

MAP
active

BUILT TO LAST

BIGGER BETTER STRONGER

UNAUDITED RESULT
1H/2Q 2023



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 Athlete's Foot

2001

200 Stores

2008

- 500 Stores
- Launch Payless Shoe Source



2011

500 Stores

2015

- 780 Stores
- MAP Active partners with CVC Capital Partners

2018

- Astec Acquisition
- 
- IPO



2019

Vietnam Launch



2021

1195 Stores

2020

Expansion to Philippines & Thailand

2022

Expansion to Singapore & Malaysia

Opening of 13 new stores in Singapore and 17 new stores in Malaysia.

Won "Rise in the Year of Change (Retail Category)" from Bisnis Indonesia

Won "Best Company Award" from BPJS Kesehatan



2023

1300+ Stores

Won "The Best Customer" Award from KSO Sucofindo Surveyor Indonesia
Won "Distribution Partner of the Year" from HOKA

Won "Rise in the Year of Change (Retail Category)" from Bisnis Indonesia



BRANDS PORTFOLIO

SPORTS

Foot Locker

PLANET
SPORTS

SPORTS
STATION

SPORTS
DIRECT

GOLF HOUSE

2XU



SKECHERS



BRANDS PORTFOLIO

LEISURE

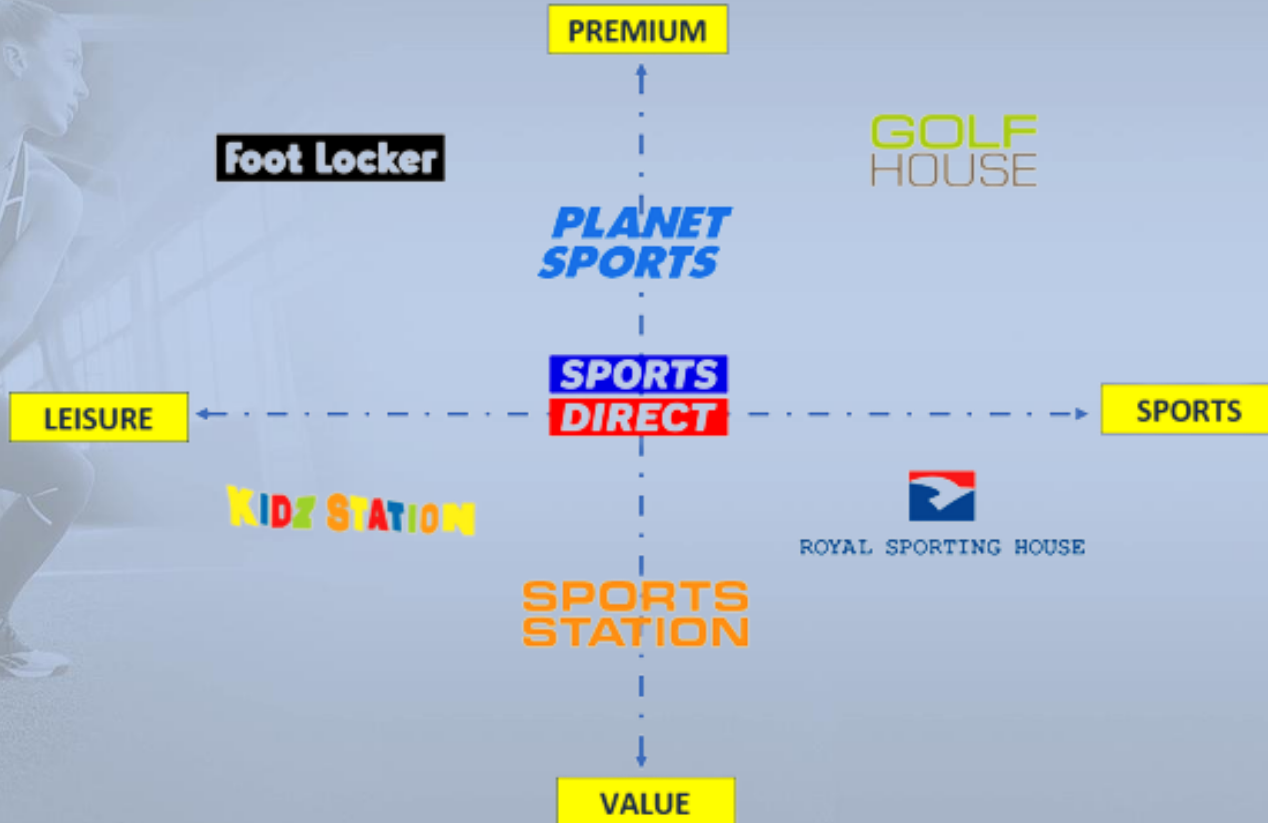


KIDS



Multi Tier Retailing

Our differentiator for growth in collaboration with exclusive brands



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



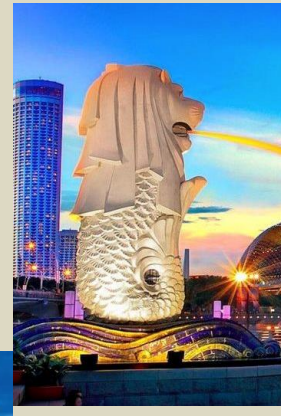
VIETNAM

34 Stores
21 SiS
8 exclusive brands



THAILAND

16 Stores
379 SiS
8 exclusive brands



MALAYSIA

33 Stores
1 SiS
3 exclusive brands



INDONESIA

1,225 Stores
6 proprietary multi brand online stores
8 mono brand online stores
40+ exclusive

PHILIPPINES

118 Stores
653 SiS
12 exclusive brands



SINGAPORE

22 Stores
5 SiS
4 exclusive brands



CAMBODIA

2 Stores
1 exclusive brand

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 June 2023, MAPA now manage the Converse brand in five regional territories

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

INDONESIA



Kota Kasablanka,
Jakarta ; Online store
launch Q4 2021

PHILIPPINES



Powerplant Mall; Online
store launch 2022/23

3. EXECUTE DIGITAL & TECHNOLOGY CHANGE

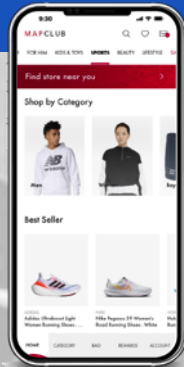
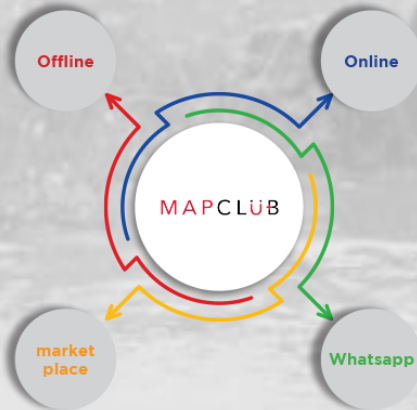
Build an integrated data driven digital ecosystem to refine our planning, purchasing, selling, & speed to market across ASEAN

A. MAPCLUB

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

One power APP for branded shopping

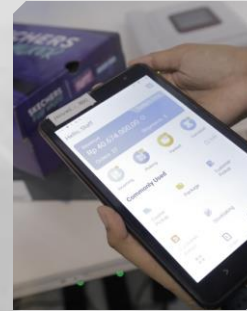
- ALL BRANDS
- ALL SALES CHANNELS
- ALL RETAIL CATEGORIES
- eMONEY & INCENTIVES



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**

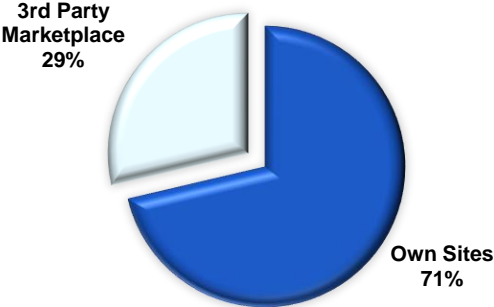
B. BluTab Technology



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

Digital Performance (IDR bn, %)

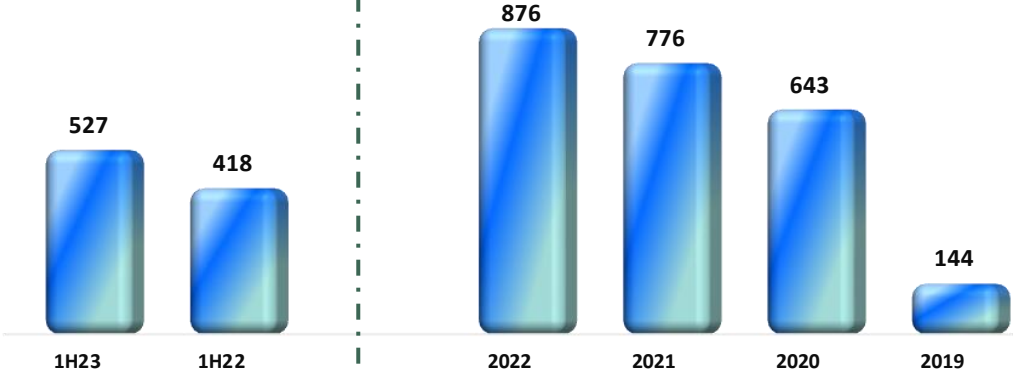
CHANNEL BREAKDOWN



1H23 Digital Sales Contribution
8.8%

DIGITAL SALES PERFORMANCE

	1H23	1H22	2022	2021	2020	2019
CONTRIBUTION	8.8%	9.7%	8.9%	12.8%	13.4%	1.9%



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

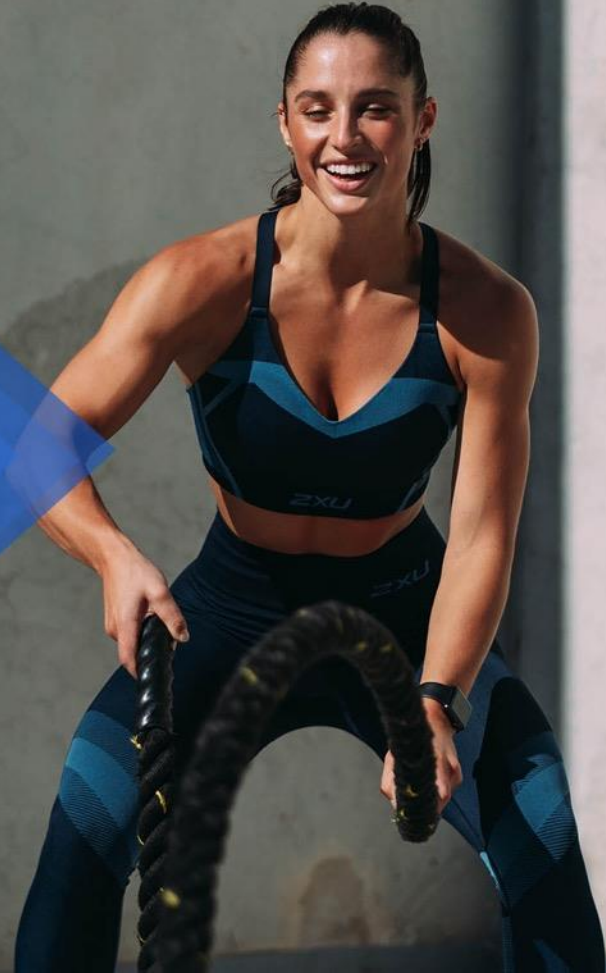
ALDO : Singapore, Malaysia, Thailand & Indonesia

SPORTS DIRECT : Indonesia



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FINANCIAL HIGHLIGHT

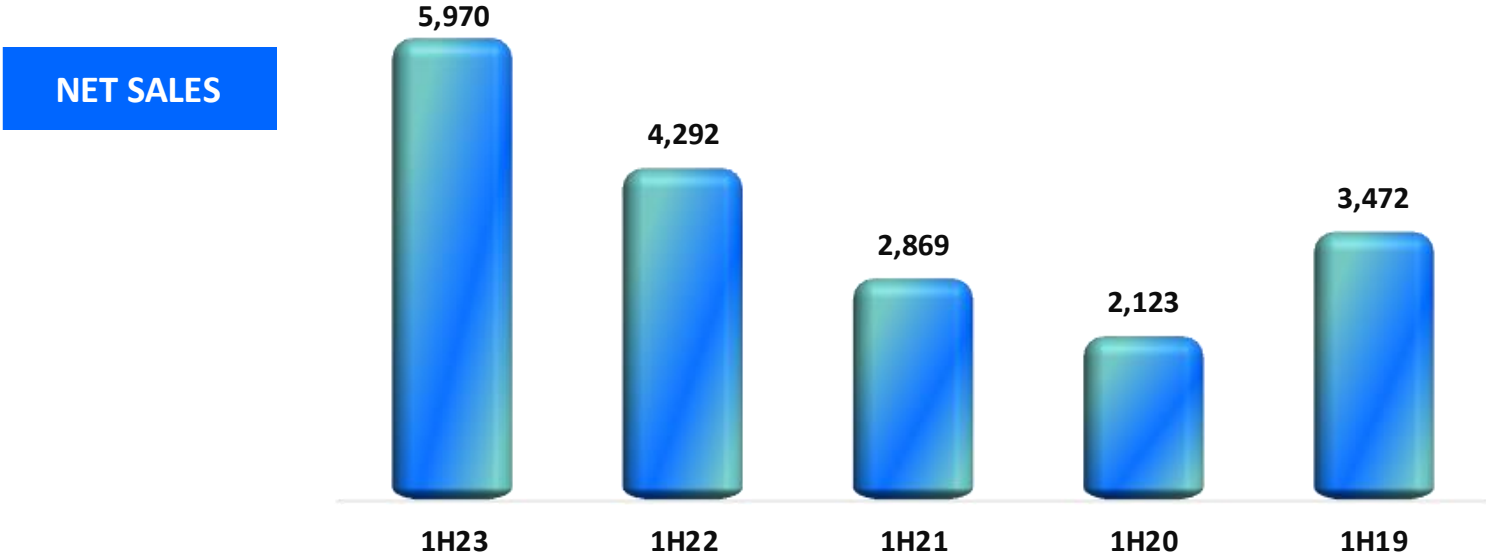


Financial Highlights *) After PSAK 73/ IFRS 16

(IDR bn, %)	1H23	1H22	% GROWTH	2Q23	2Q22	% GROWTH
NET SALES	5,970	4,292	39.1%	3,246	2,375	36.6%
GROSS PROFIT	2,937	2,027	44.9%	1,597	1,153	38.5%
	49.2%	47.2%		49.2%	48.6%	
EBIT	894	638	40.2%	527	406	29.9%
	15.0%	14.9%		16.2%	17.1%	
EBITDA	1,269	948	33.8%	720	561	28.2%
	21.3%	22.1%		22.2%	23.6%	
NET PROFIT	663	478	38.7%	386	307	25.7%
	11.1%	11.1%		11.9%	12.9%	

Net Sales & Growth (IDR bn, %)

	1H23	1H22	1H21	1H20	1H19
% GROWTH YoY	39.1%	49.6%	35.1%	-38.8%	19.4%



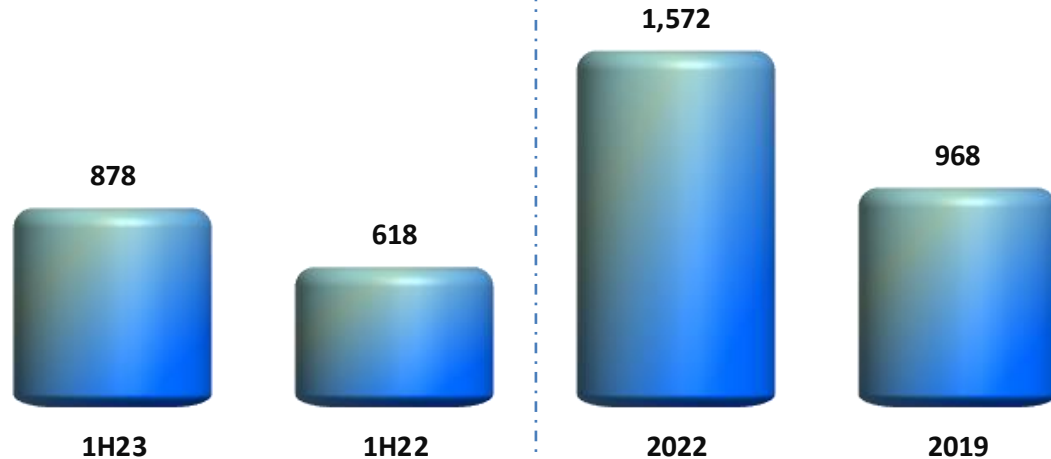
Sales for the 1H 2023 showed growth of over 39% YoY, due to the improving market sentiment following the removal of Covid-19 restriction and a successful Lebaran period. The positive momentum continued in June, particularly during the school holiday period.

Profitability *) Prior PSAK 73/ IFRS 16

(IDR bn, %)

	1H23	1H22	2022	2019
Gross Margin	49.2%	47.2%	47.8%	44.7%
EBIT Margin	14.7%	14.4%	16.0%	12.9%
EBITDA Margin	16.9%	16.9%	18.4%	15.4%

EBIT



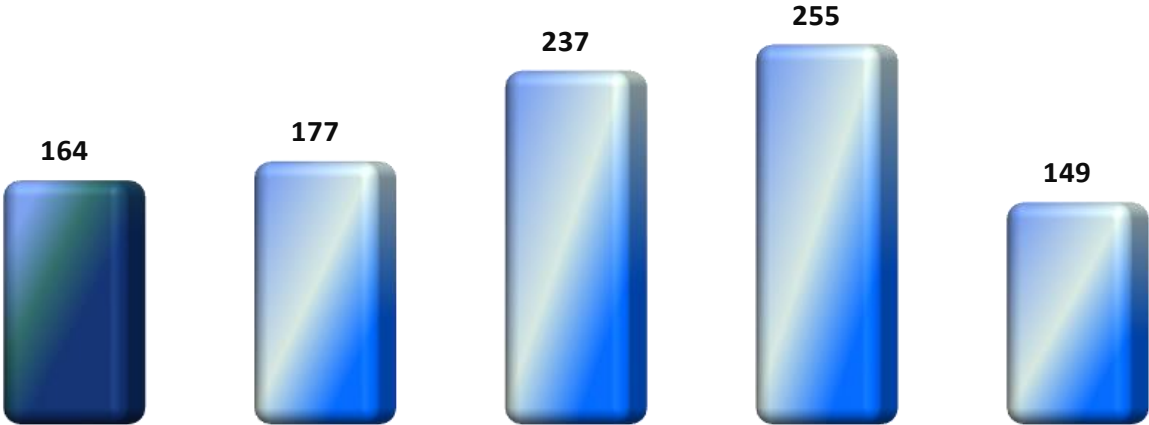
Gross margins showed significant improvement enhanced by the company's continued investments in CRM and Loyalty program, which ensured a refined targeting of members towards specific brands. This aided more enduring brand relationships plus a significant upside to average transaction values and inventory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

Inventory Level (Days, IDR bn,%)

**INVENTORY AGING
> 6 MONTHS**

1H23	FY22	FY21	FY20	FY19
21%	18%	45%	38%	17%

INVENTORY DAYS



Inventory efficiency improved, and inventory days reached their best level since the beginning of the pandemic. This positive outcome resulted from our continuous approach of collaborating closely with exclusive brands and preferred partners, leveraging our omni-channel retail network to boost sales. Additionally, we plan to optimize our data analytics at MAPCLUB to achieve more precise customer targeting and, consequently, enhance overall performance.

Balance Sheet (IDR bn)

ASSETS	As of 30 JUNE '23	As of 31 DEC '22	As of 31 DEC '21	LIABILITIES & EQUITY	As of 30 JUNE '23	As of 31 DEC '22	As of 31 DEC '21
CASH & EQUIVALENTS	1,042	1,342	662	BANK LOAN	97	99	62
ACCOUNT RECEIVABLES	396	447	316	ACCOUNT PAYABLE	1,183	994	763
INVENTORIES	3,496	2,733	2,279	EMPLOYEE BENEFIT OBLIGATIONS	150	144	134
PROPERTY, PLANT, EQUIPMENT	1,120	880	653	LEASE LIABILITIES	1,267	1,180	710
ROU ASSET	1,407	1,259	792	OTHER LIABILITIES	531	532	401
OTHERS	865	773	613	EQUITY & MINORITY INTEREST	5,098	4,485	3,245
TOTAL ASSETS	8,326	7,434	5,315	TOTAL LIABILITIES & EQUITY	8,326	7,434	5,315



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**THANK
YOU**