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Burufly: Indonesian Social Travel Startup Receives Silicon Valley Investment

Burufly, Indonesia's leading Social Travel site has strengthened its foremost position with investments from two significant Venture Capital firms. Walden International, a pioneer VC firm on cross border investments and Batavia Incubator, a joint venture of Indonesian Corfina Group and Japanese Rebright Partners, who have an extensive local network, have just closed an investment round in Burufly.

Peter Goldsworthy, President Director of Burufly shares that "We are truly excited to bring in two high caliber firms that have a wealth of expertise in ecommerce, web2.0 and strategic alliances. Everybody realizes that the opportunity in South East Asian travel is massive and that there is more to travel than just booking hotels via a search engine. With the support of Walden, Batavia and Ardent Capital (an early investor in Burufly), developing a social travel platform that touches more than 10 million highly engaged users is Burufly's goal. Burufly will continue to differentiate and create sustainable value for its customers by focusing on content and creating a social marketplace for travelers to build networks, based on expertise and sharing."

Adrian Vanzyl, CEO of Ardent Capital, sees much validation in this funding round. "Given the population size and growth rates in Southeast Asia, we are pleased to see such strong domestic and international funding support for companies such as Burufly. Ardent will continue its focus on investing into, building and supporting local businesses so that they are ready for global investment."

Loo Hock Voon, Managing Director of Walden International says; "Travel is about discovering new places and new experiences. This is the age of social travel and 'insider' peer recommendations. Burufly helps people to discover destinations and plan trips in a visual and engaging way."

Suryanto Wijaya, Director of Batavia Incubator shares; "What attracts us to Burufly is its highly social aspect - users voluntarily share their traveling experiences. As a regional player Burufly helps local and foreign tourists to discover travel destinations, which is especially useful in Indonesia where information is often a rare commodity. Eventually, this will create a very valuable data mapping based on travelers' interests to assist the government developing these potential destinations."

Burufly now has more than 380,000 registered members, 3,000 images shared in the last week and nearly 3 million engagements (mau, pernah and comments). Month on month growth will have Burufly set to reach over 1 million registered members before end 2013. "With an aggressive product roadmap and the mindset of 'growth hacking' permeating throughout the entire organization, I'd expect that milestone will come earlier", says Peter Goldsworthy. Reaching this milestone will make Burufly one of the top three travel destinations in all of South East Asia.