



Unilever

# PT Unilever Indonesia Tbk

H1 2024

Earnings Call

July 24<sup>th</sup>, 2024



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# PT Unilever Indonesia Tbk Earnings Call H1 2024

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Benjie Yap  
Chief Executive Officer







# Unilever Indonesia H1 2024 Results

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**1**

Sales growth impacted by volatile geopolitical situation and the need for operational improvements.

**2**

Market share rebuilding from December 2023 low.

**3**

Resilient Gross Margins despite negative mid-single digit price declines.

**4**

Long term investment behind our brands continues.

**5**

Effective working capital management, continue to deliver cash surplus with zero bank loan.

## External environment impacting Q2 2024 results

Volatile geopolitical situation

Softening demand



## Sales H1 2024

**IDR 19.0 T**

(-6.2% YoY)

**Domestic: -5.7%**

UPG -5.0% | UVG -0.7%

**Export: -19.2%**

## Sales Q2 2024

**IDR 9.0 T**

(-7.5% YoY)

**Domestic: -6.9%**

UPG -5.2% | UVG -1.8%

**Export: -24.4%**

## Net Profit H1 2024

**IDR 2.5 T**

(-10.6% YoY)

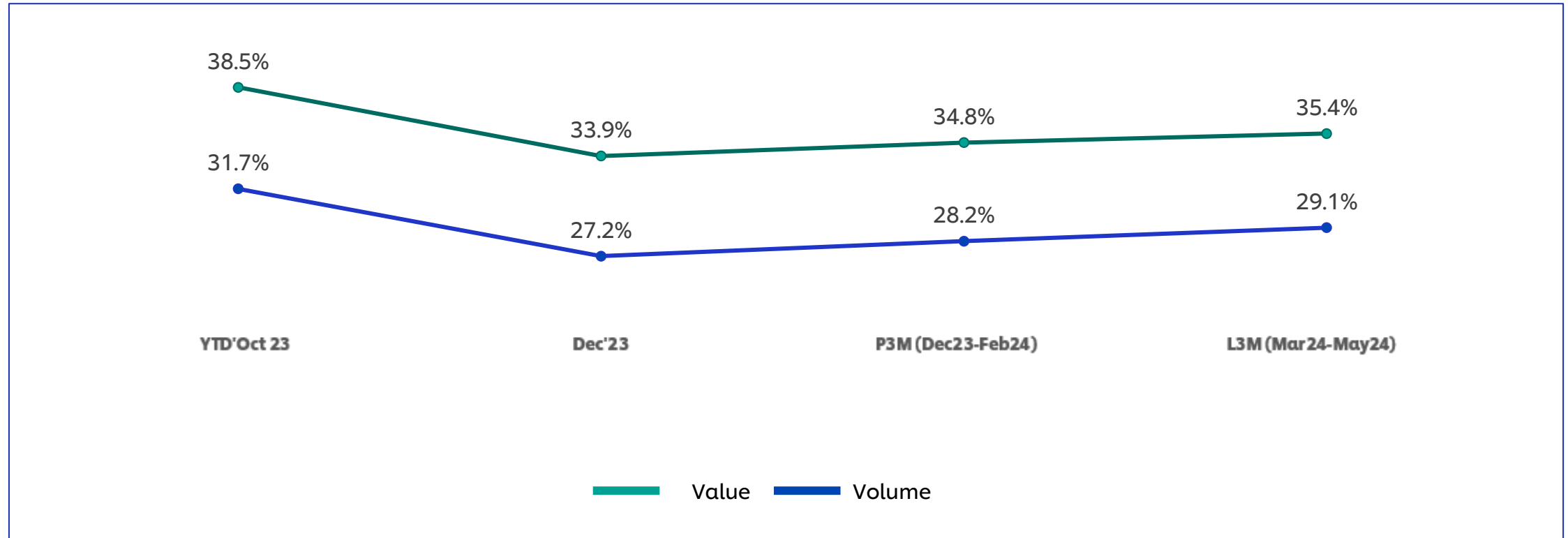
## Net Profit Q2 2024

**IDR 1.0 T**

(-24.8% YoY)

Higher spending in promotion  
and brand investments

## Market Share: rebuild from Dec 2023 low



\* Nutrition include Juice and Tea (within Tea Bag market only)

\*\* Ice Cream in MT only

## Continuous actions to earn back the trust from consumer, customer and society



Empowering More Than 700,000 Santri and Female Students Through #AksiCantik



Royco collaboration with Lazisnu and BKKBN



## GROWTH ACTION PLAN: 2024 STRATEGIC THRUSTS



### Get more from the core

Unmissable brand superiority

Breakthrough  
multi-years innovations



### Be market makers

Market development

Drive premiumization

Build tier-2 portfolio  
in selected categories

Execute brilliantly in market



### Step up our impact

Deliver our big 4 sustainable  
priorities

Build back Gross Margin

Digital transformation

## Get more from the core: Unmissable brand superiority and breakthrough innovation





## Be market makers: Riding the trend & tapping into relevant culture

### FIFA World Cup 2026



### #GlowForIt Campaign with K-Pop Idol

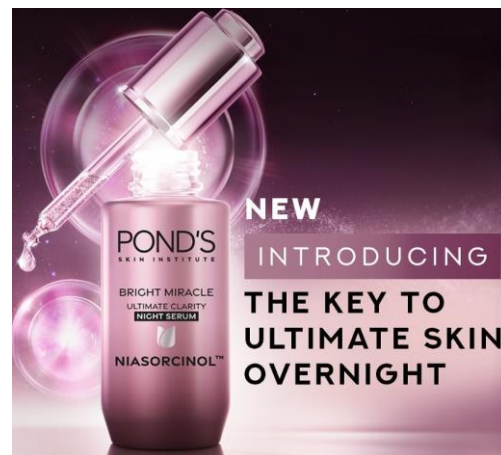


### Bango riding Eid Adha festive moment



## Be market makers: Play full portfolio with launch of relevant innovation

### REACHING UP



### REACHING DOWN





## Execute brilliantly in market: Driving growth through better stores and better service

### BETTER STORES



**Develop stores for better assortment, merchandising, and loyalty**

### BETTER SERVICE



**Increase retailer satisfaction**



### Digitalization and Operational Improvement

Demand Capture

Demand Generation

Demand Fulfilment

E-Payment & Credit

Customer Service

Data & Analytics

### Building frequent replenishment capability



**Dynamic unloading schedule**



**Small truck to ensure delivery can be done on time for small load order**



# PT Unilever Indonesia Tbk Earnings Call H1 2024

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Vivek Agarwal  
Chief Finance Officer



NEW

MAGNUM  
true to pleasure

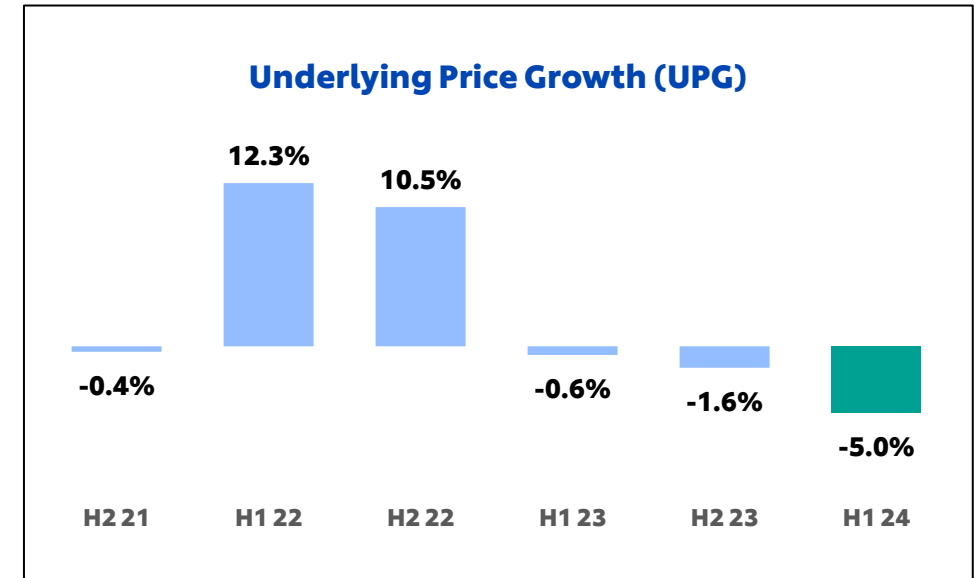
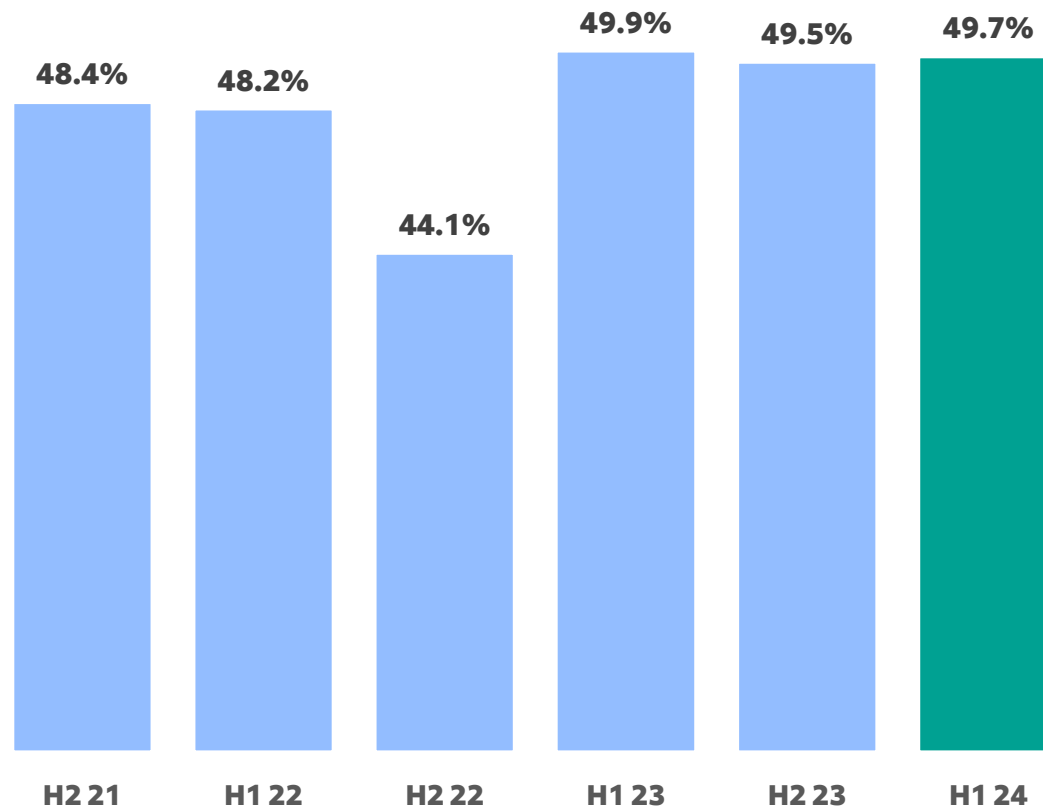
MANGO YOGHURT PARFAIT

THE REFRESHING CHOCOLATE INDULGENCE



MADE WITH  
BELGIAN  
CHOCOLATE

## Resilient Gross Margin supported by commodity deflation and saving initiatives

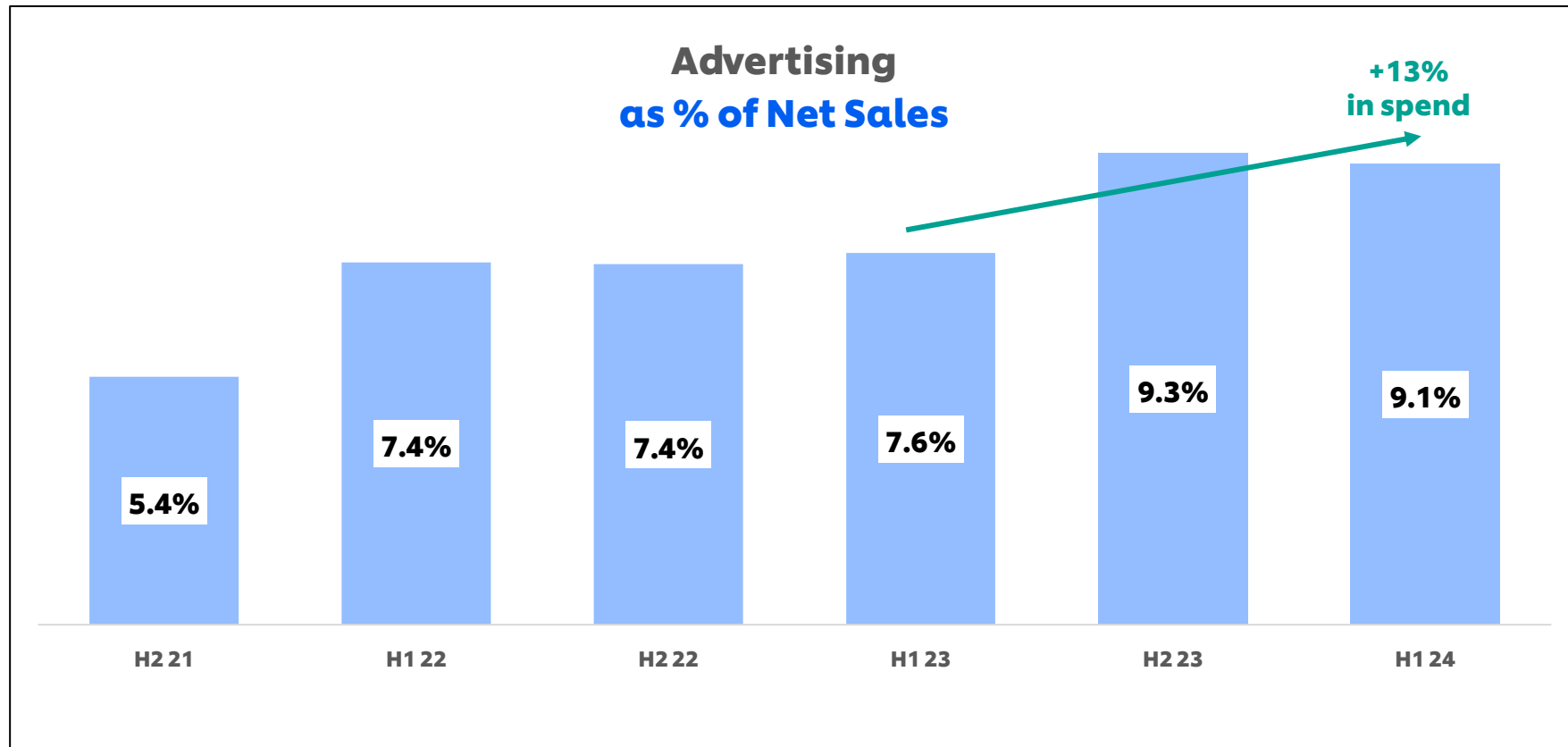


### Strong saving initiatives driving margin improvement

- Commodity price management
- Factory Automation and Cost Restructuring
- Simplification and Digital acceleration
- Effectiveness of spends



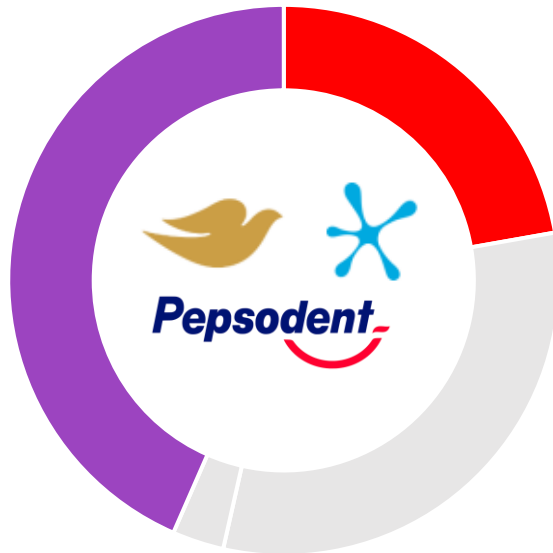
## Increased level of investment behind our brands





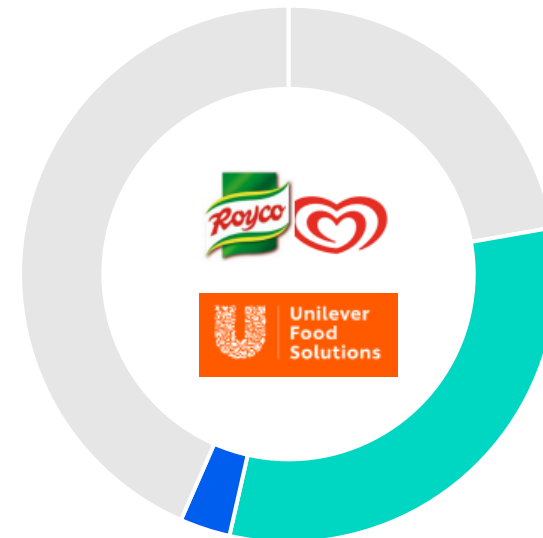
## 2024 Domestic Sales Growth by Division

### Home and Personal Care



H1 -7.4% | Q2 -9.2%

### Foods and Refreshment



H1 -2.5% | Q2 -2.3%

## Highlights: Beauty and Personal Care

- **Maintained leadership in all categories.**
- B&W and PC **Market Share Rebuilding** in May'24 vs exit Dec'23 in both value and volume.
- **Dove** launched First **Deodorant Serum** powered by skincare ingredients in Q2'24.
- **Pepsodent** awarded as **Most Chosen Personal Care Brand** and **Glow & Lovely as Most Chosen Beauty Brand** in Kantar Brand Footprint Indonesia 2024.

## Highlights: Home Care

- **Market Share Rebuilding** in May'24 vs exit Dec'23 in both value and volume.
- Launched **Lifebuoy Dishwash with New Lemon Variant** to strengthening value segment.
- **Sunlight** awarded as **Most Chosen Household Care Brand** in Kantar Brand Footprint Indonesia 2024.



## Food and Refreshment

### Highlights

- **Maintained leadership** in all categories.
- **Value market share rebuilding** in May'24 vs exit Dec'23.
- Increase Penetration through launch of **Royco Oyster Sauce in sachet** at IDR 2k.
- **Royco** awarded as **Top 4 Indonesian Brand** by Kantar Global Brand Footprint 2024.

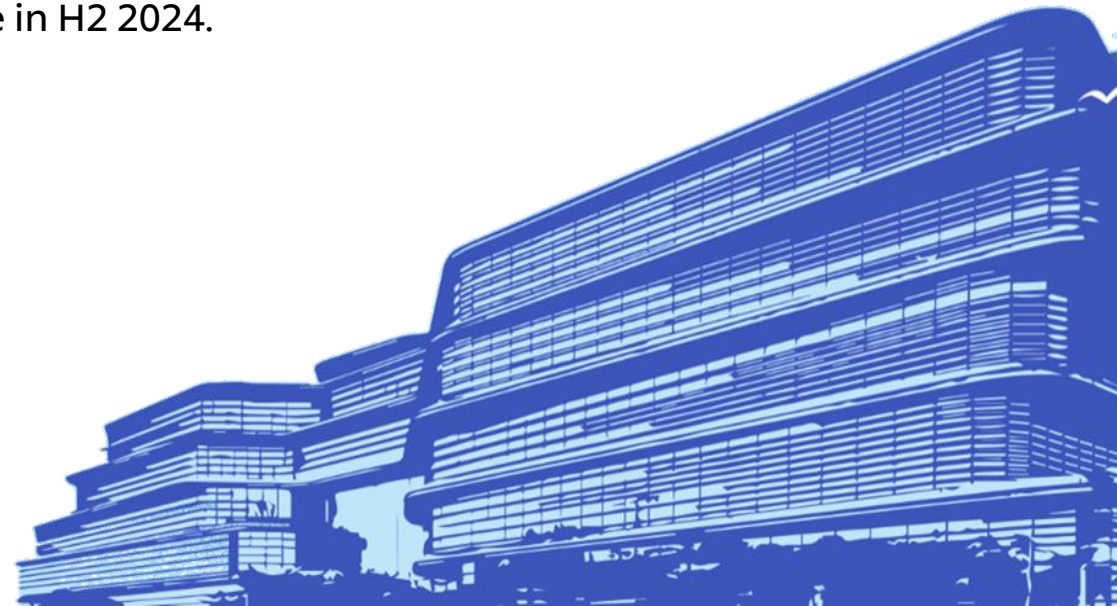


**KEMASAN BARU!**  
**RP 2.000\***  
\*Harga jual yang disarankan



## H2 2024 View

1. Focus areas remain:
  - Driving competitive volume growth
  - Improving gross margins
  - Maintaining price competitiveness
  - Investing behind our brands, portfolios, and strategic priorities
2. Expect price growth to remain negative if commodity prices remain where they are.
3. Impact from negative consumer sentiments will likely continue in H2 2024.
4. Continuing Go-To-Market (GTM) Transformation.
5. Reduce inventory in trade in H2 2024 to:
  - implement frequent replenishment capability
  - support demand volatility







# Q&A Session

Benjie Yap (CEO)

Vivek Agarwal (CFO)

