



MAP  
active

**AUDITED FY/4Q22 Result**

# SETTING THE SCENE

MAP Active 1995 - 2023



**Who We are**  
...and where we came from

**What's Next ?**

regional growth and brand collaborations



**Ultimate Goal ?**

one stop shop for global brands in SE Asia

# OUR STORY

**1995**

- Established under MAPI with first Sports Station & Golf House



**1997**

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



**1999**

- Opening of Kidz Station, Planet Sports & The Athletes Foot

**2001**

- **200 Stores**

**2008**

- **500 Stores**
- Launch Payless Shoe Source



**2015**

- **780 Stores**
- MAP Active partners with CVC Capital Partners

**2018**

- Astec Acquisition



- IPO



**2019**

- Vietnam Launch



**2020**

- Expansion to Philippines & Thailand

**2021**

- **1,195 Stores**

**2022**

- Ventured to Singapore & Malaysia





# MAP ACTIVE SALES POINTS FY22



## VIETNAM

- 26 Offline Stores
- 6 exclusive brands
- 17 SiS



## SINGAPORE

- 13 Offline Stores
- 3 exclusive brands
- 2 SiS

## PHILIPPINES

- 83 Offline Stores
- 11 exclusive brands



## MALAYSIA

- 17 Offline Stores
- 3 exclusive brands
- 2 SiS

## THAILAND

- 4 Offline Stores
- 6 exclusive brands
- 235 SiS



## INDONESIA

- 1,184 Offline Stores
- 5 proprietary multi brand online stores
- 6 mono brand online stores
- 40+ exclusive brands

# OUR EXCLUSIVE BRANDS 2022

\* Unified offline & online platforms

## SPORTS



## GOLF



## KIDS



## LEISURE



# ASEAN STRATEGIC INITIATIVES

Maximizing brand possibilities to be the leading one-stop-shop for multi-channel retail sales & marketing in ASEAN

**1**

## Unifying Retail Experience Options

Engaging & satisfy our shoppers with seamless unification of purchase options across all physical, digital & social channels

**2**

## Accelerate Regional Branded Commerce

Managing & marketing major brands across populous ASEAN nations with strong GDP fundamentals

**3**

## Execute Digital & Technology Change

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

**4**

## Strategic Acquisitions or Partnerships 2021/22

Identify opportunities which are scalable & complementary to long term growth within ASEAN





# 1. UNIFYING RETAIL EXPERIENCE OPTIONS

We have devised an integrated data driven digital ecosystem between online & offline stores to service our shoppers more conveniently 24 hours a day

Our flagship store, Planet Sports, is now available via offline, online, chat, & marketplace channels to service customers nationwide



## 2. ACCELERATE ASEAN BRANDED COMMERCE

MAP Active International – AN ASEAN EXPANSION AGENDA



ASEAN is poised to become a dramatic consumption opportunity, driven by four mega-forces:

- Strong demographic trends
- Rising income levels
- Geopolitical shifts increasing foreign investment
- Digital advances opening new consumer markets



## 2. ACCELERATE ASEAN BRANDED COMMERCE

### MAP Active Vision + Strategy

- Create **ASEAN's largest** Sports & Leisure products powerhouse
- Implement **unified retail** (with strong online presence)
- Build **strong foundations** in people, processes and systems
- Leverage **MAP Active Indonesia's brands and execution capabilities**
- Focus on **mono brand execution & multi brands with global partners**
- Be largely **channel agnostic as distributor** (with offline and online partners)



## 2. ACCELERATE REGIONAL ASEAN BRANDED COMMERCE

Managing & marketing major brands across populous ASEAN nations by unifying offline, online, and all retail touch points, to maximize brand sales potential

As of 2022, MAPA now manage the Converse brand in five regional territories

### INDONESIA



Kota Kasablanka,  
Jakarta ; Online store  
launch Q4 2021

### PHILIPPINES



Powerplant Mall; Online  
store launch 2022/23

### MALAYSIA



Pavilion Mall ;  
Online store  
launch 2022/23

### VIETNAM



Aeon Mall, Loang  
Bein ; Online store  
launch 2022/23

### SINGAPORE



Jewel Changi Airport  
; Online store launch  
2022/23

### 3. EXECUTE DIGITAL & TECHNOLOGY CHANGE

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

#### a. MAPCLUB

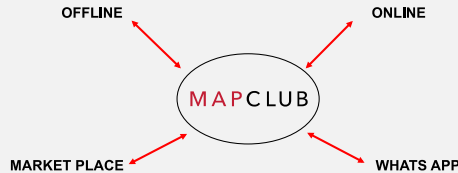
A retail community APP which aggregates all MAP's commerce & customer collaboration in one ecosystem

**One power APP for branded shopping**

**ALL BRANDS  
ALL SALES CHANNELS  
ALL RETAIL CATEGORIES  
eMONEY & INCENTIVES**



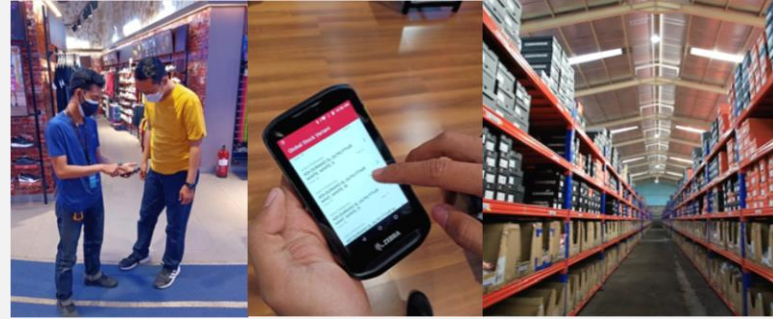
MAPCLUB unifies data from all our sales channels enabling more targeted services to the company's most frequent shoppers.



#### b. BluTab Technology



A proprietary O2O technology that assists online shoppers with faster deliveries by fulfillment from a store closest to their address



#### c. Endless Aisle (Save The Sale)

A process to optimize the company's inventories by online access to all store 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

#### d. Technology and Digital Operations

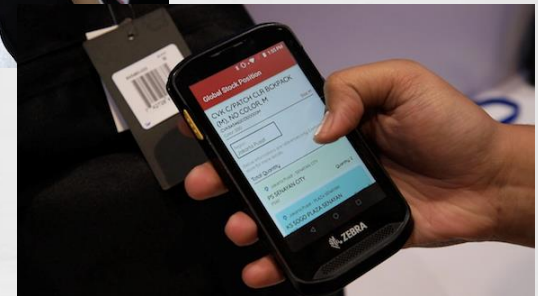
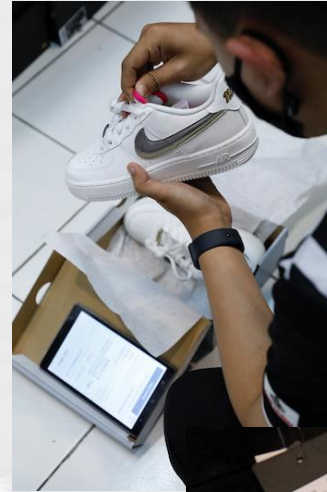




# 3. EXECUTE DIGITAL & TECHNOLOGY CHANGE

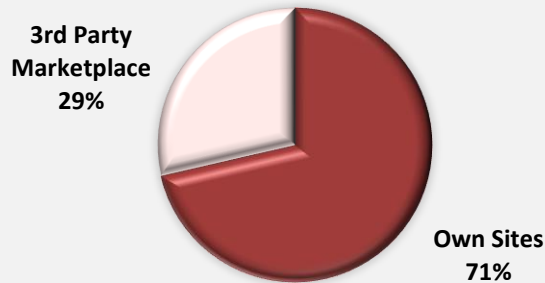
## In-store Digital Evolution

- 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
- EVO Smart Retail Analytic (POC in limited stores)
  - Traffic and Conversion
  - Area Productivity
  - Age and Gender Analysis
  - Cashier Productivity Analysis
- E-receipt through Email of MAP CLUB app
- Mobile POS in high volume stores for Cue Busting



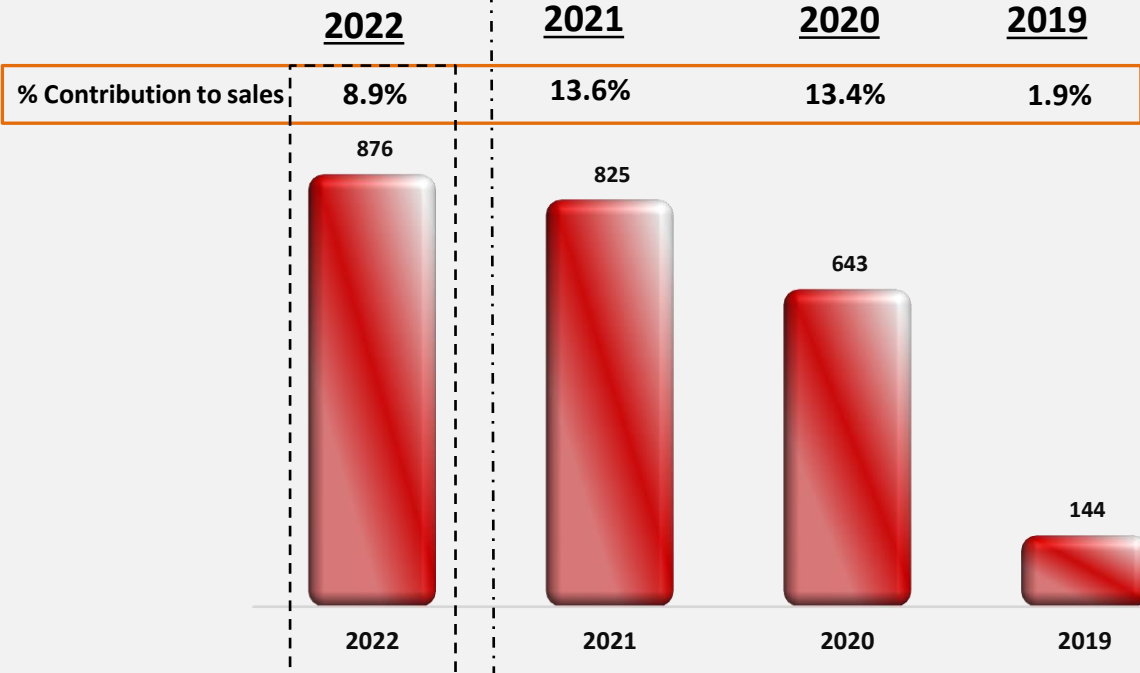
# Digital Performance ( IDR bn, % )

## CHANNEL BREAKDOWN



FY22 sales  
Contribution  
**8.9%**

## DIGITAL SALES PERFORMANCE



## 4. STRATEGIC ACQUISITIONS & PARTNERSHIPS 2021/22

The company Identified several opportunities in 2021/22 which are scalable & complementary to our long term growth in SE Asia

### Foot Locker

The company has confirmed a long term partnership with Foot Locker for omni channel retail in the markets of Indonesia, Thailand, and Philippines





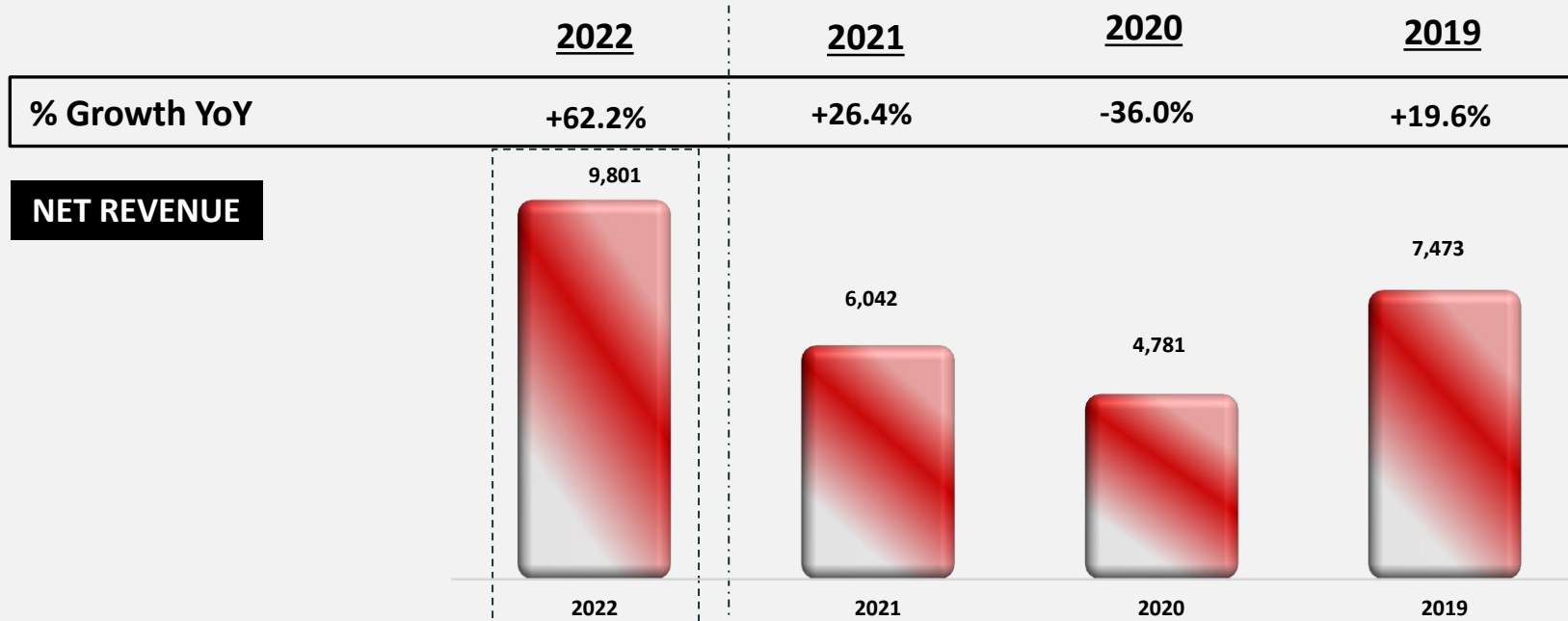
# FINANCIAL HIGHLIGHTS



# Financial Highlights<sup>\*)</sup> After PSAK 73/ IFRS 16

<b>(IDR bn, %)</b>	<b>2022</b>	<b>2021</b>	<b>Growth (%)</b>	<b>4Q22</b>	<b>4Q21</b>	<b>Growth (%)</b>
<b>Net sales</b>	9,801	6,042	62.2%	2,978	2,242	32.8%
<b>Gross Profit</b>	4,690	2,587	81.3%	1,410	976	44.5%
<b>GPM (%)</b>	47.9%	42.8%		47.4%	43.5%	
<b>EBIT</b>	1,574	475	231.3%	453	380	19.0%
<b>EBIT Margin (%)</b>	16.1%	7.9%		15.2%	17.0%	
<b>EBITDA</b>	2,253	1,098	105.1%	656	547	20.1%
<b>EBITDA Margin (%)</b>	23.0%	18.2%		22.0%	24.4%	
<b>Net Profit</b>	1,173	224	424.4%	370	239	54.9%
<b>NPM (%)</b>	12.0%	3.7%		12.4%	10.6%	

# Net Revenue & Growth ( IDR bn, % )



Sales for the FY22 showed growth of over 60%, albeit due to a lower comparison from 2021 when malls closed due to the Covid Delta variant. This was fuelled by a strong response to its July back-to-school campaigns in Q3 and ever increasing consumer demand for its Sports, Kids, and Leisure products from preferred brand partners.

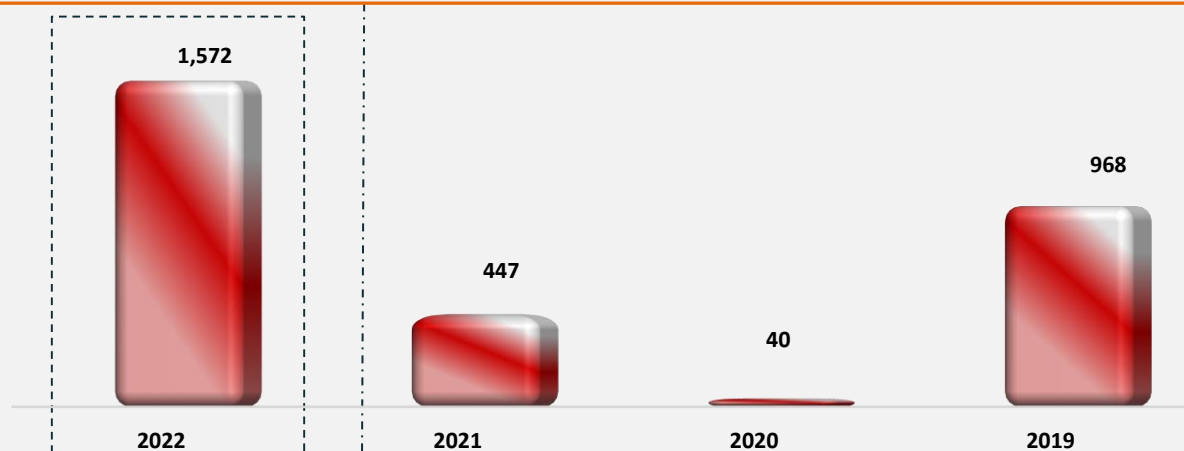


# Profitability \*) Prior PSAK 73/ IFRS 16

(IDR bn, %)

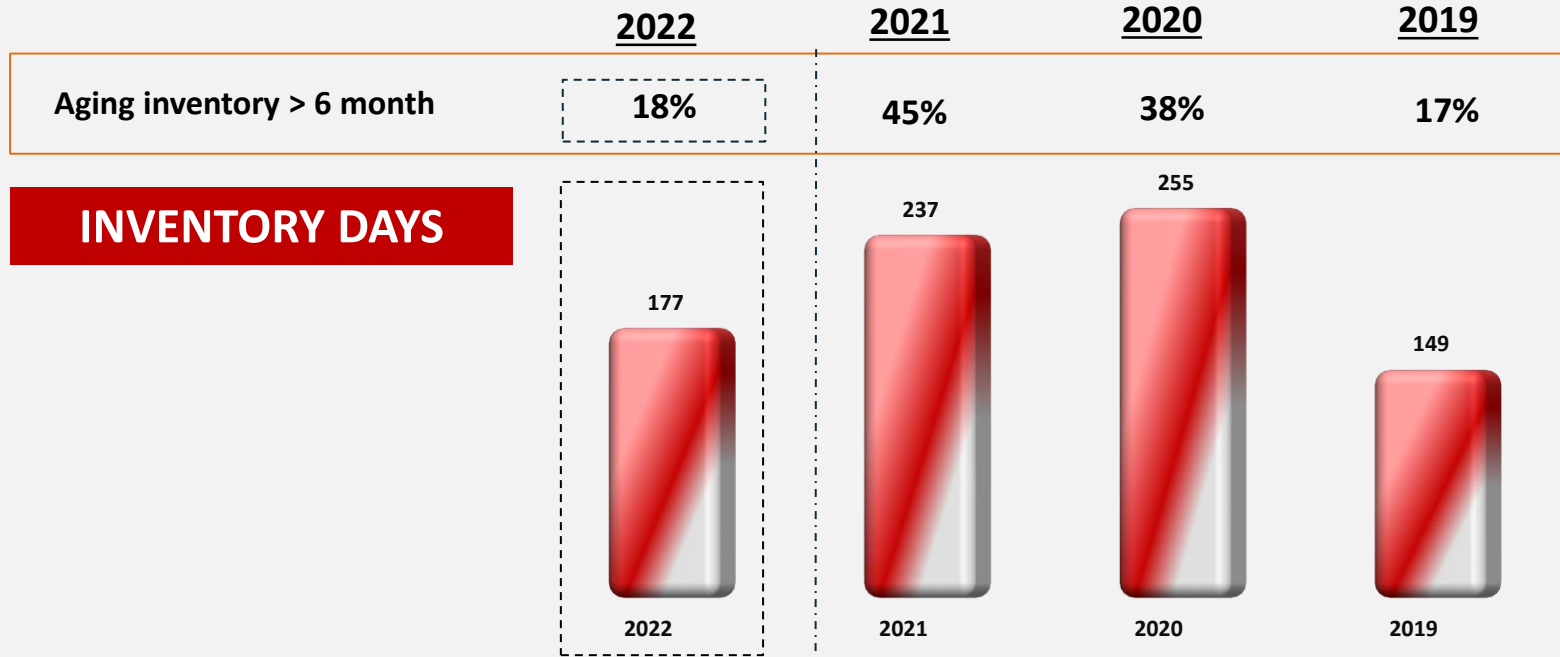
	<u>2022</u>	<u>2021</u>	<u>2020</u>	<u>2019</u>
Gross Margin	47.8%	42.8%	40.0%	44.7%
EBITDA Margin	18.4%	11.1%	5.3%	15.4%
EBIT Margin	16.0%	7.4%	0.8%	12.9%

**EBIT**



Gross margins showed significant improvement enhanced by the company's continued investments in CRM and Loyalty program, which ensured a refined targeting of members towards specific brands. This aided more enduring brand relationships plus a significant upside to average transaction values and inventory turns versus prior year.

# Inventory Level (Days, IDR bn, %)



The continued momentum FY22 allowed us to market the latest products from our preferred brand partners, along with marketing, digital activations, and targeting of our best MAP CLUB members, resulted in new highs at the top and bottom of our financial statement as well as significant improvement in our inventory days and aging level.

# Balance Sheet (IDR bn)

ASSETS	2022	2021	2020
CASH & EQUIVALENTS	1,342	662	599
ACCOUNT RECEIVABLES	447	316	291
INVENTORIES	2,733	2,279	2,279
PROPERTY, PLANT, EQUIPMENT	880	653	728
ROU ASSET	1,259	792	898
OTHERS	773	613	585
<b>TOTAL ASSETS</b>	<b>7,434</b>	<b>5,315</b>	<b>5,380</b>

LIABILITIES & EQUITY	2022	2021	2020
BANK LOAN	99	62	493
ACCOUNT PAYABLE	994	763	778
EMPLOYEE BENEFIT OBLIGATIONS	144	134	166
LEASE LIABILITY	1,180	710	737
OTHER LIABILITIES	532	401	195
EQUITY & MINORITY INTEREST	4,485	3,245	3,011
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>7,434</b>	<b>5,315</b>	<b>5,380</b>



**THANK YOU**

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