

PRESS RELEASE

For Immediate Release

DIGITAL LEAP FOR MAP ACTIVE IN Q2

Jakarta, 2nd August 2021 – PT Map Aktif Adiperkasa Tbk (MAPA), the sports, kids and leisure subsidiary of PT Mitra Adiperkasa Tbk (MAP), announced its results for Q2'21, MAPA recorded net sales of Rp1.6 trillion, and GPM was at 43.4%. Meanwhile, operating profit reached Rp155.9 billion, with EBITDA of Rp308.4 billion, and net profit of Rp91.6 billion.

In H1'21 ending June 30th, MAPA's net sales were Rp2.9 trillion, while GPM was at 43.2%. Operating profit amounted to Rp189.3 billion, EBITDA was Rp495.9 billion while net profit was Rp92.2 billion.

MAPA was fast from the gun in Q2 with sales jumping more than 25% vs Q1, powered by continued improvements in its digitally driven Unified Retail strategy across its home market of Indonesia, coupled with higher sales during Lebaran festive season in May. Major branded product launches across Running, Leisure wear, Fitness and Kids, captured strong full price momentum, and helped compensate a temporary sales dilution from prolonged Covid19 lockdowns within its International markets of Philippines, Thailand, and Vietnam.

MAPA's Indonesia performance was achieved despite several challenges including reduced operating hours for malls, and various logistics challenges, amid the turbulence of the Covid19 pandemic.

Ratih D. Gianda, VP Investor Relations, Corporate Communications and Sustainability MAP Group stated, "MAPA got out to a great start in Q2 and never looked back. The company showed excellent revenue and income growth from its multi brand and mono brand online channels, spiced by exclusive product launches from our preferred brand partners, which led to strong margin improvements that flowed straight to our bottom line."

Gross margins expanded for a 4th consecutive quarter as MAPA's leverage of its MAP CLUB loyalty base allowed specific targeting of members across multiple sports or preferred brands. Meanwhile, the added improvements in its product data analytics function allowed a better market channel allocation mix which supported the profitability improvements.

Ratih said, “We continue to double down on our data analytics capabilities especially with our loyalty members. This has allowed us to better segment the right product, in the right place, at the right time, which has materially reduced promotional activity versus prior quarters, while also reaching a broader spectrum of online customers across the territory”

Digital sales increased more than 20% during the quarter as MAPA significantly increased digital marketing investments to support its Unified Retail strategy of servicing shoppers at the point of their greatest convenience, whether online or offline.

Digital sales contribution reached more than 12% of turnover in Q2 as investments in new site launches for Skechers, New Balance, and Crocs gathered pace, while market place platforms showed more than 30% growth for the period. Meanwhile, in H1’21 the company’s multi brand online stores of Planet Sports and Kidz Station almost doubled over the prior year.

Addressing potential challenges ahead relating to the Covid outbreak in Indonesia, Ratih advised, “We continue to build our business from a long-term perspective and are confident that we have the resources to offset any temporary headwinds related to the pandemic. We will still invest in new brands or retail concepts that can be leveraged across our Unified Retail platform of online and offline selling. We believe this strategy optimizes our shopper traffic which will allow MAPA to maximize its full potential”

Looking forward, while acknowledging that short term performance will remain unstable due to Covid19, MAPA will continue to build its regional retail infrastructure including a roll out of its loyalty platform in Q1 2022. Continued focus on digitally enabled investments towards the unification of its stores and eCommerce sites are ongoing, while regional expansion opportunities with its most favored brand partners will remain a priority.

“Our future potential rests in the long term. We are convinced that there are many great opportunities ahead to scale our regional growth across the segments of Sports, Leisure, and Kids,” Ratih concluded.

About PT Map Aktif Adiperkasa Tbk (MAPA)

As per end of June 2021, MAPA, a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), operates 1,115 stores in 78 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 owns proprietary retail multi-brand chains including Planet Sports Asia, Sports Station, Golf House, Royal Sporting House, Ogaan, Kidz Station and Planet Sports Kids. In 2018, the company acquired Astec, a leading regional brand in badminton, fitness and leisure activities, founded by Olympic and World Champions, Alan Budikusuma and Susi Susanti. For more information about MAPA, please visit www.mapactive.id.

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