



Public Expose

Presentation by
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President Director



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MBA Overview (End May 2023)

Over **700**
RETAIL STORES

8 PREMIUM
F&B BRANDS

Over **7,000**
EMPLOYEES

50
CITIES

LISTED ON
INDONESIA
STOCK
EXCHANGE

A MEMBER OF
MAP GROUP
STRATEGIC
PARTNERSHIP WITH
GENERAL ATLANTIC



STARBUCKS®





STARBUCKS

563 stores



18 stores



GODIVA
Belgium 1926

6 stores



75 stores



21 stores



35 stores



GENKI SUSHI

32 stores



12 stores

TOTAL

762 stores

MBA Overview (End May 2023)





OUR STRATEGIES

BUILT TO LAST: UNSTOPPABLE

Unifying Retail Experience Options

Seamless experience at all touch points:

- Stores
- Delivery Aggregators
- Mobile App
- Third-party marketplace
- Drive-thru

Execute Digital Change

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

STARBUCKS® REWARDS

One Data

- Real-time targeted & Personalized Promotions

- Insight-driven products

- Digital wallet



MAP CLUB

Leverage MAPCLUB

- Enables our customers to accumulate or burn points.
- Increase the average basket size and optimized cross-selling across the entire MAP Group network.



Expanding Accessibility

Identify opportunities and driving category leadership to meet customers' needs and reaching more consumers in new cities.

In 2022 and Q1 2023, MBA entered 15 new across Indonesia:

- Sukabumi
- Tasikmalaya
- Garut
- Cianjur
- Serang
- Magelang
- Salatiga
- Kudus
- Tegal
- Madiun
- Kediri
- Batu
- Jember
- Palangka Raya
- Papua



2022/2023 Financial Highlights

Consolidated Income Statement

Consolidated (in Billion Rupiah)	Unaudited	Audited		
	Q1 2023	2022	2021	2020
NET SALES	957	3,437	2,431	2,044
<i>% growth</i>	<i>34.8%</i>	<i>41.4%</i>	<i>18.9%</i>	<i>-33.9%</i>
EBITDA	164	729	547	402
<i>% margin</i>	<i>17.2%</i>	<i>21.2%</i>	<i>22.5%</i>	<i>19.6%</i>
<i>% growth</i>	<i>-6.8%</i>	<i>33.3%</i>	<i>36.2%</i>	<i>-12.1%</i>
OPERATING PROFIT (LOSS)	32	219	25	(153)
<i>% margin</i>	<i>3.3%</i>	<i>6.4%</i>	<i>1.0%</i>	<i>-7.5%</i>
<i>% growth</i>	<i>-41.8%</i>	<i>758.9%</i>	<i>116.7%</i>	<i>-168.3%</i>
NET PROFIT (LOSS)	20	146	(13)	(165)
<i>% margin</i>	<i>2.1%</i>	<i>4.3%</i>	<i>-0.6%</i>	<i>-8.1%</i>
<i>% growth</i>	<i>-50.8%</i>	<i>1187.0%</i>	<i>91.8%</i>	<i>-199.4%</i>

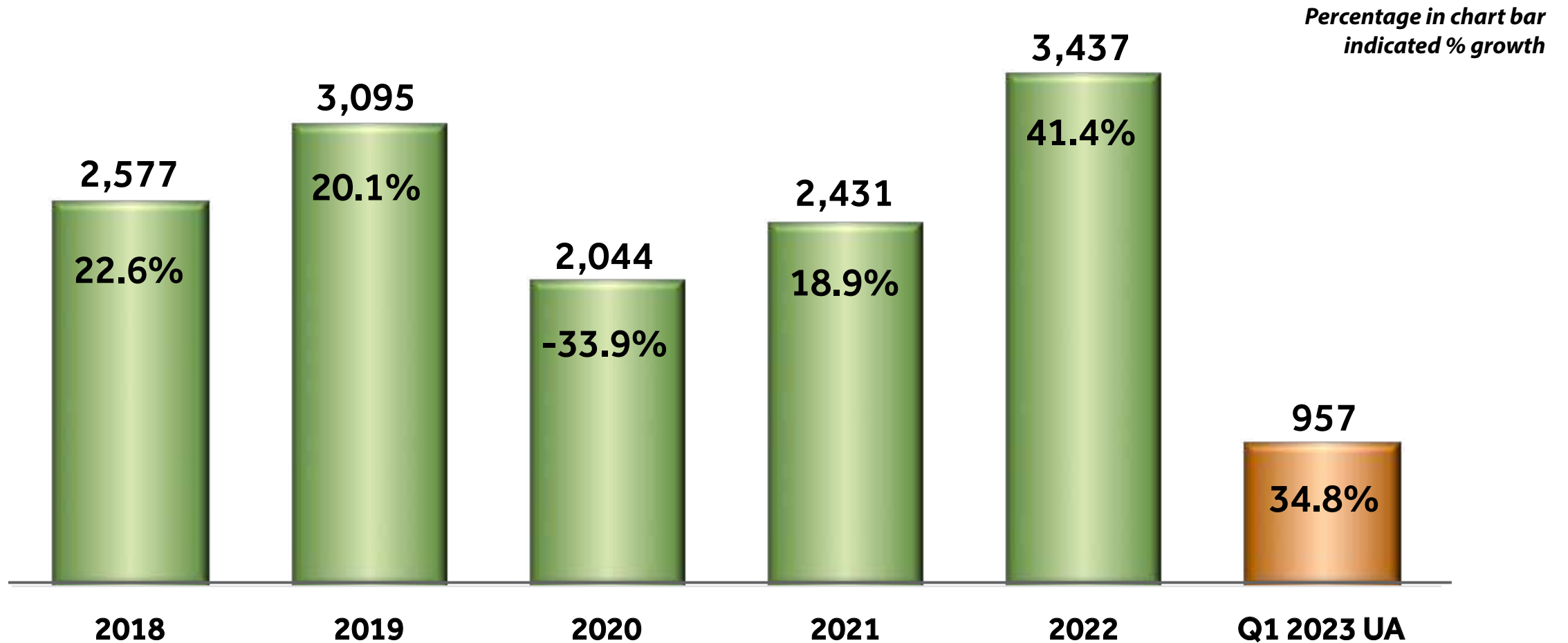
There is new implementation of PSAK 73 from 2020.

Balance Sheet Consolidated

(in Billion Rupiah)	Unaudited	Audited		
	Q1 2023	FY 2022	FY 2021	FY 2020
ASSETS				
CASH AND CASH EQUIVALENT	212	258	256	356
ACCOUNT RECEIVABLES	55	84	53	66
INVENTORIES	207	180	144	111
PROPERTY AND EQUIPMENT - NET	1,299	1,254	993	1,028
RIGHT-OF-USE-ASSETS - NET	555	519	491	587
OTHER ASSETS	300	283	301	291
TOTAL ASSETS	2,628	2,578	2,238	2,439
LIABILITIES AND EQUITY				
ACCOUNT PAYABLES	606	572	433	497
LEASE LIABILITIES	416	411	432	542
OTHERS	410	420	346	364
TOTAL LIABILITIES	1,432	1,403	1,211	1,403
NON-CONTROLLING INTEREST	0	0	0	0
TOTAL EQUITY	1,196	1,175	1,027	1,036

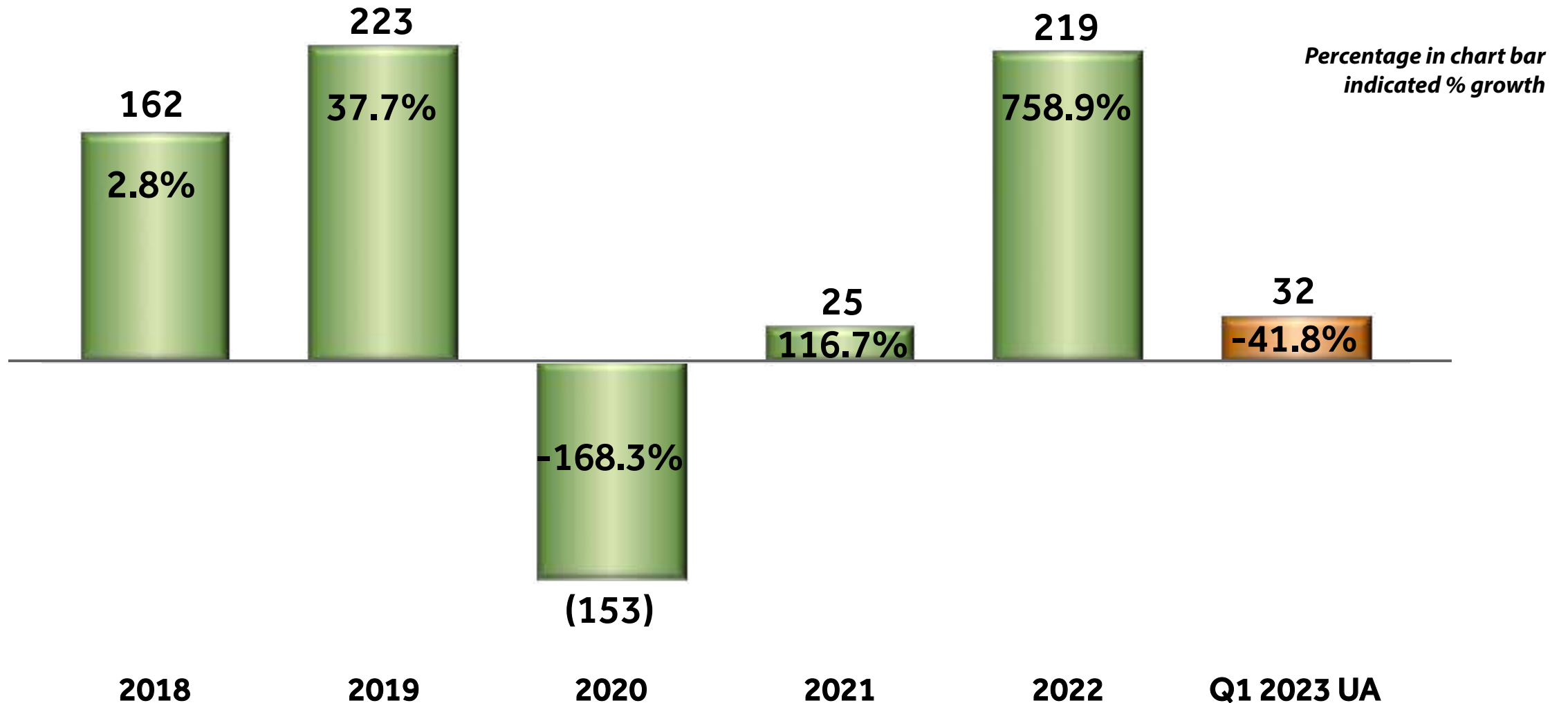
There is new implementation of PSAK 73 from 2020.

Net Sales Growth (2018 - Q1 2023)



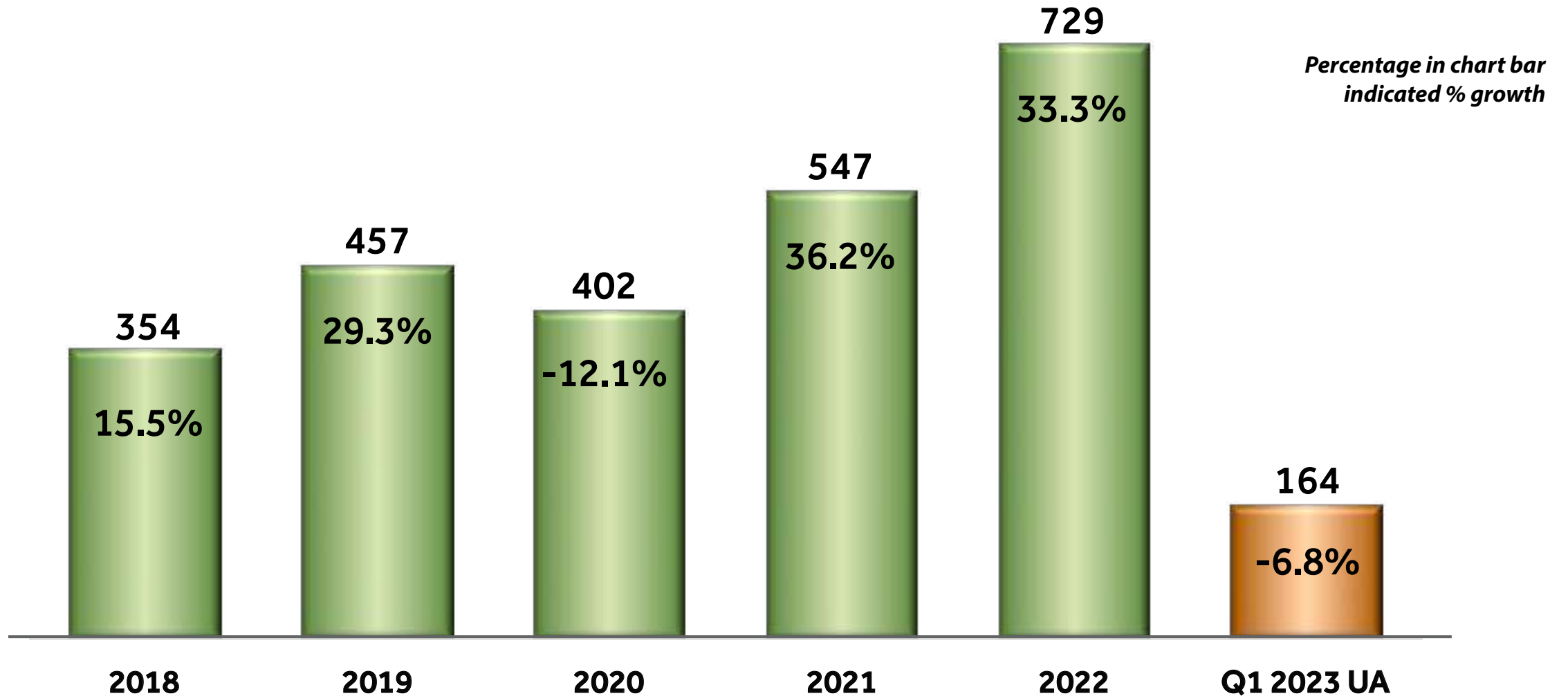
Presented in billion Rupiah

Operating Profit Growth (2018 - Q1 2023)



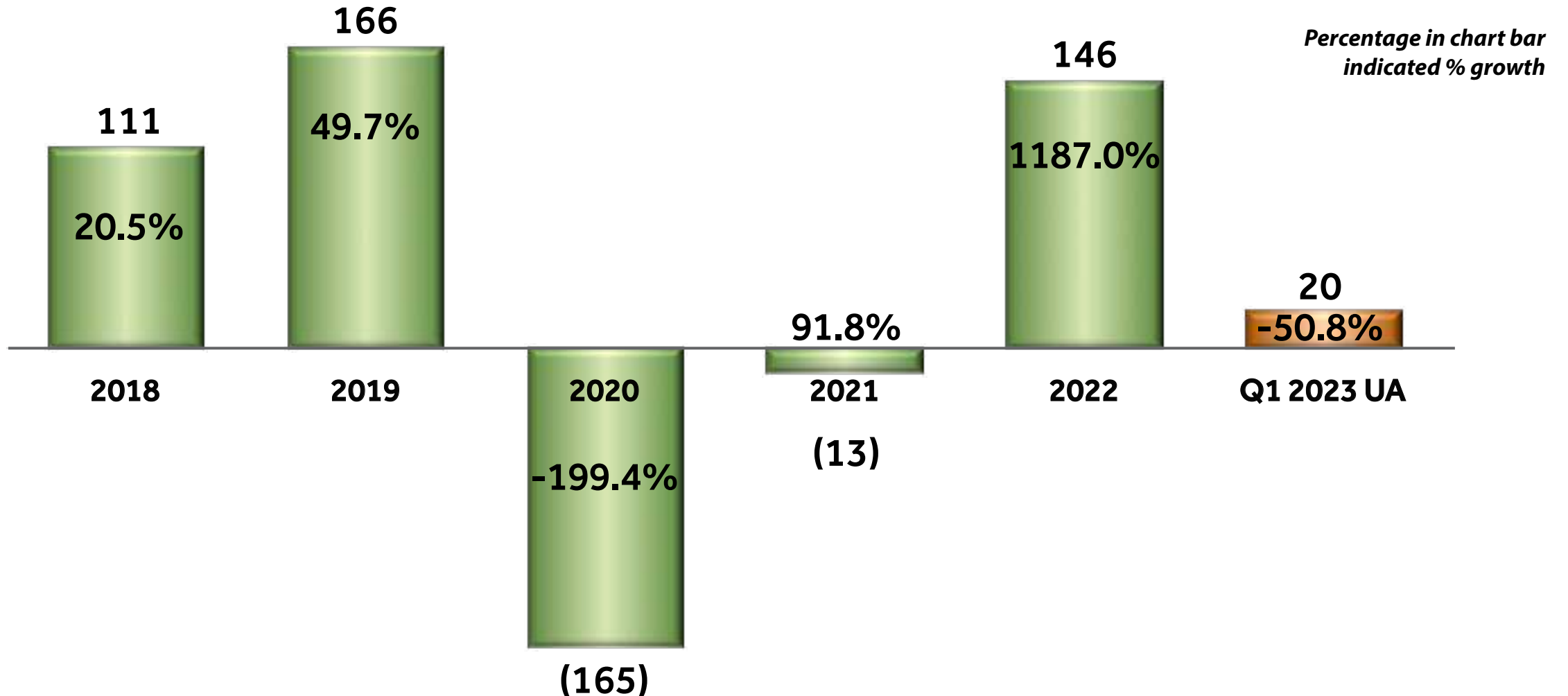
Presented in billion Rupiah

EBITDA Growth (2018 - Q1 2023)



Presented in billion Rupiah

Net Income Growth (2018 - Q1 2023)



Presented in billion Rupiah

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:** Penetrate new cities.

2022/2023 Marketing & Operation Highlights



STARBUCKS® - Major Milestones

New Cities (FY 2022 & Q1 2023)

Starbucks entered 15 new cities:

1. Madiun
2. Kediri
3. Tasikmalaya
4. Sukabumi
5. Magelang
6. Garut
7. Cianjur
8. Serang
9. Batu
10. Jember
11. Palangka Raya
12. Salatiga
13. Kudus
14. Tegal
15. Papua



STARBUCKS® - Experiential Store

DEWATA COFFEE EXPERIENCE CENTER

“Seed to Cup Experience” – roasting Aceh beans



STARBUCKS® - Product Innovation

COFFEEMEZATION: Choose and mix ingredients

COFFEE MEZZATION
Make Your Drinks Come True

TRY OUR CUSTOMERS' BEVERAGE IDEA

<p>Iced Raspberry Candy Milk</p> <p>TALL 60 GRANDE 65 VENTI 68</p>	<p>Iced Cinnamon Roll Latte</p> <p>Blonde Espresso</p> <p>TALL 62 GRANDE 68 VENTI 71</p>
<p>Iced Ultra Caramel on the rock Americano</p> <p>TALL 62 GRANDE 68 VENTI 71</p>	<p>Salted Caramel Macchiato Frappuccino®</p> <p>TALL 72 GRANDE 78 VENTI 81</p>
<p>Double Chocolate Green Tea Frappuccino®</p> <p>TALL 72 GRANDE 78 VENTI 84</p>	<p>Mango Macaroon Cream Frappuccino®</p> <p>TALL 60 GRANDE 65 VENTI 68</p>

SUBMIT YOUR BEVERAGE IDEA
SCAN AND JOIN NOW

© 2017 Starbucks Coffee Company. All rights reserved. *Priced in Indonesia.

STARBUCKS COFFEE MEZZATION

TRY OUR FINALISTS' BEVERAGES

<p>Iced Salted Caramel Green Tea Latte</p> <p>by Siti Rahmawati</p>	<p>Sweet Brown Sugar & Vanilla Macchiato</p> <p>by Fiqi Hananirri</p>
<p>Iced Tiramisu Latte</p> <p>by Ravi Clia</p>	<p>White & Dark Royal Cream Frappuccino®</p> <p>by Mirza Marisa</p>

VOTE & WIN!
Coba semua minuman finalist Coffeemezation, Vote favoritmu dan Menangkan Hadiahnya!

Visit Us
@starbucksindonesia

STARBUCKS® - Digital Innovation

**STARBUCKS REWARDS –
MTR (Multi Tier Redemption)
& Decoupling campaign**

**Mobile Order & Pay
(Now available in 100 Stores)**



NEW

**STARBUCKS®
REWARDS**

**MORE CHOICES OF REWARDS
FOR EVERYONE, HOWEVER YOU PAY**

EARN STARS
HOWEVER
YOU PAY

CC
Rp
GRIS

100
50
25

VIA

FLEXIBLE
REWARDS
OPTIONS

* Terms and conditions apply

DOWNLOAD STARBUCKS
INDONESIA APP NOW

The graphic features a hand holding a smartphone with a Starbucks logo, a credit card, and a QR code. In the center, there are illustrations of Starbucks products like coffee bags, a VIA cup, and a coffee cup, surrounded by stars with numbers 100, 50, and 25. The background is light green with a dark green footer containing a QR code and text.



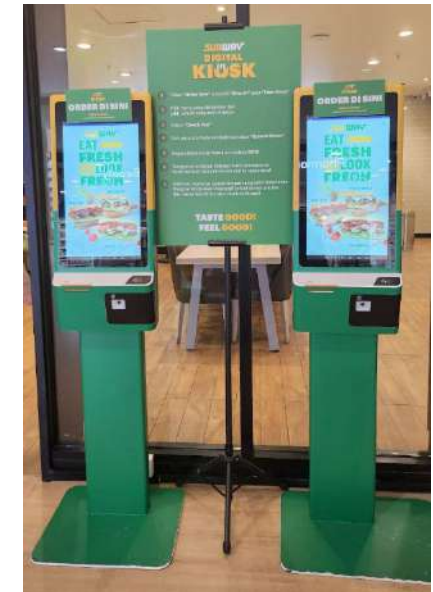
SUBWAY® - Major Milestones

Concept Store

- 1st Subway Drive Thru in APAC
- 1st Grab n Go store in Airport
- Subway Mobile Kiosk Ordering

New Cities

2 New Cities:
SURABAYA & BALI



SUBWAY® - Major Milestones

Halal

Subway Indonesia received Halal Certificate in April 2022 (within 6 months after launching).



Delivery

Best growth of all other QSR players in terms of sales, transactions, users and active stores - in Gofood and Grabfood.



SUBWAY - Social Media

Social Media

Followers:



Instagram: 150k

- **Highest Instagram Followers in Subway Asia**



Tiktok: 109k

- **Highest Tiktok Followers – after SUBWAY GLOBAL**
- **Highest Tiktok Followers among QSR Indonesia**

SUBWAY® - Innovations

Subway Kitchen

Subway Kitchen
(Out of Store Service)
Now with Mobile Kiosk
and Food Truck.



Subway Hampers

Sold more than 6,000 pcs
during Lebaran period



Subway Mega Box

Subway Mega Box
for Sharing



PIZZA MARZANO - Major Milestones

New City: BOGOR



PIZZA MARZANO - Product Innovations

Product Development



Festive Season Exclusive Menu



Delivery Exclusive Menu



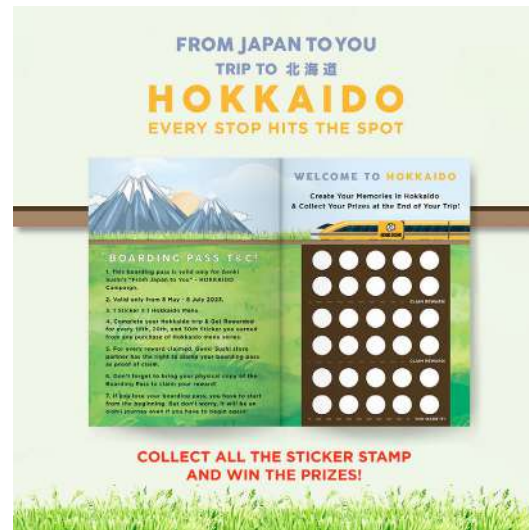
- Major Milestones

Genki Sushi received Halal Certificate on 9th November 2022



- Product Innovations

New Product Development



“From Japan To You - Trip To Hokkaido”

- Product Innovations

Interactive Sushi Box Innovation



Food-Ball Platter



Chinese New Year



Ramadan

PAUL - Product Innovations

depuis 1889

Strengthen brand equity and highlighting menu from French regions



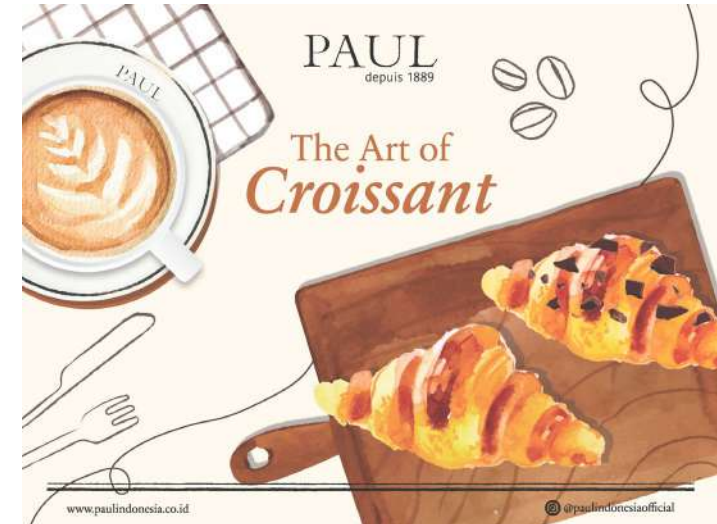
Taste of French

Strengthen brand equity through NPD centric campaigns



Un tour en France

Highlighting food from French regions



Art of Croissant

- **Highlighting hero products**
- **Focus on authenticity and origin of our croissants**

PAUL - Product Innovations

depuis 1889

Ramadan & Christmas Hampers – boost sales during gifting season



GODIVA - Product Innovations

Belgium 1926

Special Consumer Packages for Supermarkets



COLD STONE CREAMERY - Product Innovations

Grab 'N Go New SKU Family Pack Launch December 2022 & Expansion to 500+ Wholesale Channels



Peluncuran Cold Stone Family Pack ice Cream dalam acara Cold Stone Creamery Indonesia 15th Anniversary di Grand Indonesia, Jakarta Pusat, Rabu (14/12/2022). (INDOZONE/Margareta Anaxiya)

Foto:

Cold Stone Hadirkan Family Pack Ice Cream saat Rayakan Anniversary Ke-15 di Indonesia



Rabu 14 Desember 2022, 21:08 WIB

Rayakan HUT ke-15, Cold Stone Creamery Hadirkan Family Pack Ice Cream

MediaIndonesia.com | Humaniora



Foto: Cold Stone
Cold Stone Family Pack

DESEMBER ini menandai hari jadi Cold Stone Creamery yang ke-15 di Indonesia, dan untuk merayakannya, untuk pertama kalinya Cold Stone menyajikan es krim klasik dengan rasa yang segar dengan kemasan Family Pack Ice Cream di gerai swalayan terpilih.

Awards



- STARBUCKS “Gold Winner Excellence in Corporate Social Responsibility: Starbucks X Kreaby” - Marketing Excellence Award
- STARBUCKS “Gold Winner Excellence in Experiential Marketing: Starbucks Coffeemezation” - Marketing Excellence Award
- STARBUCKS “Bronze Winner Excellence in Experiential Marketing: Say It With Starbucks” - Marketing Excellence Award
- STARBUCKS “Silver Winner Excellence in Social Media Marketing: Starbucks Coffeemezation” - Marketing Excellence Award
- STARBUCKS “Bronze Winner Excellence in Viral Marketing: Starbucks Coffeemezation” - Marketing Excellence Award
- STARBUCKS “Top Brand Award (Coffee Cafe category) ” - Top Brand Award 2022

- PIZZA MARZANO “The Best Bold Mover - Experience” Awards
- GODIVA “1st Place - Hygiene and Sanitary Awards” Plaza Indonesia
- PAUL “Best Opening Performance” Awards





Store Development

New Stores



Per May 2023

48

FY 2022

115

Starbucks

23

60

Genki Sushi

-

2

Pizza Marzano

-

2

Subway

22

45

Krispy Kreme

1

3

Paul

1

3

Godiva

1

-

Starbucks DT Gatsu Mudu Taki - Bali



Starbucks Magelang



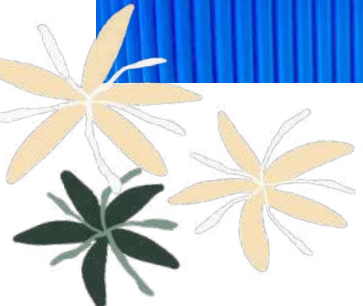
Starbucks Madiun



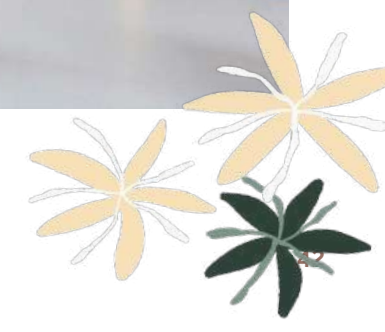
Starbucks Garut



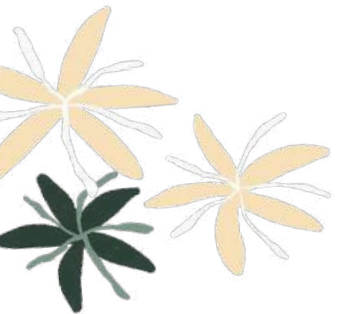
Pizza Marzano Bintaro (renovation)



Pizza Marzano Kota Kasablanka (renovation)



Genki Sushi Kuta Beachwalk - Bali



Genki Sushi Kuningan City



PAUL Mal Kelapa Gading 2



PAUL Le Cafe The Breeze BSD



PAUL Le Cafe Oakwood Premiere Cozmo



PAUL Le Cafe Terminal 3



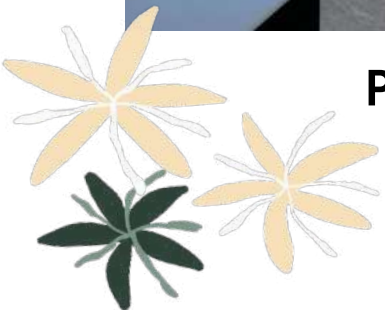
Godiva



Plaza Indonesia (re-opening)



PIK Avenue



Cold Stone Creamery



Canggu
(rebuild Cold Stone Bali business)



Area 51, PIM 1
(renovation)



Sustainability Initiatives



“Less Plastic Policy”

Plastic reduction initiatives through “Greener Nusantara” initiative.

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 15 water towers that provide clean water to the surrounding communities.



Ethically Sourced Coffee

98.2%* of Starbucks coffee beans are sourced from farmers that implement Coffee and Farmer Equity (C.A.F.E) practices.



*Source: Starbucks Global Environmental and Social Impact Report Page 39.
<https://stories.starbucks.com/uploads/2023/06/Starbucks-2022-Global-Environmental-and-Social-Impact-Report.pdf>

Employment

Creating jobs and income for over 7,000 employees, as at end of May 2023.



Equality



Our employees consisted of 44% Female and 56% Male, as at 31st December 2022.



Equality

Opening of the first Starbucks "Signing Store" dedicated to the hearing-impaired community.



Education

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



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

