

Mitra Adiperkasa

BUY (unchanged)

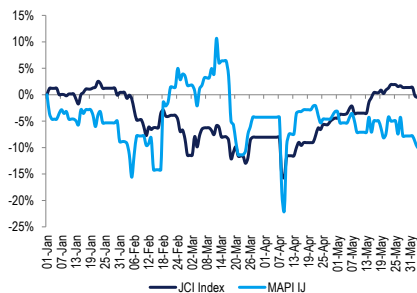
Company Update / Consumer Discretionary / MAPI IJ / 04 June 2025

Stock Data

Target price	Rp1,600
Prior TP	Rp1,700
Current price	Rp1,270
Upside/downside	+26%
Shares outstanding (mn)	16,600
Market cap (Rp bn)	21,082
Free float	49%
Avg. 6m daily T/O (Rp bn)	39

Price Performance

	3M	6M	12M
Absolute	-8.0%	-11.2%	-13.3%
Relative to JCI	-18.8%	-9.4%	-14.7%
52w low/high (Rp)	1,100 – 1,850		



Major Shareholders

PT Satya Mulia Gema Gemilang	51.0%
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Soft GPM outlook underpins our EPS downgrade

- MAPI sets FY25F sales growth guidance of high-single digit yoy (vs. mid-teens in FY24's) as management remains cautious in FY25F.
- We estimate FY25F GPM to decline by -67bps yoy amid higher MAPA's aging inventory coupled with 2 new iPhone series sales (vs. 1 in FY24).
- We revised down our FY25F earnings by -5% but maintain our BUY call with lower TP of Rp1,600 given undemanding valuation.

MAPI sets FY25F topline growth of high-single digit yoy

MAPI sets FY25F sales growth guidance of high-single digit yoy growth with low single digit SSSG amid benign inflation rate (Fig. 2). In terms of store opening, the management to lower FY25F gross opening store of 700 stores (vs. 819 stores in FY24) and they plan to focus on domestic expansion. In addition, MAPI indicated 2Q25F sales will be driven by Digimap (iPhone 16 start to sell in Apr25). We note that 1Q24 Digimap revenue achievement (with iPhone 15 sales) was at 18% (vs. 1Q25's 14%). Thus, we estimate Digimap to contribute c.4% sales growth in 2Q25F. In sum, we estimate 2Q25F sales to grow at high-single digit yoy.

Inventory days to normalize in upcoming quarters

MAPI's inventory days increased to 156 days as of Mar25 (vs. 138 days in Dec24) as this was partly driven by iPhone16 inventory (cellular phone inventory: +154% qoq). Excluding the incremental cellular phone inventory, its inventory days stood at 145 days. Thus, we expect the inventory days may normalize in the upcoming quarters.

Softer GPM outlook amid higher MAPA's aging inventory

We note that MAPA (contributing 46.4% of MAPI's 1Q25 sales) aging inventory increased to 29% in Mar25 (vs. 26% in Dec24) as we expect a massive clearance in the Active segment. Historically showed that the GPM tends to be under pressure during period of higher aging inventory (Fig. 3-4). In addition, we view 1Q25 GPM improvement of 128bps yoy was partly impacted from lower Digimap revenue contribution of -4% yoy. Given the sales of iPhone 16/iPhone 17 in 2Q25F/4Q25F vs. iPhone 15 in 1Q24, we estimate MAPI's FY25F GPM to decline by -67bps yoy to 42% and this will be below company guidance of flat GPM.

Maintain Buy with lower TP of Rp1,600

In light of above, we cut our FY25F earnings by -5% to reflect a softer FY25F GPM (-67bps yoy). However, we still maintain our BUY rating with lower TP of Rp1,600 based on 14.0x FY25F PE (-0.5 s.d from its 5yr mean). Downside risks are opex overrun and poor sales.

Financial Summary (Rp bn)	2023A	2024A	2025F	2026F	2027F
Net Revenue	33,319	37,836	41,645	46,673	51,608
EBITDA	4,497	4,474	4,903	5,717	6,508
EBITDA growth	15.9%	-0.5%	9.6%	16.6%	13.8%
Net profit	1,894	1,768	1,899	2,276	2,674
EPS (Rp)	114	106	114	137	161
EPS growth	-10.6%	-6.7%	7.5%	19.9%	17.5%
ROE	20.9%	16.3%	15.0%	15.4%	15.5%
PER (x)	11.1	11.9	11.1	9.3	7.9
EV/EBITDA (x)	4.5	4.3	3.5	2.7	2.0
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%
Forecast change			-5%	0%	5%
IPS vs. consensus			95%	96%	95%

Source: Company, Indo Premier

Share price closing as of: 04 June 2025

Fig. 1: MAPI earnings changes

	Previous			Current			Changes		
	2025F	2026F	2027F	2025F	2026F	2027F	2025F	2026F	2027F
Financial Performance									
Net sales, Rp bn	42,734	47,820	53,175	41,645	46,673	51,608	-2.5%	-2.4%	-2.9%
Gross profit, Rp bn	18,199	20,417	22,761	17,488	20,104	22,509	-3.9%	-1.5%	-1.1%
EBIT, Rp bn	3,841	4,339	4,792	3,709	4,353	4,974	-3.4%	0.3%	3.8%
NPATMI, Rp bn	2,000	2,266	2,536	1,899	2,276	2,674	-5.0%	0.5%	5.4%
Margins (%)									
Gross margin	42.6%	42.7%	42.8%	42.0%	43.1%	43.6%	-0.6%	0.4%	0.8%
EBIT margin	9.0%	9.1%	9.0%	8.9%	9.3%	9.6%	-0.1%	0.3%	0.6%
Net profit margin	4.7%	4.7%	4.8%	4.6%	4.9%	5.2%	-0.1%	0.1%	0.4%

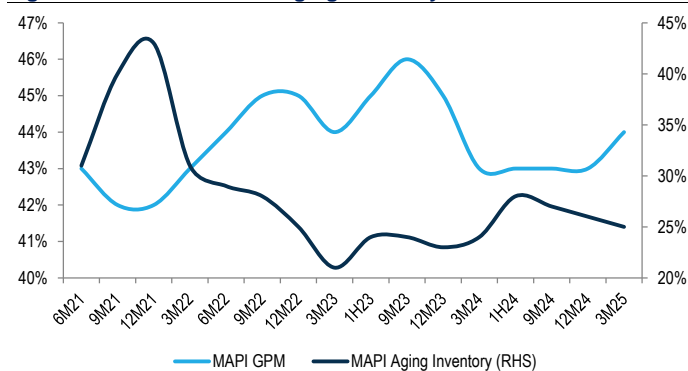
Source: Indo Premier

Fig. 2: MAPI and MAPA FY24F and FY25F Guidance

	FY24F Guidance	FY25F Guidance
MAPI		
Sales grow th	+20% yoy	High single digit grow th
SSSG	Mid single digit	Low single digit
GPM	Maintain GPM at c.45%	Flat yoy
EBIT	Maintain at 10-11%	Flat yoy
MAPA		
Sales grow th	+25% yoy	Mid-teens grow th
SSSG	Mid single digit	Low single digit
GPM	Maintain GPM at 47%-48%	Flat yoy
EBIT	Maintain at 13-14%	Flat yoy

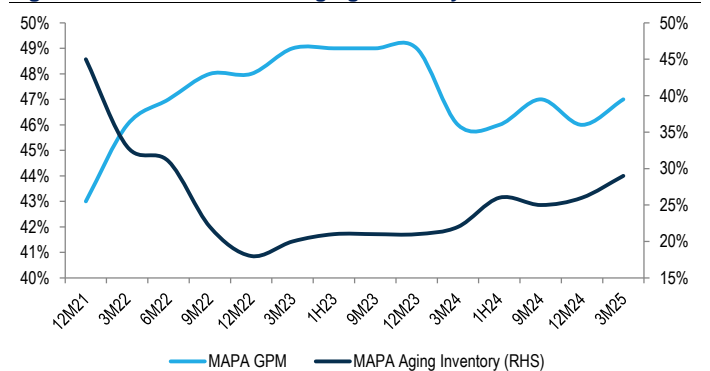
Source: Company, Indo Premier

Fig. 3: MAPI GPM vs MAPI Aging Inventory



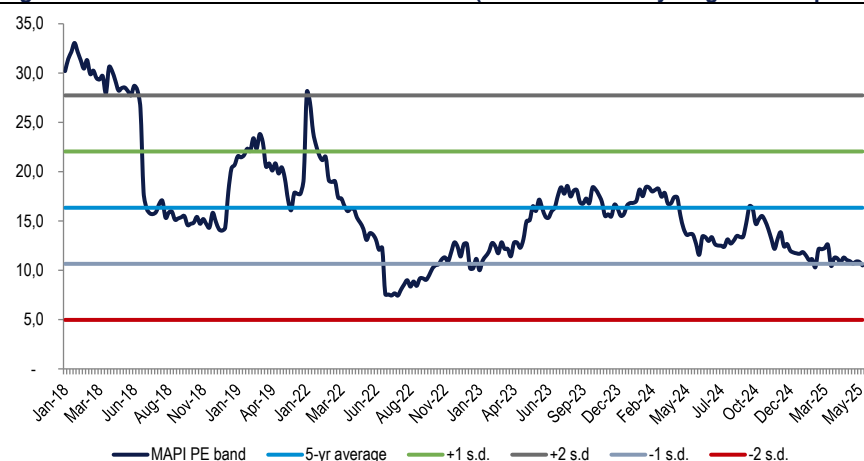
Source: Company, Indo Premier

Fig. 4: MAPA GPM vs MAPA Aging Inventory



Source: Company, Indo Premier

Fig. 5: MAPI is traded at 10.5x 12M forward P/E (-1.0 s.d. from its 5yr avg ex-covid period)



Source: Bloomberg, Indo Premier

Income Statement (Rp bn)	2023A	2024A	2025F	2026F	2027F
Net revenue	33,319	37,836	41,645	46,673	51,608
Cost of sales	(18,225)	(21,695)	(24,157)	(26,569)	(29,100)
Gross profit	15,094	16,140	17,488	20,104	22,509
SG&A Expenses	(11,498)	(12,690)	(13,779)	(15,751)	(17,535)
Operating profit	3,596	3,450	3,709	4,353	4,974
Net interest	(386)	(516)	(467)	(470)	(436)
Forex gain (loss)	(33)	(37)	0	0	0
Others	26	(64)	(87)	(95)	(102)
Pre-tax income	3,203	2,834	3,154	3,788	4,436
Income tax	(858)	(686)	(764)	(918)	(1,074)
Minority interest	(452)	(380)	(491)	(594)	(687)
Net income	1,894	1,768	1,899	2,276	2,674

Balance Sheet (Rp bn)	2023A	2024A	2025F	2026F	2027F
Cash & equivalent	3,675	4,040	4,548	6,265	8,656
Receivable	765	815	897	1,005	1,111
Inventory	8,088	8,290	9,118	10,028	10,984
Other current assets	2,464	2,700	2,284	2,560	2,831
Total current assets	14,992	15,846	16,847	19,858	23,582
Fixed assets	4,741	5,645	6,585	7,264	7,772
Other non-current assets	0	0	0	0	0
Total non-current assets	12,525	13,679	14,943	15,944	16,745
Total assets	27,517	29,525	31,790	35,802	40,327
ST loans	2,856	2,303	492	492	492
Payable	2,603	3,140	3,496	3,845	4,211
Other payables	1,492	1,234	1,985	2,184	2,392
Current portion of LT loans	13	16	0	0	0
Total current liab.	11,051	10,976	10,638	11,559	12,511
Long term loans	0	0	0	0	0
Other LT liab.	4,054	4,098	4,311	4,530	4,742
Total liabilities	15,105	15,074	14,949	16,090	17,253
Equity	2,690	2,759	2,759	2,759	2,759
Retained earnings	7,307	8,943	10,842	13,118	15,793
Minority interest	2,414	2,749	3,240	3,834	4,522
Total SHE + minority int.	12,412	14,451	16,841	19,712	23,074
Total liabilities & equity	27,517	29,525	31,790	35,802	40,327

Source: Company, Indo Premier

Cash Flow Statement (Rp bn)	2023A	2024A	2025F	2026F	2027F
Profit before tax	3,203	2,834	3,154	3,788	4,436
Depr. & amortization	421	284	1,103	1,364	1,534
Changes in working capital	(3,261)	57	258	(484)	(482)
Others	(858)	(686)	(764)	(918)	(1,074)
Cash flow from operating	(494)	2,488	3,751	3,751	4,414
Capital expenditure	(1,873)	(1,187)	(2,043)	(2,043)	(2,043)
Others	(183)	(97)	626	8	20
Cash flow from investing	(2,056)	(1,284)	(1,417)	(2,034)	(2,023)
Loans	2,274	(556)	(1,827)	0	0
Equity	0	0	0	0	0
Dividends	0	0	0	0	0
Others	62	69	0	0	0
Cash flow from financing	2,336	(487)	(1,827)	0	0
Changes in cash	(215)	717	508	1,717	2,392

Key Ratios	2023A	2024A	2025F	2026F	2027F
Gross margin	45.3%	42.7%	42.0%	43.1%	43.6%
Operating margin	10.8%	9.1%	8.9%	9.3%	9.6%
Pre-tax margin	9.6%	7.5%	7.6%	8.1%	8.6%
Net margin	5.7%	4.7%	4.6%	4.9%	5.2%
ROA	7.8%	6.2%	6.2%	6.7%	7.0%
ROE	20.9%	16.3%	15.0%	15.4%	15.5%
Acct. receivables TO (days)	91.3	103.7	114.1	127.9	141.4
Inventory TO (days)	128.0	137.8	137.8	137.8	137.8
Payable TO (days)	51.9	52.6	52.6	52.6	52.6
Debt to equity	28.7%	19.8%	3.6%	3.1%	2.7%
Interest coverage ratio (x)	7.6	5.7	6.6	7.8	8.9
Net gearing	-8.1%	-14.7%	-29.8%	-36.4%	-44.0%

Source: Company, Indo Premier

INVESTMENT RATINGS

BUY	: Expected total return of 10% or more within a 12-month period
HOLD	: Expected total return between -10% and 10% within a 12-month period
SELL	: Expected total return of -10% or worse within a 12-month period

ANALYSTS CERTIFICATION

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