

# **PT. RAMAYANA LESTARI SENTOSA, Tbk.**

## **JUNE 2019**



*This presentation materials include the latest updates, projections and strategies of the Company. The information contained herein reflects the Company's reasonable judgments on its forward-looking views and is subject to changes caused by unforeseeable risks and other uncertainties that could affect the Company's business such as economic conditions and government regulations that may cause the results to differ significantly.*



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# Economy Outlook

	2014	2015	2016	2017	2018
<b>Year end USD / IDR</b>	<b>12,500</b>	<b>13,776</b>	<b>13,503</b>	<b>13,616</b>	<b>14,553</b>
<b>GDP yoy growth (%)</b>	<b>5.01</b>	<b>4.90</b>	<b>5.02</b>	<b>5.10</b>	<b>5.17</b>
<b>Inflation (%)</b>	<b>8.36</b>	<b>3.35</b>	<b>3.02</b>	<b>3.61</b>	<b>3.13</b>
<b>Unemployment (%)</b>	<b>5.94</b>	<b>6.18</b>	<b>5.61</b>	<b>5.70</b>	<b>5.34</b>
<b>Minimum Wage (IDR th)</b>	<b>1,505</b>	<b>1,782</b>	<b>1,916</b>	<b>2,077</b>	<b>2,265</b>
<b>Minimum Wage growth (%)</b>	<b>16.84</b>	<b>18.40</b>	<b>7.52</b>	<b>8.40</b>	<b>8.70</b>
<b>Interest rate - eoy (%)</b>	<b>7.75</b>	<b>7.50</b>	<b>6.00</b>	<b>5.00</b>	<b>5.10</b>



# Ramayana in Brief

- Middle-lower and lower markets
- Offers full range of fashion goods, toys, household items, stationery and food
- 40.5% free float or 2,871 bn shares

		30-Jun-19	IPO
.	<b>PT Ramayana Makmur Sentosa</b>	<b>55.8%</b>	<b>61.1%</b>
.	<b>Paulus Tumewu</b>	<b>3.7%</b>	<b>16.0%</b>
.	<b>Public</b>	<b>40.5%</b>	<b>22.9%</b>

- Listed in July 1996, current market capitalization of approximately USD 704.0 mn\*

\* *stock price at IDR 1,410 and USD at IDR 14,212 (30 June 2019)*



# Financial Outlook

	2015	2016	2017	2018	6M19
<b>Sales</b>	7,786	8,235	8,146	8,539	5,266
<b>Net profit</b>	336.1	408.5	406.6	587.1	589.8

*\* in IDR billion*

	2015	2016	2017	2018	6M19
<b>Gross margin</b>	25.6	26.7	27.2	29.4	29.8
<b>EBIT margin</b>	3.2	4.5	4.6	7.1	11.8
<b>Net margin</b>	4.3	5.0	5.0	6.9	11.2
<b>ROE</b>	10.1	12.2	11.6	15.3	14.4
<b>ROA</b>	7.3	8.8	8.3	11.2	9.4
<b>Opex</b>	22.6	22.4	22.8	22.2	18.4
<b>Salaries</b>	7.7	7.4	8.2	7.3	7.0
<b>Utilities</b>	3.7	3.5	3.2	3.0	2.3
<b>Rental (net)</b>	2.5	2.4	2.2	2.6	2.0
<b>Net interest income</b>	1.5	1.2	1.1	1.3	1.4

*\* % of sales*



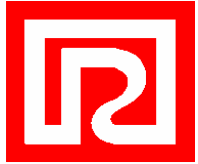
# Capital Expenditure

YEAR	EXPENDITURE (IN MILLION)				
	FIXED ASSETS		LONG-TERM RENT		TOTAL
2015	145,442	76.7%	44,079	23.3%	189,521
2016	134,985	37.5%	224,821	62.5%	359,806
2017	140,144	52.0%	129,499	48.0%	269,643
2018	107,706	64.3%	59,804	35.7%	167,510
<b>6M19</b>	<b>65,206</b>	<b>52.5%</b>	<b>58,891</b>	<b>47.5%</b>	<b>124,097</b>



# Where We Put Our Money

- Cash & Bank :
  - IDR 3.46 tr
  - USD 12.47 mn
- Short Term Investment : IDR 82.2 bn



# Seasonality

YEAR	1Q	2Q	3Q	4Q
2015	19.2	25.0	33.7	22.1
2016	18.0	35.0	25.2	21.8
2017	18.2	43.0	17.3	21.5
2018	17.8	42.9	17.6	21.7
6M19	17.4	42.0	-	-

\* in percentage





# Sales Breakdown

DEPT	2015	2016	2017	2018	6M19
Women	9.9	10.0	10.2	10.7	10.8
Men	28.4	29.2	30.4	34.2	36.9
Children	8.4	8.7	8.8	8.9	10.6
S, B, A	23.4	23.6	25.4	26.0	24.9
Special Buy	1.4	1.3	1.5	0.5	0.2
Toys & Sta.	1.4	1.4	1.2	1.1	0.9
Housewares	3.0	3.1	2.6	2.3	1.9
Supermarket	24.1	22.7	19.9	16.3	13.8
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

\* % of sales



# Sales Breakdown (cont'd)

Year	Fashion		Toys, Stationery, & Household		Supermarket		Total	
	DP	CONS	DP	CONS	DP	CONS	DP	CONS
2014	34.1	34.0	5.8	0.3	24.8	1.0	64.7	35.3
2015	34.0	37.4	4.1	0.3	23.4	0.8	61.5	38.5
2016	35.6	37.1	4.3	0.3	21.9	0.8	61.8	38.2
2017	36.3	40.1	3.5	0.3	19.0	0.8	58.8	41.2
2018	37.7	42.6	3.0	0.4	15.6	0.7	56.3	43.7
6M19	38.7	44.8	2.5	0.3	13.1	0.6	54.3	45.7



# Sales by Region

REGION	2015		2016		2017		2018		6M19	
Java	4,582,674	58.9%	4,958,022	60.2%	4,970,305	61.0%	5,315,061	62.3%	3,402,547	64.6%
Bali-NTT	423,457	5.4%	435,080	5.3%	419,647	5.2%	421,220	4.9%	204,728	3.9%
Sumatera	1,528,595	19.6%	1,495,484	18.1%	1,429,761	17.5%	1,445,179	16.9%	886,529	16.9%
Kalimantan	646,451	8.3%	656,678	8.0%	643,394	7.9%	669,039	7.8%	407,950	7.8%
Sulawesi	411,163	5.3%	440,968	5.4%	429,400	5.3%	409,323	4.8%	209,723	4.0%
Maluku	39,852	0.5%	46,521	0.6%	48,526	0.6%	55,504	0.7%	30,601	0.6%
Papua	154,003	2.0%	195,695	2.4%	200,530	2.5%	220,002	2.6%	115,067	2.2%
<b>TOTAL</b>	<b>7,786,194</b>	<b>100.0%</b>	<b>8,228,448</b>	<b>100.0%</b>	<b>8,141,563</b>	<b>100.0%</b>	<b>8,535,328</b>	<b>100.0%</b>	<b>5,257,145</b>	<b>100.0%</b>

REGION	2015		2016		2017		2018		6M19	
G. Jakarta	2,545,747	3.7%	2,756,978	33.5%	2,778,318	34.1%	3,002,672	35.2%	1,860,089	35.4%
Outside G. Jakarta	5,240,447	67.3%	5,471,470	66.5%	5,363,245	65.9%	5,532,656	64.8%	3,397,056	64.6%
<b>TOTAL</b>	<b>7,786,194</b>	<b>100.0%</b>	<b>8,228,448</b>	<b>100.0%</b>	<b>8,141,563</b>	<b>100.0%</b>	<b>8,535,328</b>	<b>100.0%</b>	<b>5,257,145</b>	<b>100.0%</b>



# Gross Margin

DEPT	2015	2016	2017	2018	6M19
Women	32.4	33.0	33.1	34.7	36.6
Men	29.8	30.0	30.5	31.7	31.9
Children	35.2	37.1	37.2	39.7	41.8
S, B, A	27.8	28.1	28.1	29.6	29.9
Special buy	28.5	32.8	32.8	22.0	14.2
Toys & Sta.	25.3	22.4	23.1	25.7	25.7
Housewares	22.9	20.6	21.7	24.6	23.3
Supermarket	7.0	7.1	6.3	8.0	8.3
<b>TOTAL</b>	<b>24.3</b>	<b>24.9</b>	<b>25.7</b>	<b>28.1</b>	<b>29.4</b>

\* front margin



# Same Store Sales Growth

YEAR	3M	1H	9M	FY
2014	7.5	6.8	1.3	0.6
2015	-3.3	-1.2	-4.1	-2.7
2016	-0.1	27.5	7.1	6.3
2017	1.0	14.4	-0.7	-1.2
2018	0.3	1.9	2.4	2.9
2019	0.5	1.5	-	-

\* in percentage



# Productivity

YEAR	PRODUCTIVITY	
	per sqm per year (million)	per sqm per day (IDR)
2014	8.0	21,992
2015	8.0	21,850
2016	8.5	23,325
2017	8.3	22,674
2018	8.6	23,515
6M19	5.3	29,416

\* net sales/time weighted average gross operating space

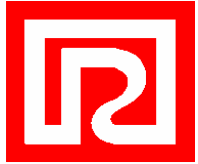


# Productivity by Region

REGION	2015	2016	2017	2018	6M19
Java	8.2	8.7	8.4	8.7	5.6
Bali-NTT	11.0	11.3	10.9	11.0	5.3
Sumatera	7.0	7.3	7.0	7.1	4.3
Kalimantan	7.0	7.8	7.7	8.0	4.9
Sulawesi	10.4	11.2	12.3	15.3	7.8
Maluku	8.0	9.3	9.7	11.1	6.1
Papua	6.6	8.4	8.6	9.5	5.0
<b>TOTAL</b>	<b>8.0</b>	<b>8.5</b>	<b>8.3</b>	<b>8.6</b>	<b>5.3</b>

REGION	2015	2016	2017	2018	6M19
G. Jakarta	8.4	9.0	8.5	9.0	5.7
Outside G. Jakarta	7.8	8.3	8.2	8.4	5.1
<b>TOTAL</b>	<b>8.0</b>	<b>8.5</b>	<b>8.3</b>	<b>8.6</b>	<b>5.3</b>

\* in IDR million



# Number of Stores

	OWNED	AFFILIATE	GOVT	PRIVATE	TOTAL
Beginning 2018	27	39	12	38	116
New Stores	-	-	-	5	5
Closed Stores	1	-	-	1	2
End of 2018	26	39	12	42	119

Beginning 2019	26	39	12	42	119
New Stores	-	-	-	-	-
Closed Stores	-	1	-	1	2
End of Jun 2019	26	38	12	41	117





# Space Growth

	2014	2015	2016	2017	2018	6M19
<b>Existing Stores</b>						
Gross Space	1,006,781	988,787	975,843	966,506	983,755	994,441
Net Space	732,012	720,226	713,545	703,533	718,189	731,767
<b>New Stores</b>						
Gross Space	4,985	9,715	13,979	30,993	22,943	-
Net Space	4,637	9,208	8,786	27,034	22,149	-
<b>Expanded Stores</b>						
Gross Space	-	-	-	-	-	-
Net Space	-	-	-	-	-	-
<b>Downsized / Closed Stores</b>						
Gross Space	(22,979)	(22,659)	(23,316)	(13,744)	(12,257)	(7,040)
Net Space	(16,423)	(15,889)	(18,798)	(12,378)	(8,571)	(5,619)
<b>Total Space</b>						
Gross Space	988,787	975,843	966,506	983,755	994,441	987,401
Net Space	720,226	713,545	703,533	718,189	731,767	726,148



# Space by Region

REGION	%	# of Stores	SPACE (sqm)		SPACE (%)		AVG SPACE (sqm)	
			GROSS	NET	GROSS	NET	GROSS	NET
Greater Jakarta	37.6%	44	326,431	244,078	33.1%	33.6%	7,419	5,547
West Java	12.0%	14	123,342	95,758	12.5%	13.2%	8,810	6,840
Central Java	6.8%	8	54,166	39,916	5.5%	5.5%	6,771	4,990
East Java	10.3%	12	101,845	67,804	10.3%	9.3%	8,487	5,650
Bali	2.6%	3	30,819	19,494	3.1%	2.7%	10,273	6,498
Sumatera	17.8%	21	204,472	146,797	20.7%	20.2%	9,737	6,990
Kalimantan	6.8%	8	83,806	59,982	8.5%	8.3%	10,476	7,498
Sulawesi	2.6%	3	26,770	23,789	2.7%	3.3%	8,923	7,930
Maluku	0.9%	1	4,979	3,041	0.5%	0.4%	4,979	3,041
Nusa Tenggara	0.9%	1	7,583	5,530	0.8%	0.8%	7,583	5,530
Papua	1.7%	2	23,188	19,959	2.3%	2.7%	11,594	9,980
<b>Total</b>	<b>100.0%</b>	<b>117</b>	<b>987,401</b>	<b>726,148</b>	<b>100.0%</b>	<b>100.0%</b>	<b>8,439</b>	<b>6,206</b>



# Insurance

- Coverage including riot, strike, malicious damage
- Value insured in IDR 3.2 tn with PT. Asuransi FPG Indonesia



# Competition

- Small organized regional retailers, such as:
  - Borobudur (Jabodetabek)
  - Yogya (West Java)
  - Hardy's (Bali)
  - Sri Ratu (Central Java)
  - Suzuya (Sumatera)
- Trade Centers / wholesales markets for fashion, mostly in Greater Jakarta
- Mini markets for supermarket



# Number of Employee

JOB FUNCTION	2015	2016	2017	2018	6M19
Commissioners	4	5	5	5	5
Directors	5	5	5	5	5
Division & Sub	535	535	535	535	535
Section Heads	489	489	489	489	489
Cashiers	1,636	1,360	1,233	1,001	4,031
Sales Staffs	8,610	7,073	6,402	5,951	13,654
Adm & others	1,503	1,503	1,503	1,502	1,502
<b>TOTAL</b>	<b>12,782</b>	<b>10,970</b>	<b>10,172</b>	<b>9,488</b>	<b>20,221</b>
Sales/emply (IDR mn)	608.9	750.1	800.5	899.6	260.0
G. space/emply (sqm)	76.3	88.1	96.7	104.8	48.8
N. space/emply (sqm)	55.8	64.1	70.6	77.1	35.9



# Merchandise

- Market leader in soft lines with strong house brands / private labels, strong relationship with suppliers with contract manufacturing resulting in 'value for money' price points.
- Up-to-date fashion trend and fast fashion strategy to ensure and attract strong customer following.
- Central buying for all soft lines and non food items. All food items are purchased and controlled regionally.
- Uniform one price policy for all products with the exception of variable pricing in locations with higher distribution cost and near monopoly trading conditions.



## Highlights / Problems

- A mild sign of recovery of export sector in commodities has not yet translated into strong sales performance.
- Down sizing supermarket store size to optimize productivity level.
- Reorganize tenant mix of a bigger outlet to promote concept of life style mall with more F&B tenants, cinema, and specialty shop within shop, in order to increase traffic into store and to attract a slightly higher customer segment.