



## **MBA Highlights Strategy and Pathways to Opportunities for 2018**

Steady growth in Net Revenue and increase in Net Profit for Q1 2018

Jakarta, 9th May 2018 – PT Map Boga Adiperkasa Tbk (MBA), a subsidiary of leading lifestyle retailer PT Mitra Adiperkasa Tbk (MAP), today organized a Public Expose and announced its financial results for first quarter 2018, along with strategic initiatives for 2018.

For the first quarter of 2018, net revenue increased 22% to Rp 535 billion – up from the Rp 439 billion posted during the corresponding period in 2017. Operating profit was Rp 42 billion while normalized net profit surged 8.2% to Rp 31 billion compared to Rp 29 billion in the first quarter of 2017.

Fetty Kwartati, Director of MBA said, “We have recorded steady growth in a challenging market environment. We continue to focus on our growth agenda to unlock value of our brands through research-based business rejuvenation, while maintaining focus on operational efficiencies. Our emphasis on delivering enhanced experiential stores and innovative product launches will continue as we see this as a key opportunity for brands.”

As we move into 2018, continuous “innovation” will be at the core of MBA’s various approaches to grow the business. Some of our key focus will be to lead in digital transformation, leverage on “Glocoalization”, increase investments in People development, scientific and profitable growth using more research-based data and going deeper with the community with CSR programs. Going forward, MBA will continue to open in more convenient locations where Indonesians sleep, work, eat, entertain, and travel.

### **Tentang PT Map Boga Adiperkasa Tbk**

Purveyor of high quality F&B, MBA is home to the world’s most iconic F&B brands in Indonesia. With over 350 stores and 23 cities as at end of April 2018, MBA strives to be in all convenient locations where Indonesians work, eat, entertain & travel. Founded in 2004 as a business division under PT Mitra Adiperkasa Tbk, the leading lifestyle retailer in Indonesia, MBA is listed on the Indonesia Stock Exchange since 2017.

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