

A photograph of three male sprinters in mid-stride on a red running track. They are wearing athletic gear, including tank tops and shorts. The background shows a large stadium with tiered seating and a high, dark roof structure. A blue diagonal graphic overlay covers the left side of the image, containing text.

MAP
active

BUILT TO LAST

BIGGER
BETTER
STRONGER

2023
PUBLIC EXPOSE



FIRST QUARTER 2023 HIGHLIGHTS

SALES

42.1%

Year-over-year

SALES BY REGION

Indonesia 82.9%

Overseas 17.1%

GROSS MARGIN

49.2%

EBIT MARGIN

13.5%

INVENTORY

22.0% ↑

From Dec 31, 2022

NET INCOME (IDR)

276BN

OUR STORY



1995

Established under MAPI with first Sports Station & Golf House

1999

Opening of Kidz Station, Planet Sports & The Athletes Foot

2001

200 Stores

1997

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



2008

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



2011

500 Stores

2015

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

2018

- Astec Acquisition
-  **astec**
- IPO



2019

Vietnam Launch



2021

1195 Stores

2020

Expansion to Philippines & Thailand

2022

Expansion to Singapore & Malaysia

Opening new stores in Singapore 13 stores and Malaysia 17 stores

Won award from business Indonesia, Rise in the Year of Changes – Retail Category

Won Best Company award from BPJS Kesehatan



2023

Won award from KSO Sucofindo surveyor Indonesia, The best Customer I

Won award from HOKA, Distribution Partner of the year

Won award from business Indonesia, Rise in the Year of Changes – Retail Category



BRANDS PORTFOLIO

SPORTS

Foot Locker

PLANET SPORTS.ASIA

SPORTS STATION

GOLF HOUSE

2XU



BRANDS PORTFOLIO

LEISURE



KIDS



OUR ASEAN GOALS

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

Drive Digital & Technology Change

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

4

Strategic Partnerships & Acquisitions

Identify, partner and drive long term growth through partnerships and acquisitions

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, Skechers, is now available via offline, online, chat, & marketplace channels to service customers nationwide



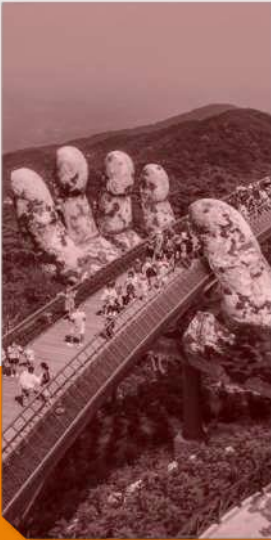
2. ACCELERATE ASEAN BRANDED COMMERCE

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

INDONESIA

1,220 stores
6 proprietary multi brand online stores
5 mono brand online stores
40+ exclusive



VIETNAM

29 stores
8 exclusive brands

PHILIPPINES

113 stores
11 exclusive brands



THAILAND

4 stores
8 exclusive brands

SINGAPORE

22 stores
4 exclusive brands



MALAYSIA

32 stores
3 exclusive brands

2. ACCELERATE 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

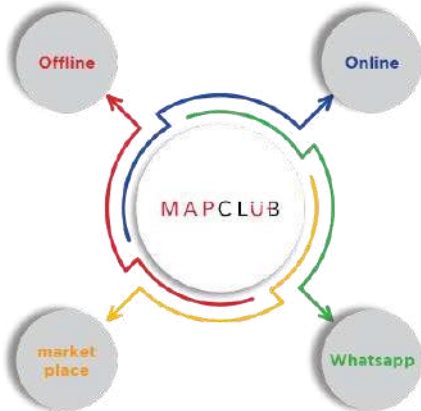
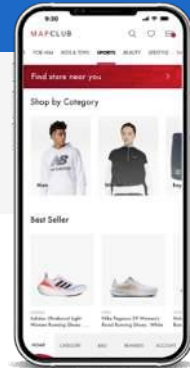
Build an integrated data driven digital ecosystem to refine our planning, purchasing, selling, & speed to market across ASEAN

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.

MAPCLUB will launch in our new ASEAN markets in 2023

In-store Digital Evolution



1. **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
2. **EVO Smart Retail Analytic (POC in limited stores)**
 - Traffic and Conversion
 - Area Productivity
 - Age and Gender Analysis
 - Cashier Productivity Analysis
3. **E-receipt through Email of MAP CLUB app**
4. **Mobile POS in high volume stores for Cue Busting**

B. BluTab Technology



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

3. EXECUTE DIGITAL & TECHNOLOGY CHANGE

New merchandise planning tools

DELIVERING BUSINESS VALUES AND BENEFITS



*Streamlined &
Automated solution to
drive efficiency and
sales growth*

Sharpened focus on delivering the future goals

*“Operational effectiveness”
To accelerate business
value realization*



*“Predictive. Proactive
and Agile” mindset to
drive continued
innovation*

*“Accelerate adoption”
by using Global best
practices in context of
brands needs*

Business benefits expected



Reduction in out
of stock rate



Improve inventory
availability at store
level



increased
store sales



Improved allocation
accuracy

4. STRATEGIC ACQUISITIONS & PARTNERSHIPS

MAA continues to identify new opportunities with global best partners to ensure long term growth throughout SEA

A. Foot Locker

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

July 2023- Take over of stores & eCom operation of Foot Locker in Singapore, Malaysia

B. Joint venture and new partnership

CONVERSE & REEBOK : Singapore & Malaysia

ALDO : Singapore, Malaysia, Thailand & Indonesia

SPORTS DIRECT : Indonesia





SUMMARY MAA STORES

Country	FY2022	as per May 2023
Indonesia	1,184	1,220
Vietnam	26	29
Philippines	83	113
Thailand	4	4
Singapore	13	22
Malaysia	17	32

MAA NEW STORES

Country	Jan - May 2023
Indonesia	73
Vietnam	3
Philippines	34
Thailand	12
Singapore	1
Malaysia	2
Total	125

MULTIBRANDS STORE

PLANET SPORTS Grand Indonesia – 21 October 2022

INDONESIA



PLANET SPORTS Tacloban– 21 March 2023

PHILIPPINES



SPORTS STATION Mega Mall– Semarang 8 March 2023

INDONESIA



GOLF HOUSE Kertalangu Sanur Bali– 31 March 2023

INDONESIA



MONOBRAND STORES

SKECHERS
The Park Semarang 16-03-23

INDONESIA



STACCATO
The Park Semarang 16-05-23

INDONESIA



HOKA
AYALA BAY MALL 15-02-2023

PHILIPPINES



NEW BALANCE
Grand Canal Veniece 11-02-2023

PHILIPPINES



CONVERSE
TAMPINES, 13-01-23

SINGAPORE



CONVERSE
PLAZE PENANG 14-01-23

MALAYSIA



FOOT LOCKER

FOOTLOCKER Kota Kasablanka, 24-02-2023

INDONESIA



FOOTLOCKER SM SEA SIDE, CEBU- 24-02-2023

PHILIPPINES



FOOTLOCKER Pacific Place, 24-03-2023

INDONESIA



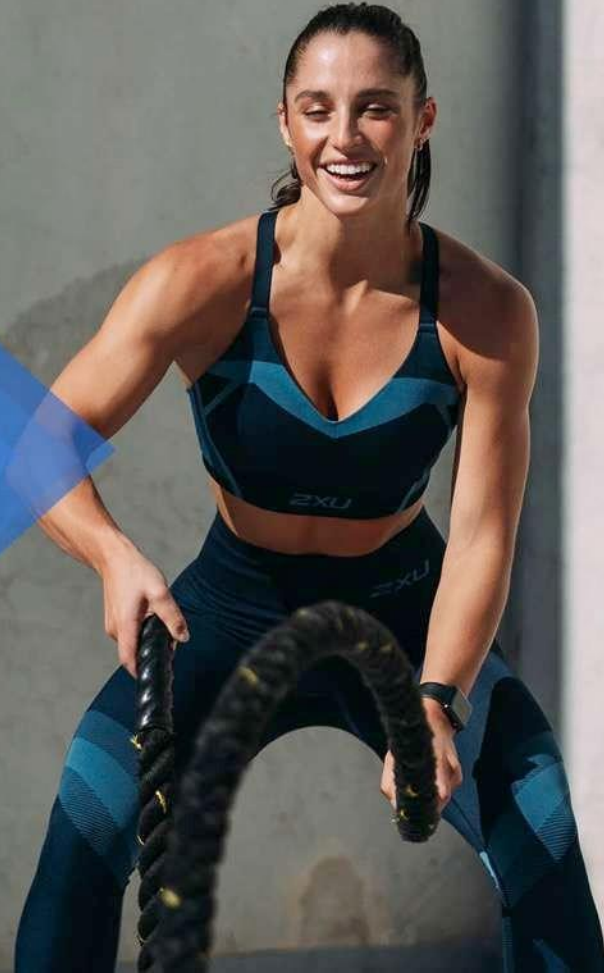
FOOTLOCKER TSM Makassar, 21-04-2023

INDONESIA



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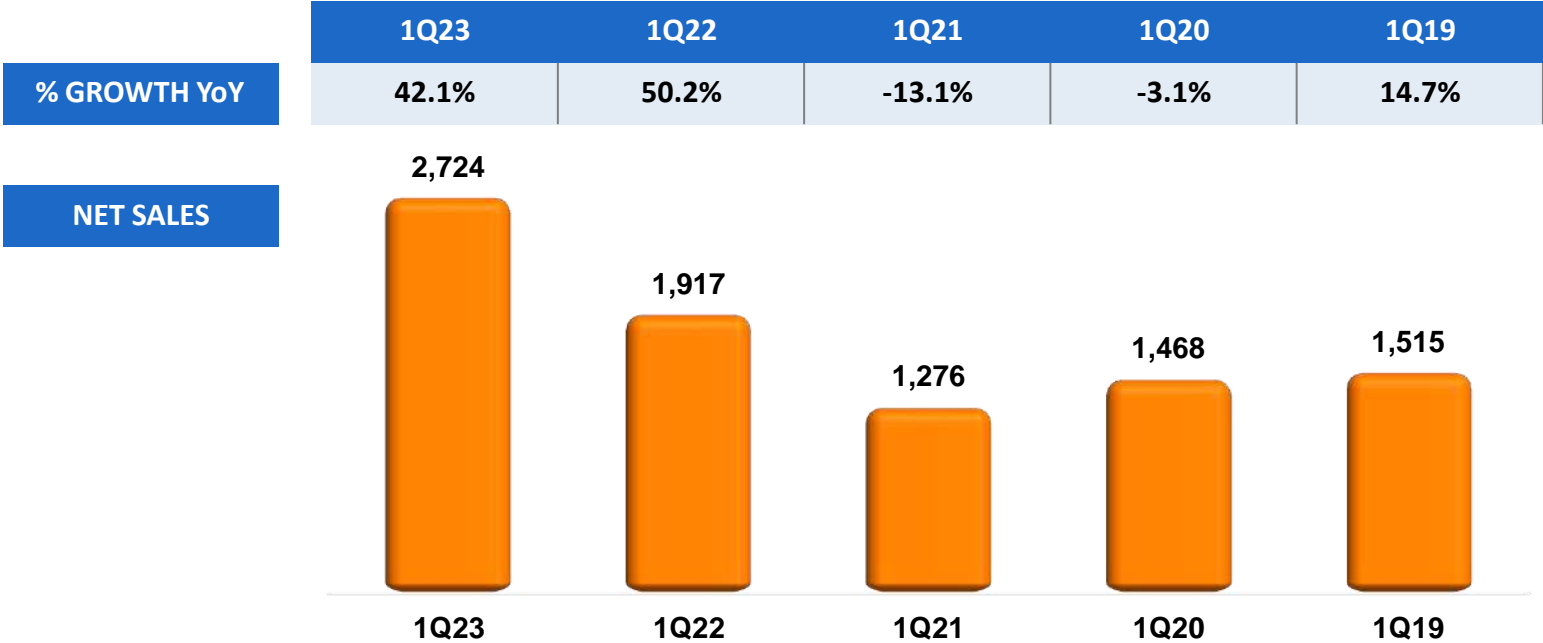
FINANCIAL HIGHLIGHTS



FINANCIAL HIGHLIGHTS*) After PSAK 73/ IFRS 16

(IDR bn, %)	1Q23	1Q22	% GROWTH
NET SALES	2,724	1,917	42.1%
GROSS PROFIT	1,340	874	53.3%
	49.2%	45.6%	
EBIT	367	232	58.3%
	13.5%	12.1%	
EBITDA	549	387	41.9%
	20.2%	20.2%	
NET PROFIT	276	170	62.1%
	10.1%	8.9%	

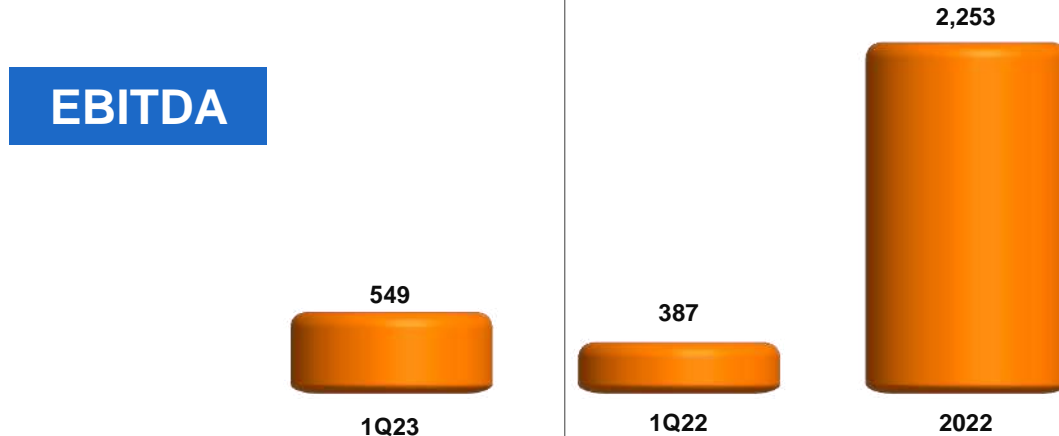
NET SALES & GROWTH (IDR bn, %)



Sales for the Q1 2023 showed growth of over 40% YoY, due to 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.

PROFITABILITY *) After PSAK 73/ IFRS 16

(IDR bn, %)	1Q23	1Q22	2022
GROSS MARGIN	49.2%	45.6%	47.9%
EBIT MARGIN	13.5%	12.1%	16.1%
EBITDA MARGIN	20.2%	20.2%	23.0%



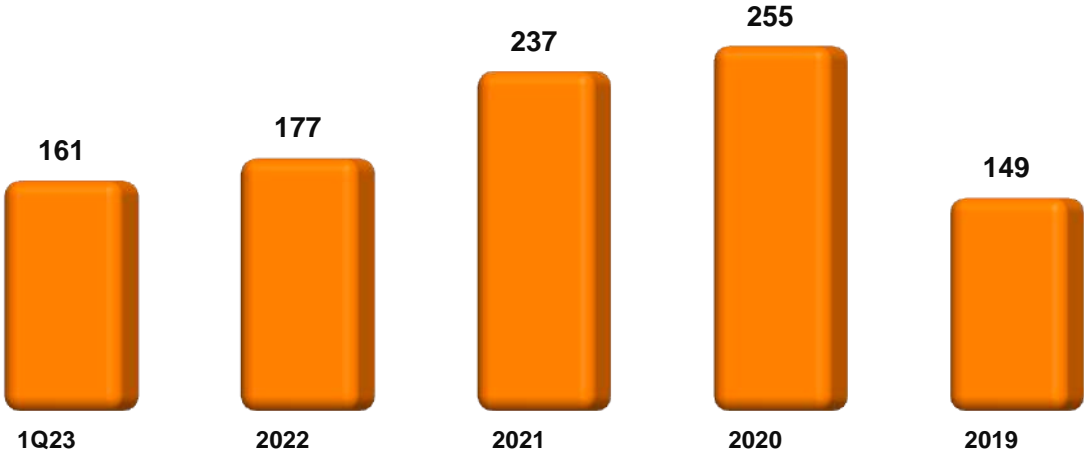
Gross margins showed significant improvement enhanced by the company's continued investments in CRM and Loyalty program, which ensured a refined targeting of members towards specific brands. This aided more enduring brand relationships plus a significant upside to average transaction values and inventory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

Inventory Level (Days, IDR bn, %)

AGING INVENTORY

1Q23	1Q22	2021	2020	2019
20%	18%	45%	38%	17%

INVENTORY DAYS



Overall inventory efficiency increased, with inventory days and aging reflecting their best levels since the start of the pandemic. This was due to our ongoing strategy of working closely with our exclusive brands and preferred partners to drive sales via our omni-channel retail network. In addition, we will also fine-tune our data analytics at MAPCLUB to deliver more focused customer targeting for better results.

Inventory for Lebaran season which fell in April 2023 has been prepared by the company throughout this quarter.

BALANCE SHEET (IDR bn)

ASSETS	As of 31 MAR '23	As of 31 DEC '22	As of 31 DEC '21	LIABILITIES & EQUITY	As of 31 MAR '23	As of 31 DEC '22	As of 31 DEC '21
CASH & EQUIVALENTS	1,034	1,342	662	BANK LOAN	93	99	62
ACCOUNT RECEIVABLES	333	447	316	ACCOUNT PAYABLE	1,054	994	763
INVENTORIES	3,333	2,733	2,279	EMPLOYEE BENEFIT OBLIGATIONS	144	144	134
PROPERTY, PLANT, EQUIPMENT	1,002	880	653	LEASE LIABILITY	1,216	1,180	710
ROU ASSET	1,325	1,259	792	OTHER LIABILITIES	577	532	401
OTHERS	888	773	613	EQUITY & MINORITY INTEREST	4,831	4,485	3,245
TOTAL ASSETS	7,915	7,434	5,315	TOTAL LIABILITIES & EQUITY	7,915	7,434	5,315



BIGGER

Partnering thoughtout **SEA** with global best in class brands

BETTER

A company who global brands trust to delivery on commitments and strategies

STRONGER

A brand of strength – positioned for sustainable growth thoughtout the region

MAP
active

**THANK
YOU**

