



PRESS RELEASE

For immediate release

MAP ANNOUNCES 58% JUMP NET PROFIT FOR FIRST HALF 2011

Company honored with 2 "Best in Asia" awards for excellence in HR and Branding

Jakarta, 27th July 2011 - Indonesia's leading lifestyle retailer, PT Mitra Adiperkasa Tbk (MAP) today announced its financial results for first half 2011. For first half 2011, the Company posted record net revenue growth of 23.8% to Rp 2,658 billion. Operating profit grew 42% to Rp 264.5 billion while net profit for half year 2011 was Rp 157 billion - a 58% increase over the corresponding period in 2010.

Commenting on the first half 2011 results, Corporate Secretary of MAP, Fetty Kwartati said, "Our excellent results underscore the strength of MAP's business model and brand portfolio as well as the strong purchasing power of our core customers - the middle to upper income group. With strong fundamentals and a solid business strategy that focuses on our core business and consumers, we are well positioned for new business opportunities and growth."

As at 30th June 2011, MAP operates a total of 931 stores in 27 major Indonesian cities. New retail concepts launched in the first half of 2011 include BCBG Maxazria, Stradivarius, Bershka, Travelogue, Max & Co, H.E. by Mango, Pandora and Payless.

A multi-award winning company, MAP was recently conferred the "Asia's Best Employer Brand" 2011 Award by Employer Branding Institute and World HRD Congress. The award was given in recognition of MAP's outstanding HR practices and contribution to talent management, talent development and talent innovation. With staff strength of over 12,500, MAP is currently one of the largest employers in the modern retail sector in Indonesia.

For excellence in branding and marketing, MAP was also honored with CMO Asia's "Asia's Best Brand" Award 2011. Apart from nurturing international brands under its wing, MAP has also created many in-house retail concepts (brands) which have excelled and gone on to become household names in Indonesia. These include Sports Station, Planet Sports, Golf House, Sports Warehouse, Kidz Station, TheFoodHall, Chatterbox, among many others.



About PT Mitra Adiperkasa Tbk

Major retail concepts under the group include:

- **Department Stores:** Debenhams, SEIBU and SOGO.
- **Fashion & Lifestyle:** Bershka, Dorothy Perkins, HE by Mango, Kipling, Lacoste, Linea, Loewe, Marks & Spencer, Massimo Dutti, MaxMara, Miss Selfridge, Nautica, Next, Pull&Bear, Samsonite, Stradivarius, Swatch, Topman, and Topshop
- **Sports:** Adidas Sports, Converse, Golf House, Payless ShoeSource, Planet Sports, Reebok, Rockport, Sports Station, The Athlete's Foot and The Sports Warehouse.
- **Food & Beverage:** Burger King, Chatterbox, Cold Stone Creamery, Domino's Pizza, Pizza Marzano and Starbucks.
- **Kids:** Barbie Boutique, Kidz Station and Oshkosh B'Gosh
- **Others:** Alun Alun Indonesia, and Kinokuniya.

Apart from retailing, the group is also the leading distributor of over 90 international brands including Reebok, Speedo, Converse, Diadora, Lotto, Airwalk, Superman, Batman, OshKosh B'Gosh and Thomas & Friends. More information about MAP can be found at www.map-indonesia.com

For further information, please contact:

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SIARAN PERS

Untuk Didistribusikan Segera

LABA BERSIH MAP MENINGKAT 58% UNTUK SEMESTER PERTAMA TAHUN 2011

Perusahaan menerima 2 penghargaan “Best in Asia” untuk prestasi di bidang SDM dan Pengelolaan Merek.

Jakarta, 27 Juli 2011 – Perusahaan ritel gaya hidup terkemuka di Indonesia, PT Mitra Adiperkasa Tbk (MAP) hari ini menyampaikan laporan keuangan untuk semester pertama tahun 2011. Perusahaan mencatatkan peningkatan penjualan bersih 23,8% menjadi Rp 2.658 milyar. Laba usaha tumbuh 42% menjadi Rp 264,5 milyar, sementara laba bersih untuk periode ini adalah Rp 157 milyar – meningkat 58% dibandingkan periode yang sama di tahun 2010.

Menanggapi pencapaian semester pertama ini, Corporate Secretary MAP, Fetty Kwartati menuturkan, “Pencapaian kinerja yang baik didasari pada kekuatan model usaha MAP dan portofolio merek yang kami miliki, juga kekuatan daya beli masyarakat yang menjadi pangsa pasar MAP, yaitu segmen menengah atas. Dengan fundamental yang kuat dan strategi bisnis yang matang, maka MAP berada di posisi yang kuat untuk berkembang dan meraih keberhasilan.”

Hingga akhir Juni 2011, MAP mengoperasikan 931 gerai yang tersebar di 27 kota di Indonesia. Sejumlah konsep ritel yang telah diluncurkan pada semester pertama tahun 2011 adalah BCBG Maxazria, Stradivarius, Bershka, Travelogue, Max & Co, H.E. by Mango, Pandora dan Payless.

Sebagai perusahaan yang telah meraih berbagai penghargaan, belum lama ini MAP juga menerima penghargaan “Asia's Best Employer Brand” tahun 2011 dari Employer Branding Institute dan World HRD Congress. Penghargaan ini diberikan kepada MAP atas keberhasilannya menjalankan program Sumber Daya Manusia serta kontribusinya dalam pengelolaan, pengembangan dan inovasi kemampuan SDM yang dimilikinya. Dengan lebih dari 12.500 karyawan, MAP saat ini merupakan salah satu perusahaan ritel moderen dengan jumlah karyawan terbanyak di Indonesia.

Keberhasilan MAP dalam pengelolaan merek dan pemasaran, dibuktikan melalui penghargaan “Asia's Best Brand” tahun 2011 dari CMO Asia. Di samping berhasil mengelola merek-merek internasional, MAP juga telah menciptakan konsep-konsep ritel sendiri yang sangat dikenal di Indonesia. Konsep ritel tersebut antara lain: Sports Station, Planet Sports, Golf House, Sports Warehouse, Kidz Station, TheFoodHall, Chatterbox, dan masih banyak lagi.



Sekilas tentang PT Mitra Adiperkasa Tbk

Konsep ritel yang berada di bawah Grup MAP adalah:

- **Department Stores:** Debenhams, SEIBU dan SOGO.
- **Fashion & Lifestyle:** Bershka, Dorothy Perkins, HE by Mango, Kipling, Lacoste, Linea, Loewe, Marks & Spencer, Massimo Dutti, MaxMara, Miss Selfridge, Nautica, Next, Pull&Bear, Samsonite, Stradivarius, Swatch, Topman, dan Topshop.
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- **Kids:** Barbie Boutique, Kidz Station dan Oshkosh B'Gosh
- **Others:** Alun Alun Indonesia dan Kinokuniya.

Selain dari usaha ritel, MAP juga merupakan distributor utama untuk lebih dari 90 merek internasional, di antaranya Airwalk, Batman, Converse, Diadora, Lotto , Reebok, Speedo, Superman, Thomas & Friends dan lain-lain. Informasi lebih lengkap tentang MAP dapat Anda peroleh di www.map-indonesia.com.

Untuk keterangan lebih lanjut, hubungi:

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