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Tudung Group is a holding company that has 4 Lines of Business (LoB):

1. **LOB FOOD** (PT Garudafood Putra Putri Jaya) that focuses on the manufacturing and marketing of snacks, biscuits, confectioneries, basic food and dairy.

2. **LOB BEVERAGE** (under PT Suntory Garuda Beverage*) that focuses on the manufacturing and marketing of non-alcoholic beverage.

3. **LOB DISTRIBUTION** (PT Sinar Niaga Sejahtera) that distributes food and beverage products of GarudaFood Group throughout Indonesia.

4. **LOB AGRIBUSINESS** which consists of PT Bumi Mekar Tani (Peanut plantation) and PT Garuda Bumi Perkasa (CPO mill).

* Suntory Garuda Beverage is a Joint Venture Company (JV) which was formed by GarudaFood Group with Suntory Beverage & Food on July 14th, 2011 in non-alcoholic beverage industry, to strengthen GarudaFood Group position in beverage business. Forming a JV is one of GarudaFood Group growth strategy through Strategic Partnership, to achieve the Vision and Goal To Become “Indonesia's Leading Food and Beverage Company”. Suntory Garuda Beverage currently has tea-based and fruit flavor drink categories.
Corporate Structure of Tudung Group (cont’d)

- PT Tudung Putra Putri Jaya
- PT GarudaFood
  - LoB Food
  - LoB Beverage
  - LoB Distribution
- PT Suntory Garuda
- PT Sinar Niaga Sejahtera
- PT Garuda Bumi Perkasa
- PT Bumi Mekar Tani

LoB Agribusiness
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>GarudaFood was officially established under the name PT Tudung Putra Jaya and began to be known in public with the product “Kacang Garing Garuda” (roasted peanut)</td>
</tr>
<tr>
<td>1994</td>
<td>Established PT Sinar Niaga Sejahtera as our own distribution division</td>
</tr>
<tr>
<td>1995</td>
<td>Started our Garuda Coated Peanuts</td>
</tr>
<tr>
<td>1997</td>
<td>Entered the biscuit category with Danza as the first brand, followed by Salma as the next brand. Gery brand was launched in 2001 and became the market leader for wafer stick category.</td>
</tr>
<tr>
<td>1998</td>
<td>• At the height of the Asian Financial Crisis, entered the jelly business under Kiki Jelly brand, which was then changed to Okky Jelly • SNS established new areas of distribution in Java island</td>
</tr>
<tr>
<td>1999</td>
<td>SNS expanded its areas of distribution to other islands outside Java (both Western and Eastern part of Indonesia) by establishing 11 legal entities</td>
</tr>
<tr>
<td>2002</td>
<td>Marked the beginning of GarudaFood’s entry into beverage business, by introducing the successful and lucrative Okky Jelly Drinks, and snack cracker under Pilus Garuda</td>
</tr>
<tr>
<td>2004</td>
<td>Entered the basic food under Enerfill brand and confectionery business under Ting Ting brand</td>
</tr>
<tr>
<td>2005</td>
<td>• Entered tea-based beverage business by launching Mountea • Entered into non-peanuts snacks market under Leo brand</td>
</tr>
</tbody>
</table>
## Corporate Milestone (1990 - 2016)

### 2006
In the beginning of 2006, **PT Tudung Putra Putri Jaya (Tudung Group)** was established as the holding company.

### 2007
Launched the new logo of **GarudaFood**

### 2008
- Launched new premium products: **Chocolatos** for wafer stick and **Wafelatos** for wafer cream categories
- Entered functional drink segment under **SuperO2** brand
- Acquired **Fuhua Jinjiang Yonghe**, a confectionery manufacturing in China

### 2009
- Entered dairy business by launching **Clevo** liquid milk.
- According to Euro Monitor, GarudaFood Group maintained the leading position in sweet and savory snacks with 26% (2009) and 22% (2010) share of retail sales value. GarudaFood Group dominated nuts market with a 52% retail value share and was a strong leader in other sweet and savory snacks.
- Established **Xiamen GarudaFood Co. Ltd** to serve China market

### 2010
Launched the first doughnut biscuit in Indonesia, **Gery O’Donut**

### 2011
- Established a JV company with Suntory Japan, named **PT Suntory Garuda Beverage**
- Launched Kopyes (coffee based beverage), **Jell-O Blast** (jelly-milk product) and **Berrygood** (first berry jam and wafer stick)
- Launched **Nachi** as a premium rice product
- Go Live ERP (Project 1)
Launched **Okky Jell-O Juice**, the premium jelly juice drink in Tetrapak format
- Launched **MYTEA**, the first oolong tea in PET bottle in Indonesia
- Launched **Mountea Sparkling**, the first carbonate fruit tea drink

**2014**
Launched **De’Koffie**, the first ready-to-drink (RTD) coffee which contained micro grind coffee in Indonesia

**2015**
- **Launched Gery Saluut Malkist Keju**, malkist cracker coated with cheese
- **Launched Gery Avengers**, wafer cream coated with dry chocolate
- **Launched Clevo (Fruity) Blackcurrant Breeze**, fruity milk drink
- **Launched Chocolatos Choco Drink**, ready-to-serve (RTS) chocolate drink
- **Launched Okky Jelly Drink Big**, strawberry flavor jelly drink with nata-de-coco in big size packaging
- **Launched the new GarudaFood’s logo in our 25th anniversary celebration**

**2016**
- **Launched Clevo Smoothy**, milk drink with fruit juice flavor and nata de coco in 2 variants flavor: Strawberry Blackcurrant and Lychee Peach with nata de coco
Corporate Core Values

Mission
We are a transformation making company that creates value to society based on interdependent co-arising

Corporate Philosophy
Human Values
Business Ethics
Unity Through Harmony
Speed and Leading Change
Working Smart in Learning Culture

Founders’ Spirit
“Success is born through honesty, persistence and commitment in the light of constant prayer”

Vision
Indonesia’s Leading Food and Beverage Company

Long Term Key Strategies
Noble people have always be grateful to God and build a winning spirit, acknowledged by the service to the stakeholders with creative and innovative thinking and continuous improvement.
Through our policies, GarudaFood Group fully commits to achieve and maintain the highest compliance on food safety, occupational & health safety, halal, environment and regulations.

All products launched, manufactured and sold by GarudaFood Group under its brands have been Halal certified. Also, our entire business unit and head office have implemented Halal Assurance System.
Commissioners & CEO

Sudhamek AWS
Commissioner

Dorodjatun Kuntjoro-Jakti
President Commissioner

Hardianto Atmadja
CEO
Our Business

GarudaFood Group consists of 3 (three) Line of Business (LoB):

- LoB Food
- LoB Beverage
- LoB Distribution
LoB Beverage

Tea-Based Beverage

Juice, Fruit flavor drink, jelly cup & Jelly Milk
Manufacturing Network

Location of Production Facilities

- 15 Owned Production Plants
- 6 Food Contract Manufacturers
- 1 Beverage Contract Manufacturers

Areas:
- Sumatera
- Kalimantan
- Sulawesi
Our Manufacturing Facilities

- Selecting The Best Quality Peanuts Process
  Garuda (Roasted Peanuts) Production
- Double Seasoning Process
  Garuda Rosta (Coated Peanuts) Production
- Frying Process
  Leo (Snack) Production
Our Manufacturing Facilities (cont’d)

Cooling Process
Gery Toya-Toya (Extrude) Production

Packaging Process
Clevo (Dairy) Production

Filling Process
Okky Jelly Drink (Jelly Drink) Production
Indonesia as the world’s largest archipelago drives GARUDAFOOD GROUP to develop its own distribution network. Since 1994, all of GarudaFood group products were distributed by Sinar Niaga Sejahtera (SNS), an affiliated company to GarudaFood (engaged in the business of distribution and logistic). SNS Group has 14 regions, 160 depos, 205 PS (“Partner SNS”) and more than 573 MS (“Mitra SNS”) throughout Indonesia.
SNS National Distribution Coverage – 14 Regions covers more than 298,216 Outlets
GarudaFood E-Commerce

GarudaFood also develops marketing and product penetration through the following e-commerce websites:

www.ultahku.com and www.berbagibingkisan.com sell packages of GarudaFood products in interesting specially designed packaging together with other party accessories for birthday parties and other special occasion like charity gathering.

www.snspoint.com allows resellers to receive product updates, pricing, promotion and conduct transactions easily.
International Operations

- International Business Division is an integral part of GarudaFood in expanding to the global market, with GarudaFood International as the front guard.
- Some products such as Garuda Peanuts and Gery Biscuit have penetrated many countries in the world.
- GarudaFood has pioneered cooperation with distributors in several ASEAN countries as the focus target in regional business development, namely: Philippines, Vietnam and Thailand.

GarudaFood has been exporting some of its products to:

Asia
- Malaysia
- Thailand
- Philippines
- Brunei
- Darussalam
- Vietnam
- Hong Kong
- Taiwan
- South Korea
- Timor Leste
- China
- Cambodia

Europe
- Netherlands

Middle East
- Jordan
- Saudi Arabia
- United Arab Emirates

Africa
- Nigeria
- West Africa

North America
- USA

Australia & Pacific Ocean
- Australia
- Pacific Island
In addition to exporting our products to many foreign markets, we also have a subsidiary in India as the main focus for international investment.

INDIA

- Established Garuda Polyflex Foods Private Limited (GP Foods), a joint venture company with Polyflex India Private Limited in the food and beverage business in 2012.
- GP Foods has a manufacturing facility in Bangalore that produces choco stick and jelly drink.
Achievements

**Top Brand For Kids.**
2011 - 2014: Okky Jelly cup, chocolatos

**Indonesia Customer Satisfaction Award (ICSA)**
Organized by SWA Magazine & Frontier survey foundation:
2000-2015: Kacang Garuda (roasted peanut)
2008-2015: Okky Jelly Drink
2010-2014: Kacang Garuda (Non roasted)

**Indonesia best Brand Award (IBBA)**
Organized by SWA Magazine and MARS survey foundation:
2004-2016: Kacang Garuda
2005-2013, 2016 Gery Wafer Coating
2007-2011: LEO
2012-2013: Gery Wafer Coating Chocolate

**Indonesia Most Admired Company (IMAC)**
Organized by FRONTIER
GarudaFood has achieved the top 3 rank in F & B category within
2005 – 2011 in a row
2012 - 2016: 2nd position in Food Category

**Global Customer Satisfaction Standard – World Class Quality Achievement Award**
Awarded by Majalah SWA, MARS dan SWANETWORK
2013: Kacang Garuda

**Superbrands International**
Organized by Superbrands
2003-2004: Kacang Garuda

**Anugerah Produk Asli Indonesia (APAI)**
An achievement that been given by Harian Bisnis Indonesia collaborate with Industrial Department:
2008: Gery for snack category.
2009: Kacang Garuda for snack and food category.

**Indonesia Original Brands**
Awarded by SWA magazine
2011: Gery
2012: Garuda & Gery
2013: Gery
2014 -2016: Garuda

**Social Media Award,**
organized by SWA Magazine & Frontier Consulting Group
2013 - 2014: Kacang Garuda, Gery Chocolatos, Gery Toya-Toya, and Okky Jelly Drink

**Indonesia Entrepreneur of The Year Indonesia 2004**
Given by Ernst & Young to GarudaFood CEO’s Sudhamek AWS, which represent Indonesia to World Entrepreneur of The Year.

**Mom’s choice brand**
Given by Kartini magazine
2011 & 2012: Gery Chocolatos

**Word of Mouth Marketing Award**
Awarded by SWA Magazine
2011 - 2013: Mountea
2013: Kacang Garuda

**Top Brand**
Given by Marketing Magazine and FRONTIER
2007-2016: Kacang Garuda and Okky Jelly Drink
2009 - 2011: Mountea
2011 – 2016: Gery Chocolatos
2012- 2015: Gery Toya-Toya

**Anugerah Produk Asli Indonesia**
An achievement that been given by Harian Bisnis Indonesia collaborate with Industrial Department:
2008: Gery for snack category.
2009: Kacang Garuda for snack and food category.
Being a company with strong character leads GarudaFood Group to achieve its success and spectacular business growth.

More than 13,000 employees of GarudaFood Group, whom we call Noble People, are the company’s main asset to achieve our mission to be a transformation-making company that creates value to society based on interdependent co-arising.
At GarudaFood, Corporate Social Responsibility are not merely charity activities but also as an instrument in contributing to sustainable community development.

GarudaFood established CSR program called **GarudaFood SEHATI**

GarudaFood SEHATI covers five main pillars:
1. Education
2. Public Health
3. Empowering community
4. Humanitarian Aid
5. Caring the environment
Thank You