



MULTI BINTANG

PRESS RELEASE

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PT Multi Bintang Indonesia Tbk Reports

Quarter 1 Financial Results (January 2015 – March 2015)

- Revenue for the Q1 period declined by 23% versus same period last year to Rp 569 billion
- Net Profit for the same period declined by 42% versus same period last year to Rp 107 billion
- Key expansion investment plan put on hold, pending certainty of regulation

Thursday, 7 May 2015, Jakarta - PT Multi Bintang Indonesia Tbk (Multi Bintang) announced its financial results for the Quarter 1 period ended 31 March 2015.

Quarter 1 (January 2015 – March 2015) revenue and net profit decline was mainly impacted by the trade destocking ahead of the new Minister of Trade Regulation No. 06/2015, where minimarts and other off trade retailers are prohibited to sell or distribute beverages containing alcohol under 5%, including beer. This effectively restricts off trade beer availability to only supermarkets and hypermarkets. Therefore, severely impacting on the availability of beer for many consumers of legal drinking age (above 21 years old) Indonesia-wide.

This off trade ban has also caused an unintended consequence of uncertainty for traditional wholesalers, which further impacted on sales volume for the quarter. These traditional wholesalers are an important distribution channel in the route-to-market for most consumer goods in Indonesia, including beer. These traditional wholesalers supply to thousands of small and medium size hotels, restaurants, and cafes in their respective areas.

Multi Bintang, along with the industry association (GIMMI), have been in dialogue with the Ministry of Trade to resolve this major gap in the distribution chain. Secondly, Multi Bintang is also in dialogue with the Ministry of Trade to find more effective solutions to provide accessibility of beers to consumers of legal drinking age, whilst addressing concerns of underage consumption

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In the meantime, Multi Bintang is putting on hold its brewery expansion investment plan of circa IDR 635 billion, pending certainty of regulation.

About PT Multi Bintang Indonesia Tbk.

First established as Nederlandsch-Indische Bierbrouwerijen in Medan in 1929, the company was operating a brewery in Surabaya before it built a second brewery in Tangerang in 1972. Then in 1997, another brewery was built in Sampang Agung as a substitute of the first brewery in Surabaya.

Over time, the company grew in strength to become a reputable and responsible Beverage Company in Indonesia with a portfolio of leading beer and soft drinks brands, and a proud history of more than 80 years in Indonesia. In line with its growth and development, the company was renamed PT Multi Bintang Indonesia Tbk (Multi Bintang) when it went public in 1981.

Multi Bintang is synonymous with Bintang beer, the iconic beer brand of Indonesia. Offering a portfolio of beer brands and soft drinks, Multi Bintang also produces and markets Heineken (World's premium beer brand), Bintang Zero, and Green Sands (alcohol free soft drinks brands) in Indonesia. The latest edition to Bintang brand family is Bintang Radler, a unique fusion of Indonesia most favorite beer with natural lemon juice.

Multi Bintang through its subsidiary, PT Multi Bintang Indonesia Niaga, has established an extensive sales and marketing footprint across all major Indonesian cities, spanning from Medan in North Sumatra to Jayapura in Papua.

In 2011, Bintang Beer won the Gold Medal for Lager Beer Category and awarded as 'Champion Beer 2011' at the world's class beer competition, the Brewing Industry International Award (BIIA 2011) in London. In 2012, PT Multi Bintang Indonesia Tbk was awarded one of the top 50 Best Performing Indonesian Companies by Forbes Indonesia. And recently, PT Multi Bintang Indonesia Tbk, was awarded as Indonesian Employer of Choice 2013 by SWA Magazine and HayGroup. And Bintang was awarded as Top 50 Most Valuable Indonesian Brand 2013 by Brand Finance, a global brand valuation and strategy consultancy. And recently, the iconic Bintang beer was awarded as Top 50 Most Valuable Indonesian Brand from Brand Finance, an international brand valuation consultancy. In August 2014, PT Multi Bintang Indonesia Tbk. was awarded as Living Legendary Company 2014 followed by Bintang Beer that was awarded as Everlasting Brand organized by Majalah Warta Ekonomi.

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