



*Rooted in **Community**
Driven by **Innovation**.*

*REA Coffee
PT Royal Energi Asia*





Indonesia is the largest market in Southeast Asia with an annual turnover of **US\$947 million**.



In the January-September 2024 period, **Indonesia's coffee trade surplus** was recorded at around **US\$1.47 billion**.



Indonesia's coffee production reaches around **654,000 tons per year**, ranking fourth after Brazil, Vietnam and Colombia.



Indonesia ranks fifth as the largest coffee consumer in the world, **79% of the population are coffee consumers**, and many consume it every day.

The Global Coffee Market Needs Ethical, High-Quality, Traceable Coffee



Increasing demand for **sustainable** and **traceable coffee**



Climate change is threatening **supply chains**



Consumers care more about **origin**, **ethics**, and **transparency**



Indonesia has **world-class coffee**—but many farmers remain **under-supported**

Building a New Kind of Coffee Company

We are setting **new standards** in the coffee industry by embracing:

Fully Traceable, Ethical Supply Chain: From farm to cup, every bean's journey is documented with full transparency, ensuring ethical practices at every step.

Farmer-First Business Model: We prioritize community investment and fair trade, empowering local farmers and strengthening their communities through sustainable income and growth.

Sustainable Farming & Regenerative Practices: Our farming methods focus on sustainability and environmental preservation, promoting regenerative agriculture that supports both the land and its people.

Technology & Innovation Across the Value Chain: We leverage cutting-edge technology to optimize our processes, ensuring consistent quality and traceability while minimizing environmental impact.

reacoffee.co.id



From Tax Office to Coffee Origin: A Journey Fueled by Passion



Fajar Budiman
Commisioner
REA Coffee

2012

Made a bold decision to resign from Tax Office and pursue a career as a **tax consultant**, allowing him greater flexibility to explore his **lifelong passion**, Indonesian coffee.

2018

Following an invitation from a **former colleague at the Aceh Tax Office**. Captivated by the **beauty of Gayo coffee** farms and inspired by the dedication of local farmers, Fajar **initiated a small-scale green bean trading collaboration** for the domestic market.



Long and Exciting Journey Just Begun!



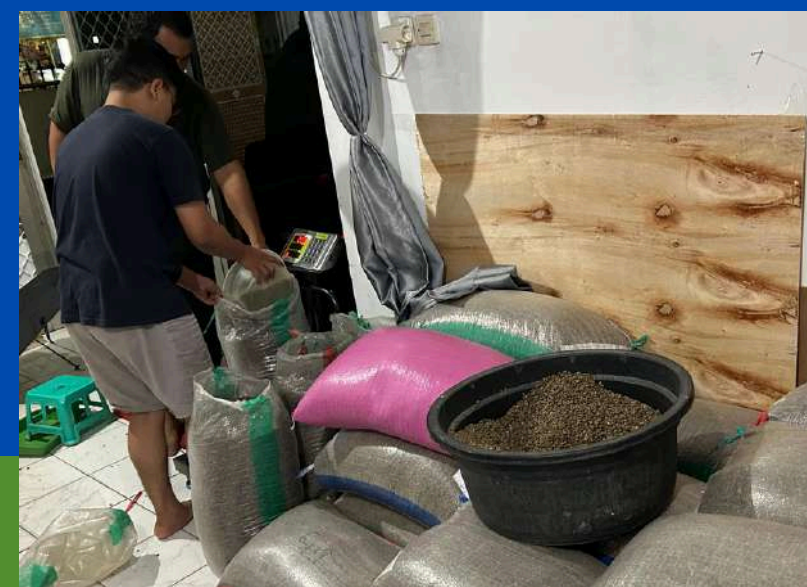
Fajar Budiman
Commisioner
REA Coffee

2022 Fajar **reignited the mission** with a more structured and scalable approach, founding what is now known as **REA Coffee**.



REA Coffee

2025 REA Coffee took a significant leap forward by **initiating export trials to the Middle East**, marking the brand's **first step** onto the global stage and **reinforcing its commitment** to becoming **one of Indonesia's top ten coffee producers**.



REA Coffee Milestone

2025

Begins trial exports to the Middle East, introducing Aceh Gayo and other Indonesian coffees to new markets.



2022

REA Coffee is formally restarted with a larger vision, improved systems, and farmer partnerships.



2019

Initial project terminated for supply chain evaluation and learning.



2018

Visits Takengon, Aceh, and collaborates in a small green bean trading venture for the local market.

2012

Fajar resigns from the Tax Office to become a tax consultant and begins his journey into Indonesia's coffee regions.



Our Core Values

Partnership

We believe in building strong, lasting partnerships that foster growth and mutual success.

Resilience

We embrace challenges with determination, always striving for progress and innovation.

Innovation

We leverage modern technology to enhance efficiency and sustainability in every process.

Nurturing

Our commitment to community development drives our fair-trade practices and local investments.

Traceability

We ensure transparency throughout our supply chain, enabling stakeholders to track the origin, journey, and impact of every process.

Integrity

We uphold our promises and take responsibility for our impact on people and the environment.

Sustainability

Our mission is rooted in sustainable practices that protect the environment and empower communities.



Guiding Us to 2033 and Beyond

Vision

To become one of **Indonesia's top ten coffee producers by 2033** through innovation, sustainability, and deep-rooted partnerships

Mission

- Providing premium coffee from **local farmers**, ensuring their **welfare** and **environmental sustainability**.
- Implementing sustainable and transparent business practices, in line with **ESG (Environmental, Social, Governance) principles**.
- Increasing **appreciation** and **awareness** of the richness of **Indonesian coffee in domestic and international markets**.
- **Innovating** in coffee processing methods and product development to **meet market needs**.
- Securing **sustainable supply chain** with ESG principles and maintaining supply chain risk profile

Our Roadmap to 2033

2024-2025

**Foundation &
Validation**

- Secure partnerships with 100+ farmers & vendors
- Buyer at least 3-5 big companies
- Implement traceability tech (e.g., QR code tracking, farmer data)
- Build small-scale processing facilities (Warehouse in Garut, Aceh, Purwakarta)
- Revenue target IDR 6-20 Bio/month

2026-2027

**Scale &
Optimize**

- Expand farmer network to 1,000+ farmers
- Implement regenerative farming training programs
- Digitalize all farmer operations for transparency
- Reach national distribution in Indonesia
- Launch first international exports (e.g., Japan, Europe, US)
- Achieve 50% traceable coffee volume
- Revenue target IDR 20-50 Bio/month

Our Roadmap to 2033

2028-2029

**Influence &
Strengthen**

- Launch certified sustainability standards (Rainforest Alliance, Organic, etc.)
- Build cooperative profit-sharing models for farmers
- Expand processing capacity and introduce new product lines (RTD, capsules)
- Invest in agritech R&D for yield and climate resilience
- Revenue target IDR 51-100 Bio/month
- Building Trading Hub in Dubai/Singapore

2031 - 2033

**Achieve
Vision**

- Ranked among Indonesia's top 10 coffee producers by volume, brand, or export presence
- Fully traceable, community-based supply chain
- Recognized for ESG and social impact leadership
- Revenue target IDR 101-300 Bio/month
- A model for ethical, innovative coffee in Southeast Asia
- Prepare for Initial Public Offering

REA Coffee Team



Fajar Budiman

Commissioner

fajar@reacoffee.co.id



Candra Baskoro

Director

candra@reacoffee.co.id



Angga Hardiva

Partnership

angga@reacoffee.co.id



**Zulkarnaen
Mardiansyah**

Operation & Finance

ardi@reacoffee.co.id

reacoffee.co.id



Our Products



Arabica

*Mandailing,
Sumatera Utara*



Arabica

*Sidikalang,
Sumatera Utara*



Robusta

Lampung



Arabica

Gayo Aceh, Takengon



Robusta

Kerinci, Jambi



Robusta

Bengkulu

Our Products



Arabica

Pangalengan, Jawa Barat



Arabica

Garut, Jawa Barat



Robusta

Temanggung, Jawa Tengah

Our Sustainable Practices

REA Coffee is fully committed to **ESG (Environmental, Social, Governance) principles**. This commitment is manifested in various sustainable practices:

E

Environmental

- Reducing carbon emission
- Efficient water usage
- Using renewable and green energy

Environmental sustainability is the key to a better future.

reacoffee.co.id

S

Social

- Empowering local coffee farmers
- Better access to market
- Fair payment

We are committed to improving the welfare of farmers and their communities.

G

Governance

- Transparency
- High accountability
- Corporate ethics and governance standards

Good governance is the key to long-term success.

Operational Gallery





Contact us!



Eightyeight@Kasablanka Office Tower Lantai 10 Unit E Jalan
Casablanca Kav. 88, Menteng Dalam, Kec. Tebet, Jakarta Selatan,
DKI Jakarta, Indonesia



Jl Perintis no. 32, RT.6/RW.14, Kel. Cipinang Muara, Kec. Jatinegara,
Kota Jakarta Timur, DKI Jakarta, Indonesia



Jl. Cikendal, RT.003/RW.007, Wanamekar, Kec. Wanaraja, Kabupaten
Garut, Jawa Barat, Indonesia



reacoffee.co.id



+62 821-7118-8832



info@reacoffee.co.id

