

PRESS RELEASE

For Immediate Release

Crocs Unveils 2 Stores at Bandung On April



Jakarta, 19th April 2022 -- Crocs, as a global leading brand for innovative casual footwear is excited to announce its 20th store, located in the heart of fourth most populous city in Indonesia, Bandung. With PT Map Aktif Adiperkasa Tbk (MAPA) as the exclusive authorized licensee for Crocs in Indonesia, the official opening of Crocs Store located at 23 Paskal will be on April 20, 2022.

Not just at 23 Paskal Shopping Center, but Crocs will also open another store 2 days after. It's 21st store will be located at an endless shopping and entertainment in Bandung, Trans Studio Mall Bandung. The Official opening for this store will be on April 22, 2022.

Literide™ is an athletically inspired collection introduced by Crocs in 2018. The timeless yet innovative design features a breathable light upper and shock absorbing sole layer that provides comfort and support, making the Literide™ silhouette suitable for an active

lifestyle. LiteRide™ is a comfort technology which underscores Crocs' relentless pursuit for everyone to feel comfortable in their own shoes.



Crocs LiteRide™ Collection

This newest iteration features a full 360° of LiteRide™ foam in the footbed to provide support and cushioning where your feet need it the most. The new molded Matlite™ Motion uppers come with perforated patterns that mimic the flexibility of a knit fabric and when combined with a rubber outsoles for increased traction, creates a new level of comfort and style. LiteRide™ 360 features two new color schemes: The first is a combination of black and citrus, the sophistication of black with the energy of citrus makes for a low-key yet eye-catching look; while the second colorway features a light Pearl White hue decorated with specks of blue, for a clean and bright look.

These stores will feature more than 400 products lineup and 'Personalization' as part of our key focus point, the Jibbitz™ experience bar where customers are encouraged to express and personalize their blank canvas (classic collection) with our Jibbitz™ charms.

The open layout with easily accessible space to secure high inflow of consumers with the wide product assortment from Jibbitz™ charms to iconic classic collection, summer sandals, flips, slides and LiteRide™ for all ages.

About PT Map Aktif Adiperkasa Tbk (MAPA)

As per end of December 2021, MAPA, a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), operates 1,128 stores in 78 cities throughout Indonesia and manages more than 40 exclusive brands. Its three principal business lines include Sports, Leisure footwear and Kids. MAPA operates retail multi-brand concepts including Planet Sports Asia, Foot Locker, Sports Station, Golf House, Royal Sporting House, Kidz Station, Planet Sports Kids, and many more. 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.

About CROCS

Crocs is a world leader in innovative casual footwear for women, men, and children, combining comfort and style with a value that consumers know and love. The vast majority of shoes within Crocs' collection contain Croslite material, a proprietary, molded footwear technology, delivering extraordinary comfort with each step. In 2022, Crocs declares that expressing yourself and being comfortable are not mutually exclusive. To learn more about Crocs Indonesia or our global Come As You Are™ campaign, please visit Website www.crocs.co.id and follow @Crocs.ina on [Facebook](#) and [Instagram](#).

For more information, please contact:

Jovita Dwijayanti – Brand Marketing
PT Map Aktif Adiperkasa Tbk
Sahid Sudirman Center 26th Floor
Jalan Jend. Sudirman Kav. 86 Jakarta 10220
Email : Jovita.dwijayanti@mapactive.id