



*midi fresh*



## PT MIDI UTAMA INDONESIA TBK UPDATES ON FY 2024 RESULTS



# AGENDA

- ❖ Industry Updates
- ❖ Operational Performance
- ❖ Financial Highlights



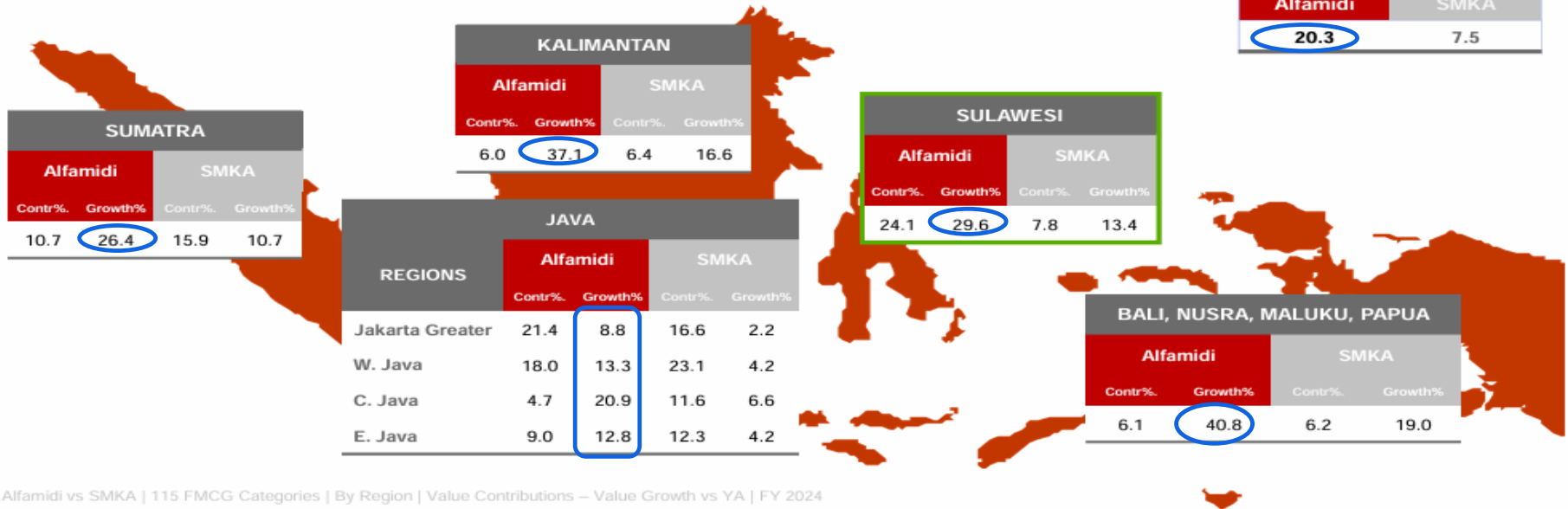
# Industry Updates



# Indonesia Modern Trade (MT) Growth by Region

## FMCG Performance by Regions

We Grew Faster Than Market Across All Regions



Alfamidi vs SMKA | 115 FMCG Categories | By Region | Value Contributions – Value Growth vs YA | FY 2024

**NIQ**

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**Source:** NIQ (Nielsen IQ); SMKA = Supermarket and Minimarket Key Accounts.



# Operational Performance Ytd Dec 2024



# Net Stores Addition and Total Number of Stores

- Net consolidated stores addition for YTD Dec 2024 = (97) stores, with details as follows:

Alfamidi	: 190 stores;	} <b>203 stores FY 2024; FY 2023 = 61 stores.</b> <i>74 new stores or equivalent 36% were opened in Q4 2024.</i>
Alfamidi Super	: 16 stores;	
Midi fresh	: (3) stores;	
Lawson	: (300) stores, with details as follows:	

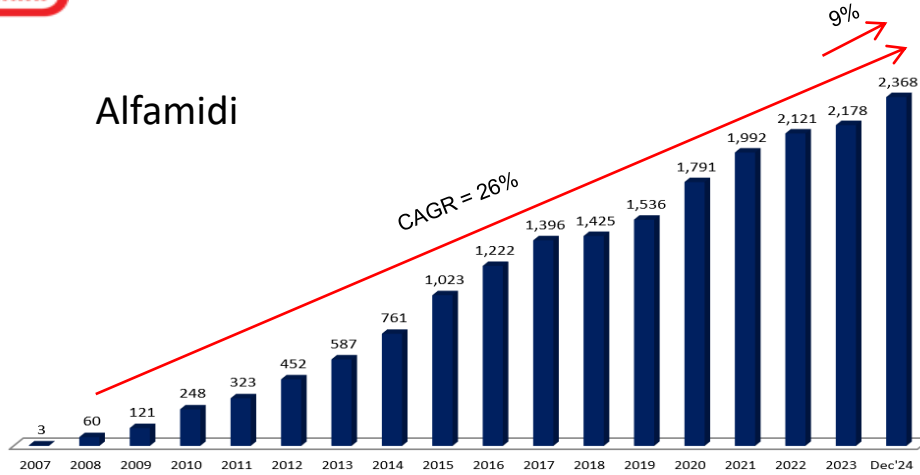
- stand alone format → opened 70, closed 65, net = +5;
- store-in store format → opened 20, closed 325, net = (305).

- Total number of stores as of Dec 31, 2024 = 2,809 stores, with details as follows:

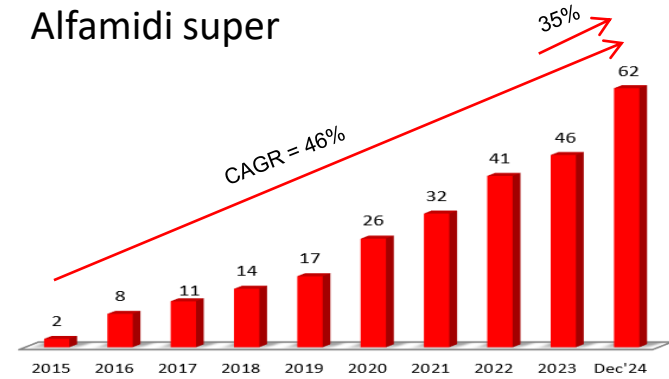
Alfamidi	: 2,368 stores;	} <i>2,435 stores;</i>
Alfamidi Super	: 62 stores;	
Midi fresh	: 5 stores;	
Lawson	: 374 stores (consists of stand-alone format only)	

# Stores Growth

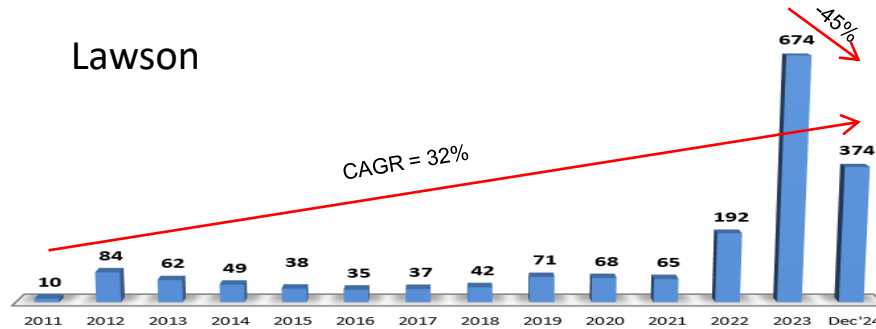
## Alfamidi



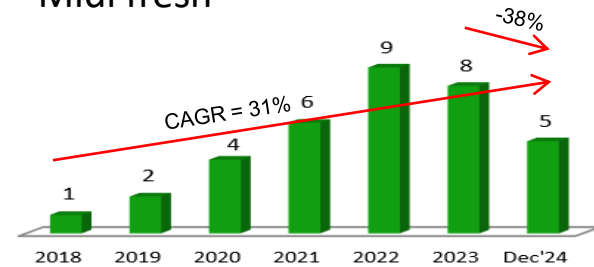
## Alfamidi super



## Lawson

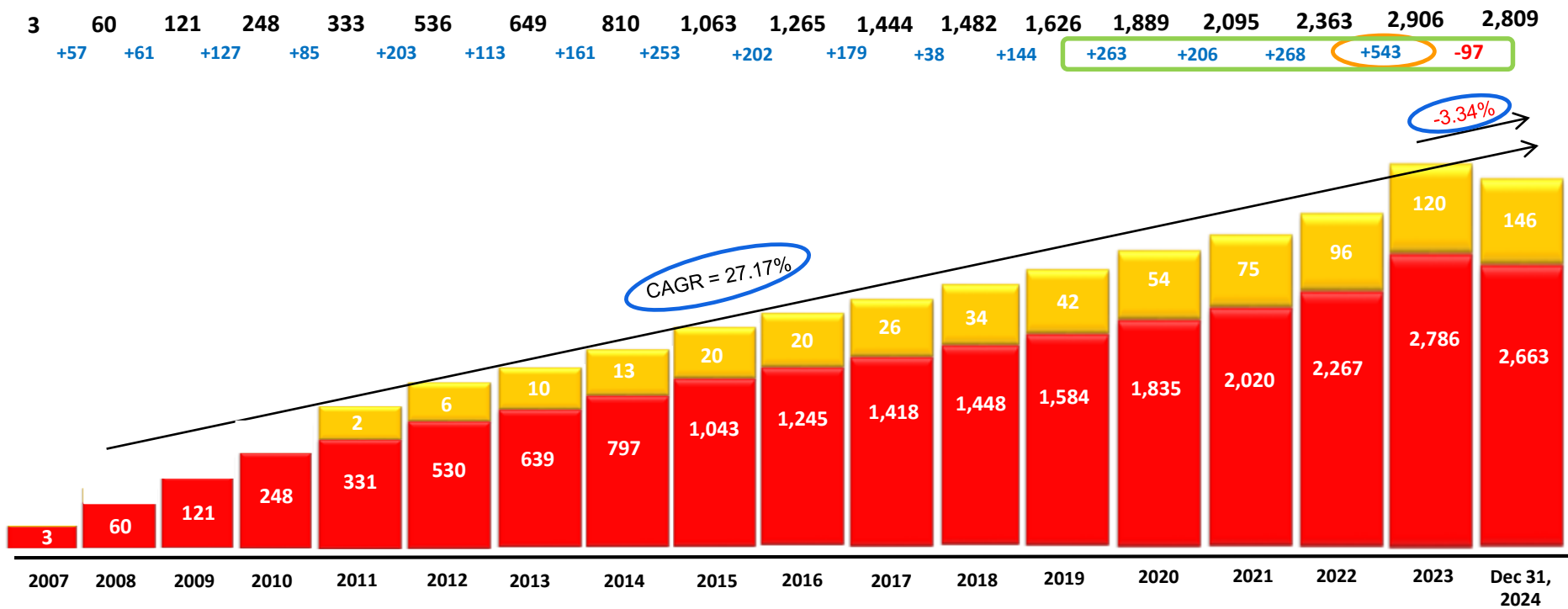


## Midi fresh



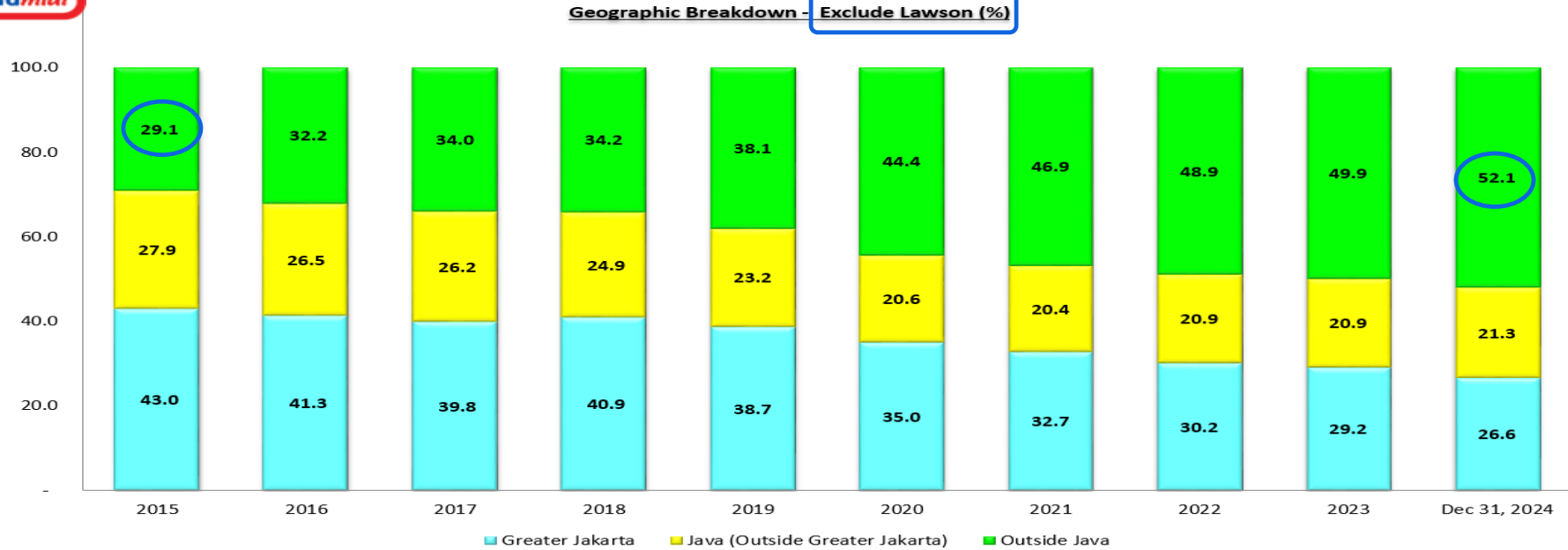
# Stores Growth

Company Owned & Franchise Stores (All Formats)



- As of Dec 31, 2024, the number franchise stores is equivalent to 5.2% of total consolidated stores.
- In the last 5 years (2020-2024), the average number of new stores opened = 237 stores per year (for all formats), 176 stores per year (if excl. Lawson).

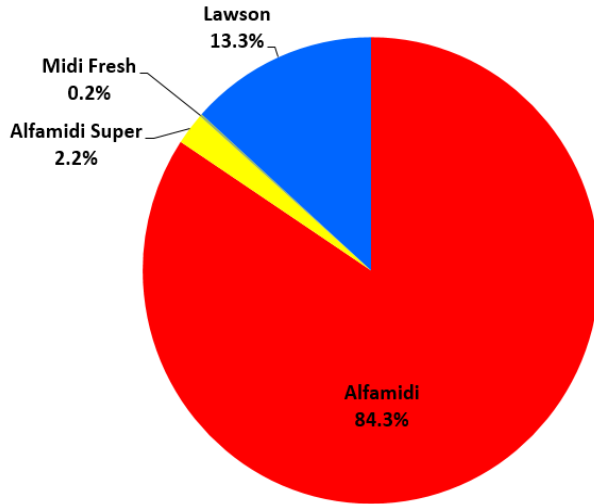




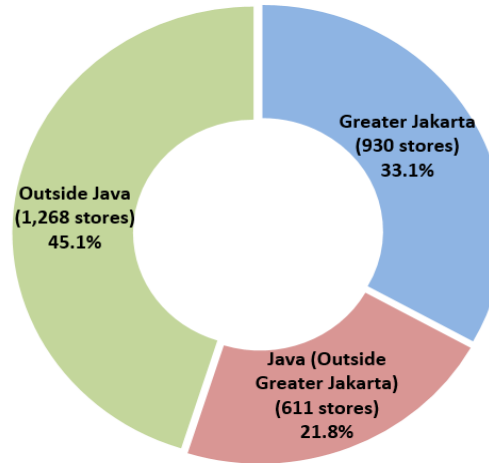
- Based on geographic breakdown, as of Dec 31, 2024, the number of Alfamidi stores located in outside Java island, Java island (other than Greater Jakarta) and Greater Jakarta are equivalent to 52.1%, 21.3% and 26.6%, respectively.  
The number of Alfamidi stores in outside Java island keeps increasing compared to Greater Jakarta and Java island (outside Greater Jakarta).  
It has been increased by **23.0%** from 29.1% in as of Dec 31, 2015 to 52.1% as of Dec 31, 2024.
- Meanwhile, for Lawson, still concentrating the expansion in Java island, 76% in Greater Jakarta and 24% in Java island (outside Greater Jakarta).

# Stores Composition

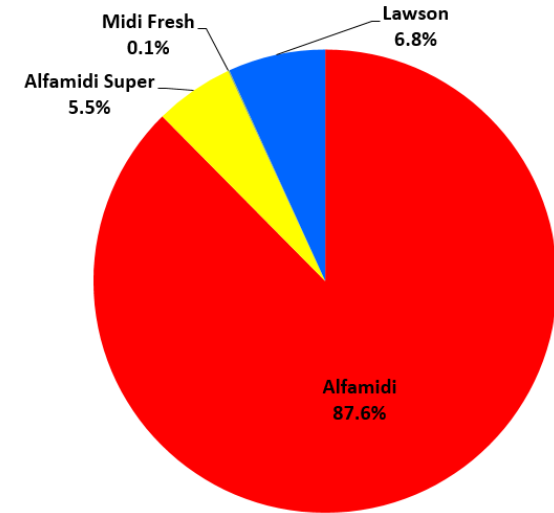
**Number of Stores  
(By Store Format)**  
As of Dec 31, 2024



**Number of Stores  
(All Formats incl. Lawson;  
By Geographic Location)**  
As of Dec 31, 2024



**Net Revenue  
(By Store Format)**  
Ytd Dec 2024





- As of Dec 31, 2024, Alfamidi stores are supported by 11 warehouses, with the detail as follows:  
2 warehouses in Greater Jakarta, 2 warehouses in Java island (outside Greater Jakarta) and 7 warehouses in outside Java island.
- In Nov 2024, we relocated 1 rented warehouse to a new owned-warehouse in North Sulawesi province. In total, 9 out of 11 warehouses are owned.
- During 2024 Alfamidi has penetrated to 3 new provinces and 19 new cities/districts.  
In total, Alfamidi has penetrated to 23 provinces of 38 provinces in Indonesia (61%) and 213 cities/districts of 358 cities/districts in those 23 provinces (59%).

# Online Channel



- To fulfill customers' need, besides through physical stores (offline channel), the Company does have online channel as well, through app of **Midi Kriing**, which is available on platform of Google Playstore and Appstore. The order will be delivered to customers without delivery fee (**free delivery**) from our closest store with maximum distance of 5 kilometers.
- Besides that, the Company has cooperation as well with several e-commerce platform such as Gomart, Grabmart, Blibli Click&Collect, Shopee, Lazada, Bliblimart, Tokopedia dan Bukalapak.
- For YTD Dec 31, 2024, sales through online channel contributed 2.53% of total sales, increased by 0.68% compared to 1.85% for YTD Dec 31, 2023.

To increase brand equity, brand awareness dan maintain customer loyalty, several special promotion events carried out during 2024 are as follows:

A vibrant promotional banner for Alfamidi. At the top left is the Alfamidi logo. Below it, the text 'Periode : Mulai 1 Januari 2024' is displayed. On the right, there is a 'Khusus Member' badge with a gold card icon. The central text, set against a green background with yellow starburst effects, reads 'SEMARAK AWAL TAHUN' in white, followed by 'CASHBACK UP TO 35K' in large, bold, yellow letters with a thick red outline. At the bottom, a red banner contains the text '\*Syarat & Ketentuan Berlaku'. The footer features the website 'www.alfamidi.ku.com' and social media icons for WhatsApp, Facebook, Instagram, and Twitter, all with the handle '@alfamidi\_ku'. The bottom right corner includes a 'TAMBAH KE KERANCIAN' button.



Periode : 1 Februari - 20 Maret 2024

Khusus Member



**GRAND PRIZES**  
**5 Keluarga Spesial**  
**MUDIK EKSKLUSIF**  
 dengan Mobil + Supir Privat  
 (Maksimal 4 orang)

**Keberangkatan :**  
 Museum Purna Bhikshi Perthwi TMI  
 Jumat, 5 April 2024 | 06.00 - Selesai

Sarabaya Yogyakarta Solo  
**1500**  
**TIKET BUS**  
 Untuk **750**  
**Pemenang**

Hadiahnya bisa berupa tiket & akomodasi



**BAYAR TAGIHAN DI ALFAMIDI  
BISA BAWA PULANG MOTOR**  
*(Payment Multifinance & Public Utility)*



**1 HONDA BEAT**

**5 LOGAM MULIA 2 GRAM**

**KHUSUS MEMBER**

10 VOUCHER BELANJA di Rp 5000	15 VOUCHER BELANJA di Rp 2000
VOUCHER BELANJA di Rp 1000	25 VOUCHER BELANJA di Rp 500
10 VOUCHER BELANJA di Rp 1 Ji	

Mekamade Program

Periode : Mulai 1 Juli 2024

EDISI 13, PERIODE : 1 - 15 JULI 2024



**CASHBACK**  
**SPESIAL 17<sup>th</sup> ALFAMIDI**  
**UP TO 50K**

**Setiap belanja minimal Rp 100.000\* dan di dalamnya terdapat produk sponsor SUA 17 akan mendapatkan Voucher Cashback Up To Rp 50.000**

\*Kecuali tiket, tiket bus & 1 Btl, minyak goreng, gula pasir, beras, gula dibalokan, dan transaksi non tunai



**CEK  
KODE STRUK  
ANDA**

**Khusus Member**



**CEK KODE STRUK ANDA**

[illegible]

PERIODE 1 - 31 OKTOBER 2024

EDISI 19, PERIODE 1 - 31 OKTOBER 2024

# TEBUS MURAH

**Aitamid**

**Tisu Wajah**  
Pacial Tissue

2 ply 400 gram

**Rp25.900**

# Rp14.900

Aitamid Member

**MEKANISME :**  
Belanja minimal **Rp 100.000** menggunakan member Aitamid bisa **Tebus Aitamid Pacial Tissue 400g** dengan harga special **Rp 14.900**  
Non member bisa beli secara reguler dengan harga reguler. Untuk lebih jelasnya kunjungi website kami di [aitamid.com](http://aitamid.com) atau hubungi Call Center 021-4000 4000

**Khusus Member**

**Belanja Lebih Banyak, Potong Lebih Besar**

EDISI 21, PERIODE 3 : 15 NOVEMBER 2024

**Mulai 1 November 2024**

# GRATIS!

## BELANJA DAPAT GRATISAN

**MEKANISME:**

Belanja Min Rp 200.000\* (total bayar setelah diskon) didalamnya terdapat Item **Hollas Brand/Private Label** dapat GRATISkan produk tertentu

\*Pembelian dengan cara tunai, transfer, atau kartu kredit

\*Belanjaan dapat jadi bagian dari belanja lainnya yang sudah terdapat dalam transaksi pembelian (di toko)

Belanja 200K - 299,9K	Belanja 300K - 399,9K
<p><b>GRATIS</b></p> 	<p><b>GRATIS</b></p> 
<p><b>Belanja 400K - 499,9K</b></p> <p><b>GRATIS</b></p> 	<p><b>Belanja min. &gt;500K</b></p> <p><b>GRATIS</b></p> 

**Belanja 200K - 299,9K**

**GRATIS**



**MEKANISME:**

Belanja Min Rp 200.000\* (total bayar setelah diskon) didalamnya terdapat Item **Hollas Brand/Private Label** dapat GRATISkan produk tertentu

\*Pembelian dengan cara tunai, transfer, atau kartu kredit

\*Belanjaan dapat jadi bagian dari belanja lainnya yang sudah terdapat dalam transaksi pembelian (di toko)

**Belanja 300K - 399,9K**

**GRATIS**



**Belanja 400K - 499,9K**

**GRATIS**



**MEKANISME:**

Belanja Min Rp 200.000\* (total bayar setelah diskon) didalamnya terdapat Item **Hollas Brand/Private Label** dapat GRATISkan produk tertentu

\*Pembelian dengan cara tunai, transfer, atau kartu kredit

\*Belanjaan dapat jadi bagian dari belanja lainnya yang sudah terdapat dalam transaksi pembelian (di toko)

**Belanja min. >500K**

**GRATIS**





## SEGAR BERKUALITAS

## Ayoo.. Makan Buah dan Sayur !

<b>APEL 1kg</b>  <b>3.490</b>	<b>ORANG BUKIT 2kg</b>  <b>3.590</b>	<b>SILO BUKIT 2kg</b>  <b>1.990</b>	<b>AYU 1kg-2kg</b>  <b>37.500</b>
<b>PEACH 1kg</b>  <b>1.750</b>	<b>ORANG BUKIT 2kg</b>  <b>8.550</b>	<b>BERMANGRO 2kg</b>  <b>1.990</b>	<b>AYU 1kg-2kg</b>  <b>2.250</b>
<b>STRAWBERRY 2kg</b>  <b>3.350</b>	<b>SALIS PATEL 2kg</b>  <b>1.690</b>	<b>LETTUCE 2kg</b>  <b>4.190</b>	<b>BUNCEH 2kg</b>  <b>14.500</b>
<b>SOI PUTRI BUKIT 2kg</b>  <b>1.690</b>	<b>BERMANGRO 2kg</b>  <b>1.990</b>	<b>LABU 2kg</b>  <b>5.000</b>	<b>HANYA 2kg</b>  <b>32.900</b>
			<b>SOI PUTRI BUKIT 2kg</b>  <b>32.900</b>









**UNTUK SETIAP BELANJA SAYUR DAN BUAH TERPILIH**

## DAPAT Rp 2.000

**DITUKAR DENGAN 100 BUAH BUNCEH ORIGINAL CAR TERSA**



**13.300**



**13.300**



**13.300**



**13.300**



**21.700**



**19.900**



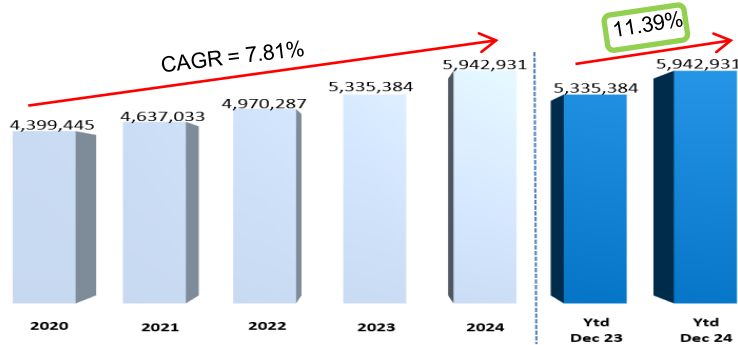
**17.900**



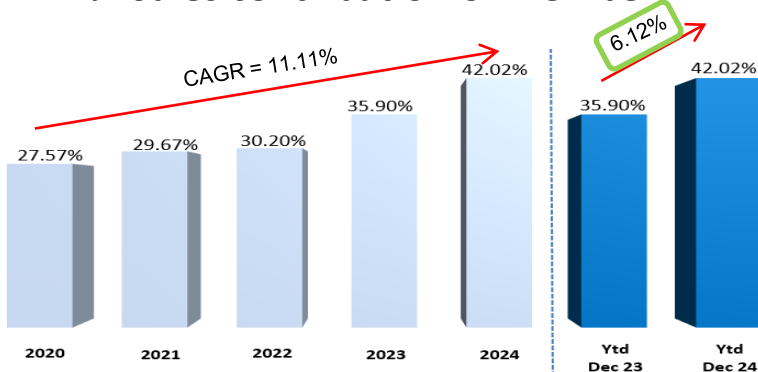




## Total Alfamidi Registered Member



## % Sales contribution of member



## Customer Loyalty Contribution

5.94 M

Total Alfamidi Registered Member  
Growth 11.39% (Ytd Dec-23 vs Ytd Dec-24)

42.02%

% Sales contribution of member  
Growth 6.12% (Ytd Dec-23 vs Ytd Dec-24)

## Presence on Social Media



Alfamidi Ku

FY 2023

Ytd Dec-24

1.3 M User

1.3 M User



Alfamidi

1 M User

1 M User



Alfamidi\_ku

1 M User

1.1 M User



@Alfamidi\_ku

123 K Followers

123 K Followers



@Alfamidi\_ku

263.8 K User

508.8 K User



## REDUCING PLASTIC BAG USAGE

- Plastic bags usage was keep decreasing. It was decreased by 3.71% (YoY) from 26.76% for 12M 2023 to 23.05% for 12M 2024.
- We keep encouraging customers to use Go Green shopping bags.



## APPLICATION OF SOLAR PANEL

- Company has installed solar panel in 6 owned-warehouses (in branch Palu, branch Boyolali, branch Bitung, branch Pasuruan, branch Medan and branch Makassar).
- Company also has installed solar panel in 15 of Alfamidi super stores.
- The installation of solar panels have reduced CO<sub>2</sub> emission by approximately 334.10 tons for YTD Dec 2024.
- We plan to continue the installation of solar panel in 3 other owned-warehouses and 24 Alfamidi super stores within this year (2025).



## DISABLED EMPLOYEES

296 People

In Stores  
205

In warehouse  
80

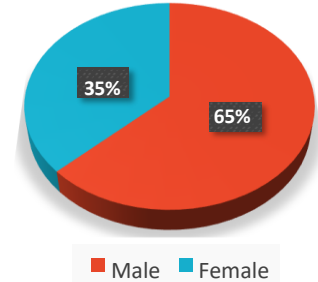
In office  
11



## DEVELOPING SMEs (LOCAL ITEM)

- Developing local Small and Medium-sized Entrepreneurs (SMEs) to sell their local products in Alfamidi stores. Currently, approx. 270 SMEs.
- Giving opportunities to SMEs to sell their F&B products in store parking space as tenants. Currently, approx. 3,000 tenants.

## GENDER DIVERSITY



- There are 2 female Directors in our Board of Directors (40%).



# Corporate Social Responsibility (CSR)

In line with one of the Company's visions to be a retail network that integrated with the society, the Company is fully committed to carry out Corporate Social Responsibility (CSR) to the society.

Several CSR activities carried out during 2024 are as follows:



Donation to natural disaster victims



Participate in effort to prevent stunting.



Empowerment of Micro, Small and Medium Entrepreneurs.



Blood donation



Free health check for people surrounding stores.



In supporting Indonesian education, the Company collaborates with several vocational schools by providing Alfamidi Class and Teaching Programs in those vocational schools.

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Several CSR activities carried out during 2024 are as follows:



Branch Bitung



Branch Bekasi



Branch Makassar



Branch Manado



Branch Palu



Branch Kendari



Branch Pasuruan



Branch Ambon



Branch Boyolali



Branch Medan



Branch Samarinda

## Satu Buku Sejuta Ilmu

Alfamidi distributes reading book packages to 33 schools in all Alfamidi branches, to support the growth and development of children and provide equal opportunities to achieve their potential.



# Corporate Social Responsibility (CSR)

In line with one of the Company's visions to be a retail network that integrated with the society, the Company is fully committed to carry out Corporate Social Responsibility (CSR) to the society.

Several CSR activities carried out during 2024 are as follows:



Carried out fogging and spraying to prevent the spread of dengue fever and malaria caused by mosquitoes.



Carried out training on recycling of organic waste and making eco enzymes.



To preserve nature, we participated in activities of cleaning the beach side from the garbage waste and trees planting. To celebrate Alfamidi 17<sup>th</sup> Anniversary, we have planted 19,730 trees across Indonesia.



# Awards in 2024



Work Safety and Health Award from Governor of Banten province for zero work accidents.



2024 Indonesia Human Capital Award from Warta Ekonomi as The Best Human Capital for Establishing Qualified Human Capital Through Employee Lifecycle Process for category of Retail.



Our online delivery platform, **MIDI Kriing** obtained 2024 TOP Indonesia Original Brand Award from SWA Magazine for category of Groceries Shopping App.



Award obtained from BPJS Ketenagakerjaan for the Company's active participation in providing opportunities, job employments and inclusivity for the disabled employees in Indonesia.

# Awards in 2024



2024 Indonesia Best Brand Award as The Most Valuable Brand in Indonesia from SWA Magazine Category Supermarket.



2024 Customer Service Quality Award from SWA Magazine Category Supermarket.



2024 Indonesia Most Acclaimed Companies Award "Advancing Resilience with Continuous Innovation" from Warta Ekonomi.



2024 Indonesia Regulatory Compliance Awards from PT Justika Siar Publica as Most Strategic Enterprise in Regulatory Compliance ("Diamond")





# Financial Highlights

## Ytd Dec 2024



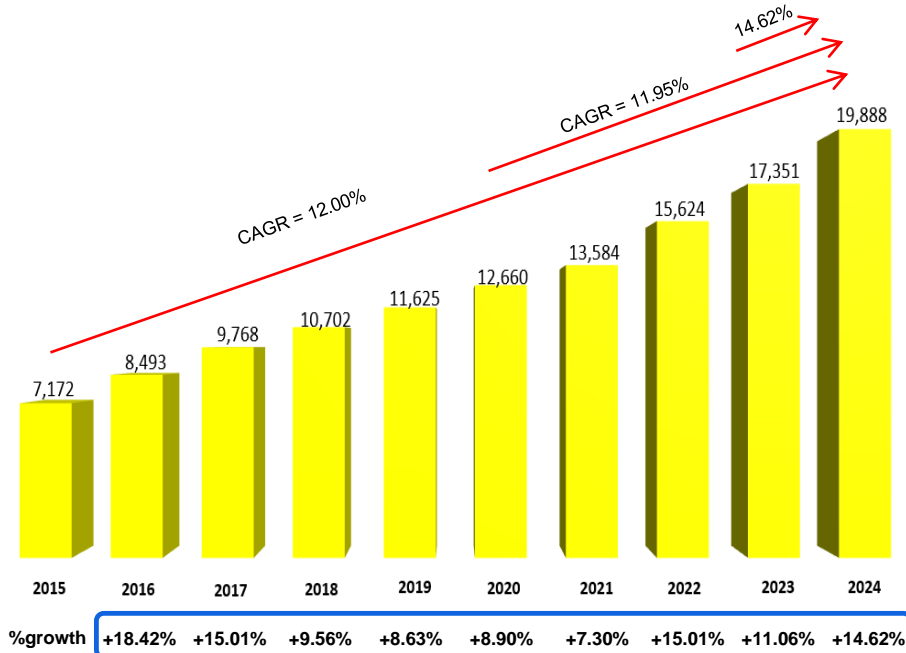
# Financial Highlights YTD Dec 2024

(in billion Rupiah)

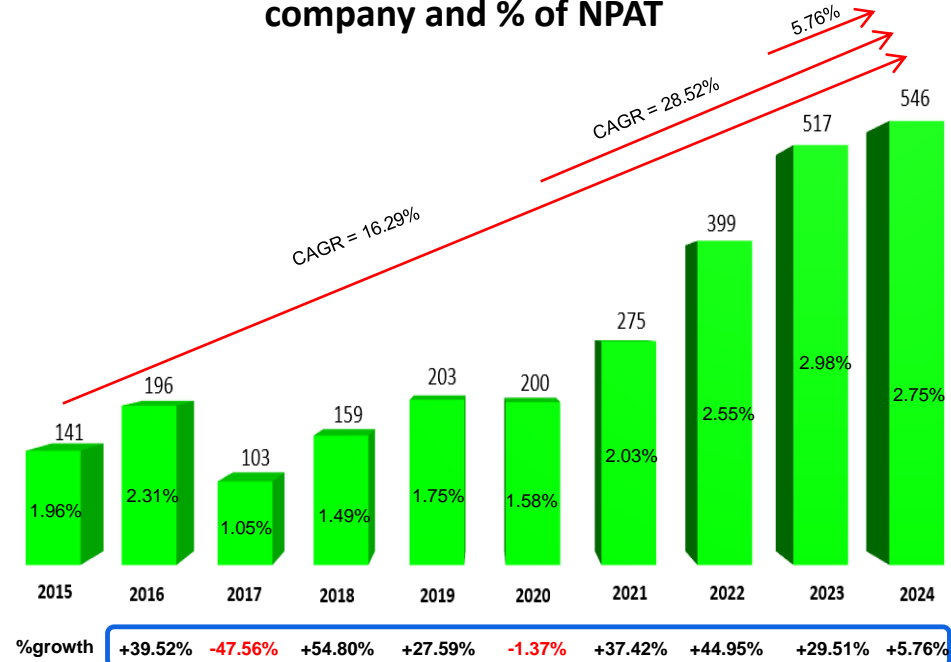
Statement of Profit and Loss	Quarterly			Full Year		
	4Q 2023	4Q 2024	YoY (%)	FY 2023	FY 2024	YoY (%)
<b><u>Consolidated</u></b>						
Net Revenue	4,427	5,202	17.50%	17,351	19,888	14.62%
Gross Profit	1,144	1,326	15.89%	4,509	5,232	16.05%
% GP	25.84%	25.48%	-0.35%	25.98%	26.31%	0.32%
EBIT	83	58	-29.56%	425	515	21.21%
% EBIT	1.87%	1.12%	-0.75%	2.45%	2.59%	0.14%
Net Income	126	80	-36.93%	517	546	5.76%
% Net Income	2.85%	1.53%	-1.32%	2.98%	2.75%	-0.23%
<b><u>Parent Entity Only (Additional Information)</u></b>						
SSSG% of Alfamidi	6.22%	9.13%		6.17%	9.86%	
EBIT	136	152	11.74%	562	766	36.19%
% EBIT	3.26%	3.03%	-0.24%	3.41%	4.06%	0.65%
Net Income	126	145	14.72%	515	712	38.09%
% Net Income	3.04%	2.89%	-0.15%	3.13%	3.78%	0.65%

# Consolidated Statement of Income (YTD Dec 2024; in IDR Billion)

## Net Revenues



## NPAT attributable to owners of the parent company and % of NPAT



Note: since 2018, above revenues and NPAT figures are consolidated, including LWS, a subsidiary.



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