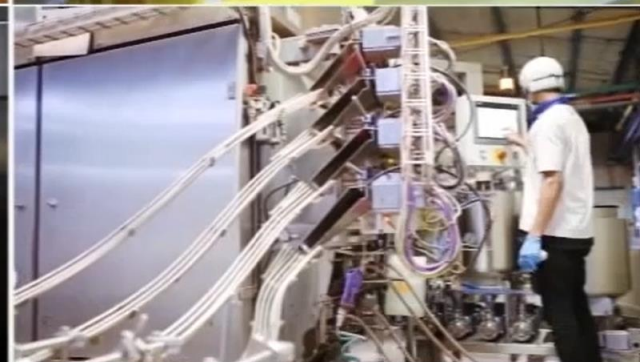




COMPANY PROFILE





OUR HISTORY



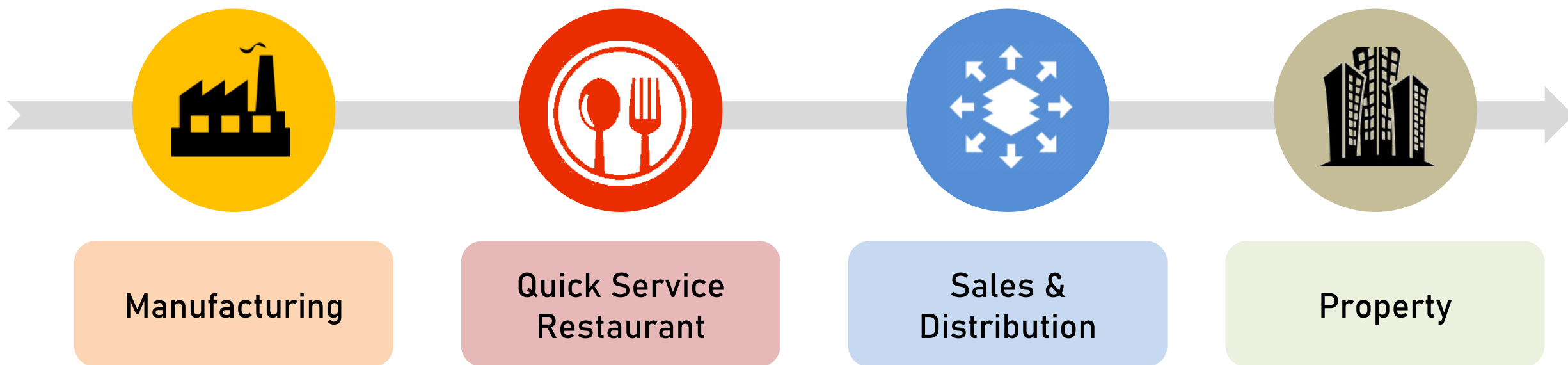
Documentation: Nabati's first factory

Jl. Soekarno Hatta 112 Bandung

NABATI

- Founded by Krisdianto Lesmana & Ida Lesmana
- **First Factory**
7 JULI 1985 - Jl. Soekarno Hatta 112 Bandung (HEAD OFFICE)
- From Home industry to Global Company

CORE BUSINESS





OUR VISION & MISSION

VISION

We improve the society's quality of living through high quality food and beverage production, innovative and oriented to the consumers' needs. All of these are supported by competent human resources to provide added value for our stakeholders.

MISSION

We innovate in creating nutritious food and beverages to provide added value at every stage of human life



NABATI GROUP



PT. KALDU SARI NABATI
INDONESIA



PT. RICHEESE KULINER
INDONESIA



PT. PINUS MERAH
ABADI



NABATI FOOD Pte., Ltd.,



PT. KIEBER PROPERTINDO



NABATI GROUP

1,348,181
TOTAL OUTLETS WORLDWIDE



NABATI GROUP



PT. Kaldu Sari Nabati
Indonesia (2002)

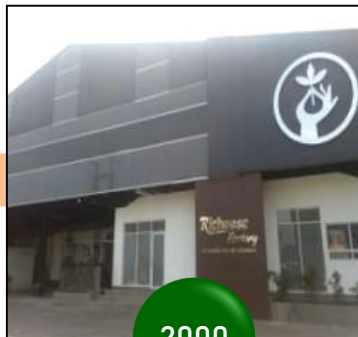


2007 :
Invented & Launch The First Cheese Wafer



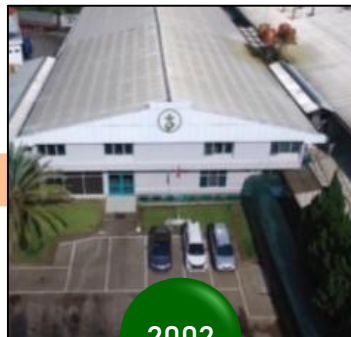
1985

First Factory at
Soekarno Hatta 112
Bandung - Indonesia
(Now : Nabati Head
Office)



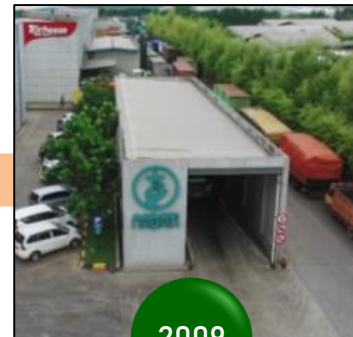
2000

Factory at Bojong,
Bandung - Indonesia
(Now : RKI Head
Office)



2002

Factory at Cicalengka
- Indonesia



2009

Factory at Rancaekek
- Indonesia



2015

Factory at Chennai -
India



2016

Factory at
Majalengka -
Indonesia





NABATI GROUP



2020	
Fox	92 Lines
Swak	30 Lines

103

Lines of Wafer

13

Wafer Roll

7

Lines of Biscuits

37

Lines of Confectionary

18

Lines of
Extruded Snack



NABATI GROUP



PT. Richeese Kuliner Indonesia (2011)

Quick Service Restaurant Chains



2011

First Outlet Paris Van Java Mall, Bandung - Indonesia

JAWA

- ✓ Bandung
- ✓ Cirebon
- ✓ Garut
- ✓ Jakarta
- ✓ Bogor
- ✓ Depok
- ✓ Tangerang
- ✓ Bekasi
- ✓ Karawang
- ✓ Malang
- ✓ Semarang
- ✓ Serang
- ✓ Sidoarjo
- ✓ Solo
- ✓ Sumedang
- ✓ Surabaya
- ✓ Tegal
- ✓ Yogyakarta

SUMATERA

- ✓ Padang
- ✓ Palembang
- ✓ Batam
- ✓ Medan
- ✓ Riau

KALIMANTAN

- ✓ Bontang
- ✓ Banjarmasin
- ✓ Palangkaraya
- ✓ Banjar Baru
- ✓ Balikpapan
- ✓ Samarinda

SULAWESI

- ✓ Kendari
- ✓ Makassar
- ✓ Manado

LOMBOK

BALI

8 Years

2019

TOTAL **181**

Richeese Factory Outlet
(per Desember 2019)



NABATI GROUP



2019

181 OUTLETS

FOR RICHEESE
FACTORY

RICHEESE FACTORY





NABATI GROUP



Nabati Food Pte.Ltd. (2011)

International Marketing & Distribution



EGYPT

Burkina Faso
Egypt
Gabon
Libya
South Africa

MALAYSIA

Brunei Darussalam
Malaysia

KSA

Afghanistan
Bahrain
KSA
Maldives
Oman
Palestine
Saudi Arabia

TAIWAN

Fiji
Fiji Island
Hongkong
Macau
Marshall Island
Micronesia
Solomon Island
Taiwan

CAMBODIA

CHINA
MEXICO
MYANMAR
NIGERIA
PHILIPPINES
SAUDI ARABIA
SOUTH KOREA
THAILAND
VIETNAM



TOTAL **15**
Group Countries



NABATI GROUP

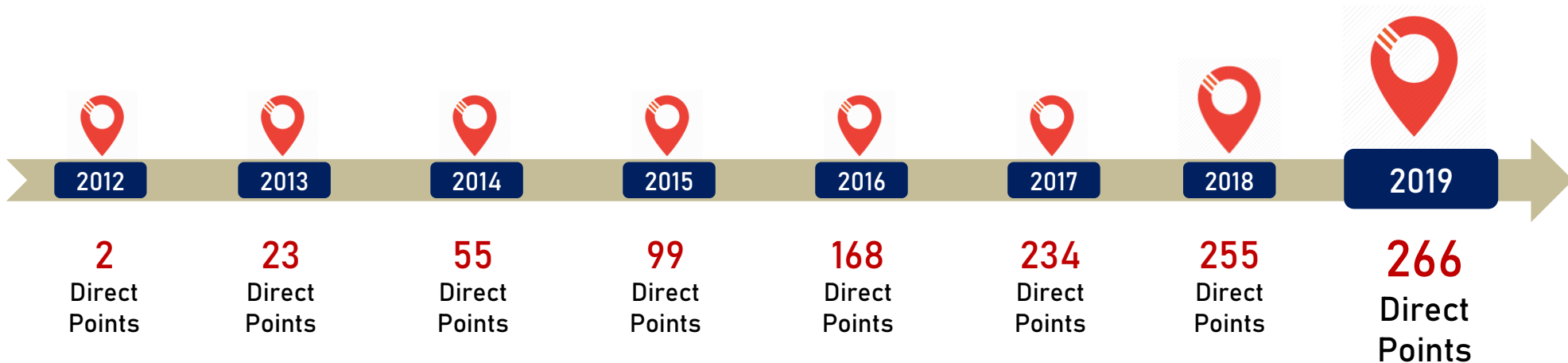


PT. Pinus Merah Abadi – Distribution (2012)

Local Distribution Company



2012



TOTAL **302**
NATIONAL POINTS

94 Branches, 172 Depots/Cell
Points, 35 Sub Distributors (Indirect)

NABATI GROUP

2019

PMA REGISTER
OUTLET IS
CONSIDER OF :
498,000

PT. PINUS MERAH ABADI





NABATI GROUP



PT. Pinus Merah Abadi – Distribution (2012)

Our Other Principals for distribution





OUR PRODUCTS



OUR BRANDS

WAFER CATEGORY



Nabati Wafer



Roll's



Time Break

CONFECTIONERY CATEGORY



AMO



Nabati Pasta

SNACK CATEGORY



SIIP



AHH



NABATI QUACI

BISCUIT CATEGORY



Nextar



VERVET



Bisvit Selimut



SANDWICH

Bisvit Sandwich



KELAPA

Bisvit Kelapa



Gatito



GRAKER



MALKIZ



CATEGORY – WAFER

NABATI WAFER





CATEGORY – WAFER

NABATI WAFER





CATEGORY – WAFER

NABATI ROLL'S





CATEGORY - WAFER

NABATI TIME BREAK





CATEGORY – CONFECTIONERY

AMO





CATEGORY – CONFECTIONERY

NABATI COATED WAFER



NABATI PASTA





CATEGORY – SNACK

NABATI SiiP



NABATI Ahh





CATEGORY – SNACK

NABATI QUACI





CATEGORY – BISCUIT

NABATI NEXTAR





CATEGORY – BISCUIT

NABATI VERVET





CATEGORY – BISCUIT

NABATI BISVIT SELIMUT



NABATI BISVIT SANDWICH





CATEGORY – BISCUIT

NABATI BISVIT KELAPA



NABATI GATITO





CATEGORY – BISCUIT

NABATI GRAKER



NABATI MALKIZ



The image displays three bottles of AMO beverage, each with a distinct color and label design. The bottles are arranged side-by-side against a white background.

- Left Bottle (Green):** Labeled "AMO LEMON C". The label features a yellow background with a green dotted pattern. It includes the AMO logo, a character in a green helmet, and the text "TINGGI VIT C", "MINUMAN RASA LEMON BERKARBONASI", and "BROM RUMAH KASUSOTO".
- Middle Bottle (Brown):** Labeled "AMO COLA". The label features a black background with a red dotted pattern. It includes the AMO logo, a character in a red helmet, and the text "TINGGI VIT C", "MINUMAN RASA KOLA BERKARBONASI", and "100% BROM".
- Right Bottle (Light Green):** Labeled "AMO". The label features a light green background with a pink dotted pattern. It includes the AMO logo, a character in a pink helmet, and the text "TINGGI VIT C", "MINUMAN RASA MELON BERKARBONASI", and "100% BROM".

AWARDS/ACHIEVEMENTS

2009

- Indonesia Best Brand Award (Richeese Nabati)
- Indonesia Best Packaging (Richeese Nabati)
- MURI Award (Richeese Nabati)
- Super Brand Award (Richeese Nabati)
- Word of Mouth Marketing Award (Richeese Nabati)



2010

- Indonesia Best Brand Award (Richeese Nabati)
- Marketing Award
- Top Brand for Kids Award (Nabati Siip & Richeese Nabati)
- Word of Mouth Marketing Award (Richeese Aah & Nabati)



AWARDS/ACHIEVEMENTS

2011

- Indonesia Best Brand Award (Richeese Nabati)
- Social Media Award
- Top Brand Award (Richeese Nabati)
- Word of Mouth Marketing Award (Richeese Nabati & Rolls)



2012

- Indonesia Best Brand Gold Award (Richeese Nabati)
- Social Media Award
- Top Brand Award (Richeese Nabati)
- Top Brand for Kids Award (Richeese Nabati)



AWARDS/ACHIEVEMENTS

2013

- Indonesia Best Brand Platinum Award (Richeese Nabati)
- Top Brand Award (Richeese Nabati)



2016

- Indonesia Best Brand Platinum Award (Richeese Nabati)
- Top Brand Award (Richeese Nabati)
- Top Brand for Kids (Richeese Nabati)
- Great Performing Brand in Social Media



AWARDS/ACHIEVEMENTS

2017

- Outstanding Achievement in Building the Top Brand (Richeese Nabati, Cheese Wafer, Richeese Aah)
- Great Performing Brand in Social Media (Wafer)
- Achievement of Indonesia Best Brand Award for 9 Consecutive Years (Nabati)



2018

- Recognition of Outstanding Achievement in Building Top Brand (Richeese Nabati)
- Recognition of Outstanding Achievement in Building Top Brand for Kids (Richeese Nabati)
- Top 5 Netizen Choice in Biscuit Product Category
- Indonesia Top Choice Award (PT. KSNI)





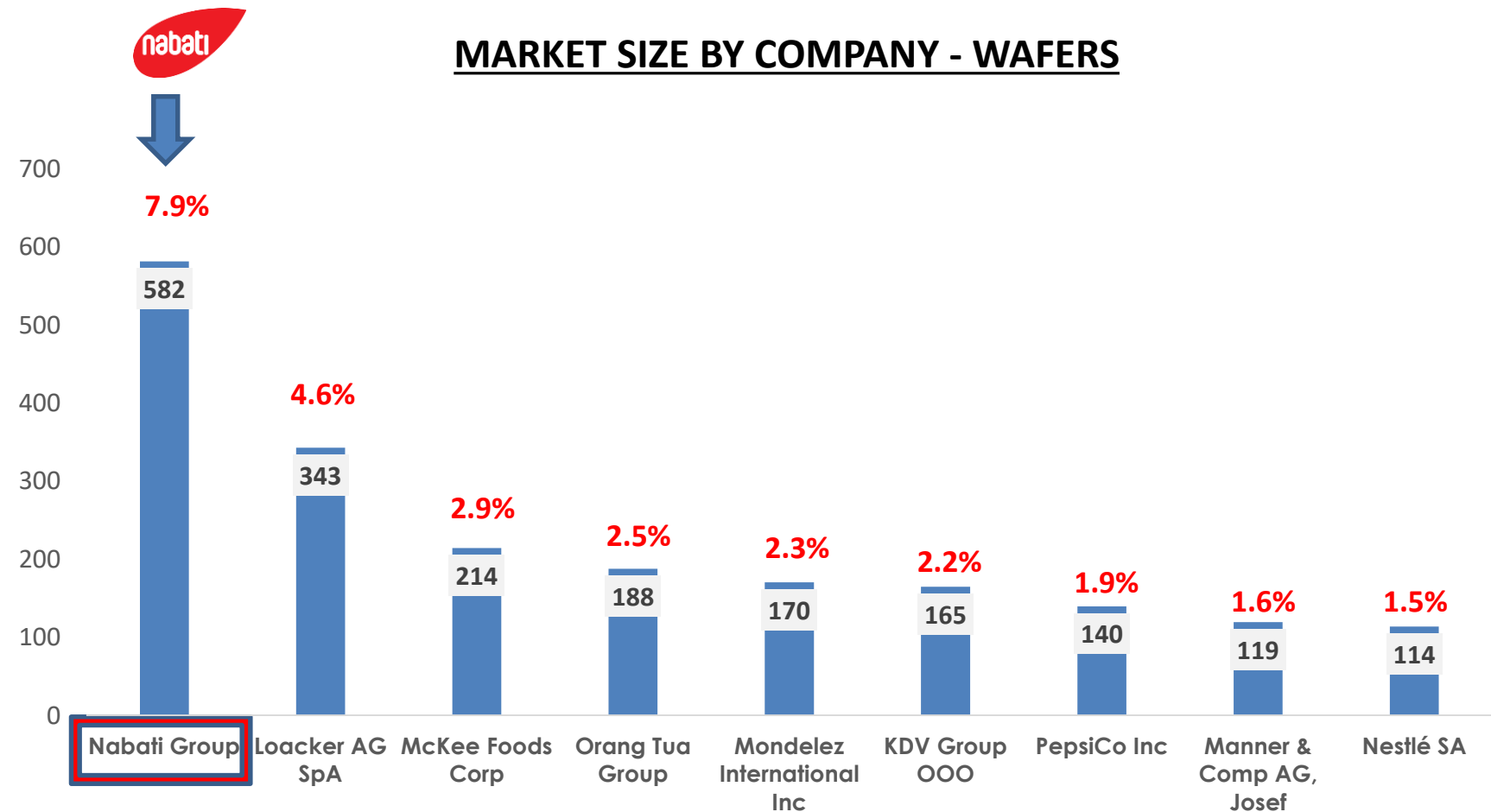
MARKET UPDATE

- EUROMONITOR & NIELSEN -



WORLD MARKET SIZE : USD 7,397 MIO

MARKET SIZE BY COMPANY - WAFERS





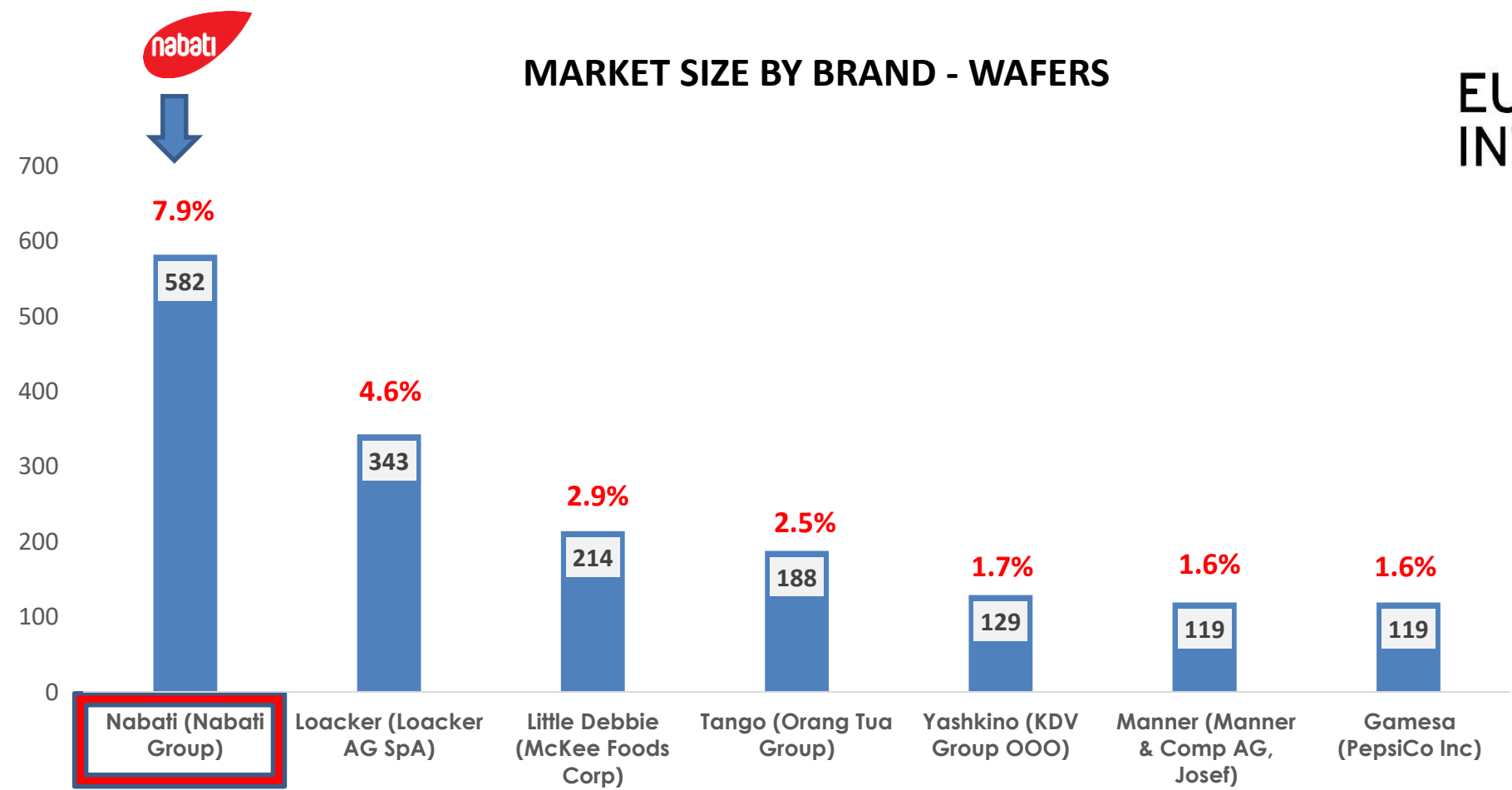
EUROMONITOR - 2019



WORLD MARKET SIZE : USD 7,397 MIO



MARKET SIZE BY BRAND - WAFERS



Market size in USD Mio

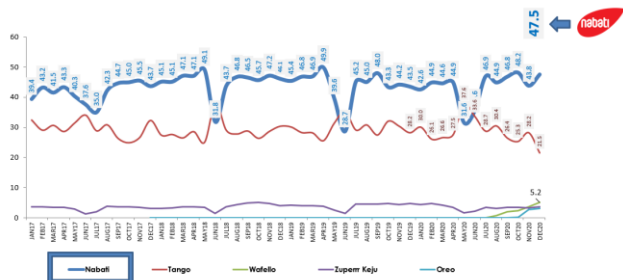


NIELSEN DATA - WAFER



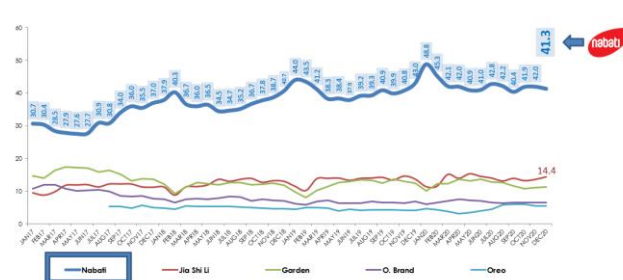
INDONESIA - #1 (MS 47.5%)

Market Size: IDR 4.907 Bio



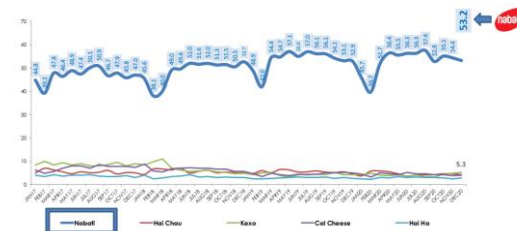
CHINA - #1 (MS 41.3%)

Market Size: USD 250 Mio



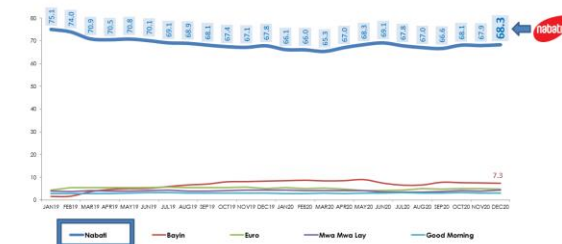
VIETNAM - #1 (MS 53.2%)

Market Size: USD 44 Mio



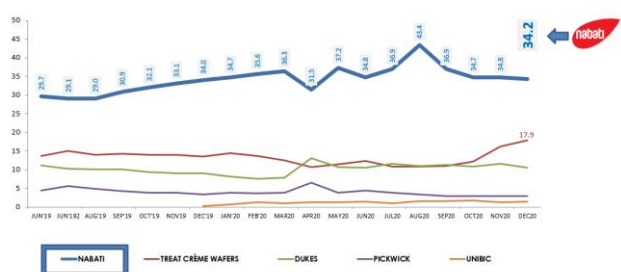
MYANMAR - #1 (MS 68.3%)

Market Size: USD 9 Mio

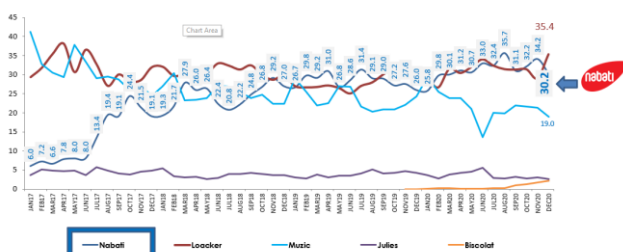


INDIA - #1 (MS 34.2%)

Market Size: USD 68 Mio

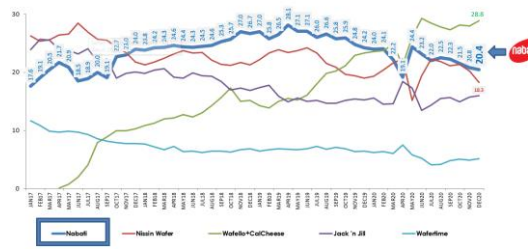


MALAYSIA - #2 (MS 30.2%)



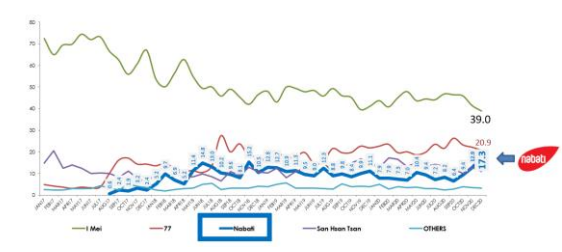
PHILIPPINES - #2 (MS 20.4%)

Market Size: USD 114 Mio



TAIWAN - #3 (MS 17.3%)

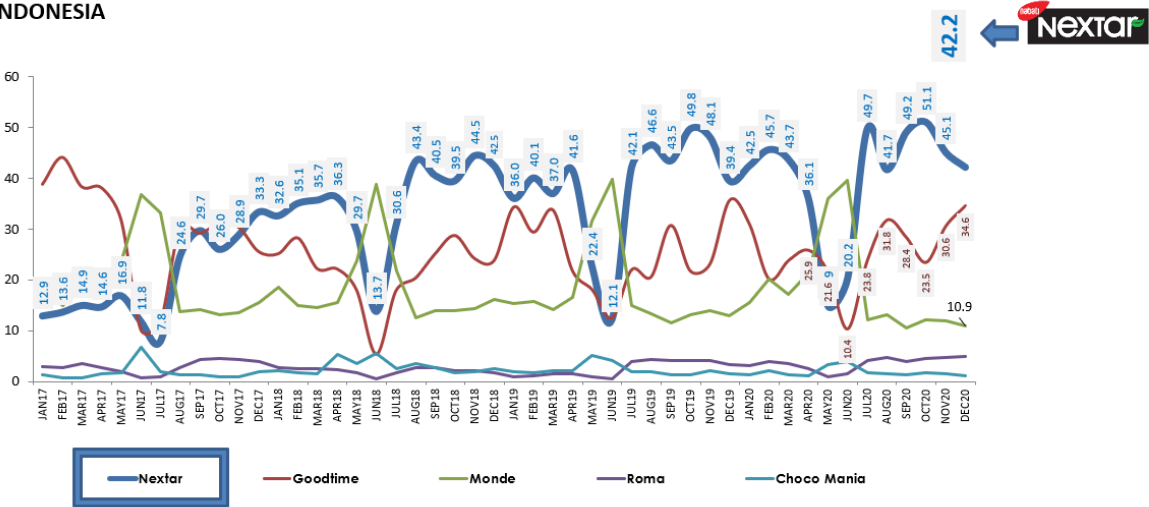
Market Size: USD 29 Mio





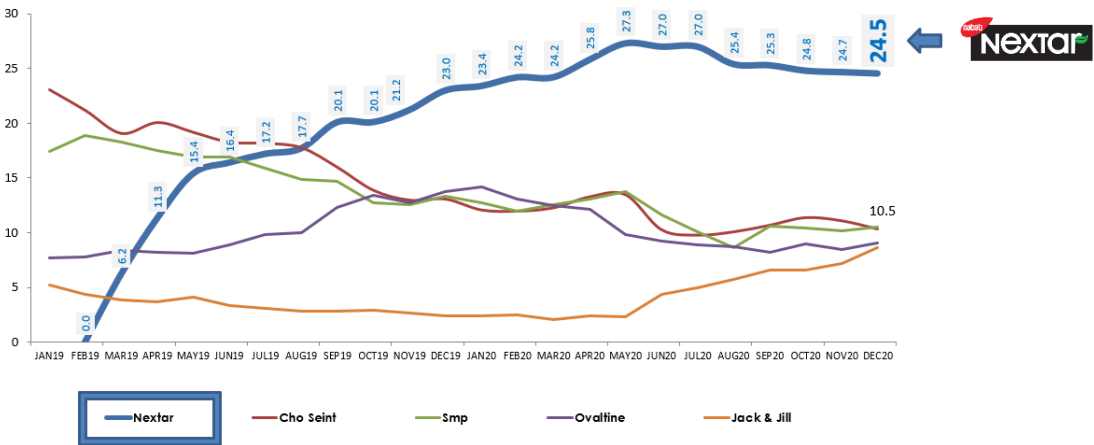
INDONESIA - #1 (MS 42.1%)

Market Size: USD 101 Mio
INDONESIA



MYANMAR - #1 (MS 24.5%)

Market Size: USD 3,2 Mio





Thank You