



PUBLIC EXPOSE **PT MULTI INDOCITRA TBK** **2025**



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Highlight 2024

- Pada tahun 2024, entitas anak PT Sinergi Multi Distrindo (SMD) memasarkan serta mendistribusikan penambahan produk brand lokal, yaitu BUMIL.
- Kinerja penjualan produk brand Pigeon Teens dan Mattel pada tahun 2024 meningkat signifikan masing-masing sebesar 14,61% dan 264,90% dibandingkan tahun sebelumnya.
- Rencana Perusahaan dalam mengutilisasi aset Perusahaan (Gudang Cakung) agar menjadi lebih optimal maka pada awal tahun 2024, aset Gudang Cakung yang sudah selesai direnovasi bangunannya menjadi beberapa gudang tersebut, telah berhasil Perusahaan sewakan kepada beberapa perusahaan pihak ketiga selama periode Januari – Desember 2024. Gudang-gudang tersebut disewakan per pintu dengan harga fixed rate yang didasarkan pada luasnya per meter persegi, guna memenuhi kebutuhan dari perusahaan logistik besar, UMKM, dan sektor e-commerce di sekitar Jakarta. Hal ini menambah sumber pendapatan lainnya bagi Perusahaan di tahun 2024 dan di masa mendatang.



PROFILE PERUSAHAAN

Profile Perusahaan

Tanggal Pendirian

11 Januari 1990

Bidang Usaha

Perdagangan umum atas barang-barang konsumsi perlengkapan bayi dan produk perawatan kesehatan serta kosmetik

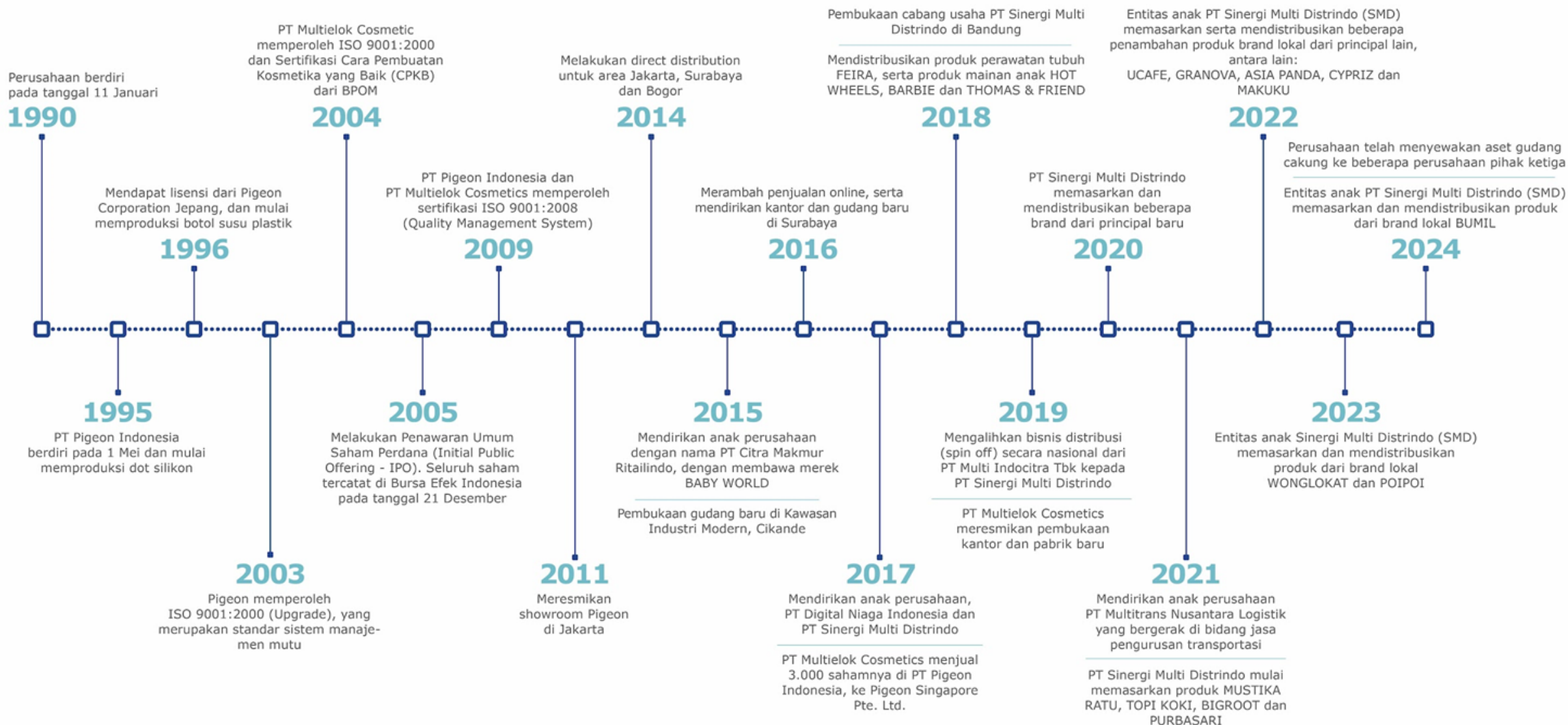
Chanel Penjualan

Modern & traditional channel, Online/E-Commerce
Flagship store & special channel

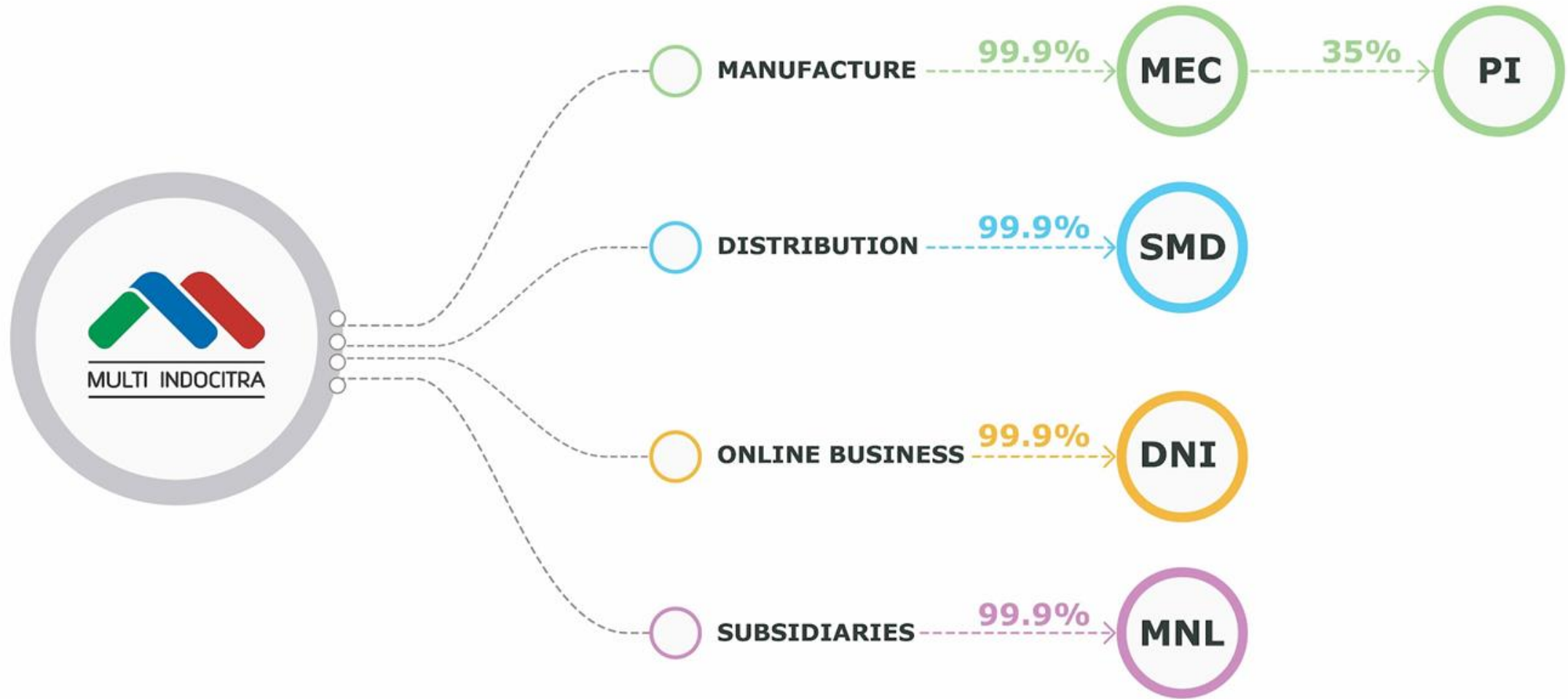
Kepemilikan Saham (per 31 Desember 2024)

- PT Buana Graha Utama – 45,96%
- Sukarto Bujung – 11,27%
- Treasury Stock – 1,35%
- Publik (Masyarakat) – 41,42%

Milestone



Struktur Grup Perusahaan



A scenic background image of a sunset over a mountain range. The sun is low on the right side, casting a warm, golden glow across the sky and the silhouetted mountains. In the foreground, there are some out-of-focus green plants. A semi-transparent yellow and white circular graphic is on the left side, containing the text.

KEKUATAN PERUSAHAAN

Fasilitas Produksi



PT Multielok Cosmetic

Entitas anak memproduksi toiletries dan skincare yang didukung dengan fasilitas produksi modern dan sertifikasi ISO 9001:2000, ISO 9001:2028, dan sertifikasi CPKB (Cara Pembuatan Kosmetika yang Baik)



Jaringan Retail Online



DIGITAL NIAGA INDONESIA
Let's make it easy



PT Digital Niaga Indonesia, entitas anak, **Brand Enabler** (*Pigeon Baby, YouVit, Dahlia, Hypens, Heinz Baby, PoiPoi dan Lansinoh*), **Online retail** (dengan merek Babypapaya, TukuSek, Oydis Beauty) dan digital marketing agency.

Brand Enabler

pigeon

pigeon
ビジョン
Teens

youvit
BABY VIT

DAHLIA

Hypens

Heinz
WITH YOU EVERY
STEP OF THE WAY

Lansinoh

POIPOI®

Retail Online

TukuSek

OYDIS
beauty

Babypapaya
Your Baby Shopping Experts

Distribusi



PT Sinergi Multi Distrindo,

entitas anak, distributor barang perlengkapan bayi dan barang konsumsi lainnya dengan 2 Central Warehouse di Cikande-Serang & Surabaya dan 5 Cabang di Jakarta, Surabaya, Bandung, Tangerang, Makassar.



Distribusi

Mom & Baby

pigeon

Lansinoh

Toys

THOMAS
& FRIENDS

HOT WHEELS

Barbie

fisher-price

MEGA
BLOKS

Cosmetic,
Skincare &
Personal Care

pigeon
Teen's

ka'ila

Feira
White

Barry M.

PURBASARI

Food &
Beverages

GRANOVA

POIPOI®

Bumil

Healthcare

youvit

Household

HORI
Lighting

HOYAPLAST

Cakupan Distribusi



103 Sub Distributor
5 Direct Distribution
2 Central Warehouse

Pencapaian Perusahaan

Best Brand Award dan Digital Popular Brand Award
Consumer's Brand of Choice on 3 aspects:

1. Brand awareness
2. Brand Choice
3. Brand Reviews and Ratings



Kategori Botol Susu



Kategori Dot Bayi

Pencapaian Perusahaan

Best Brand Award dan Digital Popular Brand Award

Reader's Choice Award 2024
Mother & Beyond

Reader's Choice Award 2024
Mother & Beyond



Pigeon Gomini as 2nd winner in
Breastpump Category



Pigeon Breastmilk Storage Bag as
3rd winner in Breast Milk Bag Category

Pencapaian Perusahaan

Best Brand Award dan Digital Popular Brand Award



Reader's Choice Award 2024 Mother & Beyond

Pigeon Breastmilk Cooler Bag
as 2nd winner in Cooler Bag
Category

Pencapaian Perusahaan

Best Brand Award dan Digital Popular Brand Award
Info Brand



Top Creating Share Value
Award 2024

Lestari Batik Berbagi Baik
Bersama Pigeon

Pencapaian Perusahaan

Best Brand Award dan Digital Popular Brand Award Category Non Botol Susu



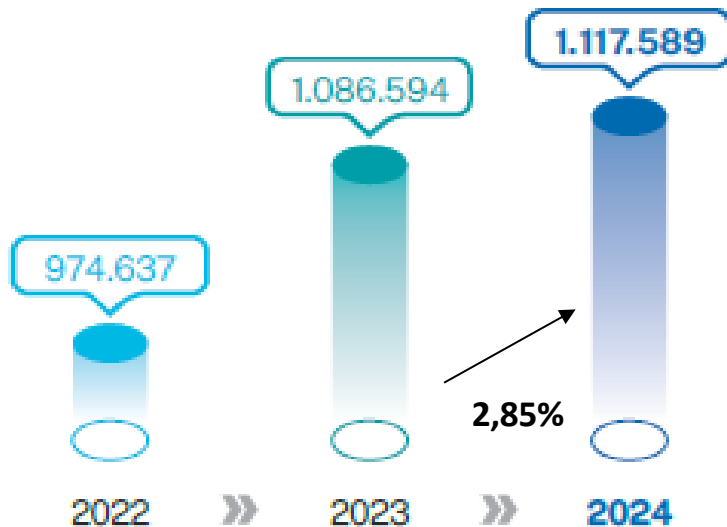
Brand Choice Category : Cotton Buds Mother & Beyond Category : Diaper Rash Cream Mother & Beyond Category : Liquid Cleanser

A scenic background image of a sunset over a mountain range. The sun is low on the horizon, casting a warm, golden glow across the sky and the silhouettes of the mountains. In the foreground, there are some blurred green plants. A semi-transparent yellow and white circular graphic is overlaid on the left side of the image, containing the text.

KINERJA KEUANGAN 2024

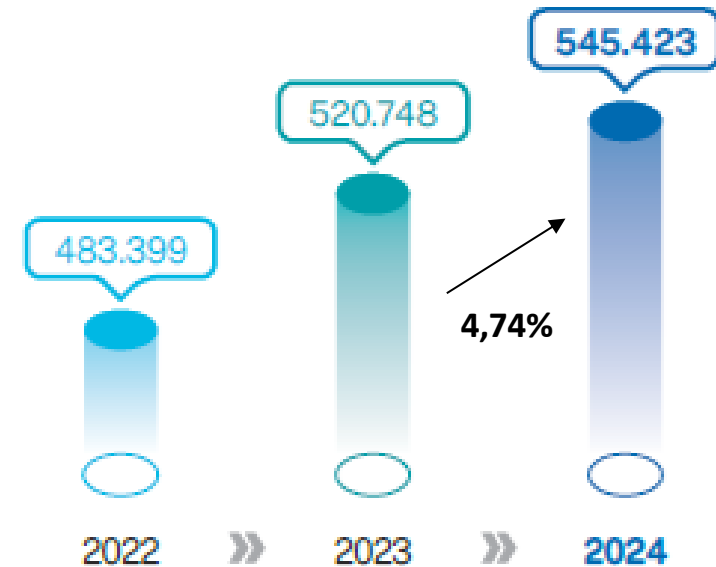
Penjualan Bersih dan Laba Bruto

Penjualan Bersih Net Sales



Penjualan bersih perusahaan pada akhir tahun 2024 **meningkat** 2,85% dibandingkan dengan akhir tahun 2023.

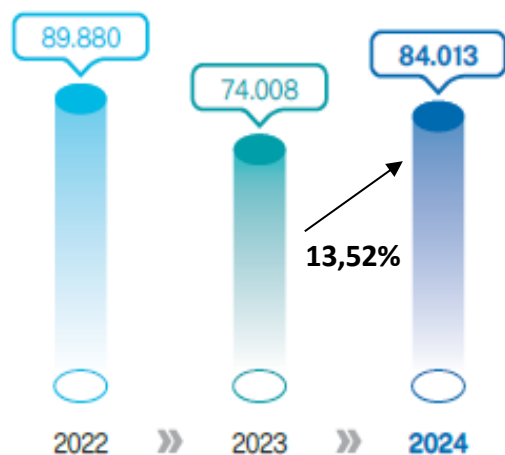
Laba Bruto Gross Profit



Laba bruto perusahaan pada akhir tahun 2024 **meningkat** 4,74% dibandingkan dengan akhir tahun 2023.

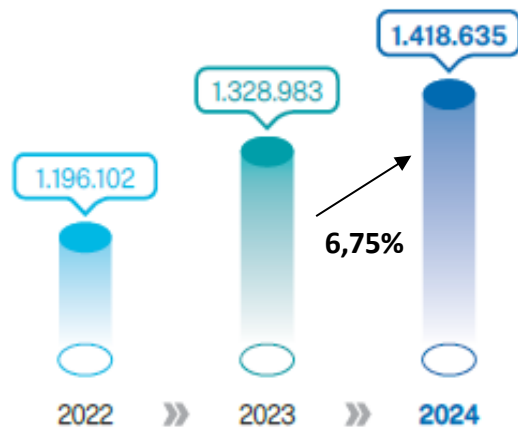
Laba, Ekuitas dan Aset

Laba Usaha
Income from Operations



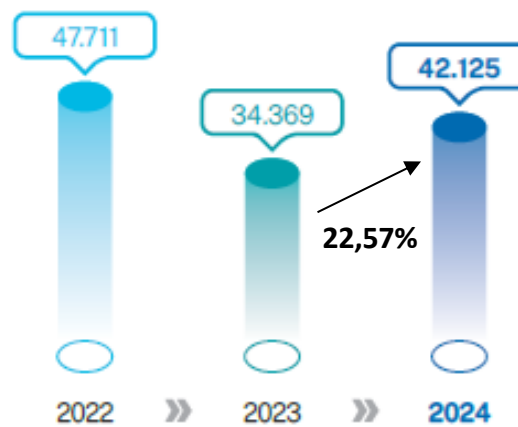
Laba usaha pada akhir tahun 2024 **meningkat** 13,52% dibandingkan dengan akhir tahun 2023.

Jumlah Aset
Total Assets



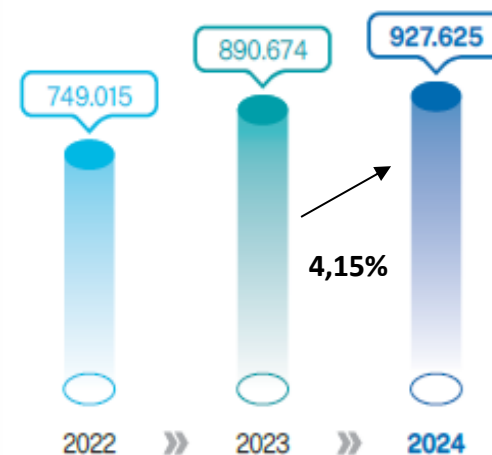
Jumlah aset perusahaan pada akhir tahun 2024 **meningkat** 6,75% dibandingkan dengan akhir tahun 2023.

Laba Bersih
Net Income



Laba bersih pada akhir tahun 2024 **meningkat** 22,57% dibandingkan dengan akhir tahun 2023.

Jumlah Ekuitas
Total Equity



Jumlah ekuitas perusahaan pada akhir tahun 2024 **meningkat** 4,15% dibandingkan dengan akhir tahun 2023.



AKTIVITAS PERUSAHAAN 2024

Activity

Pada September 2024, Pigeon SofTouch resmi launching dan beredar di Indonesia.

SofTouch merupakan inovasi Pigeon berdasarkan riset selama kurang lebih 70 tahun dengan menghadirkan : Nipple dengan keunggulan latch on line, anticolic dan kelembutan setara marshmallow, melengkapi Botol BPP ramah lingkungan dengan bahan Biomass 20%



Perlengkapan Bayi yang Teruji Klinis, Dot Pigeon Nyaman Layaknya Menyusu Alami - iNews Pagi 18/09



Activity

Pada hari Batik Nasional 2 Oktober 2024, Pigeon meluncurkan Botol Susu dengan desain Batik terbaru yaitu Motif Batik Gunungan dengan 2 variasi warna.

Pigeon Berbatik merupakan bentuk kepedulian Pigeon terhadap lestari budaya bangsa



Activity

Sepanjang tahun 2024, Perusahaan telah menggelar berbagai program sebagai bentuk perwujudan komitmen terhadap tanggung jawab sosial Perusahaan



Cleft Craniofacial Center (CCC) RSCM-FKUI berkolaborasi bersama Let's Share Health Care dan Pigeon mengadakan **Bakti Sosial Seminar Awam dan Pemeriksaan Gratis Sumbing** dalam rangka Cleft and Craniofacial Awareness Month 2024 pada hari Sabtu, 27 Juli 2024 di Poliklinik CCC, Gedung IPRJT Lantai 4, Rumah Sakit Umum Pusat Nasional Dr Cipto Mangunkusumo.

Activity



Body Serum Launching

As part of the body serum product launch, Pigeon Teens held a tea-themed workshop and invited communities and KOLs (Key Opinion Leaders).



Activity

Female Daily X-Beauty Series

Pigeon Teens is participating in the full series of **Female Daily X-Beauty 2024 events** in several cities:

Surabaya, Bandung, Yogyakarta, Semarang, and Jakarta.



Activity



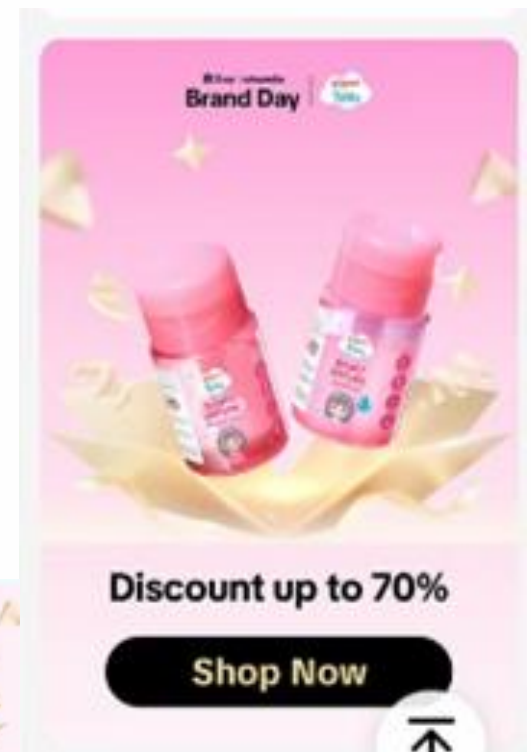
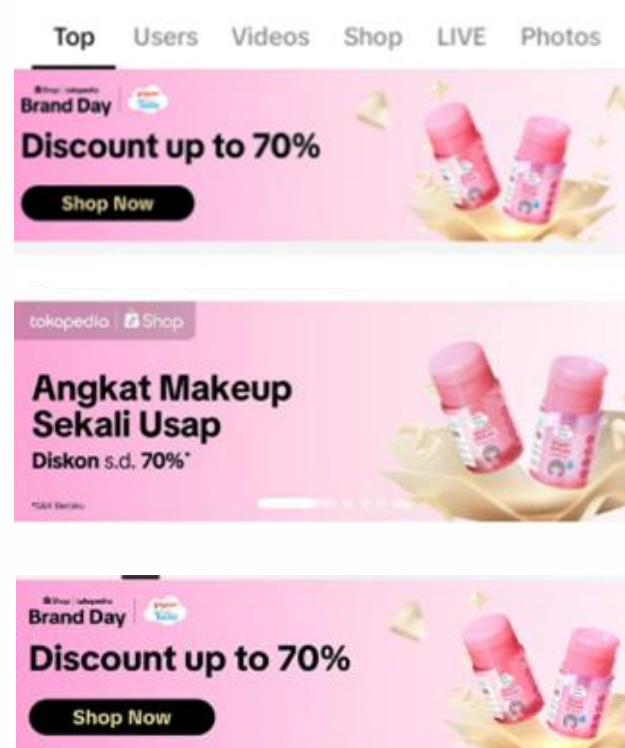
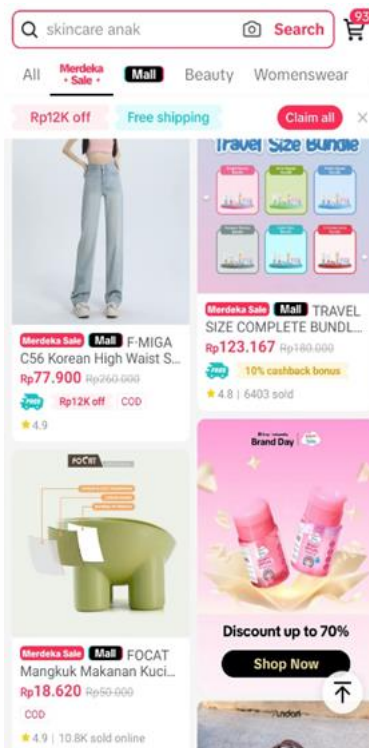
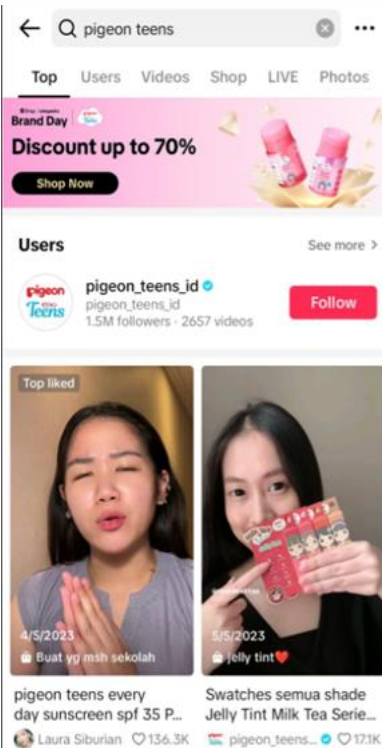
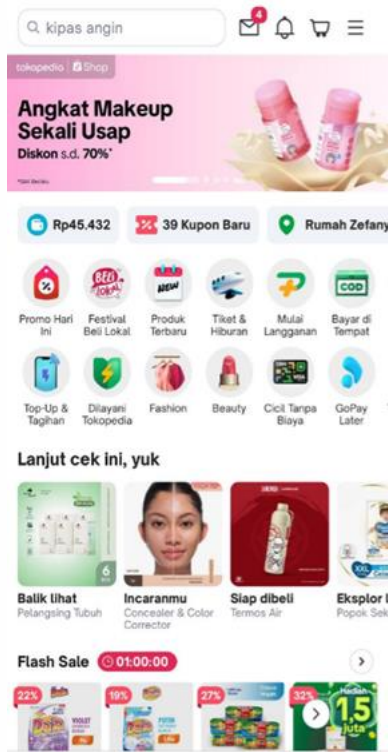
Micellar Series Launching

We held a yoga event with a community, themed "Beauty Inside and Out," to launch our micellar water and micellar oil

Activity

Tiktok Super Brand Day

On TikTok, Pigeon Teens participated in the Super Brand Day campaign to launch the Micellar Series products and successfully achieved a significant increase in sales



Activity



Bright Heroes Series Launching

Pigeon Teens launched the #HeroesInsideYou campaign during the release of the Bright Heroes Series, raising awareness about bullying among teenagers

Activity

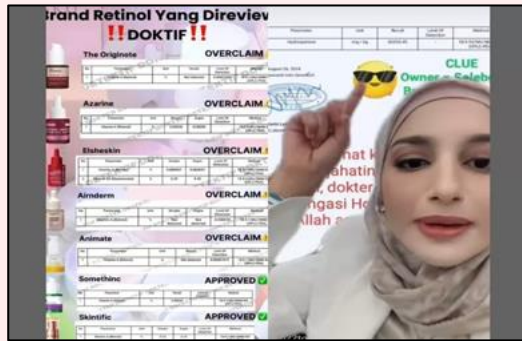


Hydra Squad Series Launching

At the end of 2024, Pigeon Teens launched the Hydra Squad Series, a special line for dry skin aimed at educating about the importance of skin hydration and maintaining a healthy skin barrier

2025 MARKETING TREND

PROOF EXPOSED TO COMBAT OVER CLAIMED ISSUE



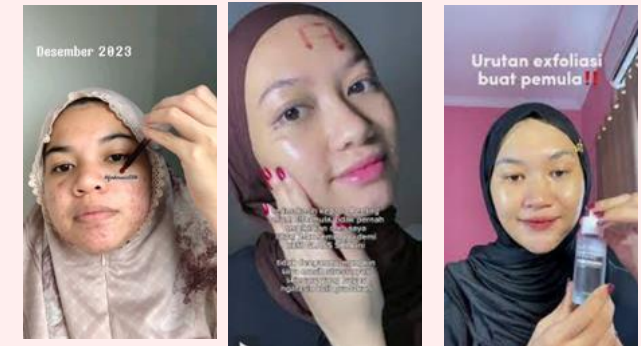
Most of the brand are highlighting the usage of **real ingredient** and exposed them in the product or **on the claim**. The brand storytelling also highlighting the story of the origin of the ingredient, the history of usage, and the **proven benefits**.

MASSIVE COLLABORATION WITH AFFILIATOR



The past few years, brands have done massive live-selling through platform like Tiktok/Shopee. Entering 2025, brands start to explore collaboration with **affiliators to expand their selling-channel while also spreading brand review and awareness**.

MORE ONE TONE VOICE USER GENERATED CONTENT



Learning from competitor, they can create a **one tone message and one gesture that iconic** and that activate brand recall, satisfaction, and persuade audience to try

2025 OBJECTIVE

Social Media Branding & Social Commerce

- Guard **Pigeon Teens brand positioning as skincare and makeup products for teenagers** through all marketing tools
- Partner with **200 KOLs with specific objective** (product knowledge, virality, or conversion)
- **Explore and improve KOC & Affiliator** as marketing channel to expand our market

E-Commerce

- Shop detail (**PDP and prodesc**) optimization
- **Digital Ads** (CPAS, Tiktok Ads, and Google Ads Optimization)
- **Seasonal promotion** for product focus, regular flash sale
- Join **e-commerce package** (Ramadan)

Trade

- Support **Pareto activities**
- Store branding (**POSM**)
- **Gift with Purchase** support

Activities

- **Beauty events** (X-Beauty, Regional Event)
- **School to School**
- **Community & Affiliate** Event

STRENGTHENING BRAND POSITIONING

KEY OPINION LEADER

- Every month, at least **maintain 1 teenage macro/mega KOL** then boost
- **Brief** highlighted teenagers skin, and **skincare safety for teens**
- Every quartal, or **dedicate time to focus on parents education**

SOCIAL MEDIA

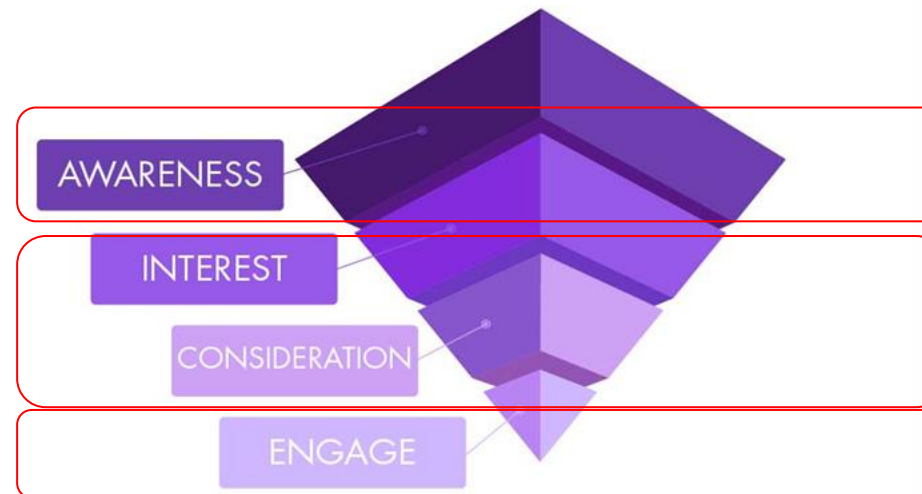
- Develop seasonal content about teenagers issue (**teenage corner**)
- Make our social media like majalah gadis/kawanku in the past days.
Pool of teenage trend, issue, activities, thoughts

COLLABORATION

- Initiate collab with KOLs/brand/events related to teens (langsung explore cast AOC, winner gadis sampul, abang none, anak artis, etc)
- School events
- Brand-brand with the same consumer profiles

Activity

KOCs & AFFILIATOR



SOCIAL MEDIA

Increase product visibility on Tiktok :

- 100-150 nano/micro KOLs
- 15 macro KOLs
- 2-5 mega KOLs

Drive audience to transaction :
2 KOCs top kreator

- Grade : top kreator
- Time : twindate, payday
- SOW : live stream
- CPS : 20%

Drive audience to transaction :
50-100 affiliator/month
(shopee+tiktok)

- Time : monthly
- SOW : Live stream/video (6-10 video/month)
- CPS : 14%-15%

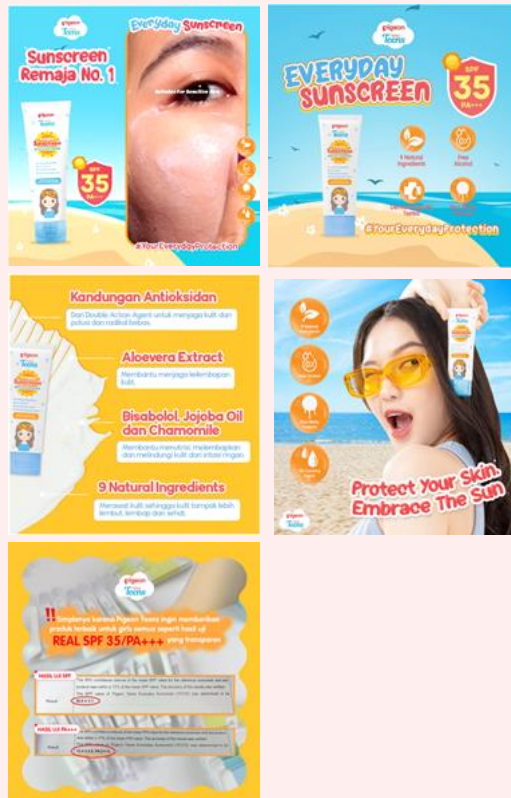
Activity

pigeon
ビジョン
Teens

LEVEL UP

SHOP OPTIMIZATION

Product Information



Digital Ads



E-comm Package



TRADE SUPPORT

POSM



Product Experience



GWP



Support Pareto



Activity

pigeon
ピジョン
Teens

LEVEL UP

X-Beauty Series



Regional Event

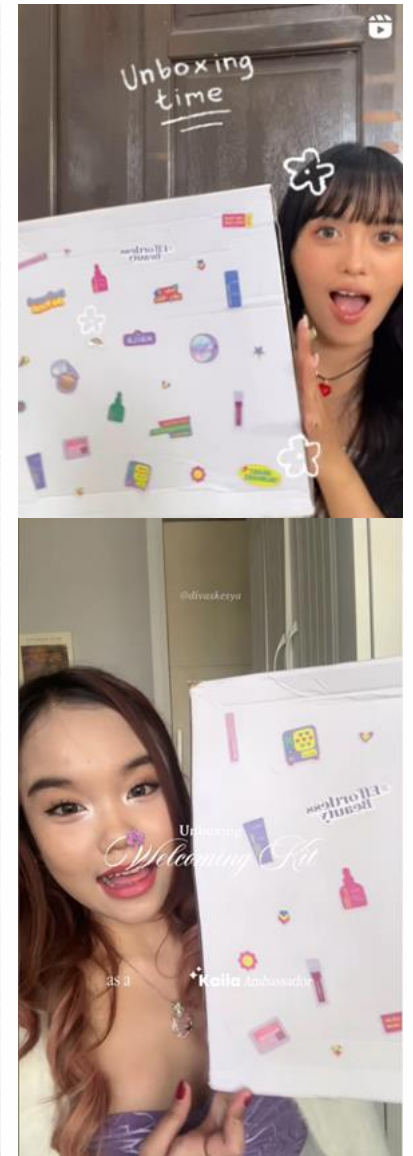


Community



Kaila Ambassador

Kaila meluncurkan program *community engagement* yang bertujuan untuk membangun komunitas yang loyal dan dapat memperkuat branding Kaila secara organik melalui *word-of-mouth marketing* dan *user-generated content*.

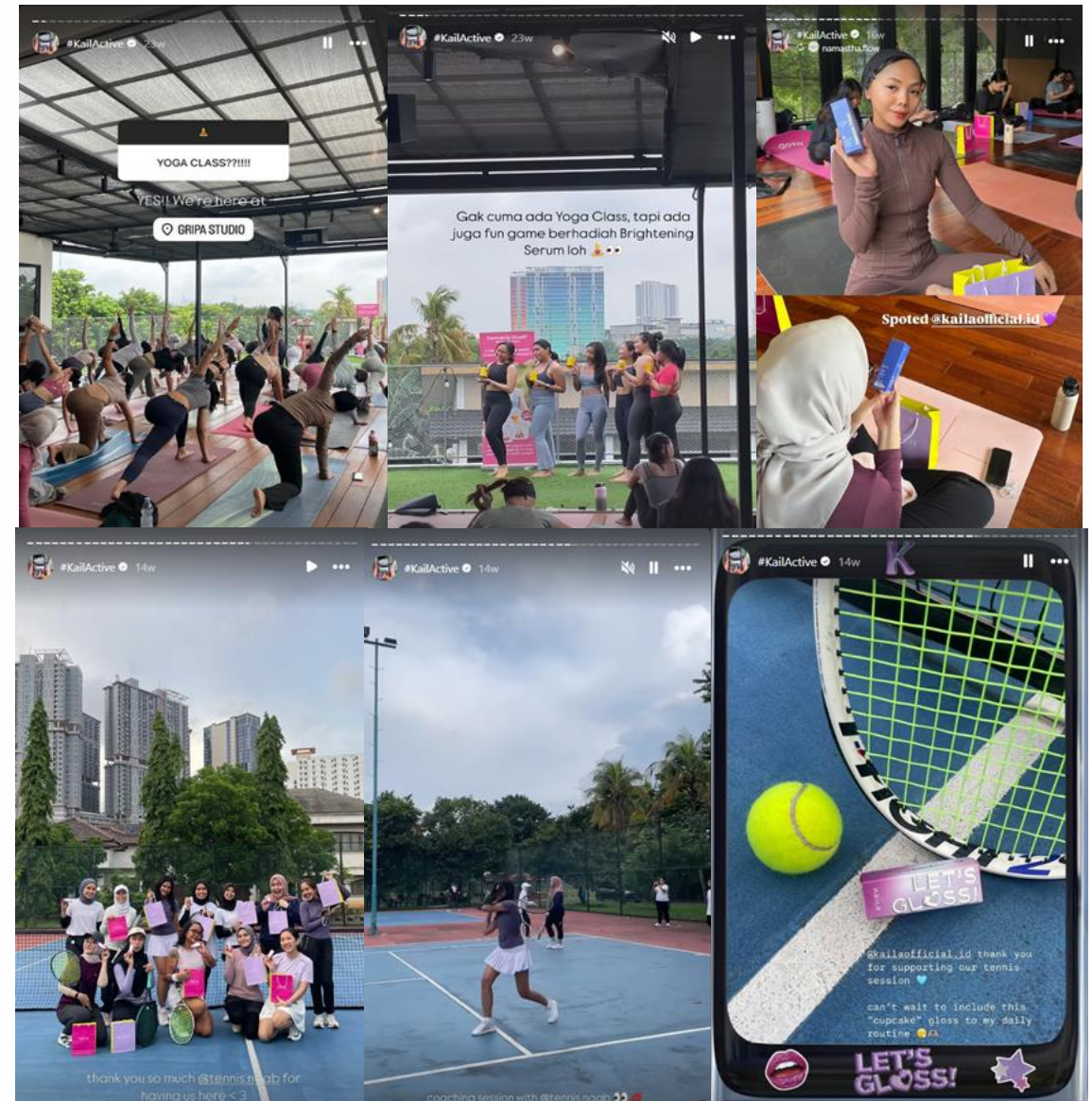


Activity

2024 Activity Highlight

#KailActive

Desember 2024 Kaila memulai #KailActive, kegiatan brand activation yang secara rutin mengadakan/mensponsori kelas fitness, wellness events, dan lifestyle communities (yoga, running, tennis, etc.) Bertujuan untuk memperkuat *brand presence* Kaila, menjangkau audiens baru, dan meningkatkan visibilitas melalui offline activation.



Kaila's looking for
Brand Ambassador



kaila

2025 Objective

1

Memperkuat merek Kaila Beaute dengan meningkatkan kepercayaan dan keterlibatan konsumen.

2

Mendorong pertumbuhan omnichannel dengan fokus pada strategi digital

3

Memperluas jangkauan pasar dan keterlibatan komunitas untuk membangun loyalitas pelanggan.

4

Mendukung penjualan dengan membuat kampanye inovatif yang meningkatkan visibilitas.

Terima Kasih