueprint for building a better future, and MDI Ventures has identified priority areas where its contributions can create the most meaningful impact. From environmental stewardship to social empowerment and strong governance, these priority areas serve as guiding principles for our investments and strategic initiatives.

We extend these commitments across our portfolios, encouraging companies to embed the SDGs into their operations, innovations, and community initiatives. Together, we strive to accelerate sustainable transformation while creating lasting value for businesses, communities, and the planet.

Environmental



Social



Governance



Letter from Our CEO

[D.1]



***Loyalty is more than points;
it is the foundation
of trust, opportunity,
and sustainable growth***

Dear Valued Stakeholder,

At Tada, we believe loyalty is more than a transaction, it is the foundation of lasting relationships that empower businesses, communities, and individuals to grow together. Our mission is to redefine loyalty as a force that connects brands with their networks of promoters, employees, and small businesses, transforming rewards into opportunities that create measurable impact across society.

The year 2024 marked a defining chapter in this journey with the release of our inaugural Impact Report. This milestone set a new benchmark for transparency and accountability, demonstrating how digital rewards can be delivered faster, smarter, and more sustainably. Positioned at the intersection of technology and trust, we strengthened our commitment to data privacy and security by partnering with credible technology providers, enhancing monitoring systems, and preparing to upgrade our ISO 27001 certification from the 2013 to the 2022 standard. Protecting both the monetary value of rewards and the personal data of those who rely on us remains one of our highest priorities for 2025 and beyond.

Innovation lies at the core of our growth. In 2024, we accelerated digital adoption for SMEs, farmers, shop owners, mechanics, and micro-entrepreneurs, by simplifying access to loyalty solutions. We piloted WhatsApp-based engagement, so participation is as easy as sending a message, expanded redemption options through QRIS for instant access nationwide, and advanced financial inclusion through our partnership with DOKU. Together, these initiatives are creating frictionless experiences, boosting engagement, and enabling SMEs to thrive in Indonesia's digital economy.

We are equally mindful of our environmental responsibilities. Historically, physical rewards such as printed vouchers and merchandise logistics have contributed most to our footprint. By encouraging a shift toward digital rewards, WhatsApp-based communications, and QRIS-enabled redemptions, we are actively reducing waste and emissions. Looking ahead, we are committed to measure our carbon footprint more systematically, tracking not only what we emit but also what we save, so that sustainability becomes a quantifiable part of our value creation.

Behind these milestones stands our people, our TaYo, who embody Tada's values of diversity, collaboration, and openness. By cultivating a culture that empowers individuals to innovate and lead, we prepare our teams not just for today's challenges but for tomorrow's opportunities. Beyond our walls, we extend

this culture outward through guest lectures, mentoring, and collaborations with students, associations, and the broader startup ecosystem, nurturing talent that strengthens Indonesia's digital economy.

As we look ahead, our vision is clear: to drive sustainable growth built on strong fundamentals, trusted governance, innovative technology, and enduring partnerships. By embedding ESG principles into every decision and creating real opportunities for SMEs, entrepreneurs, and communities, Tada is building a more inclusive ecosystem where loyalty is not merely an exchange but a catalyst for prosperity. This journey would not have been possible without the dedication of our people, the trust of our clients, and the support of our partners and investors. Together, we are proving that when loyalty is reimagined with purpose, it has the power to transform businesses, uplift communities, and shape a more sustainable future for generations to come.

Sincerely,



Antonius Taufan

Founder and CEO

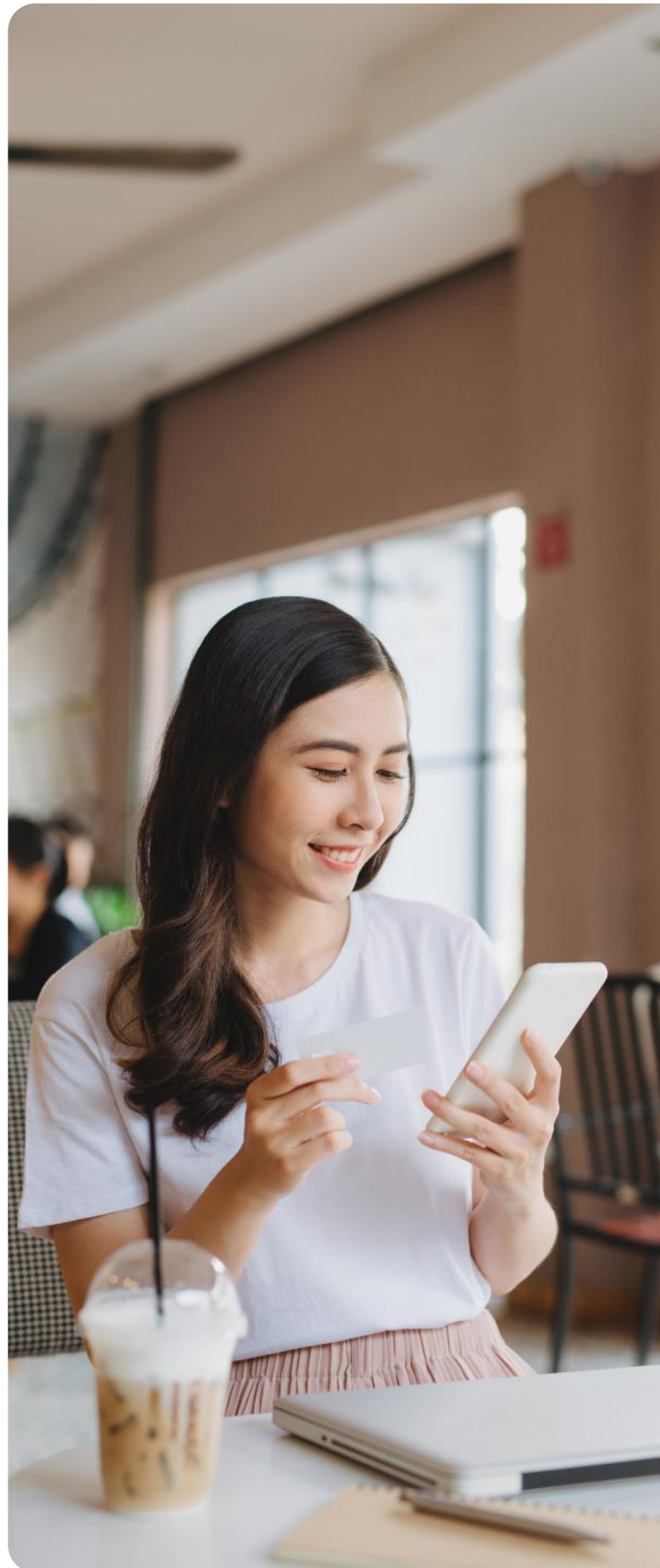
About This Report

PT Aksi Visitama (“the Company” or “Tada”) 2024 Impact Report marks our inaugural publication highlighting key milestones and reaffirming our commitment to stakeholders. This report reflects our accountability in driving sustained, long-term growth while underscoring our responsibility to create meaningful and positive impact.

Reporting Principles and External Assurance

This Report has been prepared with reference to the Financial Services Authority Regulation (POJK) No. 51/POJK.03/2017, the Financial Services Authority Circular Letter (SEOJK) No. 16/SEOJK.04/2021, and the IRIS Framework. It has been developed in line with key reporting principles such as relevance, completeness, accuracy, balance, clarity, comparability, reliability, and timeliness. It also reflects the collaborative discussions carried out throughout 2024. The theme of this Report has been aligned with the Company’s corporate strategy and approved by the Board of Directors.

Tada did not engage external independent assurance services for this Report. However, it has been prepared in strict adherence to sustainability reporting principles, with all content carefully reviewed and validated by Tada’s internal team to ensure accuracy and credibility. The Report was also developed in collaboration with external consultants and relevant stakeholders to strengthen its comprehensiveness and relevance. As Tada’s first Impact Report, all information disclosed herein is new and does not represent a restatement of previous reports. The organization did not undergo any significant changes in 2024. [C.6]



Scope and Reporting Period

Unless otherwise stated, the scope of this impact report encompasses the activities of the Company, including its individual business entities where relevant, with numerical data provided in comparison to the preceding year.

Reporting Limitation

This Impact Report discloses the Company's activities, initiatives, and performance data across Social, People, Governance, and Environmental dimensions. The information presented has been compiled from a combination of available internal data sources to enhance accuracy and reliability.

Furthermore, as the Company does not publicly disclose its financial statements, this Report is limited to ESG-related performance and does not include financial results. The reporting scope covers the Company's operations in Indonesia, Malaysia, and Singapore. However the relevant disclosure relating to the community engagement are, for this reporting period, limited to activities conducted within the Jakarta region.

Report Feedback ^[G.2]

Tada remains committed to continuously improving the quality of its Impact Report and welcomes any inquiries, suggestions, or feedback, which may be directed to:

Tada's Project Management Office



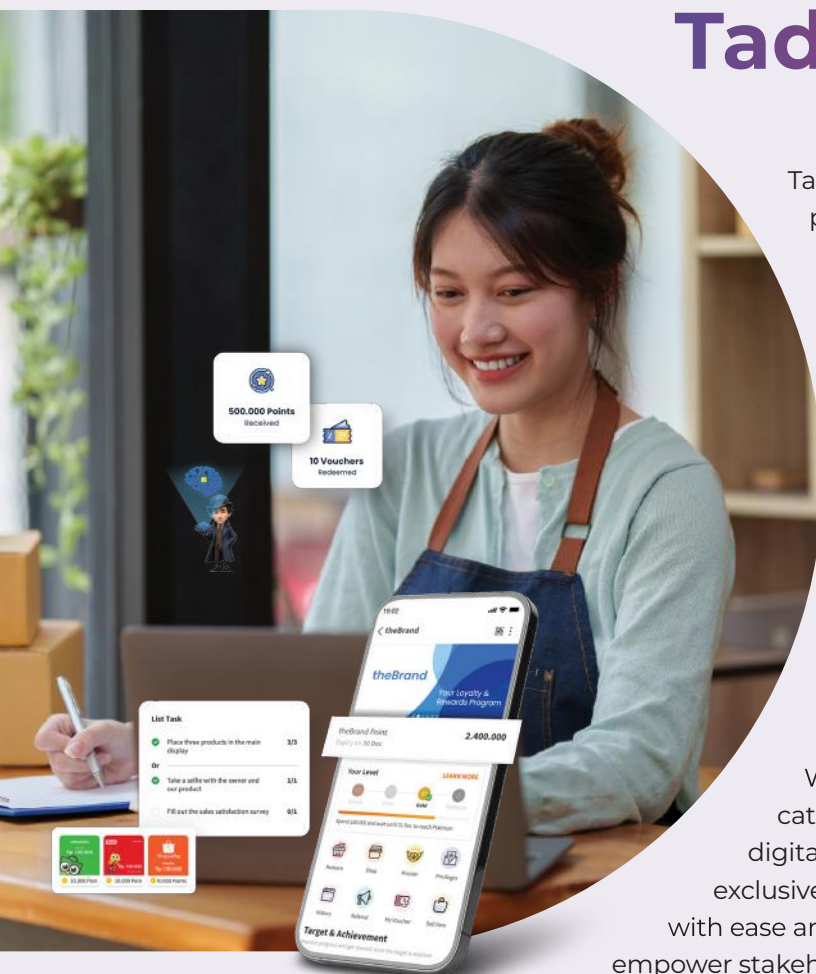
Email: pmo@usetada.com

Tada at a Glance

Tada is Southeast Asia's leading loyalty and rewards platform, delivering seamless omnichannel, end-to-end solutions across industries to enhance customer lifetime value and drive scalable growth strategies.

Powered by AI, our platform enables fully personalized loyalty programs that adapt to each business unique needs by analyzing user behavior and purchase history. Tada is available via SaaS, on-premises, and private cloud deployments, ensuring both flexibility and security. Our mission is to strengthen engagement, sustain motivation, and track performance with precision.

We offer millions of reward options across 30+ categories, ranging from physical products and digital vouchers to international e-vouchers and exclusive offers, allowing businesses to incentivize with ease and flexibility. To prioritize convenience, we also empower stakeholders with seamless access to rewards and secure payments through QRIS.



Company Profile



Group Name
PT Aksi Visitama



Brand
Tada



Founded
2012



Sector
Software as Service (SaaS)



Employee
129 people



Operating Area ^[C.3]
Southeast Asia



Address ^[C.2]
Indonesia
Setiabudi Atrium 6th
Floor Suite 602
Jl. H. R. Rasuna Said,
Kuningan, Jakarta Selatan,
DKI Jakarta-12920

Malaysia
Unit No.13A-09, Menara
K1 No. 1 Lorong 3/137C
Off Jalan Kelang Lama,
Kuala Lumpur, Wilayah
Persekutuan 58000

Singapore
1 Raffles Place #18-61,
One Raffles Place
Singapore (048816)



Member of Association [C-5]



Indonesian Sales Director - Member

An association comprising top-level executives such as Vice Presidents, Sales Directors, Directors, CEOs, President Directors, and business owners.



SALES & TRADE MARKETING CONNECT

Trade Sales and Marketing Community (STMC) - Co-founded

Co-founded a dynamic hub for FMCG leaders to share strategies, connect, and drive results.



International Digital Retail Forum (IDRF) – Member

An association dedicated to bridging the gap between brands and online retailers, creating synergies for sustainable market development.

JAKARTACMO CLUB

Jakarta CMO Club - Member

A discussion and networking forum for Chief Marketing Officers (CMOs) and marketing leaders in Indonesia, facilitating the exchange of knowledge and strategies in marketing, particularly in navigating the digital era and strengthening the presence of Indonesian brands in the global market. The association is supported by the MarkPlus Institute, a center for exploring new marketing concepts and industry trends.



Customer Experience
Indonesia Community

CX.ID – Member

A collaborative platform advancing the Customer Experience (CX) ecosystem in Indonesia.



Key Shareholders



Media/ Communication Channel

🌐 www.usetada.com

📷 @usetada

in Usetada

✉️ info@usetada.com

Certifications

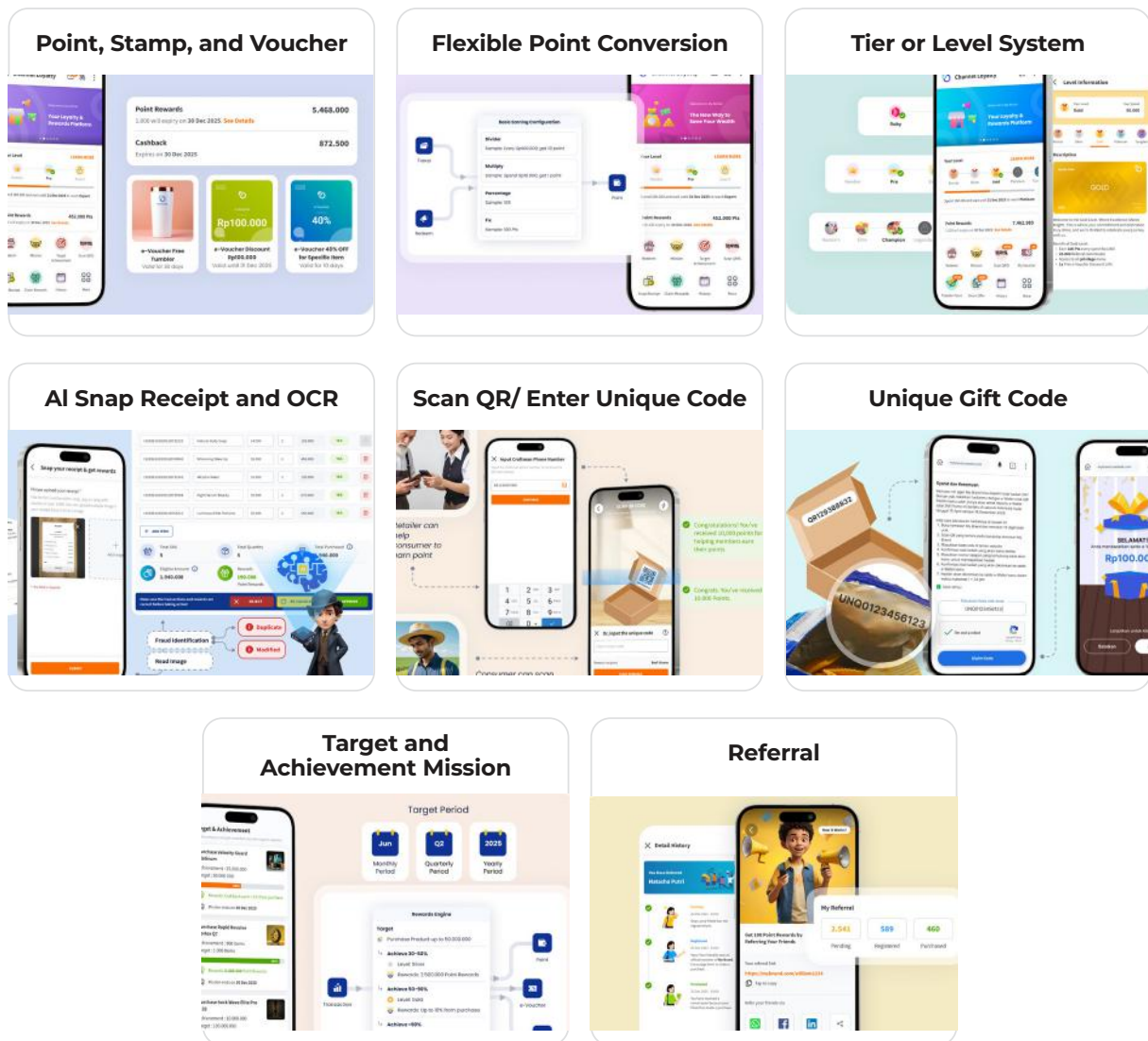
➤ ISO/IEC 27001:2013 – Management System by TÜV Rheinland

Product and Services [C.4]

1 Tada Loyalty

The combination of Tada's loyalty platform and AI technology delivers powerful features to design effective, personalized loyalty programs for every business. Rewards can be seamlessly extended to customers, channel partners, and employees, with flexible infrastructure options—SaaS, private cloud, or on-premises. Tada system can be deployed to White Label Web, White Label App, and the new WhatsApp-powered loyalty, Tada makes participation completely frictionless by enabling users to engage, earn, and redeem rewards directly within the messaging app they use every day. Features that we provide:

Maximize Loyalty Program with AI Based Features



2 Tada Rewards

Tada ensures that distributor partners and customers enjoy a simple and rewarding experience when redeeming points. This is a key factor in the success of distributor incentive programs and customer loyalty. By offering an engaging redemption journey along with attractive prizes, rewards, and incentives, Tada strengthens both partner and customer satisfaction.

Tada offers a comprehensive catalog of rewards, prizes, and incentives, ranging from physical gifts and e-vouchers to lifestyle, health, and entertainment benefits, available at various redemption values. Distributor partners and customers can easily redeem their rewards based on their needs, at any time, and with any number of points.

A door to access thousands of awards, gifts and incentives



Tada Solutions Overview

Tada's versatile solution transcends platforms, **seamlessly integrating across SaaS, private cloud, and on-premise environments**, empowered by its agnostic product architecture.



SaaS

Tada provides **subscription-based online software** hosted on **Tada AWS servers**, ready for immediate use.



Private Cloud

Tada offers **dedicated agnostic cloud** resources hosted on both public and private cloud server, providing security and control. **Its customizable tailored** to business needs.



On Premise

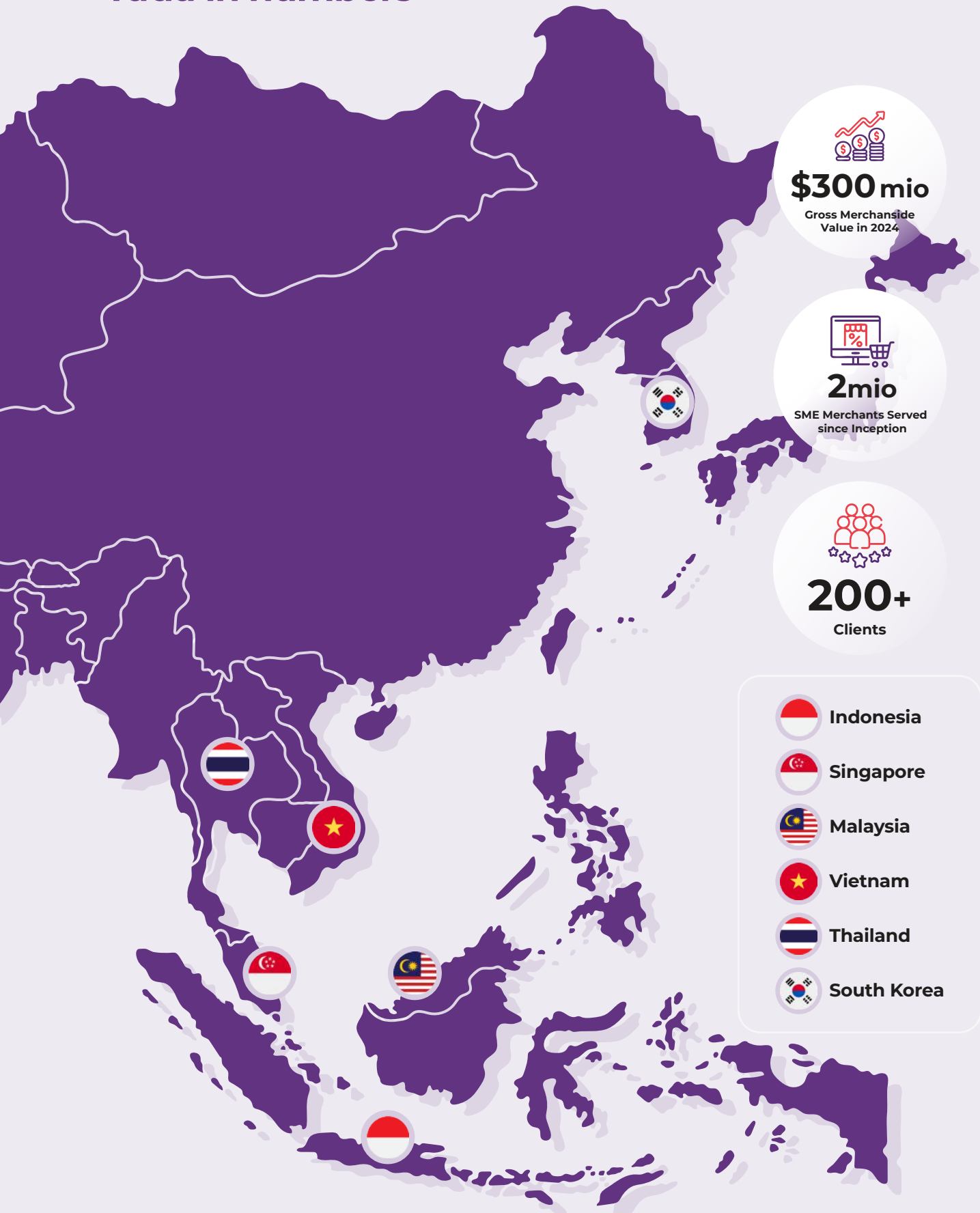
Tada's software is **installed and operated locally both in on-site physical server** and its owned cloud server, providing licensing options for both off-the-shelf and **customized capabilities**.

Product

Loyalty		Rewards	
Type	Capabilities	Type	Capabilities
- Point Based: - Transaction - Engagement - Direct Rewards	- Earning & Burning - Single View of Customer - Campaign - Leveling - Engagement - Snap Receipt Validation - Target & Achievement - Mission - E-commerce - Mini Games	- Digital Rewards - Physical Item - QRIS - Meal Delivery - Cash Transfer - Points Exchange	- Full API Integration - Web Catalog - Manual Order - Gifting Dashboard - Order Tracking



Tada in numbers



VISION [C.1]

To be the most impactful customer retention platform provide in Southeast Asia.



MISSION [C.1]

To improve client business sustainability by helping clients retain their customers better.

Values



1 Think and Act like an Owner

Responsible, mindful in managing, and persistent in achieving goals:

- People who take full ownership on their job/ task
- People who spend wisely
- People who persistent with goals



2 Be Helpful

Mutual respect, assistance, and customer satisfaction are prioritized:

- People who treat one another respectfully
- People who help other to success
- Customer first



3 Be Open, Honest and Constructive

Openness brings honesty in speech and actions to build the future:

- People who talk and act in honest way
- People who dare to give constructive feedback
- People who are willing to listen



4 Growth Mindset

Progressive and creative thinking for sustainable growth:

- People who think progressively
- People who are always trying to improve themselves



5 Do What You Say You'll Do

Consequences and accountability for actions taken:

- People who walk the talk and accepting consequences
- People who take responsibility on their actions

Awards/ Accreditation/ Recognition



Marketing-Interactive
Marketing Excellence
Awards 2024 Indonesia



Marketing-Interactive
The Loyalty and
Engagement Awards 2022



Leader
Winter 2023



High Performer
Winter 2023



Users Love Us

Sustainability at



Sustainability Strategy and Values

[A.1] [C.1]

At Tada, sustainability is not an afterthought, it is the foundation of how we grow and create impact. As a leading loyalty and rewards platform in Southeast Asia, we recognize our responsibility to build a business that not only provides value for our clients but also contributes positively to people, communities, and the planet.

Our strategy is anchored in three core values as our brand promises:



Happier End Consumer

Building long-term trust and loyalty by offering meaningful rewards that improve consumer satisfaction and create lasting relationships.



Seamless Automation and Digitalization

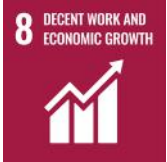
Reducing inefficiencies and resource waste through smart, digital-first solutions that streamline business processes.



Gain Better Insight

Enabling data-driven and responsible decision-making that supports sustainable growth for businesses and their ecosystems.

Our Support for Sustainable Development Goals (SDGs)

SDGs	2024 Achievements	2025 Targets
 4 QUALITY EDUCATION	- Delivered regular training for all employees on business intelligence, complemented by specialized programs for particular team. - Provided a collaborative platform through the Sales and Trade Marketing Connect Community (STMC) to encourage knowledge exchange and innovation.	- Continue expanding training opportunities in business intelligence and digital skills. - Offering more tailored programs for dedicated teams.
 5 GENDER EQUALITY	Maintained a balanced gender composition with 55% male employees and 45% female employees.	Maintain a balanced workforce composition to support greater inclusivity.
 8 DECENT WORK AND ECONOMIC GROWTH	Supported business acceleration by enabling seamless access to reward claims through strategic partnerships.	- Enhance reward claim accessibility by deepening existing partnerships. - Exploring new collaborations and innovations.
 12 RESPONSIBLE CONSUMPTION AND PRODUCTION	Implemented digital integration and paperless documentation across all business processes, including the use of e-vouchers and eco-friendly gifting to reduce material usage.	Advance digital integration across business process.
 13 CLIMATE ACTION	Started to calculate GHG Emission for Scope 2 & 3 with total emission in 2024, 19,809 KgCO₂e or 154 KgCO₂e per employee.	Improve the emission tracking metrics and strive to promote a mindful consumptions and efficiency.
 16 PEACE, JUSTICE AND STRONG INSTITUTIONS	- Achieved ISO 27001 certification and uphold strong compliance with the code of ethics as well as business-related policies and procedures. 100% of new employees have completed ethics and compliance socialization.	- Strengthen compliance programs by expanding GCG relevant certifications. - Maintain a 100% completion rate for ethics and compliance training among all new hires.

2024 ESG Performance Highlight

ENVIRONMENTAL PERFORMANCE ^[B.2]



Started to calculate GHG Emission for Scope 2 and 3 with total emission in 2024, **19,809 KgCO₂e** or **154 KgCO₂e** per employee



Has implemented a **hybrid working** arrangement



Digital integration and **paperless documentation**

SOCIAL PERFORMANCE ^[B.3]

tadakadō

Tada X DOKU presented Tadakado



45%

female composition of total workforce



99%

were permanent employees



100%

employee participated in training



90/100

Client Satisfaction Score

GOVERNANCE



Zero

Workplace Accidents



Zero

Fraud and Corruption Cases



100%

Complaint Resolved



Certified with **ISO 27001:2013**

ECONOMIC PERFORMANCE [B.1] [IRIS PI4940] [IRIS PI7318]

Total Members in 2024



8,000,000+
million people and SMEs

B2B Gameplay: Connecting brands with various SMEs such as Retailers and Promoters across supply chain network

Agriculture



20%

Farmers
Fertilizer Shops
Soybean (*pengrajin tahu dan tempe*)

Automotive & Spare Parts



16.7%

Oil Store Owners
Professionals:
Mechanics

Building Material



7.0%

Painters
Paint Retailers
Depo Retailers

Financial Institution



50.6%

Professionals :
Brand Promoters
(SPG)

Home Improvements



5.6%

Financials
Professionals
Insurance Agents

B2C Gameplay: Individual consumers are able to collect their points and redeem to various rewards

FMCG



27.6%

Hospitality



51.5%

Beauty & Health



20.9%

Applicable to various members of the society such as moms, beauty enthusiast, mineral water buyer, movie goers, dine in at restaurants.



Total Points Redemmed:

450 Billion Points

Total Rewards Distributed, with Digital Rewards as the preferable rewards redeemed all across Indonesia



76.50%
Digital Rewards



23.50%
Physical Rewards

Environment: Small Steps Towards Greener Rewards



At Tada we believe that business growth must go hand in hand with environmental responsibility. As we continue to empower communities and create value through our platform, we also recognize the importance of safeguarding the planet we all share.

2024 marks the first year Tada has formally recorded and reported its environmental performance. Establishing this baseline is a crucial milestone: it allows us to measure the impact of our operations, identify areas for improvement, and set a clear direction for our sustainability journey.

Energy Consumption and Emission Generated

[F.6] [F.11] [F.12] [IRIS OI1479]

Energy Sources	Unit	2024
Electricity consumption	kWh	22,323

Description of Emission	Unit	2024
Scope 2 - Indirect Emission (Electricity Consumption)	KgCO ₂ e	17,635
Scope 3 - Business Travel	KgCO ₂ e	2,174
Total Emission	KgCO ₂ e	19,809
Total Employees	in number	129
Total Emission/ Employee (Emission Intensity)	KgCO₂e	154

Notes

- The calculation of carbon emissions from electricity consumption used the GRK emission factor (0.79) issued by the Directorate General of Electricity (2019), along with the Green Calculator developed by Bank Indonesia.
- As this marks Volantis' first effort to track its carbon footprint, a formal carbon tracking system has not yet been established. For this initial assessment, we applied manual calculations using the U.S. Environmental Protection Agency (EPA) methodology as a recognized international standard.
- KgCO₂e stands for Kilogram of carbon dioxide-equivalent (this has considered multiple greenhouse gases, including carbon dioxide, methane, and nitrous oxide).
- CO₂, CH₄, and N₂O emissions are estimated using methodology provided in EPA's Center for Corporate Climate Leadership Greenhouse Gas Inventory Guidance.
- As of the release date of this report date, the baseline is computed with a USA basis for scope 3, given that the Indonesia-related authority has not officially introduced the Indonesia GHG emission factors guidance for scope 3. Consequently, there remains room for revision, updates, or refinements to the approach of this emission calculation in our forthcoming impact reporting.

In 2024, our total electricity consumption reached 22,323 kWh, which translated into 17,635 KgCO₂e of indirect emissions (Scope 2). In addition, business travel generated 2,174 KgCO₂e under Scope 3 emissions. Combined, our total greenhouse gas emissions amounted to 19,809 KgCO₂e. Emission from electricity consumption has contributed for 89% of total emissions generated.

With 129 employees, this equates to an intensity of approximately 154 KgCO₂e per employee. This figure not only reflects the footprint of our operations today but also serves as a benchmark from which we can track progress in the years ahead.

Understanding Our Emissions: Scope 2 and Scope 3

To ensure transparency, Tada follows the internationally recognized GHG Protocol, which categorizes emissions into three scopes: direct, indirect, and value chain related. In 2024, we reported on Scope 2 and Scope 3 emissions.

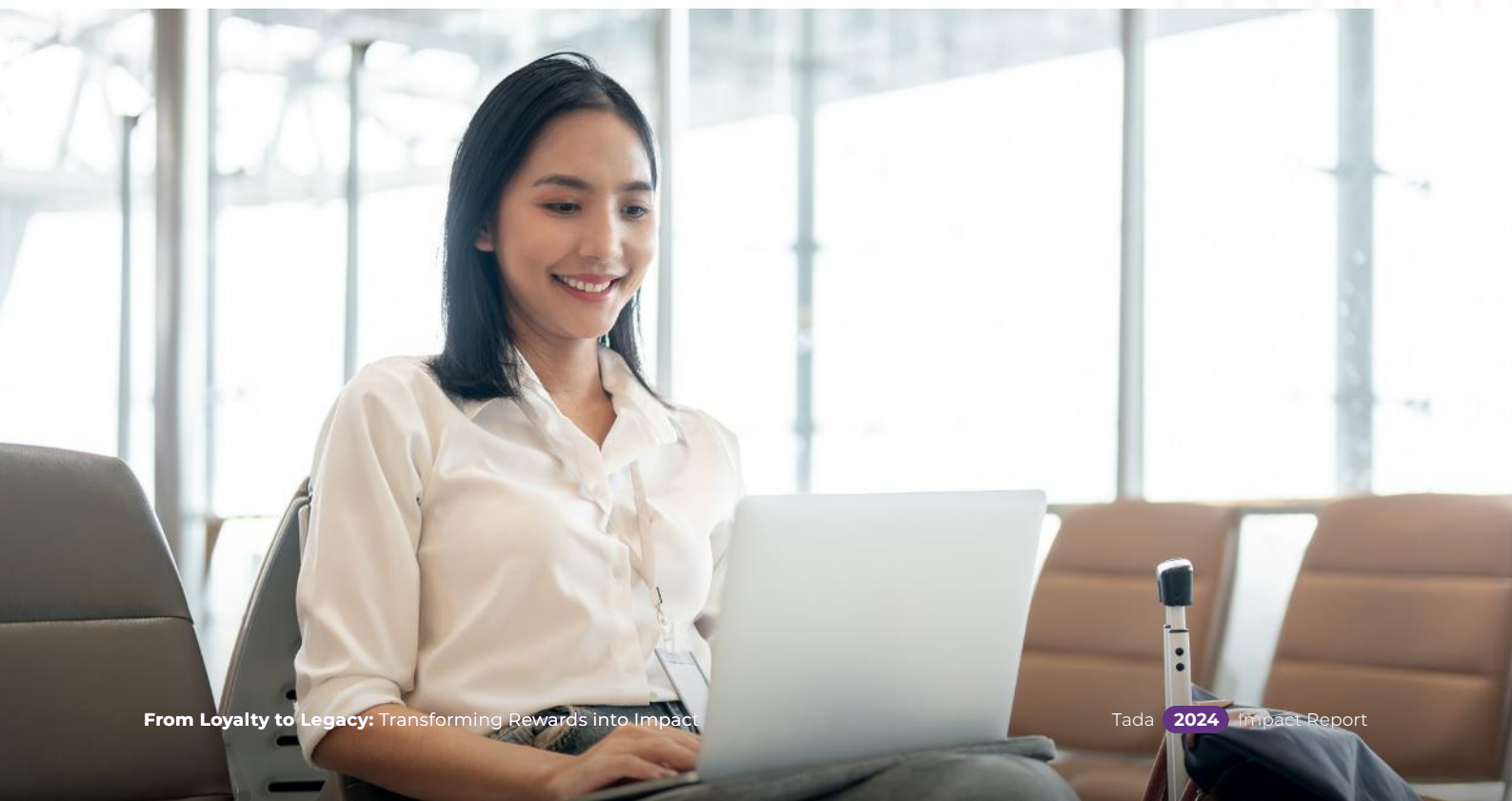
1 Scope 2 - Indirect Emissions from Electricity

These emissions come from the electricity we purchase and consume in our offices. Although the emissions are generated at the power plant, they are attributed to us as the end users. In 2024, our electricity use contributed 17,635 KgCO₂e of emissions.

2 Scope 3 - Indirect Emissions from Business Travel

These emissions occur from activities not directly controlled by Tada but necessary for our operations, such as employee business travel (e.g., flights, land transportation). In 2024, business travel accounted for 2,174 KgCO₂e.

By measuring Scope 2 and Scope 3 emissions, we begin to capture a more holistic view of our environmental footprint, extending beyond our office walls to include the broader impact of how we work.



Water and Effluent ^[F.8]

As a digital-based company, Tada's operations are not directly associated with significant water consumption or effluent discharge.

Our water use is limited to office needs and daily employee activities, with no industrial-scale processes involved. While our impact in this area is relatively low, we remain committed to responsible consumption. Moving forward, we aim to improve water efficiency in our workplace and explore awareness initiatives to encourage employees to adopt mindful water usage practices.

Waste ^[F.14]

Tada's operations generate minimal waste, primarily from office activities. While we are not directly linked to large-scale waste streams, we recognize our role in reducing environmental impact. Although in 2024, the Company has not yet tracked its waste generation, we are committed to minimizing office waste, promoting recycling practices, and encouraging sustainable habits among employees. Looking ahead, we plan to strengthen our efforts by advancing paperless operations, adopting

digital solutions to reduce material use, and encouraging employees to start segregating their food waste and general waste into designated sections.

Biodiversity ^{[F.9] [F.10]}

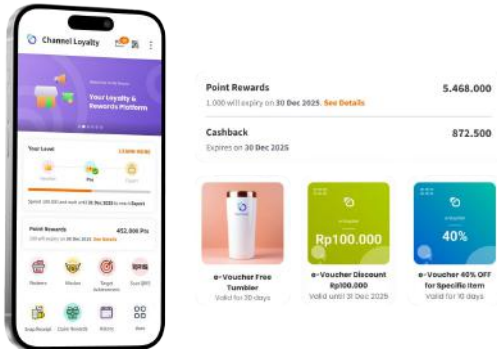
As a digital company, Tada's operations do not directly impact natural habitats, land use, or ecosystems. However, we recognize that all businesses share responsibility in protecting biodiversity. By offering digital rewards, e-gifts, and paperless solutions, Tada reduces reliance on physical materials, indirectly helping to minimize deforestation, waste, and other pressures on natural resources.

Looking ahead, Tada is committed to strengthening its role in biodiversity preservation by raising awareness among employees, continuing to innovate low-impact digital solutions, and exploring opportunities to support conservation initiatives. Through these efforts, we aim to ensure that our growth contributes positively to both people and the planet.



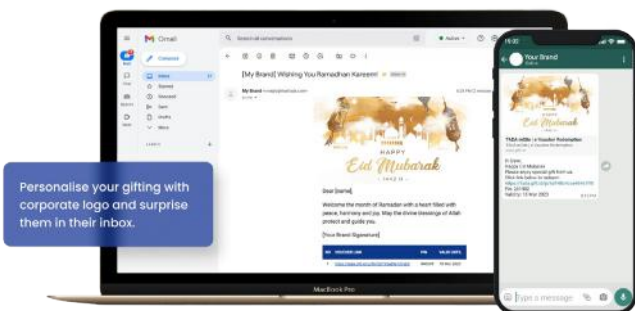
Environmentally Friendly Product ^[F.5]

In a world increasingly aware of environmental impact, Tada's digital loyalty and reward platform enables brands and businesses to engage and reward stakeholders without generating paper waste or unnecessary packaging. Through features like e-gifts, e-vouchers, and QRIS-enabled reward redemption, Tada's digital-first approach not only streamlines user experience but also promotes sustainability in everyday gifting.



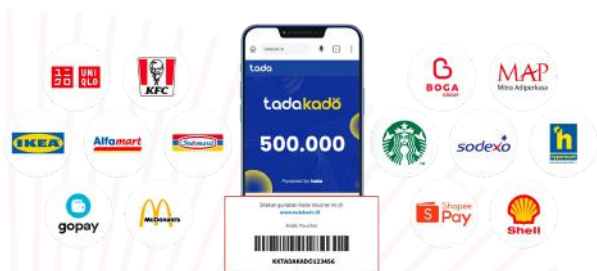
Digital Rewards without Waste

Tada's platform replaces traditional physical vouchers and gift wraps with digital alternatives, such as e-gifts and e-vouchers, eliminating the resource-intensive production, delivery, and disposal associated with paper-based and branded materials.



Effortless, Eco-Friendly Gifting

Recipients enjoy instant delivery and redemption of rewards, no unwrapping required. This friction-free digital experience reduces waste from gift packaging and physical clutter, aligning convenience with environmental mindfulness.



Tadakado: Universal e-Voucher for Better Impact

The launch of Tadakado, a universal digital voucher redeemable via QRIS at over 1,000 offline and online merchant touchpoints, exemplifies how Tada's innovation enhances convenience while cutting down waste. It empowers recipients to redeem rewards digitally, eliminating the need for branded gift cards or physical vouchers.

Social: Improving Loyalty, Strengthening Connections



Our People

At Tada, we aspire to be more than just a workplace, we aim to be a second home for everyone. We nurture a culture built on comfort, belonging, and care values we extend not only to our team but also to our customers. Through a positive and supportive environment, we bring joy and fulfillment to our employees, whom we proudly call “Tada Youth” (TaYo). We believe that positivity fuels productivity, which in turn strengthens the quality of service we provide. With 129 passionate individuals on our team, we continue to grow, make an impact, and remain committed to listening to what matters most to you.



Human Rights, Diversity, Equality, and Inclusion [IRIS PI3687]

Employees by Gender [F.18] [IRIS OI6213]

Gender	2024		2023	
	Number	%	Number	%
Male	71	55%	75	55%
Female	58	45%	61	45%
Total	129	100%	136	100%
Senior Leadership (Male)	5	72%	5	56%
Senior Leadership (Female)	2	28%	4	44%
Total	7	100%	9	100%

Employees By Type

Employment Type	2024		2023	
	Number	%	Number	%
Permanent	128	99%	134	98%
Contract	1	1%	2	2%
Total	129	100%	136	100%

As of 2024, our workforce reflects a balanced composition of 55% male and 45% female employees. We value the uniqueness everyone brings, as diverse perspective fuel innovation, creativity, and continuous improvement within the company. We are committed to providing equal opportunities for those who wish to grow with us, and we are proud that nearly 100% of our employees are permanent full-time, demonstrating our dedication to stability, inclusivity, and long-term development.

Recruitment

Diversity and Equality [F.18] [F.19] [IRIS PI3687]

We have implemented a strong diversity and equality principle in our workplace. We do not discriminate against employees in carrying out their roles and responsibilities as everyone is empowered to work according to their respective duties and functions. Tada is committed to recruiting qualified people based on their skills and potential, regardless of gender, ethnicity, race, or religion. In line with this principle, we firmly reject the use of child labour and forced labour in any form. These commitments are integral to fostering a safe, fair, and comfortable work environment for all employees.

Employees Hired [IRIS PI3687] [IRIS PI9465]

In 2024, we recruited 19 new employees, aligned with the Company's functions and needs. As part of our commitment to business sustainability, we consistently prioritize employing local talent. This effort reflects our dedication to providing equal employment opportunities while supporting the well-being of communities surrounding our operational areas.



Capacity Building Program [F.18] [F.22] [IRIS OI4229]

Developing Core Understanding

As Tada continuously advances its technology across services and products, we recognize the importance of equipping our employees with strong and up-to-date knowledge. To ensure our teams remain agile and future-ready, we provide regular training programs cover both soft and hard skills. We believe that skills are tools that must be consistently sharpened, enabling us to adapt quickly and effectively to changes in the market.

Training Implementation in 2024

Description	2024
Number of Employees Participating in Training (People)	129
Total Training Hours (Hours)	516
Average Training Hours/Employee	4

In 2024, Tada conducted four internal training sessions for all employees, focusing on business intelligence, artificial intelligence, and data processes. These areas are fundamental not only for employees to understand but also to meaningfully apply in their daily work.

Beyond company-wide programs, we actively listen to the needs of each team to support their growth and performance. Accordingly, we

provide specialized training for our engineering, product, and commercial teams, with a strong emphasis on technology-related competencies.

Through these dedicated and personalized programs, Tada reaffirms its commitment to fostering a culture of continuous learning, empowering employees to grow, think critically, and remain agile in the face of rapid change.



Well-Being and Safety

Maternity Leave

At Tada, we are committed to ensuring equal treatment both for men and women employee, particularly when it comes to embracing new life stage of parenthood. We provide a three-month maternity leave, with 1.5 months allocated prior for birth and the remaining time post-birth. This policy reflects our understanding of the importance of recovery, adjustment, and adapting to new routines after childbirth. Additionally, we also offer paternity leave to give expecting fathers the opportunity to adjust and build a stronger bond with their newborns.

As of 2024, eight of our employees benefited from this leave, all of whom successfully returned to the workplace. We believe that supporting both parents during this critical time not only eases the transition into parenthood but also strengthens family well-being.

Fairness That Empowers [F.19][F.20][F.21]

Work motivation and well-being are at the heart of creating a supportive and thriving workplace. We are committed to ensuring fair and competitive compensation for all employees, determined by clear indicators such as individual contribution, skills, years of experience, job level, and responsibilities. Salaries are set in compliance with applicable regulations and are expected to not below the regional minimum wage, ensuring fairness and dignity for every employee. In addition, all employees receive the mandatory holiday allowance or *Tunjangan Hari Raya* (THR), which is paid annually. These factors are assessed transparently through an annual year-end review, which serves as the basis for fair adjustments and recognition of performance.

To further reward excellence, we provide additional commissions and incentives for employees who consistently exceed their targets and demonstrate exceptional productivity. Beyond financial rewards, we also prioritize security and peace of mind by providing comprehensive health coverage and employment social security (BPJS), reinforcing our commitment to the holistic well-being of our team.

Description	Maternity Leave	Paternity Leave
Number of Employees on Maternity/ Paternity Leave	5	3
Number of Employees Returning After Maternity/ Paternity Leave	5	3

Occupational Health and Safety Policy

At Tada, we believe that safety is the foundation for delivering high-quality services and maintaining productivity at the highest level. With this commitment, we actively participate in regular training programs organized by our building management, focusing on emergency preparedness and response for situations such as earthquakes and fire incidents. These initiatives ensure our employees are equipped with the necessary knowledge and skills to safeguard themselves and others while contributing to a secure and supportive work environment.



In 2024, we took part in a fire and earthquake disaster simulation organized by the building management. This initiative strengthened our employees' disaster awareness, reinforced operational caution, and ensured adherence to established safety procedures. By the end of 2024, Tada proudly recorded zero workplace accidents. This achievement reflects our unwavering commitment to safety and the consistent implementation of proper procedures, creating a secure and supportive work environment where employees can thrive and deliver their best performance.



Investing in Wellness

At Tada, investing in health means investing in our people, and ultimately in the quality of service we deliver. That is why we place employee health and well-being at the heart of our priorities. To bring this commitment to life, we hosted a series of inspiring health talk shows designed to support both physical and mental wellness. The sessions covered eye health with complimentary eye check-ups, the importance of healthy skin in professional life, and mental health awareness focused on cultivating a growth mindset, promoting a fulfilling lifestyle, and managing stress effectively, including conditions such as GERD. Through these initiatives, we aim to empower our people to thrive both personally and professionally.

Community Impact ^[F.23] ^[F.25]



Empowering Foundations, Enriching Lives

We remain committed to driving social impact, particularly by supporting orphanages and communities that serve underprivileged groups. Through a structured monthly donation program, we contributed to 20 foundations, providing financial assistance to strengthen their development initiatives and community programs. We recognize that the well-being of these communities is closely linked to the support they receive, and we are dedicated to playing an active role in fostering their growth and resilience.



Empowering the Sales and Trade Marketing Community Tada x STMC

As part of Tada's commitment to community building, we provide platforms that empower professionals to exchange knowledge, foster collaboration, and drive innovation. One of these initiatives is the Sales and Trade Marketing Connect (STMC), a forum that brings together sales and trade marketing professionals from diverse industries to share practice insights, with a strong focus on FMCG and manufacturing brands.

During the event, speakers explored key topics such as digitizing sales incentive programs and rebate schemes for both GT and MT markets, offering actionable strategies that participants could directly apply to strengthen brand performance. These knowledge-sharing sessions sparked valuable discussions, inspiring participants to embrace new approaches that not only improve individual business outcomes but also contribute to advancing industry practices.





Driving Appreciation with Point-Giving Innovation Tada x Bank Jago

Bank Jago has officially launched a new feature in its employee recognition program, PX Together, powered by Tada. This feature introduces a point-giving system that enables management to recognize individual achievements while allowing employees to appreciate their peers, creating a culture where every milestone is celebrated.

Developed in collaboration with DKATALIS, our loyalty and rewards API integration allows HR and managers to seamlessly send reward points for key milestones, with points redeemable for a wide selection of e-vouchers. Employees are also empowered to give points to peers, further strengthening a culture of appreciation and recognition across the organization.

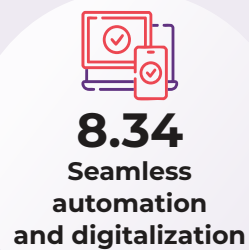
For Tada, this collaboration represents an important milestone in leveraging technology to help brands reward and engage their most valuable stakeholders more effectively.

Product and Service Responsibility [F.27] [F.28]

Customer Satisfaction [F.30]



Brand Promise Score



Our brand promise is built on three key pillars. First, customer satisfaction: most of our customers find Tada's solutions highly reliable and convenient, offering a wide variety of rewards for redemption and a seamless membership management system that ensures speed and efficiency. Second, automation and digitalization: our platform addresses diverse customer needs through features such as rewards catalogs, order tracking, automated notifications, and retention-focused tools. Finally, accurate and comprehensive data: customers benefit from detailed analytics and multiple reporting options that provide valuable insights into consumer behavior and clerk performance trends.

In 2024, we conducted a customer satisfaction assessment covering platform & technology, client relations, the customer loyalty team, and the rewards catalog. The assessment resulted in a customer satisfaction score of 90 out of 100, representing a significant increase from 76.7 in the second semester of 2023.

Claim Servicing Experience [F.27] [F.29]

We provide a claims service on the Company's website, allowing customers to submit feedback regarding our products and services. This helps us understand and address the claims and complaints submitted to Tada. Each piece of feedback is handled individually, and we follow up on all issues until they are fully resolved.

In 2024, 100% of customer complaints were resolved, and no products or services were recalled. Tada's commitment to delivering the best service strengthens customer loyalty and ensures that the products and services we provide meet the highest standards.

Customers are encouraged to provide feedback, suggestions, or criticisms through our dedicated feedback channels, ensuring continuous improvement and engagement.



Email
clt@usetada.com



Website
help.usetada.com

Product/ Service Impact ^{[E.3] [F.28]}

Tada's loyalty platform has driven significant positive impact for businesses across Southeast Asia, enhancing customer engagement and increasing activity among loyalty members. For example, Sour Sally, an Indonesian frozen yogurt chain, saw a 50% higher activity rate among loyalty members compared to walk-in customers, with members being over 2.5 times more active and generating a 5x return on incentive costs after transitioning to digital cards. The platform also provides robust data-driven insights that enable informed decision-making and optimized strategies, earning recognition such as the 'Users Love Us' badge.

While Tada's loyalty platform drives strong customer engagement and business growth, it carries potential risks such as fraudulent redemptions and the Boomerang Effect, where loyalty rewards may not resolve underlying customer dissatisfaction. Tada mitigates these risks through real-time anomaly detection, centralized control over reward issuance, detailed analytics for monitoring unusual patterns, integrated customer support for prompt issue resolution, and program design guidance to ensure rewards complement strong service practices. These measures help businesses maintain program integrity, foster customer trust, and maximize the positive impact of loyalty initiatives.

Innovation and Technology ^[F.26]

Tadakado represents a groundbreaking innovation in Indonesia's loyalty and rewards landscape: an integrated voucher with QRIS payment powered by DOKU, and the first of its kind in the industry. Officially launched in February 2024, Tadakado seamlessly connects Tada's loyalty and rewards platform with DOKU's Wallet-as-a-Service (WaaS), unlocking access to millions of QRIS-accepting merchants nationwide for voucher redemption.

What sets Tadakado apart is its unmatched versatility. Beyond QRIS payments, voucher holders can redeem their balance for physical goods and e-vouchers, positioning Tadakado as the most comprehensive and flexible voucher solution in the market.

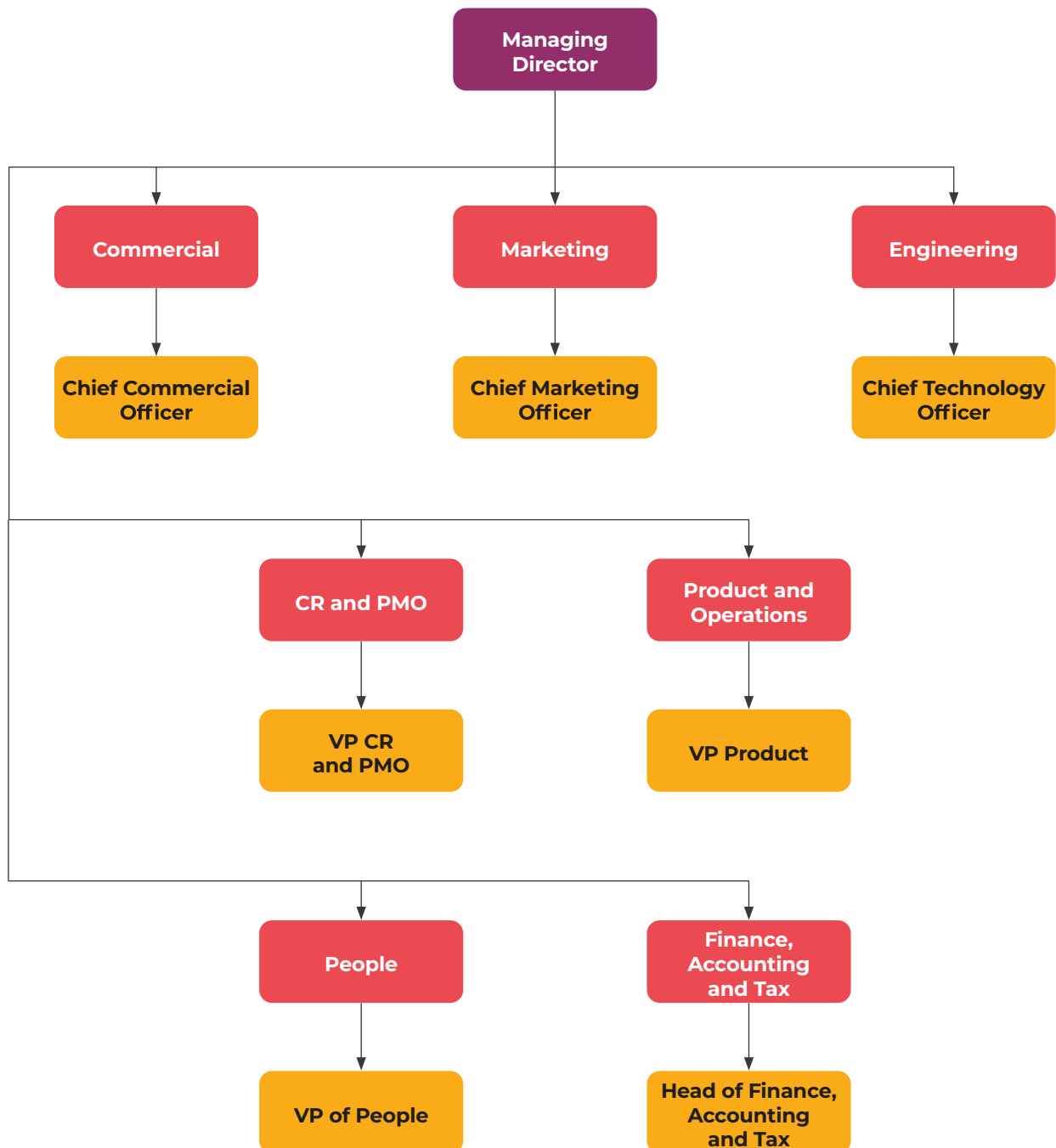
Unlike conventional gift cards, which are limited to specific brands, Tadakado removes restrictions by offering a seamless, universal, and innovation-driven gifting experience. This breakthrough not only redefines customer flexibility but also equips brands with a powerful tool to engage stakeholders through greater convenience, choice, and flexibility.



Governance: Integrity Behind Every Reward



Organization Structure



Relationship with Stakeholders ^[E.4]

Strong stakeholder relationships are key to sustainable growth and value creation at Tada. By fostering open communication, trust, and collaboration, we ensure that our decisions align with the interests of those who impact and are impacted by our operations. We engage stakeholders transparently and responsively, incorporating their feedback to enhance our products, services, and overall business ecosystem. This approach helps build long-term partnerships that benefit Tada and the wider community.

Stakeholders	Involvement
End Consumers	Support channels, seamless loyalty experience, personalized rewards.
Clients	Regular feedback collection, loyalty program optimization, satisfaction surveys, support channels.
Employees	Training & development programs, performance reviews, health and wellness initiatives, engagement surveys, internal communications.
Distributor and Channel Partners	Collaboration on loyalty campaigns, incentive programs, onboarding & training, joint marketing initiatives.
Business Partners/ Merchants	Partnership programs, API & platform integration, joint promotional activities, access to Tada's loyalty ecosystem.
Investors/ Shareholders	Regular reporting, performance updates, strategic discussions, transparency on business impact & sustainability initiatives.
Regulatory Authorities	Compliance with applicable laws and regulations, reporting, audits, participation in industry consultations.
Technology Providers	Platform integration, co-development of solutions, data security and system optimization.
Community/ Society	Local employment, corporate social responsibility initiatives, sustainability programs, inclusive engagement.

Code of Conduct

At Tada, integrity and ethical behavior are the foundation of everything we do. Our comprehensive Code of Conduct embodies our commitment to these values, guiding employees, management, and stakeholders in making responsible decisions that drive the Company's performance and reputation.

Designed in line with applicable laws and regulations, the Code of Conduct ensures transparency, prevents conflicts of interest, and protects all employees. By fostering a culture of accountability, fairness, and ethical excellence, Tada reinforces trust with our people, partners, and customers, creating a strong foundation for sustainable growth.

Anti-Fraud and Anti-Corruption

At Tada, integrity is non-negotiable. Employees may receive gifts, but all must be reported via the Airtable BA form for review by the Ethics Team. Bribery of any kind is strictly prohibited. Supported by our gratification mechanism policy, these measures ensure compliance, transparency, and accountability across the organization. In 2024, Tada recorded zero cases of fraud or corruption, reflecting our strong commitment to ethical business practices.

Conflict of Interest Policies

Integrity and transparency guide all Tada's operations. The Code of Conduct provides clear guidance for identifying and managing conflicts of interest, ensuring personal interests never compromise the Company's goals. Employees are expected to act in the best interest of Tada, and using one's position for personal gain is strictly prohibited. Any potential or actual conflicts are addressed promptly, fostering a culture of fairness, accountability, and ethical excellence throughout the organization.

Grievance Mechanism

We provide a reporting tool for customers and employees that can be accessed via email. Any reports received are promptly followed up until they are fully resolved and do not create further issues.

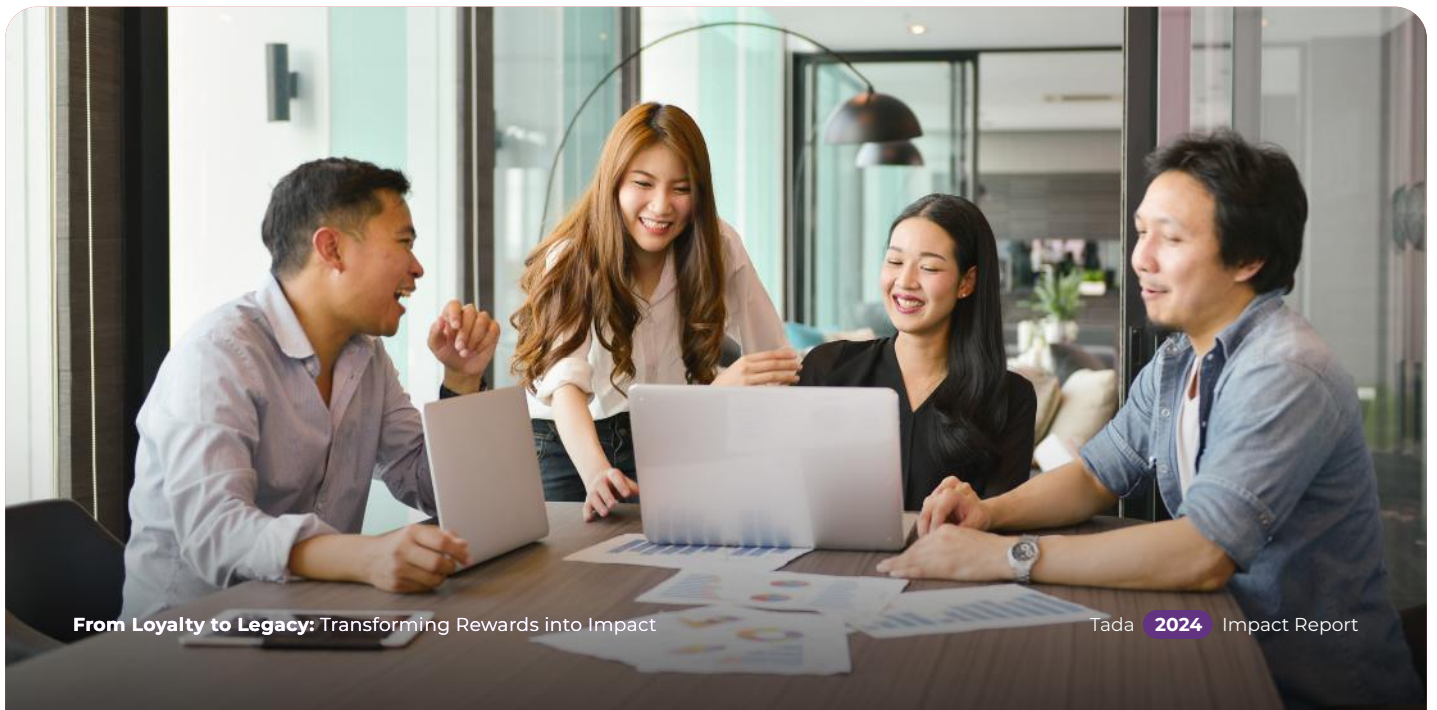
Submit a report via:



Email

whistleblower@usetada.com

We ensure the confidentiality of all reporters' information, protecting them from any potential retaliation. In 2024, Tada received no complaints, reflecting our commitment to maintaining a safe and responsive environment.



Customer Data and Privacy

We have a data and privacy policy in place. This policy is set out and posted on the Company's website. Customers and employees can view the policy at:



Access the Privacy Policy via:
www.usetada.com/id/privacy-policy/



**Channel for reporting incidents/
 suspicious activity:**
 Email: irt@usetada.com



**Customer data security and privacy are our priorities.
 With reliable technology and a competent team,
 we will safeguard your data and privacy.**

Risk Management ^[E.3]

Tada proactively manages operational and information risks by mapping assets against potential risks, threats, and vulnerabilities, and by developing mitigation plans that assess both the impact and likelihood of each threat. The Company has documented risk assessment policies to ensure compliance with good corporate governance and reinforce a structured approach to risk management.

The Risk Champion function is overseen by the PMO and AML-CFT Departments, while the Risk Owner or Information Asset Owner role is also fulfilled by these departments. Each function carries ongoing responsibilities to monitor, evaluate, and address risks. Risk assessments are conducted systematically by the Risk Management function and are subsequently reviewed and approved by the respective Risk Owners. This structured approach ensures that Tada not only identifies and mitigates potential threats but also strengthens organizational resilience, safeguards critical assets, and supports sustainable growth.



Financial Services Authority Regulation (POJK) Number 51/POJK.03/2017 and Financial Services Authority Circular Letter (SEOJK) Number 16/SEOJK.04/2021

[G.4]

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2024
Impact Report