



MAP POSTS 61% JUMP IN NET PROFIT FOR 9M 2011

Jakarta, 27th October 2011 - Indonesia's leading lifestyle retailer PT Mitra Adiperkasa Tbk (MAP) today announced its financial results for 9M 2011.

Net revenue increased by 24% for 9M 2011 from Rp 3,393 billion to Rp 4,209 billion. Operating profit surged by 42% to a record Rp 430 billion - up from the Rp 302 billion achieved in 9M 2010. Net profit grew 61% from Rp 148 billion in the corresponding period in 2010 to Rp 238 billion.

Commenting on the 9M 2011 results, Fetty Kwartati, Corporate Secretary of MAP said, "Our solid results - together with the scale of our business - demonstrated the strength of our impressive diversified brand portfolio, strong bargaining power and tremendous growth prospect of MAP."

A multi-award winning company, MAP was recently voted into Forbes Indonesia's "A-List of Top 40 firms in Indonesia". This inaugural list of the top 40 best performing listed companies is a select group. Companies with less than USD 1 Billion sales were screened using multiple metrics such as five-year operating income growth, 5-year sales growth, one-year stock price change and three-to-five years EPS growth.

Separately, MAP was voted "Asia's Most Preferred Brand in Retail" in an award ceremony hosted by Asian Confederation of Businesses. This latest award came in the wake of another 2 recent awards: CMO Asia's "Asia's Best Brand" Award 2011 and "Asia's Best Employer Brand" 2011 (conferred by Employer Branding Institute and World HRD Congress). "We are deeply honored to be given all these awards," said Fetty. "They are strong testament to the strength of our management team and brand building expertise."



ABOUT PT MITRA ADIPERKASA TBK

As per September 2011, MAP operates 980 retail outlets in 37 cities of Indonesia. Major retail concepts under the group include:

- *Department Stores:* Debenhams, SEIBU, dan Sogo
- *Fashion & Lifestyle:* Pandora, BCBGMAXAZRIA, Bershka, Dorothy Perkins, HE by Mango, Kipling, Lacoste, Linea, Loewe, Marks & Spencer, Massimo Dutti, MaxMara, Miss Selfridge, Nautica, Next, Nine West, Oasis Pull and Bear, Samsonite, Sole Effect, Stradivarius, Swatch, Tumi, Topman, Topshop, and Warehouse
- *Sports:* Adidas sports, Converse, Golf House, Planet Sport, Reebok, Rockport, Sport Station, The Athlete's Foot dan The Sport Warehouse
- *Food & Beverage:* Burger King, Chatterbox, Cold Stone Creamery, Domino's Pizza, Pizza Marzano dan Starbucks.
- *Kids:* Barbie Boutique, Kidz Station dan 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

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LABA BERSIH MAP MENINGKAT 61% UNTUK 9 BULAN 2011

Jakarta, 27 Oktober 2011 – PT Mitra Adiperkasa Tbk (MAP), perusahaan ritel gaya hidup terkemuka di Indonesia hari ini mengumumkan pencapaian pendapatan pada sembilan bulan tahun 2011.

Pada periode tersebut di atas pendapatan bersih meningkat tajam 24% dari Rp 3.393 milyar menjadi Rp 4.209 milyar. Sementara laba usaha mencatat pertumbuhan 42% menjadi Rp 430 milyar – dari sebelumnya Rp 302 milyar yang raih pada sembilan bulan tahun 2010. Laba bersih meroket 61% dari Rp 148 milyar untuk periode sembilan bulan tahun lalu menjadi Rp 238 milyar untuk kurun waktu yang sama di tahun ini.

Menanggapi pencapaian perusahaan, Fetty Kwartati, Corporate Secretary MAP mengatakan, "Kinerja yang baik ini - seiring dengan skala bisnis perusahaan – menunjukkan kekuatan MAP yang tercermin dari keragaman portofolio usaha, *bargaining power* dan prospek pertumbuhan yang positif."

Sebagai perusahaan yang telah banyak memperoleh penghargaan, baru-baru ini MAP terpilih masuk dalam "A-List of Top 40 firms in Indonesia" versi majalah Forbes Indonesia yang menyeleksi 40 perusahaan publik dengan kinerja terbaik. Grup perusahaan dengan pendapatan di bawah USD 1 milyar diseleksi dengan metode *multiple metrics*, diantaranya pertumbuhan laba usaha dan pertumbuhan pendapatan selama 5 tahun, perkembangan harga saham selama satu tahun, serta pertumbuhan laba bersih per saham selama tiga sampai lima tahun.

MAP juga terpilih sebagai "Asia's Most Preferred Brand in Retail" dalam sebuah acara penerimaan penghargaan yang diselenggarakan oleh Asian Confederation of Businesses, yang melengkapi 2 penghargaan sebelumnya, yaitu CMO Asia's "Asia's Best Brand" Award 2011 dan "Asia's Best Employer Brand" 2011 (diselenggarakan oleh Employer Branding Institute dan World HRD Congress). "Kami sungguh merasa terhormat meraih berbagai penghargaan tersebut," tutur Fetty. "Prestasi ini merupakan bukti dari kekuatan tim manajemen dan kemampuan MAP dalam membangun serta mengembangkan merek."



Sekilas Tentang PT Mitra Adiperkasa Tbk (MAP)

Hingga akhir September 2011 ini, MAP mengelola 980 gerai di 37 kota di Indonesia. Konsep ritel yang berada di bawah Grup MAP adalah:

- *Department Stores* : Debenhams, SEIBU dan Sogo
- *Fashion & Lifestyle* : BCBGMAXAZRIA, Bershka, Dorothy Perkins, HE by Mango, Kipling, Lacoste, Linea, Loewe, Marks & Spencer, Massimo Dutti, MaxMara, Miss Selfridge, Nautica, Next, Nine West, Oasis, Pandora Pull and Bear, Samsonite, Sole Effect, Stradivarius, Swatch, Tumi, Topman, Topshop, dan Warehouse
- *Sports* : Adidas sports, Converse, Golf House, Planet Sport, Reebok, Rockport, Sport Station, The Athlete's Foot dan The Sport Warehouse
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- *Kids* : Barbie Boutique, Kidz Station dan Oshkosh B'Gosh
- *Others* : Alun Alun Indonesia dan Kinokuniya

Selain dari ritel, MAP juga merupakan distributor utama untuk lebih dari 90 merek internasional, diantaranya Reebok, Speedo, Converse, Diadora, Lotto, Airwalk, Superman, Batman, Oshkosh B'gosh and Thomas & Friends. Informasi lebih lengkap tentang MAP dapat Anda peroleh di www.map-indonesia.com.

Untuk informasi lebih lanjut, silakan hubungi:

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