

SIARAN PRESS (*PRESS RELEASE*)

Kembangkan Lini Bisnis Baru *Courier Services*, PT Personel Alih Daya Tbk Dukung Pertumbuhan Sektor Kurir dan Logistik

Jakarta, 12 Maret 2026

PT Personel Alih Daya Tbk ("Perseroan") terus memperkuat bisnisnya, salah satunya melalui lini bisnis strategis terbarunya yaitu layanan jasa *Courier Services* dalam menyediakan solusi tenaga kerja terintegrasi untuk kebutuhan di sektor kurir dan logistik.

Dalam inisiatif strategis ini, Perseroan menjalin kerja sama dengan salah satu perusahaan *e-commerce* terbesar di Indonesia untuk mendukung kebutuhan operasional logistik dan distribusi, yang telah mencapai sekitar **26.000 tenaga kerja** yang tersebar di berbagai wilayah operasional di Indonesia.

Kerja sama tersebut mencakup pemenuhan berbagai posisi tenaga kerja operasional, antara lain:

1. **Tenaga Sortir**, yang bertugas melakukan penyortiran paket di pusat distribusi berdasarkan tujuan pengiriman.
2. **Tenaga Kurir**, yang mendukung proses pengantaran paket kepada pelanggan.
3. **Administrator Tracer**, yang bertugas memantau serta menelusuri status pengiriman.
4. **Sales Promotion Girl (SPG) / Sales Promotion Boy (SPB)** yang berperan sebagai **recruiter** dalam mendukung proses perekrutan tenaga kerja kurir dan operasional.

Perseroan memastikan pemenuhan tenaga kerja yang fleksibel mengikuti tren pertumbuhan *e-commerce* berupa sistem rekrutmen Perseroan yang siaga dalam menyesuaikan kapasitas perekrutan terhadap dinamika dan lonjakan pertumbuhan pasar belanja online, terutama pada periode *peak season*, seperti Ramadhan dan Idul Fitri, serta momentum Hari Belanja Online Nasional (Harbolnas).

Strategi Rekrutmen Proaktif

Untuk mendukung peningkatan kebutuhan tenaga kerja di sektor kurir dan logistik, Perseroan menjalankan strategi perekrutan yang lebih proaktif. Salah satu pendekatan yang dilakukan adalah metode "jemput bola" dengan menjalin komunikasi langsung kepada berbagai komunitas masyarakat.

Selain itu, Perseroan juga melakukan kunjungan langsung serta menjalin kerja sama dengan berbagai pihak di tingkat lokal, seperti Kelurahan, Rukun Warga (RW), dan Rukun Tetangga (RT).

Melalui pendekatan ini, Perseroan berupaya mempermudah akses informasi mengenai peluang kerja bagi masyarakat sekaligus memberdayakan potensi tenaga kerja lokal. Strategi tersebut juga diharapkan dapat mempercepat proses pemenuhan kebutuhan tenaga kerja yang dibutuhkan untuk mendukung operasional bisnis mitra strategis Perseroan.

Optimisme terhadap Pertumbuhan Bisnis

Direktur Utama PT Personel Alih Daya Tbk, Cahyanul Uswah, menyampaikan bahwa ekspansi layanan tenaga kerja di sektor kurir dan logistik merupakan bagian dari strategi Perseroan dalam menangkap peluang pertumbuhan industri digital dan perdagangan elektronik di Indonesia.

"Pertumbuhan industri *e-commerce* di Indonesia mendorong peningkatan signifikan pada kebutuhan tenaga kerja di sektor kurir dan logistik. Melalui kerja sama ini, Perseroan berkomitmen untuk menyediakan tenaga kerja yang terlatih dan selalu siap mendukung kelancaran operasional mitra kami. Dan kami optimis, lini bisnis kurir ini akan menjadi salah satu pilar pertumbuhan pendapatan baru bagi Perseroan." ujar Cahyanul Uswah.

Beliau menambahkan bahwa pendekatan perekrutan berbasis komunitas menjadi salah satu langkah strategis Perseroan untuk memperluas jangkauan tenaga kerja sekaligus memberikan manfaat sosial bagi masyarakat.

"Kami tidak hanya fokus pada pemenuhan kebutuhan tenaga kerja bagi mitra bisnis, tetapi juga berupaya membuka akses lapangan kerja yang lebih luas bagi masyarakat. Melalui pendekatan langsung ke komunitas serta kerja sama dengan aparat lingkungan seperti Kelurahan, RW, dan RT, kami berharap dapat mempertemukan kebutuhan industri dengan potensi tenaga kerja lokal secara lebih efektif," tambahnya.

Ke depan, Perseroan optimistis bahwa pengembangan lini bisnis penyediaan tenaga kerja di sektor kurir dan logistik ini akan memberikan kontribusi positif terhadap pertumbuhan kinerja Perseroan, sekaligus memperkuat posisi Perseroan sebagai mitra strategis dalam menyediakan solusi tenaga kerja (*outsourcing*) di berbagai sektor industri.

Sekilas Tentang PT Personel Alih Daya Tbk

Perseroan telah berpengalaman 19 tahun dalam penyediaan jasa *outsourcing* dengan keunggulan memiliki solusi layanan bisnis terintegrasi (*one stop services*) yang beragam yang meliputi lini bisnis *Technical Services* (penyedia jasa teknikal dan pemeliharaan peralatan telekomunikasi), jasa call center (*Customer Care Center*), jasa keamanan (*Security Services*), jasa layanan perkantoran (*Office Services*), jasa layanan Kurir (*Courier Services*), serta *Training dan Executive Search (Headhunter)*. Saat ini Perseroan memiliki 1 kantor Pusat di Jakarta dan 24 kantor perwakilan yang tersebar diseluruh wilayah Indonesia.

Untuk Informasi lebih lanjut dapat menghubungi :

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PRESS RELEASE

Developing a New Business Line in Courier Services, PT Personel Alih Daya Tbk Supports Growth in the Courier and Logistics Sector

Jakarta, March 12, 2026

PT Personel Alih Daya Tbk ("the Company") continues to strengthen its business, one of which is through its newest strategic business line, which is Courier Services, in providing integrated workforce solutions for the courier and logistics sectors.

In this strategic initiative, the Company is cooperating with one of the largest e-commerce companies in Indonesia to support its logistics and distribution operational needs, which has reached around **26,000 workers** spread across various operational areas in Indonesia.

The cooperation includes filling various operational positions, including:

1. **Sorting Staff**, for sorting packages at distribution centers based on the delivery destination.
2. **Courier Staff**, to support the process of delivering packages to customers.
3. **Tracer Administrator**, responsible for monitoring and tracking delivery status.
4. **Sales Promotion Girl (SPG) / Sales Promotion Boy (SPB)**, who act as **recruiters** in supporting the recruitment process for courier and operational staff.

The Company ensures flexible workforce fulfillment in line with e-commerce growth trends through a recruitment system that is ready to adjust recruitment capacity to the dynamics and surge in online shopping market growth, especially during peak seasons such as Ramadan and Eid al-Fitr, as well as the momentum of National Online Shopping Day (Harbolnas).

Proactive Recruitment Strategy

To support the increasing demand for workers in the courier and logistics sector, the Company is expanding its recruitment initiatives through a more proactive approach. One of the strategies implemented is to take a proactive approach by establishing direct communication with various community groups.

In addition, the Company also conducts direct visits and establishes strategic partnerships with various parties at the local level, including the sub-district office (Kelurahan), neighborhood associations (RW and RT).

Through this approach, the Company endeavours to facilitate access to information about job opportunities for the community while empowering the potential of the local workforce. This strategy is also expected to accelerate the process of meeting the workforce needs required to support the business operations of the Company's strategic partners.

Optimism for Business Growth

President Director of PT Personel Alih Daya Tbk, Cahyanul Uswah, said that the expansion of labor services in the courier and logistics sector is part of the Company's strategy to capture growth opportunities in the digital and e-commerce industries in Indonesia

"The growth of the e-commerce industry in Indonesia has driven a significant increase in the demand for workers in the courier and logistics sector. Through this partnership, the Company is committed to providing trained workers who are always ready to support the smooth operations of our partners. We are optimistic that this courier business line will become one of the pillars of new revenue growth for the Company," said Cahyanul Uswah.

She added that the community-based recruitment approach is one of the Company's strategic steps to expand its workforce while providing social benefits to the community.

"We are not only focused on meeting the workforce needs of our business partners, but also strive to open up wider job opportunities for the community. Through a direct approach to the community and cooperation with local authorities such as the sub-district (Kelurahan), neighborhood associations (RW and RT), we hope to be able to match the needs of industry with the potential of the local workforce more effectively," she added.

Going forward, the Company is optimistic that the development of its workforce supply business line in the courier and logistics sector will contribute positively to the Company's performance growth, while strengthening the Company's position as a strategic partner in providing workforce solutions (outsourcing) in various industrial sectors.

Overview of PT Personel Alih Daya Tbk

The Company has 19 years of experience in providing outsourcing services with the advantage of having a variety of integrated business service solutions (one stop services) covering business lines Technical Services (technical services and maintenance of telecommunications equipment), Call Centre services, Security services, Office Services, Courier Services and Training and Executive Search (Headhunter). Currently, the Company has 1 head office in Jakarta and 24 representative offices spread throughout Indonesia.

For further information, please contact:

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