



VICTORIA CARE  
INDONESIA

# COMPANY PROFILE

# Introduction

FROM **CEO**



In 1988, the first company named PT. Karya Asri Perdana Mandiri was established, focusing on trading and distributing of cosmetics and perfumery items.

This has been the first milestone for Billy Hartono Salim, who previously has an accounting background and had worked as an accountant in several well-known companies, but his enthusiasm for entrepreneurship has encouraged him to be involved in the trading and distribution of cosmetic goods.

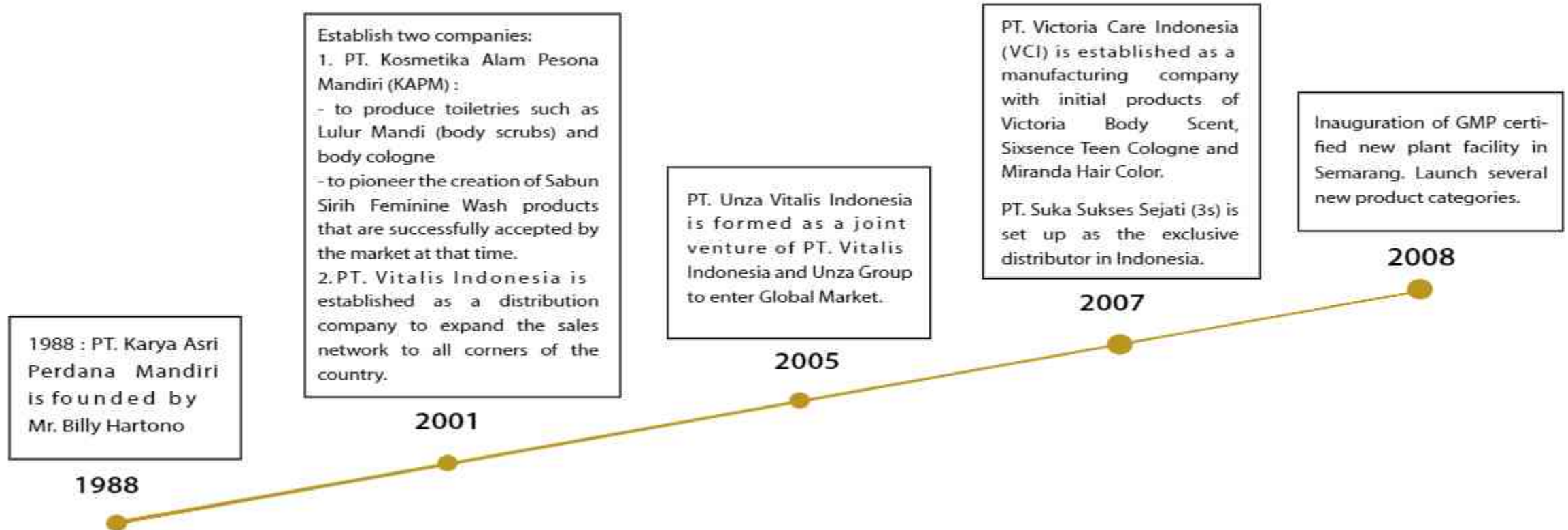
"Starting from a small office space and assisted by only 5 co-workers, gradually with persistent efforts, honesty-based hard work, the company has grown rapidly within few years and ultimately we were able to set up our own facilities to manufacture and build our own products and brands", he mentioned.

**Billy Hartono Salim**  
*Chief Executive Officer*

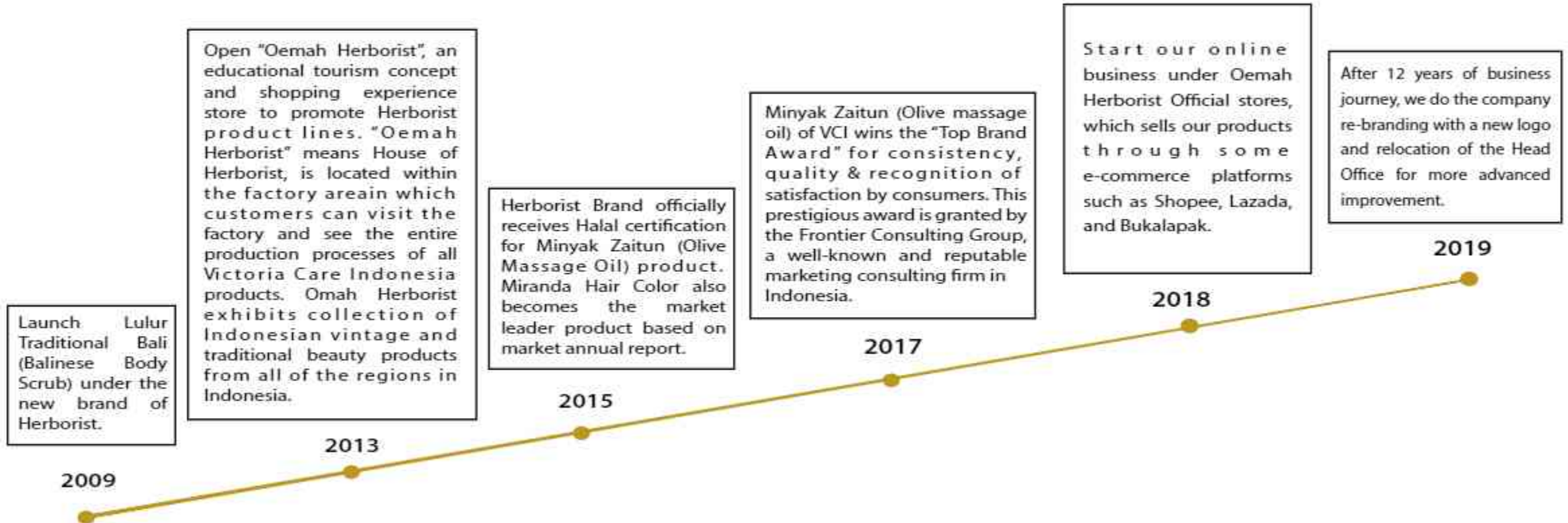
Along with all the experiences gained in marketing and producing cosmetics, fragrances and toiletries, Billy Hartono Salim is committed to continuously innovate and create high and good quality Personal Care products that are beneficial to consumers in the market. Up to now the positive impact of the market acceptance has proven to be the key factor in increasing of the number of sales.

In closing, a special note will always be a reminder for Billy Hartono Salim to give thanks for all the encouragement from family, friends and business relations and be grateful for the generous blessings of Almighty God.

# History



# History



## OUR VISION

To become the best Cosmetics and Toiletries Company in ASIA

## OUR MISSION

To create high quality cosmetics and toiletries products that are beneficial to the community and easy to obtain based on our Corporate Values

## OUR CULTURE

- 1 SMART  
Take action, decision and run the company with the best approach
- 2 SPEED  
Efficient working pace and decision making based on accurate information
- 3 SIMPLE  
Simplify working procedures according to our Corporate Values

## TAGLINE

"INNOVATION FIRST"

Always create new innovations to strive to be the best

## 6 G's CORPORATE VALUES

- 1 GLOBAL VISION  
"Look further ahead according to the development of Global Market"
- 2 GLOBAL INNOVATION  
"Create new breakthroughs in any fields"
- 3 GLOBAL DISTRIBUTION  
"Build strong and extensive business networks, both locally and globally"
- 4 GLOBAL EMPOWERMENT  
"Give trust and authority to employees to carry out their duties and responsibilities"
- 5 GLOBAL COMPETENCE  
"Have high competence to win in International competition"
- 6 GLOBAL REPUTATION  
"Gain and maintain a good company reputation, both locally and globally"

# CSR Program HIGHLIGHTS

March - April 2020

CSR Program of Herborist Hand Sanitizer - VCI is active in supporting Indonesia Government in the efforts to prevent the spread of COVID-19 in the cities that are declared as Red Zone area. The CSR program has covered Provincial Government of Central Java and Bali, including one of the hospitals in Indonesia capital city, Gatot Subroto Army Hospital (RSPAD) Jakarta.



# CSR Program HIGHLIGHTS

April - May 2020

VCI is committed to support Indonesia Government to prevent the spread of COVID-19 by keep providing CSR Programs which have covered Provincial Government of West and East Java.



## *Our Location*

### HEAD OFFICE

PT. Victoria Care Indonesia  
Jl. Puri Lkr. Dalam Jl. Puri Indah Raya  
Blok T No.8, RT.1/RW.2, Kembangan  
Kec. Kembangan, Kota Jakarta Barat, 11610  
DKI Jakarta - Indonesia



### FACTORY

PT. Victoria Care Indonesia  
Kawasan Industri Candi Blok 5A No.8  
Gatot Subroto Krapyak Ngaliyan  
Phone: (62 24) 766 33311  
Semarang - Indonesia



# Distribution Coverage

## Distribution Network

Distribution of PT. Victoria Care Indonesia's products is supported by 6 direct exclusive branches, and 16 sub branches :

### **Jakarta 1**

Komplek Industri dan Pergudangan Semanan Megah

Kav.10 No.3 Blok D Jalan Daan Mogot Km.18

Jakarta - Indonesia

**Sub Branch : Serang**

### **Jakarta 2**

Jalan H. Naman Gang Swakarsa III/60A, RT.011/RW.03

Kel. Pondok Kelapa, Kec. Duren Sawit

Jakarta Timur 13450 Jakarta - Indonesia

**Sub Branch : Bogor, Karawang**

### **Bandung**

Komplek Industri Cibolerang

Jalan Cibolerang No.203 Kav.62

Bandung - Indonesia

**Sub Branch : Cicalengka-Bandung, Cirebon,  
Tasikmalaya, Purwakarta, Sukabumi**

# Distribution Coverage

## **Semarang**

Kawasan Industri Candi Blok 5A No.8  
Gatot Subroto Krapyak Ngaliyan  
Semarang - Indonesia

**Sub Branch : Kudus, Pekalongan, Yogyakarta, Solo**

## **Surabaya**

Komplek Pergudangan Sinar Gedangan Blok B2,  
Jalan Wedi Betro Gedangan Sidoarjo

**Sub Branch : Jember, Malang, Kediri, Madiun**

## **Bali**

Jalan Kebo Iwa Selatan No. 11 Padang Sambian  
Denpasar - Indonesia

# Distribution Coverage

## Distributor & Outlet

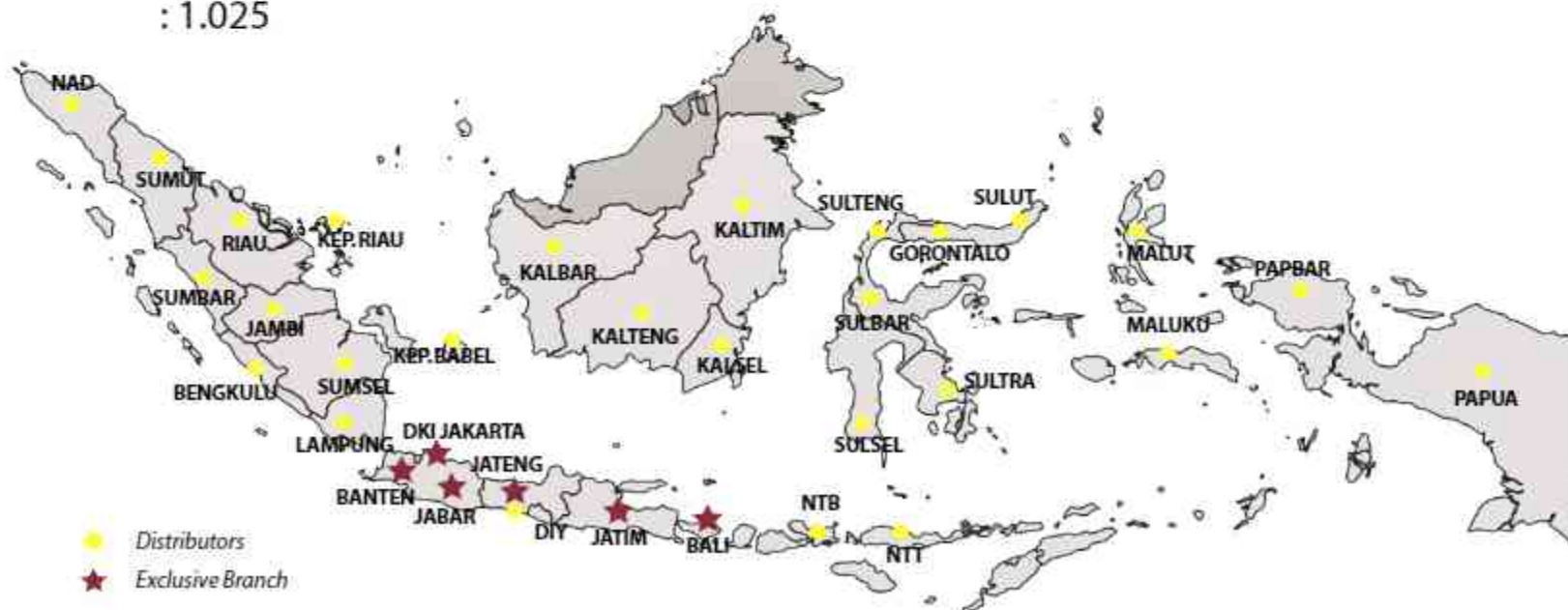
### 32 Distributors :

Aceh, Kisaran, Medan, Pekanbaru, Padang, Palembang, Bengkulu, Jambi, Lampung, Bangka Belitung, Batam, Pontianak, Banjarmasin, Samarinda, Makassar, Kendari, Palu, Manado, Kupang, Luwuk, Ambon, Irian Jaya, Sorong, NTT, Bau-Bau, Ende, Tarakan, Cilacap.

### Outlets :

Traditional Wholesaler : 3.158  
Key Account : 1.949  
Other : 1.025

Traditional Retailer : 61.595  
Modern Retailer : 9.017



# Factory HIGHLIGHT

Inaugurated on April 26, 2007, PT. Victoria Care Indonesia announced the start of the operation of cosmetics and toiletries factory and its facilities on an area of 1.250 square meters located in the city of Semarang - the capital city of Central Java.

With around 600 workers, the factory consists of Production, R&D and QC departments, supported by high standardization of manufacturing machinery and laboratories, the factory goal is to achieve increase in market demand and extra facilities for future development.

Victoria Care Indonesia factory has also received GMP (Good Manufacturing Process) certification from BPOM (Indonesian Food and Drug Administration) to make sure that each of our products produced and processed to meets both local and international quality standards.



# Factory HIGHLIGHT

## Production Line :

- Liquid
- Cream
- Body scrub
- Lotion
- Perfume
- Soap



# Factory HIGHLIGHT

## Research Development

The R&D department is at the heart of innovation; a team with high experience in the Cosmetics and Toiletries development.

We keep updating our knowledge and skill with the World Cosmetic development and do our best to create new product breakthrough.

Each new product development must pass through various testing standards before getting the formula and registration approval by BPOM.

Equipped with laboratory and advanced supporting facilities and machinery to make sure that every product formulation is tested and passed stability test.

## Quality Control

Quality control department works maximally to ensure and maintain the quality standards of goods produced by the factory has been in accordance with the specifications and quality standard approval by BPOM.

## Quality Assurance

The quality assurance department works to ensure the quality of the products circulated in the market remain under supervision and well maintained by periodic checks.

# *factory* **HIGHLIGHT**



**Packing &  
Warehousing**



# Certification

  
REPUBLIK INDONESIA  
REPUBLIC OF INDONESIA

**BADAN PENGAWAS OBAT DAN MAKANAN RI**  
National Agency for Drug and Food Control Republic of Indonesia

Sebelum dengan Keputusan Kepala Badan Pengawasan Obat dan Makanan RI (Badan POM RI) No. HK.00.03.4.2019 tanggal 28 Oktober 2019 tentang Penerapan Cara Pembuatan Kosmetik yang Baik (CPKB), Kepala Badan POM RI dengan ini memberikan :

*In witness whereof, the Director of the Head of the National Agency for Drug and Food Control Republic of Indonesia (BADAN POM RI) No. HK.00.03.4.2019 dated October 28, 2019 on the Head Manufacturing Practices for Cosmetics, hereby the Head of BADAN POM RI certifies :*

**SERTIFIKAT**  
A CERTIFICATE

*Cara Pembuatan Kosmetik yang Baik*  
*(Good Manufacturing Practices for Cosmetics)*

|                                      |                                                                  |
|--------------------------------------|------------------------------------------------------------------|
| Nama Sertifikat / Certificate Number | ST.00.03.423.11.13.06.001                                        |
| Kepada / To                          | PT. VICTORIA CARE INDONESIA                                      |
| Alamat / Address                     | Rumahan Industri Candi Blok SAE, Ngipeten, Semarang, Jawa Tengah |
| Produk / Product                     | HK.07.00.06.0101012                                              |
| Tanggal Issu / Issued Date           | 18 Agustus 2019                                                  |
| Untuk Berakhir / Validity Period     | 12 Bulan / 12 Months                                             |
| Untuk Berakhir / Validity Period     | 12 Bulan / 12 Months                                             |
| Untuk Berakhir / Validity Period     | 12 Bulan / 12 Months                                             |

Sertifikat ini akan diberikan apabila terdapat perusahaan yang memproduksi obat dengan cara pembuatan kosmetik yang baik berdasarkan Keputusan Kepala Badan Pengawasan Obat dan Makanan RI No. HK.00.03.4.2019 tanggal 28 Oktober 2019.

*Should there occur any change resulting in discontinuation of Good Manufacturing Practices for Cosmetics in accordance with the Director of the Head of the National Agency for Drug and Food Control Republic of Indonesia No. HK.00.03.4.2019 dated October 28, 2019, this certificate shall be revoked.*

Jakarta, 18 November 2019

At: KEPALA BADAN PENGAWAS OBAT DAN MAKANAN RI  
HEAD OF THE NATIONAL AGENCY FOR DRUGS AND FOOD CONTROL  
Departemen Pengawasan Obat Tradisional, Kosmetik dan Produk Herbal  
Department of Traditional Medicine, Cosmetic and Complementary Product Control

Drs. T. Nurhidayah, M.Pd., Apt., M.Pharm



  
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| Alamat / Address                     | Rumahan Industri Candi Blok SAE, Ngipeten, Semarang, Jawa Tengah |
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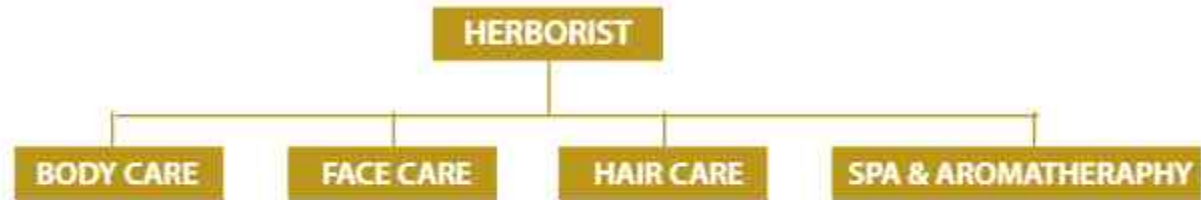


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# **BRAND & PRODUCT**

# Brand OVERVIEW

PT. Victoria Care Indonesia currently produces several home brands to suit each category of segment with following highlights:

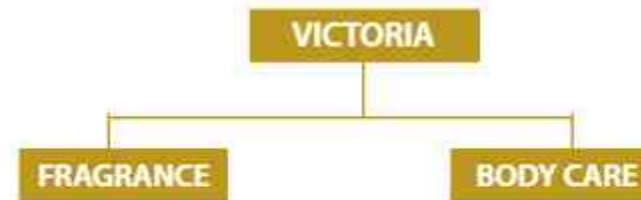


Herborist is a traditional Balinese inspired spa treatment product for women and men. The products are manufactured in a modern facility and with the highest quality standard.

# Brand OVERVIEW

PT. Victoria Care Indonesia currently produces several home brands to suit each category of segment with following highlights:

## Victoria

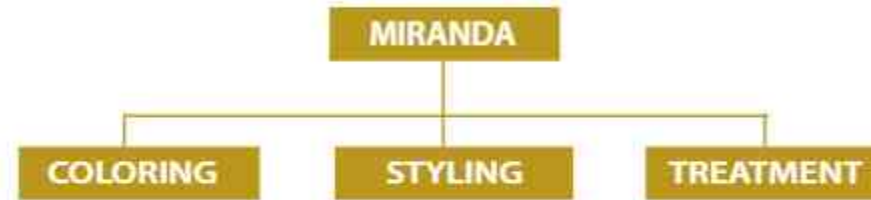


Victoria is a brand for fragrance and personal care for women. The products are made with the finest and world class perfume for your luxury lifestyle.

# Brand OVERVIEW

PT. Victoria Care Indonesia currently produces several home brands to suit each category of segment with following highlights:

**MIRANDA<sup>®</sup>**  
H A I R C A R E



Miranda is a trendy and affordable hair coloring, hair treatment and hair styling products. Miranda focuses on hair coloring and hair care products for women and men.

Brands



VICTORIA CARE  
INDONESIA

Herborist   
*Beauty by Nature*

MIRANDA<sup>®</sup>  
H A I R C A R E

Victoria

SECRET   
CLEAN  
Stay clean, stay healthy

# Product HIGHLIGHT



Traditional  
Balinese Scrub



Feminine Wash



Coconut Series



Rice & Milk Soap



Lemongrass Soap



Virgin Coconut Oil



Olive Series



Aromatherapy



Aloe Vera Series



Hand Sanitizer



Frangipani Series



Natural Body Scent



Body Butter



Eau De Toilette

# Product HIGHLIGHT



Eau De Cologne  
Sixsence Victoria



Eau De Cologne



Eau De Toilette



Body Scent Hijab



Eau De Toilette Hijab



Hand & Body Lotion Hijab



Hand & Body Lotion



Shower Cream



Face Soap



Iria Snail White  
Hand & Body Lotion,  
Shower Cream



Shower Cream Refill

# Product HIGHLIGHT



Premium Hair Color



Hair Dye



Magic Hair  
Color Shampoo



Hair Vitamin



Hair Serum



Keratin Series



Hair Vitamin



Hair Mask



Pomade



Hair Color Cream



Miranda Professional

# Product HIGHLIGHT



**70%  
ALCOHOL**

**Kills germs\* without rinse**

**Made from 70% Ethyl Alcohol**

**With Aloe Vera extract to keep your skin soft and does not dry out your skin**

**Suitable for all skin types**

**Handy**

**SECRET CLEAN**  
ANTISEPTIC  
**HAND SANITIZER**  
GEL  
Cleanses Hands Without Water  
80 ml

# Product HIGHLIGHT



Disinfectant



Bar Soap



Hand Sanitizer Gel



Antiseptic Hand Soap



Hand Wash



Toilet Seat  
Disinfectant



Hygiene  
Spray



Hygiene  
Perfume