

*For Immediate Release*

## MAP launches MAP EMALL

- *PT Mitra Adiperkasa Tbk (MAP) goes Omni-Channel, by launching MAP EMALL, the one-stop shopping destination in Indonesia offering exclusive international brands.*
- *MAP EMALL taps into Indonesia's booming eCommerce landscape, leveraging MAP's over 25 years of experience in retail industry with over 150 global brands and over 2,000 retail stores.*
- *MAP EMALL offers unique positioning targeting the middle and upper-middle consumer segments, with emphasis on Trust, Authenticity and a seamless Omni-Channel shopping experience.*
- *MAP EMALL would be a pioneer in the country in the Online to Offline space, as it has already started fulfilling from several of its stores and is aggressively pursuing omni-channel plans leveraging its vast network locations.*

**JAKARTA, 18 February 2016 – PT Mitra Adiperkasa Tbk (MAP)**, Indonesia's leading lifestyle retailer with a diversified portfolio of over 150 global brands and over 2,000 retail stores in more than 60 cities, officially launched today their online store **MAP EMALL** ([www.MAPEMALL.com](http://www.MAPEMALL.com)). The online store, MAP EMALL will carry MAP's extensive selection of globally renowned brands in fashion, sports, travel, lifestyle and kids categories. Leveraging MAP's over 25 years of experience in retail industry, MAP EMALL will offer about 20,000 SKU from over 100 international brands. Some of the brands which would be immediately available for online shopping include - Marks & Spencer, Lacoste, Mango, New Look, Nautica, Ben Sherman, Dr. Martens, Swatch, Birkenstock, Nike, Adidas, Reebok, Converse, New Balance, Asics, Marvel, Hasbro, Tumi, Samsonite and many more. With the launch of MAP EMALL, MAP's customers can shop online from anywhere in Indonesia. As an Omni-Channel experience, in future, the customers will also be offered choice to pick up/return, merchandise ordered online, using the vast retail network of MAP. The company also announced a strategic tie up with Standard Chartered Bank, to be its exclusive credit card partner for MAP EMALL offering great value to the bank's customer base.

"We are very excited as we begin our journey on our Omni-Channel vision through the launch of MAP EMALL and we would be one of the leading and trusted online sites in Indonesia, offering an extensive collection of international brands across categories. With the launch of MAP EMALL, all our customers in Indonesia will have access online from anywhere, to the latest styles and the widest range of brands from across the globe and they can shop without any concern of authenticity," said Mr. **V.P. Sharma**, **Chief Executive Officer of MAP Group** during the launch ceremony.

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“MAP has a clear and strong roadmap to integrate the whole company’s assets and strength in retail to offer a unified, wholesome and seamless Omni- Channel shopping experience for MAP’s loyal consumers,” adds Mr. Sharma.

MAP is committed to lead the latest trend in the retail and eCommerce industry, by tapping into the projection of eCommerce transaction value, which is estimated at \$24 billion by 2016 and \$130 billion by 2020, as stated by the Communications and Information Ministry. The Indonesian E-commerce Association (idEA) estimated that Indonesia’s growing middle class will boost the number of online shoppers to 10 million in 2016 and they would spend up to IDR 20 trillion (\$1.49 billion) online.

“At Standard Chartered, we strive to provide the best quality products and service to our customers, and innovation is at the heart of our commitment. For over 150 years since we started our first operation back in 1863, we have continuously introduced various ‘first-in-market’ products, catering different needs of –not only our customers—but Indonesia people in general. Introduction of ATM machine with special feature for visually impaired people, as well as our Breeze mobile banking applications, to name a few. We are very proud to be part of this new collaboration with MAP EMALL as this will embark our customers into a more exciting experience in banking,” added **Standard Chartered Bank Indonesia Chief Executive Officer Shee Tse Koon.**

The pricing of merchandise on MAP EMALL will be similar to brick and mortar stores while there may be additional exciting promotions online for MAP’s customers frequently. MAP’s customers thus can now shop online with great peace of mind retaining the same trust on MAP brands and without worrying about the authenticity of merchandise shopped online. MAP EMALL will also soon launch its mobile apps on iOS and Android. In the coming months, more MAP brands would join exclusively on MAP EMALL, offering even more exciting options for the customers.

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### **About PT Mitra Adiperkasa Tbk**

Incorporated in 1995, MAP achieved phenomenal growth over the years culminating in its IPO in November 2004. Today, MAP is the leading lifestyle retailer in Indonesia with over 2,000 retail stores and a diversified portfolio that includes sports, fashion, department stores, kids, food & beverage and lifestyle products. Some of our iconic brands include Starbucks, Zara, Marks & Spencer, SOGO, SEIBU, Debenhams, Oshkosh B’ Gosh, Reebok, among many others. Listed on the Indonesia Stock Exchange, with over 23,000 employees, MAP was voted Fortune Indonesia’s Most Admired Companies (Top 20) in 2012 and Forbes Indonesia’s Top 40 Companies in 2011. Apart from retailing, MAP is also a leading distributor for sports, kids and lifestyle brands. Please visit the Company official website: <http://www.map.co.id>.

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### **About MAP EMALL**

MAPEMALL.COM.com is the one-stop online lifestyle shopping destination in Indonesia offering about 20,000 SKU from more than 150 globally-renowned brands in categories - fashion, sports, travel, kids, lifestyle, department store, home and beauty products. MAPEMALL.COM.com is a part of the PT Mitra Adiperkasa Tbk. (MAP) group, the leading lifestyle retailer in Indonesia with over than 25 years experience.

*Take a step toward now in setting your own trend and hype with MAP EMALL.*

- Website : <http://www.mapemall.com/>
- Facebook : [www.facebook.com/MAPyourstyle](http://www.facebook.com/MAPyourstyle)
- Twitter : [@mapyourstyle](https://twitter.com/mapyourstyle)
- Instagram : [@mapyourstyle](https://www.instagram.com/mapyourstyle)

### **About Standard Chartered**

We are a leading international banking group, with around 86,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good. Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

As one of the oldest banks in Indonesia, Standard Chartered Bank has over 150 years of operations dating back to 1863. With 26 branch offices in 7 major cities in Indonesia and a network of over 30,000 shared ATMs, making the Bank as one of the international banks with widest geographical footprints in the country. Standard Chartered also invested some shares in PermataBank.

For more information please visit [www.sc.com](http://www.sc.com). Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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