



# Public Expose

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# MBA Overview

(End June 2022)

Over **600**  
RETAIL STORES

**8** PREMIUM  
F&B BRANDS

Over **5,800**  
EMPLOYEES

**37**  
CITIES

LISTED ON  
INDONESIA  
STOCK  
EXCHANGE

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





STARBUCKS

493 stores



19 stores



GODIVA  
Belgium 1926

5 stores



17 stores



24 stores



34 stores



GENKI SUSHI

32 stores



8 stores

**TOTAL**

**632 stores**

# MBA Overview

(End June 2022)



## Unifying Retail Options

MBA strives to make every moment count by seamlessly unifying all its channels across the Company's physical and digital channels as well as third-party marketplaces and delivery aggregators.

Our Pillars of Growth

# Our Fresh Approach



## Our Pillars of Growth

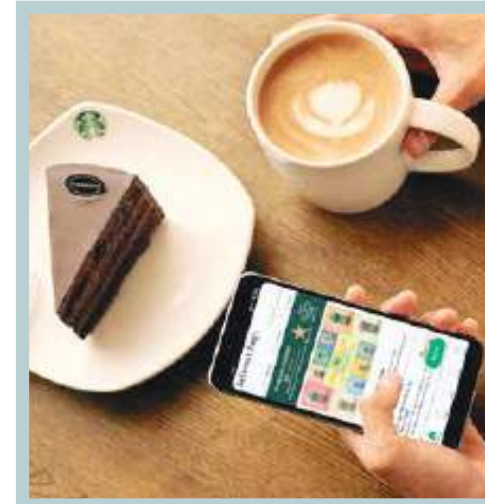
# Our Fresh Approach

### Execute Digital Change

Unlocking value from our existing assets and expanding our market through digitization of our ecosystem.

#### One Data

- Real-time targeted & Personalized Promotions
- Insight-driven products
- Digital wallet
- 



With 23.5% of total sales coming from Starbucks Rewards members, we are uniquely positioned with a deep understanding of our customers and their preferences which enables us to personalize experiences and target communications and promotions through our Starbucks Rewards platform.

## Strategic Acquisitions & Partnerships

Identify opportunities and driving category leadership to meet customers' needs and reaching more consumers in new cities. MBA launched the first Subway store in Indonesia in October 2021. Its Cilandak Town Square store in Jakarta was the first of 8 that Subway had opened by end of 2021.

Our Pillars of Growth

# Our Fresh Approach





# 2021 Financial Highlights





# Consolidated Income Statement

Consolidated (in Billion Rupiah)	Unaudited	Audited		
	Q1 22	2021	2020	2019
<b>NET SALES</b>	<b>710</b>	<b>2,431</b>	<b>2,044</b>	<b>3,095</b>
<i>% growth</i>	<b>28.6%</b>	<b>18.9%</b>	<b>-33.9%</b>	<b>20.1%</b>
<b>EBITDA</b>	<b>176</b>	<b>549</b>	<b>402</b>	<b>457</b>
<i>% margin</i>	<b>24.9%</b>	<b>22.6%</b>	<b>19.6%</b>	<b>14.8%</b>
<i>% growth</i>	<b>74.8%</b>	<b>36.7%</b>	<b>-12.1%</b>	<b>29.3%</b>
<b>EBIT</b>	<b>55</b>	<b>28</b>	<b>(153)</b>	<b>223</b>
<i>% margin</i>	<b>7.7%</b>	<b>1.1%</b>	<b>-7.5%</b>	<b>7.2%</b>
<i>% growth</i>	<b>318.1%</b>	<b>118.2%</b>	<b>-168.3%</b>	<b>37.7%</b>
<b>NET INCOME/(LOSS)</b>	<b>42</b>	<b>(10)</b>	<b>(165)</b>	<b>166</b>
<i>% margin</i>	<b>5.9%</b>	<b>-0.4%</b>	<b>-8.1%</b>	<b>5.4%</b>
<i>% growth</i>	<b>282.3%</b>	<b>94.0%</b>	<b>-199.4%</b>	<b>49.7%</b>

Figures presented for Q12022, 2021 and 2020 are after PSAK 73

# Operating Expenses Efficiency

OPERATING EXPENSES (GROWTH VS 2019)	Q1 22	2021
PREMISES COST	-16.3%	-32.0%
PAYROLL	-7.5%	-14.8%
DEPRE & AMORTISATION	19.5%	8.5%
A & P	-15.5%	-54.9%
OTHERS	4.3%	-15.3%
OPERATING EXPENSES	-2.7%	-17.8%

## Efficiency in 2021

Total Efficiency Premises Cost Saving:  
Rp 125 Billion

## Efficiency in Q1 2022

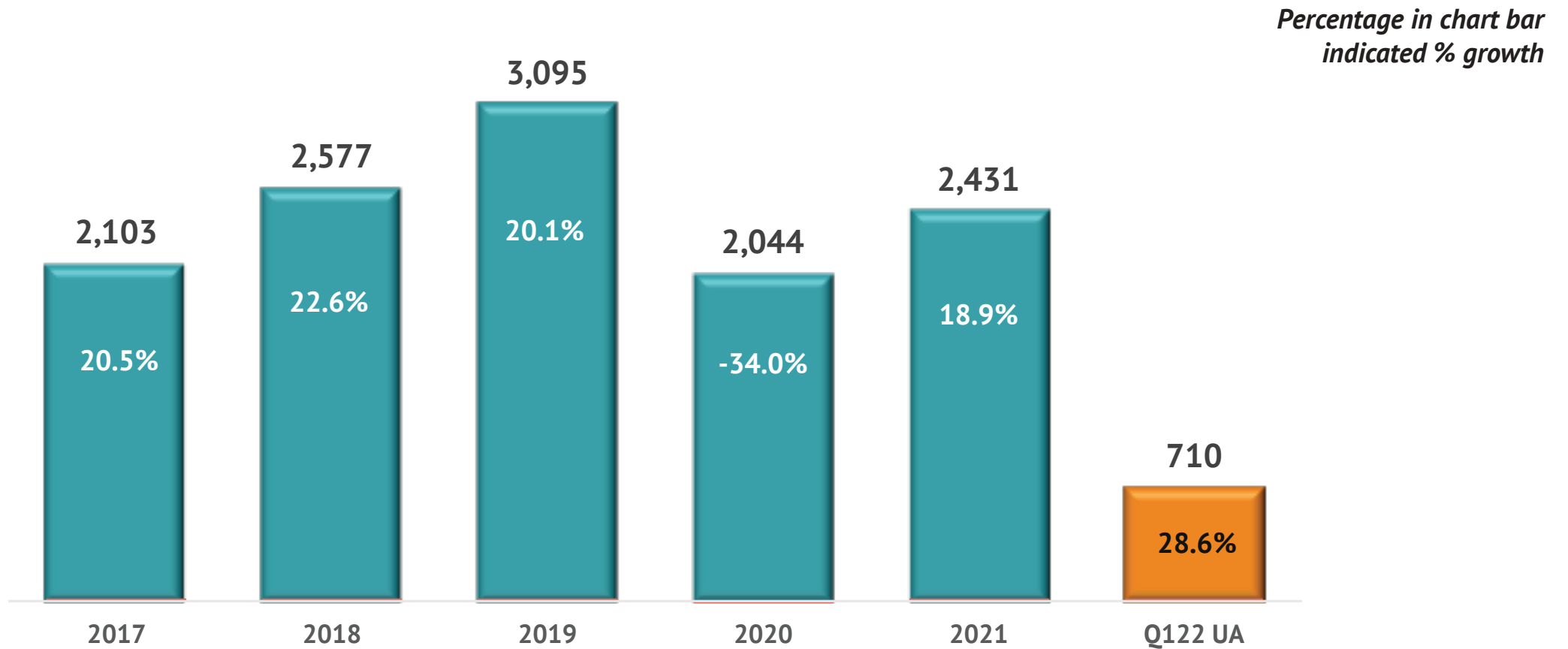
Total Efficiency Premises Cost Saving:  
Rp 23 Billion

Figures presented is before PSAK 73

# Balance Sheet Consolidated

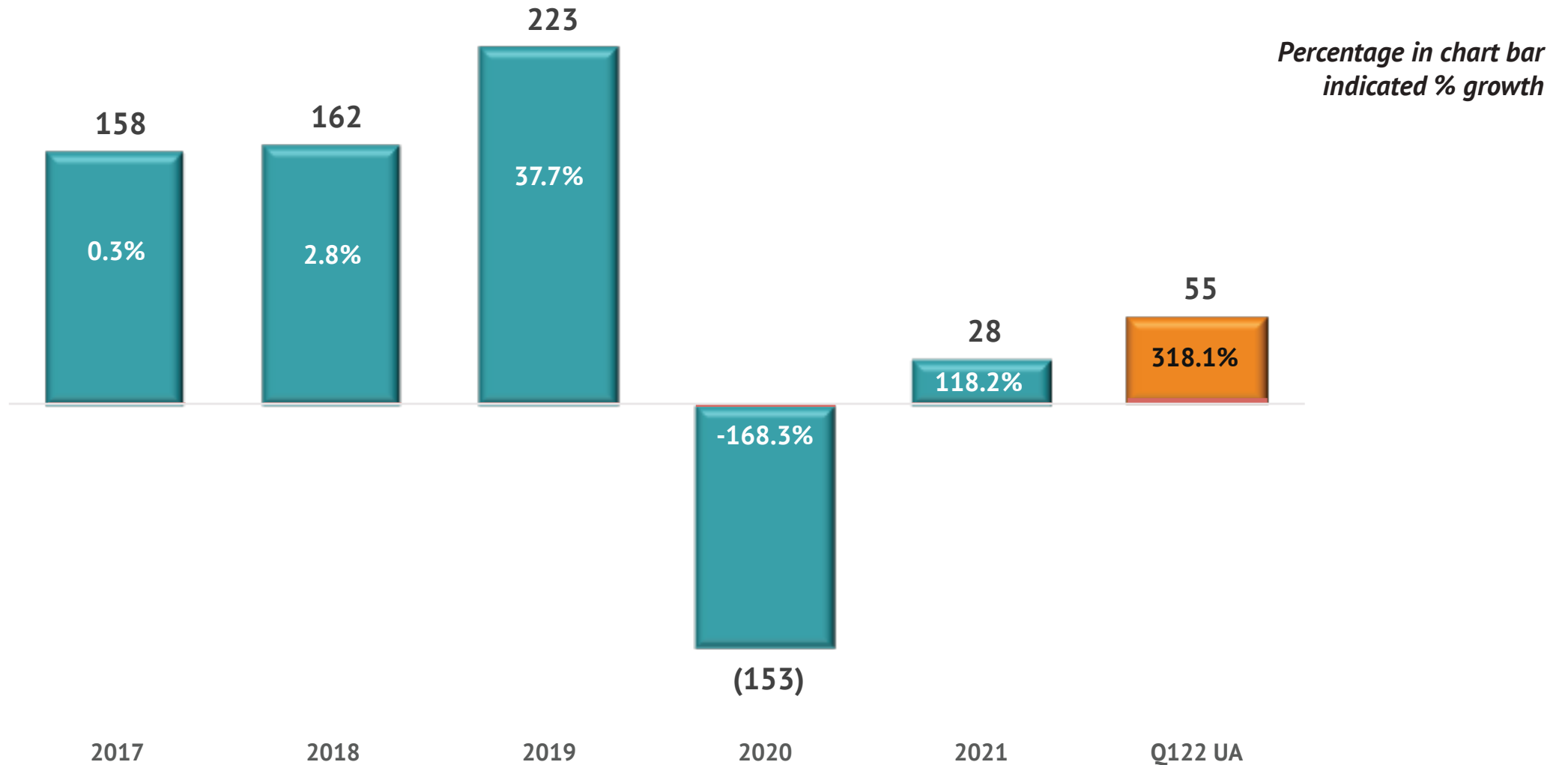
(in Billion Rupiah)	Unaudited	Audited		
	Q1 22	FY 2021	FY 2020	FY 2019
<b>ASSETS</b>				
CASH AND CASH EQUIVALENT	168	256	356	334
ACCOUNT RECEIVABLES	50	53	66	82
INVENTORIES	171	144	111	131
ADVANCES	11	7	4	4
PREPAID EXPENSES	36	17	24	199
PROPERTY AND EQUIPMENT - NET	1,044	993	1,028	1,118
RIGHT-OF-USE-ASSETS - NET	462	491	588	-
REFUNDABLE DEPOSIT AND OTHERS	280	279	266	200
<b>TOTAL ASSETS</b>	<b>2,221</b>	<b>2,241</b>	<b>2,442</b>	<b>2,067</b>
<b>LIABILITIES AND EQUITY</b>				
ACCOUNT PAYABLES	380	405	497	409
ACCRUED EXPENSES AND TAX PAYABLE	209	198	191	248
LEASE LIABILITIES	382	432	543	-
EMPLOYEE BENEFITS OBLIGATIONS	89	85	90	80
OTHERS	106	106	101	95
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>1,165</b>	<b>1,227</b>	<b>1,422</b>	<b>832</b>
<b>MINORITY INTEREST</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>EQUITY</b>	<b>1,057</b>	<b>1,015</b>	<b>1,020</b>	<b>1,236</b>

# Net Sales Growth (2017 - Q1 2022)



*Presented in billion Rupiah*

# Operating Profit Growth (2017 - Q1 2022)

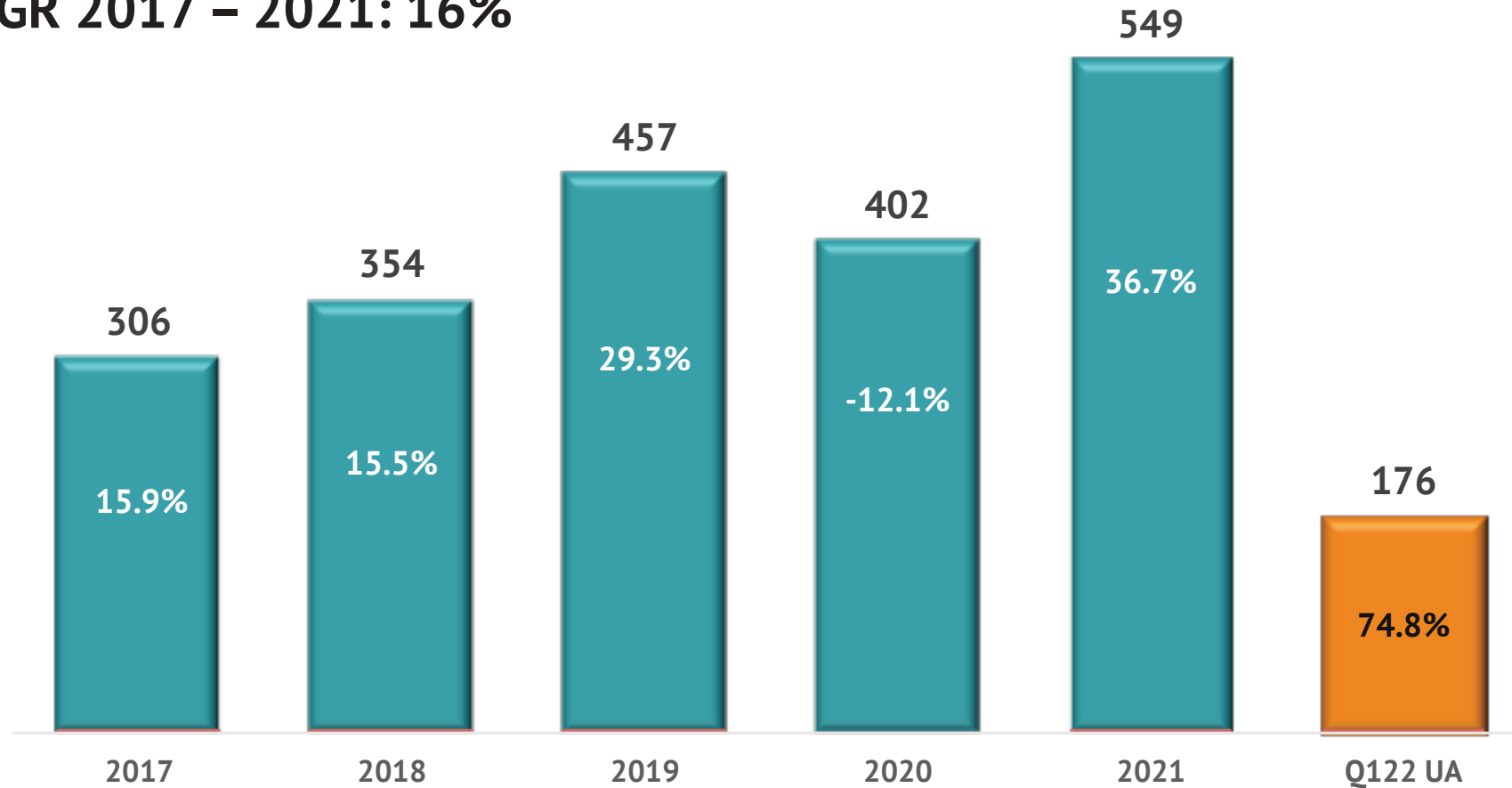


Presented in billion Rupiah

# EBITDA Growth (2017 - Q1 2022)

**CAGR 2017 – 2021: 16%**

*Percentage in chart bar indicated % growth*



*Presented in billion Rupiah*

# 2021 Marketing + Operational Highlights



# Store Opening 2021

New store opening : **52** new stores (**34** net store addition)

Starbucks	: 30
Genki Sushi	: 5
Subway	: 8
Krispy Kreme	: 2
Pizza Marzano	: 3
Godiva	: 1
Paul Bakery	: 3

**End 2021** : **609** stores



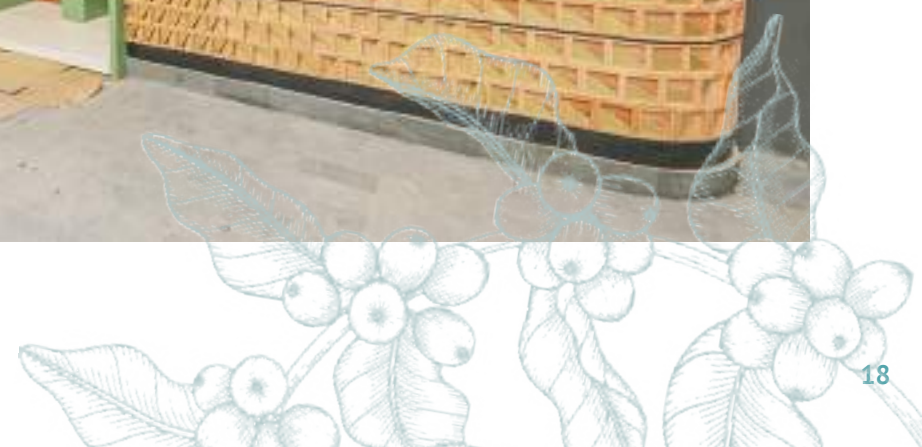


The graphic features a central white box with an orange border containing the text 'Store Development'. The background is a collage of fresh produce including tomatoes, olives, onions, and herbs, alongside a pink soft-serve ice cream cone with chocolate drizzle and a chocolate square. There are also several overlapping circles in orange, green, and teal, and a faint line-art illustration of a plant with berries on the right side.

# Store Development

# Starbucks Coffee Experience Center

(extension to Starbucks Dewata, showcasing Indonesia's rich coffee culture & heritage)



# Starbucks Cipondoh

(first solar-powered Starbucks store in Indonesia)



# Starbucks Drive Thru Mampang



# Starbucks Drive Thru Sawangan



# PAUL Pondok Indah Mall 3



# 2021: How We Reimagined **MBA**



- **Elevating Our People:**  
Work force strategy to meet current & future business needs.
- **Digital Transformation:**  
Personalized marketing channels to drive retention, frequency and connection.
- **Format Evolution:**  
Unleashing drive-thru & curbside pickup opportunities.
- **Menu Innovation:**  
On-trend healthy alternatives (plant-based).
- **Broaden Portfolio:** Successful launch of Subway.



# Sustainability Initiatives



# “Less 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 Where We Do Business

Collaborating with Planet Water Foundation, we built 14 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.



C.A.F.E. Practices



# Employment

Creating jobs and income for over 5,800 employees, as at end of June 2022.



# Equality



Our employees consisted of 44% Female and 56% Male, as at 31<sup>st</sup> December 2021.



# Education

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



# Continuous Support to Front Line Emergency Services

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



# 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.







**Thank  
You**