

PT MAP Boga Adiperkasa Announces Strategic Partnership with General Atlantic[:id]PT MITRA ADIPERKASA TBK MENGUMUMKAN KEMITRAAN STRATEGIS DENGAN GENERAL ATLANTIC

General Atlantic Makes its First Investment in Indonesia[:id]General Atlantic Menanamkan Investasi Pertamanya di Indonesia

JAKARTA and SINGAPORE[:id]JAKARTA dan SINGAPURA - November 17, 2016

PT Mitra Adiperkasa Tbk (MAP), the leading lifestyle retailer in Indonesia, announced today that General Atlantic, a leading global growth equity firm, has subscribed for Rp1.08 trillion in zero-coupon bonds issued by MAP, which are convertible into shares in its food & beverage subsidiary, PT MAP Boga Adiperkasa (MBA).

MBA is a leading, fast-growing food & beverage retailer operating five exclusive brands in Indonesia: Starbucks, Pizza Express, Krispy Kreme, Cold Stone Creamery, and GODIVA. MBA has over 300 stores across 24 cities, more than doubling its store count over the last five years. The food & beverage operator is a subsidiary of MAP, the largest operator of multi-channel retail concepts in Indonesia across a diversified portfolio of department stores, sportswear, specialty fashion, food & beverage, and lifestyle products. MAP operates close to 2,000 retail stores for brands such as Zara, Marks & Spencer, SEIBU, and Reebok.

"In the last five years, we have made significant progress building our food & beverage business. We are excited to continue serving our customers and remain dedicated to building successful brands in Indonesia. We believe the rapid rise in Indonesia's middle and young working classes, the increase in this population's disposable income, and the continued rural-to-urban migration represents an opportunity for us to strengthen our widely-recognised international food brands and cement our leadership position in the food & beverage market through our brands," said V.P. Sharma, Chief Executive Officer of MAP.

A portion of the proceeds will be used to accelerate the food & beverage division's network expansion.

Mr. Sharma continued, "The extensive sector expertise General Atlantic brings as a global investment firm with a proven track record of success will add value and focus to the development of our food & beverage business as we move into the next phase of the company's growth."

"General Atlantic is very excited about the opportunities Indonesia's sizeable consumer class offers, where domestic consumption comprises more than half of gross domestic product and consumption patterns are increasingly shifting towards modern and aspirational lifestyle brands. These secular trends position MBA's food & beverage portfolio well for further expansion of its footprint, capitalizing on its brands' strong consumer awareness and proven affinity amongst Indonesian consumers," said Wai Hoong Fock, Head of Southeast Asia at General Atlantic.

"Our partnership with MAP marks General Atlantic's first investment in Indonesia and is a clear indication of our strong commitment to the long-term market prospects in Southeast Asia. We look forward to collaborating with MAP, a leading local enterprise, to deliver enhanced value to its customers and partners by leveraging General Atlantic's experience working with differentiated brands, products and business models to capitalize on global consumer trends and become market leaders," Mr. Fock continued.

Mr. Fock joined General Atlantic in 2015 from CVC Capital Partners to lead the Southeast Asia investing program and is based in the firm's Singapore office.

General Atlantic has 18 investment professionals in Asia, based in the firm's four offices across the region including

Beijing, Hong Kong, Mumbai, and Singapore. The firm opened its Singapore office in 2011 and in 2014, invested in Singapore-based Garena, the largest Internet and mobile platform for online and mobile entertainment and communication in Southeast Asia. As a firm, General Atlantic has supported the growth of leading retail and food & beverage companies including Tory Burch, a luxury lifestyle brand; ZIMMERMANN, a luxury fashion brand; Barteca Holdings, an acclaimed restaurant group; and recently signed an investment in Joe & the Juice, a fast growing urban juice bar concept; as well as global market leaders Airbnb, a tech-enabled community marketplace for listing and booking accommodations around the world; and Uber, a tech-enabled transportation network company.

About PT Mitra Adiperkasa Tbk

As of October 2016, MAP operates 1,921 retail outlets in 68 major cities throughout Indonesia. The major retail concepts under the group among others: *Department Stores*: Sogo, Debenhams, Seibu and Galleries Lafayette; *Fashion & Lifestyle*: Zara, Marks & Spencer, Topman, Topshop, Next, Kipling, Lacoste, Nautica, Massimo Dutti, Staccato, Crabtree & Evelyn, Swarovski, Zara Home and Sephora; *Sports*: Converse, Golf House, Payless ShoeSource, Oakley, Planet Sports, Reebok, Rockport, Skechers, Sports Station, The Athlete's Foot and The Sports Warehouse; *Food & Beverage*: Starbucks, Burger King, Domino's Pizza, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, GODIVA and Paul Bakery; *Kids*: Kidz Station, Oshkosh B'Gosh, and Carter's; *Others*: Kinokuniya and Alun Alun Indonesia. For more information about MAP please visit www.map.co.id.

About General Atlantic

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector-specific expertise, long-term investment horizon, and a deep understanding of growth drivers to partner with great management and build exceptional businesses worldwide. General Atlantic has more than 100 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo and Singapore. www.generalatlantic.com

[:id]PT Mitra Adiperkasa Tbk (MAP), perusahaan ritel gaya hidup terkemuka di Indonesia, hari ini menyampaikan bahwa General Atlantic, perusahaan pertumbuhan ekuitas global, telah menyerap obligasi tanpa bunga (*zero coupon*) senilai

Rp1,08 triliun yang diterbitkan oleh MAP, yang dapat dikonversi menjadi saham di anak perusahaan *Food & Beverage* (F&B) yang dimiliki, yaitu PT MAP Boga Adiperkasa (MBA).

MBA adalah perusahaan ritel yang mengoperasikan merek F&B yang tumbuh pesat di Indonesia dengan lima merek eksklusif: Starbucks, Pizza Express, Krispy Kreme, Cold Stone Creamery, dan GODIVA. MBA memiliki lebih dari 300 gerai di 24 kota, dua kali lipat lebih dari jumlah gerai yang dimilikinya dalam kurun waktu lima tahun terakhir. MBA sebagai operator F&B ini merupakan anak perusahaan MAP, yang mengelola beragam konsep ritel, seperti *department stores*, pakaian dan perlengkapan olahraga, *fashion*, F&B, serta produk gaya hidup lainnya. MAP mengoperasikan sekitar 2.000 gerai ritel untuk merek seperti Zara, Marks & Spencer, SEIBU, dan Reebok.

"Dalam lima tahun terakhir, bisnis F&B kami mengalami pertumbuhan yang signifikan. Kami optimis untuk terus melayani para pelanggan kami dan tetap berdedikasi untuk membangun merek-merek sukses di Indonesia. Kami berkeyakinan bahwa pertumbuhan yang pesat dalam segmen kelas menengah dan profesional muda di Indonesia, peningkatan pendapatan populasi, dan masyarakat urban yang berkelanjutan merupakan peluang besar bagi perusahaan untuk memperkuat merek F&B dan mengukuhkan posisi perusahaan sebagai salah satu perusahaan terdepan di bidang F&B," kata V.P. Sharma, Chief Executive Officer, MAP.

Sebagian dari hasil penyerapan obligasi akan digunakan untuk mempercepat perluasan jaringan divisi F&B.

Mr. Sharma melanjutkan, "Keahlian sektoral yang luas dan rekam jejak keberhasilan membuktikan General Atlantic sebagai perusahaan investasi global akan menambah nilai dan fokus pada pengembangan bisnis F&B kami seiring dengan strategi pertumbuhan pasar."

"General Atlantic menyambut dengan sangat baik peluang penawaran kelas konsumen Indonesia yang cukup

signifikan, yang konsumsi domestiknya memberikan kontribusi lebih dari separuh ke Produk Domestik Bruto (PDB) dan pola konsumsi yang semakin bergeser ke arah merek-merek yang berkaitan dengan gaya hidup modern dan inspiratif. Tren ini memberikan posisi kuat portofolio F&B untuk tumbuh pesat dengan memanfaatkan kesadaran konsumen akan merek dan terbukti digemari oleh konsumen Indonesia," tutur Wai Hoong Fock, Pimpinan Asia Tenggara di General Atlantic.

"Kemitraan kami dengan MAP menandai investasi pertama General Atlantic di Indonesia dan merupakan indikasi yang jelas dari komitmen kami yang kuat terhadap prospek pasar jangka panjang di Asia Tenggara. Kami menantikan kolaborasi dengan MAP, untuk memberikan nilai tambah kepada pelanggan dengan memanfaatkan pengalaman kami, dalam menangani berbagai merek, produk, dan model bisnis untuk mengikuti tren konsumen global serta menjadi pemimpin pasar," lanjut Mr. Fock.

Mr. Fock bergabung dengan General Atlantic pada 2015 dari CVC Capital Partners untuk memimpin program investasi Asia Tenggara dan berbasis di kantor General Atlantic di Singapura.

General Atlantic memiliki 18 profesional investasi yang berbasis di empat kantornya di seluruh Asia, yaitu di Beijing, Hong Kong, Mumbai, dan Singapura. Perusahaan ini membuka kantor di Singapura pada 2011, dan di tahun 2014, berinvestasi pada Garena yang berbasis di Singapura, perusahaan yang bergerak dalam bidang platform Internet dan seluler terbesar untuk hiburan dan komunikasi *online* dan seluler di Asia Tenggara. Sebagai perusahaan, General Atlantic mendukung pertumbuhan ritel dan perusahaan F&B terkemuka, termasuk Tory Burch, merek gaya hidup mewah; ZIMMERMANN, merek *fashion* mewah; Barteca Holdings, grup restoran yang diakui; Joe & the Juice, konsep bar jus urban yang bertumbuh pesat; serta pemimpin pasar global Airbnb, pasar komunitas berbasis teknologi untuk pendaftaran dan pemesanan akomodasi di seluruh dunia; serta Uber, perusahaan jaringan transportasi berbasis teknologi.

Tentang PT Mitra Adiperkasa Tbk

Sejak Oktober 2016, MAP mengoperasikan 1.921 gerai ritel di 68 kota besar di seluruh Indonesia. Konsep ritel besar yang bernaung di bawah grup ini antara lain: *Toserba*: Sogo, Debenhams, Seibu, dan Galleries Lafayette; *Mode & Gaya Hidup*: Zara, Marks & Spencer, Topman, Topshop, Next, Kipling, Lacoste, Nautica, Massimo Dutti, Staccato, Crabtree & Evelyn, Swarovski, Zara Home, dan Sephora; *Olahraga*: Converse, Golf House, Payless ShoeSource, Oakley, Planet Sports, Reebok, Rockport, Skechers, Sports Station, The Athlete's Foot, dan The Sports Warehouse; *Makanan & Minuman*: Starbucks, Burger King, Domino's Pizza, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, GODIVA, dan Paul Bakery; *Kids*: Kidz Station, Oshkosh B'Gosh, dan Carter's; *Lainnya*: Kinokuniya dan Alun Alun Indonesia. Untuk informasi selengkapnya tentang MAP, harap kunjungi www.map.co.id.

Tentang General Atlantic

General Atlantic adalah perusahaan pertumbuhan ekuitas global yang menyediakan modal dan dukungan strategis bagi perusahaan-perusahaan yang berkembang. Didirikan pada tahun 1980, General Atlantic memadukan pendekatan global kolaboratif, keahlian dalam sektor tertentu, pandangan investasi jangka panjang, dan pemahaman yang mendalam tentang penggerak pertumbuhan untuk bermitra dengan manajemen dan membangun bisnis yang luar biasa di seluruh dunia. General Atlantic memiliki lebih dari 100 profesional investasi yang berbasis di New York, Amsterdam, Beijing, Greenwich, Hong Kong, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, dan Singapura. www.generalatlantic.com

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