



Public Expose

PRESENTATION BY
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MBA Overview (End June 2021)

593
RETAIL STORES

7 PREMIUM
F&B BRANDS

5,499
EMPLOYEES

33
CITIES

LISTED ON
INDONESIA
STOCK EXCHANGE

A MEMBER OF **MAP** GROUP
STRATEGIC PARTNERSHIP WITH
GENERAL ATLANTIC



STARBUCKS®



MBA Overview (End June 2021)



STARBUCKS®

478 stores



20 stores



5 stores



22 stores



32 stores



GENKI SUSHI

29 stores



7 stores

TOTAL

593 stores





FINANCIAL HIGHLIGHTS

2020

FINANCIAL HIGHLIGHTS



Consolidated Income Statement

Consolidated	Un-audited		Audited		
(IDR Million)	1H 21	Q1 21	2020	2019	2018
NET SALES	1,176,010	551,637	2,044,306	3,094,880	2,576,852
<i>% growth</i>	22.5%	-18.6%	-33.9%	20.1%	22.6%
E B I T D A	254,253	100,967	401,699	457,224	353,724
<i>% margin</i>	21.6%	18.3%	19.6%	14.8%	13.7%
<i>% growth</i>	61.4%	-34.9%	-12.1%	29.3%	15.5%
E B I T	(8,951)	(25,010)	(152,581)	223,478	162,251
<i>% margin</i>	-0.8%	-4.5%	-7.5%	7.2%	6.3%
<i>% growth</i>	92.8%	-306.6%	-168.3%	37.7%	2.8%
NET INCOME/(LOSS)	(20,068)	(22,828)	(164,799)	165,726	110,688
<i>% margin</i>	-1.7%	-4.1%	-8.1%	5.4%	4.3%
<i>% growth</i>	82.5%	-48.0%	-199.4%	49.7%	20.5%

Figures presented for 1H2021, Q12021 and 2020 are after PSAK 73

Operating Expenses Efficiency

OPERATING EXPENSES (GROWTH VS 2019)	1H 2021	2020
PREMISES COST	-29.7%	-32.7%
PAYROLL	-18.0%	-22.5%
DEPRE & AMORTISATION	14.1%	13.9%
A & P	-39.2%	-45.8%
OTHERS	-8.9%	-22.6%
OPERATING EXPENSES	-14.6%	-21.5%

Efficiency in 2020

Total Payroll Saving: Rp 152,975 M

Total Efficiency Premises Cost Saving:
Rp 133,982 M

Efficiency in 2021

Total Efficiency Premises Cost Saving:
Rp 58,238 M

Figures presented are before PSAK 73

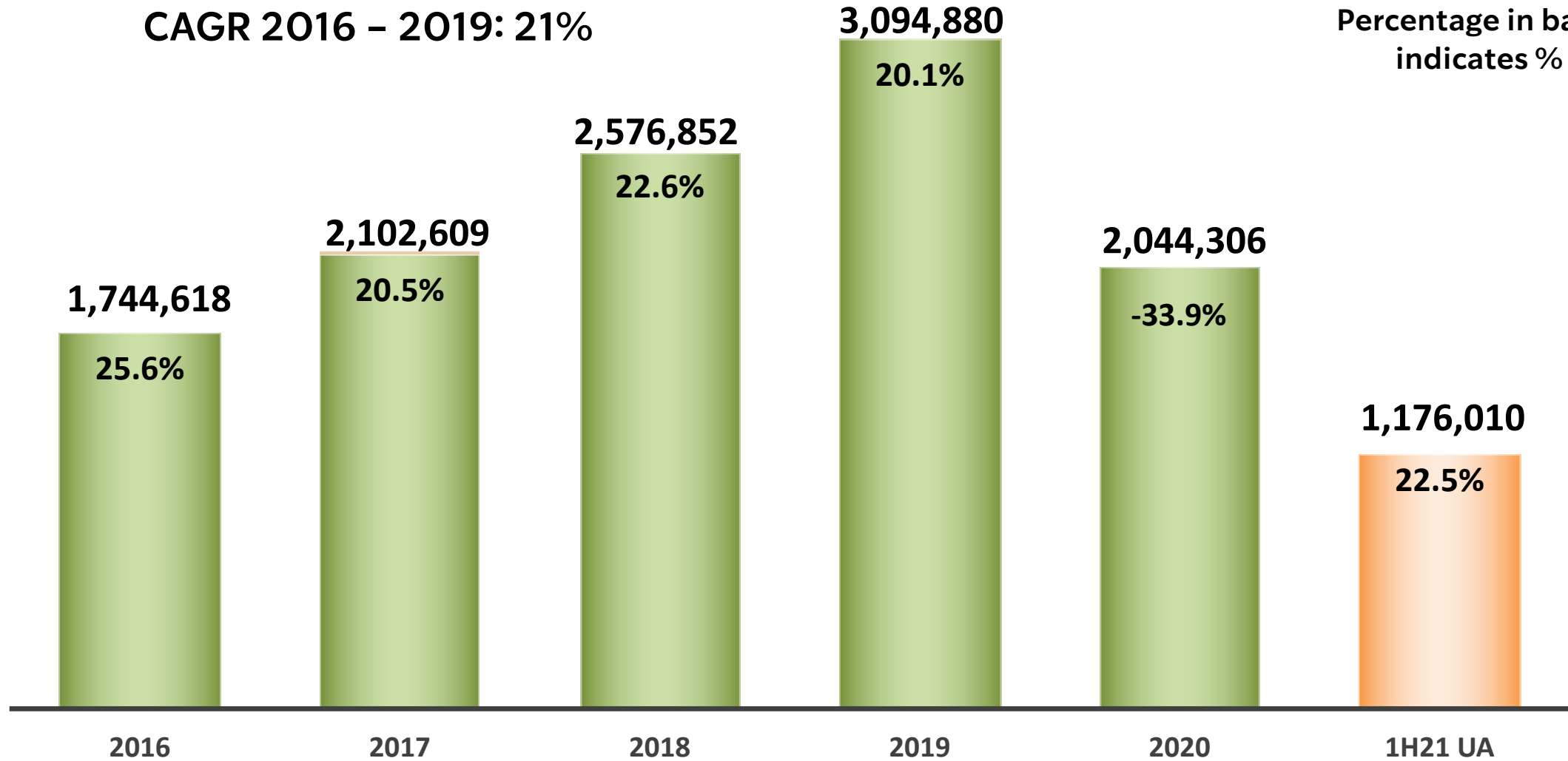
Balance Sheet Consolidated

(in Million Rupiah)	Unaudited	Audited		
	1H 21	2020	2019	2018
ASSETS				
CASH AND CASH EQUIVALENT	271,103	355,856	333,741	280,003
ACCOUNT RECEIVABLES	40,163	66,292	82,085	84,211
INVENTORIES	122,763	111,051	131,377	102,644
ADVANCES	8,300	4,131	3,936	3,511
PREPAID EXPENSES	49,430	23,500	198,705	163,975
PROPERTY AND EQUIPMENT - NET	1,000,607	1,027,674	1,117,723	929,460
RIGHT-OF-USE-ASSETS - NET	560,997	587,500	-	-
REFUNDABLE DEPOSIT AND OTHERS	276,259	265,884	199,720	177,180
TOTAL ASSETS	2,329,622	2,441,888	2,067,287	1,740,984
LIABILITIES AND EQUITY				
ACCOUNT PAYABLES	407,688	496,649	409,092	335,208
ACCRUED EXPENSES AND TAX PAYABLE	224,983	190,744	247,778	190,725
LEASE LIABILITIES	497,294	541,621	-	-
EMPLOYEE BENEFITS OBLIGATIONS	99,132	90,086	79,816	56,493
OTHERS	100,154	102,705	94,906	77,194
TOTAL LIABILITIES	1,329,251	1,421,805	831,592	659,620
MINORITY INTEREST	6	6	8	7
EQUITY	1,000,365	1,020,077	1,235,687	1,081,357

Net Sales (2016 – 1H 2021)

CAGR 2016 – 2019: 21%

Percentage in bar chart indicates % growth

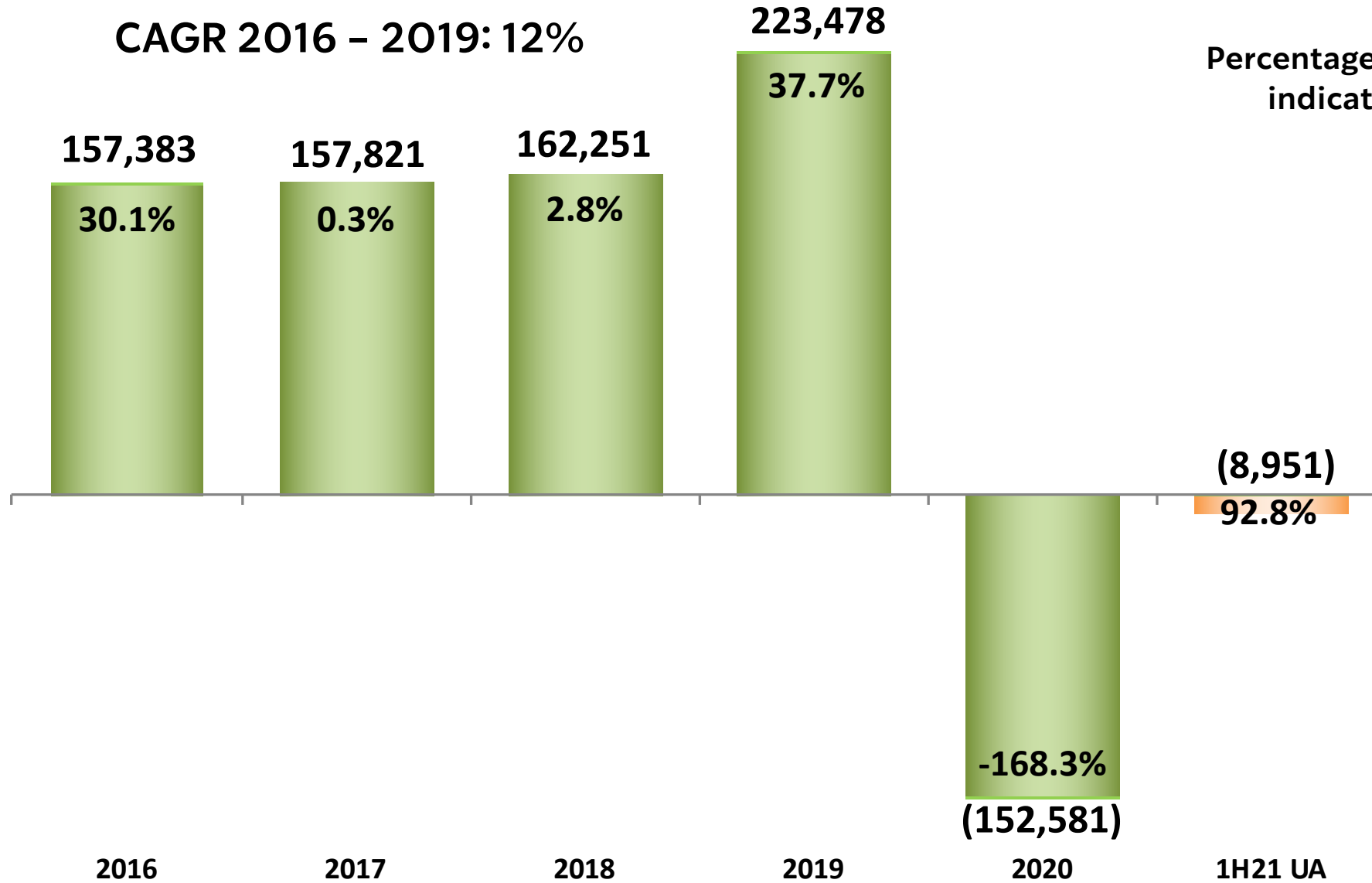


Presented in million Rupiah

Operating Profit Growth (2016 – 1H 2021)

CAGR 2016 – 2019: 12%

Percentage in bar chart indicates % growth

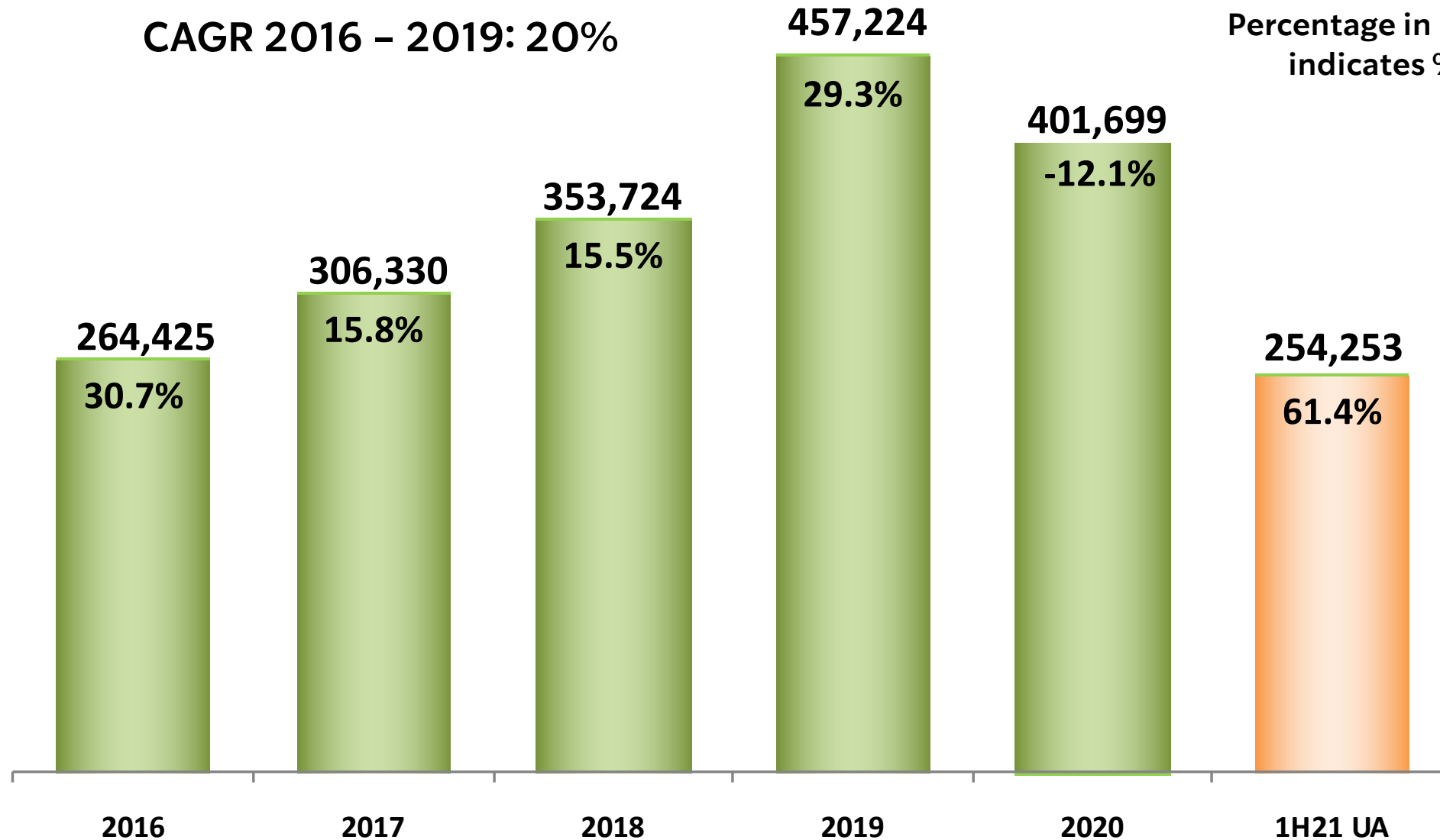


Presented in million Rupiah

EBITDA Growth (2016 – 1H 2021)

CAGR 2016 – 2019: 20%

Percentage in bar chart indicates % growth



Presented in million Rupiah

MARKETING

HIGHLIGHTS

2020
MARKETING +
OPERATIONAL
HIGHLIGHTS



Pandemic Restrictions and Actions....

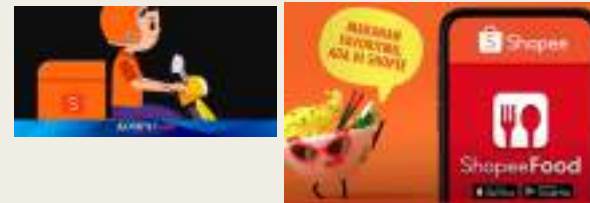
The Challenge:

Regulations of PPKM Darurat:

- No Dine-in, only take away & delivery
- Shopping centers and public facilities are temporarily closed
- 100% WFH policy for non-essential sector

The Gap–Revenue New Channels

- Solid growth continues for delivery sales via **Go-Food** and **Grab Food**
- **Shopee** and **Traveloka** enter delivery market. With CASH and lower fees



Store Opening 2020

**New store opening : 37 new stores
(32 net store addition)**

Starbucks	: 27
Genki Sushi	: 2
Krispy Kreme	: 3
Pizza Marzano	: 2
Cold Stone Creamery	: 2
Paul Bakery	: 1



End 2020 : 575 stores

STORE DEVELOPMENT



2020 New Drive Thru Stores

DT Emerald Bintaro



Rest Area KM 21 Jagorawi



DT KM Resta 456A



DT Teuku Umar (Bali)



2020: How We Reimagined **MBA**

- Strengthened our foundation
- New menu innovations
- Healthier options
- Accelerated digitalization
- Ramped up home deliveries
- New Drive thru stores / new concepts
- More convenience, choice + value



MORE RESILIENT + AGILE MBA!

Post Covid-19 Strategy

Looking Ahead: Roadmap to 2023

- **Deliver customer – centric products**
- **Drive “Best-in-Class” operational efficiency**
- **Grow store footprint:**
 - **Add new stores + new cities**
 - **Add new brands + concepts:**
 - **Cloud Kitchen**
 - **Virtual brands**
 - **Curbside Pick-up Stores**
 - **Wholesale channels**
- **Elevate Digitalization + Third-party Alliances**
- **Champion New Talents**
- **Go extra mile in Customer Service**
- **Lead in Sustainability**



New Concept – Cloud Kitchen Space for Primary Brands

Cloud Kitchen for Pizza Marzano and Genki Sushi



Benhil



Cilandak



Depok



Bandung

**Open
Q4 2021**



Surabaya

**Open
Q4 2021**



Genki

**Trial Cloud
with
Yummy in
Serpong**

New Concept – Cloud Kitchen Space for Virtual Brands (Private Label & Delivery only)

Veri-Peri Chicken

Virtual Brands: VERI-PERI CHICKEN Menu:

¼ Peri Chicken (Thigh/Breast)	30 K
Peri Wings Medium (4 pcs) / Large (6 pcs)	20 K / 25 K
Peri Mushroom (3 pcs)	15 K
Spaghetti Peri only	18 K
add on:	
+ Cheese	+ 5 K
+ Chicken Strips	+10 K
+ Sliced Mushroom	+ 5 K
Personal Combo :	
1x ¼ Peri Chicken (Thigh/Breast) with Lime Rice	35 K
Couple Combo :	
2x ¼ Peri Chicken + 2 Lime Rice + 1 Aqua	65 K
Family Combo :	
4x ¼ Peri Chicken (Mix) + 3 Lime Rice + 1 Fries + 4 Aqua	130 K
Sides :	
Lime Rice	10
Potato Wedges	15 K
House Salad	18 K
Peri Dip sauce	5 K
Lemon/Blackcurrant Tea/Aqua	15/10 K



- Now in **6** locations
- Incremental income **Rp 50m** to date

**Launched
in March
2021**

Cold Stone Creamery – Wholesale Channels

PRODUCT CATEGORY



Single serve cup
ice cream 81gr



Pre-packed Mochi
ice cream

SUPERMARKET CHANNELS : 35 SITES



18 sites



14 sites



1 site



2 sites



The FoodHall



Ranch Market



KemChicks

Maximizing MAP Company's synergy

SOGO FOODHALL

Krispy Kreme
“Fresh Cabinets”



Frozen PM tests in 3 Foodhall stores



Krispy Kreme
“Frozen Doughnuts”



Leveraging MAP Club for Growth Brands

MAP CLUB

SUSTAINABILITY INITIATIVES



“No Plastic Policy”

Plastic reduction initiatives through “Greener Nusantara” initiatives.
Use of ‘greener’ materials in all Starbucks stores



“ Recycled PET Cups, Paper Straws, Wooden Stirrers ”

Caring for The Communities We Do Business

Collaborating with Planet Water Foundation, we built 13 water towers that provide clean water to the surrounding communities.



Ethically Sourced Coffee

99% of Starbucks coffee beans are sourced from farmers that implement Coffee and Farmer Equity (C.A.F.E.) practices.



Employment

Creating jobs and income for over 5,600 employees as at 31st December 2020.



Equality

Our employees consisted of 44% Female and 56% Male, as at 31st December 2020.



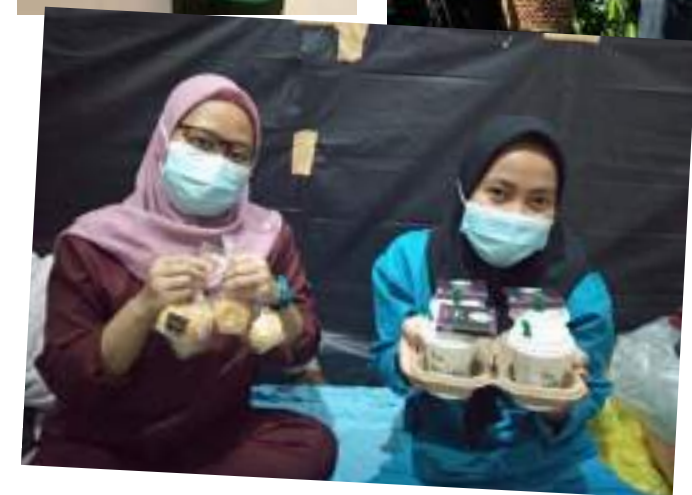
Education

Opening of Starbucks community store in Tanah Abang, Jakarta in 2020, which helps provide quality F&B education to the surrounding communities.



Continuous Care to Front Line Emergency Services

Donations of masks, food and drink packages to the front liners, such as doctors, nurses, the Indonesian National Army, as well as coffee farmers.



F&B Donations to Front Line Emergency Services

Starbucks : 36,103 Cups

Krispy Kreme : 102,660 pcs / 485 dozen

Pizza Marzano : 5,820 pcs / 72 boxes

Cold Stone : 210 Cups

Godiva : 100 pcs

Genki Sushi : 310 Bowls

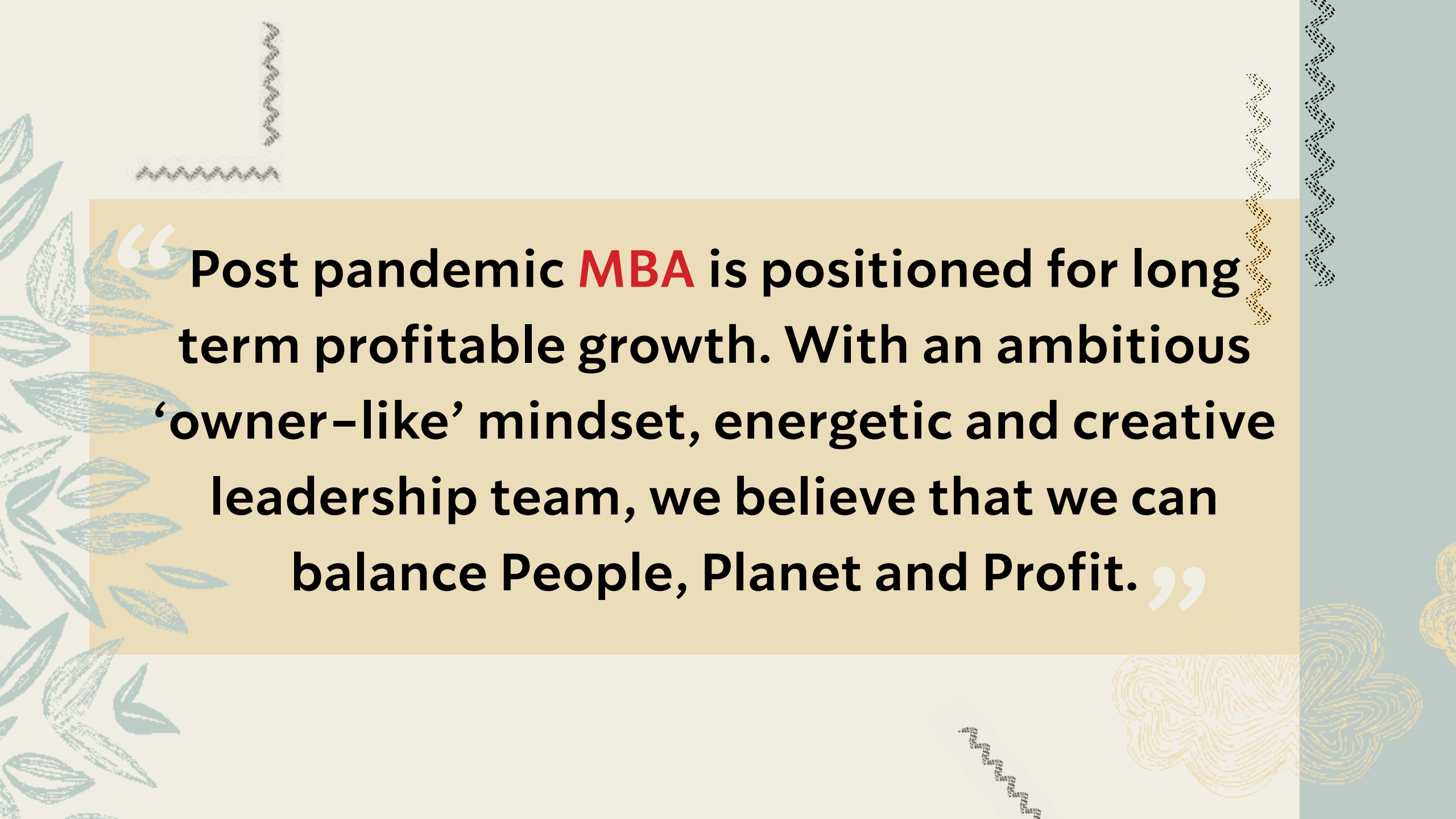
PAUL : 1,416 pcs

Consistent support for 16 months

Starbucks Farmer Support Center in Brastagi

Support the establishment of Farmer Support Center in Brastagi. Helping local farmers to implement sustainable agriculture practices, which increase the quality of their coffee beans and livelihoods.





“ Post pandemic **MBA is positioned for long term profitable growth. With an ambitious ‘owner-like’ mindset, energetic and creative leadership team, we believe that we can balance People, Planet and Profit. ”**



THANK
YOU

THANK
YOU

