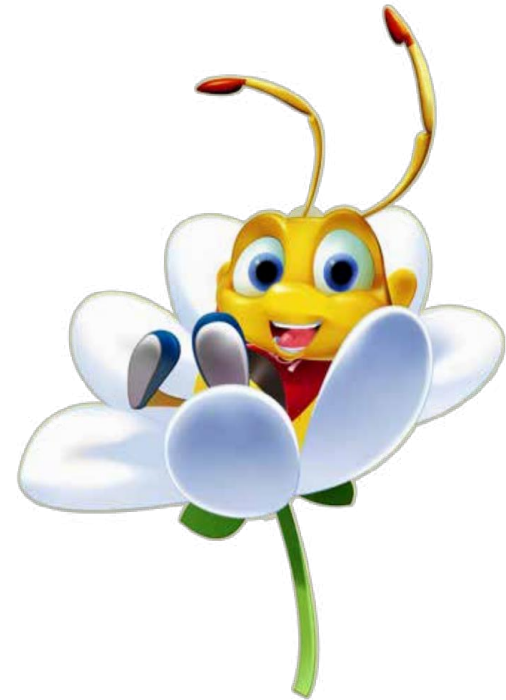




# Management Presentation

PT Sumber Alfaria Trijaya Tbk

Full Year 2015



- **Bussines Summary**
  - **Retail Industry Overview**
  - **Company Overview**
  - **Operation Performance**
  - **Financial Highlights**
  - **Accolades**
  - **Corporate Social Responsibility**
-



# Bussines Summary

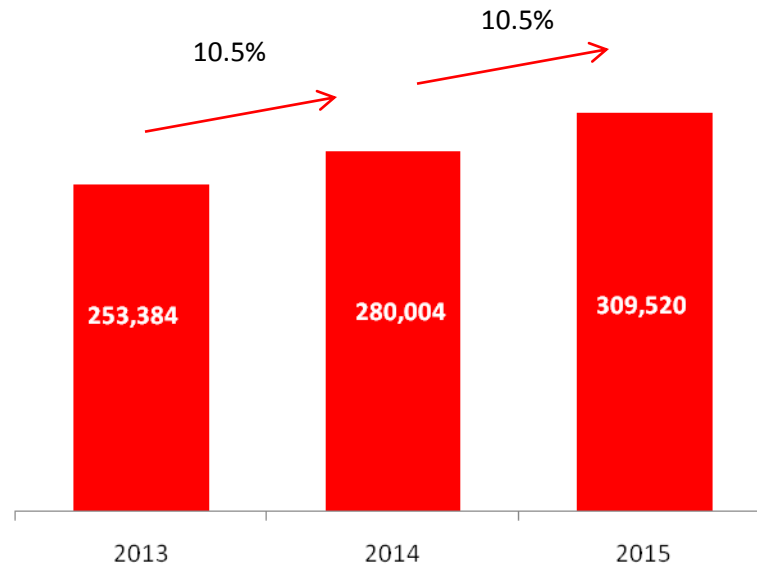
1. Economic down turn during 2015 has had substantial impact to the business.
  2. Total Indonesian grocery sales grew by 10.5% YoY, while Modern Trade Channel grew by 9.2% YoY (down from 14.6% ), Minimarket Trade Channel sales grew by 13.3% YoY (down from 17.4% ). However, Alfamart market share to Indonesian Modern Trade increased from 19.1% to 20.1% YoY, and its share increased slightly from 29.7% to 30.1% in Indonesian Minimarket Modern Trade.
  3. In 2015, the “net” addition of new store were: Alfamart 1,254 stores, Alfamidi 220 stores, Dan+Dan 26 stores.
  4. Consolidated Net Gearing down from 1.47x to 0.67x as of December 2015 (due to right issue exercise in June 2015 and improvement in working capital management).
  5. Net margin under pressure.
-



# Retail Industry Overview

FY 2015, Indonesia grocery grew by 10.5%, with Modern Trade grew by 9.2%.

**Indonesia Total Grocery | Total 55 FMCG Categories | FY 2013 Vs FY 2014 | FY 2014 Vs FY 2015 (Rp Billion)**

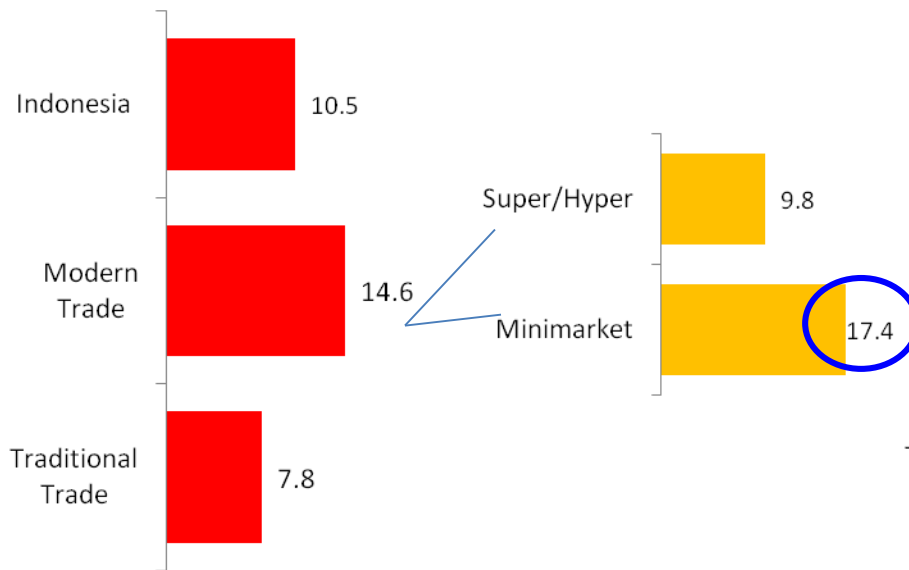


# MODERN TRADE CHANNEL GROWTH

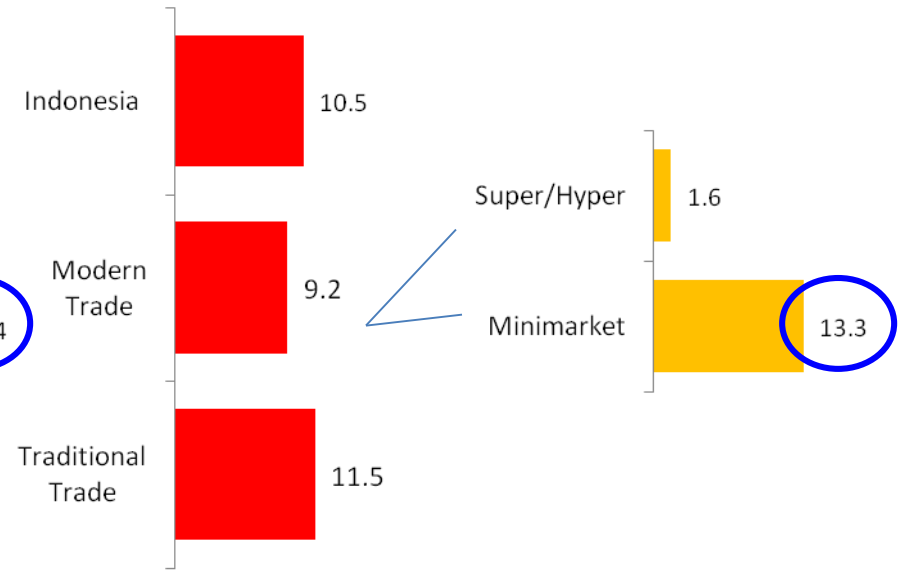
Indonesia Modern Trade recorded growth of 9.2% YoY, down from 14.6%, whilst Traditional Trade channel grew by 11.5% YoY, up from 7.8%.

**Indonesia Trade Channel Growth | Total 55 FMCG Categories | FY 2013 Vs FY 2014 | FY 2014 Vs FY 2015**

**FY 2013 Vs FY 2014**



**FY 2014 Vs FY 2015**

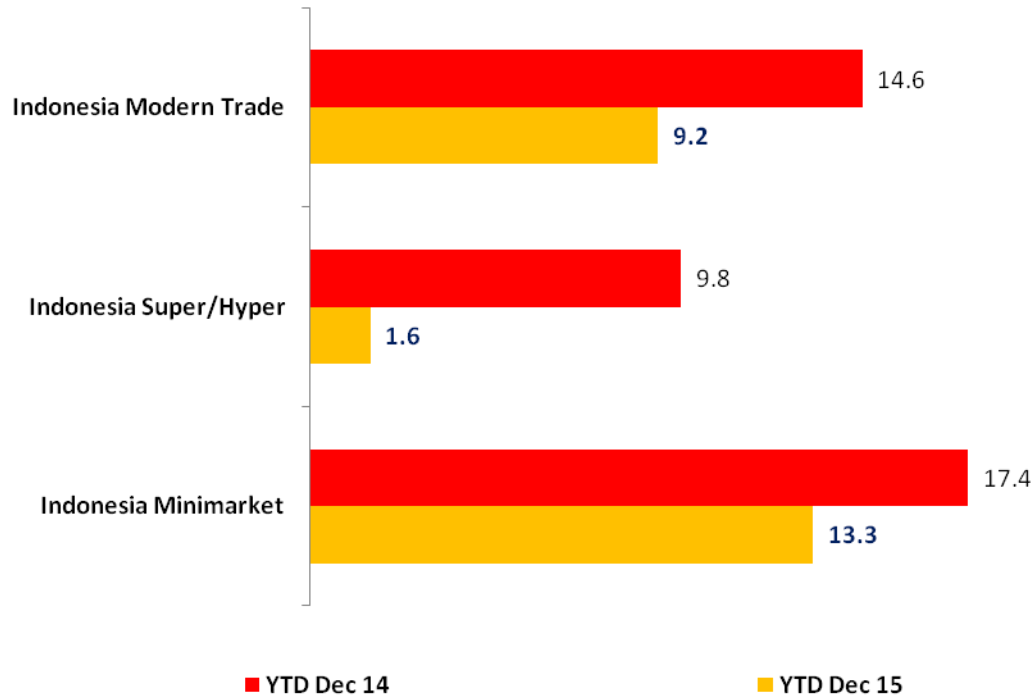


Source: Nielsen Retail Audit

## MODERN TRADE CHANNEL GROWTH

Indonesia Modern Trade grew by 9.2%, driven mostly by minimarket which grew by 13.3%.

### Indonesia Modern Trade\* | Total 55 FMCG Categories | Value % Growth by Channel





## GROWTH BY DEPARTMENT

Non food category recorded the highest growth of 10.6% which was driven by Personal Care and Home Care

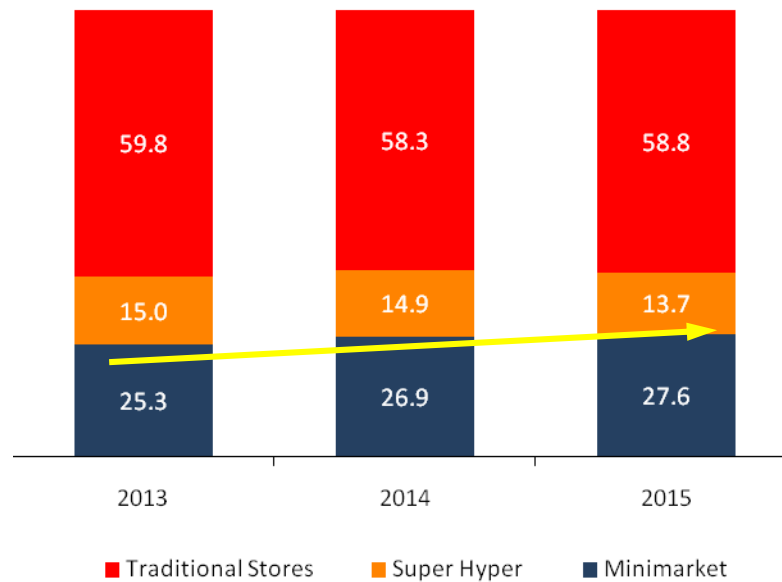
### Indonesia Modern Trade | Total 55 FMCG Categories | FY 2015 vs FY 2014



# TRADE CHANNEL CONTRIBUTION

Minimarket's market share still shows consistent increase over the last few years amid the economic down turn.

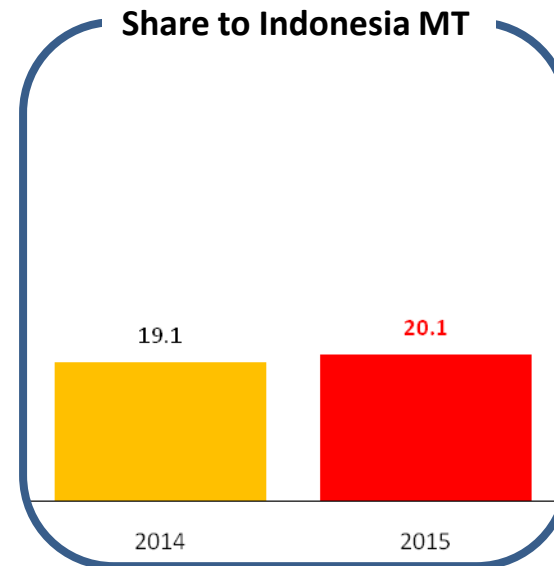
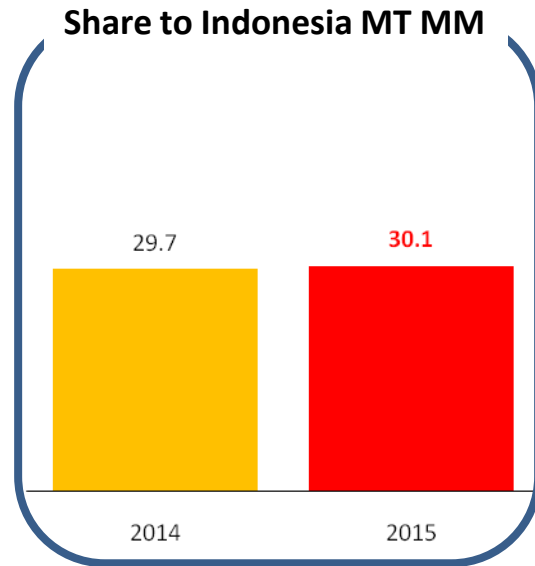
## Indonesia Total Grocery | Total 55 FMCG Categories | FY 2015 – Excluding Cigarette



## ALFAMART MARKET SHARE YTD 2015

Alfamart had 30.1% market share to Indonesia MT Minimarket, 0.4% increase over last year. Its market share to total Indonesia Modern Trade also increase by 1% in 2015

### Alfamart vs MT vs MT MM | Total 55 FMCG Categories



## COMPETITION LANDSCAPE AS OF DEC 2015

	Store Number	
	2014	2015
Alfamart	9.861	11.115
Alfa Midi	761	1.025
Alfa Express	33	0
Lawson	49	38
Dan Dan	54	80
Circle K	433	451
Indomaret	10.367	11.941
Starmart	134	85
Foodmart	55	68
Ramayana	103	102
Ranch Market	12	13
Farmers Market	14	15
Super Indo	123	126
Giant Ekspres	129	120
Hero	36	34
Hypermart	106	112
Lottmart Hypermarket	13	14
Giant Ekstra	55	53
Guardian	349	318
Boston	102	108
Watsons	43	46



# Company Overview

- ALFAMIND, the first virtual retail store in Indonesia. Contribute to wider community with an opportunity to become store owners, empower suppliers of Micro and Small Medium businesses to market their products through “Alfamind”/ virtual store.
- Introduced “Alfa Supermarket” under PT Midi Utama Indonesia Tbk, current no of store 3.
- Leveraging more of our network as “payment points” (including the payment of monthly BPJS premium, payment of annual land and building tax).
- New Franchise scheme.
- Addition of 1 Alfamart warehouse in Batam and 1 Alfamidi warehouse in Yogyakarta.
- Introduce “PONTA” card (membership card/loyalty program)



## Company Rebranding

- Minor changes of Alfamart logo, which is aimed to further improve services to the Indonesian customers.

## Store Refurbishment

- Improving store's exterior and interior to attract more traffic .
- More than 2,500 stores have been refurbished during 2015.









# Operation Performance

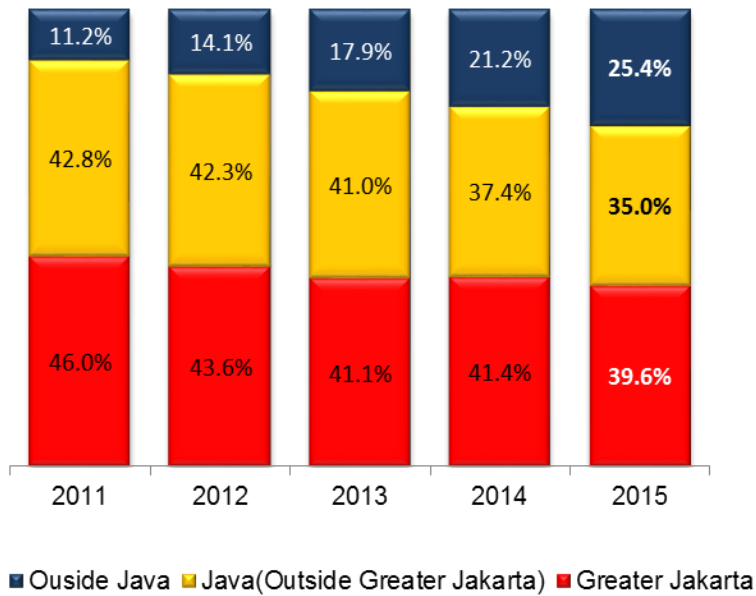


## We are one of the leading minimarket chain operators in Indonesia

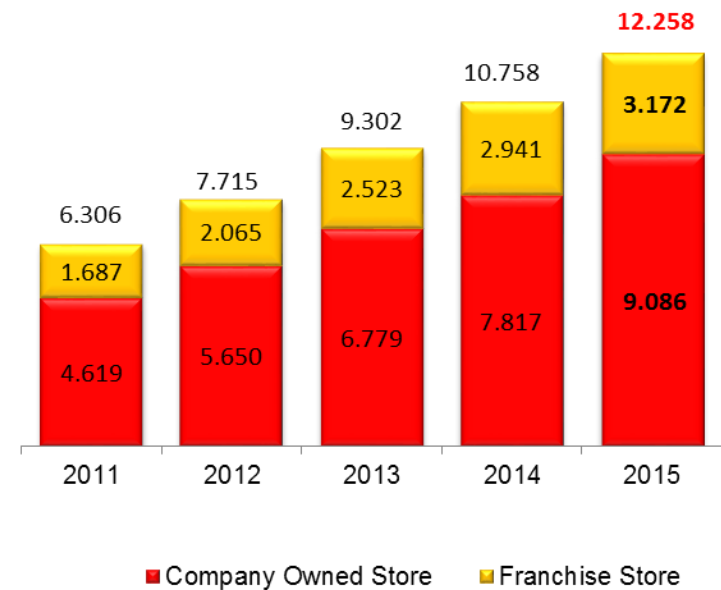
- 12,000 + stores scattered in Indonesia
- 112,000+ employees
- 39 warehouses
- 500+ active Supplier
- 5.5 million + members

Store Concept	No .of Stores	Description
	<b>11,115</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Selling space 90-100 m2</li> <li><input type="checkbox"/> Small format with 4,000 SKUs</li> <li><input type="checkbox"/> 72% owned stores, 28% franchised</li> <li><input type="checkbox"/> Mostly located in residential area</li> </ul>
	<b>1,025</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Selling space 250–300 m2</li> <li><input type="checkbox"/> Larger format with &gt;7,000 SKUs</li> <li><input type="checkbox"/> Selling fresh products in addition to groceries</li> <li><input type="checkbox"/> Mostly located in residential area</li> </ul>
	<b>38</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Selling space 44 – 184 m2</li> <li><input type="checkbox"/> 2,500 SKUs</li> <li><input type="checkbox"/> Mostly located in commercial area</li> </ul>
	<b>80</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Selling space 100 m2</li> <li><input type="checkbox"/> 5,000 SKUs</li> <li><input type="checkbox"/> Targeting middle and middle lower consumers for health and beauty related products</li> <li><input type="checkbox"/> Mostly located in residential / commercial area</li> </ul>

### Geographic Breakdown



### Company Owned & Franchise Stores



Above are consolidated total number of Alfamart, Alfamidi, Lawson and Dan+Dan stores.

## Java (23 warehouses)

- |  |  |
|--|--|
|  Cileungsi 1 & 2              |  Semarang                                 |
|  Jababeka 1 & 2 <sup>a)</sup> |  Klaten                                   |
|  Cikokol                      |  Malang                                   |
|  Balaraja                     |  Sidoarjo                                 |
|  Bogor                        |  Jember                                   |
|  Bandung 1 & 2                |  Karawang                                 |
|  Plumbon                      |  Rembang                                  |
|  Cilacap                      |  Parung                                   |
|  Surabaya <sup>a)</sup>       |  Bitung 1 <sup>a)</sup> & 2 <sup>b)</sup> |
|  |  Yogyakarta <sup>a)</sup>               |

## Outside Java (16 warehouses)

- |   |  |
|---|--|
|  Medan 1 & 2 <sup>a)</sup> |  Makassar 1 & 2 <sup>a)</sup> |
|  Pekanbaru                 |  Jambi                        |
|  Palembang                 |  Pontianak                    |
|  Lampung                   |  Banjarmasin                  |
|  Denpasar                  |  Lombok                       |
|  Kotabumi                  |  Batam                        |
|  Samarinda <sup>a)</sup>   |  Manado                       |

Notes:

- a) Alfamidi
- b) Dan+Dan

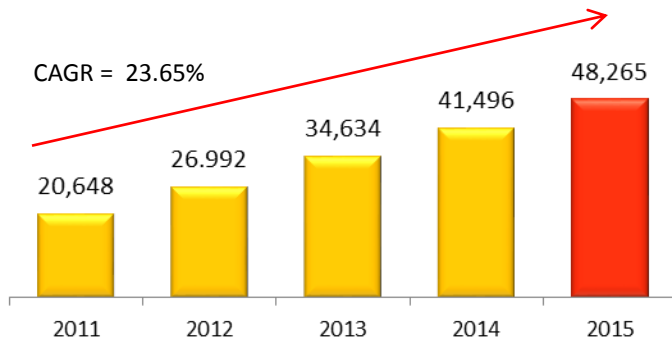
As of 31 December 2015, we managed 39 warehouses scattered throughout Indonesia (31 warehouses for Alfamart, 7 for Alfamidi and 1 for Dan+Dan)



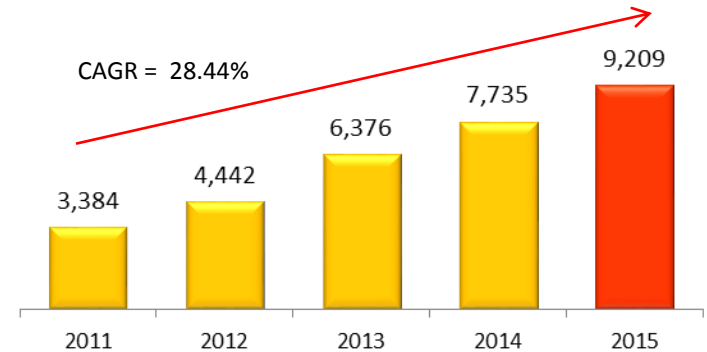
# Financial Highlights

# Income Statement Summary-Consolidated(Rp Billion) as of 31 December 2015-Audited

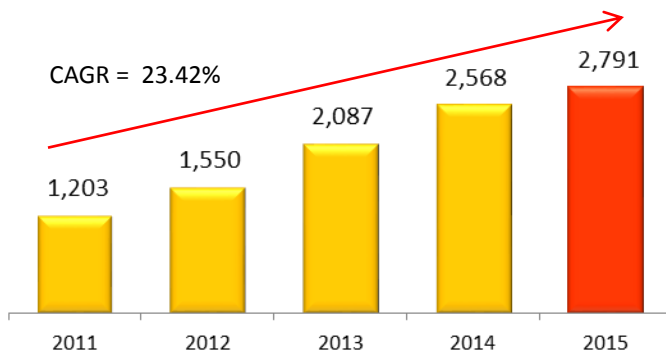
Revenue



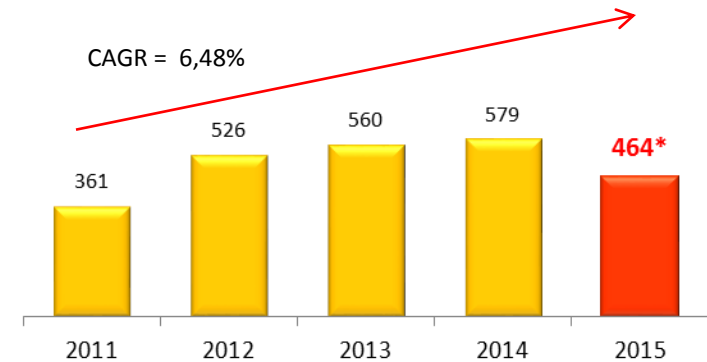
Gross Profit



EBITDA



Net Profit

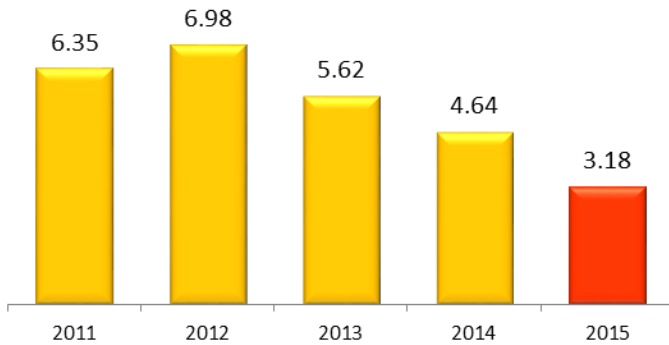


Subsidiaries Include: PT Midi Utama Indonesia Tbk. , PT Sumber Indah Lestari, Alfamart Retail Asia Pte.Ltd (ARA), PT Sumber Trijaya Lestari

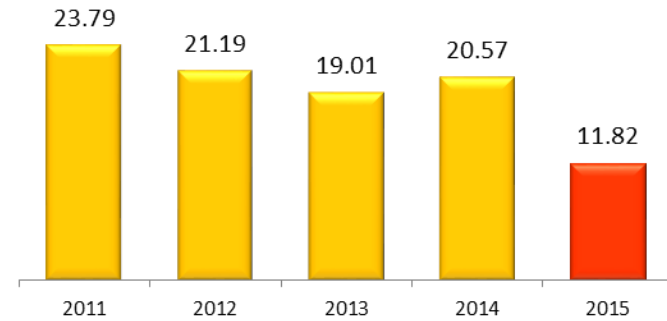
\* Total comprehensive income attributable the Company 2015 Rp461 ; 2014 Rp496

# Financial (Return & Leverage)

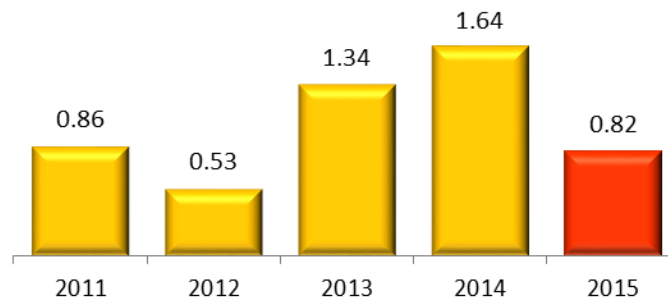
ROAA (%)



ROAE (%)



DER ( X )





Accolades

1. Marketing Award 2015 , The Best in Social Marketing category , from Marketing Magazine
2. Nusantara CSR Award, Empowering Small Entrepreneurs, from The La Tofi School of CSR
3. Indonesia Best Brand Award 2015, Platinum, from SWA Magazine
4. Service Quality Award 2015 from Marketing Magazine and Mitra Carre CSSL
5. Top Brand Award 2015 from Marketing Magazines
6. Digital Marketing Award 2015 from Marketing Magazines and Frontier Consulting Group
7. Retail Asia Pasific TOP 500 Award 2015, Minimarket category (Silver Champion), from Retail Asia Publishing and KPMG
8. Indonesia Digital Popular Brand Award 2015 from Trans n CO Indonesia & IM Focus
9. Indonesia WOW Brand 2015, Minimarket category (Gold Champion) from Mark Plus
10. Most Valuable Indonesia Brand 2015, from Brand Finance, SWA Magazine, WIR
11. Indonesia Most Admire Knowledge Study Award, Special Recognition for Incremental Improvement category from Dunamis Organization
12. The 4<sup>th</sup> Indonesia Public Relations Awards and Summit (IPRAS), PR Inspirational Program (OBA)
13. MURI Record for The Initiator of The Most Distribution Glasses Minus and School Shoes for Indonesia student







# Corporate Social Responsibility

- Built shelter for children with cancer in Pekanbaru , Semarang and Magelang.
- Distributed 30,000 eye glasses for students with short sighted in various region in Indonesia
- Distributed 30,000 shoes for underprivileged students in various region in Indonesia
- Distributed 5,000 equipment to support people with disabilities .

