

MAP PRESENTS THE REMARKABLE FURNITURE BRAND INDEX LIVING MALL IN INDONESIA

Press Release

for Immediate Release

Jakarta, 22 September 2021 – PT Mitra Adiperkasa Tbk (MAP), the leading lifestyle retailer in Indonesia with a portfolio of more than 150 brands, presents Index Living Mall as an icon for furniture products in Indonesia. Index Living Mall is the largest manufacturer and retailer of home furnishing products in Thailand, brought by MAP to meet the needs of the Indonesian market. Index Living Mall will be available in SOGO Department Stores; at Plaza Senayan and Kota Kasablanka by the end of this year.

By occupying an area of approximately 1,550 sqm at SOGO Plaza Senayan and 1,400 sqm at SOGO Kota Kasablanka, Index Living Mall provides a wide range of home products, from home furniture, home décor to appliances created by world-class designers. Our products used certified environmentally friendly materials and produce with the best technology. SOGO Department Store, a one-stop shopping destination in Indonesia, is fully committed to satisfy all the needs and desires of all consumers.

Handaka Santosa, as Managing Director of SOGO Department Store Indonesia, said that as the main shopping destination, SOGO not only favors fashion items; the presence of Index Living Mall will also complement the needs for furniture & home decoration at SOGO, as well as deliver added value by providing a special designer team to provide advice, design & optimal service.

"All products in Index Living Mall are eco-friendly. All furniture and accessories have also met the European Standard, which supports a healthy lifestyle because the products have a very low chemical content," **said Arnolda Ratnawati Sidarta, as Marketing Director of SOGO Department Store Indonesia**.

Arnolda also added that having more than 4.4 million MAP Club members will help Index Living Mall to reach Indonesia's vast potential market, by providing direct services and communication to the membership network.

ABOUT INDEX LIVING MALL

With more than 40 years of business experience, Index Living Mall is the largest retailer of household furniture products in Thailand that has a desire to provide the best quality home furnishings and the most comprehensive services to respond to the lifestyle of today's modern consumers. Index Living Mall has 31 outlets, more than 45 furniture showrooms, and online platforms throughout Thailand, and will expand its reach to the Indonesian market.

Index Living Mall offers a range of products ranging from household furniture, office furniture, household appliances, home decorations, to services, which have the best products, values, designs, quality, impressions, and offers in their fields.

ABOUT SOGO DEPARTMENT STORE INDONESIA

As one of the department stores in Indonesia that has maintained its existence for more than 30 years, SOGO Indonesia Department Store is operated professionally by PT Panen Lestari Indonesia, a subsidiary of PT Mitra Adiperkasa Tbk. SOGO offers a wide range of local and international products, including Cosmetics and Fragrances, Ladies' and Mens' Fashion, Kidswear, Accessories, and Homeware. SOGO outlets were first opened in 1990 in Jakarta and have grown to 19 outlets strategically spread across eight major cities in Indonesia. As one of the most successful retail concepts in Indonesia, SOGO aims to meet the needs and lifestyles of people in Indonesia and strive to be affordable and available to everyone.

SOGO outlets are currently available at Mall Kelapa Gading, Plaza Senayan, Pondok Indah Mall 2, Emporium Pluit, Central Park, Kota Kasablanka, Lippo Mall Puri for the Jakarta area, Alam Sutera Mall and Supermall Karawaci for the Tangerang Area, Paris Van Java Bandung, Plaza Tunjungan 4, Galaxy Mall and Pakuwon Mall for the Surabaya area, Bali Collection and Bali Discovery for the Bali area, Sun Plaza Medan and Delipark Medan, Big Mall Samarinda, Pentacity Balikpapan Superblock for the Kalimantan area.

ABOUT PT MITRA ADIPERKASA TBK

MAP has a portfolio of more than 150 world-class brands from department stores, sports, fashion, kids, food & beverage to lifestyle. As at end of June 2021, MAP operates more than 2,300 retail outlets in 79 cities in Indonesia. The main retail concepts managed include; Department Stores: Sogo, Seibu, The FoodHall; Fashion & Beauty: Zara, Marks & Spencer, Kipling, Nautica, Massimo Dutti, Swarovski, Zara Home, Boots, Sephora; Active (Sports & Leisure): Sports Station, PlanetSports.Asia, Converse, Golf House, Reebok, Skechers, Onitsuka Tiger, Staccato, Clarks; Kids: Kidz Station, Smiggle, Lego; Digital: Digimap, Digiplus; Food & Beverage: Starbucks, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva, Genki Sushi, Burger King, and Domino's Pizza; Others: Alun Alun Indonesia. For more MAP information, please visit www.map.co.id.

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