

## PT MATAHARI PUTRA PRIMA Tbk







## **Agenda**



**Overview of Matahari Food Business** 



**Key Investment Highlights** 



**Vision and Strategy** 



**Financial Overview** 



**2014 Focus** 



## **Section 1 – Overview of Matahari Food Business**







### Fastest-growing FMCG modern multi-format food retailer in Indonesia

#### **Key highlights**



Fastest growing hypermarket in Indonesia with market cap of IDR 14,789tn (US\$12,828mn)(a) as of 31 March 2014



**Excellent sales and EBITDA growth in 2013** sales

increased 16.2% and EBITDA increased 17.4%

- Sales in 1Q14 grew \*20.1% and EBITDA increased 16.7% from 1013



Largest footprint of stores versus our competitors as we are located in over 60 cities



Rapid annual expansion with ±20 Hypermart openings planned each year and over 100 new stores in the pipeline



Proven asset light business model scalable for rapid growth

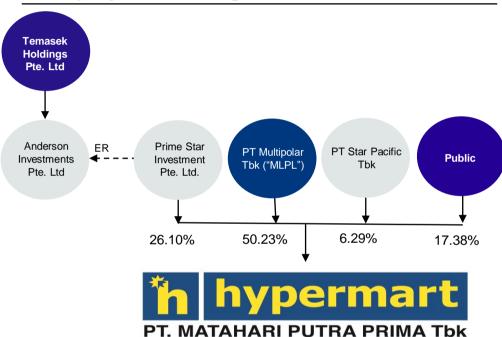


**Operating 222 stores** 



No long term debt

#### Company shareholding structure



In January 2013, PT. Multipolar Tbk (MLPL), the Company's major shareholder, through its wholly-owned subsidiary, Prime Star Investment Pte. Ltd. issued Exchangable Rights (ER) in principle value of USD 300 million that are fully subscribed by Anderson Investments Pte. Ltd.. A subsidiary of Temasek Holdings (Private) Limited. The ER are exchangeable in full and not in part for such number of shares representing 26.1% of the issued and outstanding shares of MPPA.

As of 31 March 2014 \* Gross Sales

h hypermart

### Three successful retail formats





No of stores <sup>(a)</sup>	94 stores
Average Store Size SQM	± 100
Number of products	1,300 – 3,000
Product selection	Health, vitamins and beauty products
Positioning	Middle income
% of total revenue	± 1%

#### **Foodmart Formats**



#### **Supermarket**

No of Stores 10 stores

Average Store Size  $\pm 1,500 \, sqm$ SQM

No of Products  $\pm 10,000$ 

**Positioning** Middle income



#### **Gourmet**

No of Stores 7 stores

**Average Store** Size SQM

± 1,500 sqm

No of Products  $\pm 10,000$ 

Positioning Middle to High income



#### **Express**

No of Stores 12 stores

**Average Store Size** 

SQM

52 sqm – 197 sqm

 $\pm 4,500$ 

No of Products

Middle income Positioning

\*Foodmart formats contributed ± 8% of total Revenue



## **Section 2 – Key Investment Highlights**







### **Key investment highlights**

Our targeted customer is the fast growing middle-income class

Fastest growing hypermarket with well-recognized and trusted retail brand in Indonesia

3 Extensive and attractive nationwide store footprint



5
Efficient logistics platform driving productivity improvement

Customer driven merchandise mix with consistent marketing strategy

Source: Company Data

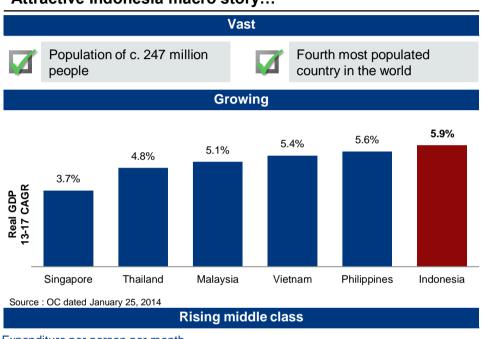
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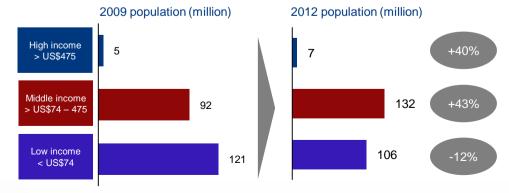
### Attractive exposure to large and growing middle-income class and underpenetrated modern grocery retail sector

#### Attractive Indonesia macro story...

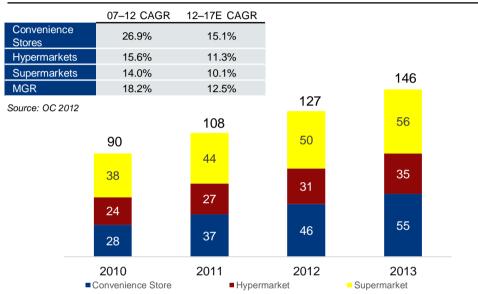


#### Expenditure per person per month

Source: OC 2012

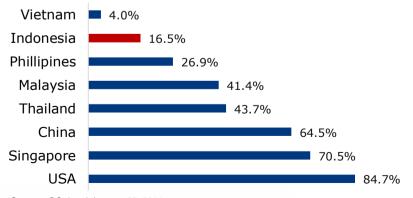


#### Modern grocery retailing grows even faster than overall retailing (IDR tn)



#### Modern grocery retail penetration still low

Modern grocery retail as % of total grocery retail



Source: OC dated January 25, 2014

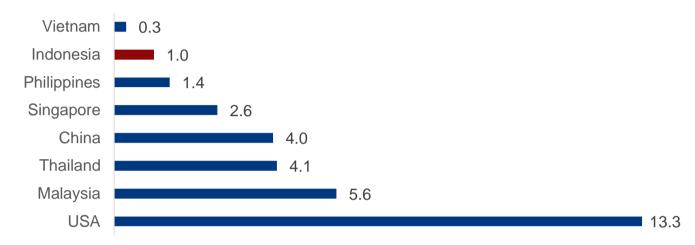




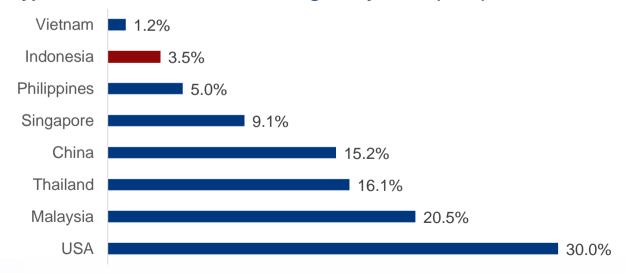
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## Vast Potential in Indonesia for Hypermarket Segment

#### Number of Hypermarkets per million people of Selected Countries in 2013



#### Hypermarket sales as a % of total grocery sales (2013)



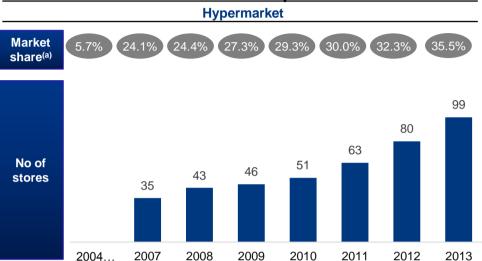






# Fastest growing hypermarket with well-recognized and trusted retail brand in Indonesia

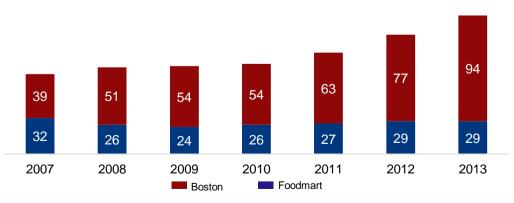
#### Track record of stable store expansion



Compact Hypermart format allows faster expansion and allows earlier market entry and first-mover advantage

Source: Company Data

#### Store Count of Foodmart and Boston



#### Superior and trusted retail brand in Indonesia



#### **Established customer loyalty program**

- 6 More than 2.9 million members with average of Rp350k per transaction per day for 60% of 2013 gross sales
  - √ Basket size is 62% more for Hicard holder.
  - ✓ Discounts of 5 to 15%
  - ✓ Additional benefits with discounts for services and restaurants.



Source: Company Data



h hypermart

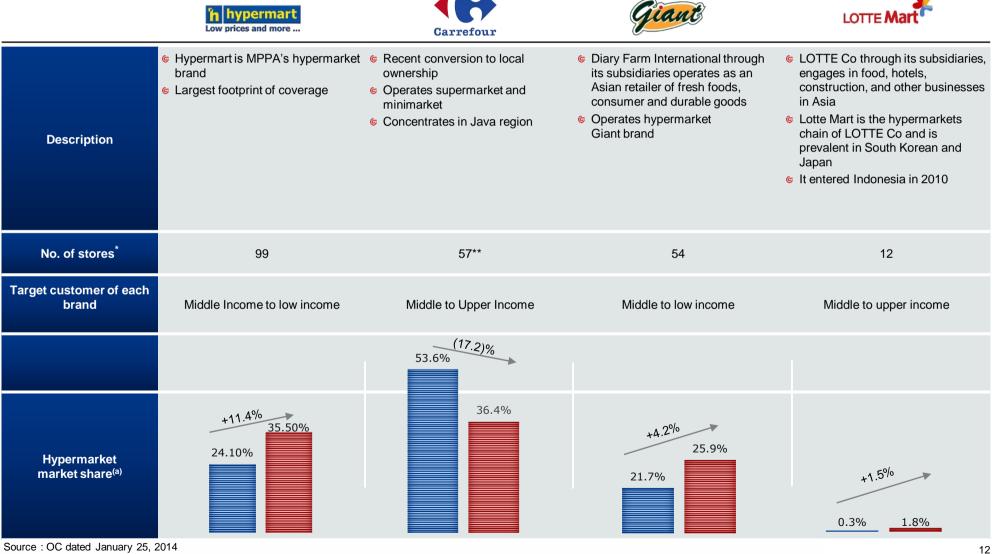




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## Indonesia hypermarket competitive landscape



Source: OC dated January 25, 2014

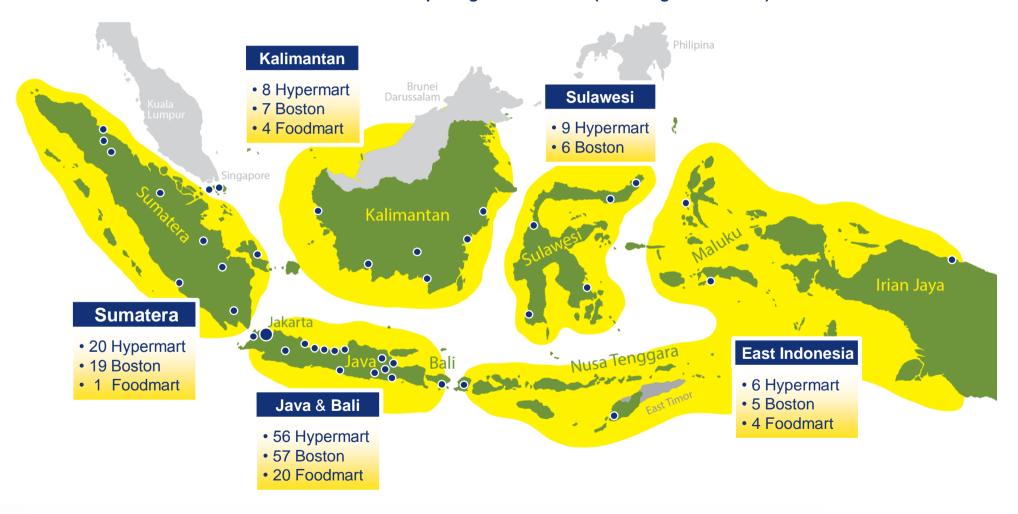
\*\*Hypermarket format

<sup>\*</sup> As of December 31 2013



## **Extensive and attractive nationwide store footprint**

The only hypermarket player with meaningful presence outside Java providing a first mover advantage vs. competitors 60% of the 2014 store openings outside Java (including 8 new cities)





## Proven asset light business model scalable for rapid growth

#### **Asset light and cash generative**

- Second Asset-light business model with 100% of stores leased
- ©Self-funding working capital
- ©Limited capital expenditure requirements
  - Capital expenditure of ~4-5% of sales
- ©No long term debt

#### Scalable

- ©Fully leased store base enables rapid opening of new stores
- Fast payback and attractive returns
  - New stores typically cash flow positive in first year
  - Average repayment period of capital investments within 4 years
- ©Operating leverage driving profitability

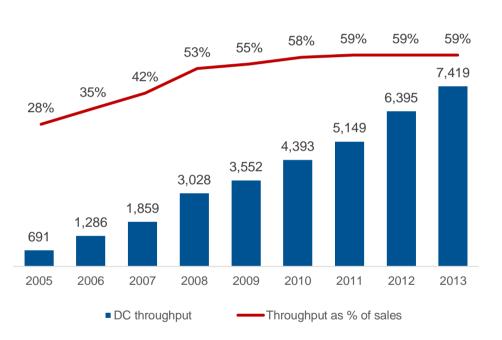


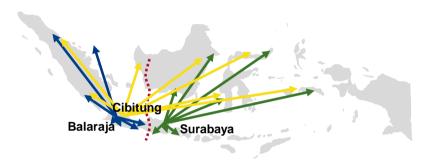


## Efficient logistics platform driving productivity improvement

Efficient logistics platform in place for rapid expansion across Indonesia with distribution centers able to serve additional 80+ Hypermart stores

#### DC throughput (IDR bn)





The only hypermarket chain with dedicated DC in Indonesia

#### Segmentation of distribution centers

	Dry G	Dry Goods					
Location	Balaraja	Surabaya	Cibitung				
Space	30,000 m <sup>2</sup>	10,000 m <sup>2</sup>	4,000 m <sup>2</sup>				
Capacity	30,523 Plts	9,000 Plts	2,300 Plts				
No of SKUs	12,500	3,000	950				
WMS	Manhattan	Manhattan	Manhattan				

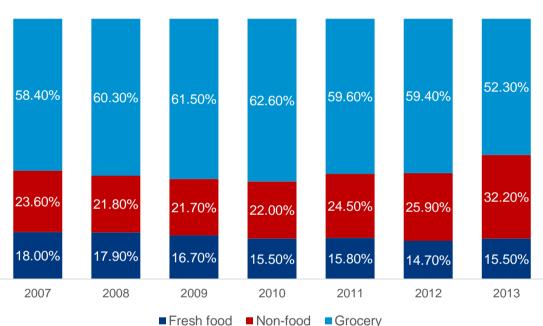
In 2014, The Company will add one Distribution Center in Surabaya for Fresh

Logistics net cost is .3% of sales



### Customer driven merchandise mix with consistent marketing strategy

#### Sales breakdown by merchandise



Flexibility to customize product offering on a store by store basis, which is important for Indonesia given its regional variations in consumption patterns across the archipelago

Percentage of sales is based on Net Sales

#### Strategic relationships with suppliers

- **6** Frequent top management meetings with suppliers
- © Open door policy with key suppliers (eg Coca-Cola and Unilever)
- © Strong and well established relationships with local suppliers
- - Unilever
  - Nestle
  - Danone
  - Indofood
  - Wings
  - Unicharm
  - P&G
  - FFI
  - Kalbe
  - Khong Guan
- Fast growth recognized by suppliers, allowing for preferential treatment and increased promotional support
  - First to get access to new concepts in Indonesia (eg Coca-Cola refreshment zone)
  - Greater collaboration in promotional activities
  - Improved trading terms
  - Increased support of distribution centers
  - Matahari Supplier Club







## **Section 3 – Vision and Strategy**







## **Vision and Strategy**



### Our growth and business strategies



#### **Hypermart new stores FY13**

Number of stores opened in 2013

Greater Jakarta	1 store
West Java	2 stores
Central Java	2 stores
East Java	1 store
Outside Java	13 stores
Total	19 stores

Hypermart new stores openings in 2014 ± 20

#### 2014 we will focus on more profitable outer islands

- © Over 60% of new stores FY14 will be opened in outer islands
- Focus on penetration outside Java where there is less competition and typically higher profitability
- Maximize utilization of the superior logistics infrastructure and distribution process to cater to these markets ahead of our competitors

#### Islands outside Java are more profitable

	Sales contribution <sup>(a)</sup>	EBITDA contribution <sup>(a)</sup>
	2013	2013
Sulawesi	8.1%	9,3%
Kalimantan	11.1%	14,7%
East Indonesia	5,5%	10,3%
Sumatera	19.3%	20,9%
Java	24.5%	18,9%
Greater Jakarta	31.4%	26.0%



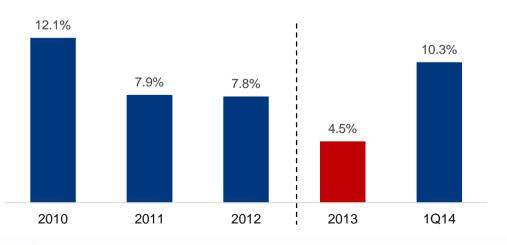
### Our growth and business strategies (cont'd)



#### Further enhance top line sales growth

- © Provide products at competitive pricing
- © Strong in-stock program
- lmprove product space allocation and mix
- G Aggressive and targeted promotions
- © Focus on quality customer service
- **©** Strong loyalty programs
  - Benefit from extra or higher discounts than those given to regular customers on a weekly basis
  - © Benefit of receiving discounts with 46 cooperating merchants

#### Comparable store growth



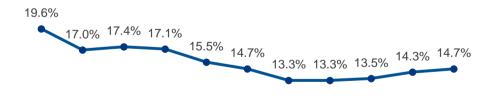


#### Drive operating efficiency and margins

- © Realize economies of scale in sourcing and procurement
  - **©** Negotiate additional discounts from suppliers
- © Continue optimization of procurement and inventory management functions
- © Further improve distribution logistics efficiencies
- € Loyalty card data mining capabilities
  - © 2.9mm loyalty cards with 60% sales penetration

#### Expense ratio as a % of sales

Operating expenses(a) as % of sales



2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 1Q14

(a) Operating expenses excluding depreciation and amortization Source: Company data





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## **Section 4- Financial Overview**







## MPPA MFB RETAIL







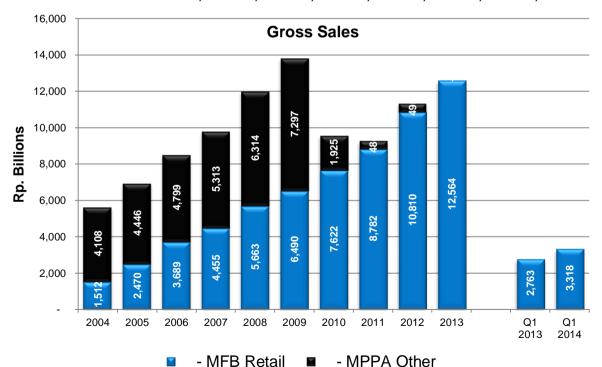




#### MPPA - MFB RETAIL

#### **MPPA Historical Sales**

Not Poyonya (Pr. Pillion)	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Q1 2013	Q1 2014
Net Revenue (Rp. Billion)						10,281	8,545	8,909	10,868	11,913	2,640	3,126
Gross Revenue (Rp. Billion)	5,620	6,916	8,488	9,768	11,977	13,787	9,547	9,268	11,305	12,564	2,763	3,318
- MFB Retail	1,512	2,470	3,689	4,455	5,663	6,490	7,622	8,782	10,810	12,564	2,763	3,318
- MPPA Other	4,108	4,446	4,799	5,313	6,314	7,297	1,925	486	495	-		



#### **Q1 NOTES**

- MFB-Retail grew 20.1% in Q1 2014
- MFB SSSG grew 10.3% in Q1 2014
- All MPPA Sales generated by MFB Retail

#### **FULL YEAR NOTES**

- MFB-Retail 18.0% CAGR 2010-2013
- MFB-Retail has consistently grown top line sales
- After the divestiture of Matahari Department stores in 2010, MFB-Retail contributed the majority of sales
- In 2009, MPPA was required to report Gross Sales following BAS7
- Reported Sales are Net Sales with variance attributable to consignemnt COGS.

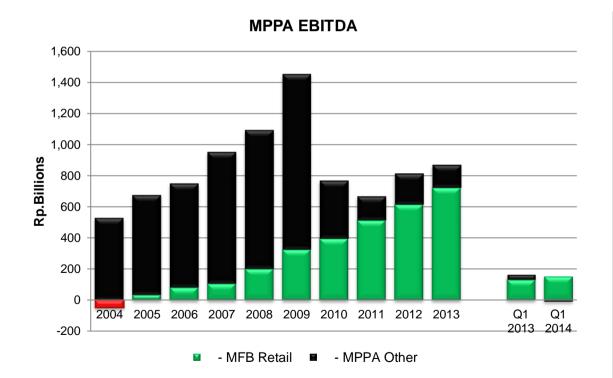
This should be reviewed in conjunction with the 2013 MPPA Annual Report

### MPPA – MFB RETAIL (cont'd)

#### MPPA Historical EBITDA

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
EBITDA (Rp. Billion)	482	677	751	953	1,094	1,451	769	669	815	871
- MFB Retail	(49)	36	83	108	202	327	396	513	616	723
- MPPA Other	531	641	668	845	892	1,124	373	156	199	148

Q1	Q1
2013	2014
165	146
132	154
33	(8)



#### **Q1 NOTES**

• A MPPA 2013 Q1 results included a one time gain of reversal of impairment in the amount of 33.8 billion

#### **FULL YEAR NOTES**

- MFB-Retail 21.9% CAGR 2010-2013
- MFB-Retail EBITDA represents the Business Unit EBITDA and does not reflect MPPA other corporate activity and subsidiaries that are currently offsetting income reported in Other MPPA
- On going corporate activities impacting MFB-Retail EBITDA in 2014 is expected to run less than .30% of Sales
- 1 MPPA 2012 reported EBITDA was 785 prior to a reclass for consistency with 2013 reporting.
- 2 MPPA Historical EBITDA was generated from revenue and expenses that will no longer be incurred as a result of the 2012 corporate restructuring.
- 3 Future MPPA EBITDA will be comprised of MFB-Retail less on-going corporate activities which is a different income composition than generated in historical MPPA.

This should be reviewed in conjunction with the 2013 MPPA Annual Report



## MPPA – MFB RETAIL (cont'd)

#### **MPPA Q1 Gross Margin**

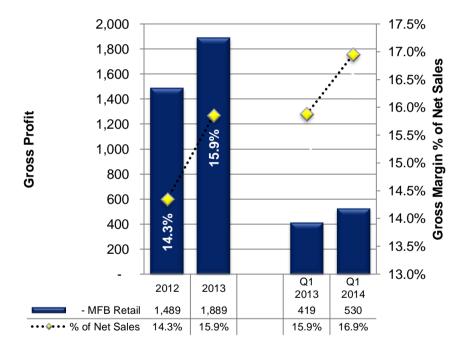
Gross Profit	2012	2013
MPPA Total	1,898	1,889
- MFB Retail	1,489	1,889
- MPPA Other	409	0

% of Net Sales	2012	2013
MPPA Total	17.5%	15.9%
- MFB Retail	14.3%	15.9%
- MPPA Other	83.9%	0.0%

2013	2014
419	530
419	530
-	-
Q1	Q1
2013	2014
15.9%	16.9%
	16.9%

Q1

Q1



This should be reviewed in conjunction with the 2013 MPPA Annual Report

## MPPA – MFB RETAIL (cont'd)

#### **MPPA Q1 Restated**

	31 Maret/ March 31, 2014 Rp	31 Maret/ March 31, 2013 Rp		NET SALES	March 31, 2014 Rp 3,126,398	March 31, 2013  Rp  2,639,851	Growth 18.4%
	·	Restated (1)			3, 120, 390	2,009,001	10.4 /0
NET SALES	3,126,398	2,639,851	18.4%	OPERATING PROFIT			
NET SALES	3, 120,330	2,000,001	10.470	Reported	68,155	74,589	-8.6%
COST OF SALES	(2,596,487)	(2,220,708)		Extra-Ordinary Gain <sup>(1)</sup>		(33,823)	
GROSS PROFIT	529,911	419,143		Restated (2)	68, 155	40,766	67.2%
Selling expenses	(78,563)	(91,738)		INCOME BEFORE INCOME TAX			
General and administrative expenses	(369,492)	(286,960)		Reported	75,016	81,460	-7.9%
Other expenses	(13,701)	(27,431)		Restated (2)	75,016	47,637	57.5%
Other income	-	27,752		INCOME FOR THE PERIOD			
ADJUSTED OPERATING PROFIT (1)	68,155	40,766	67.2%	Reported	50,968	63,207	-19.4%
		22 022		Restated (2)	50,968	37,840	34.7%
Extra-ordinary Item (2) <b>EBIT</b>	68,155	33,823 74,589	-8.6%	(1) In the 3 months ended March 31, 20	)13, the Company r	ecorded a non-cash	gain
EBII	00, 100	74,569	-0.0%	associated with the reversal of an in			•
Finance income	15,295	45,203		leases. The comparative results have			
Finance costs	(8,434)	(38,332)		income. See Year end December 31	, 2013 Notes to the	e Consolidated Finar	ncial
INCOME BEFORE INCOME TAX	75,016	81,460	-7.9%	Statements (Note 14 - Rental Advan Rents, and Note 37 Operating Segm	•	Note 15 - Prepaid L	ong Term
Income tax expenses	(24,048)	(18,253)			,		
Current				(2) Extra-Ordinary Gain - Impairment rev	versal for cancellat	ion of non-operating	lease
Deferred		<u> </u>		agreements (See note 14)			
Total Income Tax Expense - Net							
INCOME FOR THE PERIOD	50,968	63,207	-19.4%				

This should be reviewed in conjunction with the 2013 MPPA Annual Report



## Section 5 - 2014 Focus







## 2014 Expanding our Momentum

We will open ± 20 new Hypermart, 3 to 5 Foodmart and 20 + Boston Health & Beauty Continue to emphasize openings in outer islands with over 60% new locations outside Java Open more stand alone locations (23% will be stand alone of 2014 locations) 2014 Continue to focus on compact Hypermart with average 5,000 SQM **Focus Enter 8 new cities** Continue our emphasis on top line sales growth and gaining market share Focus on expense control Begin strategic planning to further enhance shareholder value



## **Appendix I**

Additional information

#### **Investor relations contacts**



#### **Danny Crayton**

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Director of Corporate Communication and Public Relations

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www.hypermart.co.id



## Average Inflation in Indonesia (%) (2008-2016F)



Source: Euromonitor

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## **MPPA** share price performance

MPPA share price performance as of YTD 2014







#### **MPPA Board of Directors**



Benjamin J. Mailool President Director

Prior to joining the Company in 2002, he assumed his position as CEO of PT Bukit Sentul Tbk. and Vice President in Citibank N.A, and has more than 20 years of experience in the industry



**Noel Trinder** Vice President Director

Joined the Company in 2003 - 2011 as CEO of Matahari Food Business and had the prominent role of the inception and development Hypermart format during his tenure.



**Carmelito Regalado** Director

Joined the Company in March 2002, has over 35 years of experience and was elected as President Matahari Food Business Division of MPPA in late 2009



Richard H. Setiadi Director

Joined the Company in 2001, and started his career as an auditor with Arthur Andersen where he conducted audits in reputable several companies



Lina H. Latif Director

Joined the Company in 2001 and started her career as Senior Auditor at Prasetio & Utomo Co since 1979 and joined Lippo Group since 1985



Ishak Kurniawan Director

Joined the Company in April 2008. Prior to joining the Company, he served as the Country Human Resources Officer Citibank N.A with more 24 than vears of experience

## **Key management of Matahari Food Business**

Noel Trinder Chief Executive Officer of Matahari Food Business and Chief Executive Officer of Lippo Consumer Retail	Joined the Company in 2003 - 2011 as CEO of Matahari Food Business and had the prominent role of the inception and development of Hypermart format during his tenure. Rejoined the company in April 2014 as CEO of MPPA.	Carmelito J. Regalado President and Deputy CEO of Lippo Consumer Retail	Joined the Company in March 2002, has over 35 years of experience and was elected as President of Matahari Food Business Division of MPPA in late 2009.
<b>Djamel Derguini</b> Chief Operation Officer	Joined the Company in 2014. He has a broad knowledge in Supermarket businesses with more than 20 years experience. He started his professional career in hypermarket business in 1986 by joining the Carrefour Group,	<b>Ishak Kurniawan</b> Human Capital Senior Director	Joined the Company in April 2008, becoming a Director in 2013. Prior to joining the Company, he served as the Country Human Resources Officer in Citibank N.A. with more than 24 years of experience. He graduated with an MBA from San Diego State University, USA.
Patrick J. Hopper Chief Financial and Information Officer	Joined the Company in April 2013, with more than 30 years of experience in retail industry and more than 10 years exposure in the emerging market. Prior to joining, he worked as a Partner of Retail Solutions, working with retailers, retail lenders and investors throughout Central and Eastern Europe. He also held various important operational and financial positions in Tesco and Kmart.	Danny Crayton Investor Relations, Communication, Public Relations	Joined the Company in September 2013 with more than 44 years of experience. Prior to that, he assumed the role of a Director in Matahari Department Store (2003-2012). He also held senior positions in Moore's, Belk and Ivey's Department Stores in the USA prior to joining Matahari.
<b>Benjamin M. Lamberte, Jr</b> Store Planning & Design	Benjamin M. Lamberte, Jr. has detailed knowledge of store planning, operations and setting up of supermarket outlets. His breadth of experience also includes negotiating with landlords in retail space requirements and in project management operations Previously worked for Dairy Farm International.	Ang Kasmin Rasilim Risk Management	Joined the Company in 2003. His career path includes positions in Gramedia Group (1989-1995) as Marketing Manager, WalMar International Jakarta (1996-1998) as Loss Prevention Country Manager and PT Hero Supermarket Tbk as Procurement General Manager
<b>Danny Kojongian</b> Communication and Public Relations	Joined the Company in 1996. His career in the Company has grown from Senior Manager to the present Director position and has been assuming the investor relations & public relations roles since 1996. He started his professional career in PT Duta Pertiwi as Treasury Senior Staff (1994-1996).	<b>Meshvara Kanjaya</b> Merchandising and Marketing	Previously worked for the Company for the period of 2003-2007 as Format Director of Foodmart. In late 2009, she rejoined the Company as Director of Merchandising & Marketing. She started her career in PT Procter & Gamble Indonesia in Product Development Department as Industrial Chemist
Gilles Pivon Hypermart and Boston Health & Beauty Operations	Joined the Company in 2009 as VP Sales Development FMCG's Non Food of Hypermart. He started his professional career in hypermarket business in 1986 by joining the Carrefour Group, France. During his career path, he has assumed several key positions, include the Regional Director of Carrefour Taiwan (2004-2006) and the Regional Director of Carrefour Belgium (2007-2009).	<b>Deborah Rosanti</b> Site Development and Real Estate	Joined the Company in 2002. Prior to joining, she assumed several important positions in the field of property such as Harapan Group (1989 - 1992) as Project Coordinator, Kanindo Group (1993 - 1994) as Project Manager, PT Lippo Development Group (1994 - 1999) as Project Manager
Emi Nuel Foodmart Operations	Joined the Company in 2004 as VP Head of Operations Hypermart. Within 2008-2009, he assumed key position as President Director – COO of Mitra 10. In late 2009, he returned to the Company as Format Director of Foodmart. He started his professional career in Astra Group in 1990. He worked as Marketing Planning Manager of DHL (1996-1999) and Store GM of Carrefour (1999-2003).	Keith Dolling Distribution Centers and Logistics Advisor	Joined the Company in January 2004 as Logistics Advisor. His 36-years professional career has been intensively focused in distribution & logistic aspects with the experience in holding several director positions in TOPS Retail (Malaysia) Sdn Bhd, Daria-Varia Laboratoria Group, Kalbe Farma Group and TNT Logistics Indonesia
Iwan Goenadi Information Technology	Joined the Company as Head of Management System (MIS) in 1998. He was appointed as Head of Store Operations Supermarket in 1999 and MIS Director since 2002	<b>Laniawati S. Matita</b> Human Capital	Joined the Company in 2013 with more than 20 years of experience in Human Resources. Prior to joining, she assumed several important positions in Human Resources department of PT Argo Pantes 損株, PT Alam Sutera Realty Tbk, Astra Group, among others.





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