

*“The Largest Distributor and Modern Retailer in
Building Materials and Home Improvement in
Indonesia”*

Public Expose

18 August 2020 | CSA Academy, Jakarta

FORWARD-LOOKING STATEMENTS



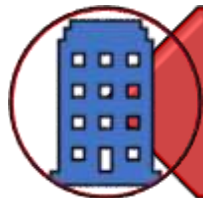
Today's presentation includes forward-looking statements that reflect CSAP's current views with respect to future events, financial performance and industry conditions based on this uniquely challenging environment impact of pandemic COVID-19.

These forward-looking statements are subject to various risks and uncertainties. CSAP has provided financial information in its reports on file with the IDX concerning factors that could cause actual results to differ materially from those contained in this presentation and encourages you to review these factors.

Agenda



1. Industry Outlook



2. Company Overview



3. Financial Highlights



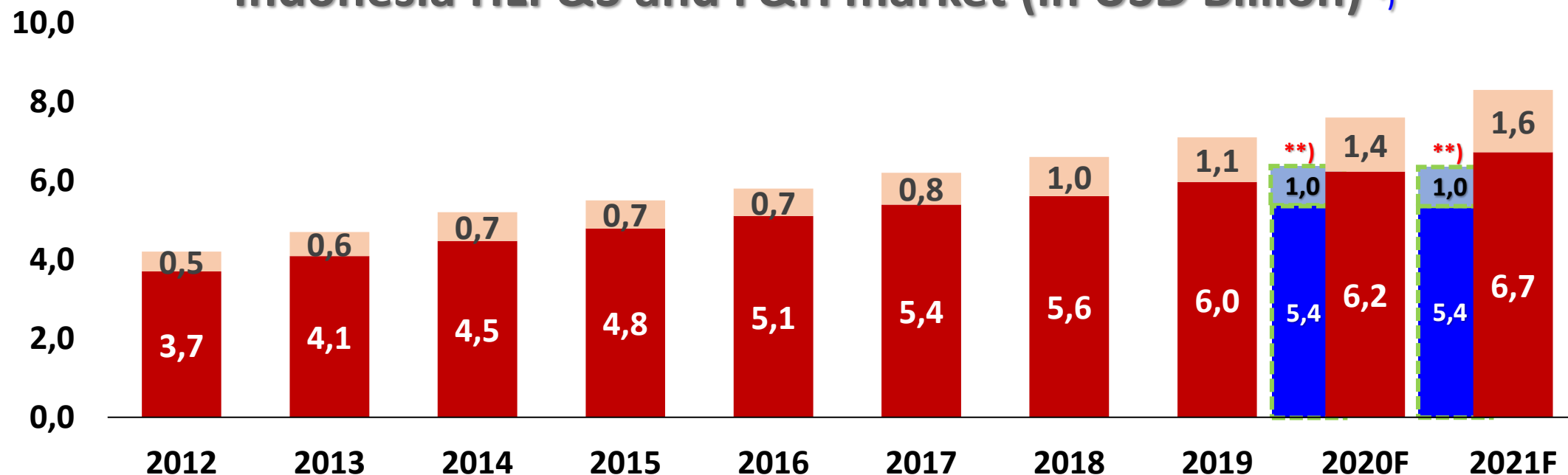
4. Growth Strategy



1. Industry Outlook

Home Living Products and Services in Indonesia is growing, modern trade has higher growth than traditional trade

Indonesia HLP&S and F&H market (in USD Billion) *)



SOURCE: Euromonitor, Bain Analysis (Data analyzed prior to Pandemic COVID-19)

- **TRADITIONAL TRADE** - During 2012-2021, total market of HLP&S and F&H CAGR is around 7%
- **MODERN TRADE** - share is around 15% in 2019 with CAGR 13.5% while CAGR of traditional trade is around 7%

****)** Company estimated:
 1. Year 2020 will be negative growth by 10% from 2019
 2. Flat growth in 2021

*) Note: HLP&S = Home Living Products and Services, F&H = Furniture and Housing



2. Company Overview

KEY MANAGEMENT TEAM



Board of Commissioner

1

• Achmad Widjaja - President Commissioner

2

• Paramate Nisagornsern - Commissioner

3

• Kenneth Ng Shih Yek - Commissioner

4

• Justin Seow Han Yong - Commissioner

5

• Justinus Aditya Sidharta - Independent Commissioner

6

• Henny Ratnasari Dewi - Independent Commissioner

KEY MANAGEMENT TEAM

Board of Director



Budyanto Totong
President Director

*>45 years of experience
in Distribution & Building
Materials;
Founder of CSAP*



Antonius Tan
Director

*>30 years of experience
in Banking*



Warit Jintanawan
Director

*>20 years of experience
in Distribution and Retail*



Alouisius Maseimilian
Director

*>28 years of experience
in Finance and
Corporate Planning*

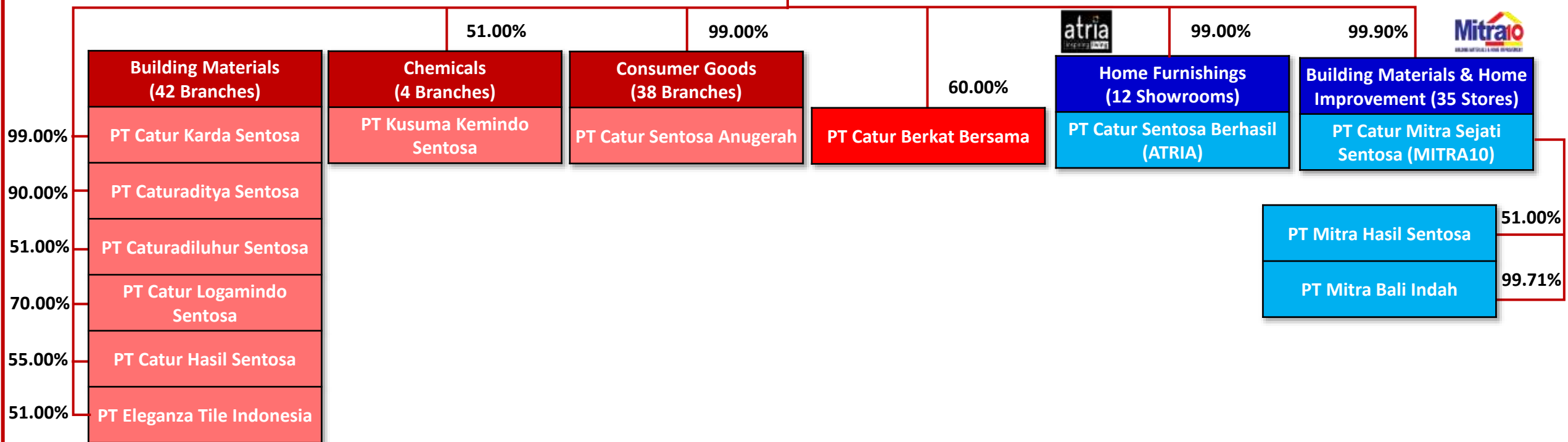
SHAREHOLDING STRUCTURE

PT Buanatata Adisentosa	SCG Retail Holding Co. Ltd.	NT Asian Discovery Master Fund	Albizia Asean Opportunities Fund	Management	Public
32.01%	29.95%	13.18%	10.00%	3.27%	11.59%



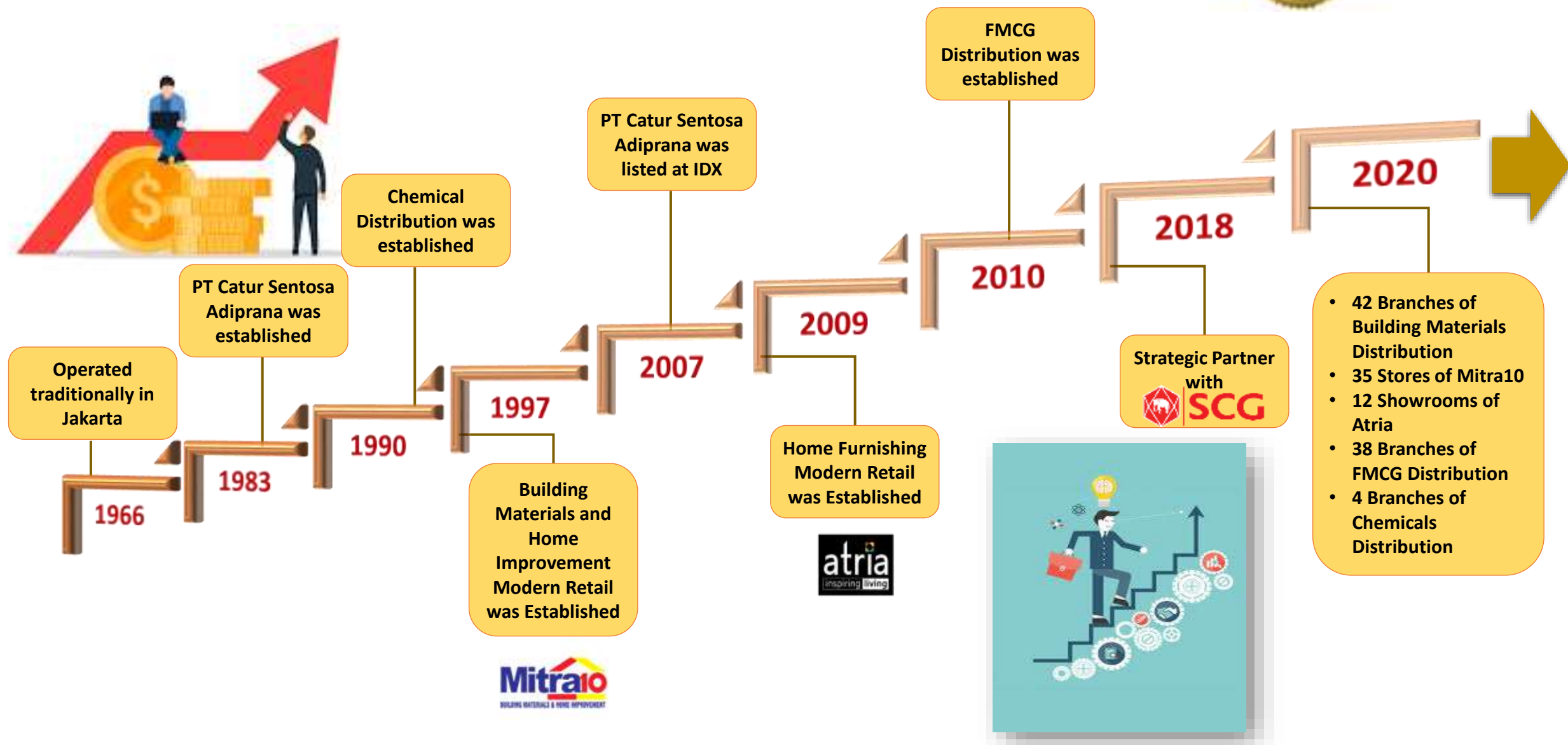
DISTRIBUTION

MODERN RETAIL



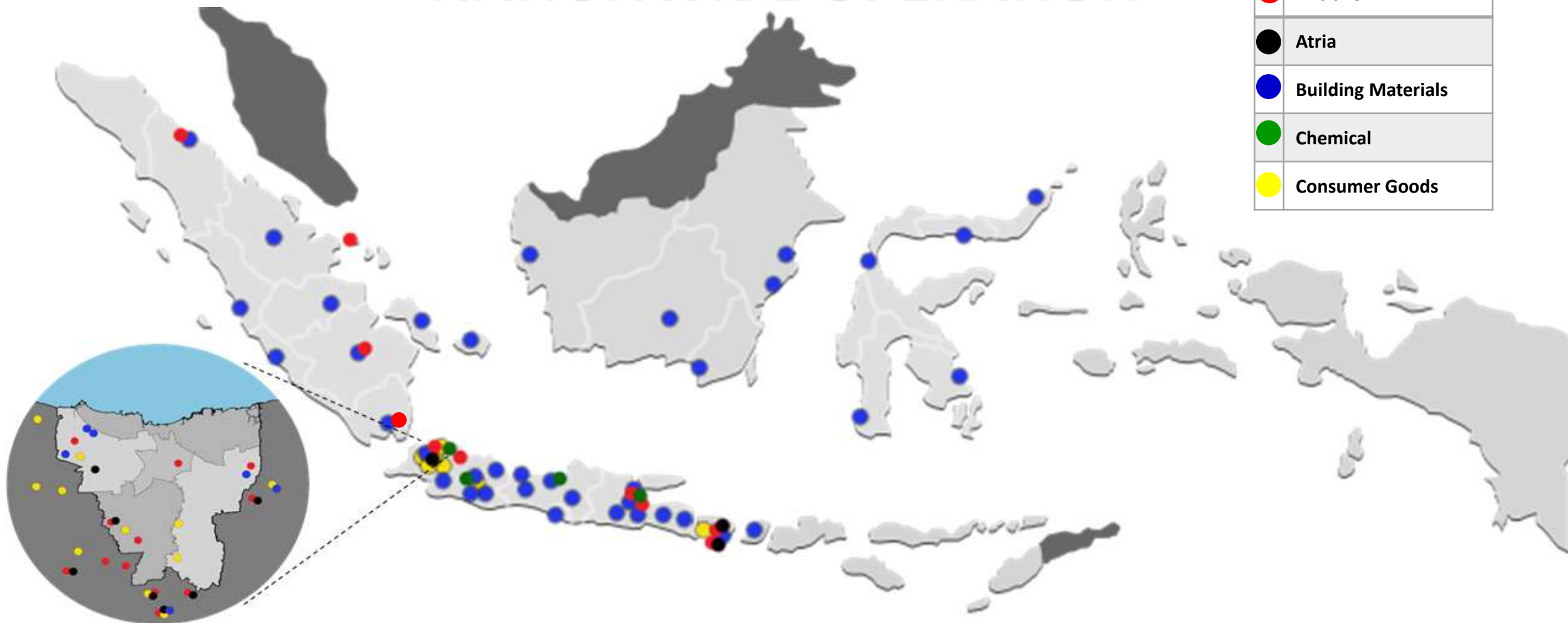


COMPANY MILESTONES



NATIONWIDE OPERATION

●	Mitra10
●	Atria
●	Building Materials
●	Chemical
●	Consumer Goods



42 Branches
In 41 cities
48 Warehouses

4 Chemicals
Distribution Branches

38 Consumer Goods
Distribution Branches

35 Stores Mitra10
Building Materials and
Home Improvement

12 Showrooms Atria
Home Furnishing

Mitra10 : the largest building materials and home improvement retail stores in Indonesia



Mitra10
BUILDING MATERIALS & HOME IMPROVEMENT



1. Operate 35 existing stores (114,641 sqm selling area)
2. Target to rollout 3-6 stores per year



Offer building materials and home improvement products more than 70,000 SKUs



Hold 1,259,349 members as of July 2020



Operate 5 DCs with the total area of around 40,700 sqm



Manage more than 170 Fleets to ensure on time delivery



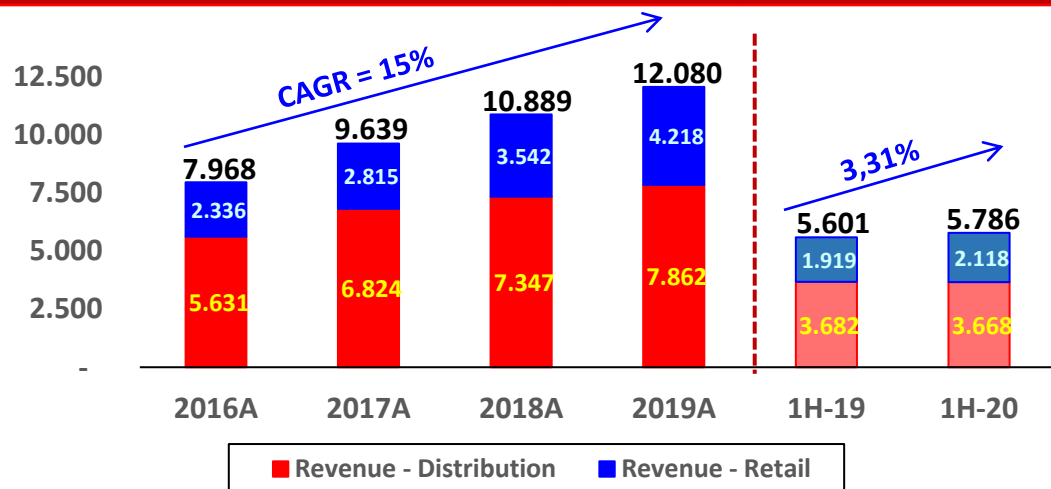
Relaunch Mitra10.com website with click and collect and nationwide delivery



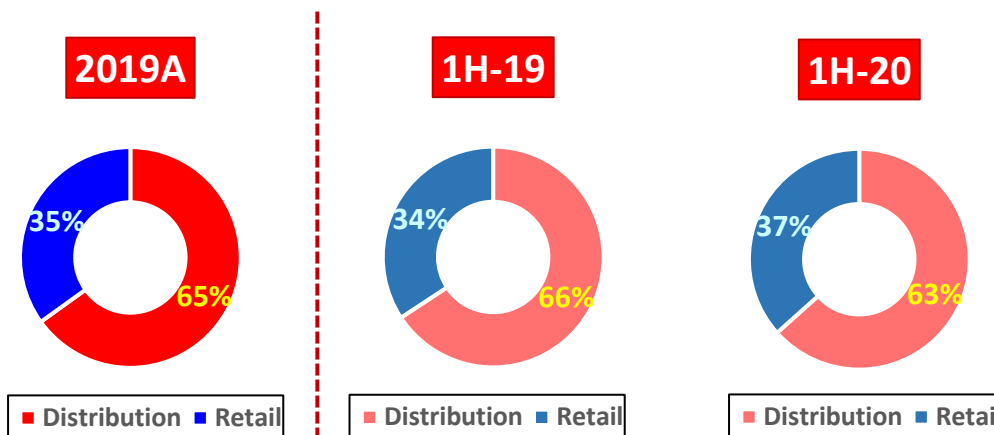
3. Financial Highlights

CSA CONSOLIDATED FINANCIAL HIGHLIGHTS

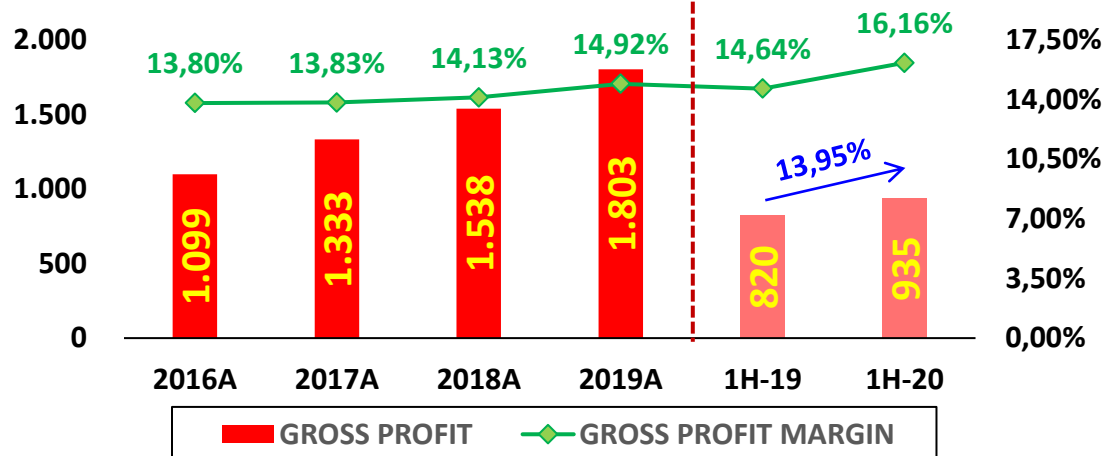
NET SALES (in IDR Billion)



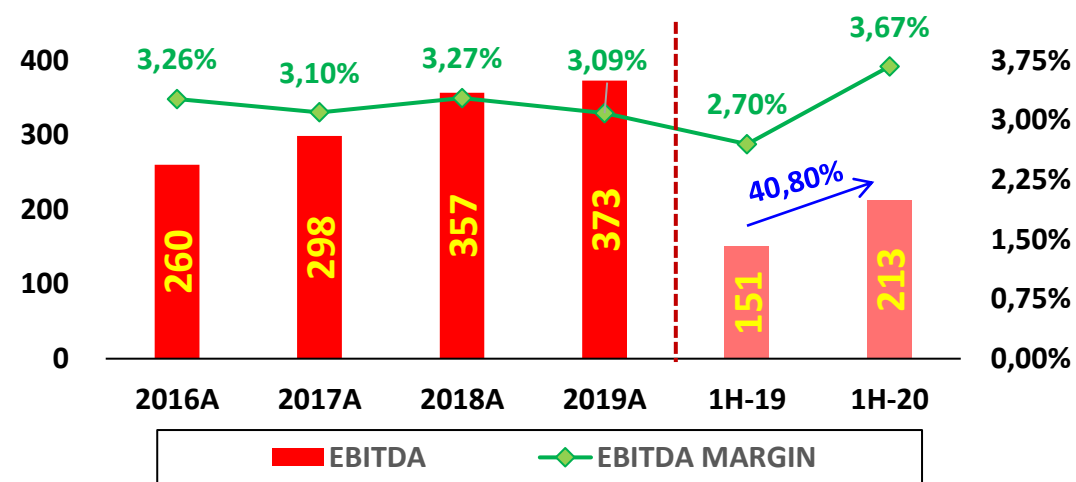
SALES CONTRIBUTION BY BUSINESS UNIT



GROSS PROFIT (in IDR Billion)

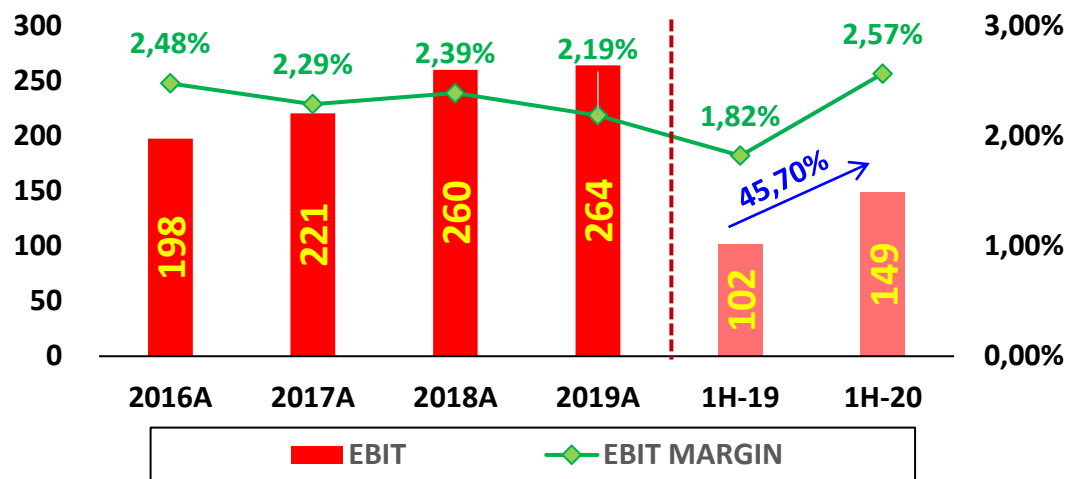


EBITDA (in IDR Billion)

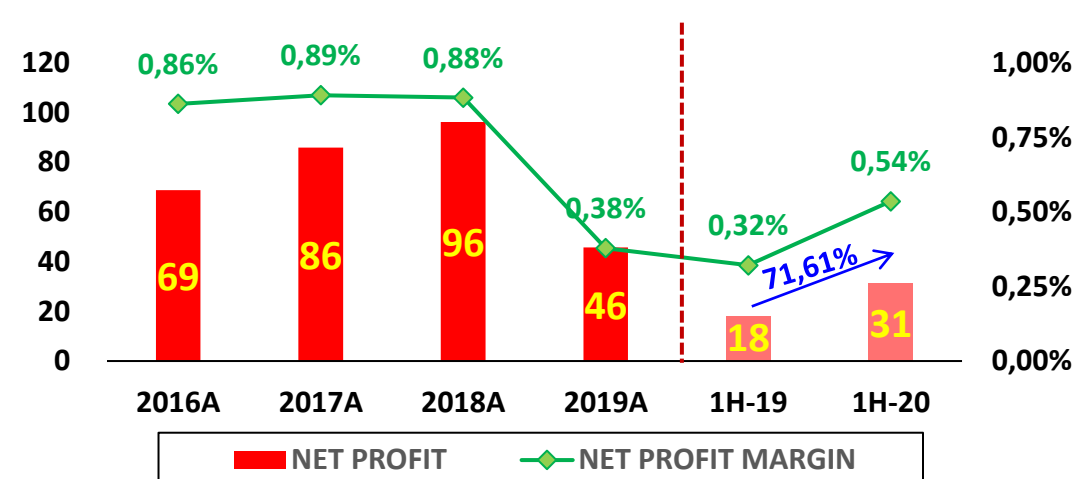


CSA CONSOLIDATED FINANCIAL HIGHLIGHTS AND 1H-20 KEY ACHIEVEMENT

EBIT (in IDR Billion)



NET PROFIT (in IDR Billion)



CSA CONSOLIDATED

- Consolidated Sales 1H-20 achieved IDR 5,786 billion or increased 3.31% YoY, while Net Profit 1H-20 recorded IDR 31 billion, grew 71.61% YoY.
- This is due to the improvement in gross profit and strategic cost management programs during COVID-19 outbreak.
- Sales from Distribution achieved IDR 2,355 billion or grew 1.7% YoY in 1H-20 with the support from growth in private brand sales of 31% YoY due to strong promotion as well as focusing and close monitoring on private brand products.

MODERN RETAIL

- Mitra 10 rolled out 1 new store – Lombok in 9 April 2020, totaling 35 stores.
- 1H-20 GP margin increased 25.42% compared to 1H-19:
 - Portfolio adjustment to increase private brand contribution.
 - New private design products with local principals.
 - Better cost from economy of scale.

CSA CONSOLIDATED FINANCIAL HIGHLIGHTS – BALANCE SHEET

DESCRIPTION	2016A	2017A	2018A	2019A	1H-19	1H-20
Current Assets	3.135	3.663	4.074	4.502	4.120	4.030
Non - Current Assets	1.106	1.476	1.712	2.082	1.847	2.680
TOTAL ASSETS	4.241	5.138	5.785	6.585	5.968	6.710
Current Liabilities	2.493	3.160	3.303	3.957	3.441	3.530
Non - Current Liabilities	336	453	541	656	565	1.172
TOTAL LIABILITIES	2.829	3.613	3.845	4.613	4.006	4.702
TOTAL EQUITY	1.412	1.525	1.941	1.972	1.962	2.008
TOTAL LIABILITIES AND EQUITY	4.241	5.138	5.785	6.585	5.968	6.710

PANDEMIC COVID-19 CSA MAINTAINING RESILIENCE: Review existing Policies, Procedures and Response Plan



Crisis Response and Management

- Ensuring the relevancy of our current Crisis and Business Continuity policies, procedures and response plan given the recent developments.
- Establish a crisis response structure with established work streams, clear responsibilities and accountabilities.

Workforce

1. Adjust HR policies to align with regulations (e.g. entitlements during PSBB, working from home policies, etc.).
2. Tailor best practice templates and communications materials such as emails, WhatsApp, Zoom and follow tightly on Health Protocol.

Operations Supply Chain Management

- Revisit and strengthen Internal Control Process and Procedures to adjust with the new strategy and response plan for Supply Chain Management.
- Model customer behavioral change and prioritize actions to Focus on House Brands and as a result has contributed to better financial.



4. Growth Strategy

DISTRIBUTION

- Focus to increase house brands/products to increase profitability
- Increase profitability and Strategic Cost Management for Distribution business

MODERN RETAIL

- Expansion plan to rollout 3-6 stores/year to get more coverage
- Target to set up regional DC on the east region to support store expansion and e-commerce

SUPPLY CHAIN

- Invest in key infrastructure and technology to improve supply chain efficiency and performance
- Develop system to digitize and automate purchasing and replenishment process to increase accuracy and productivity

THANK YOU

