



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

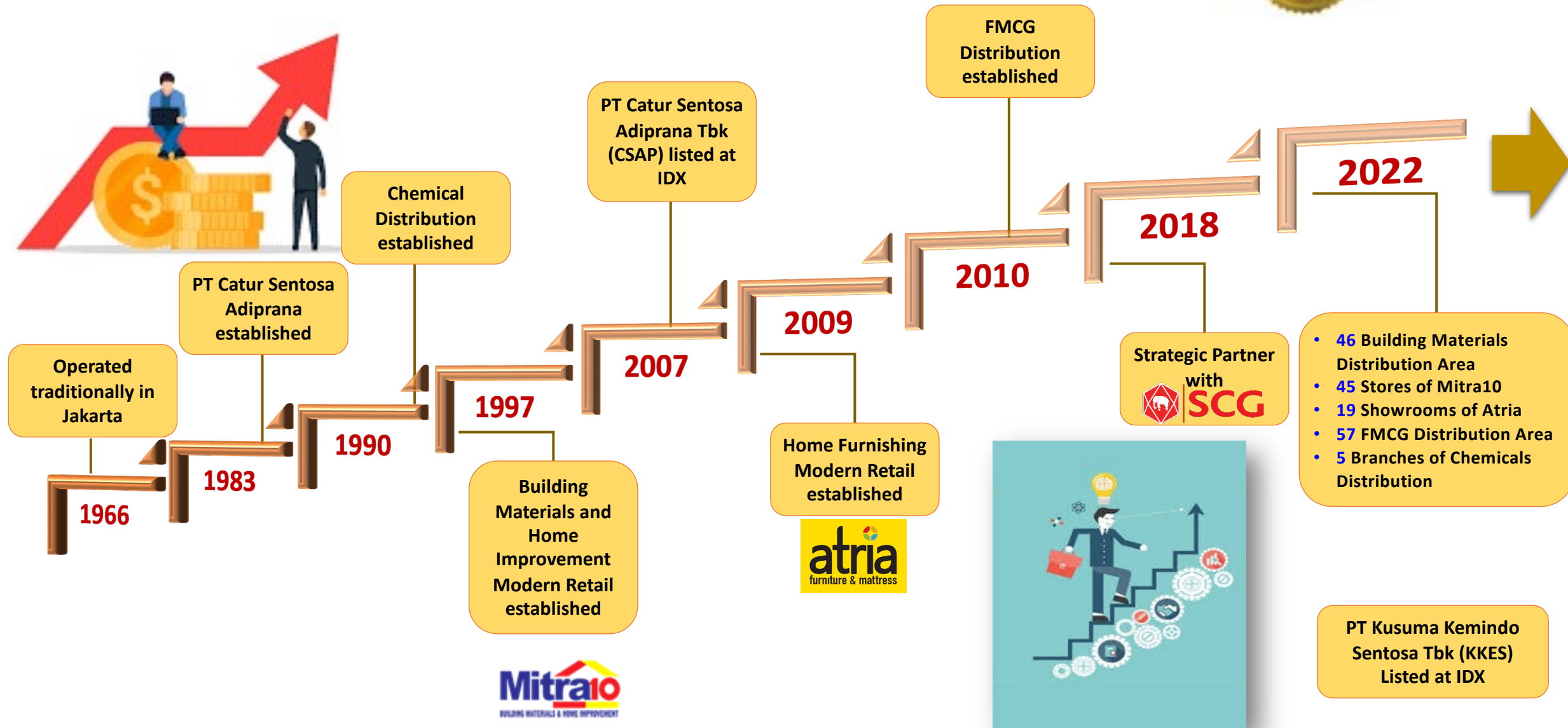
Materi Paparan Publik

PT Catur Sentosa Adiprana Tbk

Jakarta, 6 April 2023



COMPANY MILESTONES



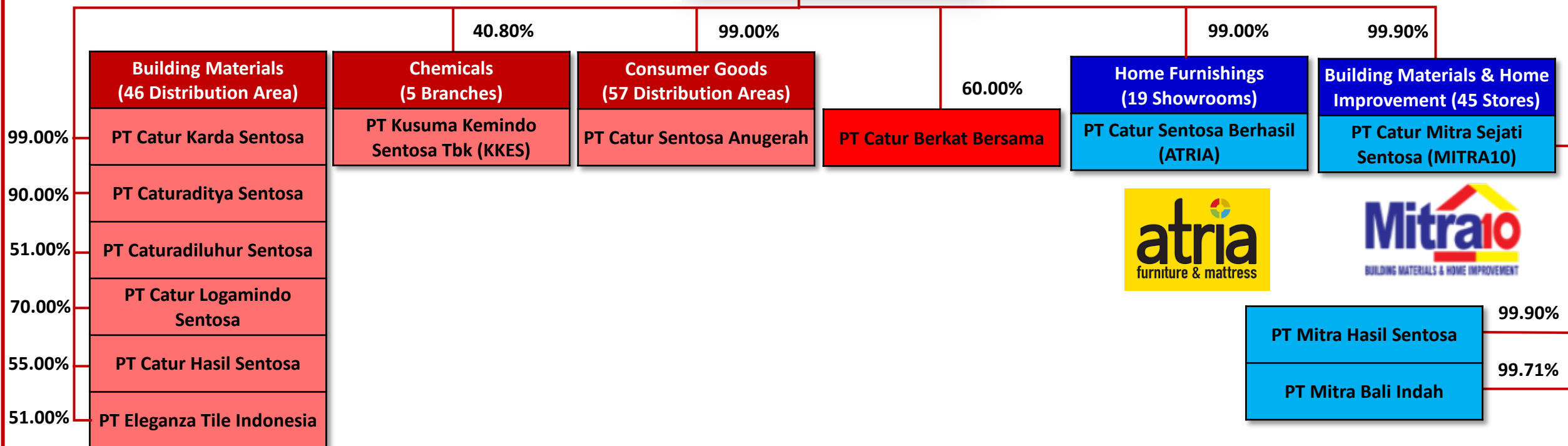
SHAREHOLDING STRUCTURE

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%

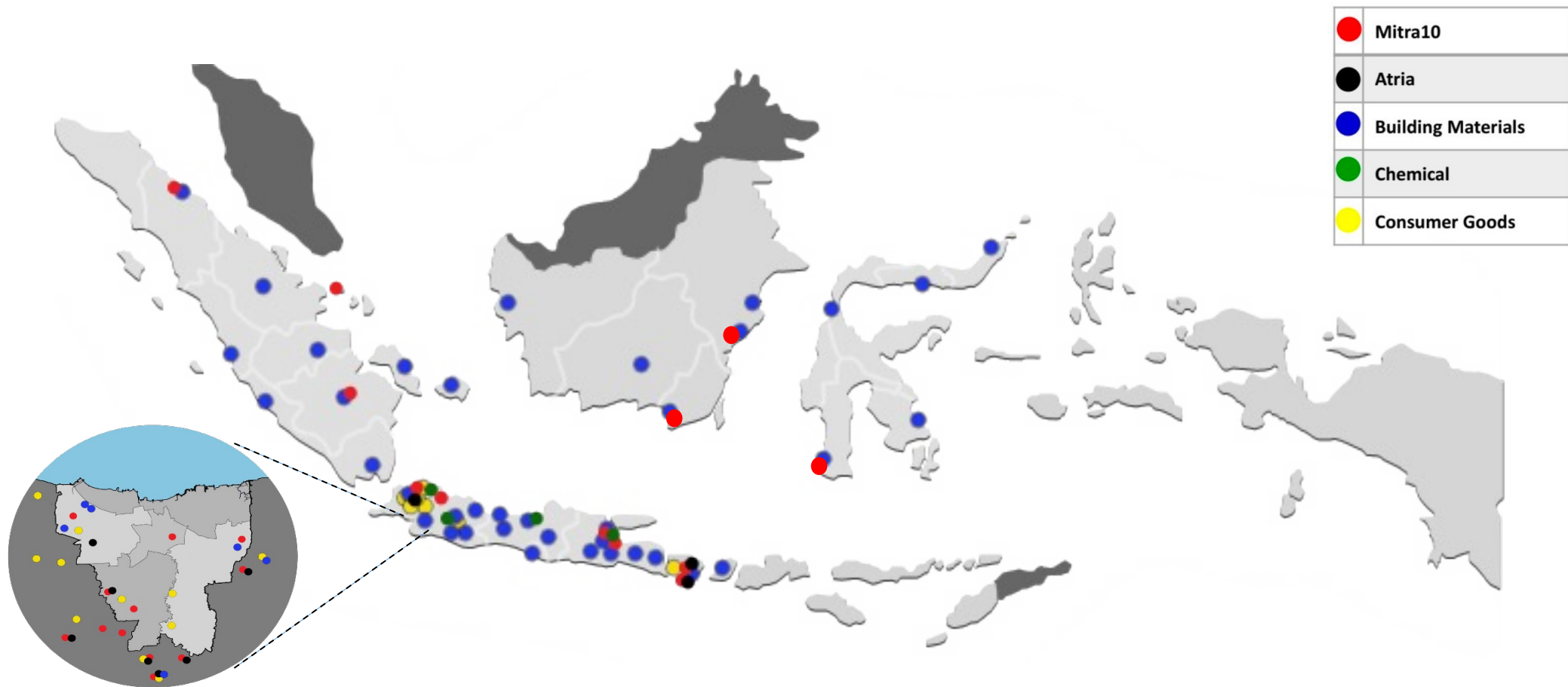


DISTRIBUTION

MODERN RETAIL



CSAP: Nationwide Operation



46 Building Materials
Distribution Area
41 Branches + 5 Depo

5 Chemicals Distribution B
ranches

57 FMCG/Consumer
Goods Distribution Area

45 Stores Mitra10
Building Materials &
Home Improvement

19 Showrooms Atria
Home Furnishing

Board of Commissioners



• Achmad Widjaja - President Commissioner

• Paramate Nisagornsern - Commissioner

• Kenneth Ng Shih Yek - Commissioner

• Justin Seow Han Yong - Commissioner

• Justinus Aditya Sidharta - Independent Commissioner

• Henny Ratnasari Dewi - Independent Commissioner

Key Management Team

Board of Directors

Budyanto Totong
CEO / President Director

*>50 years experience
In Building Materials*



Andy Totong
Strategic &
Development Director

*>20 years
experience in
Modern Retail*



Antonius Tan
H R Director

*>20 years
experience in HR*



Warit Jintanawan
Operating Director

*>30 years
experience in
Building Materials*



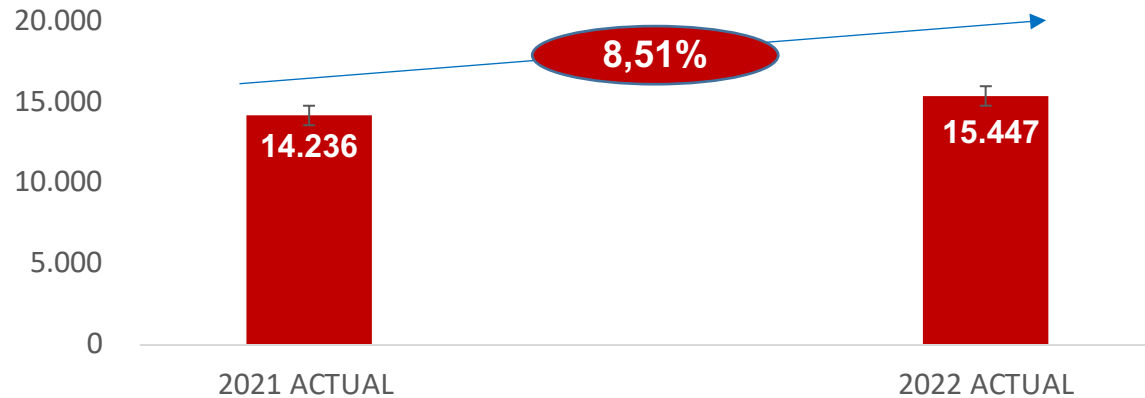
Surjati Tanril
CFO

*>20 years
experience in
Accounting &
Corporate Finance*

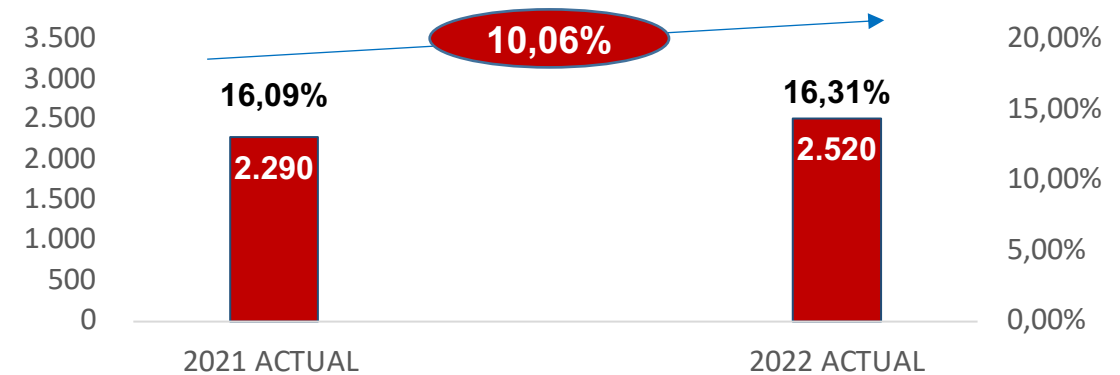


CSAP CONSOLIDATED : 2022 Financial Highlights

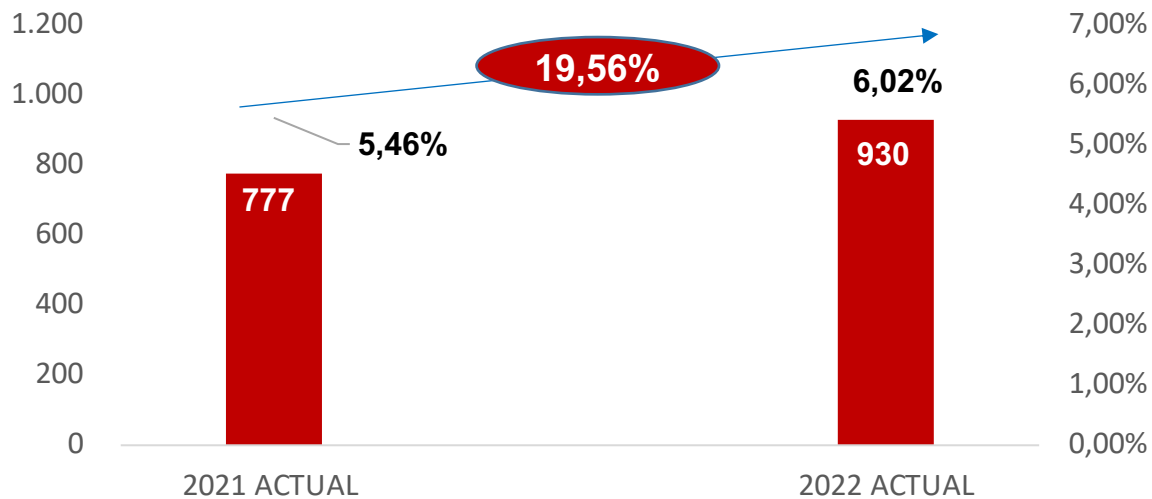
SALES (In IDR Billion)



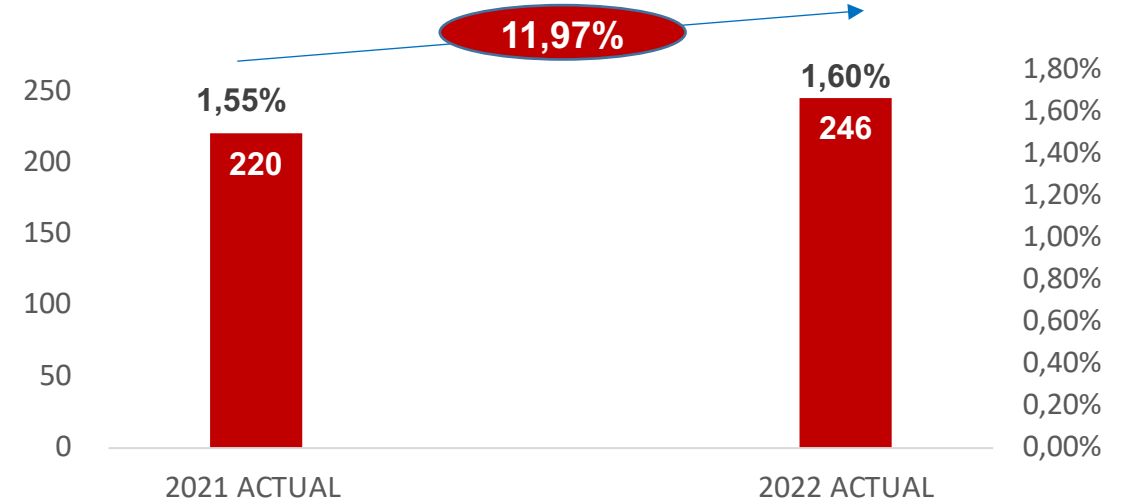
GROSS PROFIT (In IDR Billion)



EBITDA (In IDR Billion)



NET PROFIT (In IDR Billion)

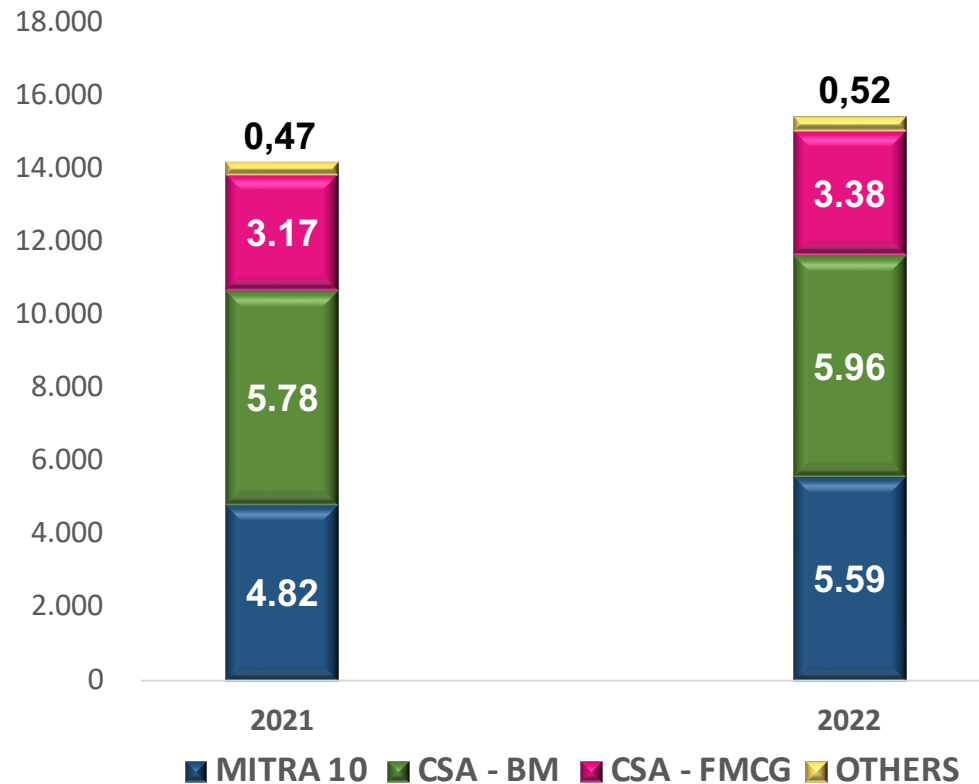


CSAP Consolidated : SALES & EBITDA Contribution (In IDR Billion)

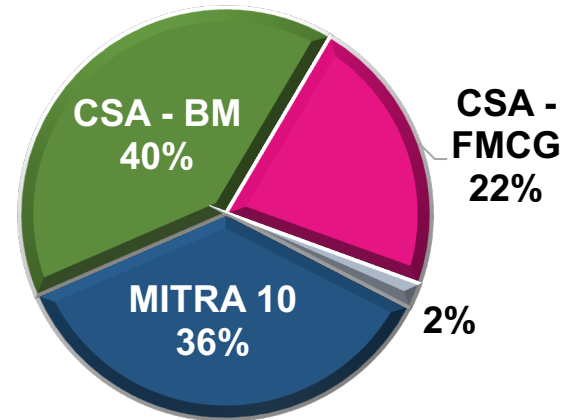
IDR 14,24 Trillion

IDR 15,45 Trillion

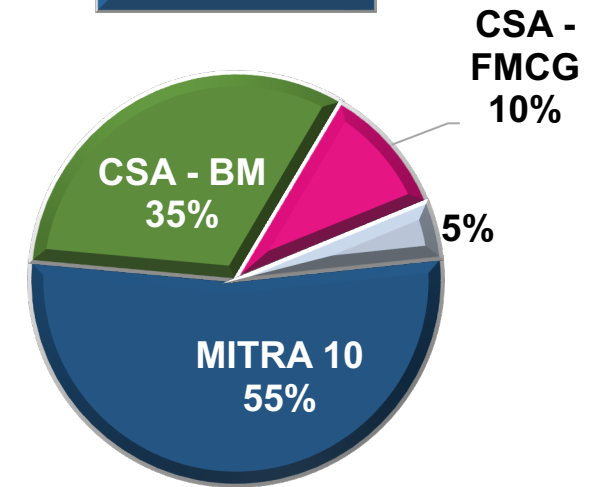
Sales by Business Units



Sales 2022



EBITDA 2022

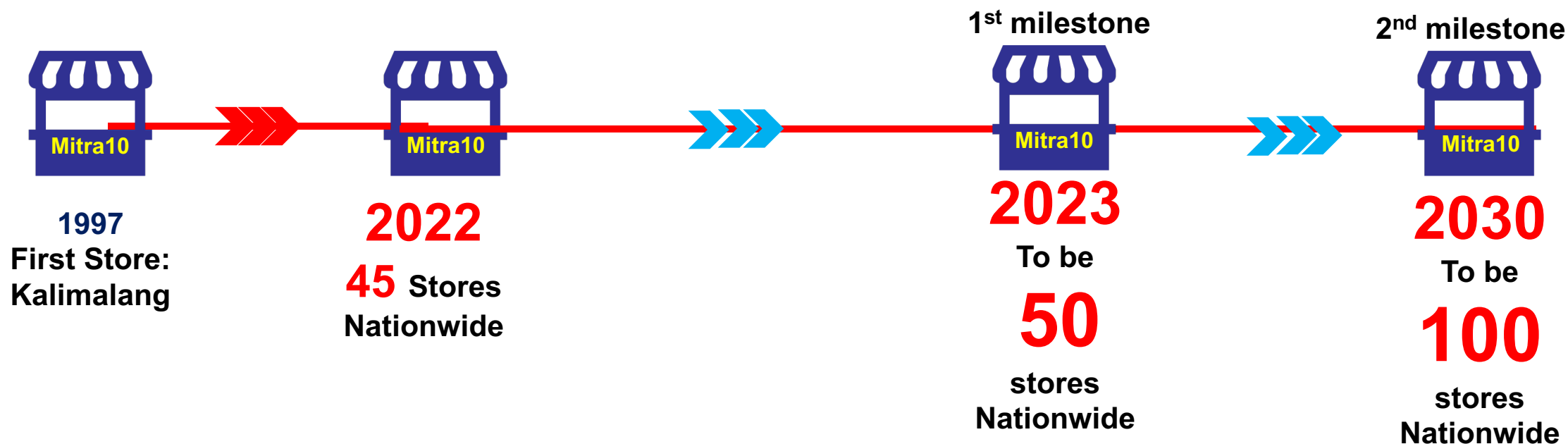


Modern Retail of Mitra10



Mitra10 : The Business Journey

For 25 years, Mitra10 has growing the business from 1 store to 45 stores in 25 years and Mitra10 is ready to accelerate the growth to operate with 100 stores nationwide in next 7 years and continue adding more stores to cover all region in Indonesia.



Mitra10: The Biggest Modern Retail for Building & Home Improvement in Indonesia



No. Of Store



45 Stores



Selling Area



160.000 SQM



Warehouse Area



100.000 SQM



6 Distribution Centers

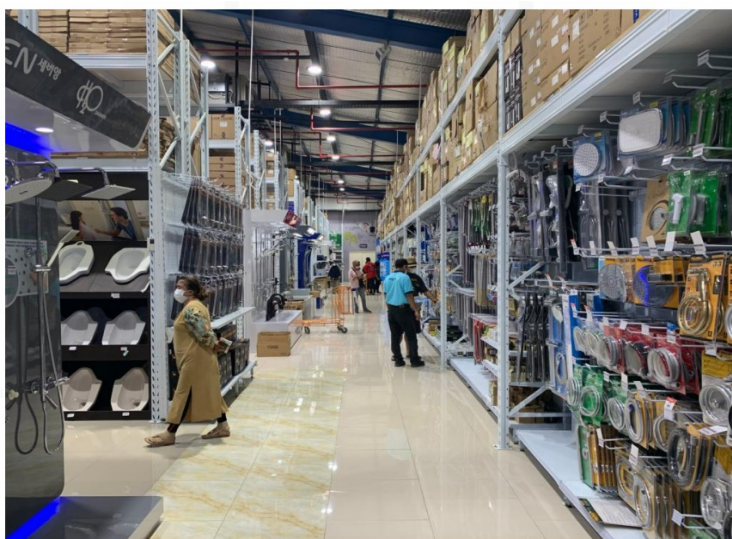


100.000 SQM

Mitra10: Our 45 Stores Network



Mitra10: Store Appearance

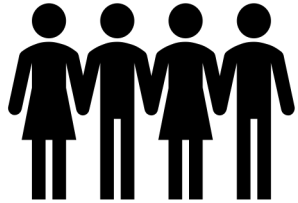


Mitra10: Store Appearance



Mitra10 : Business Profile

Mitra10 has operated business for 25 years and kept growing our business faster in upcoming years to own 100 Mitra10 stores in 2030

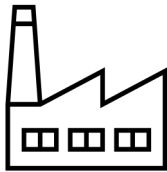


Our Employee



2022

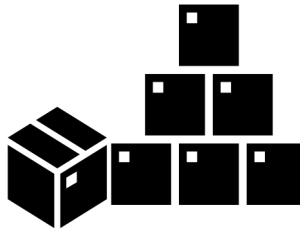
~ 4.400



Our Suppliers



~ 750



Total SKUs



~ 58.000



Monthly Traffic



~ 1.000.000

Mitra10 : Omni-Channel

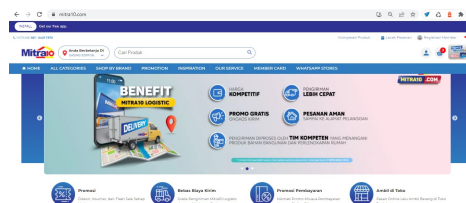
- Shop via store location
- Stock , Price , Promotion by store based
- Exclusive promotion on website only
- Earn Point & Redeem Point on Website

Lighter, Faster with Member Data Based Integrated

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



Mitra10 : www.mitra10.com



www.mitra10.com

- ☐ Desktop Website
- ☐ PWA : Mobile Friendly Web App

SKU for Online

> 12.000

Online Sales Growth in last 3 years

10X

Payment Options

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

Delivery Options

Same Day



With in 3 Days

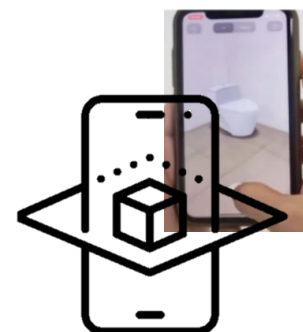


Click & Collect

Internal Logistic



Additional Features



Augmented Reality



B2B & E-quotation

Mitra10 : Social Media Platforms

Traffic to Website

+3000000

Unique visitor per month

Page View on Web

>2.500.000

per month

Social Media Followers



>300.000



~213.000



~ 33.000



~23.000*



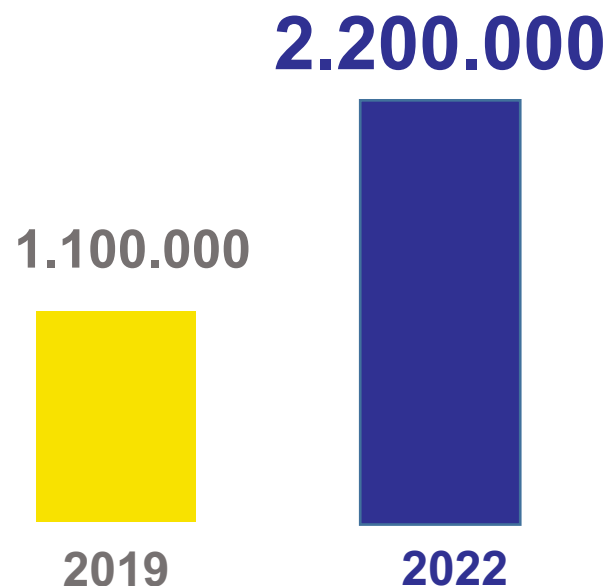
~5.000*

* Start promote on Y.2022

Mitra10: Members & Loyalty Program

Sahabat Mitra10 as of 2022

*Number of Member**



Special Member Programs

- **Business & Contractor Program**
 - Additional Cashback
 - Additional Point Reward
 - Special Event & Promotion
- **Event Marketing Exclusive for Members**
 - Top Spending Member Reward & Workshop

**Member will be valid for 1 year after registration*

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:



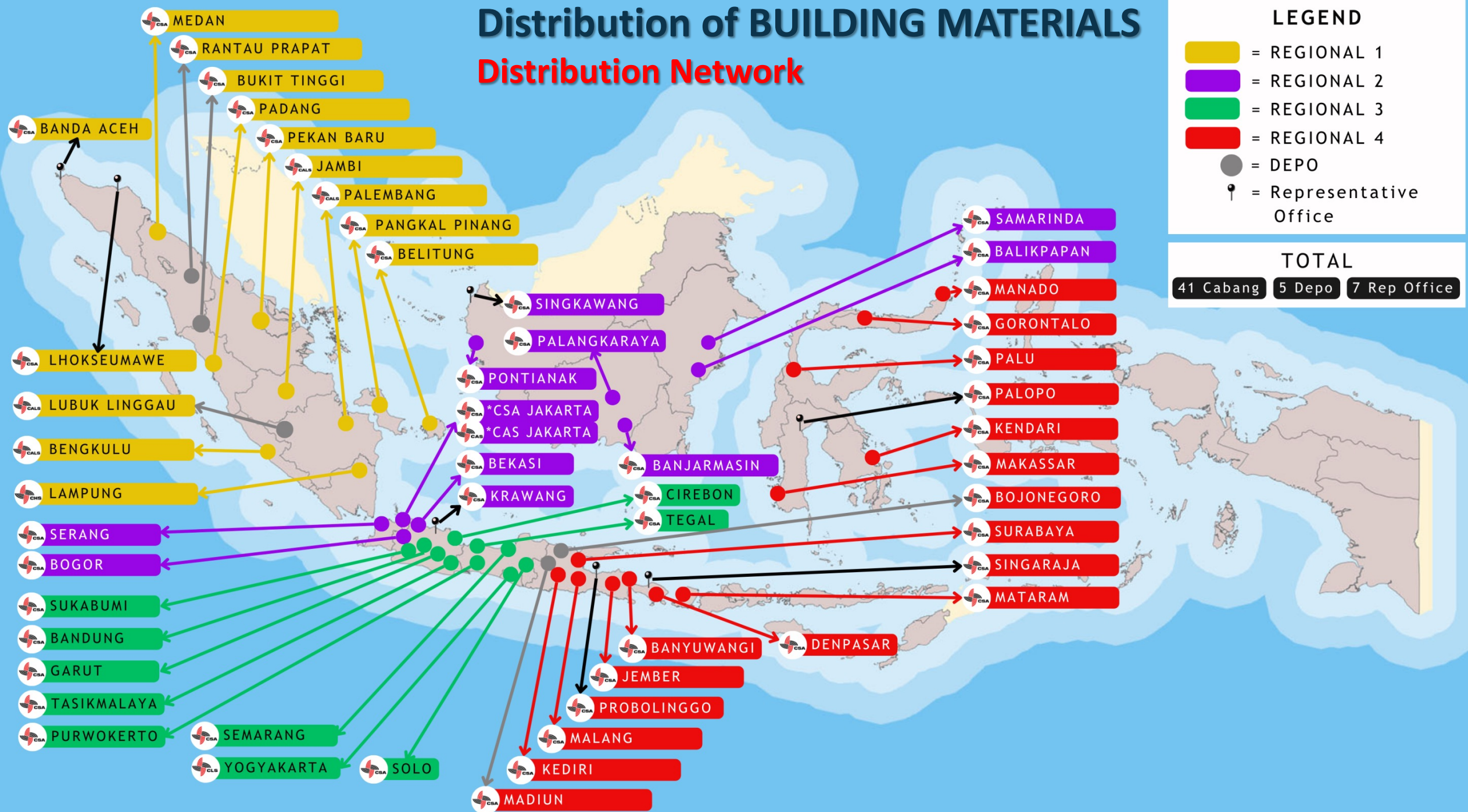
There is installation guarantee to our customers too



Distribution of Building Materials

Distribution of BUILDING MATERIALS

Distribution Network



Distribution of Building Materials : **The Largest Distribution of Building Materials in Indonesia**



Of Distribution Area



46 Distribution Area

41 Branches & 5 Depo



Warehouse Area



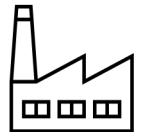
>190,000 Sqm



Fleet



>500



Principals



>50 Principals



Products



>22,000 SKU



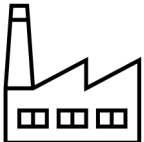
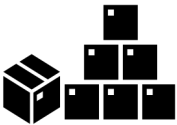
Customers



>35,000



Distribution of FMCG : Facilities are Constantly Evolving

	# Of Distribution Area	»»»	57 Distribution Area
	Warehouse Area	»»»	>87,000 Sqm
	Fleet	»»»	>500
	Principals	»»»	>30 Principals
	Products	»»»	>3,900 SKU
	Customers	»»»	>428,000

Distribution of FMCG : Distribution Network

CSAN

Sumatera (11)

- Kotabumi
- Lampung
- Metro
- Pekanbaru
- Jambi
- Muarabungo
- Palembang
- Bangka
- Belitung
- Lahat
- Baturaja

Jawa Barat (9)

- Bandung
- Subang
- Sukabumi
- Cirebon
- Garut
- Tasik
- Cianjur
- Padalarang
- Sumedang

Greater Jakarta & Serang (13)

- Bogor
- Cijantung
- Cikupa
- Cengkareng
- Serang
- Lebak
- Cipondoh
- Lebak Bulus
- Sunter
- Bekasi
- Klender
- Depok
- Cipondoh

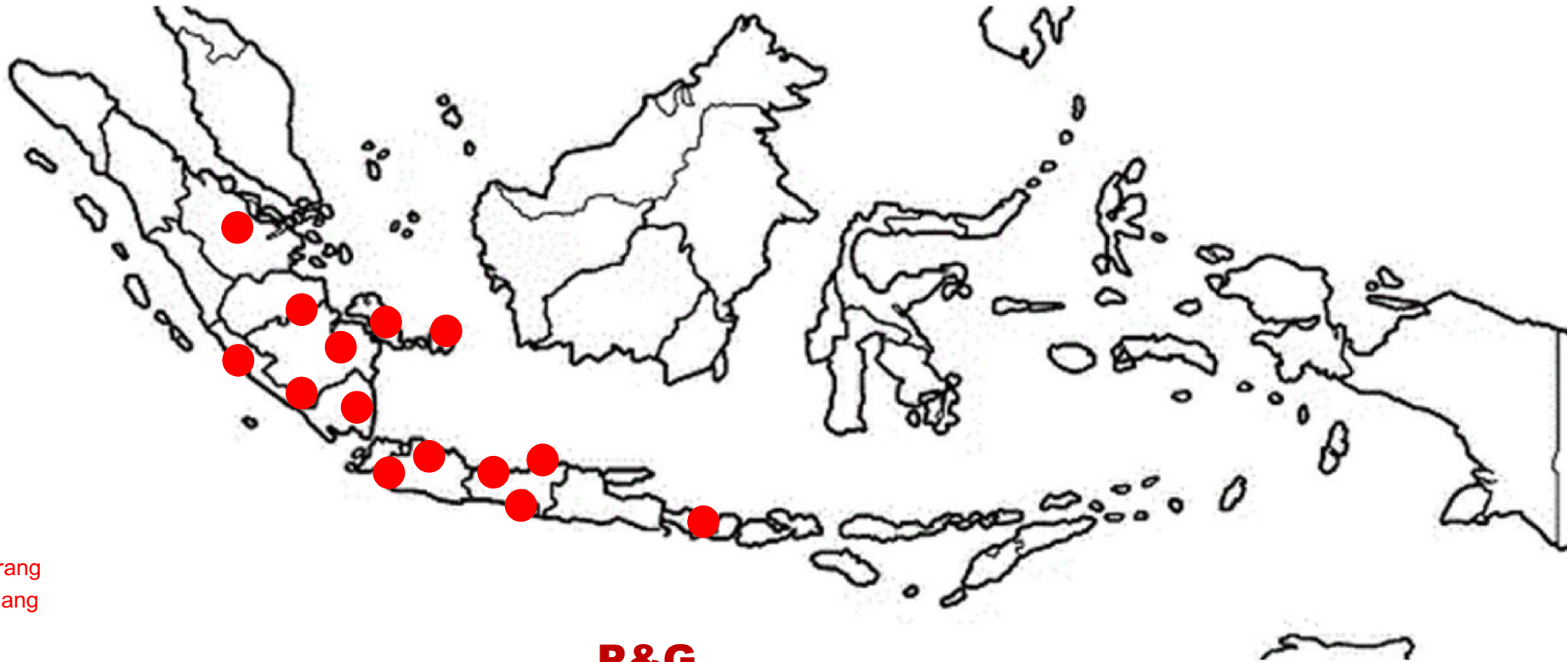
Jawa Tengah & Bali (7)

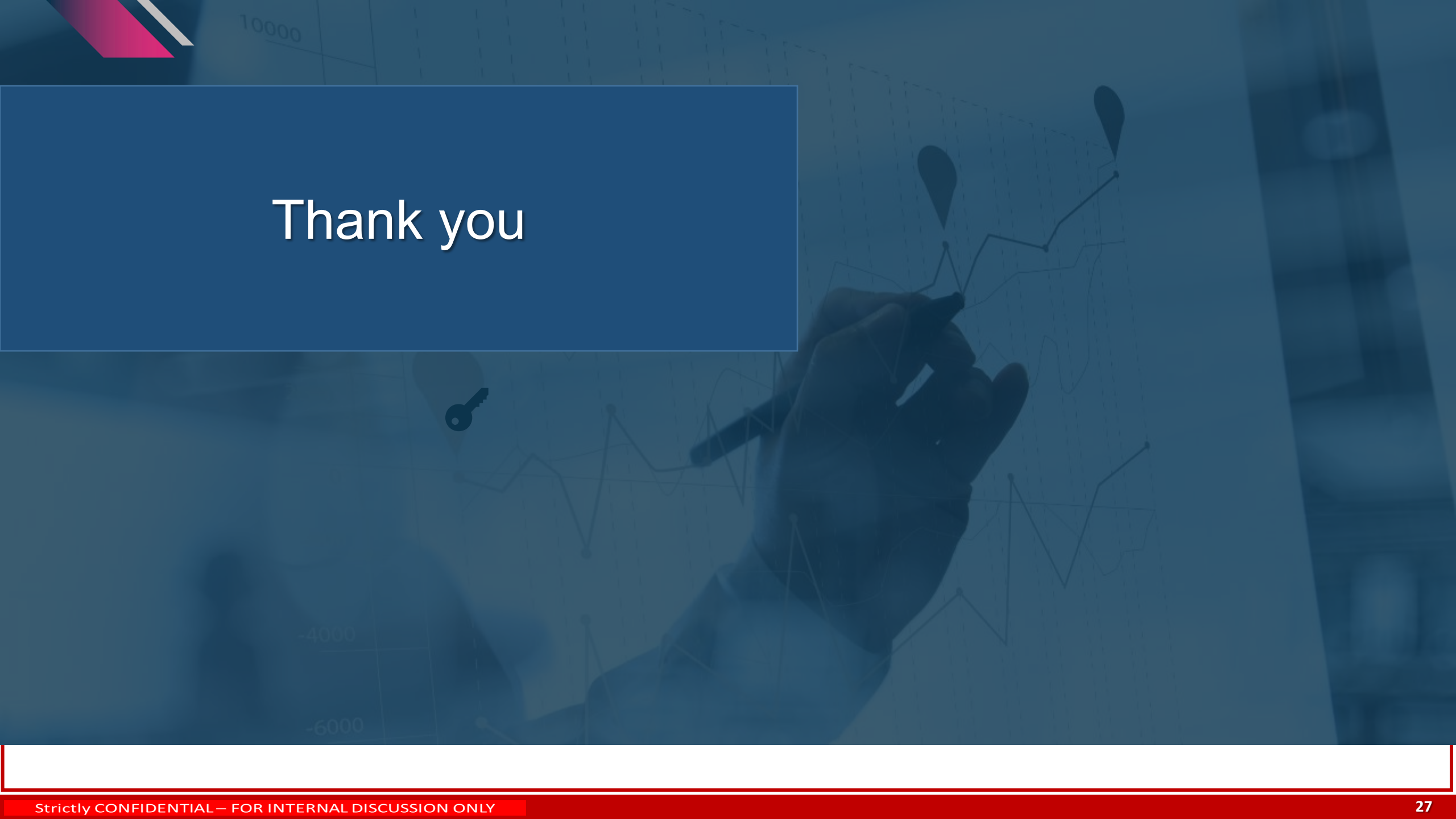
- Denpasar
- Kudus
- Purwokerto
- Singaraja
- Semarang
- Tegal
- Klungkung

P&G

Jakarta, Bogor, Tangerang, Serang dan Sumatera (21)

- Cengkareng
- Banjarijaya
- Depok
- Condet
- Kebayoran Lama
- Tangerang selatan
- Bogor
- Serang
- Pandeglang
- Bangka
- Baturaja
- Belitung
- Bengkulu
- Jambi
- Kotabumi
- Lampung
- Linggau
- Metro
- Palembang
- Prabumulih
- Pringsewu





Thank you