



PT SARIMELATI KENCANA,TBK

Public Expose 14 November 2019



Company Overview



Company Overview

Snapshot



PT Sarimelati Kencana Tbk. (“SMK”)(ticker IDX: PZZA) was established in 1987 and holds franchise agreement of Pizza Hut Indonesia from Pizza Hut Asia Pacific Franchise Pte. Ltd., a subsidiary of Yum! Brands, Inc.



SMK developed the Pizza Hut brand to become one of the most successful food franchises in Indonesia. As of Nov-19, SMK operates combined number of 501 Pizza Hut Restaurant (PHR), Pizza Hut Delivery (PHD) and Pizza Hut Express (PHE) outlets.



SMK also operates a pasta factory in Jakarta, a sausage factory in West Java and dough ball factories in West, Central and East Java, Bali, South Sulawesi, North and South Sumatra and Riau.

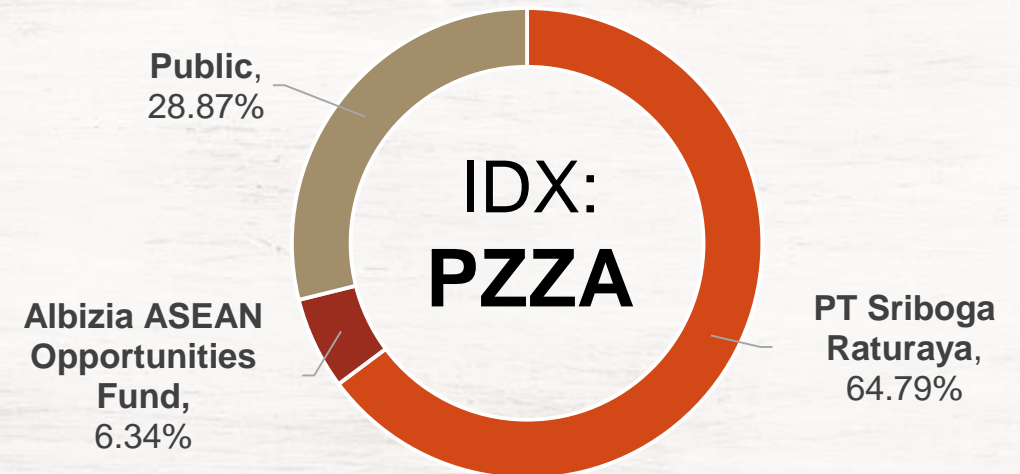


SMK has 20 distribution centers across Indonesia, consisting of 5 dry warehouses and 15 frozen warehouses to ensure sustainable supply chain in supporting outlets operation.

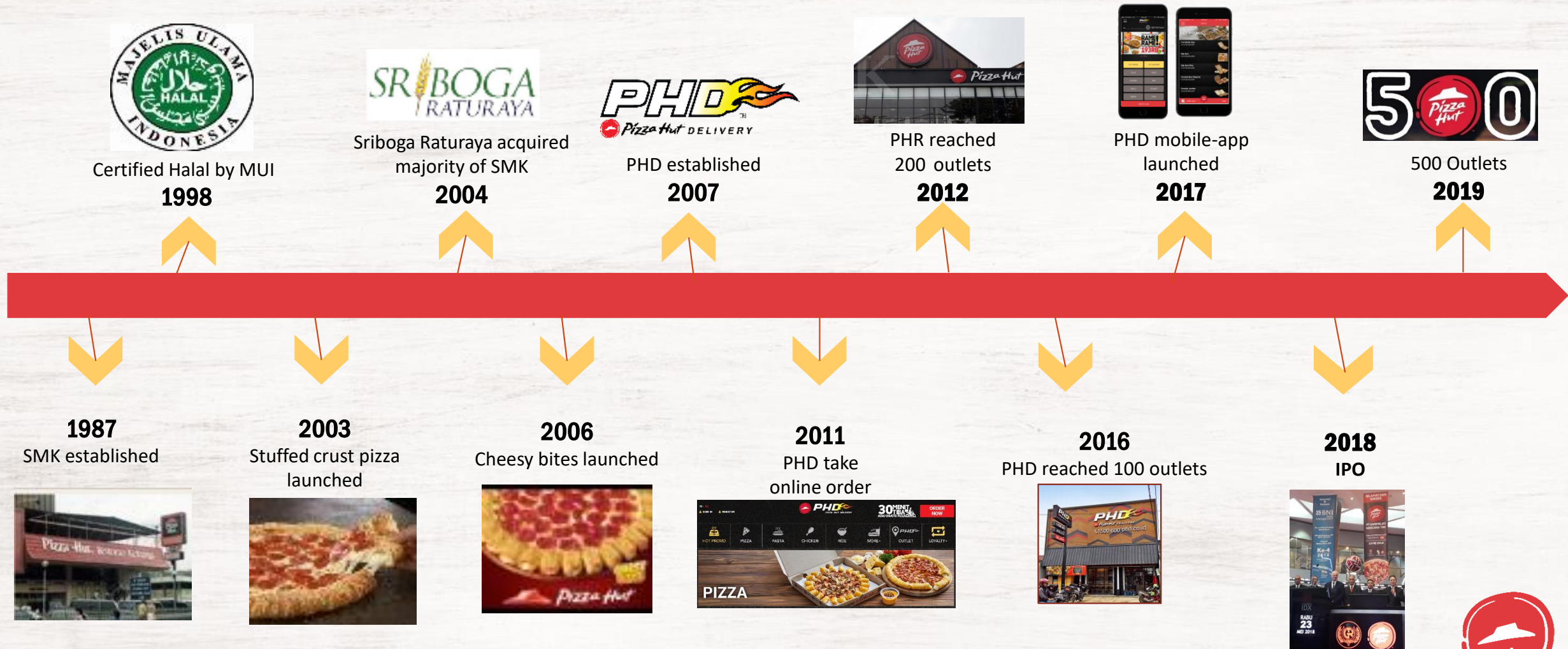
Shares Highlights



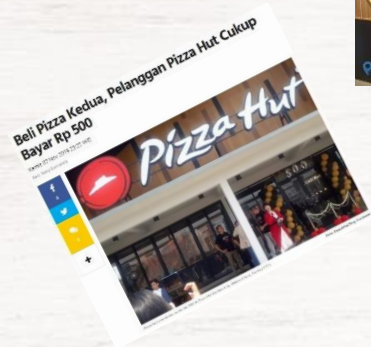
Number of outstanding shares	: 3,021,875,000
Market capitalization	: IDR 3.5 trillion per 8 Nov 19



Pizza Hut in Indonesia

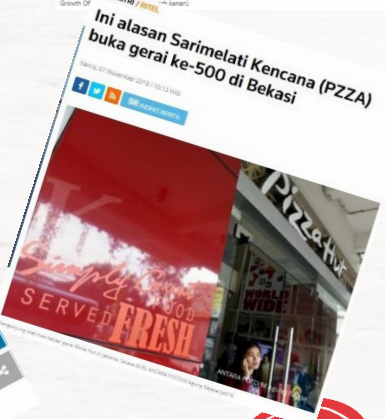


500th Outlet



**DENGAN BANGGA
KAMI MEMPERSEMBAHKAN CABANG
PIZZA HUT KE-500 AGAR SEMAKIN
DEKAT MELAYANI ANDA.**

**DUKUNGAN ANDA MEMACU KAMI
UNTUK TERUS MEMBERIKAN YANG TERBAIK.**



Experienced Management Team



STEVEN CHRISTOPHER LEE/ PRESIDENT DIRECTOR

✓ Has more than 20 years of experience in F&B industry



FREDERICK E. CADLAON / FINANCE DIRECTOR

✓ Has been with SMK for more than 13 years



BUDI SETIAWAN / BUSINESS DEVELOPMENT DIRECTOR

✓ Has been with SMK for more than 18 years



JEO SASANTO / DIRECTOR (PIZZA HUT)

✓ Has been with SMK for more than 24 years



ANDRIAS CHANDRA – GENERAL MANAGER

✓ has been with SMK for more than 10 years

The Largest Full Service & Delivery chained Pizza Restaurant in Indonesia

TWO IN ONE BRAND



Largest Market Share in both Restaurant and Delivery Concept

OUR MULTIPLE SALES CHANNELS



Strong Support from Yum! Brands, Inc.



Yum! Brands, Inc. has more than 48,000 restaurants in over 145 countries and territories and its restaurant brands – **KFC, Taco Bell and Pizza Hut** – are the global leaders of the chicken, pizza and Mexican-style food categories.

Yum! Brands strategy is to drive aggressive international growth in developed and emerging markets, including Indonesia.



Access to innovative products



Access to global procurement



International marketing strategies

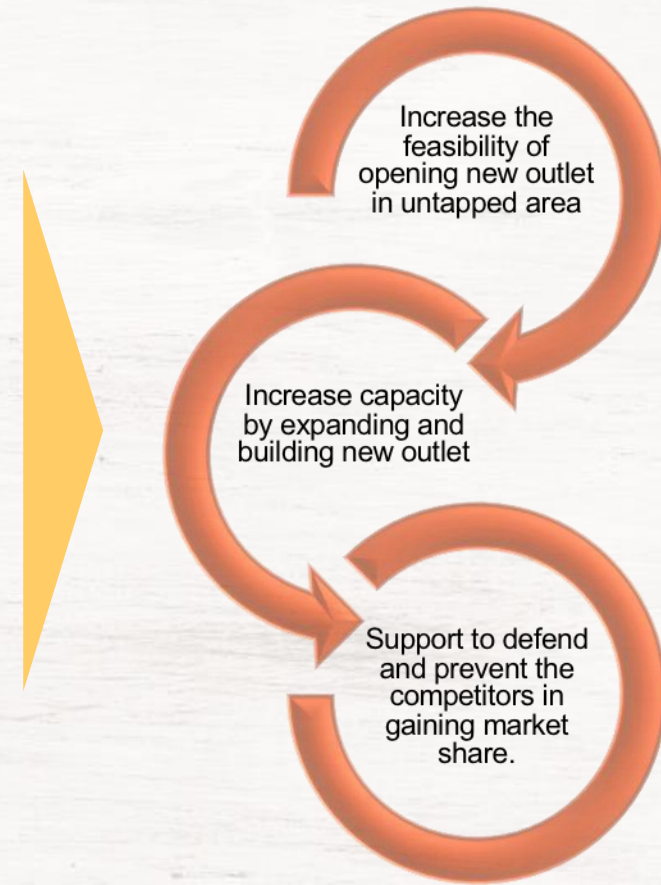


Best practice sharing



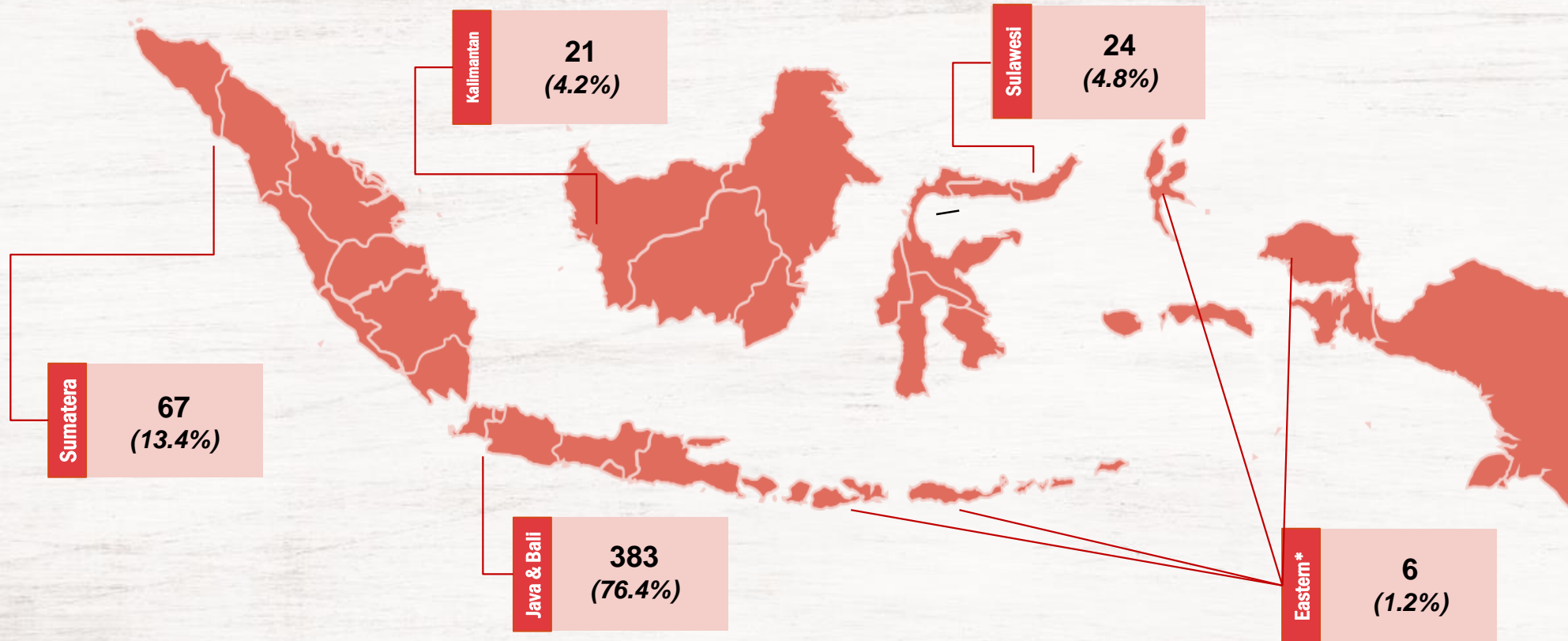
Quality control and regular technical support

- ✓ Yum! Brands through Pizza Hut Asia Pacific Franchise Pte. Ltd. as the **FRANCHISOR** of Pizza Hut in Indonesia is supportive of Pizza Hut growth in Indonesia.
- ✓ YTD Nov-19, the Company successfully opened 50 stores (net).



Nationwide presence

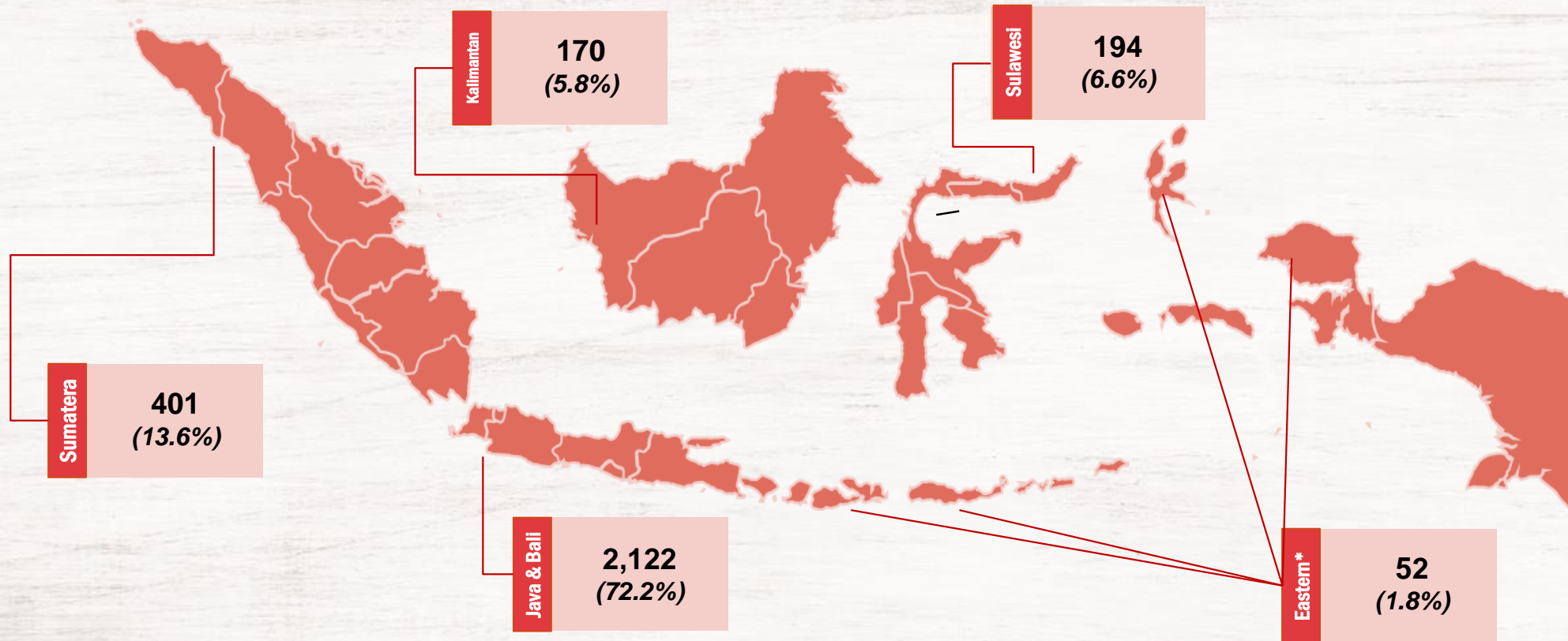
in Outlets



- ✓ As at November 2019, **501** outlets are operated in more than **80** cities across Indonesia
- ✓ YTD Nov-19, SMK added 25 Outlets in Greater Jakarta, Jawa and Bali; 12 Outlets in Sumatera; 8 Outlets in Kalimantan, 3 Outlets in Sulawesi dan 2 Outlets in Eastern Indonesia Region

Net sales by region

in IDR billion



- ✓ Greater Jakarta, Jawa and Bali are the major contributors to the Company's revenue
- ✓ Area ex-Greater Jakarta, Jawa and Bali is growing in line with Company's expansion



Financial and operational highlights



Income Statement Highlights

9M-19 and 3Q-19

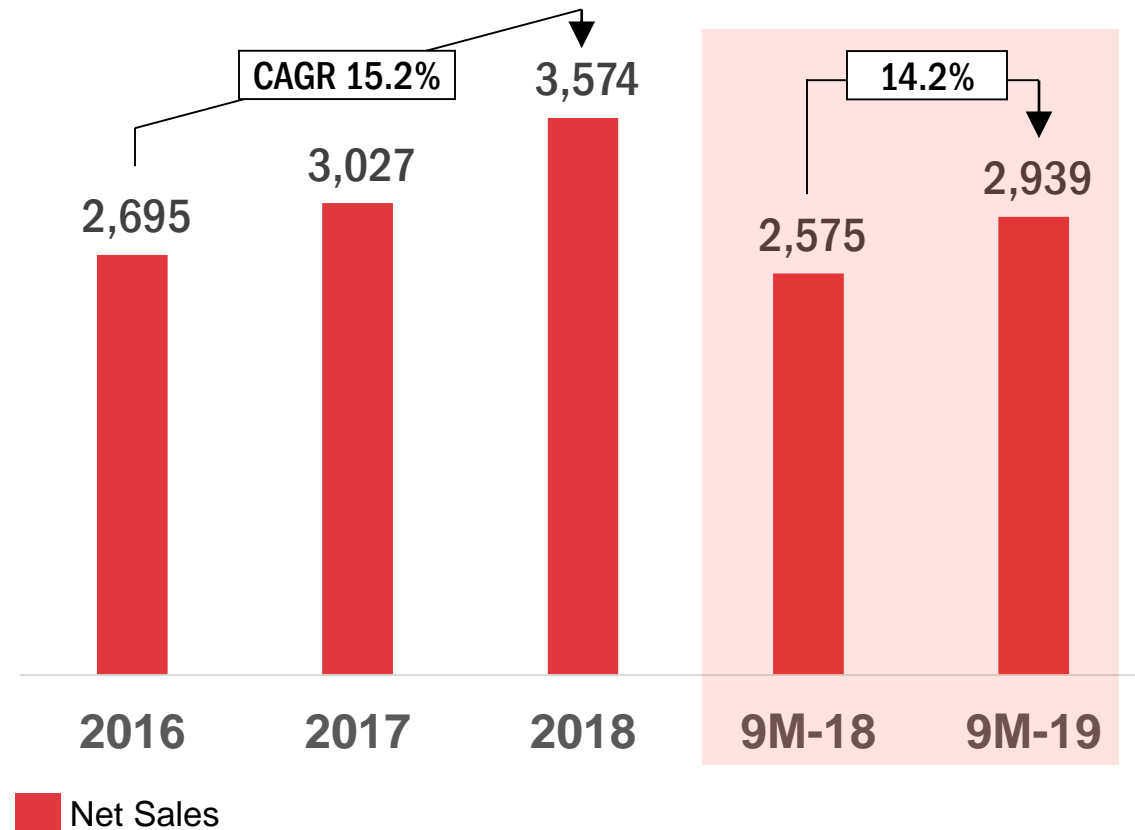
in IDR billion

	9M-19	9M-18	YoY	3Q-19	2Q-19	QoQ
Net Sales	2,939	2,575	14.2%	1,004	1,033	-2.9%
Gross Profit <i>Gross Profit Margin</i>	1,981 <i>67.4%</i>	1,728 <i>67.1%</i>	14.6% <i>0.3ppt</i>	677 <i>67.4%</i>	694 <i>67.2%</i>	-2.6% <i>0.2ppt</i>
Net Profit <i>Net Profit Margin</i>	149 <i>5.1%</i>	101 <i>3.9%</i>	47.0% <i>1.2ppt</i>	50 <i>4.9%</i>	59 <i>5.8%</i>	-16.6% <i>-0.8ppt</i>
Blended SSSG	4.5%	5.2%	-0.7ppt	7.2%	3.1%	4.1ppt
Number of Stores	493 (+42 YTD)	432 (+39 YTD)		+9	+26	

Sales and Profitability (1)

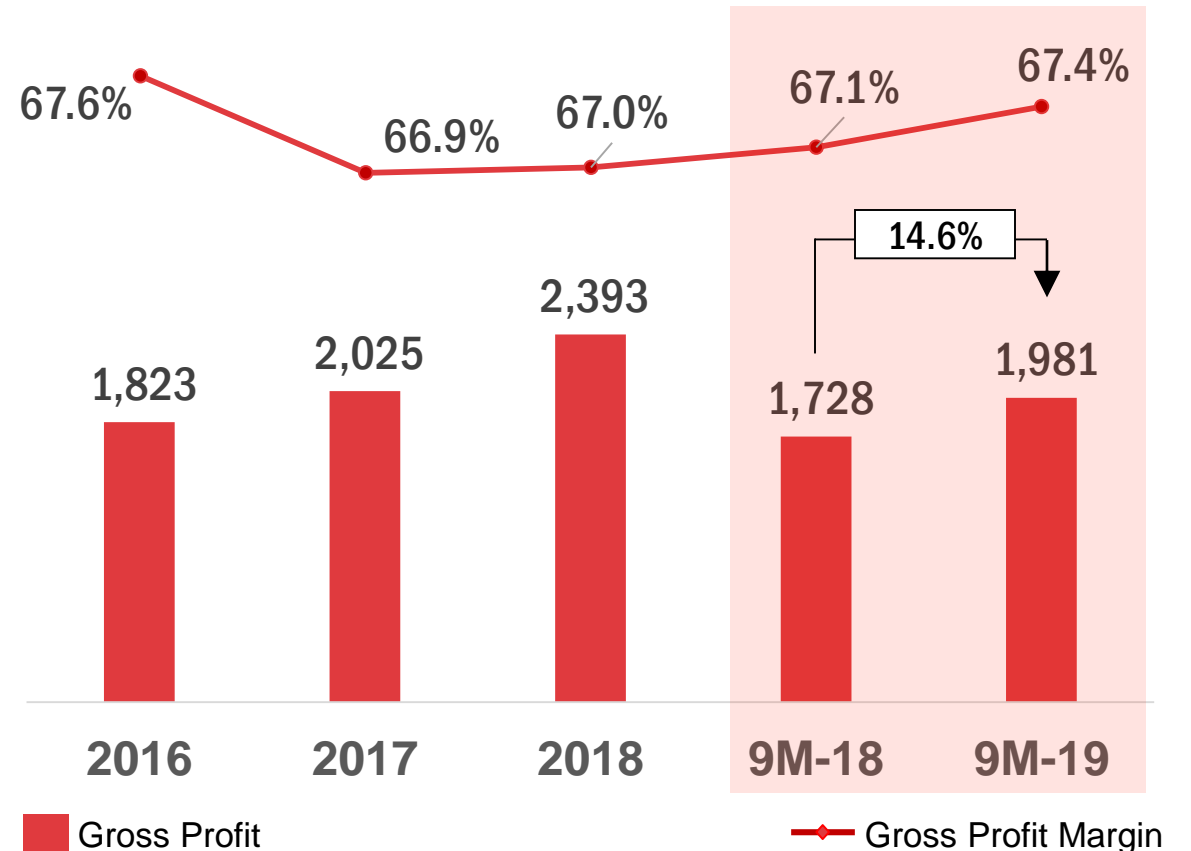
Net Sales

in IDR billion

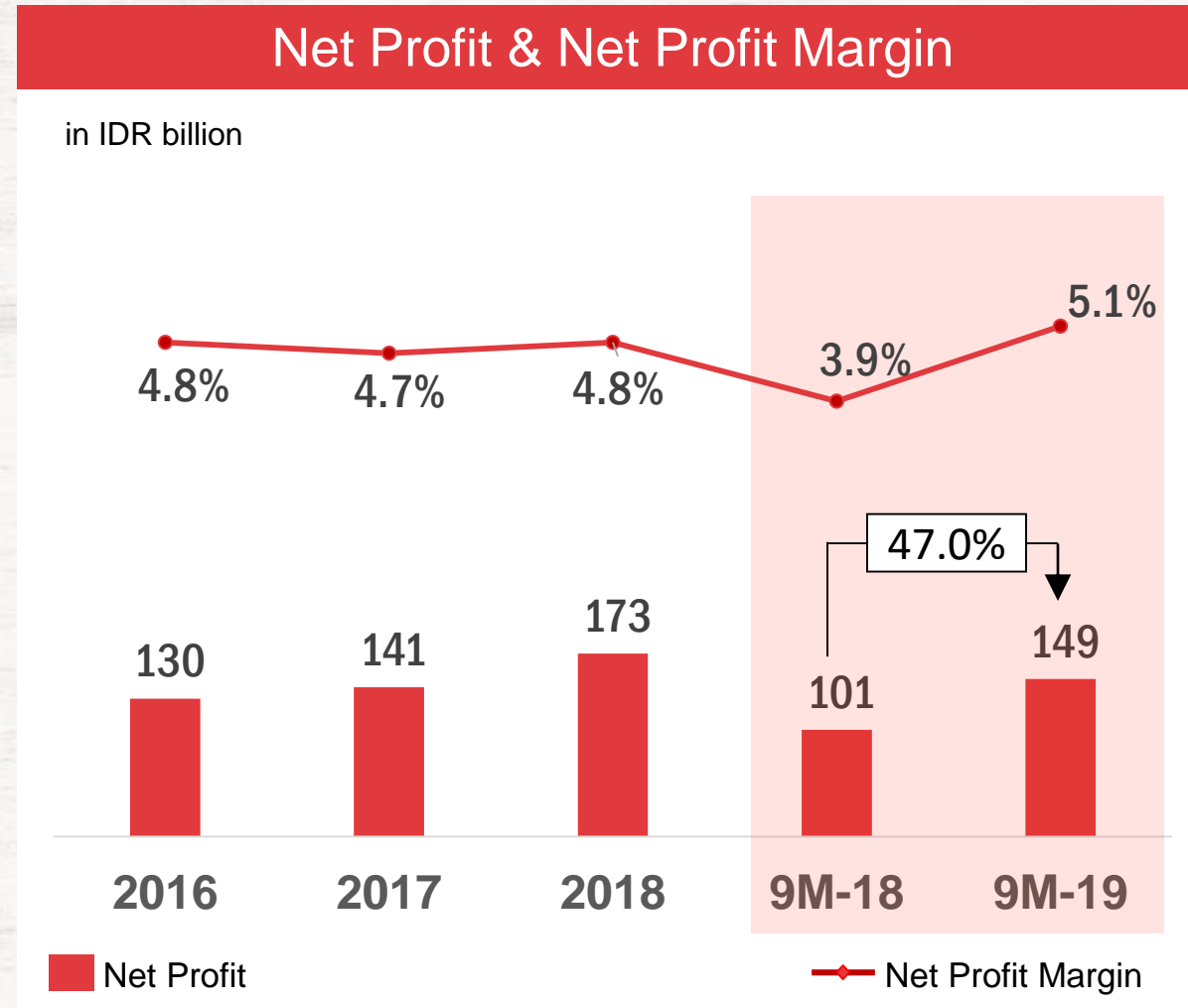


Gross Profit & Gross Profit Margin

in IDR billion

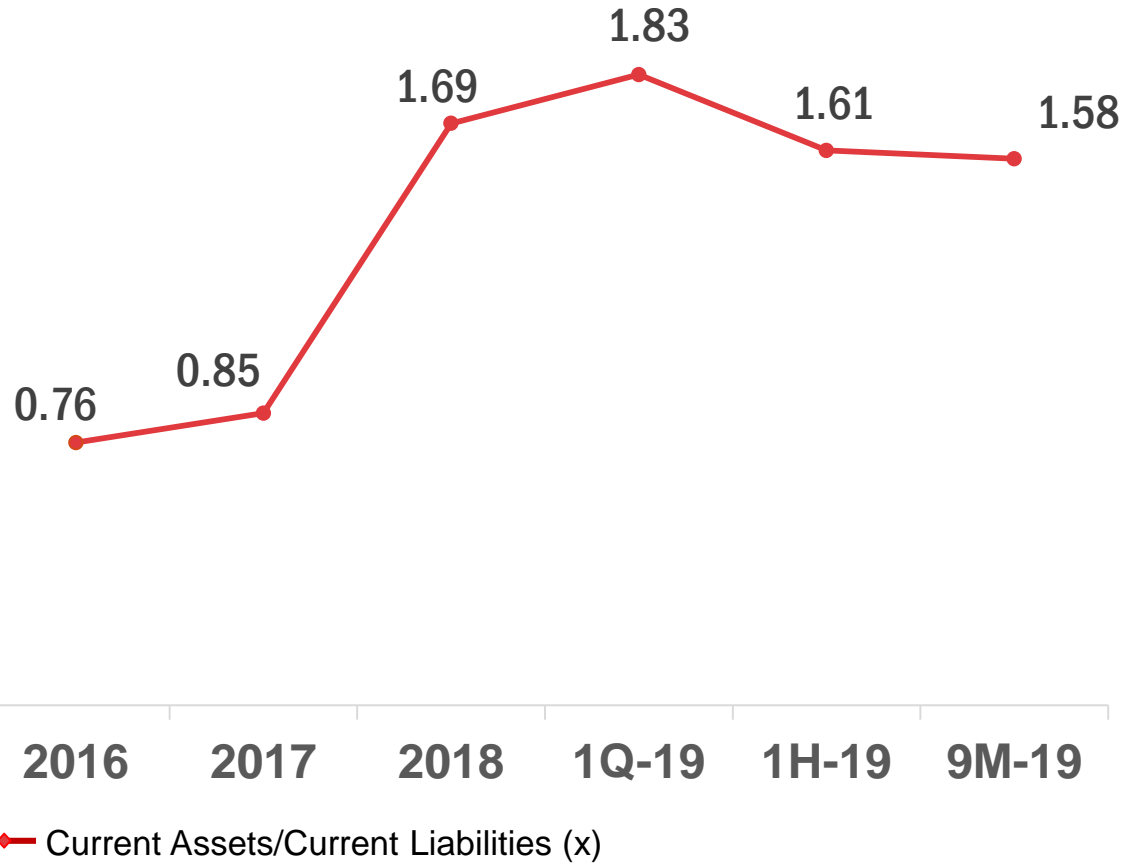


Sales and Profitability (2)

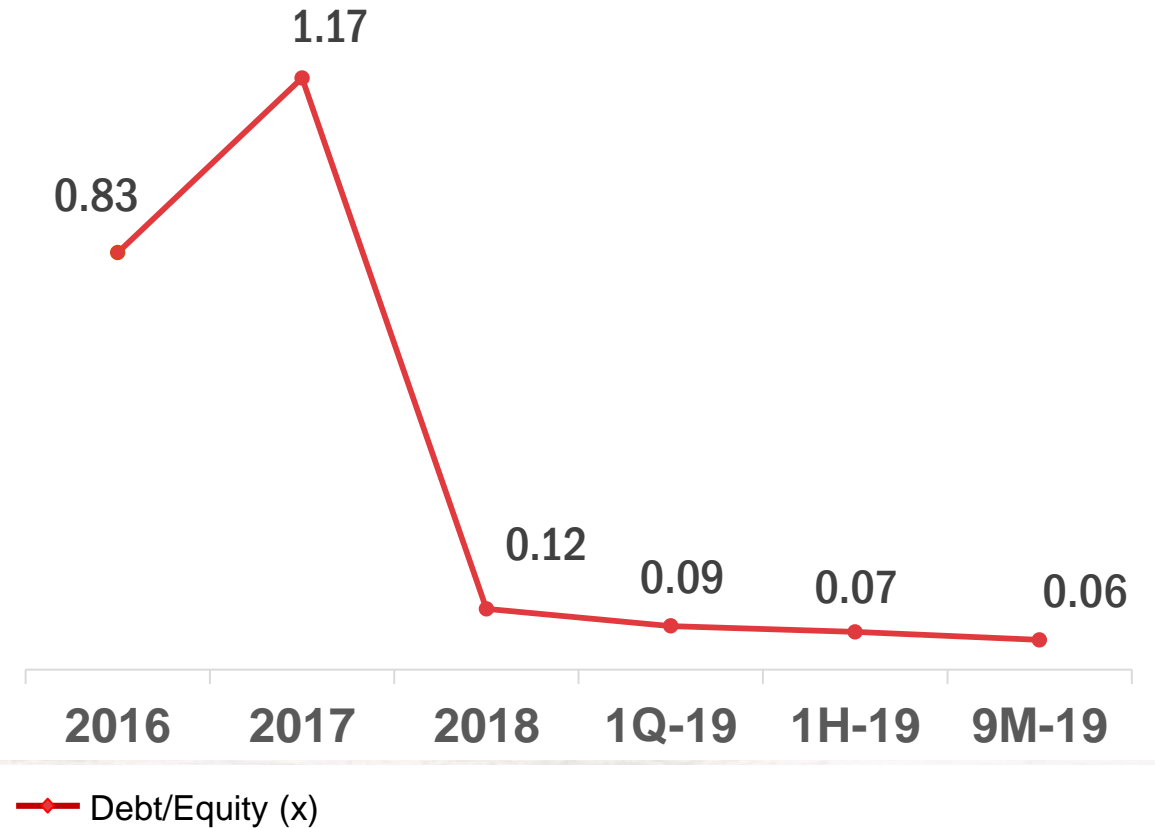


Balance Sheet (1)

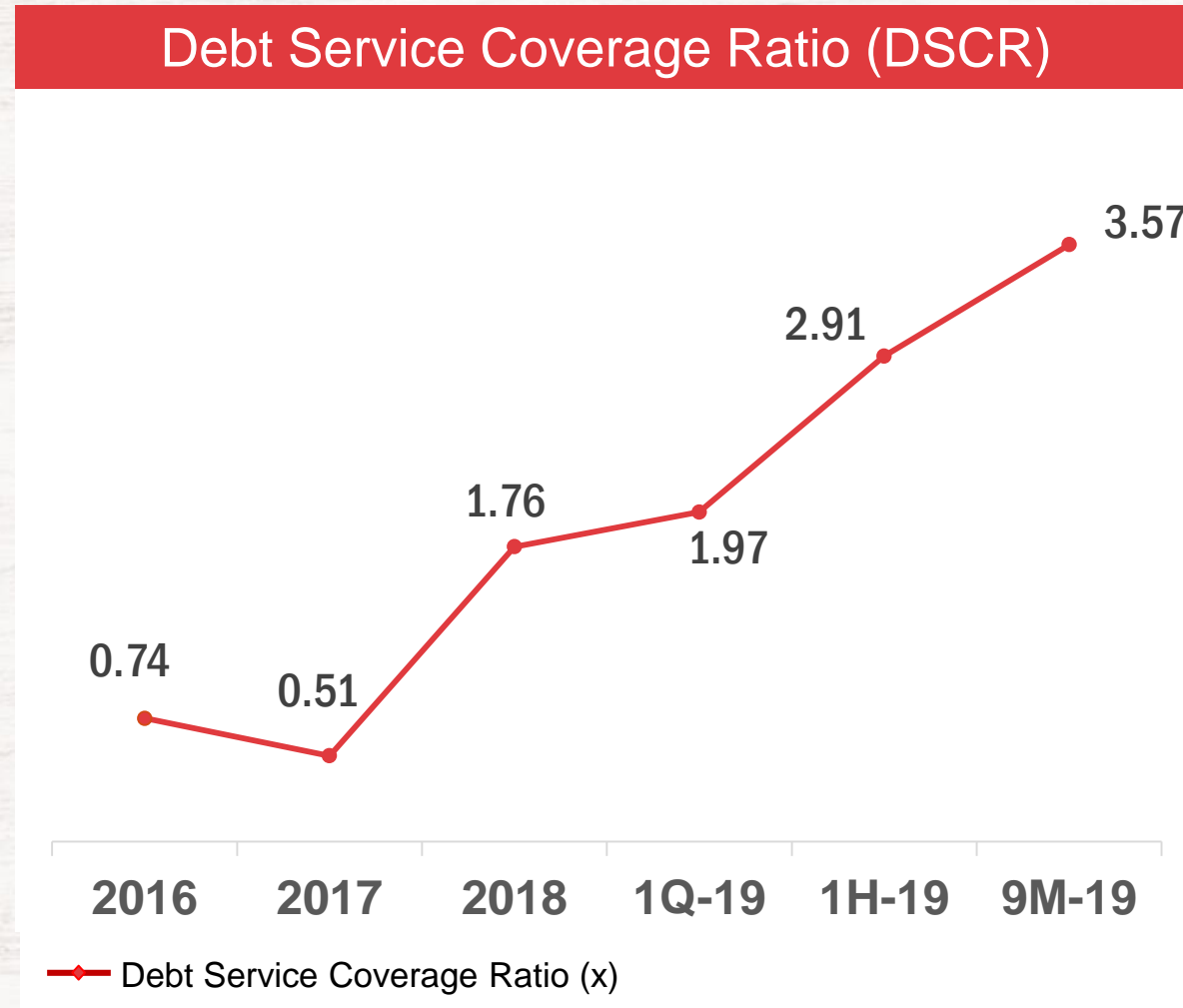
Liquidity Ratio



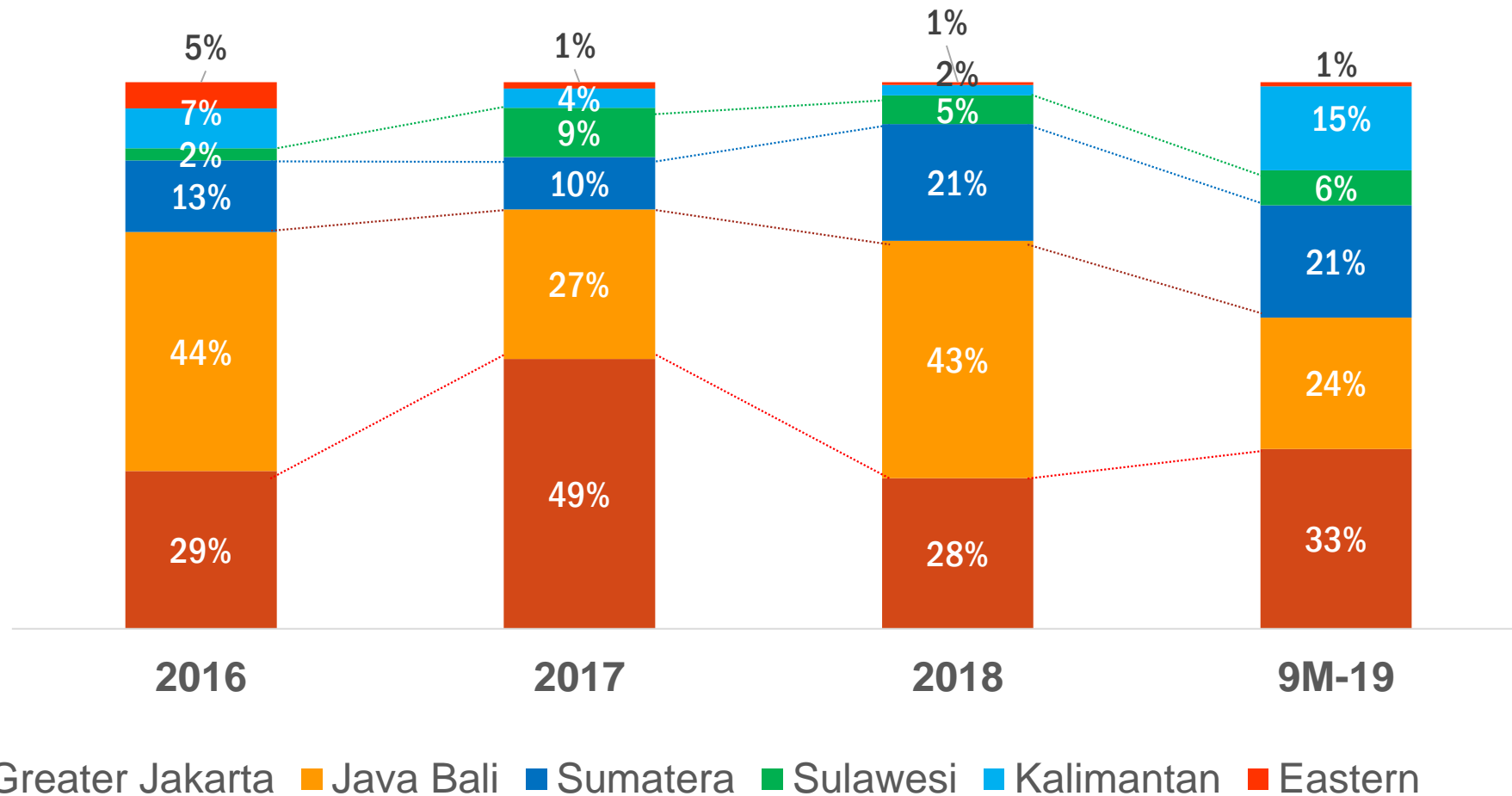
Solvency Ratio



Balance Sheet (2)



Capex Allocation



Outlet Development by Region

Region	Number of Outlets		
	by end 2018	Net built YTD Nov 2019	Total per Nov 2019
Greater Jakarta, Jawa, Bali	358	25	383
Sumatera	55	12	67
Sulawesi	21	3	24
Kalimantan	13	8	21
Eastern Indonesia	4	2	6
Total	451	50	501

2019 Guidance

	2019 Guidance	9M-19 Actual
Net Sales Growth	13 – 15% YoY	14.2% YoY
Operating Profit Margin	6.8 – 7.2%	6.8%
Net Profit Margin	4 – 5%	5.1%
CAPEX Cash	~IDR 450 bn	IDR 272 bn

