



FORTUNA

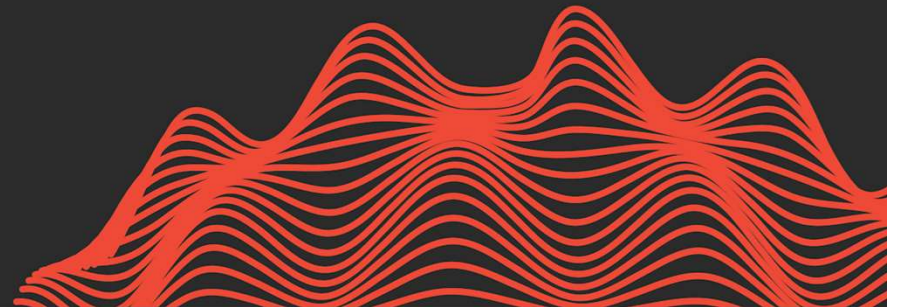
Public Expose

27 November 2020

01:30 PM – 02:30 PM

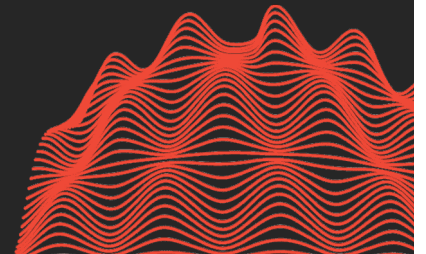
PT Fortune Indonesia Tbk

Jl. R. M. Harsono No. 2, Ragunan, Pasar Minggu
Jakarta Selatan 12550



Daftar Isi

- ① Sekilas Perseroan
- ② Kondisi Industri
- ③ Kinerja Keuangan
- ④ Kinerja Operasional
- ⑤ Kejadian Penting
- ⑥ Tanya Jawab



Sekilas Perusahaan

FORTUNA,

A set of global-minded and Indonesian-rooted consultants, united as a full-service communication agency that believes in strategic creative thinking and a good chemistry in partnership are the root to the creation of an undeniable brand.

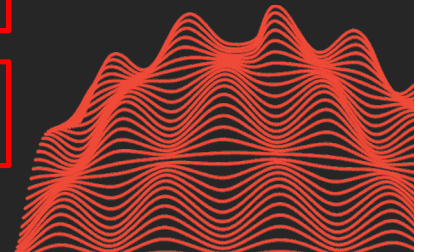
Creative

Digital

Activation

Public Relation

Media



Sekilas Perusahaan

Key Milestones

1970

Berafiliasi dengan Fortune International Australia, Mochtar Lubis mendirikan Perseroan dengan nama PT Fortune Indonesia Advertising Company

2002

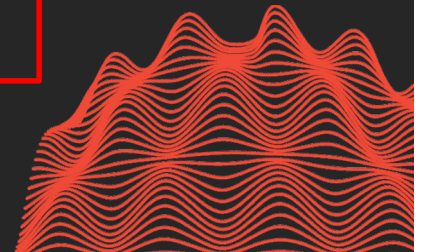
Penawaran umum saham perdana di Bursa Efek Indonesia. Merupakan perusahaan periklanan pertama dan satu-satunya yang melakukan IPO sampai saat ini.

2014

Perusahaan menjadi bagian dari keluarga besar Rajawali Group melalui PT Karya Citra Prima.

2019

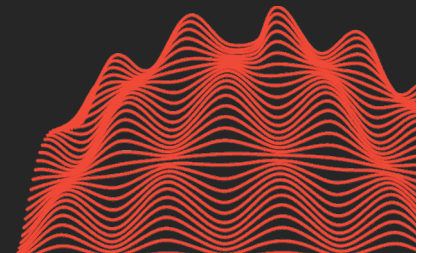
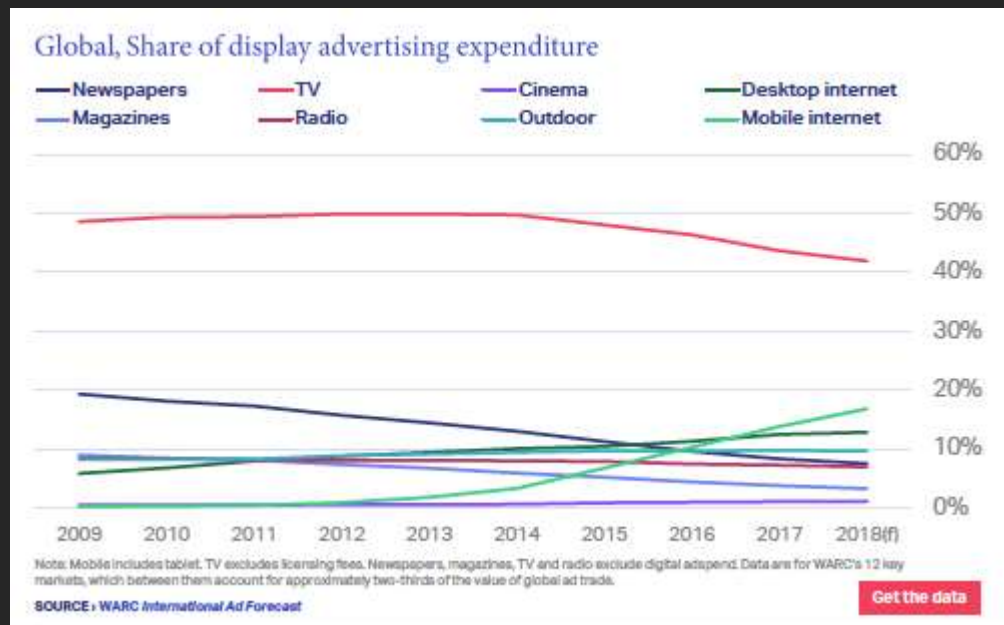
Nama komersial Fortune Grup bertransformasi menjadi Fortuna.



Kondisi Industri

Ads spend in traditional medias, especially in TV, Newspaper, Magazines is continuously falling
Radio and OOH ads spend is relatively maintained.

Online ads spend is continuously increasing, especially for mobile internet



Kondisi Industri

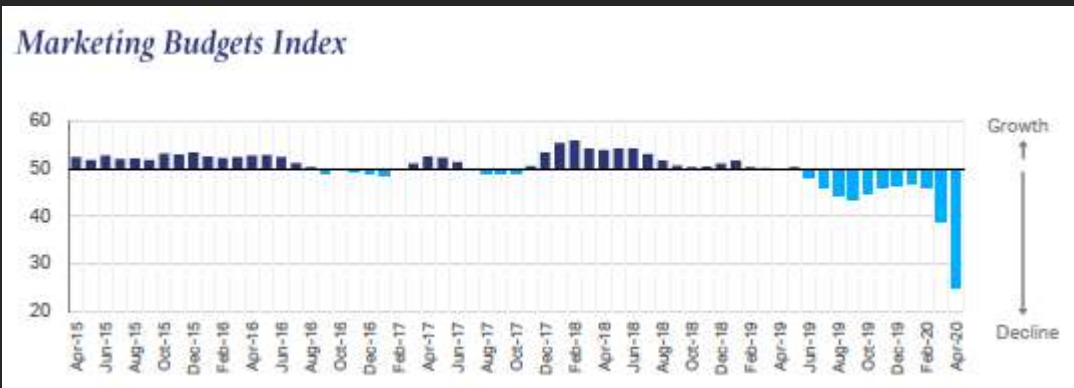
Indonesia is still the 9 biggest market for advertising
With total value of 21,7 billions USD in 2017

Current prices	2017 (PPP millions)	2017 vs. 2016 % change	2017 vs. 2008 % change	10-year CAGR	Share of regional adspend	Share of global adspend
1 United States	190,450.5	3.8%	19.0%	2.0%	94.6% (94.6%) ◀	24.4% (24.7%) ▼
2 China	147,642.8	12.8%	181.7%	12.2%	47.4% (45.9%) ▲	18.9% (17.6%) ▲
3 Japan	42,580.3	4.8%	17.0%	1.8%	13.7% (14.2%) ▼	5.5% (5.5%) ◀
4 United Kingdom	29,238.1	4.8%	36.0%	-3.5%	16.1% (16.3%) ▼	3.7% (3.8%) ▼
5 India	28,668.5	7.0%	-121.3%	9.2%	9.2% (8.4%) ▼	3.7% (3.6%) ▲
6 Germany	26,781.5	3.8%	9.3%	1.0%	14.8% (15.0%) ▼	3.4% (3.5%) ▼
7 Russia	24,703.4	12.3%	16.9%	1.7%	13.6% (12.8%) ▲	3.2% (3.0%) ▲
8 Brazil	22,330.7	-2.1%	28.8%	2.9%	43.4% (44.6%) ▼	2.9% (3.1%) ▼
9 Indonesia	21,759.6	20.3%	136.2%	10.0%	7.0% (6.3%) ▲	2.8% (2.4%) ▲
10 France	16,667.5	3.4%	9.1%	1.0%	9.2% (9.4%) ▼	2.1% (2.2%) ▼
11 Korea, Republic of	12,587.7	6.2%	51.8%	4.7%	4.0% (4.1%) ▼	1.6% (1.6%) ◀
12 Australia	11,255.0	=	22.8%	2.3%	3.6% (3.9%) ▼	1.4% (1.5%) ▼
13 Italy	10,846.6	3.1%	-12.8%	-1.5%	6.0% (6.1%) ▼	1.4% (1.4%) ◀
14 Canada	10,824.7	2.7%	-10.7%	-1.2%	5.4% (5.4%) ◀	1.4% (1.4%) ◀
15 Mexico	10,532.6	3.6%	37.9%	-3.6%	20.5% (19.9%) ▲	1.4% (1.4%) ◀

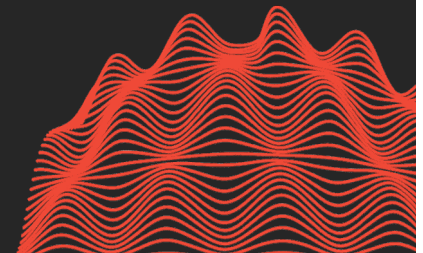
Note: 2016 shares shown in brackets, CAGR = Compound Annual Growth Rate.

[Get the data](#)

Kondisi Industri



Globally, The pandemic hits harder in economic
When the GDP was decreasing by minus, the ad investment was decreasing up to -9,1%
And the marketing budgets index was decline down to more than -30 point in august 2020

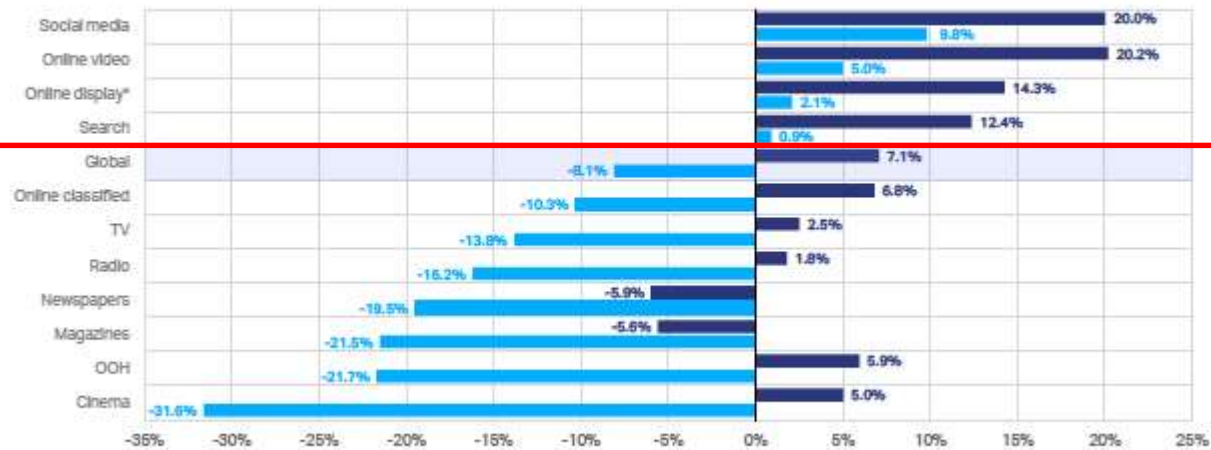


Kondisi Industri

In 2020, only internet ads spending which show positive increasing, although it is still lower than before Covid outbreak

Global, Year-on-year % change, US dollars, 2020

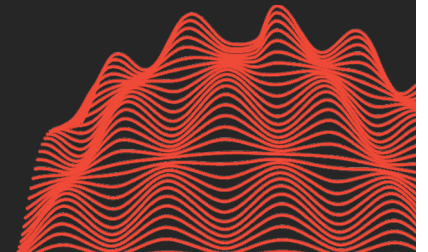
■ Pre-outbreak ■ Post-outbreak



Note: Data are net of discounts, include agency commission and exclude production costs. Online display includes social media and online video.

SOURCE: WARC Data, Adspend Database, International Ad Forecast

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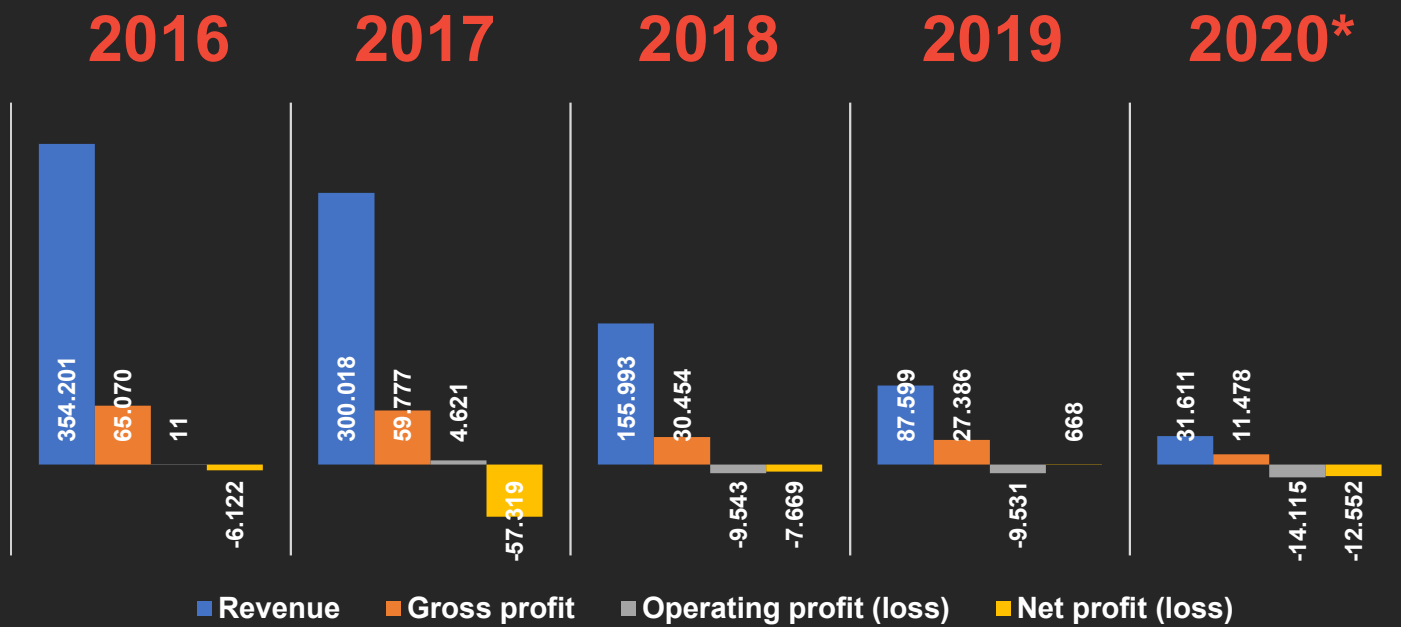
Kondisi Industri

Forecasted that in 2020,
Global Online Ad spend is 298 billions USD, 12.7% higher than
Global offline spend, 264 billion USD



Kinerja Keuangan

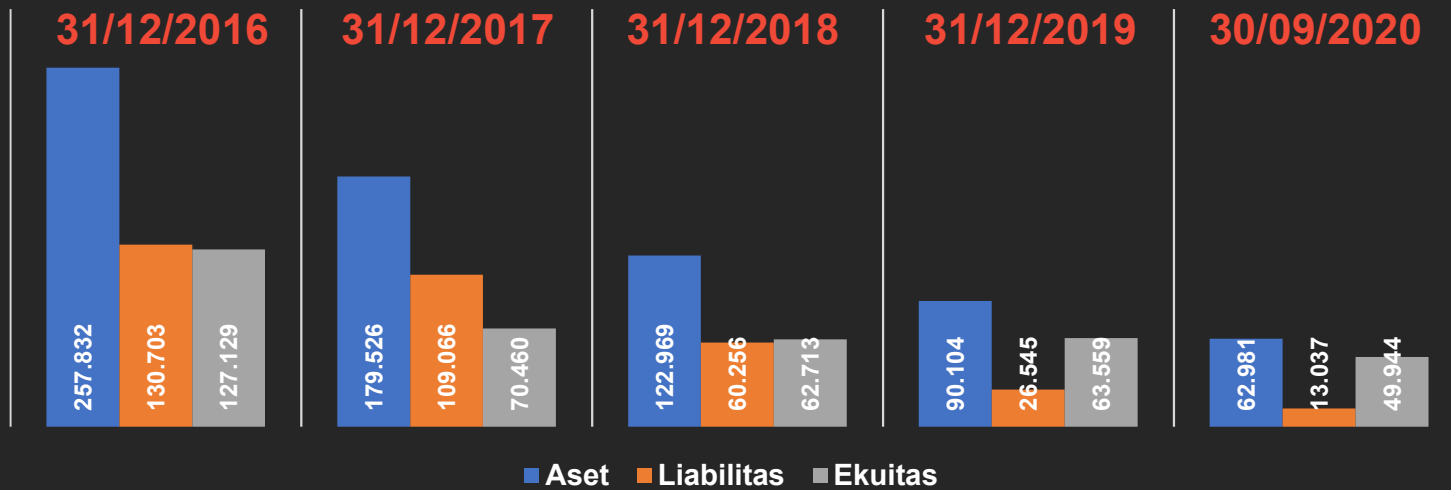
Profitabilitas (Dalam jutaan Rupiah)



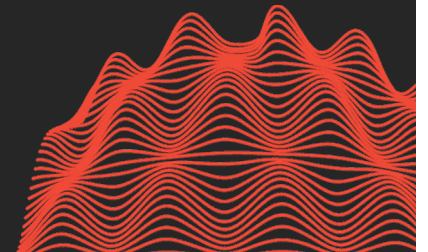
*) Untuk Sembilan bulan yang berakhir pada 30 September 2020

Kinerja Keuangan

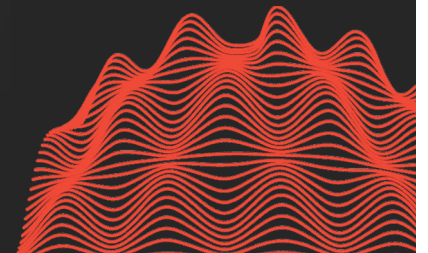
Posisi Keuangan (Dalam jutaan Rupiah)



Financial Ratios	31/12/2016	31/12/2017	31/12/2018	31/12/2019	30/09/2020
Rasio Liabilitas Terhadap Ekuitas	1,03	1,55	0,96	0,42	0,26
Rasio Liabilitas Terhadap Aset	0,51	0,61	0,49	0,29	0,21

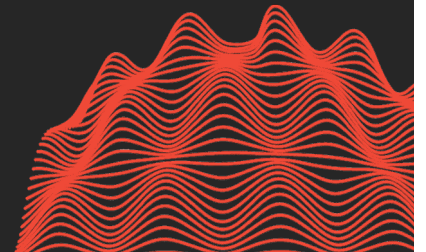


Kinerja Operasional

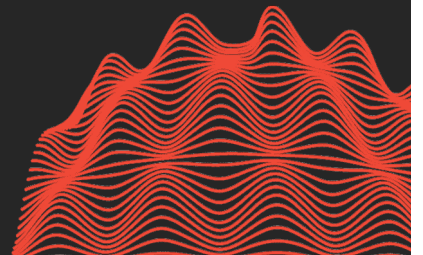


Kejadian Penting

- ❦ **Dampak pandemic covid-19 terhadap pencapaian kinerja keuangan & Operasional Perseroan**
- ❦ **Perubahan Susunan Direksi dan Dewan Komisaris berdasarkan RUPS LB 27 November 2020**
- ❦ **Mr. Gavin Simpson bergabung dengan Fortuna sebagai Chief Creative Office (CCO)**



Tanya - Jawab



**Thank
You**

