

# PUBLIC EXPOSE

**MBA**  
PT MAP BOGA ADIPERKASA TBK

Presentation by:  
**Anthony Mc Evoy** (President Director)

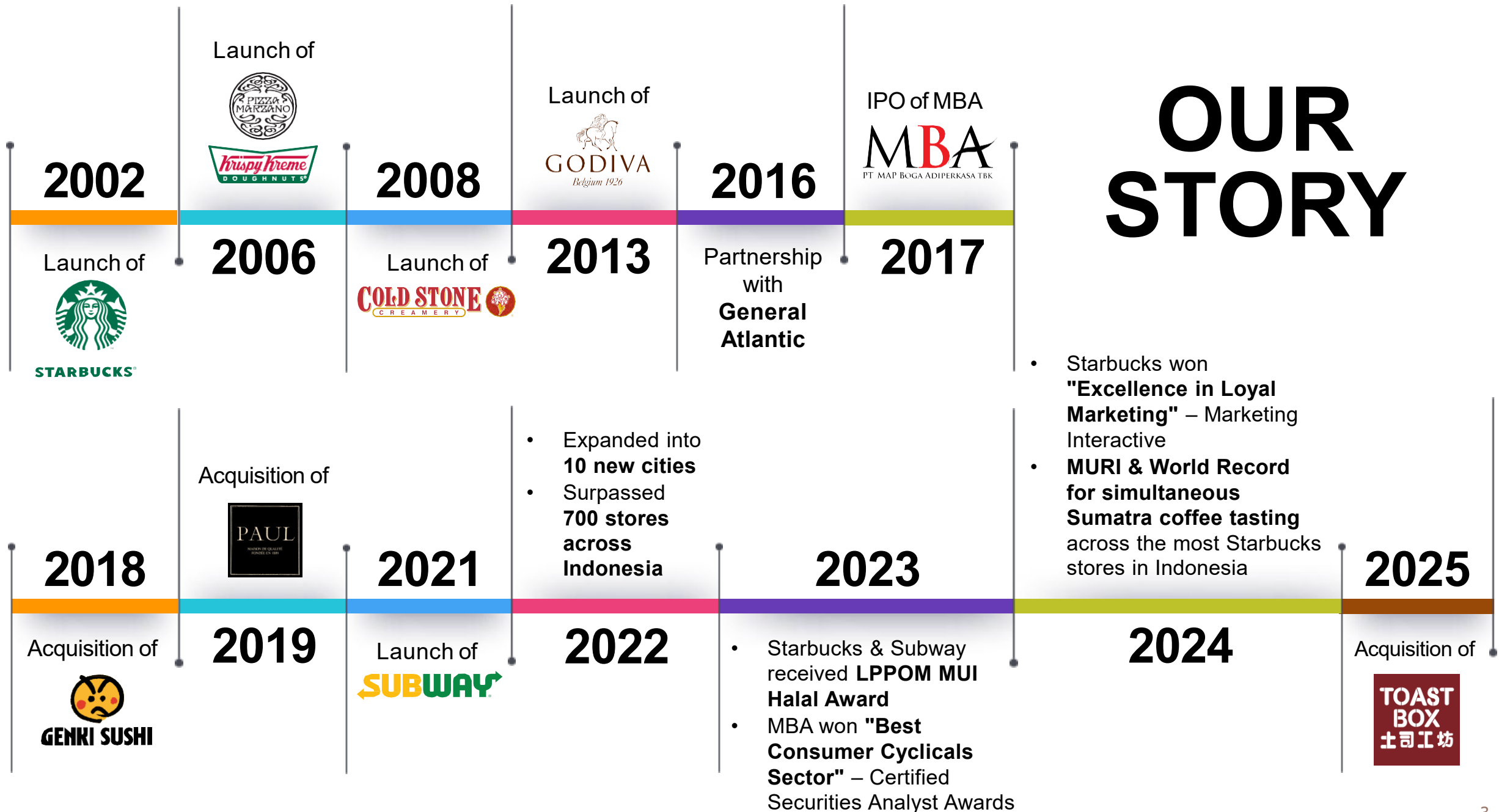
Jakarta, June 30th, 2025



# TABLE OF CONTENTS

- **Our Story**
- **MBA Overview**
- **Our Strategies**
- **FY2024/Q12025 Financial Highlights**
- **2024/2025 Marketing & Operation Highlights**
- **ESG / Sustainability Initiatives**

# 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®



COLD STONE  
CREAMERY



SUBWAY®

TOAST BOX \*

\*Acquired in April 2025



GENKI SUSHI







STARBUCKS®



GENKI SUSHI



PAUL



GODIVA  
Belgium 1926

**TOTAL**

**595** stores

**114** stores

**39** stores

**27** stores

**22** stores

**24** stores

**15** stores

**7** stores

**843** stores

# MBA OVERVIEW

## (Q1 2025)





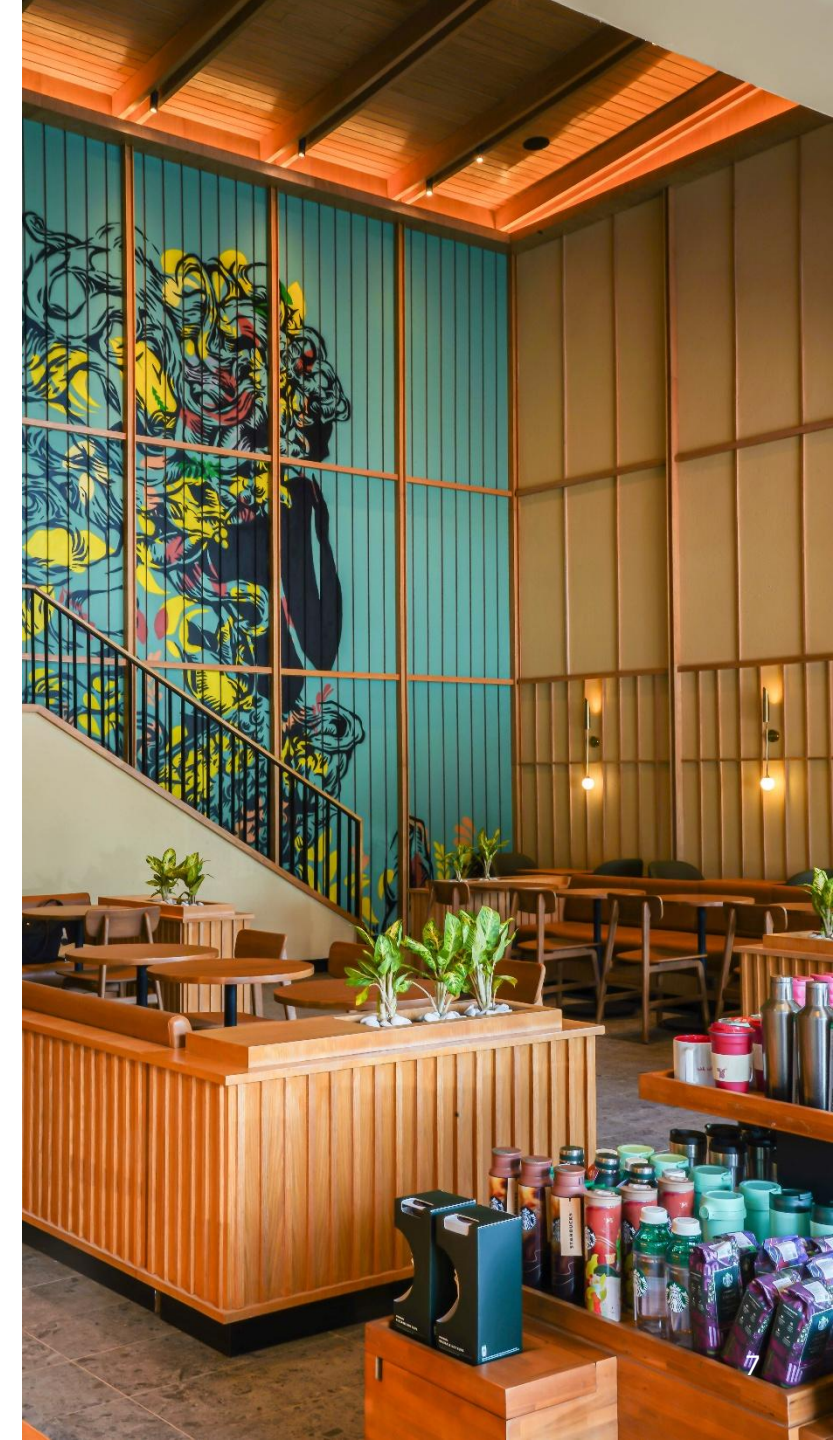
# OUR STRATEGIES SCULPTING THE FUTURE



# 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

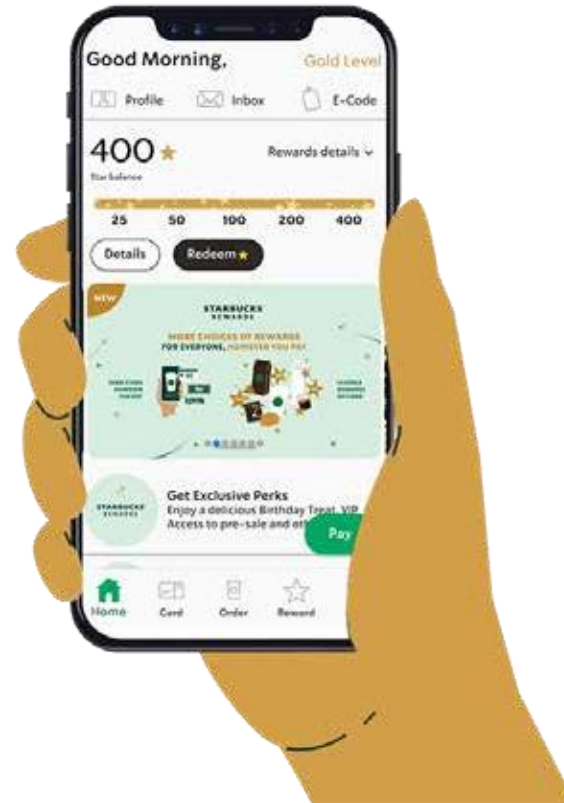
**STARBUCKS®  
REWARDS**

### One Data

- Real-time targeted & Personalized Promotions

- Insight-driven products

- Digital wallet



### Leverage MAPCLUB

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

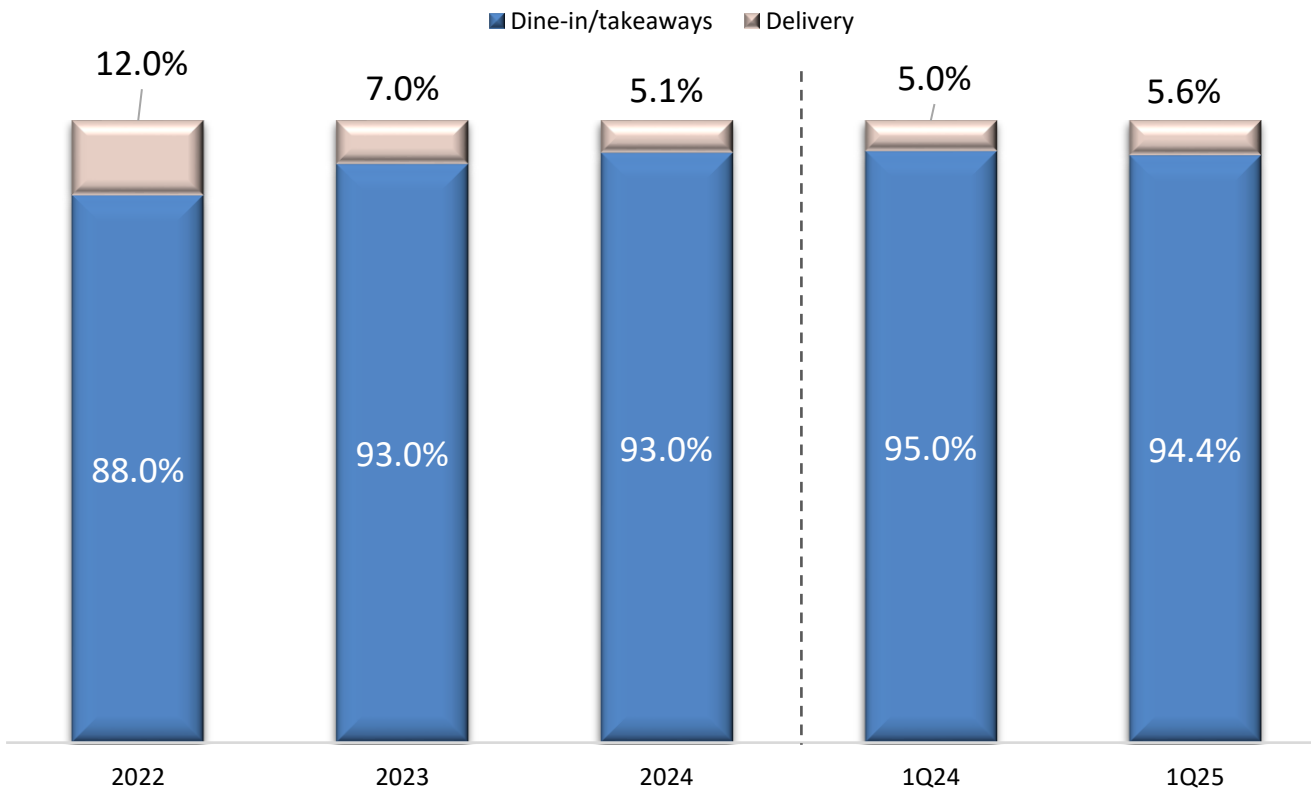


# Focus on Customer Experience

## 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

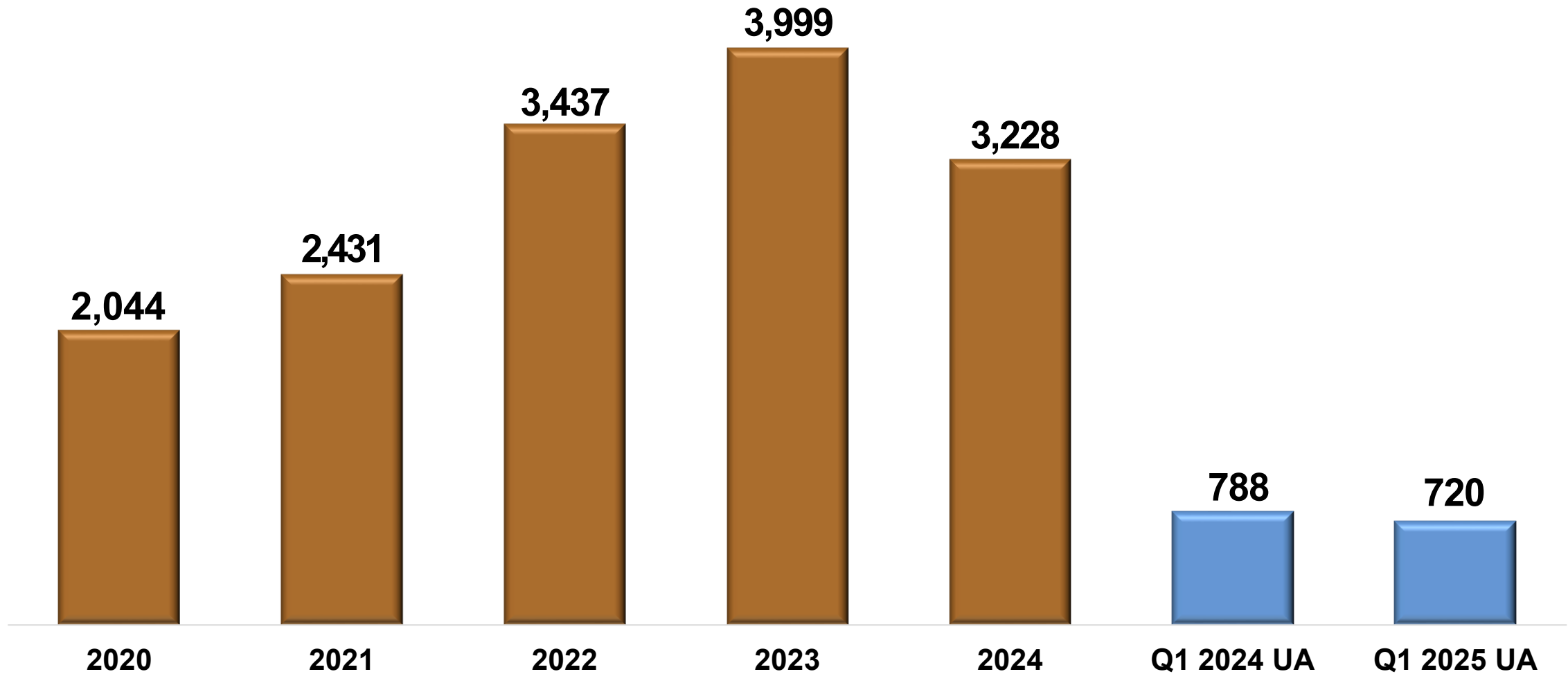
# FY2024/Q12025 FINANCIAL HIGHLIGHTS



# CONSOLIDATED INCOME STATEMENT

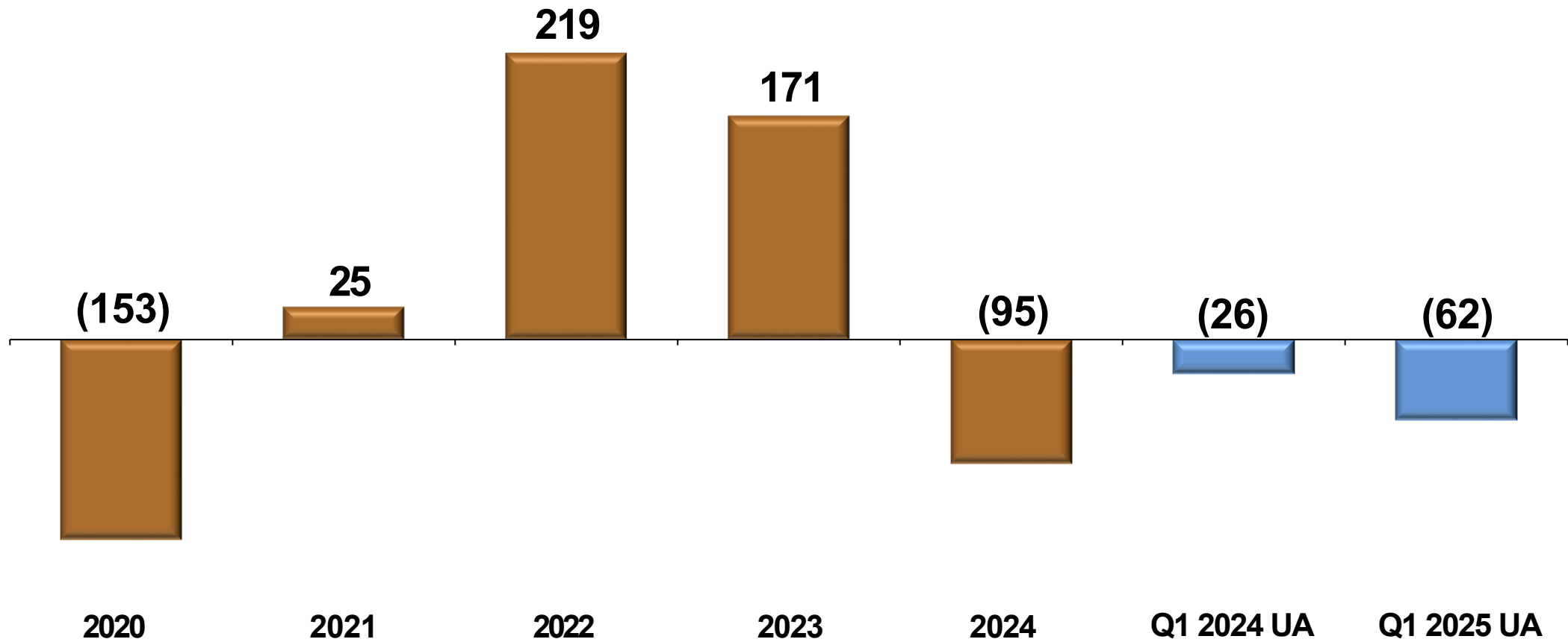
Consolidated	Unaudited		Audited	
(in Billion Rupiah)	Q1 2025	Q1 2024	2024	2023
<b>Net Sales</b>	<b>720</b>	<b>788</b>	<b>3,228</b>	<b>3,999</b>
% growth	-8.6%	-17.7%	-19.3%	16.4%
<b>Gross Profit</b>	<b>502</b>	<b>550</b>	<b>2,252</b>	<b>2,760</b>
%margin	69.7%	69.8%	69.8%	69.0%
%growth	-8.7%	-15.8%	-18.4%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

# NET SALES



*Presented in Billion Rupiah.*

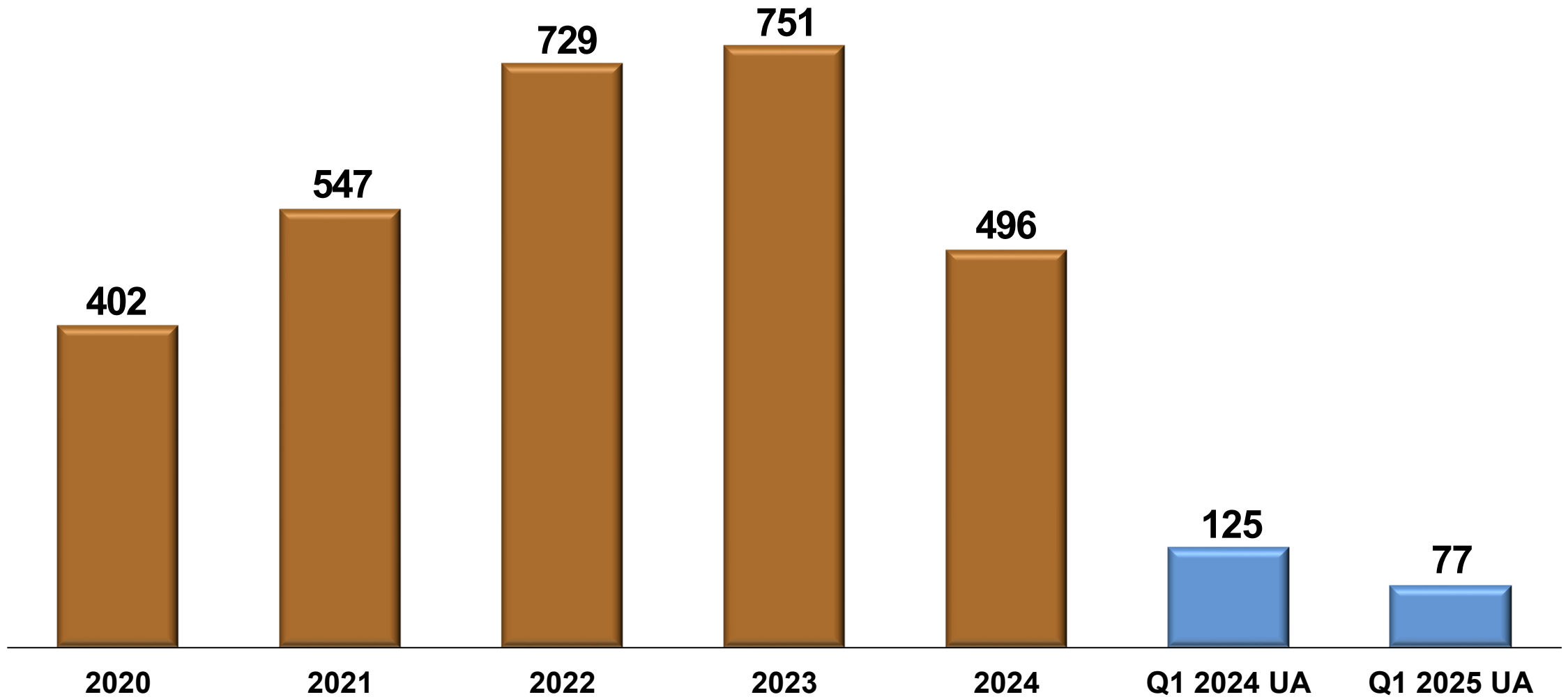
# EBIT



*Presented in Billion Rupiah.*

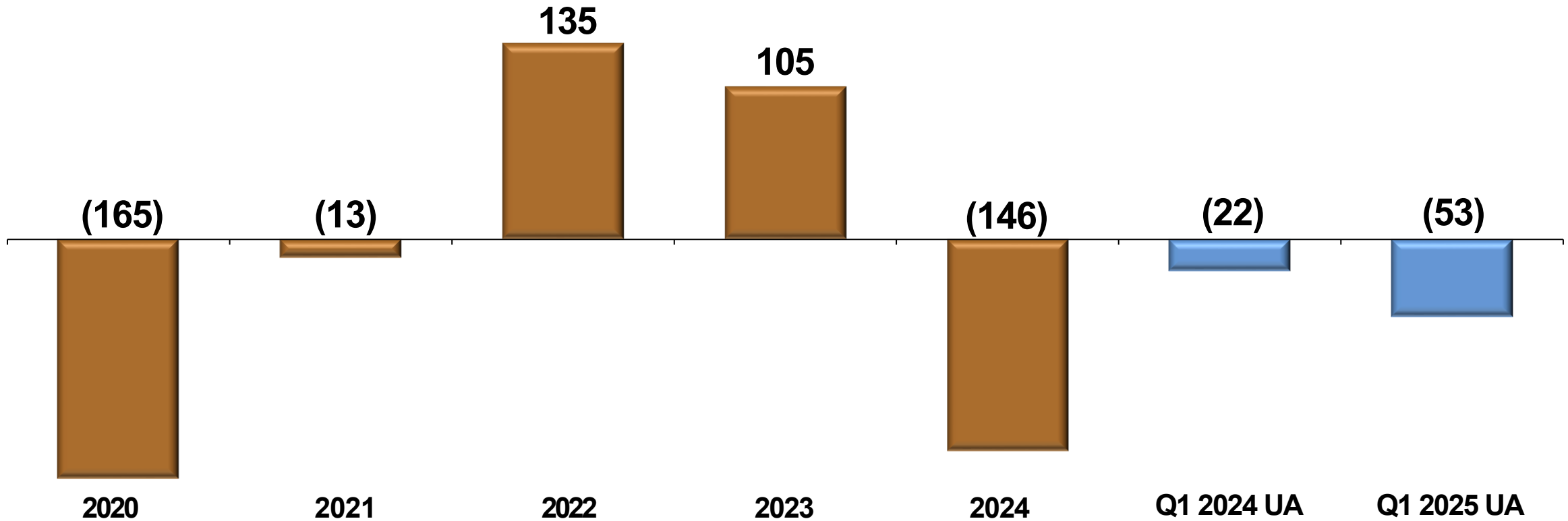


# EBITDA



*Presented in Billion Rupiah.*

# NET INCOME (LOSS)



*Presented in Billion Rupiah.*

# BALANCE SHEET

(in Billion Rupiah)	Unaudited	Audited	
	Q1 2025	FY 2024	FY 2023
<b><u>ASSETS</u></b>			
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
<b>Total Assets</b>	<b>2,875</b>	<b>2,965</b>	<b>3,245</b>
<b><u>LIABILITIES AND EQUITY</u></b>			
Account Payables	552	539	630
Lease Liabilities	495	511	525
Others	334	368	403
<b>Total Liabilities</b>	<b>1,381</b>	<b>1,418</b>	<b>1,558</b>
<b>Total Equity</b>	<b>1,494</b>	<b>1,547</b>	<b>1,687</b>

# 2024/2025 MARKETING & OPERATIONAL HIGHLIGHTS





# STARBUCKS® - NEW STORES



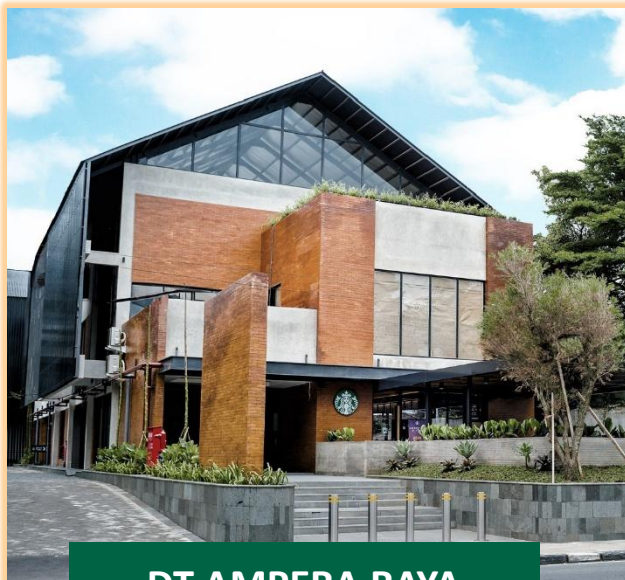
TERMINAL 3 INTERNATIONAL  
AIRSIDE GATE 5



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 23<sup>rd</sup> 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



## Planet-Based Menu





# 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



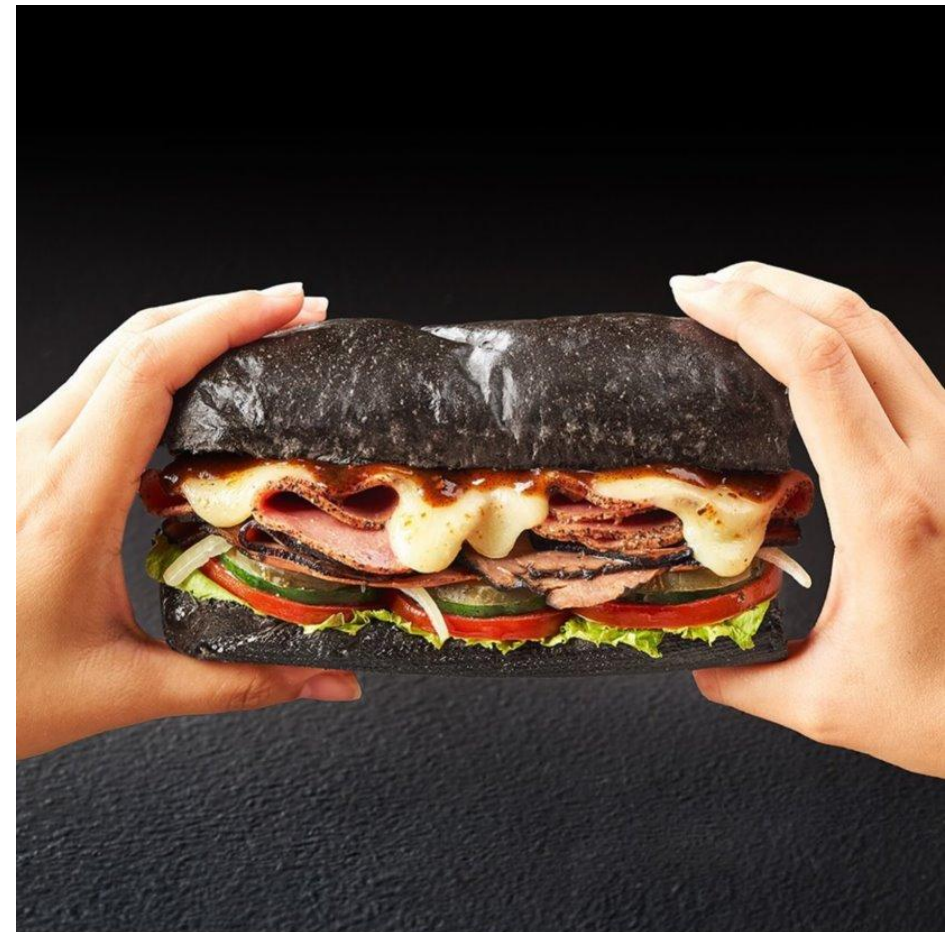


# SUBWAY® - PRODUCT INNOVATIONS

Local Taste: Tuna Sambal Roa



Subway Black Edition  
(1<sup>st</sup> in The World)





# SUBWAY® - PRODUCT INNOVATIONS

## 3<sup>rd</sup> 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 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](http://www.lampungmarriott.com)

**Godiva x Lampung Marriott**



**Godiva x Westin**





# GODIVA - POP UP STORE

*Belgium 1926*

## Central Park Booth



# COLD STONE CREAMERY - PRODUCT INNOVATIONS

## New Product Development



**Rocher Creations**  
(Crunchy 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**



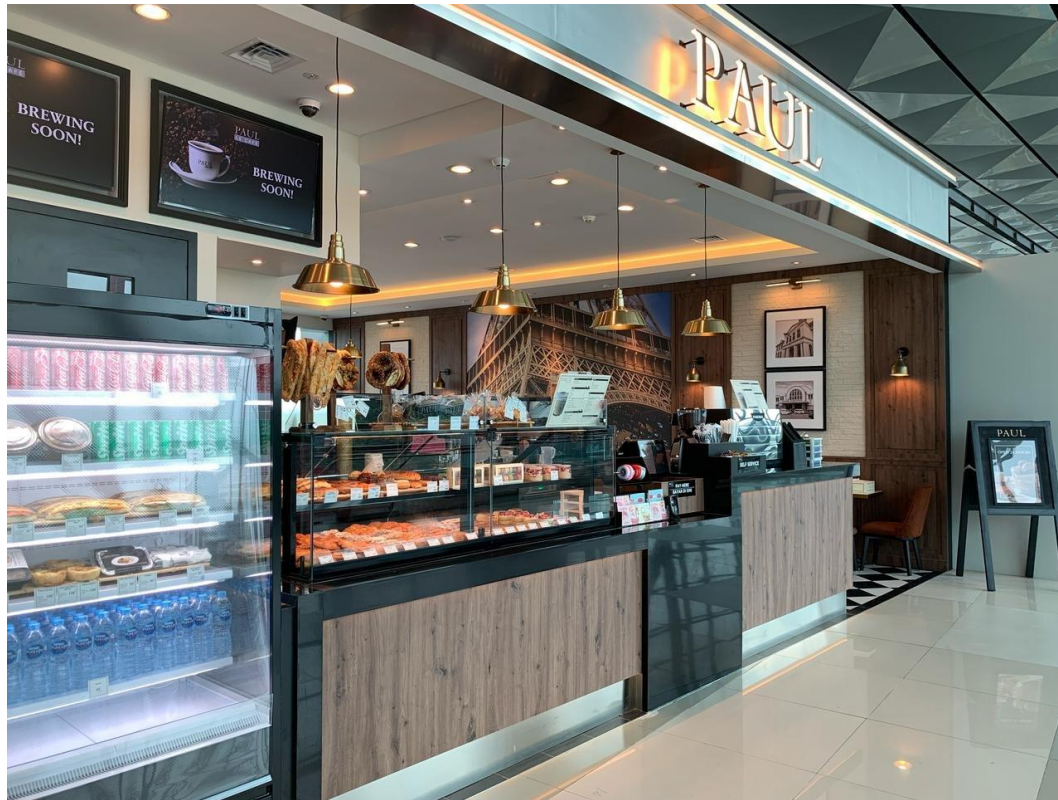
**Ramadan 2024**



# 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



**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”

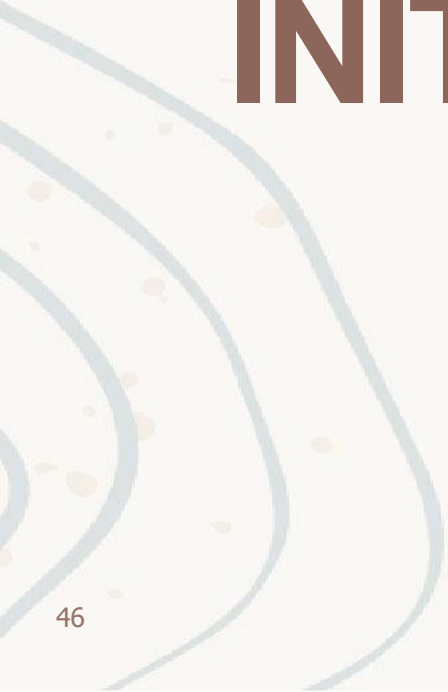
- Marketing-Interactive.com -  
2024







# 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 31<sup>st</sup> December 2024.





# EQUALITY

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





# BOOK DONATIONS BY KRISPY KREME & STARBUCKS



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

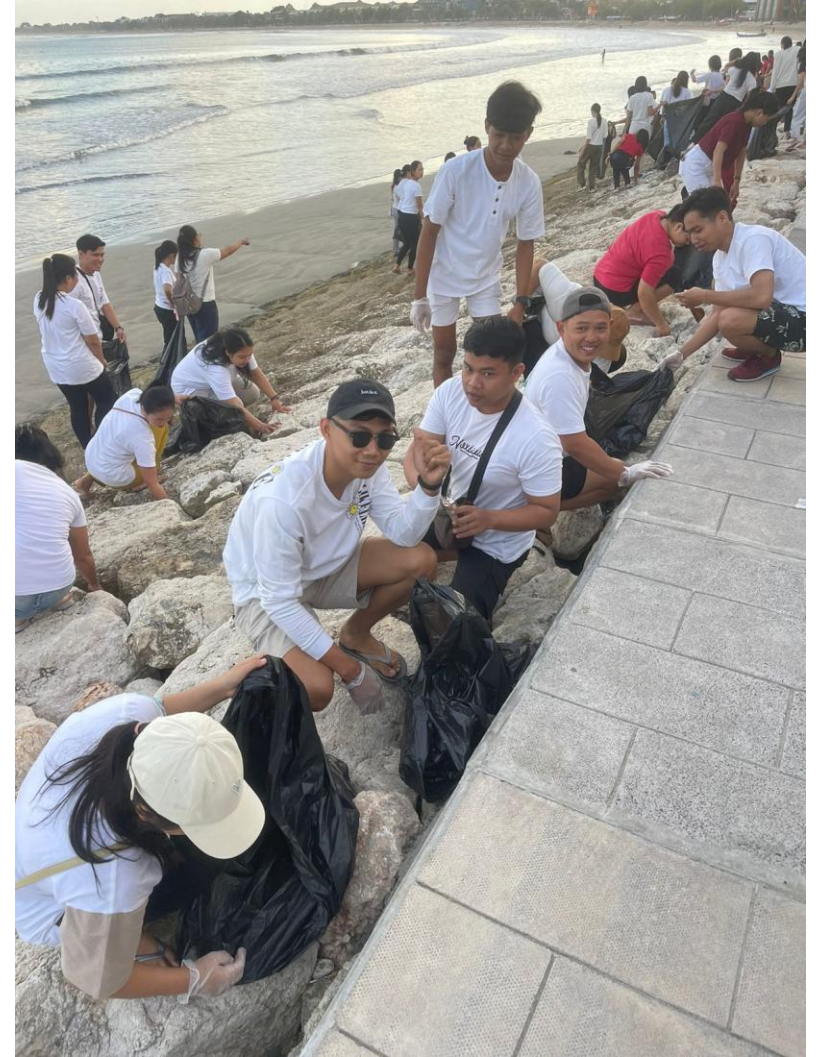
Krispy Kreme’s “Buku untuk Sahabat” project and Starbucks’ participation in “Book for the Future” collectively donated over 10,000 books.





# CARE FOR ENVIRONMENT

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

- **17<sup>th</sup> 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

