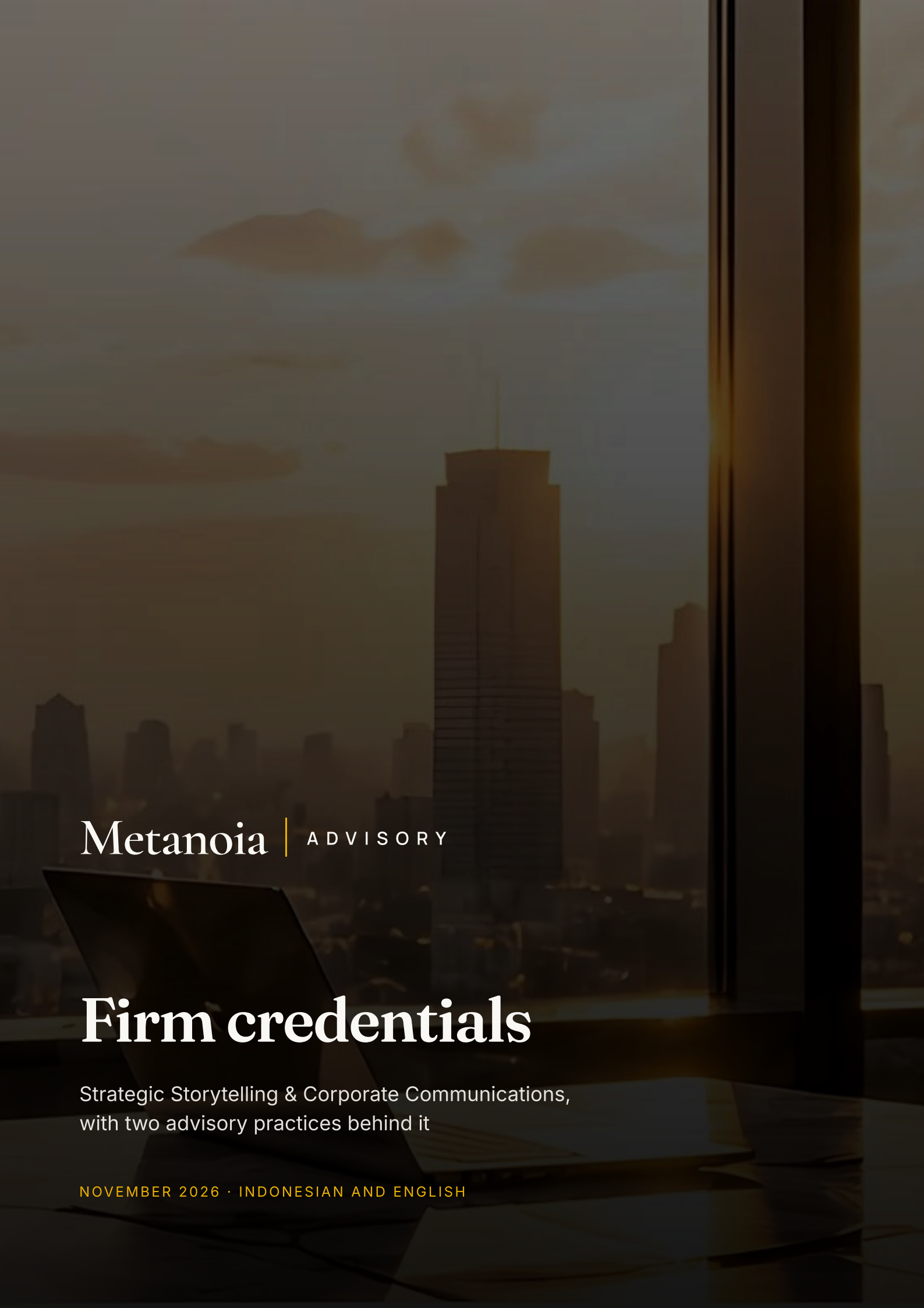


Metanoia | ADVISORY

Firm credentials

Strategic Storytelling & Corporate Communications,
with two advisory practices behind it

NOVEMBER 2026 · INDONESIAN AND ENGLISH

CONTENTS

One firm, three practices

Market knowledge, investment judgement and executive-grade communication from one accountable team. Each practice stands on its own; together they remove the hand-offs that slow decisions and dilute them.

THREE PRINCIPLES ON EVERY PAGE

01 **Consulting structure**
The answer first, the evidence behind it, an action title on every page.

02 **Executive-grade design**
One chart standard, one accent, your brand. No decoration that costs attention.

03 **Numbers that match**
A reconciliation log on every deliverable and a four-eyes check before release.

One firm, three practices 2

Strategic Storytelling & Corporate Communications 3

Advisory practices behind the story 5

How we work with you 6

How an engagement works 7

Start with a working session 8

Strategic Storytelling & Corporate Communications

Our core practice. Presentation design makes slides look better; strategic storytelling decides what they must say. We build the argument before the layout, reconciled to your figures.

Board & executive decks

Board packs, CEO strategy decks and equity stories built from one thesis, so the board and the market hear the same story.

Consulting presentations

Steering-committee and final-report decks in the structure boards expect: the answer first, the evidence behind it.

Sales proposals

Proposals, tender responses and pitch decks that lead with the buyer's problem and are easy to approve.

Company newsletters

Employee, investor and stakeholder newsletters with an editorial structure, on a monthly or quarterly rhythm.

Corporate presentation templates

A PowerPoint or Google Slides system with layouts, a chart library and a guide, so every deck looks like it came from the same hand.

Investor pitch decks

Fundraising decks, teasers and data-room narratives built from the same model, so nothing in the room contradicts the data room.

Strategic Storytelling & Corporate Communications

Earnings call presentations & investor reports

Four results decks, the public expose and investor updates a year, with a 48-hour turnaround at results.

Educational materials

Training decks, explainers and onboarding materials that teach one idea per page, whoever presents them.

Marketing presentations

Product, partner and launch presentations that make the offer clear before they make it attractive.

Annual and sustainability reports

An integrated annual and sustainability report that reads as one narrative, meets SEOJK 16/2021 and POJK 51/2017, and is ready for PSPK 1/2.

AI-powered presentation design

AI-assisted drafting inside your template, every page reviewed by a senior designer before it reaches you.

AI-POWERED · READY IN HOURS

Professional Strategic Storytelling, Delivered in Hours.

Send a brief and your content. AI drafts the structure, layout and charts in your template; a senior designer checks every page and number. The speed is automated. The judgement is not.

- Your brand and template, not a generic look
- Client files never enter consumer AI tools
- Not used for market disclosure or regulated filings

Advisory practices behind the story.



LOCAL INSIGHTS. REAL OPPORTUNITIES.

Indonesia Market Entry & Localization Strategy

From "should we?" to first local revenue, with a partner and a site you have vetted.

- Market assessment and entry strategy
- Partner, distributor and site search with diligence
- Market representation until your own team is in place

Market assessment and entry strategy

A go/no-go recommendation and an entry case your board can defend, in four to eight weeks.

Partner, distributor and site search

The partner, distributor or site chosen on diligence, with part of our fee paid only on signing.

Localization and go-to-market

Pricing, positioning, channels and certification planned for Indonesia as it is.

Market representation and implementation

A credible senior face in Indonesia until your country manager is in place.



CLEAR ANALYSIS. STRONGER DECISIONS.

Strategy & Investment Advisory

Feasibility, models and business cases built by the people who will present them.

- Feasibility studies and financial modelling
- Investor-ready business cases and investment analysis
- Strategic planning and investment-grade documentation

Feasibility studies and financial modelling

A feasibility study with a model investors can interrogate, and a recommendation that says what would change our mind.

Business cases and investment analysis

Strategy, model, investor deck, teaser and data-room narrative from the same numbers, in six to ten weeks.

Strategic planning and strategy refresh

A three-year plan the board approves and the market can hear, with the equity story written alongside it.

Investment-grade documentation and capital-raise readiness

Information memoranda, equity stories and business plans that stand up to investor and underwriter diligence, ready in time.

How we work with you

One senior point of contact, a structured process and a bench that works in the background. You see the lead; the lead sees everything.

FROM FIRST CONVERSATION TO DELIVERY

01 Engagement and requirements
A working session, then a one-page brief: audience, decision, sources, deadline.

02 Strategy development
The message and the evidence: what must the reader believe, and why.

03 Content structuring
Storyboard with an action title on every page, signed off before layout.

04 Design execution
Layout, charts and templates to one standard; figures reconciled to your model.

05 Final delivery
Four-eyes check, rehearsal where needed, editable files and a template to continue.

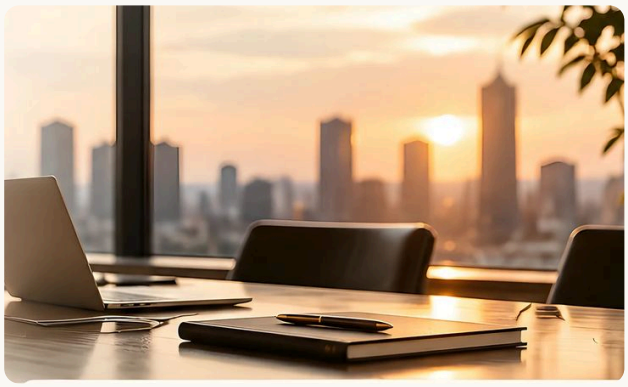
WHAT WORKS IN THE BACKGROUND

Strategy and content team
Storyline, analysis, writing in both languages

Design team
Layout, charts, templates to one standard

Reconciliation and QA
Every figure tied to its source; four-eyes check

Translation and regulatory review
ID/EN parity; POJK, SEOJK, IDX, PSPK checklists



Before you write to us

How does an engagement start?

With a 45-minute working session on the decision or the deck you are working on. You leave with a view on what it would take, who would do it and how long it would run. If we go ahead, the first deliverable is a one-page brief: audience, decision, sources and deadline. No proposal unless you ask for one.

How do you charge?

Fixed fees and retainers only. There is no per-slide pricing. Reports are fixed-fee and billed by milestone; the earnings-call retainer is billed monthly in advance; a partner or site search combines a fixed retainer with a fee paid only when the agreement is signed. The Strategic Storytelling practice takes no success fees on disclosure work.

How quickly can you deliver?

It is scoped to the engagement and agreed before we start. Smaller pieces are typically complete within a week. On the earnings-call retainer a results deck turns in 48 hours. The AI-powered express service delivers a deck of up to about 20 pages the same working day, with every page reviewed by a senior designer.

Do you work in Indonesian and English?

Yes. Storyline, analysis and writing are produced in both languages with full parity, and a translation and regulatory review team checks POJK, SEOJK, IDX and PSPK requirements where they apply. We reply to enquiries in the language you write in.

How is confidential material handled?

Everything you share, including in a working session, is treated as confidential and never used in our marketing. Each engagement has its own insider list and segregated project folders; client files never enter consumer AI tools; and we run a conflict check before any engagement that touches a listed company's market-facing materials.

Do you practise law, tax or audit?

No. We work alongside your counsel, auditor and underwriter, never in place of them. Licensed and specialist work, such as entity formation, licensing, certification and labour law, is delivered by named partner firms under our project management.

START WITH A WORKING SESSION

Start with a 45-minute working session with a partner.

Bring the decision or the deck you are working on. You will receive a confirmation in your language within five minutes, with our credentials attached.

Focused discussion
on your decision or deck

Partner-level perspective
with practical next steps

No proposal required
unless you ask for one

EMAIL

hello@metanoiaadvisors.com

WEBSITE

www.metanoiaadvisors.com

OFFICE

Jakarta, Indonesia

> Everything you share with us, including in a working session, is treated as confidential and never used in our own materials without written permission. We run a conflict check before any engagement that touches a listed company's market-facing materials.

Metanoia

ADVISORY