

XXI

PT Nusantara Sejahtera Raya Tbk

INVESTOR UPDATE

1H - 2025



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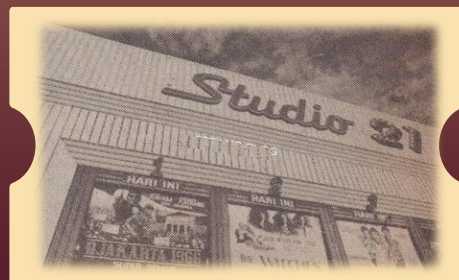
XXI

PT Nusantara Sejahtera Raya Tbk

COMPANY OVERVIEW



Leading Cinema Operation with Track Record of Innovation



1987

Pioneer of modern cineplexes in Indonesia with the opening of Studio 21.



2002

the Premiere
Opened our 1st premium cinema with recliner seats in Indonesia.



2006

Launched widely used mobile ticketing application, m.tix, in Indonesia.



2012

IMAX

Opened the 1st commercial digital IMAX theatre in Indonesia.



2016

GIC invested in the company to become its new shareholder.



2018

TIX ID

Launched TIX.ID, Indonesia's only ticket aggregator platform with Cinema XXI's inventory.



2020

Opened the 1st IMAX with laser theatre in Indonesia.



2021

Launched m.food (online F&B ordering) within m.tix.



2023

Listed at the IDX on 2 Aug with the ticker code of CNMA.



2024

Opened 16 new cinemas with 70 new screens.

Best-in-class Product and Service Offerings



Cinema

- Deluxe
- The Premiere
- IMAX®

62.4%

Revenue Contr.



F&B

- XXI Cafe
- XXI Cafe Box
- The Premiere Cafe
- XXI Lounge
- Hello Sunday

33.6%

Revenue Contr.



Others (Digital, Advertisement, Event & Others)

- m.tix
- TIX.ID
- Screen-based Advertisement
- Offline Advertisement
- Online Advertisement
- Partnership
- The Ballroom
- The Club
- Others

4%

Revenue Contr.

Largest Cinema Chain in Indonesia

259

Total cinemas

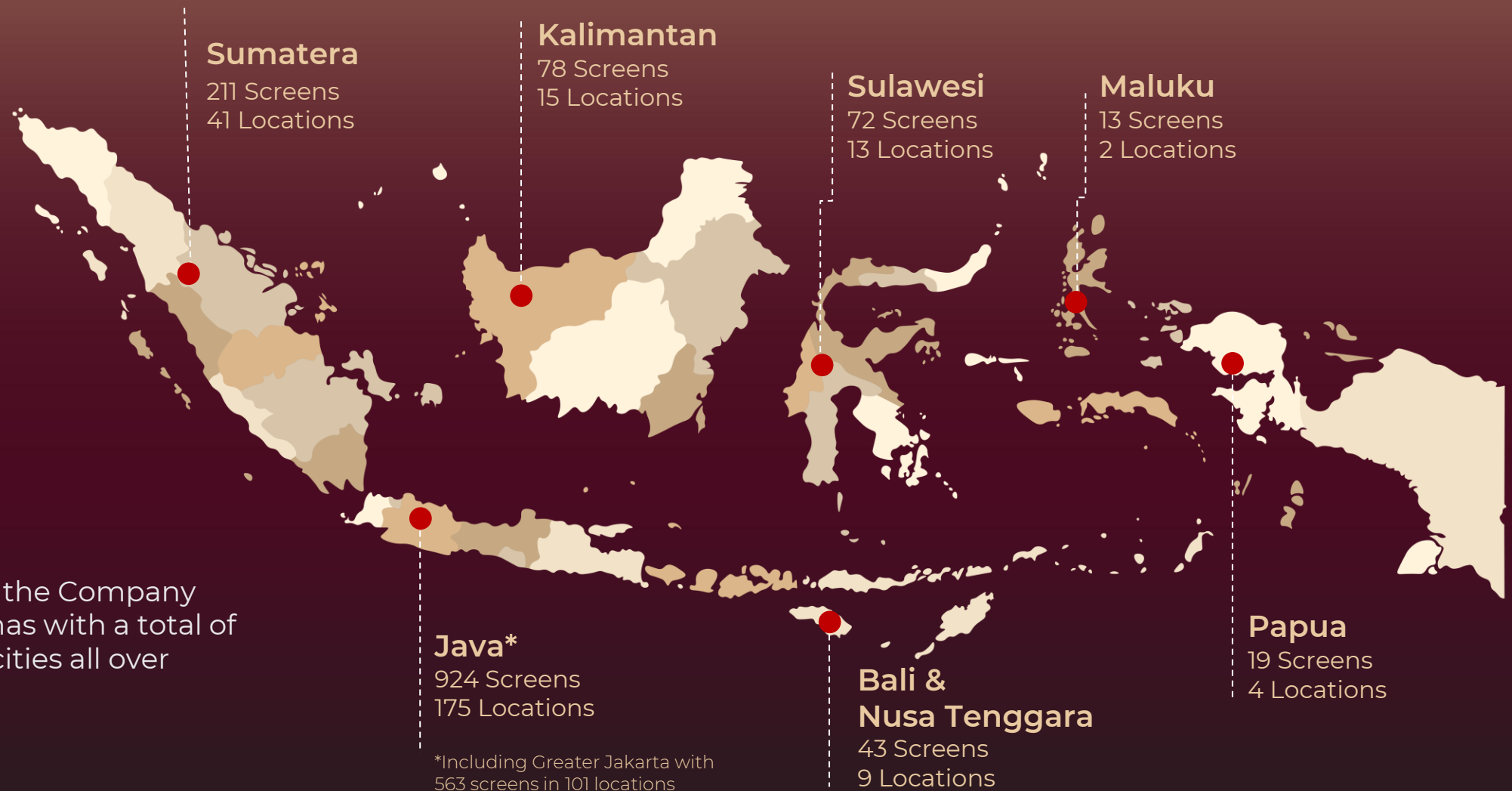
1.360

Screens

66

Cities

As per 30 Jun 2025, the Company operates 260 cinemas with a total of 1,365 screens in 66 cities all over Indonesia.



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PT Nusantara Sejahtera Raya Tbk

BUSINESS UPDATE



Key Highlights 1H25



Achieved **42.4 million total admissions** in 1H25, reflecting a **robust rebound in 2Q** with >28.5mn admissions despite a low seasonality in 1Q.



The **Average Ticket Price (ATP)** reached **IDR 46,483**, representing a **4.9% yoy growth**, and continued a steady upward trend supported by premium offerings and market positioning.



F&B spending per head (SPH) maintained solid performance at **IDR 25,034 with 8% yoy growth**, driven by curated product offerings and effective promotions.



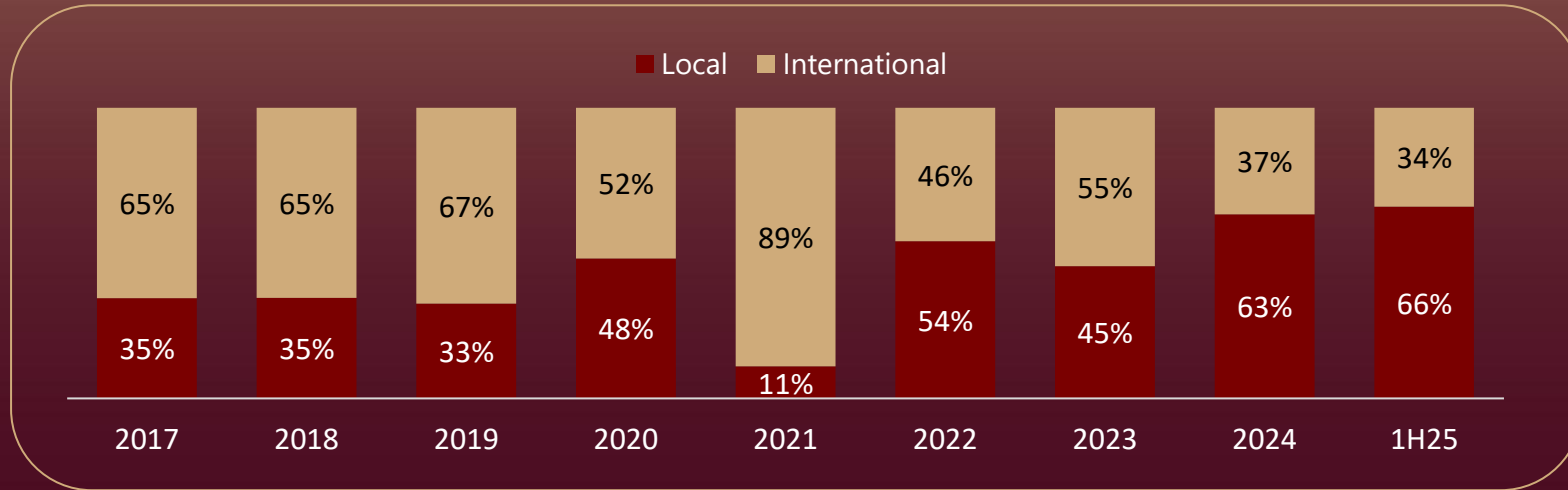

Local movie share stood at 65.9%, underscoring the dominance and consistent appeal of domestic movie productions.



- **42.4mn Total Admissions**
- **Average Ticket Price at IDR 46,483**
- **IDR 25,034 F&B Spend Per Head**
- **65.9% Local Movies Shares**

1H25 Admissions Driven by Local Movies, Marking Continued Outperformance Over International Content

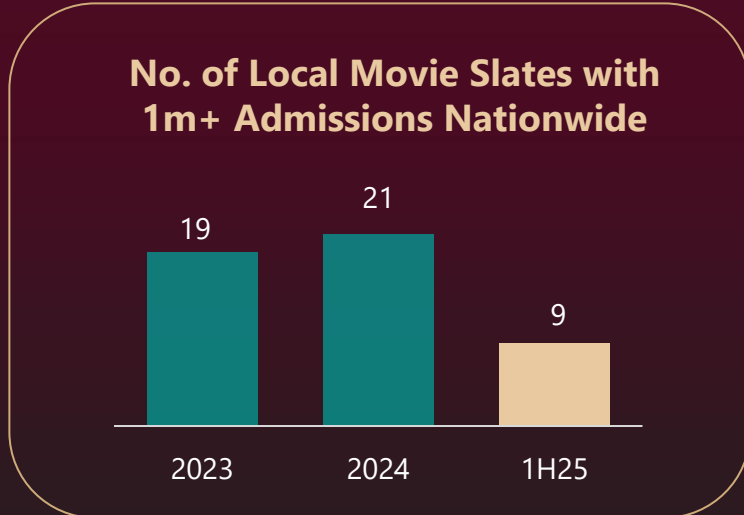
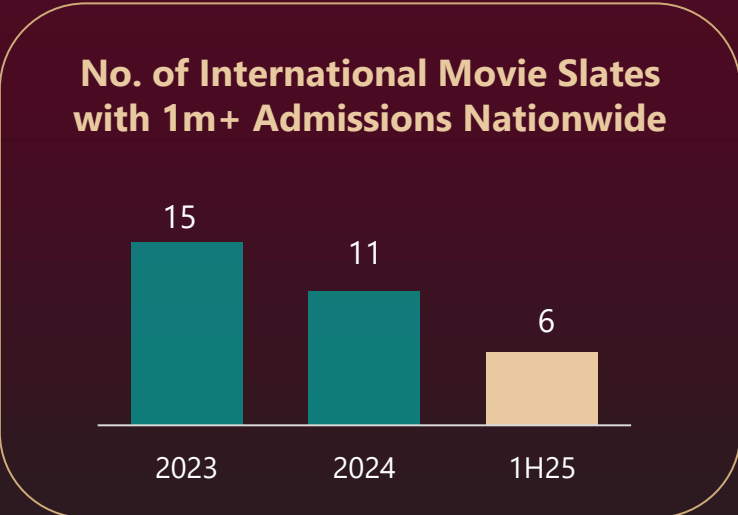
% Local and International Movies to Admissions in Cinema XXI

Local Movie Contribution to Admissions at Cinema XXI

65.9%

Up to 30 Jun 2025



1H25 - More Hits, Stronger Fundamentals

Local



Jumbo
10.1mn+



Pabrik Gula
4.7mn+



Petaka Gunung Gede
3.2mn+



Komang
2.9mn+



Jalan Pulang
2.3mn+



Qodrat 2
2.2mn+



Pengepungan
Di Bukit Duri
1.8mn+

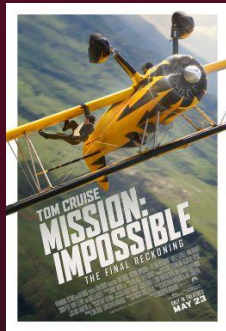


Perayaan
Mati Rasa
1.3mn+

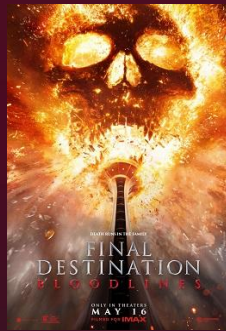


1 Kakak 7 Ponakan
1.2mn+

International



Mission: Impossible -
The Final Reckoning
2.5mn+



Final Destination:
Bloodlines
1.7mn+



Captain America:
Brave New World
1.6mn+



How To Your Train
Your Dragon
1.5mn+



Thunderbolts*
1.4mn+



Dark Nuns
1mn+



Lilo & Stich
960K+



A Minecraft Movie
711K+

Tailored F&B Offerings: Capturing Seasonal Trends and Diverse Preferences to Enhancing Customer Experience and Optimizing Revenue

- Continued exploration and innovation in F&B offerings to meet evolving customer tastes and seasonal trends
- Strategic pricing and promotions to enhance F&B spending per head
- Thematic menu and merch launches aligned with trending movie titles — such as Alohana, inspired by Lilo & Stitch



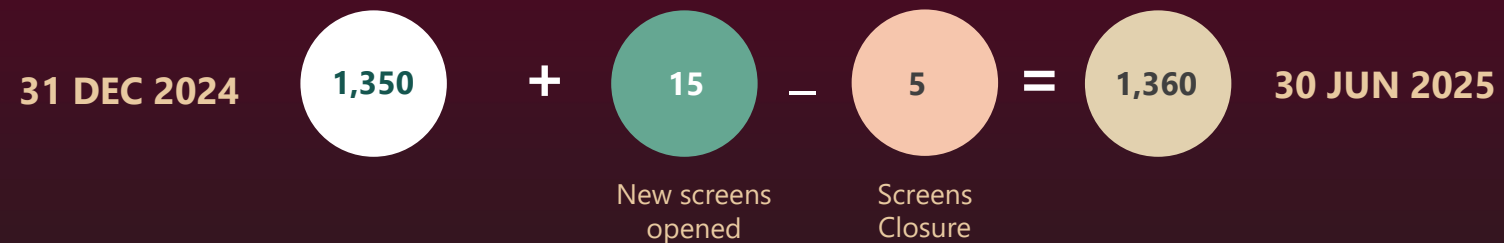
25.0K
F&B Spending per Head
(1H25)

54%
F&B to GBO
(1H25)

SCREENS GROWTH UPDATE

#	Cinemas Opened	Opening Date	TOTAL Screens	DELUXE Screens	PREMIERE Screens	IMAX Screens
1.	TENTH AVENUE XXI	12 -Feb-25	3	3	0	0
2.	LIVING WORLD GRAND WISATA BEKASI XXI	22-Feb-25	5	5	0	0
3.	BANDARA CITY MALL XXI	27-Feb-25	3	3	0	0
4.	MALL INDRAMAYU XXI	6-Mar-25	4	4	0	0
Total new screens opened			15	15	0	0
Additional screen to the existing locations			0			
New Screens Opened in 2025			15			

Note: Effective 1 May 2025, we close Pluit Junction XXI (5 screens)



KEY OPERATING NUMBERS

Particulars	Units	YTD Jun'25	YTD Jun'24	Change
		Reported (A)	Reported (B)	YoY Change (%) (A / B-1)
<u>Operating Numbers</u>				
Number of Cinema		259	248	4.4%
Number of Screens		1,360	1,312	3.6%
Admission (thousand)		42,487	46,489	-8.6%
Avg. Ticket Price (ATP)	IDR	46,483	44,282	4,9%
Occupancy	%	24.0%	26.3%	-8.7%
F&B to GBO	%	54.0%	52.0%	3.8%
F&B Spend per Head (SPH)	IDR	25,034	23,167	8%

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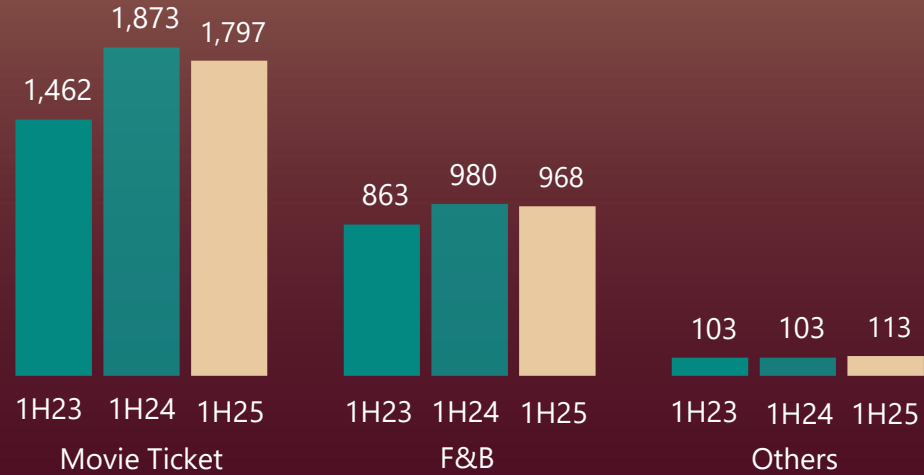
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FINANCIAL HIGHLIGHT



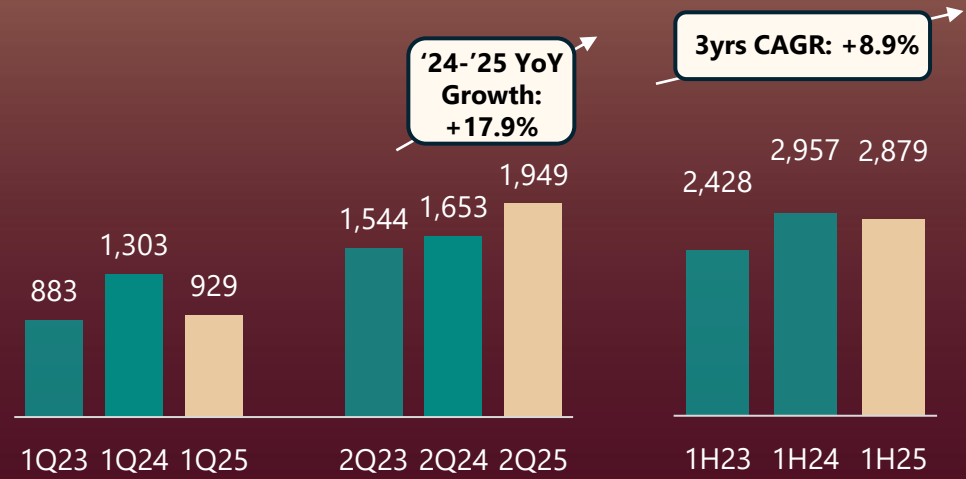
REVENUE BY SERVICE OFFERING

(in Billion IDR)



TOTAL REVENUE

(in Billion IDR)



GROSS PROFIT MARGIN

(in %)



Cinema
50.0%



F&B
73.9%



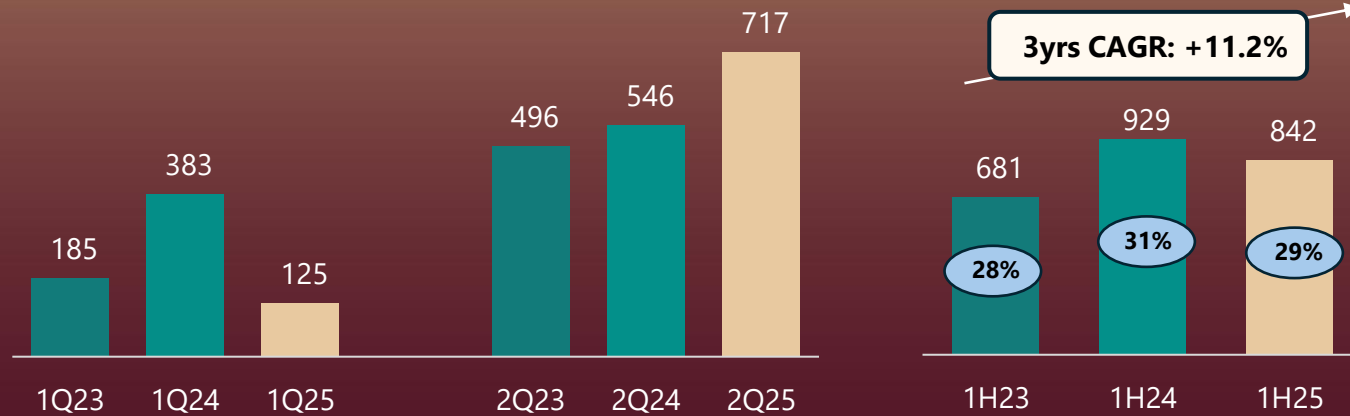
Others
86.4%

Total
59.5%

- **Revenue recorded at IDR 2.88 trillion**, reflecting a consistent performance followed by a **solid rebound in 2Q revenue** with 17.9% yoy growth due to led Mubarak holiday seasonality and a strong lineup of high-quality movie releases, both local and international.
- **Gross profit margin** remains healthy at **59.5%**, mostly supported by our high-margin F&B (73.9%) and Cinema (50%)

EBITDA (in Billion IDR)

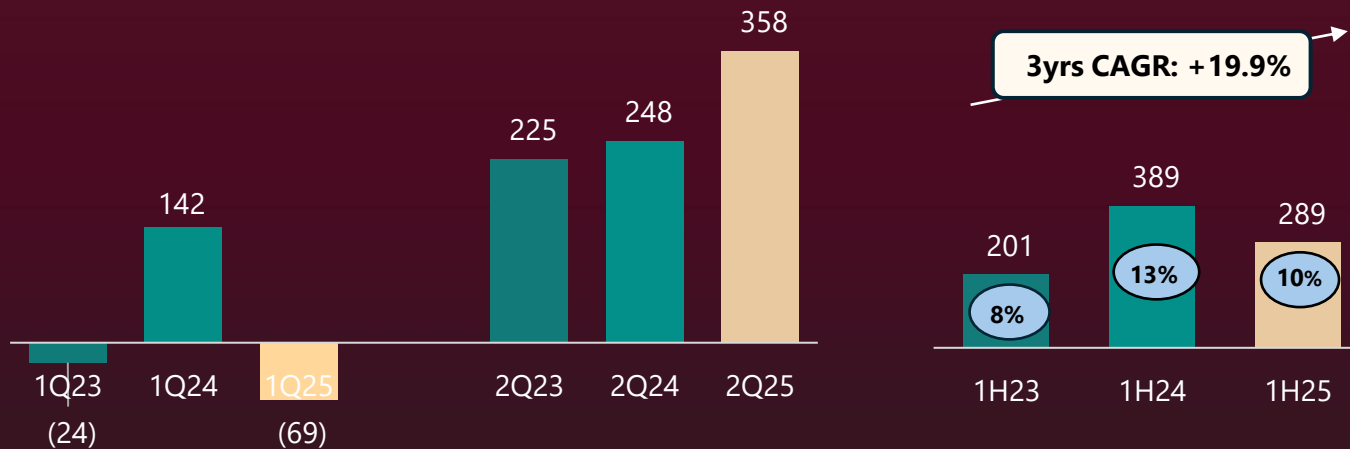
EBITDA
margin



- **EBITDA** reached IDR 842 billion with a **healthy 29% margin** in 1H25, **rebounding strongly in 2Q** to IDR 717 billion—up 32% from 2Q last year, in line with a strong revenue growth in 2Q.

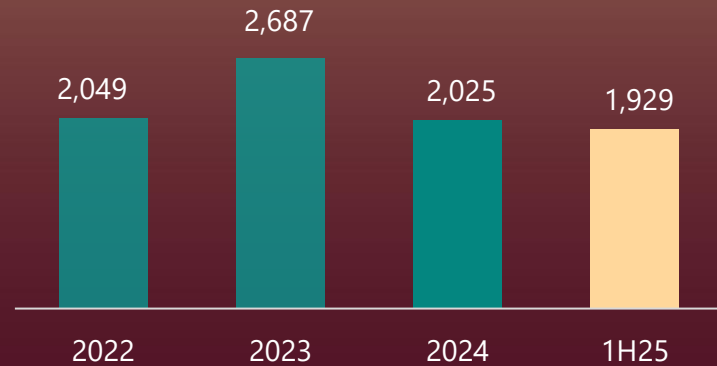
PATMI (in Billion IDR)

margin

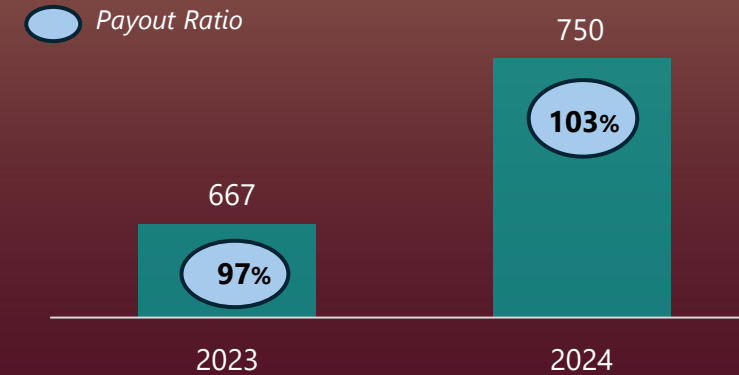


- **Strong quarterly recovery** helped offset a soft 1Q performance and brought **PATMI to IDR 289 billion** in 1H25, driven by a sharp turnaround in 2Q.

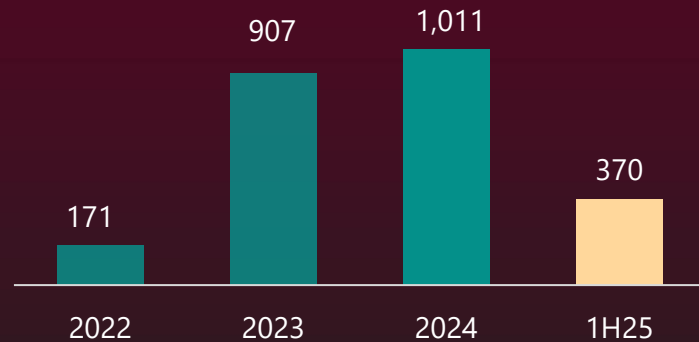
Cash and Cash Eqv. (in Billion IDR)



Dividend (in Billion IDR)



Capital Expenditure (in Billion IDR)



- The company maintained **strong liquidity** despite **distributing dividends with a payout ratio above 100%** for the year of 2024, reflecting prudent financial management and resilient cash flow.
- **Capital expenditures** remain strategically active, ensuring ongoing **asset maintenance** and supporting the Company's **long-term growth** trajectory.

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GROWTH CATALYST



Growth Catalyst

Rp



Capturing Strong Box Office Upside with Curated Blockbuster Slates. Local and international movie premieres scheduled for 3Q and 4Q are expected to drive cinema admissions and revenue growth in 2H25.



Sustain Ongoing Optimization of Food & Beverage Revenue Streams. Continue driving innovation through new food and beverage offerings aligned with upcoming film themes—such as character-inspired and seasonal menus—to increase basket size and elevate the overall customer experience.

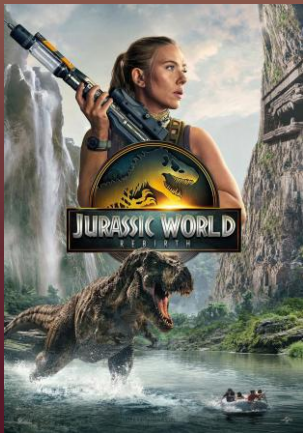


Potential Upside from Macro Recovery Signals and New Cinema Expansion. 30-35 new screens are scheduled to open across 8-9 locations (Padang, Pematang Siantar, Palangkaraya, Magelang, Bogor, Lampung, Tuban, and Tangerang) in 2H25.



Operational Efficiency & Cost Management. Focused initiatives to maintain lean operations and control operating expenses, supporting stable EBITDA and PATMI margins.

Hollywood Movie Slates in 2H-2025



Jurassic World: Rebirth



Superman



The Fantastic 4: First Step



Demon Slayer: Infinity Castle



The Conjuring: Last Rites



Predator: Badlands



Tron: Ares



Now You See Me 3



Zootopia 2



Mortal Kombat 2



Wicked: For Good



Avatar: Fire and Ash

Supported by Many Local Movies in 2025, some slates up to October..



Sore: Istri Dari Masa Depan
Drama



Rego Nyowo
Horror



Sihir Pelakor
Horror



Panggil Aku Ayah (Pawn)
Drama



La Tahzan
Drama



Tinggal Meninggal
Comedy



Agak Laen 2 (November)
Comedy



Andai Ibu Tidak Menikah dengan Ayah
Drama



Rangga & Cinta
Drama



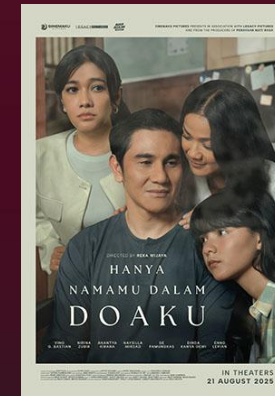
Sukma
Horror



Air Mata di Ujung Sajadah 2
Drama



Tukar Takdir
Drama/Thriller



Hanya Namamu Dalam Doaku
Drama

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THANK YOU

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