



AUDITED RESULT FY/4Q 2023



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Indonesia Macroeconomic Indicators

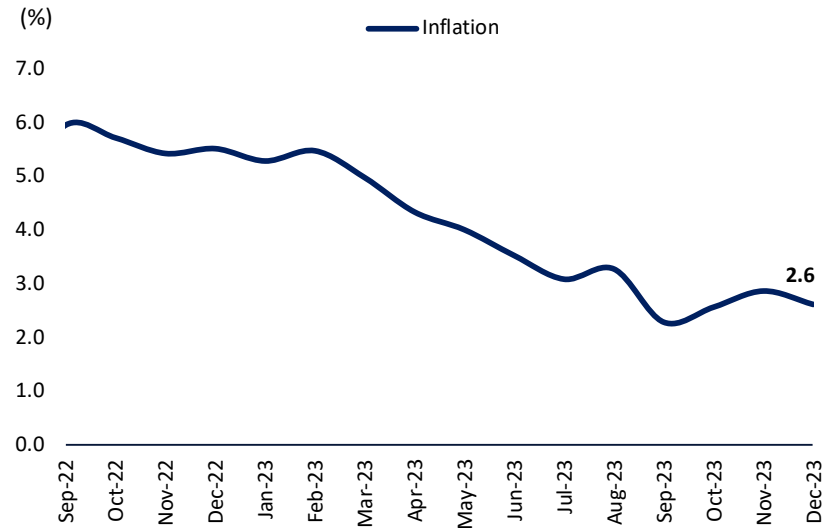
The Company has observed positive trends in overall macroeconomic indicators, including robust GDP growth along the year and well-controlled inflation rates.

Indonesia GDP growth (% YoY)

Quarter	Q1	Q2	Q3	Q4
2017	5.0	5.0	5.1	5.2
2018	5.1	5.3	5.2	5.2
2019	5.1	5.1	5.0	5.0
2020	3.0	-5.3	-3.5	-2.2
2021	-0.7	7.1	3.5	5.0
2022	5.0	5.4	5.7	5.0
2023	5.0	5.2	4.9	5.0

GDP Growth Projection 2024: 5.2%

Source: <https://www.bps.go.id/>



Source: <https://www.bi.go.id/>

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

1500+ Stores

CAMBODIA OPENING

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 PORTSFOLIO

SPORTS

Foot Locker

PLANET
SPORTS.ASIA

SPORTS
STATION

the  athlete's foot

GOLF HOUSE

SPORTS
DIRECT



ROYAL SPORTING HOUSE

ROOKIE ^{USA}

2XU



AIRWALK

astec

asics

BROOKS

Champion

Cleveland
GOLF

CONVERSE

CROCS

diodora

ellesse

ENERGETICS

HOKA ONE ONE

LOTTO



NBA

NEW ERA

new balance



PUMA

PTP prince

Reebok

SKECHERS

SPALDING
TRUE TO THE GAME

speedo

SRIXON

Tabata



Wilson XXIO

BRANDS PORTSFOLIO

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 stores are now available via offline, online, chat, & marketplace channels to service customers **nationwide**



2. ACCELERATE ASEAN BRANDED COMMERCE

INDONESIA



1,336 Stores
28 online
platforms
40+ exclusive
brands

VIETNAM



39 stores
14 SIS
10 exclusive
brands

PHILIPPINES



161 stores
579 SIS
19 exclusive
brands

THAILAND



37 stores
561 SiS
14 exclusive
brands

SINGAPORE



25 stores
2 SiS
5 exclusive
brands

MALAYSIA



40 stores
1 SiS
4 exclusive
brands

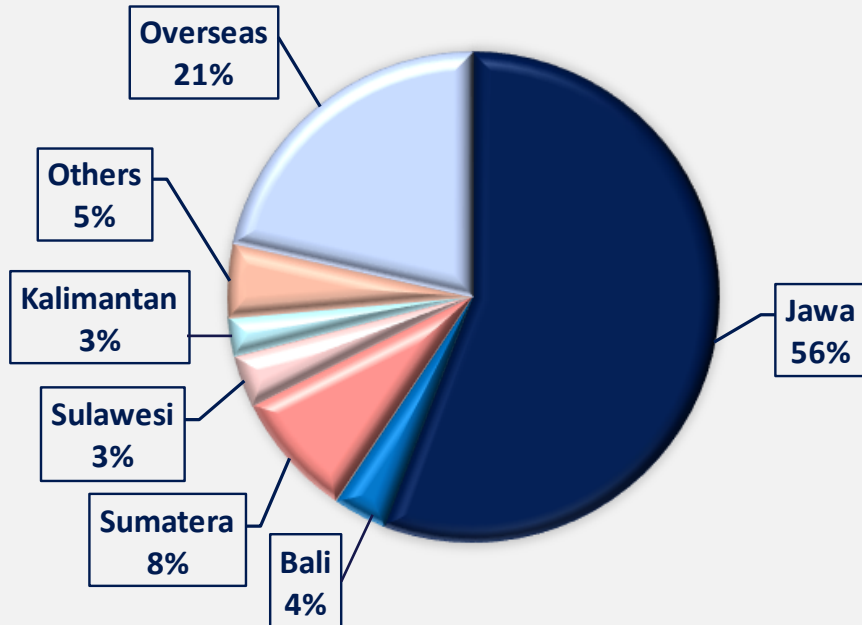
CAMBODIA



8 stores
4 exclusive
brands

2. ACCELERATE ASEAN BRANDED COMMERCE

GEOGRAPHICAL SALES 2023



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 2023, MAPA manage the Converse brand in five regional territories



MALAYSIA



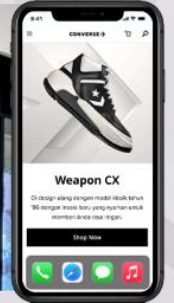
VIETNAM



INDONESIA



SINGAPORE



PHILIPPINES



3. EXECUTE DIGITAL & TECHNOLOGY CHANGE

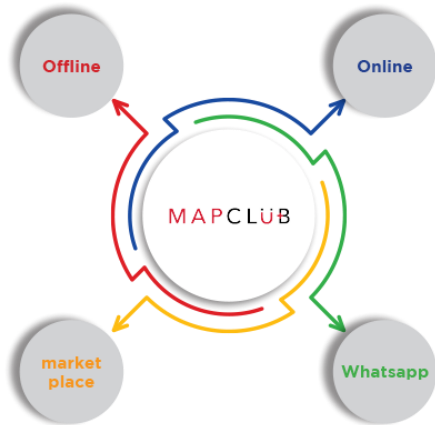
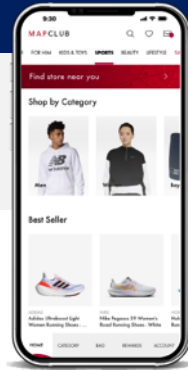
Build an integrated data driven digital ecosystem to refine our planning, purchasing, selling, & speed to market across ASEAN

A. MAPCLUB

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

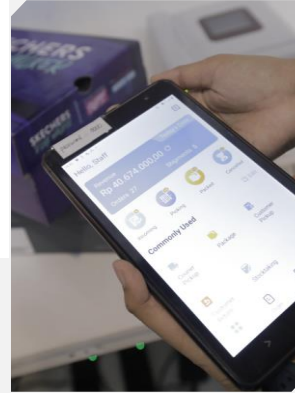
One power APP for branded shopping

- 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.

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

ONLINE PLATFORMS

ACTIVE

Planetsports.asia

Newbalance ID

Sportsstation.id

Converse ID

Lineashoes.com

Converse PH

Footlocker ID

Converse SG

Footlocker PH

Converse MY

Footlocker SG

Converse VN

Footlocker MY

Stevemadden ID

Footlocker VN

Fitflop ID

Footlocker TH

Fitflop PH

Kidz Station

ALDO TH

Reebok ID

ALDO MY

Crocs ID

ALDO SG

Skechers ID

ALDO ID

BricksActive.id

Hoka.com

3rd Party Marketplaces

SHOPEE

LAZADA

TOKOPEDIA

ZALORA

WHATSAPP CHAT & BUY

MAP CLUB

Summary

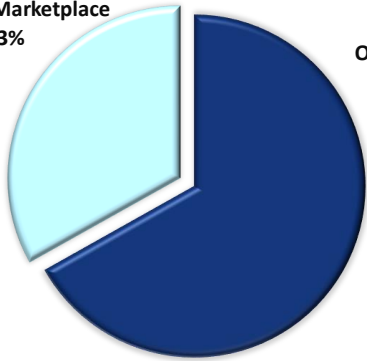
Online Platforms	:	28
3rd Party Platforms	:	4

DIGITAL PERFORMANCE

(IDR bn, %)

CHANNEL BREAKDOWN

3rd Party Marketplace
33%



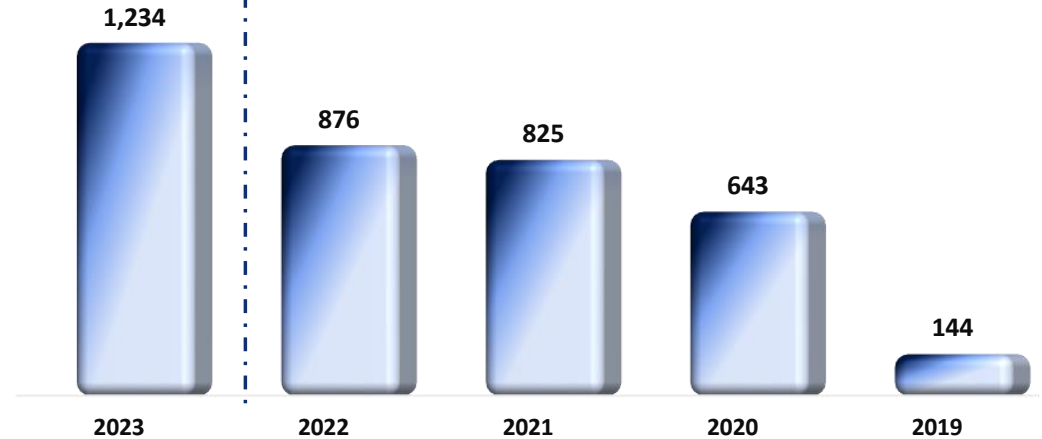
Own Sites
67%

FY 2023 Digital Sales
Contribution

9.1%

DIGITAL SALES PERFORMANCE

	2023	2022	2021	2020	2019
CONTRIBUTION	9.1%	8.9%	13.6%	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 omnichannel retail in the markets of Indonesia, Thailand, Philippines, and Vietnam

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

B. Joint venture and new partnership

CONVERSE & REEBOK : Singapore & Malaysia

ALDO : Singapore, Malaysia, Thailand & Indonesia

SPORTS DIRECT : Indonesia



FINANCIAL HIGHLIGHT



FINANCIAL HIGHLIGHTS

*) After PSAK 73/ IFRS 16

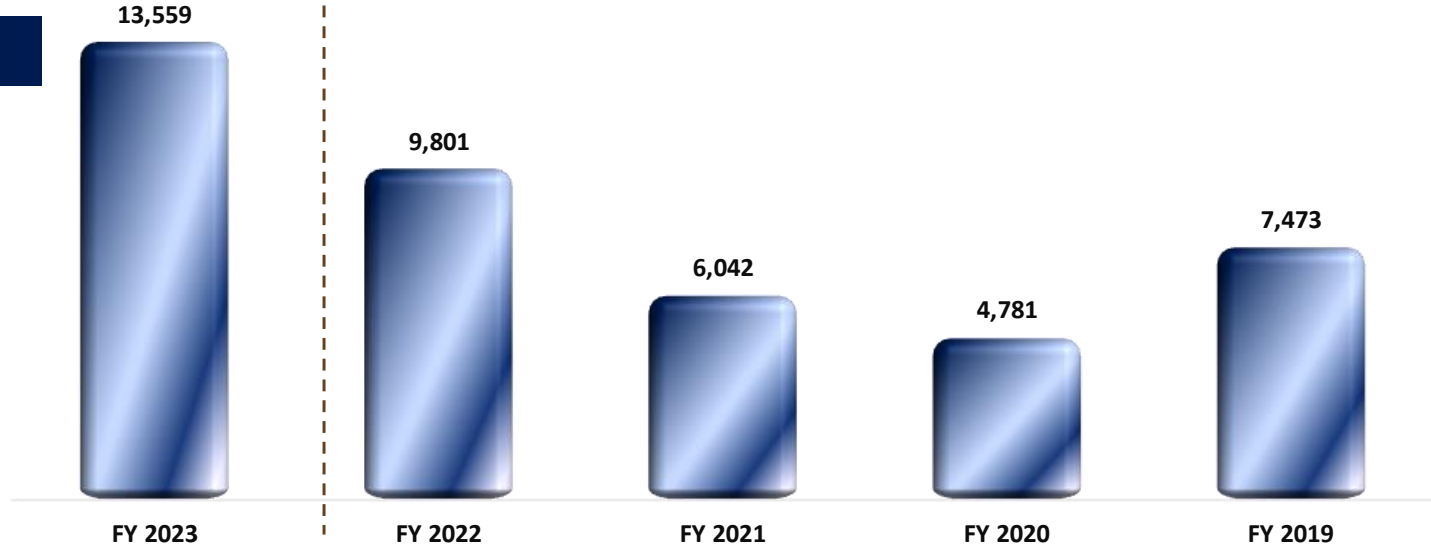
<i>in IDR Billion</i>	2023	2022 (Restated)	% Growth	4Q 2023	4Q 2022	% Growth
Net Sales	13,559	9,801	38.3%	3,974	2,978	33.5%
Gross Profit	6,597	4,690	40.7%	1,914	1,410	35.7%
<i>% Margin</i>	48.7%	47.9%		48.1%	47.4%	
EBIT	2,033	1,574	29.2%	582	453	28.6%
<i>% Margin</i>	15.0%	16.1%		14.6%	15.2%	
EBITDA	2,963	2,253	31.5%	913	656	39.1%
<i>% Margin</i>	21.9%	23.0%		23.0%	22.0%	
Net Profit	1,384	1,174	17.8%	346	370	-6.4%
<i>% Margin</i>	10.2%	12.0%		8.7%	12.4%	

Net Sales & Growth

(IDR bn, %)

% GROWTH YoY	2023	2022	2021	2020	2019
	38.3%	62.2%	26.4%	-36.0%	19.6%

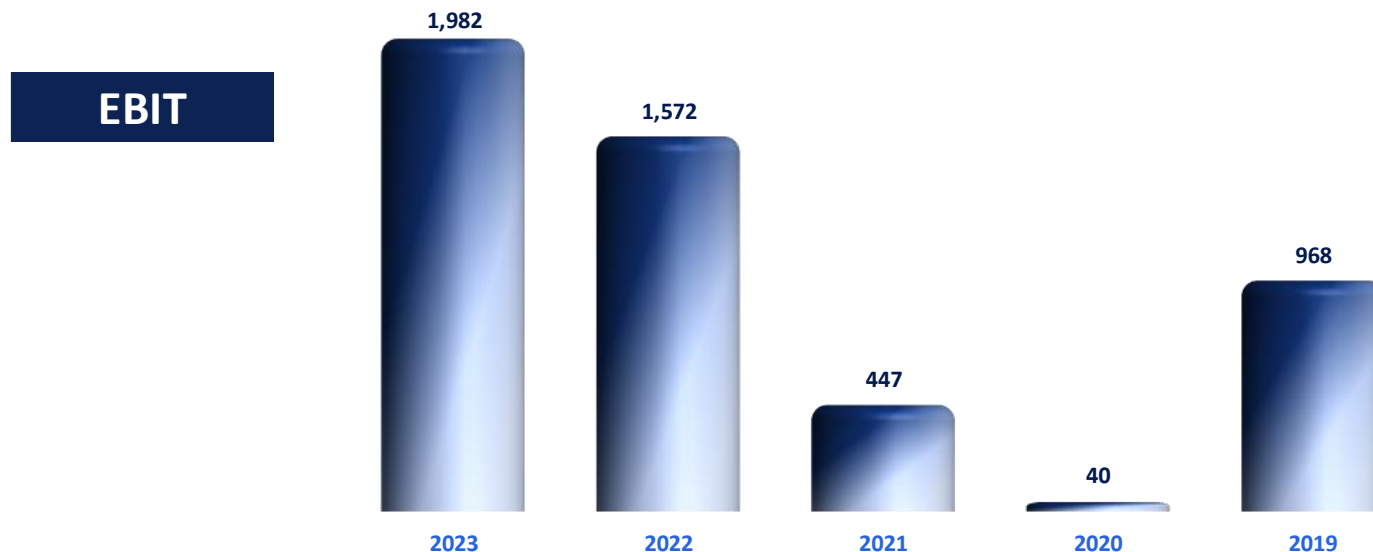
NET SALES



PROFITABILITY

*) Prior PSAK 73/ IFRS 16 (unaudited)

(IDR bn, %)	2023	2022	2021	2020	2019
Gross Profit Margin	48.7%	47.8%	42.8%	40.0%	44.7%
EBIT Margin	14.6%	16.0%	7.4%	0.8%	12.9%
EBITDA Margin	16.8%	18.4%	11.1%	5.3%	15.4%

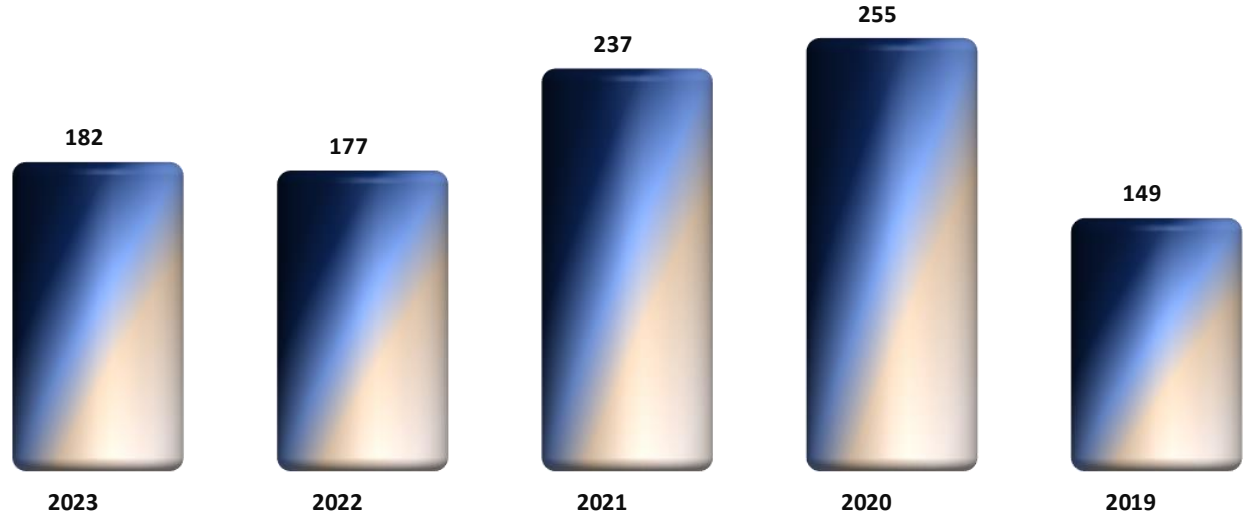


INVENTORY

Aging Inventory
> 6 month

2023	2022	2021	2020	2019
21%	18%	45%	38%	17%

INVENTORY DAYS



BALANCE SHEET

(IDR bn)

ASSETS	As of 31 DEC '23	As of 31 DEC '22 <i>(restated)</i>	As of 31 DEC '21 <i>(restated)</i>
CASH & EQUIVALENTS	1,099	1,342	662
ACCOUNT RECEIVABLES	610	446	317
INVENTORIES	4,315	2,733	2,279
PROPERTY, PLANT & EQUIPMENT - NET	1,814	880	653
ROU - NET	1,947	1,259	792
OTHERS	1,019	766	608
TOTAL ASSETS	10,804	7,426	5,311

LIABILITIES & EQUITY	As of 31 DEC '23	As of 31 DEC '22 <i>(restated)</i>	As of 31 DEC '21 <i>(restated)</i>
BANK LOAN	731	99	62
ACCOUNT PAYABLE	1,498	994	763
EMPLOYMENT BENEFITS OBLIGATIONS	172	144	134
LEASE LIABILITY	1,736	1,180	711
OTHERS LIABILITIES	789	536	410
EQUITY & MINORITY INTEREST	5,878	4,473	3,231
TOTAL LIABILITIES & EQUITY	10,804	7,426	5,311

MAP
active

**THANK
YOU**

