



**ANNOUNCEMENT
CONCERNING MATERIAL INFORMATION OR FACT**

1.	Date of Event	March 30, 2017
2.	Type of Material Information or Fact	Further Implementation of Partnership between PT Blue Bird Tbk (the "Company") and GO-JEK
3.	Description of Material Information or Fact	As attached
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 implementation of the partnership between the Company and GO-JEK will directly support operational activities of the Company and its subsidiaries.</p> <p>Legal implication: This partnership implementation 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 30, 2017
The Board of Directors of PT Blue Bird Tbk



PRESS RELEASE



Blue Bird & GO-JEK Present “Kolaborasi Anak Bangsa”

- Innovative collaboration by both companies will further increase customers accessibility towards Blue Bird service and increase drivers productivity
- Customers can specifically order a Blue Bird taxi in GO-JEK app through GO-BLUEBIRD feature.

Jakarta, 30 March 2017 – Indonesia’s leading transportation service provider, Blue Bird, and Indonesia’s biggest on-demand service provider, GO-JEK Indonesia, today launched a collaboration called “Kolaborasi Anak Bangsa”. **This launching was also attended by Coordinating Minister of Maritime Affairs, Mr. Luhut Binsar Panjaitan and Minister of Transportation, Mr. Budi Karya Sumadi.**

“This collaboration embodied a long term commitment from GO-JEK and Blue Bird to continuously innovate in providing the best services towards the people and help to elevate the welfare of the drivers.” Said **Nadiem Makarim, CEO GO-JEK Indonesia**

In this collaboration, Blue Bird and GO-JEK launched a feature called GO-BLUEBIRD that enables customers to order specifically a Blue Bird taxi from GO-JEK app. Previously, GO-JEK customers can only obtain a Blue Bird taxi from GO-CAR menu. “GO-BLUEBIRD is the continuity of our previous collaboration. With this dedicated menu, GO-JEK app users now have additional option to travel using the service of Indonesia’s best taxi brand” added Nadiem.

One of Blue Bird’s strategies is to provide the best services for customers through multi-channel access, such as taxi stands in malls and hotels, street hailing, call center, and My BlueBird app. With the launching of GO-BLUEBIRD, this will certainly strengthen Blue Bird’s service level in providing easier access for customers to enjoy Blue Bird’s service. “We see that Blue Bird and GO-JEK have the same mission which is to boost ease and comfort for customers. With GO-BLUEBIRD, we hope that this will be an additional booking channel that will further ease the customers in obtaining a Blue Bird service.” Said **Adrianto Djokosoetono, Director of PT Blue Bird Tbk**

Aside from that, this collaboration is also expected to raise drivers’ welfare. “With additional booking channels on top of existing ones such as street hailing, taxi stands, My BlueBird app, and now GO-BLUEBIRD, Blue Bird drivers will be better-off and more prosperous” said **Adrianto**.

Currently, Blue Bird has approximately 35,000 vehicles, while GO-JEK has been downloaded over 40 million times. This collaboration will connect Blue Bird drivers and its fleet with GO-JEK users. For initial stage, this collaboration will run in five cities simultaneously: Jabodetabek, Surabaya, Bandung, and Semarang.



PRESS RELEASE



This collaboration is a gateway for an even bigger collaboration in the future. "In addition, this collaboration is a perfect example of how a good collaboration will benefit general public, informal sector workers, and benefitting economic growth." Said Nadiem.

GO-BLUEBIRD service will be executed in stages. In the early stage, this service will be available for Android users first, and shortly will be followed by iOS users.

About GO-JEK

GO-JEK is the leading on-demand mobile platform and application services that provides an extensive range of services, including transportation, logistics, payments, food delivery and other on-demand services, by connecting its millions of customers to more than 250,000 of motorcycle and car driver partners, more than 35,000 food merchants and more than 7,000 service providers. GO-JEK's operations are based on three main values: speed, innovation, and social impact. The Company currently operates in 15 cities, including Jakarta, Bandung, Surabaya, Bali, Makassar, Medan, Palembang, Semarang, Yogyakarta, Balikpapan, Malang, Solo, Manado, Samarinda and Batam. The GO-JEK application is available for iOS and Android, and can be downloaded via www.GO-JEK.com/app.

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. For further information, please visit our website www.bluebirdgroup.com

For Further Information, please contact:

Erditya Arfah
Marketing Senior Manager
PT Blue Bird Tbk
Erditya.n.arfah@bluebirdgroup.com

Rindu Ragillia
PR Manager
GO-JEK Indonesia
rini.widuri@go-jek.com