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## THE AWARDS ISSUE

RETAIL ASIA AWARDS 2024 CROWNS THE REGION'S TOP RETAIL INNOVATORS

Charlton Media Group



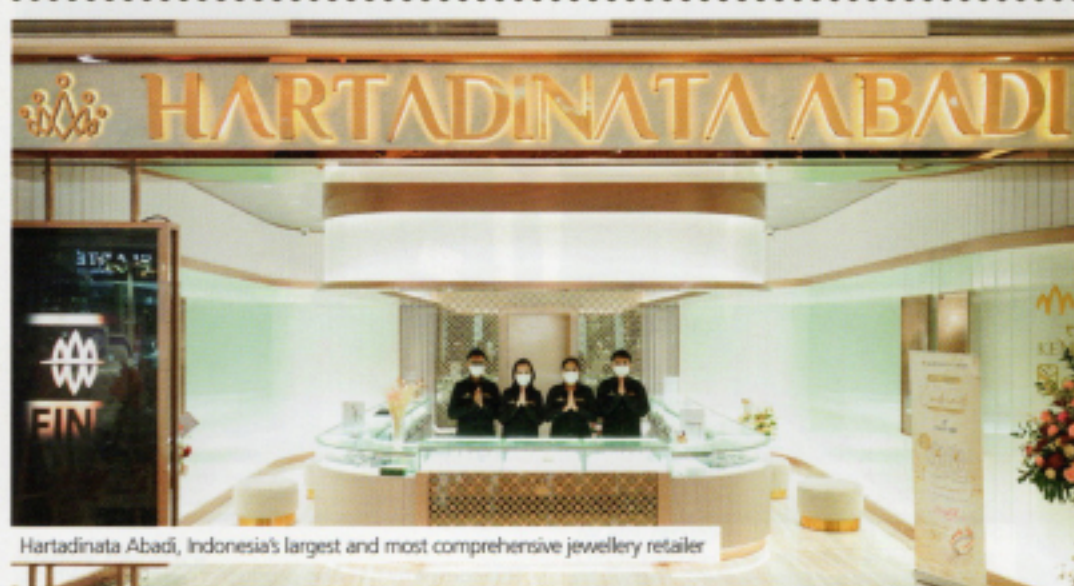
retail asia AWARDS 2024



### JEWELLERY RETAILER OF THE YEAR - INDONESIA

## Hartadinata Abadi leading the way with the most complete and innovative gold jewellery

Renowned for its exceptional craftsmanship and innovation, Hartadinata Abadi offers a dazzling array of jewellery for every taste.



Hartadinata Abadi, Indonesia's largest and most comprehensive jewellery retailer

From the heart to true beauty, PT. Hartadinata Abadi, Tbk embodies excellence in every piece, transforming aspirations into reality with exceptional craftsmanship and innovation. Crowned Jewellery Retailer of the Year - Indonesia at Retail Asia Awards 2024, the company symbolises brilliance, innovation, and trust in the jewellery industry.

With a robust presence of 86 branches across Indonesia in March 2024, Hartadinata Abadi stands as the largest and most comprehensive jewellery retailer in the country. This expansive network ensures that the sparkle of their exquisite jewellery reaches every corner of the archipelago.

Hartadinata Abadi offers an extensive collection of jewellery with 8K to 24K gold content. Whether you seek a delicate piece for daily wear or a statement piece for special occasions, Hartadinata Abadi has something to offer.

The company excels in providing a variety of precious metals, from micro gold (0.1 gr - 0.25 gr) suitable for everyday adornment to large gram gold bars (up to 1 kg) ideal for investment. This versatility underscores Hartadinata Abadi's commitment to enhancing personal beauty and offering reliable investment options.

#### Innovation and quality at its finest

Staying ahead in the jewellery industry requires relentless innovation, and Hartadinata Abadi embraces this by introducing collections that are tailored to

meet the evolving needs and preferences of its customers. These designs reflect the latest trends and timeless classics, ensuring customers have access to the newest and most captivating pieces. Other than that, to ensure the security and authenticity of its gold products, Hartadinata Abadi incorporates BullionProtect from SICPA Swiss. This extra layer of protection gives customers peace of mind, reinforcing their trust in the brand.

Hartadinata Abadi's commitment to quality is further reinforced by its own production facilities. These state-of-the-art facilities enable the company to maintain strict quality control, ensuring that every piece of jewellery meets the highest standards. By overseeing the entire production process, from design to final product, Hartadinata Abadi guarantees unparalleled craftsmanship and consistency.

#### Service excellence and complete ecosystem

Central to Hartadinata Abadi's success is its unwavering commitment to service excellence and customer care. The company places a strong emphasis on delivering a superior shopping experience. This dedication to customer satisfaction ensures that every customer feels valued and appreciated. Additionally, Hartadinata Abadi offers a complete ecosystem with 86 stores, over 1,000 partners, and robust online platforms.

#### Hartadinata Abadi pawn: Trustworthy financial solutions

Complementing its jewellery retail business, Hartadinata Abadi offers financial solutions through pawning services via its subsidiary, PT. Gemilang Hartadinata Abadi. Established in 2018, this subsidiary manages 95 pawn service outlets across six provinces in Indonesia under the brands Gadai Hartadinata Abadi and Gadaiku. These services provide customers with the option to pawn their gold and jewellery, offering a reliable and secure way to access financial assistance. Known for transparent processes and fair valuation, Gemilang Hartadinata Abadi is a preferred choice for those in need of quick and trustworthy financial solutions.

#### Supporting national and global growth

As the most integrated player in Indonesia's gold industry, Hartadinata Abadi supports the government's gold downstream programme, enhancing the value of domestically produced gold before it reaches the market. This initiative is vital for the growth of Indonesia's gold industry and the country's economic development. Hartadinata Abadi's reach extends beyond Indonesia's borders, actively exporting gold to international markets, including India and the United Arab Emirates. This global presence showcases the quality of Indonesian gold and strengthens the country's position in the global gold market.

#### A glittering future ahead

As PT. Hartadinata Abadi, Tbk continues to shine brightly in the jewellery industry, their recognition as the Jewellery Retailer of the Year - Indonesia at the Retail Asia Awards 2024 is a well-deserved accolade. This honour reflects the company's dedication to quality, innovation, and customer satisfaction, setting a high standard for others in the industry.

With an unwavering commitment to excellence and a vision embracing innovation, Hartadinata Abadi is poised to continue its legacy of brilliance, making the world a more beautiful place, one piece of jewellery at a time.

**Central to Hartadinata Abadi's success is its unwavering commitment to service excellence and customer care**



PT. HARTADINATA ABADI, TBK.