

PRESS RELEASE

For Immediate Release

### Crocs Unveils Its Latest Store at AEON Tanjung Barat



**Jakarta, 8<sup>th</sup> July 2022** -- Crocs, as a global leading brand for innovative casual footwear is excited to announce its 22<sup>nd</sup> store, located at the most strategic place in South Jakarta, Tanjung Barat. With PT Map Aktif Adiperkasa Tbk (MAPA) as the exclusive authorized licensee for Crocs in Indonesia, the official opening of Crocs Store located at AEON MALL Tanjung Barat was on July 7, 2022.



**Where Hike, Meets Hype - Crocs style meets outdoor adventures.**

Travel. Exploration. Adventures near and far. Our newest All-Terrain collection introduces the Classic All-Terrain Clog, Class All-Terrain Classic Sandals comes in two all-new adventure-ready silhouettes.



*From Left - Classic All Terrain Clog, Classic All Terrain Marbled Sandal & Classic All Terrain Sandal*

**Classic All-Terrain Clog** - A modern take on a classic, refreshing white Classic Clog with velcro heel strap design and rugged lug outsoles with enhanced tread for increased traction and support. The lightweight Croslite™ construction makes them a practical and packable choice for any outing. Classic All Terrain Clog is suitable for long-distance walking exploration and adventures, whether it is city streets, or camping outside, trying to break the urban and outdoor boundaries can be a necessity and practical choice for life adventure.

**Classic All-Terrain Marbled Sandal** This rugged sandal now features our new marbled Croslite™ material that creates a unique, colorful effect. While all marbled shoes have the same wavy look, no two shoes are exactly alike. The tread pattern and rubber pods add traction and

support, while the two-strap upper and adjustable turbo backstraps work to keep up with your outdoor lifestyle.

**Classic All-Terrain Sandal** -The sandal also comes in one tone solid colourway matched with strap to create a bold style statement anywhere you go! Every pair of shoes is convenient, soft, waterproof, wear-resistant and comfortable. Seven holes on each sandal allow for personalization opportunities through Jibbitz charms. Flip that strap back and find your fun!



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.

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### **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](http://www.mapactive.id).

## **About CROCS**

Crocs is a global leader in innovative casual footwear for men, women and children, with a wide range of casual footwear for all seasons based on its core molded footwear process. Most Crocs shoes include Croslite™, a Crocs proprietary membrane footwear technology that gives each pair the exceptional softness and comfort that everyone loves. The global Crocs campaign, "Come As You Are", is a great blend of self-expression and comfort.

To learn more about Crocs Indonesia or our global "Come As You Are" campaign, please visit Website [www.crocs.co.id](http://www.crocs.co.id) and follow @Crocs.ina on [Facebook](#) and [Instagram](#)

### **Crocs Assets:**

<https://we.tl/t-V6JSH2Ng2y>

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