

UNAUDITED RESULTS

H1/Q2 2024



TABLE OF CONTENTS

1. **INDONESIA MACROECONOMIC INDICATORS**
2. **OVERVIEW OF MAP GROUP**
3. **H1/Q2 2024 FINANCIAL HIGHLIGHTS**
4. **STRATEGIES FOR 2024 & BEYOND**
5. **APPENDIX**



Indonesia Macroeconomic Indicators

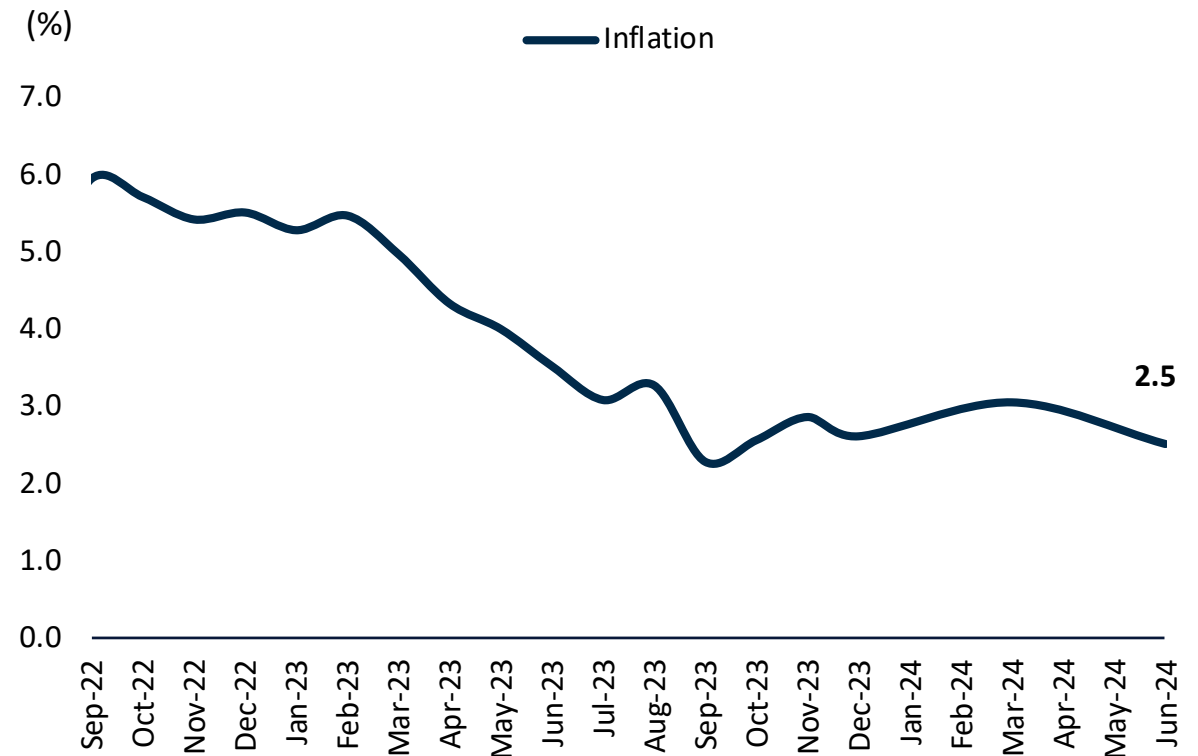
The Company has observed positive trends in overall macroeconomic indicators, including robust GDP growth along the year and well-controlled inflation rates.

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
2024	5.11	5.05		

GDP Growth Projection 2024: 5.2%

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



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

OUR STORY



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

1991

- Initial Public Offering
- Acquisition of Astec

2018



2019

Launch in Vietnam



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

1997

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

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

2015

2020

Expansion to the Philippines and Thailand

2021

1,195
Stores

2008

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

2022

- Expansion to Singapore and Malaysia
- Opening of 13 new stores in Singapore and 17 new stores in Malaysia.

2024

- Opening two flagship stores in Senayan City
1. The largest Skechers store in Indonesia
 2. The biggest Lego store in Southeast Asia.



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

1999

2001

200
Stores



OUR BRANDS PORTFOLIO

SPORTS



*Non-Exclusive Brands



OUR BRANDS PORTFOLIO



LEISURE

ALDO

BIRKENSTOCK

Clarks

Dr. AirMax
Martens

fitflop

LINEA

NINE WEST

Onitsuka
Tiger

Payless

ROCKPORT

STACCATO

STEVE MADDEN

KIDS

KIDZ
STATION

baby
alive

* BAN
DAI

BAN
DAI

LEGO

MGA

Disney

* PS

* MAJORETTE

MARVEL

* CAT

Hasbro

* NERF

Play-Doh

* MY
LITTLE
PONY

* FunReel

* Nat
Nat
Nat
Surprise

* Hasbro
Gaming

* MONOPOLY

* TRANSFORMERS

siku

DICKIE

LA
KIDS

POWER RANGERS

POWERS

LOL
SURPRISE!

LOL
OMG

* Leap
Frog

jakks

Disney
Princess
Diana

Simba

* GUNPLA

* ULTRAMAN
HEROES

Gazillion

vtech

* little tikes

Boley

ELC

Disney
PRINCESS

Disney
FROZEN

DINOSAURS

DINOS

LASER X

Discovery
SHIBLOW

smiggle

PRIMO

Clementoni

baby
Clementoni

* keepplay

* Qman

FAO
SCHWARZ

* Peppa Pig

FUNSKOOL

Discovery

SHARPER IMAGE



*Non-Exclusive Brands

MULTI TIER RETAILING

Our differentiator for growth in collaboration with exclusive brands



OUR ASEAN GOALS



01

PRUDENT EXPANSION

* As per June 2024



INDONESIA

1,436 Stores

40+ Exclusive Brands



VIETNAM

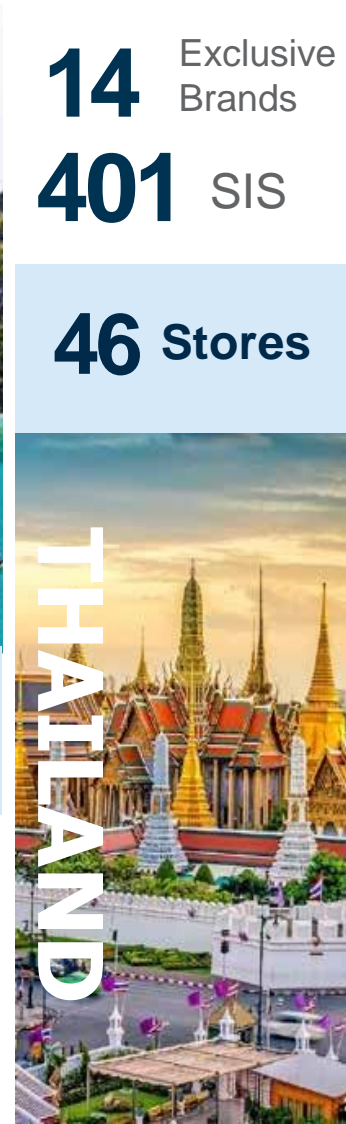
9 Exclusive Brands
14 SIS
35 Stores



PHILIPPINES

190 Stores

19 Exclusive Brands
527 SIS



THAILAND

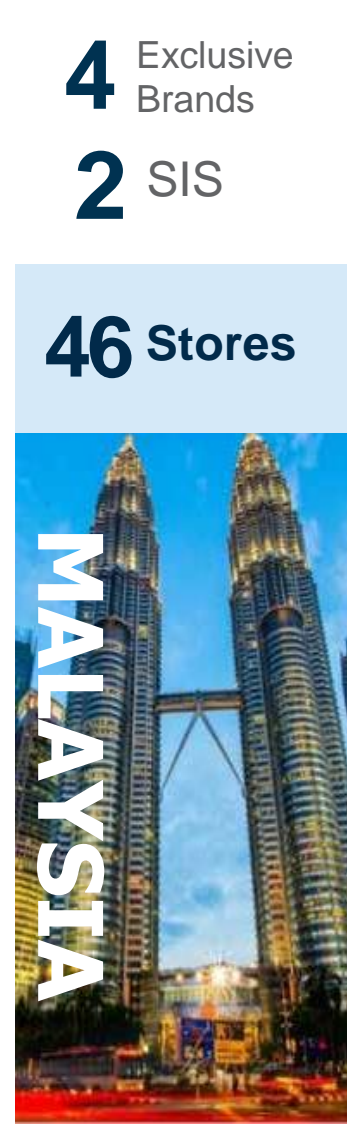
14 Exclusive Brands
401 SIS
46 Stores



SINGAPORE


27 Stores

6 Exclusive Brands
2 SIS



MALAYSIA

4 Exclusive Brands
2 SIS
46 Stores



CAMBODIA

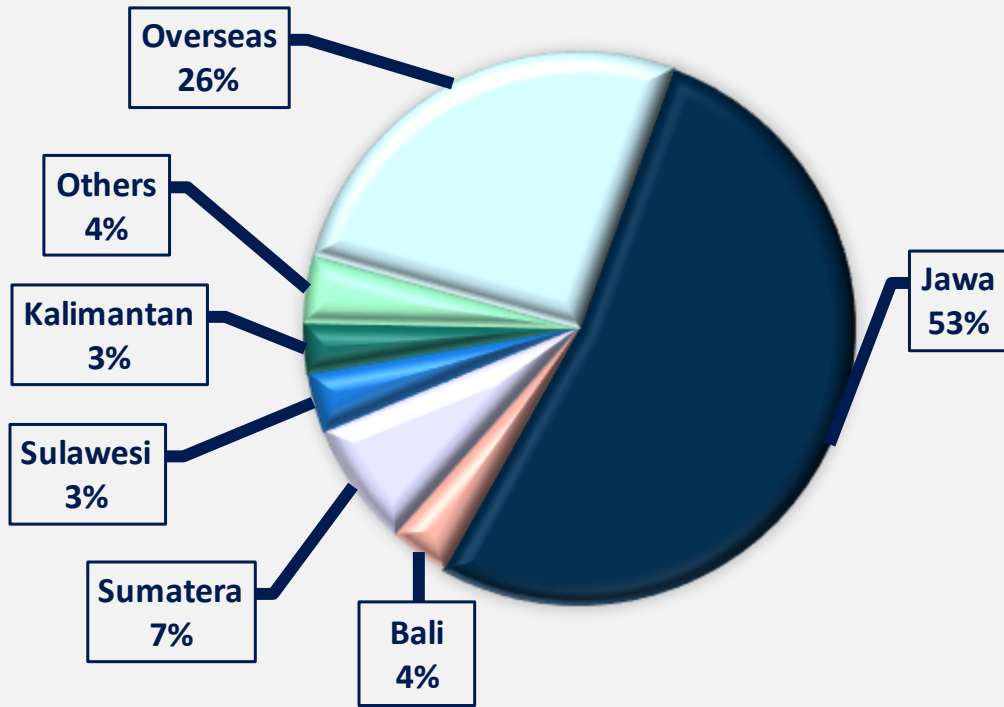
9 Stores

4 Exclusive Brands

01

PRUDENT EXPANSION

GEOGRAPHICAL SALES H1 2024



02

FOCUS ON CUSTOMER EXPERIENCE

We aim to enhance the overall customer experience by building an integrated data-driven digital ecosystem

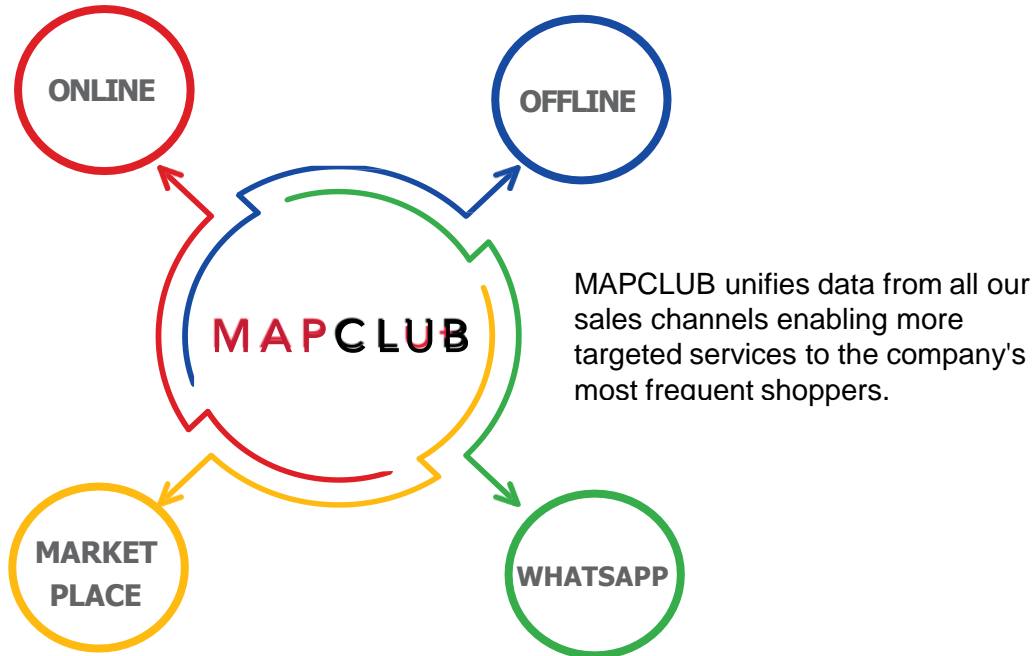
A. MAPCLUB



A retail community APP that 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



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. The product is then dispatched to the customer's address.

C. BluTab Technology

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



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

ONLINE PLATFORM

ACTIVE

Planetsports.asia

Sportsstation.id

Lineashoes.com

Footlocker ID

Footlocker PH

Footlocker SG

Footlocker MY

Footlocker VN

Footlocker TH

Kidz Station

Reebok ID

Crocs ID

Skechers ID

BricksActive.id

HOKA ID

Newbalance ID

Converse ID

Converse PH

Converse SG

Converse MY

Converse VN

Stevemadden ID

Fitflop ID

Fitflop PH

ALDO ID

ALDO TH

ALDO MY

ALDO SG

HOKA PH

3rd Party Marketplaces

SHOPEE

LAZADA

TOKOPEDIA

ZALORA

WHATSAPP CHAT & BUY

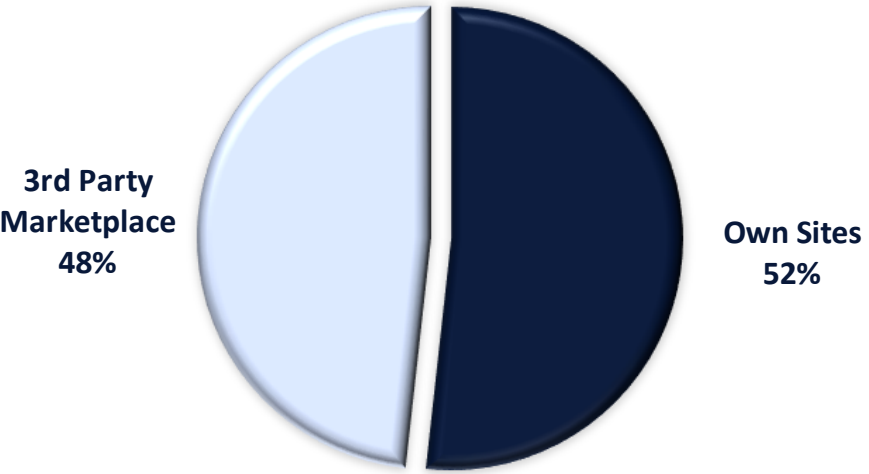
MAP CLUB

Summary

Online Platforms	:	30
3rd Party Platforms	:	4

ONLINE CONTRIBUTION

CHANNEL BREAKDOWN



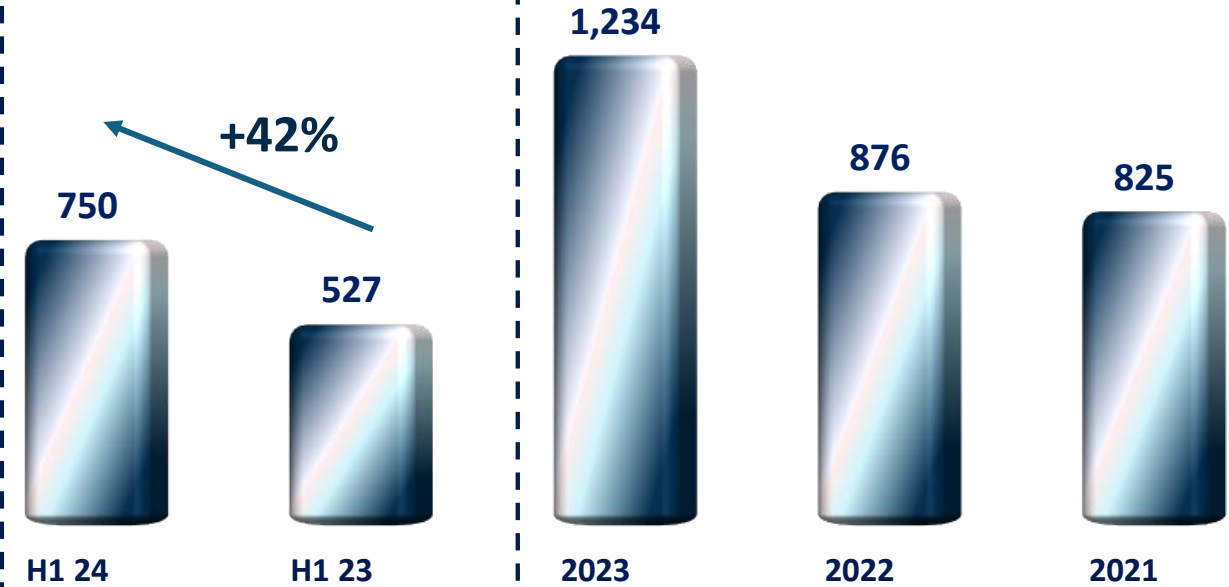
H1 2024 Digital Sales Contribution

9.5%

DIGITAL SALES PERFORMANCE

CONTRIBUTION

H1 2024	H1 2023	2023	2022	2021
9.5%	8.8%	9.1%	8.9%	13.6%



04

ENHANCE EFFICIENCIES



Improve Process

Consolidating our resources across the countries we operate in.

Trim Expenses

Carefully evaluating costs and ensuring every expense directly benefits the business.



Rationalize Headcount

Optimizing the workforce to align with current and projected business needs.





MAP
active

FINANCIAL HIGHLIGHTS

FINANCIAL HIGHLIGHTS

*) After PSAK 73/ IFRS 16 (unaudited)

<i>in IDR Billion</i>	H1 2024	H1 2023	% Growth	Q2 2024	Q2 2023	% Growth
Net Sales	7,887	5,970	32.1%	4,194	3,246	29.2%
Gross Profit	3,659	2,937	24.6%	1,891	1,597	18.4%
<i>% Margin</i>	46.4%	49.2%		45.1%	49.2%	
EBIT	914	894	2.3%	509	527	-3.3%
<i>% Margin</i>	11.6%	15.0%		12.1%	16.2%	
EBITDA	1,469	1,269	15.7%	761	720	5.8%
<i>% Margin</i>	18.6%	21.3%		18.2%	22.2%	
Net Profit	586	647	-9.4%	303	385	-21.3%
<i>% Margin</i>	7.4%	10.8%		7.2%	11.9%	
NPATMI	587	648	-9.5%	305	388	-21.3%
<i>% Margin</i>	7.4%	10.9%		7.3%	12.0%	

FINANCIAL HIGHLIGHTS

*) After PSAK 73/ IFRS 16 (unaudited)

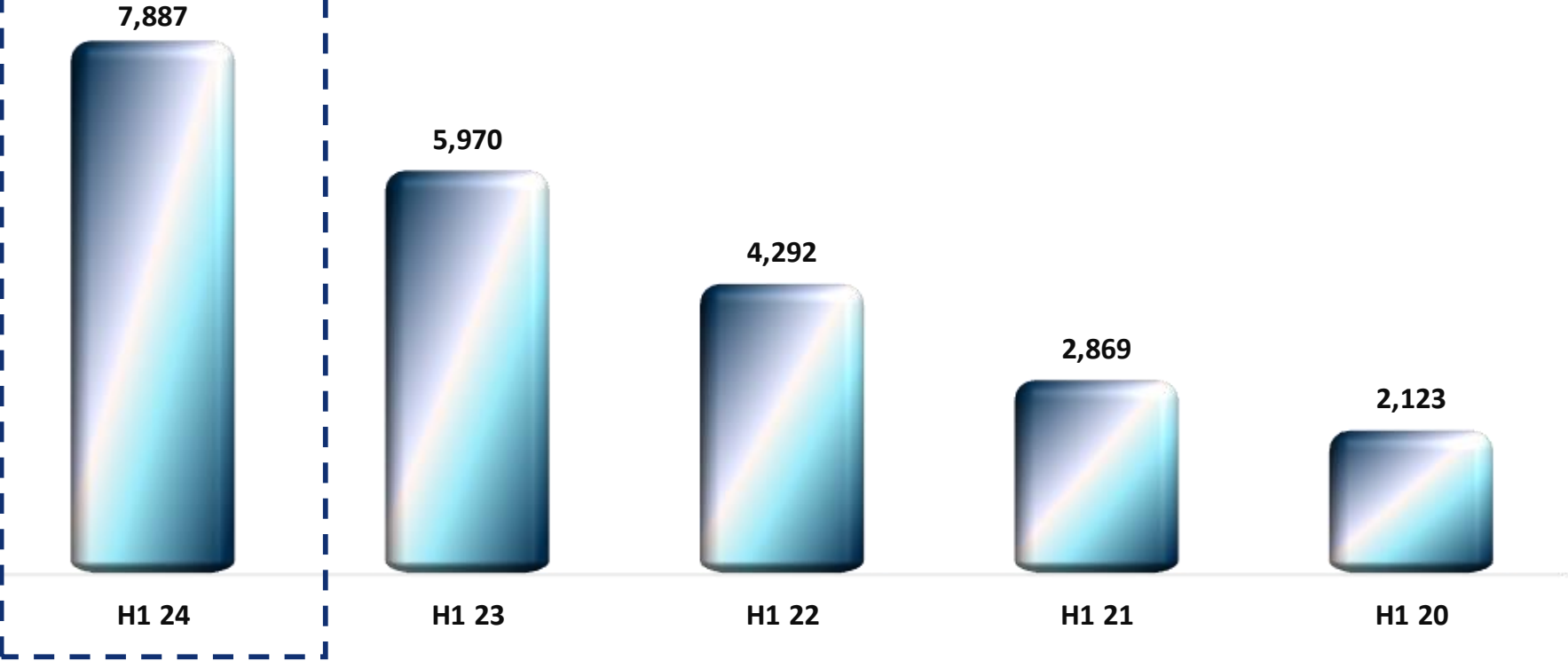
<i>in IDR Billion</i>	Q2 2024	Q1 2024	% Growth QoQ
Net Sales	4,194	3,693	13.6%
Gross Profit	1,891	1,768	7.0%
<i>% Margin</i>	45.1%	47.9%	
EBIT	509	405	25.8%
<i>% Margin</i>	12.1%	11.0%	
EBITDA	761	707	7.6%
<i>% Margin</i>	18.2%	19.2%	
Net Profit	303	283	6.9%
<i>% Margin</i>	7.2%	7.7%	
NPATMI	305	281	8.6%
<i>% Margin</i>	7.3%	7.6%	

NET SALES & GROWTH (IDR bn, %)

**% GROWTH
YoY**

H1 24	H1 23	H1 22	H1 21	H1 20
32.1%	39.1%	49.6%	35.1%	-38.8%

NET SALES

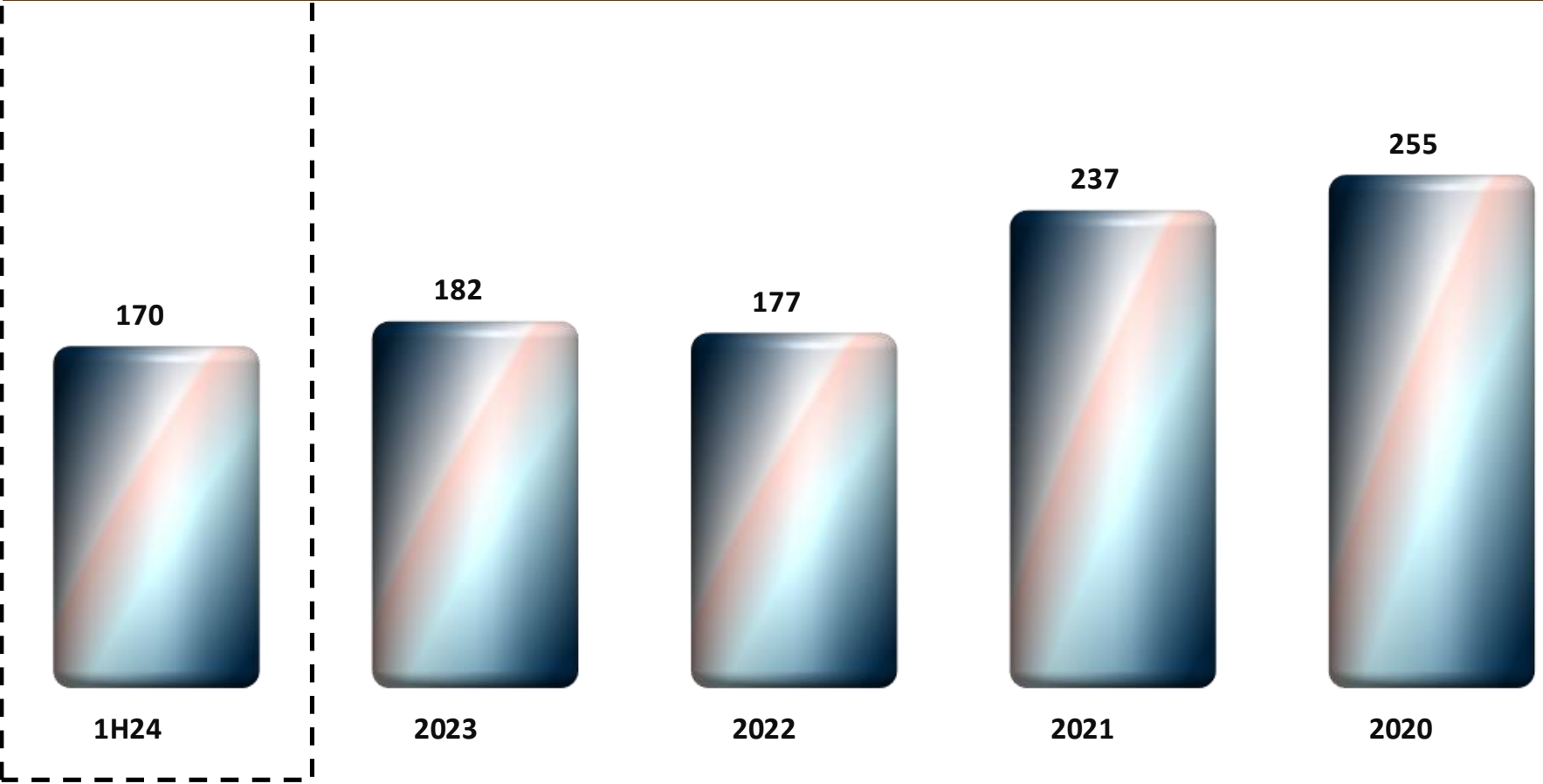


INVENTORY LEVEL (Days, %)

**Aging Inventory
> 6 month**

H1 24	2023	2022	2021	2020
26%	21%	18%	45%	38%

INVENTORY DAYS



BALANCE SHEET (IDR BN)

ASSETS	As of 30 JUNE '24 (UA)	As of 31 DEC '23 (A)	As of 31 DEC '22 <i>(restated)</i> (A)
CASH & EQUIVALENTS	987	1,099	1,342
ACCOUNT RECEIVABLES	651	610	446
INVENTORIES	4,844	4,315	2,733
PROPERTY, PLANT & EQUIPMENT - NET	2,124	1,814	880
ROU - NET	2,093	1,947	1,259
OTHERS	1,343	1,019	766
TOTAL ASSETS	12,042	10,804	7,426

LIABILITIES & EQUITY	As of 30 JUNE '24 (UA)	As of 31 DEC '23 (A)	As of 31 DEC '22 <i>(restated)</i> (A)
BANK LOAN	1,083	731	99
ACCOUNT PAYABLE	1,581	1,498	994
EMPLOYMENT BENEFITS OBLIGATIONS	184	172	144
LEASE LIABILITY	1,876	1,736	1,180
OTHERS LIABILITIES	986	789	536
EQUITY & MINORITY INTEREST	6,332	5,878	4,473
TOTAL LIABILITIES & EQUITY	12,042	10,804	7,426



APPENDIX

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Gross Profit	3,660	2,937	24.6%	1,891	1,597	18.4%
<i>% Margin</i>	46.4%	49.2%		45.1%	49.2%	
EBIT	892	878	1.6%	530	513	3.4%
<i>% Margin</i>	11.3%	14.7%		12.6%	15.8%	
EBITDA	1,095	1,010	8.4%	611	582	5.0%
<i>% Margin</i>	13.9%	16.9%		14.6%	17.9%	
Net Profit	625	681	-8.2%	336	390	-13.7%
<i>% Margin</i>	7.9%	11.4%		8.0%	12.0%	
NPATMI	625	681	-8.3%	338	393	-13.8%
<i>% Margin</i>	7.9%	11.4%		8.1%	12.1%	

OPERATING EXPENDITURE

*) After PSAK 73/ IFRS 16 (unaudited)

<i>in % of sales</i>	H1 2024	H1 2023	2023 (A)	2022 (A)
NET SALES	7,887	5,970	13,559	9,801
LABOR	10.7%	10.8%	10.6%	10.0%
RENTAL	5.9%	6.1%	4.9%	5.5%
DEPRECIATION & AMORT.	7.0%	6.2%	6.8%	6.9%
A&P	2.4%	2.4%	2.5%	2.1%
OTHERS	8.7%	8.6%	8.8%	7.4%
TOTAL OPEX	34.8%	34.2%	33.7%	31.8%



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**THANK
YOU**