

Annual Report 2014



MAP
Mitra Adiperkasa

LAPORAN TAHUNAN 2014

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T H E P A S T . T H E P R E S E N T . T H E F U T U R E



Transformation
of MAP...

Masa Lalu - Masa Kini - Masa Depan | Transformasi MAP





the past

MAP was incorporated in 1995

Masa Lalu - MAP berdiri pada tahun 1995.....

brief history

PERTUMBUHAN KAMI

Major milestones of MAP

Sejarah Singkat/Peristiwa Penting MAP

1995

MAP was incorporated. Started with Sports (Sports Station and Golf House), before venturing into Fashion and Lifestyle with Next and Lacoste

1997

Foray into Kid's products with Kidz Station

2001

Diversified into Food & Beverage with Starbucks Coffee. Started operations of Garment Factory in Gunung Putri, Bogor

2004

IPO (Listing on Indonesia Stock Exchange)

2005

Best Managed Company in Indonesia - Asiamoney

2007

Best Managed Company in Indonesia - FinanceAsia

2011

Top 40 Companies in Indonesia - Forbes Indonesia

2012

Most Admired Companies in Indonesia - Fortune Indonesia
Best Capital Award (nomination) - Indonesia Stock Exchange
#1 Retail Company in Indonesia - SWA Magazine

2013

Nominated for Retailer of The Year (Emerging Market) - World Retail Congress

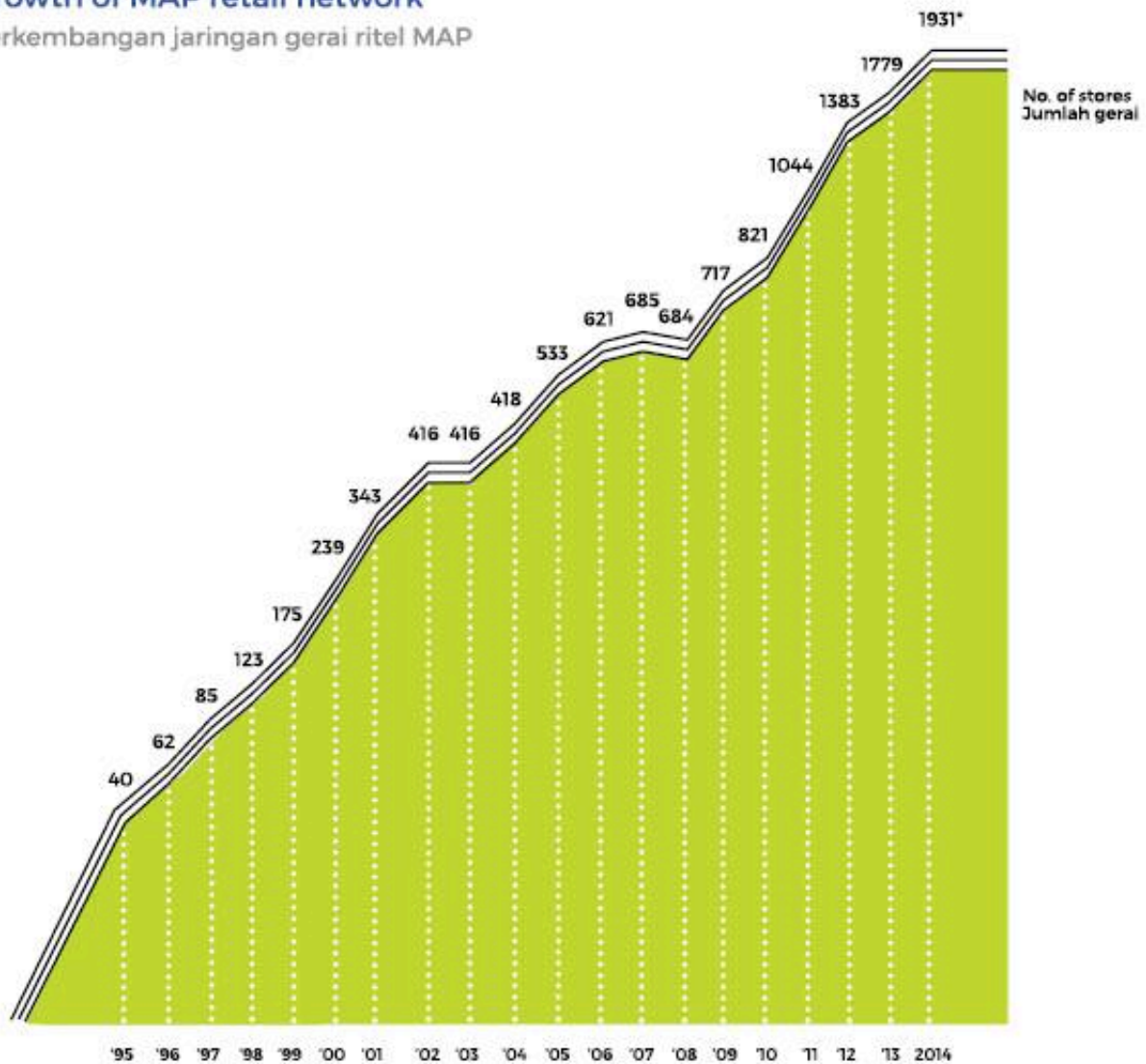
2014

Most Powerful & Valuable Company in Indonesia - (Retail) Warta Ekonomi Magazine

Ended the year with 1,931* stores in 64 Indonesian Cities and a portfolio of over 150 international brands
* includes 59 Domino's Pizza stores which are 49% owned by MAP and 51% by Everstone Capital

Growth of MAP retail network

Perkembangan jaringan gerai ritel MAP



* includes 59 Domino's Pizza stores which are 49% owned by MAP and 51% by Everstone Capital

1995 - Tahun pendirian. Berawal dengan ritel produk Sports (Sports Station dan Golf House), sebelum masuk ke bisnis *Fashion* dan *Lifestyle* dengan Next dan Lacoste // 1997 - Masuk ke bisnis *Kids* (mainan dan produk anak-anak) dengan Kidz Station // 2001 - Masuk ke bisnis *Food & Beverage* dengan Starbucks Coffee. Memulai operasi Pabrik Carmen MAP di Gunung Putri, Bogor // 2004 - Penawaran Saham Perdana (Terdaftar di Bursa Efek Indonesia) // 2005 - Meraih penghargaan 'Best Managed Company in Indonesia' dari majalah Asiamoney // 2007 - Meraih penghargaan 'Best Managed Company in Indonesia' dari majalah FinanceAsia // 2011 - Meraih penghargaan 'Top 40 Companies in Indonesia' dari majalah Forbes Indonesia // 2012 - Meraih penghargaan 'Most Admired Companies in Indonesia' dari majalah Fortune Indonesia. Dinominasikan dalam 'Best Capital Award' dari Bursa Efek Indonesia. Meraih penghargaan '#1 Retail Company in Indonesia' dari majalah SWA // 2013 - Dinominasikan sebagai 'Retailer of the Year (Emerging Market)' Award - World Retail Congress // 2014 - Meraih penghargaan 'Most Powerful & Valuable Company in Indonesia (sektor ritel)' dari majalah Warta Ekonomi. Mengakhiri tahun 2014 sebagai perusahaan ritel gaya hidup terkemuka di Indonesia dengan 1.931* gerai di 64 kota besar di Indonesia dan portofolio atas lebih dari 150 merek internasional

* termasuk 59 gerai Domino's Pizza dengan 49% kepemilikan oleh MAP dan 51% oleh Everstone Capital

The background of the entire page is a photograph of a pink brick wall. In the upper right corner, three large, light pink balloons are visible, partially cut off by the edge of the frame. Their shadows are cast onto the brick wall below them.

the present

Today, MAP is the leading lifestyle retailer in Indonesia....

Masa Kini - Saat ini, MAP adalah peritel gaya hidup terkemuka di Indonesia....



MAP today

SEKILAS MENGENAI MAP

As at 31st December 2014 | Per 31 Desember 2014

1,931
Retail Stores*
1.931 Gerai Ritel*

* includes 59 Domino's Pizza stores which are 49% owned by MAP and 51% by Everstone Capital
* termasuk 59 gerai Domino's Pizza dengan 49% kepemilikan oleh MAP dan 51% oleh Everstone Capital

Over
150
World Class Brands
Lebih dari
150 Merek Ternama Dunia



111
Retail Concepts
111 Konsep Ritel



Operating in

64

Cities in Indonesia

Beroperasi di 64 Kota
di Indonesia



Over

23,000

Employees

Lebih dari
23.000 Karyawan



vision & mission

VISI & MISI

Vision

To be the leading omni-channel retailer in Indonesia.

Menjadi perusahaan ritel *omni-channel* terdepan di Indonesia.



VWUOK
www



The vision and mission of the company have been reviewed and approved by the Board of Commissioners and Board of Directors.

Visi dan misi Perusahaan telah ditinjau dan disetujui oleh Dewan Komisaris dan Direksi.

Mission

To bring health, happiness and a more fulfilling lifestyle to our valued customers through our portfolio of world class brands and omni-channels.

Untuk mendukung kesehatan, kebahagiaan dan gaya hidup yang lebih memuaskan kepada pelanggan berharga kami melalui portofolio merek kelas dunia, dan *omni-channel*.

A full-page background image of a swimmer in a pool. The swimmer is wearing a black swimsuit and a red swim cap, and is positioned in the lower right, reaching forward. A red lane line is visible in the middle of the frame. The water is blue with some white foam or bubbles. The title 'our retail portfolio' is written in a large, yellow, handwritten-style font in the upper left. Below it, 'PORTOFOLIO RITEL' is written in a smaller, white, sans-serif font.

our retail portfolio

PORTOFOLIO RITEL

- Department Stores & Others
- Fashion & Lifestyle
- Fashion Footwear
- Food & Beverage
- Active (Sports & Leisure)
- Active (Kids)



Strong brand building and marketing expertise

A firm believer in the power of marketing, MAP spends significant budget on promoting its brands each year. Not surprisingly, MAP is the market leader in many segments including Department Store, Active (including Kids) and Fashion & Lifestyle. It is also a major player in Food & Beverage.

Kekuatan dalam membangun merek & keahlian pemasaran

Sebuah perusahaan yang percaya pada kekuatan pemasaran, MAP mengeluarkan anggaran yang signifikan dalam memasarkan merek-mereknya tiap tahun. Tidak heran, MAP adalah pemimpin pasar dalam banyak segmen usahanya termasuk *Department Store*, *Active* (termasuk *Kids*) dan *Fashion & Lifestyle*. MAP juga merupakan pemain utama dalam segmen *Food and Beverage*.

department stores & others





fashion & lifestyle

ZARA

PULL&BEAR

Stradivarius

Massimo Dutti

Bershka

ZARA HOME

MANGO

Miss Selfridge

BURTON
MENSWEAR
LONDON

NEW LOOK

Wollis

DOROTHY PERKINS

Brooks Brothers

WAREHOUSE



oasis TOPSHOP TOPMAN *Cath Kidston*
EST. LONDON 1991

next *Accessorize*
LONDON ● sunglass hut **DKNY**

MAX&Co. MARKS & SPENCER
LONDON

LOEWE **PINK**
THOMAS PINK
JEANIN STREET LONDON **TUMI** **PANDORA**
UNFORGETTABLE MOMENTS

FOREVER NEW **MaxMara** **WEEKEND**
MaxMara

NAUTICA BCBGMAXAZRIA BCBGGENERATION

SEPHORA **LACOSTE** fcuk **Deazigual**

rubi **COTTON:ON** **KIDS** Crabtree & Evelyn

kipling **CAMAÏEU** swatch **AMERICAN TOURISTER**
Since 1958

travelogue **Samsonite** **SPANX**
BY KARA BLANKLEY **h2o+**

for all mankind **TRUE RELIGION** *Club Culture*

BEN SHERMAN **PENSHOPPE** **SWAROVSKI**
(In Standalone Stores Only)

fashion footwear



LINEA®

STEVE MADDEN



NINE WEST

meets



STACCATO

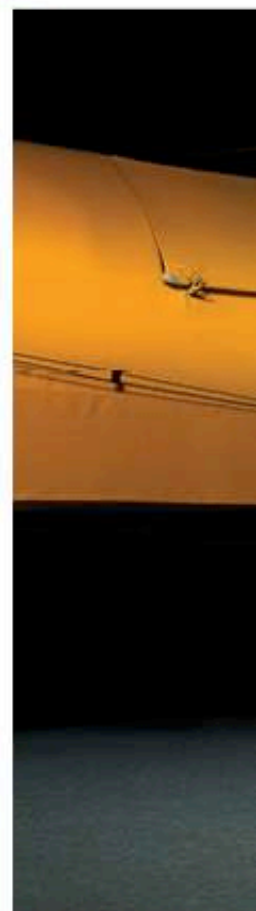
prettyFIT

BeetleBug



BIRKENSTOCK
MADE IN GERMANY - TRADITION SINCE 1774

TOMS
One for One







food & beverage



STARBUCKS®



[MAP:60.6%, EVERSTONE CAPITAL:39.4%]*



**Domino's
Pizza**

[MAP:49%, EVERSTONE CAPITAL:51%]*



*As at 31st December 2014 | Per 31 Desember 2014

active- sports & leisure

PLANET SPORTS

ROOKIE USA

**SPORTS
STATION**



the athlete's foot

ECCO

**THE SPORTS
WAREHOUSE**

SOCCER



STATION



ROCKPORT

speedo

CONVERSE

GOLF HOUSE
THE ULTIMATE IN GOLFING

SKECHERS

Payless
SHOESOURCE

new balance



Reebok



OAKLEY

Planet Girls

stride rite

adidas
(Selected Stores)

claire's

PLANET KIDS



active - kids

Barbie

EST. 1895
OSHKOSH
B'gosh

carter's
babies and kids

KIDZ STATION





MAP is more than just a retailer.

We are also the leading distributor in Indonesia for Active Brands!



Lebih dari sekadar peritel.
Distributor terkemuka di Indonesia untuk merek Active!
Mendistribusikan lebih dari 100 merek Active!



Distribution
over 100 Active brands!

active- distribution



SPORTS & HEALTH



LEISURE



TIMING / EYEWEAR



FOOTBALL FANWEAR



active-kids distribution







The future

The retail landscape in Indonesia has evolved rapidly.

We need a new game plan for sustainable long term profitable growth

Masa Depan

Sektor industri ritel telah berkembang pesat di Indonesia.

Perusahaan perlu mengembangkan strategi demi pertumbuhan jangka panjang yang berkelanjutan.....



A large, flowing yellow cursive script, possibly reading 'What's', serves as a background for the main title.

WHAT'S


A large, stylized yellow brushstroke graphic that starts from the left edge and sweeps across the page, passing behind the word 'NEXT?'.

NEXT?

Langkah Berikutnya?



Visi baru:
Untuk menjadi peritel *omni-channel* terkemuka di Indonesia...

A mural on a wall depicting an underwater scene. The top of the image shows a brick wall and a road with yellow lines. The mural itself is painted on a dark grey wall. It features a large, vibrant blue and white wave-like shape in the center. Below this, there are various colorful coral reefs in shades of red, orange, and purple. Several small fish are swimming in the blue water, and a single purple jellyfish is visible on the right side. The overall scene is a detailed and colorful representation of an underwater ecosystem.

New Vision:
To be the leading
omni-channel retailer
in Indonesia...



transfor

Our blueprint to transform MAP into the leading omni-channel retailer in Indonesia with all-round improvement in revenue, profitability and shareholder value.

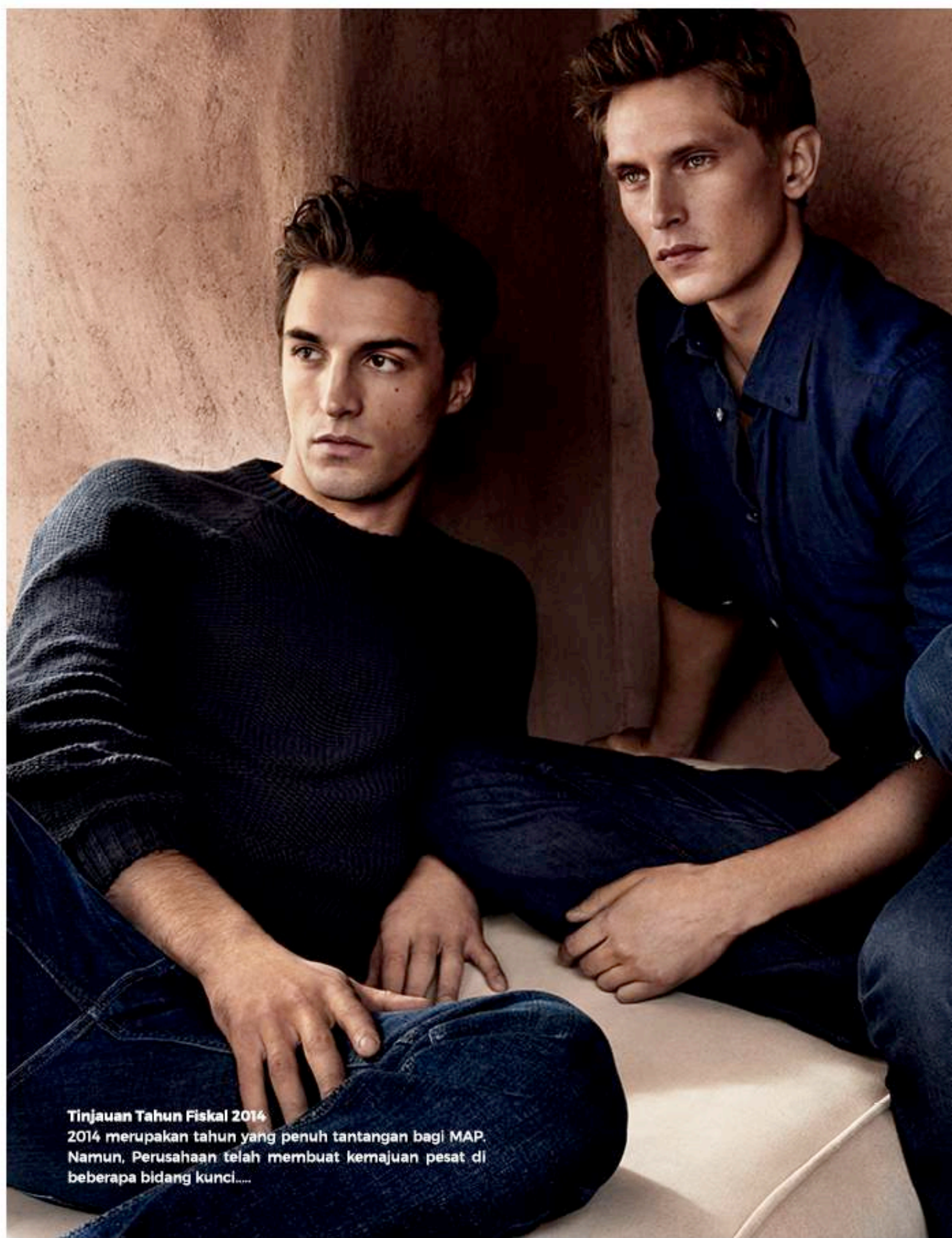
omni-channel

agenda 2014-2016

Agenda Transformasi 2014 - 2016

Blueprint Perusahaan untuk mengubah MAP menjadi peritel *omni-channel* terdepan di Indonesia yang disertai dengan peningkatan terhadap pendapatan, keuntungan dan nilai pemegang saham.

e-Commerce · Program CRM (*Customer Relation Management*) dan MAP *Gift Card* · Pusat Keunggulan · Peningkatan Efisiensi · KRA (*Key Result Area*) Pintar untuk Semua SFU (*Strategic Function Unit*) · Optimalisasi Inventori · Peningkatan Perangkat dan Otomatisasi Teknologi Informasi · Penekanan pada Pelayanan Pelanggan · Peningkatan Margin Kotor · Restrukturasi Organisasi



Tinjauan Tahun Fiskal 2014
2014 merupakan tahun yang penuh tantangan bagi MAP.
Namun, Perusahaan telah membuat kemajuan pesat di
beberapa bidang kunci.....



Review of Financial Year 2014

2014 was a challenging year for MAP.
But we made good progress in many
key areas.....