



## **RANC ON CREATING A SEAMLESS O2O EXPERIENCE FOR CUSTOMERS AND CONTINUING DEEP CARES FOR COMMUNITY**

JAKARTA, 13 August 2021 - PT Supra Boga Lestari Tbk (“RANC”) has announced its 2021 first semester results with net revenue reached Rp 1,48 trillion, from 55 stores located in 12 cities in Indonesia. Having 4 brands: Ranch Market, Farmers Market, The Gourmet by Ranch Market and Day2Day by Farmers Market, RANC commits to continue opening more new stores in new cities and to pamper its customers through comfortable and seamless shopping experiences. RANC always strives to bring the best fresh products from Indonesia and around the world to its customers who are more health conscious.

In second quarter of 2021, the growth from e-commerce sales through GetMyStore.com (RANC official e-commerce platform launched in Nov 2020) and other online platforms increased by almost 40% compared to last year. This high sales growth from online represents close to 5% to the total RANC’ revenue. Ever since RANC launched GetMyStore through its majority-owned subsidiary, PT Supra Kreatif Mandiri, demands for online sales have continued to increase.

While other businesses may have to cope with the digital shift from offline to online, RANC has the best of both with a strong presence from offline stores and growing online platforms. RANC has been able to create a seamless Offline to Online (O2O) experience by personalizing customer’s shopping experiences, and that initiative has resulted with significant growth in offline and online sales.

The good performance goes hand-in-hand with RANC’s active participation in Indonesia’s Global Compact Network (IGCN) in efforts to achieve Sustainable Development Goals that were set by the United Nations. This participation aligns the company operations with responsibility principles in the areas of human rights, labor, environment and anti-corruption, and thus creating business strategies which positively impacting the community.

The community care program also extends in forms of donations. For this year alone, RANC helped out orphanages with donations from TRUST (loyalty program) members, contributed to help victims of the Nusa Tenggara Timur natural disaster, helped the community by selling grocery donations through program naming “Share Your Blessing”, donated fresh fruits and vegetables for the animals at Taman Safari, donations in the form of oxygen tanks and medical devices in collaboration with BenihBaik, and the campaign of “Giving by Shopping” where RANC invited its customers to donate when they shopped in the form of sembako to the surrounding community.



By bringing the presence of online commerce into new upcoming stores to have the better O2O synergy and our deep cares for the community, RANC commits to make the shopping experiences for loyal customers easier and more accessible, and to contribute to a healthy business ecosystem and ultimately a healthy society, an opportunity to receive quality goods and services at your doorstep.

**About PT Supra Boga Lestari Tbk (“RANC”)**

Since 1997, PT Supra Boga Lestari Tbk has been continuously bringing forward diverse new supermarkets with innovative concepts to meet different customer needs. Known for its best fresh and best quality products, RANC supermarkets are also pioneer in providing organic, natural and healthy products.

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