

PRESS RELEASE

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MAPA KICKS OFF 2023 WITH STRONG Q1 RESULTS

Jakarta, 28th April 2023 – PT Map Aktif Adiperkasa Tbk (MAPA), the sports, kids and leisure subsidiary of PT Mitra Adiperkasa Tbk (MAPI), today announced its results for Q1 2023.

Net revenue for Q1 2023 was Rp2.7 trillion, an increase of 42.1% from the Rp1.9 trillion posted in the previous year. GPM improved by 360 bps YoY to 49.2% from 45.6%. Operating profit surged 58.3% to Rp367 billion from Rp232 billion, EBITDA increased from Rp387 billion to Rp549 billion; while net profit grew by 62.1% YoY to Rp276 billion from Rp170 billion in Q1 2022.

Ratih D. Gianda, VP Investor Relations, Corporate Communications and Sustainability of MAP Group commented, “On the heels of our solid 2022 results, we are off to an impressive start for Q1 2023. The improving market sentiment following the revocation of PPKM policy at the end of 2022 drove strong customer demand for our unique portfolio of world-class brands, leading to broad-based growth across channels, categories, and markets. In anticipation of the expected surge in sales, we are now gearing up our inventory for the forthcoming Lebaran period.”

“We continue to roll out new stores in our quest to deliver brand expression and personalised customer service. In line with our vision to bring the best brands and services across ASEAN, we are delighted to launch our second Foot Locker store in Cebu (Philippines) during the quarter,” Ratih reiterated.

We recognize the growing importance of omni-channel retail and have invested in an integrated platform that spans across all avenues of distribution. As we continue to expand our physical presence, we are also making great strides in ramping up our digital presence. Our sales from digital channels grew 17.2% YoY, making up 9.1% of total sales in Q1 2023. We remain committed to leveraging new technologies and innovations to further enhance our customer experience, drive value creation, and fuel our long-term growth.

The company’s resilience, our target customers, and diversified brand portfolio play crucial roles in the growth of MAPA – helping to drive robust growth amid uncertainties. Going forward, MAPA will accelerate its ‘Regional Brand Commerce’ strategy, working closely with the company’s exclusive brands and preferred partners to drive sales via our omni-channel retail network. In addition, MAPA will continue to fine-tune its data analytics to deliver more focused customers’ merchandise mix targeting for better results.

Ratih concluded, “The pandemic brought along many challenges, but we have responded well with many improvements to our business model – further strengthening our foundation and positioning MAPA for future growth. Moving forward, there are still concerns about inflationary pressures and other market volatility. We remain cautious of these headwinds, and will manage prudently in the best interests of our employees, customers, and shareholders.”

About PT Map Aktif Adiperkasa Tbk (MAPA)

PT Map Aktif Adiperkasa Tbk (MAPA) is a ‘brand commerce’ entity managing and marketing international brands across Indonesia. A subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA operate more than 40 exclusive brands in over 1,300 stores and 11 online sites. Its three principal business lines are Sports, Leisure, and Kids which are sold via mono-brand and wholly owned multi-brand store formats including PlanetSports.Asia, 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 Susy Susanti. For more information about MAPA, please visit www.mapactive.id.

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