

BRAND STORY NARRATIVE • INTERNAL REFERENCE • 2026

From potential to lasting value.

What Kantara is, who we serve, how the group works, and why
the whole journey matters.

Two short, parallel blue horizontal lines.

A clear answer to “What is Kantara?”

Kantara is an operating group that helps people with energy assets, land rights, or proven expertise turn what they have into trusted businesses—by connecting the data, funding, standards, field operations, buyers, and restoration work that are usually handled separately.

One operating partner
Across the life of a project

Five specialist companies
Each with a clear operating role

One accountable chain
Fewer gaps between contractors

One long view
From first survey to restored land

Not a passive holding company

Kantara helps set direction, standards, capital, and execution.

Not a broker

Kantara does more than introduce parties. It helps the work happen.

Not a loose vendor network

The businesses work under one group-level plan and accountability.

Not one product

The group connects technical work, energy, logistics, markets, and restoration.

Every energy project begins with questions.

What lies beneath the land?

Can the information be trusted?

Can the site be reached and supplied?

Will the business stand up to scrutiny?

What happens to the land when the work ends?

The problem is rarely a lack of potential. It is the number of disconnected pieces needed to make that potential work.

Surveyor

Understands one part of the ground

Logistics contractor

Moves cargo, not the whole project

Capital provider

Needs evidence and clear risk

Buyer

Needs reliable quality and delivery

RISK HIDES IN THE GAPS

Restoration team

Often brought in too late

Four vendors. Four invoices.
No one owning the whole result.

Each partner holds something real. Each is missing a different piece.

Concession and land-right holders

THEY HOLD

Rights, land, local knowledge, and resource potential.

THEY NEED

Reliable data, funding, compliance, field execution, buyers, and a restoration plan.

KANTARA HELPS

Turn the opportunity into a project that can be understood, funded, run, and closed responsibly.

Energy producers and site operators

THEY HOLD

Operating assets, production capability, and marketable output.

THEY NEED

Dependable supply, field logistics, equipment support, and routes to market.

KANTARA HELPS

Connect daily operations with the supply, movement, and buyers needed to keep work moving.

Technical experts and entrepreneurs

THEY HOLD

Deep knowledge, trusted methods, and years of practical experience.

THEY NEED

A stronger company structure, funding, governance, and access to larger customers.

KANTARA HELPS

Give expertise room to scale without taking away what makes it valuable.

Investors, buyers, and global partners

THEY HOLD

Capital, demand, technology, and access to wider markets.

THEY NEED

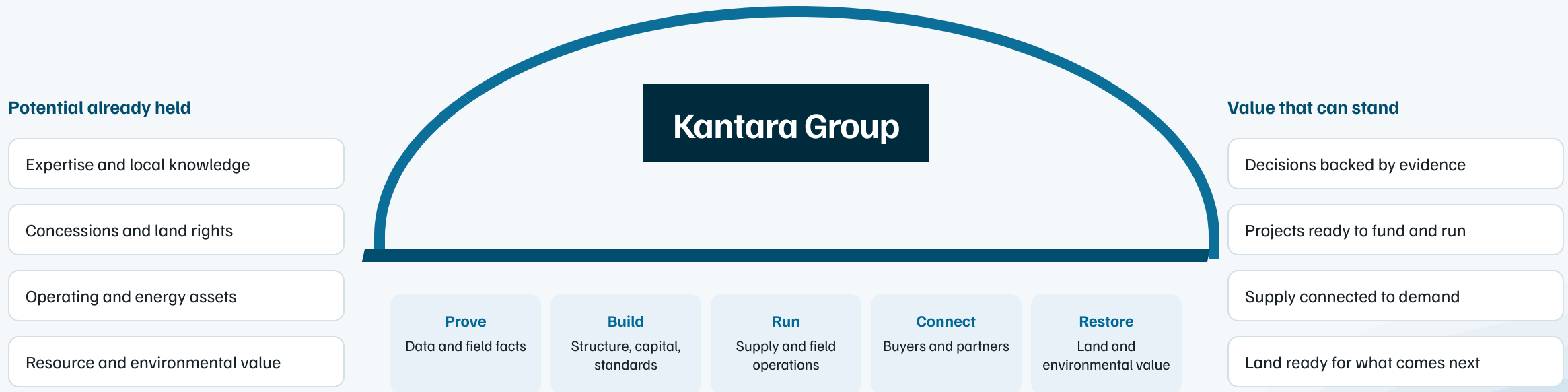
Verified opportunities, clear responsibility, compliant operations, and dependable local partners.

KANTARA HELPS

Make local potential easier to assess, trust, and work with.

Why they need the bridge: each side has something the other needs, but value is lost when no one manages the handovers between them.

The bridge is not an introduction. It is an operating model.



We add the missing pieces—and stay accountable for the gaps.

From the first question to the final handback.

Instead of asking a partner to coordinate separate vendors, Kantara connects the work under one group-level plan.



Different skills. One Kantara standard.



UNDERSTAND

Know the ground before committing.

Engineering, geoscience, survey, subsea, and GIS for clearer project decisions.



PERFORM

Secure resources. Protect performance.

Resource supply, market access, fuel optimisation, and support for hard-working assets.



SUPPLY

Bring gas to the point of use.

LNG and CNG supply, storage, regasification, and virtual pipelines for industry.



ACCOUNT & RESTORE

Make environmental value traceable.

Environmental instruments, renewable energy certificates, measurement, and restoration markets.



DELIVER

Keep critical cargo moving.

Freight, warehousing, customs, distribution, and project logistics.

KNTR turns five companies into one operating advantage.

K**Knowledge**

Read the field, test the facts, and make the opportunity clear before money and equipment move.

GEORAMA • KRI • GROUP DATA

N**Network**

Bring together access, relationships, capital, governance, and shared operating standards.

KANTARA GROUP • STRATEGIC PARTNERS

T**Trade**

Connect supply with buyers, set workable commercial terms, and protect the assets that keep value moving.

KIM • KEN • COMMERCIAL NETWORK

R**Reach**

Take energy, equipment, and critical cargo beyond fixed infrastructure and into the field.

KEN • ACSL • FIELD OPERATIONS

KNTR is what Kantara brings. BRIDGE is how Kantara works.

The work is not finished when the resource leaves the ground.

Kantara works across coal, gas, logistics, environmental markets, and transition solutions. We do not pretend these activities have no impact. We commit to understanding that impact, managing it with discipline, and planning what comes next.

Responsible energy should build a sound business, create room for people to grow, and leave the land ready for another use.

BEFORE OPERATIONS

Know the ground

- Measure conditions and risk
- Set clear responsibilities
- Plan compliance and restoration early

DURING OPERATIONS

Work with discipline

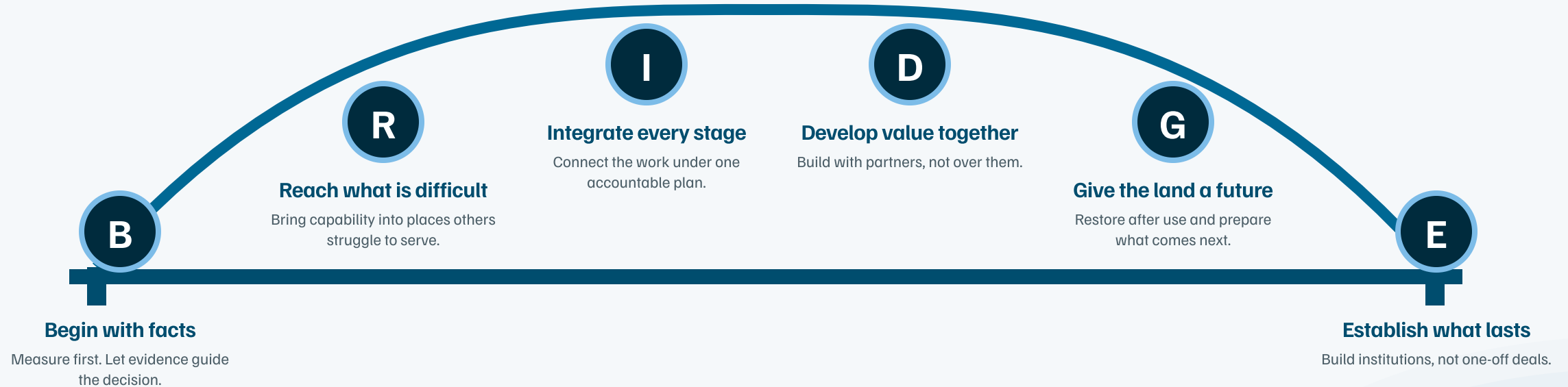
- Keep supply and logistics reliable
- Track agreed results
- Build local capability and opportunity

AFTER OPERATIONS

Leave a future

- Reclaim and restore land
- Verify environmental value
- Prepare the land for its next purpose

Six principles. One memorable way to work.



BRIDGE is not a slogan. It is the standard partners should feel at every handover.

To be Indonesia's most trusted bridge from overlooked potential to lasting value—beginning with energy and growing across the wealth held in its land and people.

BRAND PROMISE

One accountable partner from the first survey to restored land.

OPERATING COMMITMENT

Engineering Certainty: turn fragmented work into one system people can trust.

THROUGHLINE

From potential to proof. From first survey to restored land.

**Different industries. The same land.
The same discipline. A longer view.**

Who we are

Every energy project begins with questions. What lies beneath the land? Can the information be trusted? Can the site be reached and supplied? Will the business stand up to scrutiny? And when the work is finished, what will happen to the land?

Across Indonesia, many people already hold part of the answer. They have the expertise, land rights, concessions, operating experience, or assets. What they often lack is not potential. It is a clear path that brings all the pieces together.

Kantara Group helps build that path.

We work alongside the people who know their land and their industry. They bring knowledge, experience, and ownership. We bring reliable data, business structure, capital, support with legal and environmental standards, field operations, and connections to buyers.

Our role is to add what is missing—not to take over what makes our partners valuable.

“The problem is rarely a lack of potential. It is the number of disconnected pieces needed to make that potential work.”



The whole journey

Today, our focus is energy and natural resources. We connect mapping and exploration, field logistics, coal and gas supply, post-mining reclamation, environmental restoration, and carbon projects.

This means a concession or land-right holder does not have to assemble a long list of contractors and carry the risk between them. One group can help from the first survey to the day the restored land is handed back.

That final day matters as much as the first.

We know every energy project affects the land. We do not ignore that impact. We work to understand it, manage it responsibly, and prepare the land for what comes next.

For Kantara, responsible energy should do more than meet demand. It should build sound businesses, create opportunities, strengthen the people closest to the work, and leave lasting value after operations end.

Our work will not stop with energy. The same knowledge, operating discipline, and respect for the land can take us into food and agribusiness, then nature-based hospitality.

The industries may change. The principle will not.

Energy

Our focus and proving ground today

Food & agribusiness

The next use of land-based capability

Nature-based hospitality

Long-term value rooted in place

We do more than make introductions. We make the bridge work.

Use the same story at every length.

ONE SENTENCE

Kantara helps people with energy assets, land rights, or proven expertise build trusted businesses by connecting the data, capital, operations, markets, and restoration work they need.

THIRTY SECONDS

Energy projects often depend on many separate parties—surveyors, funders, suppliers, logistics firms, buyers, and restoration teams. The gaps between them create delay, cost, and risk. Kantara connects that work under one operating group, from the first survey to restored land.

CORE INVITATION

Bring us the potential. Together, we will build the path to lasting value.

Words to repeat

Facts before assumptions
One accountable partner
From first survey to restored land
Build with, not over
Proof, not adjectives
Value that lasts

Words to avoid

World-class
Revolutionary
Synergy without explanation
End-to-end without naming the stages
Green claims without evidence
Numbers without approval

VOICE

Clear enough for everyone. Precise enough for experts. Confident, but never louder than the evidence.

A brand story becomes real when the work keeps proving it.

Internal sources

- Kantara Brand Guidelines v1.0
- KIG Narrative Platform and KNTR Narrative Platform
- Kantara website operating model and five-company portfolio
- Current management direction: partner clarity, responsible energy, BRIDGE mission

This document is an internal narrative reference. Verify ownership, client, financial, certification, project, and environmental claims before external publication.

Story method and visual credits

Story structure follows a customer-as-hero arc: character, conflict, guide, plot, resolution, and moral.

HBS Online · What Is a Brand Story?

Jill Avery · HBS brand storytelling framework

Representative photography: NOAA, Abdul Basit, Markus Kammermann, César Badilla Miranda, syahmi syahir, and Lars Rathmann. Images are illustrative and are not presented as Kantara project evidence.

From potential to proof.
From first survey to restored land.

A decorative graphic consisting of two horizontal bars, one white and one blue, slanted to the right.