A SEA of OPPORTUNITY with Mitra Adiperkasa

London, 12th September 2023

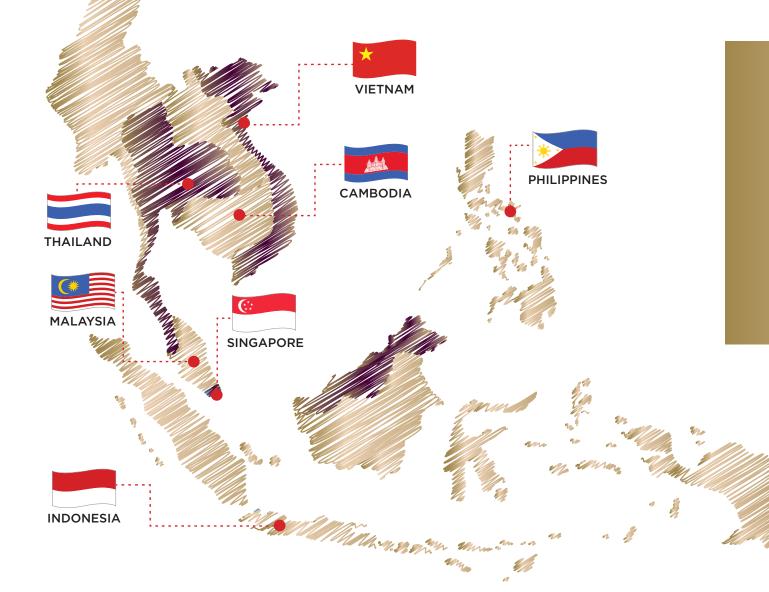
MAP has come a long way since our founding 32 years ago....

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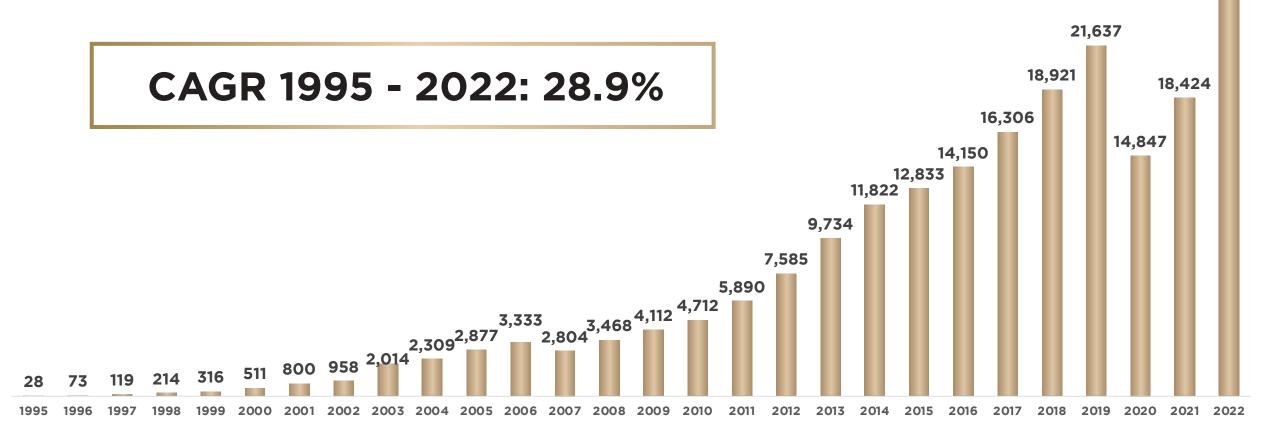


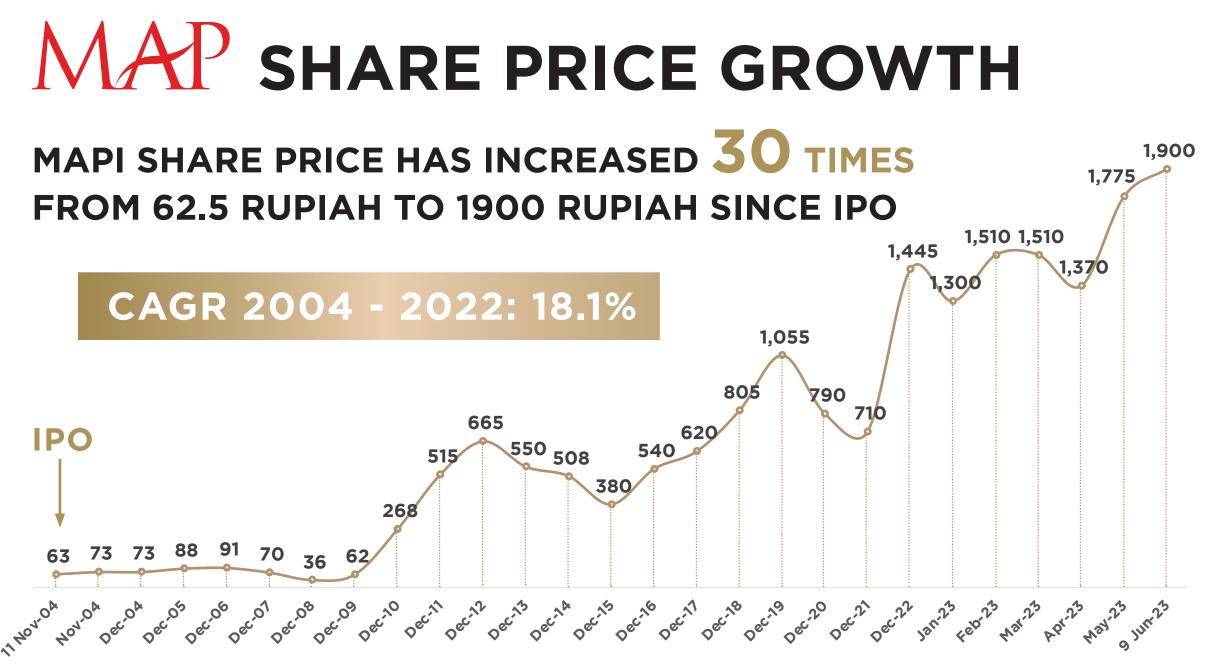
MAP REGIONAL EXPANSION



- Vietnam 2017
- Thailand 2018
- Philippines 2020
- Singapore 2022
- Malaysia 2022
- Cambodia 2023

MAP TOTAL REVENUE GROWTH SINCE IPO (2004 TO 2022) (in IDR BN)





From handful of brands to 150+ brands





GROUP OVERVIEW

OVERVIEW OF MAP GROUP (1st Aug 2023) (INCLUDING OVERSEAS) ^{over} **3,300** 150 110 **Retail Stores** + 28 online stores **World Class Brands Retail Concepts** + Presence in 3rd party online stores Data includes Burger King and Domino's Pizza Over Over Countries 33.700 • Philippines Indonesia • Singapore Vietnam **Employees** Cities Malaysia Thailand * Data includes Burger King and Cambodia Domino's Pizza MAP RETAIL ACADEMY MAPCLUB



OUR AWARDS & ACCOLADES

2005: "Best Managed Company in Indonesia" - AsiaMoney (Magazine) **2007:** "Best Managed Company in Indonesia" - FinanceAsia (Magazine) Forbes 2011: "Top 40 Companies in Indonesia" - Forbes Indonesia 2012: "Most Admired Companies in Indonesia" - Fortune Indonesia 2012: "#1 Retailer in Indonesia" - SWA Magazine (Indonesia) **2012:** Nomination for Indonesia Stock Exchange's "Best Public-Listed Company" Award (Capital Market Awards) 2013: Nomination for "Retailer of The Year" Award -**Emerging Market** (World Retail Congress Awards) 2014: "Most Powerful & Valuable Company in Indonesia" (Retail category) - Warta Economi (Magazine) 2015: "Most Admired Companies in Indonesia" (Retail category) - Warta Economi (Magazine) 2017: "Best CEO" (Private Sector) - Obsession Media Group (Magazine) 2017: "Best Managed Company in Indonesia" - FinanceAsia (Magazine) Mid Cap-3rd 2018: "Padma Mitra Award" for "Best in CSR" - Social Department of Rep. Indonesia 2020: Starbucks Dewata Bali - Finalist of World Retail Awards 2020 for "Best Store Design" 2020: "Top 50 Companies in Indonesia" - Forbes Indonesia 2021: "Bank Indonesia's Best Corporate Statistics Respondent" - Bank Indonesia **2023:** "Best Company to Work" - HR Asia Awards

2023: "Retail F&B of The Year" - Hippindo Awards

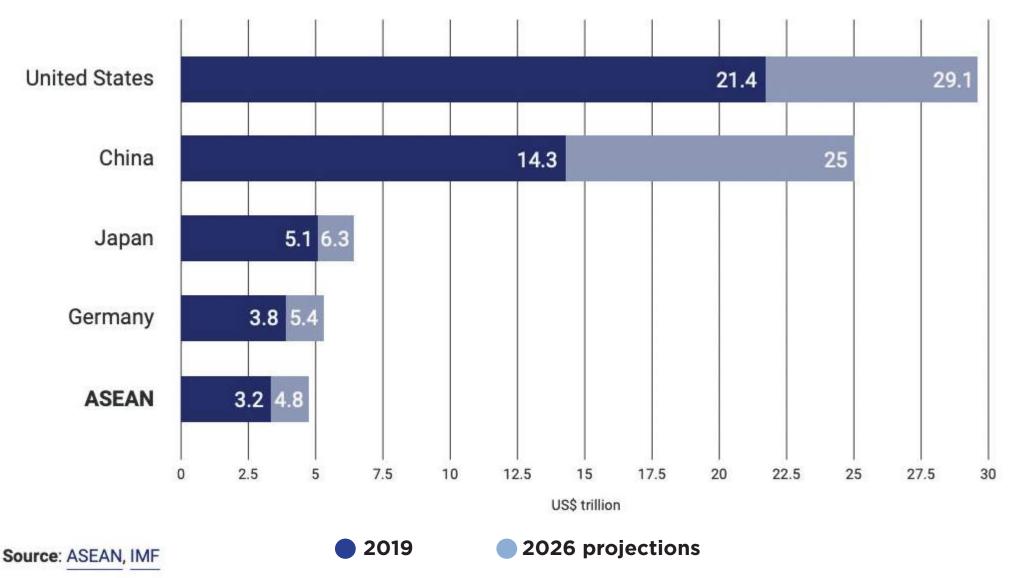
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UNLIMITED POSSIBILITIES with MAP in SEA

WORLD'S FIFTH-LARGEST ECONOMY



ASEAN OVERVIEW

Increasingly affluent and youthful consumers

 US\$300 billion in middle-class disposable income in 2022 (estimated)

Source: Bain

Resilient and competitive digital economy

 Internet economy worth US\$360B in gross merchandise value by 2025

Source: Google, Temasek, Bain

Digitally native millennials and Gen Z will make up 75% of SEA consumers by 2030

Source: Bain

US\$8.2B in capital for tech investments in 2020

Source: Cento Ventures

FINDING SUCCESS IN SEA

Think digital-first

40 million new Internet users in SEA came online in 2021, according to Google, Temasek and Bain

Look for local partner

Well-known brands with local business knowledge and an established supply chain will provide support to expand quickly.

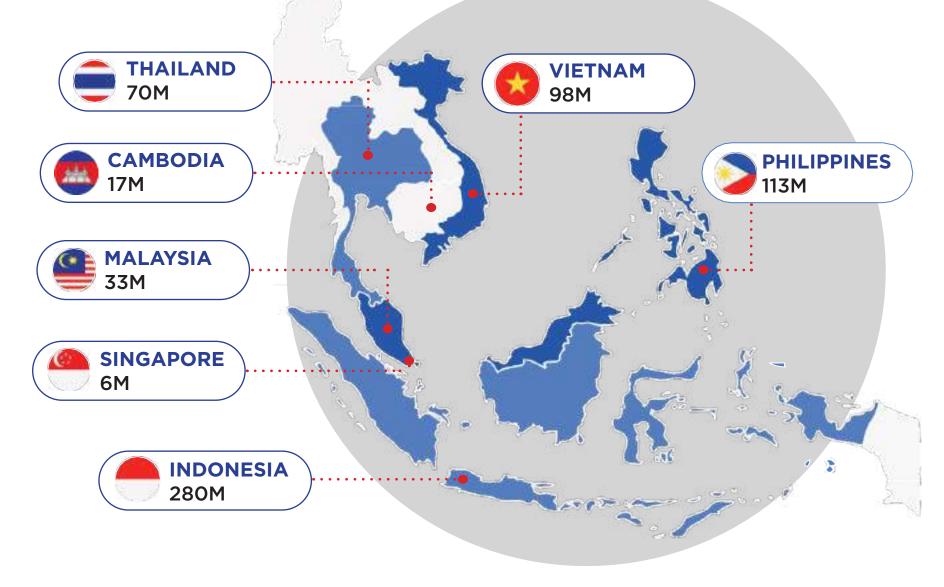
Localise content

Adapt global products and services for local markets to create "sticky" products for the burgeoning SEA middle class. Use Indonesia as a launchpad into the region

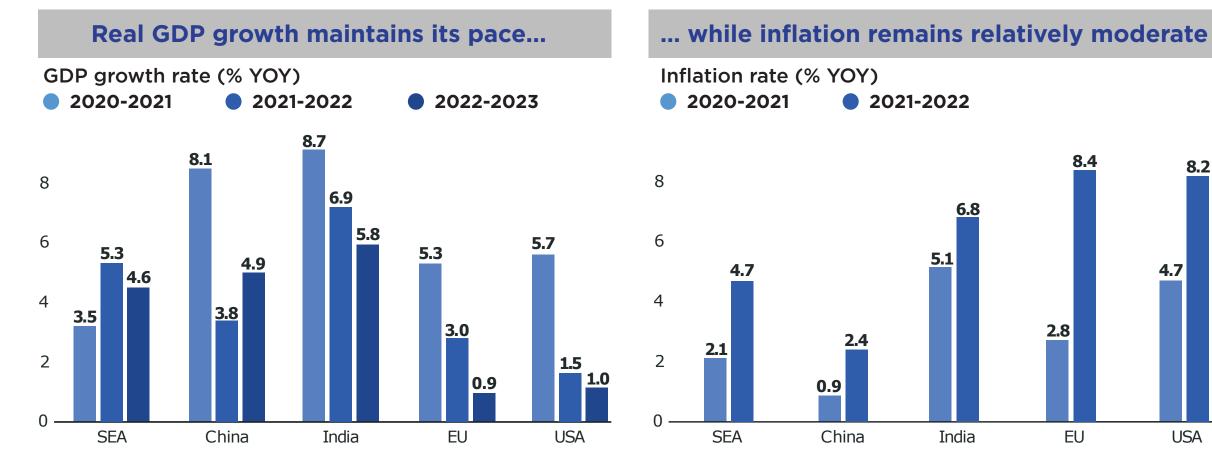
ASEAN WILL BECOME THE WORLD'S 4TH LARGEST ECONOMY IN THE COMING DECADE



MAP PRESENCE IN SEA



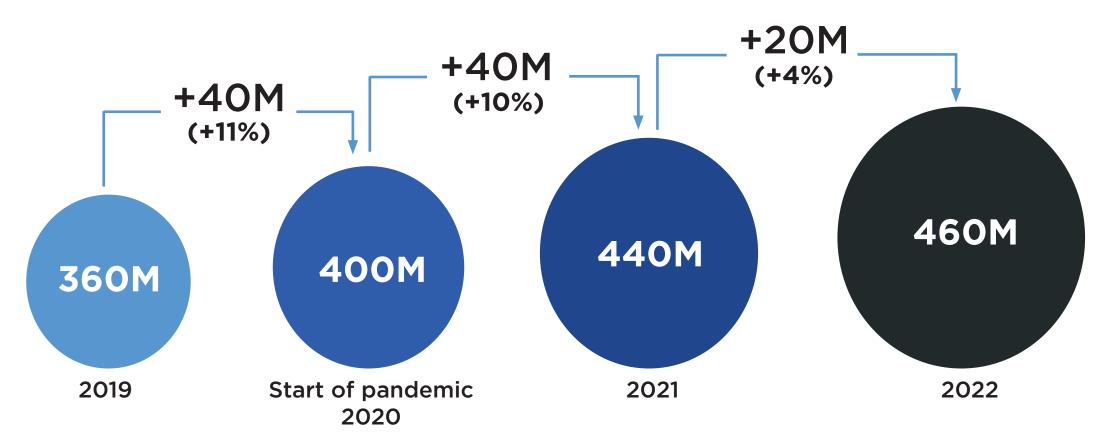
GDP GROWTH - SEA IS RELATIVELY LESS IMPACTED THAN OTHER REGIONS



Note: Data is up-to-date as of August 2022. Sources: S&P Global Market Intelligence, World Bank, Bain analysis

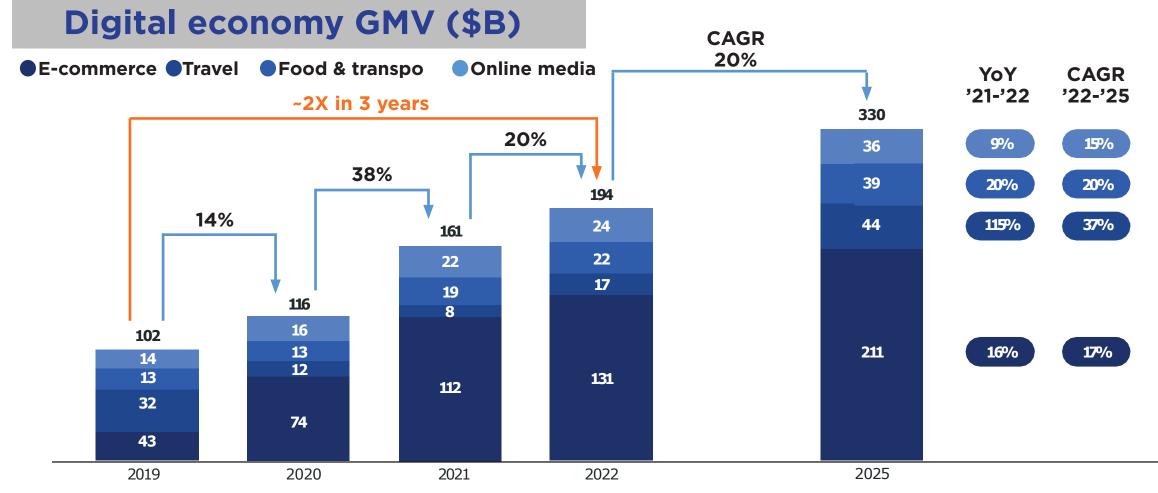
100M ADDITIONAL INTERNET USERS HAVE COME ONLINE IN THE LAST THREE YEARS

Total internet users in SEA



Sources: Google, Temasek and Bain, e-Conomy SEA, 2019, 2020, and 2021; Statista for 2022

SEA'S DIGITAL ECONOMY IS CLOSING IN ON \$200B, GROWING 20% YOY

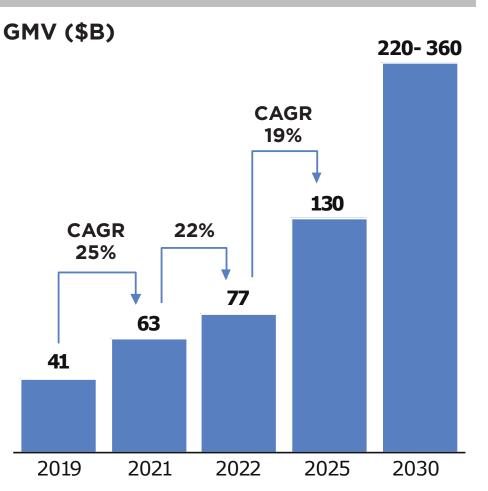


Notes: Excludes digital financial services and nascent sectors; CAGR = Compounded Annual Growth Rate; GMV = Gross Merchandise Value. Source: Bain analysis

INDONESIA

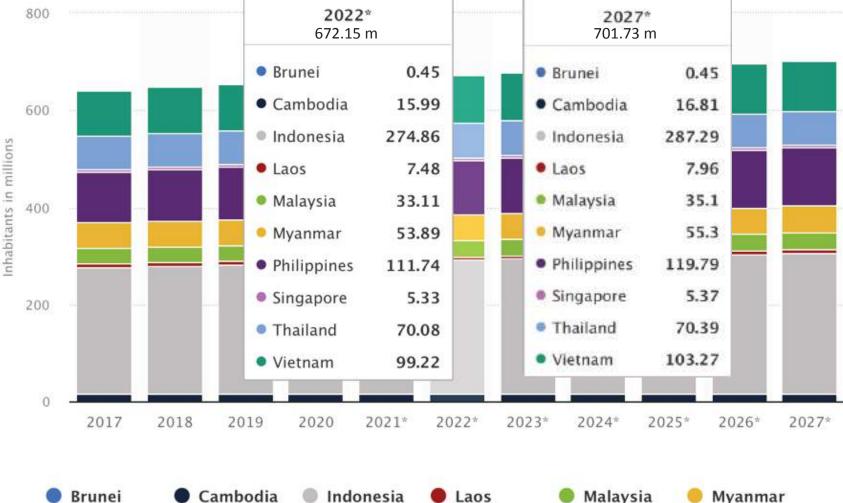
AT ~22% YOY GMV **GROWTH, INDONESIA'S DIGITAL ECONOMY HITS** ~\$77B IN 2022 AND IS **ON COURSE TO REACH** ~\$130B BY 2025, **DRIVEN PRIMARILY BY E-COMMERCE**

Overall Digital economy



Source: Bain analysis

ASEAN: 700m CONSUMER OPPORTUNITY BY 2027



Philippines

Singapore

Thailand

Vietnam

MAP will cover 610m or 91% of the ASEAN population with entry of Singapore + Malaysia + Cambodia!



THANK YOU

