



**midi fresh**



## 17 Years of Serving Indonesian Customers with Excellence

# PT MIDI UTAMA INDONESIA TBK

## UPDATES ON 1Q 2025 RESULTS

# AGENDA

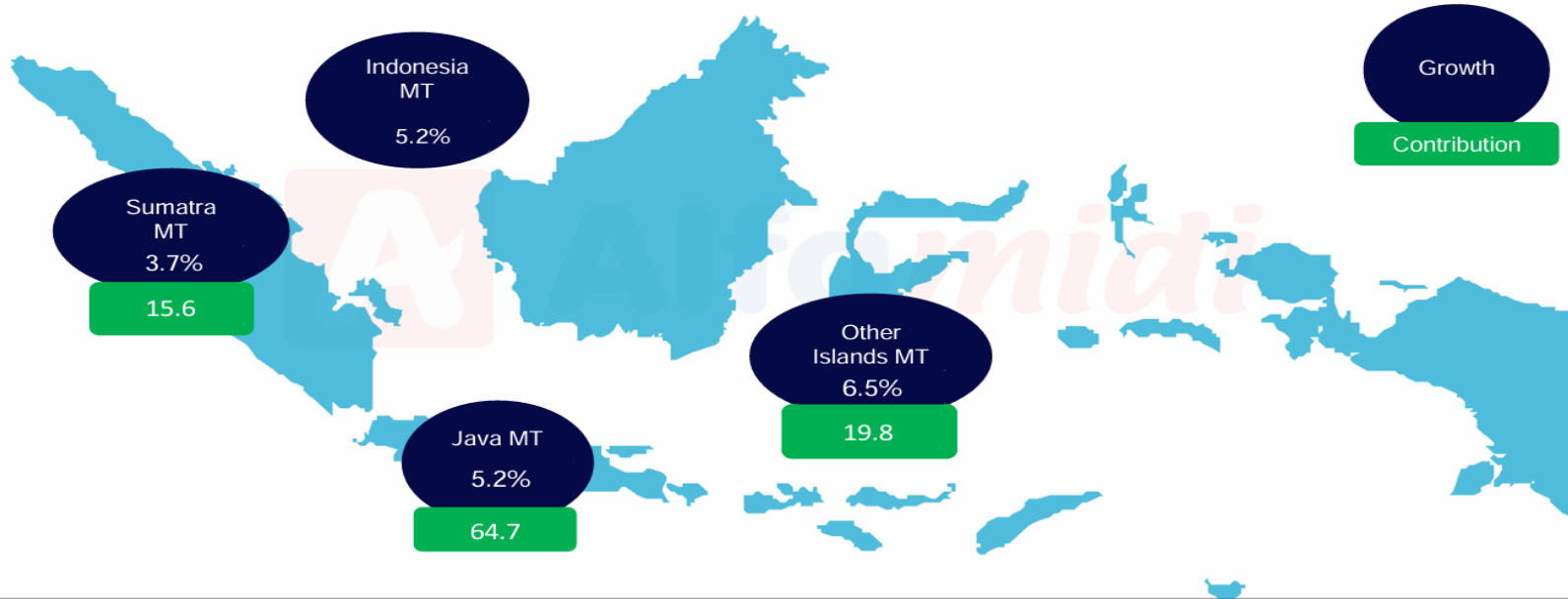
- ❖ Industry Updates
- ❖ Operational Performance
- ❖ Financial Highlights

# Industry Updates

# Indonesia Modern Trade (MT) Growth by Region

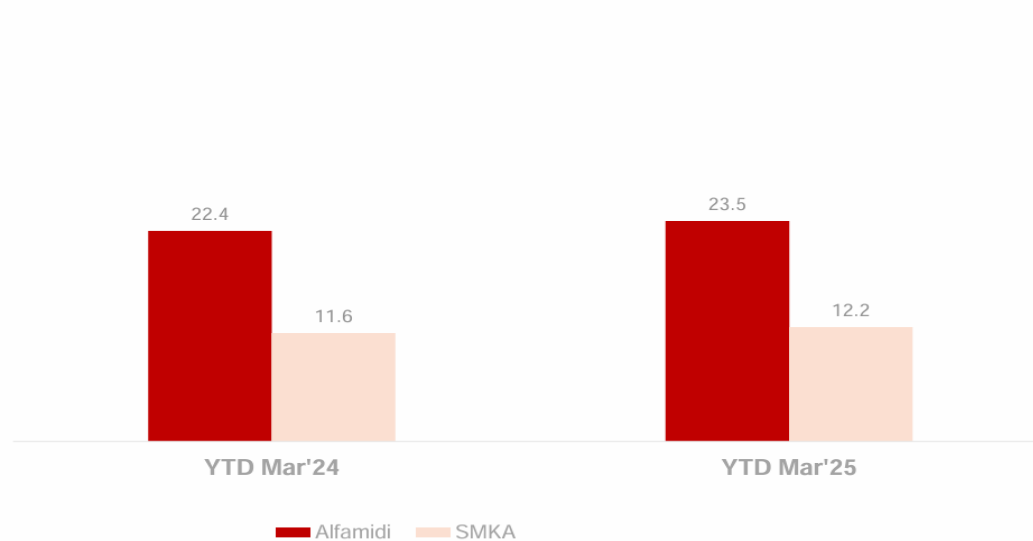
## Outer Islands Outpaced Overall Indonesia MT Growth

Total Indonesia Modern Trade | Total FMCG 68 Categories | YTD Mar'25 vs YTD Mar'24



# Market Snapshot from NielsenIQ for YTD Mar 2025

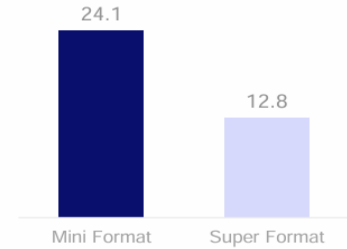
We Achieved Stronger Performance Than the Market in YTD March 2025



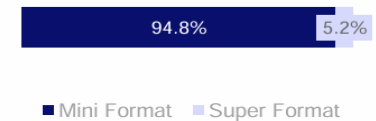
Alfamidi vs SMKA | Total Business Unit | Value Growth

## Alfamidi Landscape YTD Mar'25

### Value Growth% vs YA



### Value Contributions



# Operational Performance



# Net Stores Addition and Total Number of Stores

- Net consolidated stores addition for YTD Mar 2025 = 23 stores, with details as follows:

Alfamidi	: 29 stores;	} <i>34 stores for 1Q 2025; 1Q 2024 = 33 stores.</i>
Alfamidi Super	: 6 stores;	
Midi fresh	: (1) stores;	
Lawson	: (11) stores, with details as follows:	

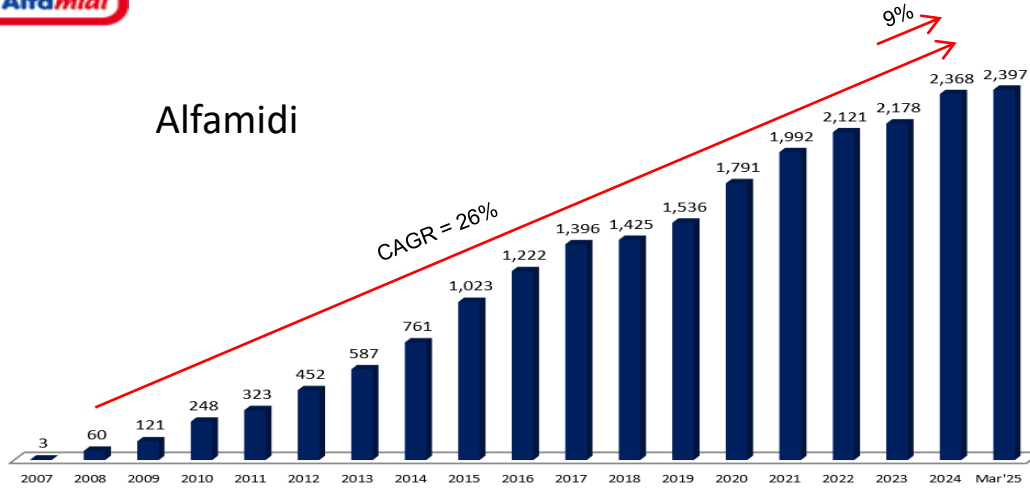
- stand alone format → opened 0, closed (11), net = (11);

- Total number of stores as of Mar 31, 2025 = 2,832 stores, with details as follows:

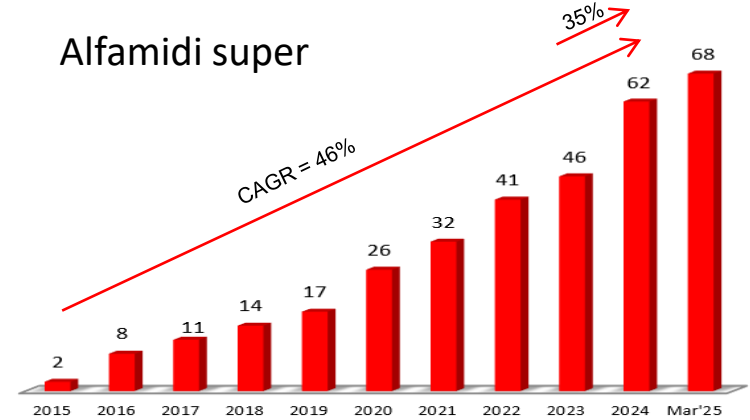
Alfamidi	: 2,397 stores;	} <b>2,469 stores;</b>
Alfamidi Super	: 68 stores;	
Midi fresh	: 4 stores;	
Lawson	: 363 stores (consists of stand-alone format only)	

# Stores Growth

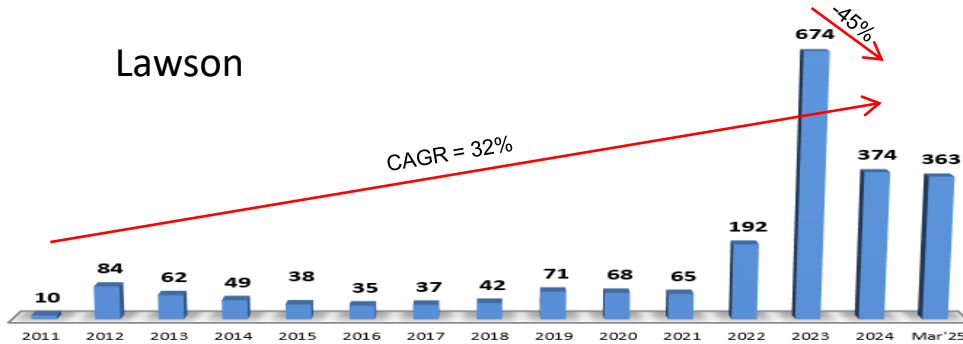
## Alfamidi



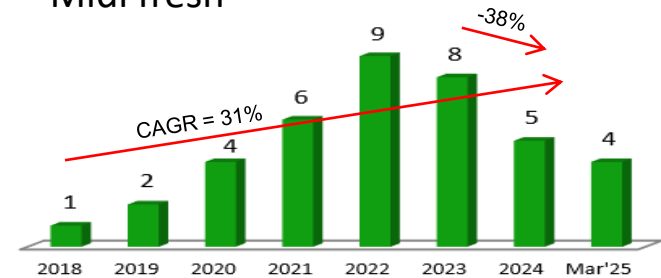
## Alfamidi super



## Lawson



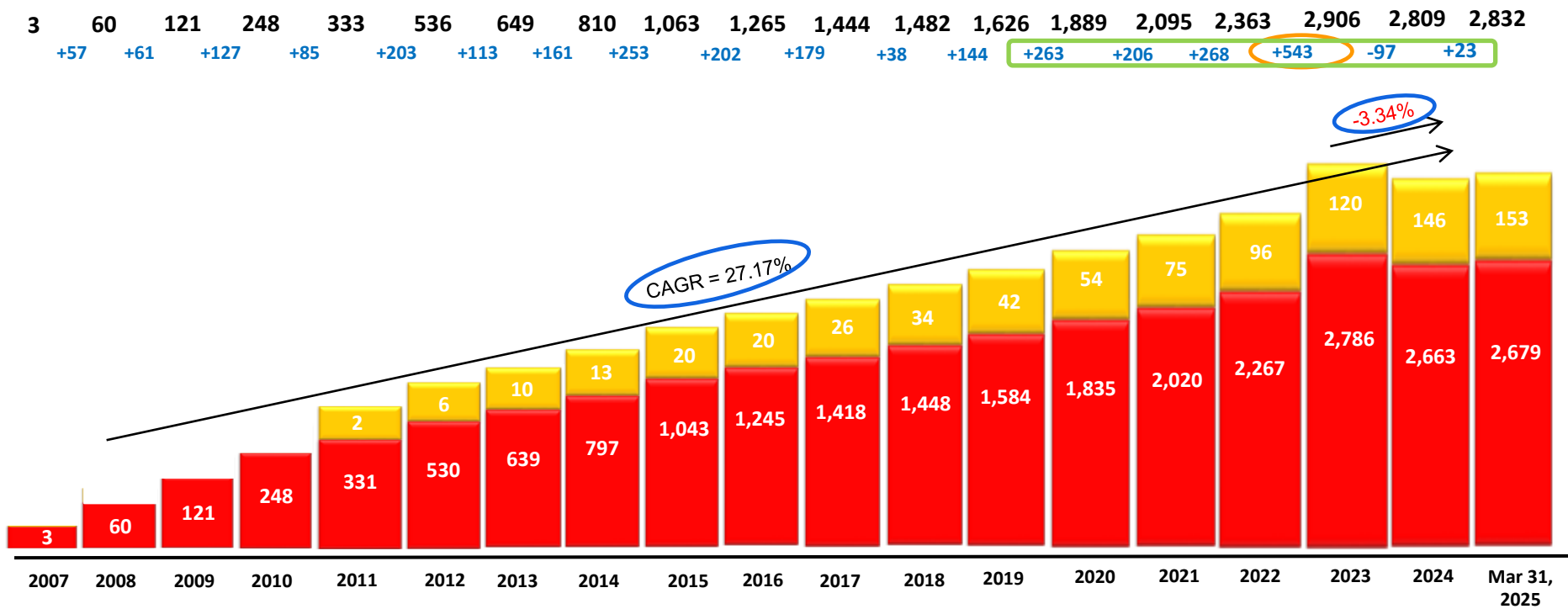
## Midi fresh





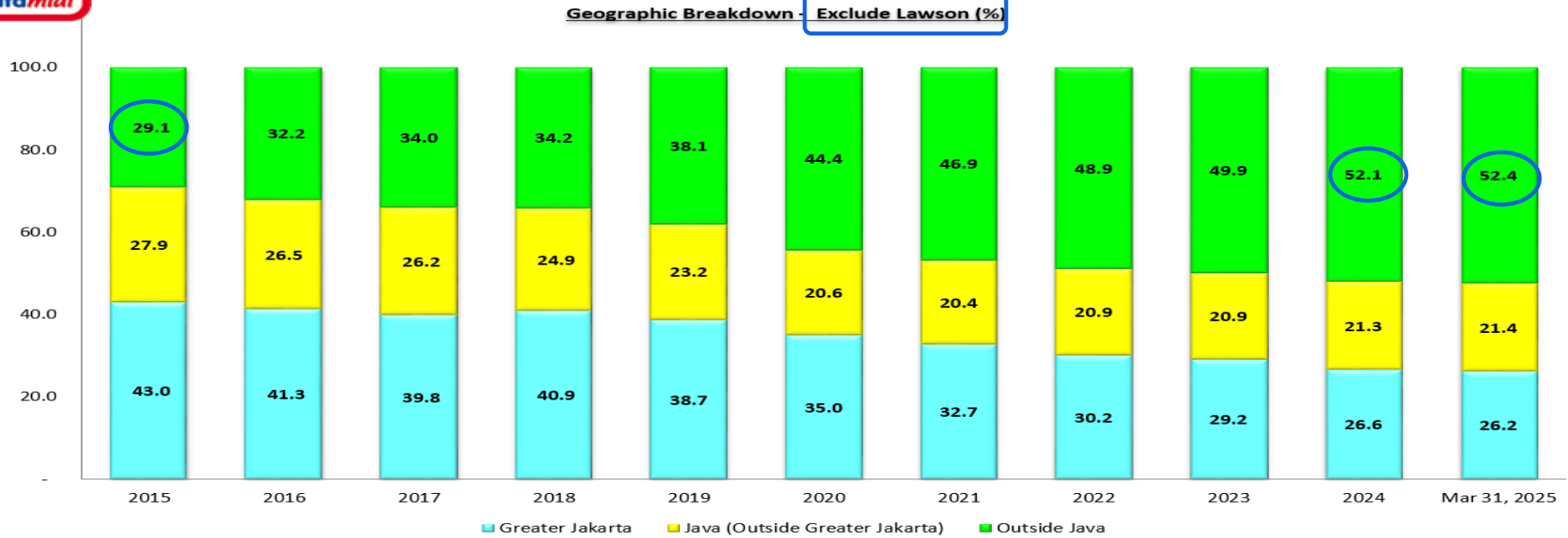
# Stores Growth

Company Owned & Franchise Stores (All Formats)



- As of Mar 31, 2025, the number franchise stores is equivalent to 5.4% of total consolidated stores.
- The total number of new stores opened (all formats) in 2023 was the highest since establishment.
- In the last 5 years (2020-2024), the average number of new stores opened is 237 stores (all formats) per year.

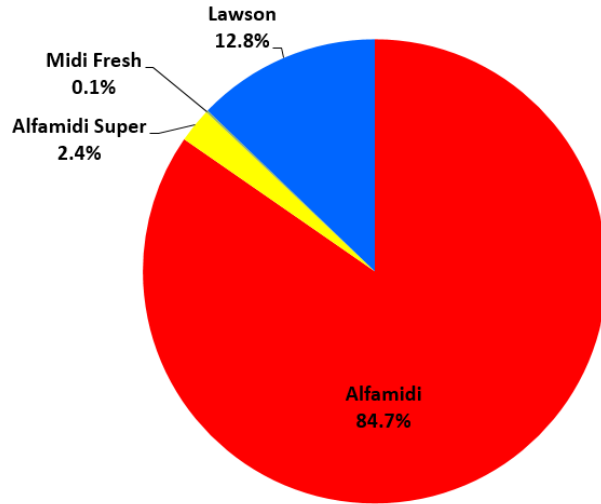
# Stores Composition



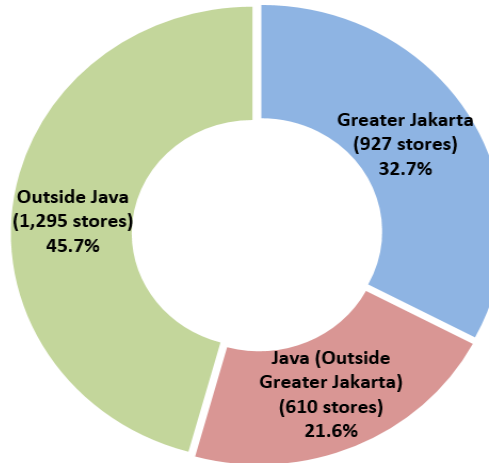
- Based on geographic breakdown, as of Mar 31, 2025, the number of Alfamidi stores located in outside Java island, Java island (other than Greater Jakarta) and Greater Jakarta are equivalent to 52.4%, 21.4% and 26.2%, respectively.  
The number of Alfamidi stores in outside Java island keeps increasing compared to Greater Jakarta and Java island (outside Greater Jakarta). It has been increased by **23.3%** from 29.1% in as of Dec 31, 2015 to 52.4% as of Mar 31, 2025.
- Meanwhile, for Lawson, still concentrating the expansion in Java island, 76% in Greater Jakarta and 24% in Java island (outside Greater Jakarta).

# Stores Composition

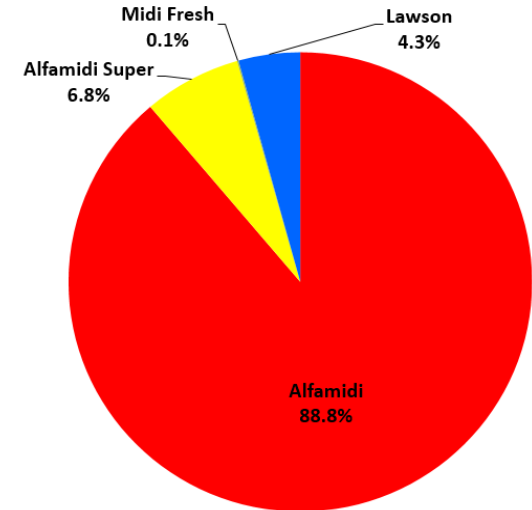
**Number of Stores  
(By Store Format)**  
As of Mar 31, 2025



**Number of Stores  
(All Formats incl. Lawson;  
By Geographic Location)**  
As of Mar 31, 2025



**Net Revenue  
(By Store Format)**  
Ytd Mar 2025



# Network & Distribution



- As of Mar 31, 2025, Alfamidi stores are supported by 11 warehouses, with the detail as follows:  
2 warehouses in Greater Jakarta, 2 warehouses in Java island (outer Greater Jakarta) and 7 warehouses in outer Java island.
- During 1Q 2025 Alfamidi has penetrated to 2 new cities/districts.  
In total, Alfamidi has penetrated to 23 provinces of 38 provinces in Indonesia (61%) and 215 cities/districts of 358 cities/districts in those 23 provinces (60%).

# 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 Mar 31, 2025, sales through online channel contributed 2.97% of total sales, increased by 0.44% compared to 2.53% for YTD Dec 31, 2024.

To increase brand equity, brand awareness dan maintain customer loyalty, several special promotion events carried out during Ytd Mar 2025 are as follows:

Periode: Mulai 1 Januari 2025

EDISI 02, PERIODE: 16 - 31 JANUARI 2025

Semarak Awal Tahun

## CASHBACK UP TO 35K

#AlfamidiFavoritKeluarga

Setiap belanja minimal Rp 100.000\* dan di dalamnya terdapat produk sponsor Semarak Awal Tahun atau House Brand/Private Label akan mendapatkan Voucher Cashback Up To Rp 35.000

\*Khusus ritel, tidak bisa di 1 toko, minimal spending 1000 poin bonus, tidak berlaku untuk pembelian online

PERIODE: 1 - 28 FEBRUARI 2025

EDISI 04, PERIODE: 16 - 28 FEBRUARI 2025

## Tebus Murah

### Alfamidi Facial Tissue 400g

# Rp 14.900

Tisu Wejoh

MEKANISME: Belanja minimal Rp 100.000\* menggunakan member Alfamidi bisa Tebus Alfamidi Facial Tissue 400g dengan harga special Rp 14.900

Alfamidi

## PROMO MEMBER

Periode: 01 Januari - 30 April 2025

# HEALING

Hebohnya Traveling Bareng Alfamidi

25 LOGAM HESLA

100 VOUCHER BELANJA

3 Paket Family Trip UNIVERSAL STUDIO SINGAPORE

Alfamidi

KEBERANGKATAN Museum Purna Bhakti Pertiwi TMM Kamis, 27 Maret 2025 06.00 wib - Selesai

## SERUNYA MUDIK 2025

GRAND PRIZES

10 KELUARGA SPECIAL

RIBUAN TIKET BUS

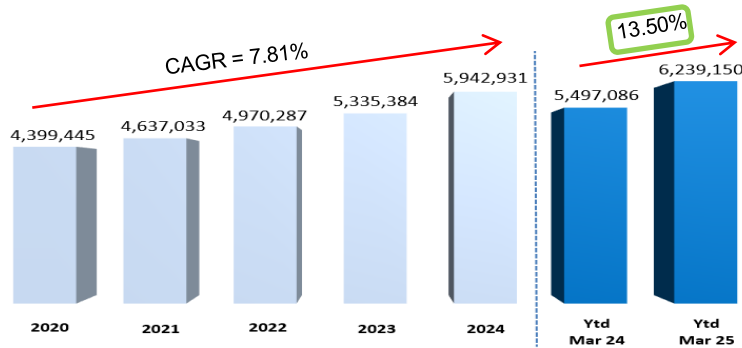
PULIHAN TIKET PESAWAT

27 Maret 2025

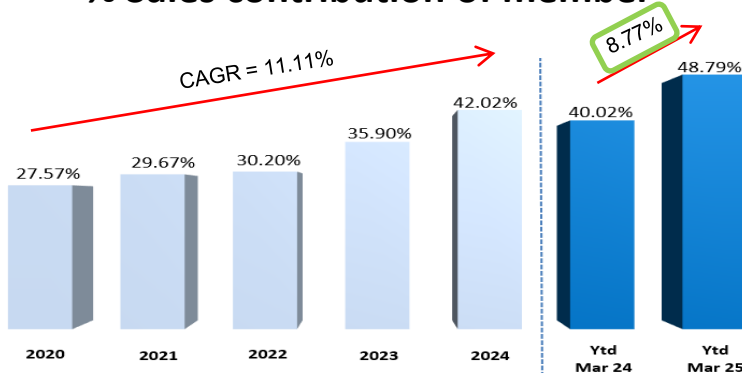
Tujuan: Yogyakarta, Solo & Surabaya

Tujuan: Medan & Makassar

## Total Alfamidi Registered Member



## % Sales contribution of member



## Customer Loyalty Contribution

6.24 M

Total Alfamidi Registered Member  
Growth 13.50% (Ytd Mar-24 vs Ytd Mar-25)

48.79%

% Sales contribution of member  
Growth 8.77% (Ytd Mar-24 vs Ytd Mar-25)

## Presence on Social Media



Alfamidi Ku

FY 2024

Ytd Mar-25

1.3 M User

1.2 M User



Alfamidi

1 M User

1 M User



Alfamidi\_ku

1.1 M User

1.1 M User



@Alfamidi\_ku

123 K Followers

121 K Followers



@Alfamidi\_ku

508.8 K User

527 K User





## REDUCING PLASTIC BAG USAGE

- Plastic bags usage was keep decreasing. It was decreased by 0.58% (YoY) from 24.11% for 1Q 2024 to 23.53% for 1Q 2025.
- We keep encouraging customers to use Go Green shopping bags.



## APPLICATION OF SOLAR PANEL

- In total, Company has installed solar panel in 7 owned-warehouses (1 in Q1 2025) and in 18 of Alfamidi super store (3 in Q1 2025).
- The installation of solar panels have reduced CO<sub>2</sub> emission by approximately 231.43 tons for YTD Mar 2025.
- We plan to continue the installation of solar panel in 2 other owned-warehouses and 21 Alfamidi super stores within this year.





## DISABLED EMPLOYEES

302 People

In Stores  
208

In warehouse  
83

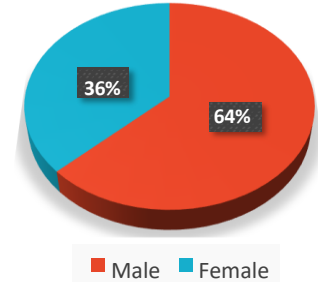
In office  
11



## 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 2025 are as follows:



Donation to natural disaster victims



Participate in effort to prevent stunting.



To preserve nature, we participated in activities of trees planting.



Blood donation



Free health check for people surrounding stores.

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Several CSR activities carried out during 2025 are as follows:



The 'Edukasi Keluarga Balita' program is a CSR initiative of 'Alfamidi Healthy Family' in the health sector. This program will be held routinely every month in the Alfamidi store yard with a different theme to provide information and knowledge to participants.





# Awards in 1Q 2025



2025 Award for zero accidents/zero work accidents, by the East Java Provincial Government.



2025 Silver category award for the occupational safety and health development committee of companies in the West Java region, from the West Java Provincial Government.

# Financial Highlights



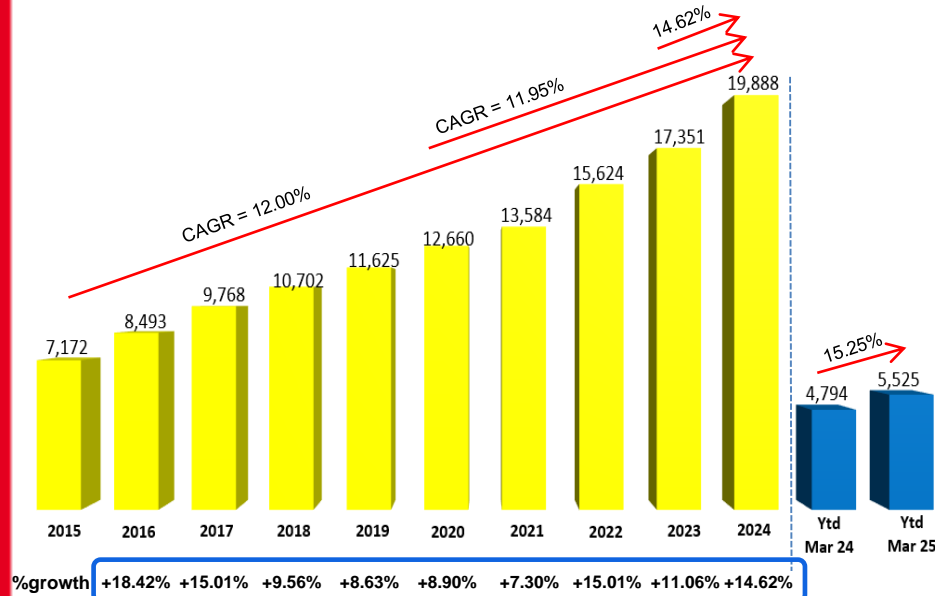
# Financial Highlights YTD Mar 2025

(in billion Rupiah)

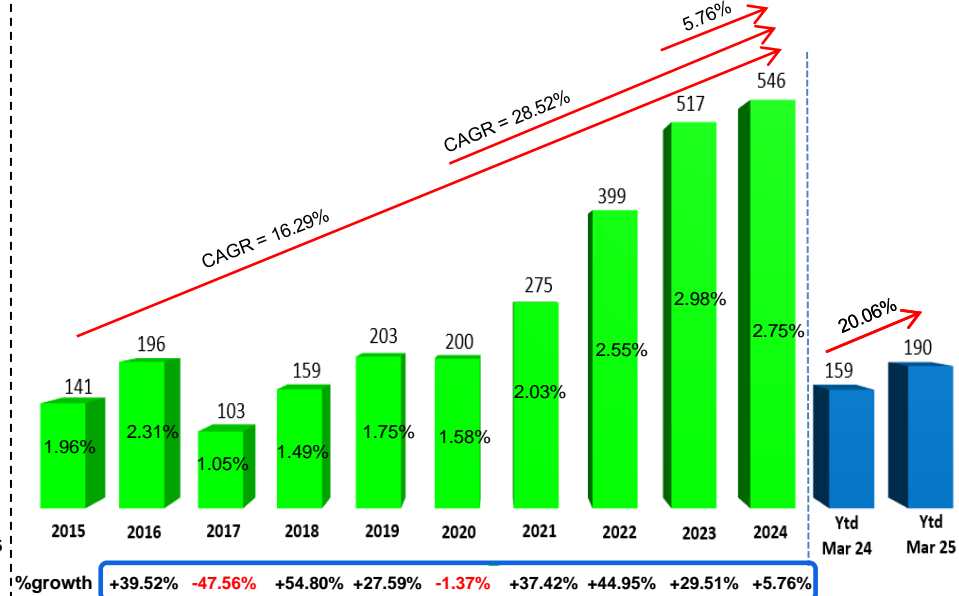
Statement of Profit and Loss	Quarterly				
	1Q 2024	4Q 2024	1Q 2025	QoQ (%)	YoY (%)
<b><u>Consolidated</u></b>					
<b>Net Revenue</b>	4,794	5,202	5,525	6.21%	15.25%
<b>Gross Profit</b>	1,268	1,326	1,451	9.44%	14.40%
<i>% GP</i>	26.45%	25.48%	26.26%	0.78%	-0.20%
<b>EBIT</b>	153	58	197	238.28%	28.66%
<i>% EBIT</i>	3.19%	1.12%	3.56%	2.44%	0.37%
<b>Net Income</b>	159	80	190	139.28%	20.06%
<i>% Net Income</i>	3.31%	1.53%	3.45%	1.92%	0.14%
<b><u>Parent Entity Only (Additional Information)</u></b>					
<b>SSSG% of Alfamidi</b>	13.67%	9.13%	12.46%		
<b>Net Revenue</b>	4,520	5,013	5,333	6.37%	17.97%
<b>EBIT</b>	198	152	258	70.16%	30.70%
<i>% EBIT</i>	4.37%	3.03%	4.84%	1.82%	0.47%
<b>Net Income</b>	180	145	230	58.99%	28.04%
<i>% Net Income</i>	3.98%	2.89%	4.32%	1.43%	0.34%

# Consolidated Statement of Income (YTD Mar 2025; 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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# Thank You!

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