



MAP
active

ONE TEAM TOGETHER

BIGGER BETTER
STRONGER

Public Expose

27 • 06 • 2024



**DELIVERING BEST IN CLASS
EXECUTION OF GLOBAL BRANDS IN
LOCAL RETAIL ACROSS MARKETS**

OUR STORY



Started operation by opening the first Sports Station & Golf House Store

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



Opening of Kidz Station, Planet Sports, and The Athlete's Foot stores

1991

1997

1999

- Initial Public Offering
- Acquisition of Astec



- **780 Stores**
- MAA partners with CVC Capital Partners

- **500 Stores**
- Payless ShoeSource store launch



200
Stores

2018

2015

2008

2001

2019

Launch in Vietnam



2020

Expansion to the Philippines and Thailand

2021

1,195
Stores

2022

- Expansion to Singapore and Malaysia
- Opened 13 new stores in Singapore and 17 new stores in Malaysia



2023



- **>1,600 Stores**
- Expansion to Cambodia
- Won "Rise in the Year of Change (Retail Category)" from Bisnis Indonesia
- Won "The Best Customer" Award from KSO Sucofindo Surveyor Indonesia
- PT Map Aktif Adiperkasa Tbk became part of the FTSE (Financial Times Stock Exchange) Index
- The Company has formed a Joint Venture with Sports Direct Malaysia, Sdn.Bhd to operate Sports Direct stores in Indonesia

OUR BRANDS PORTFOLIO

SPORTS



*Non-Exclusive Brands



OUR BRANDS PORTFOLIO



LEISURE

ALDO BIRKENSTOCK Clarks Dr. Air Walk Martens fittflop LINEA

NINE WEST Onitsuka Tiger Payless ROCKPORT STACCATO STEVE MADDEN

KIDS

KIDZ STATION baby alive* BAN DAI BAN DAI LEGO MGA ENTERTAINMENT Disney PS* MGP ORETE OSHKOSH B'gosh EST. 1895 MARVEL* CAT

Hasbro NERF* Play-Doh MY LITTLE PONY* FurReal* Na! Na! Na! Surprise Hasbro Gaming MONOPOLY* TRANSFORMERS* siku DICKIE TOYS LA TOYS

POWER RANGERS PJ MASKS LOL SURPRISE! LOL OMG Leap Frog* jakks Love Diana Simba GUNPLA* ULTRAMAN HEROES* Gazillion PREMIUM QUEENS

vtech* little tikes Boley EVC Disney PRINCESS Disney FROZEN DINOSAURS SURSAURS PLAY WORLD DYNOS UNLEASHED LASER X Discovery MINDBLOWN Smiggle®

Prime 3D Clementoni baby Clementoni keeppley* Qman FAO SCHWARZ Peppa Pig* FUNSKOOL Discovery SHARPER IMAGE®



*Non-Exclusive Brands

OUR ASEAN GOALS

01

Unifying Retail Experience Options

Engaging & satisfy our shoppers with seamless unification of purchase options across all physical, digital & social channels

02

Accelerate Regional Branded Commerce

Managing & marketing major brands across populous ASEAN nations with strong GDP fundamentals

03

Execute Digital & Technology Change

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

04

Strategic Acquisitions or Partnership

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

01

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



02

ACCELERATE REGIONAL BRANDED COMMERCE

* As per March 2024



INDONESIA

1,392 Stores

9 Exclusive Brands
2 Online Platforms

37 Stores



VIETNAM

40+ Exclusive Brands
16 Online Platforms



PHILIPPINES

172 Stores

14 Exclusive Brands
2 Online Platforms

42 Stores



THAILAND

19 Exclusive Brands
4 Online Platforms



SINGAPORE

26 Stores

4 Exclusive Brands
3 Online Platforms

41 Stores



MALAYSIA

6 Exclusive Brands
3 Online Platforms



CAMBODIA

9 Stores

4 Exclusive Brands

03

EXECUTE DIGITAL & TECHNOLOGY CHANGE

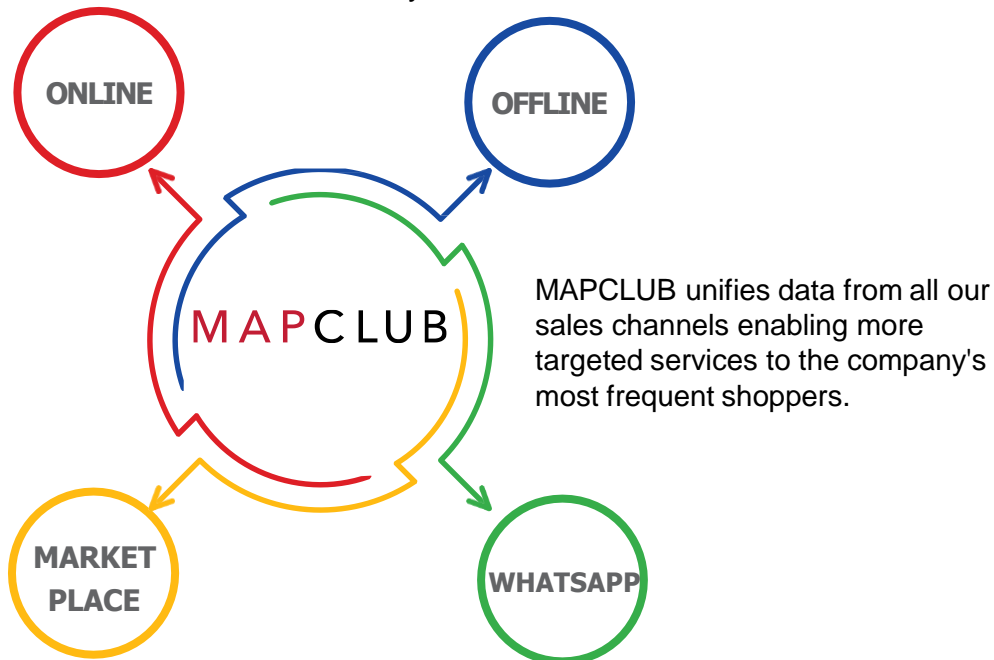
Build an integrated data driven digital ecosystem to refine our planning, purchasing, selling, and speed to market across ASEAN.

A. MAPCLUB

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

One Power APP for Branded Shopping and loyalty programs

- All Brands
- All Sales Channels
- All Retail Categories
- eMoney & Incentives



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. E-receipt through Email of MAPCLUB app

3. Mobile POS in high volume stores for Cue Busting

B. Endless Aisle (Save The Sale)

A process to optimize the Company's inventories by online access to all stores and DC stocks nationwide. When a size or color is not available, staff can utilize a PDT to fulfill a customer's requirement from alternate destinations. Product is then dispatched to the customer address.

C. Technology and Digital Operations

Our teams continue to exploit all channels of growth whether offline flagship stores, online brand channels, or marketplace shop in shops; and all bonded by our ONE DATA program which gives us a unique perspective on where our diverse base of customers prefer to shop.



DELIVERING BUSINESS VALUES AND BENEFITS

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



Streamlined & Automated solution to drive efficiency and sales growth

Expected Business Benefits



Reducing out-of-stock rate



Improving inventory availability at the store level



Increasing store sales



Improving allocation accuracy

04

STRATEGIC ACQUISITIONS OR PARTNERSHIPS

MAA continues to identify new opportunities with global best partners to ensure long term growth throughout Southeast Asia.

- Partnership: Now operating Foot Locker in 6 countries throughout Southeast Asia
- Partnership: Joint Venture with Sports Direct and Aldo in multiple countries



MULTIBRAND STORES

PLANET SPORTS Bintaro Xchange, 15-12-2023

INDONESIA



SPORTS DIRECT Plaza Senayan, 31-01-2024

INDONESIA



SPORTS STATION Summarecon Bandung, 18-01-2024

INDONESIA



ROYAL SPORTING HOUSE PSx Palembang, 16-02-2024

INDONESIA



MONOBRAND STORES

SKECHERS
Senayan City, 21-07-2024

INDONESIA



ALDO
The Mall Bengkapi, 19-01-2024

THAILAND



CONVERSE
Raffles City, 7-02-2024

SINGAPORE



HOKA
Greenhills, 14-03-2024

PHILIPPINES



CROCS
Bintaro Xchange, 26-01-24

INDONESIA



CONVERSE
TRX Store, 12-01-24

MALAYSIA



MONOBRAND STORES

LEGO
Senayan City, 17-05-2024

INDONESIA



STEVE MADDEN
Summarecon Bandung, 18-01-2024

INDONESIA



NEW BALANCE
Galleria Cebu, 27-01-2024

PHILIPPINES



FLIPFLOP
Grand East Outlet, 05-12-2023

INDONESIA



REEBOK
Kota Kasablanka, 30-08-23

INDONESIA



DR.MARTEN
Bintaro Xchange, 26-01-2024

INDONESIA



FOOTLOCKER

FOOTLOCKER Bintaro XChange, 26 -01-2024

INDONESIA



FOOTLOCKER Mall Bengkapi, 19-01-2024

THAILAND



FOOTLOCKER Margo City, 29 -03-2024

INDONESIA



FOOTLOCKER Summarecon Bandung, 23-02-2024

INDONESIA





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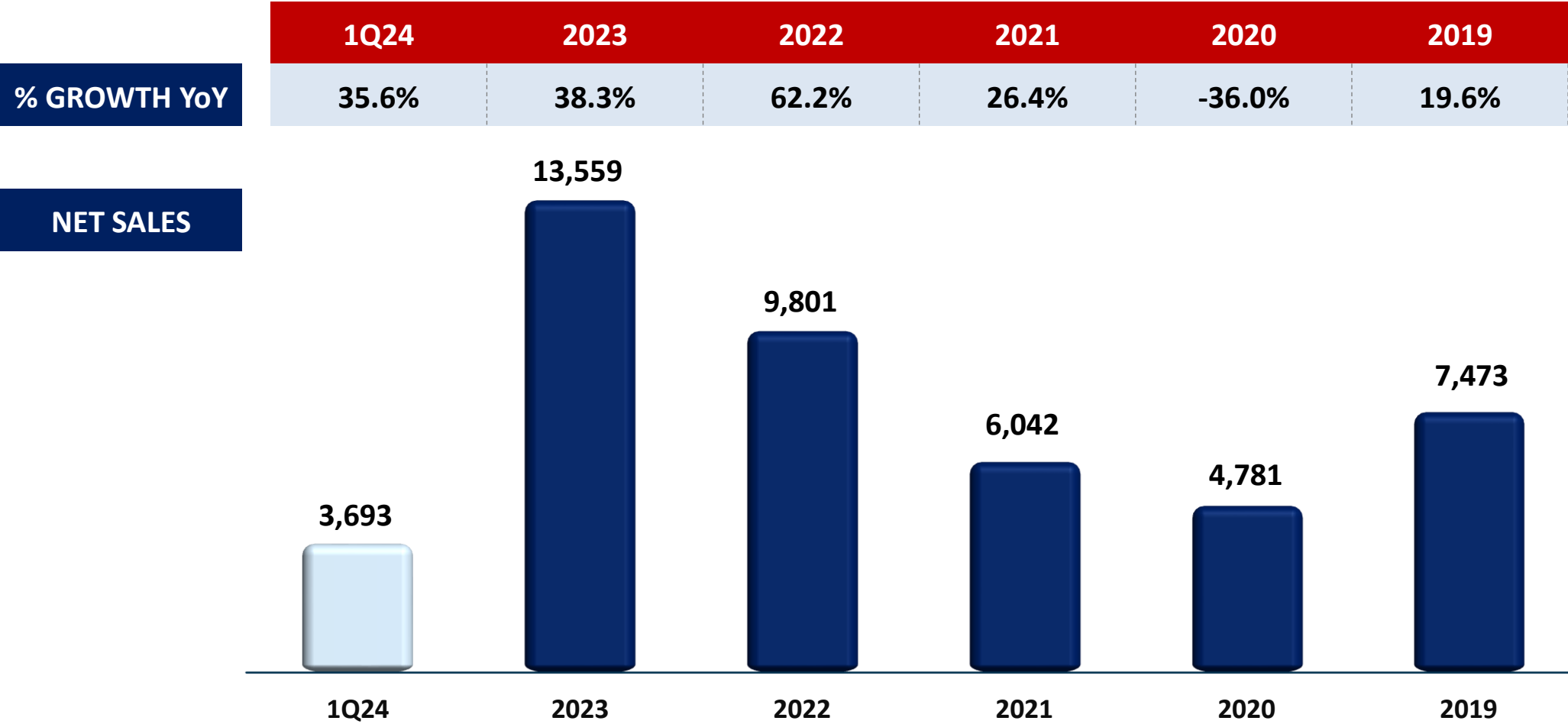
FINANCIAL HIGHLIGHT

FINANCIAL HIGHLIGHTS

<i>in IDR Billion</i>	Q1 2024	Q1 2023*	% Growth	FY 2023	FY 2022*
Net Sales	3,693	2,724	35.6%	13,559	9,801
Gross Profit	1,768	1,340	32.0%	6,597	4,690
<i>% Margin</i>	47.9%	49.2%		48.7%	47.9%
EBIT	405	367	10.3%	2,033	1,574
<i>% Margin</i>	11.0%	13.5%		15.0%	16.1%
EBITDA	707	549	28.8%	2,963	2,253
<i>% Margin</i>	19.2%	20.2%		21.9%	23.0%
Net Profit	283	262	8.0%	1,384	1,174
<i>% Margin</i>	7.7%	9.6%		10.2%	12.0%

*As Restated

NET SALES & GROWTH (IDR bn, %)



ONLINE PLATFORM

ACTIVE

Planet Sports.asia Newbalance ID

Sportstation.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 ID

Hoka PH

3rd Party Marketplace

SHOPEE

LAZADA

TOKOPEDIA

ZALORA

WHATSAPP CHAT AND BUY

MAP CLUB

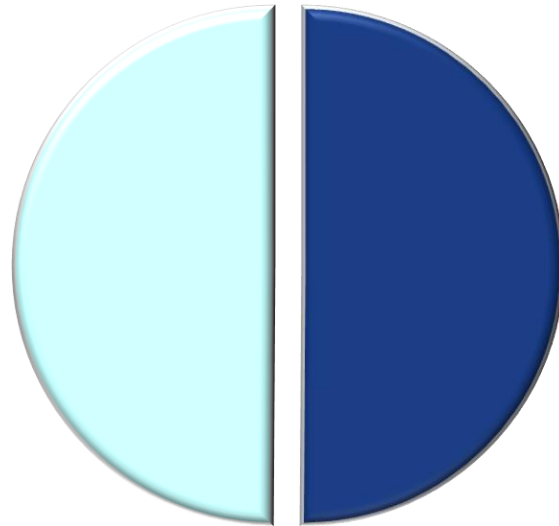
SUMMARY

Online Platforms : **30**
3rd Party Platforms : **4**

ONLINE CONTRIBUTION

DIGITAL SALES PERFORMANCE

CHANNEL BREAKDOWN

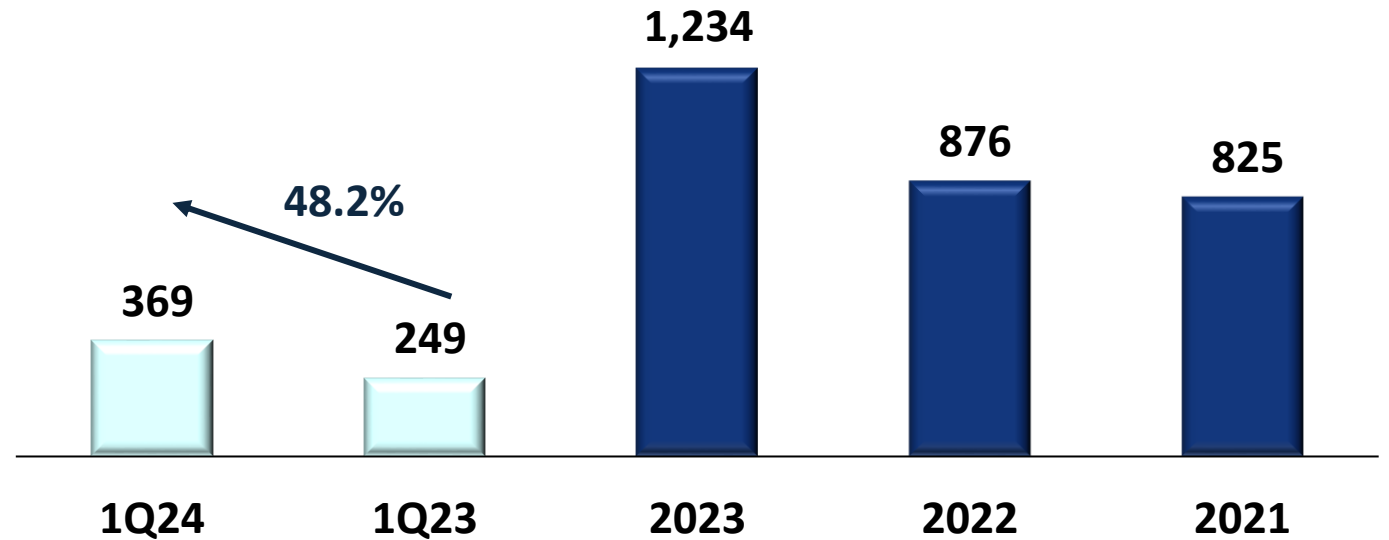


49.9%
Own Sites

50.1 %
3rd Party
Marketplace

CONTRIBUTION

1Q24	1Q23	2023	2022	2021
10.0%	9.1%	9.1%	8.9%	13.6%

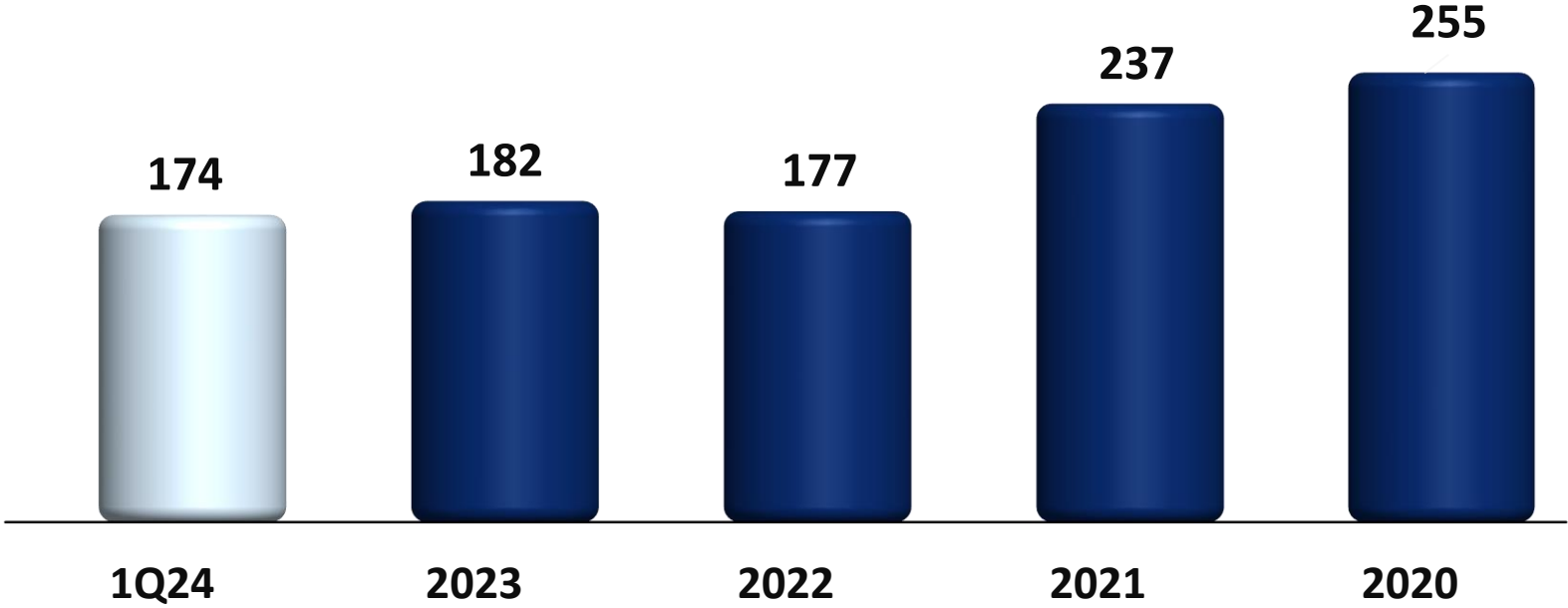


INVENTORY LEVEL (Days, %)

AGING INVENTORY

1Q24	2023	2022	2021	2020
22%	21%	18%	45%	38%

INVENTORY DAYS



BALANCE SHEET (IDR bn)

ASSETS	As of 31 MAR '24 (UA)	As of 31 DEC '23 (A)	As of 31 DEC '22* (A)	LIABILITIES & EQUITY	As of 31 MAR '24 (UA)	As of 31 DEC '23 (A)	As of 31 DEC '22* (A)
CASH & EQUIVALENTS	673	1,099	1,342	BANK LOAN	927	731	99
ACCOUNT RECEIVABLES	636	610	446	ACCOUNT PAYABLE	1,574	1,498	994
INVENTORIES	5,065	4,315	2,733	EMPLOYEE BENEFIT OBLIGATIONS	177	172	144
PROPERTY, PLANT, EQUIPMENT	1,983	1,814	880	LEASE LIABILITY	1,789	1,736	1,180
ROU - NET	2,035	1,947	1,259	OTHER LIABILITIES	867	789	536
OTHERS	1,105	1,019	766	EQUITY & MINORITY INTEREST	6,163	5,878	4,473
TOTAL ASSETS	11,497	10,804	7,426	TOTAL LIABILITIES & EQUITY	11,497	10,804	7,426

*As Restated



BIGGER

A company who global brands trust to execute with upmost consistency throughout the region

BETTER

A company of strength constantly moving forward, finding new ways to win, well positioned for sustainable growth

STRONGER

Increasing our portfolio as more best in class, global brands, desire us to be their valued custodian



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**THANK
YOU**