

PRESS RELEASE
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MAPA RECORDS 50% NET REVENUE GROWTH IN Q1 2022

Jakarta, May 20th 2022: PT Map Aktif Adiperkasa Tbk (MAPA), the Sports, Kids, and Leisure subsidiary of PT Mitra Adiperkasa Tbk (MAPI), and an ASEAN leader in the sales and marketing of premium brands, today announced its results for quarter one ended March 31st, 2022.

“Our portfolio of brands delivered MAPA’s largest growth in a quarter with outstanding growth across physical retail, direct eCommerce channels, online marketplaces, and our investments across ASEAN, in spite of the rapidly rising cases of Omicron variant in February,” advised Ratih D. Gianda, VP Investor Relations, Corporate Communications and Sustainability of MAP Group.

“We believe that MAPA’s continued focus on ‘Regional Brand Commerce’, with preferred partners, is our True North for long term growth; in essence, working closely with our exclusive brands to leverage growth via our multi-channel distribution of physical and digital channels. This included fine tuning consumer targeting via improving data analytics and CRM via the MAPCLUB. The ‘All In’ approach maximizes our strong operating model, while fortifying our balance sheet to fund continued future growth.”

Ratih added, “While the demand for our brands across ASEAN has been overwhelming, we are still navigating the effects of Covid-19 in Thailand and Vietnam, and continue to face a challenging supply chain situation, and various inflationary measures, across the business. Although these temporary headwinds may dampen performance in the coming quarters, we remain confident for our long-term results due to our unique business model and the increasing appetite for fitness and health amongst our young ASEAN consumer base.”

Quarter 1 Financial Review

- Net sales increased by 50.2% from Rp1.3 trillion in prior year to Rp1.9 trillion
- Gross margin increased by 280 bps from 42.8% to 45.6%
- Operating profit recorded at Rp232.1 billion, grew by 604.4%
- EBITDA jumped 106.4% from Rp187.5 billion to Rp387 billion
- Net Income rose significantly from Rp638 million in prior year to Rp170.3 billion.

Brand Commerce review

- New licensing agreement with the NBA to penetrate the increasing appetite for Basketball amongst schools and teenagers
- Exclusive distribution agreement with Hasbro for Thailand
- Exclusive agreement with HOKA for the Philippines
- Launch of the first Foot Locker Power store in Jakarta
- Launch of Converse in Vietnam

Multi-Channel Overview

- 39 new physical stores in Indonesia and ASEAN in Q1 2022
- 40% growth in Digital channels to more than 11% of total sales
- 42.7% growth in MAP CLUB member sales as 51% of overall sales

About PT Map Aktif Adiperkasa Tbk (MAPA)

PT MAP Aktif Adiperkasa Tbk (MAPA) is an Asean 'brand commerce' entity managing and marketing International brands throughout the territories of Indonesia, Philippines, Thailand, and Vietnam. A subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA operate more than 40 exclusive brands across 1,199 stores in over 100 ASEAN cities and 10 online sites. Its three principal business lines are Sports, Leisure, and Kids which are sold via mono and wholly owned multi brand store formats including Planet Sports, Sports Station, Golf House, and Kidz Station. In 2018, the company acquired Astec, a leading regional brand in badminton, fitness, and leisure activities founded by Olympic Champions, Alan Budikusuma and Susi Susanti. For more information about MAPA, please visit www.mapactive.id.



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