



## **PRESS RELEASE**

**For immediate Release**

### **MAP EXTENDS BRAND PORTFOLIO WITH CLARKS**



Jakarta, 5<sup>th</sup> November 2018 – PT Mitra Adiperkasa Tbk (MAP), the leading lifestyle retailer in Indonesia today announces that it has agreed to partner with Clarks, the leading global casual footwear brand in Indonesia.

PT Map Aktif Adiperkasa Tbk (MAPA), the subsidiary of MAP will be in-charge of building the Clarks brand in the market capitalizing on its retail expertise, implementing the new brand strategic direction by offering consumer products adapted to their lifestyle and income levels.

“Consumers will begin to see the first Clarks stores showcasing the latest retail concepts before the end of this year,” said Fetty Kwartati, Head of Corporate Communication of MAP.

Jack Quinlan, Asia Pacific Regional President of Clarks added, “We are proud to be partnering with MAP, tapping on their expertise of the Indonesian market to offer Indonesian consumers a whole new Clarks experience. Our latest retail concepts will be rolled-out in the coming months. Our product collections will be made available at the same time as Singapore and priced competitively.”

This new partnership aims at establishing Clarks as a significant footwear brand in Indonesia, enabling the company to widen its consumer base and market share. The brand is expected to be sold in more than 100 points of sales within the first 5 years of partnership.

#### **About PT MITRA ADIPERKASA Tbk**

MAP is one of Indonesia’s biggest retail conglomerates. It was incorporated in 1995 and is listed on the Indonesian Stock Exchange. As of September 2018, MAP operates 2,014 retail outlets in 70 major cities throughout Indonesia. The major retail concepts under the group among others: **Department Stores:** Sogo, Seibu and Galleries Lafayette; **Fashion & Lifestyle:** Zara, Marks & Spencer, Topman, Topshop, Kipling, Lacoste, Nautica, Massimo Dutti, Staccato, Crabtree & Evelyn, Swarovski, Zara Home and Sephora; **Sports:** Converse, Golf House, Payless ShoeSource, Planet Sports, Reebok, Rockport, Skechers, Sports Station, The Athlete's Foot, Clarks and Lego; **Food & Beverage:** Starbucks, Burger King, Domino’s Pizza, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva and Paul Bakery; **Kids:** Kidz Station, Oshkosh B’Gosh, and Carter’s; **Others:** Kinokuniya and Alun Alun Indonesia. For more information about MAP please visit [www.map.co.id](http://www.map.co.id).

## **About Clarks**

C&J Clark Limited, owners of the Clarks brand, is the privately-held shoemaker founded in Street, Somerset in the UK by the Clark family in 1825, with its global headquarters still based in Street. Clarks has always been renowned for its craftsmanship and position as the leading shoe expert on the high street for shoppers since 1825 with an archive of more than 22,000 styles.

This archive contains shoes that have sparked a revolution, defined a generation and captured the imagination. Like the iconic Clarks Desert Boot, designed by Nathan Clark and was launched in 1950. Its appeal endures to this day. And then, there's Nature, a ground-breaking sports casual hybrid that made its debut in the late 1980s. It has been redefined and redesigned and has recently been reborn. And then, there's Trigenic Flex, the crafted innovation that's a modern classic in the making.

With a turnover of £ 1.5 billion, Clarks is a global business operating retail, wholesale, franchise and online channels in over 100 markets worldwide through 22,000 distribution points supported by 13,000 employees across the world. For more information about Clarks please visit [www.clarks.com](http://www.clarks.com)

**For more information, please contact:**

**Fetty Kwartati – Head of Corporate Communication**

**PT Mitra Adiperkasa Tbk**

Sahid Sudirman Center 30th fl.

Jl. Jend. Sudirman Kav. 86

Jakarta 10220

Phone: 021 8064 8567, Fax : 021 574 0150

Email : [fetty.kwartati@map.co.id](mailto:fetty.kwartati@map.co.id)