

Sustaining Impact, Shaping Futures

Fostering Connections Through Experiences



Table of Contents

3 A Note from MDI Ventures

4 Letter from Our CEO

6 About This Report

6 Reporting Principles and External Assurance

7 Scope and Reporting Period

7 Reporting Limitation

7 Report Feedback

8 Goers at A Glance

8 Company Profile

9 What Sets Us Apart

10 Goers Ecosystem Journey

10 Milestone

11 Vision and Mission

11 The Values That Drive Us

13 Sustainability Strategy and Values

14 Our Support for Sustainable Development Goals (SDGs)

16 2024 ESG Performance Highlight

17 Economic Performance

18 Environment: Driving Sustainability in Every Step

18 Energy Consumption

18 Emissions

20 Waste

20 Environment-Related Events

22 Social: Connecting People Through Experience

22 Our People

23 Female Representation

25 Recruitment

25 Nurturing Future Leaders

26 Investing in Product Excellence

27 Human Rights, Diversity, Equality and Inclusion

28 Well-Being and Safety

28 Employee Leave and Benefits

29 Community Impact

32 Product and Service Responsibility

35 Governance: Building Trust Through Accountability

35 Organization Structure

36 Risk Assessment

38 Grievance Mechanism

39 Data and Privacy

41 Reporting References and Index

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*,” Goers demonstrates how digital innovation can transform tourism and events into engines of growth, empowerment, and sustainability.

In 2024, Goers expanded its Crew product and significantly increased both the number of events and transaction volumes. Beyond business growth, the company invested in youth development through the Goers Crew program, helping create pathways for long-term careers. Community-focused initiatives enhanced well-being, while eco-friendly practices and paperless systems underscored Goers' commitment to sustainability, demonstrating how digital innovation in events can generate lasting value 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]



At Goers, we believe that every shared experience has the power to strengthen communities and support mental well-being.

Dear Valued Stakeholders,

Since Goers was founded in 2015, our mission has been to foster connection through experiences. At that time, we observed how the rapid growth of smartphones and digital, while intended to unite people, often led to isolation and loneliness, particularly among young people. Therefore, we address this by creating a platform that enhances their well-being and mental health through meaningful, shared experiences.

Our commitment to mental health is reflected not only in our products and services but also in the culture we nurture within Goers. We place the well-being of our employees at the forefront, making our workplace feel like a second home. This is why we believe in a flexible hybrid work arrangement that allows our employees to spend more time with their families, fostering motivation and balance rather than hindering performance. However, this sense of comfort does not equate to complacency, as we also support our employees' growth by engaging them in one-on-one mentorships designed to develop them into future leaders. We understand that a fervor for learning drives our company to continue adapting to challenges ahead and improving despite the difficulties.

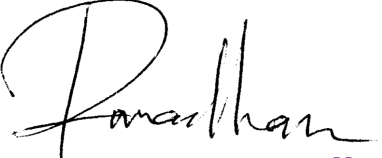


In our early days, Goers began as a simple booking system, providing a digital space where people could easily discover and book events and attractions. Acknowledging the greater needs of the market, we developed a ticketing system, eventually providing an event management ecosystem. Today, Goers integrates with various super-apps, enabling attractions and events to reach audiences far beyond our own platform.

2024 has been a landmark year for Goers. We secured new investment during a challenging winter tech season, achieved profitability for the third consecutive year, and surpassed 8 million tickets sold. This has been a testament to the trust our users and partners place in us. Looking ahead, we remain committed to expanding into the wellness sector, developing new social features within our app, and evolving into a media aggregator that connects brands with audiences through an integrated event management ecosystem.

We are eager to build on our momentum and further expand our company, bringing people together through the events and attractions we are privileged to promote and manage. We hope that through our work, people may continue to build community through shared experiences and strengthen their mental health through shared experiences.

Sincerely,



Sammy Ramadhan
CEO

About This Report

PT Sanraya Adi Nattaya 2024 (“Goers” or “The Company”) Impact Report marks our inaugural publication, highlighting key achievements and reinforcing our commitment to exceptional service for all stakeholders. This Report reflects our accountability in driving lasting growth by delivering enriching experiences for visitors and partners, while underscoring our responsibility to create meaningful impacts through implementing sustainable practices and empowering sustainable partners.

Reporting Principles and External Assurance ^[G.1]

This Report has been prepared in adherence 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.

Goers 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 Goers’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 Goers’ 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. ^[G.6]



Scope and Reporting Period

Unless otherwise specified, 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 two years.

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. With respect to energy consumption and greenhouse gas emissions, comprehensive disclosure of all components under each scope is not feasible at this stage due to limitations in data availability. The Company has only recently commenced its carbon footprint assessment,

and as such, certain emission categories may be immaterial to the nature of the business or have not yet been systematically tracked. Accordingly, the relevant disclosures contained herein should be regarded as preliminary and subject to refinement in subsequent reporting periods.

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 Jakarta.

Report Feedback ^[G.2]

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

Corporate Secretary



wehearfeedback@goersapp.com



Setiabudi Atrium Lt. 4 Unit 406, Kuningan, Setiabudi,
Kota Jakarta Selatan, Indonesia - 12920

Goers at a Glance



Goers is an end-to-end experience platform available via web and mobile app that digitalizes access to events, activities, and attractions across Indonesia. Its integrated services include online experience ticketing, event ticketing management systems, venue digitalization, and Goers Media Agency. Established in 2015, Goers was founded in response to growing concerns over youth disengagement from their surroundings and increased reliance on smartphones, which were contributing to mental health challenges.

Over the years, Goers has demonstrated significant growth, solidifying its position as Indonesia's leading ticketing management platform. It has become a trusted partner for high-profile events and prominent venues nationwide. In 2024, Goers achieved a twofold increase in ticket sales, reflecting strong market demand and operational scalability. Looking ahead to 2025, the Company aims to double its strategic partnerships, reinforcing its role in shaping Indonesia's digital event ecosystem and enhancing access to enriching social experiences.

Driven by its founding mission, Goers remains committed to building an inclusive ecosystem that fosters social interaction and supports mental well-being through meaningful real-world experiences and effective travel management.

Company Profile



Group Name

PT. Sanraya Adi Nattaya



Brand

Goers



Founded

2015



Address ^[C.2]

**Setiabudi Atrium Lt. 4 Unit
406, Kuningan, Setiabudi,
Kota Jakarta Selatan 12920**



Sector

Travel and Tourism



Operating Area ^[C.3]

Indonesia

Media/ Communication Channel

www.goersapp.com

[goersapp](https://www.instagram.com/goersapp)

[goersapp](https://www.facebook.com/goersapp)

What Sets Us Apart ^[C.4]

- 1



Self-Managed Event

Create unforgettable experience, plan, manage, and promote your free or paid events with complete control using our comprehensive ticketing and event management platform.

- 2



Flexible Settlement

Access your earnings anytime with fast, supported by reliable and seamless settlement solutions.

- 3



Multi-Channel Distribution

Expand events' reach by selling ticket across Goers' trusted partners and digital networks.

- 4



Sponsorship Opportunities

Facilitate brand partnerships to secure event sponsorships without the need for independent outreach.

- 5



Strategic Promotional Support

Enhance your event's visibility and extend its reach through strategic newsletters, email campaigns, and tailored audience engagement initiatives, with optional add-on services. All efforts are designed to deliver actionable insights into tangible results.

- 6



Customizable Features

Level up ticketing experience with war tickets, bundled packages, seat selection, and customizable solutions to suit target audiences.

- 7



Responsive Customer Service

Timely and responsive support to efficiently address stakeholder concerns.

- 8



Media and Agency Services

GOERS Media and Agency provides end-to-end solutions, from strategic planning to large-scale event activations, across various channels to maximize brand visibility and sustained engagement.

Goers Ecosystem Journey

Key Achievement


**Revenue growth
in venues
and events**


**Goers Crew
Product Launch**

 **30%**
Increase in
efficiency with
updated AWS
database

4.5*
*Goers App rating
on Play Store

<2min
Average first
response time
per CS agent

 **38.5%**
Increase in
Goers' active
users

 **26%**
Transaction
growth attained

~40%
Increase in the
number of events
facilitated
in 2024

Milestone

2015

- Goers was established in 2015
- 1st winner of **Indonesia Next App 2.0**

2016

- Chosen to join **SVATA <=> Telkom Bootcamp program** in **Silicon Valley**
- Began providing booking engines for Events

2017

- 1st winner of **Wonderful Startup Academy**
- Collaborated with **CGV** to provide movie ticket booking

2018

Launched **Goers Event Management**, a self-service platform that empowers organizers to manage ticket sales and streamline event operations independently

2021

- Introduced **GEM Solution** as the official brand for our venue digitalization service
- Partnered with **Kominfo** to deliver **HUB.ID** via 5-city roadshows and expand programs to 10 additional cities nationwide

2020

- 1st Winner of **Indonesia's National Startup Competition 2020**
- Established collaborations with **19 new attractions**

2019

- Expanded our solution with **Venue Digitalization** to empower attractions and venues to go digital
- Rebranded to **Goers Experience Manager (GEM)** to reflect our broader mission of powering not just events, but all kinds of experiences
- Collaborated with **Ministry of Villages, Development of Disadvantaged Regions, and Transmigration (Kemendes PDTT)** to initiate Digitalization of Tourism Villages program

2022

- Managed over **6.5 million tickets** and **over 2 million customers**
- Implemented **over 57 attractions**
- Collaborated with **over 4,500 events, attractions, and activity organizers**
- Collaborated with **PUTRI** as a digitalization partner for attractions

2023

- Garnered over **4.3 million active users** in all Goers platforms
- Reached a Gross Merchandise Value (GMV) of **over 500 billion rupiah**
- Partnered with heritage venues such as **Candi Borobudur, Prambanan, Ratu Broko, Brahu, Jiwa, Wringin Lawang, and Bajangratu Majapahit**

2024

- Launched strategic partnerships with **BYOND by BSI, Astrapay, MyTelkomsel, and Livin' Mandiri**
- Increased **Goers' active users** by **more than 38.5%**
- Attained a **transaction growth** of **more than 26%**
- Released the **Goers Crew** program



Vision [C.1]

To become the go-to platform powering experiences that connect people and communities.



Mission [C.1]

Connecting People with Experiences

The Values That Drive Us



G - Growth

Support continuous learning and personal development to grow together.



O - Ownership

Embrace shared responsibility and collective commitment.



E - Excellence

Strive to exceed client expectations through outstanding experiences.



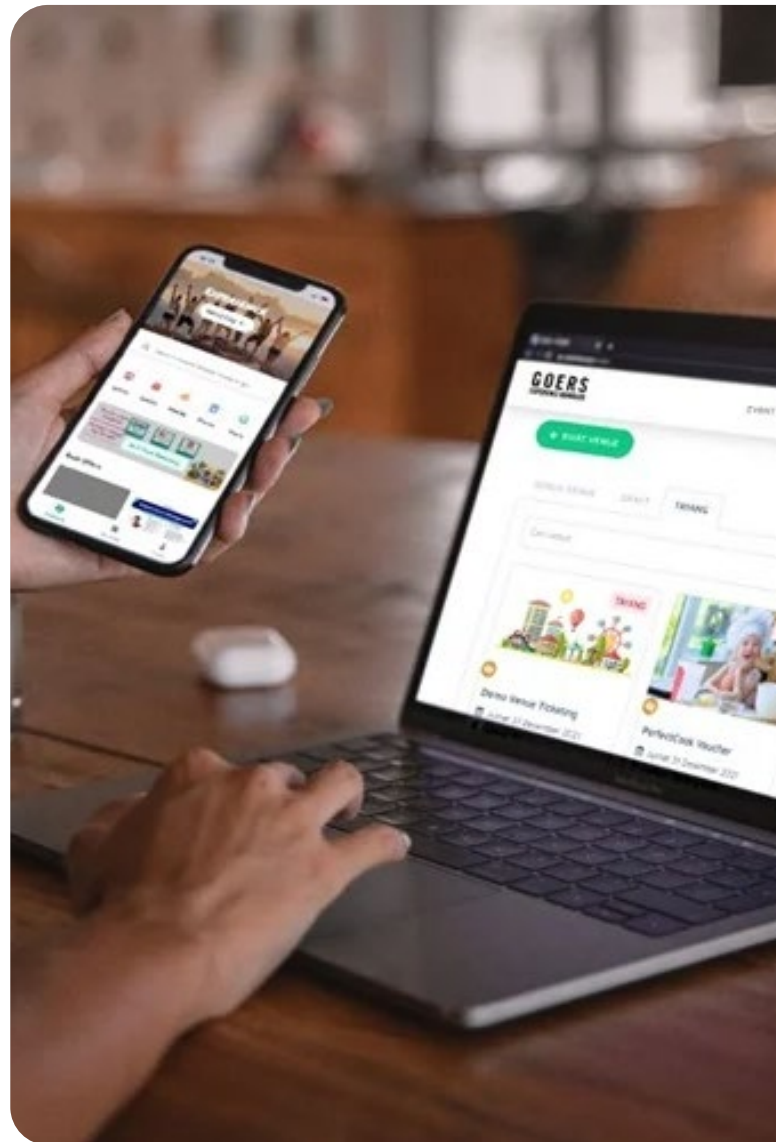
R - Reliability

Promote a trustworthy and collaborative work environment.



S - Solidarity

Build unity and loyalty through strong team spirit.



Sustainability at GOERS



Sustainability Strategy & Values

[A.1][C.1]



Environmental Goals

- Implement eco-friendly practices and use zero-waste materials at events
- Promote and support sustainable and environmentally-friendly events

Social Goals

- Encourage greater participation in the Goers Crew community
- Empower local businesses by increasing visibility and facilitating events
- Strengthen social connections through Goers App



Governance Goals

- Enhance digital infrastructure and ensure robust data security

Our Support for Sustainable Development Goals (SDGs)

SDGs	2024 Achievements	2025 Targets	Strategies to Achieve Targets
 3 GOOD HEALTH AND WELL-BEING	- Launched a regular employee bonding program - Achieved a nearly 40% increase in the number of events facilitated in 2024 [IRIS PI4583] - Grew our active user base by 38.5% in 2024	- Strengthen connections through enhanced social features on Goers platform - Continue expanding event facilitation services and growing our user base	- Launch a social feature that enables users to follow each other - Introduce dynamic commercialization packages for businesses and event creators
 4 QUALITY EDUCATION	- Delivered 25 hours of training for product and technology teams [IRIS OI4229] - Provided technical and soft skill training to nearly 1,500 Goers Crew members [IRIS PI9465] [IRIS OI4229] [IRIS PI3687]	- Expand opportunities for public learning and knowledge development - Continue providing training for Goers Crew and product and technology teams	- Publish informative content for the public on Goers blog - Introduce a feature that delivers personalized recommendations for relevant educational events
 5 GENDER EQUALITY	Increased female representation to over 40% of our total workforce [IRIS OI6213]	Sustain female representation levels in both the workforce and leadership roles	Promote diversity, equity, and inclusion in daily operations and recruitment practices

SDGs	2024 Achievements	2025 Targets	Strategies to Achieve Targets
 8 DECENT WORK AND ECONOMIC GROWTH	- Supported more event and attraction businesses by facilitating nearly 40% more events [IRIS PI4583] - Generated employment opportunities for approximately 1,500 young people [IRIS OI4229] [IRIS PI3687]	- Achieve 35% revenue growth by driving growth in venue bookings, ticketing, and sponsorships - Expand the digital presence and market reach of facilitated events - Broaden our portfolio through diversified brand partnerships and sponsorships - Enhance management of the Goers Crew program to create more employment opportunities - Prioritize support for small businesses and creators	- Introduce dynamic commercialization packages in GEM to create more business opportunities for event creators - Expand event distribution through additional super-app platforms - Implement new Goers Crew platform features to match members with relevant events and improve field operations management - Launch the Creator Lite App to empower small creators and support job creation
 12 RESPONSIBLE CONSUMPTION AND PRODUCTION	- Reduced emissions from employee commuting, as well as office electricity and water consumption by implementing Work From Anywhere (WFA) arrangements - Maintained a fully paperless office by transitioning to fully digitized, efficient systems	Minimize operational waste and maximize resource efficiency in event management	- Introduce wristband master data and item groupings to streamline access management and reduce waste - Implement event Terms and Conditions to promote transparency and encourage responsible participation
 13 CLIMATE ACTION	- Hosted events focused on sustainability themes and the promotion of eco-friendly practices - Initiated Scope 3 greenhouse gas (GHG) emissions tracking for business travel [IRIS OI1479]	Continue supporting sustainability-focused events to promote sustainable practices and ideas to a broader audience	Build long-term partnerships with sustainability-focused organizations to strengthen future event facilitation

2024 ESG Performance Highlight

Environmental Performance ^[B.2]



Low emission contributed
~8,562.7 KGCO₂eq
from scope 3 –
Business Travel



Paperless ticketing
and documentation
through a fully-
digitized system



Promoted
eco-friendly practices
and sustainability-
related themes events

Social Performance ^[B.3]



Over
40%
female
employees



Held
25 hours
of training for product
and technology
teams



5k
Employment
opportunity



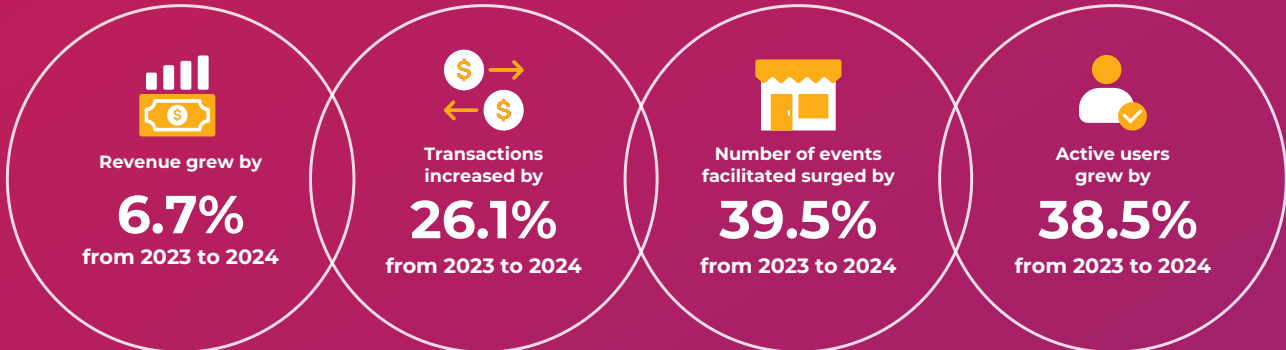
Trained
1.5k
Goers Crew, both
technical and soft
skills



Economic Performance

[B.1] [F.2] [IRIS FP476]

Growth in Economic Performance from 2023 to 2024



Goers aims to champion and facilitate events and attractions across Indonesia, giving people opportunities to build communities and providing businesses with pathways to greater exposure and growth. Driven by its persistent commitment to progress, Goers has become an aggregator for prominent brands and a trusted partner to super-apps, enabling the events we promote and facilitate to reach a much wider audience. These efforts have been instrumental in strengthening our market presence, expanding our active user base by 38.5%, and delivering a 6.7% revenue increase from 2023 to 2024. The broader platform has also

further strengthened our influence in the events and attractions industry, contributing to 26.1% increase in transactions and 39.5% growth in the number of events we facilitated during the same period.

Looking ahead, we strive to continue expanding further by delving deeper into the wellness space and enhancing our app into a more social platform, with the goal of fostering stronger connections and providing businesses with broader access to audiences for their events and attractions.



Environment: Driving Sustainability in Every Step

Energy Consumption

To foster a comfortable and productive work environment, Goers implements a “Work from Anywhere” policy as part of its efforts to maintain employee energy and motivation. In the same spirit, Goers provides an office space designed for dynamic, flexible, and collaborative use, without the need to accommodate the entire team at once. These arrangements have not only reduced emissions typically generated from commuting but also lowered operational emissions, including electricity and water consumption within the office.

Emissions [F.11]

As this is Goers’ first impact report, 2024 marks the starting point of our journey in measuring and understanding our environmental footprint. We recognize the importance of establishing a baseline for greenhouse gas (GHG) emissions and remain committed to progressively improving the accuracy and coverage of our reporting in the years ahead.

At this stage, Goers is only able to track Scope 3 emissions from business travel, while other categories are not yet measured. For example, Scope 2 emissions from electricity use are excluded, as Goers applies a Work From Anywhere (WFA) policy and operates in co-working spaces where energy consumption is shared among all tenants and cannot be tracked separately.



Scope 3 - Indirect Emission 2024 Baseline

Description	in MTCO ₂ e	in KgCO ₂ e
Business Travel	8.56	8,562.69
Total Emission for Scope 3	8.56	8,562.69
Total Number on Employees	74	74
Total Emission per Employee (Emission Intensity)	0.12	115.71

Notes

- The business travel data was collected directly from the company's internal records.
- As this marks GOERS' 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 and MTCO₂e stands for Metrics Tons 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 Scope 3 emissions from business travel reached 8,562.7 kgCO₂eq. With a total of 74 employees, this translates to an average of 115.71 kgCO₂eq per employee. Although this represents only a portion of our environmental impact, it provides valuable insights into our business travel footprint and lays the foundation for future action. Moving forward, Goers strives to:

- Expand the scope of emissions measurement to include additional categories e.g. employees' commuting.
- Encourage more sustainable travel practices, including the increased use of virtual meetings and low-carbon travel options.
- Explore partnerships and initiatives that support carbon reduction and environmental stewardship.

By taking these steps, we aim to build a more comprehensive understanding of our environmental footprint and steadily reduce our impact in alignment with global sustainability goals.

Waste ^[F.14]

Our commitment to reducing waste is embedded in our products, which transform traditionally paper-based operations, such as ticketing and payments, into fully digitized systems. In an industry where large amounts of paper are typically used, especially in events and attractions, Goers has eliminated paper from the entire process. Beyond digital ticketing, we also ensure that every event is equipped with clearly visible waste bins, encouraging audiences to dispose of trash responsibly. In line with our sustainability goals, all our promotional activities

are conducted through digital platforms, allowing us to reach wider audiences in a more personalized manner while significantly minimizing waste.

Within our internal operations, we maintain a paperless office by prioritizing digital tools and electronic documentation. This approach supports our commitment to sustainability while streamlining workflows and fostering a more agile working environment.



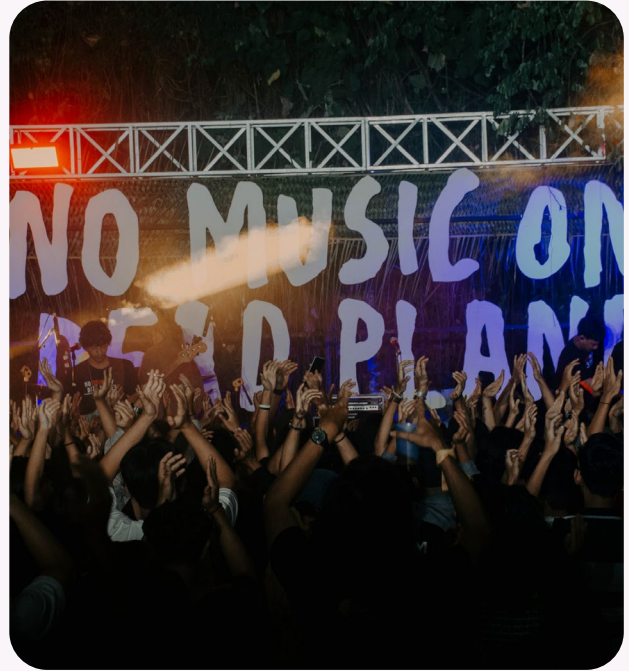
Environment-Related Events ^[F.1]

As we embark on our sustainability journey, one of our first steps has been supporting and championing environmental events that promote eco-conscious practices. Since 2022, we have been bringing people together to create meaningful change as a community. Through these events, we hope that participants not only find a sense of belonging but are also inspired to take action on the ideas sparked during the gatherings. Events such as Formula E or İklim Fest may seem, to some, like unconventional paths to a greener future.

However, we view these events as powerful entry points to sustainability, by tapping into people's interest to make them more receptive to learning how these experiences can be enjoyed through an environmentally conscious lens. Such experiences have the potential to shift perspectives, showing even those initially indifferent to sustainability that they, too, can make a meaningful and tangible difference towards a more sustainable future.

Rhythms of Change: Goers for Climate Action

Goers proudly supported Iklim Fest, a climate-focused music festival that blended art with advocacy. Featuring top Indonesian musicians, the festival launched “Sonic Panic”, an album of 13 genre-spanning tracks serving as a collective call for urgent climate action. Held in Bali, the event embraced a “Reuse Protocol” in partnership with Diet plastik Indonesia which included reusable utensils, waste-sorting stations, cleaning areas, and clear sustainability guidelines for all attendees. Through initiatives like Iklim Fest, Goers strengthens its commitment to climate action and continues to support meaningful, sustainable experiences that inspire communities to act.



Electrify the Race: Formula E-Prix

As part of its commitment to green initiatives, Goers actively promotes sustainable mobility through its involvement in Formula E. Since 2022, Goers has contributed to the success of Jakarta’s debut Formula E event, which showcased the use of electric vehicles (EVs) as a crucial step toward reducing carbon emissions and promoting cleaner transportation. This event also highlighted responsible waste management practices, through a collaboration with Waste4Change, ensuring that all waste generated was not only collected but also properly processed and recycled. Through this initiative, Goers reinforces its role in driving the green transition and advancing environmental awareness.

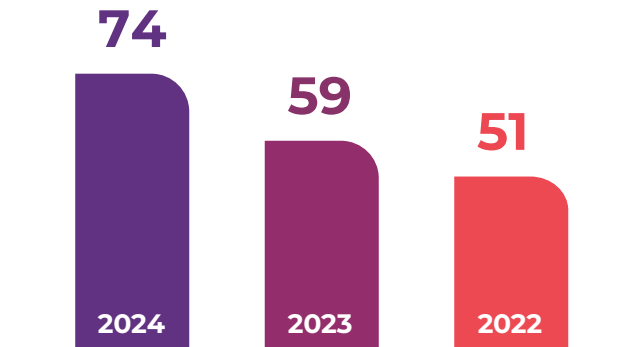
Throughout the year, Goers continues to support the event as part of its long-term sustainability commitment, amplifying awareness around EV adoption and sustainable practices across communities.

Social: Connecting People Through Experiences

Our People [IRIS 016213]

As our business grows and our services expand to meet market needs, our team has grown in parallel with the Company's development. Over the past three years, our team has steadily expanded, with significant growth in the last year, reaching a total of 74 employees, including 11 senior leadership executives, as of 2024. Our workforce is composed of 60% male and 40% female employees, with female representation steadily increasing since 2022.

Total Employees



Employees by Gender

Gender	2024		2023		2022	
	Amount	%	Amount	%	Amount	%
Male	44	60%	38	64%	33	65%
Female	30	40%	21	36%	18	35%
Total	74	100%	59	100%	51	100%

Employees by Gender at the Leadership Level

Gender	2024		2023		2022	
	Amount	%	Amount	%	Amount	%
Senior Leadership (Male)	8	73%	8	73%	8	73%
Senior Leadership (Female)	3	27%	3	27%	3	27%
Total	11	100%	11	100%	11	100%

Employees by Status

Status	2024		2023		2022	
	Amount	%	Amount	%	Amount	%
Permanent	67	76%	53	72%	40	67%
Permanent (with probation)	7	8%	6	8%	11	18%
Internship	14	16%	15	20%	9	15%
Total	88	100	74	100	60	100

Female Representation ^[F.18]

At Goers, we believe that diversity, equity, and inclusion are essential to fostering a culture of innovation and creativity where every individual has the opportunity to grow. That is why we are committed to ensuring that all of our practices, from recruitment and promotion to the day-to-day treatment of employees and leadership, remain free from discrimination based on gender, ethnicity, race, religion, or any other non-skill-related factor.

We recognize that individuals from diverse backgrounds bring valuable perspectives, enabling us to consider a wider range of ideas and uncover solutions we might not have otherwise identified. As a result, our entire team grows, learns, and consistently strives for the best possible outcomes. This commitment is reflected in the fact that women not only make up approximately 40% of our team, but also hold key leadership positions within the organization, such as our Co-Founder and COO, Niki Tsuraya.



Breaking Barriers: Journey as a Woman Leader in Tech

“Being capable of anything” perfectly describes **Niki Tsuraya, Co-Founder and COO of Goers.**

As a woman leader in the tech industry, Niki has played a significant role in breaking down the stigma surrounding women in leadership and technology. Society often assumes that women are less assertive and less capable in managerial roles, leading to underestimation and biased perceptions.

For Niki, however, this stigma became a hidden advantage. With fewer expectations placed on her, she was able to work under the radar and quietly prove the opposite. She used this as an opportunity to demonstrate resilience and excellence, consistently surprising others with her strong work ethic and accomplishments.

What truly sets Niki apart is her ability to communicate her ideas with clarity and confidence, inspiring those around her. While she initially aspired to become an IT consultant, her journey took a different path that led her to entrepreneurship, where she has thrived for nearly a decade.

Under her leadership, Goers has expanded its reach across Indonesia, connecting more users and partners through its platform. Guided by the mission to connect people through meaningful experiences, Niki serves as the strategic force behind Goers, ensuring that every user and stakeholder interaction leaves a lasting and memorable impression.

“

In a great tech culture, respect and opportunity are not limited by gender – they are driven by excellence. At Goers, I have seen men and women thrive side by side, and as leaders, we have a duty to make merit the measure so that every woman’s success becomes a stepping stone for many more to rise.

”

Niki Tsuraya Yaumi

COO



Recruitment ^[F.19]

About our recruitment practices, we prioritize hiring fresh graduates and nurturing their talents and growth in alignment with our company's culture, mindset, and values. We assess potential candidates based on three key pillars: academic excellence, active participation in campus organizations, and involvement in extracurricular activities. These criteria consistently lead us to individuals who demonstrate strong time-management skills and a fervor for learning, while upholding excellence as a core principle in their work. By identifying candidates with these

qualities, we ensure that they bring enthusiasm and a commitment to high performance, allowing us to cultivate an environment where we can equip them with the tools and guidance necessary to shape them into future leaders capable of making important decisions. In line with our commitment to ethical employment, the Company strictly prohibits the recruitment of child labor and any form of forced or compulsory labor, ensuring that all hiring practices respect human rights and promote a safe, fair, and inclusive workplace.

Nurturing Future Leaders

As an agile entertainment company driven by creativity and constant change, Goers places great importance on continuous learning and development, one of which is through structured training. At Goers, training is not seen as an obligation, but as an opportunity to remain adaptive and aligned with evolving

skill demands. The goal is to equip every team member with practical, actionable knowledge, preparing them to become the next generation of leaders, ready to bring forward ideas that are not only innovative but also deliver tangible value.



Investing in Product Excellence [F.22] [IRIS OI4229]

Technical Training

Description	Unit	2024	2023
Total Training Programs	Programs	17	5
Total Training Participants	People	All team product and technology (approx. 40 people)	
Total Training Hours	Hours	25	5
Average Training Hours per Program	Hours/Program	1.47	1.00

At Goers, our commitment goes beyond delivering high-quality ticketing services. We strive to ensure a seamless and user-friendly experience across both our mobile app and website. To maintain this standard, we regularly conduct online training programs for our Product and Technology teams.

These sessions cover essential areas such as product engineering, data analysis, and implementation processes, including an internal dogfooding test. Through this approach, Goers ensures every product launched is not only functional but also reliable and easy to navigate for the users.

Fostering a Culture of Shared Learning [F.1]

Beyond technical excellence, Goers is committed to cultivating a culture of continuous learning and open communication at every level. Through regular sharing sessions, employees from various teams and roles are encouraged to exchange ideas, experiences, and insights. These sessions range from sharing key takeaways from thought-provoking books to personal reflections on professional roles, such as the journey of being a Product Manager, offering practical perspectives on managing end-to-end responsibilities while maintaining quality.

To further strengthen this learning culture, Goers' leadership also provides one-on-one mentoring opportunities. These sessions are designed to be both inclusive and personal, serving not only to guide and support team members but also to genuinely listen to their challenges, priorities, and roadblocks. This mentoring approach creates a safe space for meaningful dialogue, focusing on identifying strategic, effective solutions. More importantly, it nurtures potential by helping team members grow with confidence and preparing them to step into future leadership roles within Goers.

“A resilient individual will create a growing environment”

Human Rights, Diversity, Equality, and Inclusion

Performance Evaluation

As part of its commitment to fostering employee motivation and professional development, Goers provides structured opportunities for career advancement through regular performance evaluations. These evaluations are conducted using three methods:



The Annual 360° Feedback Assessment

which evaluates employees across three dimensions: values, competencies, and performance. The assessments are rated on a four-point Likert scale (ranging from 'never' to 'always'), with an additional section for open-ended feedback to encourage constructive, objective, and specific input.



The Monthly Review

employees with ratings ranging from A to C, given by their tech leads or colleagues who work closely with them. This process helps reinforce performance consistency and work ethic.



One-on-One Development Discussions

are conducted between employees and their direct supervisors (Product Leads or Division Heads). These sessions provide personalized feedback, address individual challenges, and support continuous improvement, ensuring that employees' contributions remain aligned with the company's strategic direction and long-term goals.

Compensation and Benefit [F.20]

Goers upholds a merit-based salary structure, with compensation levels determined by job classification, work experience, educational background, and performance achievements. In compliance with government regulations, Goers also ensures that the compensation provided meets or exceeds the applicable

regional minimum wage (UMR). Salaries are paid regularly at the end of each month and include both base pay and fixed allowances. All compensation decisions and performance evaluations are conducted fairly and transparently, without any form of discrimination.

Religious Holiday Allowance

As part of its commitment to employee welfare, Goers provides a religious holiday allowance (Tunjangan Hari Raya/THR) for all employees. This allowance is distributed uniformly during *Hari Raya Idul Fitri*, regardless of employees' individual faiths. To ensure timely support, the payment is made no later than two weeks prior to *Hari Raya Idul Fitri*.



Well-Being and Safety ^[F.21]

Health and Wellness

1 Flexible Working Arrangements

At Goers, we believe that meaningful work is built on comfort, connection, and purpose. To support this, we embrace a Work From Anywhere (WFA) policy, allowing our team the freedom to work from wherever they feel most at home. This approach was inspired by a simple yet powerful truth: time with family and loved ones is irreplaceable. Many of our team members are parents or deeply connected to their communities. We understand that being close to those who matter most nurtures well-being and enhances both creativity and productivity. As long as we meet our goals and deliver impactful results, distance is never a barrier. At Goers, we are not just building a service, we are creating lasting memories, both for our users and within our team.

2 Health and Well-Being

In compliance with applicable regulations, Goers ensures that all employees are covered under the *BPJS Kesehatan* program for healthcare benefits. The company also continues to provide wages during period of employee sick leave, in accordance with Article 93, Paragraph 2 of the Manpower Act, upon submission of a valid medical certificate and in line with Goers internal policies. Additionally, social security benefits are provided through participation in the *BPJS Ketenagakerjaan* program, in accordance with Law No. 13 of 2003 on Manpower, reinforcing the company's commitment to employee's welfare and long-term security.

Employee Leave Benefits

1 Maternity Leave

Goers provides maternity leave under prevailing labor laws, with a total of three months, 1.5 months before childbirth and 1.5 months after.

2 Paternity Leave

Male employees are entitled to five days of paternity leave when their spouse gives birth, to provide support and adjust to new family life.

3 Menstrual Leave

Female employees may request leave on the first or second day of menstruation if it affects their ability to work by submitting a request to the HR Department.

Community Impact ^[F.25]

Community Services ^[F.23]

1 #YukPergi: Making Connections That Lift Your Well-Being

At Goers, we believe that genuine human connection is a powerful remedy for the mental health challenges of today's fast-paced world. Since 2017, our #YukPergi feature has been at the heart of this mission, encouraging people to reconnect, rediscover joy, and restore emotional balance.

More than just an event recommendation tool, #YukPergi provides personalized suggestions tailored to users' interests and hobbies, helping

them find experiences that truly resonate. From curated events to destination recommendations, users can effortlessly share tickets with friends, family, or colleagues, whether they use Goers or not. By offering a seamless, engaging experience, #YukPergi empowers individuals to take meaningful breaks from daily stressors, fostering social connection and emotional relief. It is our way of supporting a healthier, more energetic, and mentally resilient community.



2 The Unseen Stage: Empowering Youth with Passion [F.22] [IRIS PI9465] [IRIS OI4229]

An event is more than what unfolds on stage. It is also about the energy, dedication, and coordination happening behind the scenes. Goers empowers youth by turning their passions into real-world experience in the events industry.

Number of Job Opportunity

Total Event Published	2024	110
	2023	116
Total of First-Time Worker	2024	56
	2023	372

Number of Job Progression

Description	2024	2023
Total of Crews Accepted	802	588
Percentage Female Crew	46.10%	48.19%
Percentage Male Crew	53.90%	51.81%
Average Work Hours per Crew	18.31	45.29

Number of Training and Development per Event

Description	2024	2023
Total Training Programs	72	20
Total Training Participants	1466	464
Total Training Hours	2628	552
Average Training Hours per People	1.79	1.19

As of 2024, over 5000 young crew members, such as ticketing staff, supervisors, and crowd control have been trained and deployed. Goers has significantly enhanced its training programs, both for event and venue preparation.

The training covers technical skills such as system installation, on-site operations, and point-of-sale usage, along with essential communication skills including greeting, client service, and issue resolution. To ensure these skills are applied effectively, all crew members are regularly assessed and rated, allowing the Goers team to assign roles strategically, recommend the high performing crew to clients, and identify areas for further development.

Number of Training and Development per Venue

Description	2024	2023
Total Training Programs	25	17
Total Training Participants	215	178
Total Training Hours	41	30
Average Training Hours per People	0.19	0.17





3.8 / 4.0
14 events handled
since January 2024



At first, I was a bit pessimistic, worried that I wouldn't be able to adapt. But it turns out that the Goers crew is incredibly supportive. Whenever I'm unsure about the event system, someone is always there to guide me.

The team's solidarity is truly remarkable, and I find joy in cherishing every little moment. Working here feels comfortable, enjoyable, and peaceful!



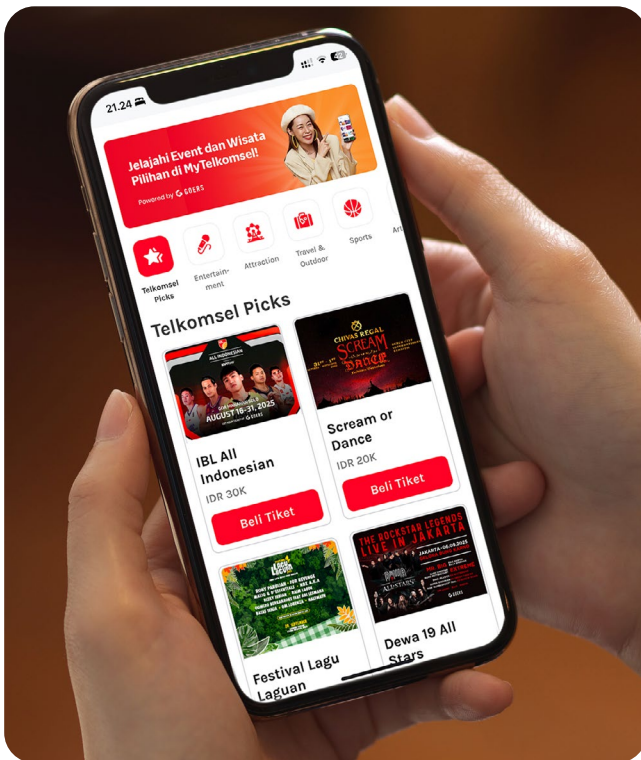
Ghazi J. Shiddiq
Goers Crew

This initiative will continue in the coming years, reaching even more youth by providing them with opportunities to grow, express themselves, and transform their hobbies into professional experiences. At the same time, this program allows event organizers to focus on the creative and strategic aspects of their events while the Goers Crew ensures seamless execution and on-site management.

Product and Service Responsibility ^[F.27]

Customer Satisfaction ^[F.30]

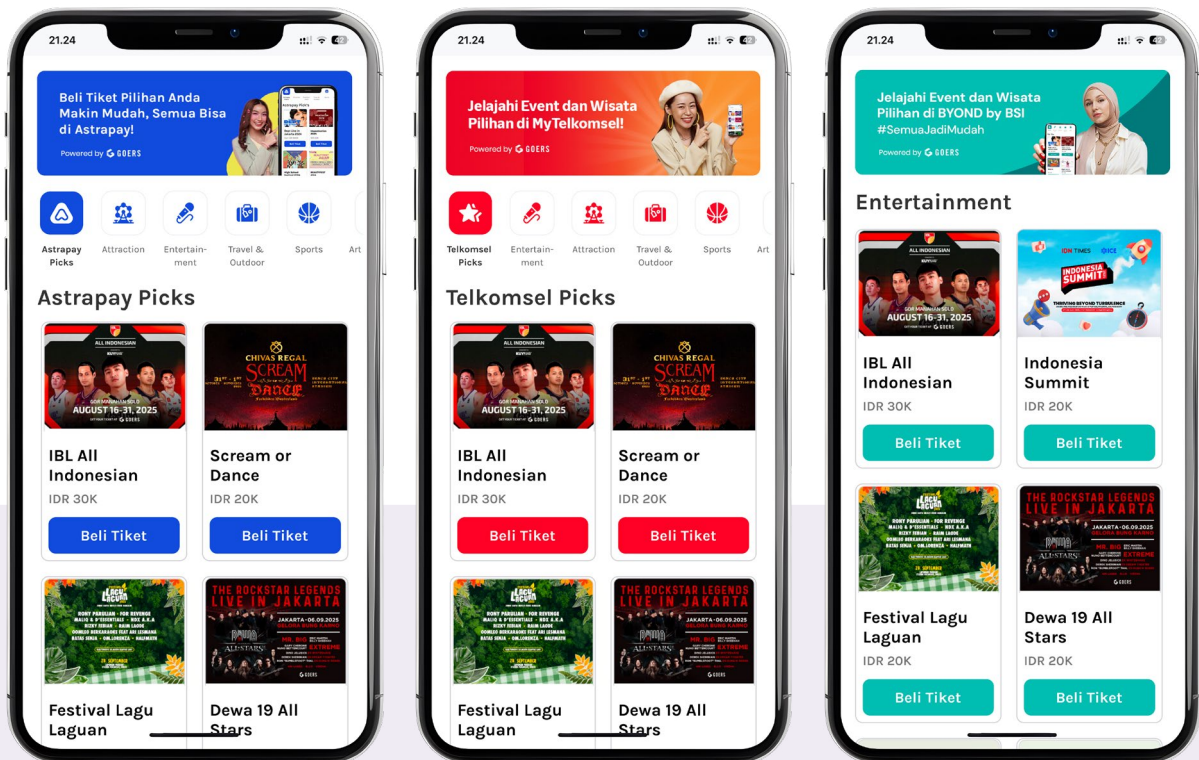
Goers has built a diverse user base comprising approximately 55.3% female active users and 44.7% male active users. The platform is primarily accessed via Android (71%) and iOS (29%). Reflecting this strong adoption, Goers has earned a 4.5-star rating on the PlayStore. Feedback from users has been overwhelmingly positive, highlighting the accessibility, user-friendly design, and comfort in using our features, underscoring our commitment to delivering an inclusive and satisfying user experience. Building on this positive feedback and strong ratings, we are committed to going the extra mile to continually enhance our platform and exceed user expectations.



Innovation and Technology ^[F.26]

Goers' mission has always been to connect people through experiences and in 2024, this vision took a significant step forward. To bring events and attractions to a wider audience, Goers successfully integrated its system with leading super-apps, including Livin' by Mandiri, Byond by BSI, Astrapay, BRI Mo, GenMas, and MyTelkomsel. This strategic development not only expanded their customers' payment options within the system but also opened additional distribution channels for their events and attractions, allowing them to reach a new demographic with the means and interest to engage with their services. As a result, Goers strengthened its market presence and brand recognition among event and attraction attendees, while also increasing the visibility of smaller-scale events and attractions that might otherwise have remained under the radar.

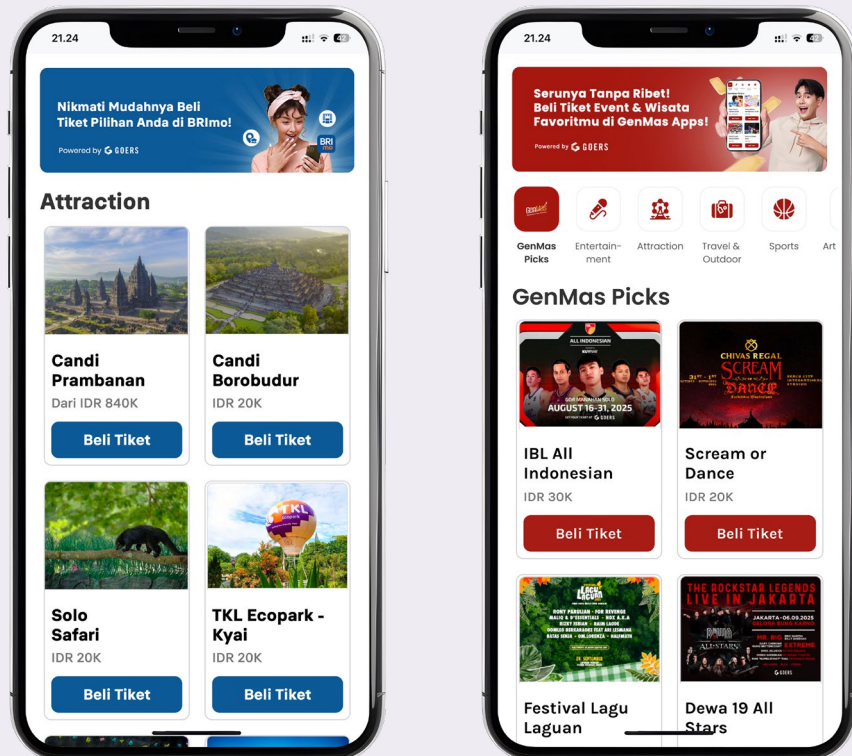
1 Innovation in Action: Goers & Partners Feature Showcase ^[F.26]



AstraPay

MyTelkomsel

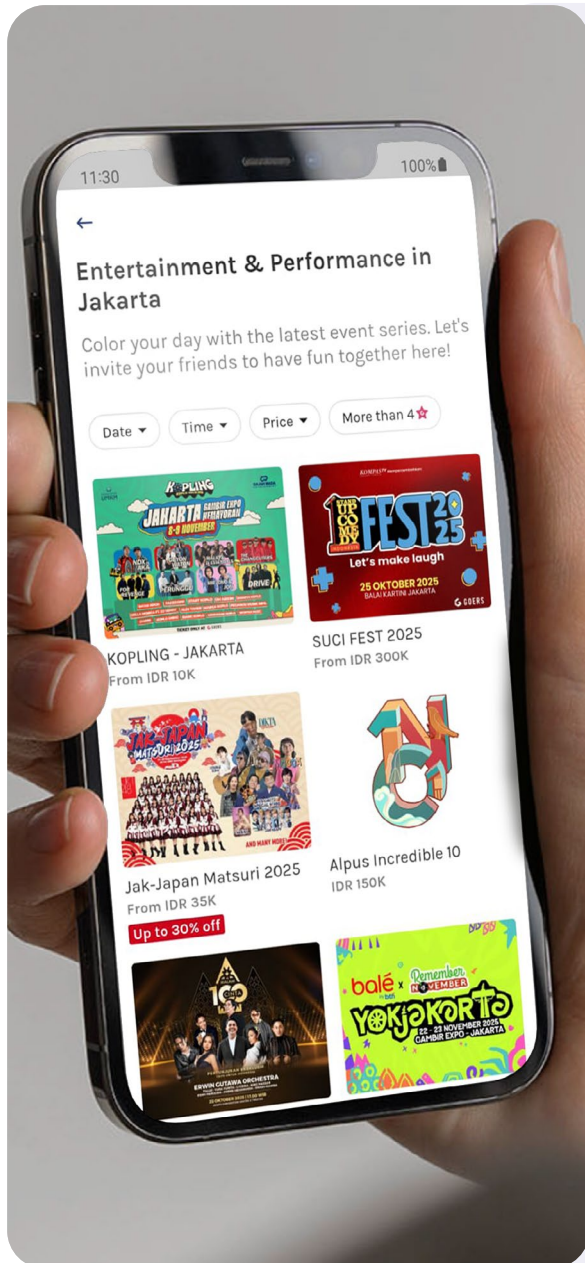
Byond



BRImo

GenMas

With the rapid advancement of technology and the evolving needs of the events industry, Goers has embraced automation to streamline processes while maintaining a strong focus on compliance and data security. As a result, several of our tasks, detailed below, have been automated to ensure efficiency and speed, allowing our team to focus more on strategic initiatives.



Content Generation

The process of creating digital content has been automated by AI to promote events and increase user engagement.



Customer Fraud Detection

Data analysis and machine learning are used to identify any suspicious patterns or behavior to prevent financial losses.



Customer Relationship Management

Automation is used to maintain customer relationships and respond swiftly to concerns, helping to improve sales and satisfaction.



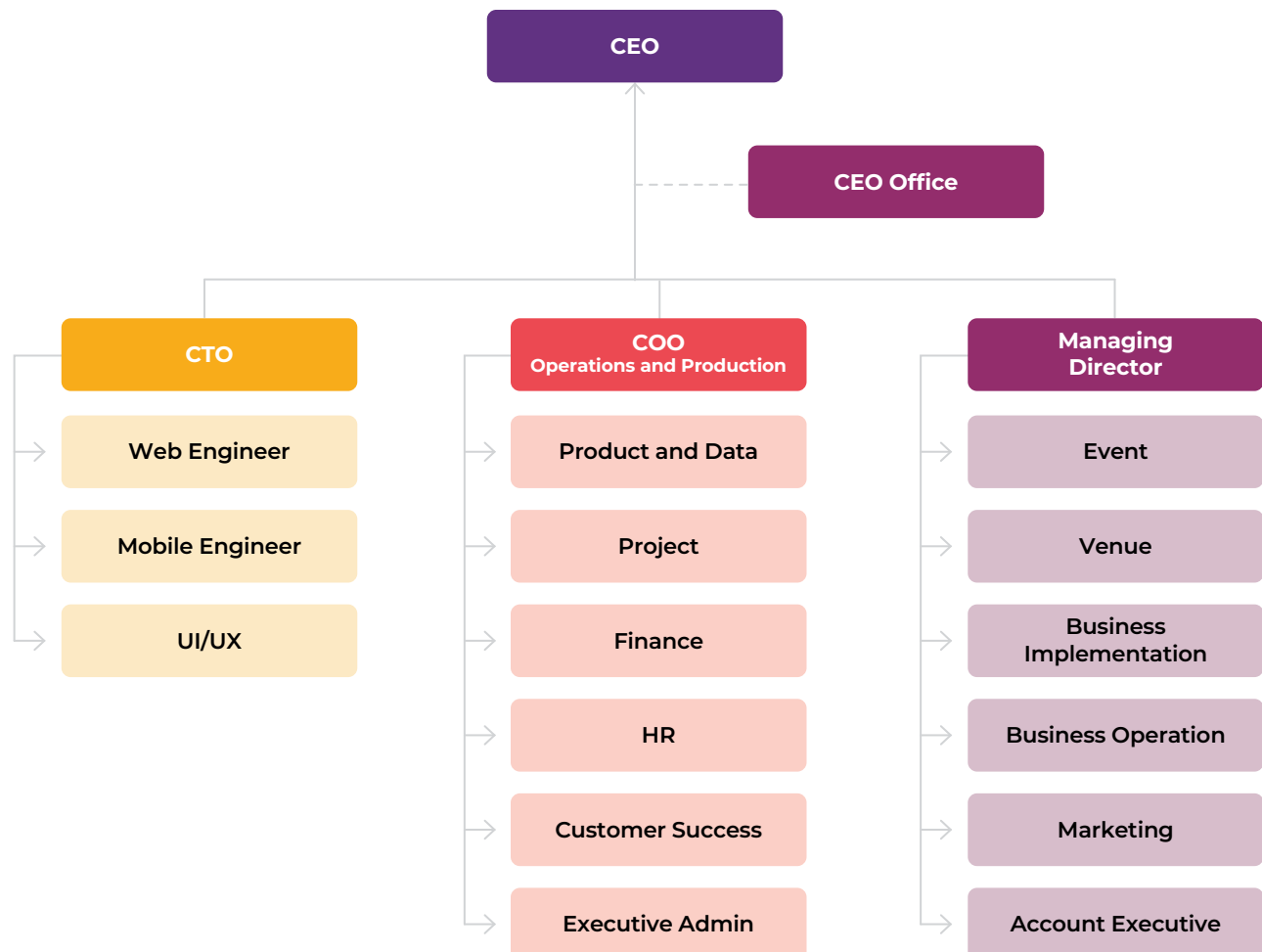
KYC Partner

Automation is used to verify customer identities in compliance with Know Your Customer regulations, reducing fraud and improving customer experience.

Governance: Building Trust Through Accountability



Organization Structure



Risk Assessment ^[E.3]

Risk Assessment Framework

As part of its business evaluation process, Goers proactively conducts risk assessments in accordance with its Risk Management Procedure, identifying potential risks that may arise from business operations, particularly during the integration of new technologies into its systems. These assessments are carried out regularly, including on an annual basis, and consider potential issues across all divisions, which may also indirectly impact ESG aspects.

Management and divisional teams continually work to ensure that risk identification and

control processes are as effective as possible, enabling the company to maintain high-quality work and uphold customer satisfaction. This ongoing commitment reflects Goers' dedication to continually refining its risk management framework and keeping it at the forefront of operations.

The insights gained from these assessments, along with the risk matrices, provide a comprehensive understanding of potential risks and their implications for the business.



Risk Identification

Risk Owner	Risks	Risk Impact	Mitigation	Treatment
Product and Technology	System slowdown or server downtime during a high-demand ticket sale	Customers were unable to complete transactions, potentially resulting in lost sales	Accept	Temporarily disable the problematic payment method and introduce additional payment methods
		Customers were unable to place ticket orders	Transfer	Increase server capacity prior to high-demand ticket sales or "ticket wars" and implement a queueing system
	Insufficient technical documentation for widget implementation by the partner	Risk of deals remaining unclosed	Accept	Utilize internal developers to address all requirements and develop SOPs for widget creation and implementation

Risk Owner	Risks	Risk Impact	Mitigation	Treatment
Data Team	Risk of unauthorized data access	Sensitive data is freely accessible and potentially misused	Control	• Activate Customer-Managed Encryption Keys (CMEK) • Ensure the PII data encrypted • Create SOP to control and review the access
Sales/ Business Development/ Marketing	Potential for unanticipated client modifications	Requires additional adjustments involving significant time and effort, potentially impacting the agreed timeline	Accept	Adhere strictly to the agreed timeline and conduct regular check-ins
Customer Success	System downtime/error	Risk of customer complaints that could impact perceived quality and brand reputation	Accept	• Ensure customers have a clear understanding of the situation and its conditions • Providing alternative solutions

Notes

- Accept: Risk is acceptable if its impact and likelihood remain within the company's risk tolerance
- Control: Reduce the impact or likelihood of the risk occurring
- Avoid: The company takes no action or adopts an alternative approach that delivers a similar outcome to mitigate the risk
- Transfer: Delegate all or part of the responsibility to a third party

Grievance Mechanism

To ensure that all concerns from customers, clients, and employees are addressed with care and urgency, we have established multiple communication channels. These platforms enable all parties to share feedback or raise issues related to our products or, for employees, matters concerning the workplace environment.

External Complaint System



7 CS AGENTS
successfully handled
73,116 conversations



a Customers

At Goers, every customer concern is carefully reviewed and directed to the appropriate category, whether B2C or B2B. Our dedicated teams then conduct thorough investigations to deliver solutions that are not only effective

but also tailored to each customer's needs. Throughout this process, updates and options are communicated seamlessly through Qiscus, creating a transparent and supportive experience.

Handling What Matters Most to You



As a result, we have successfully responded to complaints in a timely manner, managing an average of 191 new conversations per day. This quick and direct communication channel

also provides customers with a clear platform to express their concerns, contributing to the positive ratings and reviews we continue to receive on the Google Play Store and App Store.

b Clients

Just as we are committed to supporting our customers, we are equally dedicated to serving our clients and addressing their needs to make their operations as efficient as possible. To support this, we have established dedicated WhatsApp chatrooms for each client, enabling

them to stay connected with our team whenever they encounter an issue or problem. These platforms provide a clear and open forum for clients to communicate their needs and concerns, which our team addresses promptly and efficiently.

Internal Complaint System

When it comes to our employees, we place great importance on prioritizing both their mental and professional well-being. To support this, we provide multiple communication channels to ensure employees have the right avenues to report any technical issues or instances of mistreatment in the workplace.

Technical issues can be addressed through a designated Slack channel, where our developers are promptly notified and can quickly work on resolution.

For concerns related to mistreatment or potential harassment, employees are encouraged to contact their mentors for brief communication. If the situation persists or escalates, it can then be raised during their regular one-on-one meetings which are designed to provide a safe space to raise concerns about any inappropriate behavior. By offering these avenues, we strive to address concerns effectively and maintain a psychologically safe and respectful work environment for all employees.

Data and Privacy

Customer Data and Privacy

As demonstrated from the extensive risk assessment that Goers undertakes before diving into any new projects, the Company has a strong understanding of the risks involved with handling sensitive data. To mitigate these risks, Goers has implemented various measures to ensure that critical information is securely protected and used only in the appropriate manner. To further demonstrate their commitment, Goers has initiated steps toward achieving ISO 27001:2022 certification

in 2025. This certification reflects compliance with internationally recognized standards and reinforces a data protection policy that promotes both adherence to these standards and greater organizational awareness.

Below are key guidelines outlined in Goers' data protection policy to safeguard the security and integrity of sensitive data:

Data Protection Standard	Realization
Restricted Access to Customer Data	Goers assigns each customer a unique ID to verify that access is granted to the correct individual. This measure helps prevent data mixing, protects against potential external cyber threats, and reduces the risk of information misuse by internal employees.
Encryption of Stored and Transmitted Data	Customer data is encrypted to protect sensitive information from unauthorized access. Additionally, encryption is applied during data transmission to safeguard against potential interception or unauthorized use.
Protection for Application Programming Interfaces (API)	Goers uses an API key and tokens generated using the JSON Web Token (JWT) format with the HS256 algorithm to provide effective access control while ensuring the integrity of the data in a verifiable manner. These robust layers of protection are continuously monitored to maintain ongoing security.
Regular Data Backups	Data backups are performed regularly in accordance with our data protection policy to mitigate the risk of data loss.

Third Party Data and Privacy

Goers maintains equally high standards for data privacy and security when engaging with third parties. Multiple layers of protection, as detailed below, are in place to ensure that

any data sharing or exchange complies with security policies and that sensitive information is accessed only by authorized parties.

Mutual Agreements

Goers is committed to protecting information and any internal software shared with third parties by requiring the prior execution of a Non-Disclosure Agreement (NDA). This process ensures proper authorization and confidentiality for all parties involved. Third parties may access Goers' internal network only after receiving formal approval from the Information Systems Manager.

Network Access Protocols

Security and privacy are top priorities, overseen by the IT Manager and reinforced through briefings conducted by the Information Security Manager. This approach promotes both awareness and compliance with the company's security standards across all networks.

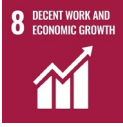


Financial Services Authority Regulation (POJK) Number 51/POJK.03/2017 and Financial Services Authority Circular Letter (SEOJK) Number 16/SEOJK.04/2021

[G.4]

No	Description	Page	No	Description	Page
Sustainability Strategy			Employment Aspects		
A.1	Explanation of Sustainability Strategy	13	F.18	Equal Employment Opportunities	23
Performance Overview on Sustainability Aspects			F.19	Child Labor and Forced Labor	25
B.1	Economic Aspects	17	F.20	Minimum Wage	27
B.2	Environmental Aspects	16	F.21	Safe and Decent Work Environment	28
B.3	Social Aspects	16	F.22	Training and Development of Employee Skills	26, 30
Company Profile			Community Aspects		
C.1	Vision, Mission and Values of Sustainability	11, 13	F.23	Impact of Operations on Surrounding Communities	29
C.2	Company Address	8	F.25	Corporate Social Responsibility (CSR) Activities	29
C.3	Business Scale	8	Responsibility for Sustainable Product/Service Development		
C.4	Products, Services, and Business Activity	9	F.26	Innovation and Development of Sustainable Financial Products/Services	32, 33
C.6	Significant Changes	6	F.27	Products/Services that have been Evaluated for Safety Customers	32
Board of Director Statement			F.30	Customer Satisfaction Survey on Sustainable Financial Products and/or Services	32
D.1	Board of Director Statement	4	Others		
Sustainability Governance			G.1	Written Verification from Independent Parties (if any)	6
E.3	Risk Assessment of the Implementation of Sustainable Finance	36	G.2	Feedback Form	7
Sustainability Performance			G.4	List of Disclosures According to Financial Services Authority Regulation Number 51/POJK.03/2017 concerning Implementation of Sustainable Finance for Financial Services Institutions, Issuers, and Public Companies	41
F.1	Building a Sustainability Culture	20, 26			
F.2	Comparison of Targets to Performance of Production, Portfolio, Financing Targets, or Investments, Revenue as well as profit and loss	17			
F.11	Total and Intensity of Emissions Generated by Type	18			
F.14	Waste and Effluent Management Mechanism	20			

IRIS Indicators Index

Theme Number	 Prioritized Impact Themes	No. Indicators	Key Impact Metrics	Page(s)
I	Digital Empowerment   	IRIS OI4229 IRIS PI9465 IRIS FP4761	Digital trainings conducted: Number of people trained, number of training hours Job progression: Number of people with new or up-leveled jobs, number and percentage of less privileged Financial outcomes through digitization: percentage increase in revenue	14, 15, 26, 30 14, 30 17
II	Financial Inclusion  	IRIS PI4583 IRIS PI3687	Economic expansion: Number of new businesses created/ supported Economic expansion: Number of jobs directly created/ supported	14, 15 14, 15
III	Access to Quality Education  	IRIS OI4229 IRIS PI9465	Individual and MSME upskilling: number and percentage of less privileged people trained, number of training hours Job progression: number of people in new or upleveld jobs, number less privileged	14, 15, 26, 30 14, 30
IV	Environment and Clean Energy   	IRIS OI1479	Climate impact: Total GHG emitted	15
VII	Sustainable Baseline Reporting    	IRIS OI6213 IRIS OI1479	Women empowerment: Number and percentage women employed - total and in senior leadership Climate impact: Total GHG emissions footprint Governance: Alignment with Anti-Bribery Management, System (ISO 37001: 2016), Data Security Management System (ISO 27001)	14, 22 15 39



Head Office

Setiabudi Atrium Lt. 4 Unit 406, Kuningan,
Setiabudi, Kota Jakarta Selatan,
Indonesia - 12920

 www.goersapp.com

 Goers App

 [goersapp](https://www.instagram.com/goersapp)

 0811-1058-8333

2024
Impact Report