

PRESS RELEASE**For Immediate Release****MAPA SET NEW GROWTH RECORDS IN FULL YEAR 2019**

Covid-19 expected to hit 2020 sales

Jakarta, 16th of April 2020 – PT Map Aktif Adiperkasa Tbk (MAPA), a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), and South East Asia’s largest sports & leisure retail commerce company, today announced new records for growth and net income in its full year 2019 result.

Net revenue surged 19.2% to Rp7.4 trillion while reported net income climbed 96% to Rp693 billion with a net margin of 9.3%. Operating profit (+12.4%) and EBITDA (+13.5%), increased at double digit pace despite reflecting an over budget investment acceleration into store expansion (local & international), and digital shopping. The company continued its 3-year growth strategy into emerging markets with 5 new stores in Vietnam, and the set up of MAP Active Philippines, as well as growth of more than 100% in its digital channels of PlanetSports.asia, Kidz Station and monobrand platforms with online sales accounting for 4% of sales.

The sales & marketing strategies drove double digit SSSG of 10% in Q4 with 20.7% increase of revenue boost. While SSSG for full year 2019 was on track with guidance at 8.5%. However, the strong demand increase in Q4 did result in supply chain shortages of fast selling items which resulted in a slight decline in gross margin to 44.7% for the full year. Consequently, the Company had its most efficient ever level of inventory days of 148 with just 17% of products over 6 months aging.

The strong sales increase reflected a gradual pivot towards MAPA’s new “Branded Commerce” strategy whereby the company works closely with a few strategic long-term brand partners to drive “over performance” in sales and aspirational perception amongst consumers.

Corporate Secretary of MAPA, Ratih D Gianda, commented, “It was another strong year for MAP Active where we delivered against all our top & bottom line objectives. Going forward, we remain watchful of the strong potential impact from the Covid-19 global pandemic. Our business has experienced a significant negative impact since February, and as the situation continues to evolve day by day, we cannot reliably predict the impact on sales at this moment. We will provide more details at our forthcoming AGM.”

“Given our resilience, and the long-term potential of sports & health market in the South East Asian market, we are positive that we will emerge from the current crisis stronger and better positioned to capture future opportunities,” Ratih added.

About PT Map Aktif Adiperkasa Tbk (MAPA)

As at end of December 2019, MAPA, a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), operates 1,173 stores in 76 cities throughout Indonesia and manages over 150 brands, of which more than 40 are exclusive brands. Its three principal business lines include Sports, Leisure footwear and Kids. MAPA also owns proprietary retail multi-brand chains including Planet Sports.Asia, Sports Station, The Athlete's foot, Golf House, Payless, Ogaan, Kidz Station and Planet Sports Kids. For more information about MAPA, please visit www.mapactive.id

For further information, please contact:

Ratih D. Gianda – Corporate Secretary

PT Map Aktif Adiperkasa Tbk

Sahid Sudirman Center 26th Floor

Jalan Jend. Sudirman Kav. 86 Jakarta 10220

Telephone: +6221 80648 488 Ext. 89088

Mobile: 08111791606

Email: ratih.gianda@mapactive.id