

digimap

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PRESS RELEASE

For immediate Release

MAP TO OFFER APPLE PRODUCTS THROUGH DIGIMAP RETAIL STORES

Jakarta, 5th of September 2019 – PT Mitra Adiperkasa Tbk (MAP), the leading lifestyle retailer in Indonesia today announced it is an Apple Authorized Reseller. MAP through its retail stores branded ‘DIGIMAP’, will offer extensive range of Apple products including iPhone, iPad, Apple Watch and Mac. The company’s MAPCLUB customer loyalty program, MAP Gift Voucher and MAP Retail Academy will further enhance the customer choice and experience. MAP also intends to open apple "Shop-in-Shop" concepts in SOGO department stores and Planet Sports, leveraging its existing retail network.

“We’re delighted to be named an authorized distributor and reseller of Apple products and our teams are committed to creating an exceptional and engaging customer experience. Apple’s exciting products combined with our extensive retail network and outstanding service, will offer Indonesians a world class destination from which to buy their favorite devices,” said Fetty Kwartati, Head of Corporate Communications at MAP.

About PT Mitra Adiperkasa Tbk

MAP operates more than 2,000 retail outlets in over 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, and Clarks; 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, Carter’s and Lego; Others: Kinokuniya and Alun Alun Indonesia. For more information about MAP please visit www.map.co.id.

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