

PUBLIC EXPOSE

MBA

PT MAP BOGA ADIPERKASA TBK



Presentation by

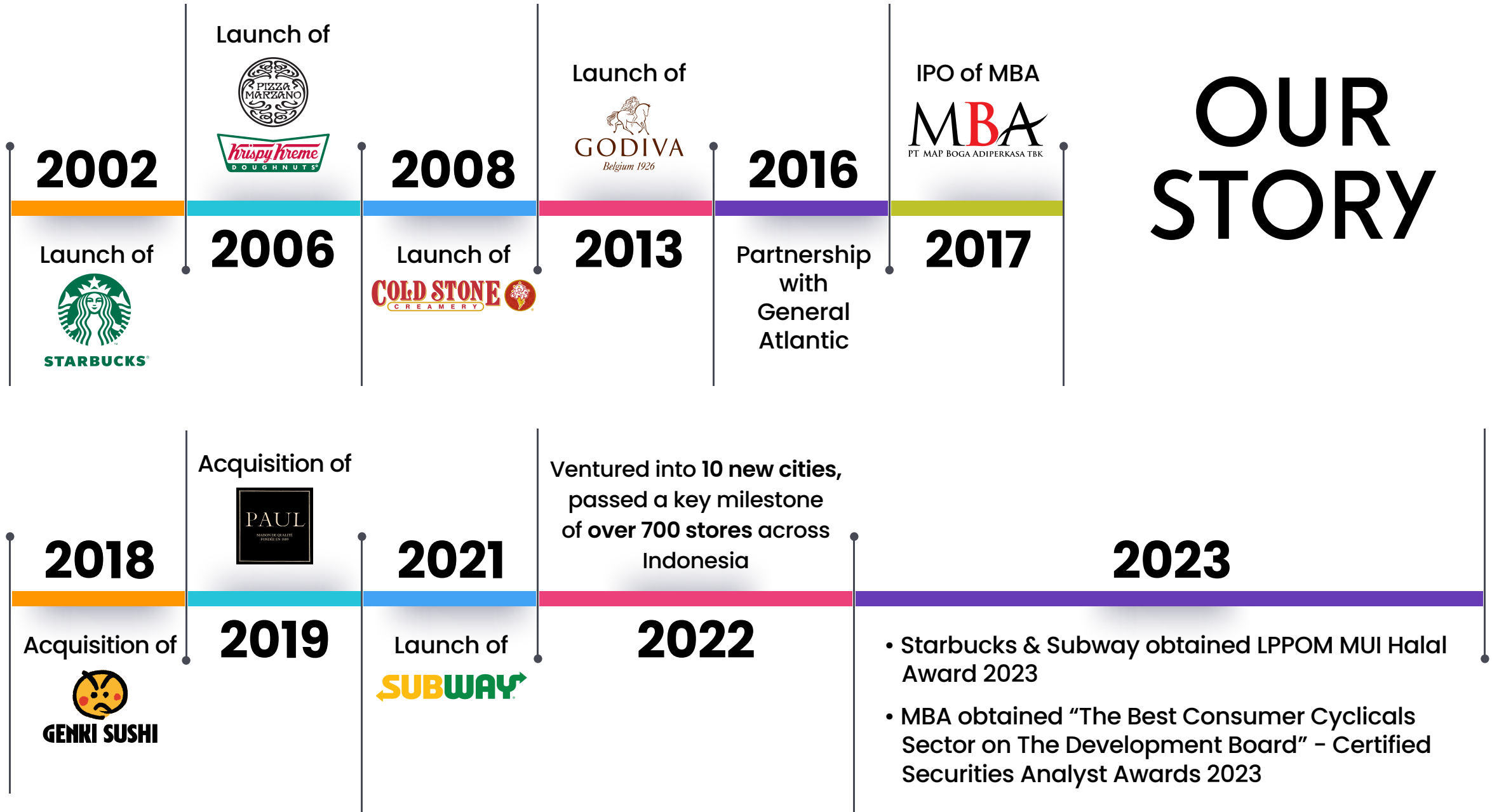
Anthony Mc Evoy (President Director)

Jakarta, June 27th 2024

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OUR STORY



MBA OVERVIEW (Q1 2024)

843

RETAIL STORES

8 PREMIUM

F&B BRANDS

7,710

EMPLOYEES

59

CITIES

LISTED ON
INDONESIA
STOCK
EXCHANGE

A MEMBER OF
MAP GROUP
STRATEGIC
PARTNERSHIP WITH
GENERAL ATLANTIC



STARBUCKS®





STARBUCKS

607 stores



104 stores



35 stores



GENKI SUSHI

31 stores



22 stores



21 stores



17 stores



GODIVA
Belgium 1926

6 stores

TOTAL

843 stores

MBA OVERVIEW (Q1 2024)





OUR STRATEGIES

SCULPTING THE FUTURE



Unifying Retail Experience Options

Seamless experience at all touch points:

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

Execute Digital Change

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

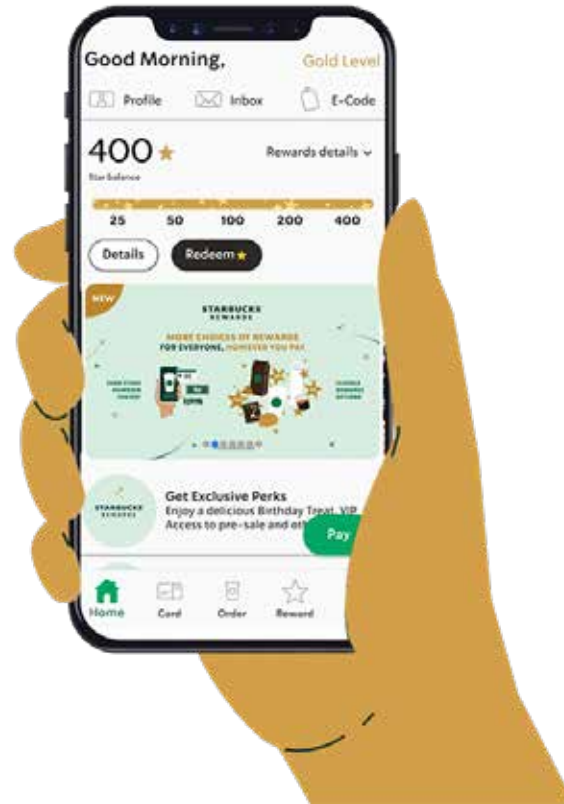
STARBUCKS[®] REWARDS

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.

2023/2024 FINANCIAL HIGHLIGHTS

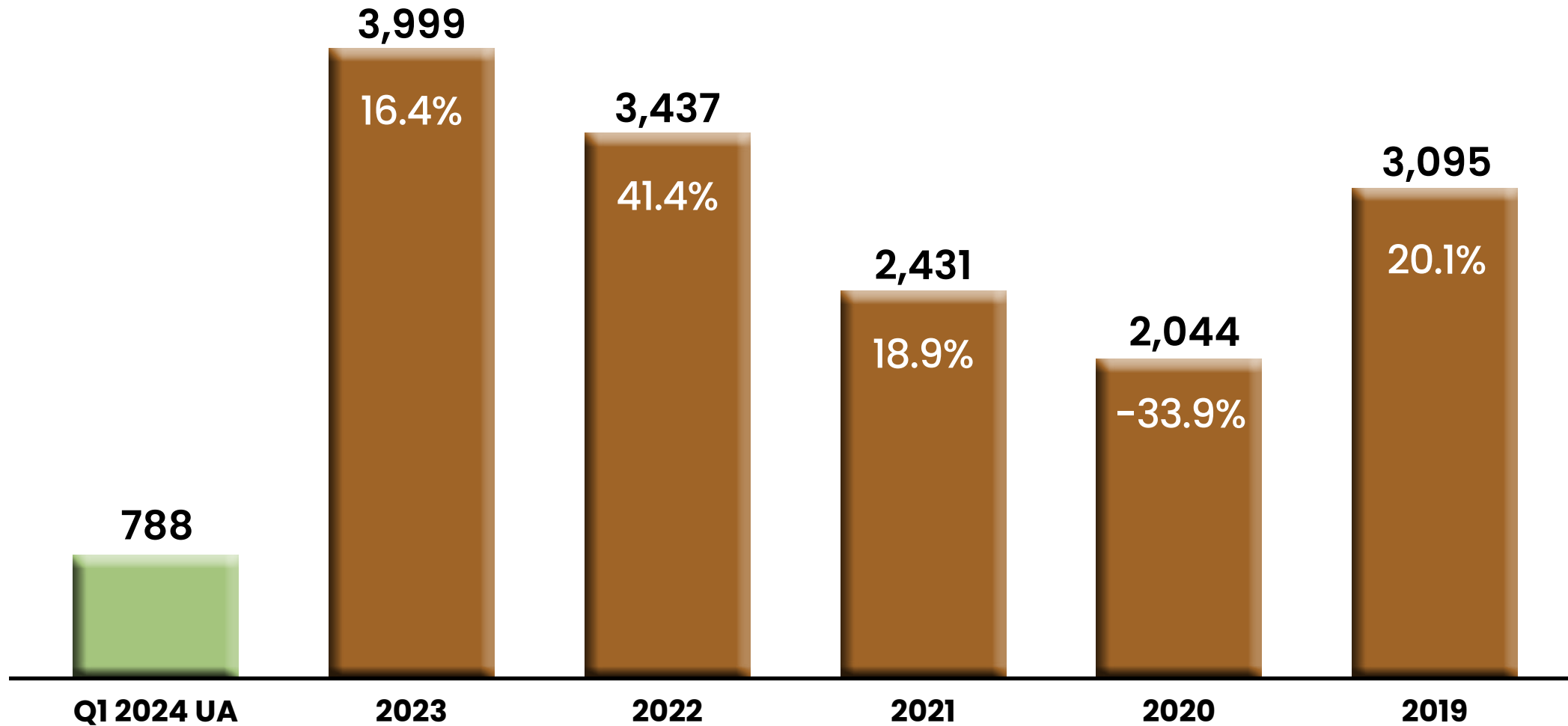


CONSOLIDATED INCOME STATEMENT

Consolidated (in Billion Rupiah)	Unaudited		Audited	
	Q1 2024	Q1 2023*	2023	2022*
NET SALES	788	957	3,999	3,437
<i>% growth</i>	-17.7%	34.8%	16.4%	41.4%
GROSS PROFIT	550	653	2,760	2,352
<i>% margin</i>	69.9%	68.3%	69.0%	68.4%
<i>% growth</i>	-15.8%	32.2%	17.4%	43.4%
EBIT	(26)	32	171	219
<i>% margin</i>	-3.3%	3.3%	4.3%	6.4%
<i>% growth</i>	-182.2%	-41.8%	-21.7%	758.9%
EBITDA	125	164	751	729
<i>% margin</i>	15.8%	17.2%	18.8%	21.2%
<i>% growth</i>	-24.3%	-6.8%	3.0%	33.3%
NET PROFIT (LOSS)	(22)	14	105	135
<i>% margin</i>	-2.8%	1.4%	2.6%	3.9%
<i>% growth</i>	-262.9%	-67.2%	-22.7%	1106.2%

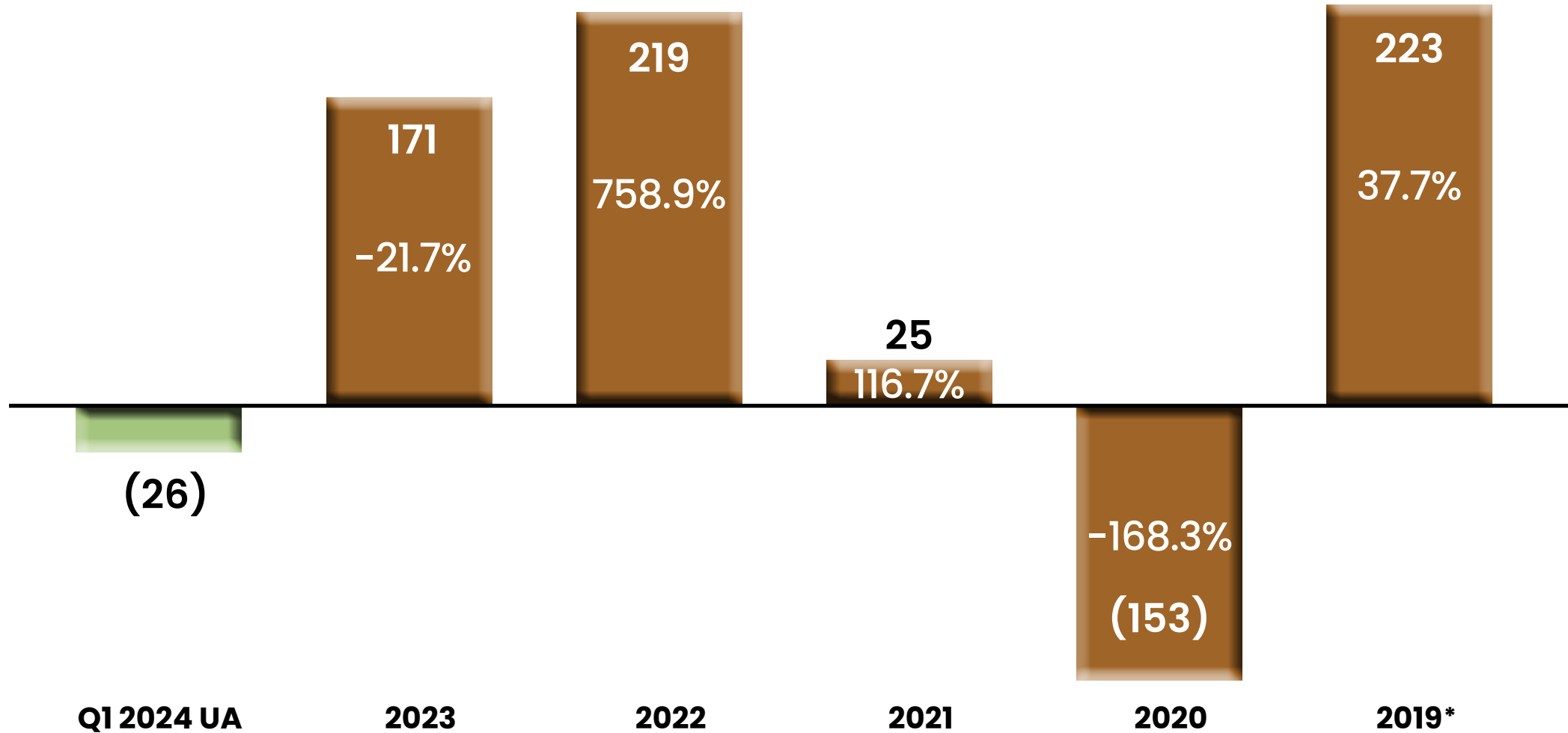
**as restated*

NET SALES



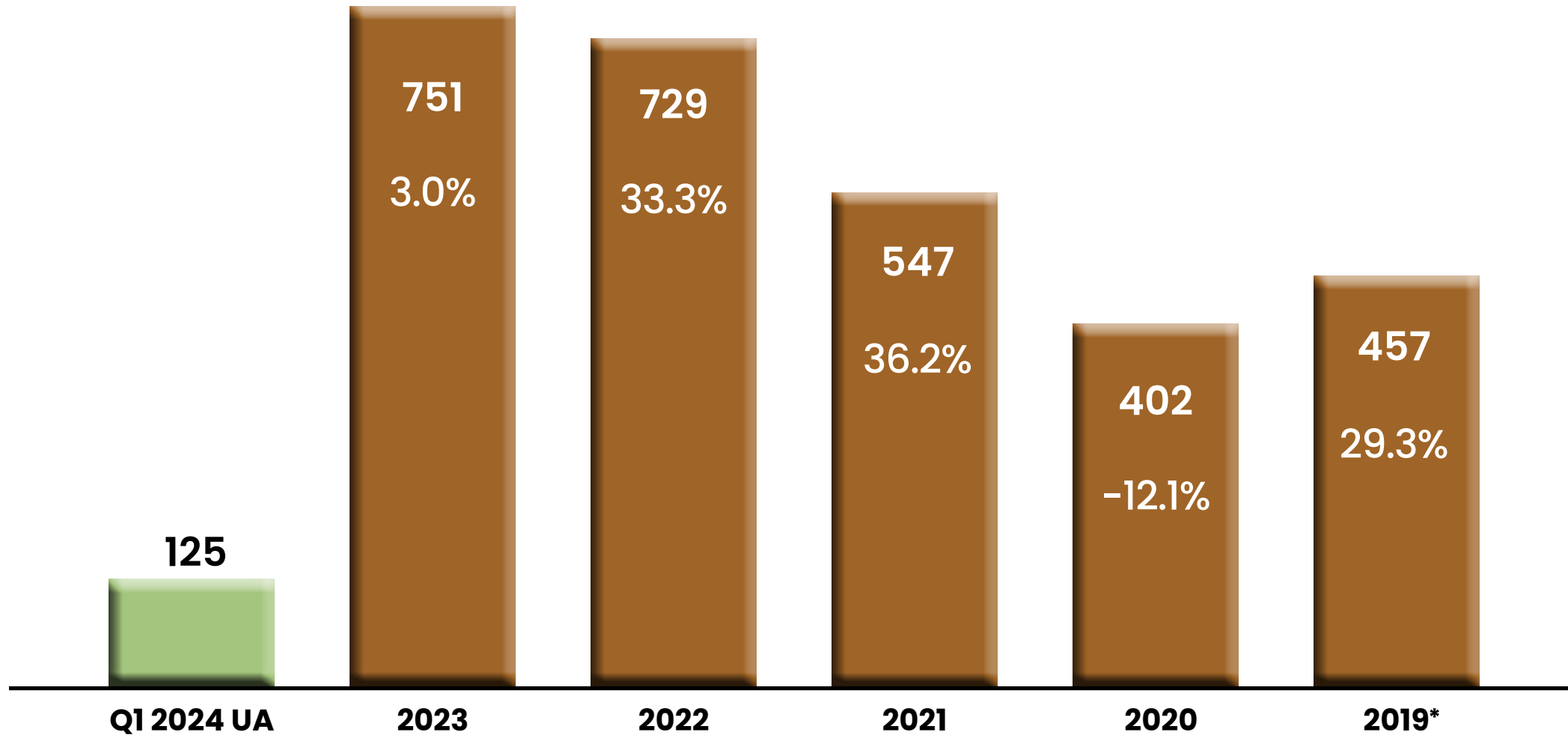
*Presented in Billion Rupiah.
Percentage in chart bar indicated % Growth.*

EBIT



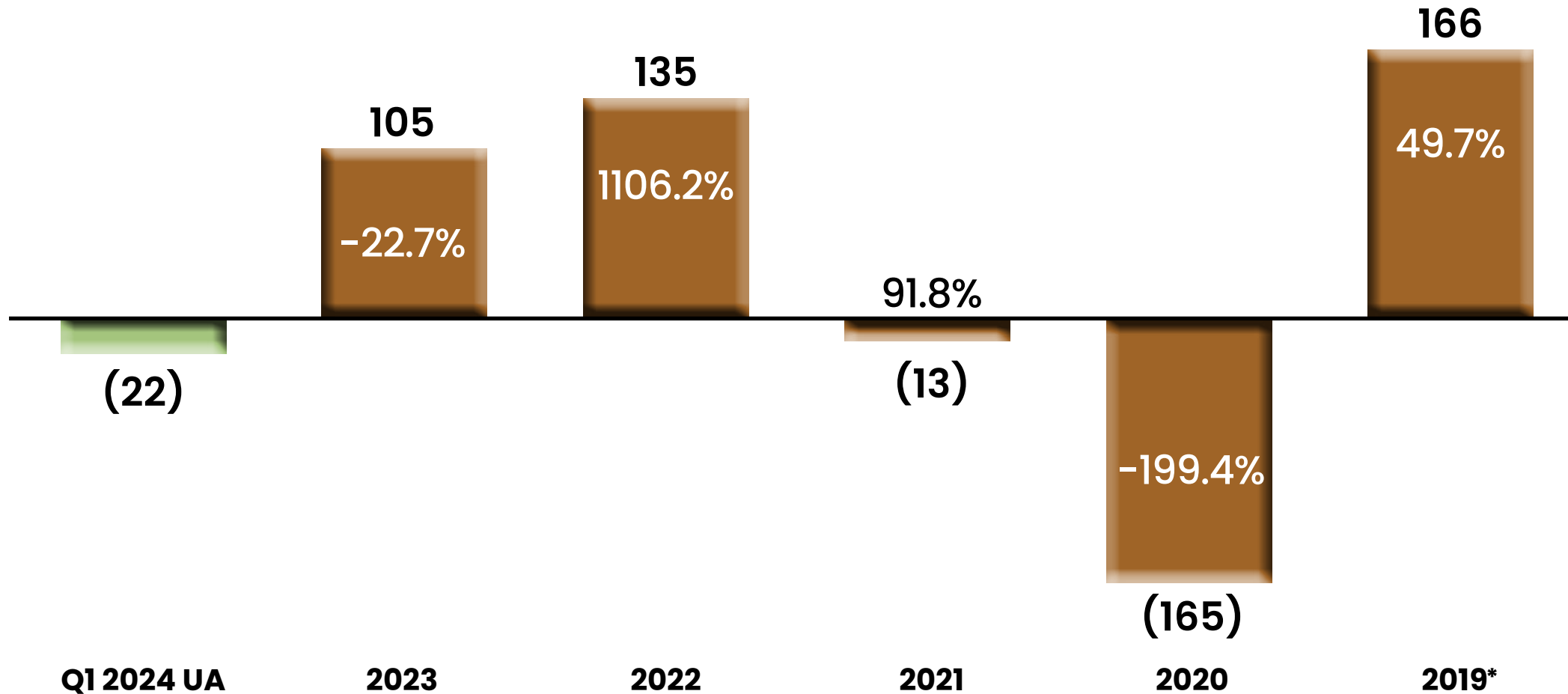
*Presented in Billion Rupiah.
Percentage in chart bar indicated % Growth.
Prior PSAK 73 / IFRS 16

EBITDA



*Presented in Billion Rupiah.
Percentage in chart bar indicated % Growth.
Prior PSAK 73 / IFRS 16

NET INCOME (LOSS)



*Presented in Billion Rupiah.
Percentage in chart bar indicated % Growth.
Prior PSAK 73 / IFRS 16

BALANCE SHEET

(in Billion Rupiah)	Unaudited	Audited	
	Q1 2024	FY 2023	FY 2022*
ASSETS			
CASH AND CASH EQUIVALENT	414	541	258
ACCOUNT RECEIVABLES	59	69	84
INVENTORIES	181	193	180
PROPERTY AND EQUIPMENT – NET	1,488	1,495	1,254
RIGHT-OF-USE-ASSETS – NET	664	676	519
OTHER ASSETS	296	271	263
TOTAL ASSETS	3,102	3,245	2,558
LIABILITIES AND EQUITY			
ACCOUNT PAYABLES	553	630	572
LEASE LIABILITIES	513	525	411
OTHERS	371	403	423
TOTAL LIABILITIES	1,437	1,558	1,406
TOTAL EQUITY	1,665	1,687	1,152

**as restated*



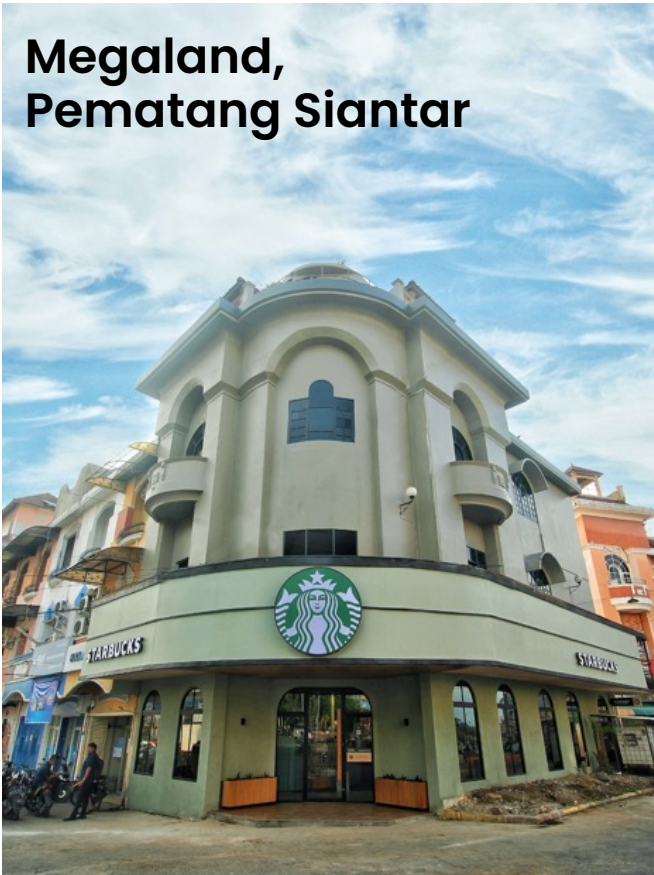
2023/2024 MARKETING & OPERATIONAL HIGHLIGHTS



STARBUCKS® - MAJOR MILESTONE

2023: Opening in New Cities

Megaland,
Pematang Siantar



Diponegoro,
Palangka Raya



Ahmad Yani,
Padang



STARBUCKS® - MAJOR MILESTONE

2023: 20th Reserve Store in Indonesia

Starbucks Reserve Metropole, Jakarta



STARBUCKS® - MAJOR MILESTONE

2023: First Certified Greener Store

- Starbucks developed the Greener Store Standard with WWF and SCS Global Services.
- Starbucks Adhyaksa is the only certified Greener Store in Indonesia.

- Key features of Starbucks Adhyaksa:

1. Plant-based food and milk options
2. 75% reduction in plastic waste with ceramic dine-in ware and reusable tumblers
3. White roof meeting Solar Reflectance Index (SRI)
4. 100% LED lighting
5. Energy-saving water filters, refrigerators, and smart control AC
6. Electric Vehicle charging stations



Adhyaksa, Jakarta



STARBUCKS® - MAJOR MILESTONE

Regional Barista Championship



1st Place in Starbucks Latte Art Barista Championship



2nd Place in Regional Barista Championship

STARBUCKS® - REWARDS

Grab Links, Multi Tier Redemption, Mobile Order & Pay

STARBUCKS® REWARDS | **GrabFood**

NEW **GRAB THE STARS**

EARN STARBUCKS STARS WITH EVERY GRABFOOD ORDER
Link your GrabFood with Starbucks Account Now!

STARBUCKS DELIVERS

The graphic features a delivery person on a green scooter with a Starbucks Deliveries box, set against a cityscape background with falling stars.

STARBUCKS® REWARDS

REWARDS FOR EVERYONE, HOWEVER YOU PAY!

EARN 1 STAR
for every IDR 5K spent using Starbucks balance or IDR 10k spent using other method.

CONVERT STARS TO REWARDS
Get choices of Rewards from free add-on, coffee, food and many more!

OTHER MEMBERS PRIVILEGE

- BIRTHDAY TREATS
- TUMBLER DAY
- GOLD DOUBLE STARS
- ... AND MORE!

50% drink

Visit <https://www.starbucks.co.id/cand>

The graphic shows payment methods (QRIS, CC, VA) being converted into Starbucks Rewards items like coffee, pastries, and a tumbler.

STARBUCKS® REWARDS

MOBILE ORDER PICK UP HERE!

© 2022 Starbucks Coffee Company. All rights reserved. Not valid in Indonesia.

The graphic illustrates the mobile ordering process, showing a smartphone screen with a Starbucks app interface and a Starbucks cup being picked up.

STARBUCKS® - MAJOR CAMPAIGN

Coffeemezation 2023

Starbucks Indonesia Anniversary 2023



STARBUCKS®
COFFEE
ME
ZATION
IS BACK!

WIN THE PRIZE
Total Millions of Rupiah!

PEMENANG 1
Vespa Piaggio

PEMENANG 2
iPhone 14 Pro Max & Logam Mulia

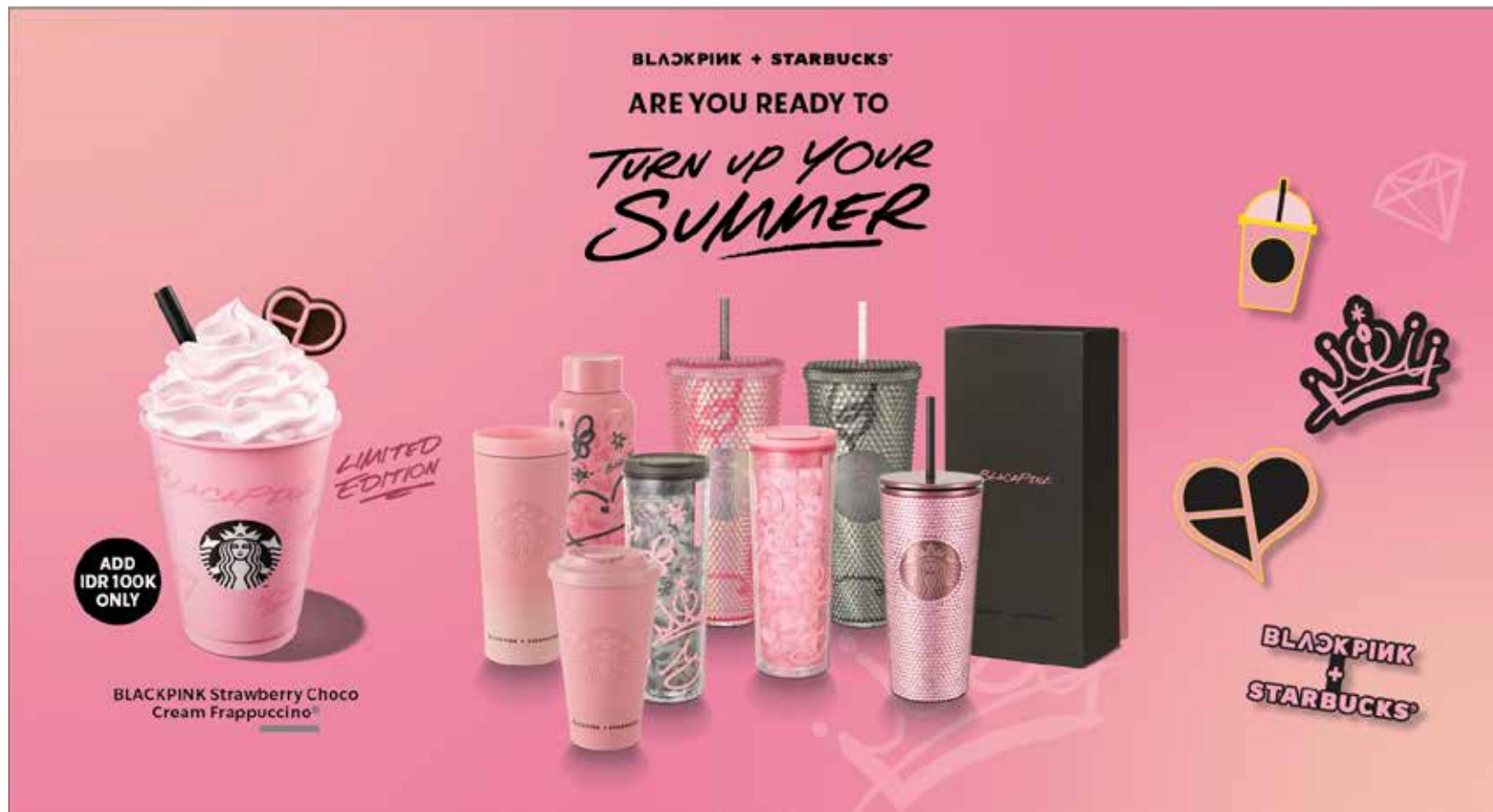
PEMENANG 3 & 4
Logam Mulia & MAP Voucher

[How To Join >>](#)



STARBUCKS® - MAJOR CAMPAIGN

BLACKPINK



STARBUCKS® - MAJOR CAMPAIGN

Drive Thru Program 2024



STARBUCKS® - MAJOR CAMPAIGN

Earth Month: Plant based beverage, Vegan Food and Upcycled Merchandise Launch



STARBUCKS® - PLANNER 2024

Collaboration with DuAnyam



STARBUCKS® - PRODUCT INNOVATION

City Collection x Purana 2023



STARBUCKS® - PRODUCT INNOVATION

Disney 2023



Daffoart (Autism Illustrator)



STARBUCKS® - PRODUCT INNOVATION

Starbucks Indonesia 22nd Anniversary 2024



SUBWAY - MAJOR MILESTONE

New Store: Discovery Mall - Bali



SUBWAY - PRODUCT INNOVATION

Captain Fish



SUBWAY® - PRODUCT INNOVATION

Subway Series



SUBWAY - PRODUCT INNOVATION

Ramadan Series



GODIVA - MAJOR MILESTONE

Belgium 1926

New Store: PAKUWON MALL, SURABAYA



GODIVA - PRODUCT INNOVATION

Belgium 1926

GODIVA Soft Serve Pistachio



GODIVA - ANNIVERSARY

Belgium 1926

Celebrating GODIVA 10th Anniversary!



COLD STONE CREAMERY - MAJOR MILESTONE

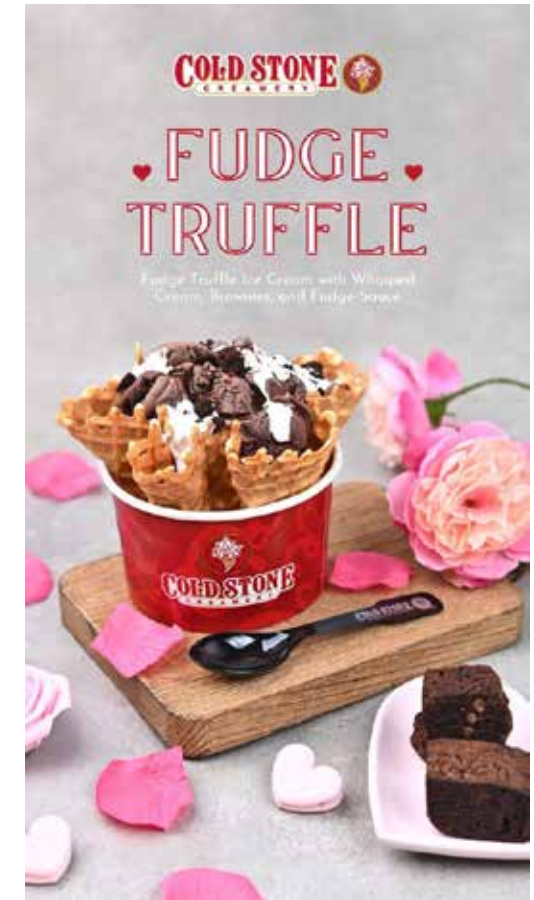
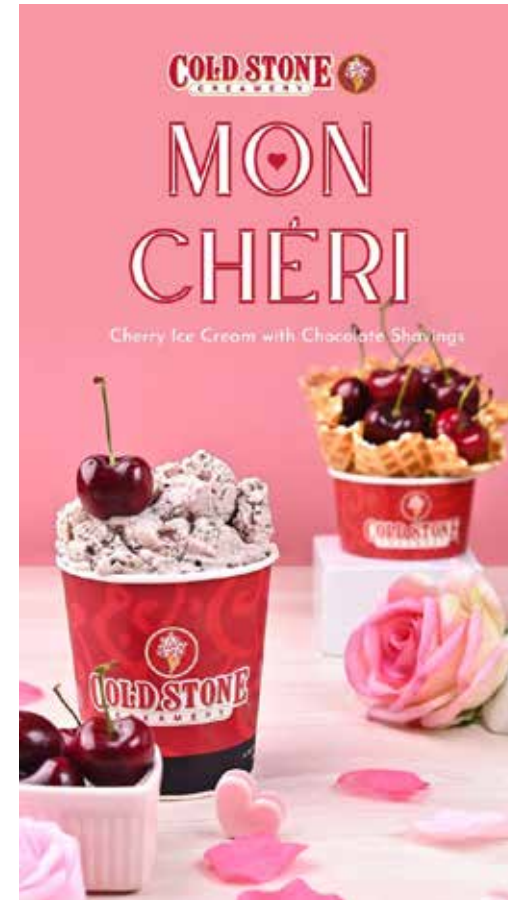
New Store Opening in 2023 - CANGGU, BALI



New Products Development



4 New Flavors in May 2024:
Strawberry Cheesecake, Blueberry Lavender,
Green Tea & Peach Yoghurt.



Ramadan Ice Cream Cakes



Ramadan Kareem

Blissful Bites



Sweet Symphony



Ramadan Ice Cream



Kastengel



Es Kopyor



Es Teler



Nastar

- PRODUCT INNOVATIONS

New Product Development



From Japan To You -
Trip To Hokaido 2023



From Japan To You -
Trip To Tokyo 2023



- PRODUCT INNOVATIONS

New Product Development



Ramadan 2024



From Japan To You -
Trip To Fukuoka 2024





- ANNIVERSARY

Celebrate 10th Anniversary with Genki Sushi Greatest Menu





- ANNIVERSARY

Krispy Kreme 17th Anniversary - Collaboration with New Era





- MAJOR MILESTONE

2023 New Store Opening - Lippo Keboen Raya





- PRODUCT INNOVATIONS

New Product Development

Summer Picnic 2023



Ramadan 2023



KK X Snazzy Boom 2023



PAUL - MAJOR MILESTONES

depuis 1889

2023 New Store Opening



PAUL - PRODUCT INNOVATIONS

depuis 1889

New Product Development



Art of Croissant 2023



PAUL X Tolak Angin 2024



Ramadan 2024

PIZZA MARZANO - MAJOR MILESTONES

Pizza Marzano Classic Express 2023



PIZZA MARZANO - PRODUCT INNOVATIONS

New Product Development



Pizza Wrap 2023



Pizza Marzano X Munik
Ramadan 2023

PIZZA MARZANO - PRODUCT INNOVATIONS

Pizza Marzano Latest Menu 2024



PIZZA MARZANO - ANNIVERSARY

Pizza Marzano 17th Anniversary



AWARDS



“ **Best Consumer
Cyclicals Sector
on the
Development
Board** ”

- CSA Award 2023 -



AWARDS

STARBUCKS®

“1st Place in Starbucks Latte Art Barista Championship”

“2nd Place in Regional Barista Championship”



AWARDS

STARBUCKS®

“**Longlife Achievement
(Food Category)**”

- LPPOM MUI Halal Award -



AWARDS



“**Best New Comer
(Food Category)**”

- LPPOM MUI Halal Award -



2023/2024 NEW STORES



STARBUCKS IR SOEKARNO, BITUNG - SULAWESI



STARBUCKS PEMATANG SIANTAR - SUMATERA UTARA



STARBUCKS AHMAD YANI - PADANG



STARBUCKS GAJAHMADA - MOJOKERTO



STARBUCKS BATU - MALANG



STARBUCKS RESERVE PIK LANDSLIDE



STARBUCKS AHMAD YANI - BANJARMASIN



STARBUCKS WOLTER MONGINSIDI



SUBWAY



GAJAH MADA - SEMARANG



IJEN - MALANG

SUBWAY LIPPO MALL - YOGYAKARTA



SUBWAY ICON BALI



GODIVA PIK AVENUE



GODIVA PAKUWON MALL - SURABAYA





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



ETHICALLY SOURCED COFFEE

99.7%* 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 19.
<https://stories.starbucks.com/uploads/2024/02/2023-Starbucks-Global-Impact-Report.pdf>

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.



EMPLOYMENT



Creating jobs and income for over 7,000 employees, as at end of March 2024.



EQUALITY



Our employees consisted of 43% Female and 57% Male, as at 31st December 2023.



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.



PINK OCTOBER CAMPAIGN

Support breast cancer awareness in collaboration with Love Pink Foundation.



“Selected products are associated with the Campaign and part of the sales will be donated to Love Pink.”

BOOK DONATIONS BY KRISPY KREME & STARBUCKS



“ In collaboration with ISCO Foundation, Sahabat Anak Foundation, and Taman Bacaan Masyarakat “Lentera Pustaka” .”

Krispy Kreme’s “Buku untuk Sahabat” project and Starbucks’ participation in “Book for the Future” collectively donated over 10,000 books.



CARE FOR ENVIRONMENT

KRISPY KREME and “Operasi Semut” cleaned the CFD area, collecting over 18,000 kg of waste and distributing doughnuts to walkers and runners (Mar’24).



CARE FOR ENVIRONMENT

COLD STONE teamed up with Bumi Kita for a beach clean-up at Legian Beach, Bali (Mar'24).



VOLUNTARY WORKS WITH HABITAT FOR HUMANITY

In 2023, our employees built
5 temporary shelters and
9 sanitation systems for
Cianjur earthquake refugees.



HUMANITARIAN AID FOR GAZA

- **17th May 2024:**

During Starbucks' 22nd anniversary, The Starbucks Foundation and Starbucks Indonesia announce a joint donation of IDR 5 billion in humanitarian aid for Gaza.

- The aid was provided to the World Central Kitchen, which will provide >100 thousand meals in Gaza.



THANK
YOU

