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PT Nusantara Sejahtera Raya Tbk

INVESTOR UPDATE

1Q - 2025

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PT Nusantara Sejahtera Raya Tbk

XXI
Café



COMPANY OVERVIEW

Best-in-class Product and Service Offerings



Cinema

- Deluxe
- The Premiere
- IMAX®

62.7% Revenue Contr.



F&B

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

33.2% 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.

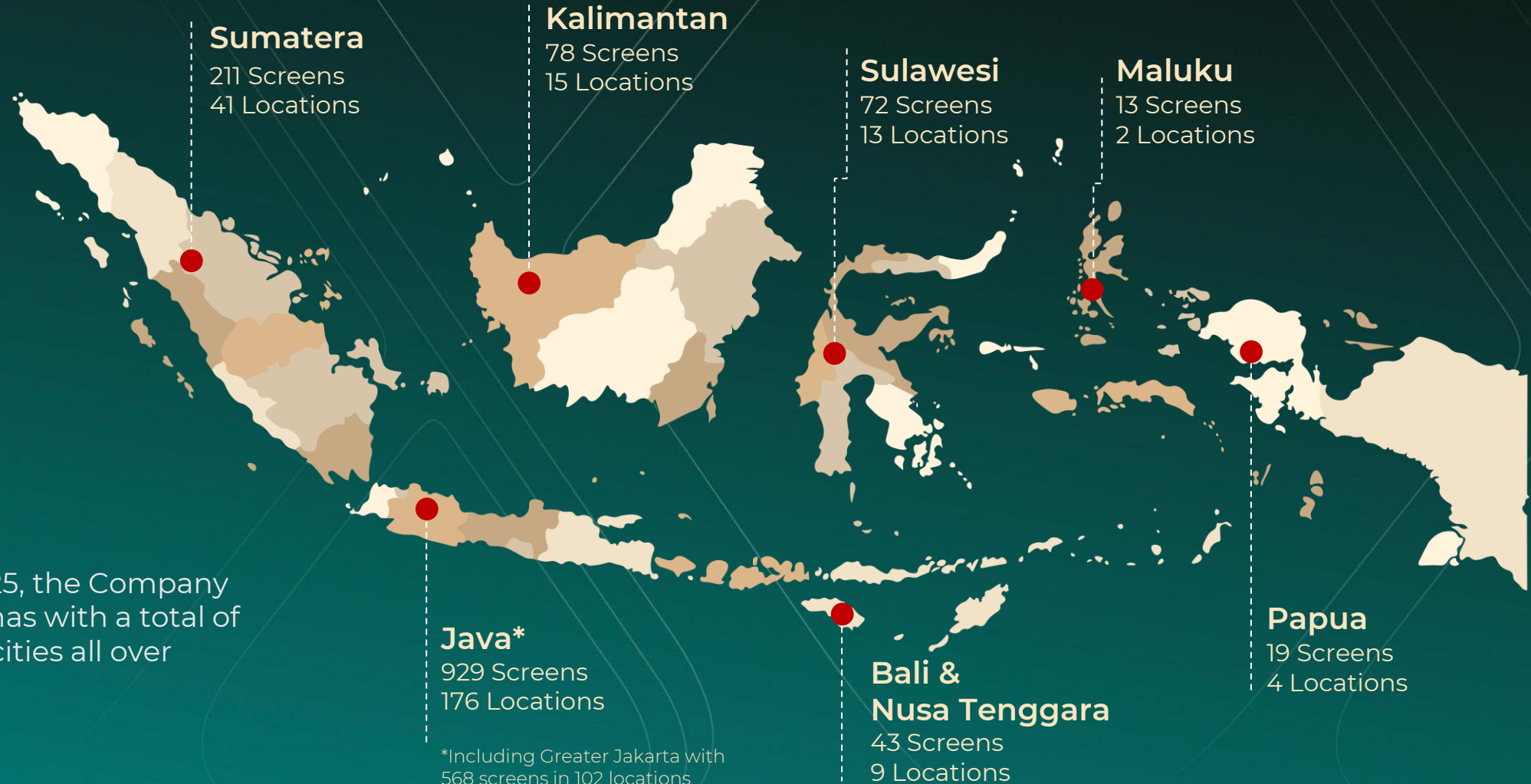
Largest Cinema Chain in Indonesia

260
Total cinemas

1.365
Screens

66
Cities

As per 31 March 2025, the Company operates 260 cinemas with a total of 1,365 screens in 66 cities all over Indonesia.



*Including Greater Jakarta with 568 screens in 102 locations

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GRAB

YOUR

TICKET

PT Nusantara Sejahtera Raya Tbk

BUSINESS UPDATE



Key Highlights 1Q25



The fasting period (Ramadan) in March is characterized by the lowest demand for the cinema industry, leading to slower admission numbers in 1Q25.



The Average Ticket Price (ATP) continues to rise steadily, while local productions have solid market position, underscoring strong audience demand and industry momentum.



F&B spending per head (SPH) has remained stable despite slower admissions, attributed to our targeted product offerings and promotional strategies.



Selectively expand Cinema's network in high-potential markets and underserved regions.

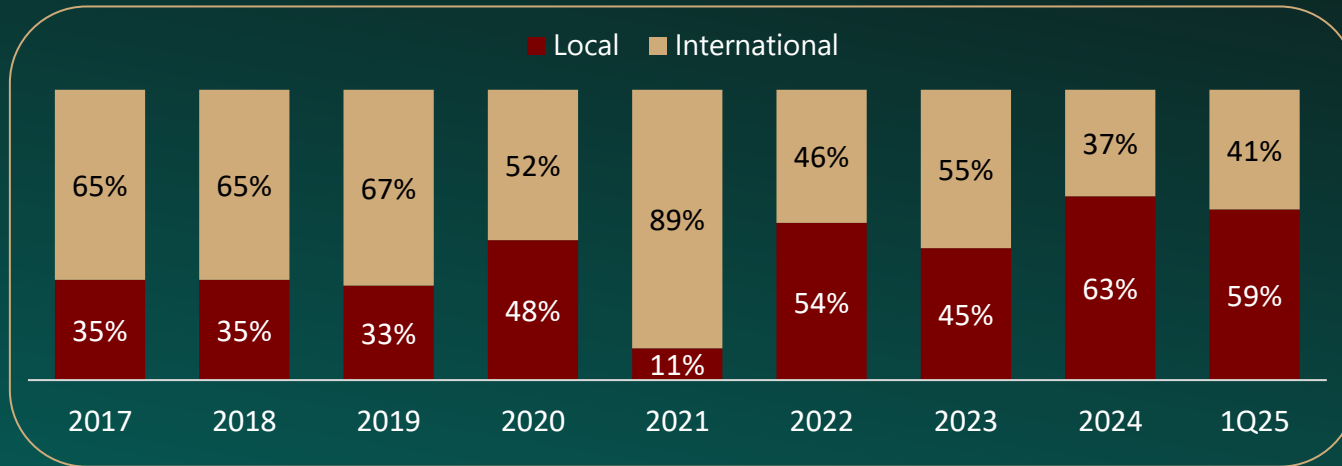



- **13.9mn Total Admission**
- **ATP at IDR 46,126**
- **58.7% Local Movies Shares**
- **IDR 24,425 F&B SPH**
- **15 Additional Screens**

The international movie market share is showing signs of improvement, while local productions continue to maintain a robust presence in 1Q25



% Local and International Movies to Admissions

Local Movie to Admissions at Cinema XXI

58.7%

Up to 31 Mar 2025

International movies slates with 1m+ admissions in 1Q25



Captain America
1.6mn+



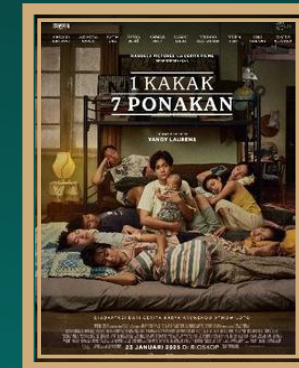
Dark Nuns
1.0mn+



Petaka Gunung Gede
3.3mn+



Perayaan Mati Rasa
1.3mn+



1 Kakak 7 Ponakan
1.2mn+

Customizable Food and Beverage Menus: Addressing Diverse Customer Preferences and Season While Ensuring Value



- Introduction of new menus to address customer preferences and festive occasions
- Implement strategic pricing and promotional initiatives aimed at optimizing F&B spending per head
- Premium dining experience tailored for The Premiere audience



24.4K
F&B Spending
per Head
(1Q25)

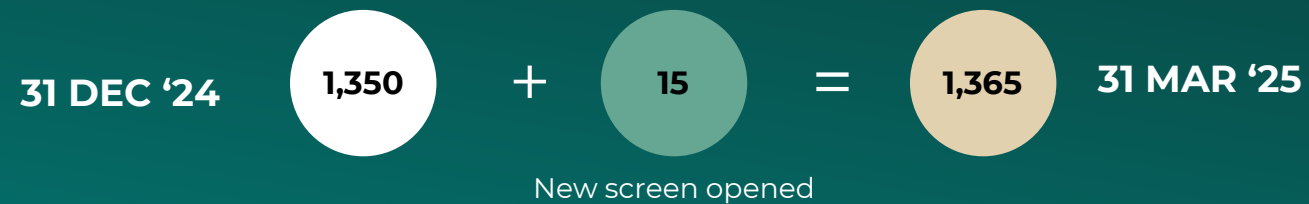
53.0%
F&B to GBO
(1Q25)

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
From new outlet			15			
Additional screen to the existing locations			0			
New Screens Opened in 2025			15			

Note: No closure during 2024 – 2025.



KEY OPERATING NUMBERS



Particulars	Units	YTD Mar'25	YTD Mar'24	Change
		Reported (A)	Reported (B)	YoY Change (%) (A / B-1)
Operating Numbers				
Number of Cinema		260	244	6.56
Number of Screens		1,365	1,301	4.92
Admission (thousand)		13,871	21,099	-34.26
Avg. Ticket Price (ATP)	IDR	46,126	43,036	7.18
Occupancy	%	16.5%	24.1%	-31.54
F&B to GBO	%	53.0%	52.0%	1.92
F&B Spend per Head (SPH)	IDR	24,425	22,401	9.04

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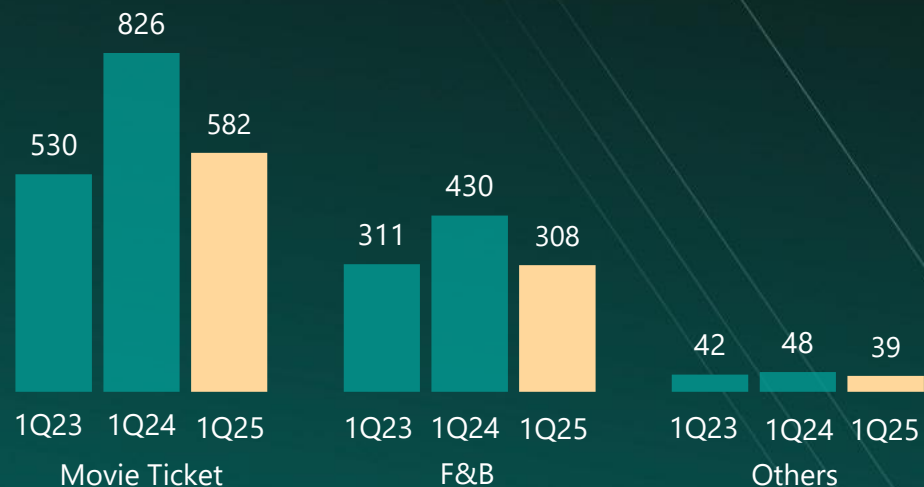
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FINANCIAL HIGHLIGHT

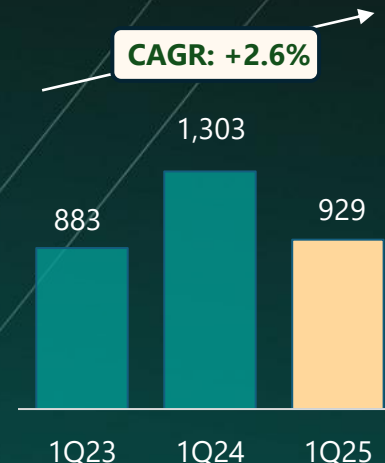
REVENUE BY SERVICE OFFERING

(in Billion IDR)



TOTAL REVENUE

(in Billion IDR)



Revenue in 1Q25 has declined compared to 1Q24, influenced by a high base from Agak Laen movie's admission last year. However, the 3yrs CAGR remains positive at 2.6%.

The slowdown is also affected by the traditionally low admissions during the Ramadan season (Mar 25 vs Mar-Apr 24)

GROSS PROFIT MARGIN

(in %)



Cinema
50.0%



F&B
73.1%



Digital
81.5%

Total
59.4%

Gross Profit contracted by -28% YoY in 1Q25 along with the revenue decline. **Gross margin remains stable** at 59.4%.

F&B's gross profit margin was maintained at 73.1%. This is a result of strategic cost management and effective pricing optimization initiatives.

OPERATIONAL EXPENSES (OPEX)

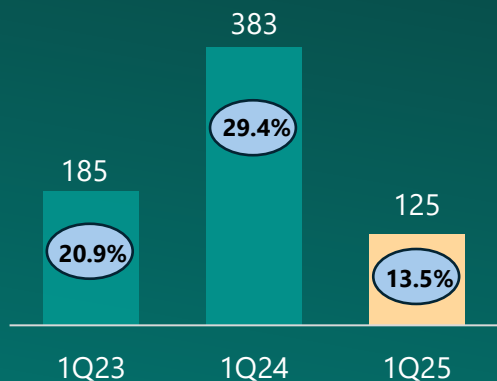
(in IDR Bio)	1Q24	1Q25	Growth
Employees' Compensation	144.78	154.11	6.4%
THR (13 th Salary)	0	29.28	
Total Employees' Cost	144.78	183.39	26.7%
Non Employees' OPEX	239.27	245.12	2.4%
Total OPEX	384.05	428.51	11.6%

In 2025, the **Eid Mubarak festive period required us to disburse the THR (13th salary) earlier in 1Q25 (March)**, compared to the previous year in 2Q24 (April). This adjustment has led to an increase in YoY OPEX, particularly in employee costs.

Non-employee OPEX has been well managed, growing by 2.4%, in line with inflation and the expenses of new cinemas.

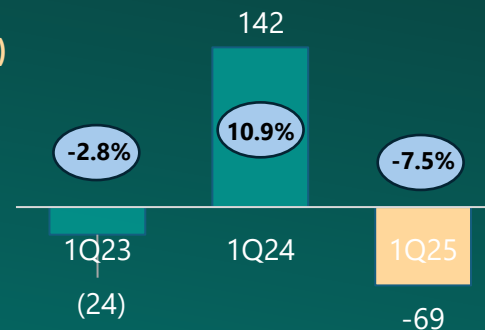
EBITDA (in Billion IDR)

EBITDA margin



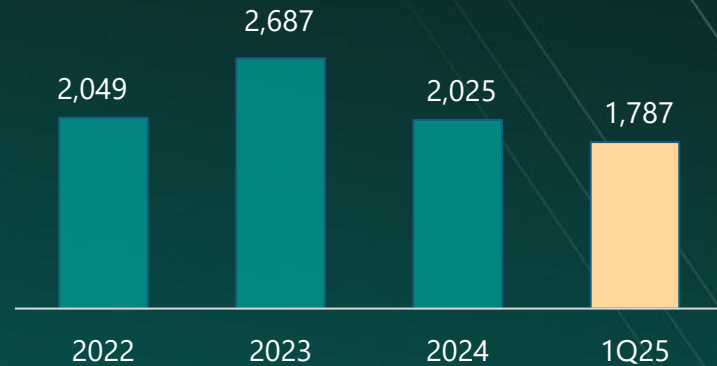
PATMI (in Billion IDR)

margin



The decrease in admission numbers and rising employee costs have impacted profitability, resulting in a **decline in both EBITDA and PATMI due to temporary seasonal fluctuations**.

Cash and Cash Eqv. (in Billion IDR)



Despite the slow performance in 1Q25, the company is still in a strong financial position and maintains a solid net cash balance.

Capital Expenditure (in Billion IDR)



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

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GROWTH CATALYST



Growth Catalyst



Significant increase in admissions during the Eid Mubarak holiday in April. Internally, Eid Mubarak holiday movies (5 movies: Jumbo, Pabrik Gula, Komang, Qodrat 2, Norma) recorded all-time high admission numbers.



Potential slate of upcoming movies from both Hollywood and dynamic local productions has the potential to significantly contribute to industry and business growth in the upcoming quarter.



New F&B Products Launch, accompanied by a comprehensive marketing and pricing strategy designed to meet customer preferences across all cinema locations.



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



Ensure our **operational expenditures remain efficient and effective** to support business operations and achieve sustained profitability.

Eid-Mubarak Holiday Slates Over the Year



2022

11.9mn+

2023

7.4mn+

2024

8.0mn+

2025

16.5mn+*



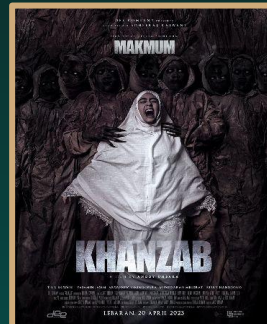
Gara-gara Warisan
500K+



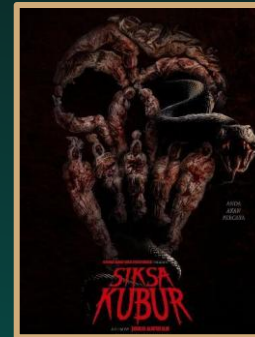
Kuntilanak 3
1.3mn+



Sewu Dino
4.8mn+



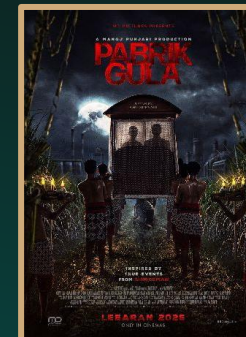
Khanzab
1.1mn+



Siksa Kubur
4mn+



Jumbo
6.4mn+*



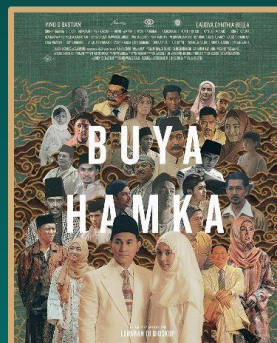
Pabrik Gula
4.5mn+*



Qodrat 2
2.2mn+*



KKN Desa Penari
10mn+



Buya Hamka
1.2mn+



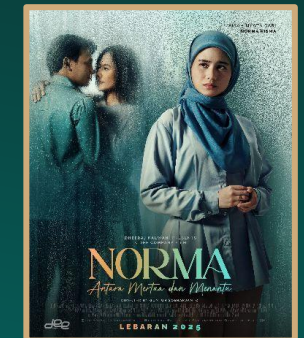
Jin & Jun
69K



Badarawuhi
4mn+



Komang
2.7mn+*



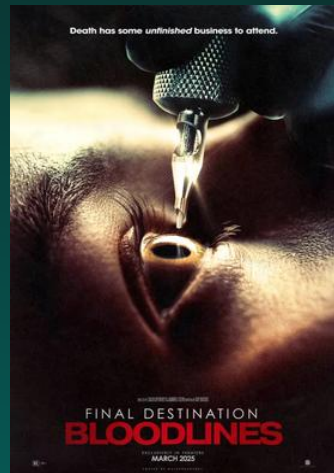
Norma
700K+*

* as of 23 April 2025 (still showing in cinemas)

Hollywood Movie Slates in 2Q-2025



A Minecraft Movie



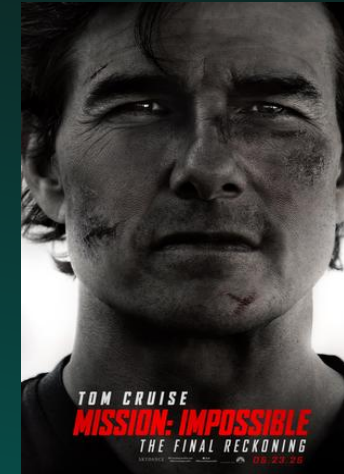
Final Destination:
Bloodlines



Thunderbolts



Lilo & Stitch

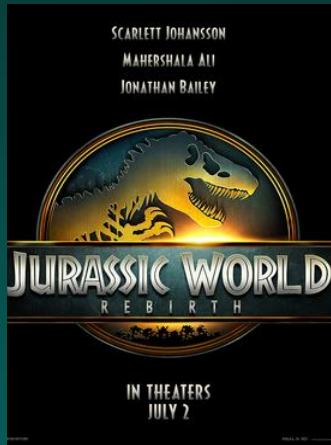


Mission:
Impossible 8



How to Train
Your Dragon

Hollywood Movie Slates in 3Q-2025



**Jurassic World:
Rebirth**



Superman: Legacy



**The Fantastic Four:
First Steps**



**I Know What You
Did Last Summer**



The Smurfs Movie



**The Conjuring:
Last Rites**

Hollywood Movie Slates in 4Q-2025



Tron: Ares



Now You See Me 3



Zootopia 2



Mortal Kombat 2



Wicked 2



Avatar: Fire and Ash

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

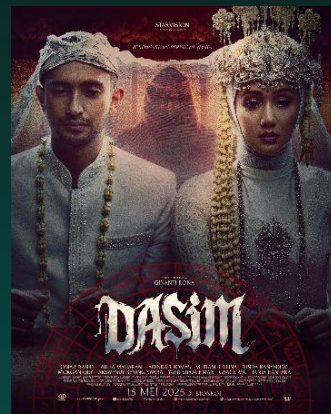
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Perang Kota
Drama



Tabayyun
Drama Religious



Dasim
Horror



Gundik
Horror



Waktu Maghrib II
Horror



Gowok
Horror



Jalan Pulang
Horror



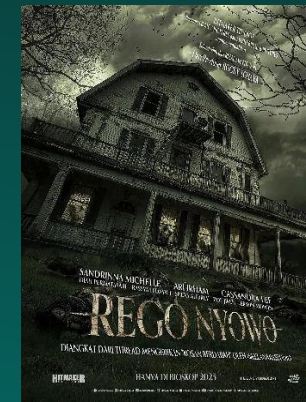
Keluarga Super Irit
Comedy



Sore: Istri Dari Masa Depan
Drama



Jodoh 3 Bujang
Drama Comedy



Rego Nyowo
Horror



La Tahzan
Drama

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The Premiere

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THANK YOU

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