



# Hello from Reku!

## KOL/Media Brief for US Stocks



Terdaftar dan diawasi oleh:



# About Reku

Reku is a crypto exchange platform established in 2018, licensed and regulated by Bappebti. Our mission is to guide your investment journey and encourage diversification with the spirit of #BijakBerinvestasi.

Reku has reached more than 850k+ users from 500+ cities in Indonesia as we continuously provide literacy program not only about crypto, but also investment in general.



[www.reku.id](http://www.reku.id)



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## Expanding to new fields : US Stocks & ETF.

In the midst of global economy development, we see exciting new opportunities to expand our business into new fields, which providing access for every Indonesian to more high quality assets, which is **US Stocks Index & ETF**.

Many leading global companies in the U.S. continue to grow and innovate, especially driven by technology sectors. It creates more promising investment opportunities.

Now is the perfect time for Indonesian investors to start or expand their portfolios with more secure assets.

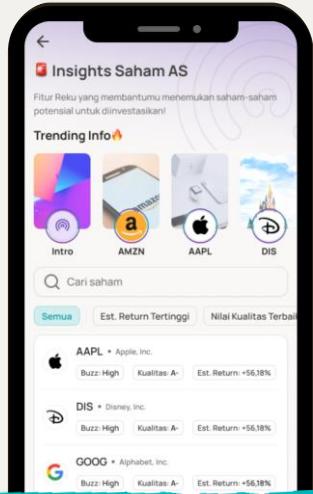
# Reku's US Stock Facts

**600++**  
US Stocks & ETF

Licensed by JFX,  
Bappebti, KBI

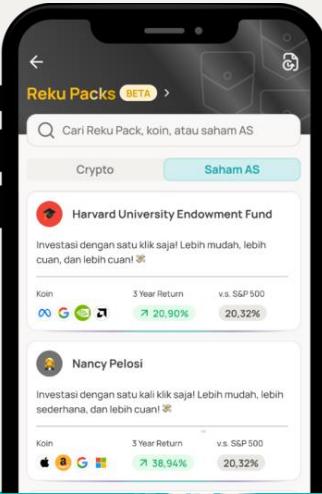
**Super Low Fee**  
0.25% trading fee &  
FREE conversion IDR-USD

# The Most Comprehensive US Stock Feature



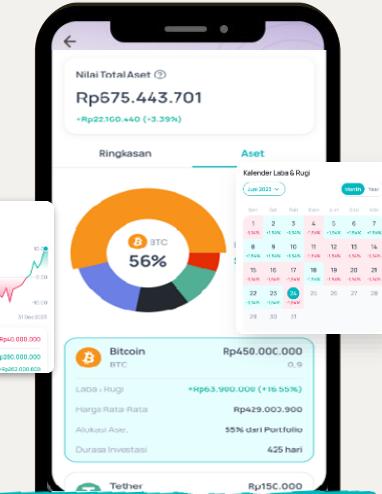
## Insights

Reku's **scoring system** that simplify research hassle to find potential stocks, including Buzz Score, Quality Score, and Valuation Score.



## Packs

Packs enables you to diversify your portfolio in one click, helping you earn the chance to maximize your return.

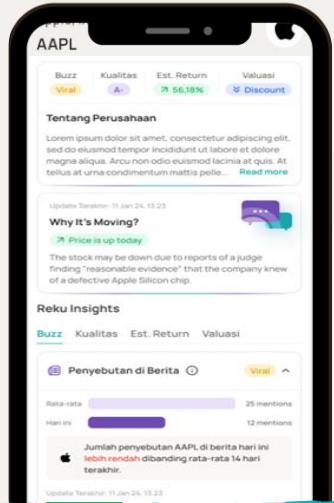


## Portfolio Analysis

Providing detailed information on profit, loss and investment allocation. **Gives full control to User to assess and adjust their strategy according to their needs and investment goals.**

\*Feature for Crypto & US Stocks.

# What's on Insights



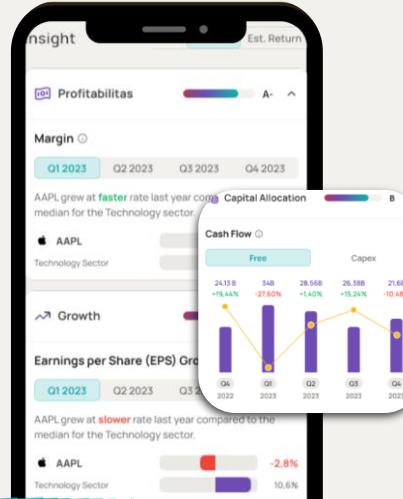
## Why it's Moving

Wondering what happened behind the stock prices? Reku explains the causes in a concise statement on **why it's moving**



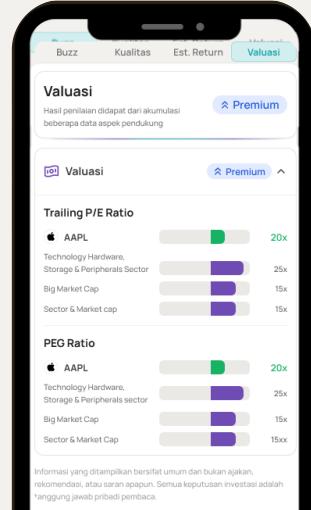
## Buzz Score

Save your energy from reading all the news, Reku summarizes the sentiment across mass & social media on **Buzz Score**



## Quality Score

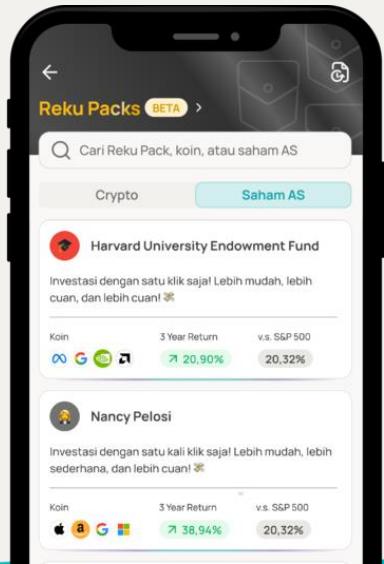
This score simplifying users process to helps identify companies with **solid fundamentals and strong performance metrics**.



## Valuation Score

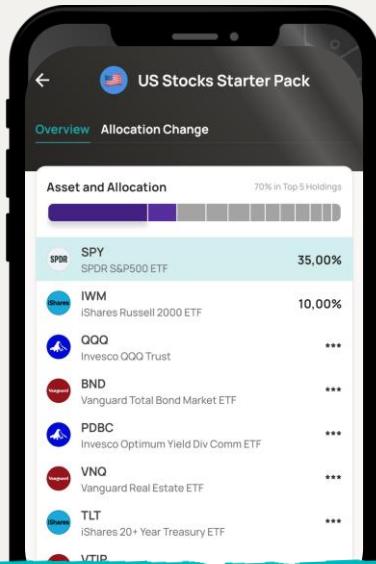
Tracks the size & valuation of each company to assess which one has **strong growth prospects or indicates undervalued opportunities**.

# What's on Packs



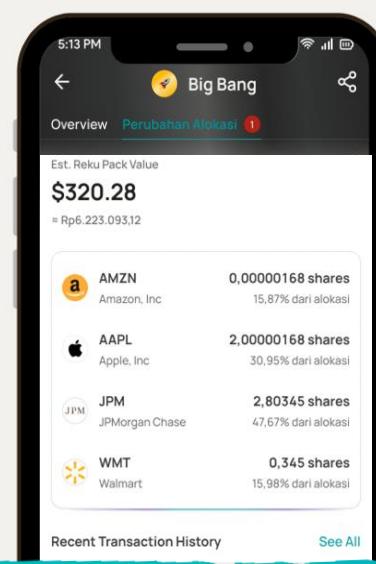
## US Stock & Crypto Packs

Diversify your portfolio by subscribing to unique and powerful strategies, for both stocks and crypto, that have proven historical outperformance.



## Dynamic Changes

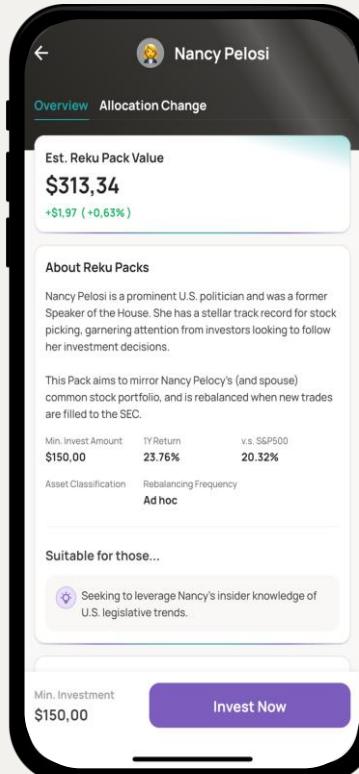
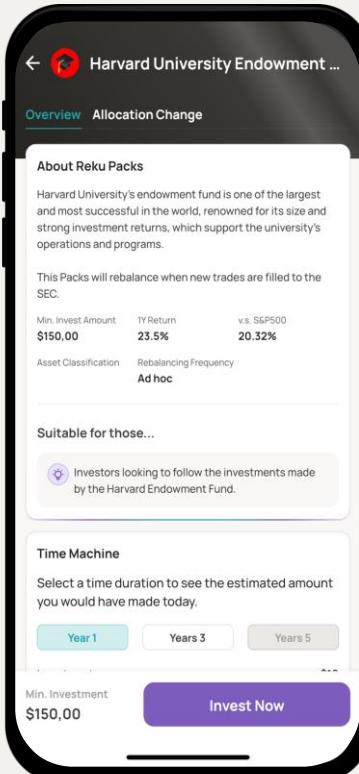
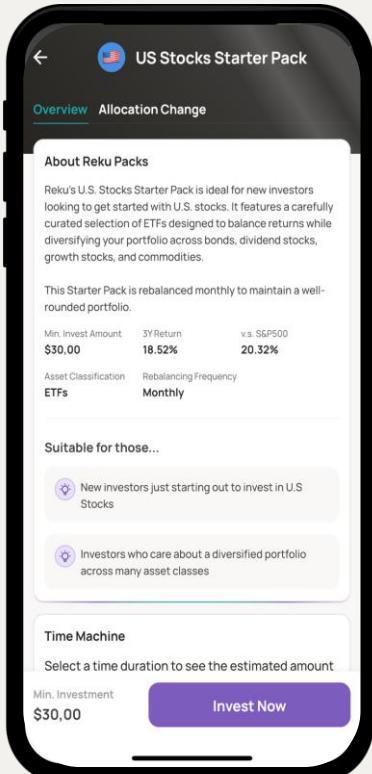
Depending on the strategy of the Pack you are subscribed to, the allocation in that portfolio will change (for example, if you subscribe to the Harvard Pack and Harvard adds a stock to their portfolio, it will also reflect in your Pack)



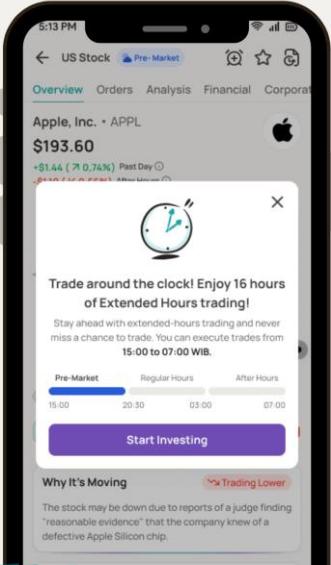
## One-click Re-Allocate

Whenever there is an allocation change to the Pack, Reku makes it easy by providing a one-click automatic re-allocation feature, so that you can easily stay up to date with the latest moves in each strategy

# What's on Packs

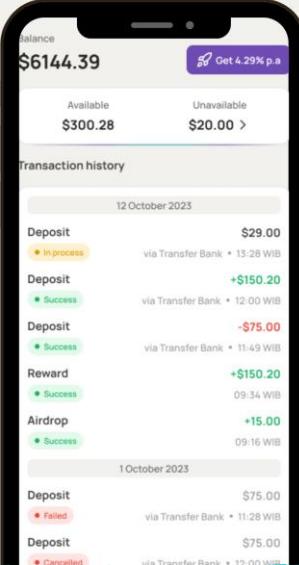


# Additional Features



## Extended Trading Hours

Enjoy **16 hours** of investing and trading experience in Pre-Market and After-Market hours



## Yield (Coming Soon)

**Yield** enable you to get higher return besides capital gain dan dividend. Reku's yield is among the best in class with **4.29% p.a.**



## Reku Power Rewards

Get up to **IDR 10 million** by joining our mission in investing in US Stock & Crypto.

# Supporting Features

## Fast KYC only in less than 5 Minutes

- Quick to be able to invest directly anytime, anywhere.
- There is certainty that the process will be successful or not in a short time, saving time.

## Quick Withdrawal, transferred in 5 Minutes

- Easy and fast to withdraw profits.
- No worries about pending transactions.

## 24/7 Live Chat

- Talk to human, not a bot in every hours when you need a help.
- Quickly get a solution to the problems you are experiencing.

# What do we want our audiences to understand

## Key messages :

**Big potential to diversify your investment in US Stocks.**  
**Be a Global Investor.**

The U.S. stock market is not only stable but also full of opportunities for those ready to take smart steps. Stocks from major sectors like technology, healthcare, and energy continue to perform well, offering a bright outlook for future investments. This is an ideal time to start investing or strengthen your portfolio.

With our app, you can easily access U.S. stocks and take advantage of this momentum for long-term gains. We provides easy access to the U.S. stock market but also includes educational features and tools to help users manage risks and make informed investment decisions.

We want everyone, from beginners to professionals, to **feel confident** in taking their next steps in global investing.

# Influencer Talking Points - Media & Macro KOL

## **Product Highlight :**

1. General App Review (Show the new UI, show the new button, features)

## **What we want to highlight :**

1. Educate about the potentials of investing in US Stocks, how it is beneficial for user to diversify their portfolio in growing stocks in S&P500
2. Showcase the **new user interface** and how easy it is to invest in US Stocks with Reku.
3. Reku is **trusted and credible app**, is certified by Bappebti, JFX, KBI
4. Highlighting the benefit of Hero features such as:
  - Free USD/IDR conversion
  - Collection of the best US stocks with Packs
  - Updated information in Insights
  - Best fees : 0.25% trading fee & FREE conversion IDR-USD

# Referral Bonus

Get extra commissions from every transactions of US Stocks/Crypto from people that use your referral code.

Crypto



Get  
**20% commission**

when a friend completes a transaction in Crypto Assets without any requirements.

US Stock



Get  
**10% commission**

when a friend completes a transaction in US Stocks that fulfill the requirements.

[See requirements](#)

# Do's and Don'ts

Do's	Don'ts
Position logo/product based on Reku's brand guidelines	Mention competitors' name
Mention what is Reku, our features and uniqueness	Provide market projection without clear reasons and analysis
Share positive experience in exploring US Stock as a potential asset to diversify your investment	Provide specific stock recommendation
Put down your <b>referral code</b> to make people easier in downloading your app.	

# Creative Guidelines

- Feel free to use your **authentic style** that fits with your personality and relate to your audience.
- Possible to use **Reku logo** anywhere in the visual (logo will be provided by Reku team).
- Other elements around the area that has similar color or neutral color i.e. black, beige, white. Avoid any color that associate with other brands.
- Recommend to also **showcase the app's screen**, specifically on US Stock page and features.
- In showcasing Reku's app screen, feel free to adjust with your style, whether you **showing your mobile phone from afar** while talking or you add screen share layer (on video format content).
- **Tag @reku\_id and use #BIJAKBERINVESTASI** Bareng Reku

# Scope Of Work

## 1. Social media post (stay for 1 month)

- 1 Instagram Feed Carousel
- Tag @Reku\_id.
- Use hashtag #BIJAKBERINVESTASI Bareng Reku
- Use Referral Code

## 1. Working process

- Reku to send the brief.
- KOL to propose the idea before production, as well as the timeline when to post.
- Reku to approve the proposal.
- KOL to produce the content.
- Reku to approve the content (can revise max 2x).
- KOL to post.
- KOL to share the report after agreed broadcast period.



# Thank You!

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Available on



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