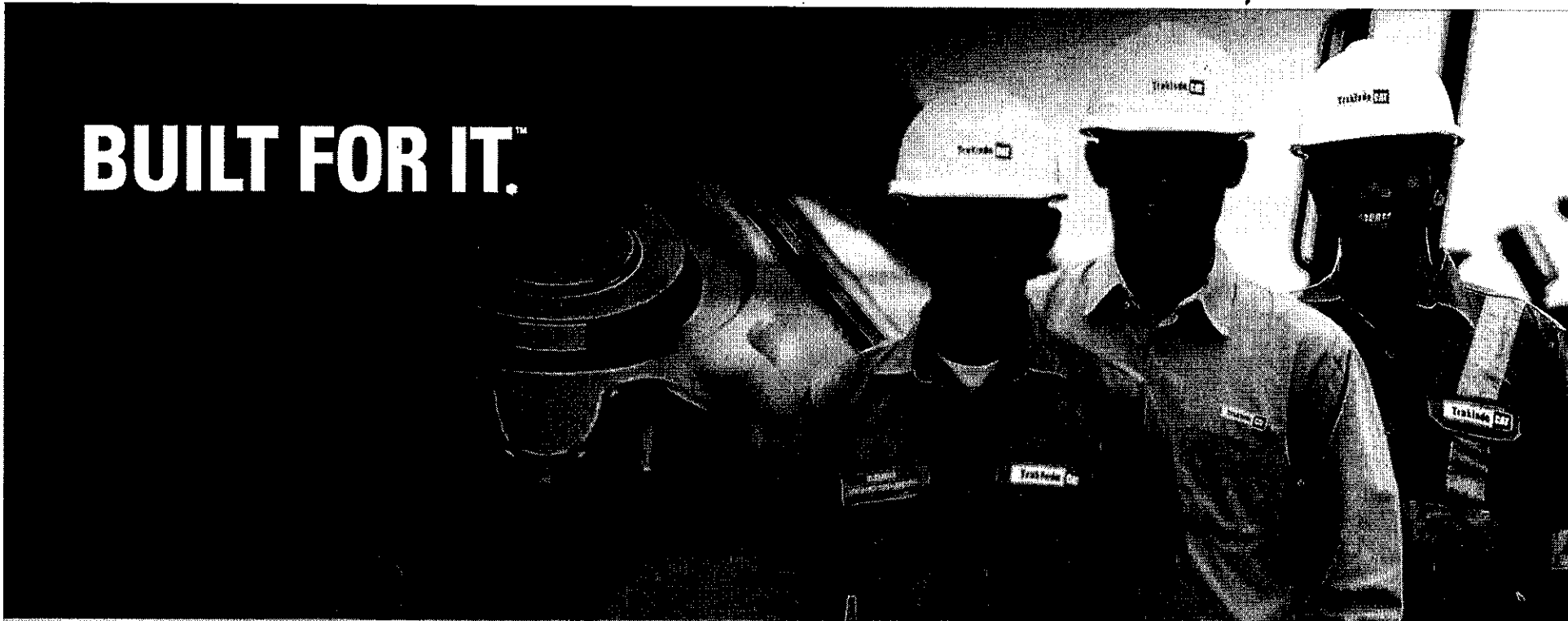


BUILT FOR IT.™



CCUE Reward Program 2018

Document Confidentiality Level:

**ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable**

Copyright © 2016 PT Trakindo Utama. All Rights Reserved.

Trakindo 

CCU Reward 2018 Program

<p>Background Program</p> <ul style="list-style-type: none"> - This program is aimed to support achievement of 2018 budget based on OIA Agreement on CCUE Sales target with 48 units sold. - The program is expected to motivate RUE Sales Reps and their RUE Leaders to give more focus on CCUE units. - The program is fully funded by Caterpillar Global Rental and Used Services (GRUES) through their Merchandising Program (1% rebate on every CCUE unit sold). 	<p>Objective</p> <ul style="list-style-type: none"> • To encourage sales force to push sales of CCUE in their Region • To bring awareness and collaboration in Branches and services team to built good quality used equipment especially CCUE. • Increase market demand for product support and services
<p>Eligibility Criteria for Sales Rep</p> <ul style="list-style-type: none"> • RUE Sales Rep who can sell CCUE Product minimum 3 units in between program period (second half of 2018) • 5 Winners will be selected from the top CCUE of sales (qty) during the program period. • Performance will be calculated based on CCUE sales achievement starting from July 1st – December 31st 2018. • Incase there are winners with same sales quantity we will select the winner based on highest value. 	<p>Target Participants</p> <ul style="list-style-type: none"> • RUE Sales Representative • RUE Sales Leader <p>Program Period: Program start from July 1st until December 31st 2018</p>
<p>Eligibility Criteria for RUE Sales Leader</p> <ul style="list-style-type: none"> • To qualify, RUE Sales Leader must sell at least 5 units of CCUE product • 3 winners of the highest sales achievement will be selected • Performance will be calculated based on CCUE sales achievement starting from July 1st – December 31st 2018. • Incase there are winners with same sales quantity we will select the winner based on highest value. 	<p>Terms and Conditions</p> <ul style="list-style-type: none"> • Normal incentive scheme still applicable only for Sales Reps who can sell CCUE units. • Sales program applicable for all CCUE invoices start from July 1st – December 31st 2018. • Disbursement of reward will be done and announces the winner to get overseas trip Q1 2019 • CCUE Selling price subject to prior approval UE Commercial HO, otherwise will not be deemed as valid transaction.

Copyright © 2018 CAT Trakindo Utama PT. Right is Reserved

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



CCUE Focus Program

2018 Used Focus Program

DEALER: P.T.T.U	FROM: 01-JANUARY-2018	TO: 31-DEC-2018
COUNTRY CODE: J210	PROGRAM NAME: STD PROGRAM CAT-CERTIFIED USED SALES	

BUSINESS CASE

1/ Business Opportunity

The CCU program enhances customer value by selling the house in a way to create a positive customer experience and higher loyalty. These premium used machines can be offered against lower cost competition through multiple price options generated by the dealer. Hence, Caterpillar and Dealers are driving long-term profitable growth and market leadership through a strong differentiated offer (i.e. Warranty). This program supports new machine sales, rental resale value, trade-in, and new customers database.

2/ Objective & Target

This program is intended to support the achievement of 2018 CU targets:

Measure	Dealer 2018 Target
Total Cat Certified Used (CCU) units sold	48

3/ Program details

CCU STANDARD SUPPORT: 1% of the Dealer TAP (Transaction Price without VAT) of the CCU machine

Below criteria must be met when reporting any sale as CCU:

- Machine age and hours (see eligibility table below)
- Machine condition backed up by inspection report
- Sold with Caterpillar EPP to an end-user in-territory with minimum 6 month/1500 Hrs Powertrain and Hydraulics coverage

NR: Caterpillar EPP coverage can be purchased from Cat Insurance either through the CCU Transaction Based Pricing program (available for eligible models in below table) or through "Quote Plus" Machines which already have EPP coverage and no remaining coverage is meeting the minimum CCU requirement qualify as CCU sale and is eligible for the 1% support. (ex: rental roll-outs)

2018 APD CCU Machine Eligibility				
CCU	BCP	GCI	GCY	DEALER MARKING
CWL (301-914, 1114) MIEK (300.6-308) MIL (347-349) SBL (216-272) CTL (339-398)	BHL (114-444) STTT (03-05) TL (333-439) TH256-TH614 TL443-TL1258	SHXK (311-318) HEX (326-349) SWL (318-430) WHL (938-480) MTT (06-08), (651-587) WHEK (M312-M336)	Paving Forestry AT (725-745) MS (120-160, 12-24) TL (953-972)	HEX (385-390) WHL (866-988) LTTT (03) QAWT (669-777) WTS (613-697) CP (814-825) HW (814)
Age: 0-4 yrs Hours: 3,500	Age: 0-7 yrs Hours: 4,500	Age: 0-7 yrs Hours: 7,500		Age: 0-7 yrs Hours: 8,600

4/ Program Conditions

- All CCU sales need to be reported into MyUsed.cat.com within 30 days of delivery date to the customer.
- Sales to customers out of territory, dealer rental company/fleet, auction houses, and brokers are not eligible.
- Converted RPO is not eligible as CCU
- The dealer commercial invoice to the customer must show machine serial number, customer name, warranty and invoiced amount without taxes and must be made available to Caterpillar when requested
- CCU Support on Mining machines is capped to \$8,500 per machine

5/ Program Ownership and Commitment

The owner of this Focus Program at the dealership, Rafasi Yudhisalim (Used Equipment Manager) is responsible in engaging the dealer organization to effectively deploy the relevant commercial factors to reach the agreed CCU sales target:

- Maintain CCU yard as described in Caterpillar guideline
- Promote CCU brand on the market via local magazines, web, customer events, etc.
- Educate sales team on CCU value
- Complete and accurate reporting of CAT UE sales
- Ensure supporting documentation (contract / invoice, warranty certificate, machine inspection and engine photo) is maintained and as needed provide evidence in case of audit.

6/ Claim Administration

Quarterly process:

- Dealer reports all qualified sales (roll-out CCU) in MyUsed.cat.com within 30 days after the delivery date to the customer:
 - Warranty & payment process triggered on a quarterly basis
 - CatUE team calculates the dealer support based on the information reported by dealer in MyUsed.cat.com
 - CatUE team sends the support amount per e-mail to the dealer as well as detailed invoicing instructions
 - Dealer needs to issue the original invoice no later than 10 days after validation and confirmation of the support by the CatUE team.

7/ Other Terms and Conditions


The initial intent of this program is to establish a clear focus and support for the entire year and drive CCU volume growth. However, Caterpillar reserves the right to modify or cancel this focus program depending on intermediate results, remaining funds and market conditions.

Caterpillar reserves the right to modify or cancel any support program of any type, and any portion thereof, in internal or factors including eligibility and satisfaction of all terms and conditions, and to modify the applicable terms and conditions at any time and for any reason. Dealer's submission is subject to audit by Caterpillar GARL, including but not limited to verification of documentation. Support programs are not effective until accepted by Caterpillar GARL.

If CSARL determines, in its sole discretion, that the focus program conditions have not been met, the dealer will be required to reimburse CSARL the entire amount paid.

This focus program is only effective if signed by both dealer and authorized Caterpillar personnel within 30 days of the program creation date. Dealer invoices will be paid only if Caterpillar GARL holds an original copy of the signed focus program.

Program Creation Date: _____ By: _____

Dealer Approval:  _____
(IVANLE J GMBHUE / 22 MAY 2018)

Caterpillar Approval: _____
(Name + Signature + Date)

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



IOM CCUE Reward Program



PT Trakindo Utama

INTER - OFFICE MAIL

No.064/RUE-GCI/IOM/VIII/2018

Jakarta, 29 August 2018

Kepada / To : Area Sales Managers, Industry Sales Managers, Industry Marketing Managers, Area RUE Managers, UE Commercial Managers, General Managers

Salinan / Cc : Chief Marketing Officer, Chief Sales Officer

Date / From : RUE General Manager

Perihal / Subject : 2018 Used Equipment CCUE Reward Program

Berdasarkan DIA Agreement dengan Caterpillar untuk meningkatkan penjualan Used Equipment khususnya CCUE serta mendorong RUE Sales Reps dan RUE Sales Supervisor/Manager untuk lebih giat menjual unit CCUE, maka kami meluncurkan program Used Equipment Achievement Reward 2018 dengan persyaratan sebagai berikut:

- Program ini bertujuan untuk mendukung pencapaian budget 2018 berdasarkan target penjualan CCUE sebanyak 48 unit.
- Program ditujukan untuk memotivasi RUE Sales Reps, termasuk pimpinannya agar lebih fokus dalam menangani CCUE.
- Program diberlakukan untuk semua Invoice CCUE mulai 1 Juli 2018 sampai dengan 31 Desember 2018.
- Bagi RUE Sales Reps yang dapat menjual CCUE minimal 3-unit dalam kurun waktu yang sudah ditentukan akan masuk sebagai nominasi pemenang.
- Bagi Area/Region RUE Sales Leaders yang dapat menjual produk CCUE minimal 5-unit dengan seragam waktu dan kriteria yang sama akan masuk sebagai nominasi pemenang.
- Harga penjualan unit CCUE harus berdasarkan persetujuan UE Commercial HQ.

Based on DIA Agreement between Trakindo and Caterpillar to increase Used Equipment sales especially CCUE and also to encourage RUE Sales Reps and RUE Sales Supervisor/Manager to sell more CCUE units. Therefore, we launch Used Equipment Achievement Reward program 2018 with the following requirements:

- Program is aimed to support achievement of 2018 budget based on CCUE sales target with 48 units.
- Program is expected to motivate RUE Sales Reps, their Leaders to give more focus on CCUE units.
- The Program is applicable for all CCUE invoices starting from July 1st until December 31st, 2018.
- This program is valid for RUE Sales Reps who can sell CCUE products minimum 3 units with validity time period will get eligible criteria.
- This program is also applicable for Area/Region RUE Sales Leaders who can sell CCUE products minimum 5 units with the same validity period and criteria.
- CCUE Selling price is subject to prior approval from UE Commercial Manager HQ.


16494113



PT Trakindo Utama

INTER - OFFICE MAIL

- 5 Pemenang Sales Rep beserta 3 pemenang RUE Sales Leader akan dipilih berdasarkan penjualan CCUE terbanyak dan harga tertinggi.
- Pemenang akan mendapatkan kesempatan Tour ke Thailand pada Q1 2019.
- Insentif normal akan tetap diberlakukan bagi setiap penjualan unit-unit CCUE dalam program ini.
- 5 Winners will be selected based on CCUE top quantity selling and highest value.
- The Winner will get overseas trip to Thailand in Q1 2019.
- Normal incentive scheme will still be applicable only for every Sale under this program.

Apabila perlu penjelasan lebih lanjut mohon bisa menghubungi UE Commercial team HQ:

1. Rafael Yudhistira : ryudhistira@trakindo.co.id
2. Heri Santosa : heri.santosa@trakindo.co.id

Terima kasih,

Best Regards,



Ivanlie
RUE General Manager

If you need more information, please contact UE Commercial team HQ:

1. Rafael Yudhistira : ryudhistira@trakindo.co.id
2. Heri Santosa : heri.santosa@trakindo.co.id

Thank you,


16494113

Copyright © 2018 PT Trakindo Utama. All Rights Reserved

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



CCUE Reward Program Result

SALESMAN	DIRECT SUPERIOR	AREA/REGION	CCUE QTY.	VALUE (USD)
RISKI ARIYANDI	RULYANA M	SOUTH KALIMANTAN	6	582,755
ACHMAD RIZAL RIFAI	RULYANA M	SOUTH KALIMANTAN	6	478,445
BOY SANDY SIRAIT	MAXY BERLIANSA	SOUTH SUMATRA	4	335,760
ULIS YUSNANDAR	DONAN PERDANA	WEST JAVA	2	132,506
TOGA PARULIAN S	PANCANTO K PRABOWO	EAST JAVA	2	122,996
SRI MARTINAH	RULYANA M	SOUTH KALIMANTAN	2	118,211
MUHAMMAD HARDIANSYAH	SIROJUDIN ABBAS	NORTH KALIMANTAN	2	106,357
SANDRA ADITYA	RULYANA M	SOUTH KALIMANTAN	1	102,518
JUPITER PUTRA PRIBADI	HARIS JUNAIDI	EAST INDONESIA	1	83,730
WAHYUDIANTO SISWO P	HARIS JUNAIDI	EAST INDONESIA	1	76,714
MUHAMMAD ARIF FAHRIZAL	CHANDRA IRAWAN T	NORTH SUMATRA	1	73,682
ANDY FORRER	SIROJUDIN ABBAS	NORTH KALIMANTAN	1	70,000
RONAL ISMAIL	RULYANA M	SOUTH KALIMANTAN	1	69,740
WAHYU ZULKARNAIN	PANCANTO K PRABOWO	EAST JAVA	1	60,362
ERIZON	MAXY BERLIANSA	SOUTH SUMATRA	1	50,491
FIRMAN PRIYADI MANALU	SIROJUDIN ABBAS	NORTH KALIMANTAN	1	47,941

Copyright © 2018 PT Trakindo Utama All Rights Reserved

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



Trakindo 

CCUE Reward Program Result

Serial #	qty	Mode	SMU	Age (Months)	Price to Customer USD	Price to Customer IDR	Coverage Type	EPP Cost
ZBH11327	1	320D2GC	935	14.1	74,920	1,074,280,000	PT+H 6	11,817,080
WPK00883	1	313D	1	43.2	47,946.20	687,500,562	PT+H 6	7,562,506
TAL01218	1	966H	3,453	76.2	123,788.20	1,775,000,000	PT+H 6	19,525,000
TAL01456	1	966H	3,555	61.3	131,808.30	1,890,000,000	PT+H 6	20,790,000
WPK00881	1	313D	941	45.5	47,946.20	687,500,562	PT+H 6	7,562,506
DFM01153	1	320D2	4,548	34.3	62,765.88	900,000,000	PT+H 6	9,900,000
MDJ00621	1	320D2	6,147	33.5	69,740	1,000,000,000	PT+H 6	11,000,000
WBY00238	1	320D2	5,851	27.1	66,253	950,000,000	PT+H 3	7,600,000
WBY00233	1	320D2	6,723	27.1	66,253	950,000,000	PT+H 3	7,600,000
WBY00360	1	320D2	1,916	24.8	76,714	1,100,000,000	PT+H 3	8,800,000
DFM00958	1	320D2	5,370	45.5	60,673.69	870,000,000	PT+H 6	9,570,000
DFM00959	1	320D2	5,929	45.3	61,498	881,818,182	PT+H 6	9,700,000
DFM00956	1	320D2	6,235	45.2	61,498	881,818,182	PT+H 6	9,700,000
TLY00257	1	336D2	4,863	41.4	102,517.60	1,470,000,000	PT+H 6	16,170,000
KHN00354	1	320D	1,915	69.5	48,657.59	740,909,123	PT+H 6	8,150,000
MSK00785	1	950GC	4,988	33.7	105,076.51	1,600,000,000	PT+H 6	17,600,000
KHN00357	1	320D	1,832	69.6	47,941.15	730,000,000	PT+H 6	8,030,000
DFM01152	1	320D2	4,449	32.2	59,105.54	900,000,000	PT+H 6	9,900,000
DFM00202	1	320D2	3,410	42.9	59,105.54	900,000,000	PT+H 6	9,900,000
KHN00156	1	320D	3,956	82.3	57,700	878,597,844	PT+H 6	9,664,576
MDJ00620	1	320D2	6,147	33.5	69,740	1,000,000,000	PT+H 6	11,000,000
S6T00346	1	D6RXL	5,246	43.2	135,953	2,000,000,000	PT+H 6	22,000,000
KKT01085	1	336D	5,863	50.3	83,730	1,250,000,000	PT+H 6	13,750,000
DFM00858	1	320D2	4,954	39.9	58,611	875,000,000	PT+H 6	9,625,000
TLY00228	1	336D2	6,091	41.3	113,872	1,700,000,000	PT+H 6	18,700,000
MNB01671	1	329DL	3,938	48.8	73,682	1,100,000,000	PT+H 6	12,100,000
XBA10518	1	320D2	1,152	11.6	82,390	1,230,000,000	PT+H 6	13,530,000
DFM00902	1	320D2	4,480	45.9	64,578	950,000,000	PT+H 6	10,450,000
PRF00942	1	336DL	5,804	62.8	70,000	1,029,770,000	PT+H 6	11,327,470
DSH00137	1	D7R	6,442	40.5	135,953	2,000,000,000	PT+H 6	22,000,000
S6T00862	1	D6RXL	5,246	43.2	135,953	2,000,000,000	PT+H 6	22,000,000
DFM01135	1	320D2	7,015	39.3	69,676	1,025,000,000	PT+H 6	11,275,000
DFM01132	1	320D2	6,724	39.3	68,676	1,025,000,000	PT+H 6	11,275,000
BZP02846	1	320D	6,368	72.6	52,036	750,000,000	PT+H 6	8,250,000
DFM00979	1	320D2	5,857	43.4	60,362	870,000,000	PT+H 6	9,570,000
DFM01012	1	320D2	4,541	37.5	50,491	727,272,727	PT+H 6	8,000,000
MSK00557	1	950GC	4,735	27.7	102,688	1,425,000,000	PT+H 12	31,350,000
DFM00390	1	320D2	5,868	45.3	61,252	850,000,000	PT+H 6	9,350,000
RKN00341	1	313D2LGP	2,567	37.4	54,158	745,000,000	PT+H 6	8,195,000
DFM00638	1	320D2	6,037	44	62,012	850,000,000	PT+H 6	9,350,000
DFM01159	1	320D2	4,594	25.8	68,963	925,000,000	PT+H 6	10,175,000
KHN00166	1	320D	3,718	68	67,099	900,000,000	PT+H 6	9,900,000
TLY00226	1	336D2	7,082	34.6	125,480	1,700,000,000	PT+H 6	18,700,000
PRF00952	1	336DL	7,112	51.3	101,491	1,375,000,000	PT+H 6	15,125,000
D5X00130	1	D5RXL	1,276	39.5	114,039	1,545,000,000	PT+H 6	16,995,000

CLAIM REBATE 1% : USD 34,567.69

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



The Winner

WINNER	TITLE	AREA/REGION
RISKI ARIYANDI	RUE SALES REP	SOUTH KALIMANTAN
ACHMAD RIZAL RIFAI	RUE SALES REP	SOUTH KALIMANTAN
RULYANA M	RUE MANAGER	SOUTH KALIMANTAN



Copyright © 2016 PT Trakindo Utama. All Rights Reserved

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



Trakindo CAT

Participants

- ❖ Risky Ariandi – RUE Sales Rep South Kal.
- ❖ Achmad Rizal Rifai – RUE Sales Rep South Kal.
- ❖ Rulyana Mauludy – RUE Manager South Kal.
- ❖ Rafael Yudhistira – UE Commercial HO.

Copyright © 2016 PT Trakindo Utama. All Rights Reserved

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



Agenda



BANGKOK & PATTAYA - 4 Day 3 Night




Tanggal Keberangkatan : 10 - 13 Maret 2019

Copyright © 2018 PT Trakindo. All Rights Reserved

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



Itinerary

<p>HARI 01 / 10 Mar</p> 	<p>JAKARTA – BANGKOK</p> <p>Hari ini berkumpul di Bandara Soekarno Hatta untuk penerbangan menuju Bangkok. Setibanya di Bangkok Anda akan diantar untuk berbelanja di Platinum Fashion Mall. (-/-/MM)</p> <p><i>Hotel : Midtown Hotel / Setaraf</i></p>
<p>HARI 02 / 11 Mar</p> 	<p>BANGKOK – PATTAYA</p> <p>Pagi ini perjalanan Anda dimulai dengan mengunjungi Grand Palace dan Emerald Buddha, Wat Arun dengan menyusuri sungai Chaophraya dan berbelanja di Gems Gallery. Siang hari dengan menggunakan bus wisata perjalanan menuju Pattaya dan diantar berbelanja di Leather Shop. Malam hari beristirahat di hotel atau menikmati keramaian malam kota Pattaya. (MP/MS/MM)</p> <p><i>Hotel : Centre Point Pattaya Hotel / Setaraf</i></p>
<p>HARI 03 / 12 Mar</p> 	<p>PATTAYA – BANGKOK</p> <p>Setelah makan pagi perjalanan kembali menuju Bangkok, dalam perjalanan Anda akan diantar berbelanja di Honey Shop, mengunjungi Nongnoch Village untuk menikmati pertunjukkan Thai Boxing dan Elephant Show dan Dried Food Shop untuk berbelanja oleh-oleh. Setibanya di Bangkok kembali diajak berbelanja di MBK Mall. (MP/MS/MM)</p> <p><i>Hotel : Midtown Hotel / Setaraf</i></p>
<p>HARI 04 / 13 Mar</p> <p>HOME - Sweet - HOME</p>	<p>BANGKOK - JAKARTA</p> <p>Hari ini Anda akan diantar kembali ke bandara untuk melakukan penerbangan kembali ke Jakarta. Dengan demikian berakhirilah acara tour yang penuh kenangan bersama AntaVaya. Terima kasih atas partisipasi Anda dan sampai jumpa pada program lainnya. (MP)</p>

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



Trakindo CAT

Detail Cost

SUBJECT	DURATION	QUANTITY	PRICE (IDR)	TOTAL (IDR)
<i>Ticket (round trip)</i>	4	4	8,500,000	34,000,000
<i>Accomodation</i>	4	4	2,500,000	10,000,000
<i>Tour Package</i>	4	4	3,350,000	13,400,000
<i>Money Pocket</i>	1	4	2,500,000	10,000,000
TOTAL				67,400,000

Converted to USD. 4,746.55

Claim Rebate 1 % from Caterpillar: USD 34,567.69

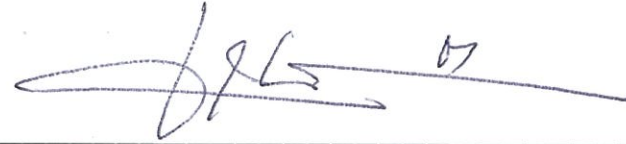
Copyright © 2016 FT Telecom Group. All Rights Reserved

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



Approval Sheet

1. Prepared by
Rafael Yudhistira
(UE Commercial CEG HO)



date : 28/1/2019

2. Verified and Approved by
Ivanlie
(RUE General Manager)



date : 29/1/2019

3. Final Approved by
David Freddynanto
(Chief Marketing Officer)



date : 7/2 '2019

Copyright © 2016 PT Trakindo Utama. All Rights Reserved

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



Trakindo 

Special Reward Trip To Thailand



Copyright © 2016 PPT Trakindo Limited. All Rights Reserved.

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



Trakindo 

2016 PT Trakindo Utama. All rights reserved.
The content of this presentation may not be used,
duplicated or transmitted in any form without the written
consent from PT Trakindo Utama.

[Rafael Yudhistira]
[RUE Department]
[\[ryudhistira@trakindo.co.id\]](mailto:ryudhistira@trakindo.co.id)

Copyright © 2016 PT Trakindo Utama. All Rights Reserved.

ADVANCING TRAKINDO FORWARD:
Sustainable, Balanced, Profitable



Trakindo 