LAMPIRAN A: KRAKAKOA Company Profile

Krakakoa (kra-ka-ko-a) is an award-winning, "farmer-to-bar" (vertically integrated) chocolate maker that was founded as "Kakoa" in 2013 in Lampung, Sumatra. The company was founded by two ex-McKinsey & Company consultants, Sabrina Mustopo (Indonesian) and Simon Wright (South African), who are driven to improve the lives of people living at the bottom of the pyramid and to preserve the world's biodiversity and natural heritage. As such, "Kakoa" was founded with a mission to improve the lives of Indonesian cocoa farmers and the sustainability of cocoa farming sector.

In October 2016, the company rebranded itself as Krakakoa, because it needed a name that matched its aspiration to become an iconic, global Indonesian brand, and also one that linked to the company's roots in Lampung. The new name is a play on the historic volcano, Krakatoa, which is certainly famous around the world and also happens to be situated in Lampung province.

At Krakakoa, we believe that empowering farmers and creating great products go hand in hand. We believe that well-equipped farmers produce superior cocoa beans, which is why we support them with tools and training to become master craftsmen in their trade. The exceptional cocoa beans they produce are what enable us to make exceptional chocolate. Our training program is developed and run by some of the world's leading experts and organizations, including WWF, Cacao Services and Swisscontact.

Krakakoa's partner farmers are smallholders, with farms only 0.25-2 hectares in size. Since working with Krakakoa, they grow their cocoa organically and are on their way to being certified organic for the US and EU. The extra effort and attention put into their cocoa is rewarded through both increased yields and a price premium from Krakakoa of up to 3x the local market price.

So when you take a bite of Krakakoa, you are experiencing our commitment to quality and artisanal craftsmanship, a commitment to giving you the Goodness of the Archipelago. Indulge in the unique flavours and seductive aromas of Indonesia with our organically grown, farmer-to-bar cocoa products, made with passion and purpose.

Quick facts

Company name: Krakakoa (formerly Kakoa)
Founders: Sabrina Mustopo and Simon Wright
Company HQ: Bandar Lampung, Sumatra, Indonesia
Founded: 2013
Business activity: Food & Beverage - maker of specialty chocolate and other cocoa-based products
The Indonesian cocoa sector – an important industry in trouble

As the third largest producer of cocoa beans, Indonesia is an important player in the global cocoa market. In 2016, over 300,000 tons of cocoa beans was produced on over a million hectares. The industry has a huge social impact as production is dominated by smallholder farmers. 95% of cocoa produced in Indonesia is grown by an estimated 1.4 million smallholder farmers, each with land holding of 2 hectares or less. However, a series of problems plague this important sector. Farm productivity is very low at a national average of 0.3 tons per hectare, compared to the 2 tons per hectare potential of healthy plantations; the majority of beans produced is not fermented, resulting in cheap, low quality products and a negative perception of Indonesian beans; low farm productivity and volatile market prices results in low and unstable incomes for farmers, causing them to convert their plantations into other less sustainable commodities such as oil palm, and about the majority of beans produced is exported raw or in a semi-processed form (e.g. in the form of cocoa mass, butter, powder) with only about 25% converted to finished products domestically, resulting in a loss of employment and economic value creation for Indonesia.

Krakakoa’s Mission

The Krakakoa mission is four-fold:
1. To improve the livelihood of Indonesian cocoa farmers
2. To increase environmental sustainability and improve land use in cocoa growing areas of Indonesia
3. To increase the profile of Indonesia cocoa and chocolate
4. To contribute to the economic development of Indonesia

Who we are and what we do

Krakakoa is an integrated “farmer-to-bar” chocolate company that believes that farmer empowerment, sustainable production, world quality chocolate and economic development all go hand in hand. Our activities lends themselves directly towards our company missions:

Improve the livelihood of Indonesian cocoa farmers

We work directly with smallholder farmers all across Indonesia, and have provided extensive training and equipment to over 500 farmers in Sumatra and Sulawesi. Through these training programs, farmers are able to increase not only the productivity of their farms but also the quality of their cocoa beans. Farmers are educated in organic growing methods, sustainable agriculture, organic disease control, fermentation, and drying in training programs that last 8 to 16 weeks.
Krakakoa’s Production Process

By removing the middleman and controlling the production process from sourcing to retail, Krakakoa creates a more direct link between farmers and consumers, so that consumers may enjoy a high-quality product that passes on a greater benefit to the farmers.

Strict quality control is enforced at each step of production, with Krakakoa now certified P-IRT, Halal, and HACCP. There are 10 steps in our production process, starting from training of farmers and ending with the wrapping of our bars:

Training
Our partner farmers receive an 8 to 16 week training program that covers the topic of organic farm management, environmental sustainability, disease control, grafting, pruning, proper farm nutrient management, harvesting, fermentation and drying. Upon graduation, they are provided with farming tools and continuing support from our trainers.

Harvesting
Farmers harvest ripe cocoa pods from the trees, break open them open, selecting good, disease-free beans to continue to the fermentation process.

Fermentation
After pods are broken and beans are removed, the beans are fermented for up to 7 in “sweat boxes”. The fermentation process allows the flavor and aroma of the beans to develop while reducing astringency and bitterness.

Drying
The cocoa beans are naturally sun-dried for up to 7 days, reducing moisture and increasing the shelf life of beans. Drying the beans under the sun also prevents the flavor contamination that otherwise results from artificial dryers.

Sorting
Defective beans and non-cocoa materials (like rocks and leaves) are hand-sorted and separated, leaving only healthy cocoa beans for the roasting process.

Roasting
Cocoa beans are roasted in an industrial roaster at temperatures between 100°–165° Celsius. During roasting, the beans undergo the Maillard reaction, which brings out the flavours and aroma of the bean.
Breaking and Winnowing
The beans are broken into smaller pieces called cacao nibs, and the shells are separated from the nibs in a process known as “winnowing”. Cocoa shells are used to produce cocoa tea, while the nibs are either ground into chocolate or mixed with other ingredients to produce our Cacao Nibs products.

Grinding and Refining
Process of grinding nibs into a paste, and then mixing in ingredients such as cocoa butter and sugar. The grinding process takes up to 72 hours, ensuring the resulting chocolate is of a smooth consistency.

Tempering and Molding
Tempering the chocolate allows for the formation of beta-5 butter crystals, to bring about the highly desired glossy surface appearance to the chocolate bar. It is then poured into bar molds and left to set.

Packaging
Each Krakakoa bar is meticulously hand-wrapped and packaged in specially designed boxes, ready to be enjoyed by chocolate lovers the world over.

Our Products
Krakakoa currently produces five (5) different chocolate product lines, with three readily stocked at select supermarkets and retail outlets. Our three flagship products (Flavoured Chocolate Bars, Single Origin Chocolate Bars & Cacao Nibs) are Halal certified by the Indonesian LPPOM MUI.

Flavoured Chocolate Bars
Krakakoa’s flavoured bars showcases the rich flavour profile of the Indonesian archipelago, known to the world as the Spice Islands and producer of specialty coffee. These flavours have been incorporated into five varieties of our chocolate bars, using all natural ingredients, with no artificial flavouring.

The bars are wrapped in modern batik designs, customized to each bar flavor, reflecting Indonesian culture and the ingredients that go into each flavor.
Chilli – Dark Chocolate. 60% cocoa
A blend of organic red chilli and birds eye chilli (cabarawit or chillipadi) is infused into dark chocolate. Initial sweet, bitter and fruity notes gives way to a warm gentle heat that lingers on the palate, creating a unique experience that intensifies with each new bite.

Sea Salt & Pepper – Dark Chocolate. 59% cocoa
Artisanal sea salt from the shores of Bali is blended with hand-harvested black pepper from Sumatra and embedded into dark chocolate, creating an elegant balance of sweet, salty and spicy tastes.

Cinnamon – Dark Milk Chocolate. 53% cocoa
Dark milk chocolate is blended with aromatic cinnamon to create a sweet, slightly earthy and mildly spicy bar. Cinnamon is sourced from the valleys around the Kerinci National Park in the Jambi region. Grown in an agroforestry system, this cinnamon provides a sustainable source of income for communities and contributes to the fight for conservation.

Ginger – Dark Milk Chocolate. 52% cocoa
Apart from educating and equipping farmers, Krakakoa purchases cocoa beans directly from them at a stable price up to 300% that of the market price. The combination of higher farm productivity, and a high and stable price for their cocoa beans allows farmers to make significantly higher incomes.

**Increase environmental sustainability and improve land use in cocoa growing areas of Indonesia**

Many cocoa farmers that Krakakoa works with live and farm in the border areas close to national parks. For example, farmers in Sumatra live around the Bukit Barisan Selatan National Park, where some of the last Sumatran elephants, tigers and rhinos still exist. This precious ecosystem is being threatened by illegal logging and encroachment of farmland into the park. Krakakoa works together with NGOs such as WWF and Swisscontact to ensure that cocoa being produced is sourced from areas outside of national park boundaries. A pre-requisite for farmers to supply to the company, and obtain higher prices for their beans, is a commitment to environmental conservation, which includes an agreement not to farm within the national park. Farms are mapped using GPS coordinates to ensure traceability and clear boundaries. By increasing the economic opportunity of farmers to plant only in areas outside of the national park, Krakakoa helps to ensure environmental sustainability in rural parts of Indonesia.

**Increase the profile of Indonesian cocoa and chocolate**

Krakakoa uses 100% Indonesian cocoa beans in our products. Indonesian beans have historically been viewed an inferior product compared to beans from other origins, but we are working to change that.

By providing farmers with training, we are able to help them improve their farm management and post-harvest techniques, and this enables them to produce superior quality cocoa beans. By training and working directly with farmers, we are able to ensure that only best quality beans go into our products, thereby allowing us to create the highest quality product possible.

In addition, Krakakoa is working on one of the first fine flavor cocoa breeding program in Indonesia with leading practitioners in the space. This will allow us to obtain unique varieties of cocoa beans and put Indonesia on the global map for fine cocoa.

**Contribute to the economic development of Indonesia**

Even though Indonesia is a large producer of cocoa beans, very little chocolate is actually made in the country. This results in a loss of economic development and employment in the country. By retaining the entire manufacturing process in the country, Krakakoa maximizes on the economic value that can be generated in the sector.
Dark milk chocolate is infused with organically grown white ginger. A warm, earthy aroma eases into a smooth honey with a delicate ginger spice in this bar.

Creamy Coffee – Milk chocolate 40% cocoa
Bitter, deep-bodied Robusta coffee beans are combined with fruity, aromatic Arabica coffee beans and infused with milk chocolate, creating a creamy, well-balanced bar. The strong notes of coffee burst instantly, followed by the buttery caramel notes of milk chocolate, awakening the senses to this delightful partnership.

Cacao Nibs
Nibs are the purest form of cacao, made straight from cracked cacao beans. Our cacao nibs have been roasted, broken and then mixed with other ingredients to produce a snack product that can be eaten on its own or mixed in with yoghurts, cereals, ice creams, and many other food products. They are a crunchy and delicious source of antioxidants, minerals and fibre.
Our Cacao Nibs are available in re-sealable 100g bags in the following flavors:

70% Dark Chocolate
Coated with rich and aromatic 70% dark chocolate, these nibs are perfect for a snack on its own, as a healthier replacement for chocolate chips in baking, or as part of your favorite breakfast option. Indulge in the full robust flavour of earthy nibs, with a citrusy aroma and notes of mangosteen and nuts.

Mixed Spices
These nibs are mixed with aromatic tropical spices like nutmeg, cinnamon cloves and ginger for a sweet and zesty flavor. Perfect for a snack on its own, or sprinkled over your breakfast oats, muesli, or yoghurt for an inspired start to the day.

Coconut & Cashew
Salty-sweet and crunchy clusters of nibs, coconut, and Balinese cashew. Delight in these addictive chunky clusters for moments when you need a boost to your day.
**TOPUI**

**MINUTES OF MEETING**

DATE: 12 March 2013
TIME: 14:00
LOCATION: Krakatoa head office

**MEETING/PROJECT NAME:**

**MINUTES PREPARED BY:** Elvia

**TOPIC**

Konsep Cerita

**ATTENDEES PRESENT**

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<td>Simon Wright</td>
<td>COO</td>
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<tr>
<td>Wilson</td>
<td>Marketing</td>
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<td>Elvia</td>
<td>AE</td>
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**ISSUES, DECISIONS, NOTES**

- Menjelaskan ide-ide konsep dari cerita
- Memilih konsep cerita de 2 (8tc) dan 3 (8gb) yang digabungkan
- Topi dari pemeriksaan lokal dan sekolah
- Dibuat jadi sketsa dan karya kasar dari Krakatoa
- Digunakan evaluasi seminggu
- Video dari evaluasi dengan lembur etapi tidak menunjukan lembur
- Dianjurkan tambah, harmonisasi, framotting & drying, penuh dan aslinya
- Budget maksimal 10 juta dan elemen
- Opsi pennen dan phone

**ATTENDEES SIGNATURE:**
MINUTES OF MEETING
DATE: 2 Januari 2019
TIME: 14.30 - 15.00
LOCATION: Kantor KRAKAKOA

MEETING/PROJECT NAME: Video Promosi KRAKAKOA
MINUTES PREPARED BY: Cynthia

TOPIC
Konfirmasi Rinal Nugroho: Topic & Konsep w/ Video Promosi KRAKAKOA

ATTENDEES PRESENT

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<td>Joel Pukam</td>
<td>Creative Director</td>
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ISSUES, DECISIONS, NOTES

1. Konfirmasi mengenai penerimaan 3 msi KRAKAKOA dan 4 msi KRAKAKOA.
   Misi ke-2 (mengurus masalah pemasaran hutan batu lindung) tidak dilaksanakan karena video ini digunakan KRAKAKOA untuk keamanan. Video dinilai hanya mengandung nilai dari pihak-pihak yang terlibat dalam upaya konservasi.

2. Konfirmasi mengenai jalan cerita video promosi KRAKAKOA yang lebih mendalam.
   Misi ke-3 (promosi konservasi) dilakukan untuk memperkuat jalinan kerjasama dengan pihak-pihak terkait.

3. Konfirmasi video sudah selesai dengan persetujuan client (KRAKAKOA)

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