



Hary Tanoesoedibjo

Making the list of the top 40 richest men in Indonesia, Hary Tanoesoedibjo's sprawling inventory of assets includes television, radio and wireless networks, a website, newspapers, and stakes in toll roads, real estate and an investment bank. *MillionaireAsia* profiles this savvy and dedicated family man.

The Savvy Deal Maker

Hary Tanoesoedibjo

Entering his palatial residence in the exclusive south of Jakarta area, one cannot help feeling awed and dazzled by the sheer size and magnitude of an estate that was purposely built to represent the opulence enjoyed mostly by captains of industry and royalties.

Hary Tanoesoedibjo had gone through a great length making life-changing plans, never doubting for a moment that they would all materialise, when he was a young student in Canada. Now what the eye can see is the unstoppable manifestations of the choice destiny seeds he faithfully planted many years ago.

The auspicious adventure began in 1989 when Hary rolled out the take-me-to-the-top flow-chart that he created in his mind and made a decisive move to execute each and every one of the written steps beginning with item number one, which was to open his own investment company, PT Bhakti Investama.

How Hary managed to push this budding business vehicle from practically zero all the way to its current stratum as the largest investment company in Indonesia in a relatively short period remains a Rubik's cube to many of his direct competitors and admirers alike.

And over the years, a myriad of business and industry analysts have

done their shares of scrutinising and dissecting Hary's colossal business battleship part by part to decipher the secret we all want to know behind what seems to be a magical phenomenon, only to end up more in awe of his ability to pull off momentous feats wherever he goes.

He insists that ceasing an amplitude of exposed and unexposed opportunities during the 1998 monetary crisis and the collapse of Indonesia's financial sectors was the giant pogo stick that helped airborne him way up to where he is now.

"I am a family man and I love spending my free time with my wife and children", Hary shares with a smile. Praying together with his family, sharing stories, playing some sports, and enjoying a meal at home are precious things that make his weekends. "I even insist that my oldest daughter who studies in Australia always join our weekly family round table discussion via telephone or live video broadcast", he adds.

The stately mansion took around four years to build from the ground up. Upholstered pieces, expensive paintings, antiques and precious accessories are all over the house. "I handed the monstrous project to build this house to my wife and she single-handedly took care of everything



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from choosing the location and purchasing the land to hiring the best architect and hand-picking every single item and furniture that you see in this house”, Hary says proudly.

Now almost two decades later from the first day it entered the arena, PT Bhakti Investama Tbk holds no less than 20 subsidiaries covering various business sectors such as Financial Services, Multimedia and Broadcasting, Telecommunications and Information Technology and Investment Portfolios. Media and Telecommunication is Hary Tanoesoedibjo’s bread and

butter. Under the giant umbrella of PT Global Mediacom are two major companies, Media Nusantara Citra and PT Mobile-8 Telecom. The broadcasting media (RCTI, Global TV, TPI), print media (Seputar Indonesia, genie, Mom & Kiddie, Realita), and radio (Trijaya, Radio Dangdut) are held by Media Nusantara Citra, Indonesia’s most integrated media company. While PT Mobile-8 Telecom operates the fourth largest and the only CDMA-based cellular operator in Indonesia with FREN as its service brand. All in all, his media and telecom enterprises brought in

US\$50 million net profit last year.

Not resting on his laurels, Hary is actively preparing his Global Mediacom to be a regional player in Asia Pacific. A signed deal with Singapore’s MediaCorp back in June of 2007 endowed Global Mediacom with US\$183 million of fresh fund. Together these two first-class companies will create new platforms in the area of new media. “What we have in mind is to form an integrated media group, with one-stop information and entertainment”, Hary explains. Meanwhile, seeing an immense opportunity in the US\$3 billion worldwide spending on mobile marketing and advertising annually, he immediately gets busy to launch a TV service for mobile phones later this year, targeting the 25 to 39 year old audience. “With this new mobile technology, people can watch TV anytime and anywhere using their hand phones”, he clarifies further. Other avenue that MNC and MediaCorp are looking to cooperate in the future is by co-producing top quality Bahasa Indonesia TV programs and variety shows that bring talent from the region together.

In April, Bhakti Investama acquired a 50% stake in the struggling PT Adam Sky-Conection Airlines also known as Adam Air. Hary told *MillionaireAsia* he had done his homework and calculated all the risks, “it was not a reckless move by any means and looking at the growing airline business in Indonesia and in the Pacific region, I’m confident that our strategy to cater to both bargain-basement and premium segments will be successful”, he affirms.

Asked about his personal hobbies, he remained silent for a brief moment, smiled, and slowly but surely confirmed that his work and spending cherished moments with his family at home are his hobbies. The latter was mentioned twice by him during the long interview. Now the final question is, could it be he’s getting all the luck, energy and business finesse from his harmonious family life? ■



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