

ASCENTIUM SUCCESS STORY



admattic

Establishing Admattic in Indonesia Through End-to-End Business Setup

Client Challenge

Admattic, a global advertising and marketing company founded in the US, had already expanded into the UK, Mexico, and India when it set its sights on Southeast Asia in 2022.

Indonesia stood out as the right hub: a large, diverse market with regional ties to Malaysia and Singapore and a strong local talent pool. Entering it, however, meant navigating an unfamiliar regulatory landscape.

Obligations such as withholding tax were new to the team, alongside the practicalities of hiring local talent, securing work visas, and understanding how business operates in Indonesia.

Without a trusted local partner, Admattic risked compliance gaps that could slow or even derail its market entry. On the recommendation of an existing client, Admattic engaged Ascentium Indonesia to set up and run its local operations.



Company Name:
Admattic



Website:
www.admattic.com



Industry:
Advertising & Marketing



Location(s):
Indonesia



Client Since:
2022

Client Objectives

- Establish a compliant legal entity to serve as Admattic's Southeast Asia hub
- Secure work visas for foreign management
- Respond to tax authority requests for SP2DK with clear explanations and supporting documentation
- Build compliant payroll and accounting processes from day one
- Understand and meet local tax obligations, including withholding tax

How Ascentium Helped

- Handled company incorporation for Admattic in Indonesia.
- Managed work visas and set up payroll.
- Reviewed tax records and liaised with tax authorities for SP2DK.
- Provided ongoing accounting and tax compliance
- Guided through VAT registration after reaching the revenue threshold.



“When we were looking for a partner in Indonesia, Ascentium came highly recommended, and they have supported us from incorporation to visas, payroll, accounting, and tax. They brought a personal touch and helped us understand market nuances we didn't know about. ”

Advait Panchal,
Director, Admattic Indonesia



Client Benefits & Advantages

- Established a compliant Southeast Asia hub in Indonesia instead of relocating to another market
- Continuous partnership since 2022 across five service areas
- A single partner for setup, people, finance, and tax
- Early visibility of local obligations before they became problems
- Consistent service quality through a dedicated point of contact
- Compliance that scales with growth, including VAT registration



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