



BLUE BIRD

ANNOUNCEMENT CONCERNING MATERIAL INFORMATION OR FACT

1.	Date of Event	March, 26 th 2018
2.	Type of Material Information or Fact	Ministry of Tourism of the Republic of Indonesia has appointed PT Blue Bird Tbk (" the Company ") as the official partner of Wonderful Indonesia and as Service Ambassador of Indonesia Tourism.
3.	Description of Material Information or Fact	<p>The Company has signed a cooperation agreement with the Ministry of Tourism of the Republic of Indonesia to support the development of the Indonesian tourism industry in effort to making the program of "Visit Wonderful Indonesia 2018" successful. In this cooperation, the Company was appointed as the official partner of Wonderful Indonesia and as Service Ambassador of Indonesia Tourism.</p> <p>This agreement is a multi-party cooperation, not only between the Ministry of Tourism and the Company, but also involves the participation of other business agents to promote tourism in Indonesia.</p> <p>Through the Visit Wonderful Indonesia 2018 program, the Ministry of Tourism has established a series of "calendar of events" and promotion of tourist packages in 18 tourist destinations across Indonesia.</p> <p>As part of the Wonderful Indonesia brand, Visit Wonderful Indonesia 2018 program is expected to reach the target of 17 million foreign tourists set by the Ministry of Tourism.</p> <p>This cooperation is one of the Company's commitments, as being a transportation service company that prioritizes security, comfort and accessibility while actively involving and contributing to the development of the national tourism industry.</p> <p>Further description as attached.</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: Collaboration between the Company and Tourism Ministry of the Republic of Indonesia will directly support operational activities of the Company and its subsidiaries.</p> <p>Legal implication: This collaboration does not violate regulations and agreements with third parties.</p> <p>Impact on financial condition: No adverse impact to the Company's financial condition.</p> <p>Impact on business continuity: 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, March 27th, 2018
The Board of Directors of PT Blue Bird Tbk

Commitment Towards Tourism Industry, Blue Bird Launched the Collaboration with Tourism Ministry

Jakarta, 26 March 2018 – As part of Blue Bird's commitment towards tourism, today a signing to commemorate the collaboration with the Tourism Ministry of the Republic of Indonesia was held. This collaboration is a form of the Company's commitment to support the development of Indonesia's tourism industry, especially in succeeding “**Visit Wonderful Indonesia 2018**” program, as one of the program designed by the Tourism Ministry of the Republic of Indonesia in promoting Indonesia's tourism industry in 2018.

The signing of the collaboration was done by the Second Chairman Co-Branding / Strategic Management Specialist from the Tourism Ministry, **Mr. Priyantono Rudito**, and Director of PT Blue Bird Tbk, **Mr. Andre Djokosoetono**, and witnessed by Tourism Minister, **Mr. Arief Yahya** and President Director of PT Blue Bird Tbk, **Mr. Purnomo Prawiro** in Blue Bird's office, Monday March 26th 2018.

Through Visit Wonderful Indonesia 2018 program, the Tourism Ministry has established a series of calendar of events and promotion of tourism packages in 18 tourism destinations spread all over Indonesia. As part of Wonderful Indonesia brand, Visit Wonderful Indonesia 2018 program is targeted to bring 17 million foreign tourists to Indonesia in 2018.

“2018 will be one of the most important years for Indonesia's tourism industry. With the potentials possessed by tourism destinations in Indonesia and in conjunction with multinational events such as 2018 Asian Games in Jakarta and Palembang, we are optimistic that 2018 will be a very good year for tourism to fulfil the target, which is the arrival of 17 million foreign tourists.” said tourism Minister of Indonesia, Arief Yahya.

Therefore, the Tourism Ministry is collaborating with industry players that have a vital role in supporting Indonesia's tourism, including Blue Bird as the market leader in transportation service in Indonesia. “Aside from destinations, attractions, and accommodations, we believe that transportation is a very important aspect that plays a significant role in creating comfort for foreign tourists. Because of Blue Bird's image that is well known for delivering safety, comfort, and services across many cities in Indonesia, we are confident that Blue Bird is the right partner to achieve the 17 million foreign tourists target.” Arief added.

Meanwhile, the President Director of PT Blue Bird Tbk, **Mr. Purnomo Prawiro** stated that the collaboration with the Tourism Ministry is aligned with Blue Bird's commitment, that prioritize safety, comfort, and accessibility, to actively involve and contributes to the development of national tourism industry.

“For Blue Bird, this collaboration is a mandate that we accept as an obligation to grow and develop the Indonesian brand in every corners of Indonesia. With our high standard of service quality and fleet availability in major cities in Indonesia, we are optimistic that Blue Bird will play an active role in supporting the promotional activities held by the Tourism Ministry to attract more tourists towards Indonesia” said Purnomo.

Currently Blue Bird services have reached almost all 18 major tourism destinations in Indonesia, such as Jakarta, Batam, Bali, Bandung, Lombok, Semarang, Manado, Palembang, Pekanbaru, Solo, and Surabaya.

About PT Blue Bird Tbk

Established since 2001, PT Blue Bird Tbk (“BIRD”) is a publicly listed company in land passenger transportation sector that has 15 subsidiaries and operates in 18 locations in Indonesia (Jadetek, Cilegon, Medan, Manado, Bandung, Palembang, Padang, Batam, Bali, Lombok, Semarang, Surabaya, Pekanbaru, Makassar, Balikpapan, Solo and Yogyakarta). Blue Bird operates with commitment to provide land transport services that are safe, reliable and convenient with easy access for customers. The Company's extensive distribution network covers more than 590 exclusive pick-up points in hotels, malls, shopping centers, and other locations. Blue Bird's integrated business consists of four main pillars including regular taxi service (under the brand name "Blue Bird" and "Pusaka"); executive taxi service (under the brand name "Silver Bird"); vehicle service limousines and rental cars (under the brand "Golden Bird"); bus rental service (under the brand "Big Bird"). Blue Bird has listed its shares in the Indonesia Stock Exchange since November 5, 2014.

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