



FOR  
THE  
LOVE  
OF  
PIZZA  
ESTD  
1958

**PT Sarimelati Kencana Tbk.**

2020 Public Expose Material

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# 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 Holdings LLC. (Yum!).



SMK developed the Pizza Hut brand to become one of the most successful food franchises in Indonesia. As of Sep-20, SMK operates combined number of 519 Pizza Hut Outlets across Indonesia.



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

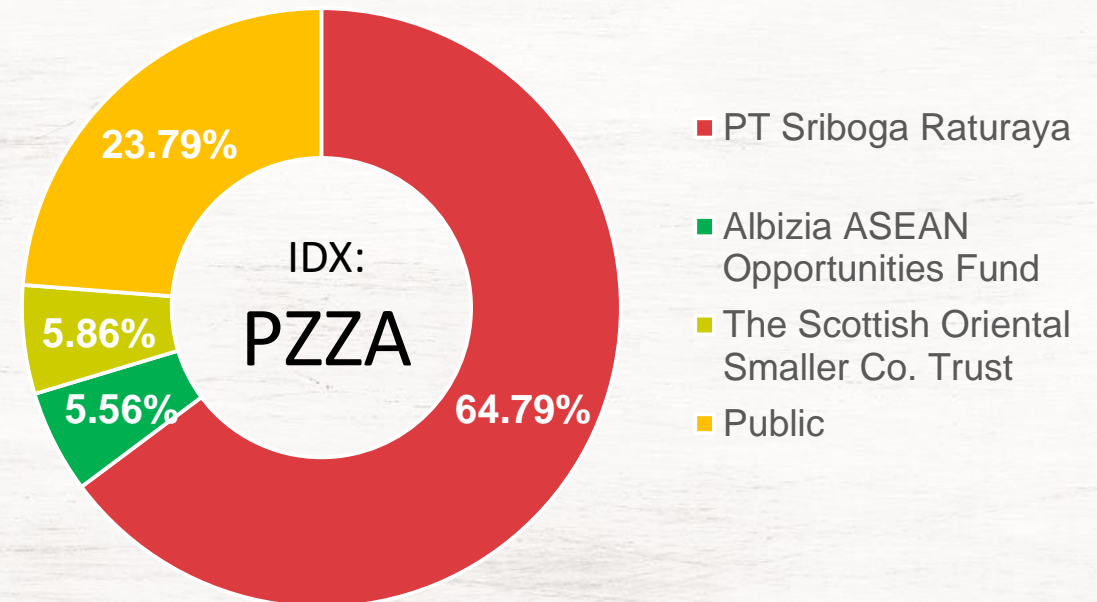


New factory in Cikarang has been operated, to provide protein needs for the outlets. This facility is going to expand its production line to produce pasta, meat/cheese sauce, dough ball and vegetable processing factory.

## Shares Highlights



Number of issued shares : 3,021,875,000



# Income Statement Highlights

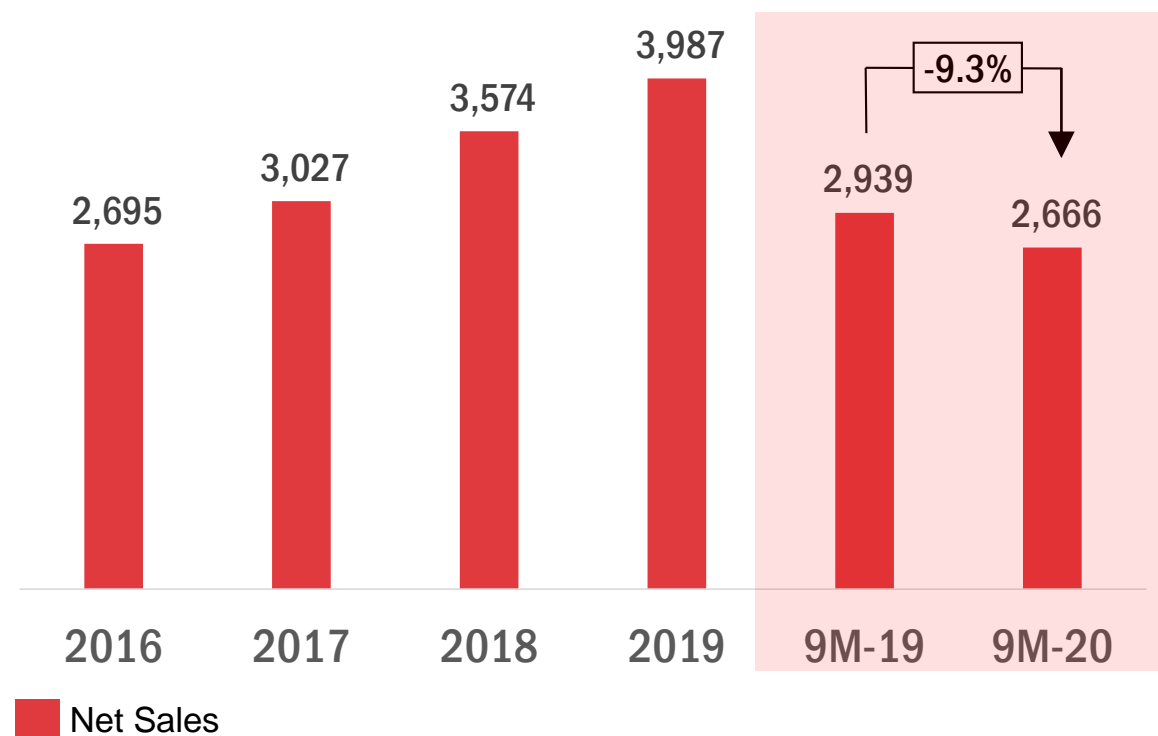
in IDR billion	9M-20	9M-19	YoY
Net Sales	2,666	2,939	-9.3%
Gross Profit <i>Gross Profit Margin</i>	1,738 <i>65.2%</i>	1,981 <i>67.4%</i>	-12.3% <i>-2.2ppt</i>
Net Profit <i>Net Profit Margin</i>	-9 <i>-0.3%</i>	149 <i>5.1%</i>	-105.8% <i>-5.4ppt</i>
Blended SSSG	-15.1%	4.5%	-19.6ppt
Number of Outlets	519 (+3)	484 (+42)	



# Sales and Profitability (1)

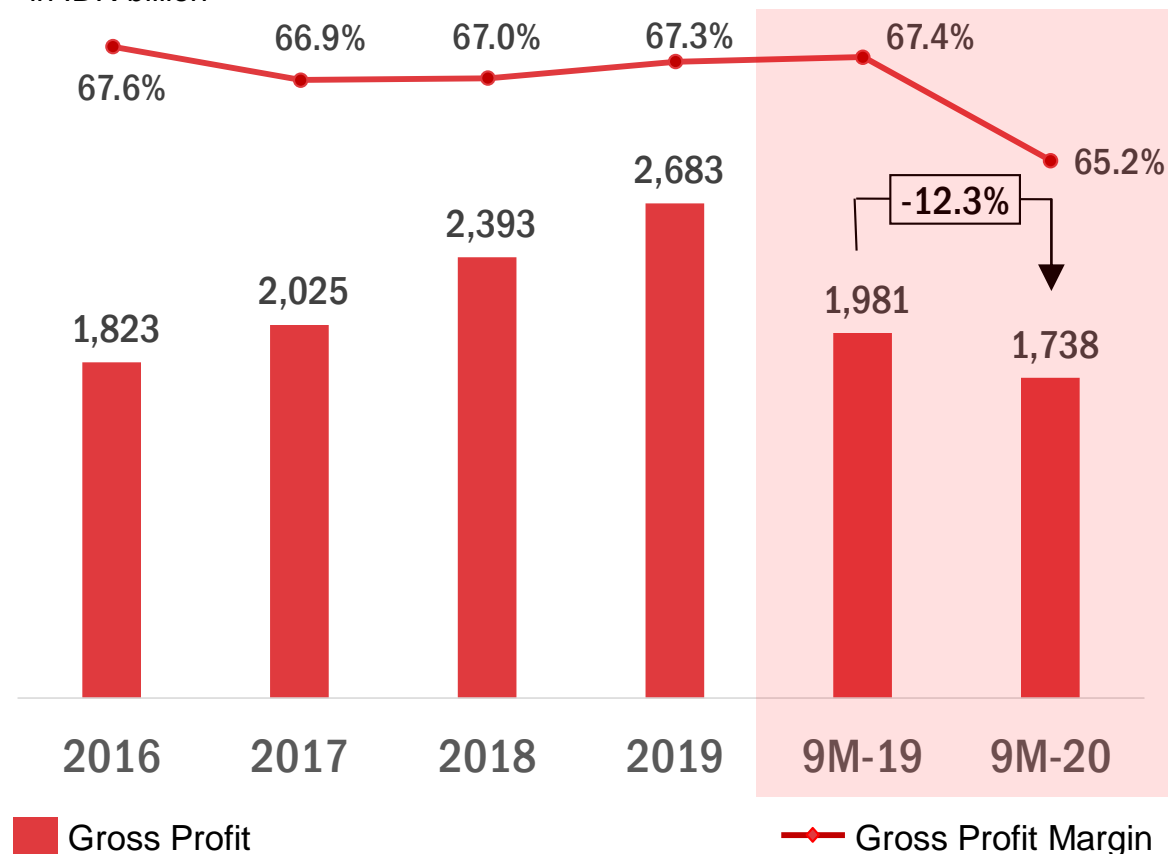
## Net Sales

in IDR billion

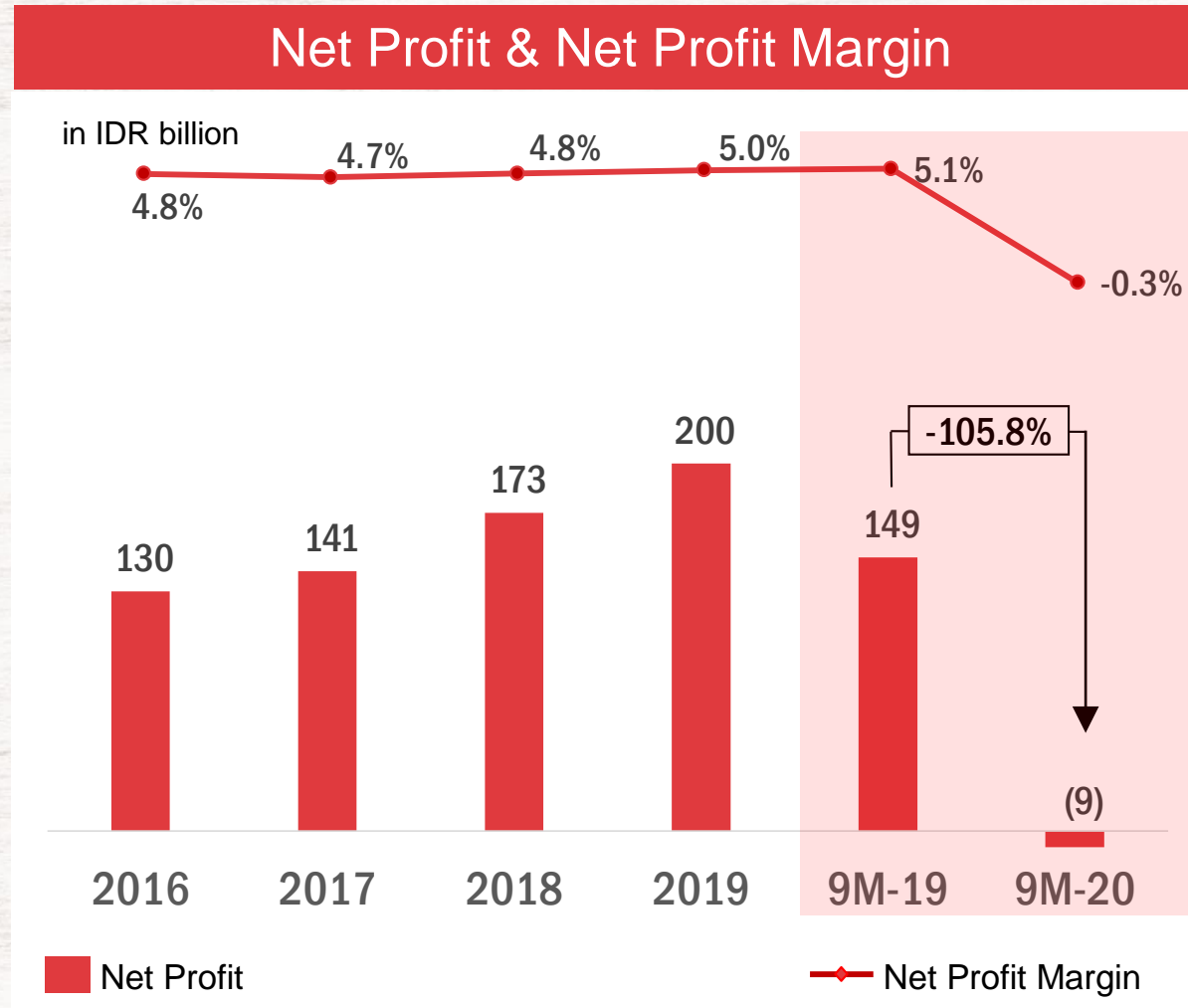


## Gross Profit & Gross Profit Margin

in IDR billion

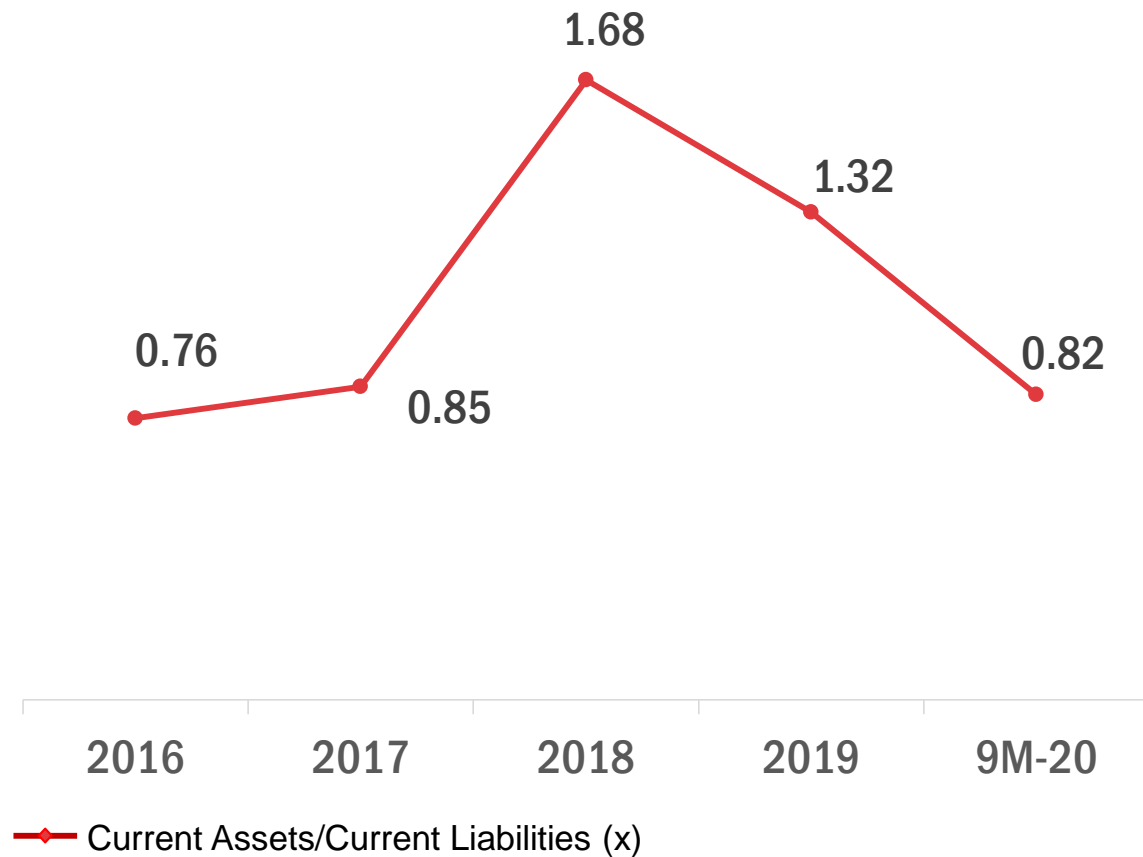


# Sales and Profitability (2)

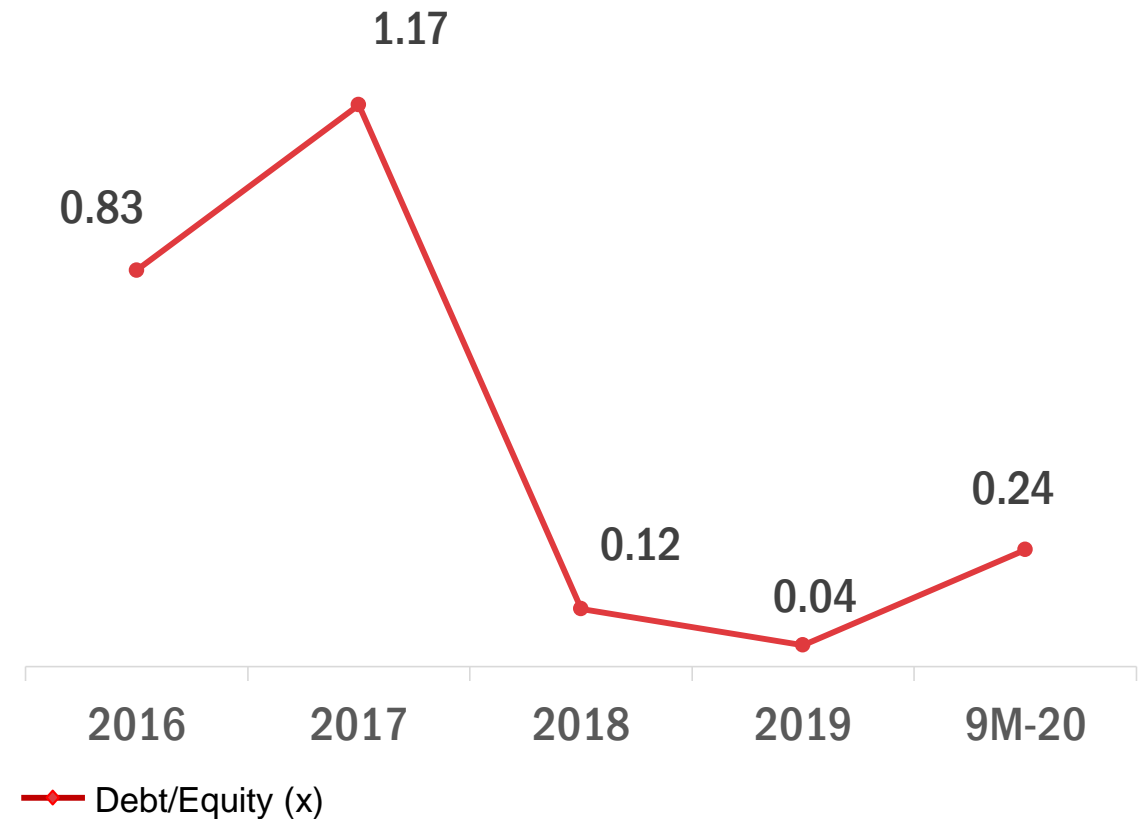


# Balance Sheet (1)

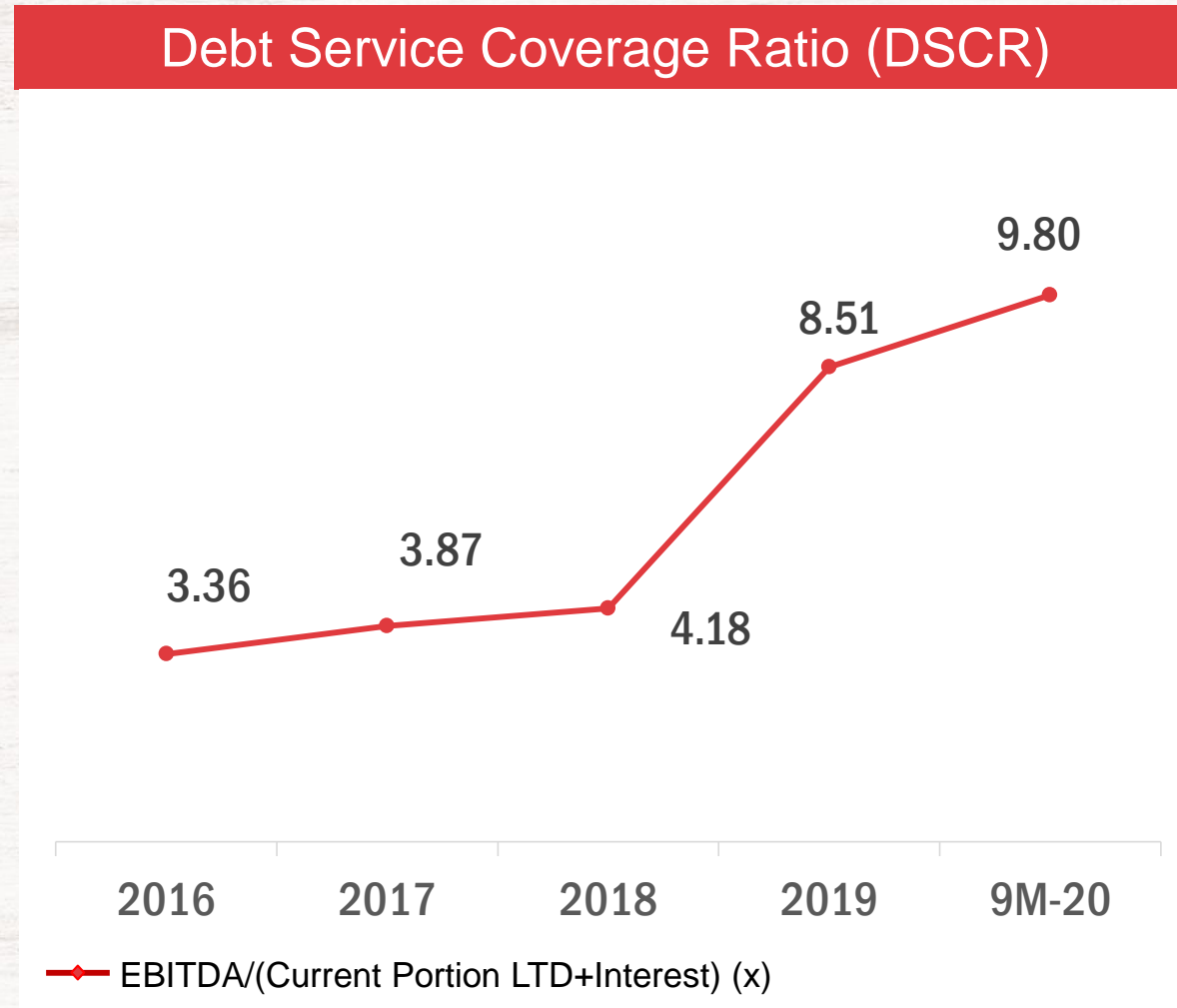
## Liquidity Ratio



## Solvency Ratio



# Balance Sheet (2)

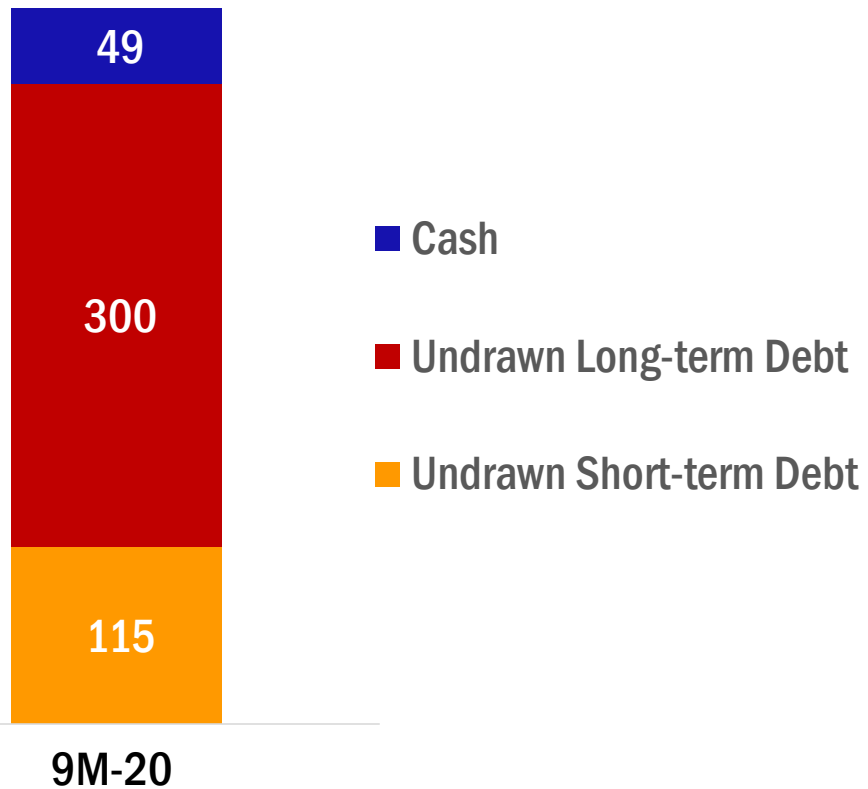




# Available Debt Facilities

## Total Cash and Available Debt Facilities

in IDR billion



Total available cash and cash equivalents  
IDR 49 bn



Total undrawn debt facilities IDR 415 bn

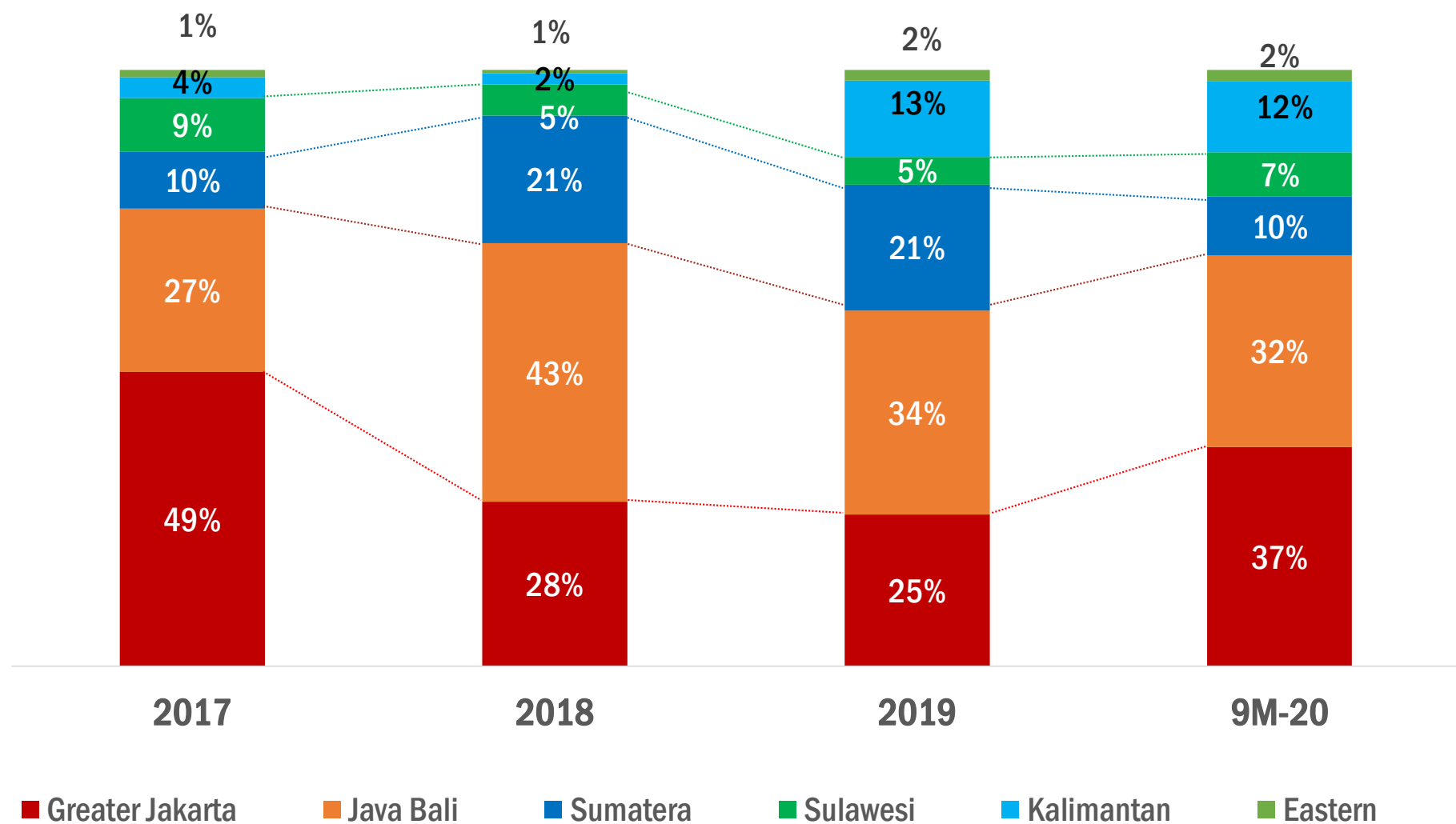


Company has sufficient long-term debt facilities for  
conversion of the short-term to long-term tenor



Long-term facilities maturity 6 years with 2 years  
grace period

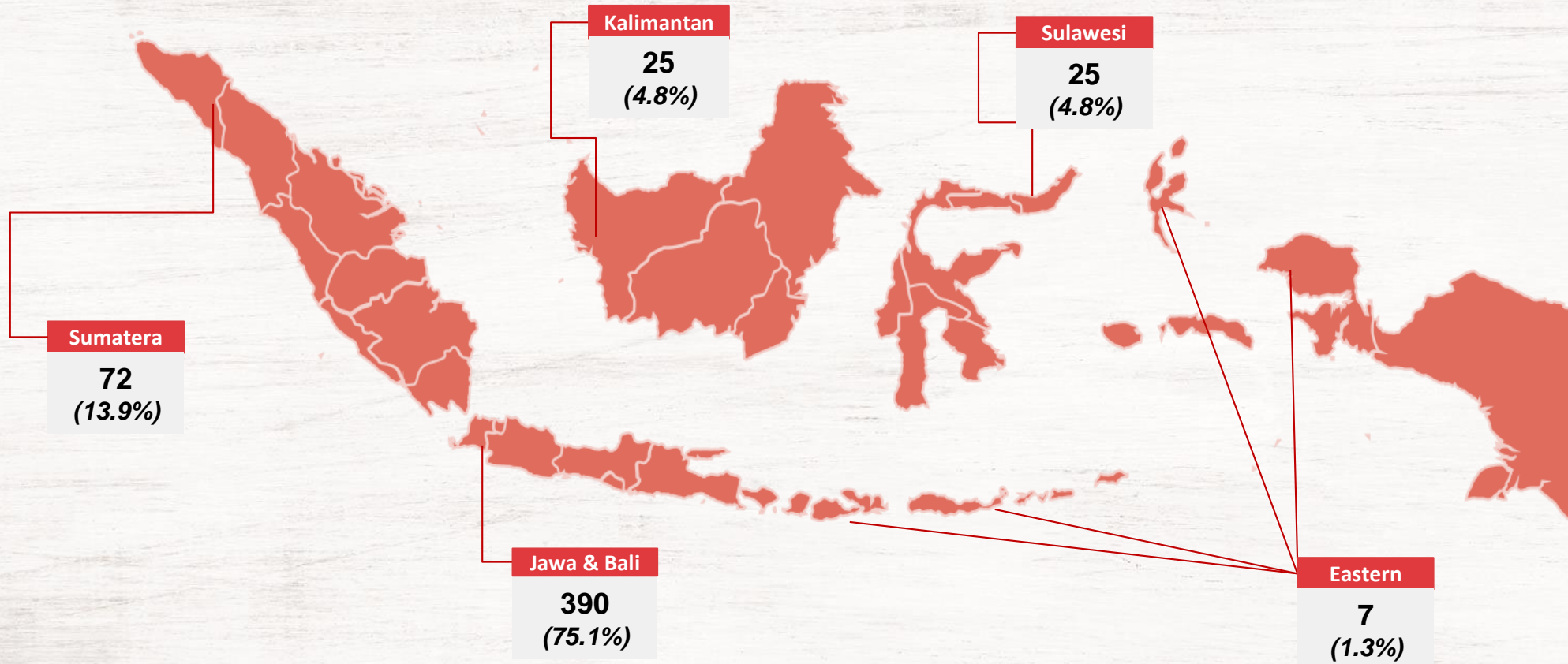
# Capex Allocation





# Nationwide Presence

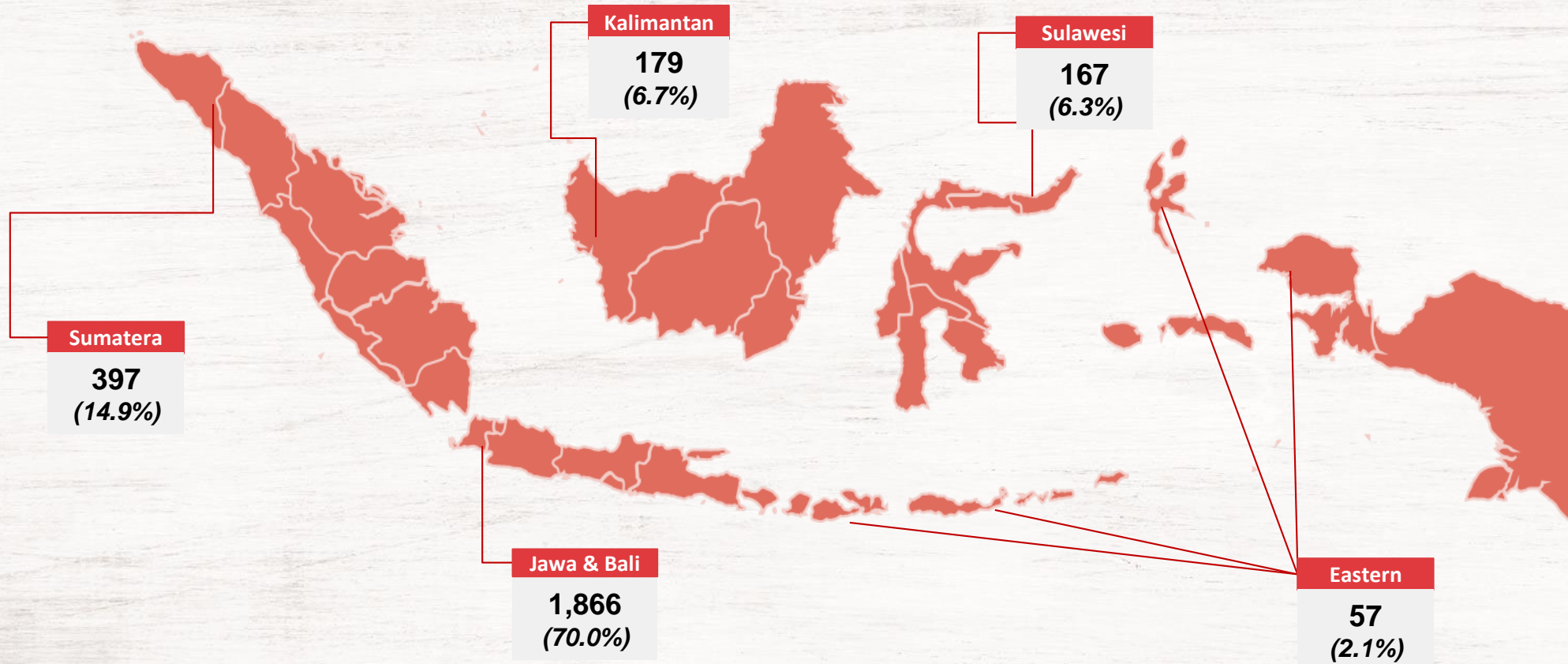
in Outlets



- ✓ For 9M-20, **519** outlets are operated in more than 100 cities across Indonesia
- ✓ Due to Covid-19 pandemic, we have slowed down new outlets opening in the most part of 2020

# Net Sales by Region

in IDR billion



- ✓ Positive sales growth are observed in Kalimantan and Eastern area with 5.0% and 10.8% YoY growth respectively, signaling potential market expansion in those areas
- ✓ Jakarta was most affected after passing 2 periods of mobility restrictions during Covid-19 pandemic



# Outlet Development by Region

Region	Number of Outlets		
	by end 9M-19	Net built	by end 9M-20
Greater Jakarta, Jawa, Bali	381	9	390
Sumatera	63	9	72
Sulawesi	24	1	25
Kalimantan	21	4	25
Eastern Indonesia	4	3	7
Total	493	26	519

# New Factory in Cikarang



Located in Greenland International Industrial Center (GIIC), Kota Deltamas, Cikarang



Land area of 20,000 m<sup>2</sup>



In 2020, Sausage production line with 300 tons/month capacity, capable of producing various sizes and types of sausages, such as beef, frankfurter, barbecue, chicken and veggie chicken

Non-sausage production line with 100 tons/month capacity, capable of producing beef crumble/pizza topping, beef balls and beef patties and minced meat both raw and cooked.



With ability to be expanded to production of lasagna, meat/cheese sauce, dough ball and vegetable processing within next 5 years



# New Apps: “Ordering Pizza Has Never Been This Easy”

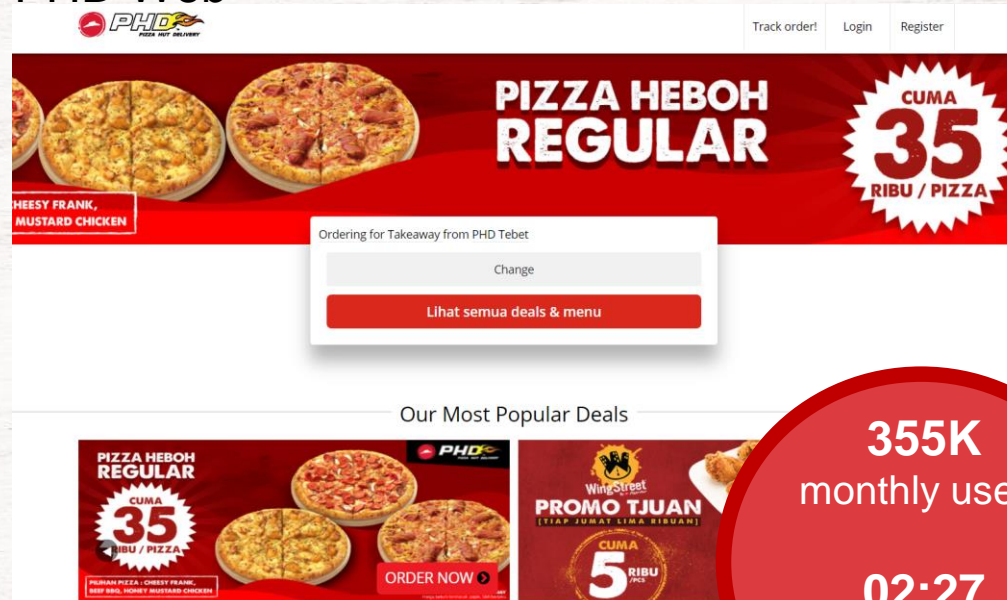
## Special Promo for App Users



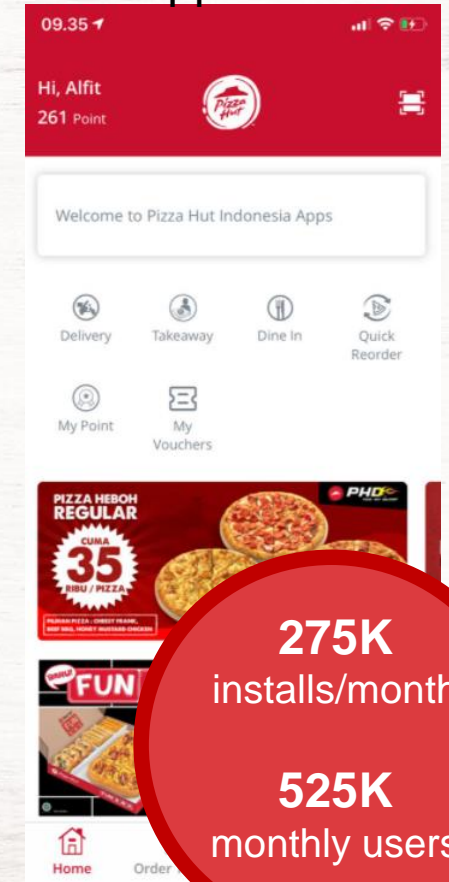
## Reward for New Users



## PHD Web



## PHD App



355K  
monthly users

02:27  
avg. session  
duration

275K  
installs/month

525K  
monthly users



Both PHD Web & App contribute  
15% of sales & transaction





# New Initiative: Pizza Hut on the Road



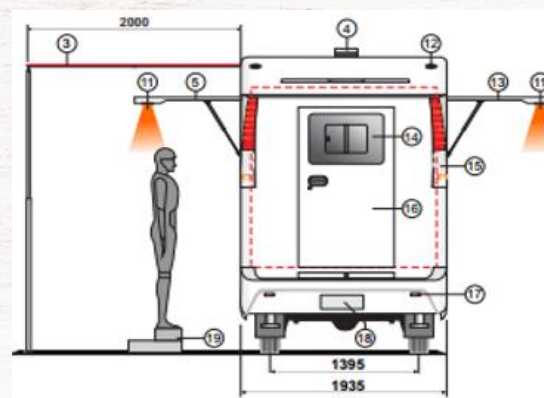
Food Truck is a concept of selling food using modified trucks as their place of business. Booking, meals, and services are carried out in a vehicle that has been designed in such a way as to attract consumers






We learn from Covid-19 pandemic that by actively approaching our customers, we can boost sales. In order to broaden our reach, we have to ensure that our food quality is always at its prime. Food truck, with its designed facility, can achieve that goal





We will start from Bandung as pilot project, if we can validate this as a big idea, we will scale up accordingly in 2021



# Looking Forward...

-  The safety of our people, customers and community will always be our priority
-  We expect to open a higher number of outlets in 2021, following slow down during Covid-19 pandemic in 2020
-  COVID-19 will continue to affect Indonesia and localized restrictions, such as mobility restrictions in Jakarta in September 2020, might happen in the future as number of Covid-19 case is not easing yet. However there is increasing optimism that the Covid-19 vaccine can be deployed in 2020

-  We expect the macro situation will improve and bringing in sustainable sales growth. We commit to look for growth opportunities across the country, to be agile, to improve operations and to be innovative
-  Our medium-term opportunity to grow sales and open more profitable outlets remains strong – and will continue to be our main goals



**Thank  
you**



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