

PUBLIC EXPOSE

MBA
PT MAP BOGA ADIPERKASA TBK

Presentation by:
Anthony Mc Evoy (President Director)

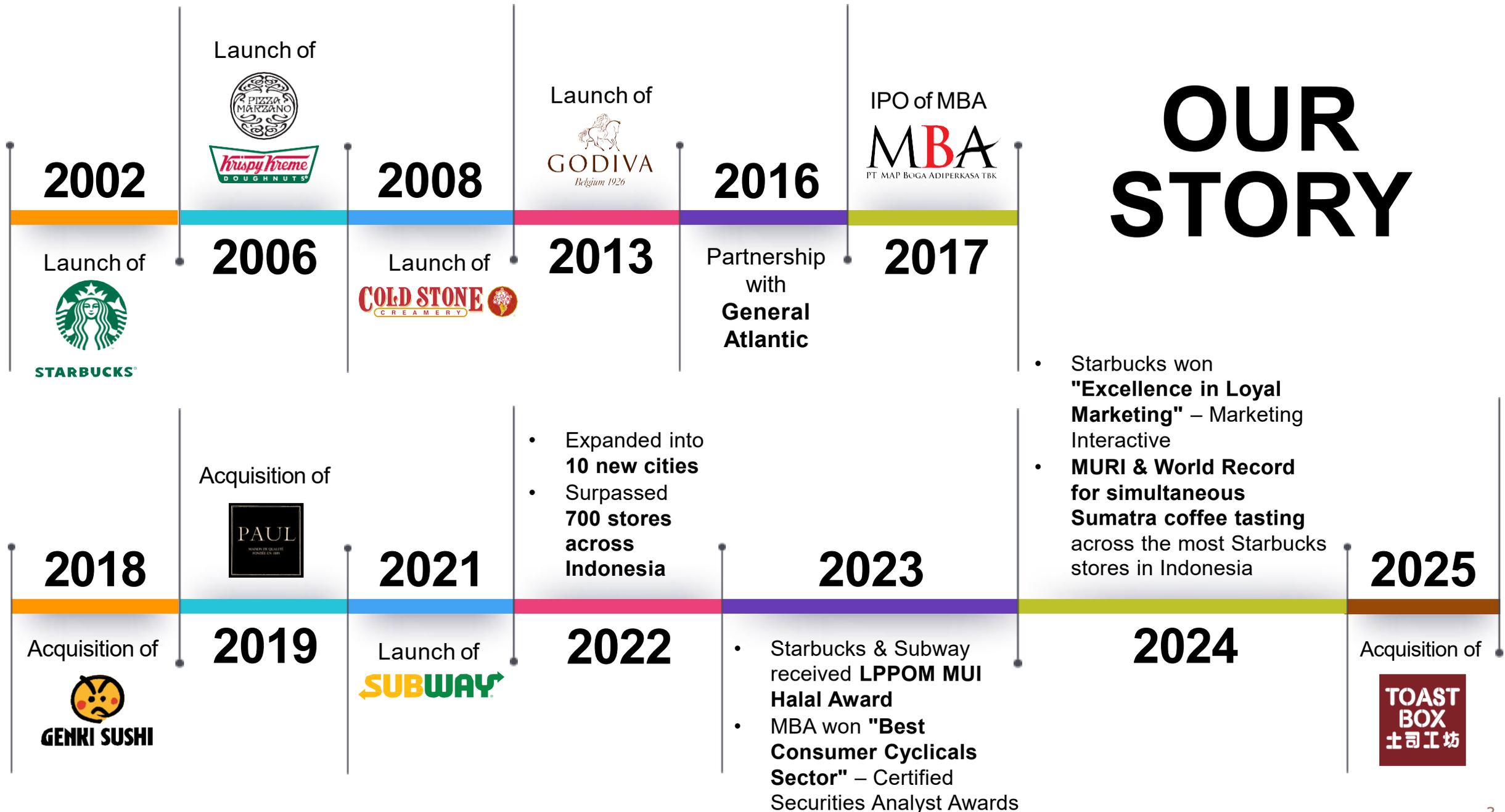
Jakarta, June 30th, 2025



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OUR STORY



MBA OVERVIEW (Q1 2025)

843

RETAIL STORES

8

PREMIUM
F&B BRANDS

7,090

EMPLOYEES

61

CITIES

LISTED ON
INDONESIA
STOCK
EXCHANGE

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



STARBUCKS®

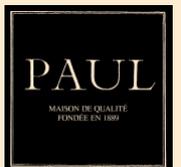


TOAST BOX *

*Acquired in April 2025



GENKI SUSHI





STARBUCKS

595 stores



114 stores



39 stores



GENKI SUSHI

27 stores



22 stores



PAUL

24 stores



15 stores



GODIVA
Belgium 1926

7 stores

TOTAL

843 stores

MBA OVERVIEW (Q1 2025)





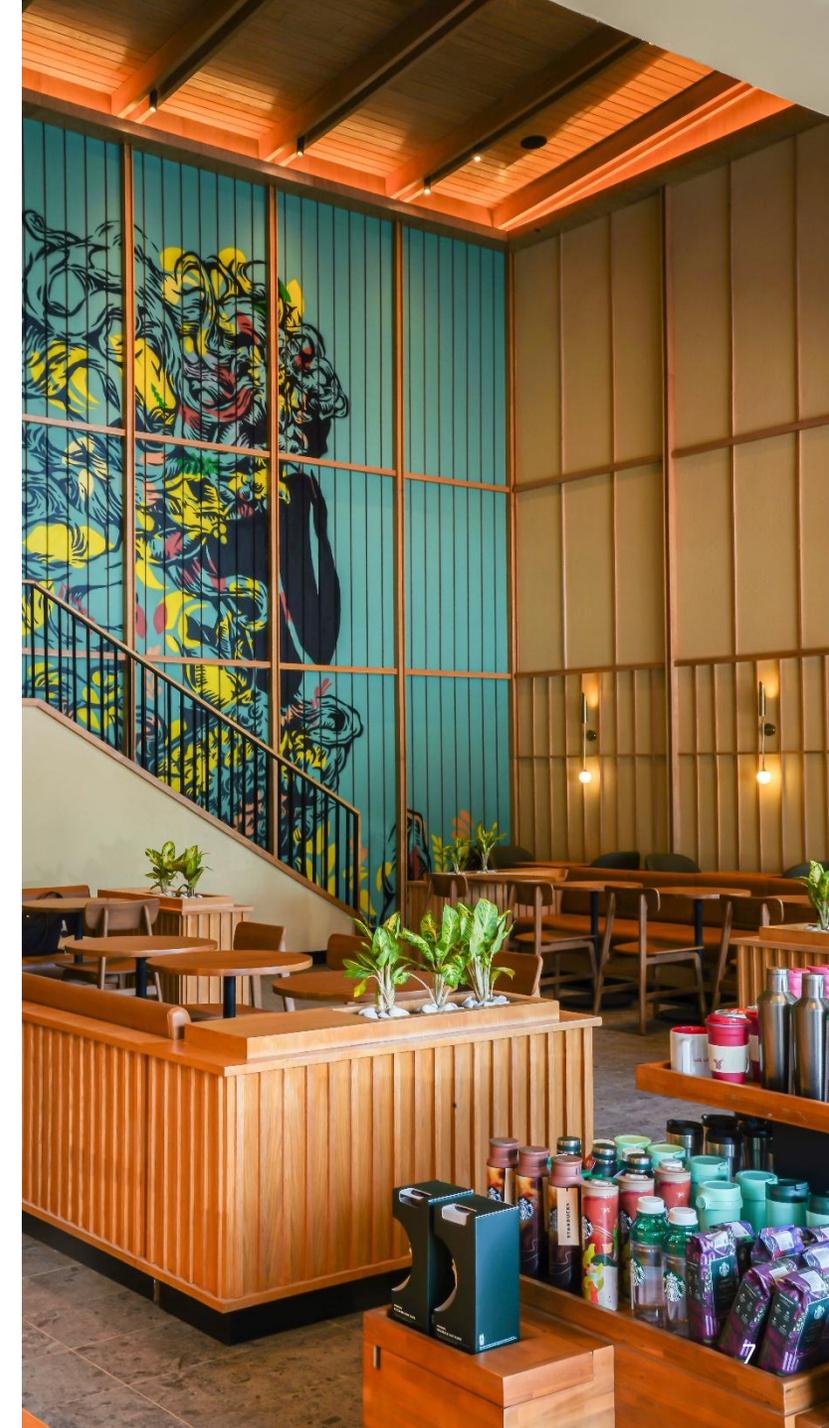
OUR STRATEGIES

SCULPTING THE FUTURE

Prudent Expansion

Selective Growth for Sustainable Profitability

- Focus on high-traffic locations
- Store format innovation: kiosk, drive thru, flagship
- Data-driven location and format decisions
- Hyper-selective rollout aligned with brand potential





Enhance Efficiencies

- **Healthy stores portfolio**
- **Optimized inventory**
- **Lean cost management**
- **Workforce aligned to business needs**

Focus on Customer Experience

Execute Digital Change

Enhancing Customer Engagement and Operational Agility

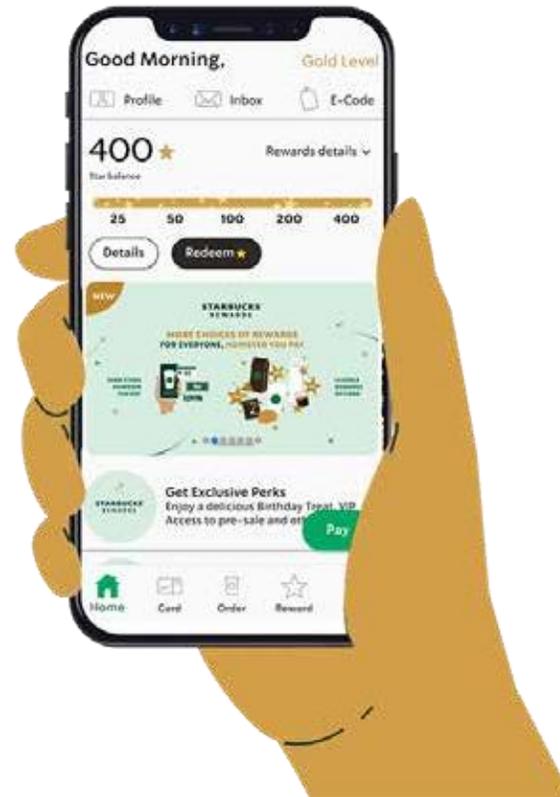
**STARBUCKS®
REWARDS**

One Data

- Real-time targeted & Personalized Promotions

- Insight-driven products

- Digital wallet



 **MAP CLUB**

Leverage MAP CLUB

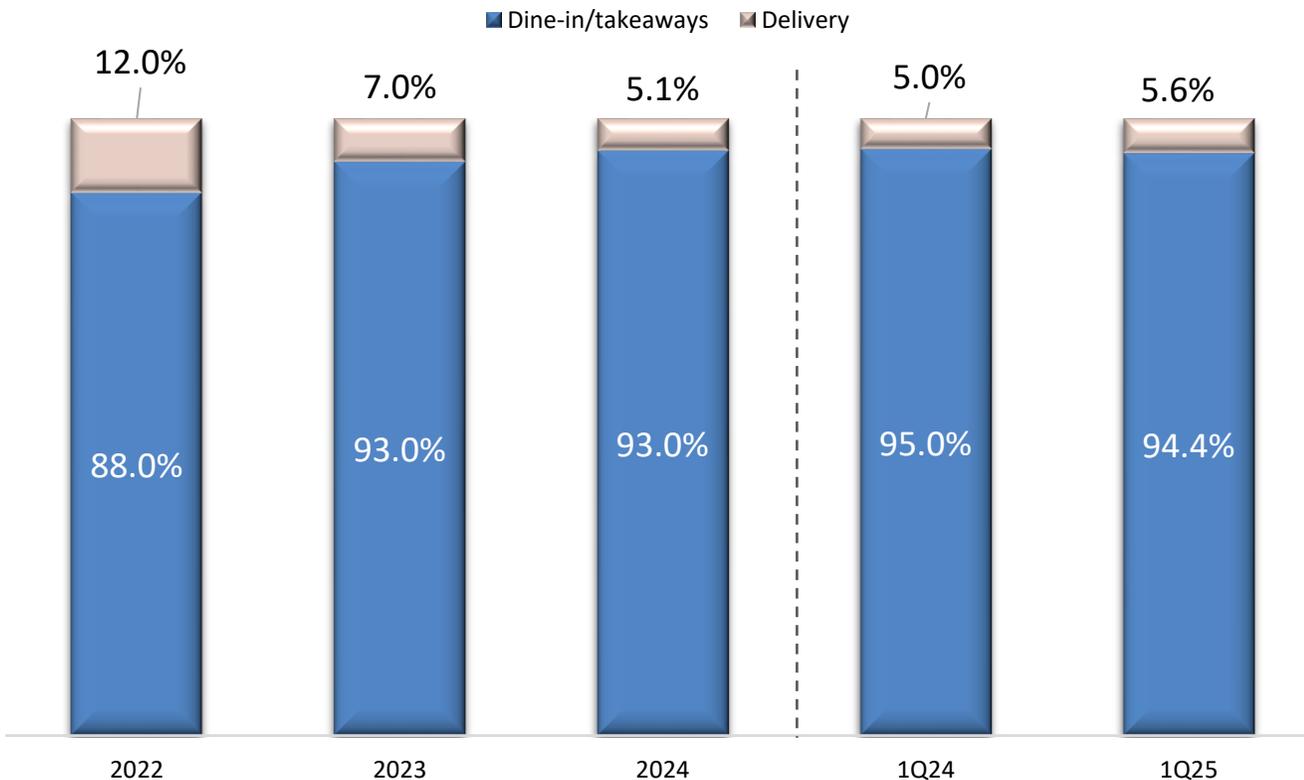
- Expanding digital convenience
- Focus on converting occasional users to habitual customers

Focus on Customer Experience

UNIFYING RETAIL EXPERIENCE 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.

Dine-in/takeaways vs Online Delivery



Working closely with delivery aggregators to create a seamless customer experience

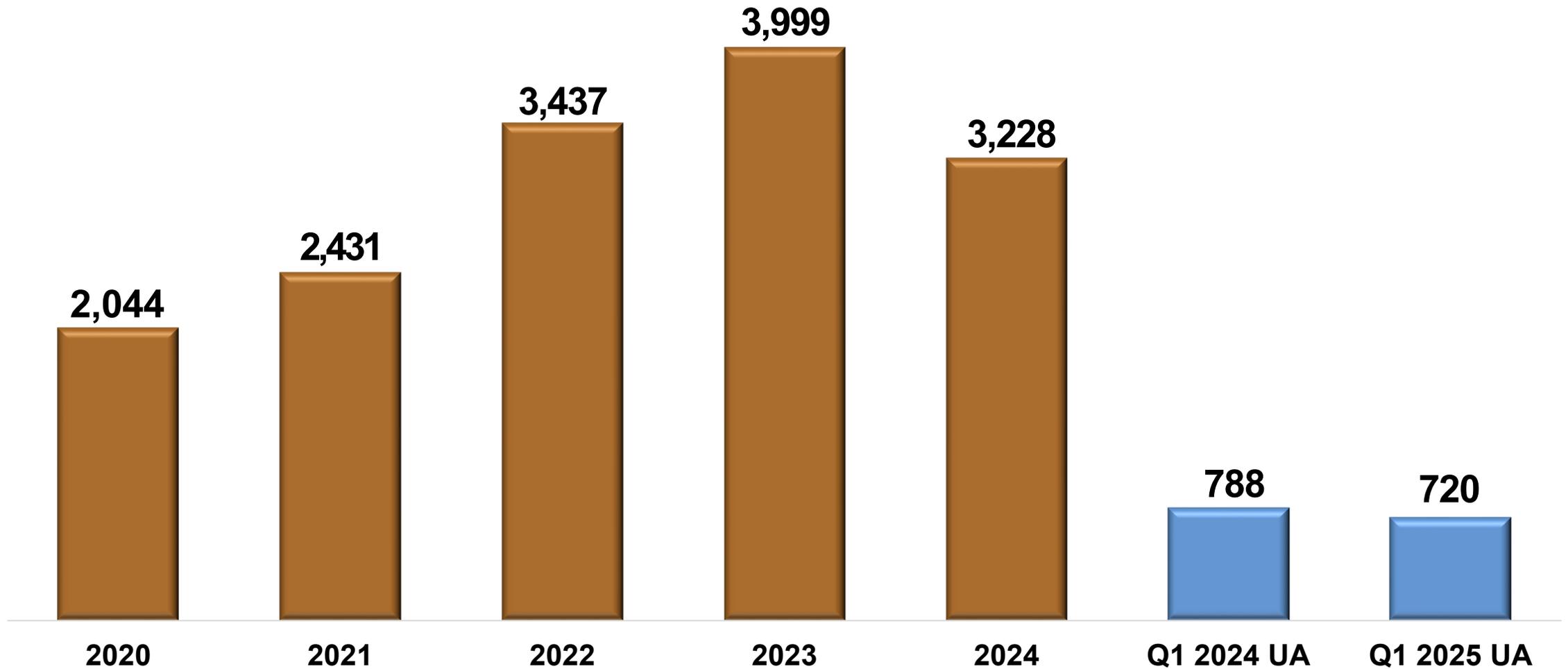
FY2024/Q12025 FINANCIAL HIGHLIGHTS



CONSOLIDATED INCOME STATEMENT

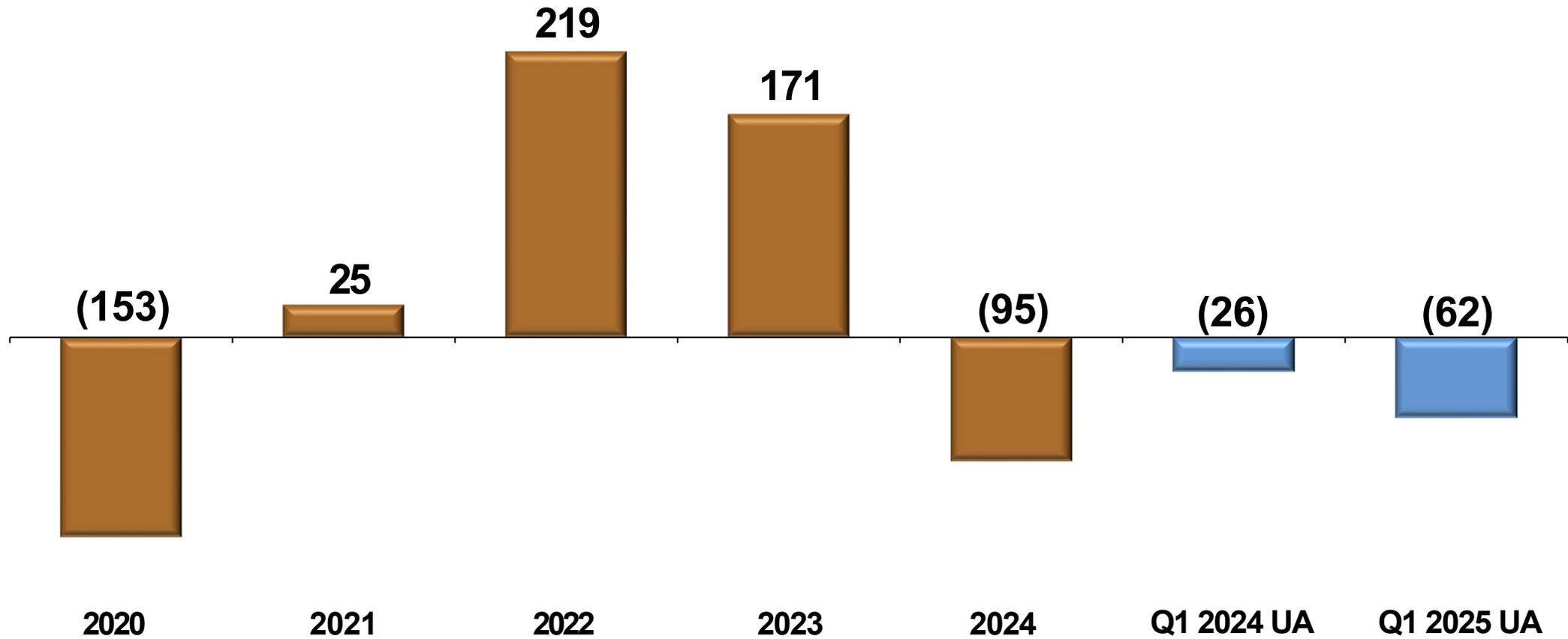
Consolidated (in Billion Rupiah)	Unaudited		Audited	
	Q1 2025	Q1 2024	2024	2023
Net Sales	720	788	3,228	3,999
% growth	-8.6%	-17.7%	-19.3%	16.4%
Gross Profit	502	550	2,252	2,760
%margin	69.7%	69.8%	69.8%	69.0%
%growth	-8.7%	-15.8%	-18.4%	17.4%
EBIT	(62)	(26)	(95)	171
%margin	-8.6%	-3.3%	-2.9%	4.3%
%growth	-138.5%	-182.2%	-155.6%	-21.7%
EBITDA	77	125	496	751
%margin	10.7%	15.9%	15.4%	18.8%
%growth	-38.4%	-24.3%	-34.0%	3.0%
Net Profit (Loss)	(53)	(22)	(146)	105
%margin	-7.4%	-2.8%	-4.5%	2.6%
%growth	-140.9%	-262.9%	-239%	-22.7%

NET SALES



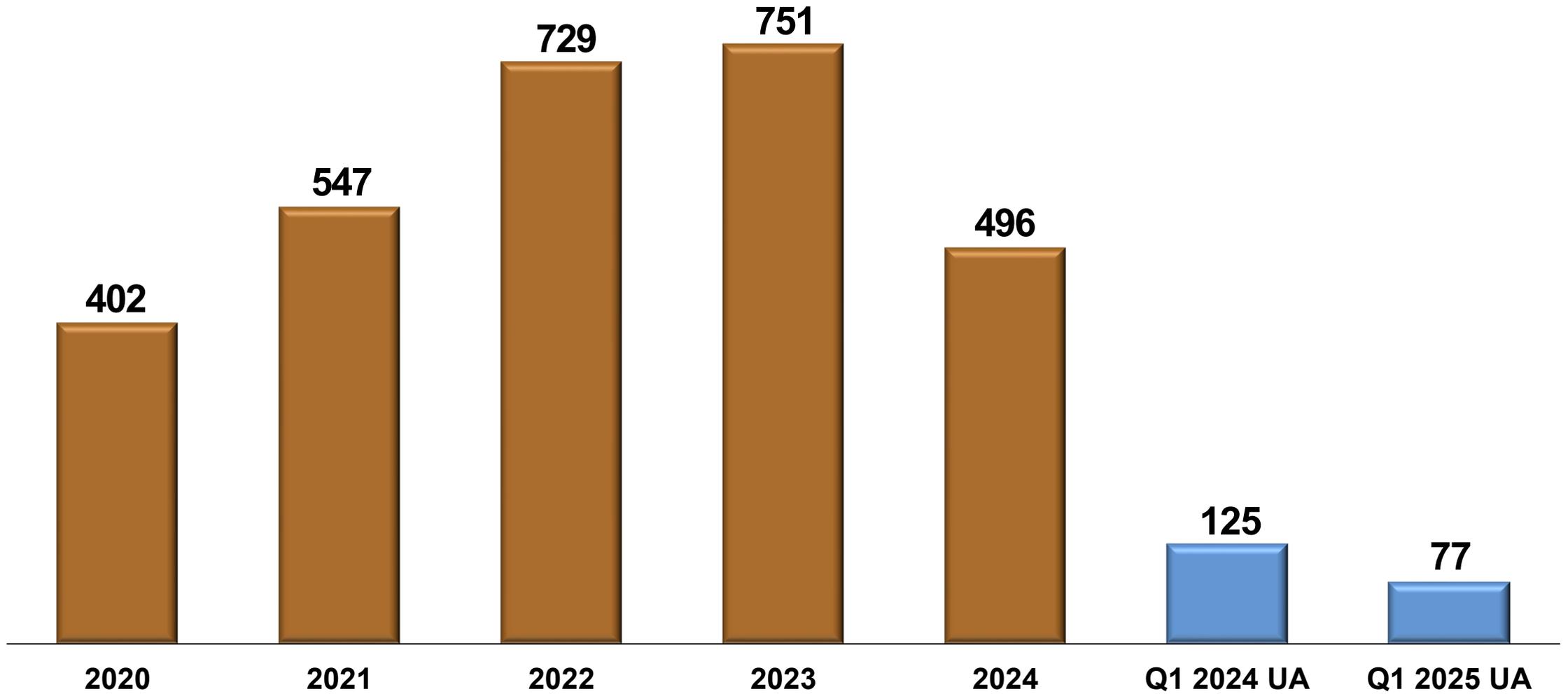
Presented in Billion Rupiah.

EBIT



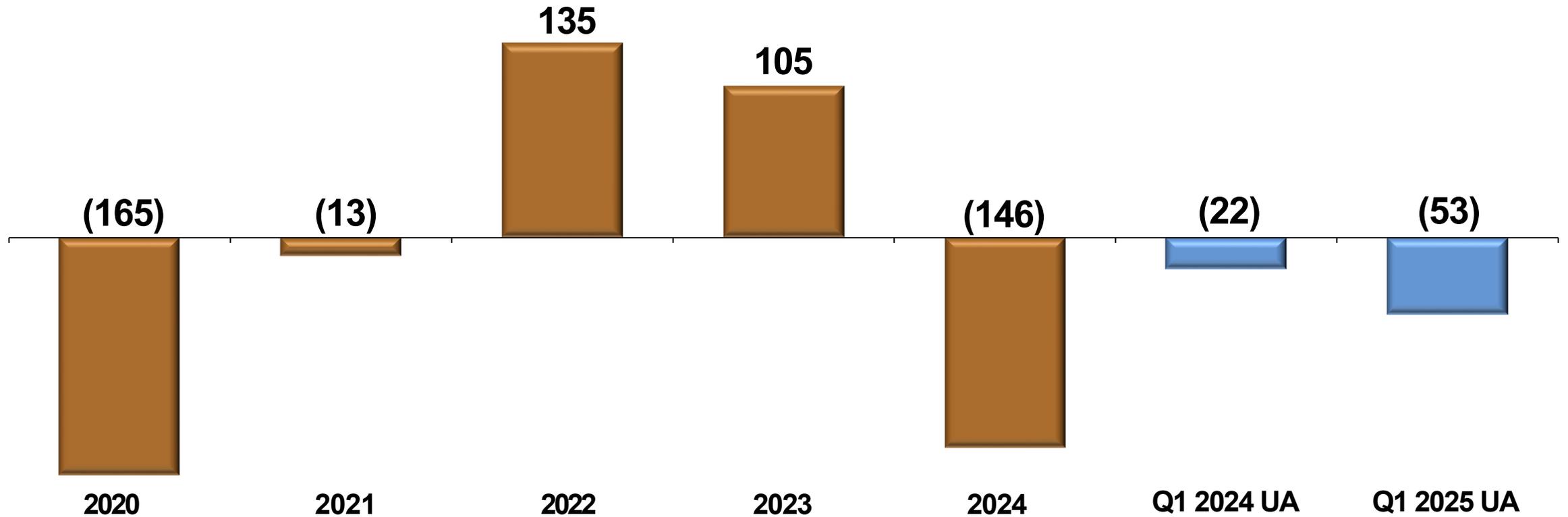
Presented in Billion Rupiah.

EBITDA



Presented in Billion Rupiah.

NET INCOME (LOSS)



Presented in Billion Rupiah.

BALANCE SHEET

(in Billion Rupiah)	Unaudited	Audited	
	Q1 2025	FY 2024	FY 2023
<u>ASSETS</u>			
Cash and Cash Equivalent	384	469	541
Account Receivables	58	60	69
Inventories	133	136	193
Property and Equipment - Net	1,306	1,327	1,495
Right-of-use-assets-net	653	667	676
Other Assets	341	306	271
Total Assets	2,875	2,965	3,245
<u>LIABILITIES AND EQUITY</u>			
Account Payables	552	539	630
Lease Liabilities	495	511	525
Others	334	368	403
Total Liabilities	1,381	1,418	1,558
Total Equity	1,494	1,547	1,687

2024/2025 MARKETING & OPERATIONAL HIGHLIGHTS



STARBUCKS® - NEW STORES



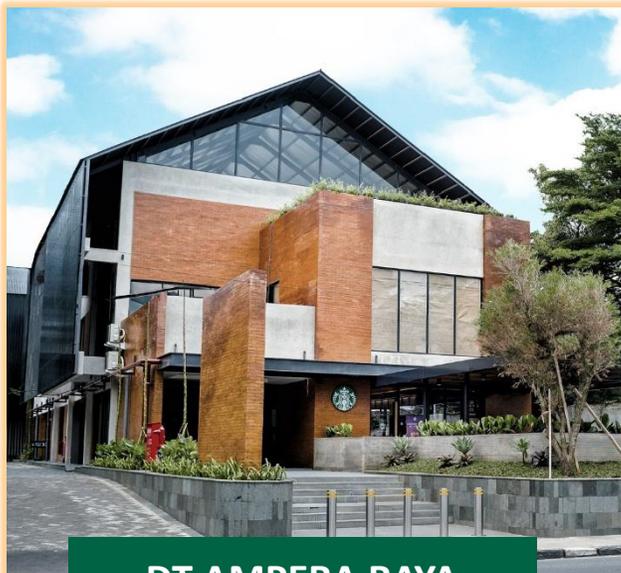
TERMINAL 3 INTERNATIONAL
AIRSIDE GATE 5



SOUTH KUTA MANDALIKA LOMBOK



LIPPO MALL NUSANTARA



DT AMPERA RAYA



JAKARTA PREMIUM OUTLET ALAM SUTERA



DT KM 725A MOJOKERTO - SURABAYA

STARBUCKS® - ANNIVERSARY

Starbucks Indonesia's 23rd Anniversary Campaign



- Special Starbucks Indonesia's 23rd Anniversary merchandise and beverage
- 14K Blind Box Plush sold out from Starbucks Rewards

STARBUCKS® - MAJOR CAMPAIGN

'Green Up Your Day' Campaign



- > 1K Runners, Ticket Sold out 3 Days.
- IG 1.1M reach & 600K KOL's reach

STARBUCKS® - PRODUCT INNOVATIONS

UBE - Session





**YOUR NEW
UBE-SESSION**

Rich espresso meets nutty ube and crunchy sugar-glazed pecans.

NEW Iced Crunchy Ube Oatmilk Macchiato

NEW Crunchy Ube Oatmilk Espresso Affogato-style Frappuccino®



Planet-Based Menu



**EARTH-FRIENDLY
EATS**

Plant-Based Brioche Sloppy Joe

Vegan Blueberry Cheesecake Parfait

**GREEN
REBEL**

Plant-Based Beev Truffle Penne

SUBWAY® - NEW STORES



LIPPO MALL NUSANTARA



TERMINAL 3 AIRSIDE



ICON BALI



MARGO CITY DEPOK



GRAND INDONESIA

SUBWAY® - PRODUCT INNOVATIONS

Ramadan Menu: Beef Pastrami



Captain Fish

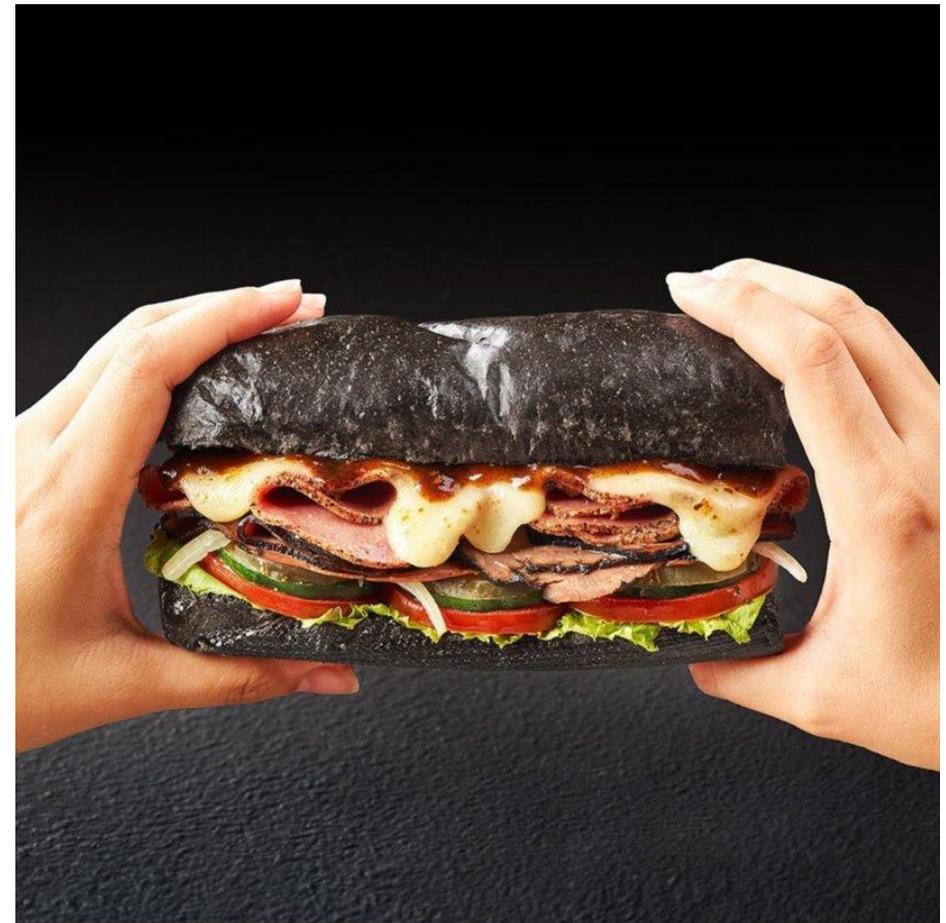


SUBWAY - PRODUCT INNOVATIONS

Local Taste: Tuna Sambal Roa



Subway Black Edition
(1st in The World)



SUBWAY - PRODUCT INNOVATIONS

3rd Anniversary Celebration
Cheesy Beef



Taste of Thailand
(Subway Thai Shrimp)



GODIVA - NEW STORE

Belgium 1926

New Store: GRAND INDONESIA



GODIVA - PRODUCT INNOVATIONS

Belgium 1926

New Product Development



GODIVA - MAJOR COLLABORATION

Belgium 1926



A promotional image for a Valentine's afternoon tea collaboration between Godiva and the Marriott Resort Lampung. The image shows a three-tiered silver serving stand on a marble table, filled with various Godiva chocolates, pastries, scones, and coffee. The background is a deep red wall. Logos for Godiva and Marriott Resort Lampung are visible in the top left corner.

A Taste Of Love
Valentine Afternoon Tea with Godiva

IDR 400K Net
per couple

Include 3 Godiva Chocolate
3 Savories | 2 Sweets
2 Scones
Artisan Tea or Coffee

Available
Throughout
FEBRUARY
2025

+62 851-2108-9388
www.lampungmarriott.com

Godiva x Lampung Marriott



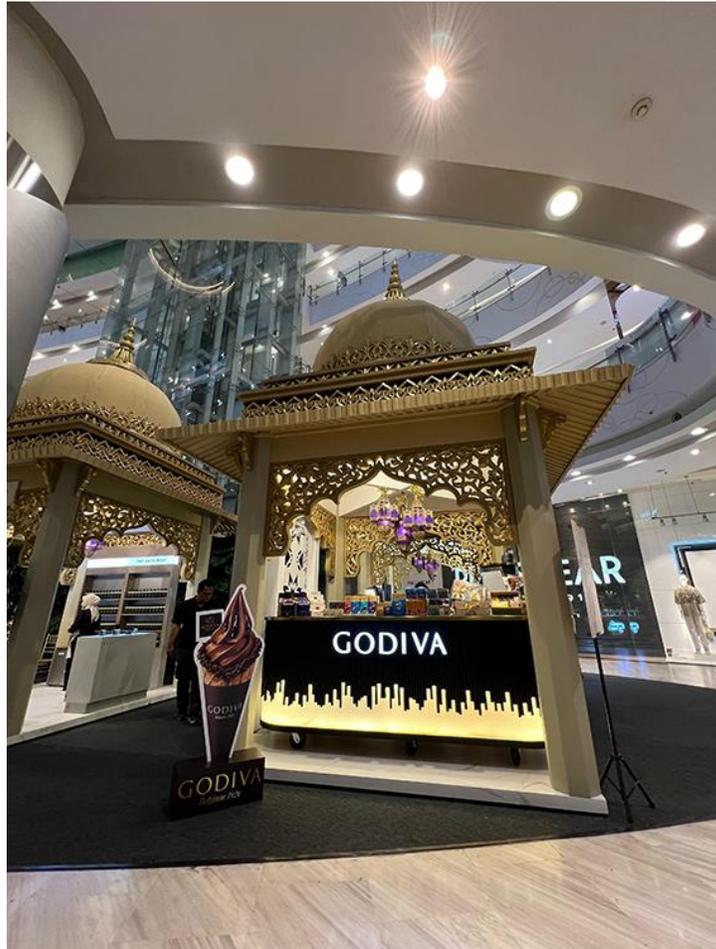
Godiva x Westin



GODIVA - POP UP STORE

Belgium 1926

Central Park Booth



New Product Development



Rocher Creations
(Cruncky Peanut, Hazelnut)



Moon Cake Series



Kids Themed Cake

COLD STONE CREAMERY - MAJOR COLLABORATION

Cold Stone X Outside



COLD STONE CREAMERY - MAJOR COLLABORATION

Cold Stone X Teazzi

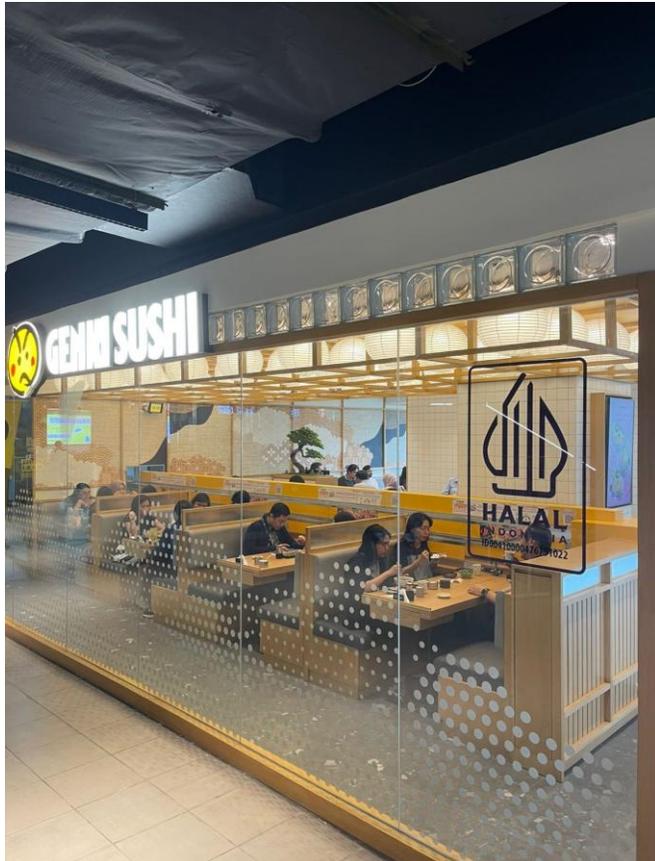
Cold Stone X Despicable Me 4





- NEW STORE

New Store: LIPPO MALL NUSANTARA



- BRAND CAMPAIGN

New Activation



Family of the Month



Sushi Class



- PRODUCT INNOVATIONS

New Product Development

Krispy Kreme X
Ferrero Rocher



Krispy Kreme X Marjan
Ramadan 2024



Krispy Kreme X Ovaltine



New Products Development



Flat Croissant



PAUL X Tolak Angin 2024

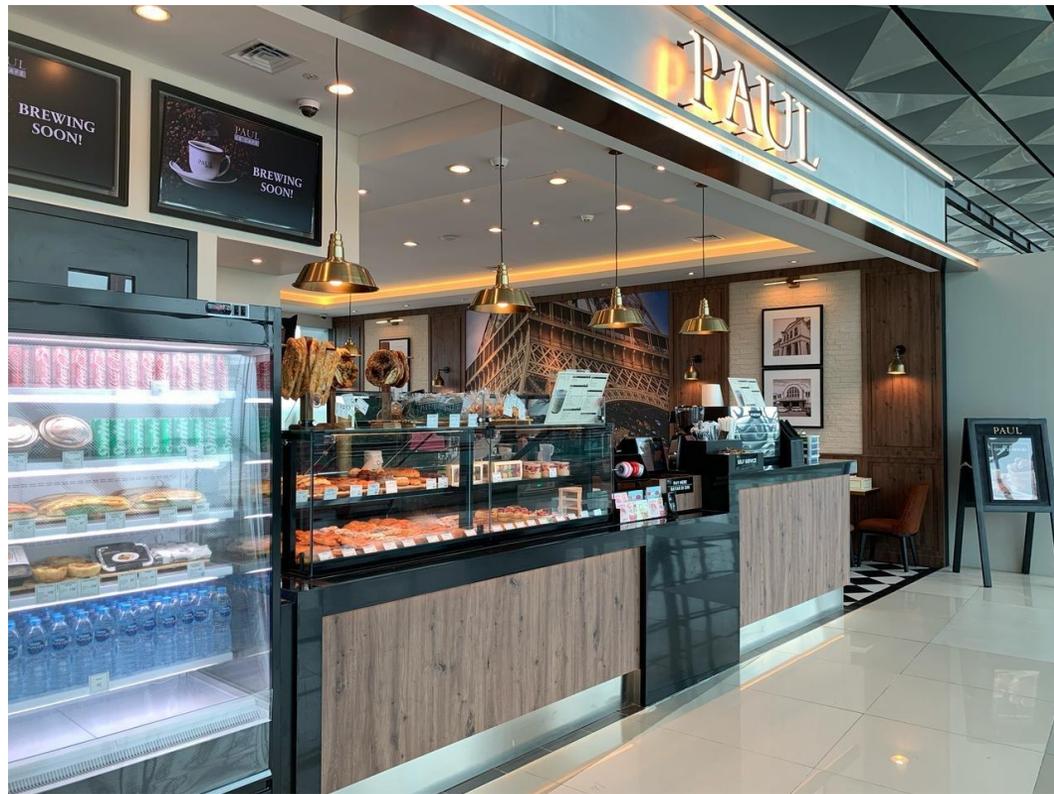


Ramadan 2024

PAUL - NEW STORE

depuis 1889

New Store: TERMINAL 3 AIRSIDE



PIZZA MARZANO - NEW STORE

New Store: LIPPO MALL NUSANTARA (March 2025)



PIZZA MARZANO - PRODUCT INNOVATIONS

June 2025 – Product Innovations

MAINS



PANUOZZO



19 new menu on our 19th Anniversary as well as menu book design revamp

TOAST BOX - BRAND ACQUISITION

Acquired Toast Box in April 2025

TOAST
BOX
土司工坊



AWARDS

STARBUCKS®

“Simultaneous Sumatra
Coffee Tasting at the
Most Outlets”

- Indonesia World Record Museum -
2024



AWARDS

STARBUCKS®

“Indonesia Brand Communication Excellence (Digital Brand Campaign, Digital Campaign, and Integrated Brand Campaign category)”

- MIX Marketing & Communication Magazine - 2024



AWARDS

STARBUCKS®

“ Indonesia Best Employer Brand Award ”

- Employer Branding Award -
2024



AWARDS

STARBUCKS®

“ Marketing Excellence Award ”

- Marketing-Interactive.com -
2024



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



ETHICALLY SOURCED COFFEE

99.75%* 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 2025.



EQUALITY



Our employees consisted of 43% Female and 57% Male, as at 31st December 2024.



EQUALITY

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



BOOK DONATIONS BY KRISPY KREME & STARBUCKS



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

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



CARE FOR ENVIRONMENT

COLD STONE beach clean-up
at Kuta Beach, Bali.



TURNING TOTE BAGS INTO ALTERNATIVE FUEL



- Invites customers to trade unused tote bags for Pizza Marzano vouchers
- Bags are upcycled into alternative fuel by JangJo

VOLUNTARY WORKS WITH HABITAT FOR HUMANITY

The Company encourage our employee to actively participates in our NGO partner activities.



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**

