

Press Release

For Immediate Release

PT MITRA ADIPERKASA TBK AND FLYING TIGER COPENHAGEN MARK THEIR EXCLUSIVE PARTNERSHIP BY LAUNCHING THREE STORES IN INDONESIA

Jakarta, 10 November 2023: PT Mitra Adiperkasa Tbk (MAP) has entered into an exclusive partnership with a Danish-based brand, Flying Tiger Copenhagen. This exclusive partnership is part of MAP's efforts to introduce various products from Denmark to Indonesia. MAP is pleased to announce the opening of its third Flying Tiger Copenhagen store at Grand Indonesia Shopping Mall today. This milestone comes after the successful launch of two previous outlets at Lippo Mall Puri and Supermal Karawaci in early October. The addition of this new store further reinforces MAP's commitment to bringing more unique, innovative and affordable lifestyle products to a broader audience in Indonesia.

Michele Wibisono, the COO of MAP Fashion Division said, "I am pleased to see the successful journey with the opening of new Flying Tiger Copenhagen outlets in Jakarta. This is just the beginning of a fruitful partnership, strengthening MAP's mission to provide customers and the public with a quality, fun and engaging lifestyle. I am confident that with MAP commitment and excellent experience in the Indonesian retail market, the new Flying Tiger Copenhagen outlet will gain an important position in developing the brand's global footprint."

Martin Jermiin, the CEO of Flying Tiger Copenhagen, said, "We want to be where our customers are. Our success has shown positive trends in the Asian market, and we know that Indonesia has proven global market potential. We are confident that Flying Tiger's presence in Indonesia will add to Flying Tiger Copenhagen's portfolio in the Asian market, and we are excited to expand the brand's presence in Indonesian retail centres – offering unrivalled opportunities in some of the world's most dynamic markets."

MAP's strategy is aligned with Flying Tiger Copenhagen brand's vision for global expansion, which is to offer leading concepts of high-quality lifestyles in Indonesia by bringing its innovative approach to retail products and opens-up new markets. MAP is providing the latest shopping experience for customers throughout Indonesia. It is an honour for MAP to be able to establish this exclusive partnership with Flying Tiger Copenhagen.

Partnering with Flying Tiger Copenhagen will also enhance MAP's journey in sustainability. As a proud supporter of the United Nations Global Compact, Flying Tiger Copenhagen is fully committed to conduct its business ethically and responsibly, from resource use, delivery, and stores to the final product. Complementing the initiatives in Environmental aspects, Flying Tiger Copenhagen always ensure that the development of its Products comes from materials that result from a circular economy and that no material is wasted in the production process.

About PT Mitra Adiperkasa Tbk

MAP has a portfolio of more than 150 world-class brands from department stores, sports, fashion, kids, food & beverage to lifestyle. As at end of September 2023, MAP operates more than 3,000 retail stores in over 80 cities across Indonesia. The main retail concepts managed include; **Department Stores:** Sogo, Seibu, The FoodHall; **Fashion & Beauty:** Zara, Marks & Spencer, Kipling, Cotton On, Mango, Massimo Dutti, Swarovski, Zara Home, Boots, Sephora; **Active (Sports, Leisure & Kids):** Sports Station, PlanetSports.Asia, Foot Locker, Converse, Golf House, Reebok, Skechers, Onitsuka Tiger, Staccato, Clarks, Kidz Station, Smiggle, Lego; **Digital:** Digimap, Digiplus; **Food & Beverage:** Starbucks, Pizza Marzano, Krispy Kreme, Cold Stone Creamery Ice Cream, Godiva, Genki Sushi, Subway; **Others:** Alun Alun Indonesia. For more information about MAPI please visit www.map.co.id.

About Flying Tiger Copenhagen:

Flying Tiger Copenhagen is a Danish store chain. The first store opened in Copenhagen in 1995 and the chain now has more than 880 stores. Its largest markets are Denmark, the United Kingdom, Italy, and Spain. The chain sells a variety of items, ranging from accessories, toys, food, and hobby. Flying Tiger Copenhagen takes its name from the Danish pronunciation of the animal's name 'tiger' which is known as 'tier', used to denote a 10-kroner coin. The purpose behind this was that all items cost 10 kroner in the first stores in Denmark.

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