

MANAGEMENT PRESENTATION

As of September 30, 2024

PT Sumber Alfaria Trijaya Tbk.



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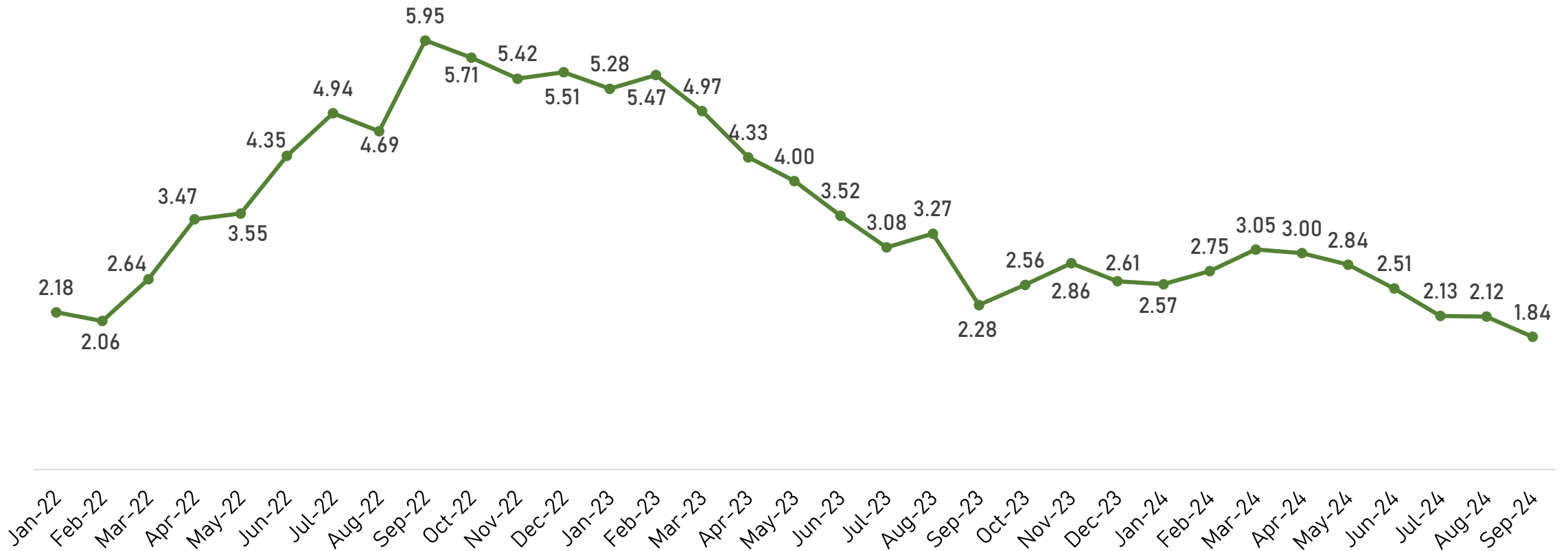
MACRO & INDUSTRY OVERVIEW



INFLATION



Indonesia's inflation rate remains steady at 2.5% to 3% this year.

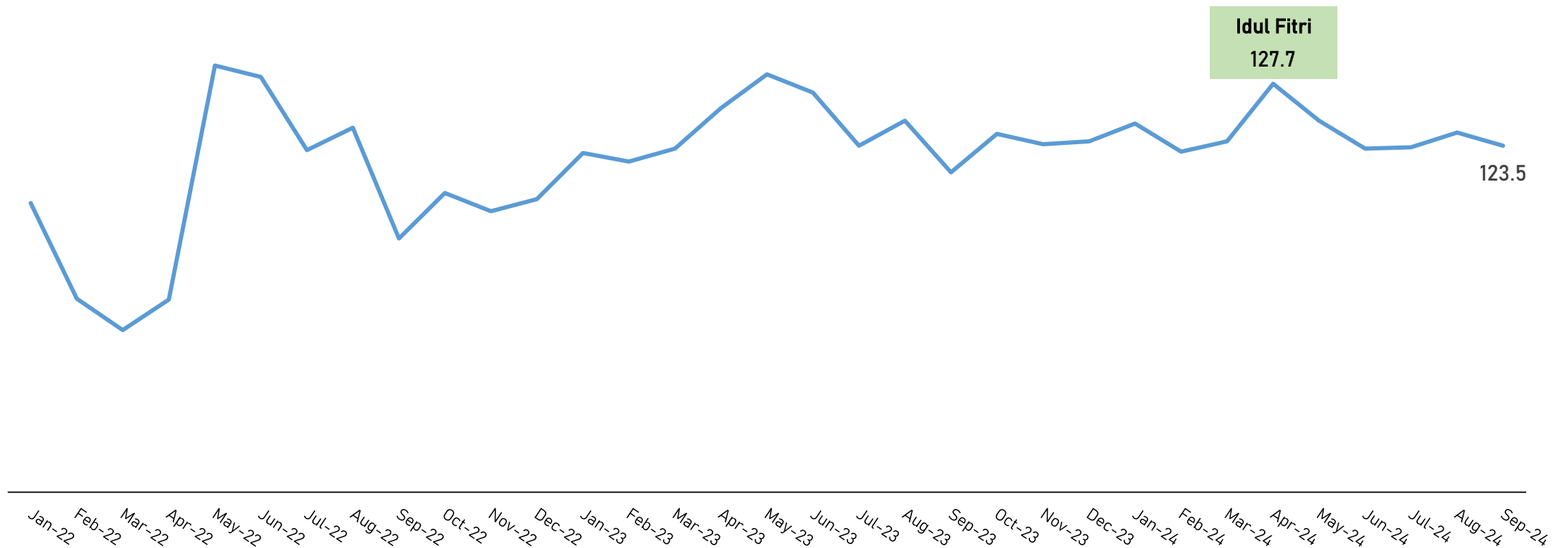


Source: Bank Indonesia

CONSUMER CONFIDENCE



The Consumer Confidence index peaked during the Festive period of Idul Fitri at 127.7 and has started to normalize in May-June 2024.



Source: Bank Indonesia

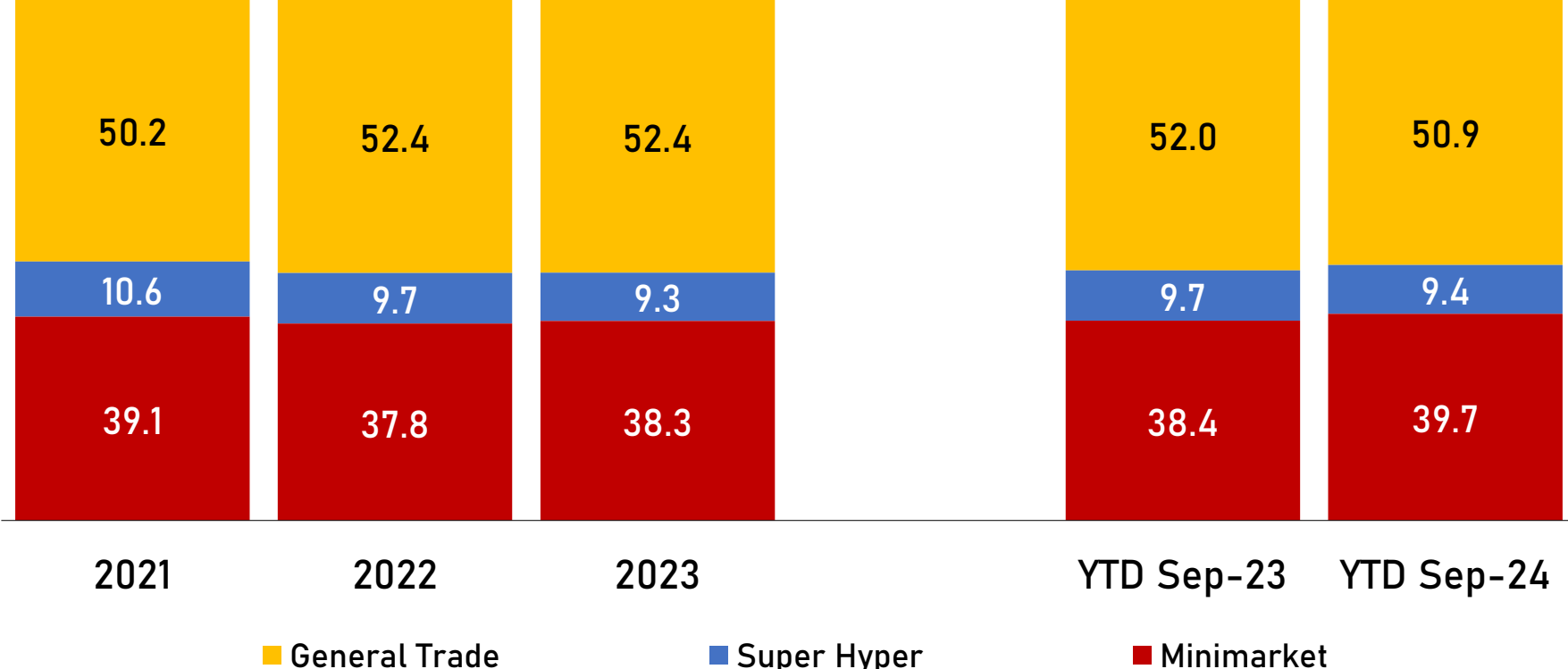
TRADE CHANNEL CONTRIBUTION



Indonesia Total Grocery | Total 68 Categories (excluding Cigarettes)

YTD Sep-23 vs YTD Sep-24

Minimarkets are consistently experiencing an upward trend, driven by the decline of both General Trade and Super/Hyper.



Source: Nielsen

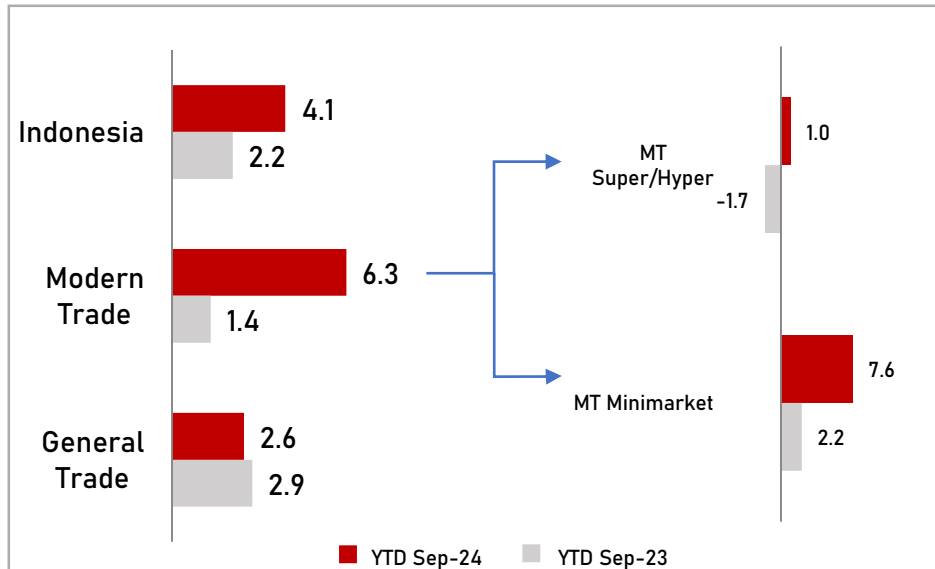
CHANNEL GROWTH & MARKET SHARE



Trade Channel Growth

YTD Sep-24 / YTD Sep-23 (%)

(Indonesia Total Groceries / 68 categories)

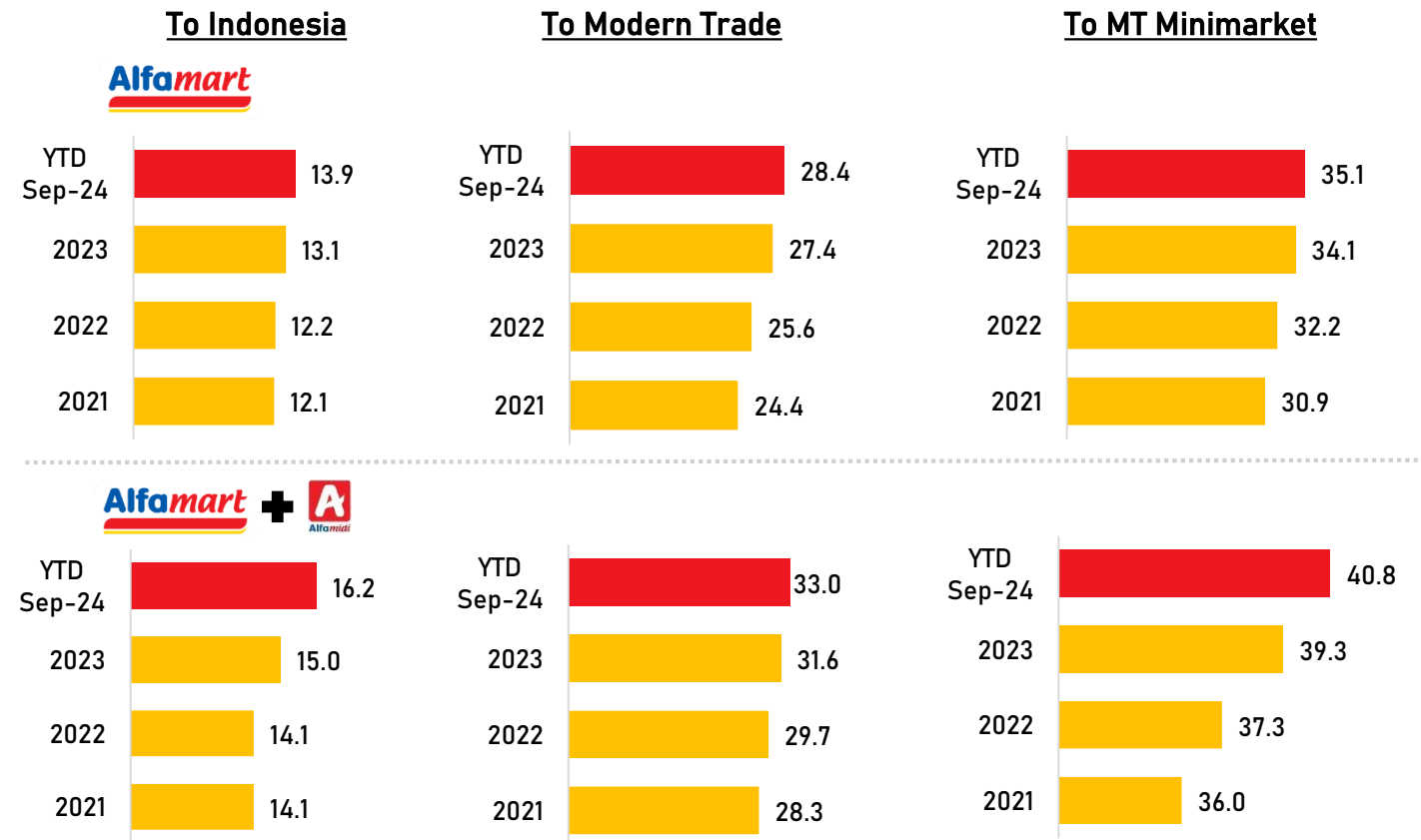


- Indonesia reported significant growth improvement compared to the previous year
- Minimarkets continue to be the primary catalyst for MT growth

Source: Nielsen

Alfamart Market Share (%)

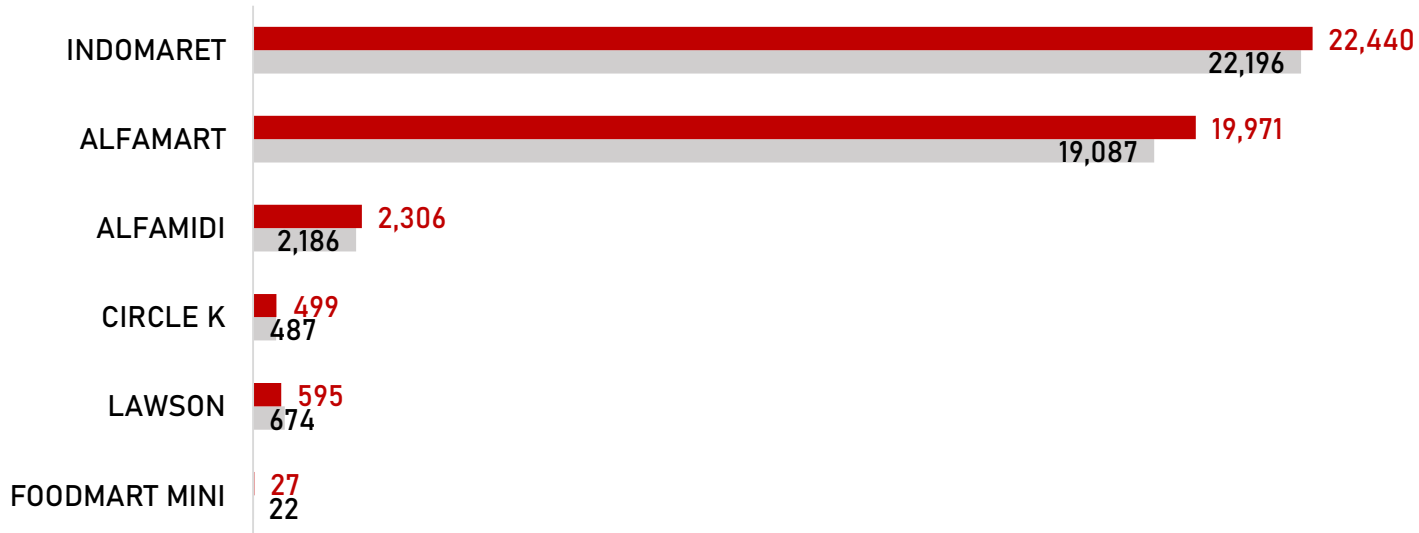
Alfamart consistently gains market share.



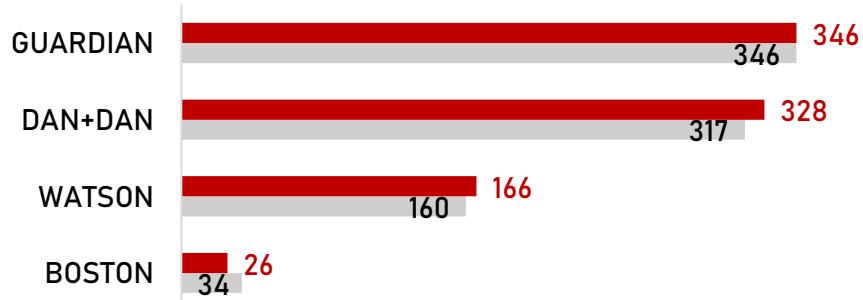
MT STORES IN INDONESIA



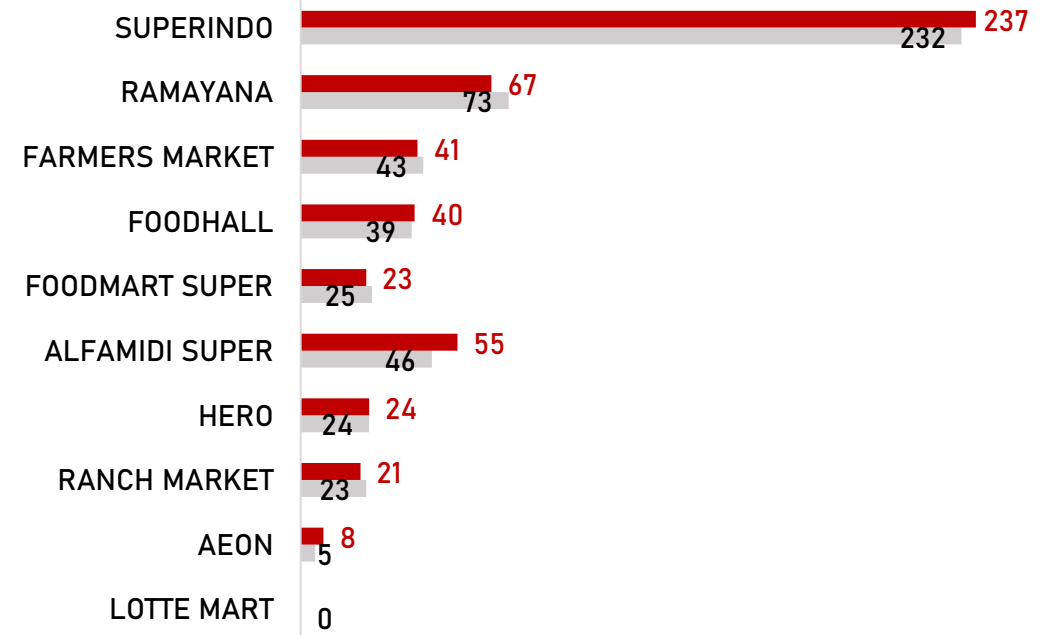
MINIMARKET



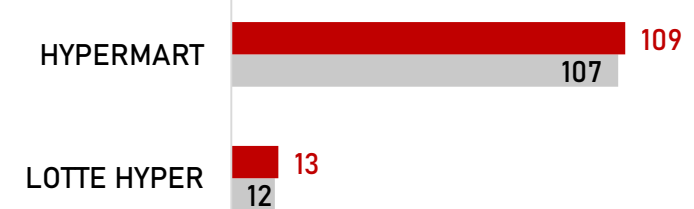
PERSONAL CARE



SUPERMARKET



HYPERMARKET



■ YTD Sep-24 ■ FY 2023

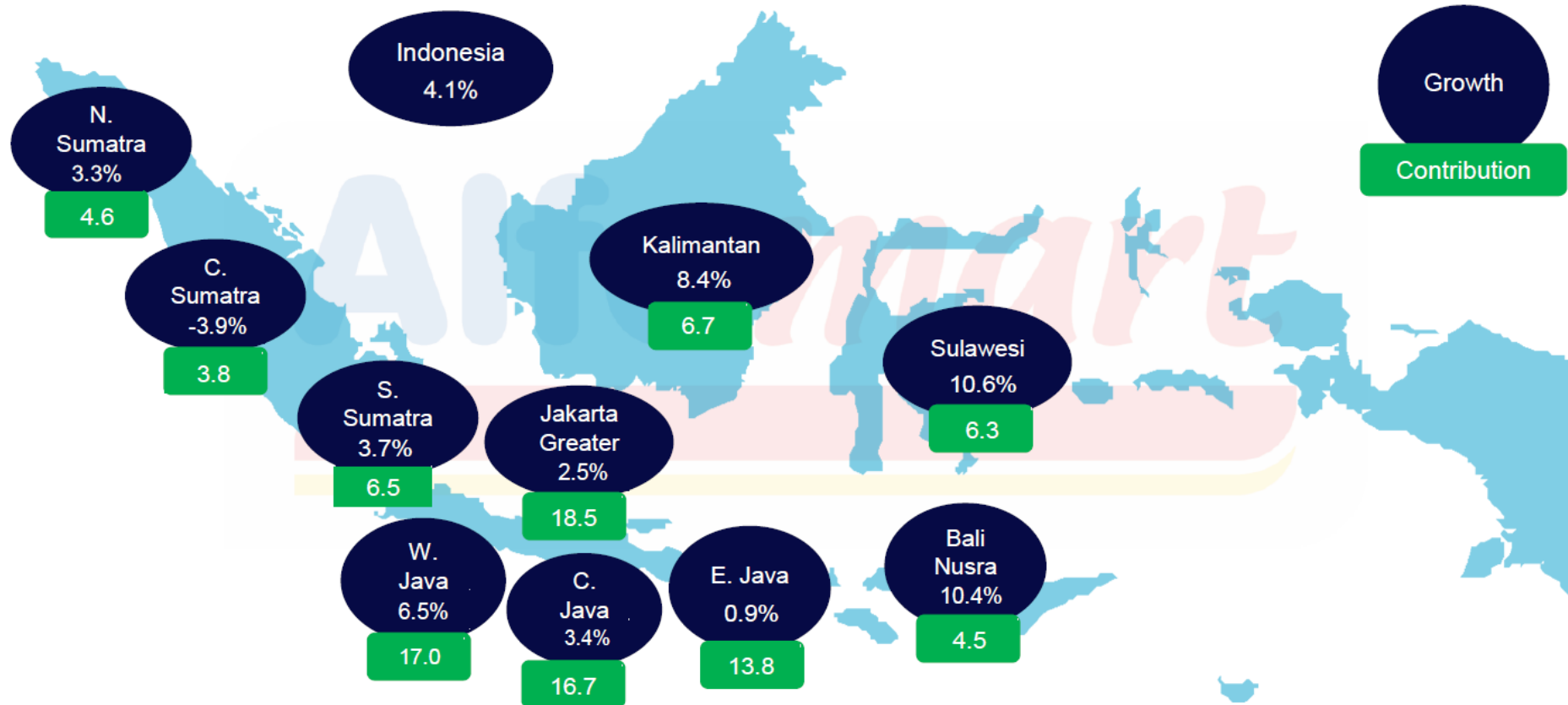
Source: Nielsen

INDONESIA GROCERIES GROWTH BY REGION



- Sulawesi recorded the highest growth, followed by Bali Nusra and Kalimantan.
- All regions exhibited a positive growth trend, except Central Sumatera.

Indonesia Total Grocery | Total 68 Categories | YTD Sep-24 vs YTD Sep-23



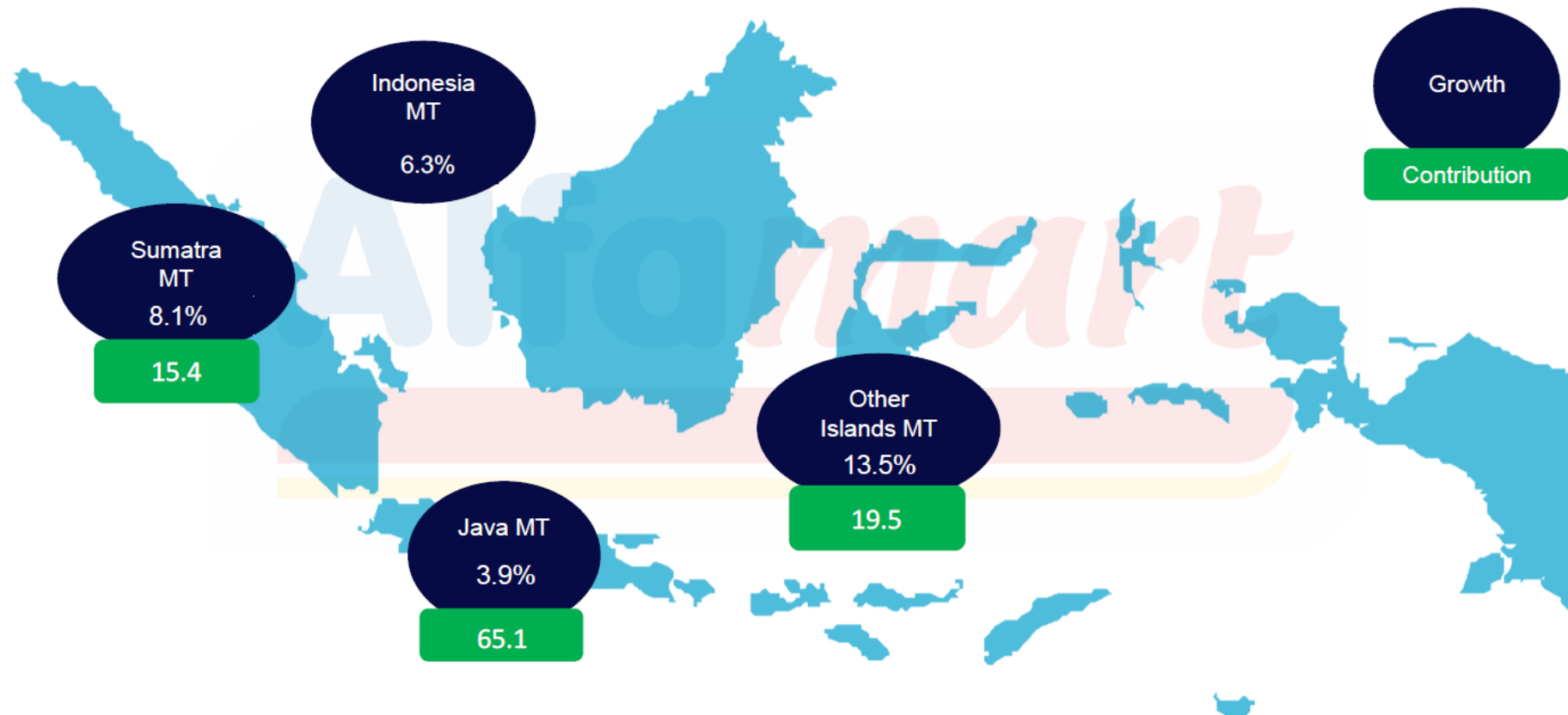
Source: Nielsen

MODERN TRADE GROWTH BY REGION



- Indonesia MT grew by 6.3%, remains the key driver of the overall growth.
- Outer Islands maintains solid double digit growth of 13.5%

Indonesia Total Grocery | Total 68 Categories | YTD Sep-24 vs YTD Sep-23



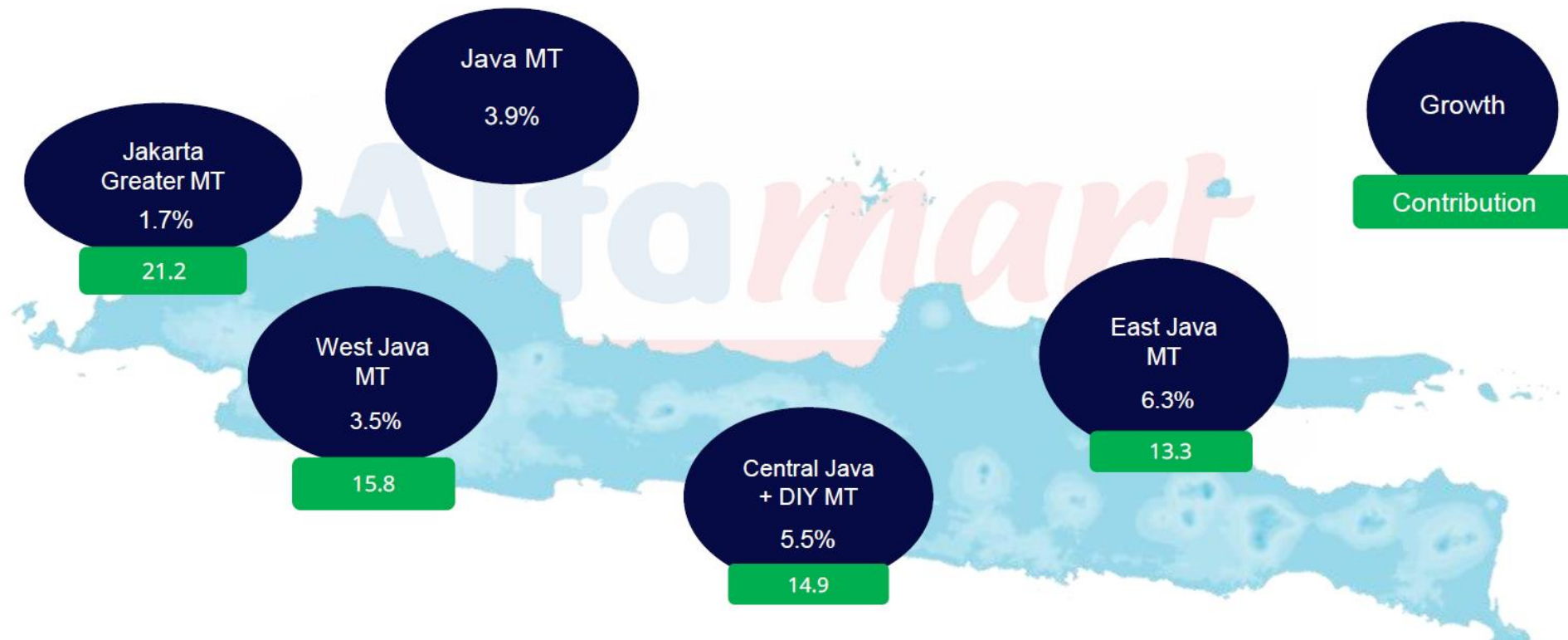
Source: Nielsen

JAVA MT GROWTH BY REGION



- East Java leads the growth, achieving 6.3% ahead of other regions.
- Greater Jakarta still contributes the most.

Indonesia Total Grocery | Total 68 Categories | YTD Sep-24 vs YTD Sep-23



Source: Nielsen

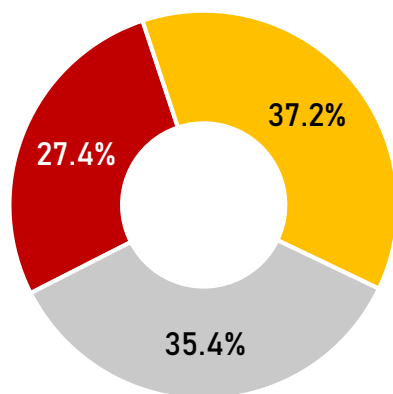


BUSINESS OVERVIEW

FINANCIAL HIGHLIGHT YTD SEP-24

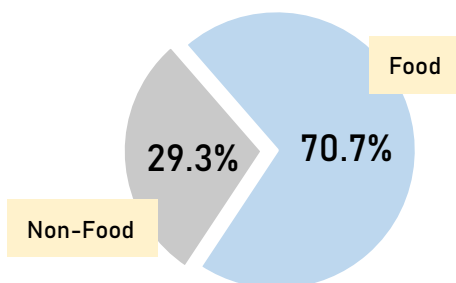


Revenue by Region



- Greater Jakarta
- Java ex-G. Jakarta
- Outer Islands

Revenue by Type

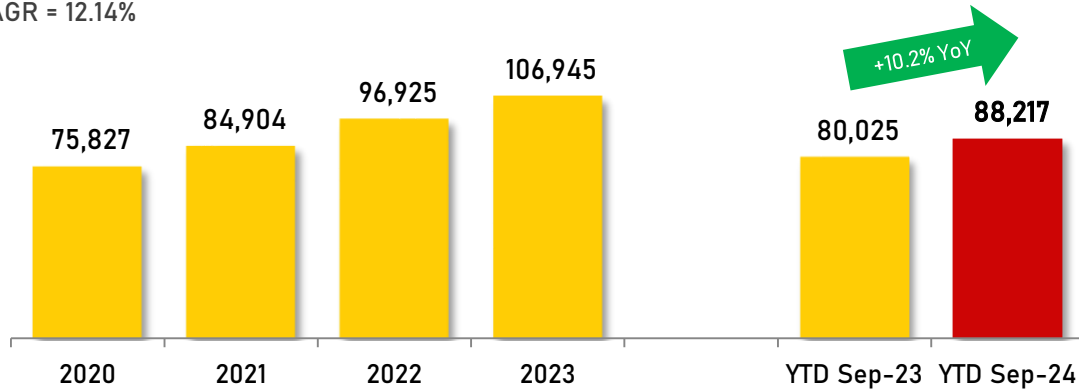


	9M23	9M24	<i>Growth (YoY)</i>	3Q23	3Q24	<i>Growth (YoY)</i>
Revenue	80,025	88,217	10.2%	26,191	28,998	10.7%
Gross Profit <i>GP Margin</i>	16,897 21.12%	18,869 21.39%	11.7%	5,461 20.85%	6,095 21.02%	11.6%
Operating Income <i>Op. Income Margin</i>	2,881 3.60%	3,105 3.52%	7.8%	772 2.95%	788 2.72%	2.0%
Net Profit Att. <i>NP Margin</i>	2,190 2.74%	2,399 2.72%	9.5%	578 2.21%	605 2.08%	4.7%
EBITDA <i>EBITDA Margin</i>	5,592 6.99%	6,182 7.01%	10.5%	1,713 6.54%	1,841 6.35%	7.5%

CONS. INCOME STATEMENT / YTD SEP-24

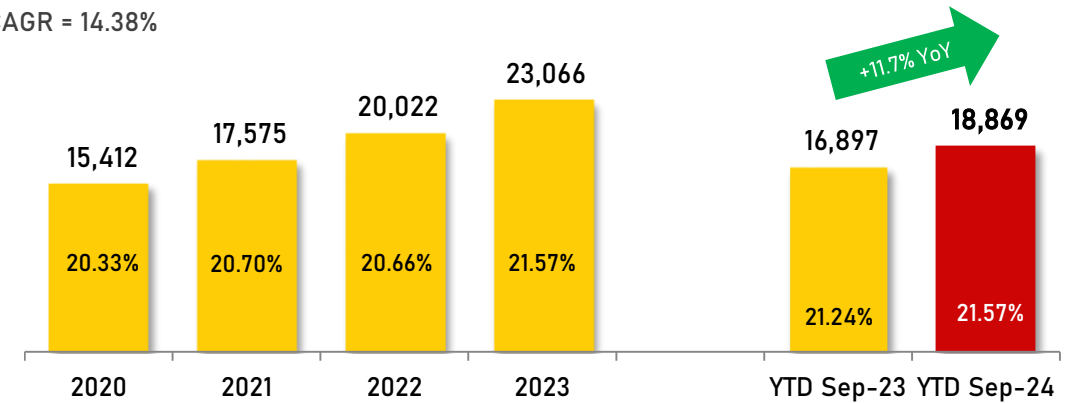
REVENUE

CAGR = 12.14%



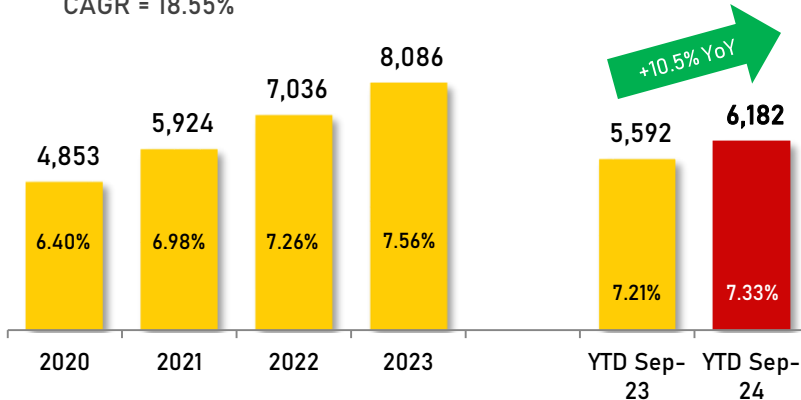
GROSS PROFIT (IDR bn / %)

CAGR = 14.38%



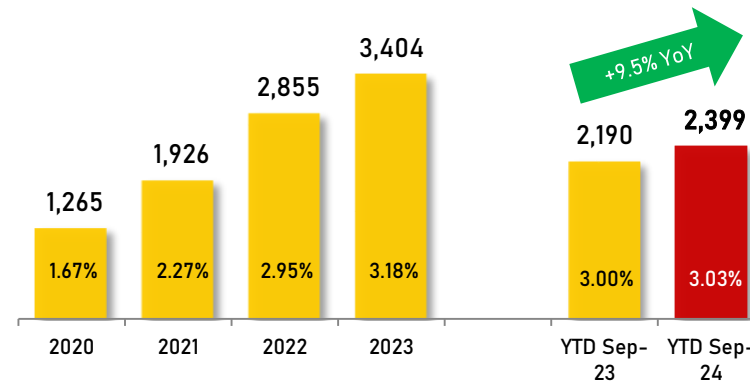
EBITDA (IDR bn / %)

CAGR = 18.55%



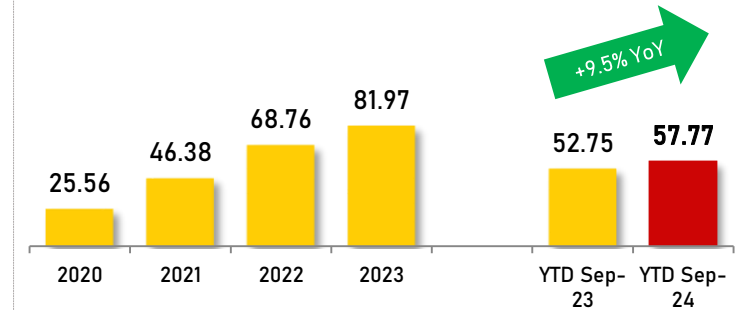
Net Profit attributable to Owners of the Parent Company (IDR bn / %)

CAGR = 39.08%



EARNINGS PER SHARE

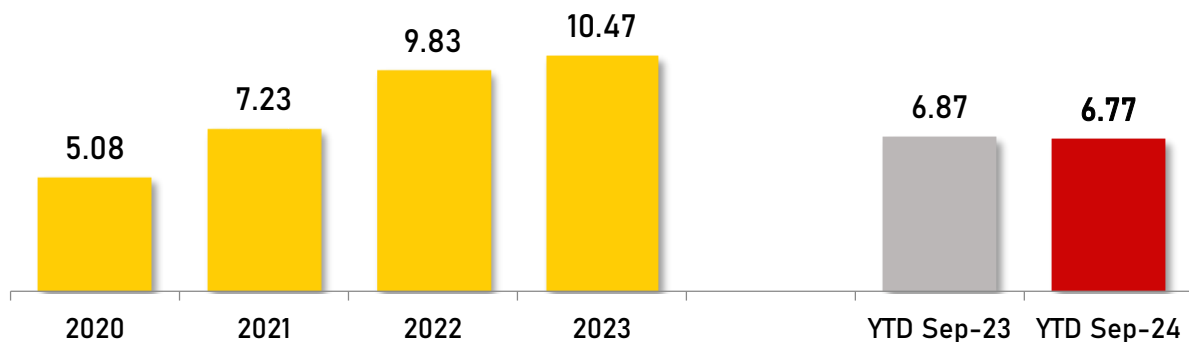
CAGR = 47.47%



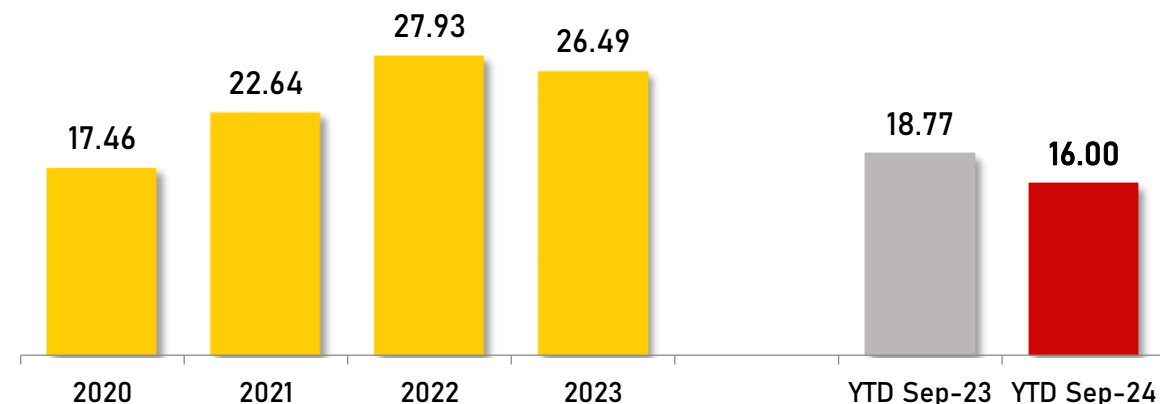
RETURN & LEVERAGE / YTD SEP-24



ROAA (%)

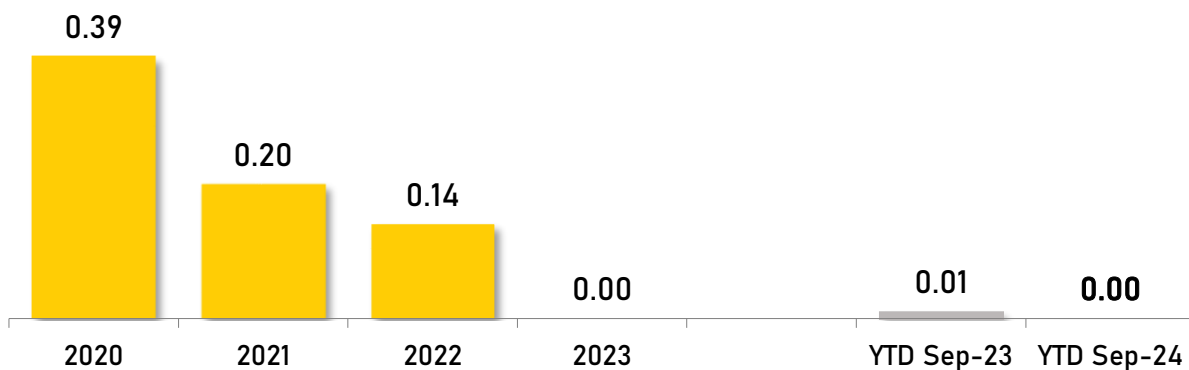


ROAE (%)

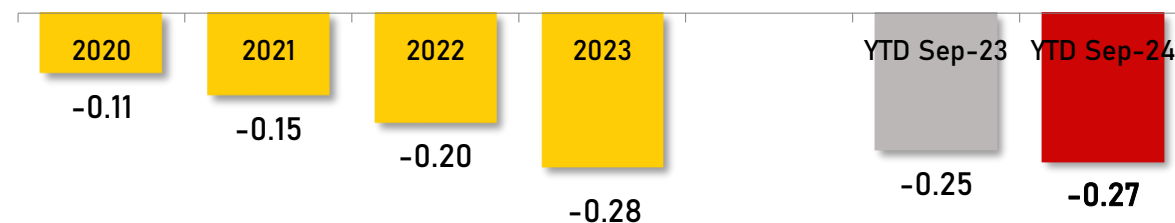


*Equity Attributable to Owners of the Parent Company

DER (Gross Debt to Equity)



Net Gearing Ratio (x)



CRM: CUSTOMER BIG DATA



Personalized Promotions & Campaigns

- Tailored promotions based on customer behavior
- Boosts sales through higher conversion rates

Loyalty Points & Rewards

- Points earned with purchases, redeemable for voucher/product, or as part of payment
- Points redemption rate ~80%
- Encourages repeat purchase

Insights

- Analysis of purchase trends, customer preferences, and promotion effectiveness
- **WHO** are they
WHAT products
WHEN they buy

- ✓ Total members: ~20mn
- ✓ 65% are active members, shop min. weekly
- ✓ No. of active members +23% YoY
- ✓ Members revenue contribution ~55%

Assortment Customization

- Product selection in each store optimized by customer profile
- *Right stock, right store*

Inventory Optimization

- Prevents stockouts and reduces excess inventory
- Increases sales opportunities by stocking in-demand items

ONLINE SALES (ALFAGIFT)



Free delivery,
no min. charge



Quick delivery
from the closest
store



Integrated points
offline and online



More SKUs
available



Available on

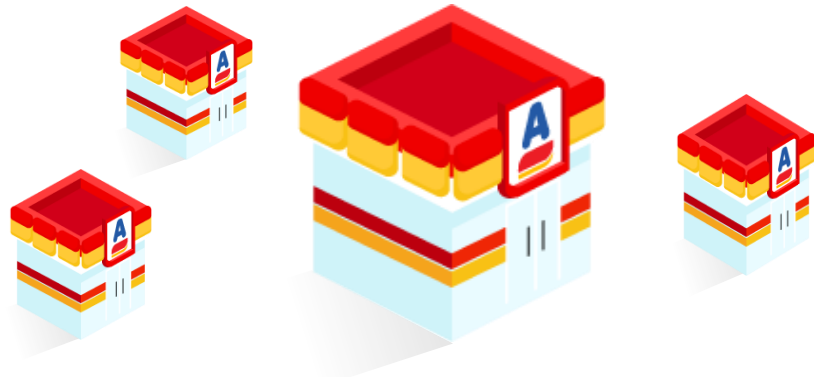


- As of YTD Sep-24, Online Sales accounted for 6.6% of total Revenue, grew by more than 45% YoY.
- The size of online basket is twice of offline basket.
- The Company has designated ~3,100 stores as delivery points.
- Alfagift is part of the omnichannel strategy to adapt to changing consumer behavior.

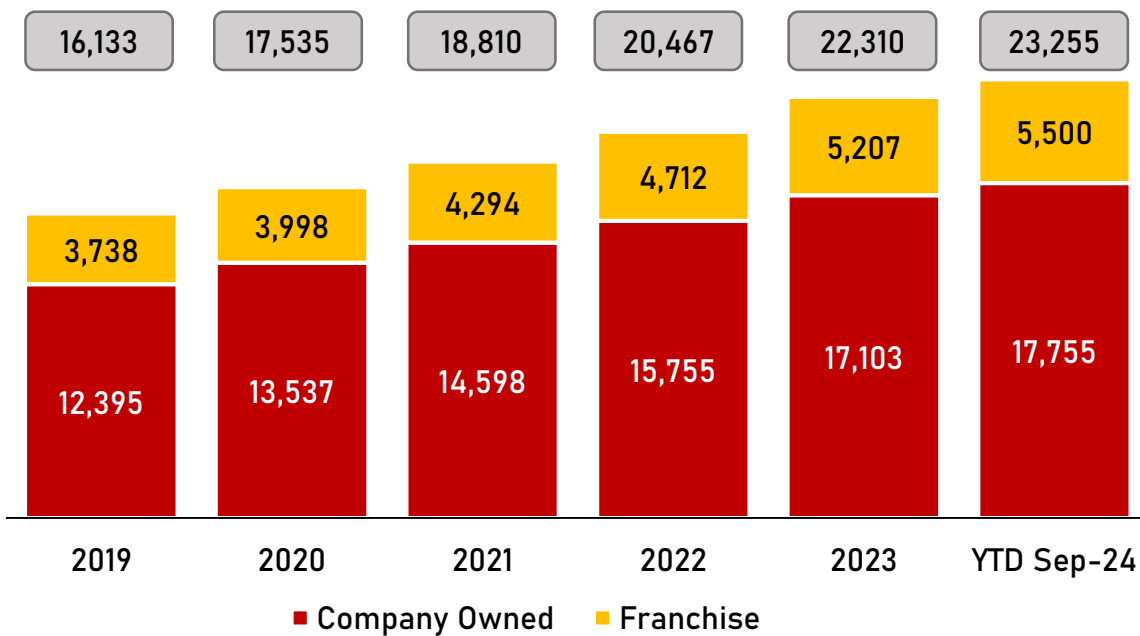


OPERATIONAL EXCELLENCE

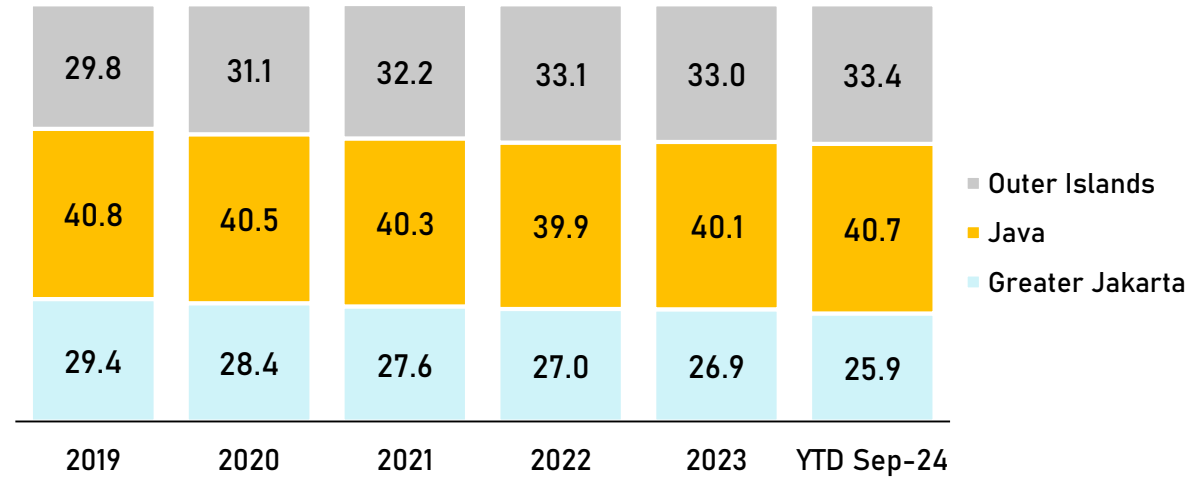
STORES



Company Owned & Franchise Stores



Store Geographical Breakdown (%)



- Per YTD Sep-24, the Company has added a net of 945 stores, totaling to 23,255 stores across Indonesia.
- The Outer Islands consistently show promising growth potential, with a continual increase in the stores proportion.
- 293 franchise stores have been opened in the 9 months of 2024.

*Above are the consolidated numbers of Alfamart, Alfamidi, Lawson, and Dan+Dan stores

DISTRIBUTION CENTERS



Warehouses & Stores

- As of YTD Sep-24, we manage 47 warehouses (Alfamart, Alfamidi, & Dan+Dan), 20 Depos, & 18 Store hubs scattered throughout Indonesia.
- 23,255 stores scattered across Indonesia. (25.9% Greater Jakarta; 40.7% Java; 33.4% Outer Islands)



Greater Jakarta

Java

Outer Islands

Depos & Store hubs

- | | | |
|--|-------------------------|-------------------------|
| 🏭 Balaraja | 🏭 Bandung 1 & 2 | 🏭 Plumbon |
| 🏭 Bekasi 1 & 2 ^a | 🏭 Cianjur | 🏭 Rembang |
| 🏭 Bitung 1 ^a & 2 ^b | 🏭 Cilacap | 🏭 Semarang |
| 🏭 Bogor | 🏭 Jember | 🏭 Serang |
| 🏭 Cikokol | 🏭 Karawang | 🏭 Sidoarjo |
| 🏭 Cileungsi | 🏭 Klaten | 🏭 Boyolali ^a |
| 🏭 Parung | 🏭 Malang | 🏭 Madiun |
| | 🏭 Pasuruan ^a | 🏭 Tegal |

- | | |
|------------------------|-------------------------------|
| 🏭 Ambon ^a | 🏭 Makassar 1 & 2 ^a |
| 🏭 Bali | 🏭 Manado 1 & 2 ^a |
| 🏭 Banjarmasin | 🏭 Medan 1 & 2 ^a |
| 🏭 Batam | 🏭 Palembang |
| 🏭 Jambi | 🏭 Palu ^a |
| 🏭 Kendari ^a | 🏭 Pekanbaru |
| 🏭 Kotabumi | 🏭 Pontianak |
| 🏭 Lampung | 🏭 Samarinda ^a |
| 🏭 Lombok | 🏭 Gorontalo |
| 🏭 Luwu (Nov) | |

20 Depos

- | | | |
|---------------|--------------------|--------------|
| • Sumbawa | • Balaraja | • Bandung |
| • Bitung | • Jayapura | • Bengkulu |
| • Yogyakarta | • Pangkal Pinang | • Ternate |
| • Lhokseumawe | • Pematang Siantar | • Tobelo |
| • Banda Aceh | • Brebek | • Tarakan |
| • Kletek | • Pekanbaru | • Balikpapan |
| • Kupang | | • Patimura |

18 Store Hubs

Tj. Pinang, Bangka Belitung, NTT, West Papua, East Kalimantan

Notes : ^{a)} DC Alfamidi ^{b)} DC Dan+Dan



SUSTAINABILITY & CSR

Sustainable Energy

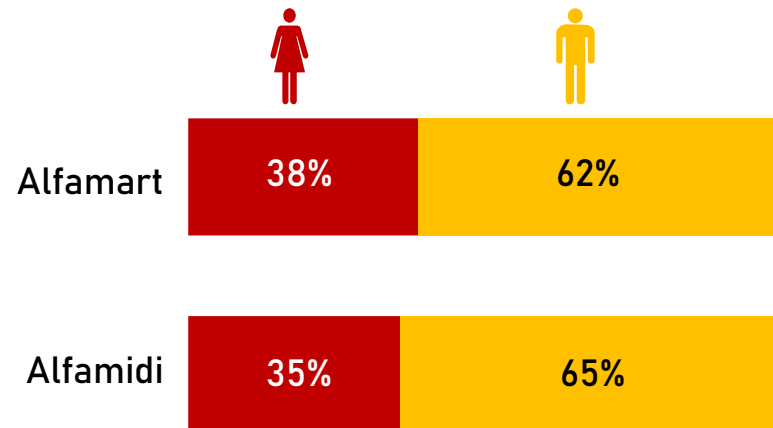
- **Alfamart**
 - Has installed solar panels in 30 branches + 2 stores
 - YTD Sep-24, reduction of ~2,491.6tons CO₂ emissions
 - Under construction: 2 branches
- **Alfamidi**
 - Has utilized solar panels in 2 branches (Palu & Boyolali) and 3 Super stores (Suvarna, Kotabumi, Teluk Naga)
 - YTD Sep-24, reduction of ~249.8tons CO₂ emissions
 - Under construction: 6 branches + 9 Alfamidi Super stores



Reduction of Plastic Bag Use

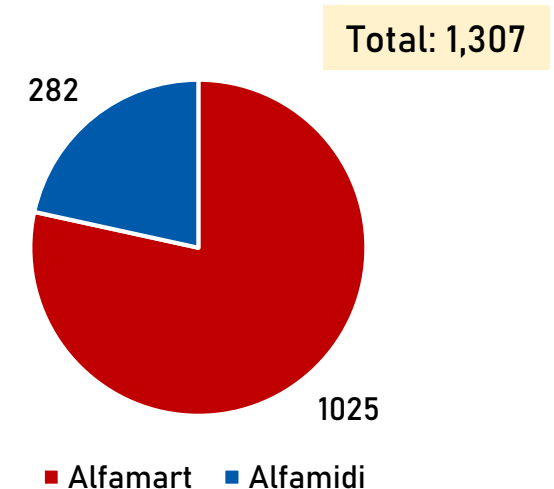
In YTD Sep-24, the transactions with plastic bags have been reduced to 37.4% in Alfamart and 23.2% in Alfamidi.

Gender Diversity



Empowerment of Individuals with Disabilities - Alfability

The Company's program, initiated in 2016, offers employment opportunities for individuals with disabilities, ensuring equal career development.



EMPLOYEE ENGAGEMENT



- Voice of Employee (VOE): Alfamart's employee engagement program
- Since 2017, VOE has included an annual survey and employee activities.
- The program collects feedbacks on workplace activities and interactions, providing a platform for employees to express their aspirations.
- These initiatives are aimed to foster a positive work environment, enhance morale, and boost productivity.



- The employee survey is conducted annually.
- It is carried out at the head office, branch offices, and store levels.

~65,000
Respondents

Satisfaction **3.2/4**

Happiness **8.4/10**

Job	Peer
Superior	Organization

- Engaging & Balanced Workload
- Encouragement & Employee Development
- Employee Involvement
- Appreciation & Recognition
- Acting on Employee Feedback

*Based on 2023 survey

Alfamart SMEs

- Partnership with traditional shop owners
- Supply merchandise at competitive price
- Provide educational resources to improve the partner's business performance

Alfamart Care

- Donation to natural disaster victims
- Free health services program for the local communities
- Employees blood donation through Indonesia Red Cross

Alfamart Vaganza

Appreciation to Alfamart's loyal members and partners by offering free tickets for homecoming trips during Eid celebration every year

Alfamart Sport

Sports event for Alfamart employees featuring various sports, including futsal, soccer, table tennis, volleyball, and others

Alfamart Smart

- Collaboration with vocational high schools
- Prepare graduates to be ready to work in the modern retail sector
- Graduates are offered the opportunity to join Alfamart

Alfamart Clean & Green

- Kampung Alfamart Sahabat Bumi: education to the local communities about reducing plastic use, waste recycling, and tree planting
- Educate and empower the local communities to foster entrepreneurship and creativity



CSR EVENTS



Blood donation event to collect over 25,000 blood bags as part of our 25th anniversary



Alfamart Run in October 2024, each runner contributes to planting 10 trees



Free health post (Posyandu) program as part of "Zero Stunting" campaign



Collaborated with SGM Eksplor, provides nutrition education for 10,000 mothers and children



Planting of more than 25,000 trees across Indonesia, as part of 25th Anniversary & Alfamart Run



Empowering MSME entrepreneurs by offering free business training to enhance their skills and knowledge

Thank You

PT Sumber Alfaria Trijaya Tbk.
Alfa Tower
Alam Sutera, Tangerang
Indonesia

