



FORTUNA

# Paparan Publik Insidentil

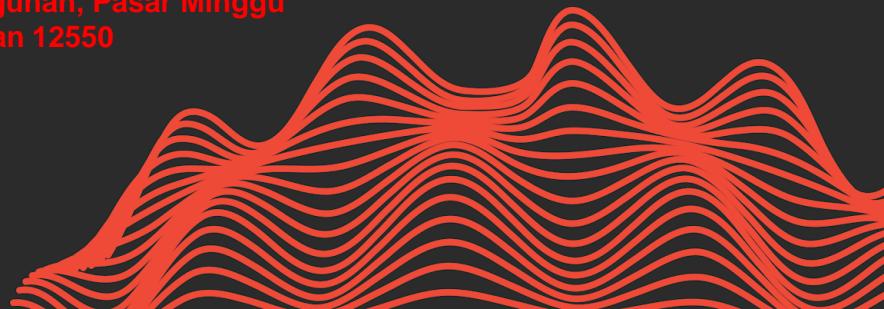
Aplikasi : Zoom

3 Maret 2021

14:30 WIB – 15:30 WIB

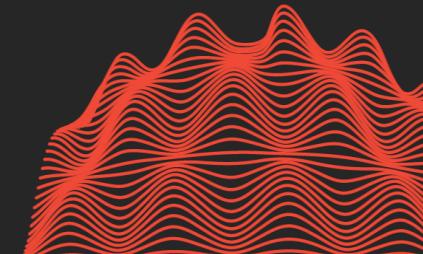
**PT Fortune Indonesia Tbk**

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



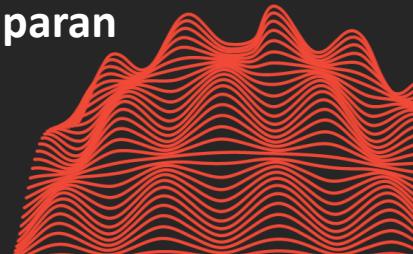
# Daftar Isi

- ① Alasan Penyelenggaraan PE Insidentil
- ② Sekilas Perseroan & Kondisi Industri
- ③ Kinerja Keuangan & Operasional
- ④ Pergerakan Harga Saham
- ⑤ Tanya Jawab



# Alasan penyelenggaraan Public Expose Insidentil

- ① Terjadi peningkatan harga saham FORU yang diluar kebiasaan (*Unusual Market Activity - UMA*), sebagaimana diumumkan oleh Bursa melalui pengumuman No. Peng-UMA-0038/BEI.WAS/02-2021 tertanggal 24 Februari 2021.
- ② Bursa menerbitkan Pengumuman No. Peng-SPT-0032/BEI.WAS/02-2021 tertanggal 25 Februari 2021 perihal penghentian sementara perdagangan Saham FORU pada perdagangan tanggal 26 Februari 2021, dan juga permintaan Bursa kepada Perseroan untuk menyelenggarakan Paparan Publik Insidentil ini.



# 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.*

**Integrated:**  
Creative; Digital  
Activation; & Media

**Public  
Relation**

## Key Milestones

**1970**

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

**2014**

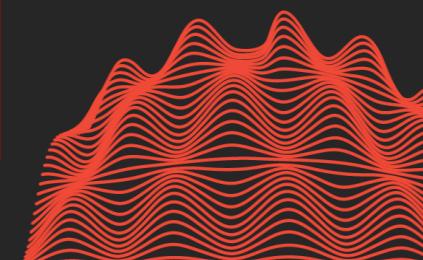
Perusahaan menjadi bagian dari keluarga besar Rajawali Group melalui PT Karya Citra Prima.

**2002**

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

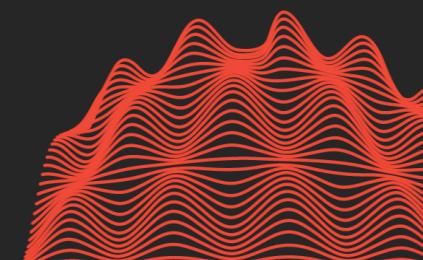
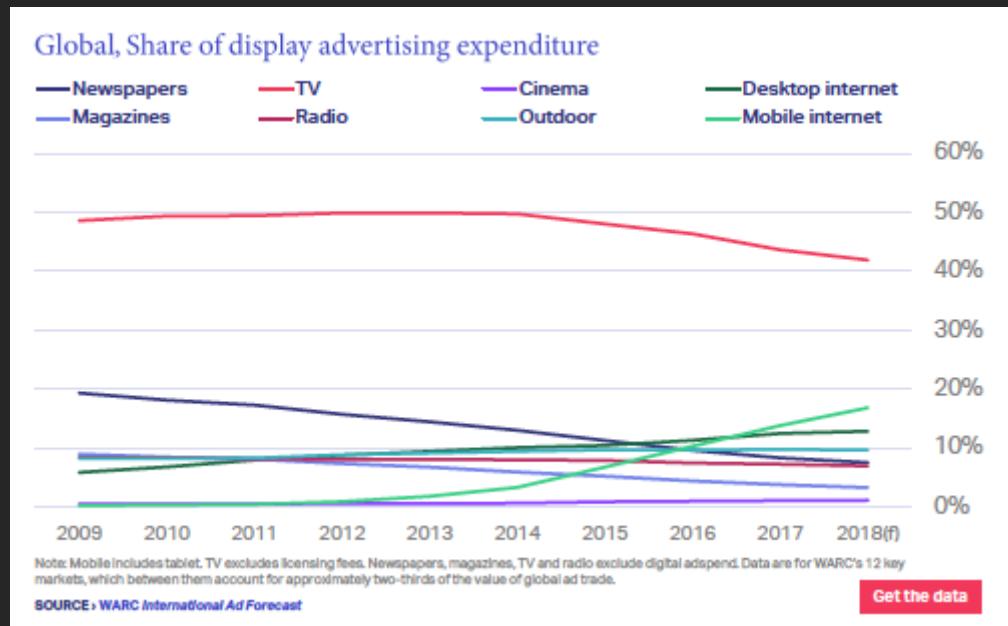
**2019**

Nama komersial Fortune Grup bertransformasi menjadi Fortuna.



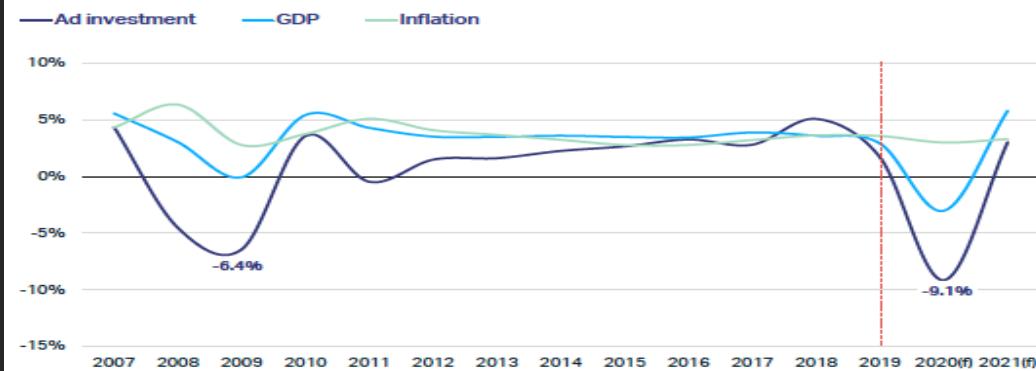
# Kondisi Industri

**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**

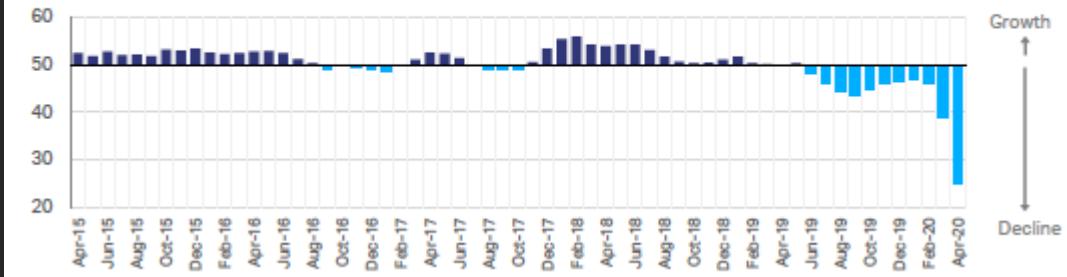


# Kondisi Industri

Global, Year-on-year % change, Real terms

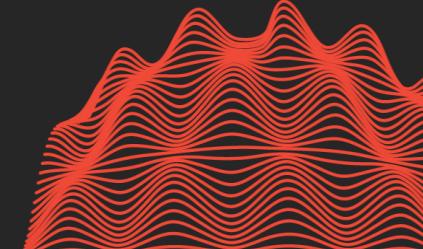


Marketing Budgets Index



**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



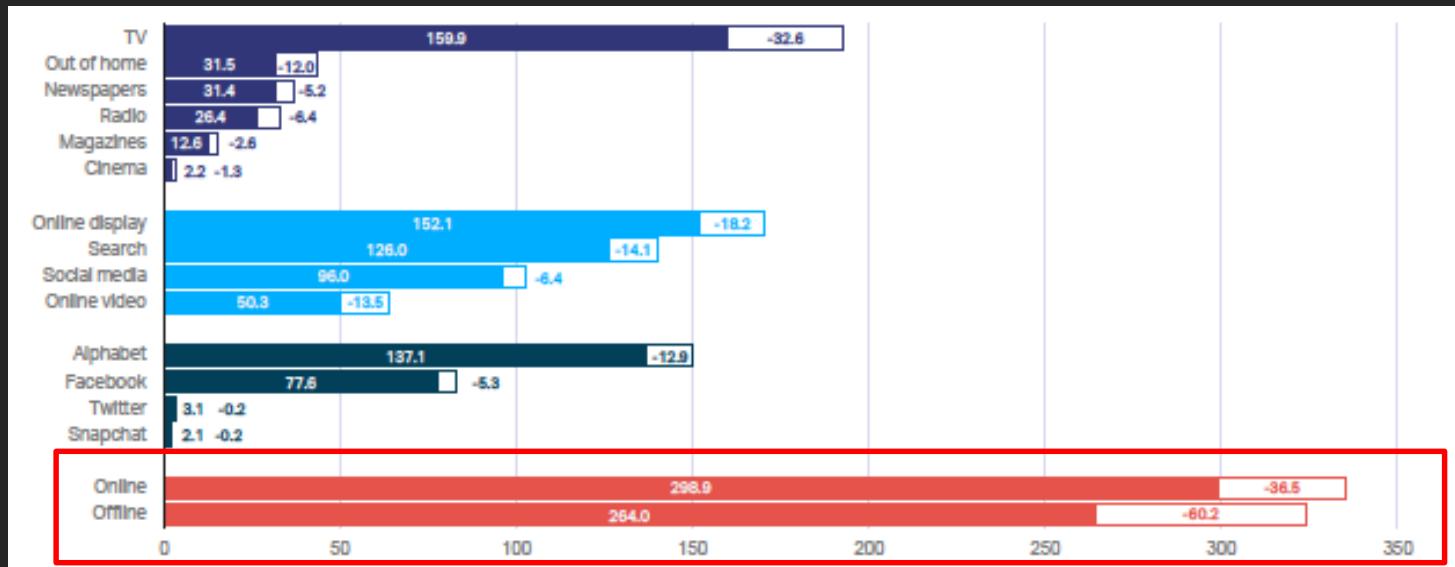
Note: Data are net of discounts, include agency commission and exclude production costs. Online display includes social media and online video.

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

2016

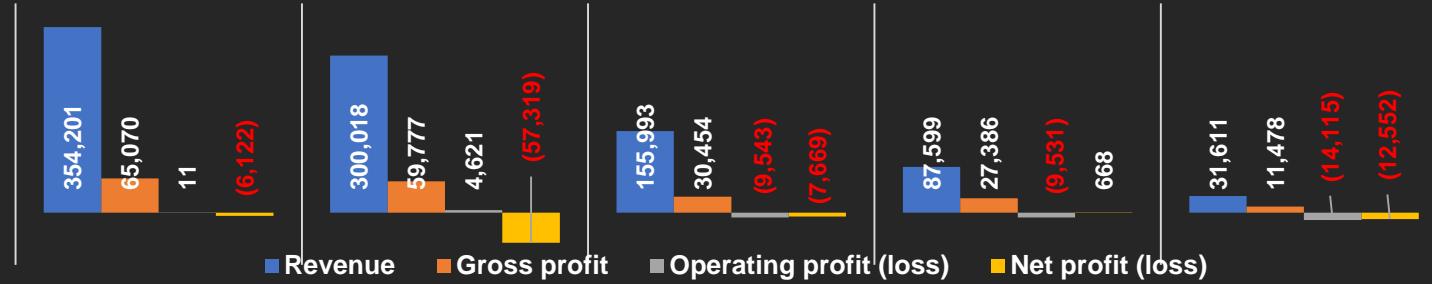
2017

2018

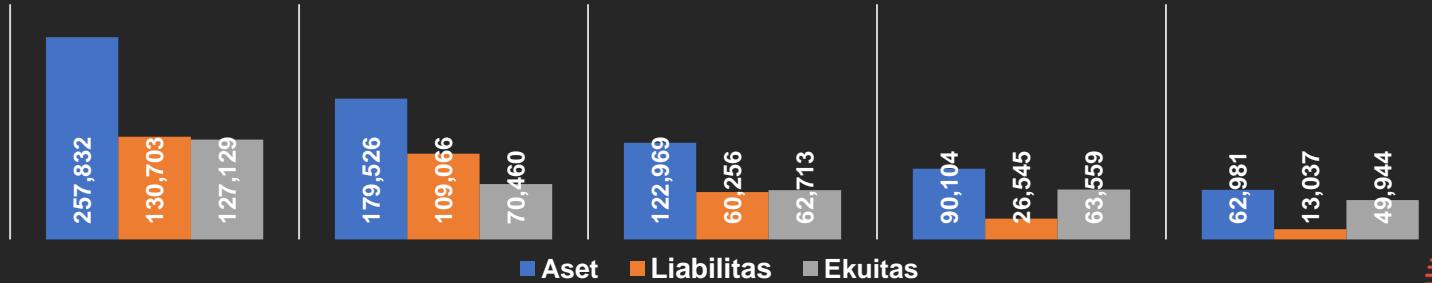
2019

2020\*

Profitabilitas (Dalam jutaan Rupiah)

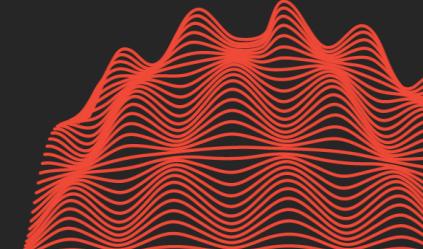


Posisi Keuangan (Dalam jutaan Rupiah)

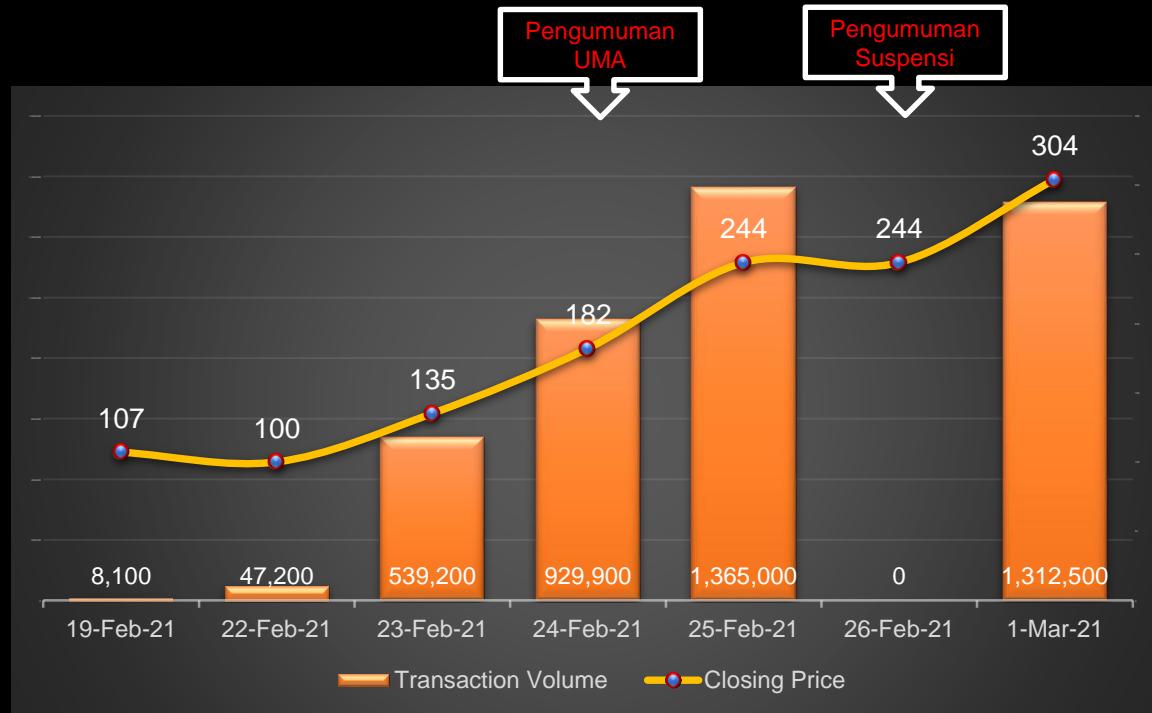


\*) Untuk Sembilan bulan yang berakhir pada 30 September 2020

# Kinerja Operasional



# Pergerakan Harga Saham FORU



## Keterbukaan Informasi:

- *Tidak memiliki atau mengetahui adanya informasi material yang belum dan atau telah diumumkan kepada public;*
- *Tidak terdapat informasi yang menyangkut Perseroan yang beredar sebagai rumor atau beredar di media massa.*

