

Press Release

For Immediate Distribution

CROCS Teamed Up with Azizah Salsa to Share the Joy during this Ramadan Season

Ready to Elevate Your Raya Look with new Collection

Jakarta, 19 March 2024 - Crocs, a world leader in innovative casual footwear, welcomed this year Ramadan with its annual “Share The Joy” campaign. Building on last year's success, this campaign is launching with a hero film that celebrates the diversity of the Muslim community and reflects Crocs “Come As You Are” mantra. This year, Crocs launched the 2024 “Share the Joy” capsule collection which is an iteration of the brand's most iconic shapes for the whole family. This collection is the result of Crocs extensive partnership with London-based creative agency Stereo, and artistic collective Muslim Sisterhood. Products will be **available to buy from 11 March 2024** at Crocs offline and online store. Aside from preparing consumers with comfort and fashionable footwear for Eid al-Fitri, Crocs **also hosted an intimate Ramadan Soiree teamed up with Instagram celebrity, [Azizah Salsa](#) to spread the spirit of Ramadan** and the joy of gifting with her fellow KOL's friends like xx and xx.

"We hope that this Share the Joy messaging can help our customers to find a way of making their Ramadan exquisite. Our collaboration with Azizah Salsa on this Ramadan Soiree is one of our platforms to support congeniality that aligns with how Crocs encourages people to share their uniqueness, kindness and generosity, something that is so important in our society today." said **Martina Harianda Mutis, General Manager Brand Marketing PT. Map Aktif Adiperkasa.**

2024 “Share the Joy” capsule collection



Classic Tiara Clog | Rp 1,199,000

Pearl necklace embellishments provide extra style to this version of the iconic clog. The elegant embellishments provide extra style, and Croslite™ foam construction keeps them light and easy to wear. Grounded in comfort, spiked with personality.



Classic Platform Tiara Clog | Rp 1,499,000

We created a style-relevant version of our Classic icon for her. The Classic Platform features a heightened, contoured outsole that supports the upper you know and love with a slimmer, sleeker look — but there's more. This version also features stunning clear gemstone embellishments, perfect for giving your style a little extra boost and glamour.



Classic Platform Tiara Flip | Rp 899,000

Enjoy this stylish revamp of our Classic Crocs Flip that features a platform silhouette and textured heel. This version also features elegant pearl anklet embellishments. Classic Croslite™ foam cushions each step and keeps them light and easy to wear. Comfortable flips, with elevated style.



Classic Platform Tiara Slide | Rp 959,000

Enjoy this stylish revamp of our Classic Crocs Slide that features a platform silhouette and textured heel. This version also features elegant clear gemstone embellishments. Classic Croslite™ foam cushions each step and keeps them light and easy to wear. Comfortable sandals with elevated style.



Classic Tiara Clog (Kids) | Rp 799,000

Clear gemstone embellishments resembling a tiara provide elevated style to this version of the iconic clog. The elegant embellishments provide extra style, and Croslite™ foam construction keeps them light and easy to wear. Grounded in comfort, spiked with personality

"Crocs invite everyone to share the joy of Ramadan with us, we are so excited to see how customers will be their most authentic and better version this Eid al-Fitr with our 2024 Capsule Collection" ended by **Martina Harianda Mutis selaku General Manager Brand Marketing PT. Map Aktif Adiperkasa.**

Find out more about Crocs 2024 Share the Joy Capsule Collection in Indonesia via social media [@crocs.ina](https://www.instagram.com/crocs.ina) !

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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.

About Crocs, Inc.

Crocs, Inc. (Nasdaq: CROX) is a world leader in innovative casual footwear, combining comfort and style with a value that consumers know and love. The Company's brands include Crocs and HEYDUDE and its products are sold in more than 85 countries through wholesale and direct-to-consumer channels. For more information on Crocs, Inc. please visit investors.crocs.com. To learn more about our brands, please visit Website www.crocs.co.id and follow @Crocs.ina on [Facebook](#) and [Instagram](#)

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