



watsons

PUBLIC EXPOSE

PT Duta Intidaya Tbk

Jakarta, 7 March 2025



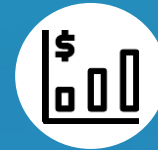
AGENDA



Corporate Overview



Activities & Initiatives



Financial Highlights



Sustainability Activities

LOOK GOOD
DO GOOD
FEEL GREAT



AGENDA



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CORPORATE OVERVIEW:

BOARD MEMBERS

BOARD OF COMMISSIONERS



**Alissa Qotrunnada
Munawaroh Wahid**

*President Commissioner and
Independent Commissioner*



Sugito Walujo
Commissioner



Dominic Kai Ming Lai
Commissioner



Edith Shih
Commissioner



Scott John Blakemore
Commissioner



Irwan Bunyamin Afiff
Independent Commissioner



Lilis Mulyawati
President Director



Erwantho Siregar
Director

BOARD OF DIRECTORS



CORPORATE OVERVIEW:

COMPANY'S SUCCESSFUL JOURNEY



Establishment of the Company.

Expansion to **46 stores**.

- Raised funds of over **Rp 65 billion** through a rights issue exercise which was completed in January 2018.
- Launched its **own platform** (web & app) and official stores on **Shopee & Halodoc**.



Launched the **Watsons Asia One Pass** program.



- Opened **13 new stores**, including **11 community pharmacy stores**.
- Launched Watsons ID App 3.0.



- Presented Watson's **#BeautyMyWay** campaign.
- Expansion of its **Home Delivery Express (HDE)** service in Medan, Makassar and Samarinda.
- Launched the **new G9 concept store** at **Pondok Indah Mall 2** Jakarta.

2005

2006

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

The Company opened its first 4 stores.



 **IDX**
Indonesia Stock Exchange
Bursa Efek Indonesia

Listed its shares on the IDX on **28 June 2016**.

- Operated **105 stores**, including new stores in **South Sulawesi and East Kalimantan**.
- Launched an official store on **Blibli.com**.
- Generated a net revenue of approximately **Rp 547 billion**.

- Launched its first **Watsons community pharmacy** store.
- Introduced the **Watsons Send service** to take orders via WhatsApp.

- Opened **10 stores**, including **8 community pharmacy stores**.
- Introduced **Click & Collect Express (CCE)** and **Home Delivery Express (HDE)** and re-launched Watsons Club.

- **18th anniversary** with a series of celebrations together with its customers.
- Operated **more than 175 stores** across Indonesia.
- Celebrated a special milestone of reaching **two million Watsons Club Members**.



CORPORATE OVERVIEW:

COMPANY AT A GLANCE



Established in **2005** and was listed on the IDX in 2016



179 stores in 19 provinces in Indonesia
The Company opened 28 new stores and relocated 11 stores in 2024.



Launched Watsons own platform (www.watsons.co.id) and Watsons official eStores on marketplaces
(Lazada.com, Shopee.com, Tiktok.com, Halodoc platform, Tokopedia.com, GrabMart App within Grab App, Good Doctor platform and GrabHealth (Good Doctor partner) within Grab App, and Alodokter platform (as at 31 December 2024))



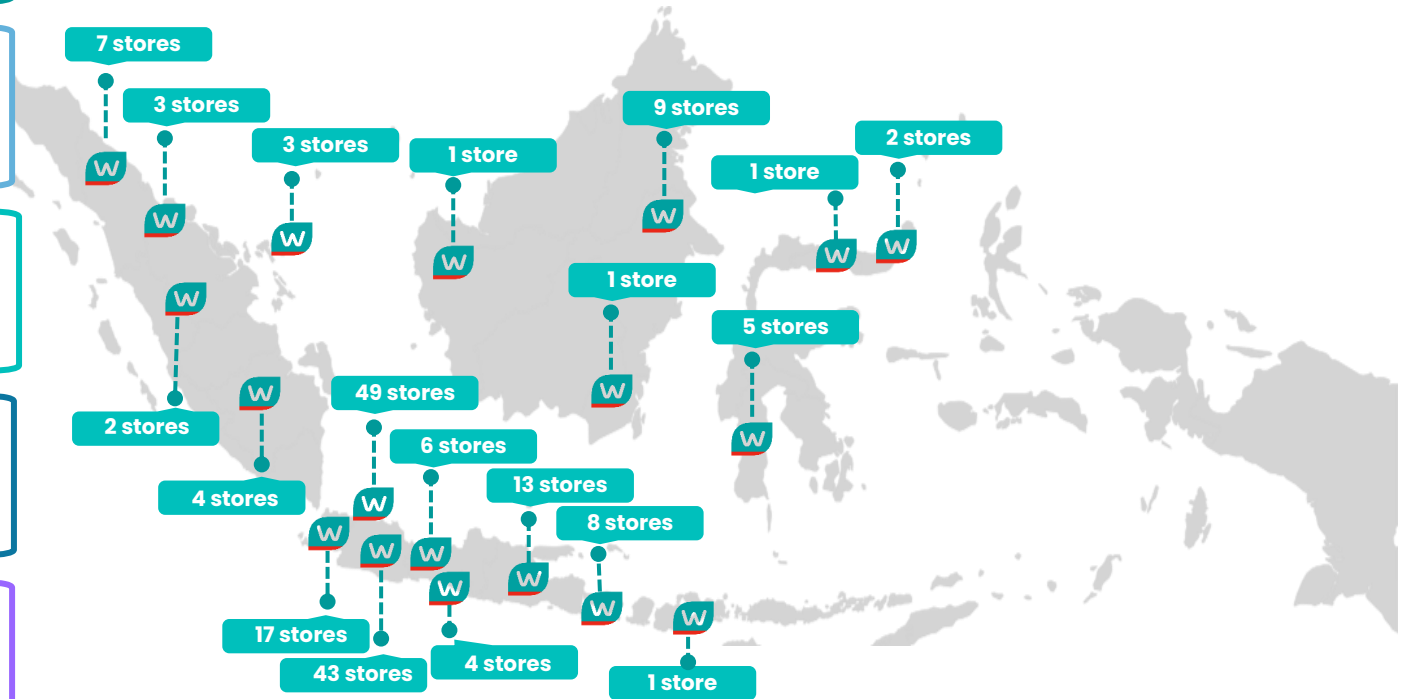
> 1,400 employees as of December 2024 increased from 1,222 employees as of December 2023.



> 67% online visit growth by December 2024 compared with December 2023



> 47% CRM member growth by December 2024 compared with December 2023





CORPORATE OVERVIEW: AWARDS 2024

1



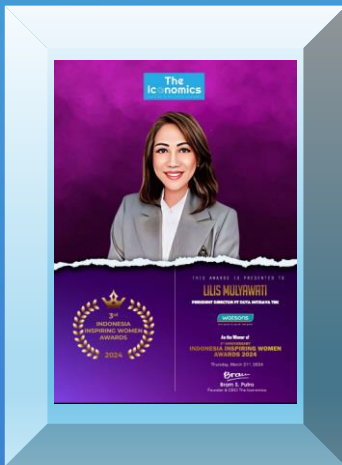
2



3



4



5



6



7



- 1 Indonesia WOW Brand Award 2024 – Category Beauty and Body Care Store
- 2 Hashtag Asia Awards 2024 by MARKETING - INTERACTIVE
- 3 Indonesia's Most Powerful Women 2024
- 4 Indonesia Inspiring Women Awards 2024 by Iconomics
- 5 Best Customer Journey Award – Insider GMC Award 2024
- 6 Health and Beauty Retail of the Year 2024 – HARMONI AWARDS
- 7 Esteemed Women in Retail Business Development Award at Women of the Year 2024



CORPORATE OVERVIEW:

CORPORATE FOCUS

Agile Management Team
Supported by AS Watson



Customer Focus
Hyperawareness with customer trends & needs



Innovative Stores & Channels Development
Upgrade Store format and expand O+O network



Strong Supplier Engagement
Support our O+O business seamlessly



Customer Reach
Easy to reach and faster service commitment



Product Differentiation
Provide comprehensive products selection to always keep up with the trends





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Activities & Initiatives:

2024 | ACTIVITIES



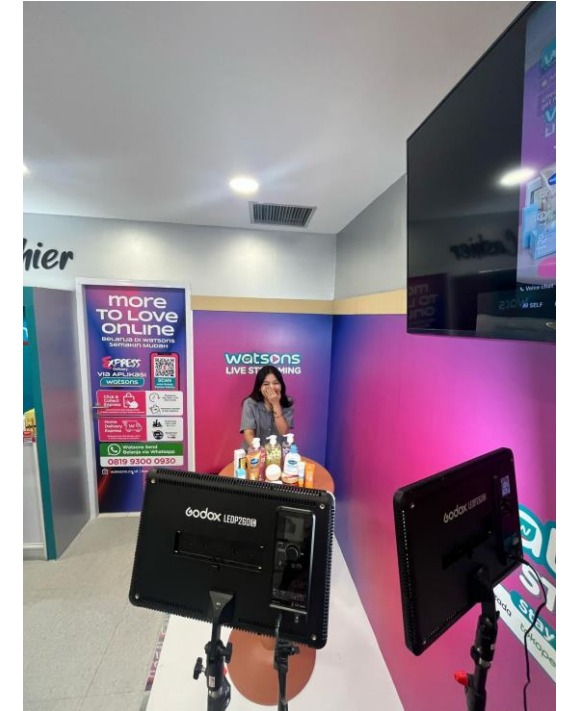
O+O



Launched on 26 September 2024

New experience store concept at Watsons Senayan City

Introducing a new store concept, enhancing its customer service and providing a refreshed O+O shopping experience.



Relaunching store at Gandaria City with new G9 concept

The new concept offers a more refreshing shopping experience for customers.



Launched on 26 September 2024

Enhancing O+O strategy

Leveraging **live streaming** and **affiliate activation** to drive engagement and strengthen the O+O approach, blending digital and physical experiences for maximum impact.



Activities & Initiatives:

2024 | ACTIVITIES

2

PROXIMITY

Expanding horizons by reaching new cities in Indonesia



Mega Mall Batam, 28 March 2024



Jambi Town Square, 7 November 2024



Lombok Epicentrum, 11 October 2024



Malang Town Square, 21 December 2024



Citimall Gorontalo, 26 December 2024



Activities & Initiatives:

2024 | ACTIVITIES

3 LOYALTY & COLLABORATION



Hosting the **#BeautyMyWay** events across various cities to celebrate individuality and empower customers in their beauty journeys. These events offered a range of engaging activities and exclusive promotions and enhanced the overall customer experience.

16

events held

12

cities



Collaborating with Female Daily for **#JakartaBeauty** events, the Company continues to strengthen its commitment to helping customers look good, do good and feel great and fostering a vibrant community of beauty enthusiasts nationwide.

7

events held

6

cities



Strengthening its leadership as Indonesia's ultimate destination for health and beauty essentials



Enhancing new experience for members through collaboration with Flazz BCA



Activities & Initiatives:

2025 | INITIATIVES

STORE EXPANSION

Building on its growth trajectory, the Company plans to continue expanding its retail footprint across Indonesia.

O+O INTEGRATION

The Company will further strengthen its O+O strategy, seamlessly blending offline and online shopping experiences.

CUSTOMER ENGAGEMENT

The Company's commitment to providing personalised experiences and enhancing customer engagement and loyalty.





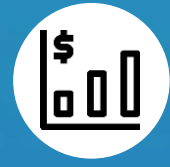
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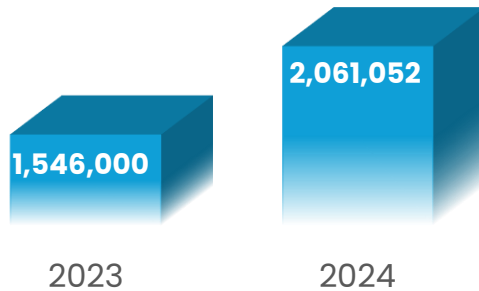
FINANCIAL HIGHLIGHTS:

2024 | Financial Performance

all in million Rupiah

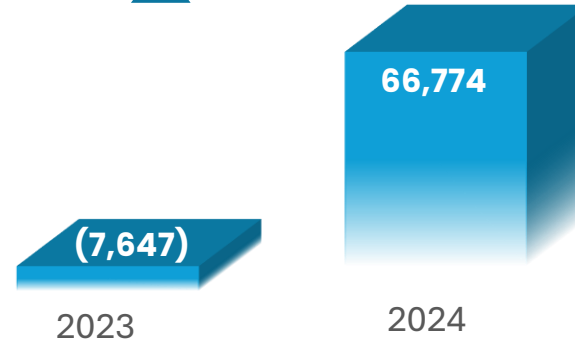
NET REVENUE

▲ 33.3%



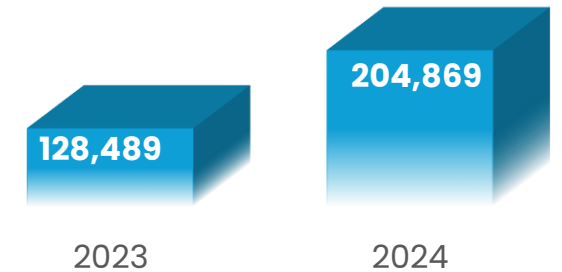
PROFIT/(LOSS) BEFORE INCOME TAX

▲ 973.2%



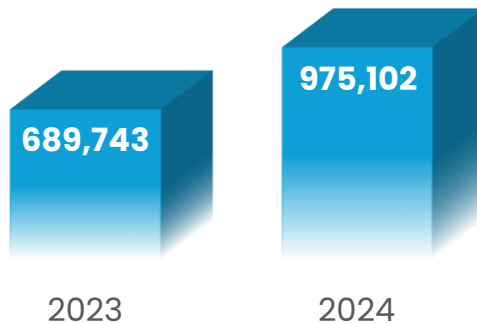
EBITDA

▲ 59.4%



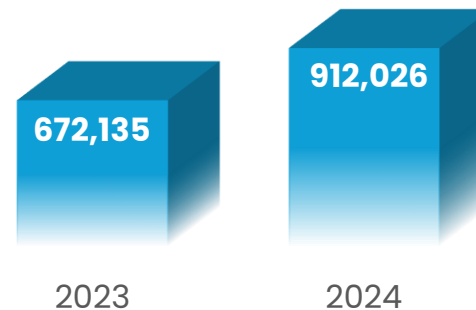
TOTAL ASSETS

▲ 41.4%



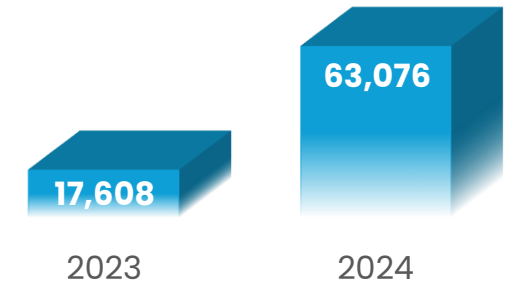
TOTAL LIABILITIES

▲ 35.7%



TOTAL EQUITY

▲ 258.2%








FINANCIAL HIGHLIGHTS:

2024 | Cash Flow

all in million Rupiah

	2024	2023
 Net Cash Flows generated from operating activities	95,343	285,933
 Net Cash Flows used in investing activities	(95,566)	(35,361)
 Net Cash Flows generated from/(used in) financing activities	9,023	(206,198)
Net Cash Flows	8,800	44,374



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SUSTAINABILITY VISION:

2024 | SUSTAINABILITY ACTIVITIES

NIVEA x Watsons Indonesia CSR: Supporting Moments of Care

Watsons Indonesia dan NIVEA menggelar acara sedekah amal di Yayasan Kanker Indonesia (YKI) dengan menyumbangkan dana sebesar Rp 25 juta. NIVEA juga menyumbangkan Rp 500 untuk setiap pembelian NIVEA Body Serum dan Body Lotion guna mendukung para penyintas kanker di seluruh Indonesia.



Watsons Indonesia shares Love and Care with seniors at Wisma Mulia nursing home

As part of its corporate social responsibility (CSR) program under the #WatsonsPeduli campaign, Watsons Indonesia visited Panti Werdha Wisma Mulia nursing home to share love and care with the elderly. This initiative was made possible with the generous support of brands such as Hansaplast, Lifree, Heel-Soft, Plossa, Wellmove, Salonpas, Kuldon and Rohto. These brands donated essential supplies, personal care products and a cash contribution of Rp 5 million to support the well-being of the senior residents.





SUSTAINABILITY VISION:

2024 | SUSTAINABILITY ACTIVITIES

5 GENDER EQUALITY



Watsons Women Empowerment "Our Time is Now"

Watsons Indonesia, in collaboration with the Faculty of Pharmacy at Universitas Indonesia, ESQA Cosmetics and LABORÉ, proudly presented this event to embrace and amplify the power within every woman, encouraging positive change

14 LIFE BELOW WATER



Watsons x Neutrogena Sustainability Initiative 2024: "Repair Your Skin, Repair Ocean Life"

Watsons Indonesia and Neutrogena have teamed up for the "Repair Your Skin, Repair Ocean Life" initiative, blending beauty care with environmental responsibility. The campaign focuses on coral reef restoration in Bali, with a target of planting 600 reefs in partnership with Carbon Ethics

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FARMASI Kampus Merdeka ESQA LABORÉ

"our time is now"

Celebrating Women Empowerment Around Us
Inspire . Educate . Engage

Featured Speakers :

Cindy Angelina
Co-founder ESQA

dr. Andina Bulan Sari
Sp. DVE., FINSQV

apt. Roshamur Cahyan Forestrania,
M.Sc., Ph.D
Dosen FFUI

WEDNESDAY
AUGUST 7th, 2024 | 1PM - 3PM
📍 Auditorium Rumpun Ilmu Kesehatan
Gd. D Lantai 3 RIK UI Depok





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THANK YOU