

HRTA at a glance

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Latest Update

FY23 Financial
Highlight

2024 Business
Strategy



HRTA AT A GLANCE

The most integrated gold jewellery and gold bar player from midstream to downstream company in Indonesia

INNOVATIVE PRODUCT

Varied and innovative gold products, designed with creativity and technology, cater to all market segments. Easy and secure gold investment options range from 0.1 gram micro gold to 1 kg.



DIVERSIFIED BUSINESS

An integrated business portfolio encompasses precious metal refining facilities, gold jewellery and ingot production factories, distribution networks through offline stores and e-commerce, and pawning services.



STRATEGIC ALLIANCES

In 2021, collaboration with PT Aneka Tambang Tbk included the introduction of the first 24-carat (99.99%) micro gold, gold bars, and gold jewellery in Indonesia through its subsidiary, PT Emas Antam Indonesia (EAI). The company has since expanded collaborations with trusted financial institutions in Indonesia and global export partners.



PROVEN TRACK RECORD

The leading gold jewellery company in Indonesia with a track record of more than 30 years.



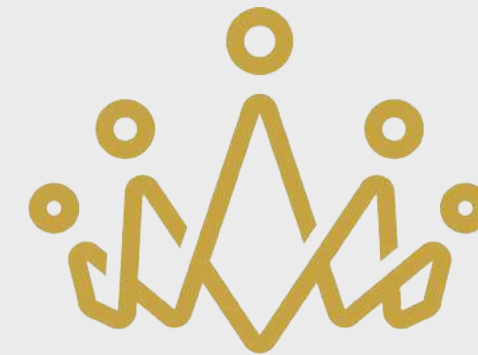
IPO & TOP 50 FORBES

The only company in the gold jewellery industry that has gone public/IPO on June 21 2017 and has succeeded in becoming the best 50 companies from Forbes Indonesia in 2021.



CORPORATE STRUCTURE

Most integrated and well-diversified business model



PT. HARTADINATA ABADI, Tbk
• JEWELLERY MANUFACTURER •



EMAS MURNI ABADI

99%
Refinery



PT. GEMILANG HARTADINATA ABADI
Aneka Solusi Emas Kita

99%
Pawn Holding

99%
PT. Aurum Digital Internusa



PT. GADAI CAHAYA DANA ABADI

99%

Operating in West Java



PT. GADAI TERANG ABADI MULIA

99%

Operating in East Java



PT. GADAI CAHAYA TERANG ABADI

99%

Operating in West Nusa Tenggara



PT. GADAI CAHAYA ABADI MULIA
Aneka Solusi Emas Kita

99%

Operating in East Nusa Tenggara



PT. GADAI HARTADINATA TERANG SEJATI

99%

Operating in Sulawesi



PT. GADAI JAYA RAYA MULIA
Aneka Solusi Emas Kita

99%

Operating in DKI Jakarta

THE MANAGEMENT

Suprihadi Usman
Independent Commisioner



Fendy Wijaya
Commisioner



Denny Ong
Finance Director



Cuncun Muliawan
Production & Operational Director



Ferriyady Hartadinata
Commisioner



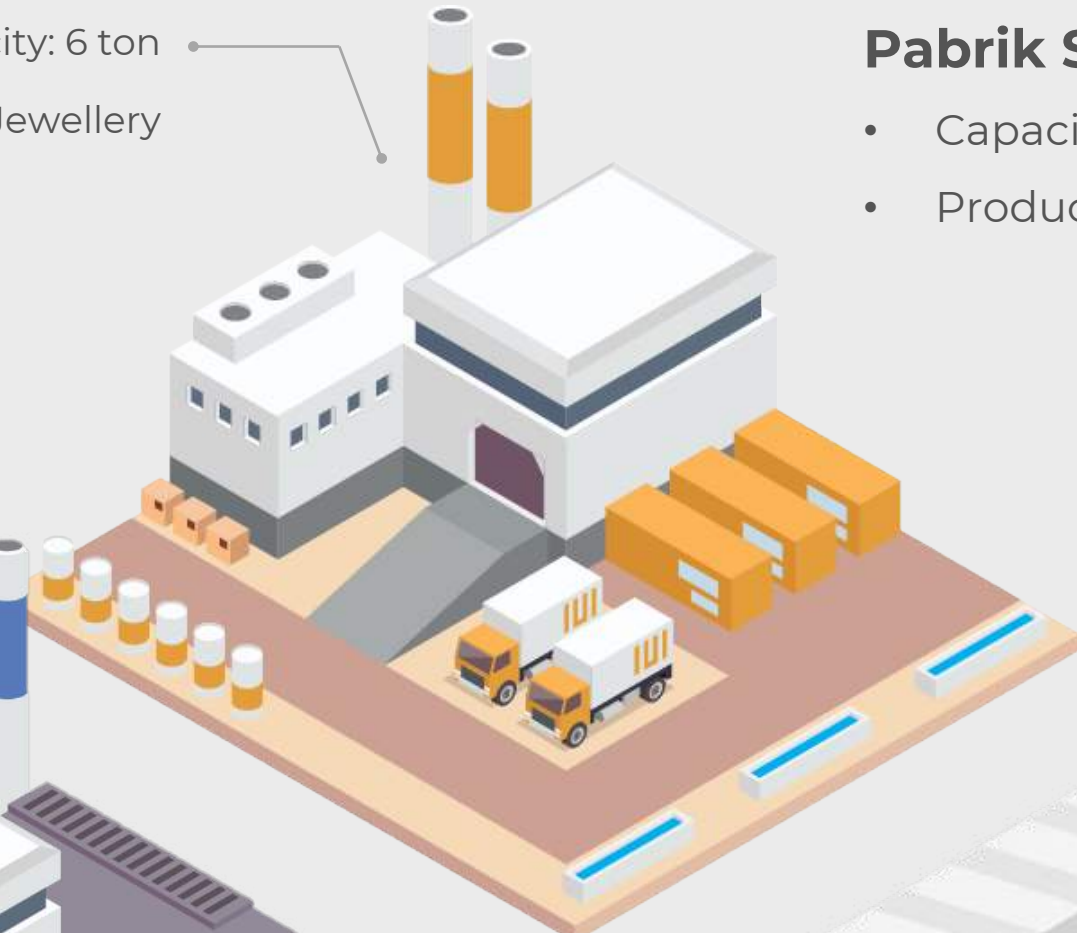
Sandra Sunanto
President Director



OUR FACTORIES

Pabrik Sukamenak 2

- Capacity: 6 ton
- Product: 75% Gold Jewellery



Pabrik Sukamenak 5

- Capacity: 4.5 ton
- Product: 70%-75% Gold Jewellery



Pabrik Sukamenak 1

- Capacity: 7,5 ton
- Product: 30%-75% Gold Jewellery



Refinery

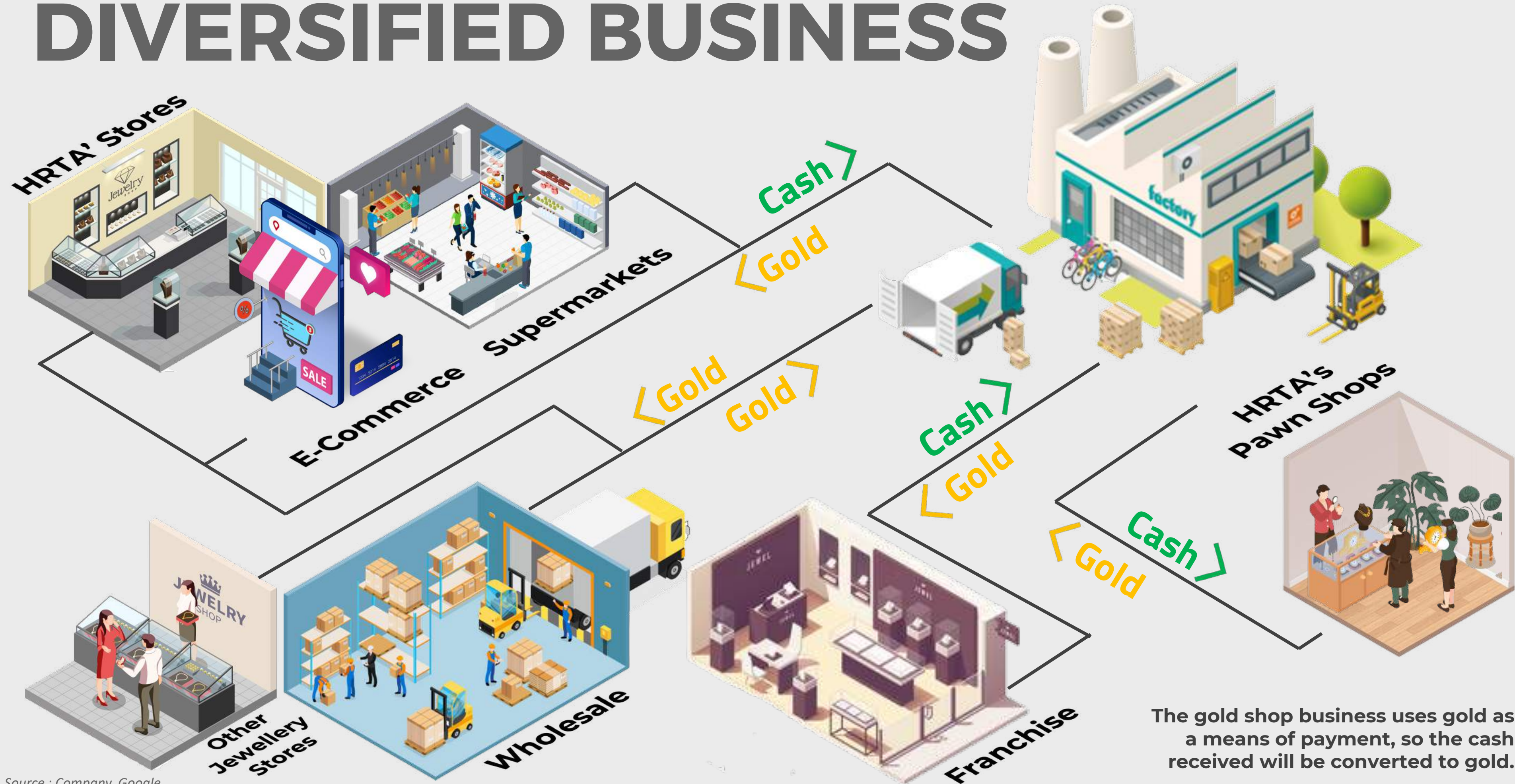
- Capacity: 9 ton



Pabrik Sapphire

- Capacity: 12 ton
- Product: 99.99% Gold Jewellery
- & Fine Gold Bar

DIVERSIFIED BUSINESS



The gold shop business uses gold as a means of payment, so the cash received will be converted to gold.

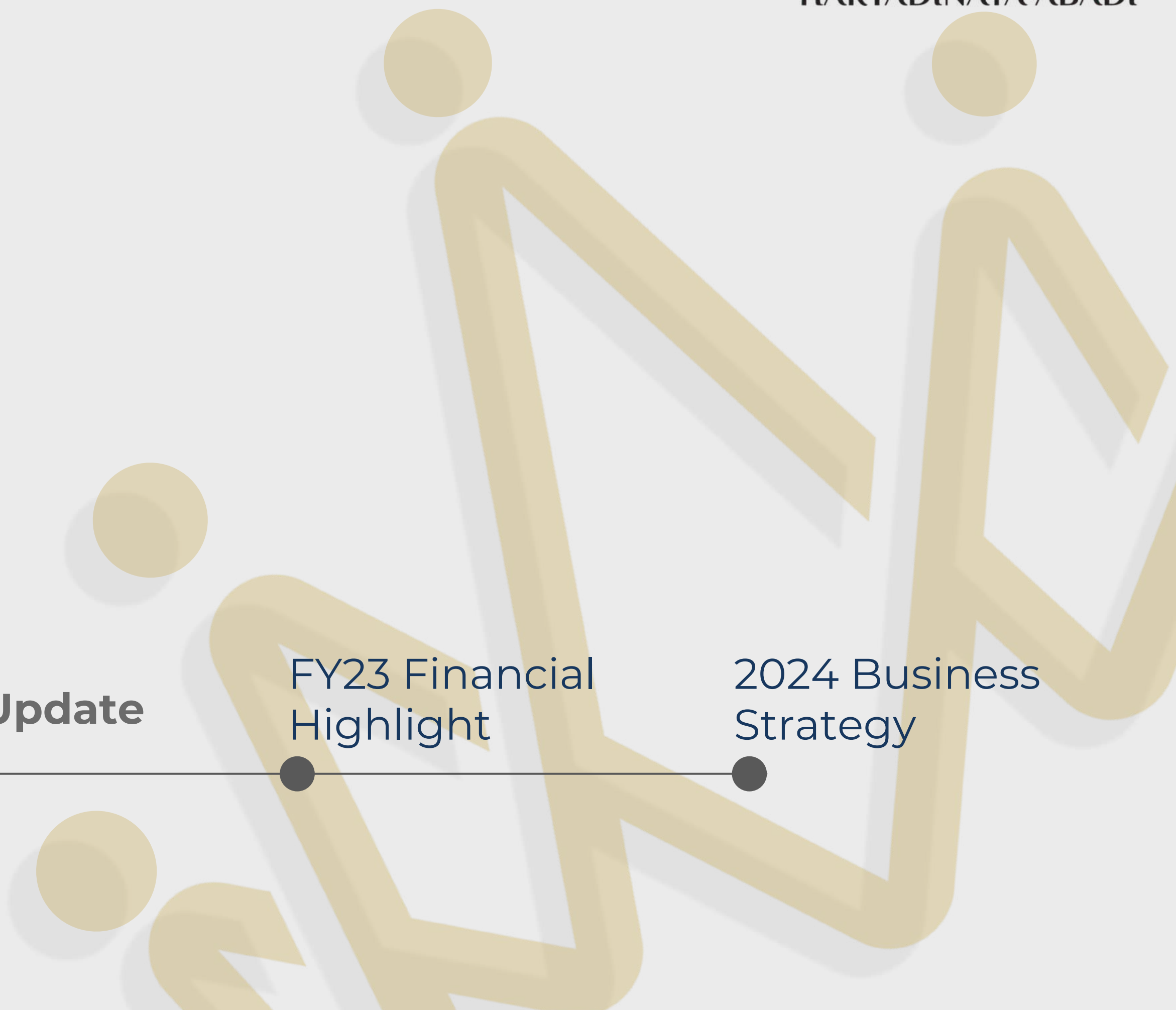
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PRODUCT INNOVATION

Where Dedication Meets Innovation



ARDORE®

ARDORE®
"Embracing All Beauty"



ARDORE®
8k - 16k Jewellery

EMASKU® *Capsule & Bar*



250 Gram 500 Gram 1000 Gram



125 Gram 150 Gram

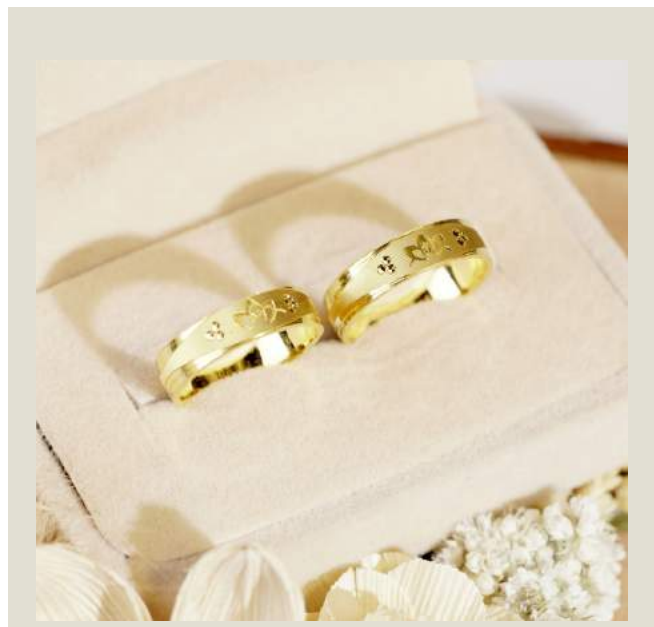


175 Gram 200 Gram

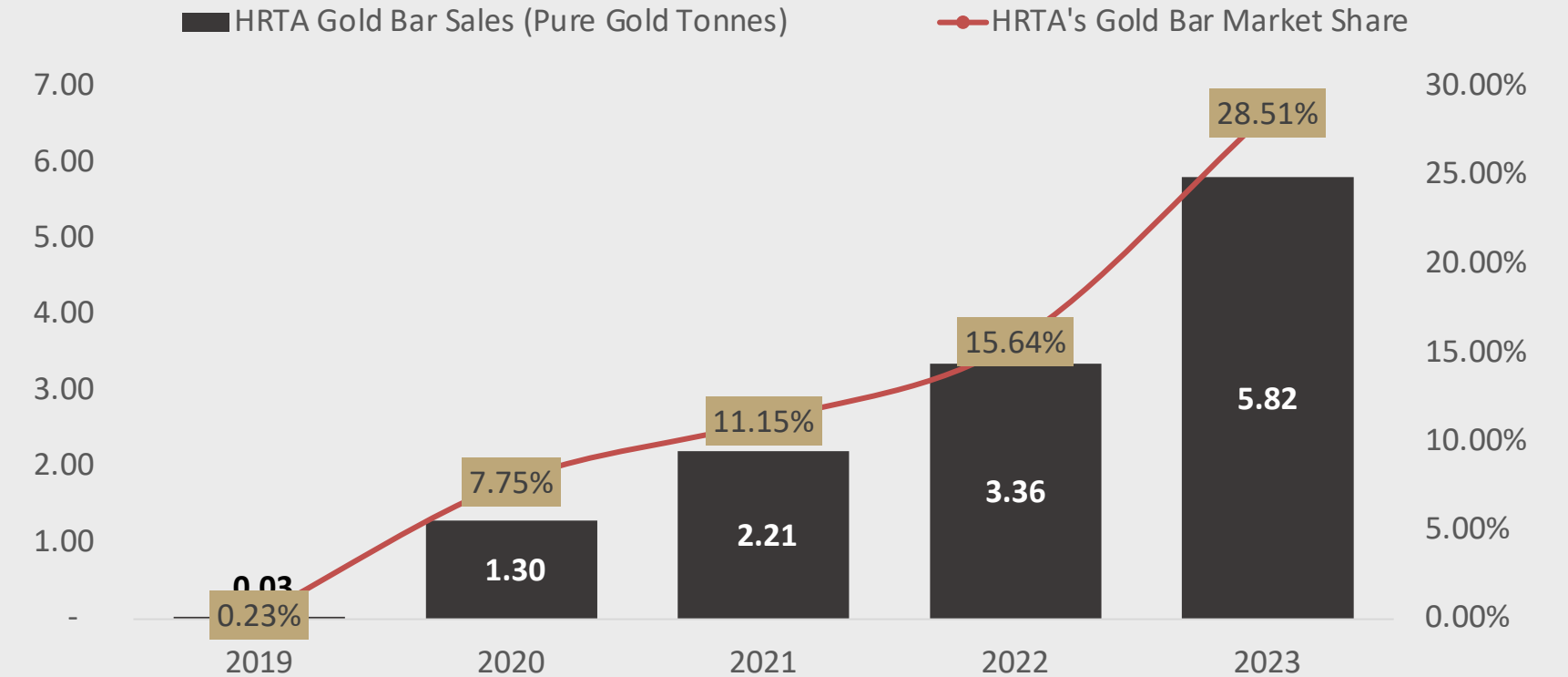
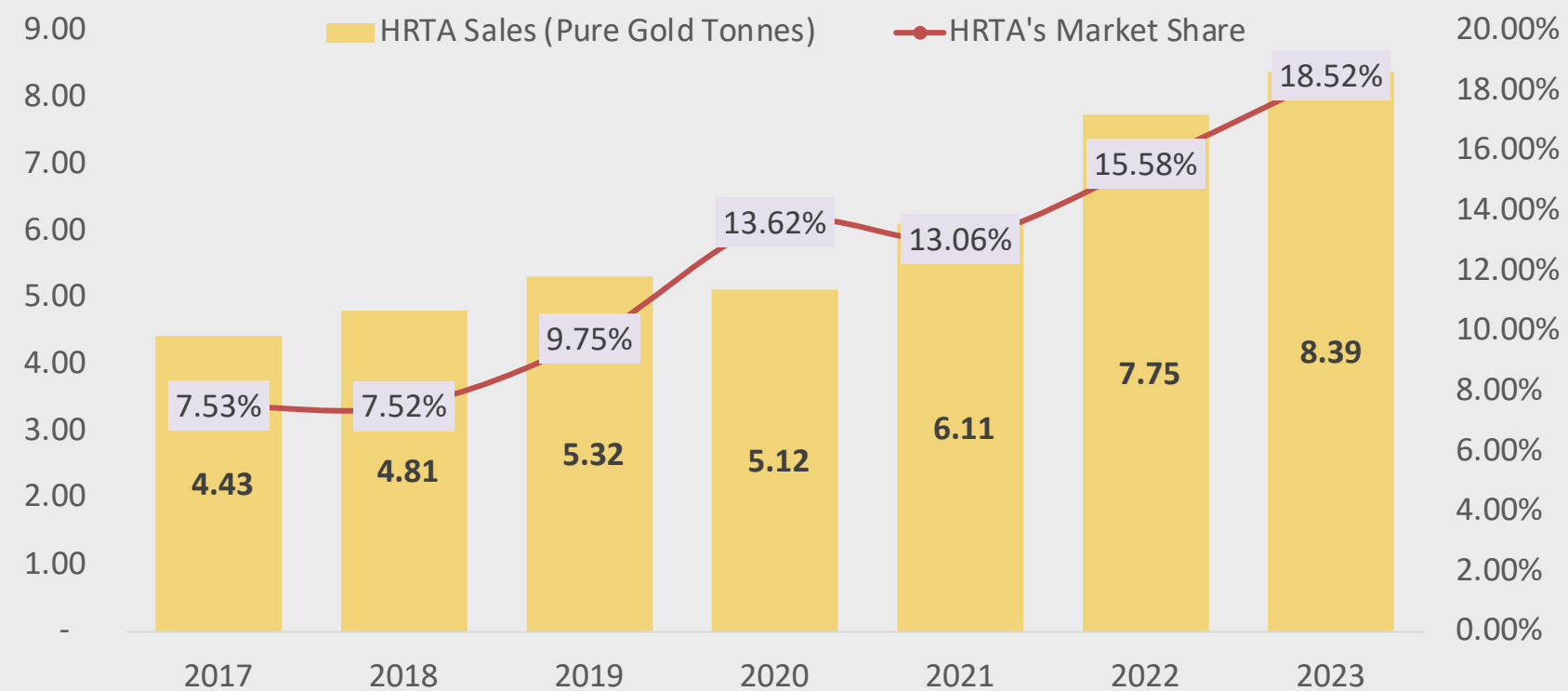
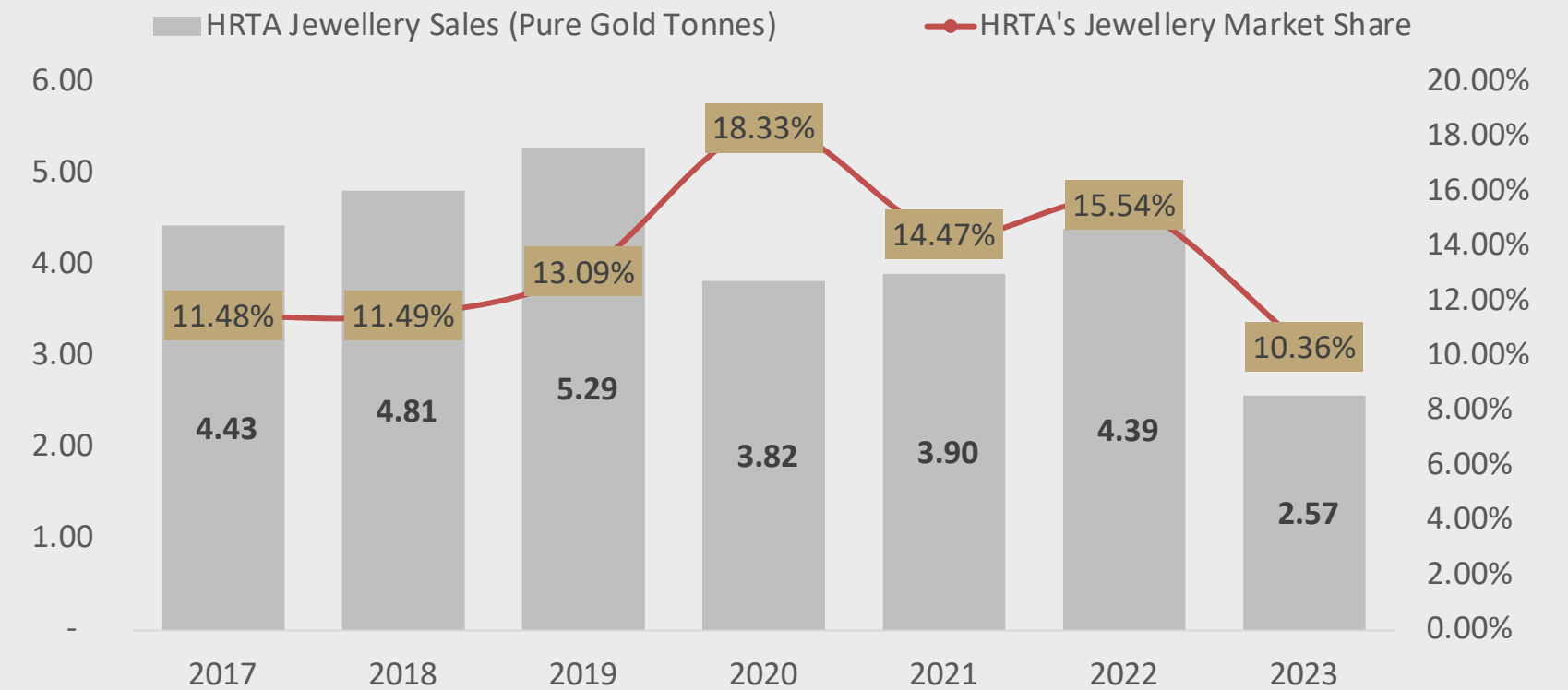
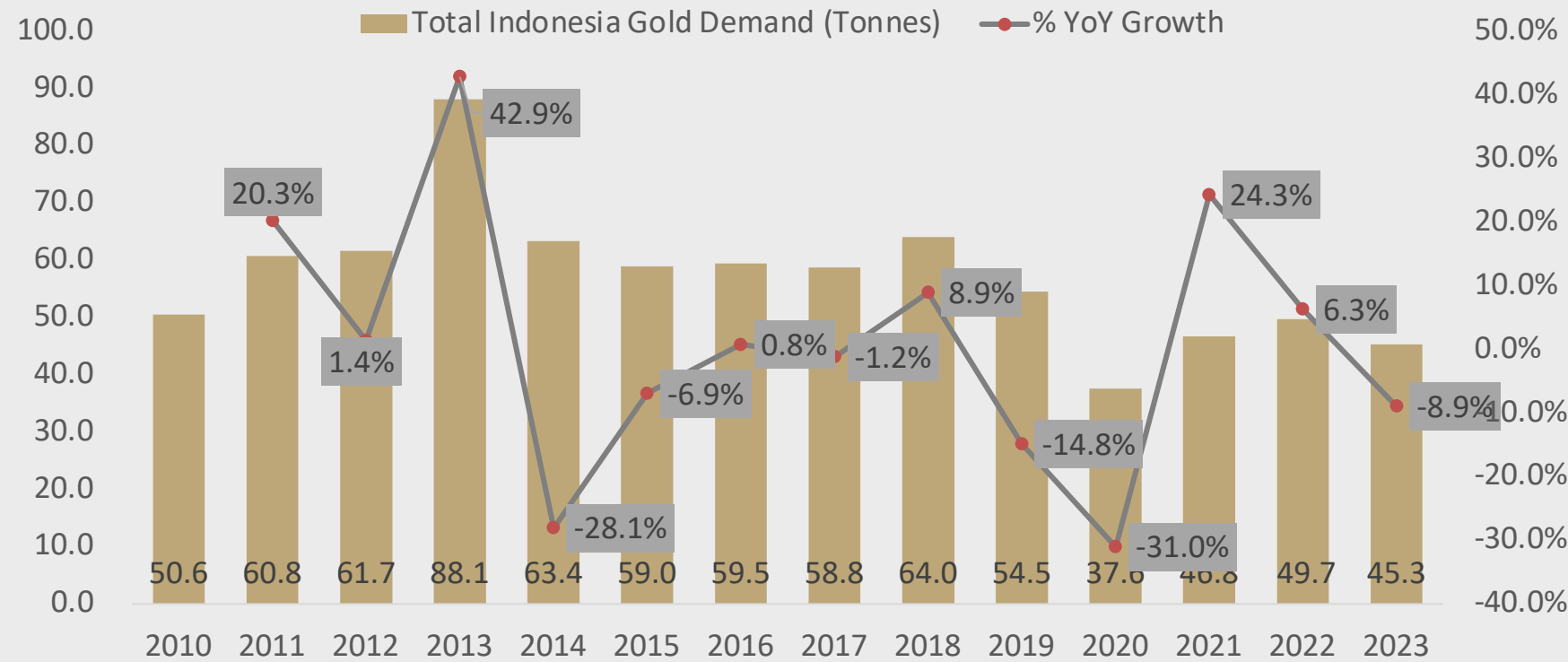


New EmaskITA with
BullionProtect®

Kencana Jewellery *24k Jewellery*



GROWING MARKET SHARE

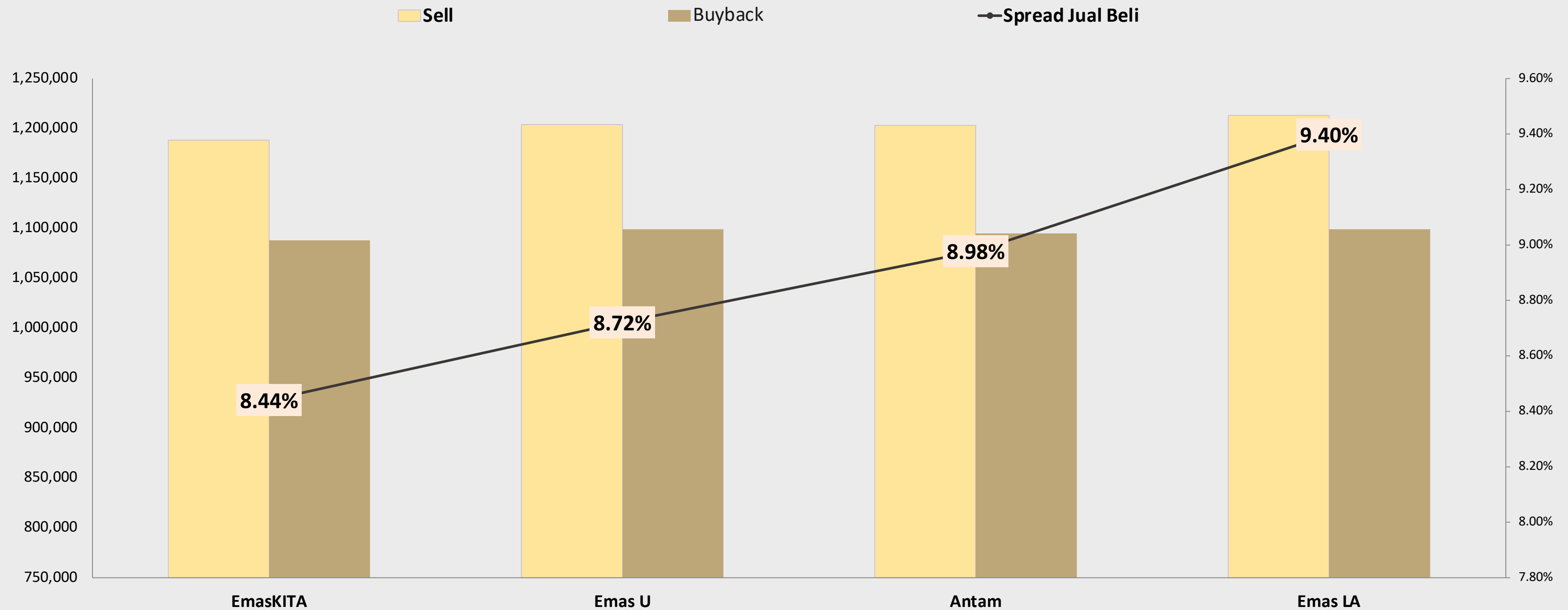


Despite flattening gold demand, **HRTA keeps increasing market share, especially in the Gold Bar segment**, as we see there is a shifting demand from jewellery to gold bar since the pandemic.

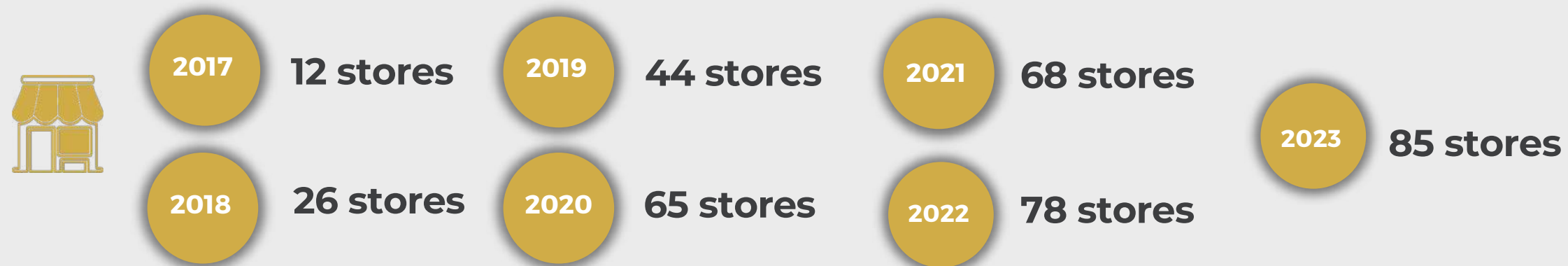
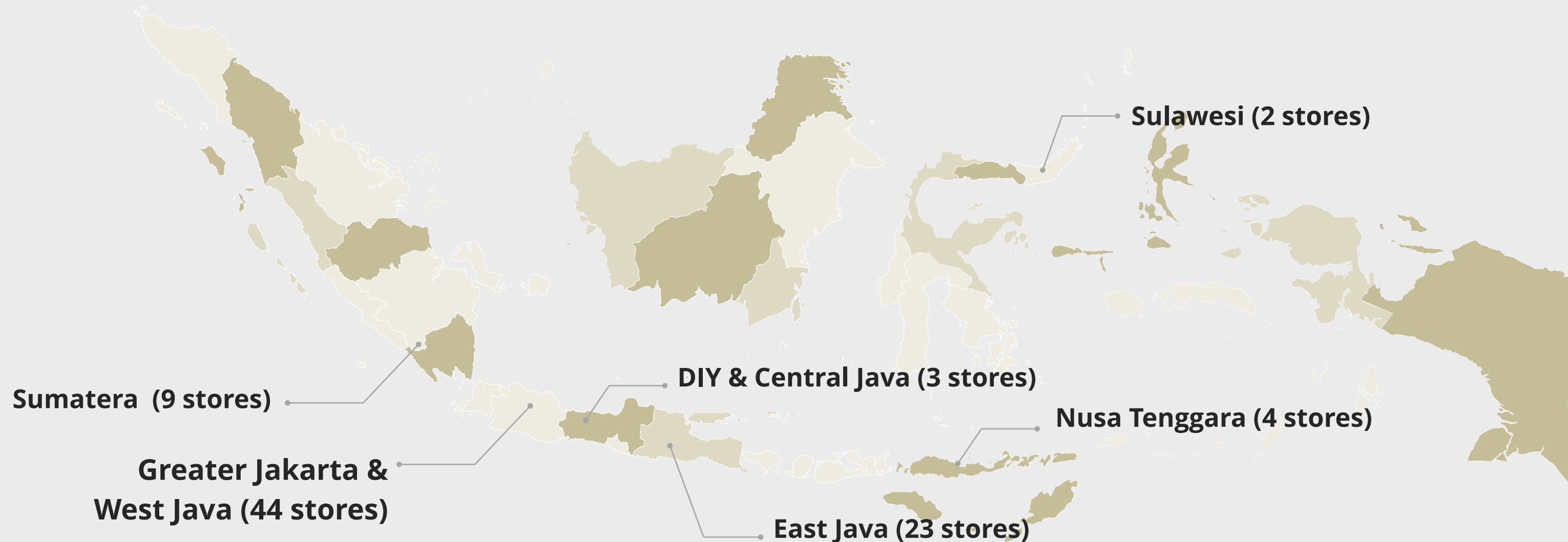
COMPETITIVE PRICING

EmasKITA has a very competitive 'spread' between buying and selling prices.

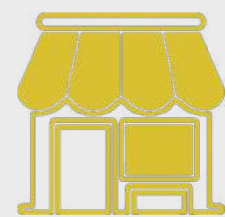
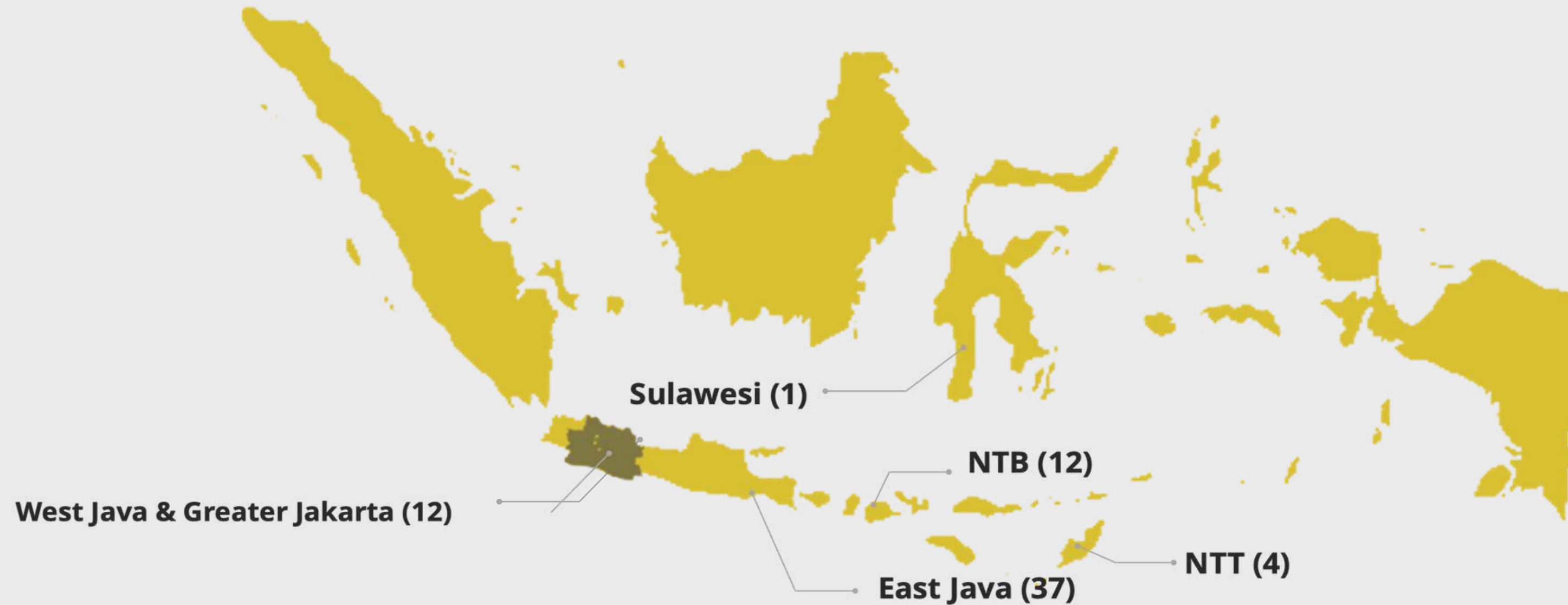
*Price per gram



JEWELLERY STORE EXPANSION



PAWN STORE EXPANSION



STRATEGIC PARTNERSHIP



LOAN SYNDICATION 2,4 TRILION

BNi is working with other banks to provide syndicate loans worth IDR 2.4 trillion for working capital.

GOLD INSTALLMENT COLLABORATION

Providing HRTA gold installments to customers where gold purchases are made by the institutions every month with a minimum volume.



MICRO GOLD DISTRIBUTION

Collaborating with 1,300+ Alfamart outlets in West Java and Greater Jakarta out of a total of 17,816 Alfamart outlets in 2022, where Alfamart purchases gold for stock every month.

GOLD MINE MATERIAL PROVISION

Collaboration with several renown legal miners in Indonesia for raw material provision in regards of export products.



RETAIL PARTNERSHIP

- Expansion by opening Pop Up Stores at Ranch Market and Matahari Dept Store outlets.
- Provide digital gold vouchers with a value of IDR 100,000 to IDR 5 million, which can be exchanged at the Hartadinata Abadi store.

EXPORT

Export cooperation for 22K gold jewellery to 4 Export Partners with estimated volume of up to 1 ton per month with contacts from 3 until 12 months



ECOSYSTEM OMNI-CHANNELS

DISTRIBUTION OF GOLD JEWELLERY & PAWN BUSINESS

WHOLESALE'S & RETAIL

- 80 wholesaler
- 900+ retail shops
- Coverage area : All of Indonesia

PAWN UNITS

- 91 branches
- Coverage area : West Java, East Java, NTT, NTB, South Sulawesi, DKI Jakarta

HRTA'S STORE



- **HRTA's Store: 85**
- 28 stores for middle-lower segment, jewellery-focused
- **Coverage area :** West Java, Greater Jakarta, Central Java, East Java, Yogyakarta, Lampung, Batam, South Sulawesi



- 2 stores for upper-middle segment



- 2 stores for upper-middle segment



- 18 flagship stores, all product

BUSINESS ALLIANCE

Cooperation for the provision of gold raw materials and product co-branding



Cooperation with financial institutions



Export



Logistic



LP Commodities, and others

RETAIL PARTNERSHIP



- **22 booths on Matahari Department Store** for the opening of ACC Matahari Department Store
- **1.300 booths++ on Alfamart** for the sales of EmasKita 0,1gr
- **5 pop-up stores partnership on Ranch Market** for the sales of EmasKita and Kencana

DIGITAL PLATFORM & E-COMMERCE

AFFILIATION



E-commerce Physical Gold (Website & Application)



Internal Application for Wholesalers



Online Pawn Shop (Beta Version)

THIRD PARTY



FY23

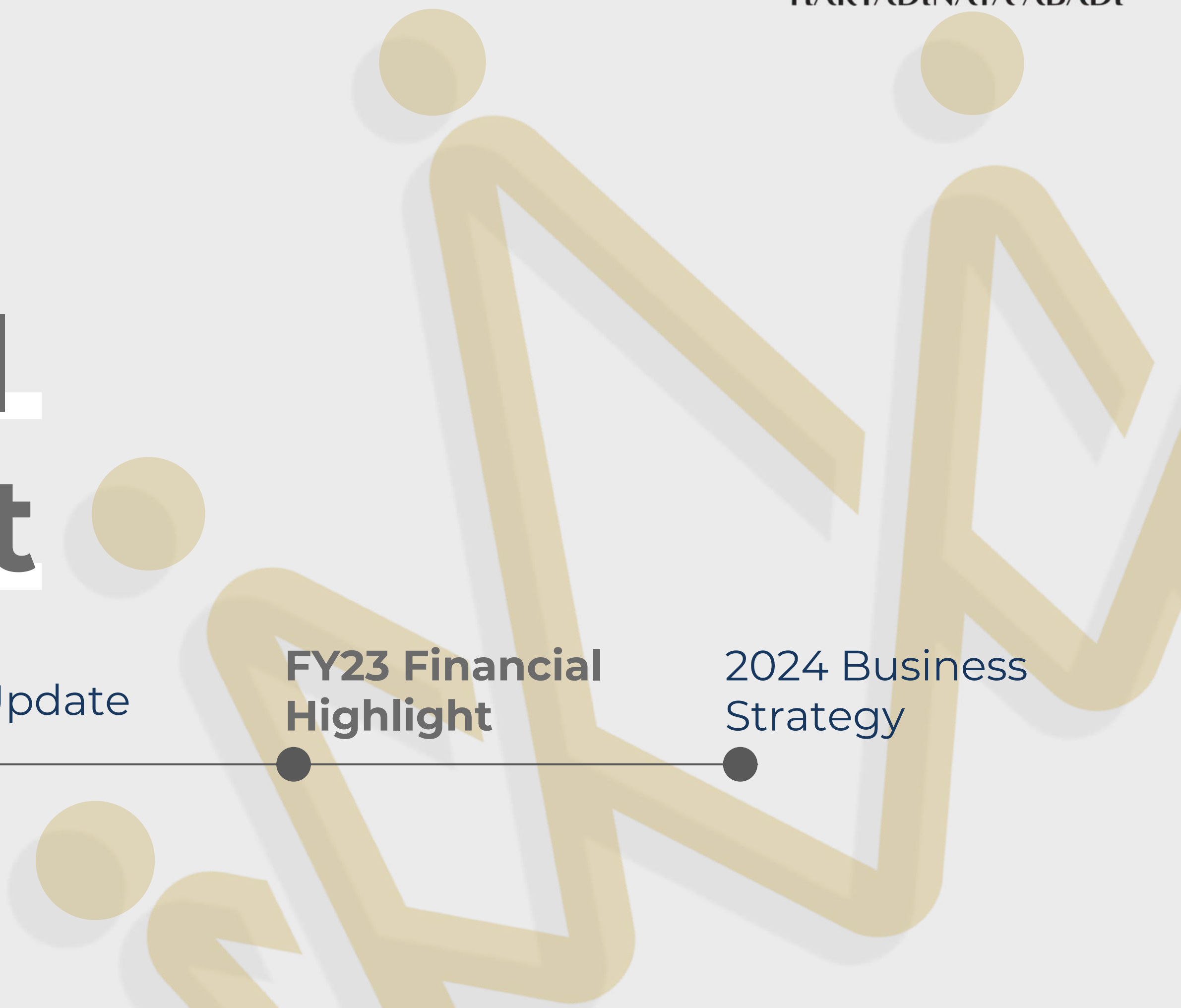
Financial Highlight

HRTA at a glance

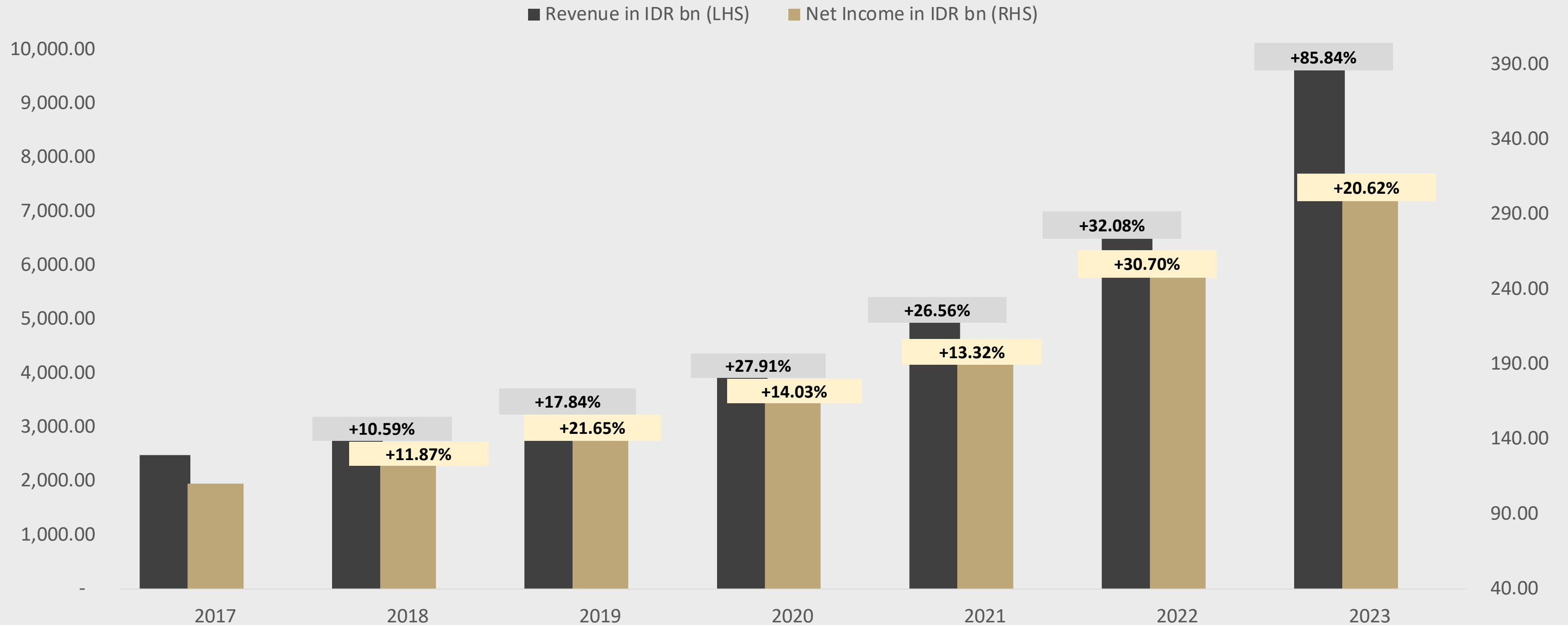
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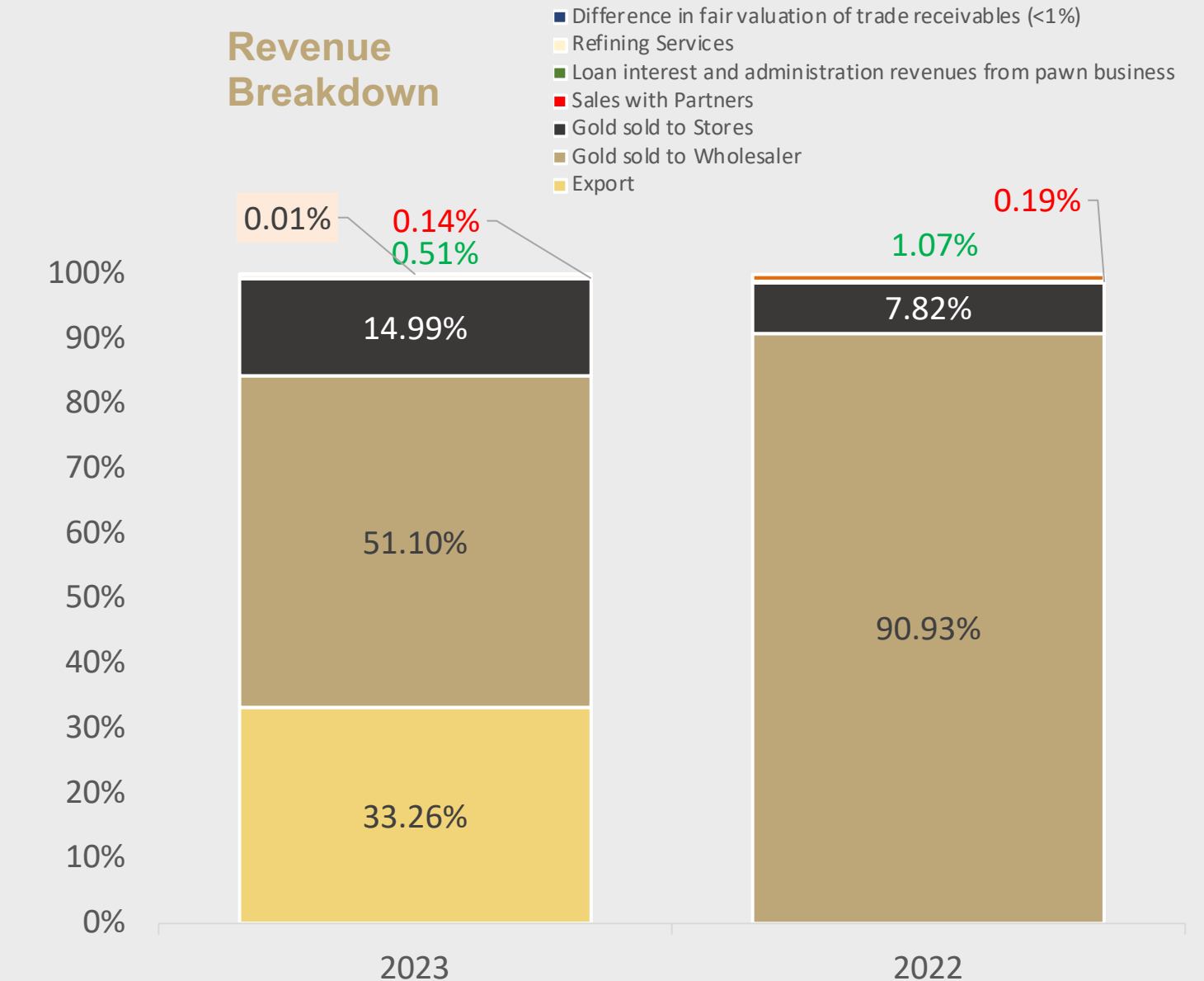
SOLID PERFORMANCE



HRTA managed to record solid growth during the pandemic period where up to FY23, the Company's financial performance recorded an all time high. Annual revenue grew by 26.48% (CAGR 2017 - 2023) and net profit increased by 15.68% (CAGR 2017 - 2023).

INCOME STATEMENT

Profit or Loss Highlight (IDR bn)	2023	2022	% YoY
Sales	12,857.03	6,918.45	85.84%
COGS	(11,910.29)	(6,175.63)	92.86%
Gross Profit	946.74	742.82	27.45%
<i>GPM</i>	<i>7.36%</i>	<i>10.74%</i>	<i>-3.37%</i>
Selling Expense	(23.31)	(23.12)	0.80%
G&A Expense	(215.77)	(171.60)	25.74%
Other operating income (expense)	(9.00)	1.12	-905.02%
Operating Income	698.66	549.22	27.21%
<i>OPM</i>	<i>5.43%</i>	<i>7.94%</i>	<i>-2.50%</i>
EBITDA	729.35	569.58	28.05%
<i>EBITDA margin</i>	<i>5.67%</i>	<i>8.23%</i>	<i>-2.56%</i>
Finance Income	2.32	2.22	4.60%
Finance expense	(304.82)	(217.14)	40.38%
Other Income (Expense)	-	(8.11)	-100.00%
Net Income att. to parent entity	305.80	253.52	20.62%
<i>NPM</i>	<i>2.38%</i>	<i>3.66%</i>	<i>-1.29%</i>
EPS	66.40	55.05	20.62%

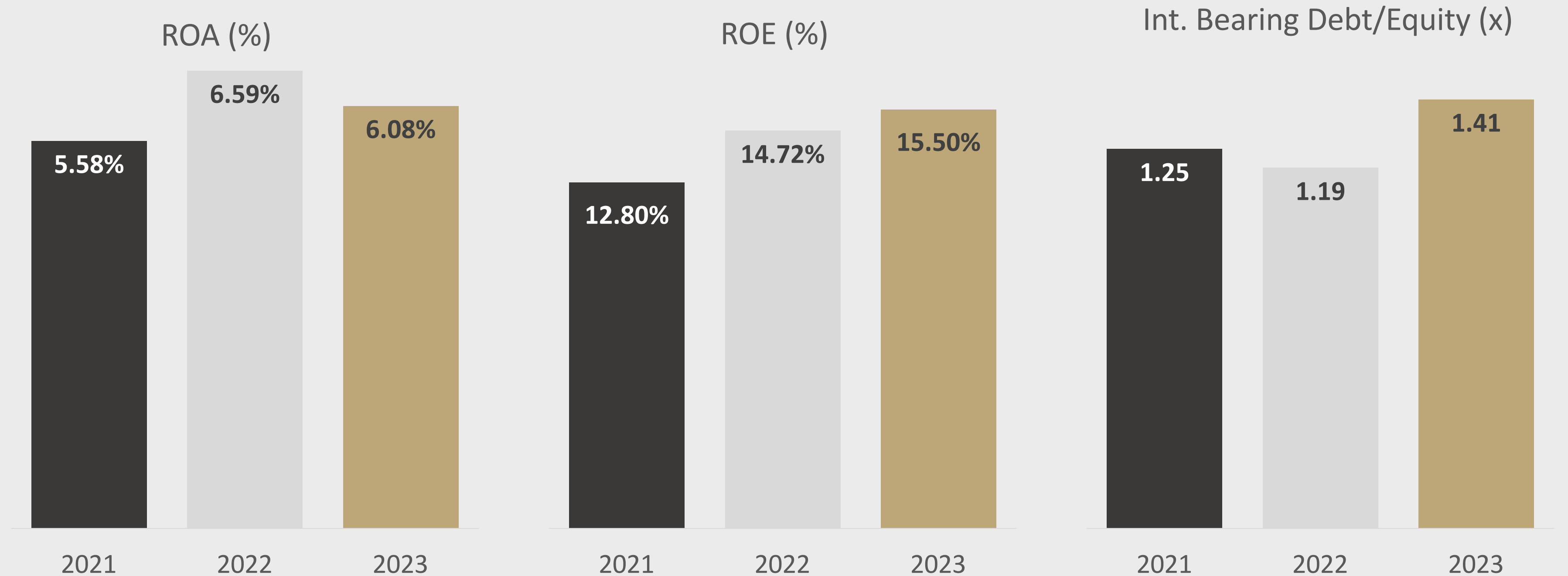


Revenue growth was supported by:

- **The growth was propelled by the pure gold sales volume, surging by 66.88% YoY to 12.93 tonnes in FY23, up from 7.75 tonnes in FY22.**
- **Additionally, the average selling price (ASP) experienced a 12.12% YoY growth, reaching IDR 987,706 in FY23 compared to IDR 880,922 in FY22;**
- Export activities that began in March 2023 contributes to the surge of the volume.
- Note that **export margin is lower** than that of the local sales. Therefore, there will be **a trade off between Sales growth and Margins.**

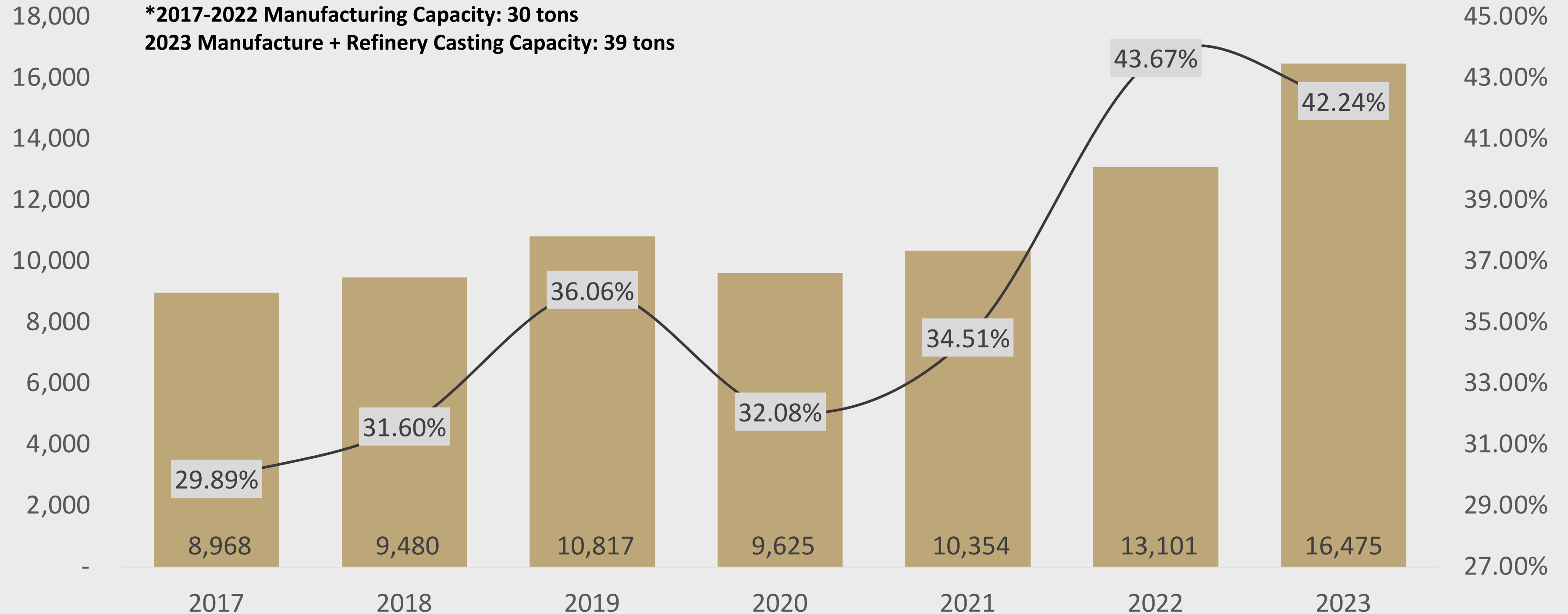
PROFITABILITY & MANAGEABLE DEBT

Positive trend in profitability and debt management



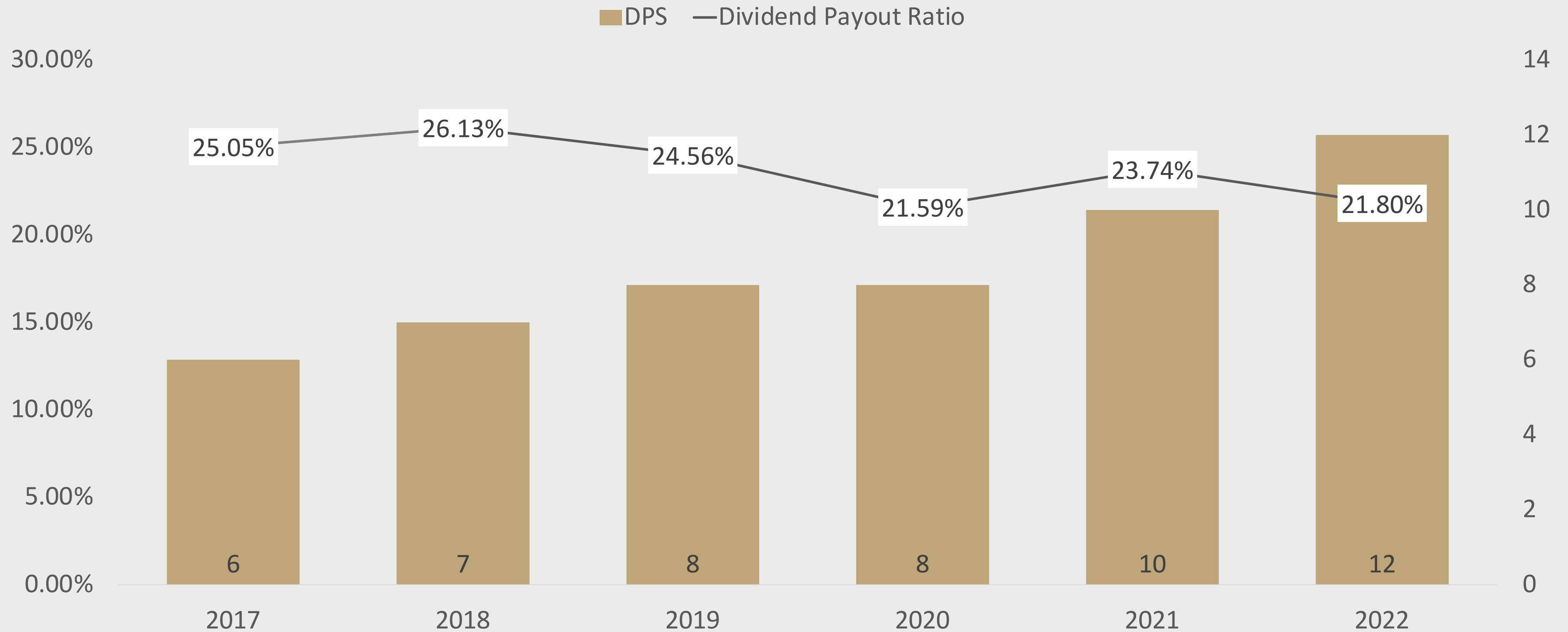
PRODUCTION & UTILIZATION

■ Production Volume (Kg) — Utilization Rate



Production volume in FY23 increased by 25.75% YoY to 16,47 ton of jewellery and gold bar, driving the utilization rate to reach 42.24% in FY23 with additional 9 ton capacity from the newly operating refinery casting facility.

DIVIDEND POLICY



Consistent dividend distribution every year with a dividend yield of 3% to 5%.

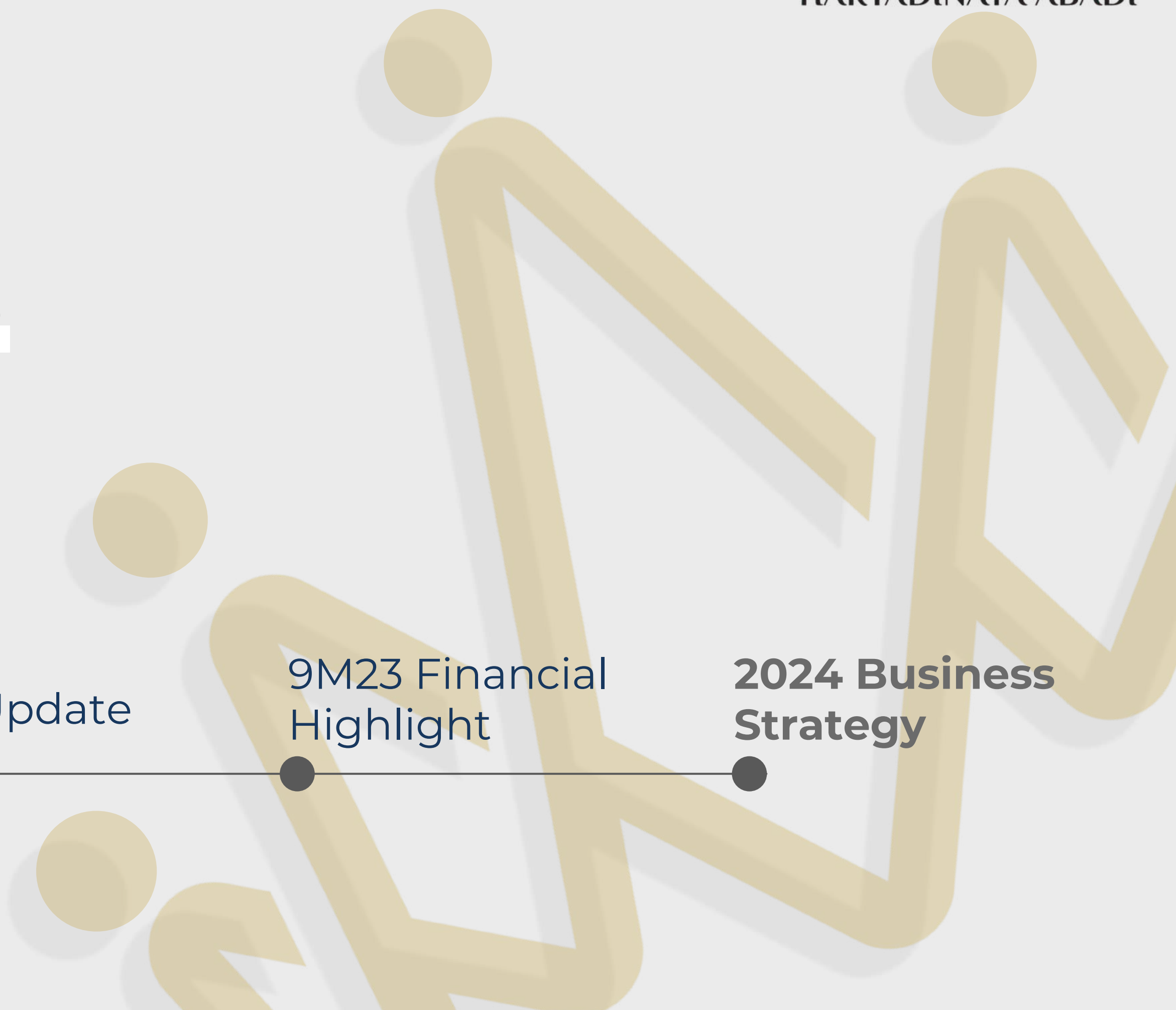
Business Strategy

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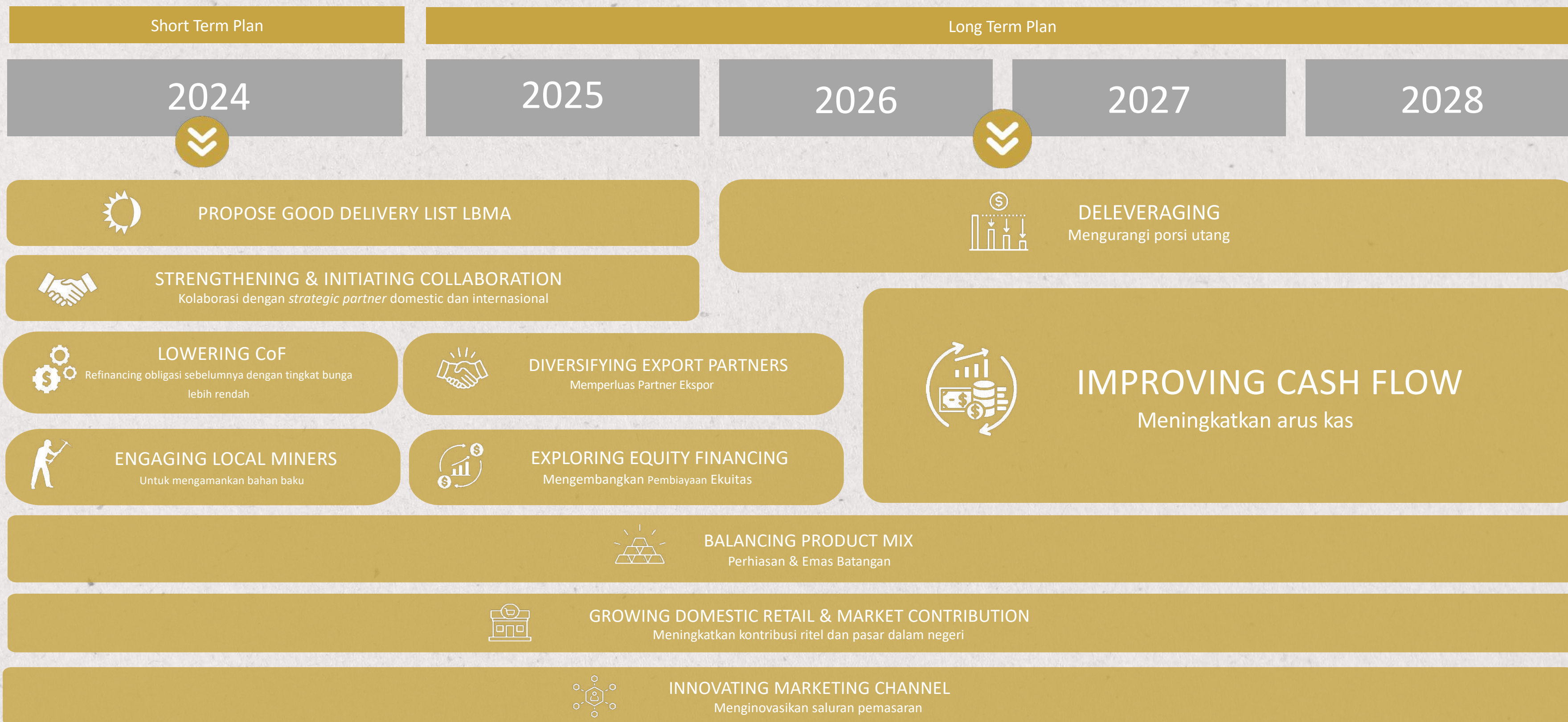
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BUSINESS STRATEGY



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