



RANC STRENGTHENING OPPORTUNITIES FOR GROWING MIDDLE-CLASS CUSTOMER PROFILES

JAKARTA, 23 August 2021 –PT Supra Boga Lestari Tbk (“RANC”) is expanding the opportunities for growing middle-class customer profiles as well as entering into new cities. These strategic moves will ultimately add on to the initiatives that so far has delivered good results.

This pandemic has impacted many businesses that have to temporarily closed their operations and lost their regular income. A lot of households also have limited access to purchase staple goods due to the ongoing restrictions during PPKM period. RANC, as one of the retail business that is allowed to and must open, is very much aware of that privilege and is doing our very best to serve customers better. As a retail brand who deeply cares for its community, RANC has chosen to step in to fulfill the growing demand. The increasing demand of quality products, good services and better shopping experiences in which RANC specializes in and famous for, will still be RANC’s core competence, and will definitely be done as a continuing process. With the trust from the customers and competences, RANC will soon open more new stores in 2021 in Jabodetabek, Gresik, Malang, Balikpapan and Samarinda, to name a few areas.

In Jabodetabek, RANC aims to strengthen its existence in Depok, Bogor, East Jakarta and South Tangerang, areas with growing-middle class citizens. The community can expect to see a seamless experience when the new stores open in Depok and Bogor, with a clear O2O design. Customers can look at the physical products, and also have the advantage of ordering online at their convenience and collect the goods in store or delivered. Customers will be able to experience a new concept of groceries shopping and will feel comfortable through the enhanced space of new features of curated areas for TRUST members and GetMyStore.com, a nice kitchen that provides ready-to-eat dishes made with quality ingredients provided in the store, more variety of product assortments, and ultimately be able to go through the whole package of experiences without having to leave the store.

The upcoming new stores thus will increase the accessibility for people to get fresh and quality groceries and premium services through the offline stores, especially since most of the new stores are placed in standalone locations, which customers can appreciate more in this pandemic due to its efficiency and perceived safety. Customers also have the chance to shop comfortably through official online e-commerce GetMyStore.com and have the chance to access great deals through the TRUST membership program.

About PT Supra Boga Lestari Tbk (“RANC”)

Since 1997, PT Supra Boga Lestari Tbk has been continuously bringing forward diverse new supermarkets with innovative concepts to meet different customer needs. Known for its best



fresh and best quality products, RANC supermarkets are also pioneer in providing organic, natural and healthy products.

For more information, please contact:

Investor Relation

PT Supra Boga Lestari Tbk

GEDUNG RANCH MARKET. Lt.5, Jl. Pesanggrahan Raya NO.2, Jakarta 11610 Indonesia

Email : corp_sec@ranchmarket.co.id