

No. 013/GLP/DIR/III/2023

Jakarta, 31 Maret 2023

Kepada Yth./To :
PT Bursa Efek Indonesia ("BEI")
Indonesia Stock Exchange Building, Tower I, Lantai 6
Jl. Jend. Sudirman Kav. 52 – 53
Jakarta 12190

U.p/Attention : **Kepala Divisi Penilaian Perusahaan 3**

Perihal/Re. : **Penyampaian Materi *Public Expose* Tahunan PT Graha Layar Prima Tbk ("Perseroan")/Annual *Public Expose* Material Submission of PT Graha Layar Prima Tbk (the "Company")**

Dengan hormat,

Dear Sirs/Madam,

Dalam rangka memenuhi ketentuan Perubahan Peraturan BEI No. I-E tentang Kewajiban Penyampaian Informasi dan Surat Keputusan Direksi PT BEI Nomor Kep-00066/BEI/09-2022 tanggal 01 Oktober 2022 poin III.3.6, maka dengan ini Perseroan menyampaikan materi *Public Expose* guna memenuhi kewajiban pelaksanaan *Public Expose* tahunan.

In order to comply with the provisions of the Amendment to IDX Regulation No. I-E concerning Obligation to Submit Information and Decree of the Board of Directors of PT BEI Number Kep-00066/BEI/09-2022 dated October 01, 2022 point III.3.6, hereby submits Public Expose material in order to fulfill the obligation to implement the annual Public Expose.

Demikian pemberitahuan ini kami sampaikan, atas perhatiannya kami ucapkan terima kasih.

Thus, we convey this information, thank you kindly for your attention.

Hormat kami/*Sincerely,*
PT Graha Layar Prima Tbk



Arindya Pratama Lubis, S.H
Sekretaris Perusahaan/*Corporate Secretary*



PUBLIC EXPOSE
PT GRAHA LAYAR PRIMA Tbk
2023



CGV

2022 COMPANY REVIEW



COMPANY REVIEW



VISION & MISSION

Vision:
No. 1 Cultureplex in Indonesia

Mission:
Meet, Play and Enjoy in CGV

Business Activity

Business Activity:
Movies, Video Recorders, Food and Beverage, Recreational and Entertainment Services

Main Business

CINEMA

F&B

Adv. &
Event

COMPANY REVIEW

COMPOSITION OF THE BOARD OF COMMISSIONERS AND BOARD OF DIRECTORS

BOARD OF COMMISSIONERS:

President Commissioner

: Bratanata Perdana

Independent Commissioner

: Yoyok Sri Nurcahyo

BOARD OF DIRECTORS:

President Director

: Park Jungsin

Director

: Park Seong Ho

Director

: Tobias Ernst Chun Damek

Director

: Tan Boon Shing

Director

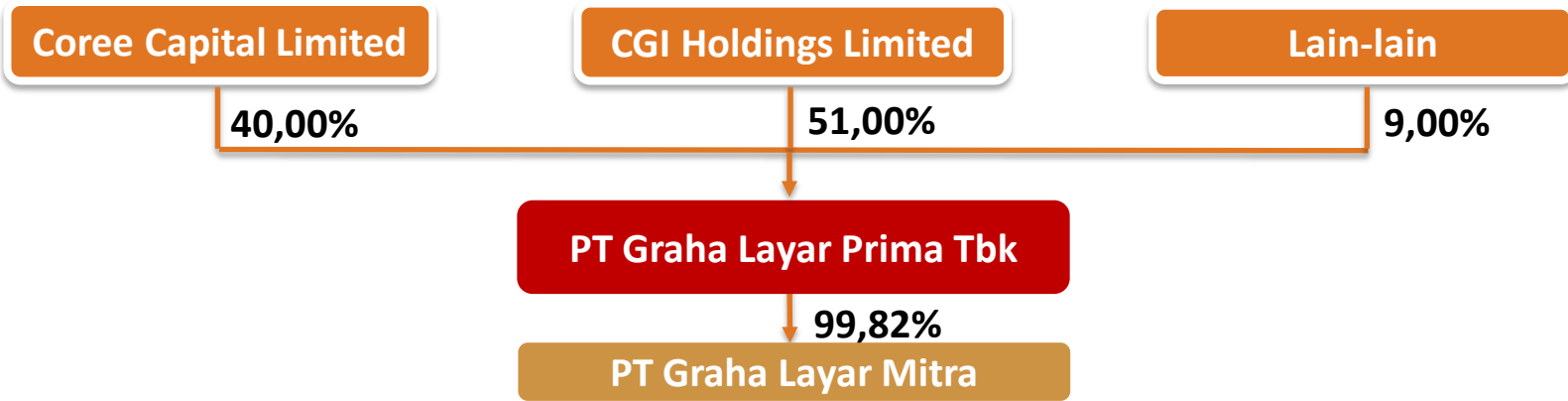
: Haryani Suwirman



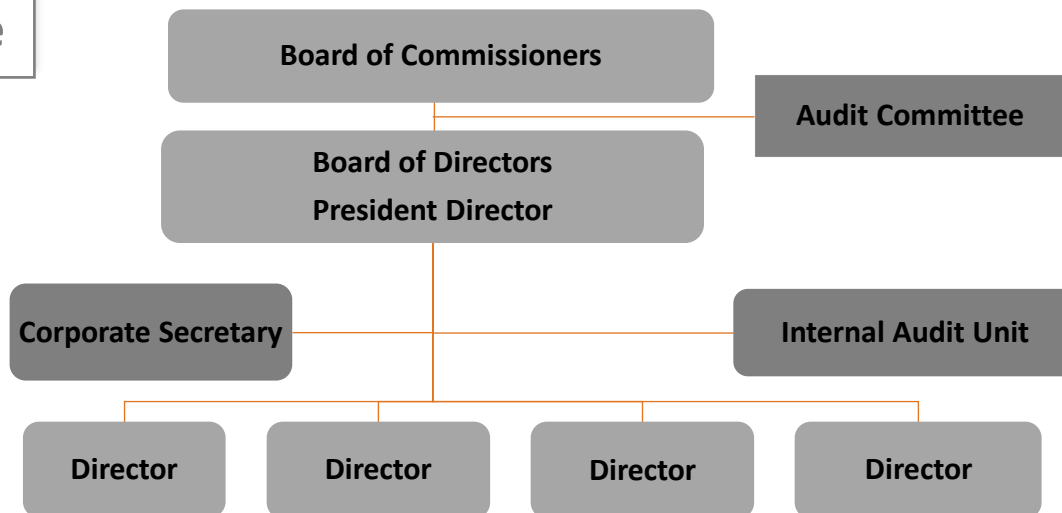
COMPANY REVIEW



Group Structure



Organization Structure



COMPANY REVIEW



As of December 31, 2022, the company added 3 new cinemas, so that the total number of cinemas owned by the Company is 71 Cinemas

New Cinema Open in 2022



**Paradise Mall Serpong,
Tangerang**



**Malang City Point,
Malang**



**Point Square,
Jakarta**



CHALLENGES AND IMPORTANT EVENTS OF THE COMPANY IN 2022

CHALLENGES



- The increasing number of Covid-19 cases with the Omicron variant in Indonesia in the middle of 2022; and
- Restrictions on Cinema activities will still be carried out throughout 2022, although things are starting to improve gradually, there are still restrictions such as cinema operating hours which are still limited.

CHALLENGES AND EVENT HIGHLIGHT



IMPORTANT EVENT

- As of December 31, 2022, the Company opened 3 new cinemas in several locations as the following :
 1. CGV Mall Paradise Walk Serpong on April 29, 2022;
 2. CGV Mall Malang City Point on August 22, 2022;
 3. CGV Poinis Mall Jakarta on December 09, 2022.
- The Company is back in 100% operations starting in mid-2022.
- The Company held an Korea Indonesia Film Festival which 16 Korea movies on September 29 until October 02, 2022.



CHALLENGES AND EVENT HIGHLIGHT



IMPORTANT EVENT

- The Company collaboration with Falcon Pictures gathered 5.133 orphans from 68 orphanages to watch 'Miracle in Cell No. 7' on October 1 & 2, 2022.
- The Company held an Extraordinary General Meeting of Shareholder to determine the new composition of the Board of Directors on September 08, 2022.
- The Company held an film festival that showcases 88 movies from 28 countries on October 13 until October 16 2022.



CHALLENGES AND EVENT HIGHLIGHT



IMPORTANT EVENT

- The Company collaboration with Klikfilm to show award-winning movies in various international festivals during World Cinema Week on October 22 until 30, 2022.
- The Company presents an Alternative Content BTS – Permission to Dance on March 12, 2022 and Coldplay – A Worldwide Live Event Only in Cinemas on October 29, 2022.
- The Company's experienced a temporary suspension of share trading dated December 22, 2022 and The Company held an Incidental Public Expose dated December 27, 2022.





THE COMPANY'S PERFORMANCE IN 2022

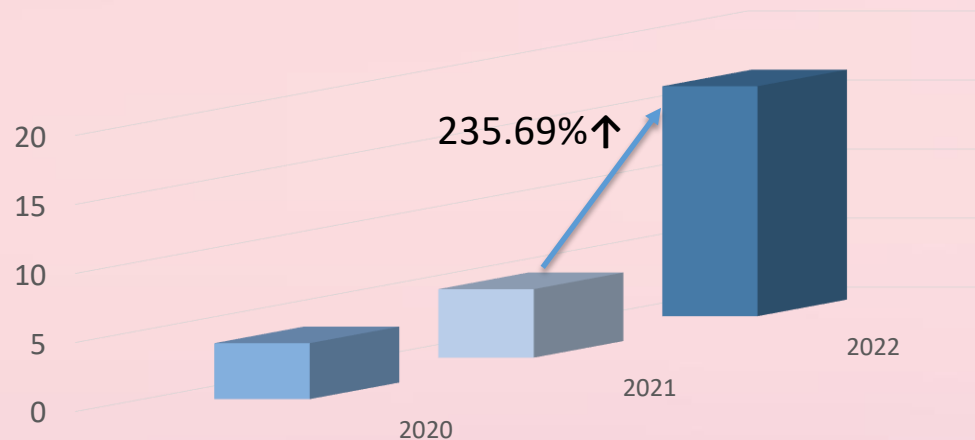
THE COMPANY'S PERFORMANCE IN 2022



COMPANY PERFORMANCE OVERVIEW

Total admission in 2022 increase significantly Vs. 2021 with Local and Big Hollywood contents.

Number of Admission



Number of Admission (in Millions)	
2020	4,05
2021	4,96
2022	16.65

THE COMPANY'S PERFORMANCE IN 2022



FINANCIAL SUMMARY

	2020	2021	2022
Aset*	2.433,29	2.403,11	2.267,36
Liabilitas*	1.636,94	1.871,33	1.808,49
Ekuitas*	796,36	351,78	458,88
Rasio Liabilitas terhadap Ekuitas	205,55%	531,96%	394,11%

	2020	2021	2022
Pendapatan*	255,84	284,90	1.058,30
Laba/(rugi) Operasi*	(287,83)	(201,96)	100,57
Laba/(Rugi) Tahun Berjalan*	(447,47)	(264,57)	(72,90)
Margin Laba Operasi	-112,50%	-70,89%	9,50%

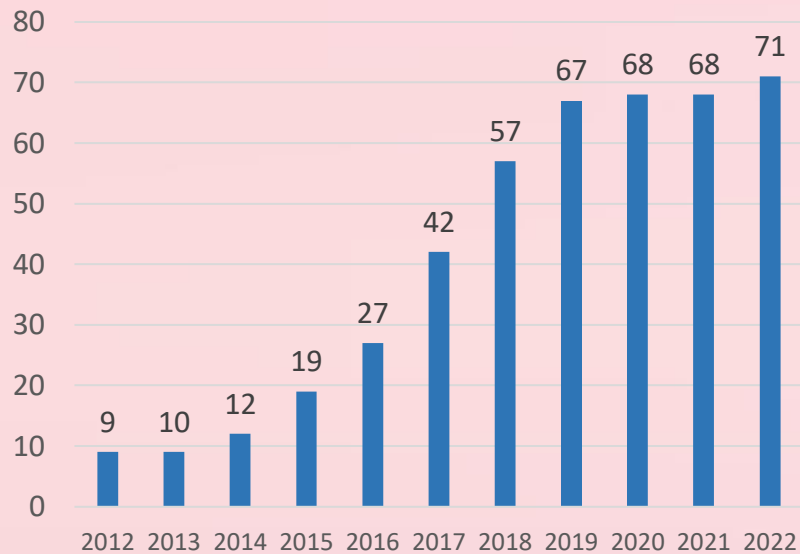
***in Billion Rupiah**

THE COMPANY'S PERFORMANCE IN 2022

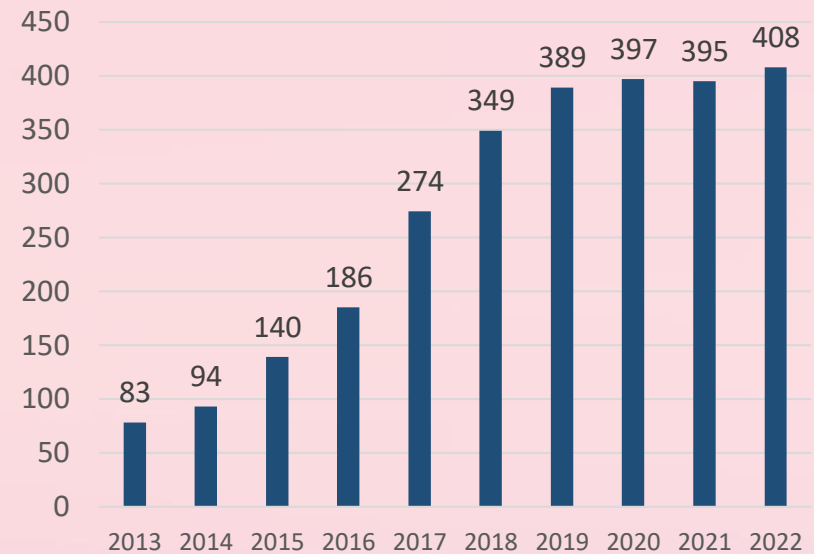


CURRENT CINEMA STATUS

Number of Cinemas



Number of Screens



THE COMPANY'S PERFORMANCE IN 2022



CONTENT CREATOR NGOBROL SERU BARENG MOVIE CAST



NGOBROL SERU

Purpose :

- To promote the movie in different and more attractive way
- To get more engagement and awareness in SNS

Additional Activity:

- Quiz, Interview with Movie Cast, New Product Launching, Advertisement additional platform

THE COMPANY'S PERFORMANCE IN 2022



MARKETING ACTIVITY



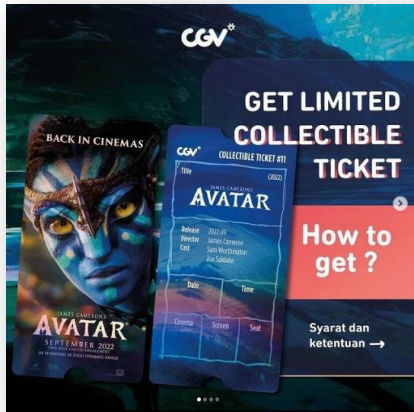
Gala Premiere



B1G1 Promo



CGV Special Features for Avatar 2



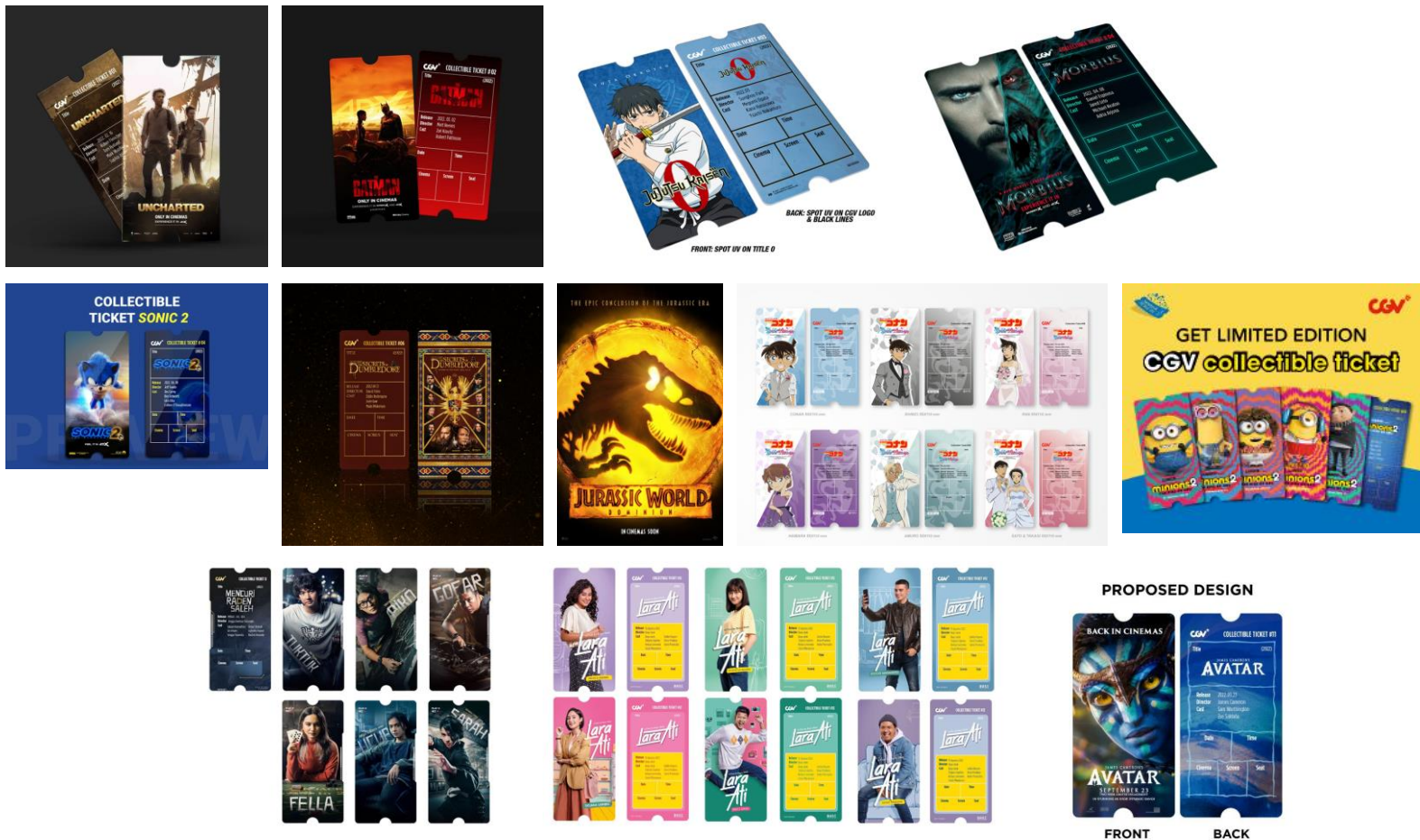
CGV Exclusive Collectible Ticket

THE COMPANY'S PERFORMANCE IN 2022



MOVIE MARKETING

1) Official Self Produce & Exclusive CGV Merchandise → Collectible Ticket



THE COMPANY'S PERFORMANCE IN 2022



MOVIE MARKETING

2) Cinema Visit, Movie Gala Premiere & Movie Festivals



THE COMPANY'S PERFORMANCE IN 2022



FOOD AND BEVERAGES

MENU COLLABORATION



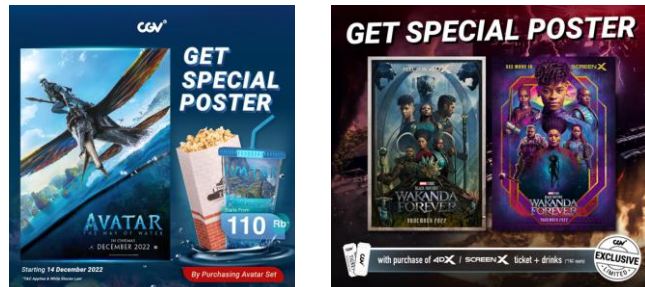
Seasonal Beverages drink collaboration with ABC Heinz

SPECIAL MENU FOLLOWING MOVIE



Special seasonal menu following the movie (LTO)

MOVIE MERCHANDISE



Black Panther & AVATAR
Merchandise 10,000 pcs SOLD
OUT within 2 weeks

FnB UNIT EXPANTIONS



CineCafe : MCP & PSJ
Snack Bar : GI
GoPizza : GI

THE COMPANY'S PERFORMANCE IN 2022



MEMBER & PARTNERSHIP PROMOTION

In 2022 Membership & Online Ticketing partners made approximately 60 campaigns/promotion



New Member Benefit
Payday promo 25-28 every
month



Partnership promo BCA Lifestyle
with Production House (there
will be collaboration with other
films)



Ticketing partner &
Sponsorship Movie Festival



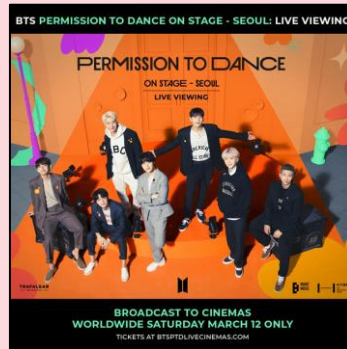
Generate QR Code Official
CGV

THE COMPANY'S PERFORMANCE IN 2022



MOVIE CONTENT (Alternative & Live Viewing)

**BTS: Permission to Dance On Stage
(12 Maret 2022)**



**ASTRO Aroha
(6 April 2022)**



**SEVENTEEN: Power of Love The Movie
(20 - 24 April 2022)**



**Blue Helmet: A Song of Meissa
(4 & 7 Mei 2021)**



**Musical Midnight Sun
(5, 18, 19 Juni 2022)**



**Coldplay Live from Buenos Aires
(29 Oktober 2022)**



THE COMPANY'S PERFORMANCE IN 2022



SALES ADV. HIGHLIGHT

NEW BRANDING 2022



LG EXPERIENCE ZONE

Location:
Grand Indonesia, Jakarta



Branding Area BCA Digital blu

Location:
Grand Indonesia, Jakarta
Central Park, Jakarta

THE COMPANY'S PERFORMANCE IN 2022



Client Barter for Seasonal Celebration Support

Vivere Furniture at CGV Private Box Grand Indonesia



Client : Vivere
Period : 2023-2024 (since inauguration)

Benefit for vivere (screen ads 30s only GI for 3 month & space for product placement at CGV Kitchen GI for 1 year).

LG Electronics at CGV Private Box Grand Indonesia



Client : LG Electronics
Period : 2023-2024(since inauguration)

Benefit for LG (screen ads 30s at 7 sites CGV for 2 months)



TARGET AND WORK PLAN FOR 2023



TARGETS AND WORK PLAN FOR 2023

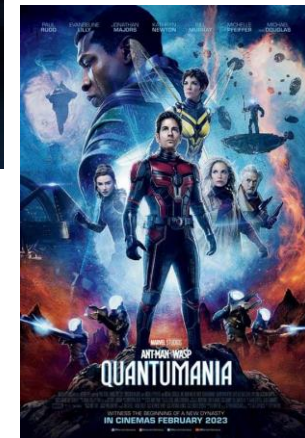


Market Outlook

With the global and national stability is currently happening, the film market in 2023 is expected to continue to the positive side, this can be seen in the series of Hollywood and Indonesian films that will be screened in 2023.

Movie Line di Tahun 2023

Rank	Movie
1	Sewu Dino
2	The Marvels
3	Guardians of the Galaxy Vol. 3
4	Fast X
5	Suzzanna 2
6	The Nun 2
7	Ant-Man and the Wasp: Quantumania
8	Shazam! Fury of the Gods
9	Mission: Impossible – Dead Reckoning Part One
10	The Little Mermaid



TARGETS AND WORK PLAN FOR 2023



CINEMA EXPANSION

1. Opening of New Cinemas: The Company's target in 2023 could increase its portfolio by opening new cinemas throughout 2023. The new cinemas are locations that have become the company's pipeline.
2. Optimizing revenue from existing cinema locations throughout Indonesia. The company continues to provide attractive activities for customers by cooperating with partners to increase the attractiveness and competitiveness of CGV cinema.



TARGETS & WORKS PLAN FOR 2023



Maximizing the selling power of F&B products by increasing quality, product variety, using 'mobile orders' and 2nd F&B unit

Popcorn quality improvement

Work closely with vendors to ensure quality is in good condition, from raw material storage to serving and gourmet popcorn development.



Additional Menu

Prioritizing snack product with a 'fast cooking method' & 'easy to bite', also to showing a drink menu that is more attractive in terms of taste and ingredients.



Maximize the 'Fast-order Service'

Encouraging customers to be able to order 'mobile' F&B from inside the auditorium to make it faster and more convenient.



2nd F&B Unit Expansion

CineCafe, GoPizza, and Snack Bar expansion with careful planning on potential sites.



TARGETS & WORKS PLAN FOR 2023



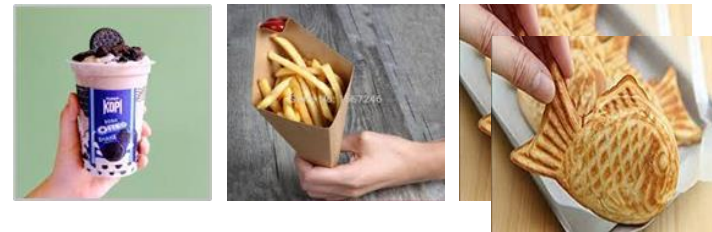
Movie Merchandise

- Mario Bros
- Guardian of Galaxy 3
- Transformers



Product Development

A variety of product choices for customers in each F&B unit

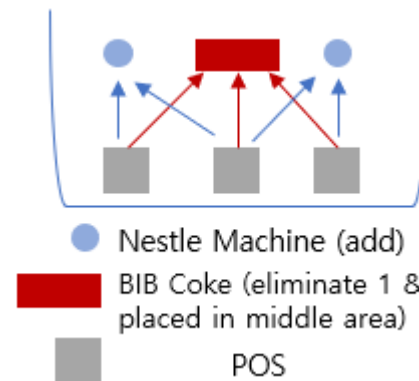


Marketing Activity

- Valentine's Day
- Ramadan Season
- Independence Day
- Halloween
- Year End Holiday



Flow dan Service process improvement



► Continuing to carry out Product Research & Development that adapts to trends and can increase sales.

TARGETS & WORKS PLAN FOR 2023



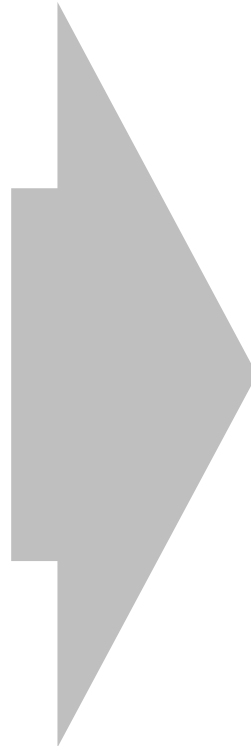
Creating CGV FANDOM by maximizing Alternate Content Movie and Non-Movie Screening. When content differentiation with competitors is getting thinner, FANDOM marketing becomes an important role where customers will still choose CGV as a place to watch it.



Alternate Content



Non Movie Screening



Virtual E-Meeting & MNG



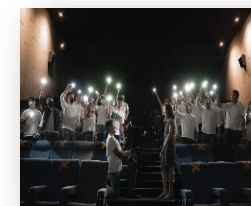
Wedding Poposal & Birthday



Competition



Offline Performance Event



Local Advertisement



Promotion



Additional Revenue :

- Presenting content alternatif with a more comfortable viewing atmosphere
- Booking Auditorium/Lobby for event activities
- Collaborative space for branding and promotion

ACTIVITY PLAN

ONLINE TICKETING PARTNER

1. Maintain current
2. Add: (Potential) TOKOPEDIA, Ultra voucher, Whatsapp Bisnis for online ticketing



MOVIE MARKETING

1. Collectible Tickets + Album (create Collector Trend)
2. Non-Movie (Alternative Content)
 - Festivals
 - Seminar
 - Podcast
 - Concert (Offline)
 - Music
 - Sports
 - Theatre Performance
 - E-Sports Tournament
4. Sultan Cinema

THANK YOU



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