

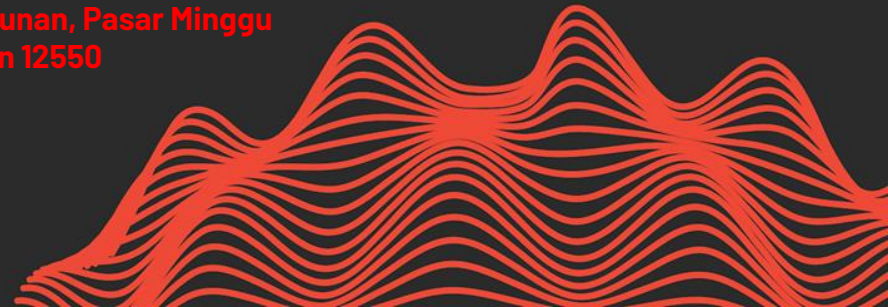


FORTUNA

Paparan Publik

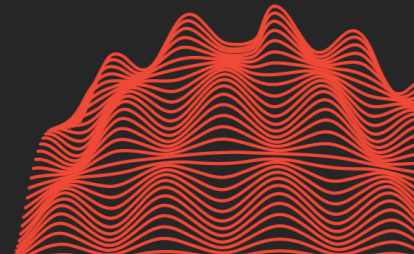
Aplikasi Zoom
17 Desember 2021
10:30 WIB - 11:30 WIB

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 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.

**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

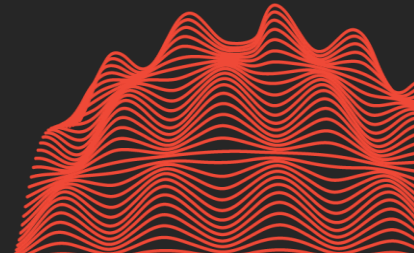
Perusahaan menjadi bagian dari keluarga besar Rajawali Group melalui PT Karya Citra Prima.

2002

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

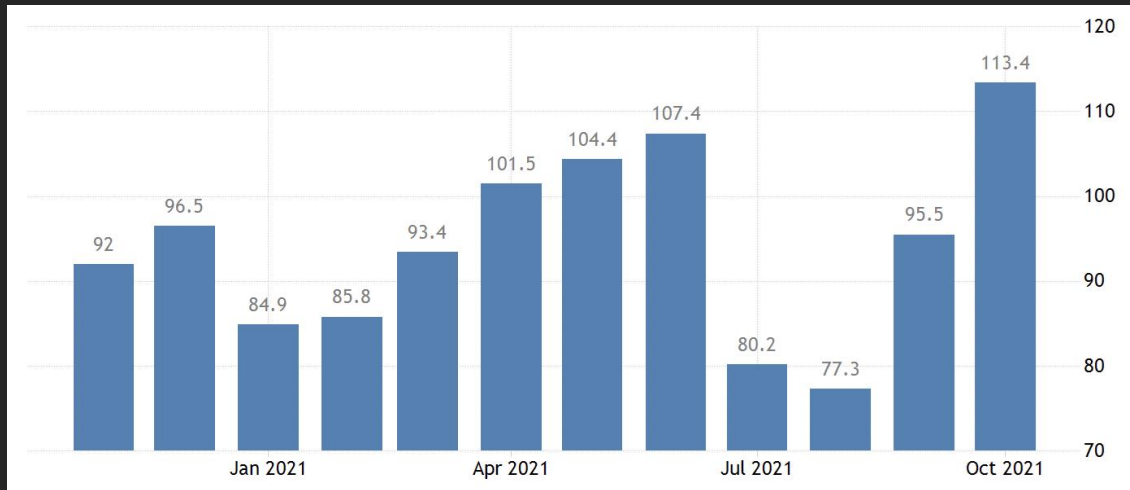
2019

Nama komersial Fortune Grup bertransformasi menjadi Fortuna.



Kondisi Industri

Indonesian' Confidence Level Has Increased Significantly As We're Entering 2022



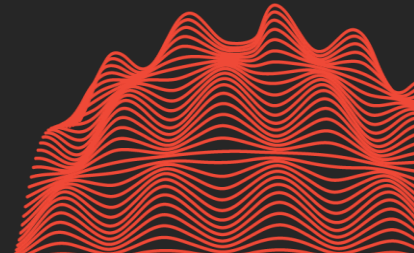
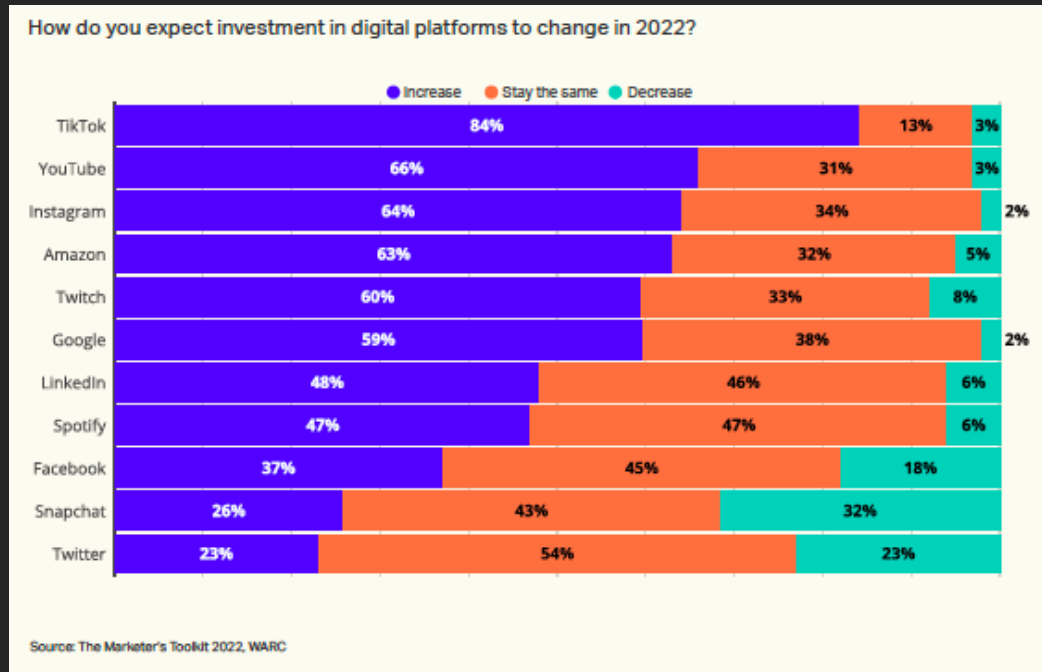
Not only World Bank, Asian Development bank, and Indonesia finance minister that all forecast Indonesia economic growth will be around +5a% in 2022, the Indonesians' confidence has also recovered by the end of 2021.

It is the highest confidence index in 2021, with all of the six main sub-indices improved as below (comparison from March);

Current economic conditions (up 19.1 points to 91.8); economic outlook (up 16.7 points to 134.9); the assessment of current income (up 23.8 points to 100.5); income expectations for the next six months (up 13.9 points to 136.7); job availability compared to six months ago (up 25.3 points to 86.6), and job availability expectations (up 19.0 points to 133.4).

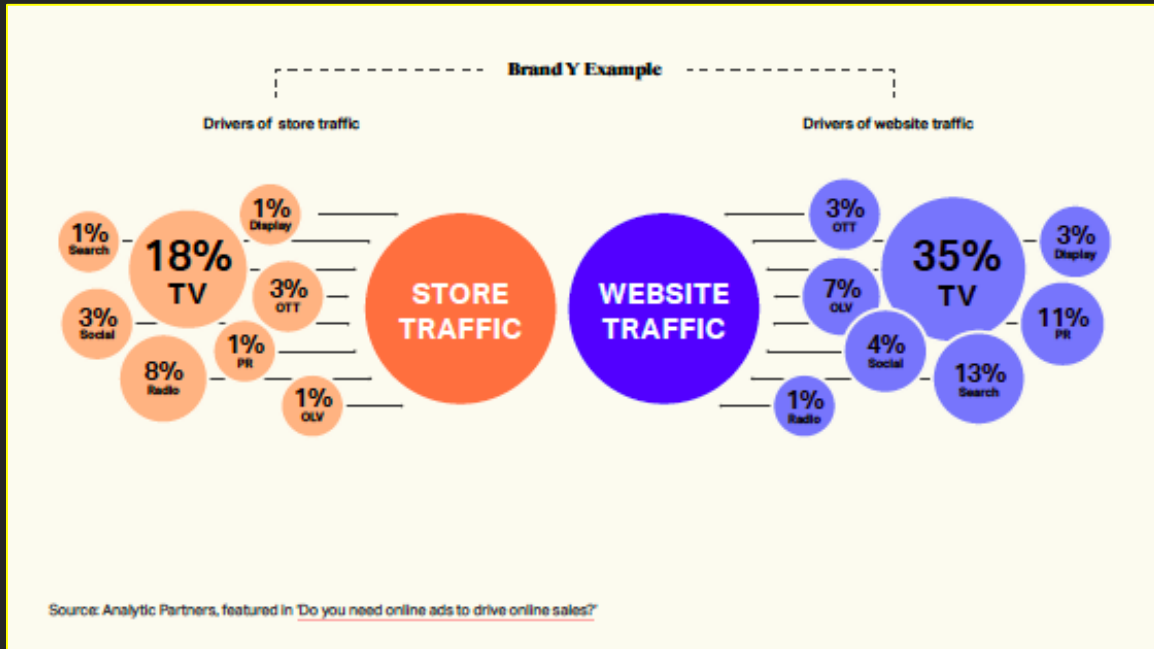
Kondisi Industri

The Investment In Digital Media Will Continue To Grow, With Tiktok Becomes The Channel That Is Predicted Leading The Growth

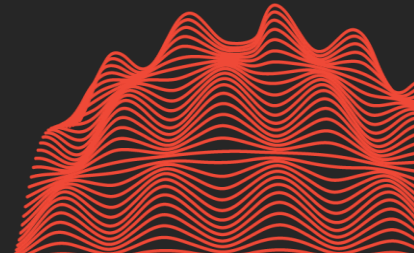


Kondisi Industri

Though Online Transaction Increased, Doesn't Mean The Conventional Media, Like TV, Will Be Left Behind



Without deprioritizing the digital works, ATL projects are still proven give the bigger margins for us. Not only that, The structure & talents that we have right now will fit better with ATL/integrated projects rather than digital alone.

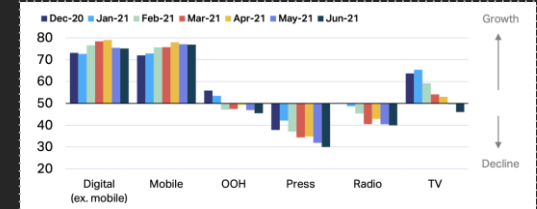
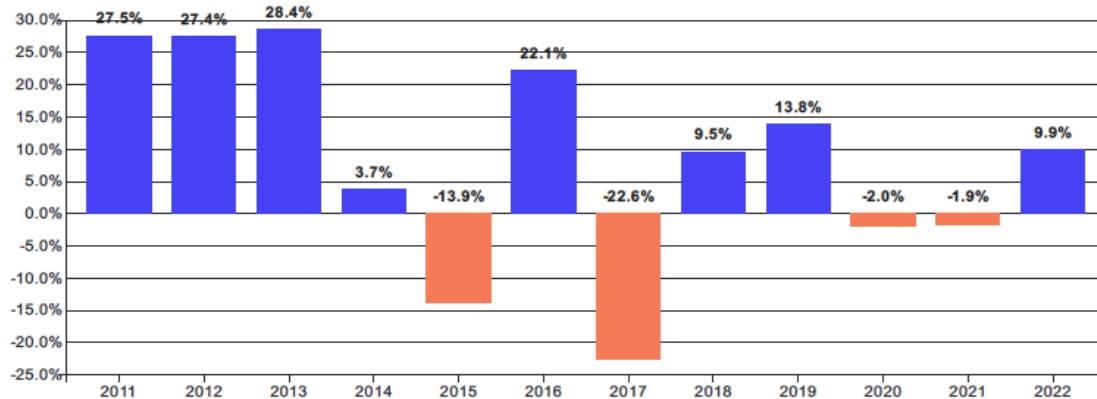


Kondisi Industri

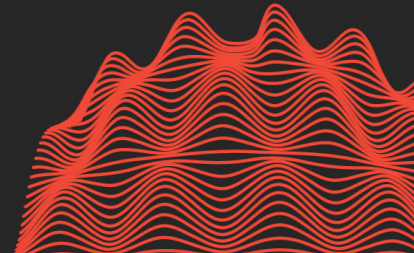
With the Bigger Investment Projected Will Be Allocated For This Channel Next Year

Indonesia, TV advertising investment Year-on-year % change

WARC Data

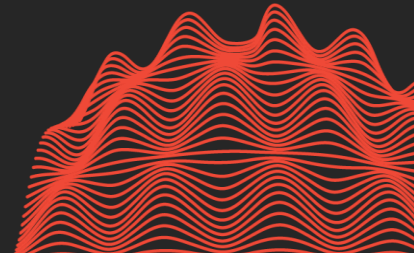
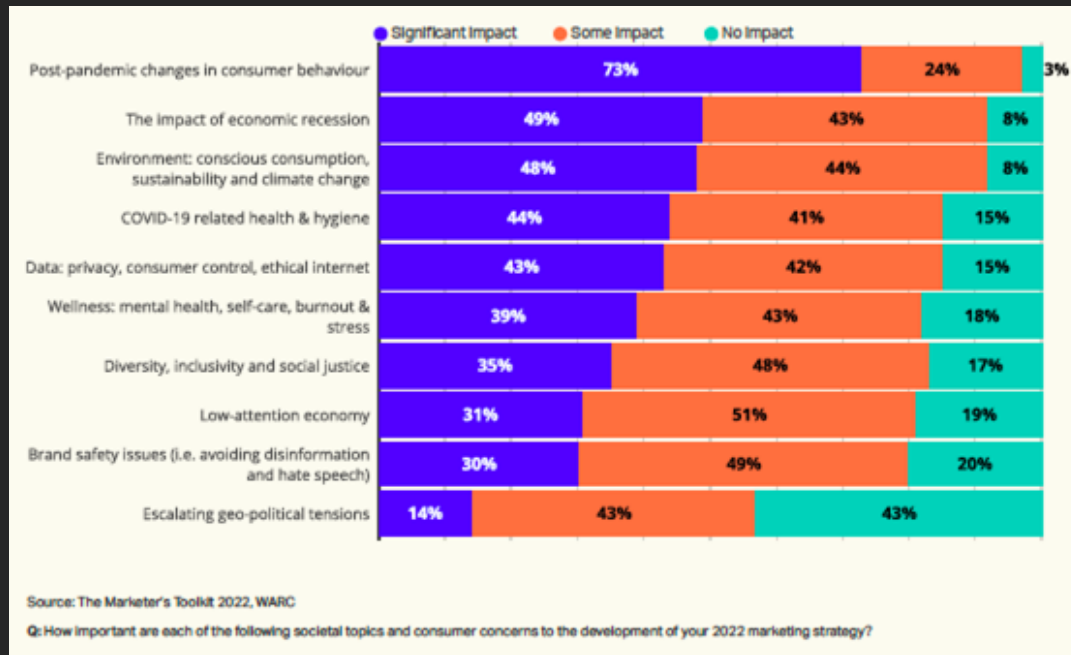


After dying in 2020 & 2021, TV will be started to be optimized by marketers in 2022



Kondisi Industri

As Consumers Changed, Marketers Expect Agency To Anticipate These Changes And Provide New Solution



Kondisi Industri

Award & Ranking

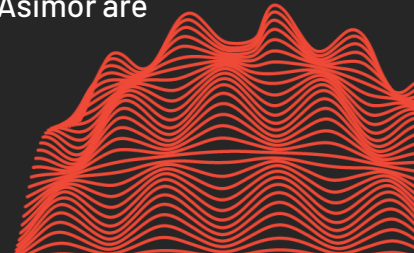


Indonesia's Hottest Agencies 2021

RANK 2021	RANK 2020	AGENCY	TOTAL POINTS
1	1	Hakuhodo Indonesia	590
2	2	Flock Creative Network Jakarta	410
3	-	Mata Angin Indonesia	60
4	-	M&G Saatchi Indonesia	50
5	-	Pantarei Indonesia	45
6	4	Iris Worldwide Jakarta	30
6	-	Oliver Agency Indonesia	30
8	-	&Friends Indonesia	15
8	-	Fortune Indonesia	15
8	-	Salvo Stampd Jakarta	15

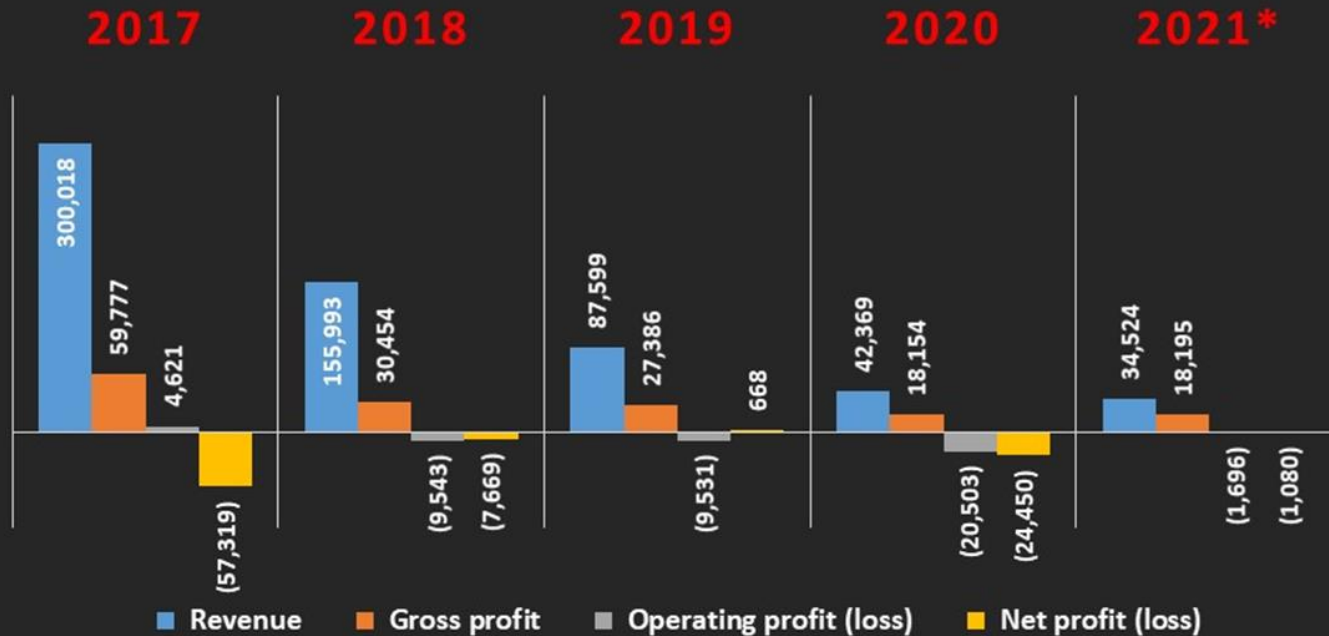
Fortuna has gained better reputations and brand recognitions in 2021:

- Best Branding Agency for Fortuna PR by Indonesia Brand Communication Championship 2021 by Mix Marcomm.
- Fortuna made into Indonesia's top 10 "The Hottest Agency", in 8th place, after never been in the list for more than a decade.
- Finalists in Lisbon Award in Health Category for Mascare (Fortuna Integrated) and Ad Category for Vertical Film for Tik Tok (Fortuna PR)
- Our CEO, Ratna Puspita, became a Jury for 2021 Youtube Works Award Indonesia and as a speaker in Icorcom and Tenderpuan from Alliance.
- Our clients; Tik Tok, Pertamina, Semen Tiga Roda and Asimor are crowned with awards under Fortuna's guardians.



Kinerja Keuangan

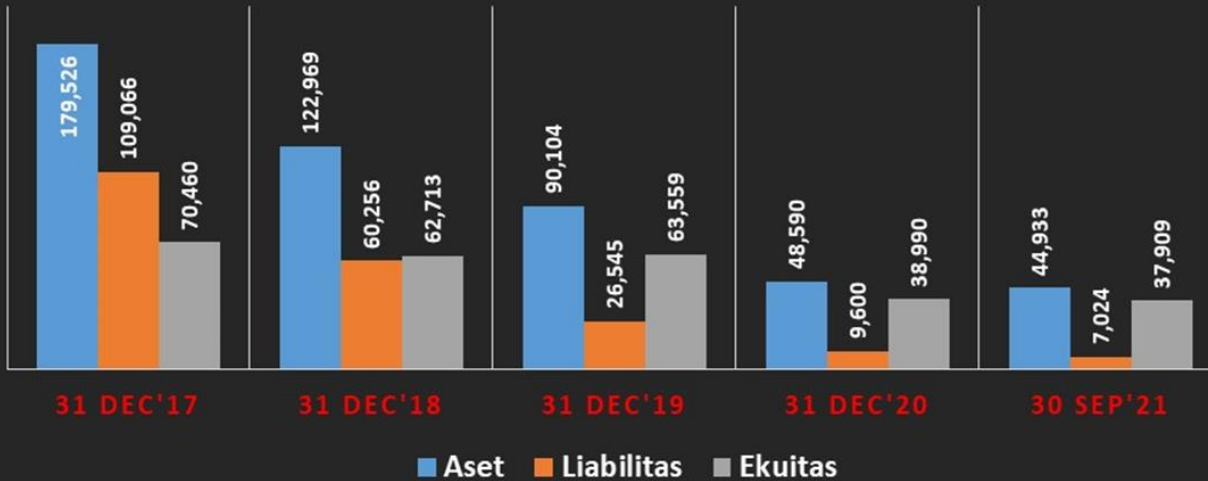
Profitabilitas (Dalam jutaan Rupiah)



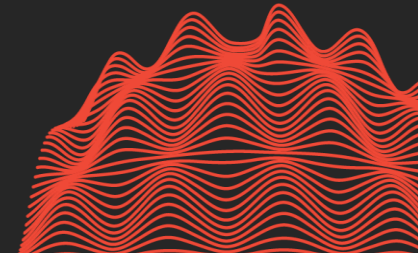
*) Untuk Sembilan bulan yang berakhir pada 30 September 2021

Kinerja Keuangan

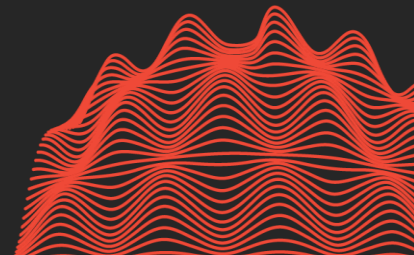
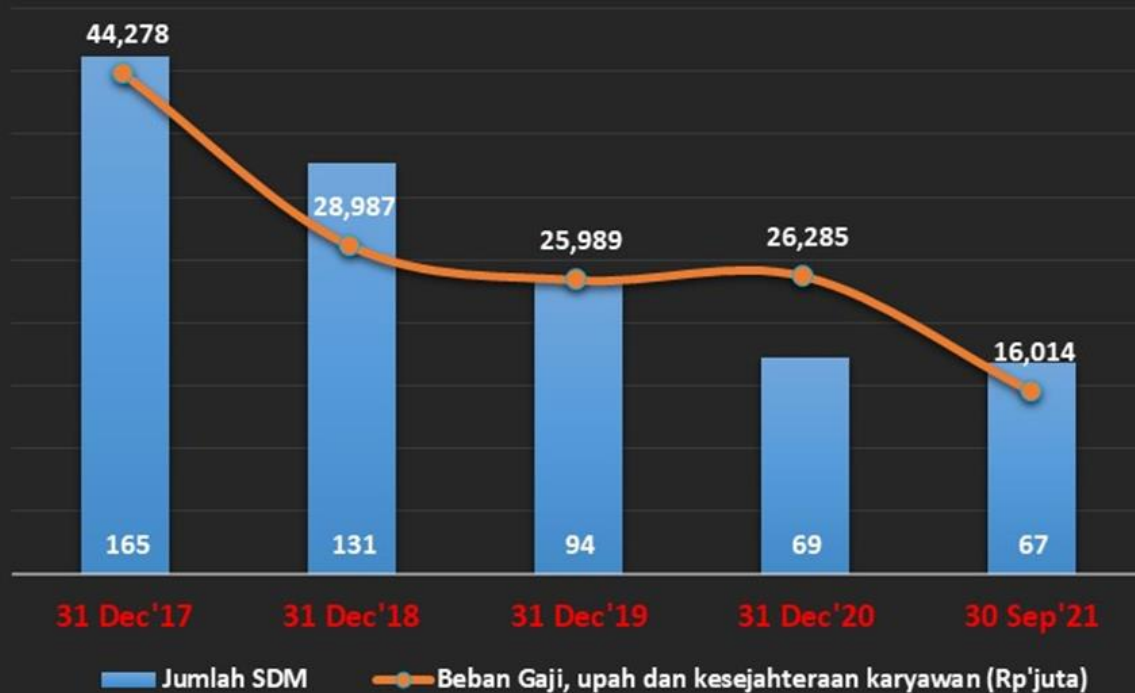
Posisi Keuangan (Dalam jutaan Rupiah)



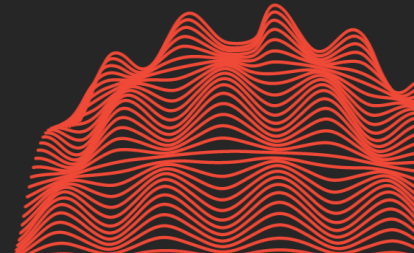
Financial Ratios:	31 Dec'17	31 Dec'18	31 Dec'19	31 Dec'20	30 Sep'21
Rasio lancar	1.50	1.91	3.18	5.73	8.40
Rasio Liabilitas Terhadap Ekuitas	1.55	0.96	0.42	0.25	0.19
Rasio Liabilitas Terhadap Aset	0.61	0.49	0.29	0.20	0.16



Kinerja Operasional



Tanya - Jawab



**Thank
You**

