



Press Release

For Immediate Release

PT MITRA ADIPERKASA TBK INTRODUCES THE ARRIVAL OF KAJA BEAUTY AT SEPHORA

Jakarta, 19 March 2023: PT Mitra Adiperkasa Tbk (MAP) is set to introduce KAJA Beauty to the Indonesian market through Sephora, heralding a new era for Korean makeup brands in Indonesia. Renowned for its charming packaging and practical product design, KAJA will be exclusively offered across all Sephora stores in Indonesia from mid-March onwards. The inclusion of KAJA in the roster of MAP brands further solidifies MAP's position as a key player in global brand retail within Indonesia.

The arrival of KAJA Beauty adds a variety to the Indonesian beauty industry, fulfilling the growing demand for high-quality, international makeup brands. As customers explore the diverse range of KAJA products, they will discover a world where creativity knows no bounds and self-expression is limitless. KAJA offers multi-tasking, multi-benefit and easy to apply products that do the work for consumers. KAJA is a clean cosmetic brand with its vegan ingredients.

MAP's commitment to bringing top-tier beauty brands to Indonesian consumers continues to shape the retail landscape, offering a seamless blend of luxury and accessibility. With KAJA's debut on Sephora shelves, beauty lovers can look forward to a transformative experience that celebrates individuality and empowers self-confidence.

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 September 2023, MAP operates more than 3,000 retail stores in over 80 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.



About KAJA Beauty

KAJA [*pronounced "kah-jah," means "let's go" in Korean*] IS K-BEAUTY FOR EVERYONE, regardless of **skin type, skin tone**, age, body type or pronoun. KAJA believes beauty should strike a balance between playful, efficacious, subtle, and serious. From adorable packaging to sensorial formulas, Kaja creates made-to-play products packed with Korean innovation that go wherever your imagination takes you. Kaja offers **multi-tasking, multi-benefit** and **easy to apply products** that do the work for you. KAJA is a clean cosmetic brand with its vegan ingredients, Kaja provides makeup inspiration and fun to Gen-z with innovative formula and creative packaging. Being **the first K-Beauty color brand exclusive to Sephora USA** since 2018, Kaja CEO & Founder, Dino Ha Hyung Seok is devoted to bringing the agility of the K-Beauty craze to an international audience.

Media Contact

Tania Lengkana Eka

PT Mitra Adiperkasa Tbk

0811 166 424

tania.eka@map.co.id

Okke Wulandari

PT Mitra Adiperkasa Tbk

0856 1238 241

okke.wulandari@map.co.id

