

# COMPANY PROFILE



PT Jala Sembilan



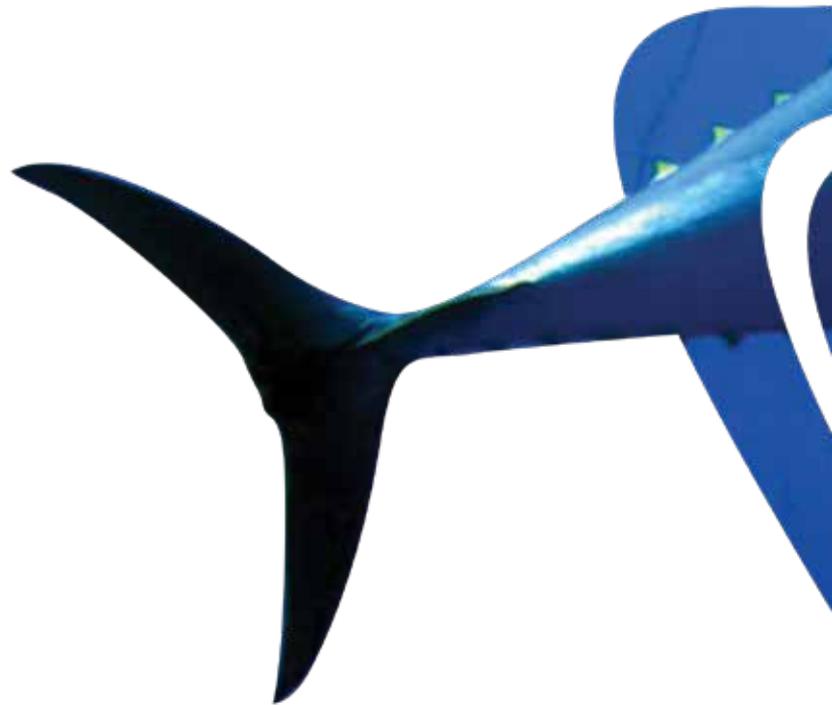
# About Us

“Whatever we do,  
We want to be the best”

It all started in the year of 2004 in East Indonesia, when Mr. David learned that there was an oversupply of fish caught by traditional fishermen that local market could not take in. He immediately saw the potential of seafood industry and how it could facilitate the way small and medium scale fishermen lives. This condition led him to begin building his first processing plant.

As time progressed and with more experiences together with support from supplier and fishermen, PT Jala Sembilan is established in 2008 to comply with the nation's regulation and standardization as a fishery company in Indonesia. Currently Jala Group has numerous plants located throughout Indonesia and we are continuing to grow.

Looking at future prospect and increasing demand for both local and international market, we will always strive to improve our standard, efficiency, and quality to deliver the best product to our customers.



# Vision

---

“To become a global seafood company with the highest quality product in Indonesia”

# Mission

1. Establish good and mutual partnership with all partners
2. Produce highest quality product to achieve customer satisfaction
3. Committed to build partnership with responsible and environmentally friendly supplier to ensure continuous and sustainable supply

# Board Of Director Jala Group

---



**David H. Salim**

CEO



**G. Patricia Meliawati**

Commissioner



**Antoni M. Salim**

Director



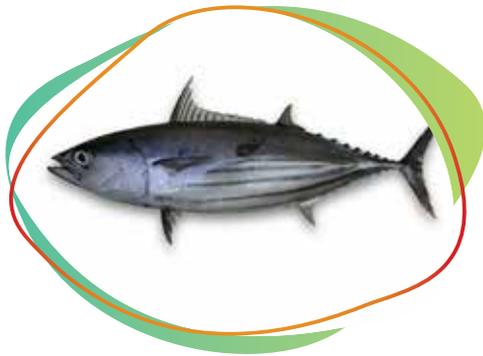
**Devina M. Salim**

Commissioner



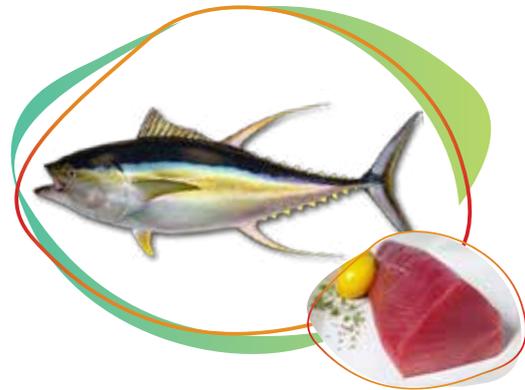
# Product

## PELAGIC FISH



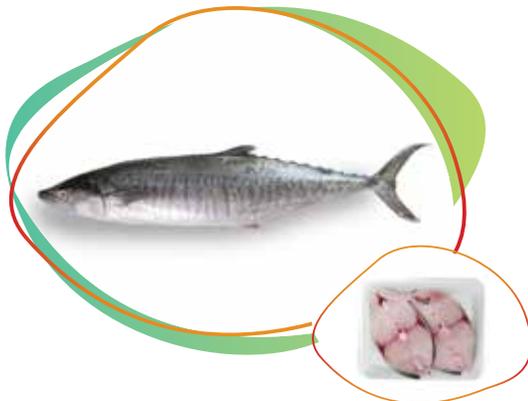
**Skipjack Tuna**  
(*Katsuwonus pelamis*)

- Whole Round
- Loin
- Pre-cooked Loin



**Yellowfin Tuna**  
(*Thunnus Albacares*)

- Whole Round
- Loin



**Spanish Mackerel**

- Steak



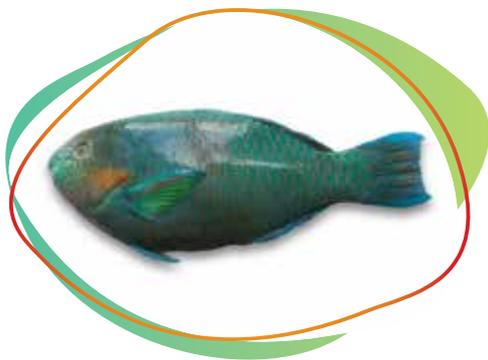
**Mahi-mahi**

- Portion
- Steak

We deliver products that meet and exceed consumer expectations with good manufacturing practices, ethical standards and promoted industrial and environmental sustainability.

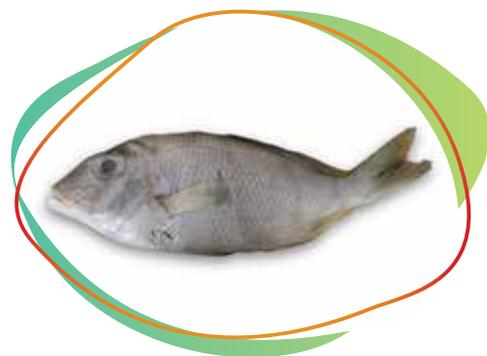
Our varieties of products are ranging from industrial standard to customized specifications co-developed to customer requirements to meet an ever-changing consumer demands worldwide.

## DEMERSAL FISH



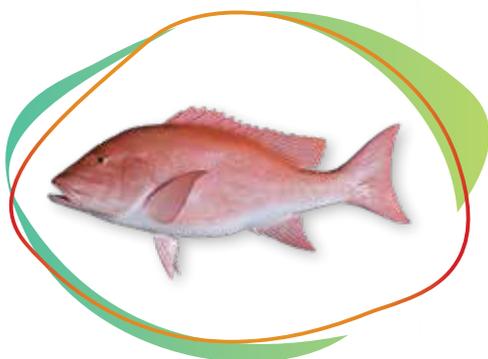
**Parrot fish**  
(*Scarus cardidus*)

- Fillet
- Whole Guttet (WG)
- Headless Guttet (HG)
- Whole Guttet Gilled Scaled (WGGS)



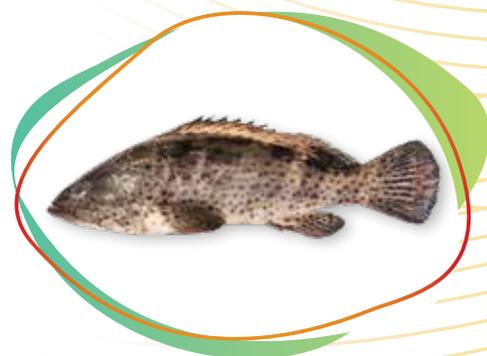
**Emperor fish**  
(*Lethrinus lentjan*)

- Fillet
- Whole Guttet (WG)
- Headless Guttet (HG)
- Whole Guttet Gilled Scaled (WGGS)



**Red Snapper**

- Fillet
- Whole Guttet Gilled Scaled (WGGS)



**Grouper**

- Fillet
- Whole Guttet Gilled Scaled (WGGS)

## CEPHALOPODS

### Squid (*Loligo*)

- Whole Round Block
- Tubes, Flower, Ring



### Cuttlefish (*Sepia*)

- Whole Clean Fillet
- Whole Clean Tentacle
- Matsukasa



### Octopus (*Octopus Vulgaris*)

- Whole Clean Flower
- Whole Clean Block
- Whole Clean Ball
- Boiled Cut

## CRUSTACEAN



### Vannamei Shrimp



### Black Tiger Shrimp



### White Shrimp

# Value Added Product



*“taste different”*



**Fish Ball**



**Shrimp Ball**



**Fish Nugget**



**Ebi Furai**



**Calamari**



**Cumi Stick**

# Production Process

Our chain of production provides safe and hygienic working environment for everyone.

We comply with local and national environment laws and regulations. Accommodation, where provided, shall be clean, safe and have access to basic needs of the workers.

**1** Our experienced fishermen are always ready to catch some fish



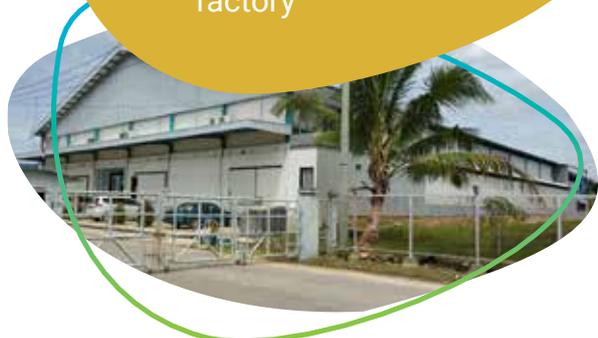
**2** Cold chain is always kept to ensure quality



**3** Fish arrives in port-ready to be sent into our facility



**4** Raw material is received at our HACCP certified factory



**5** Each fish is cleaned, sorted, and processed based on buyer's requirement



**6** Our trained worker will process the fish in accordance with our strict quality control



**7** All measures being taken for a guaranteed safe and best quality product



**8** All finished product is transferred to Cold Storage



**9** The product is ready to be delivered to our customer around the world



# Certification

We are committed to deliver all our products based on strict quality control guidelines followed throughout production.

Our company utilizes a HACCP certified staff to monitor and inspect the whole process.



# Sustainability

---

Jala Group is working together with small-scale fishermen who have been doing responsible fishing for generations. We believe this sustainable fishing is not only a job; it's a way of life.

Our team purchase fishes from seas all across Indonesia - by aligning our sourcing policies we are able to maintain our high quality standards and traceability regardless of where we purchase our fish.

We are committed to always moving towards full traceability of each of our products back to its source - allowing us to monitor the operations, actions and labor conditions of our suppliers to ensure the best quality product delivered to our customer.

We also work hard to ensure that the fish we caught is free from any illegal, unregulated and unreported fishing practice.

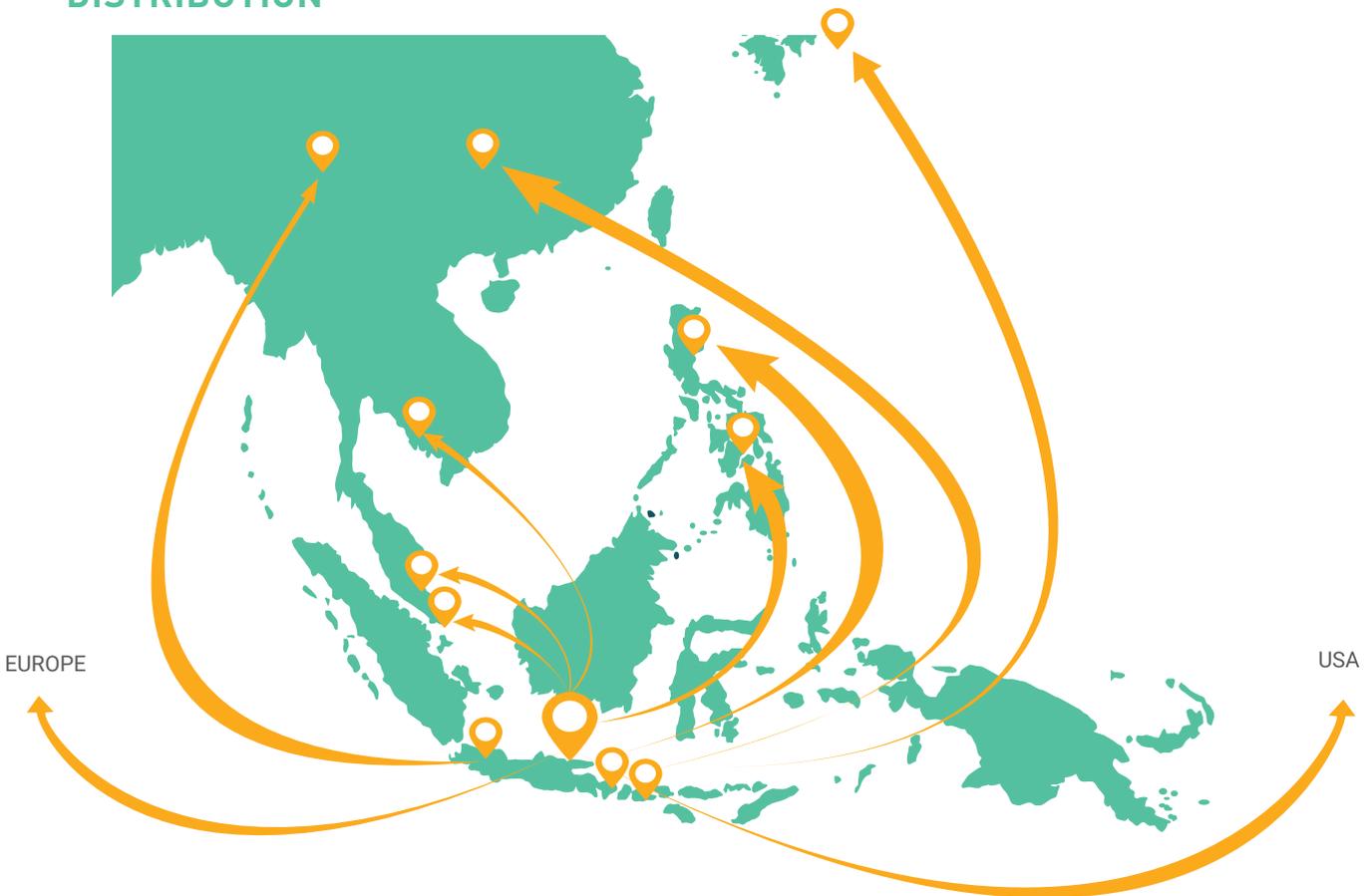


# Network

One of our key strength is the ability to form partnerships with our fishermen throughout Indonesia.

We also own and operate our own fleets, creating an extensive network of fishing groups all over Indonesia to ensure the availability of raw material throughout the year. All of the fish we supply is purchased in accordance with our strict procurement specifications and sustainability principles.

## DISTRIBUTION



## SOURCE





## HEAD OFFICE

### PT Jala Sembilan

Kawasan Industri Wijayakusuma  
Jl. Tugu Industri IV No.3  
Randugarut - Tugu  
Semarang - Central Java  
Indonesia  
50181

[www.jalagroup.co.id](http://www.jalagroup.co.id)

