



Gluu Strategic Advisory Board

Industry veterans Alexander Rusli and Masahiko Yabuki join Gluu's Strategic Advisory Board

- To provide strategic advisory towards the next phase of Gluu's business growth
- To support the business development efforts in key markets

Gluu recently formed its Strategic Advisory Board which will serve to shape and guide the strategy of the company while working closely with its founders. And Gluu is proud to announce the appointments of the first two members to the board - industry veterans Alexander Rusli and Masahiko Yabuki.

Among the many hats he wears, Mr Rusli is CEO of Digiasia Bios, Board Member of PT Unilever and Chairman of iFlix Indonesia. He has extensive experience in both the public and private sectors. He was previously CEO of Indosat Ooredoo, one of the largest telcos in Indonesia and he also served as Expert Advisor to Minister at State-Owned Enterprises.

Giving his endorsement to Gluu, Mr Rusli said, "Gluu's core is anchored on the sharing economy, with a use case to leverage decentralisation of access to make connectivity easily accessible no matter where you are. At the basic level, it will bring about cost savings and an exponentially improved user experience. Importantly, the opportunities to be gleaned of a global connected network of users is immense."

Mr Rusli has been with Gluu from day one and will work with the team on expansion plans into the SE Asian region, especially the Indonesian market. He said, "Digiasia Bios through our payment product Kaspro, is super excited to partner Gluu to digitise small businesses in Indonesia through an

integrated platform that allows them to focus their minds on improving their core business performance.”

Joining Mr Rusli on the board is Masahiko Yabuki who works actively in Asia as an adviser and investor in the IT domain such as robotics and AI through his company MYNZ Co. Ltd. Prior to that, he was focussed on business development in Asia at Cloudminds Japan KK as President/CEO; at SoftBank Corp as SVP, Strategic Biz Dev Global Group, CEO’s Office; at UTStarcom Japan KK as Country Manager & Director and at Kanematsu Corporation as General Manager.

Commented Mr Yabuki, “The full power of connectivity that unlocks economic value is yet to be tapped. Gluu’s solution is the answer and is set to redefine the way people connect. The Gluu marketplace is an open economy where connectivity is supplied and consumed by the community. In turn, the data generated offers extensive value and opportunities for Gluu to work with brands and partners to transform businesses and impact society. The more I engage with the team, the more excited I am to be on board as an advisor. I look forward to working with the team to introduce Gluu to markets such as Japan, which will be a boon to locals and travellers alike.”

Gluu’s co-founder Lin Shu Fen said, “Please join us to welcome Alex and Yabuki-san to our Strategic Advisory Board. They are industry heavyweights whose combined backgrounds, perspectives and experiences will be invaluable to us as we work to grow Gluu in the region and beyond.”

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I have been with **Gluu** from day one and am also delighted to be on the Advisory Board to work with the team on their expansion plans in the SE Asian region, especially into the Indonesian market.

ALEXANDER RUSLI

CEO Digiasia Bios

Board Member PT Unilever

Chairman, iFlix Indonesia





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MASAHIKO YABUKI

CEO, MYNZ Co. Ltd

*Previously SVP, Strategic Biz Dev,
Global Group, CEO's Office at SoftBank Corp*