

Tangerang Selatan, 20 September 2016
No.: 062/DIR/IX/2016

Kepada Yth.

PT Bursa Efek Indonesia
Gedung Bursa Efek Jakarta
Jl. Jend. Sudirman Kav. 52-53
Jakarta Selatan

Up. : **Direktur Penilaian Perusahaan Non Group**
Perihal : **Penyampaian Hasil Public Expose Tahunan 2016**

Dengan hormat,

Menunjuk surat kami sebelumnya kepada PT Bursa Efek Indonesia, No. 059/DIR/VIII/2016 tertanggal 31 Agustus 2016, perihal Pemberitahuan Rencana Penyelenggaraan Paparan Publik ("Public Expose") Tahunan, dengan ini kami menyampaikan hasil pelaksanaan Public Expose yang telah diselenggarakan pada hari Kamis, tanggal 15 September 2016 di Hotel Mulia, Jakarta pada pukul 14:00 – 16:00 WIB.

Peserta yang hadir dalam acara Public Expose tersebut (tidak termasuk jajaran manajemen dan karyawan Perseroan) adalah sebanyak 133 (seratus tiga puluh tiga) orang.

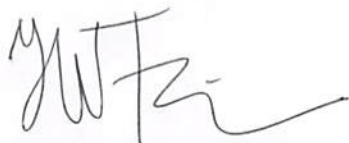
Terlampir kami sampaikan dokumen hasil Public Expose Tahunan Perseroan, sebagai berikut:

1. Resume Public Expose (Lampiran I);
2. Salinan daftar hadir (Lampiran II); dan
3. Materi Public Expose (Lampiran III).

Demikian disampaikan untuk diketahui. Terima kasih atas perhatian dan kerjasamanya.

Hormat kami,

 **PT Hero Supermarket Tbk**



Hadrianus Wahyu Trikusumo
Direktur

Tembusan Yth:

1. Kepala Eksekutif Pengawas Pasar Modal - Otoritas Jasa Keuangan
2. Kepala Divisi Penilaian Perusahaan Sektor Jasa - Otoritas Jasa Keuangan
3. Kepala Divisi Penilaian Perusahaan Non Group - PT Bursa Efek Indonesia

**RESUME PAPARAN PUBLIK (“PUBLIC EXPOSE”) TAHUNAN
PT HERO SUPERMARKET Tbk
 (“Perseroan”)**

Waktu dan Tempat:

Hari & Tanggal : Kamis, 15 September 2016
Waktu : 14:00 – 16:00
Tempat : Narcissus Room, Mezzanine Floor, Hotel Mulia, Jl. Asia Afrika,
Senayan, Jakarta 10270, Indonesia

Peserta:

A. Direktur Perseroan:

Stephane Deutsch : Presiden Direktur
Arief Istanto : Direktur Independen
Xavier Thiry : Direktur
Heru Pribadi : Direktur
Hadrianus Wahyu : Direktur
Trikusumo

B. Pemegang saham, masyarakat, analis, investor, dan jurnalis berjumlah 133 (seratus tiga puluh tiga) orang.

Susunan Acara:

1. Pembukaan dan Paparan mengenai Profil Perseroan, Hero Supermarket dan Giant oleh Presiden Direktur – Bapak Stephane Deutsch;
2. Paparan mengenai Guardian oleh Bapak Colin Harvey;
3. Paparan mengenai IKEA oleh Bapak Tony Mampuk;
4. Paparan mengenai Sumber Daya Manusia oleh Ibu Hilda Wibowo;
5. Paparan mengenai CSR HERO Group oleh Ibu Natalia Lusnita;
6. Paparan mengenai Kinerja Keuangan Perseroan oleh Bapak Xavier Thiry; dan terakhir adalah
7. Sesi tanya jawab dengan moderator Bapak Arief Istanto

Sesi Tanya Jawab:

Sesi tanya jawab berlangsung selama kurang lebih 35 menit. Sebelum mengajukan pertanyaan, peserta yang mengajukan pertanyaan diharapkan untuk mengangkat tangan, menyebutkan nama dan perusahaan.







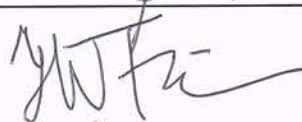



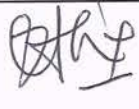


1. Nama & Perusahaan : Indro Lukito
Pertanyaan : Bagaimana komposisi pendapatan dari berbagai sektor bisnis HERO Group (IKEA, Guardian, Hero Supermarket, Giant) dan bagaimana pertumbuhan penjualan IKEA setelah bergabung dengan HERO Group?
Jawaban : Kami tidak membagi keuntungan berdasarkan unit bisnis, namun kami membaginya menjadi dua, yaitu sektor Food dan Non-Food, mengenai detail dapat dilihat di Annual Report kami.
2. Nama & Perusahaan : Novi, Harian Bisnis Indonesia
Pertanyaan :
1. Berapakah keuntungan yang diharapkan di semester kedua dan untuk ekspansi akan dilakukan di kota mana saja?
2. Bagaimana strategi dalam menghadapi persaingan agar terus mendapatkan keuntungan dan menghindari kerugian?
Jawaban :
1. Perluasan akan dilakukan ke arah Sumatera dan Sulawesi untuk Giant dan Hero Supermarket, khususnya di kota Manado akan dibuka toko baru tahun depan dan Hero Supermarket akan dikembangkan kembali setelah 4 tahun tidak melakukan ekspansi bisnis.
2. Strategi kami saat ini adalah tetap menghasilkan keuntungan, yakni fokus mengembangkan Hero Supermarket dan menjadikan Giant agar tetap menjadi retail termurah dan tetap dicari oleh masyarakat.
3. Nama & Perusahaan : Kang Hyunsu, Reseach Analyst, Chung-Ang University
Pertanyaan : Kami mengalami kesulitan untuk berinvestasi pada saham Hero karena harganya sangat rendah, apakah kalian punya strategi khusus untuk mengatasi hal tersebut? Apakah terdapat rencana untuk melakukan stock split?
Jawaban : Kami mohon maaf karena Perseroan tidak dapat mencampuri mekanisme perdagangan saham di pasar saham, dan saat ini Perseroan belum memiliki rencana untuk melakukan aksi korporasi, seperti misalnya melakukan stock split.

4. Nama & Perusahaan : Lisa, IDN Financials
- Pertanyaan : 1. Dalam laporan keuangan terdapat fasilitas keuangan yang belum digunakan, akan digunakan untuk apa dan kenapa belum digunakan, dan berapa target penjualan tahun ini, apakah mendekati keuntungan tahun lalu?
2. Kenapa pendapatan Perseroan menurun, apakah karena perkembangan minimarket yang marak?
- Jawaban : 1. Untuk saat ini kami tidak merasa perlu untuk fasilitas pinjaman tersebut. Dalam waktu dekat juga tidak ada rencana untuk melakukan *Rights Issue*. Rencana ekspansi kami juga masih akan tetap dan sanggup dibiayai dari kas kami yang tersedia. Untuk target penjualan, dengan sejumlah pertimbangan tersendiri terkait dengan dinamika persaingan pada segmen pasarnya, PT Hero memiliki kebijakan untuk tidak mempublikasikan proyeksi atau target keuangan, termasuk perbandingan antara pencapaian terhadap target yang ditetapkan untuk tahun yang dilaporkan.
2. Ya, penurunan pendapatan dipengaruhi oleh meningkatnya pangsa pasar minimarket di tahun 2016 dan menyebabkan penurunan pangsa pasar supermarket dan hypermarket. Hal ini juga dialami oleh seluruh kompetitor kami.
5. Nama & Perusahaan : Luther, IDN Financials
- Pertanyaan : Bagaimana langkah yang dilakukan Perseroan terkait dengan maraknya perkembangan minimarket, apakah ada rencana untuk membuka format minimarket?
- Jawaban : Kami tidak berhadapan (bersaing) dengan minimarket, fokus kami adalah lebih mengeksplere tempat (lokasi) dimana format toko kami dibutuhkan oleh masyarakat sekitar.
6. Nama & Perusahaan : Fathya, Bloomberg
- Pertanyaan : 1. Bagaimana strategi masa depan untuk mendapat keuntungan dan bagaimana hasil dari penjualan Starmart?

- Jawaban :
2. Apakah ada kemungkinan untuk mengeoperasikan bisnis selain IKEA secara online?
 1. Starmart diciptakan bukan untuk format minimarket melainkan sebagai convenience store, dan kami berpendapat bahwa format tersebut sudah tidak tepat lagi untuk dijalankan maka kami putuskan untuk dijual kepada Family Mart. Karyawan dari Starmart akan dipindahkan ke format toko kami yang untuk lebih memperkuat format kami yang lain tersebut.
 2. Kami sedang melakukan analisis dan mempertimbangkan untuk masuk kedalam bisnis online, untuk sekarang ini kami tidak bisa menjawab detail mengenai rencana rencana kami karena masih dalam tahap analisa.

**DAFTAR HADIR MANAGEMENT
MANAGEMENT ATTENDANCE LIST**

**PAPARAN PUBLIK TAHUNAN / ANNUAL PUBLIC EXPOSE
PT HERO SUPERMARKET Tbk
Narcissus Room, Mezzanine Floor, Hotel Mulia
Jakarta, 15 September 2016
14:00 – 16:00 WIB**

NO	NAME	TITLE	SIGNATURE
1	STEPHANE DEUTSCH	President Director	
2	XAVIER THIRY	Director	
3	ARIEF ISTANTO	Independent Director	
4	HERU PRIBADI	Director	
5	H. WAHYU TRIKUSUMO	Director	
6	HILDA WIBOWO	Human Resources	
7	COLIN HARVEY	Guardian	
8	STEFANUS MULIANTO	Operational	
9	MIRTHA	Group Financial Controller	
10	PAULUS RAHARJA	Group Treasury & Corporate Finance	
11	NATALIA LUSNITA	CSR & Corporate Communication	



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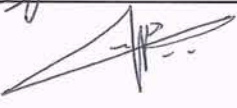
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PT HERO SUPERMARKET Tbk

Narcissus Room, Mezzanine Floor, Hotel Mulia


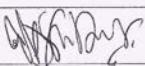

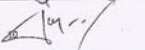
Jakarta, 15 September 2016

14:00 – 16:00 WIB

12	TONY MAMPUK	Government Relation - IKEA	
13	IWAN NURDIANSYAH	Corporate Secretary	
14			
15			
16			

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No	Perusahaan / Company	Nama / Name	Jabatan / Title	Tanda Tangan / Signature	
1	Aberdeen Asset Management, PT	Bharat Joshi	Head of Investment	1	
2	Acorn Capital Limited				2
3	Albizia Capital Pte. Ltd.	Dawn Koh	Investment Analyst	3	
4	APG Asset Management				4
5	Ashmore Indonesia Investment Manajemen, PT	Handi Huta Jaya		5	
6	Bahana Securities, PT	Novianity Permata Sari			6
7	Bahana Securities, PT	Zulfayy Argetine-Halim Michael W. Setjoadi		7	
8	Bahana Securities, PT	Wendy Ehendri Audrey Giacinta			
9	Bank Central Asia Tbk, PT	Edwin Tandilawan	Relationship Manager	9	
10	Bank Central Asia Tbk, PT	Shendy Kurniawan Ananta P. Nugroho	Relationship Manager Credit Adviser		
11	Bank Mandiri (Persero) Tbk, PT			11	
12	Bank Permata Tbk, PT				12
13	Bank Permata Tbk, PT			13	
14	Bank Permata Tbk, PT				14
15	Batavia Prosperindo Aset Manajemen, PT			15	
16	Blackrock Investment Institute				16
17	Bloomberg LP, PT			17	
18	BNP Paribas, PT	Abhijit Raha	Chief Executive Officer		18






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19	CIMB Securities Indonesia, PT	Zhi bin Yeo	Equity Analyst	19	20
20	Ciptadana Securities, PT	Azan Izhar	Sales		
21	Citibank N.A.			21	22
22	Citibank N.A.				
23	CLSA Indonesia, PT	Robert Pranata		23	24
24	Cooper Investors				
25	Coupland Cardiff Asset Management			25	26
26	Credit Suisse Securities Indonesia, PT	Christy Halim	Equity Analyst		
27	Chung-Ang University	Kang Hyunsu	Head of Research	27	28
28	Chung-Ang University	Kim Joung Hwan	Research Analyst	28	
29	Chung-Ang University	Jæouk Kim	Research Analyst	29	
30	Dark Horse Capital			30	32
31	DBS Vickers Securities Indonesia, PT	Dheo Fitrianda Sari	Equity Analyst	31	
32	Deutsche Verdana Indonesia, PT	Lika Rezthiya		32	34
33	Doric Capital Management			33	
34	Eastspring Investment Indonesia, PT			34	
35	First State Investments	Andrew McKee		35	36
36	First State Investments Indonesia, PT			36	








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No	Perusahaan / Company	Nama / Name	Jabatan / Title	Tanda Tangan / Signature	
37	HSBC	Idhan Harahap	Head of Large Local Corporate Banking	37 	38 
38	HSBC	Mark Hajadi	Associate of Legal Local Corp.		
39	Indo Premier Securities, PT	Dian Cahyadi	Analyst	39	40
40	Invesco Asset Management, Singapore	Gary Ng	Investment Analyst		
41	Invesco Asset Management, Singapore	Jalil Rasheed	Investment Director	41	42
42	J.P. Morgan Asset Management				
43	Lautandhana Investment Management, PT			43	44
44	Lautandhana Securindo, PT				
45	Lautandhana Securindo, PT			45	46 
46	Mandiri Sekuritas, PT	LAURA TASLIM			
47	Manalife Asset Management Indonesia, PT	Jessica Irene	Equity Analyst	47 	48 
48	Maybank Kim Eng Securities, PT	Anthony Lukmawjaya	Equity Analyst		
49	Moosa Capital			49	50
50	Morgan Stanley Asia Indonesia, PT	Divya Kothiyal	Equity Analyst		
51	Morgan Stanley Asia Indonesia, PT	Yuen Jakson	Corporate Access	51	52
52	Nomura Indonesia, PT	Lina Herawaty			
53	Panlr Sekuritas, PT	Willy Gouw	Sales	53	54
54	Petercam S.A. Belgium				

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55	PWC			55	
56	Samsuel Asset Management	Dimas Noverio	Equity Analyst		56
57	Schroder Investment Management Indonesia, PT	Irene Liando		57	
58	Schroder Investment Management Indonesia, PT	Octavianus Oty Prakasa	Equity Analyst		58
59	Standard Chartered Bank	Alvin Witirto	Research Associate	59	
60	The Bank of Tokyo-Mitsubishi UFJ, Ltd.	Bryant Yudistira	Sr. Relationship Manager	60	
61	The Bank of Tokyo-Mitsubishi UFJ, Ltd.	Herlina Noor Khalida	Sr. Credit Analyst	61	
62	The Bank Sumitomo Mitsui Indonesia				62
63	Tree Line Advisors (Hong Kong) Limited			63	
64	Trimegah Asset Management, PT				64 
65	UBS Securities Indonesia, PT	Adrian Joezer	Equity Analyst	65	
66	Ward Ferry Management Limited				66
67	PIER			67	
68	PROLOG				68
69	Nichelle - P			69	
70	Tika				70 
71	Michael			71	
72	The Hero TIPA				72 

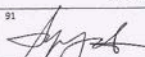



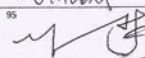
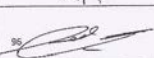
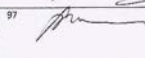
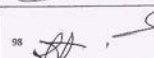


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No	Perusahaan / Company	Nama / Name	Jabatan / Title	Tanda Tangan / Signature	
73	Sutrismanjari	Sutrismanjari		f	74
74	Vitalis P	Khanism			
75	Jing			76	76
76	Deni Setiawan				
77	Indra S			77	78
78	Indra				
79	Indra hidiansati.			79	80
80	Lanny	BNI			
81	Meli	Meli		81	82
82	yaszi	BNI			
83	Ery			83	84
84	Melina Kusuma				
85				85	86
86	ester elena	BSI			
87	Amara S.	Indro Lurito		87	88
88	Indro Lurito	Indro Lurito			
89	Yauha			89	90
90	Nina Hidayat	Ni Hidayat			

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No	Perusahaan / Company	Nama / Name	Jabatan / Title	Tanda Tangan / Signature	
91	Andy chandra.			91	
92	Supriyanto			92	
93	Vincent-k			93	
94	Indah-m			94	
95	THANG KUANG JONG			95	
96	Eranggi			96	
97	Ah Piu			97	
98	Harinaq			98	
99	Fanamb Jonon			99	
100	Djoni			100	

Kiki

Enil

Noro

Moun

Sol
arahm
Sajidi



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PT HERO SUPERMARKET Tbk
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73	B. P. 9			73
74	M. M. G. 109			74 B. P. 9
75	12 J. 2 W. 2			75
76				76
77	M. M. 109			77
78	EDI. J			78
79	F. J. 2			79
80	J. M. 10			80
81	E. B. 1			81
82	D. M. 1			82
83	L. 1			83
84	L. 1			84
85	Alberz			85
86	R. S. 1			86
87	A. M. 1			87
88	S. 1			88
89	L. 1			89
90				90








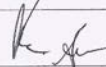
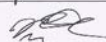

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56	Samsel Asset Management	Dimas Noverio	Equity Analyst		
57	Schroder Investment Management Indonesia, PT	Irene Ulando		57	58
58	Schroder Investment Management Indonesia, PT	Octavianus Oly Prakasa	Equity Analyst		
59	Standard Chartered Bank	Alvin Wittirto	Research Associate	59	60
60	The Bank of Tokyo-Mitsubishi UFJ, Ltd.	Bryant Yudistira	Sr. Relationship Manager		
61	The Bank of Tokyo-Mitsubishi UFJ, Ltd.	Herlina Noor Khalida	Sr. Credit Analyst	61	62
62	The Bank Sumitomo Mitsui Indonesia				
63	Tree Line Advisors (Hong Kong) Limited			63	64
64	Trimegah Asset Management, PT				
65	UBS Securities Indonesia, PT	Adrian Joezer	Equity Analyst	65	66
66	Ward Ferry Management Limited				
67	Rh			67	68
68	Stefan L			68	
69				69	70
70					
71				71	72
72					

DAFTAR HADIR
ATTENDANCE LIST

PAPARAN PUBLIK TAHUNAN / ANNUAL PUBLIC EXPOSE
PT HERO SUPERMARKET Tbk
Narcissus Room, Mezzanine Floor, Hotel Mulia
Jakarta, 15 September 2016
14:00 – 16:00 WIB

No	Perusahaan / Company	Nama / Name	Jabatan / Title	Tanda Tangan / Signature	
91	Juwana W			91	
92	Agam			92	
93	I Indriani			93	
94	Pan Meliawaty			94	
95	Sarden			95	
96	YUGIATO			96	
97	IBTAN D			97	
98	TANAN			98	
99	FRAN K. S			99	
100	Kocistan			100	

Anhy Yha

Subianto

Arief Budianto

STEVEN SUKAIMAN TIFIRST ASIA CAPITA Business Dev Hgr

Scam A

A. NURUDIN



Agus Juvono

JASS pondang

B. TUNGAM
SOS LIE

Farcida.

J. Dew
WIKATA
Budi
Ang Mulyo.
Rosita.

Jusuf.
Lidiawati

ERIC S
Alan Dandokanbey

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CHANDRAS
LERAYANNA
TCHANDRAS

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ManSela Retail

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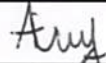












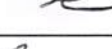

DESSY LAPAGU

BNI SECURITIES

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MEDIA ATTENDANCE
PUBLIC EXPOSE HERO GROUP
NARCISSUS MEETING ROOM - HOTEL MULIA SENAYAN, 15 SEPTEMBER 2016

NO	NAME	MEDIA	EMAIL	CONTACT	SIGN
1	AUDRY	CNNINDONESIA	dinda.audriene@cnnindonesia.com	081287339207	
2	Aerwan	merdeka.com	agung@merdeka.com	08121346201	
3	Ivan	Jamblo	ivanmuda23@gmail.com	08577015511	
4	Tatawiranc.	PAS FM. PARO	tatawirancapm@gmail.com	087889910029	
5	Desi G	Bisnis Inmery	desi_ketik@gmail.com	08179143222	
6	Fathya	Bloomberg	fdahrul@bloomberg.net	081399253304	
7	Rozli,	KORAN SINDO	robi_fitrianto23@gmail.com	0856113892	
8	Dede.	Harian Kontan.	habibi.ds@gmail.com	085727135951	
9	Novi	BUMS INDONESIA	novitasari513@gmail.com	08529654232	
10	Yenny PAHLAN	The Jakarta Post	yenny@thejakartapost.com	0812111115	
11	Grace	The Jakarta Post	grace.amianti@thejakartapost.com	085717523757	
12	Yemi	Pewarta Indonesia	reluksi@pewarta-indonesia.com	087788634476	
13	Antar	Sketsa nusantara.	a-sipahutar@hotmail.com	081253984899	
14	EVA	SWA	evanartha_rampung@yahoo.com	08161865649	
15	Adi	IPN Financial	ashysoorlo@gmail.com	081392941553	

MEDIA ATTENDANCE
PUBLIC EXPOSE HERO GROUP
NARCISSUS MEETING ROOM - HOTEL MULIA SENAYAN, 15 SEPTEMBER 2016

NO	NAME	MEDIA	EMAIL	CONTACT	SIGN
16	Lia	COSENCE	amalia.putri@gmail.com		081206519500
17	Rauyan Fikay	Investor Daily	Rauyan13@gmail.com		08777 8882841
18	Intler	IDN Finalis	intlerkubren@gmail.com	L	081514198375
19	Lisa Monica	IDN Finansilas	lisa00monica@gmail.com		08976728245
20	Daiz Laode	E-BURSA.COM	daizlaode06@gmail.com		081212717769
21					
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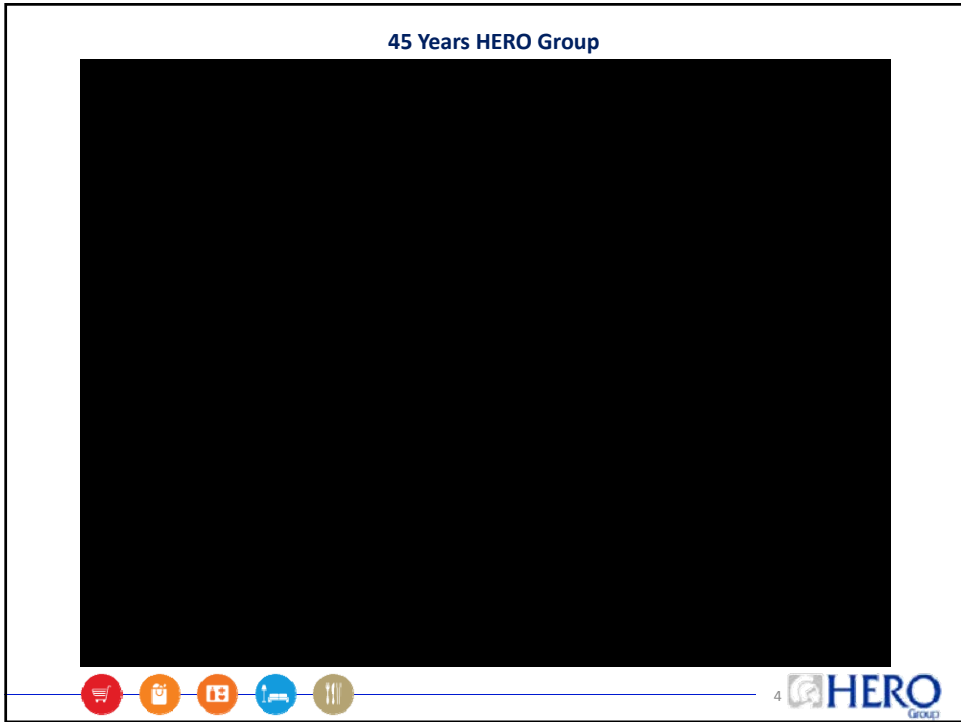
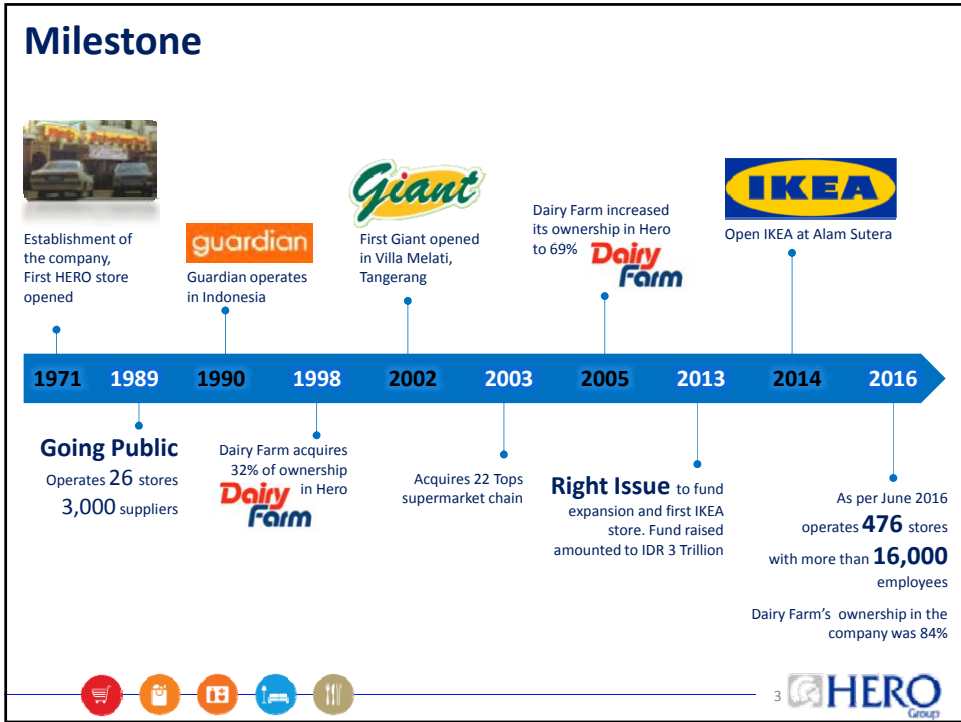


Public Expose
15 September 2016
Mulia Hotel, Jakarta



Company Profile



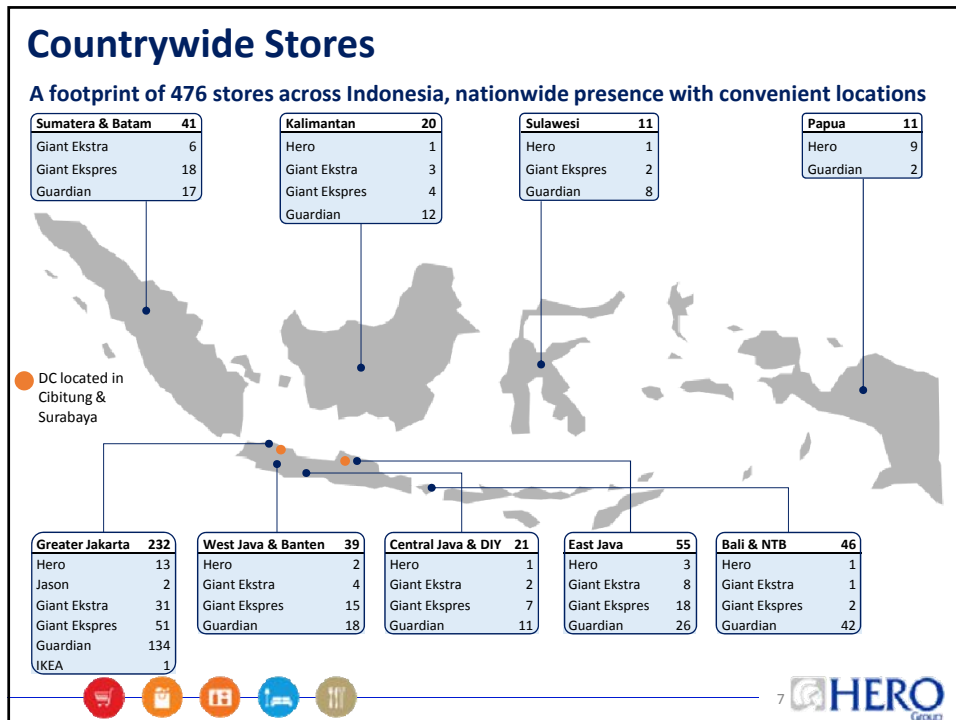


Vision and Mission



Store Formats





Our Brands 

The Mass Retail Brand in Indonesia
Repositioning Giant

Hypermarket as a price leader with superior customer shopping experience

Supermarket as a price leader to be the preferred neighbourhood retailer



Number of Stores : 55
Average store size: 6,300 Sqm



Number of Stores : 117
Average store size: 1,900 Sqm

9 

Our Brands 

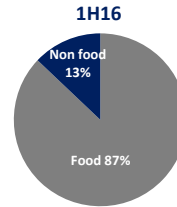
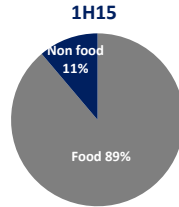
The Original HERO
Repositioning Hero as a Leader in Upscale Market

Number of Stores: 33
Average Stores Size: 1,300 Sqm

10 

Sales and Suppliers

Sales by Segment



Top Supplier



Our Corporate Brands



- ✓ Corporate brands in three banners: Hero, Giant and Guardian
- ✓ Price leaders in their categories
- ✓ Support local SME: Fresh product and Groceries
- ✓ Continuous quality assurance program to ensure food safety
- ✓ Supplier selection and management to maintain food safety compliance
- ✓ Scheduled laboratory test for private label conducted by third party



Our Brands



Health and Beauty

Number of Stores: 270
Average Store Size: 100 Sqm

- ✓ Emphasis on Pharmacy, Health, Beauty, and Personal Care
- ✓ Passionate people to provide superior customer experience
- ✓ Strong corporate brand program
- ✓ Community based CSR pharmacy in community
- ✓ Focused on sustainable expansion



Our Brands

Focus on Profitable Expansion



PACIFIC PLACE MALL



Before - 95 sqm



SUN PLAZA MEDAN
After 128 sqm



BASSURA CITY



Before - 52 sqm



TRANS STUDIO MAKASAR
After 105 sqm

YTD Aug 2016
Opened 5 stores

YTD Aug 2016
Closed 52 stores
(below model)



Our Brands



Home Furnishing

- Opened in October 15th 2014, IKEA Alam Sutera is IKEA's 364th store
- IKEA Alam Sutera is a two levels free standing store, totaling 35,000 sqm including a 700 seats restaurant and over 1,000 parking spaces
- IKEA Indonesia has launched its online sales functionality in July 2016 covering Jadedabek area
- To date
 - ✓ 4.8 million visitors
 - ✓ 1.4 million customers
 - ✓ 14.7 million articles sold
 - ✓ 361 direct employees
 - ✓ 500+ indirect employees



15



Human Resource



16



Human Resource

- ✓ Employee engagement survey was done in 2014 for all employees.
Action points were delivered and communicated, new survey will be done this year
- ✓ Hero Learning Centre continues to improve competencies of employees by delivering trainings for frontlines and managers
- ✓ Pioneer Values are presented to employees and put into daily activities
- ✓ Internal recruitments are encouraged by new job portal
- ✓ Cross banners talent review ensures talent rotation opportunities
- ✓ LKS Bipartite meetings are held regularly between Company and Union



Corporate Social Responsibility



CSR INITIATIVE 2016

EDUCATION

428 SCHOOLS	28 CITIES	14,700 BOOKS DONATED
-----------------------	---------------------	--------------------------------

61,450 KIDS

- INFRASTRUCTURE
- FACILITIES
- SCHOLARSHIP



HERO BOOKS OF HAPPINESS
In collaboration with Donasi Buku community, 4089 books are contributed to East Nusa Tenggara area as a result from HERO BOOKS of HAPPINESS program that involving not only HERO employees, but also students and customers around the stores.



HERO TEACHING
Commemorating National Education Day, more than 1000 students from 51 school learn about modern retail in a fun way, guided by the employees in both stores and classrooms.



RAMADHAN CERIA 1427H
2016 Young Da'i Competition that held on 8 stores in Jabodetabek. We also give donation for orphans and distribute 1000 iftar food for surroundings.

CSR INITIATIVE 2016

HEALTH

110 POSYANDU	10 SUBDIVISION	550++ CADRES	500++ BLOOD BAGS
------------------------	--------------------------	------------------------	----------------------------

24,069 CHILD

- + HEALTHY FOOD SUPPORT
- + TRAINING
- + COUNSELING
- + FACILITY SUPPORT



MOGI HERO
One month roadshow of MOGI (Mobil Gizi) HERO in Jabodetabek area reaching out to 27 Posyandu to commemorate National Nutrition Day. Collaborated with BPOM more than 10,000 beneficiaries received an education about balance nutrition, food safety and healthy food



KASIH
The third year of KASIH program, focus on advancing cadre competencies. More than 17670 beneficiaries and 550 cadres in 110 Posyandu in 10 subdivision all over Indonesia.

POSYANDU SKILL LIFE SKILL MANAGEMENT SKILL



BLOOD DONATION
A regular program in Head Office and stores to engage the involvement of our employees to donate blood, in order to not only stay healthy but also to support and help others through Indonesian Red Cross

BIOGAS (WASTE MANAGEMENT)

As one form of waste management, the results Biogas program is used by SMEs as fuel for cooking, and as an organic fertilizer plant that comes from the dregs of the biogas process.



GIRAS (GIANT PEDULI BRANTAS)

A green action program for Das Brantas upstream ecosystems by planting trees, public facilities, and training of trainer for communities.



7,080 KG
ORGANIC WASTE RECYCLE

200,000++
FISHES

7500 PLANT SEEDS

- REFORESTATION
- PUBLIC FACILITY SUPPORT
- COMMUNITY TRAINING

ENVIRONMENT  **CSR INITIATIVE 2016**

PLASTIC BAG CAMPAIGN

A photo competition through social media to support government green programs. Themed "Reducing plastic waste", hopefully this campaign will change the customer habits.



CARE TO SHARE

Environment action should also consider the balance of aquatic ecosystem. Supporting a million fish scattering program, held on Tasikardi lake with SD Pamarican students. In the same time, we also give a school facilities equipment and share some journalism skill to them.









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221,500++
COMMODITIES QUANTITY

DIRECT FARMING

After succeed with UNPAD and launched co-branding KATATA with the farmers in Pengalengan, HERO Group direct sourcing program signed MOU with IPB to absorb fresh product from farmers in Bogor. While in September 2016 we are expecting to sign another MOU with UGM as we already absorb products from farmers in Ngablak, Magelang to our stores in Jogjakarta areas.



IDR 2.7++ BILLION
VALUE

CSR INITIATIVE 2016

ECONOMIC EMPOWERMENT

57 ITEMS









22



SHARELEBRATION

CHARITY

SHARELEBRATION, a theme of 45th anniversary of HERO Group is a way of sharing happiness with the children from Yayasan Sayap Ibu Bintaro by donating an ambulance and holding a "BERANI BERMIMPPI" musical drama for loyal customer.

45 years of **HERO** Group
BANGGA MELAYANI INDONESIA

HERO Group

guardian

PENGobatan GRATIS

On January 27th and February 5th Guardian Employees involve in Poyenda program at Jurang Mangu Timur

FREE MEDICAL CHECK UP

On March 2016, Guardian pharmacist held free medical check up and health consultation. Medical check up includes blood pressure, glucose and general check up. Beneficiaries are community from Jatnangor & Cipancang.

YOGA CLASS

Held on 07th August in Ubud, Guardian invite loyal customer to do Yoga together. 1.5 hour yoga class led by local instructor, followed by 6 hour free medical check up for 250 participants in surrounding communities.

HERO Group



Financial Performance First Half 2016



New Store: Giant Ekstra Palembang & Lombok

- ✓ Two Giant Ekstra stores located in Plaju and Mataram
- ✓ Huge opportunity shown by high density and low penetration of hypermarket
- ✓ Total stores size of ± 13,600 sqm
- ✓ Investment on two stores amounted more than IDR 100 Bio
- ✓ Promising future development in both areas

Giant Ekstra Plaju - Palembang



Giant Ekstra Gegutu - Lombok

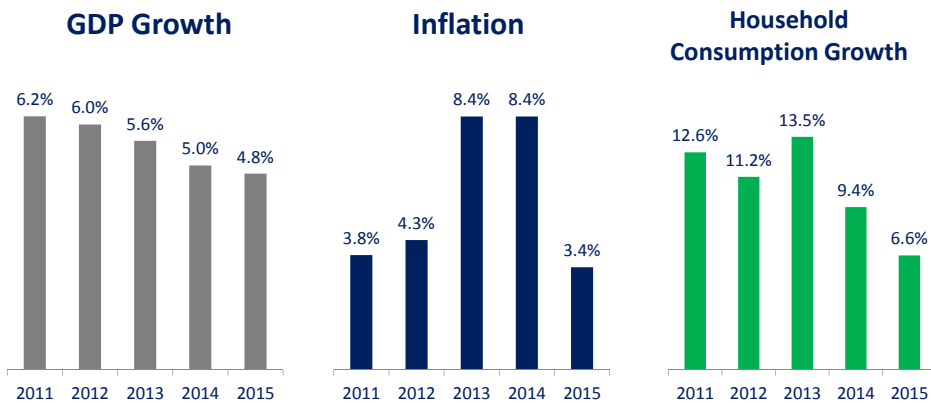


Store Counts



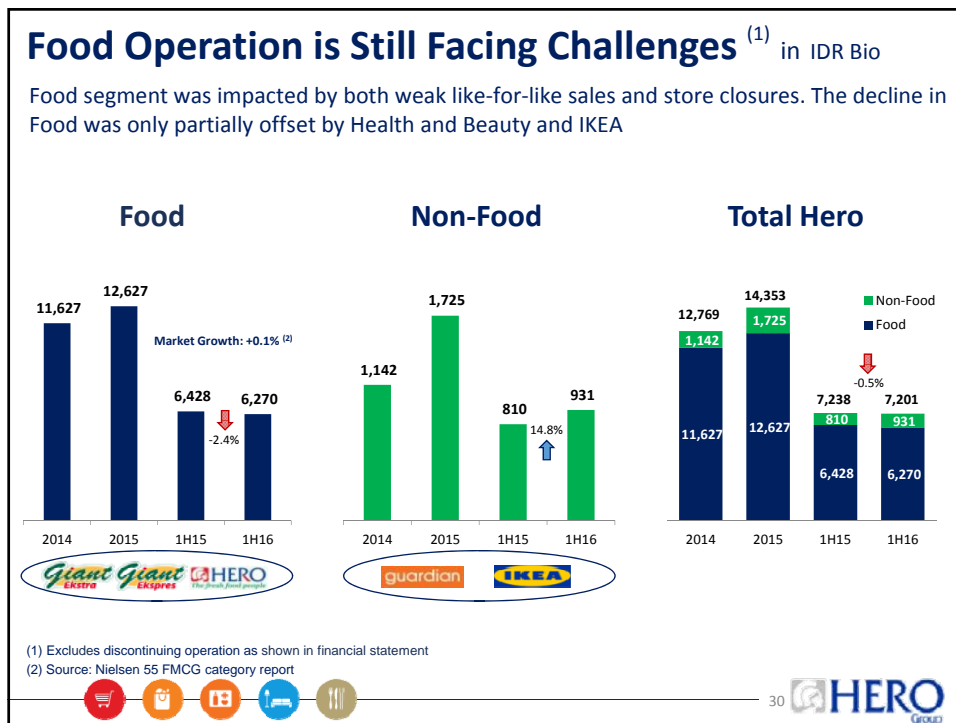
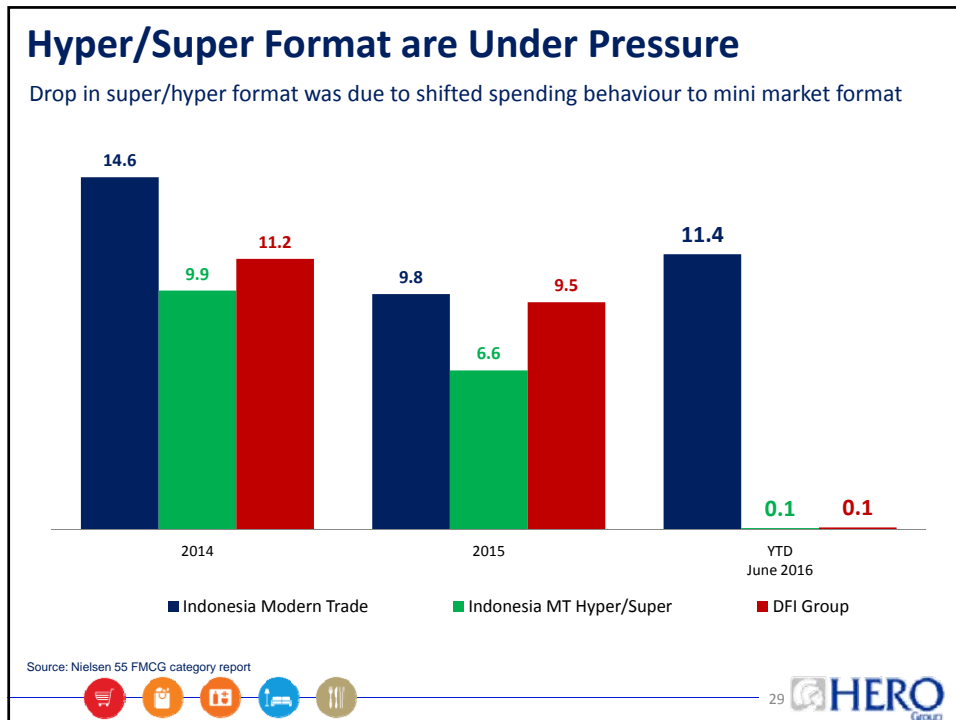
Weaker GDP and Declining Consumption Trend

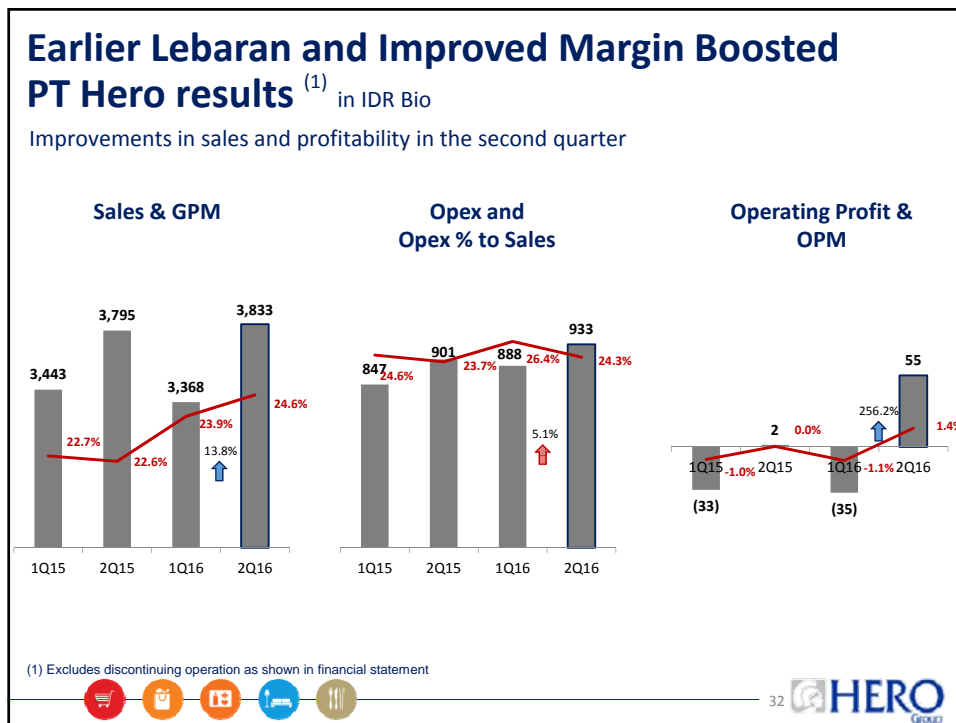
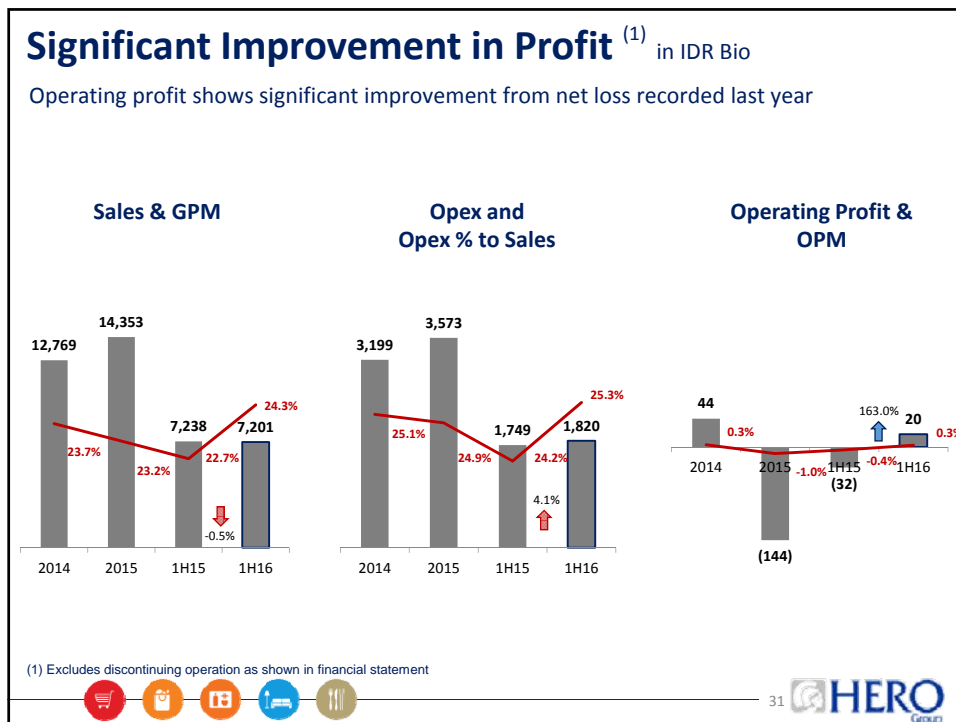
Lower GDP growth and inflation rate show country's slowing economy. Household consumption has shown declining trend in the past years



Source: World Bank

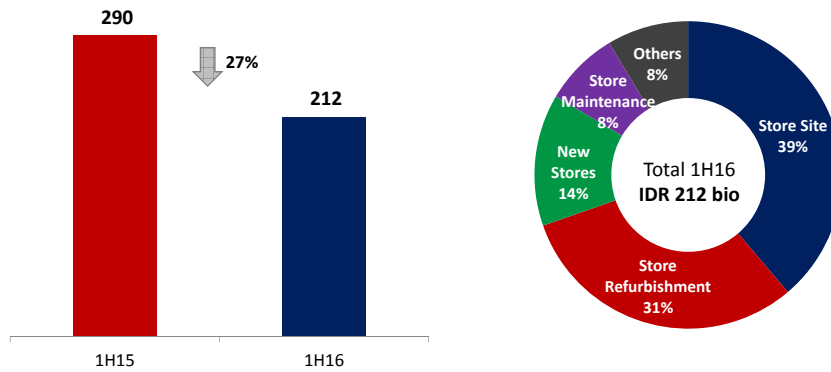






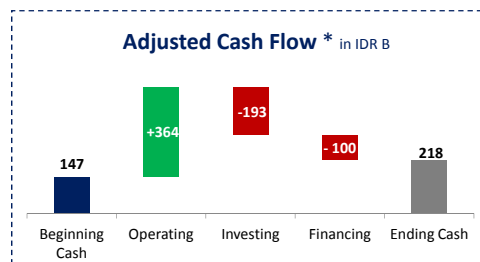
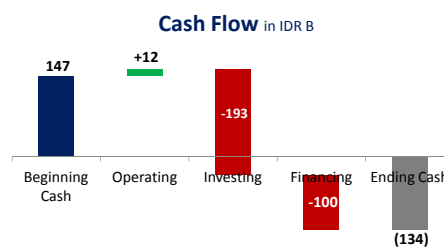
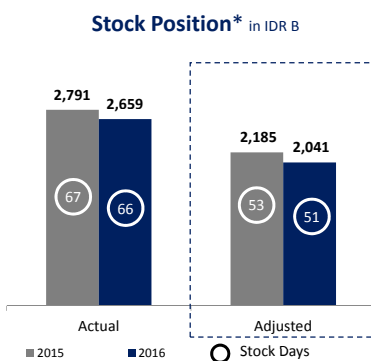
Capital Expenditure 1H16 IDR Bio

Selective investments on potential store sites, new stores, and store refurbishment



Further Improvement in Stock in IDR Bio

Increasing stock and net debt position in June 2016 was due to preparation for Lebaran month



*Adjusted stock position and cash flow, excluding the impact of Lebaran month preparation



Starmart Update



- ✓ Rationalisation program started in 2015 and still on going
- ✓ As per Jun 2016, 54 store were closed or transferred to FamilyMart
- ✓ The remaining 30 stores will be fully closed or transferred before the end of the year
- ✓ The whole rationalisation project has positively impacted Hero's financials



Hero Group 1H16 Result

	1H15 IDR M	1H16 IDR M
Net Revenue	7,237,957	7,201,025
Cost of Revenue	(5,598,206)	(5,454,426)
Gross Profit	1,639,751	1,746,599
Operating Expenses	(1,748,636)	(1,820,480)
Finance Costs	(14,872)	(8,768)
Finance Income	1,684	1,488
Other Income - net	97,975	100,546
Profit/(loss) before income Tax	(24,098)	19,385
Income tax benefit	20,957	7,630
Profit/(loss) for the period from continuing operations	(3,141)	27,015
Loss for the period from discontinued operations	(28,450)	(7,111)
Profit/(Loss) for the period	(31,591)	19,904

Improved profitability driven by better margins and lower loss from discontinued starmart operations





Question and Answer



Thank You

