

#IniMandomKita 9M 2020



Highlights

- Net sales decreased by 32.1% y-o-y from Rp 1.166 billion to Rp 1.470 billion.
- Sales in domestic market decreased by 36.5%.
- Export market decreased by 21.0% compared to previous year.
- Sales in all product categories decreased y-o-y:
 - Hair care decreased by 32.5% y-o-y.
 - Skin care & makeup decreased by 38.2% y-o-y.
 - Fragrance decreased by 10.1% y-o-y.

Business Result

Statements of Income

Rp Billion	9M2020	9M2019	Balance	%Growth
Net Sales	1,470,418	2,166,886	(696,468)	-32.1%
COGs	1,141,589	1,445,928	(304,339)	-21.0%
Gross Profit	328,828	720,958	(392,130)	-54.4%
Operating Expenses	414,232	556,502	(142,270)	-25.6%
Operating Income	-85,404	164,456	(249,860)	-151.9%
Net Income	-75,387	134,339	(209,726)	-156.1%
Comprehensive Income	-85,602	124,905	(210,507)	-168.5%
Basic Earnings per Share (in Rp)	-375	668	(1,043)	-156.1%

Statements of Financial Position

Rp Billion	Sept 30, 2020	Dec 31, 2019	Balance	%Growth
Current Assets	1,273,569	1,428,192	(154,623)	-10.8%
Non-Current Assets	1,001,470	1,123,001	(121,531)	-10.8%
Total Assets	2,275,039	2,551,193	(276,154)	-10.8%
Current Liabilities	119,551	255,853	(136,302)	-53.3%
Non-Current Liabilities	306,394	276,196	30,198	10.9%
Equity	1,849,094	2,019,144	(170,050)	-8.4%
Total Liabilities & Equity	2,275,039	2,551,193	(276,154)	-10.8%
Net Working Capital	1,154,018	1,172,339	(18,321)	-1.6%
Issued Shares (in number of shares)	201,066,667	201,066,667	201,066,667	

Statements of Cash Flows

Rp Billion	9M2020	9M2019	Balance	%Growth
Capital Expenditure	38,594	77,612	-39,018	-50.3%

* Net sales 9M2020 has implemented PSAK72

Net Sales

Net Sales by Geographical Segment

Rp Billion	9M2020	9M2019	Balance	%Growth
Domestic	987,605	1,555,488	(567,883)	-36.5%
Export	482,812	611,398	(128,586)	-21.0%

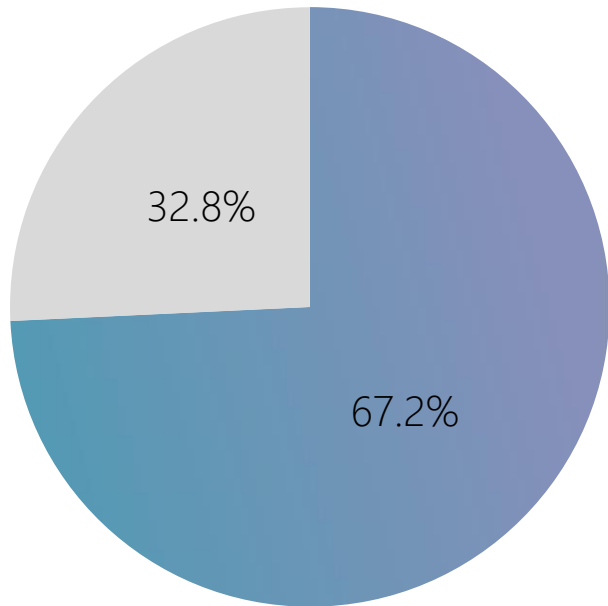
Net Sales by Category

Rp Billion	9M2020	9M2019	Balance	%Growth
Men's	763,801	1,037,713	(273,912)	-26.4%
Women's	704,842	1,096,846	(392,004)	-35.7%
Others	28,247	32,327	-4,080	-12.6%

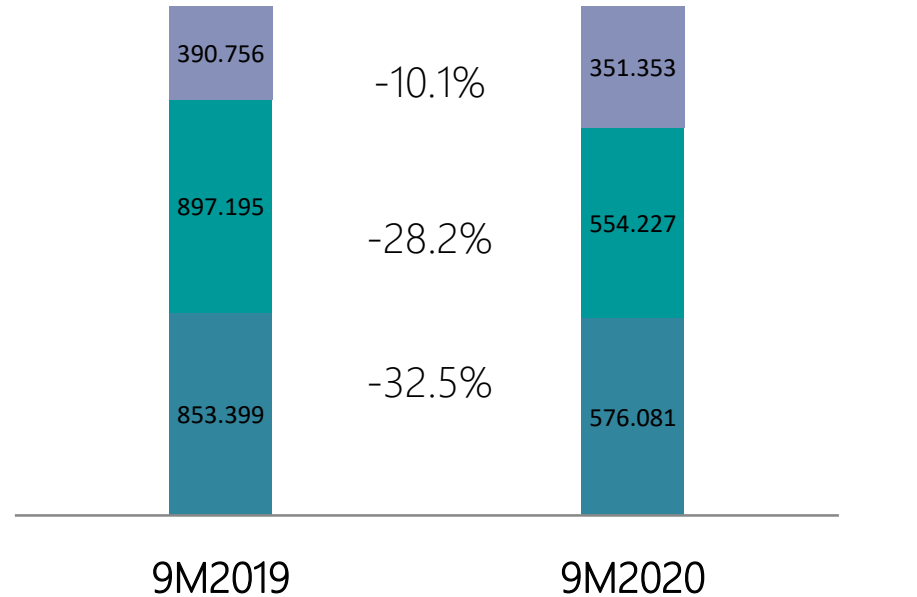
Net Sales By Segment

Rp Billion	9M2020	9M2019	Balance	%Growth
Skin Care & Make Up	554,227	897,195	(342,968)	-38.2%
Hair Care	576,081	853,399	(277,318)	-32.5%
Fragrance	351,353	390,756	(39,403)	-10.1%
Others	15,229	25,536	(10,307)	-40.4%

Sales by Region and Segments



■ Domestic ■ Export



■ Fragrance ■ Skin Care & Makeup ■ Hair Care

Hair Care

“New Product Choice for Hairstyling”

Hairstyling market becomes more challenging due to increasing competition. We realize, continuous improvement is mandatory and innovation is one of the key factor to win the market. Thus, GATSBY had just launched its new product called GATSBY Texturizing Clay, a fresh choice from current pomade trend. This new product is expected to appeal those wanting to move on from pomade. In terms of marketing activities, due to certain limitations with regard to pandemic condition, we don't have any massive offline marketing activities. For the time being, digital campaign is more preferable to maintain consumer engagement. Other than that, recently we also have official store on several e-Commerce marketplaces such as at Tokopedia & Shopee.

Activities in 9M2020

GATSBY on Social Media



GATSBY Indonesia



@gatsbycode



GATSBY Indonesia



New Product : GATSBY Texturizing Clay



GATSBY on Instagram



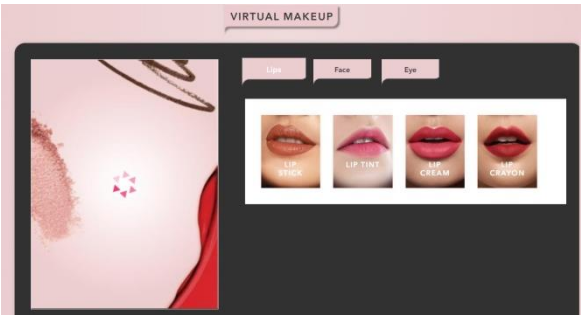
Skin Care & Makeup

“Unfavorable Performance During Pandemic”

Cosmetics which have been showing promising positive growth for the past few years suddenly faced a tough challenge due to pandemic condition. This situation was also experienced by our skin care & makeup category until the third quarter of this year. As consumer needs and wants changed during this pandemic, we try to provide new product to accommodate the changes. As an adaptive approach, PIXY Aqua-Protection Hydra Active Hand Gel and Hydra Shot Hand Mist were launched in mid of 2020.

In terms of marketing activities, we maintain our focus on digital strategy by increasing consumer engagement virtually through several virtual activities such as IG Live with our brand ambassador, mini talk show, etc.

Activities in 9M2020



Virtual Makeup on PIXY Website

PIXY on Social Media



PIXY Indonesia



@pixycosmetics



PIXYIndonesia





Fragrance

“New Hope from New Products”

Female fragrance continue to demonstrate positive market response since PUCELLE Eau de Luxe Series were introduced in the market. Positive performance was continuously recorded during Q3-2020 even though not as significant as previous quarter due to pandemic situation. In terms of male fragrance, GATSBY White Up also continue to show positive performance during this challenging time. New fragrance series called GATSBY Street Club were introduced in the Q3-2020 and the outlook is quite confident. Going forward we will continuously launch new scents to maintain this performance.

Activities in 9M2020



GATSBY Street Club Perfume
Body Spray

PUCELLE on Social Media



Pucelle Indonesia



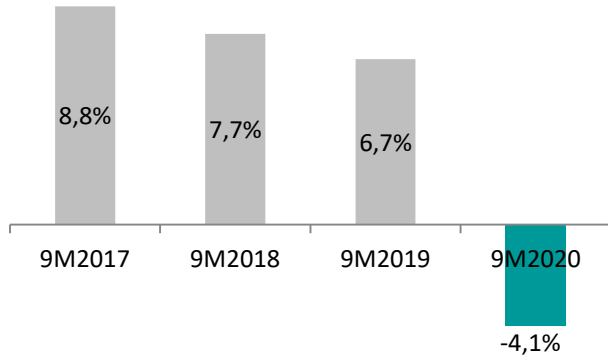
@pucelleid



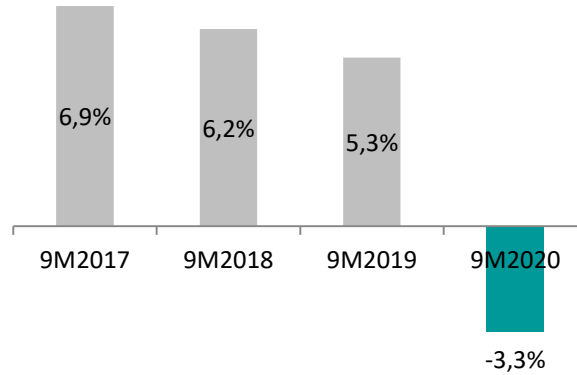
Pucelle Indonesia

Financial Ratios

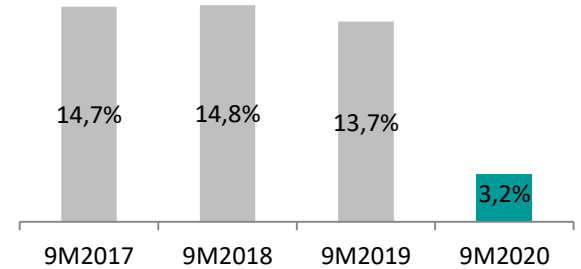
Return on Equity



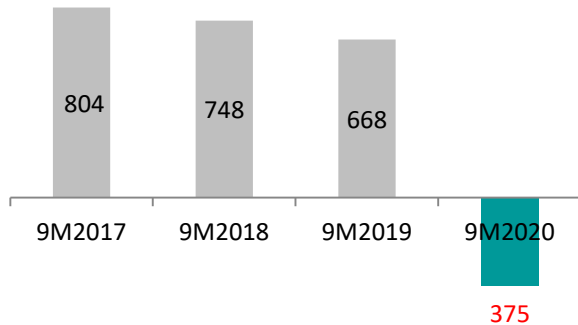
Return on Equity



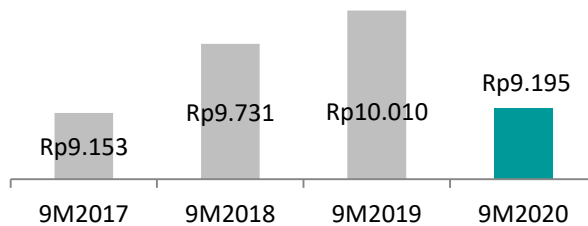
EBITDA Margin



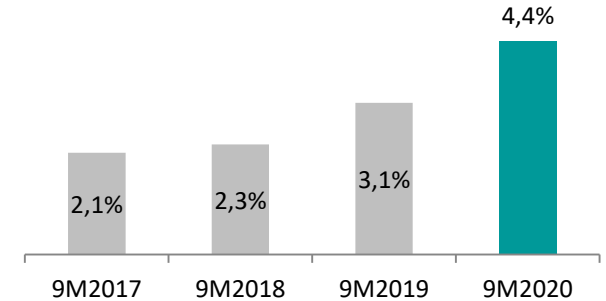
EPS



BVPS



Dividend Yield



*stock price : Sept 30



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