



MAPI MULTI CHANNEL RETAIL STRATEGY SHOWS Q3 SALES BOOST

Jakarta, October 31st, 2022: PT Mitra Adiperkasa Tbk (MAPI), the leading multi-channel brand commerce retailer in Indonesia, reported record 9M sales growth and net profit, with spectacular momentum across almost all its business segments.

For the consolidated 9M, net revenue grew 55.8% to Rp18.8 trillion from Rp12.1 trillion, with GPM improved to 45.1% from 41.6% in the same period last year. Operating profit surged to Rp2.2 trillion from Rp388.4 billion, and EBITDA reached Rp3.9 trillion, an improvement from the Rp2 trillion posted in the same period in 2021. Meanwhile, net profit jumped to Rp1.8 trillion from net loss of Rp114.8 billion.

“Our strong third quarter results demonstrate our ‘Resilience and Re-imagination of MAP Retail’ as we emerge from the pandemic and forge ahead with long range growth plans across all facets of commerce whether our proprietary online and offline channels, or independent market places and SME distribution,” stated Ratih D. Gianda, VP Investor Relations, Corporate Communications and Sustainability of MAP Group.

“In addition, we are strengthening relationships with our leading international brand partners by investing in new technological store capabilities, with digitally enhanced features that encourage a more seamless omni channel experience for our shoppers.”

Group sales growth was particularly apparent across Sports and Leisure, Fashion, Health and Beauty, Food and Beverages, and Digital Appliances. During the quarter, 91 new stores were opened including Foot Locker, Skechers, Boots, some Amore Pacific brands, Digimap, Starbucks, and Subway.

Said Ratih, “In an increasingly direct to consumer world, we continue to re-imagine how we can connect with shoppers at a diverse range of retail touch points. In 2022, our businesses have a new paradigm where they attract consumers offline and online, mobile app engagement, in the mall, the street, the airport, or even drive-thru. MAPI want to be ‘everywhere’ to ensure we can meet our customers’ most convenient options for how to purchase our brands.”

The Group consolidated its online retail penetration with its 25 proprietary stand-alone sites supplemented by presence on 9 third-party market places and 3 food delivery platforms. Digital sales contribution reached 9.5% of sales for Q3 and YTD sales, respectively.

MAPI's higher gross margin in Q3 reflected the process of ongoing improvements in its data analytics and merchandise planning programs. Each quarter has seen further leverage in Group profits and stock turns as the business utilizes data to refine investments against the best-selling brands and products.

“Our capacity to absorb and utilize data has improved immensely year on year” advised Ratih. “It has created a much faster selling cycle for MAP which ultimately yields higher profits from pushing our best-selling products, at higher margins, more quickly, to our best customers. The end result has meant more newness at retail, and our lowest ever levels of aging merchandise.”

Ratih concluded, “We are hopeful that the resilience and re-imagination of MAP will enable us to overcome the current uncertainties. While there is much to do, whether domestically or growing our ASEAN business, we are positive that we have a successful model which will give us the best opportunity to gain substantial future growth.”

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 of September 2022, MAP operates more than 2,500 retail outlets in 79 cities across Indonesia. The main retail concepts managed include; **Department Stores:** Sogo, Seibu, The FoodHall; **Fashion & Beauty:** Zara, Marks & Spencer, Kipling, Cotton On, Mango, Massimo Dutti, Swarovski, Zara Home, Boots, Sephora; **Active (Sports, Leisure & Kids):** Sports Station, PlanetSports.Asia, Foot Locker, Converse, Golf House, Reebok, Skechers, Onitsuka Tiger, Staccato, Clarks, Kidz Station, Smiggle, Lego; **Digital:** Digimap, Digiplus; **Food & Beverage:** Starbucks, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva, Genki Sushi, Subway; **Others:** Alun Alun Indonesia. For more information about MAP please visit www.map.co.id.

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