



BLUE BIRD

ANNOUNCEMENT CONCERNING MATERIAL INFORMATION OR FACT

1.	Date of event	May 10, 2016
2.	Type of Material Information or Fact	Partnership between PT Blue Bird Tbk (the "Company") and GO-JEK
3.	Description of Material Information or Fact	<p>The Company has started to establishing partnership with GO-JEK, a provider of on-demand service application. This partnership would elevate the service quality for customers of both companies throughout the nation.</p> <p>The partnership of the Company and GO-JEK aims to create transformational innovations to their combined customer base. Both parties believe that each of their strengths are highly complementary and can further solidify their market leadership.</p> <p>The Company believes that this collaboration would accelerate Indonesia's digital revolution and empower its consumers.</p> <p>The partnership of the Company and GO-JEK will stretch across technology, payments, and promotions. All of the initiatives of the partnership are focused on the enhancement of overall transportation experience through a powerful and convenient mobile solution to customers nationwide.</p> <p>The Company hopes this collaboration will strengthen both brand positioning and be the pride of Indonesia.</p>
4.	The impact of event, material information or fact toward operational activities, legal, financial condition, or business continuity of the Issuer or Public Company	<p>Impact on operational activities: The partnership of the Company and GO-JEK will directly support operational activities of the Company and its subsidiaries.</p> <p>Legal implication: The partnership of the Company and GO-JEK does not breach regulations and agreements with third parties.</p> <p>Impact on financial condition: The partnership of the Company and GO-JEK does not have adverse impact to the Company's financial condition.</p> <p>Impact on business continuity: The partnership of the Company and GO-JEK will support operational activities of the Company and its subsidiaries, which therefore supports the business continuity of the Company and its subsidiaries.</p>
5.	Other information	n.a.

Jakarta, May 10, 2016
The Board of Directors of PT Blue Bird Tbk