

MAP
active

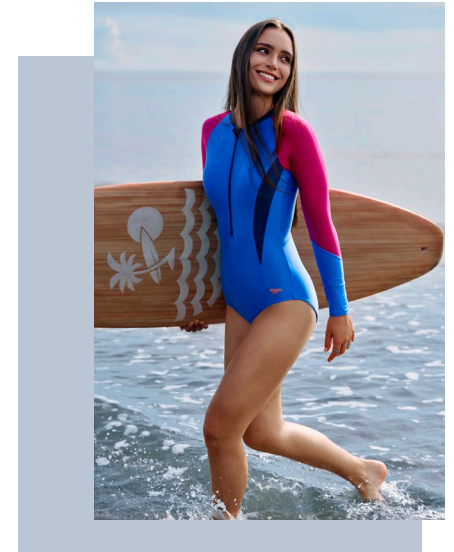
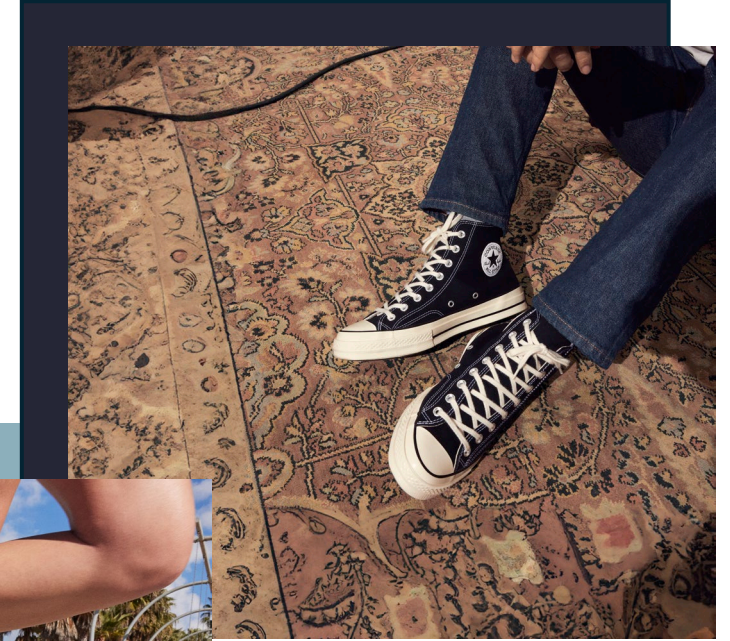
UNAUDITED RESULTS

Q1 2025



TABLE OF CONTENTS

1. INDONESIA MACROECONOMIC INDICATORS
2. OVERVIEW OF MAP GROUP
3. Q1 2025 FINANCIAL HIGHLIGHTS
4. STRATEGIES FOR 2025 & BEYOND
5. APPENDIX



INDONESIA MACROECONOMIC INDICATORS

The company continues to monitor macroeconomic developments closely and will maintain flexibility in its investment strategy to protect against major adverse conditions.

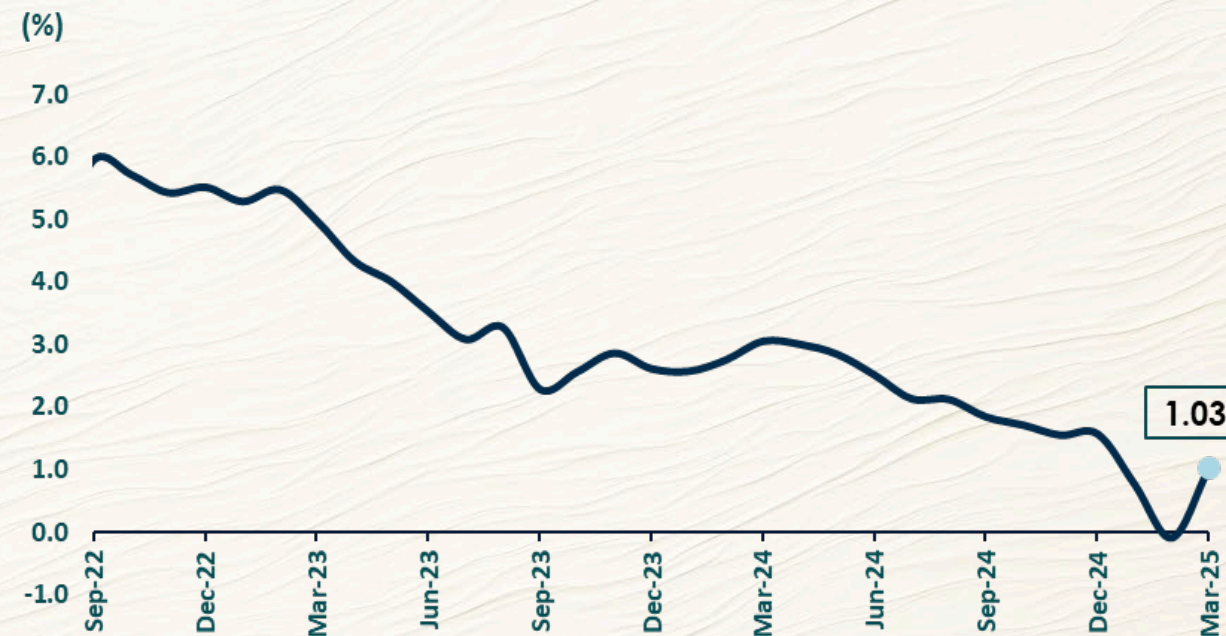
Indonesia GDP growth (%YoY)

Quarter	Q1	Q2	Q3	Q4
2019	5.1	5.1	5.0	5.0
2020	3.0	-5.3	-3.5	-2.2
2021	-0.7	7.1	3.5	5.0
2022	5.0	5.4	5.7	5.0
2023	5.0	5.2	4.9	5.0
2024	5.11	5.05	4.95	5.02
2025	4.87			

GDP Growth Projection 2025: 4.7% (Source: IMF)

Source: <https://www.bps.go.id/>

INFLATION



Source: <https://www.bi.go.id/>

OUR STORY.



Started operation by opening the first Sports Station & Golf House Store

- **50 Stores**
- First Royal Sporting House store



Opening of Kidz Station, Planet Sports, and The Athlete's Foot stores

200
Stores

1991

- Initial Public Offering
- Acquisition of Astec



1997

- **780 Stores**
- MAA partners with CVC Capital Partners

1999

- **500 Stores**
- Payless ShoeSource store launch



2001

2018

2015

2008

2019

Launch in Vietnam



2020

Expansion to the Philippines and Thailand

2021

1,195
Stores

2022

- Expansion to Singapore and Malaysia
- Opening of 13 new stores in Singapore and 17 new stores in Malaysia.

2023

- **>1,600 Stores**
- Expansion to Cambodia
- Won "Rise in the Year of Change (Retail Category)" from Bisnis Indonesia
- Won "The Best Customer" Award from KSO Sucofindo Surveyor Indonesia
- PT Map Aktif Adiperkasa Tbk became part of the FTSE (Financial Times Stock Exchange) Index
- The Company has formed a Joint Venture with Sports Direct Malaysia, Sdn. Bhd to operate Sports Direct stores in Indonesia



2024

The company was honored with the "Footwear Retailer of the Year" (Indonesia category) by Retail Asia Awards

OUR BRANDS PORTFOLIO

MAP
active

SPORTS



*Non-Exclusive Brands

OUR BRANDS PORTFOLIO



LEISURE

ALDO

BIRKENSTOCK

Clarks



LINEA

NINE WEST



Payless

ROCKPORT

STACCATO

STEVE MADDEN

PAZZION



KENNETH COLE

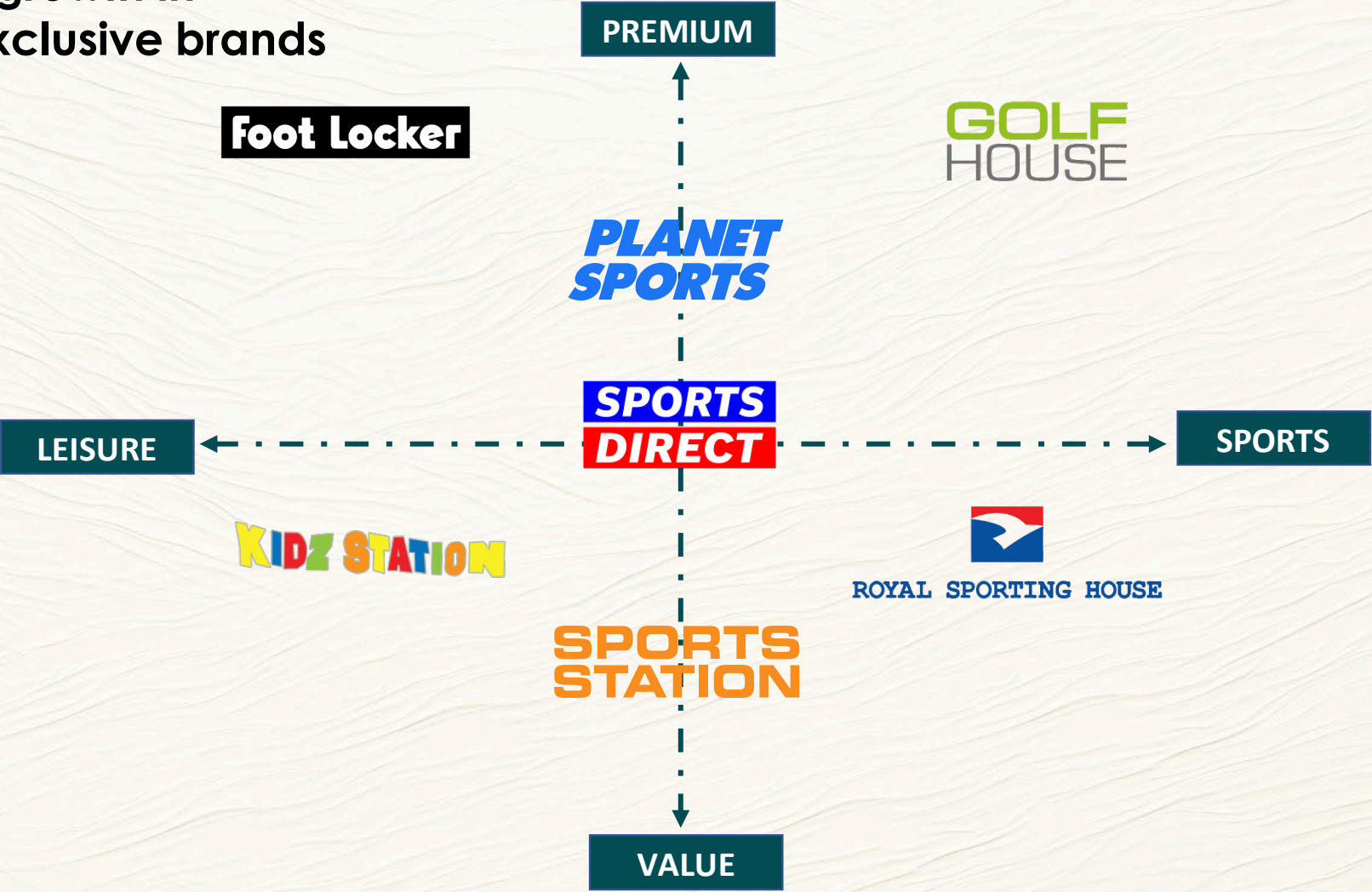
KIDS



*Non-Exclusive Brands

MULTI TIER RETAILING

Our differentiator for growth in
Collaboration with exclusive brands



OUR ASEAN GOALS



01

PRUDENT EXPANSION

* As of March 2025

MAP
active

INDONESIA



1,706 Stores

40+ Exclusive Brands

PHILIPPINES



223 Stores

20 Exclusive Brands

390 SIS

THAILAND



54 Stores

10 Exclusive Brands

87 SIS

VIETNAM



24 Stores

7 Exclusive Brands

8 SIS

SINGAPORE



26 Stores

8 Exclusive Brands

3 SIS

MALAYSIA



54 Stores

5 Exclusive Brands

CAMBODIA

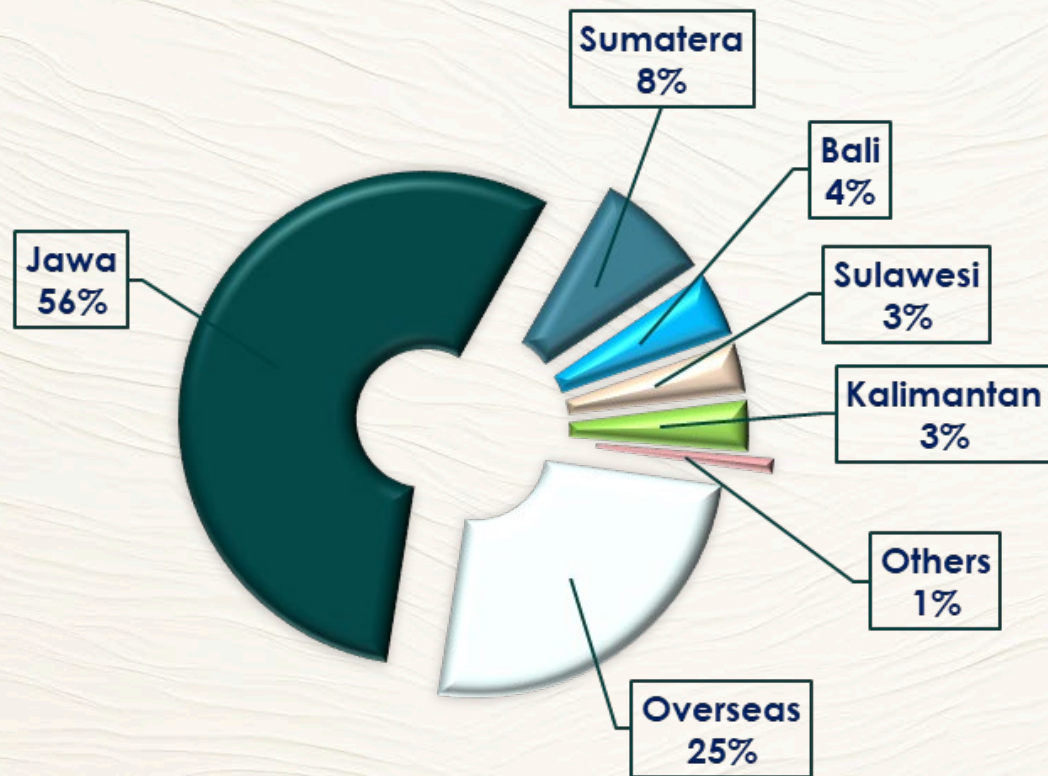


12 Stores

3 Exclusive Brands

PRUDENT EXPANSION

GEOGRAPHICAL SALES Q1 2025



Build an integrated data driven digital ecosystem to refine our planning, purchasing, selling, and speed to market across ASEAN.

A. MAPCLUB

A retail community APP which aggregates all MAP's commerce & customer collaboration in one ecosystem.

One Power APP for Branded Shopping and loyalty programs

- All Brands
- All Sales Channels
- All Retail Categories
- eMoney & Incentives



In-store Digital Evolution

1. Single Mobile Device for Several Functions

- Global Stock View and Inventory Control Cycles
- Goods Received and Transfer Stock functions
- O2O fulfillments (Android App integrated with TITAN)
- Endless Aisle/Chat & Buy

2. E-receipt through Email of MAPCLUB app

3. Mobile POS in high volume stores for Cue Busting

B. Endless Aisle (Save The Sale)

A process to optimize the Company's inventories by online access to all stores and DC stocks nationwide. When a size or color is not available, staff can utilize a PDT to fulfill a customer's requirement from alternate destinations. Product is then dispatched to the customer address.

C. Technology and Digital Operations

Our teams continue to exploit all channels of growth whether offline flagship stores, online brand channels, or marketplace shop in shops; and all bonded by our ONE DATA program which gives us a unique perspective on where our diverse base of customers prefer to shop.

D. Investment in best of class capability partner



DELIVERING BUSINESS VALUES AND BENEFITS



MAP
active

*Streamlined & Automated
solution to drive efficiency
and sales growth*

Sharpened focus on delivering the
future goals

*“Operational effectiveness”
To accelerate business value
realization*



*“Predictive. Proactive
and Agile” mindset to
drive continued
innovation*

*“Accelerate adoption”
by using Global best
practices in context of
brands needs*

Expected Business Benefits



Reducing out-of-
stock rate



Improving inventory
availability at the store
level



Increasing store
sales



Improving allocation
accuracy

ONLINE PLATFORM

ACTIVE

SPORTS STATION

NEW BALANCE ID

PLANET SPORTS.ASIA

NEW BALANCE TH

FOOT LOCKER ID

ALDO ID

FOOT LOCKER MY

ALDO MY

FOOT LOCKER PH

ALDO SG

FOOT LOCKER SG

ALDO TH

FOOT LOCKER TH

CROCS ID

FOOT LOCKER VN

FITFLOP ID

CONVERSE ID

REEBOK ID

CONVERSE MY

SKECHERS ID

CONVERSE PH

KIDZ STATION ID

CONVERSE SG

LINEA SHOES ID

CONVERSE VN

STEVE MADDEN ID

HOKA ID

BRICKSACTIVE ID

HOKA PH

3rd Party Marketplaces

SHOPEE

LAZADA

TOKOPEDIA

ZALORA

TIKTOK

WHATSAPP CHAT & BUY

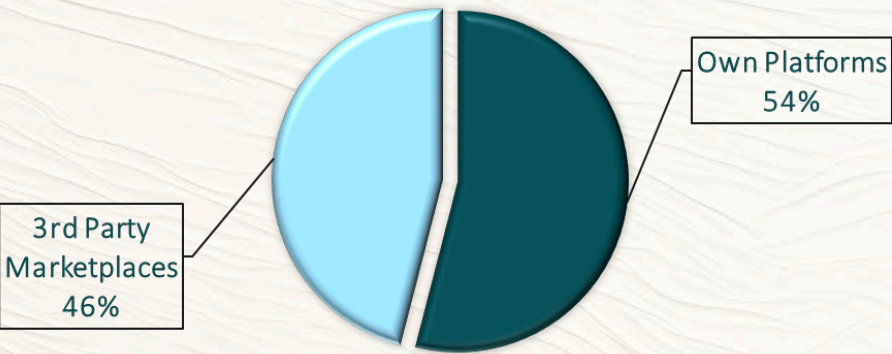
MAP CLUB

Summary

Online Platforms	:	30
3rd Party Platforms	:	5

ONLINE CONTRIBUTION

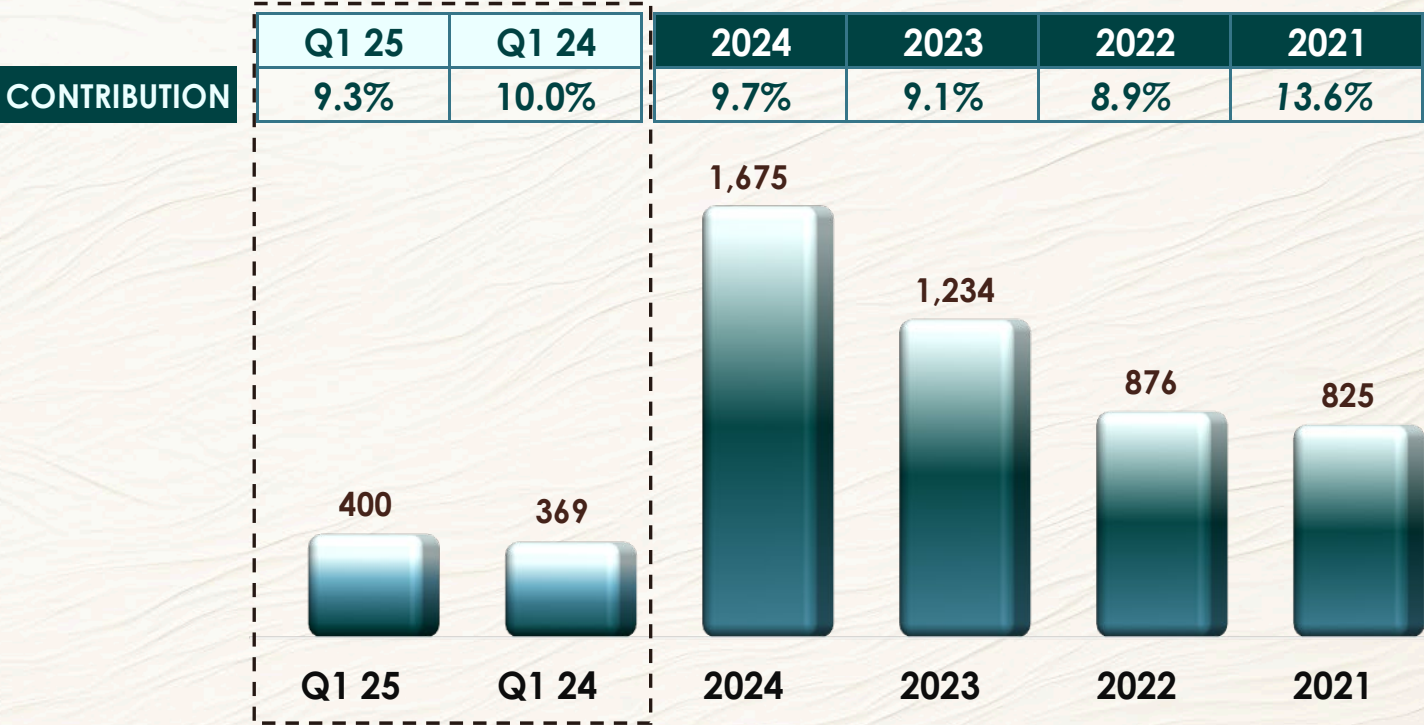
CHANNEL BREAKDOWN



Q1 2025 Digital Sales Contribution

9.3%

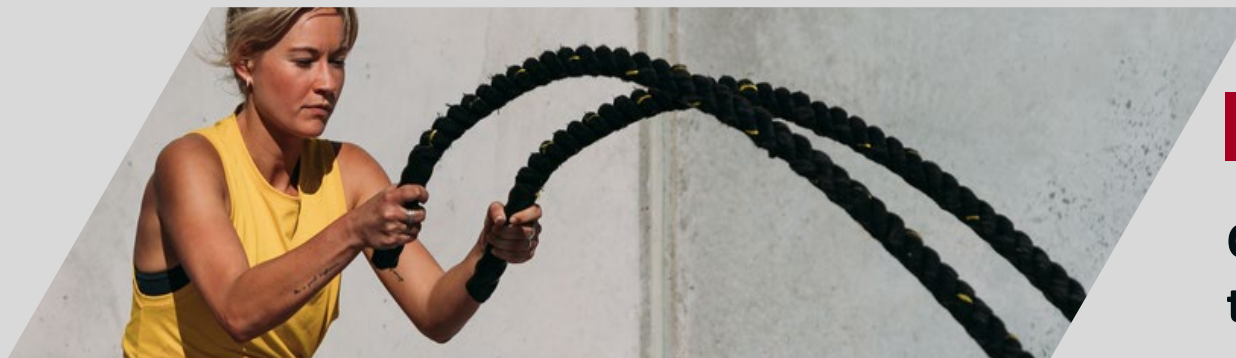
DIGITAL SALES PERFORMANCE



04

ENHANCE EFFICIENCIES

MAP
active

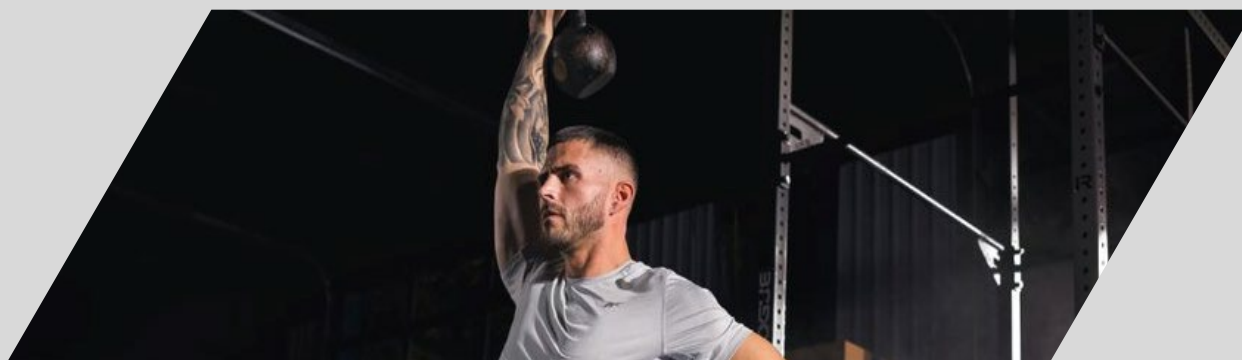


Improve Process

Consolidating our resources across the countries we operate in.

Trim Expenses

Carefully evaluating costs and ensuring every expense directly benefits the business.



Rationalize Headcount

Optimizing the workforce to align with current and projected business needs.

The background of the entire slide is a photograph of three runners on a red running track. On the left, a man in a blue t-shirt and black shorts runs towards the right. In the center, a woman wearing a blue t-shirt, black leggings, a pink hijab, and sunglasses runs towards the right. On the right, another man in a blue t-shirt and black shorts runs towards the right. All three are smiling and giving thumbs up. They are wearing blue t-shirts with "PLANET KUN" printed on them. The track is red with white lane markings. In the background, there are green trees and a stadium with blue and yellow seating under a clear blue sky.

FINANCIAL HIGHLIGHTS

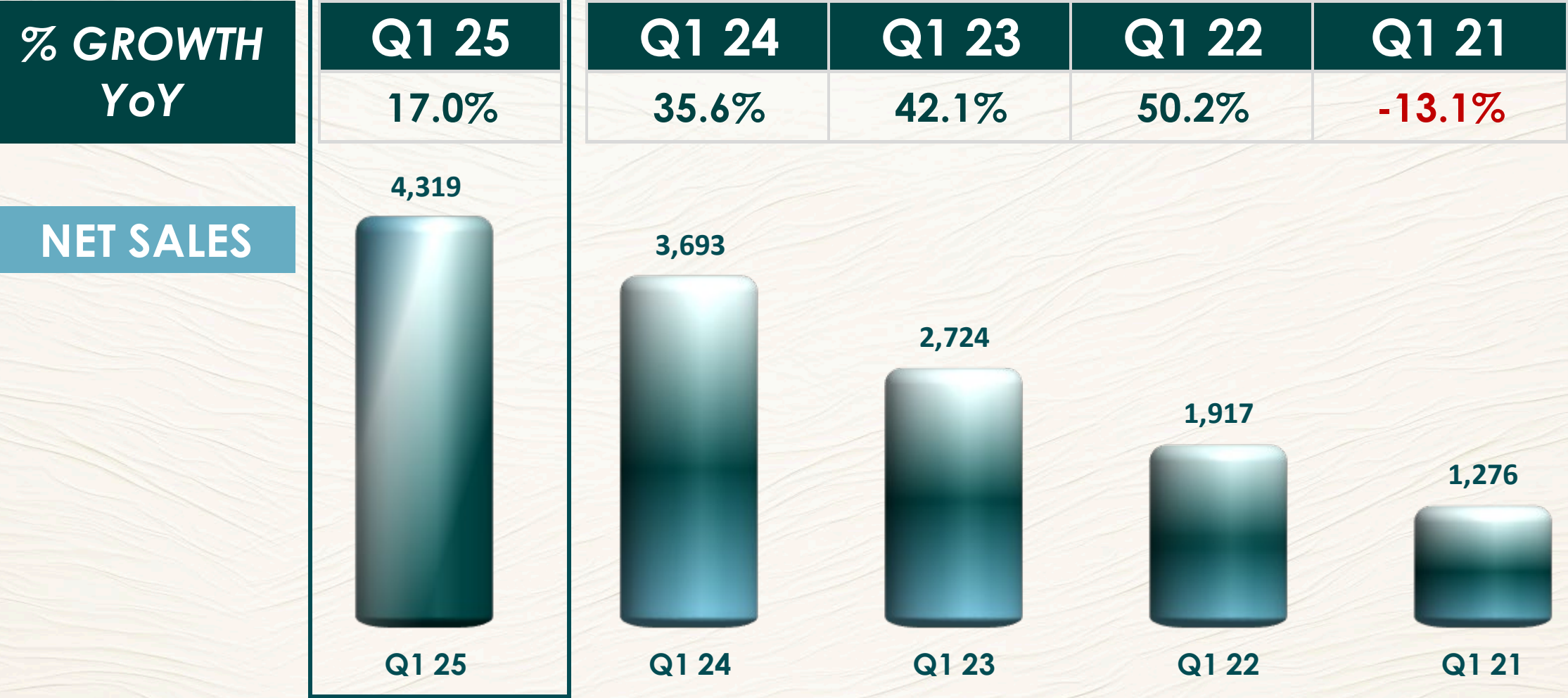
Q1 2025

FINANCIAL HIGHLIGHTS

*) After PSAK 73/ IFRS 16

<i>in IDR Billion</i>	Q1 2025	Q1 2024	% Growth
Net Sales	4,319	3,693	17.0%
Gross Profit	2,041	1,768	15.4%
<i>% Margin</i>	47.2%	47.9%	
EBIT	468	405	15.5%
<i>% Margin</i>	10.8%	11.0%	
EBITDA	798	707	12.8%
<i>% Margin</i>	18.5%	19.2%	
Net Profit	339	283	19.5%
<i>% Margin</i>	7.8%	7.7%	
NPATMI	340	281	20.8%
<i>% Margin</i>	7.9%	7.6%	

NET SALES & GROWTH (IDR bn, %)

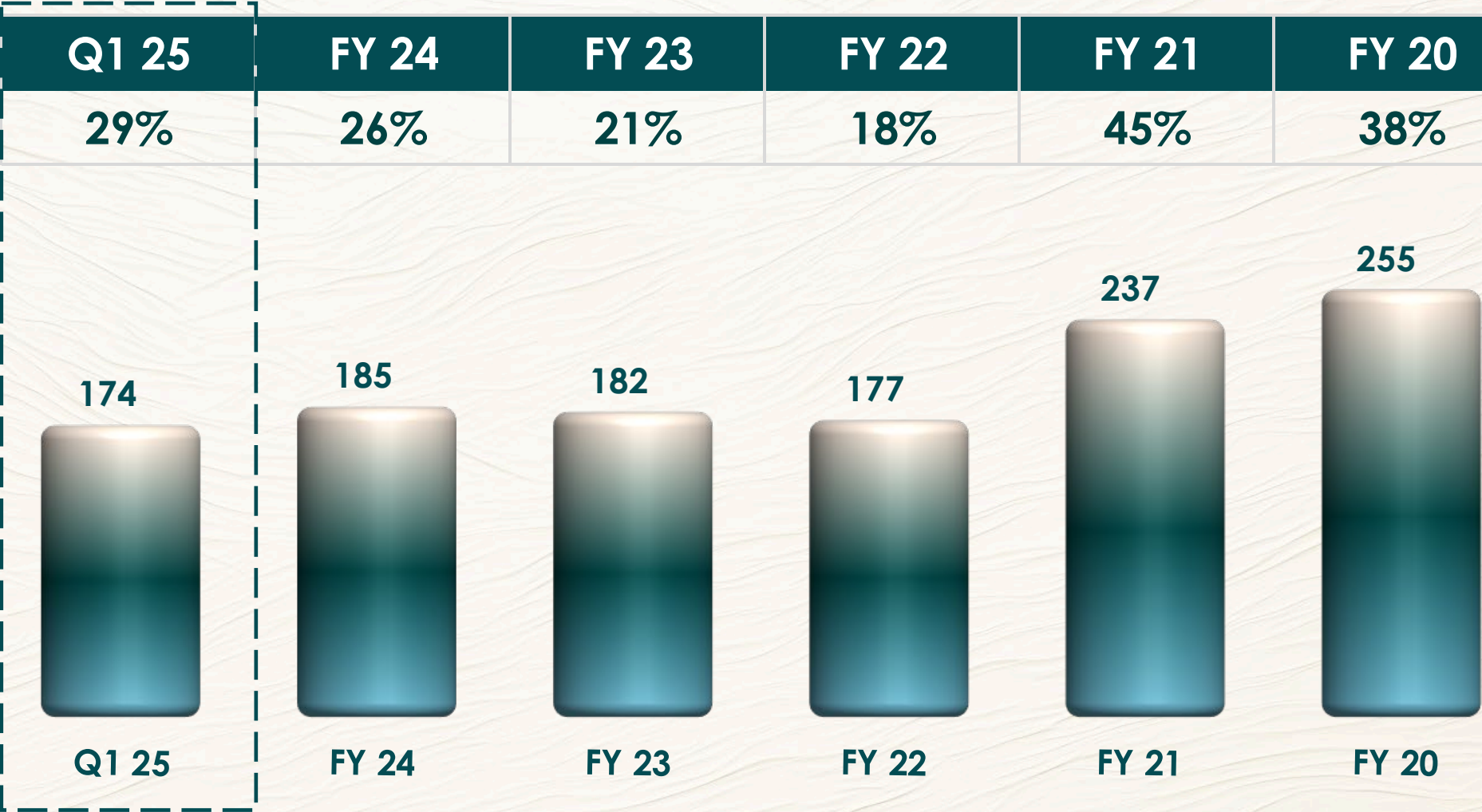


INVENTORY LEVEL (Days, %)

AGING INVENTORY
> 6 MONTHS

Q1 25	FY 24	FY 23	FY 22	FY 21	FY 20
29%	26%	21%	18%	45%	38%

INVENTORY DAYS



BALANCE SHEET (IDR BN)

ASSETS	As of 31 MAR '25 (UA)	As of 31 DEC '24 (A)	As of 31 DEC '23 (A)
CASH & EQUIVALENTS	800	1,041	1,099
ACCOUNT RECEIVABLES	594	511	610
INVENTORIES	5,418	5,189	4,315
PROPERTY, PLANT & EQUIPMENT - NET	2,820	2,632	1,814
ROU - NET	2,391	2,402	1,947
OTHERS	1,146	1,064	1,019
TOTAL ASSETS	13,169	12,839	10,804

LIABILITIES & EQUITY	As of 31 MAR '25 (UA)	As of 31 DEC '24 (A)	As of 31 DEC '23 (A)
BANK LOAN	475	492	731
ACCOUNT PAYABLE	1,818	1,991	1,498
EMPLOYMENT BENEFITS OBLIGATIONS	196	188	172
LEASE LIABILITY	2,079	2,117	1,736
OTHERS LIABILITIES	1,065	931	789
EQUITY & MINORITY INTEREST	7,536	7,120	5,878
TOTAL LIABILITIES & EQUITY	13,169	12,839	10,804



FINANCIAL HIGHLIGHTS

**) Prior PSAK 73/ IFRS 16*

<i>in IDR Billion</i>	Q1 2025	Q1 2024	% Growth
Net Sales	4,319	3,693	17.0%
Gross Profit	2,041	1,769	15.4%
<i>% Margin</i>	47.2%	47.9%	
EBIT	455	362	25.6%
<i>% Margin</i>	10.5%	9.8%	
EBITDA	585	484	21.0%
<i>% Margin</i>	13.5%	13.1%	
Net Profit	363	289	25.6%
<i>% Margin</i>	8.4%	7.8%	
NPATMI	364	286	27.1%
<i>% Margin</i>	8.4%	7.8%	

OPERATING EXPENDITURE

*) After PSAK 73/ IFRS 16

<i>in % of sales</i>	Q1 25	Q1 24	FY 24 (A)	FY 23 (A)
NET SALES	4,319	3,693	17,184	13,559
LABOR	10.6%	10.9%	9.8%	10.6%
RENTAL	5.8%	5.9%	5.5%	4.9%
DEPRECIATION & AMORT.	7.6%	8.1%	7.0%	6.8%
A&P	2.5%	2.8%	2.5%	2.5%
OTHERS	9.9%	9.2%	8.8%	8.8%
TOTAL OPEX	36.4%	36.9%	33.6%	33.7%

A large group of runners of various ages and ethnicities are running on a red athletic track at dusk. The background shows the tiered seating of a large stadium. A white rectangular box is superimposed over the upper middle of the image, containing the 'MAP active' logo and the text 'THANK YOU' in large, bold, yellow and blue letters.

MAP
active

**THANK
YOU**