



PT Kino Indonesia Tbk

Company Presentation
Quarter 1 - Year 2021

Address:
Kino Tower 17th Floor
Jl. Jalur Sutera Boulevard No. 01, Alam Sutera
Panunggangan Timur, Pinang
Tangerang City 15143, Banten, Indonesia

Kino Corporate Overview

Key Milestones

PT Dutalestari Sentratama was established as a distribution company

Kino Care (M) Sdn. Bhd. and Kino Consumer Philippines Inc. were established

- Restructuring of PT Kinocare Era Kosmetindo to become **PT Kino Indonesia**
- Kino International Pte. Ltd. became the holding of overseas branches

- PT Kino Indonesia Tbk acquired “Dua Putri Dewi”, a traditional herbal medicine brand
- PT Kino Indonesia Tbk acquired the business of Ristra Group and formed **PT Ristra Laboratoris Indonesia and PT Ristra Klinik Indonesia**

- PT Kino Indonesia Tbk added shares until 100% on **PT Ristra Laboratoris Indonesia and PT Ristra Klinik Indonesia**
- **Kino Care Consumer (Cambodia) Co., Ltd.** was established as JV company with VSCP Investment Co., Ltd.

Kino Japan Kabushiki Kaisha and Kino Incorporation (Shanghai) Co Ltd. was established

1991

1997
1999

PT Kino Sentra Industrindo was established to produce confectioneries, foods and powdered drinks, and PT Kinocare Era Kosmetindo was established to produce toiletries, cosmetics, personal care, beverages and pharmaceuticals

2003
2004

- PT Kinocare Era Kosmetindo obtained license from Wen Ken Drug Pte. Ltd. to manufacture, market, and distribute “Cap Kaki Tiga” in Indonesia
- **Kino International Pte. Ltd.** and **Kino Vietnam Co. Ltd.** were established

2011
2013

2014

2015

PT Kino Indonesia Tbk listed its shares in Indonesia Stock Exchange

2016

2017

- **PT Kino Ecomm Solusindo** was established
- PT Kino Indonesia Tbk obtained license from Wen Ken Drug Pte. Ltd. to manufacture, market, and distribute “Sejuk Segar” in Indonesia

2018

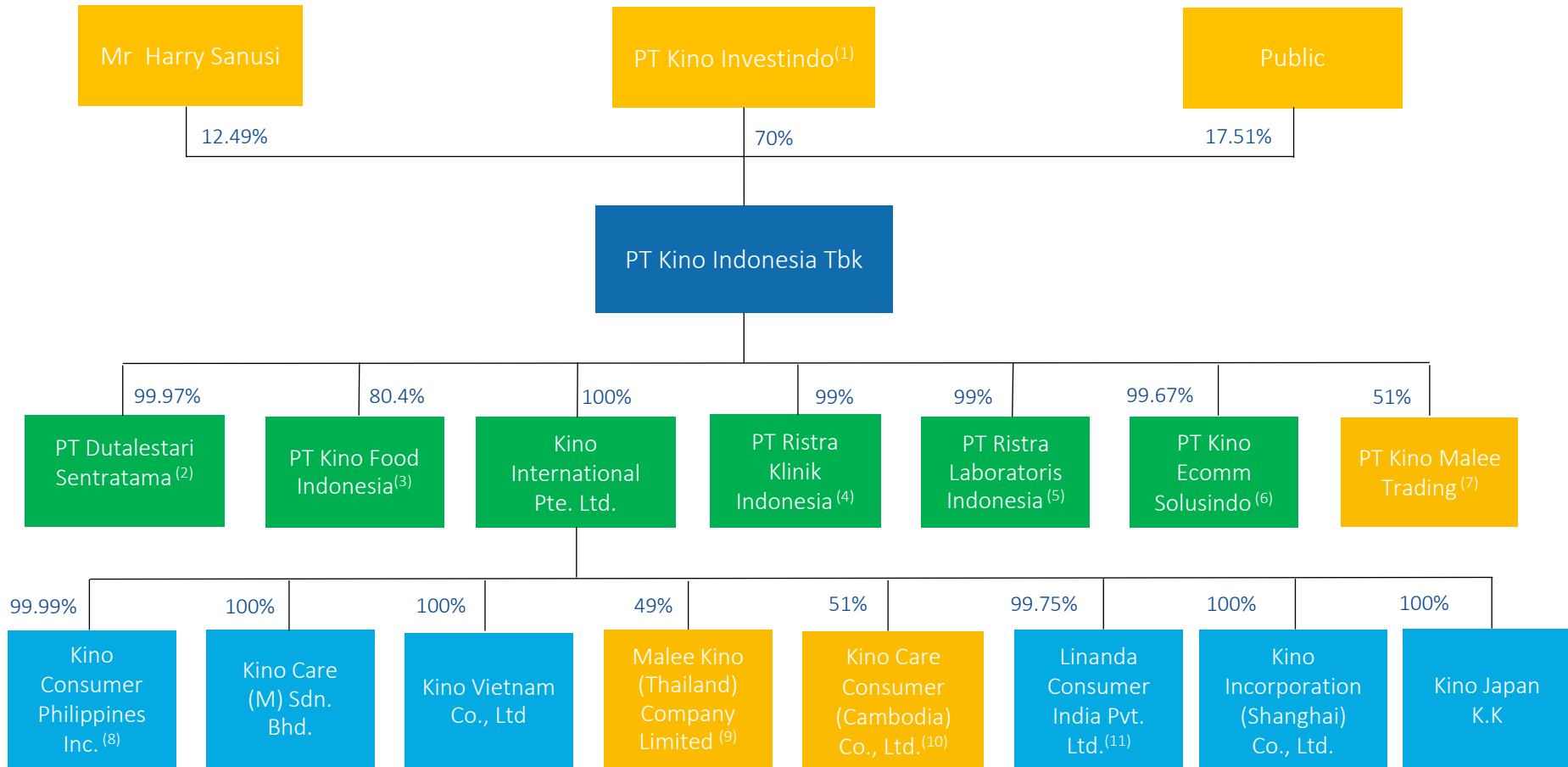
2019

- PT Kino Indonesia Tbk has officially acquired 51% shares on **PT Kino Food Indonesia** from Morinaga & Co., Ltd.
- **Linanda Consumer India Pvt. Ltd.** was established

2020

Kino Corporate Structure

As of March 2021



(1) 99.99% held by Mr. Harry Sanusi and 0.01% held by Mr. Ali Sanusi

(2) Remaining 0.03% is held by Mr. Harry Sanusi

(3) Remaining 19.6% is held by Mr. Harris Sanusi.

(4) Remaining 0.86% is held by PT Ristra Laboratoris Indonesia.

(5) Remaining 0.96% is held by PT Kino Investindo.

(6) Remaining 0.33% is held by Mr. Harry Sanusi.

(7) Remaining 49% is held by Malee Capital Company Limited.

(8) Remaining 0.01% is held by the officers in accordance with prevailing law.

(9) Remaining 51% is held by Malee Capital Company Limited; MKT is in liquidation process.

(10) Remaining 49% is held by VSCP Investment Co., Ltd.

(11) Remaining 0.25% is held by PT Kino Indonesia Tbk.

Key Segments & Brands

36 Brands
25 Categories
More than
700 SKUs ⁽¹⁾

Personal Care (20)	Beverage (5)	Food (6)	Pharmaceutical (5)
<ul style="list-style-type: none"> ▪ Hair Care - Ellips, Sasha, Samantha ▪ Oral Care - Sasha ▪ Kids Personal Care and Baby - Eskulin Kids, B&B Kids, Master Kids, Sleek Baby 	<ul style="list-style-type: none"> ▪ Remedy Drinks - Cap Kaki Tiga, Sejuk Segar ▪ Energy Drinks - Panther ▪ Asian Drinks - Cap Panda 	<ul style="list-style-type: none"> ▪ Confectionery - Kino Candy, Chew²Ball, Frenta, Oplozz ▪ Powdered Drinks - Segar Sari ▪ Snack - Snack It 	<ul style="list-style-type: none"> ▪ Balm & Headache Medicine - Cap Kaki Tiga ▪ Herbal Drink - Lola Remedios ▪ Herbal Gout - Samurat, Resik Wangi
<ul style="list-style-type: none"> ▪ Feminine Hygiene - Resik-V, Absolute ▪ Skin Care & Decorative - Ovale, Ristra, Platinum, Trustee, Abstract ▪ Fragrance - Eskulin, Master ▪ Air Freshener - Evergreen ▪ Hand Wash - Sleek ▪ Hand Sanitizer - Instance 	<ul style="list-style-type: none"> ▪ Juice Drink and Coconut Water - Malee <p>Joint venture with Malee Group Public Limited, a Thai beverage player</p>	<ul style="list-style-type: none"> ▪ Canned Fruit - Malee 	<ul style="list-style-type: none"> ▪ Menstrual Care & Joint Muscle Care - Q-life

Target Consumers

■ Middle and high income

■ Middle and high income⁽²⁾

■ Low, middle and high income

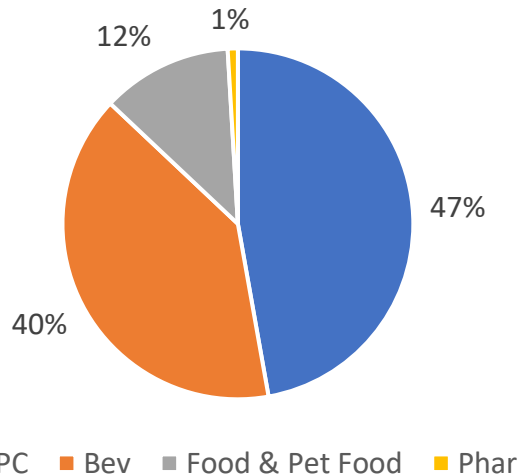
■ Low and middle income

(1) Update as of 31st December 2020

(2) High income customers targeted through premium brands access is JV with Malee

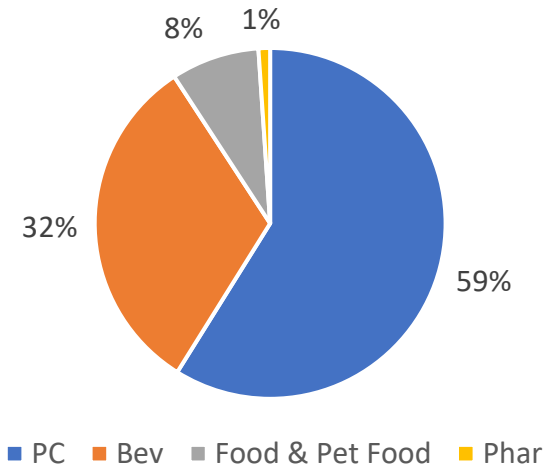
Q1 – Financial Contribution

Revenue Contribution



Total revenue as of YTD Mar'21: Rp964bn

Gross Profit Contribution



Total gross profit as of YTD Mar'21: Rp467bn

Segment	Revenue ⁽¹⁾ (in Billion Rp)	Gross Profit ⁽¹⁾ (in Billion Rp)
Personal Care	455	275
Beverages	384	149
Food & Pet Food	116	38
Pharmaceutical	9	5

(1) Contribution percentages and Rupiah financial metrics are as of YTD Mar'21

Leadership underpinned by deep local distribution



Key features

- 1 National network provides broadest platform for growth and drives cost synergies
- 2 All products in Indonesia channeled through our proprietary distribution business DLS
- 3 Company-owned branches primarily in Java and Bali regions: highest populations and spending power
- 4 Engage local distributors in other areas to expand reach in a capital-lite manner and leverage on-the-ground knowledge

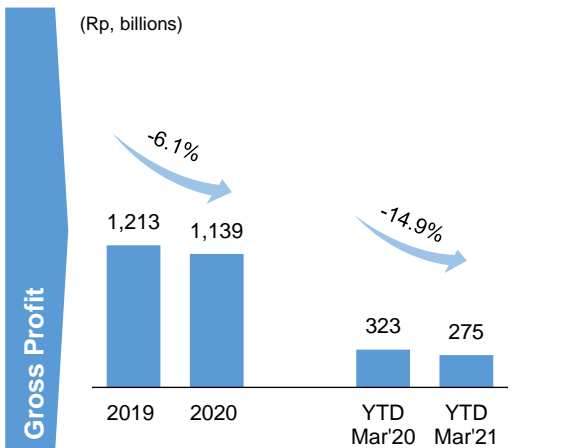
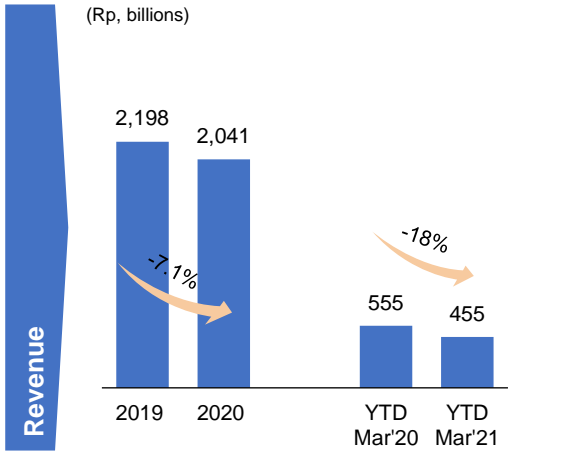
■ **Total distribution points:**
– 33 DLS branches
– 289 local distributors

(1) As of December 2021

Apart from local region, penetration has also been done towards international markets



Leading portfolio of personal care brands in attractive segments



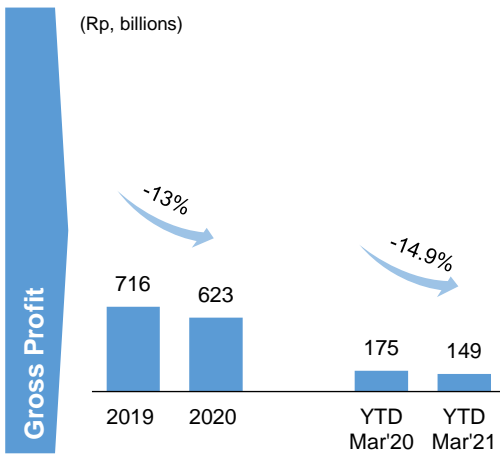
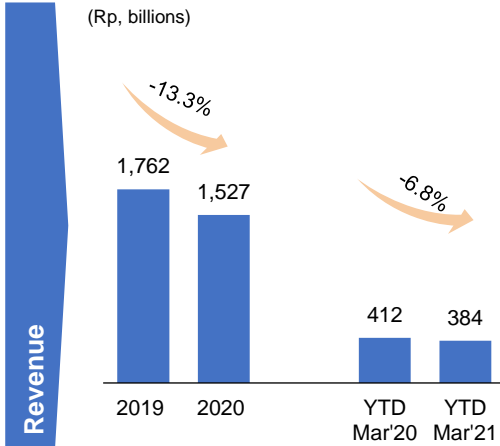
Brands and products

Key segments



Portfolio of Beverage Brands

Attractive mix of functional local beverages

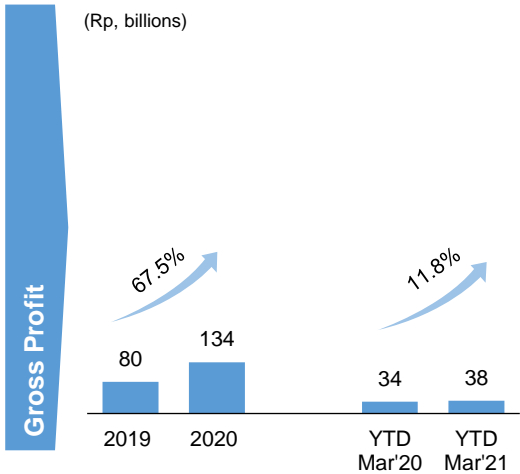
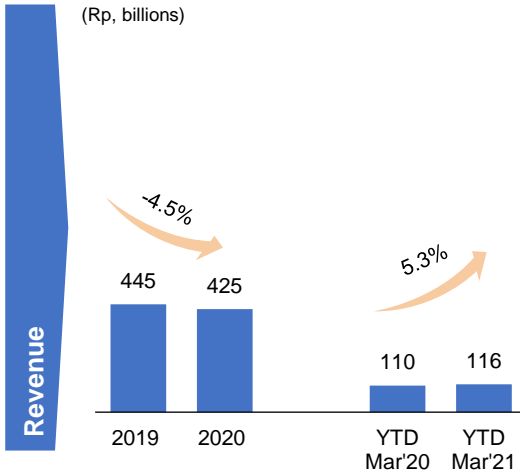


Brands and products



Portfolio of Food Brands

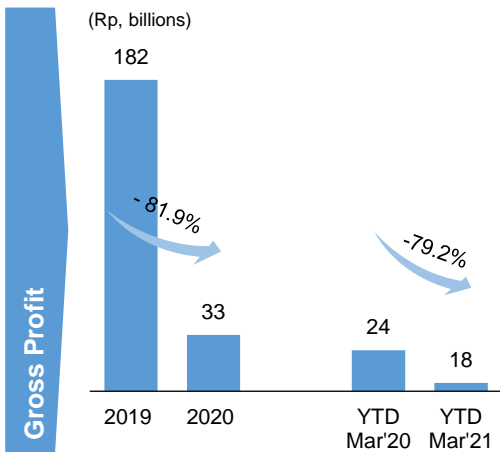
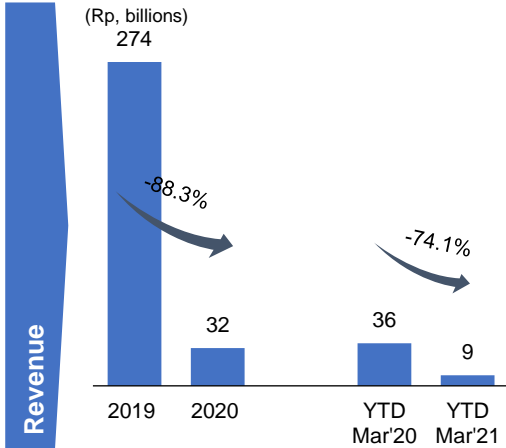
Current food offering includes a variety of candy, snacks and powdered drinks



Brands and products



Pharmaceutical brand portfolio



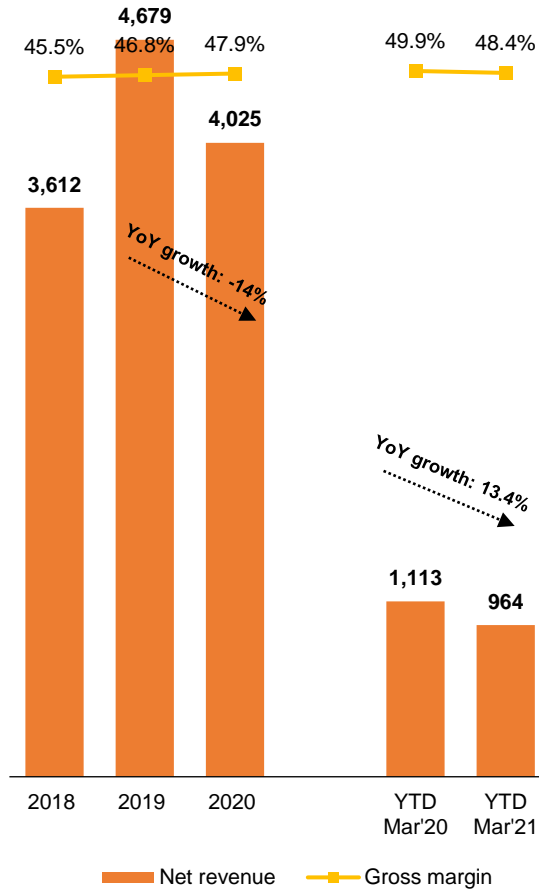
Brands
and
products



Track record of profitable growth

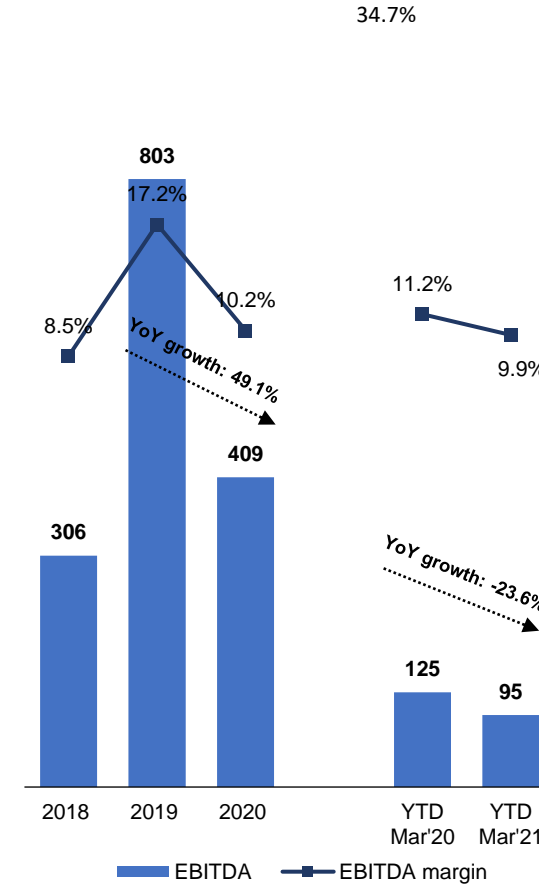
Net Revenue and Gross Margin

(Rp in billions)



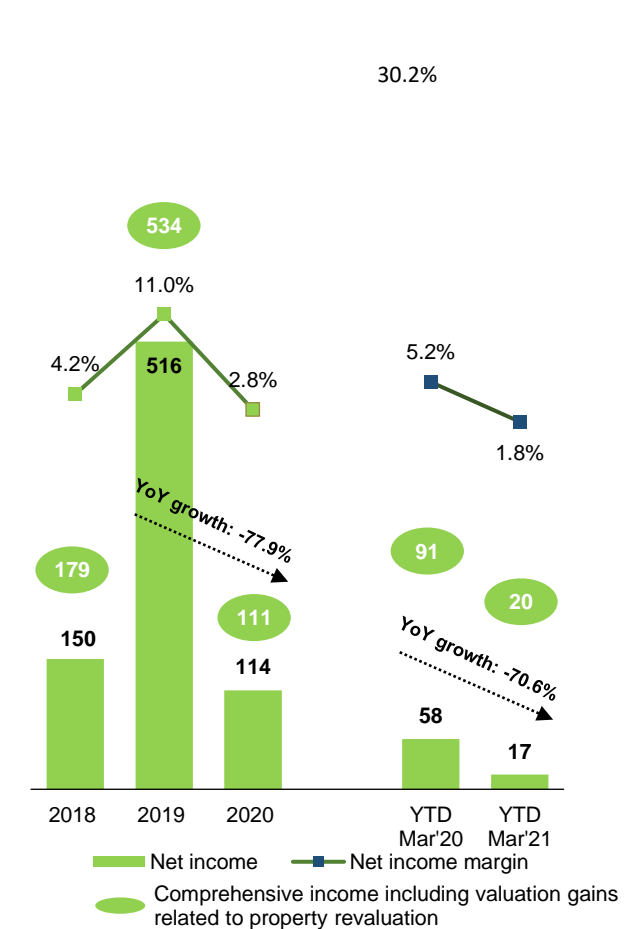
EBITDA and EBITDA Margin

(Rp in billions)



Net income and net income margin

(Rp in billions)



Note: EBITDA defined as income before income tax expenses + interest expenses + bank admin expenses + depreciation expenses + amortization expenses. Net income excludes other comprehensive income mainly related to property revaluations.

EBITDA and Net profit on 2019 include gain on bargain purchase amounted to Rp 264 billion.