



PRESS RELEASE

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"REEF® Re-launches Brand in Indonesia and Opens First Offline Store, Ready to Welcome Summer in Style"

Announce First Offline Store Opening, and Beach Clean Up Initiative with #Seasoldier and Dozens of Volunteers

[Event Photo]

Jakarta, March 20, 2024 - MAP Active is proud to announce the relaunch of REEF® in Indonesia, a footwear and apparel brand inspired by the beauty of the beach, providing an authentic and entertaining experience for freedom lovers. REEF celebrates its presence in Indonesia through the culmination of its "REEFeel Your Perfect Sea Soul" campaign with #Seasoldier on March 20, 2024 at Hall A Function Plaza Indonesia. Not just re-launching, REEF also took a bold step by opening its first offline store at Plaza Indonesia to expand its product range from Bali to the rest of Indonesia.

"REEF® is committed not only to offering exhilarating beach spirit, but also contributing to the preservation of beaches in Indonesia. With this launch, REEF is optimistic to be the first choice of sandals for those who want to combine fashion with an eco-conscious lifestyle." said **Martina Harianda Mutis, General Manager Brand Marketing of PT Map Aktif Adiperkasa.**

During the "REEFeel Your Perfect Sea Soul" campaign, REEF has launched various initiatives to encourage consumer involvement in adopting better fashion and lifestyle by presenting the **Reefcycle Box**. The Reefcycle Box is a plastic waste drop box available at Planet Sports Asia Grand Indonesia store or Bali Galeria. Consumers who participate in this activity get Rp 100,000 cashback that they can use to purchase REEF products.



Moreover, aware that the effort to spread awareness of this campaign requires greater effort, REEF has partnered with the independent environmental organization **#Seasoldier**, founded by actress and Miss Indonesia 2005, Nadine Chandrawinata and her partner Dinni Septianingrum. Together with **#Seasoldier**, REEF held a **"Beach Clean Up"** on **March 9, 2024 at Tanjung Pasir Beach, Tangerang** with dozens of volunteers.

[Photo Beach Clean Up]

"We are proud to team up with REEF® in this positive action. REEF® not only provides us with stylish beachwear options, but also proves its commitment in preserving the environment. Their 'Beach Clean Up' initiative is an example of how we can start living more sustainably with every step. I am proud to be part of this movement with REEF, and hopefully more brands can follow this positive footsteps for the common good." said **Nadine Chandrawinata, Founder of #Seasoldier**.

In addition to presenting a series of campaigns, REEF also showcased a diverse collection of products available in Indonesia, which have contributed to environmental sustainability. Each product is made with a deep commitment to the marine and coastal environment and put forward. REEF's eco-friendly collection includes a variety of sandals, all made from renewable, recycled, and organic materials. These materials are carefully selected not only for their sustainability but also for their durability and comfort, ensuring that every step in a REEF sandal feels beneficial to our planet.

Here are the details of the REEF® collection:

- **Oasis** (available for Unisex)

This water-loving sandal is supportive, sustainable, and versatile. It feels as good as it looks, offering traction in the footbed and outsole for all your water adventures. The upper features

injection-molded water-friendly EVA straps, while the footbed is soft and supportive IMEVA with aggressive texture for traction. The outsole is non-marking injection-molded EVA, and the shoe is made with Sugarcane EVA for sustainability.



- **Santa Ana** *(available for men/ men size)*



The Santa Ana, a favorite REEF sandal, feels and looks great with its palm frond-inspired side wall. It offers cushiony softness, high arch support, a padded vegan leather strap, and bamboo-inspired texture for a no-slip grip. This water-friendly sandal features a vegan leather strap with a soft padded lining, a compression-molded EVA footbed with high arch support and bamboo texture, and a non-marking rubber cupsole with palm frond design for traction. The leather is sourced sustainably from LWG-rated tanneries.



- **Vista Hi** *(available for women/women size)*

Slip into the Cushion Vista Hi sandals and embrace both rugged style and comfort. Featuring a durable EVA outsole with a cushioned PU footbed, these sandals offer excellent support with generous arch support and heel cupping for all-day wear. The PVC-free vegan leather straps add to the stylish look. The footbed is covered in 100% natural cork for sustainability.



The REEF® sandals collection is available at REEF stores and Planet Sports Asia stores. For every purchase of REEF Sandals will get a GWP Bracelet* made from recycled plastic waste. Find out more about REEF's innovations and offerings in Indonesia via social media [@reef.indonesia](https://www.instagram.com/reef.indonesia) !

**while the stock available*

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About PT Map Aktif Adiperkasa Tbk (MAPA)

PT Map Aktif Adiperkasa Tbk (MAPA) is an Asean 'brand commerce' entity that manages and markets international brands across Indonesia, the Philippines, Thailand and Vietnam. As a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA operates more than 40 exclusive brands spread across 1,199 stores in more than 100 cities in ASEAN and 10 online sites. Its three main business lines are Sports, Leisure, and Kids which have been sold through mono stores and wholly-owned multi-brand store formats including Planet Sports, Sport 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.

About REEF®

REEF is the global footwear and apparel brand that inspires people to feel comfort and freedom from their first step. United by the spirit of the beach since 1984, REEF designs innovative and comfort-driven products to celebrate the freedom and fun of the beach lifestyle. REEF® is a registered trademark of Trestles IP Holdings, LLC.

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