

Public Expose

2026

PRESENTED BY

B. Egidius Situmorang Presiden Direktur

Jodi Andrea Suryokusumo Direktur

Kusuma Ida Anjani Direktur

WHAT WE WILL COVER

Agenda

01

Profil Perusahaan

Pengenalan PT Mustika Ratu Tbk



02

Ikhtisar Keuangan Q1

Ikhtisar Kinerja Keuangan Triwulan I 2026



03

Strategi Pertumbuhan dan Prospek Ke Depan

Mendorong Pertumbuhan Berkelanjutan Melalui Strategi Produk yang Inovatif



Which
Matcha
Mood are you today?

Soft Sweet Comfort? **or** Fresh Fruity Glow?

Meet our newest **BODY SERUM DUO**



01

AGENDA · 01

Profil Perusahaan

Pengenalan PT Mustika Ratu Tbk

Hj. DR. BRA. Mooryati Soedibyo adalah cucu dari Raja kesepuluh Kerajaan Pakubuwono di Jawa Tengah, Indonesia.

Pada tahun 1973, ia memulai dengan bisnis kecil-kecilan di garasi rumah dengan bantuan hanya 2 orang asisten.

Ia kerap menerima berbagai penghargaan termasuk Empu Jamu atau yang dikenal sebagai **Master of Jamu** dari Museum Rekor Indonesia (MURI) dan penghargaan yang diterima atas namanya di tahun 2024.

> **40**

Mustika Ratu telah berhasil mengekspor produk berbahan alami ke lebih dari 40 negara, dengan menyediakan solusi kosmetik alami bagi konsumen maupun pelaku bisnis.

38

Mustika Ratu memiliki cakupan distribusi nasional yang menjangkau seluruh 38 provinsi di Indonesia.



Hj. DR. BRA. Mooryati Soedibyo bersama putrinya, Puteri K. Wardani, MBA



PENGHARGAAN



SPA & WELLNESS



SHERATON & LPPMS



PERJALANAN MUSTIKA RATU

Lebih dari Lima Dekade Pertumbuhan

1973

BRA Mooryati Soedibyo meracik jamu dengan 2 asisten di garasi, modal Rp 25.000



1995

Go public melalui IPO, saham MRAT tercatat di Bursa Efek Indonesia.



2000

Ekspansi waralaba SPA ke Asia Tenggara dan Asia Timur.



2019-2024

Konsolidasi internal survival selama COVID-19, eksplorasi/ peluang bisnis baru (e-commerce, export, B2B)



1975

Usaha didaftarkan sebagai Perseroan Terbatas (PT). Nama Mustika Ratu lahir dari inspirasi ibunda



1996

Sertifikat ISO 14001 dan ISO 9001 diraih sebagai penanda kualitas internasional.



2018

Penetrasi pasar internasional: Kanada, AS, China, Irak, Selandia Baru, Bulgaria.



2025+

Melakukan optimalisasi aset guna memperkuat permodalan, mendorong inovasi produk, serta memperluas jaringan usaha.

LANDASAN FILOSOFI KAMI

GPS Transformation



Growth



Purpose-Driven



Solid Collaboration



Transformation

Bertumbuh Melalui Kolaborasi

Mitra Strategis

Kolaborasi di berbagai bidang



Sancha & Feel Matcha



Penandatanganan MoU dengan Ekraf



Kementerian Pariwisata



PT Cerita Restock Teknologi Amannah

Penghargaan

Diberikan karena keberlanjutan, kualitas, inovasi, dan warisan budayanya.



mustika ratu
BRA Mooryati Soedibyo



Udah tahu belum apa itu
Hybrid Sunscreen?

mustika ratu
BRA Mooryati Soedibyo

02

AGENDA · 02

Ikhtisar Keuangan

Ikhtisar Keuangan Q1 2026

IKHTISAR KEUANGAN · Q1 2026 (HINGGA MARET 2026)

Mengawali Tahun dengan Kinerja yang Kuat



Penjualan bersih meningkat 44,8% dibandingkan tahun sebelumnya, didukung oleh inovasi produk yang berkelanjutan di seluruh segmen inti dan pertumbuhan yang semakin pesat di saluran digital dan e-commerce.

Kontribusi Berdasarkan Segmen Utama



- Kecantikan, Perawatan Diri & Kosmetik **56%**
- Jamu, Kesehatan, Wellness & Kategori Lainnya **44%**

Dua pilar yang saling melengkapi, yaitu produk kecantikan dan perawatan diri modern serta jamu, kesehatan, dan kebugaran berbasis warisan budaya Indonesia, menjadi penggerak utama penjualan yang diperkuat melalui inovasi produk secara berkelanjutan.

DESSERT FOR THE SKIN

Indulgence without Guilt.

Calming Body Serum
with Milky Floral Scent.

Soothing Body Serum
with Creamy Floral Scent.



E-Bion Technology
for better absorption
an smoother skin.



BIOPLAV
to support skin barrier.



Natural UV Filter
to protect our skin
from UVA & UVB.

03

AGENDA · 03

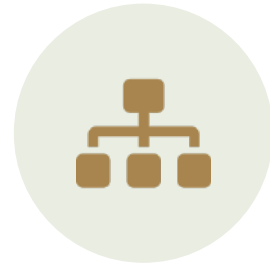
Growth & Forward Strategy

Fostering Sustainable Expansion Through Innovative Product Strategies

Our Growth Agenda for 2026

Four strategic priorities, underpinned by a firm commitment to sustainability and people.

01



Omnichannel Distribution & Commerce

Deepening presence across every consumer touchpoint, online and offline.

02



Brand & Marketing Leadership

Strengthening a trusted beauty, health, and wellness brand by balancing heritage, relevance, and innovation.

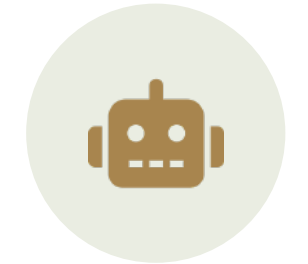
03



Product & Category Innovation

Expanding the Beauty, Personal Care and Wellness Portfolio with Relevant Consumer-Centric Products Inspired by Nature, Heritage, and Modern Technology

04



AI-Driven Efficiency

Embedding AI to raise efficiency and amplify creativity

Strengthening Our Omnichannel Reach

Distribution, promotion, and marketing are carried out in an integrated manner to ensure that the Company's flagship products are increasingly easy for consumers to find, recognize, and choose across all marketing channels.



Distribution

Modern and general trade, retail and wholesale partners, and exports to 43+ countries, broadening physical and B2B reach.



Promotion

Integrated online and offline activation, community engagement and brand visibility across high-traffic touchpoints.



Marketing

Digital, social and e-commerce led engagement, data-informed and tailored to modern, younger audiences

OMNICHANNEL MARKETING

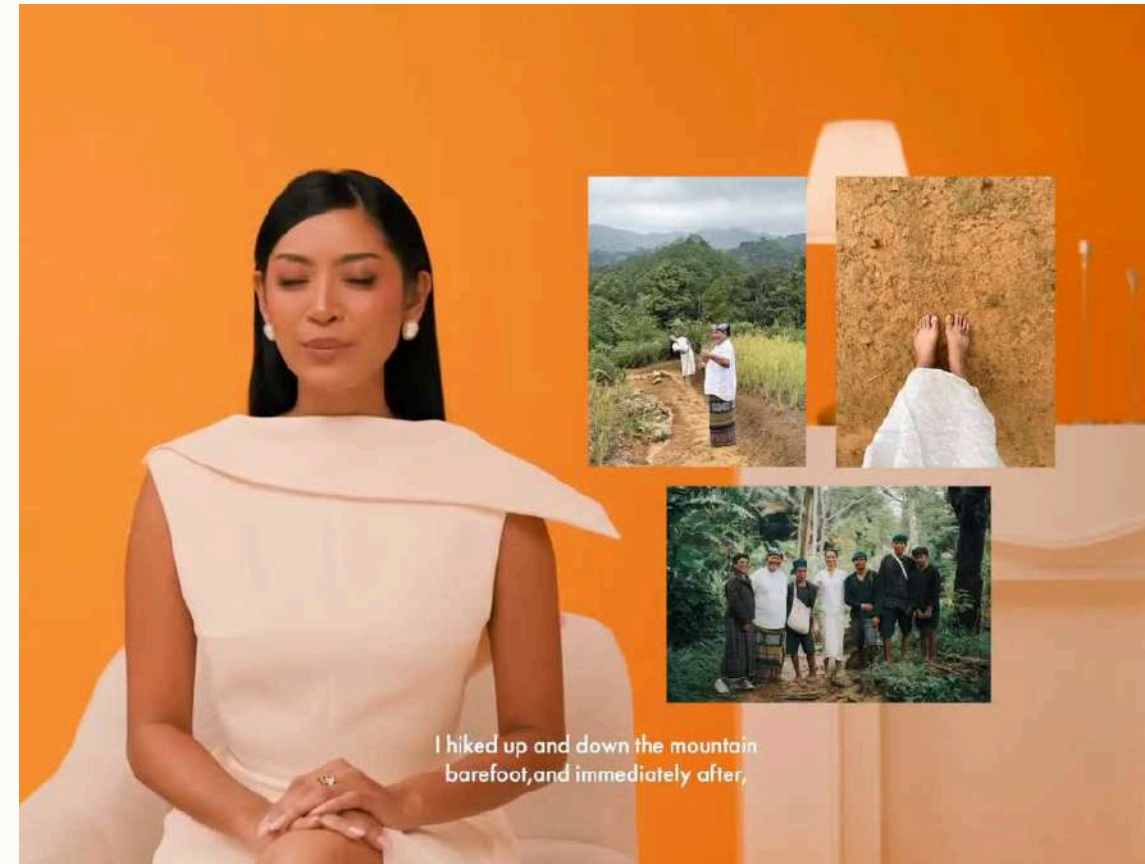
360° Omnichannel Activation

Optimizing the use of user-generated content by strengthening the community and expanding engagement across all marketing channels.

Digital Activation with Puteri Indonesia

A 360° Activation Loop

- ✓ Communities & UGC creators
- ✓ Influencers & brand ambassadors
- ✓ Digital, social & e-commerce
- ✓ Offline activation & retail
- ✓ Earned media & brand advocacy



OMNICHANNEL MARKETING

360° Omnichannel Activation



360° OMNICHANNEL ACTIVATION

Your Trusted Holistic Beauty & Wellness Partner

Nature starts here.

This soul is embedded through a 360° marketing activation — deepening digital penetration and promotion while strengthening our digital ecosystem and cross-industry collaboration.

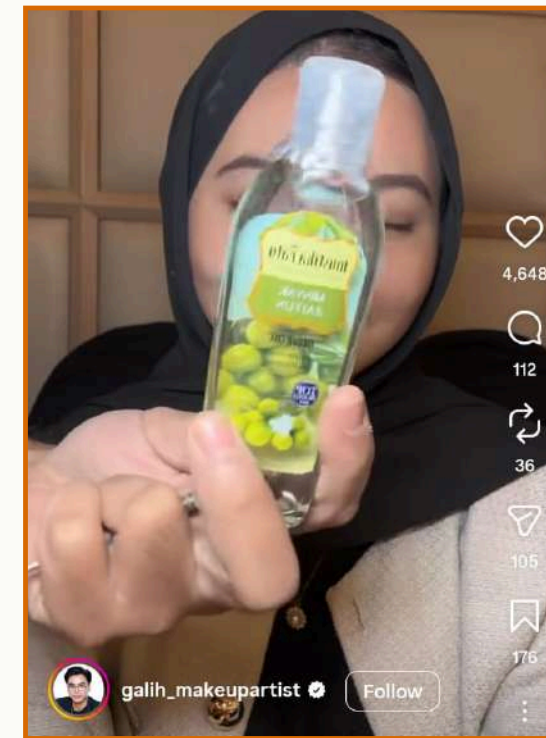
DIGITAL PENETRATION & PROMOTION



Livestreaming



Affiliates



User-Generated Content Creation



Digital Media & Ads

Holistic beauty & wellness — heritage soul, modern activation, across every channel.

AI-Driven Efficiency

Efficiency · Creativity · Innovation. Mustika Ratu is embedding artificial intelligence across the business, in partnership with leading AI-solution providers to work smarter and unlock new creative potential.



Operational Efficiency



Marketing & Creative



Product & Innovation



Collaboration

Technology that enhances human creativity, rooted in cultural heritage.

PRODUCT PORTFOLIO

Innovation through Rejuvenation & New Products

New launches and rejuvenated ranges across our heritage categories add the latest flyers / photos in the spaces below.



Sustainability & People

Our commitment to the environment, communities and the development of our people (ESG).



Environment

Climate-action and tree-planting initiatives, and a move toward recyclable, greener packaging



Community

Women's empowerment and self-care programmes supporting wellbeing and confidence



People & Talent

Internship hubs, vocational training and continuous capability development across the company.

What's Next — Outlook 2026



Business Prospects

The Company's outlook for 2026 remains positive, supported by Indonesia's favorable demographic structure, the accelerating adoption of digital technology, and growing consumer demand for beauty, personal care, and wellness products. These factors provide a strong foundation for the Company's sustainable growth.



Strategic Focus

- ✓ Accelerating growth in priority categories
- ✓ Strengthening the omnichannel distribution and commerce ecosystem.
- ✓ Optimizing the use of AI to boost productivity, efficiency, and innovation
- ✓ Developing product innovations that are relevant to modern consumers by highlighting Indonesia's natural and cultural riches

BARU!

Body Lotion

Kulit Sehat Alami, Wangi Sepanjang Hari



E-BION TECHNOLOGY
Mampu menyerap bahan aktif 12x lebih efektif



UV FILTER
Mampu melindungi kulit dari bahaya paparan sinar matahari.

Menjaga Warisan, Mendorong Inovasi

Berakar pada kearifan Holistic Beauty & Wellness, Mustika Ratu membawa warisan alam Indonesia ke panggung dunia dihadirkan kembali melalui inovasi modern dan berkelanjutan untuk generasi masa kini dan mendatang.

Terima Kasih

Mimpi itu tidak bisa berhenti, Bermimpi saat bangun.

— DR. BRA. Mooryati Soedibyo

INVESTOR RELATIONS / CORPORATE SECRETARY

PT Mustika Ratu Tbk (IDX: MRAT)
Jakarta, Indonesia