

PT Unilever Indonesia Tbk.

Q1 2022 Earning Calls: April 28th , 2022



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EARNING CALLS Q1 2022

Unilever Indonesia

Thursday, 28th April 2022

Ira Noviarti | President Director Unilever Indonesia

Enny Sampurno | VP Customer Operation Unilever Indonesia





Unilever Indonesia: IDR 40 trillion Company with strong presence in ID

Unilever Indonesia



**IDR 40T Company
with Indonesia's
Favorite Brands**



9 factories have obtained **halal certification** from The Indonesian Council of Ulama

88 Years
unwavering commitment to grow
with Indonesia

**Category Leadership in > 80%
of our Business**

Wide distribution network, **600 distributors** across Indonesia

100% Penetration. At least 1 UL Product in every Household

5,000 employees across
Indonesia, with commitment to
diversity and inclusion.

43
Product Brands

With **1,000** SKUs
to capture Indonesians' needs

#1 Employer of choice
for 8 consecutive years



Sustainability at our Core via

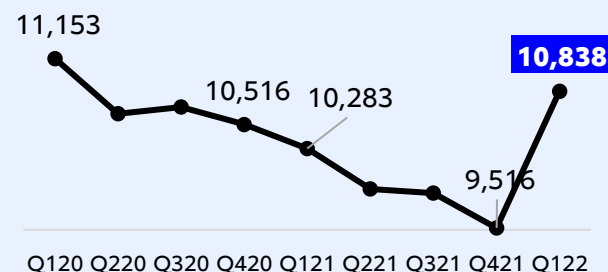
39,000 Ton
Plastic Collected & Recycled in 2021

NET SALES

IDR 10.8 T

+5.4% TOTAL SALES,
+5.8% DOMESTIC SALES

Sales Trend



Sales Growth

	Q1'22	QoQ
Total Sales	+5.4%	+13.9%
Domestic	+5.8%	+13.9%
Export	-3.9%	+12.5%

GROWTH IN NET PROFIT

IDR 2.0 T

+19.0% REPORTED,
+4.8% UNDERLYING*

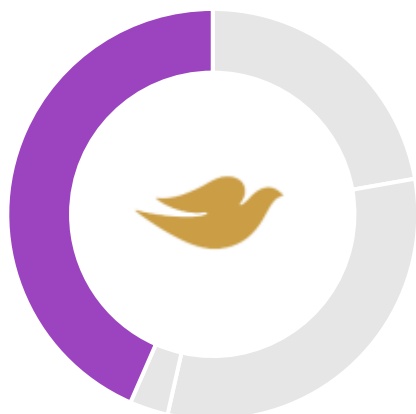
**Excluding one off 2021 Central Service Fee adjustment*

STRONG CASH FLOW DELIVERY

IDR 1.7 T

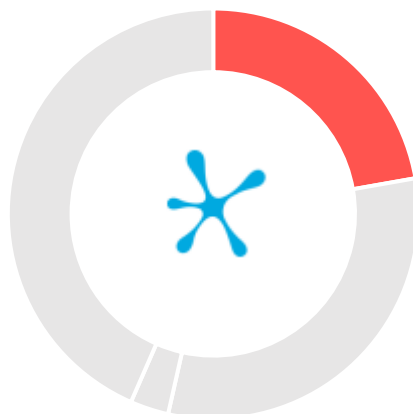
+217.0%

BEAUTY & PERSONAL CARE



+6.7%

HOME CARE



+0.4%

FOODS & REFRESHMENT



+7.5%

UNILEVER FOODS SOLUTION



+25.1%

TOTAL HPC +4.5%

TOTAL F&R +8.5%

Strengthen The Core With Product Superiority-led Innovation



Drive Market Development through Consumption building campaign and New Product Innovations



Yuk, Ikut & Dukung Gerakan
#SIKATGIGISEKARANG
untuk
#SENYUMINDONESIA
SENYUM PEPSODENT



DRIVING PREMIUMIZATION



SECURE VALUE SEGMENT



Strengthened Distributive Trade



**Scale &
Profitability**



**Customer-
Category
Centricity**



**Excellent
Execution**

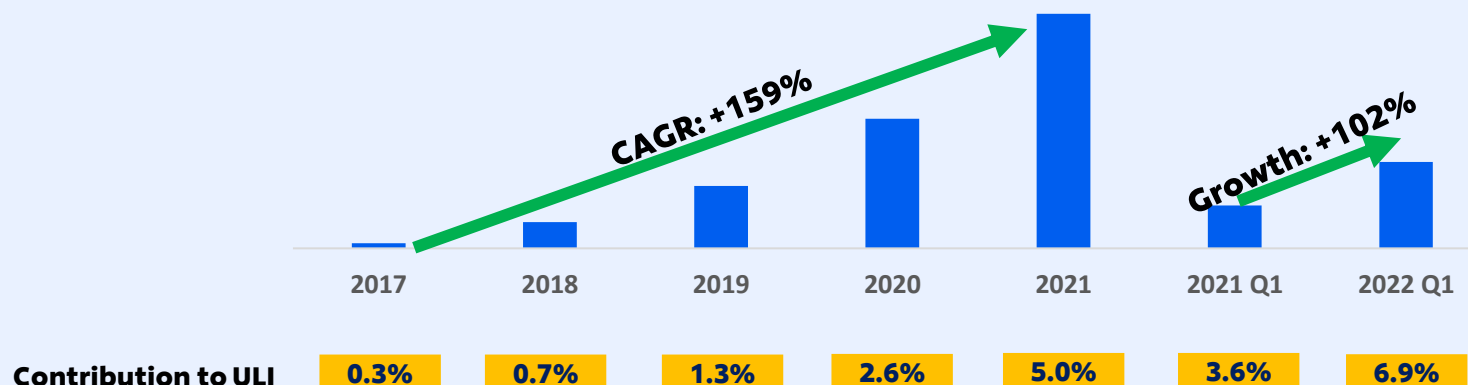


Culture

Consistent Improvement – DT on track to deliver double digit growth in H1 2022

Keeping the sustainable growth momentum of Digital Commerce

Digital Commerce 2017-2022 Progression



Key Strategies



Drive purposeful portfolio

Media Data
(Media Cost, Impressions, Views, Clicks, CPC, CTR)

Retailer Data
(Sales, Add-to-basket, Basket Contents)

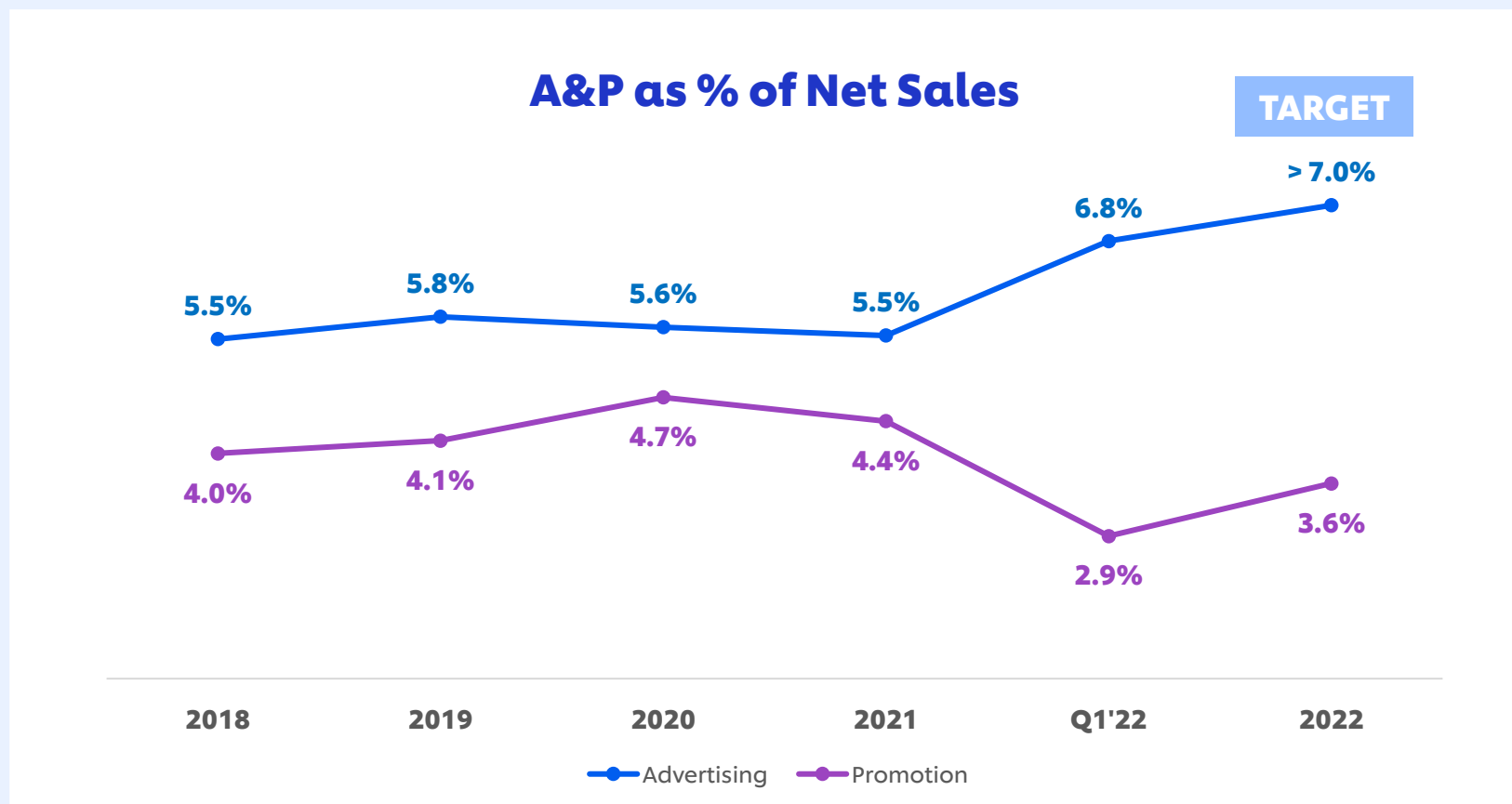
Data driven demand creation



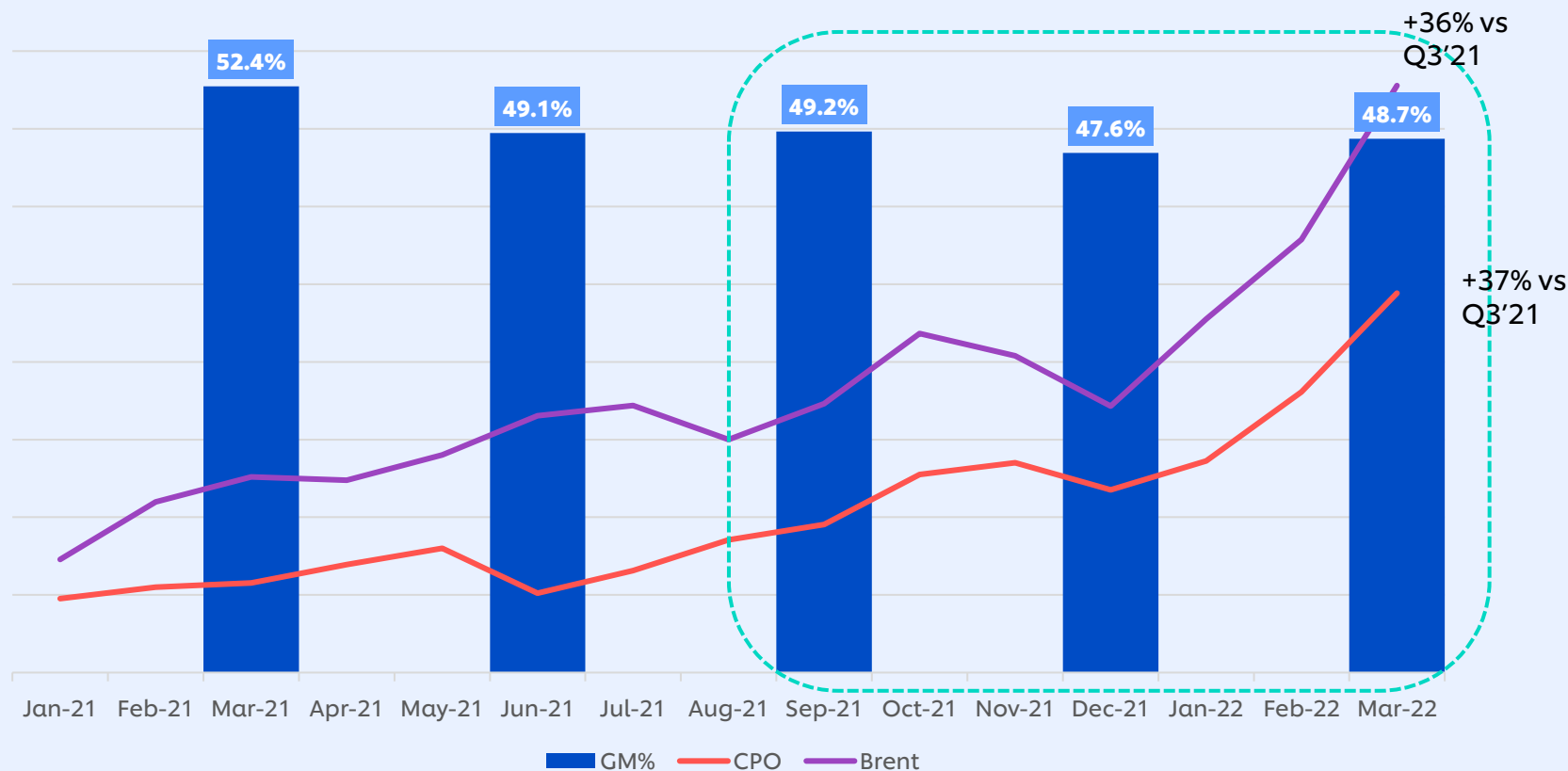
Build strong eCommerce capability



Full channel digitization



Brand investments increased by 18% vs LY (6.8% of net sales) and will continue to increase in the next few years



Q1'22 Gross Margin was protected through **Price Increase and Saving** initiatives despite high inflation in commodity prices

Russia – Ukraine War

70% of Sunflower Oil
11% of Crude Oil
18% of Natural Gas
15% of Fertilizers
29% of total Wheat exports

Crude Oil

+35%
Vs 1 month



Coal

+65%
Vs 1 month



Palm Oil

+20%
Vs 1 month



Corn

+20%
Vs 1 month



ACTION PLANS

ACCELERATE MATERIAL SAVINGS

PRICING WHERE APPLICABLE

UNLOCK NON-MATERIAL SAVINGS

UNILEVER COMPASS



REFLECTED
IN OUR
**VISION &
AMBITION**

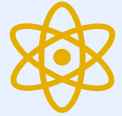
“

To earn the love and respect
of every Indonesian by
positively impacting their life
everyday, everywhere

”

Market Position in 2025
#1 FMCG IN INDONESIA

Drive consistent, competitive, profitable and
responsible growth



1. Strengthen & Unlock Core
via strong brands, market development, and purpose-led Innovation



2. Play the Full Portfolio, both in Premium and Value segment



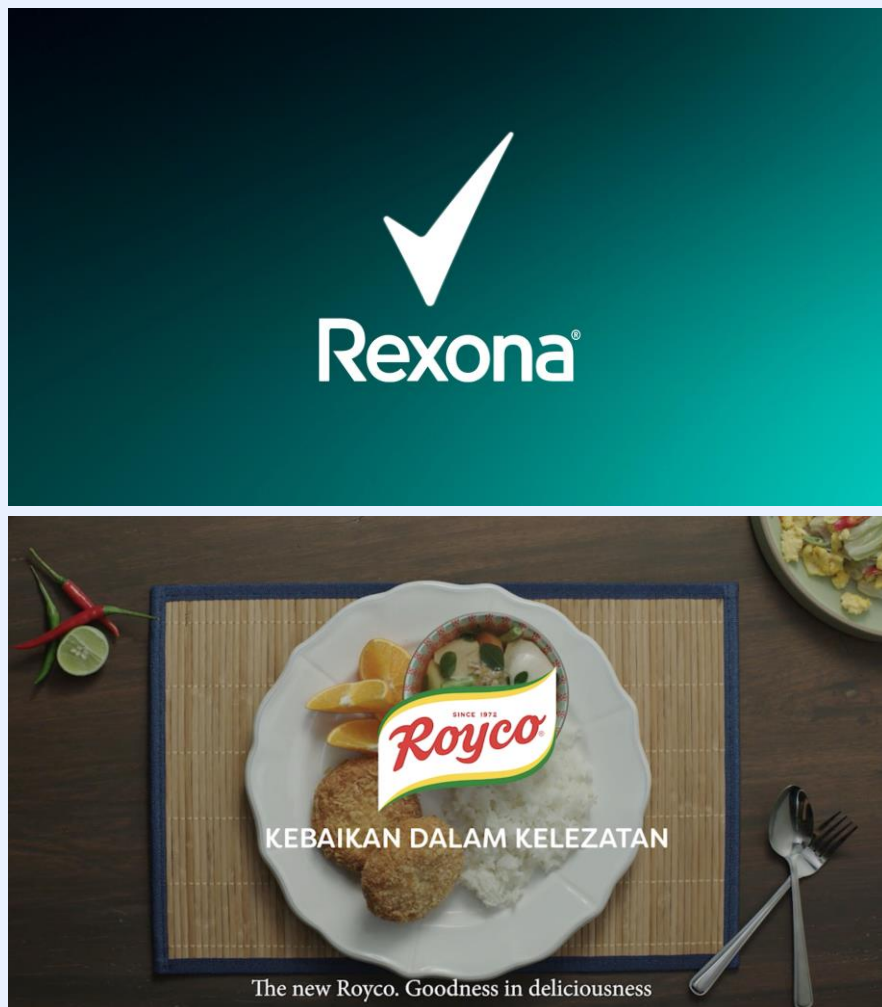
3. Be the Execution Powerhouse in current and future channels



4. E-Everything

LEADING IN SUSTAINABILITY

BUILD STRONGER BRANDS



Step Up To Build Stronger Brands

Focusing on 15 Top Brands (80% Business Turnover)

- **Strong Media investment**
 - +18% Media Spend Increase in Q1 2022 and +25% in FY 2022.
- **Strong Advertising Campaign**
 - Airing 100% Green-Outstanding tested TVCs.
- Driving **physical availability**
- Delivering **Product Superiority**

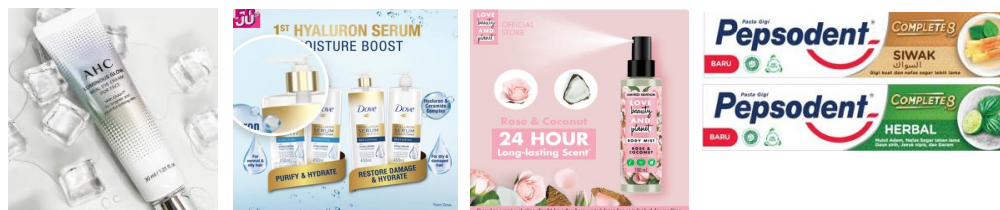
**DELIVER IMPACTFUL INNOVATION WITH
PRODUCT SUPERIORITY & BRAND PURPOSE**

70% of 2022 Core
relaunch/ innovation iTO is
with **technology-led
superiority or better
formulation.**

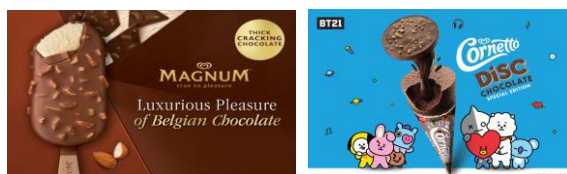


DRIVE PREMIUMIZATION

2022 BPC:
50mE iTO in Premium/ Masstige



Activate **Premium Portfolio in Ice Cream**



Value Packs, designed for GT Shoppers with limited spending per trip



Different Portfolio to serve mid-lower consumers with lower price segment.



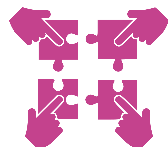
PLAY IN VALUE SEGMENT

LEADING IN THE CHANNEL OF THE FUTURE WITH EXECUTION EXCELLENCE

Driving Game Changer in Modern Trade (Minimarket)



Design4Minis



Partner For Growth

Be #1 preferred supplier via Stronger Category Management



Step Up in Omnichannel

A+ Content to drive demand creation & conversion.

Turbocharge Ecommerce/Online

COMMERCE



To Grow Ahead of Market with Driving Demand Creation & Designed4Ecommerce Portfolio

Leading in Channel Digitalization



Omnichannel research technology

Integrated End to End & Digitized Operation system

Forecasting Machine Learning



End to End
Customer
Portal (order,
payment,
tracking)



Insight &
Intelligent
(data - based)

Data-Driven Capabilities

Data-Driven Marketing + Commerce



Retailer Partnership in
generating insight from
data to drive traffic &
conversion



Digital Center of
Excellence



Digital presence, asset, and
experience

Thank you



Ira Noviarti (CEO), Enny Sampurno(Director)