



# MANAGEMENT PRESENTATION

**PT Sumber Alfaria Trijaya Tbk**  
**As of Sep 30, 2018**

- **Overview YTD Sep 2018**
- **Groceries Retail Industry Update**
- **Operational Performance**
- **Financial Highlights**
- **Marketing Event & Accolades**



## OVERVIEW YTD SEP 2018

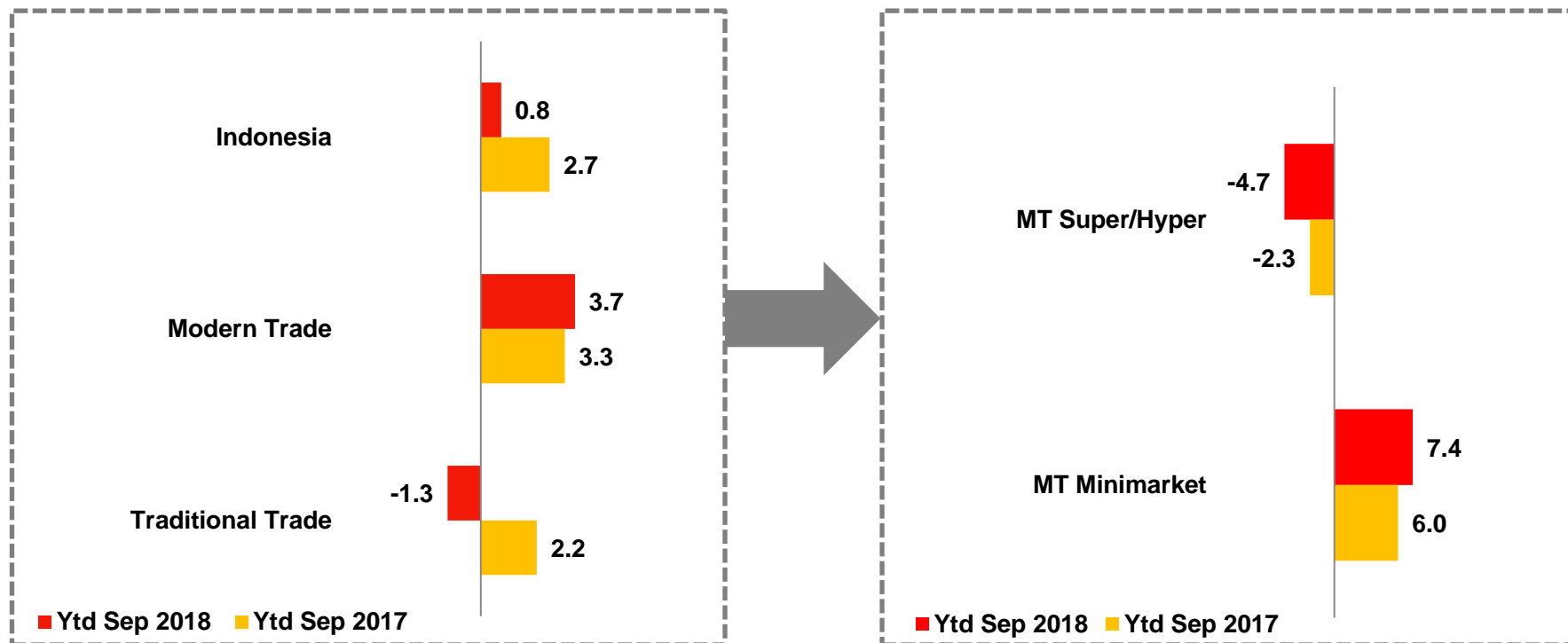
- ❖ Indonesian Total Groceries market for ytd Sep 2018 recorded marginal growth of 0.8% (a decline from 2.7% for ytd Sep 2017).
- ❖ Supermarket/hypermarket showed quite a decline from -2.3% in ytd Sep 2017 to -4.7% in ytd Sep 2018 and Traditional Channel also recorded a significant decline from 2.2% to -1.3%. At the same time Minimarket grew from 6% to 7.4%.
- ❖ Net addition of stores ytd Sep 2018 : Alfamart 40 stores, Alfamidi 62 stores, and Dan+dan 13 stores.



## GROCERIES RETAIL INDUSTRY UPDATE

In 3rd quarter 2018, the modern trade channel growth were mainly driven by minimarket growth from 6% to 7.4%. Both Traditional trade and Super/Hyper recorded a negative growth (-1.3% and -4.7% respectively).

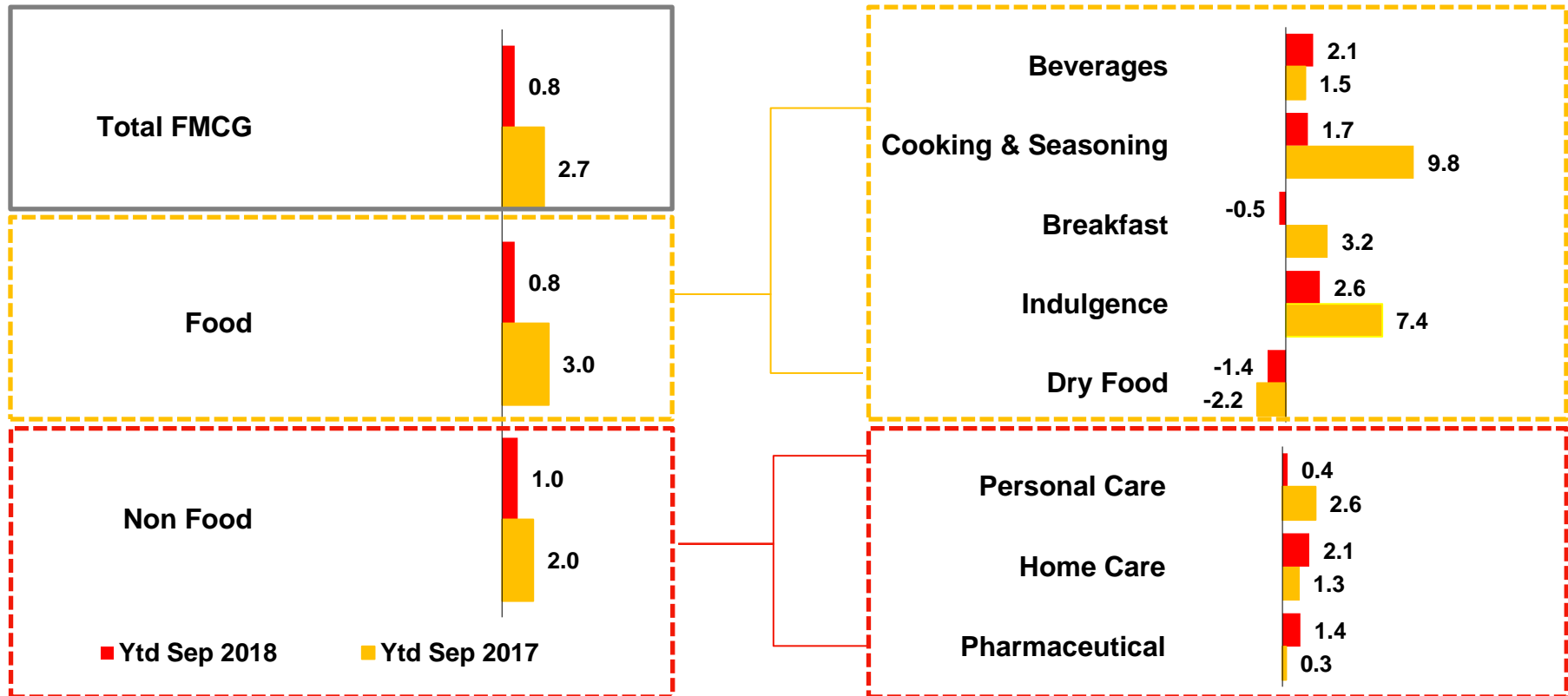
Indonesian Total Grocery Ytd Sep 2018 vs Ytd Sep 2017 (Total 55 FMCG Categories)



Source: Nielsen Retail Audit

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

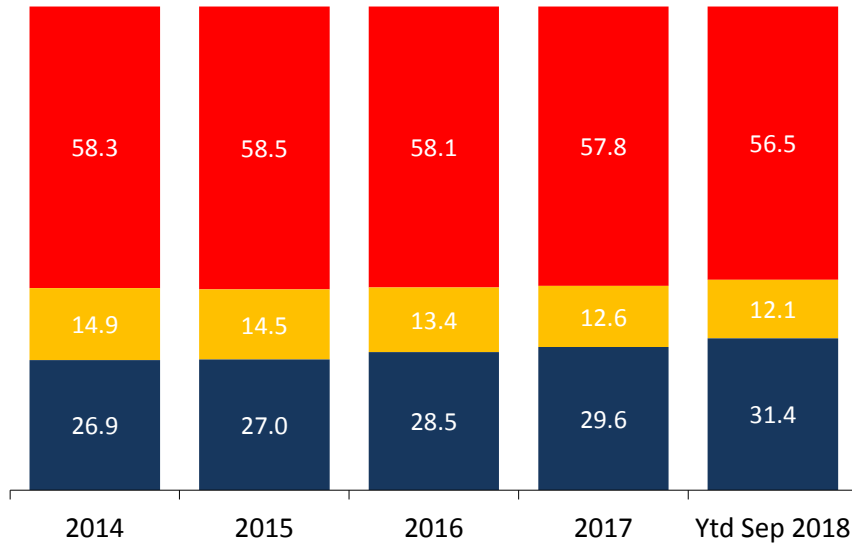
Indonesian Total Grocery Ytd Sep 2018 vs Ytd Sep 2017 (Total 55 FMCG Categories)



Source: Nielsen Retail Audit

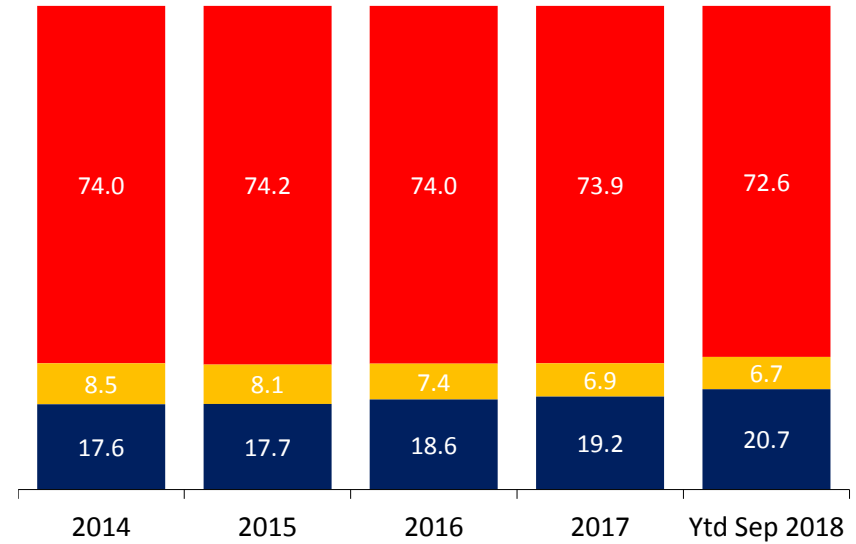
Both excluding and including Cigarettes, the contribution of Super/Hyper were decreasing while Minimarket was Increasing.

Indonesian Total Grocery Ytd Sep 2018  
(Total 55 FMCG Categories)



■ Traditional Stores ■ Super Hyper ■ Minimarket

Indonesian Total Grocery Ytd Sep 2018  
(Total 55 FMCG Categories + Cigarette)



■ Traditional Stores ■ Super Hyper ■ Minimarket

Source: Nielsen Retail Audit

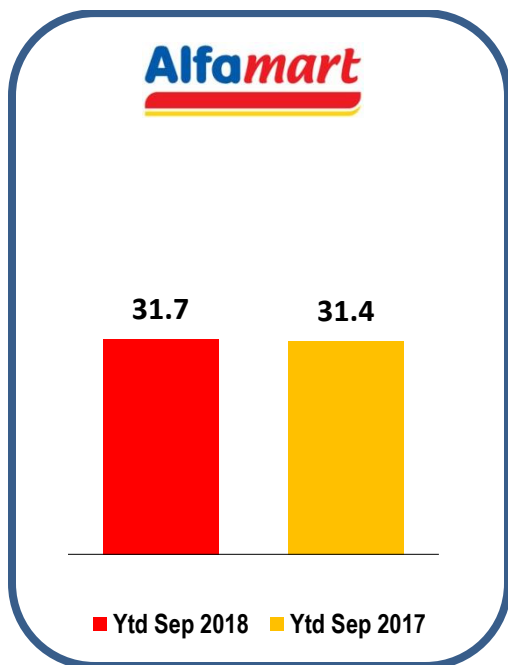


# ALFAMART & ALFAMIDI MARKET SHARE YTD SEP 2018

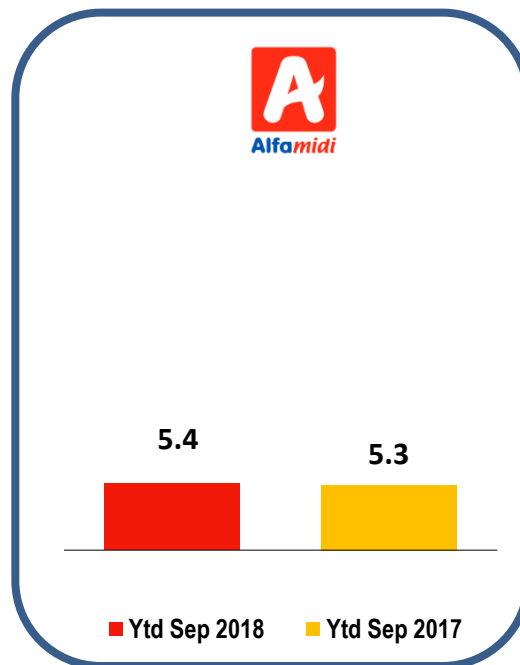
Both Alfamart & Alfamidi market share to Total Indonesia MT Minimarket grew marginally (from 31.4% to 31.7% and from 5.3% to 5.4% respectively). Total Alfamart & Alfamidi to Total Indonesia MT Minimarket Channel grew from 36.7% to 37.1%.

## Alfamart & Alfamidi vs MT MM Ytd Sep 2018 (Total 55 FMCG Categories)

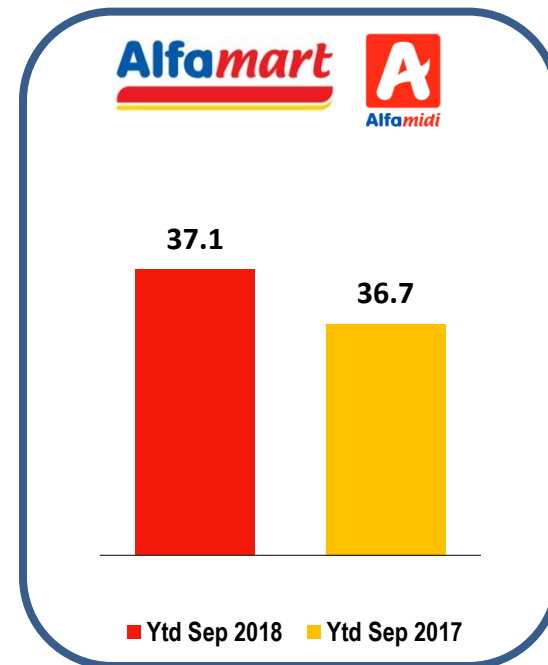
Alfamart to Indonesia MT MM



Alfamidi Share to Total Indonesia MT MM



Group to Total Indonesia MT MM



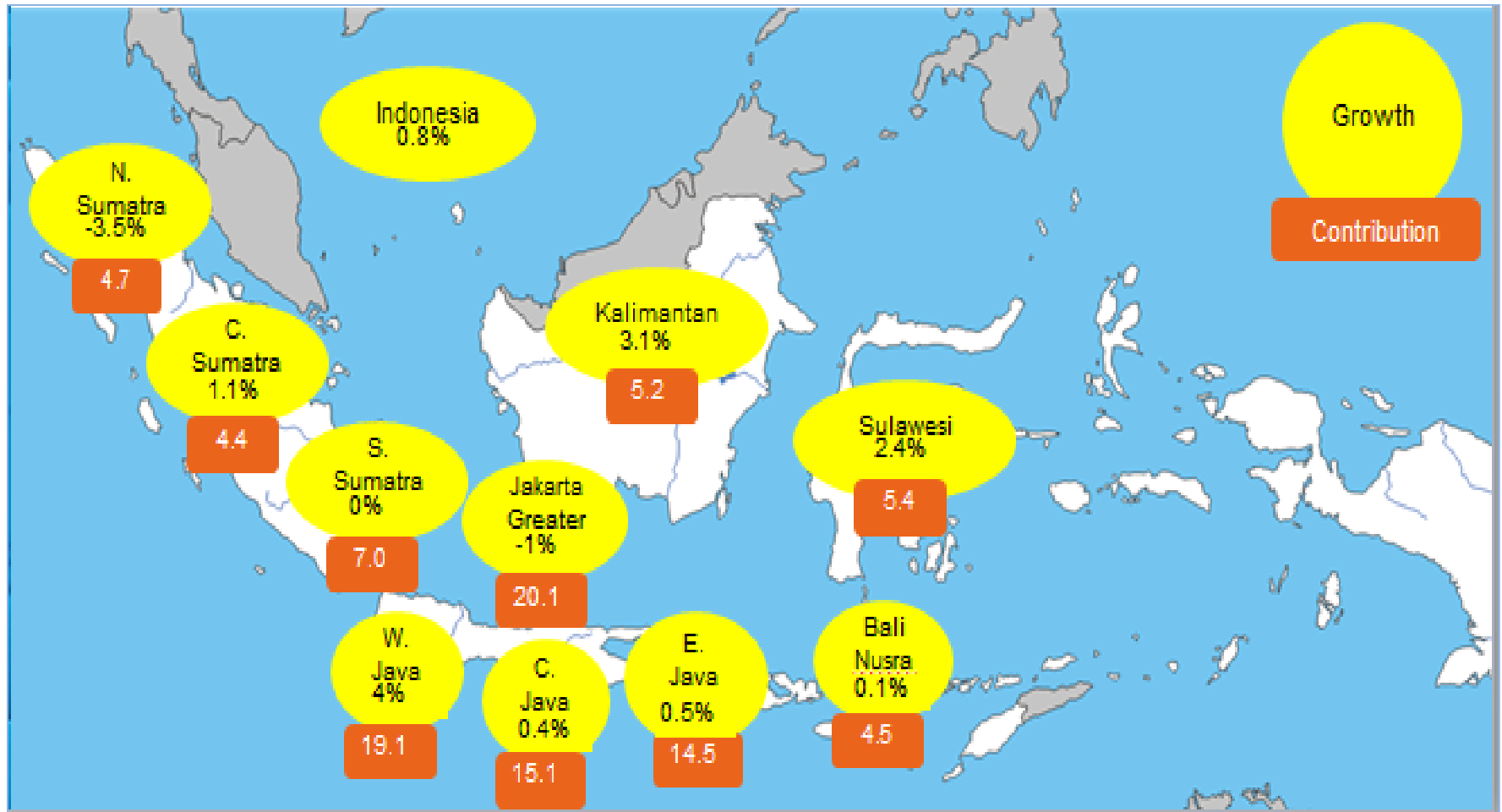
Source: Nielsen Retail Audit

	Store Number	
	Jan 18	Ytd Sep 2018
ALFAMART	13,490	13,517
ALFAMIDI	1,419	1,455
ALFAMIDI SUPER	12	14
LAWSON	37	37
DAN+DAN	108	120
CIRCLE K	396	406
INDOMARET	15,226	15,765
FARMER MARKET	20	21
SUPERINDO	155	157
RANCH MARKET	13	15
LOTTE SUPER	2	2
RAMAYANA	87	86
FOODMART	38	23
GIANT EKSPRES	105	99
HERO	29	29
LOTTE HYPER	15	15
GIANT EKSTRA	58	59
HYPERMART	114	111
WATSONS	79	96
BOSTON	100	78
GUARDIAN	251	258

Source: Nielsen Retail Audit

- ❖ Java still recorded the highest contribution of 68.8%, whilst Kalimantan recorded the highest growth of 3.1%.

Indonesian Total Groceries Ytd Sep 2018 vs Ytd Sep 2017 (Total FMCG 55 Categories)

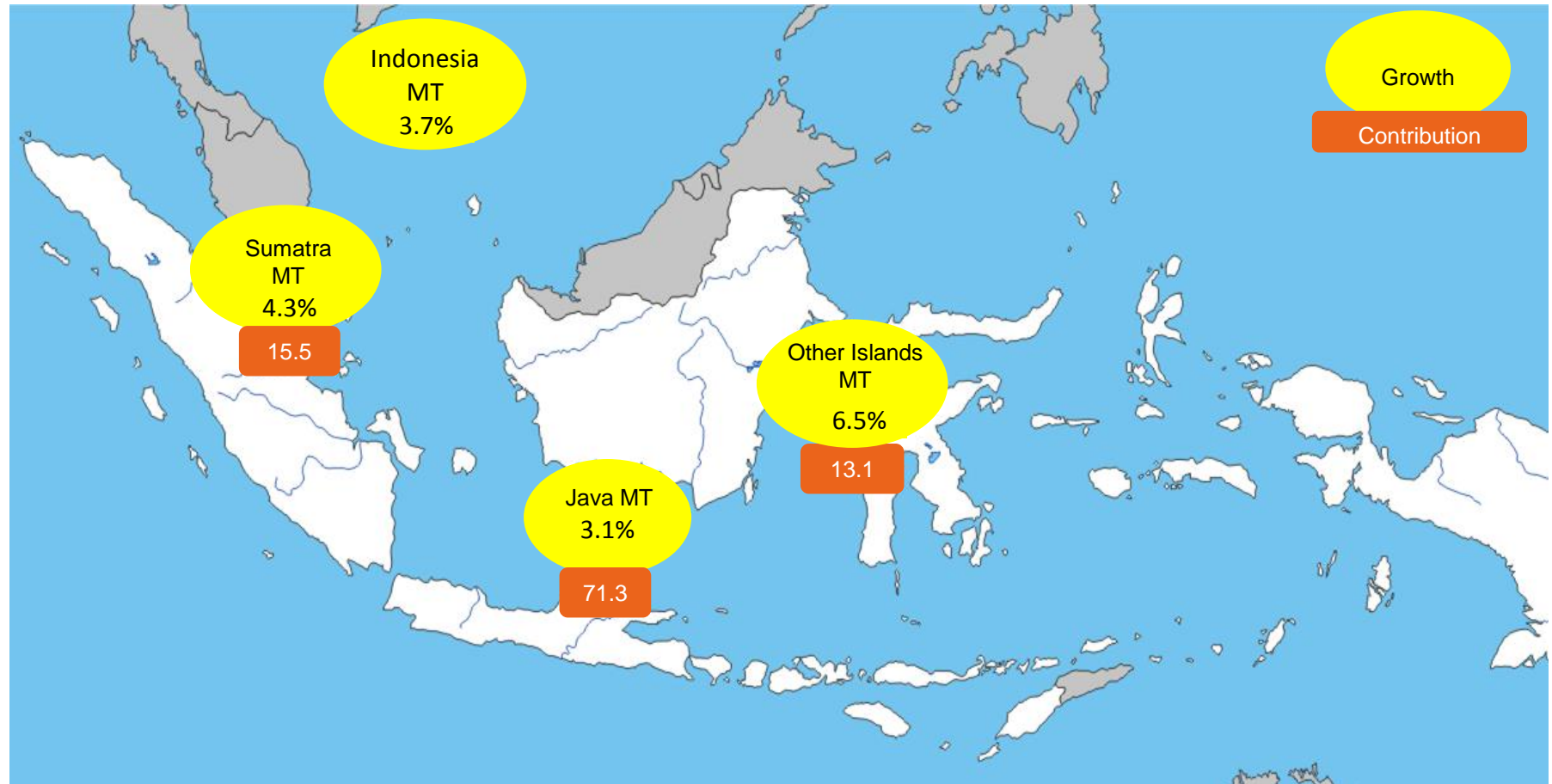


Source: Nielsen Retail Audit

## MODERN TRADE GROWTH BY REGION

- ❖ Java grew by 3.1%, whilst Other Islands (Kalimantan, Sulawesi & Other Eastern Indonesia ) showed the highest growth of 6.5%.

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







Source: Nielsen Retail Audit



## OPERATIONAL PERFORMANCE

## We are still increasing store numbers and members / loyal customers

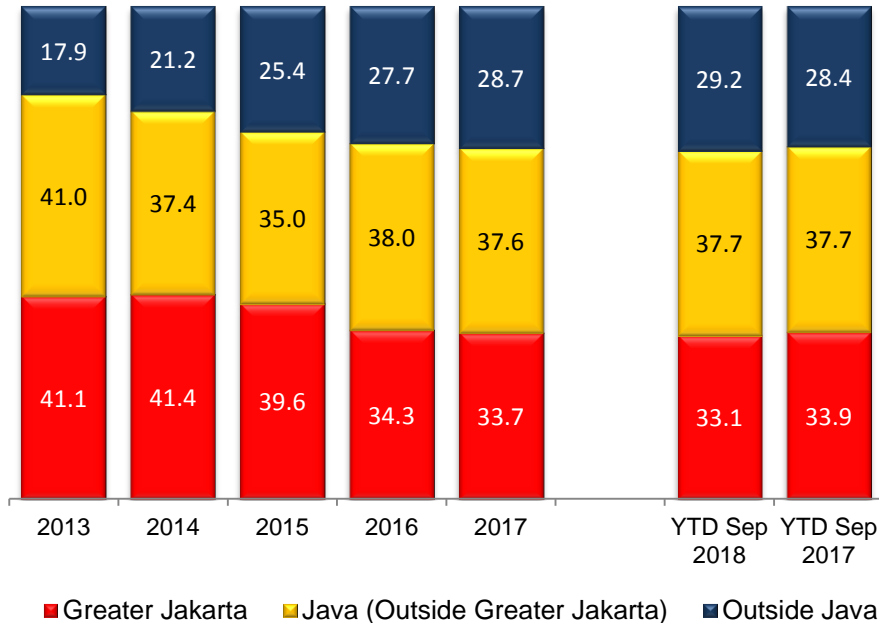
- ☐ More than 15,000 stores scattered in Indonesia
- ☐ 138,000 + employees \*
- ☐ 42 warehouses
- ☐ 500 + active Suppliers
- ☐ 14.2 million + members

Store Concept	No .of Stores	Description
	<b>13,517</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"/> 74% owned, 26% franchise</li> <li><input type="checkbox"/> Mostly located in residential area</li> </ul>
	<b>1,469</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>37</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Selling space 44 – 184 m2</li> <li><input type="checkbox"/> &gt; 2,500 SKUs</li> <li><input type="checkbox"/> Mostly located in commercial area</li> </ul>
	<b>120</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Selling space 100 m2</li> <li><input type="checkbox"/> &gt; 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>

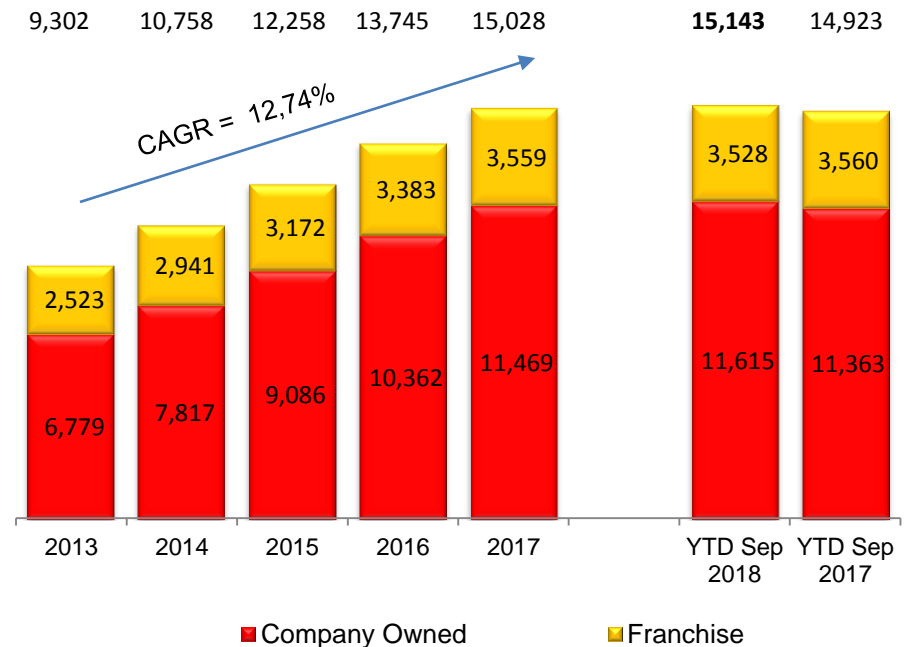
\* Including Franchise store employees

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 <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>
 Serang	 Yogyakarta <sup>a)</sup>
 Cianjur	

## Outside Java (18 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 1 & 2 <sup>a)</sup>
 Palu <sup>a)</sup>	

Notes :

a) Alfamidi

b) Dan+Dan

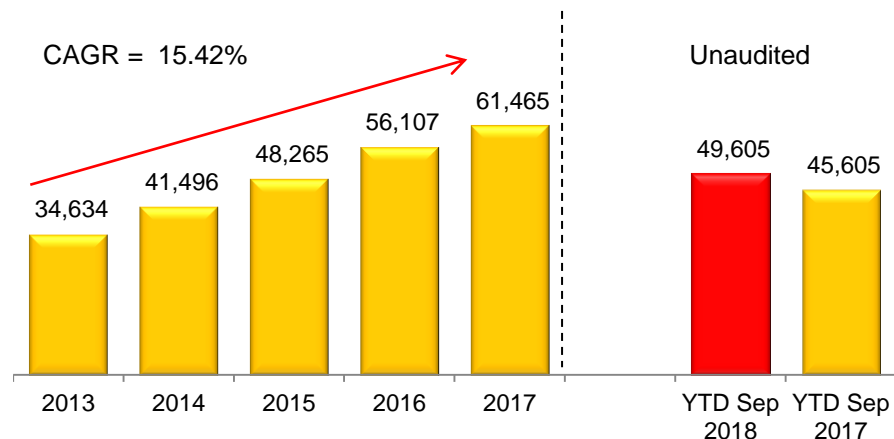
As of Sep 2018, we managed 42 warehouses scattered throughout Indonesia  
(32 warehouses for Alfamart, 9 for Alfamidi and 1 for Dan+Dan)



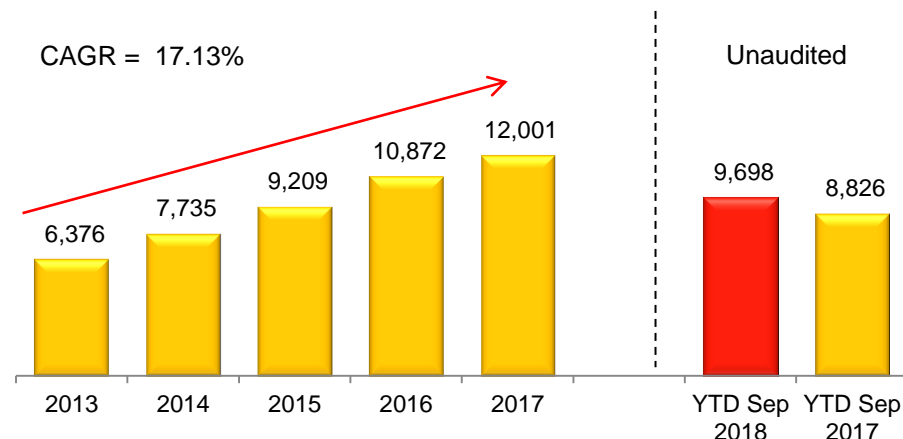


## FINANCIAL HIGHLIGHTS

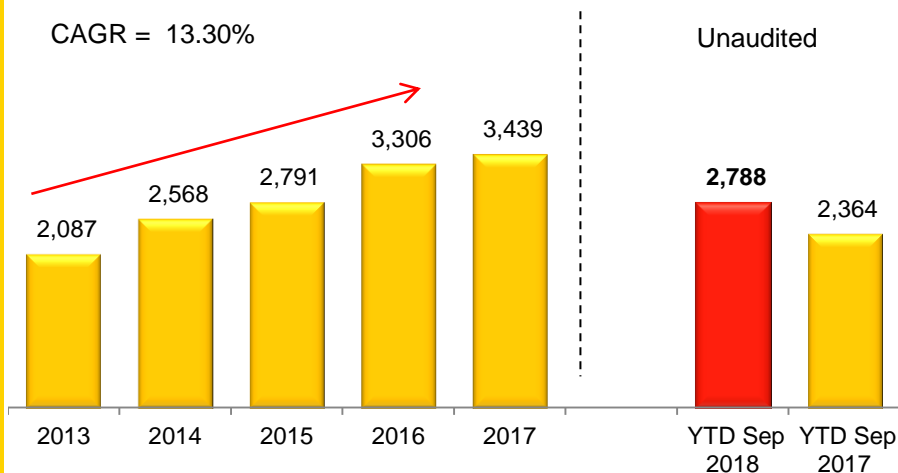
### Revenue



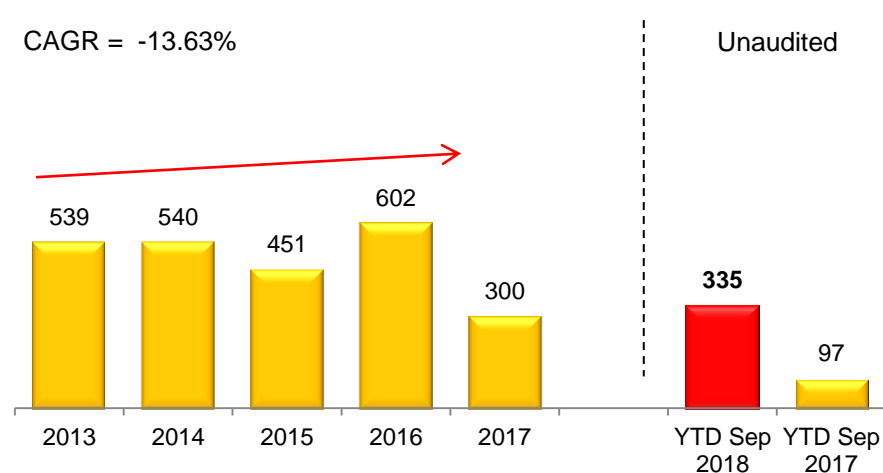
### Gross Profit



### EBITDA



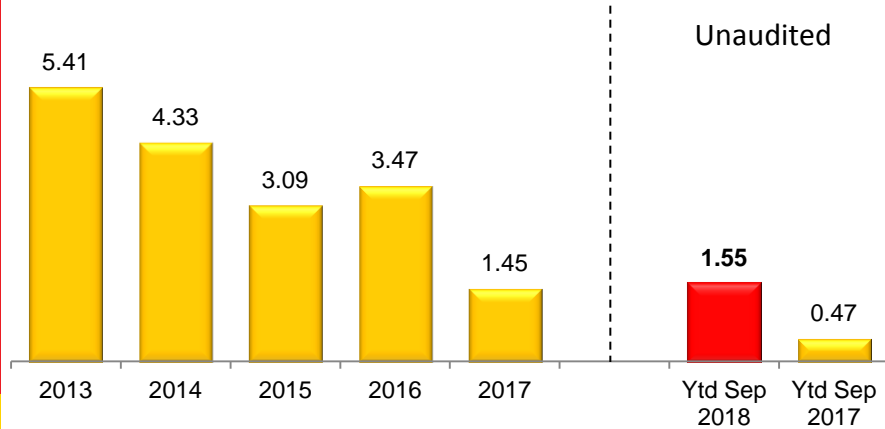
### Income for the year attributable to owners of the Parent Company



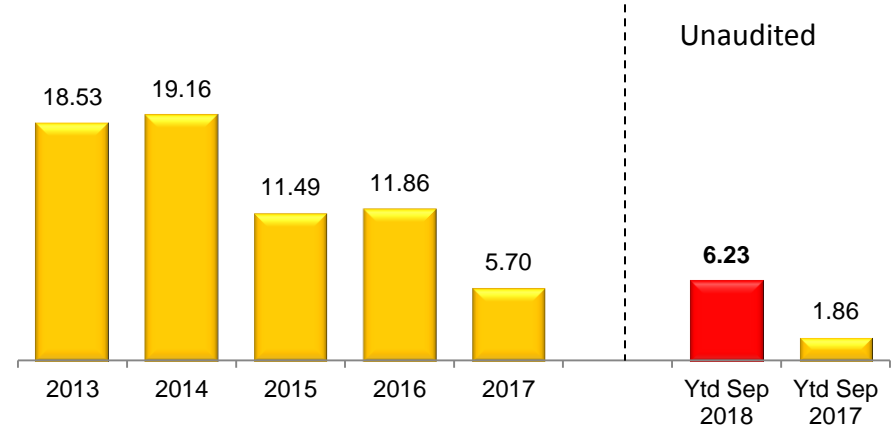
Subsidiaries Include: PT Midi Utama Indonesia Tbk. , PT Sumber Indah Lestari, Alfamart Retail Asia Pte.Ltd (ARA), PT Sumber Trijaya Lestari and PT Sumber Wahana Sejahtera

# FINANCIAL (RETURN & LEVERAGE)

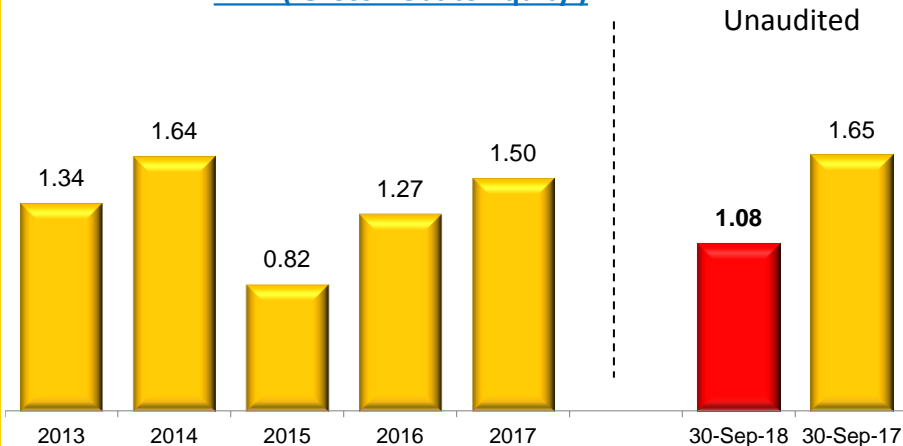
ROAA (%)



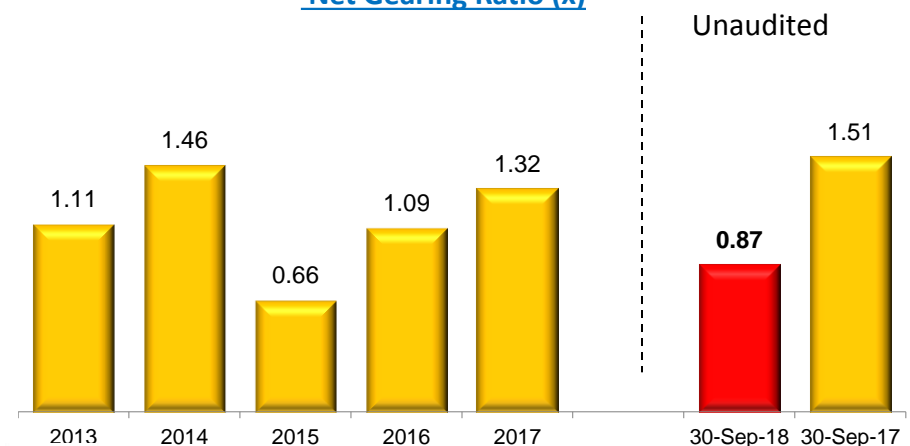
ROAE (%)



DER ( Gross Debt to Equity )



Net Gearing Ratio (x)





## MARKETING EVENT & ACCOLADES

## Yearly major events







# Kebersamaan

# Menjadi Lebih *Indah*

**Kumpulan Stamp dan Koleksi Peralatan Makan Eksklusif Sekarang!**

**2 Dipping Bowls**



10x	Stamp Digital Pak	~Rp 39.900
30x	Stamp Digital	~Rp 19.900
Harga Normal Rp 179.000		

**2 Bowls**



10x	Stamp Digital Pak	~Rp 39.900
30x	Stamp Digital	~Rp 19.900
Harga Normal Rp 179.000		

**Serving Bowl**



10x	Stamp Digital Pak	~Rp 69.900
30x	Stamp Digital	~Rp 35.500
Harga Normal Rp 499.000		

**2 Plates**



10x	Stamp Digital Pak	~Rp 89.900
30x	Stamp Digital	~Rp 49.500
Harga Normal Rp 499.000		

**Serving Bowl**



10x	Stamp Digital Pak	~Rp 99.900
30x	Stamp Digital	~Rp 59.500
Harga Normal Rp 499.000		

**Mekanisme Pengumpulan Stamp**

Dapatkan 1 stamp untuk setiap pembelian barang senilai Rp 30.000 (bertukar kelipatan), atau stamp untuk pembelian barang spesial sponsor dengan jumlah tertentu.

**Periode: 16 Jan - 23 Apr 2018**

**Mekanisme Penukaran Stamp**

Tukarkan 10 stamp Pak atau stamp digital\* mulai dari Rp 39.900, atau 30 stamp digital\* mulai dari Rp 19.900.

**Periode: 1 Feb - 6 Mei 2018**

**Syarat & ketentuan :**

- Tidak berlaku untuk pembelian rekat, voucher Rp 0, atau barang lainnya 1 tahun.
- Stempel stamp digital memiliki masa berlaku 1 tahun.
- Alfamart berhak menolak stamp dan ketentuan pengumpulan stamp apabila stamp digital tidak terdapat dalam pembelian barang.
- Alfamart berhak menentukan pengembalian stamp dengan pengembalian barang-mengembalikan ke toko atau sebaliknya.


[www.alfamartku.com](http://www.alfamartku.com)








## Kejutan Awal Tahun

**\*) Every Rp30,000 purchase, customer get a stamp which can be exchange with Royal VKB collection (during Jan – May 2018)**





YAYASAN KELUARGA INDONESIA



YAYASAN KELUARGA INDONESIA

# Susun Huruf

# Alfamart

RANGKAI HURUFNYA, RAIH HADIAHNYA

## HADIAH "ALFAMART"

## Rp 20JUTA





## HADIAH "ALFA"

## Rp 300RIBU



## KEJUTAN RATUSAN JUTA

## VOUCHER BELANJA

**MEKANISME :**

- Berlangka Rp 40.000,- (kecuali rokok, susu bayi & bayi 1 tahun, voucher 10% dan/atau lainnya terdapat produk sponsor), dapat 1 huruf & kode unik di ekor struk (tidak berlaku terbalik).
- Kumpulkan huruf-huruf hingga membentuk kata "ALFA" atau "ALFAMART".
- Periode : 01 April – 15 Mei 2018

**SYARAT PENGAMBILAN HADIAN :**

- Hadiah bisa diambil di cabang Alfamart terdekat dengan membawa struk asli yang bertuliskan huruf "ALFA" / "ALFAMART" & kode unik di ekor struk, pada hari & jam kerja (tidak berlaku liburan Alfamart).
- Khusus Member ALFA Renda, juga berkesempatan mendapat kuitansi Kejutan Ratusan Juta Voucher Belanja di ekor struk.



[www.alfamartku.com](http://www.alfamartku.com)



Alfamart



Alfamart



1500959

## Senyum Keluarga Indonesia

**\*) Every Rp40,000 purchase, customer get 1 alphabet & unique code to winning voucher reward (during Apr – May 2018)**



royalükb

# Bekal Baik

## Untuk Hidup Sehat

Kumpulkan Stamp dan Koleksi  
Rangkaian Wadah Eksklusif



HEMAT  
HINGGA  
93%

**2 Wadah Camilan**



20 Stamp Digital  
Rp 19.900  
20 Stamp  
Rp 15.900  
20 Stamp  
Rp 15.900  
Harga Normal  
Rp 340.000

**Wadah Serbaguna**



20 Stamp Digital  
Rp 19.900  
20 Stamp  
Rp 15.900  
20 Stamp  
Rp 15.900  
Harga Normal  
Rp 340.000

**Botol Minuman dengan Infuser**



20 Stamp Digital  
Rp 25.900  
20 Stamp  
Rp 20.900  
20 Stamp  
Rp 20.900  
Harga Normal  
Rp 140.000

**Wadah Makan Anak**



20 Stamp Digital  
Rp 23.900  
20 Stamp  
Rp 19.900  
20 Stamp  
Rp 19.900  
Harga Normal  
Rp 220.000

**Wadah Makan Besar**



20 Stamp Digital  
Rp 25.900  
20 Stamp  
Rp 20.900  
20 Stamp  
Rp 20.900  
Harga Normal  
Rp 340.000

**Mekanisme Pengumpulan Stamp**  
Kumpulkan 1 stamp untuk koleksi Rp 30.000 (Beratka, Kalengkat),  
atawa dapat stamp melalui produk sponsor dengan jumlah tertentu.  
Promosi : Desember 18 - Maret 2019  
Syarat & Ketentuan Lainnya

**Mekanisme Penukaran Stamp**  
Tukarkan 10 stamp Royal untuk digital + modal awal Rp 40.000,  
atau 20 stamp Digital + modal awal Rp 3.000.  
Promosi : Desember 18 - Maret 2019


[www.alfamartku.com](http://www.alfamartku.com)











## Kejutan Akhir Tahun

**\*) Every Rp30,000 purchase, customer get a stamp which can be exchange with Royal VKB collection (during Aug – Dec 2018)**



**Supporting Sponsor**



**Company sold Official Merchandise Asian Games 2018 products in stores**

**Supporting Sponsor**



**Supporting Campaign Digital Asian Games**

**Accolades**

- ☐ WOW Brand 2018 (Gold Champion Minimarket Category)
- ☐ ICMA – Indonesian Content Marketing Award (Retail Category)
- ☐ Indonesia Most Innovative Business Award (Retail Sector)
- ☐ Innovative Company in Digital Service and Marketing (Retail Category)
- ☐ Social Media Award 2018