

The logo for XXI, consisting of the Roman numerals 'XXI' in a stylized, serif font, is positioned in the top left corner of the image. The background of the entire slide is a photograph of a modern cinema auditorium with rows of brown leather reclining seats and a dark red wall. The text is overlaid on the right side of the image.

XXI

PT Nusantara Sejahtera Raya Tbk

INVESTOR UPDATE

4Q - 2024

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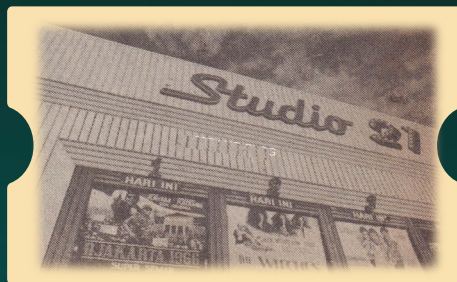
XXI

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®

62.0% Revenue Contr.



F&B

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

33.9% Revenue Contr.



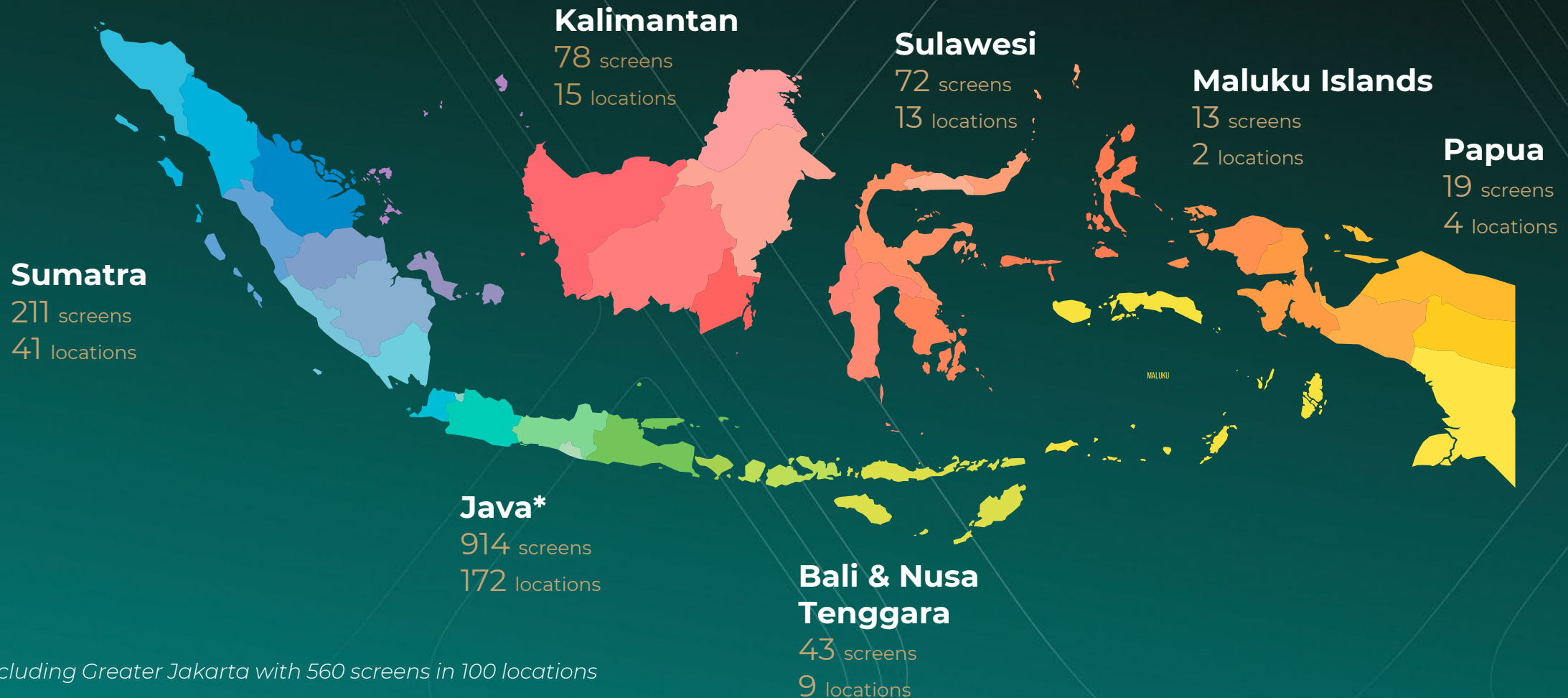
Others (Digital, Advertisement, Event & Others)

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

4.1% Revenue Contr.

Largest Cinema Chain in Indonesia

As per 31 December 2024, the Company operates 256 cinemas with a total of 1,350 screens in 65 cities all over Indonesia.



XXI

PT Nusantara Sejahtera Raya Tbk

BUSINESS UPDATE



Key Highlights 2024



Strategically expand Cinema's network in potential malls across Indonesia, focusing on untapped markets that offer substantial growth opportunities.



F&B spend per head is maintained above IDR 24k, supported by new products introduction and targeted marketing initiatives.



The Average Ticket Price (ATP) is consistently increasing, while local movies shares have set a high record.



Solid financial position accompanied by sustained profitability.



+16 Cinemas
(12 Java, 4 Ex-Java)

+70 Screens



87.1mn Total Admission
63.3% Local Movies Shares
ATP at IDR 44,720 with 8.1% yoy growth



IDR 24,385
F&B Spend per Head
54.5% F&B to GBO



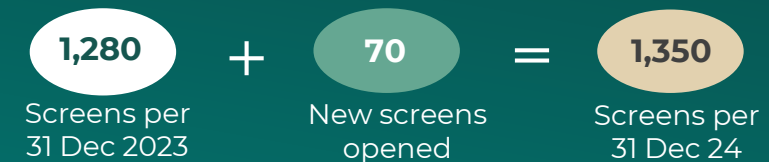
31.8% EBITDA Margin
12.8% PATMI Margin

SCREENS GROWTH UPDATE



#	Cinemas Opened	Opening Date	TOTAL Screens	DELUXE Screens	PREMIERE Screens	IMAX® Screens
1.	Summarecon Bandung XXI	18 -Jan-24	6	4	1	1
2.	Sun City Madiun XXI	31-Jan-24	3	3	0	0
3.	Aeon Mall Deltamas XXI	22-Mar-24	7	5	1	1
4.	City Mall Garut XXI	27-Mar-24	3	3	0	0
5.	One Mall Batam XXI	3-Apr-24	3	3	0	0
6.	Jambu Dua XXI	5-Apr-24	4	4	0	0
7.	Living World Kota Wisata XXI	5-Apr-24	5	3	1	1
8.	Icon Bali XXI	7-Jun-24	4	2	1	1
9.	Citimall Cimanggis XXI	27-Sep-24	4	4	0	0
10	Diana Mall Timika XXI	30-Oct-24	3	3	0	0
11	Agora Thamrin XXI	7-Nov-24	8	5	2	1
12	Aeon Mall Deltamas XXI	15-Nov-24	3	3	0	0
13	City Mall Garut XXI	22-Nov-24	5	4	1	0
14	One Mall Batam XXI	29-Nov-24	3	3	0	0
15	Jambu Dua XXI	5-Dec-24	3	3	0	0
16	Living World Kota Wisata XXI	14-Dec-24	3	3	0	0
Total new screens opened			67	54	7	5
From new outlets			67			
Additional screens to the existing locations			3			
New Screens Opened in JAN – DEC 2024			70			

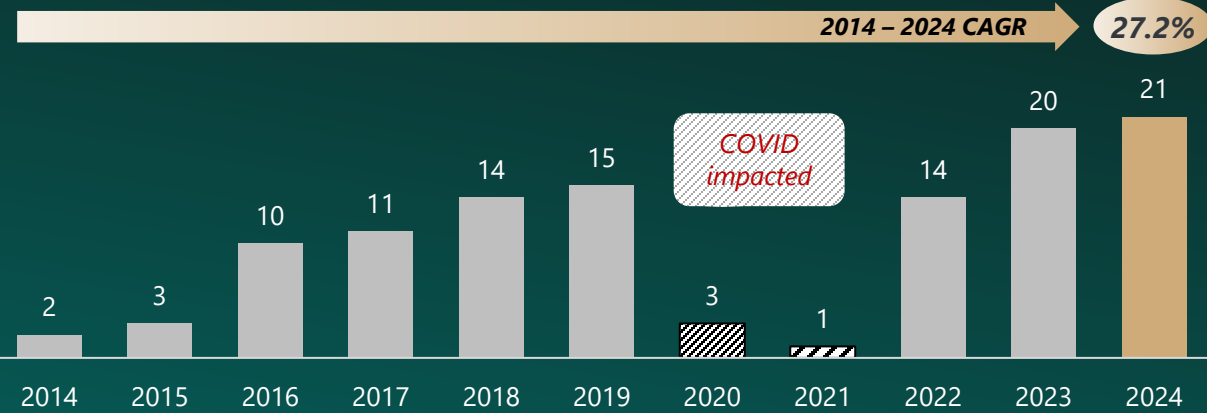
Note: No screens closure FROM JAN – DEC 2024



The rising popularity of local movies has driven a remarkable increase in Indonesia's domestic GBO



No. of local movies with 1m+ admissions



Source: Film Indonesia

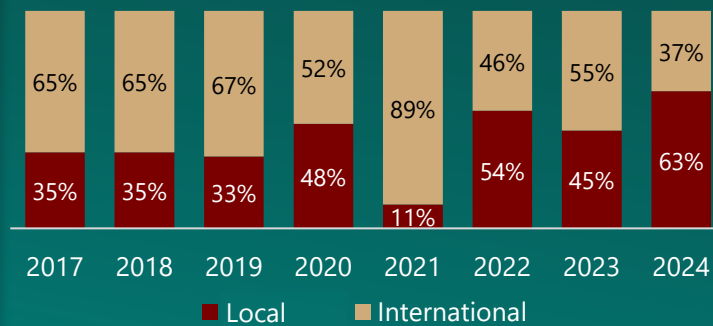


Local Movie to Admissions at Cinema XXI

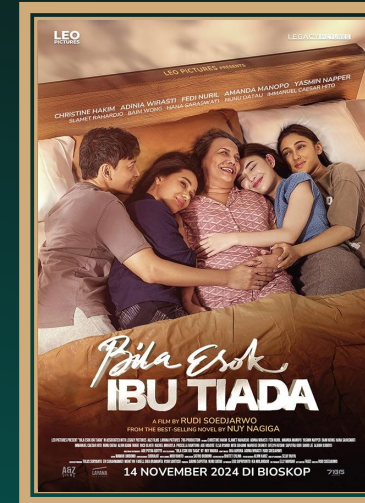
63.3%

Up to 31 Dec 2024

% Local and International Movies to Admissions



Local movies slates with 1m+ admissions in 4Q24



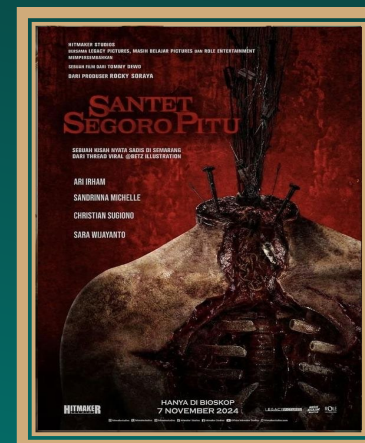
Bila Esok Ibu Tiada 3.9mn+



2nd Miracle in Cell No. 7 1.9mn+



Kuasa Gelap 1.4mn+



Santet Segoro Pitu 1.3mn+



Bolehkah Sekali Saja Kumenangis 1.1mn+



Panggonan Wingit 2 "Miss K" 1.1mn+

Top Performing Movies



2023

2024

No	Movies	Production	Admissions (in mn)	No	Movies	Production	Admissions (in mn)
1	Sewu Dino	Local	4.9	1	Agak Laen	Local	9.1
2	Fast X	Hollywood	4.8	2	Vina: Sebelum 7 Hari	Local	5.8
3	Aquaman and The Lost Kingdom	Hollywood	4.0	3	Kang Mak: from Pee Mak	Local	4.9
4	Transformers: Rise of The Beasts	Hollywood	3.6	4	Ipar Adalah Maut	Local	4.8
5	The Nun II	Hollywood	3.4	5	Badarawuhi di Desa Penari	Local	4.0
6	Di Ambang Kematian	Local	3.3	6	Siksa Kubur	Local	4.0
7	Air Mata di Ujung Sajadah	Local	3.1	7	Bila Esok Ibu Tiada	Local	3.9
8	172 Days	Local	3.1	8	How to Make Millions Before Grandma Dies	Thai	3.5
9	Guardians of The Galaxy Vol. 3	Hollywood	2.8	9	Godzilla x Kong: The New Empire	Hollywood	3.3
10	Siksa Neraka	Local	2.6	10	Deadpool & Wolverine	Hollywood	3.2

In 2024, 7 out of 10 top movies are local productions, a notable increase compared to 2023, when only 5 local movies ranked among the top 10 performers. This demonstrates the strength and competitiveness of the local film industry amid the Hollywood's recovery.

FOOD AND BEVERAGES

Offering diverse and value-driven F&B menus tailored to different customer preferences

XXI

XXI Café

Jajanan XXI Café yang bikin akhir bulanmu #LebihASIK

- Popcorn BBQ Rp40.000
- Cireng Kristal Rp30.000
- Brownie Cookie Rp20.000
- Korean Strawberry Milk Rp35.000
- Es Kopi Cokelat XXI Rp25.000

XXI Café

Tasty Treats for Two

starts from Rp85.000

- Snack Combo 1: Popcorn Mix (M), 2 Lemon Tea/Soft Drink (M)
- Snack Combo 2: Popcorn Mix (L), 2 Lemon Tea/Soft Drink (M)

*S&K Berlaku

COCA-COLA dan Ikon COCA-COLA Red Disk adalah merek-merek dagang terdaftar milik The Coca-Cola Company

the Premiere

MENU #FixAsik

THE PREMIERE CAFÉ

Buat Nemenin Libur Natal & Tahun Baru!

- Milo Dinosaurs
- Popcorn Caramel Latte
- Churros
- Chicken and Waffle
- Mushroom Ragu Pasta
- Aglio Olio Smoked Beef & Mushroom



KEY OPERATING NUMBERS



Particulars	Units	Dec'24	Dec'23	Change
		Reported (A)	Reported (B)	YoY Change (%) (A / B-1)
<u>Operating Numbers</u>				
Number of Cinema		256	240	6.67
Number of Screens		1,350	1,280	5.47
Admission (thousand)		87,099	84,264	3.36
Avg. Ticket Price (ATP)	IDR	44,720	41,368	8.10
Occupancy	%	23.9%	27.0%	-11.48
F&B to GBO	%	54.5%	58.3%	-6.52
F&B Spend per Head (SPH)	IDR	24,385	24,122	1.09

XXI

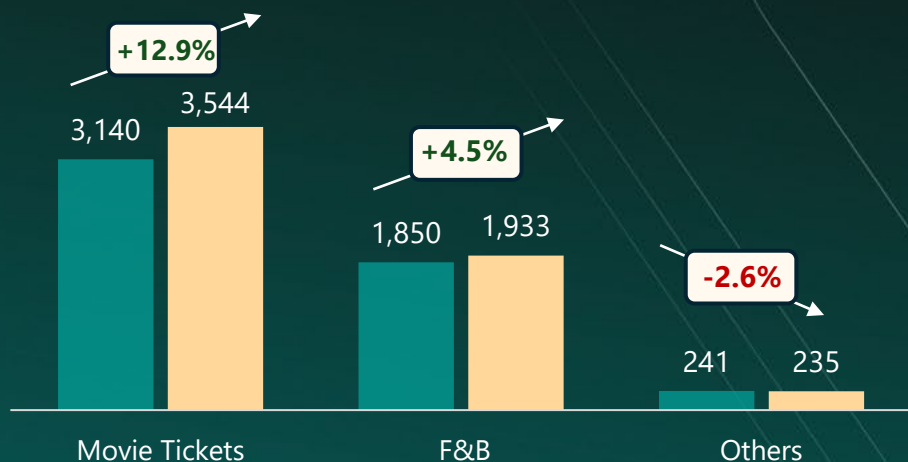
PT Nusantara Sejahtera Raya Tbk

FINANCIAL HIGHLIGHT



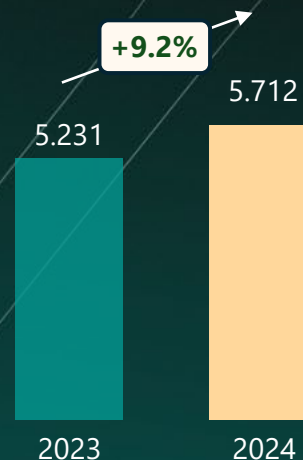
REVENUE BY SERVICE OFFERING

(in Billion IDR)



TOTAL REVENUE

(in Billion IDR)

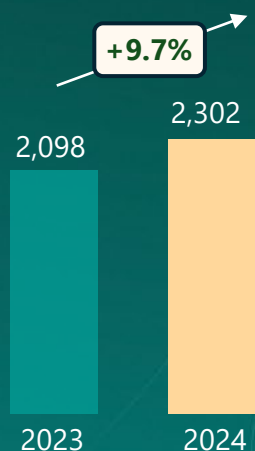


Revenue has increased by 9.2%, primarily driven by a **rise in movie ticket sales**, which represent a substantial portion of our total revenue.

This growth is further supported by the **screen expansion** compared to the previous period.

COST OF GOOD SOLD

(in Billion IDR)



GROSS PROFIT MARGIN

(in %)



Cinema
50.0%



F&B
73.8%



Digital
77.7%

Total
59.7%

Gross Profit increased by 8.8% YoY in 2024 with **stable gross margin** at 59.7%.

F&B's gross profit margin improved in 2024 to 73.8% from 72.8%. This enhancement is attributed to effective cost management and pricing optimization strategies implemented.

CORE EBIT

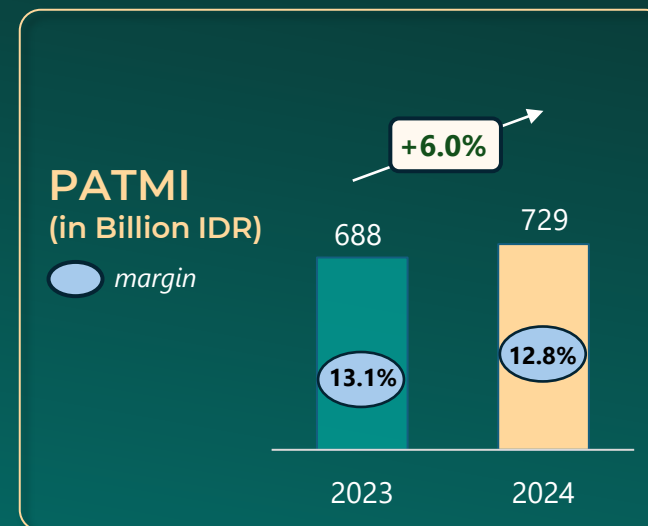
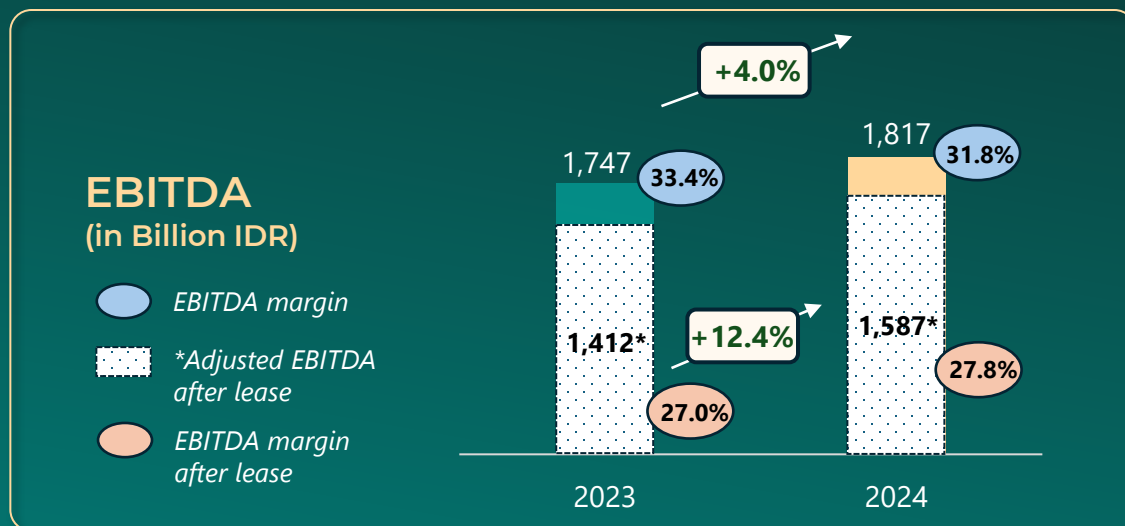
(in Bio IDR)	2023	2024	Growth
Gross Profit	3,133	3,410	8.8%
Adjusted Operational Expense*	2,200	2,373	7.9%
Adjusted Other Income (Expense)*	(12)	(5)	58.9%
Core EBIT (exclude non-recurring revenue)	921	1,032	12.0%

*exclude the impact of one-offs event

EBIT was affected by non-recurring revenue events.

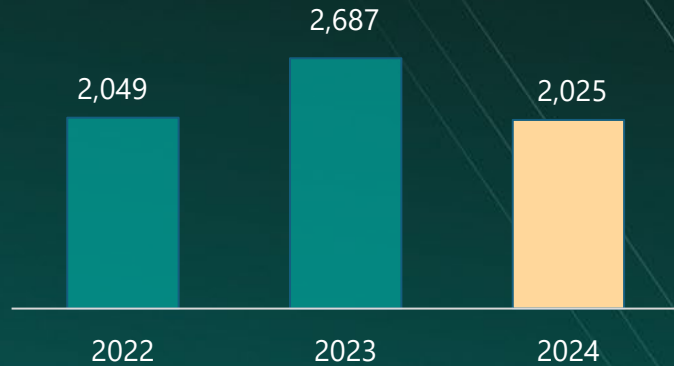
In 2023, a one-time lease concession reduced operating expenses by IDR 120 billion and a one-time insurance claim increased other income by IDR 5 billion. In 2024, another one-time insurance claim and write-offs increased other income by IDR 24 billion.

Excluding non-recurring events, OPEX increased by 7.9%. The Company is **maintaining the growth of recurring operational cost below revenue growth** through improved operational efficiencies, resulting in a 12% growth in Core EBIT.

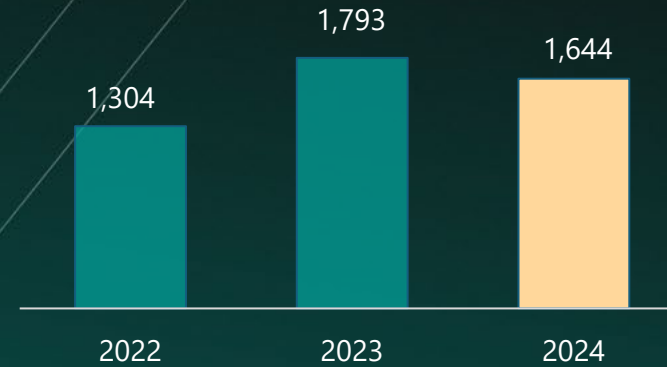


Increased admissions and effective cost management have led to improved profitability. Adjusted EBITDA after lease and PATMI increased by 12.4% and 6.0% yoy.

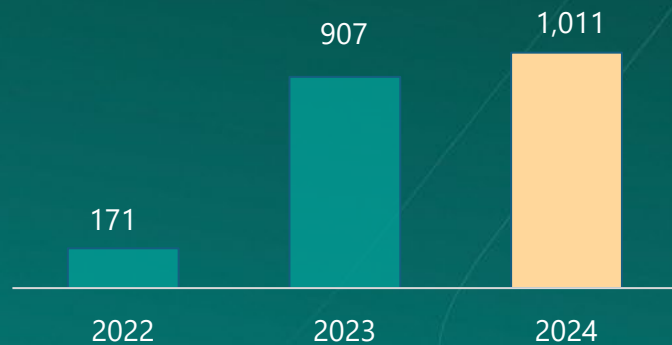
Cash and Cash Eqv. (in Billion IDR)



Cash from Operation (in Billion IDR)



Capital Expenditure (in Billion IDR)



The company has a strong financial position, with a **solid net cash balance**.

We allocate **capital expenditure** effectively, **focusing on both maintenance and network expansion** to support business growth.

XXI

STUDIO 4

PT Nusantara Sejahtera Raya Tbk

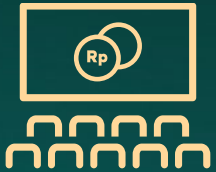
GROWTH STRATEGY



Growth Strategy 2025



Strategically expand our cinema network across Indonesia, **concentrating on underserved markets**. Our strategic plan involves the opening of approximately **50 to 60 new screens**.



Optimize box office revenue, driven by a potential slate of upcoming movies from both Hollywood and dynamic local productions. We will consistently maintain a high-quality services and facilities to support sustained business growth.



Enhance F&B revenue by launching innovative products, diversifying offerings, simplifying the purchasing process, including an online ordering platform, as well as implementing attractive promotional schemes.



Maintains a **robust financial position**, characterized by a compelling free cash flow profile and operational excellence that facilitates sustained profit growth.

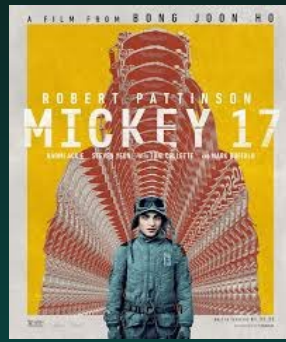
Exciting Upcoming Hollywood Movie Slates in 2025



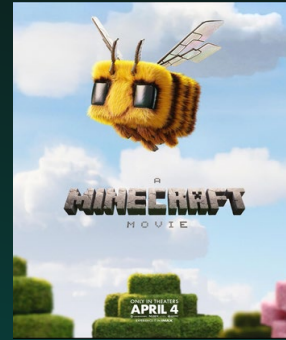
Wolf Man



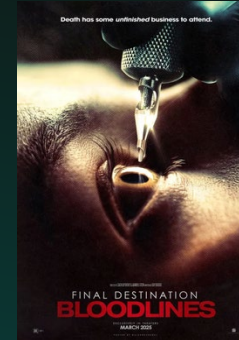
Captain America: Brave New World



Mickey 17



A Minecraft Movie



Final Destination: Bloodlines



Lilo & Stitch



Q1 FY'25

Q2 FY'25

Paddington in Peru



Conclave



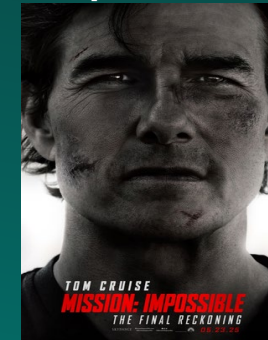
Snow White



Thunderbolts



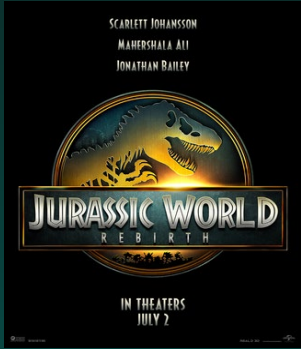
Mission: Impossible 8



How to Train Your Dragon



Exciting Upcoming Hollywood Movie Slates in 2025



Jurassic World: Rebirth



Superman: Legacy



The Fantastic Four: First Steps



Tron: Ares



Now You See Me 3



Zootopia 2



Q3 FY'25

Q4 FY'25

I Know What You Did Last Summer



The Smurfs Movie



The Conjuring: Last Rites



Mortal Kombat 2



Wicked 2



Avatar: Fire and Ash



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

XXI



Pengantin Setan
Horror



1 Imam 2 Makmum
Drama, Religious



Pengantin Iblis
Horror



Perayaan Mati Rasa
Drama



Sebelum 7 Hari
Horror



1 Kakak 7 Ponakan
Drama



Petaka Gunung Gede
Horror



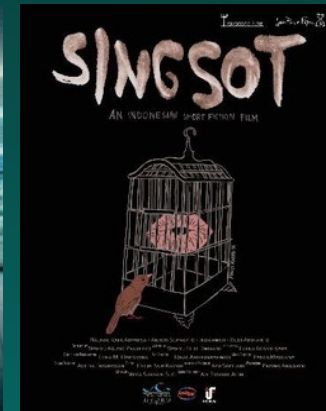
**Cinta Tak Pernah
Tepat Waktu**
Drama, Romance



Pabrik Gula
Horror



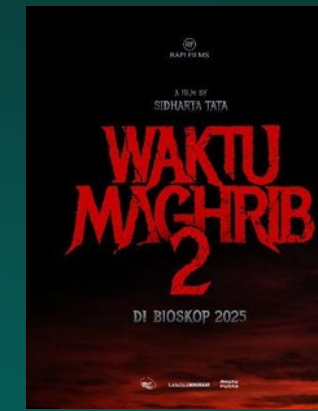
**Norma: Antara Mertua
dan Menantu**
Drama



Singsot
Horror



Jumbo
*Animation,
Adventure*



Waktu Maghrib II
Horror



La Tahzan
Drama, Religious

The image shows a modern restaurant interior with a geometric ceiling, wooden walls, and tables with chairs. A semi-transparent teal overlay covers the right side of the image, containing the text 'XXI THANK YOU' and contact information. The 'XXI' logo is in a gold, serif font, and 'THANK YOU' is in a white, bold, sans-serif font. Below this, the contact details are listed in white text.

XXI

THANK YOU

For further information:

Email: investor.relations@nsr.co.id

Website: www.cinema21.co.id