

# Public Expose

## PT Fortune Indonesia Tbk

Jl. RM. Harsono No. 2  
Ragunan, Jakarta, 12550

June 20, 2023  
16.00 WIB

# Agenda

1. Company Profile
2. Industry Overview
3. Operational Performance
4. Financial Highlights
5. QnA

# Company Profile

Company Name - **PT Fortune Indonesia Tbk**  
Commercial Name - **FORTUNA**

## Subsidiaries



## Line of Business

Integrated  
Advertising

Public  
Relation

# Company Profile

## Milestones

**1970**

Affiliated with Fortune International Australia, Mochtar

Lubis founded an integrated local advertising company under the name PT Fortune Indonesia Advertising Company.

**2002**

Took a big leap in history by being the first advertising company in Indonesia to be a public company.

**2014**

The Company became a part of PT Rajawali Corpora's family through PT Karya Citra Prima.

**2019**

Fortune Group's commercial name was transformed to Fortuna, along with new transformation of organizational governance.

# Industry Overview

Indonesia is projected to be one of ASIA's country that has a strong economy fundamental to challenge 2023.

Indonesia's economy is predicted to grow by 5.0% in 2022 and 5.3% in 2023 as domestic demand continues to recover, according to a report by the Asia Development Bank (ADB).

*\* Kemenkeu RI Report 2022*

In 2023, for the first time digital advertising spending will contribute more than a half of total advertising budget.

**55%**

DIGITAL

**45%**

TRADITIONAL

# Industry Overview

## THE COMPETITION

The merging of agencies continues to happen not only to widen their networks, but more importantly to expand their expertise within media and technology platforms.



Agencies are pushed to have **added value beyond the basic 'conventional' services.**

## THE CLIENT

Creative in-house becomes a new norm, especially within start up companies.

# Industry Overview

## TREND ANALYSIS

### BUSINESS COMPETITION AND MARKETING INDUSTRY

The merging of agency network.

In house creative team is massively increased and take a bigger role.

Indonesia is predicted to be one of Asia's country that has a strong economy fundamental to challenge 2023's recession.

The digital investment have possibility to surpass TVC for the first time.

Advertisers are allocating more to performance marketing, due to the sustained pressure on marketers to ramp up short-term sales impact.

# Operational Performance

STRATEGY FOR 2022:

**DARE to grow**  
**(disruptive, agile, resourceful, endurance)**

Brand Offering: Fortuna is the right partner for brands and companies that want to penetrate and expand in Indonesia.

RTB; With our extensive experience, we understand Indonesia market best.

# Operational Performance

In order to advance its performance, the Company must be able to identify, mitigate and manage various risks and business challenges. As the business world develops, agencies are required to have exceptional, innovative, and transformative added value beyond conventional services.

For this reason, the Company's success depends on its ability to adapt to new forms of media and technology and maintain and grow its existing network. The role and contribution of creative agencies are significant in making a substantial difference in the branding displayed by clients.

Existing Clients	
<ul style="list-style-type: none"><li>• Gudang Garam</li><li>• Dua Kelinci</li><li>• BRI</li><li>• Lazada</li><li>• Tiktok</li><li>• AICE</li><li>• Sarinah</li></ul>	<ul style="list-style-type: none"><li>• Allianz</li><li>• Lion Parcel</li><li>• Takeda</li><li>• I-Style</li><li>• Somethinc</li><li>• MS Glow</li></ul>

New Clients	
<ul style="list-style-type: none"><li>• Ultrajaya</li><li>• Rollover Reaction</li><li>• Alchemist</li><li>• Bank OCBC</li><li>• Bank Neo</li></ul>	<ul style="list-style-type: none"><li>• Schneider</li><li>• Multibintang</li><li>• Blu</li><li>• Hibank</li><li>• Pharos</li><li>• Nexus</li></ul>

# Operational Performance

STRATEGY FOR 2023:

Business  
Expansion

## 3. Production

Focus on content productions and partnership.

Core / existing  
Business

## 2. Business Solution

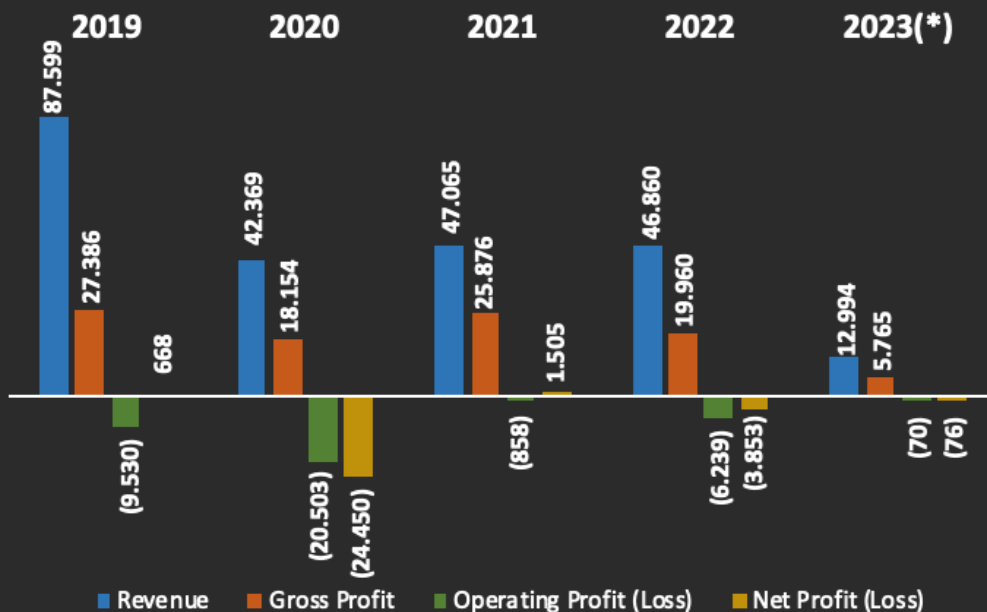
Being the best solution partner in winning the business by solid understanding about the new channel and performance-based marketing.

## 1. Core Communication & Advertising

Retain and win business through the existing service of creative advertising business model.

# Financial Highlights

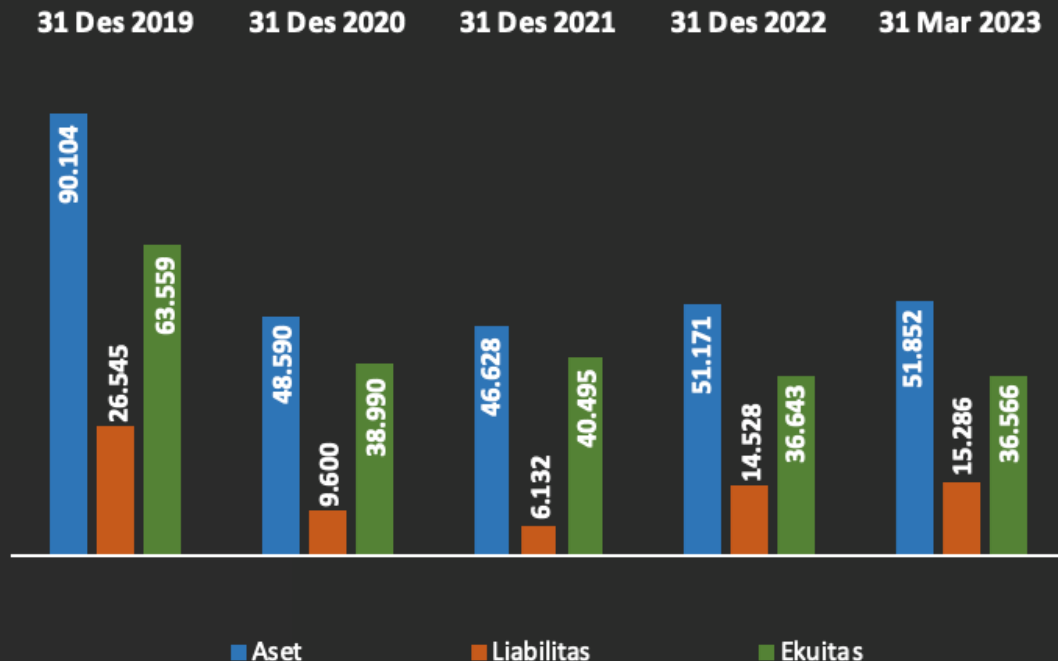
Profitability (in millions of Rupiah)



(\*) For three months then ended as at March 31, 2023

# Financial Highlights

Financial Position (in millions of Rupiah)



# Financial Highlights

## Financial Ratios

Ratio	31 Des 2019	31 Des 2020	31 Des 2021	31 Des 2022	31 Mar 2023
Current Ratio <i>Current Assets to Current Liabilities Ratio</i>	3,18	5,73	9,45	4,52	4,33
Debt to Equity Ratio <i>Liabilities to Equity Ratio</i>	0,42	0,25	0,15	0,40	0,42
Debt to Asset Ratio <i>Liabilities to Assets Ratio</i>	0,29	0,20	0,13	0,28	0,29

QnA

**Thank You**

