



**arena**

Serving quality food with amicable service within a pleasant ambiance has always been Arena Corporation's mantra since its establishment in 2002.

From there onwards, Arena Corporation has developed into one of the leading restaurant operators in Indonesia.

By 2025, Arena has successfully managed over 40 full-service restaurants spanning 8 distinct brands, and these numbers continue to grow. The selected brands epitomize the various acclaimed gastronomies across the world, such as Malaysian, Indonesian, Japanese, Thai, and Italian.



**arena**

WITH SEATING CAPACITY

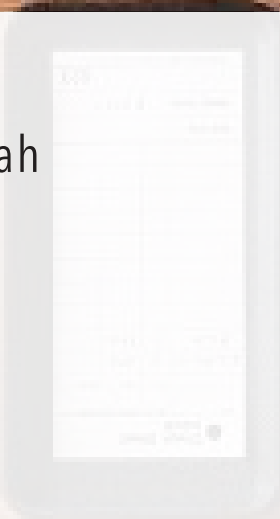
MORE THAN  
**5,200**

WE MANAGE TO SERVE

MORE THAN  
**2 MILLION**  
CUSTOMERS A YEAR

WITH HELPING HANDS OF

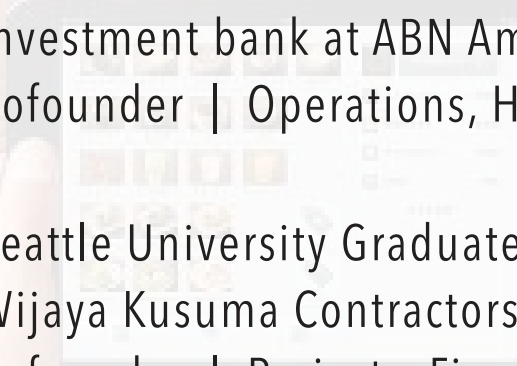
MORE THAN  
**1,300**  
EMPLOYEES



Wiyanto Alamsyah

Yale Graduate  
Investment bank at Wasserstein Perella, New York  
Cofounder | Strategy & Business Development

Petrus Sudjono



Cornell Graduate  
Investment bank at ABN Amro, Hong Kong  
Cofounder | Operations, HR & Marketing

Michael Utomo

Seattle University Graduate  
Wijaya Kusuma Contractors - Building Construction  
Cofounder | Projects, Finance & IT

## A BRIEF OF OUR BRAND PORTFOLIO



*seribu rasa*

penang**bistro**

**GREYHOUND**  
CAFÉ



MAISON  
**TATSUYA**  
TEPPANYAKI



**麵屋武蔵武骨**  
MENYA MUSASHI BUKOTSU



**GYU SHIGE**  
TOKYO YAKINIKU

**MASSILIA**  
CUCINA ITALIANA

牛カツ  
**京都勝牛**

Gyukatsu Kyoto Katsugyu



*seribu rasa*

Inspired by the region's prosperous culinary delights, Seribu Rasa (One Thousand Flavours) offers local dishes that spans across the whole breadth of our beloved Indonesia, as well as highlights of the richness of South East Asia's flavours.

Each traditional recipe is prepared with the freshest ingredients and is refined by our chef's culinary skills to bring our customers to an unforgettable gastronomic journey of "One Thousand Flavours."



Year established : 2008  
 Type of Cuisine : South East Asian  
 Segment : Middle to Upper-Mid  
 Number of Branches : 10  
 Total Seating Capacity : 1620 seats  
 Average Spend : USD 20



## OUR BRANCHES

“LEADING SOUTH EAST ASIA RESTAURANT  
 IN INDONESIA”

- 1 | MENTENG      2 | GANDARIA CITY      3 | CENTRAL PARK      4 | LIPPO MALL PURI      5 | LIPPO MALL KEMANG
- 6 | PLAZA INDONESIA      7 | LOTTE SHOPPING AVENUE      8 | GUNAWARMAN      9 | SUMMARECON BEKASI
- 10 | ARENA SQUARE GATOT SUBROTO      11 | ARENA SQUARE KEMAYORAN\*  
 opening soon



# penangbistro

Penangbistro honors the classic delicacies from the melting pot region of Malacca Strait. Its menu offers a variety of the region's best recipes prepared with the freshest ingredients, certain to please all age.

We distinguish ourselves by constantly updating this Peranakan gastronomy with a fresh take.

**THE FIRST AND  
MOST ESTABLISHED  
AUTHENTIC MALAYSIAN EXPERIENCE  
IN A CONTEMPORARY SETTING**

Year established : 2002  
Type of Cuisine : Malaysian  
Segment : Middle  
Number of Branches : 8  
Total Seating Capacity : 1580 seats  
Average Spend : USD 15



## OUR BRANCHES

1 | PAKUBUWONO

2 | KEBON SIRIH

3 | OAKWOOD RESIDENCES

4 | CENTRAL PARK

5 | PACIFIC PLACE

6 | KOTA KASABLANKA

7 | SENAYAN CITY

8 | GATOT SUBROTO

9 | ARENA SQUARE KEMAYORAN\*  
opening soon





# GREYHOUND CAFÉ

*THAI FOOD  
WITH A TWIST*

Just like Bangkok, Greyhound Café offers a mixture of tastes in culture and art. From conventional to contemporary, from street to couture, from local to international, all mixed together in a beautiful chaotic way. And just like Greyhound's style, all dishes are simple and easy with a creative twist.

The recipe itself originates diversely, from one's grandmother hand-me-down to a sudden innovation after a refrigerator raid at midnight. Sometimes one will also find a Greyhound reinterpretation on our favorites from the journey around the world.

Year established : 2017  
 Type of Cuisine : Thai & Thai-inspired  
 Western Cuisine  
 Segment : Middle  
 Number of Branches : 4  
 Total Seating Capacity : 900 seats  
 Average Spend : USD 15



## OUR BRANCHES

*a party without cake  
is just a meeting*

1 | GUNAWARMAN

2 | MENTENG

3 | SUMMARECON BEKASI

4 | ARENA SQUARE GATOT SUBROTO

5 | ARENA SQUARE KEMAYORAN\*  
opening soon

6 | AEON MALL BSD\*  
opening soon





MAISON  
**TATSUYA**  
TEPPANYAKI

Maison Tatsuya is a Japanese casual dining focused on Live Teppanyaki.

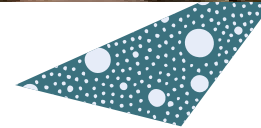
In a warm and friendly atmosphere, our chefs will serve freshly hot cooked dishes upon showcasing a live teppanyaki cooking on a hot flat griddle in front of the diners, combining the art of dining and entertainment.



Year established : 2014  
Type of Cuisine : Japanese Teppanyaki  
Segment : Middle  
Number of Branches : 8  
Total Seating Capacity : 350 seats  
Average Spend : USD 15



## OUR BRANCHES



1 | CENTRAL PARK

2 | KEBON SIRIH

3 | AEON MALL BSD

4 | GATOT SUBROTO

5 | PAKUBUWONO

6 | SUMMARECON BEKASI

7 | SOPO DEL TOWER

8 | AEON MALL DELTAMAS

9 | ARENA SQUARE KEMAYORAN\*  
opening soon



## CHARCOAL GRILL YAKINIKU FROM JAPAN

Gyushige opened its first restaurant in an old town of Fuchu, Tokyo in 1988. Japan was in the midst of the bubble era in the late 80s and the trend was "the More Expensive the Better." Contrary to the trend, the founder, Masakazu Takada, strived to serve delicious beef at a reasonable price. That's how Gyushige started. Gyushige's original concept was "to offer a Wagyu feast." Wagyu was a luxury item which was rarely served at home. The founder wished for guests to enjoy delicious wagyu with their family and friends at Gyushige. Today, we continue to strive to offer such experiences at our restaurants. We have introduced the authentic Yakiniku culture to the world. Today, there are total of 166 Gyushige restaurants in Japan and around the world. Gyushige has offered simple yet carefully selected delicious yakiniku at a reasonable price.



**GYUSHIGE**  
**TOKYO YAKINIKU**



Year established	: 2023
Type of Cuisine	: Japanese Yakiniku
Segment	: Middle to Upper-mid
Number of Branches	: 1
Total Seating Capacity	: 90 seats
Average Spend	: USD 15

## OUR BRANCH

1 | GATOT SUBROTO





# MASSILIA

CUCINA ITALIANA

• THE MULTI-AWARD WINNING PIZZA IN ASIA •

In 2015, two Italian chefs in Bangkok, driven by a longing for the authentic flavors of home, launched Pizza Massilia from a humble food truck. Their vision was to introduce the city to Italian gourmet pizza, crafted with artisanal ingredients sourced directly from Italy. Known for its creamy, light-textured pizzas, Massilia combines traditional techniques with innovative methods to achieve perfection.

As the brand grew, Massilia expanded into vibrant venues in RuamRudee and Sukhumvit 49, offering not only exceptional pizzas but also a modern take on diverse Italian cuisine. This commitment to culinary innovation and authenticity has earned Massilia numerous accolades, including 6th place on the 50 Top Pizza Asia-Pacific List and recognition from the Michelin Guide.

Today, Massilia Cucina Italiana is a celebrated name in Italian gastronomy, blending passion and tradition to create unforgettable dining experiences. From its roots as a food truck to becoming a multi-award-winning establishment, Pizza Massilia remains a tribute to the rich heritage of Italian flavors.



Year established	: 2023
Type of Cuisine	: Italian Cuisine
Segment	: Middle to Upper-mid
Number of Branches	: 1
Total Seating Capacity	: 110 seats
Average Spend	: USD 15

## OUR BRANCH

1 | GATOT SUBROTO



# #1 BEEF KATSU SPECIALTY RESTAURANT FROM JAPAN

Making "GYUKATSU" from Kyoto into the world's "GYUKATSU"

At Gyukatsu Kyoto Katsugyu, we're passionate about sharing the delicious for GYUKATSU with the world. We are proactively expanding from Kyoto to all of Japan and the world. We strive to pursue the deliciousness of GYUKATSU everyday and earnestly serve each and every plate so that one day, just like SUSHI, TEMPURA or RAMEN, Beef cutlet - GYUKATSU will become an iconic and beloved Japanese dish.

BEYOND ORDINARY KATSU

# 牛カツ京都勝牛

Gyukatsu Kyoto Katsugyu



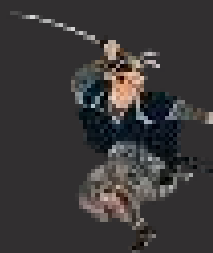


Year established : 2024  
Type of Cuisine : Japanese Gyukatsu  
Segment : Middle  
Number of Branches : 2  
Total Seating Capacity : 190 seats  
Average Spend : USD 15



## OUR BRANCHES

- 1 | ARENA SQUARE GATOT SUBROTO
- 2 | AEON MALL DELTAMAS
- 3 | PLAZA INDONESIA\*  
opening soon
- 4 | ARENA SQUARE KEMAYORAN\*  
opening soon
- 5 | AEON MALL BSD\*  
opening soon



# 麵屋武蔵武骨

MENYA MUSASHI BUKOYTSU

Known as the pioneer of new ramen culture in Japan, Menya Musashi continues to offer original flavor with unique style. Menya Musashi strives for craftsmanship from the preparation of ramen to the twist of concepts and/or taste as a form of respect to the local population. Nevertheless, every outlet will certainly serve the signature three broths, original white, spicy red, and black garlic.

Year established : 2018  
Type of Cuisine : Japanese Cuisine  
Segment : Middle  
Number of Branches : 2  
Total Seating Capacity : 180 seats  
Average Spend : USD 10



## OUR BRANCHES

1 | KOTA KASABLANKA

2 | SUMMARECON BEKASI



**ARENA SQUARE  
GATOT SUBROTO**







**ARENA SQUARE  
KEMAYORAN**



# ARENA SQUARE KEMAYORAN





# OUR SERVICES

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Each outlet is equipped with versatile dining area, customarily designed to cater assorted events, from fun birthday bash, intimate wedding ceremony, professional business meeting to successful product launch. Aspiring to provide a thorough experience, Arena accomodates catering service with various selections ranging from Eastern to Western fare.

## MULTINATIONAL COMPANY



## NATIONAL COMPANY



## SOME SELECTED CLIENTS

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# FIND US ON:



**@arenacorp**



**arenacorporation**

**[www.arenacorp.com](http://www.arenacorp.com)**

**ARENA CORPORATION**

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**(021) 5098 6149**



THANK  
YOU.