



MANAGEMENT PRESENTATION

PT Sumber Alfaria Trijaya Tbk
As of Dec 31, 2018

- **Overview FY 2018**
- **Groceries Retail Industry Update**
- **Operational Performance**
- **Financial Highlights**
- **Marketing Event & CSR Program**



OVERVIEW FY 2018

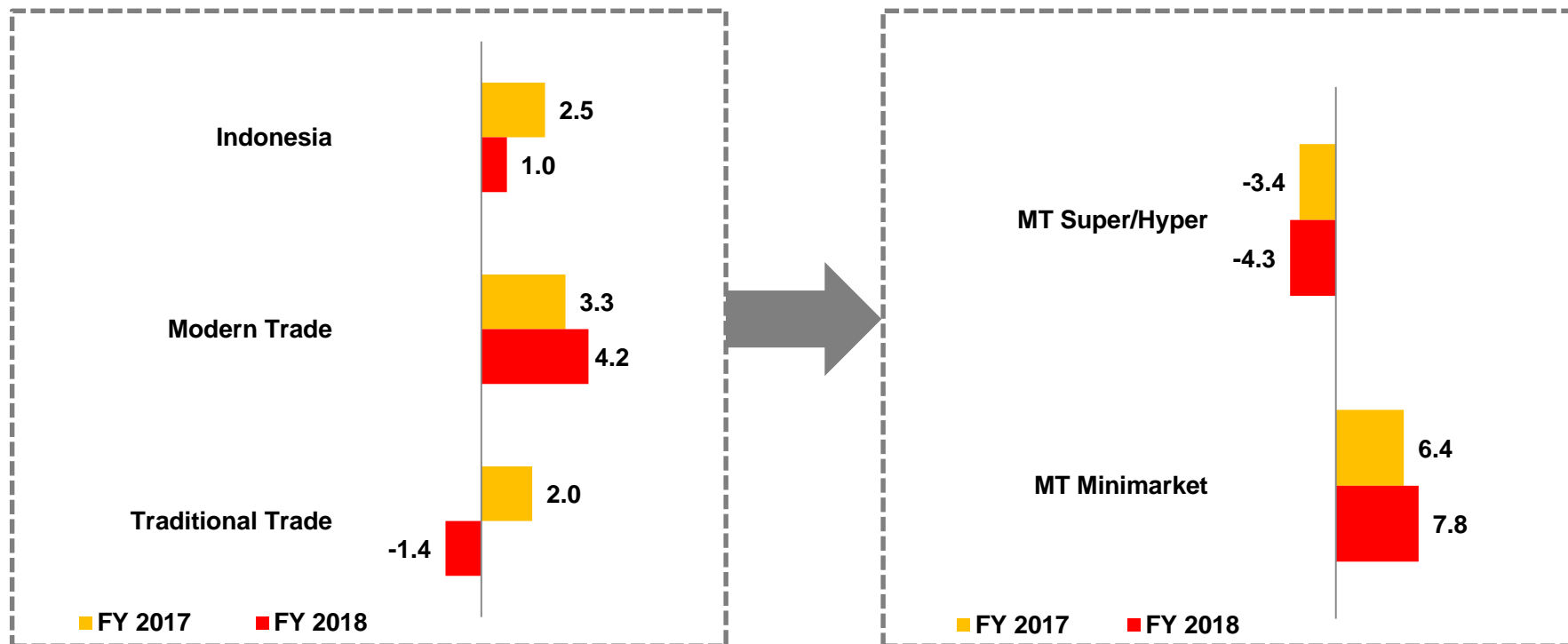
- ❖ In 2018 Alfamart achieved good performance compared to 2017, among others :
 - Overall margin improvement.
 - Better working capital management (more free cashflow generated in 2018)
 - Significant fee based income growth.
 - Much lower net gearing
- ❖ Indonesian Total Groceries market in 2018 recorded marginal growth Of 1.0% (a decline from 2.5% in 2017).
- ❖ Supermarket/hypermarket showed quite a decline from -3.4% in 2017 to -4.3% in 2018 while Traditional Channel recorded a decline from 2.0% to -1.4%. At the same time Minimarket grew from 6.4% in 2017 to 7.8% in 2018.
- ❖ Net addition of stores in 2018 : Alfamart 202 stores, Alfamidi 38 stores, and Dan+dan 26 stores.



GROCERIES RETAIL INDUSTRY UPDATE

During 2018, the modern trade channel growth were mainly driven by minimarket growth from 6.4% to 7.8%. Both Traditional trade and Super/Hyper recorded a negative growth (-1.4% and -4.3% respectively).

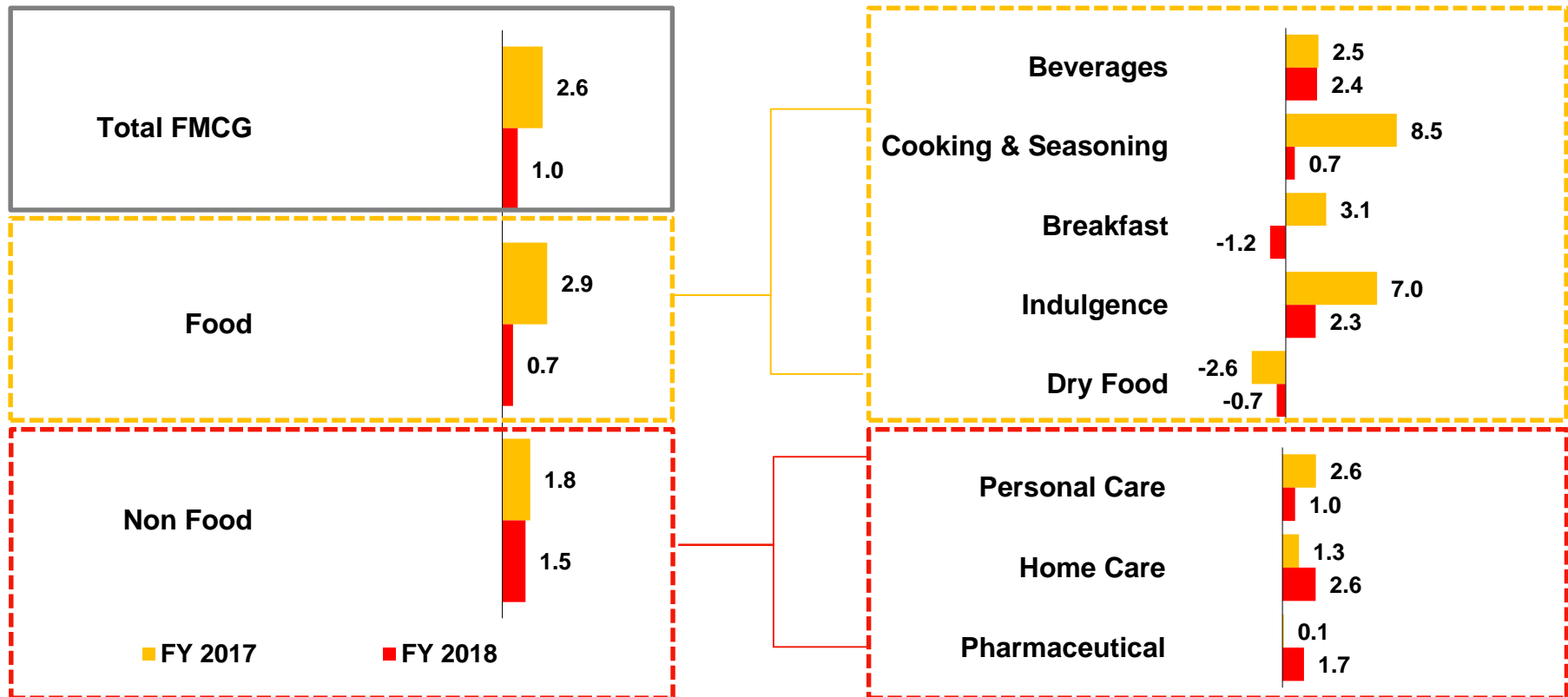
Indonesian Total Grocery FY 2018 vs FY 2017 (Total 55 FMCG Categories)



Source: Nielsen Retail Audit

Both Food and Non Food recorded a marginal growth during 2018.

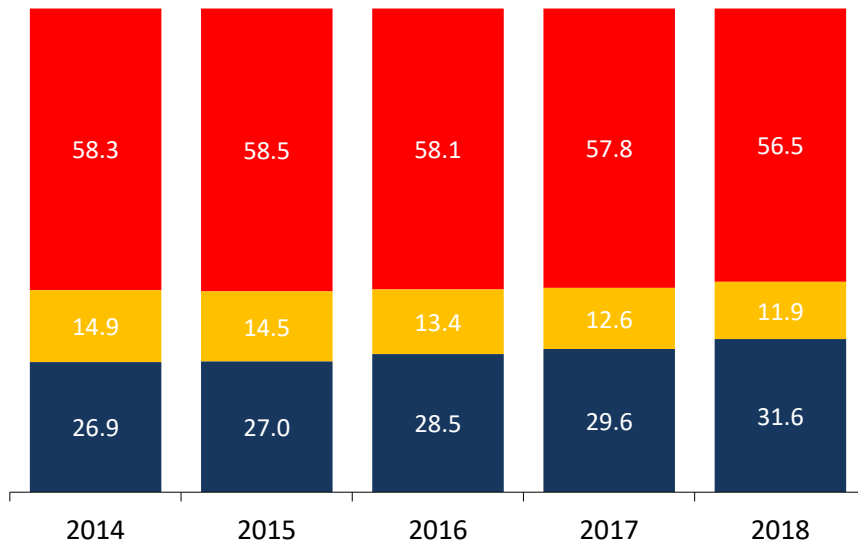
Indonesian Total Grocery FY 2018 vs FY 2017 (Total 55 FMCG Categories)



Source: Nielsen Retail Audit

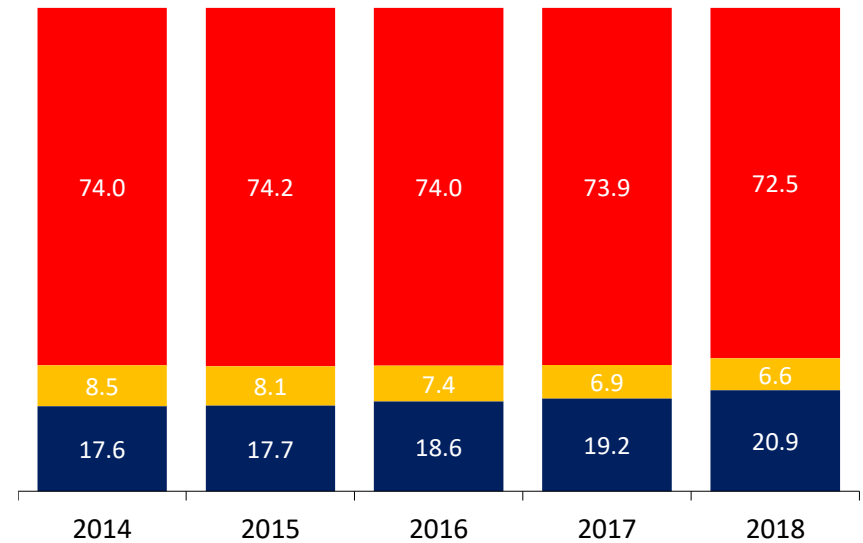
Both excluding and including Cigarettes, the contribution of Super/Hyper decreased while Minimarket keeps on Increasing.

Indonesian Total Grocery FY 2018
(Total 55 FMCG Categories)



■ Traditional Stores ■ Super Hyper ■ Minimarket

Indonesian Total Grocery FY 2018
(Total 55 FMCG Categories + Cigarette)



■ Traditional Stores ■ Super Hyper ■ Minimarket

Source: Nielsen Retail Audit

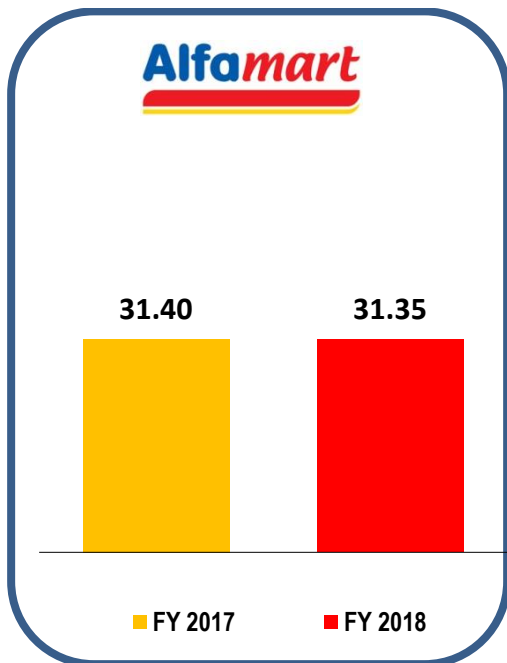
ALFAMART & ALFAMIDI MARKET SHARE FY 2018

Both Alfamart & Alfamidi market share to Indonesia MT Minimarket showed quite decline (from 31.40 % in 2017 to 31.35 % in 2018 and 5.40% in 2017 to 5.35% in 2018 respectively).

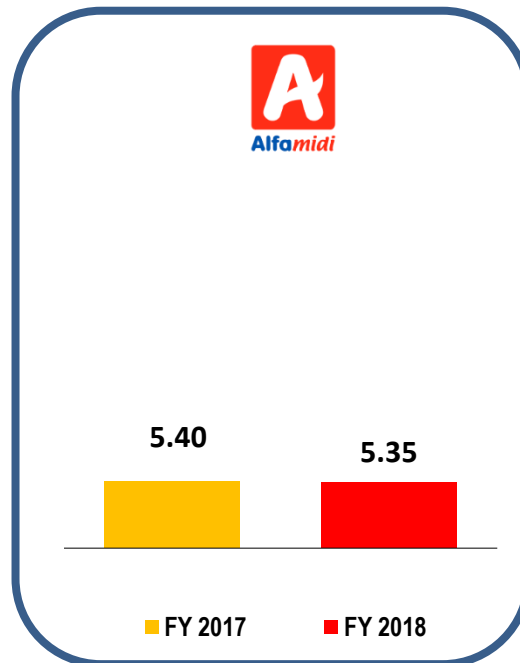
Total Alfamart & Alfamidi to Indonesia MT Minimarket decline marginally from 36.80% to 36.70%.

Alfamart & Alfamidi vs MT MM FY 2018 (Total 55 FMCG Categories)

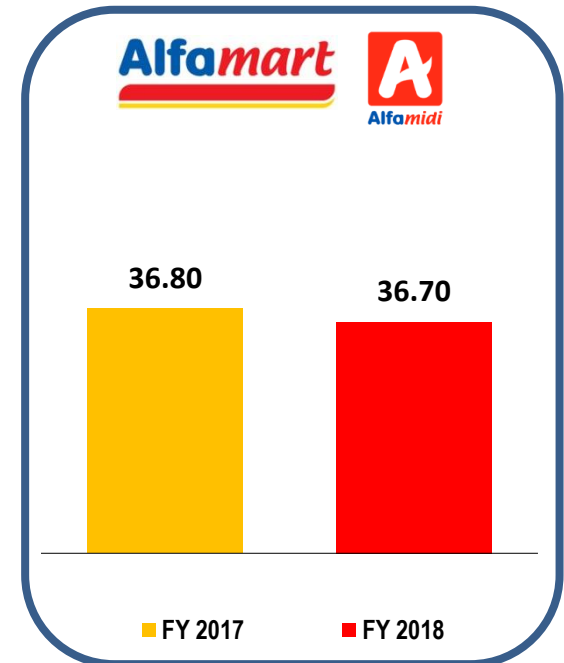
Alfamart to Indonesia MT MM



Alfamidi to Indonesia MT MM



Group to Indonesia MT MM



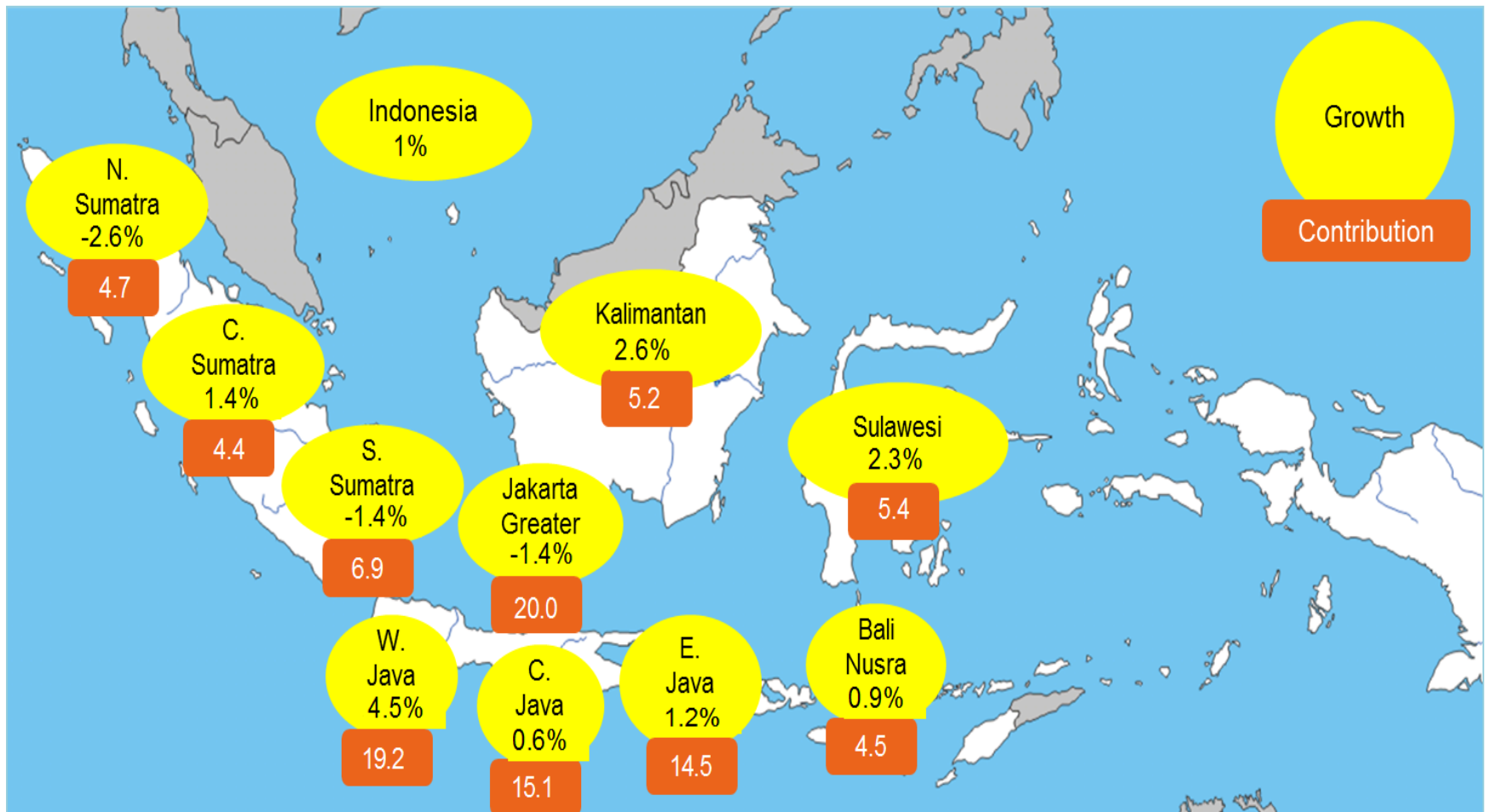
Source: Nielsen Retail Audit

	Store Number	
	Jan 2018	FY 2018
ALFAMART	13,490	13,679
ALFAMIDI	1,419	1,426
ALFAMIDI SUPER	12	14
LAWSON	37	42
DAN+DAN	108	133
CIRCLE K	396	415
INDOMARET	15,226	16,164
FARMER MARKET	20	22
SUPERINDO	155	163
RANCH MARKET	13	15
LOTTE SUPER	2	1
RAMAYANA	87	85
FOODMART	38	23
GIANT EKSPRES	105	83
HERO	29	30
LOTTE HYPER	15	15
GIANT EKSTRA	58	57
HYPERMART	114	112
WATSONS	79	106
BOSTON	100	75
GUARDIAN	251	270

Source: Nielsen Retail Audit

- ❖ Java still recorded the highest contribution of 68.8%, and Central Sumatra, West Java, East Java, Sulawesi, Kalimantan are growing above Indonesia average.

Indonesian Total Groceries FY 2018 vs FY 2017 (Total FMCG 55 Categories)

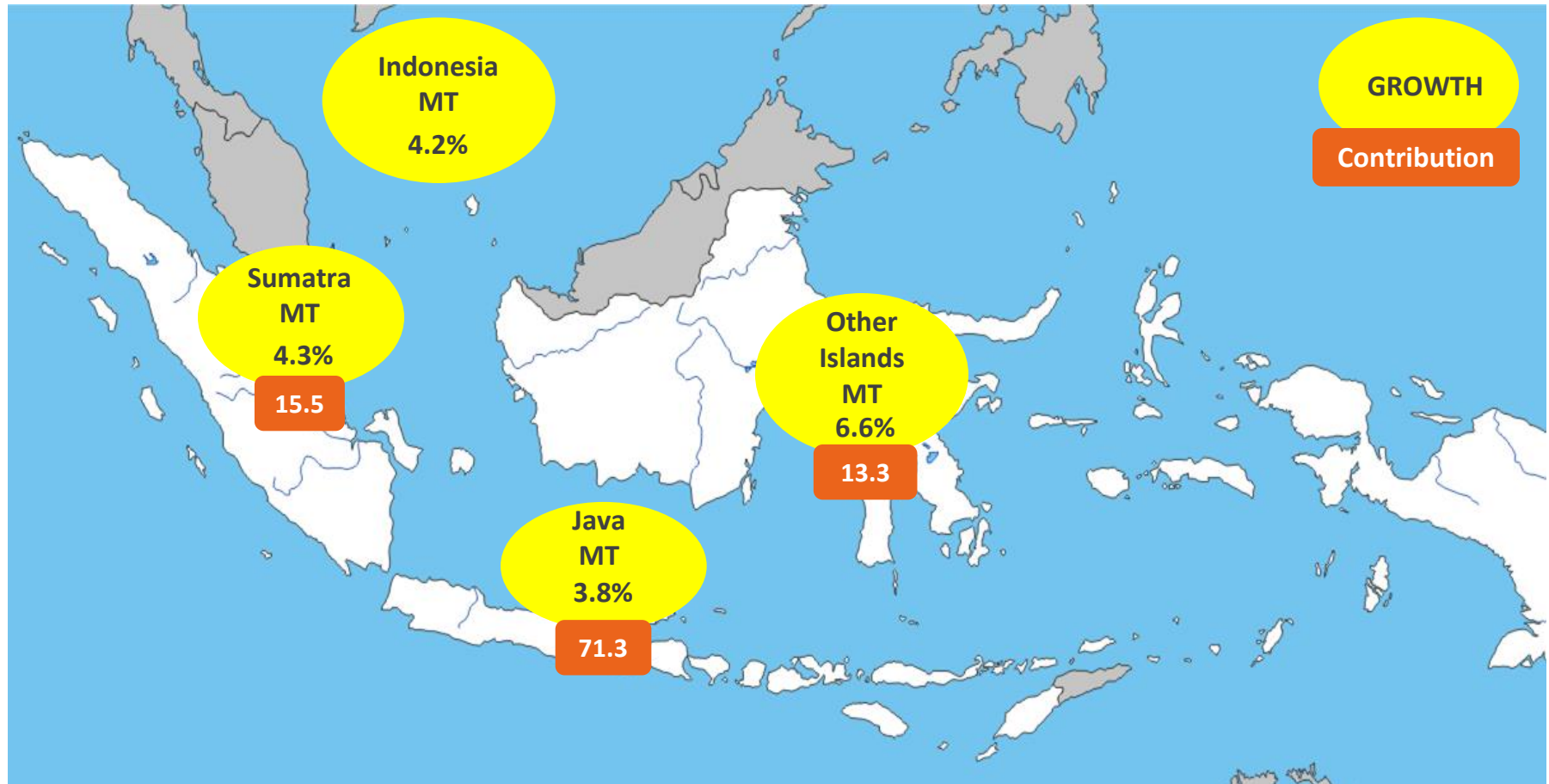


Source: Nielsen Retail Audit

MODERN TRADE GROWTH BY REGION

- ❖ Java grew by 3.8%, whilst Other Islands (Kalimantan, Sulawesi & Other Eastern Indonesia) showed the highest growth of 6.6%.

Total Indonesian Modern Trade FY 2018 vs FY 2017 (Total FMCG 55 Categories)



Source: Nielsen Retail Audit







OPERATIONAL PERFORMANCE

We are still increasing store numbers and members / loyal customers

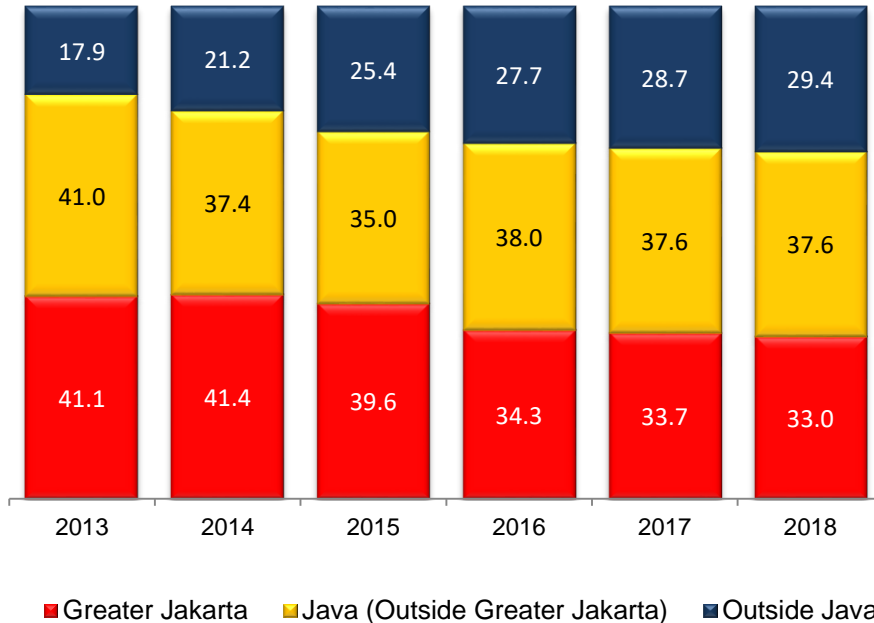
- ☐ More than 15,000 stores scattered in Indonesia
- ☐ 137,830 + employees *
- ☐ 42 warehouses
- ☐ 500 + active Suppliers
- ☐ 14.2 million + members

* Including Franchise store employees

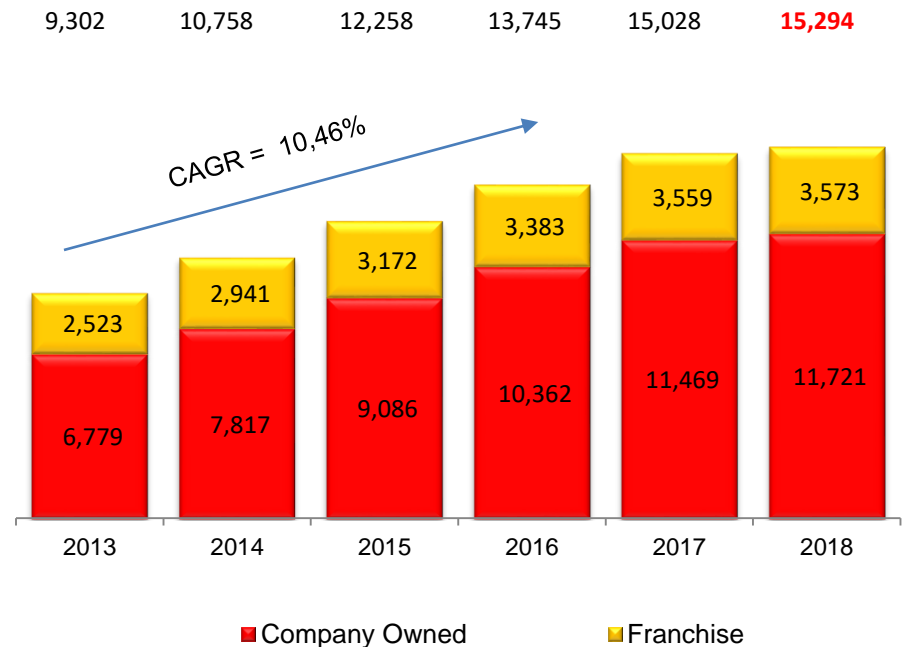
	Num. Of Stores : 13,679 74% owned, 26% franchise	Small format to specific area : 299 stores (Rest area, Station, Airport, Office, Apartement, Hospital)	Serving 46,000+ small traders (Outlet Binaan Alfamart)	32 warehouse
	Num. Of Stores : 1,440 98% owned, 2% franchise	Selling space 250–300 m2 Larger format with > 7,000 SKUs	Selling fresh products in addition to groceries	9 warehouse
	Num. Of Stores : 42 100% owned	Selling space 44–184 m2 Small format with > 2,500 SKUs	Mostly located in commercial area	
	Num. Of Stores : 133 100% owned	Selling space 100 m2 Small format with > 5,000 SKUs	Halh and beauty related products	1 warehouse

There is shift of new store opening / store presence from Greater Jakarta to Outside of Greater Jakarta and Outer Island during the last 5 years.

Geographic Breakdown (%)



Company Owned & Franchise Stores



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

Java (24 warehouses)

 Cileungsi	 Semarang
 Jababeka 1 & 2 ^{a)}	 Klaten
 Cikokol	 Malang
 Balaraja	 Sidoarjo
 Bogor	 Jember
 Bandung 1 & 2	 Karawang
 Plumbon	 Rembang
 Cilacap	 Parung
 Surabaya ^{a)}	 Bitung 1 ^{a)} & 2 ^{b)}
 Serang	 Yogyakarta ^{a)}
 Cianjur	

Outside Java (18 warehouses)

 Medan 1 & 2 ^{a)}	 Makassar 1 & 2 ^{a)}
 Pekanbaru	 Jambi
 Palembang	 Pontianak
 Lampung	 Banjarmasin
 Denpasar	 Lombok
 Kotabumi	 Batam
 Samarinda ^{a)}	 Manado 1 & 2 ^{a)}
 Palu ^{a)}	

Notes :

a) Alfamidi

b) Dan+Dan

As of Dec 2018, we managed 42 warehouses scattered throughout Indonesia
(32 warehouses for Alfamart, 9 for Alfamidi and 1 for Dan+Dan)

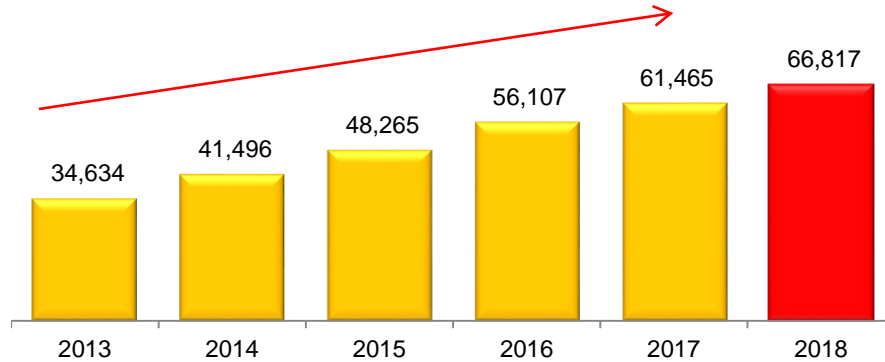


FINANCIAL HIGHLIGHTS

Revenue

CAGR = 14.05%

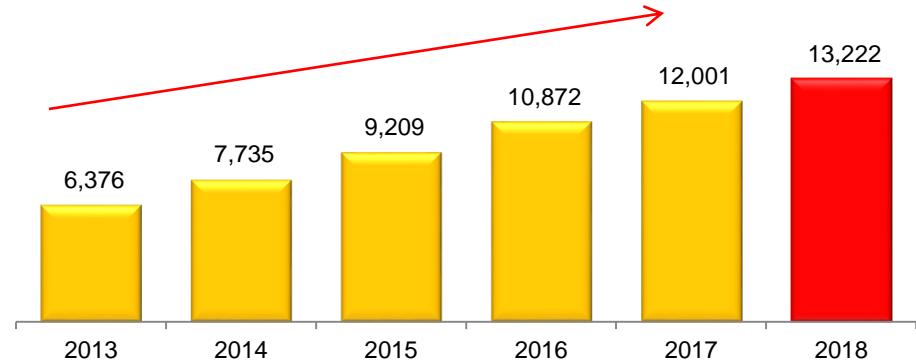
Audited



Gross Profit

CAGR = 15.70%

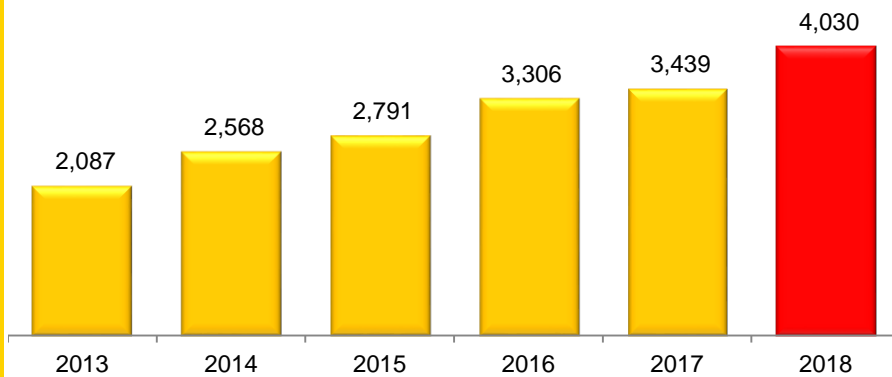
Audited



EBITDA

CAGR = 14.07%

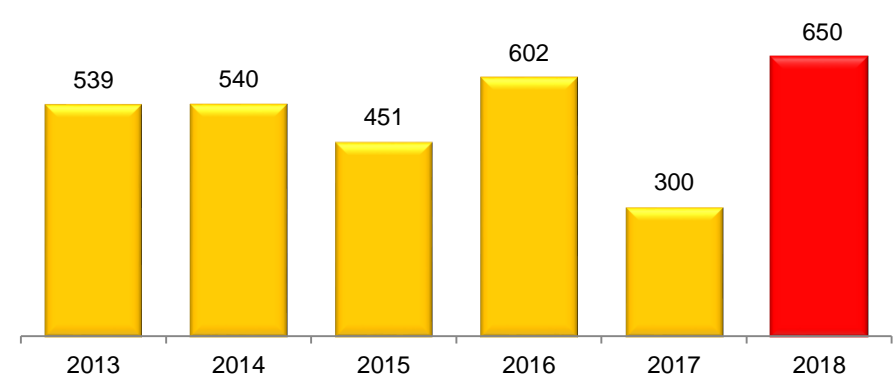
Audited



Income for the year attributable to owners of the Parent Company

CAGR = 3.82%

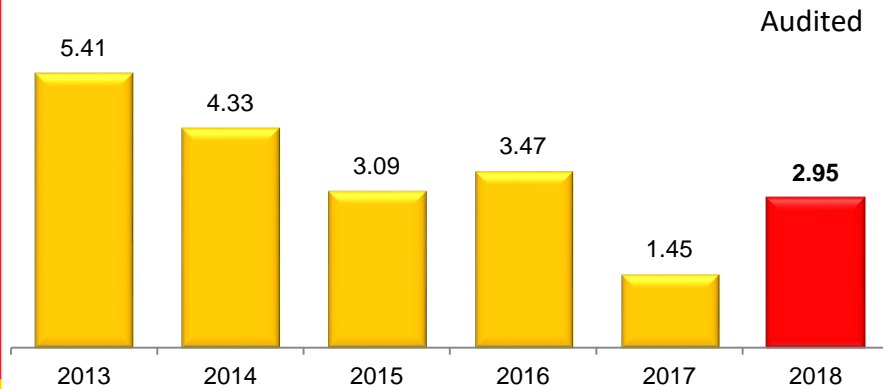
Audited



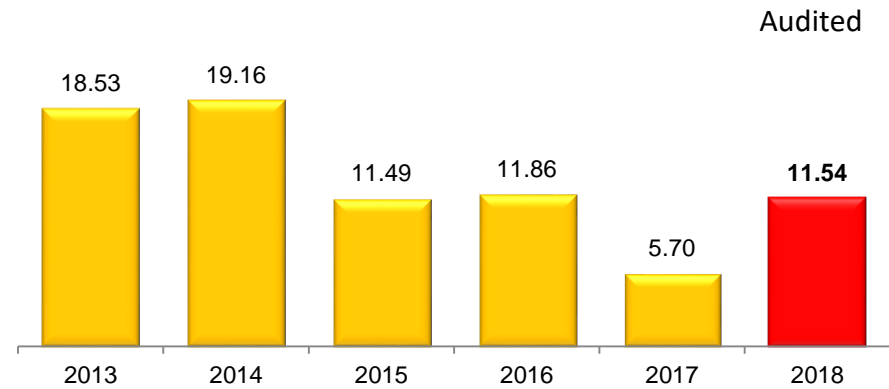
Subsidiaries Include: PT Midi Utama Indonesia Tbk. , PT Sumber Indah Lestari, Alfamart Retail Asia Pte.Ltd (ARA), PT Sumber Trijaya Lestari and PT Sumber Wahana Sejahtera

FINANCIAL (RETURN & LEVERAGE)

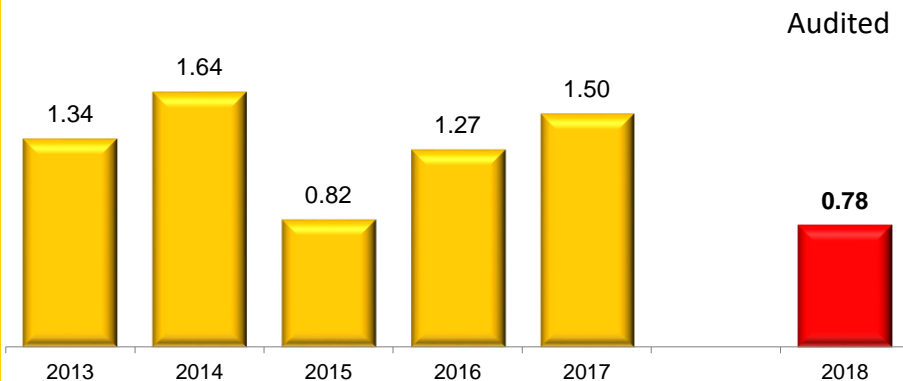
ROAA (%)



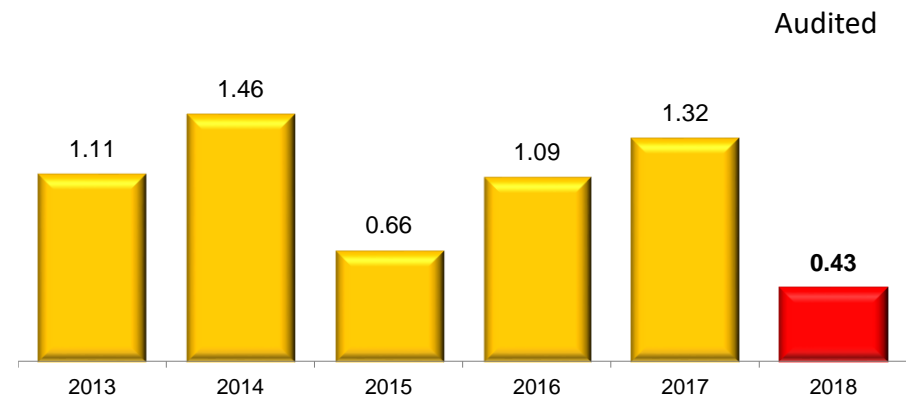
ROAE (%)



DER (Gross Debt to Equity)



Net Gearing Ratio (x)





MARKETING EVENT

DIGITAL PROGRAM



Alfamart

**KEJUTAN
HADIAH ULANG TAHUN ALFAMART
#ALFAMART19TAHUN #SUA19TAHUN
#ALFAMART**

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Alfamart 19th Anniversary

Available on the App Store

Get it on Google play

Semarak Ulang Tahun Alfamart (SUA)

*) Redeem coins to get many special gifts



Alfamart

**KEEP YOU
Smiling**

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Alfamart 19th Anniversary

IKUTI FOTO KONTES #ALFAMARTKEEPOUSMILING
DAN MENANGKAN KADO ULANG TAHUNNYA!

UPLOAD FOTO SENYUMMU

ALFAMART KEEPOUSMILING

Gunakan hashtag dan tulis caption kamu mengapa senang berbelanja di Alfamart

RAIH TOTAL HADIAH
JUTAAN RUPIAH

Periode: 1-31 Oktober 2018

Semarak Ulang Tahun Alfamart (SUA)

*) Contest photo disney in media social (a photo themed about the shopping experience at Alfamart)

DIGITAL PROGRAM


Disney MICKEY THE TRUE ORIGINAL
JOIN THE FUN WITH MICKEY!
SHARE A SMILE
#MICKEYSHAREASMILE

Photo Contest

#1 WINNER JAPAN TRIP
Untuk 4 orang

SAMSUNG NOTE 9 (2 UNIT)
SONY AG000 (2 UNIT)
LOGAM MULIA 10GR (2 UNIT)
IPAD (2 UNIT)

Mekanisme :
1. Beli min Rp 50.000 produk Disney Coll-Egg-Tible Series
2. Foto bertemakan Disney dengan memperlihatkan Coll-Egg-Tible Series
3. Upload foto ke Social Media kamu dengan menggunakan hashtag #ALFAMARTMICKEYSHAREASMILE
4. Foto boleh diupload lebih dari 1x
5. Lampirkan Nomor Struk Pembelian
6. Foto dengan kreativitas dan caption terbaik akan dipilih sebagai pemenang

TOTAL HADIAH RATUSAN JUTA RUPIAH!!!

Info lengkap dapat dilihat di : www.alfamartku.com

Photo Contest Disney

Photo contest campaign "Disney Coll Egg Tible series product"



COMIC CHALLENGE
"Alfamart Play With Disney!"

"MENANGKAN HADIAH"

WACOM CINTIQ COMPANION 2 DTH-W1310H
SAMSUNG GALAXY NOTE 8
NEW HUION KANVAS 13 PRO

& 20 VOUCHER ALFAMART RP. 100.000

Komik Anu
Penerbit Komik Lokal

@alfamart @alfamart @alfamart

Comic Challenge Disney

Create comics with themed "Disney Coll Egg Tible series product"

Alfamart Sahabat Indonesia Terima kasih atas partisipasi anda melalui

Laporan Donasi Konsumen: 1 Januari - 30 September 2018

Bantuan Sembako

1 Januari - 31 Maret 2018



Rp 2.277.051.335

Penyaluran bantuan lebih dari 15.000 paket masyarakat prasejahtera di seluruh Indonesia bersama

Yayasan BM Cinta Indonesia
No. Keputusan Menteri Sosial RI 285/HUK-UND/2018

Sunatan Massal & Perbaikan MCK

1 April - 30 Juni 2018



Rp 2.262.453.760

Penyaluran sedekah untuk masyarakat prasejahtera berupa sunatan massal, perbaikan MCK, dan santunan kaum dhuafa bersama

LazisNu
No. SK KEMENAG 225/2016

Bantuan Pendidikan & Kemanusiaan

1 Juli - 30 September 2018



Rp 1.368.834.165

Penyaluran 1.000 paket bantuan kemanusiaan, 1.000 paket perlengkapan sekolah, serta 20 renovasi sekolah Bersama

LazisMu
Keputusan Menteri Agama RI No. 730/2016



www.alfamartku.com



Sahabat Alfamart
1500 959