



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

## PAPARAN PUBLIK

PT Catur Sentosa Adiprana Tbk  
Jakarta, 22 Juni 2022



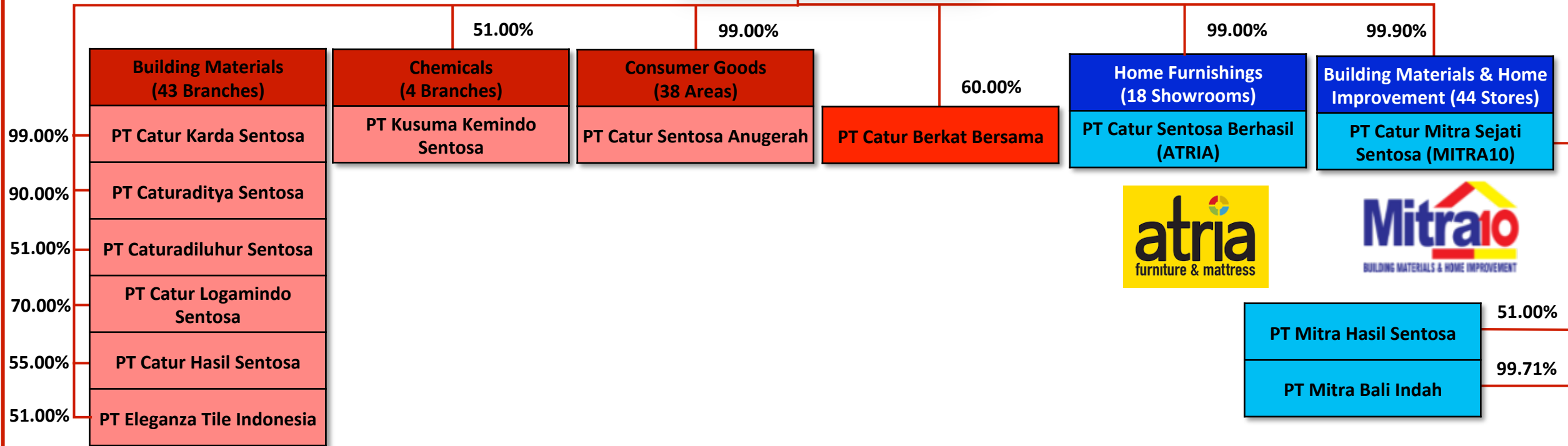
# SHAREHOLDING STRUCTURE

PT Buanatata Adisentosa	SCG Retail Holding Co. Ltd.	NT Asian Discovery Master Fund	Albizia Asean Opportunities Fund	Management	Public
32.01%	30.90%	13.18%	10.00%	5.80%	8.12%



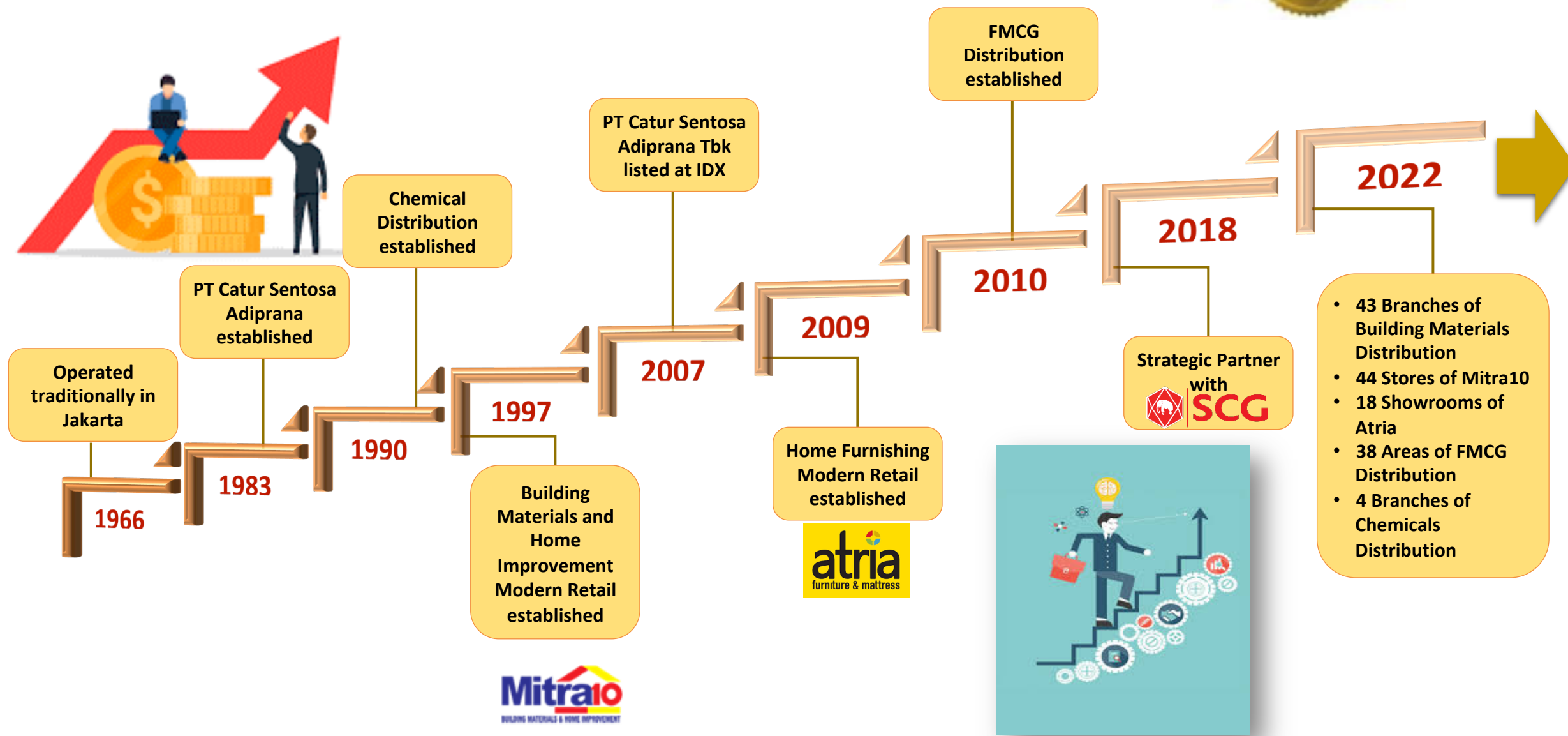
## DISTRIBUTION

## MODERN RETAIL





# COMPANY MILESTONES





# Board of Commissioners



- 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 Directors



**Budyanto Totong**  
CEO / President Director

*>50 years experience  
In Building Materials*



**Warit Jintanawan**  
Operating Director

*>30 years of experience in  
Building Materials*



**Antonius Tan**  
H R Director

*>20 years experience in HR*



**Andy Totong**  
Strategic & Development Director

*>20 years of experience in  
Modern Retail*

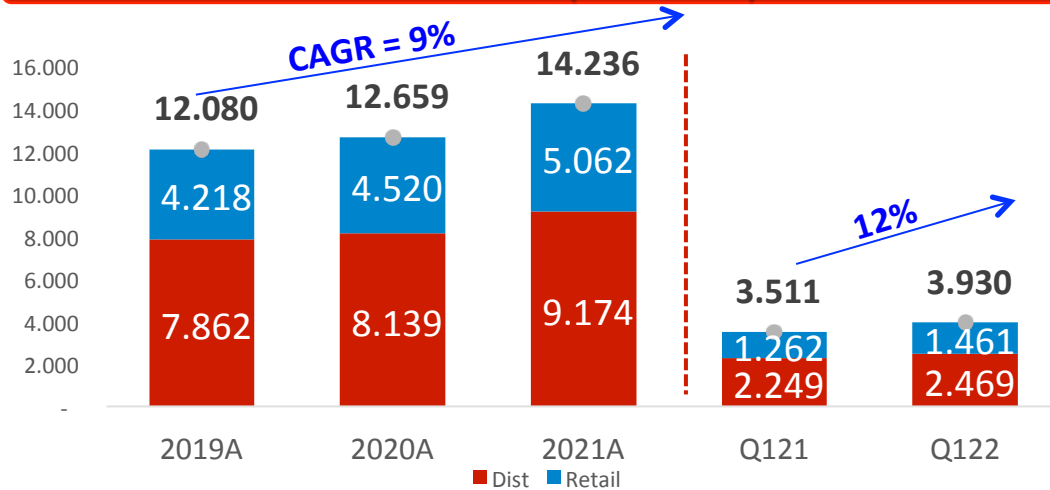


**Surjati Tanril**  
Chief Financial Officer

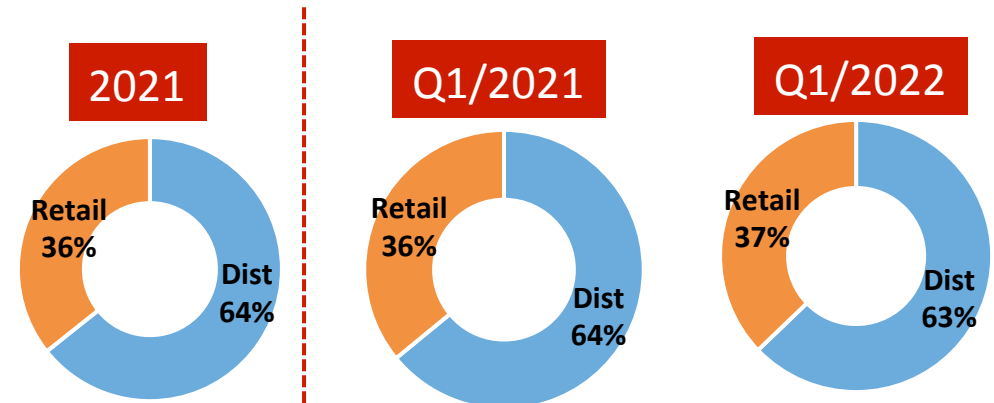
*>20 years of experience in  
Corporate Finance*

# CSA CONSOLIDATED FINANCIAL HIGHLIGHTS AND 1Q-22 KEY ACHIEVEMENT

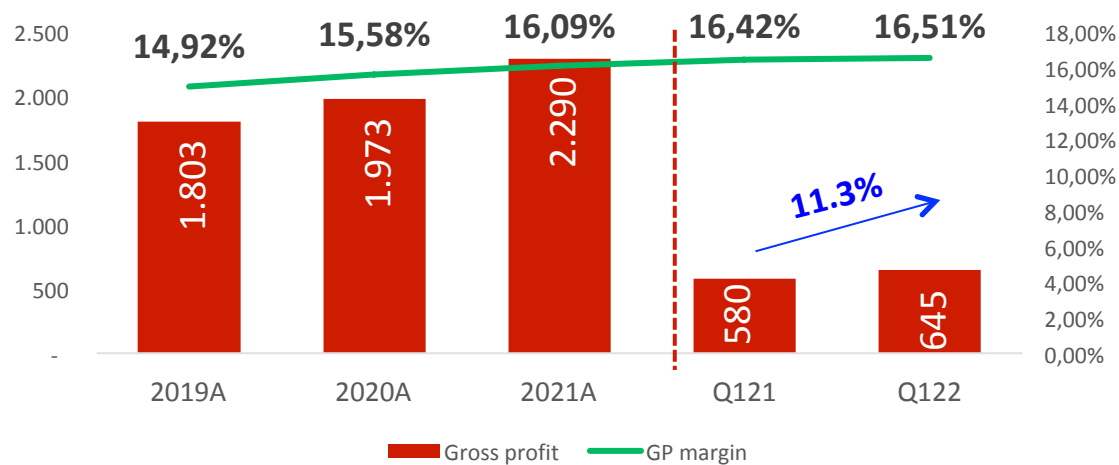
## NET SALES (in IDR Billion)



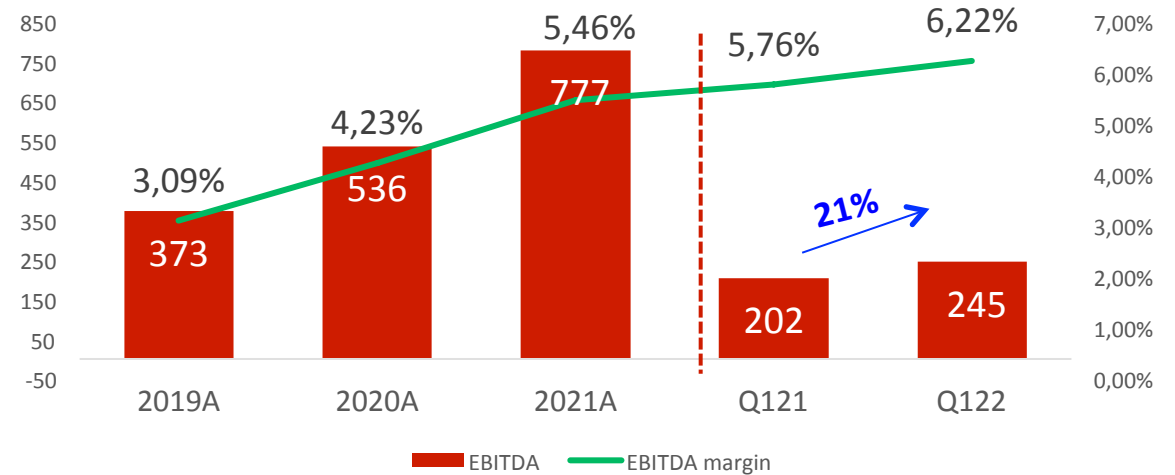
## SALES CONTRIBUTION BY BUSINESS UNIT



## GROSS PROFIT (in IDR Billion)

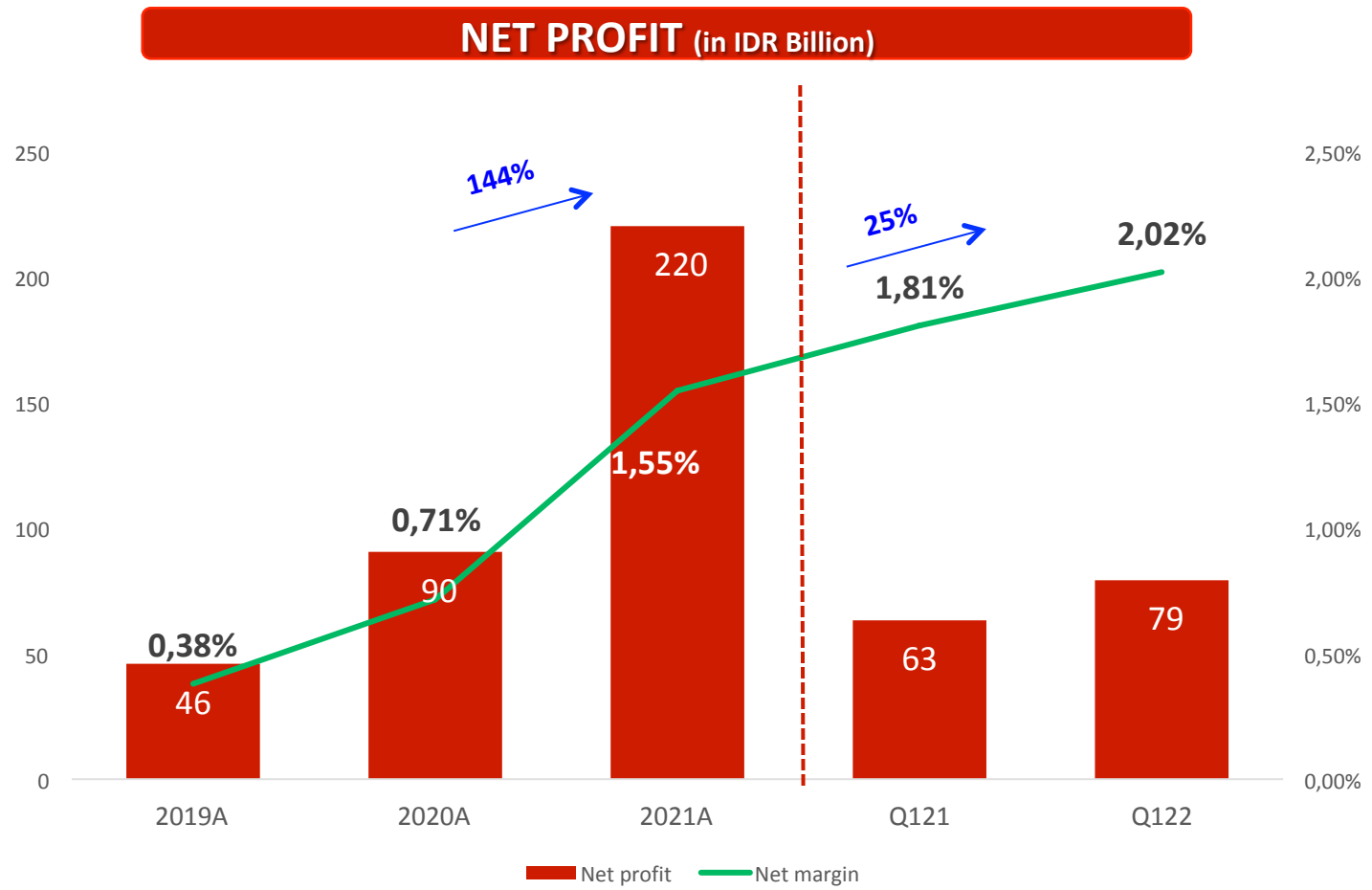


## EBITDA (in IDR Billion)

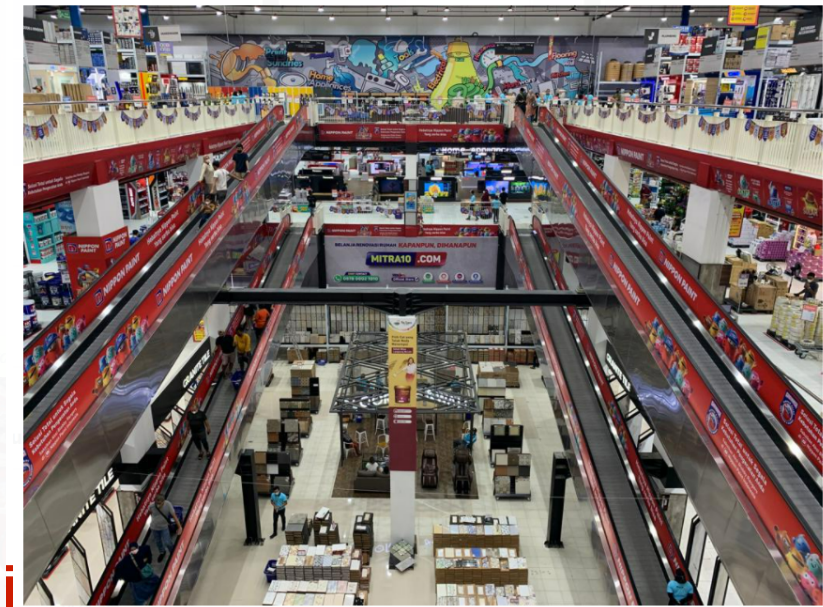
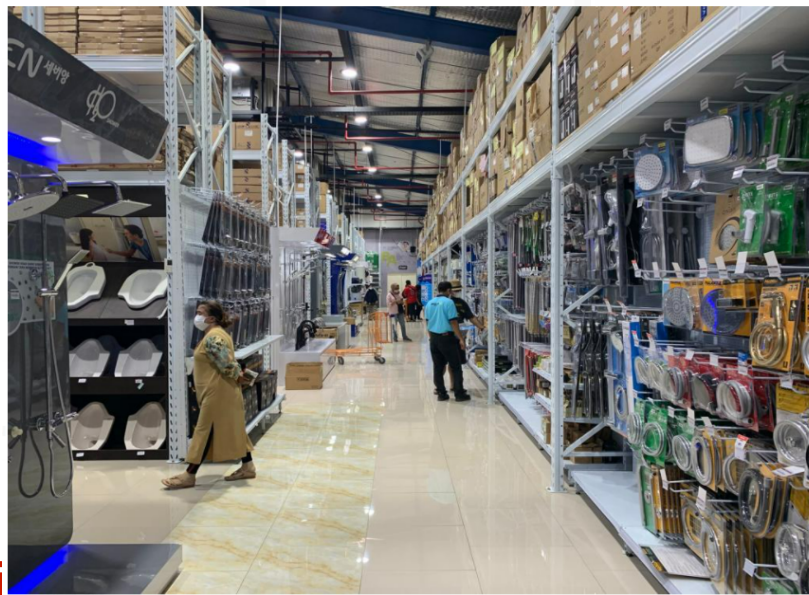




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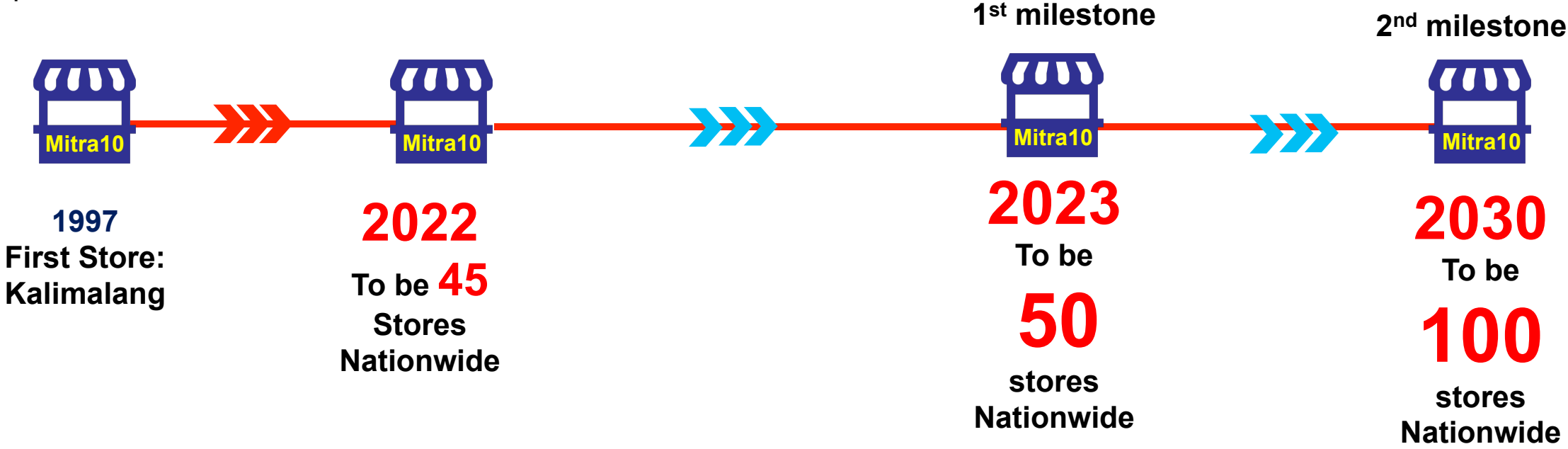


# Store Appearance





For 25 years, Mitra10 has growing the business from 1 store to 44 stores in 25 years and Mitra10 is ready to accelerate the growth to operate with 100 stores nationwide in next 8 years and continue adding more stores to cover 80% of Indonesia population



Mitra10 has grown business **7.2X** from 2009



*During the Pandemic Era from 2020 – 2022 , Mitra10 still continuously grow the business with*

**CAGR (Compound Annual Growth Rate)**  
**> 10%**

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



Operate 44 stores >147,455 sqm selling area  
Target rollout 3-6 stores/yr

Offer building materials and home improvement products > 65,000 SKUs

Hold > 2 million members

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

Manage > 370 Fleets to ensure on time delivery

Operate 5 DCs with the total area of around 175,000 sqm

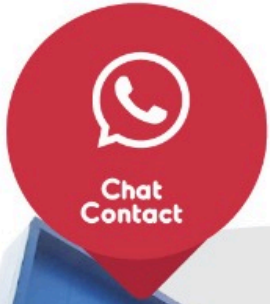


# Mitra10 : Omni-Channel

Lighter, Faster with Member Data Based Integrated

Chat Center  
0878 002 1010

B2B Feature on Website and PWA



Mitra10 Official on Marketplace

- Shop via store location
- Stock , Price , Promotion by store based
- Exclusive promotion on website only
- Earn Point & Redeem Point on Website



- Instagram
- YouTube
- TikTok
- Facebook
- Twitter

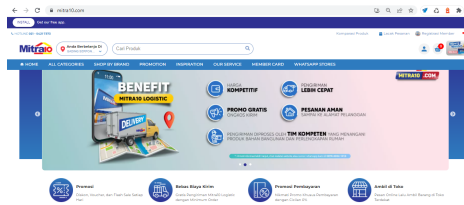
- Store Shopping
- Kiosk
- E-Catalogue
- Click & Collect
- Drive Through
- WA Store



Same Day, Next Day with in 3 Days from Internal Logistic



# Mitra10 : [www.mitra10.com](http://www.mitra10.com)



[www.mitra10.com](http://www.mitra10.com)

- Desktop Website
- PWA : Mobile Friendly Web App

## SKU for Online

> **12.000**

## Online Sales Growth in last 3 years



## Payment Options

- Bank Transfer
- Virtual Account
- E-Wallets
- Buy Now Pay Later
- Credit Card + Installment

## Delivery Options

Same Day



With in 3 Days

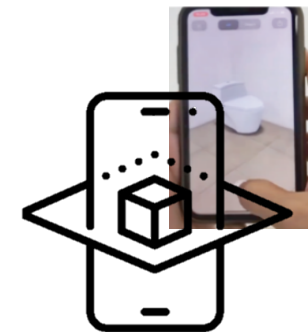


Click & Collect

Internal Logistic



## Additional Features



Augmented Reality



B2B & E-quotation

## Traffic to Website

+3000000

*Unique visitor per month*

## Page View on Web

>2.500.000

*per month*

## Social Media Followers



>300.000

*Blast Receivers/Month*



~160.000



~ 30.000



~2.200\*



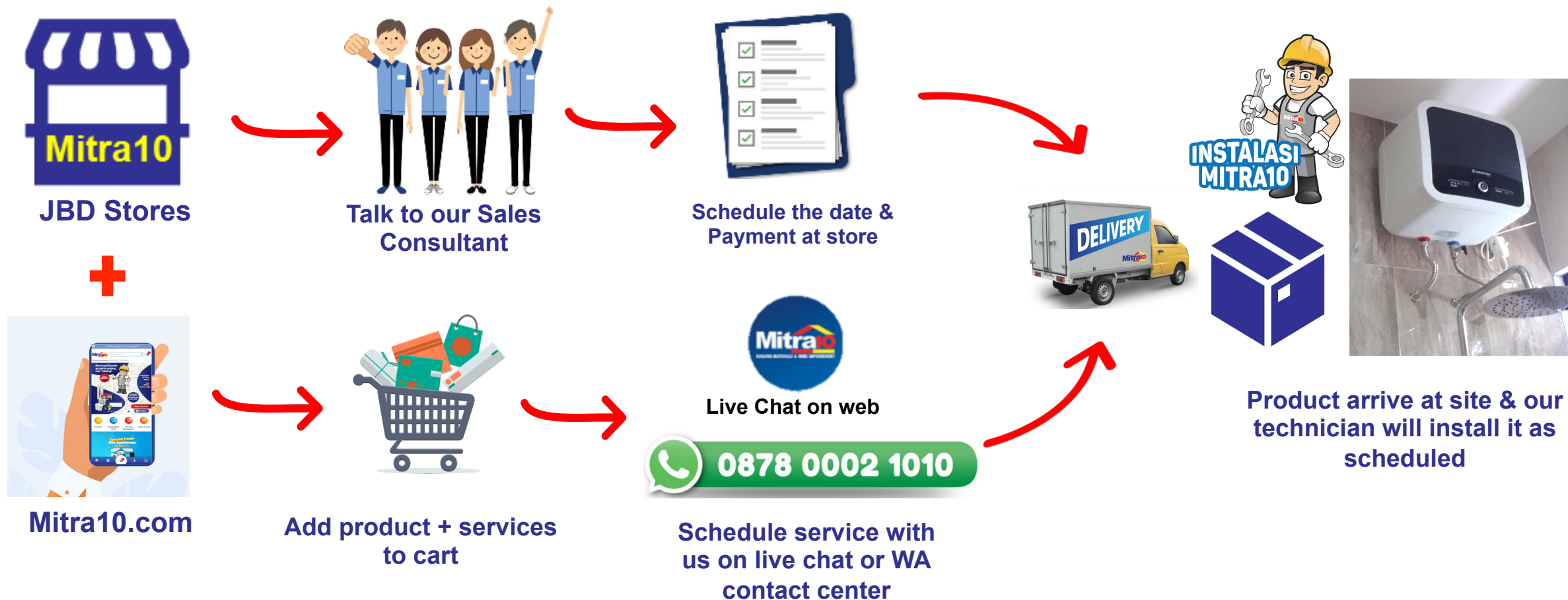
~1.700\*



# Mitra10: The Easiest Place to get Renovation Done

Make it easy for homeowner to renovate their homes with Mitra10 : just shop with us and let our team handle the difficult part...

## Easy step to get Renovation Done with Mitra10:



There is installation guarantee to our customers too

# THANK YOU