



PT SUNINDO ADIPERSADA TBK
Komplek Industri Bostinco
Jalan Raya Cileungsi - Bekasi Kilometer 22,5
Cileungsi, Bogor 16820.



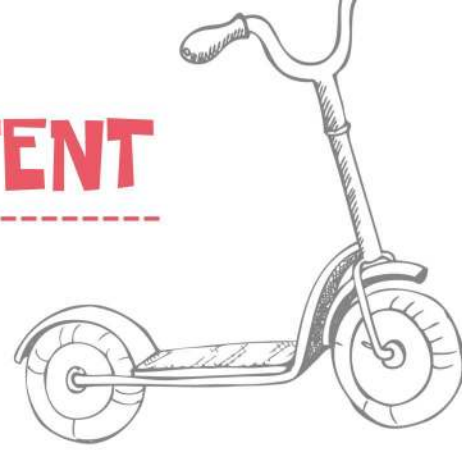
COMPANY PROFILE 2023

PT SUNINDO ADIPERSADA TBK



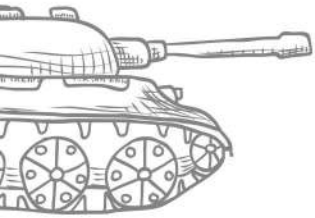
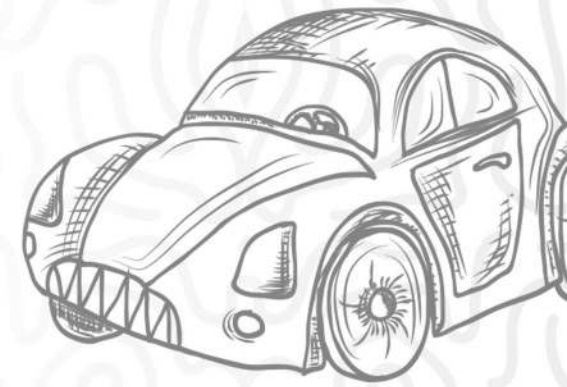
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The Story

Some of our beautiful memories come from the moments we spend with our favorite toys, from the day we take our first step even until we become grown-ups. Toys do more than entertaining and keeping children occupied. Properly chosen, they should aid a child's physical, mental, social and emotional development.

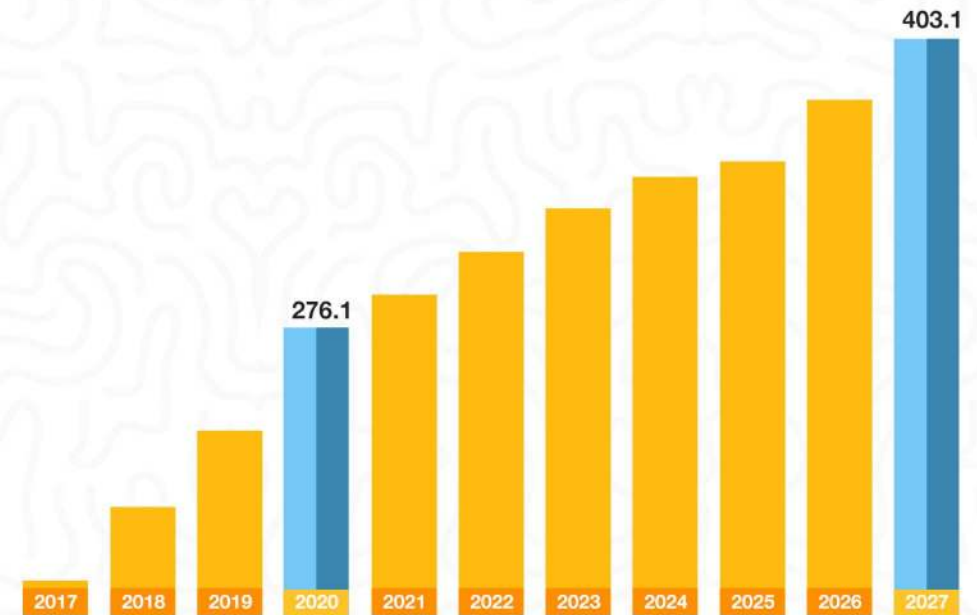
"A true best friend will bring joy and happiness into our lives, and all our children deserve the best we can give to them."

Playing is universally recognized as a vital part of learning and growing, because toys are such an important ingredient of play, they are invaluable to a child's development into a mature and confident adult.

Global Toys Industry

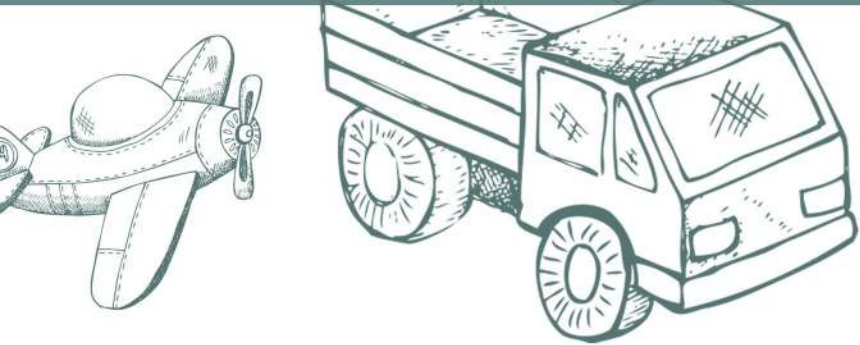
The toys industry is dedicated to not just putting smiles on the faces of children but also on the faces of all the men in the business. Global toys sales experienced significant continual growth throughout the years.

A study recently conducted by the strategic consulting and market research firm BlueWeave Consulting revealed that the global toys market was worth USD 276.1 Billion in 2020. The market is estimated to grow at a CAGR of 5.7 %, earning revenue of around USD 403.1 Billion by the end of 2027.



Global Toys and Games Market, By Value (USD Billion)
2017-2027





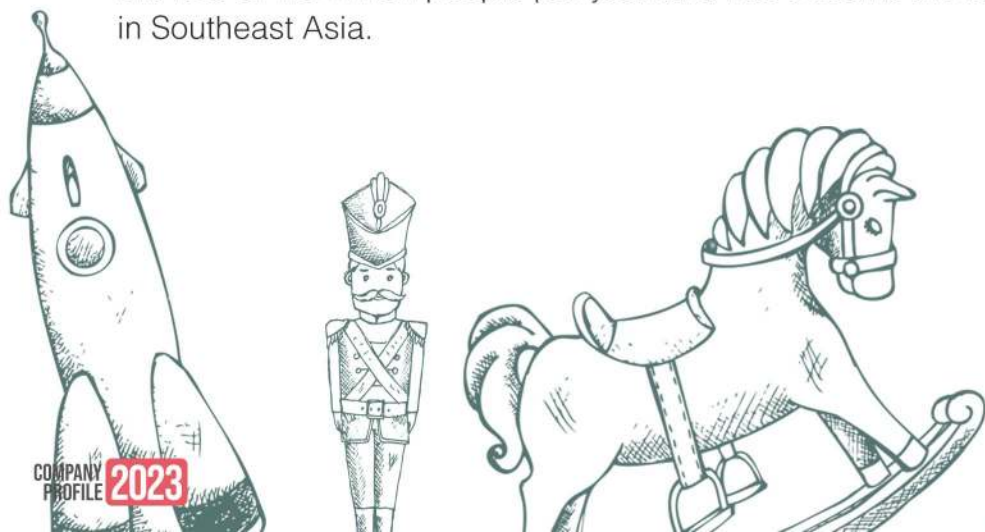
Indonesia Toys Industry

The toys industry in Indonesia has already shown its value in the global market competition. Nowadays, Indonesia is one of the main players in the global toys industry.

The potencial of Stuffed Toys Business in our Country is quite prospective. Because Indonesia has the Largest Population in ASEAN - with an average birth rate of 4.5 million people per year, Indonesia become the Biggest Market in Southeast Asia.

The domestic labor absorption in the toys industry reached 25 thousand people with 10.7 billion rupiah productions value in 2018. Total toy exports were worth 319,93 million USD with year on year growth averaging 5,79% much large compared to the imports which only reached 140 million USD.

The outlook of the domestic toys business is quite prospective because Indonesia has the largest population in the ASEAN region with an average birt rate of 4.5 million people per year and has become the largest market in Southeast Asia.



“I am not a product of my circumstances.
I am a product of my decisions.”

Stephen Covey



Who We Are

SUNINDO is an Indonesia based global toys company located in Cileungsi, West Java, Indonesia that over the past 32 years has become one of the foremost plush/stuffed toys manufacturers in Asia.

This enviable track record has been achieved through the dedication and hard work of the management team and workforce.

However, even then it would not have been possible without the support of the partners/suppliers from around the world. That trust lead them to produce the best in quality products that have eventually been loved by children across the globe.

Iwan Tirtha

President Director



Vision

To be a well known company, locally and internationally, that provides a vast range of innovative products for the kids market.

Mission

To develop and deliver the most innovative products, provide helpful customer experience, and deliver quality services that contribute to brand strength, establish competitive advantages, and enhance profitability.

Our Values

- To serve beyond expectation
- Advancing creativity
- Persistence and continuous improvement
- Highest performance effort





Corporate Culture

Integrity

Discipline

Proactive

Frankness

Loyalty

Professionalism

Respect Each Other

Team Work

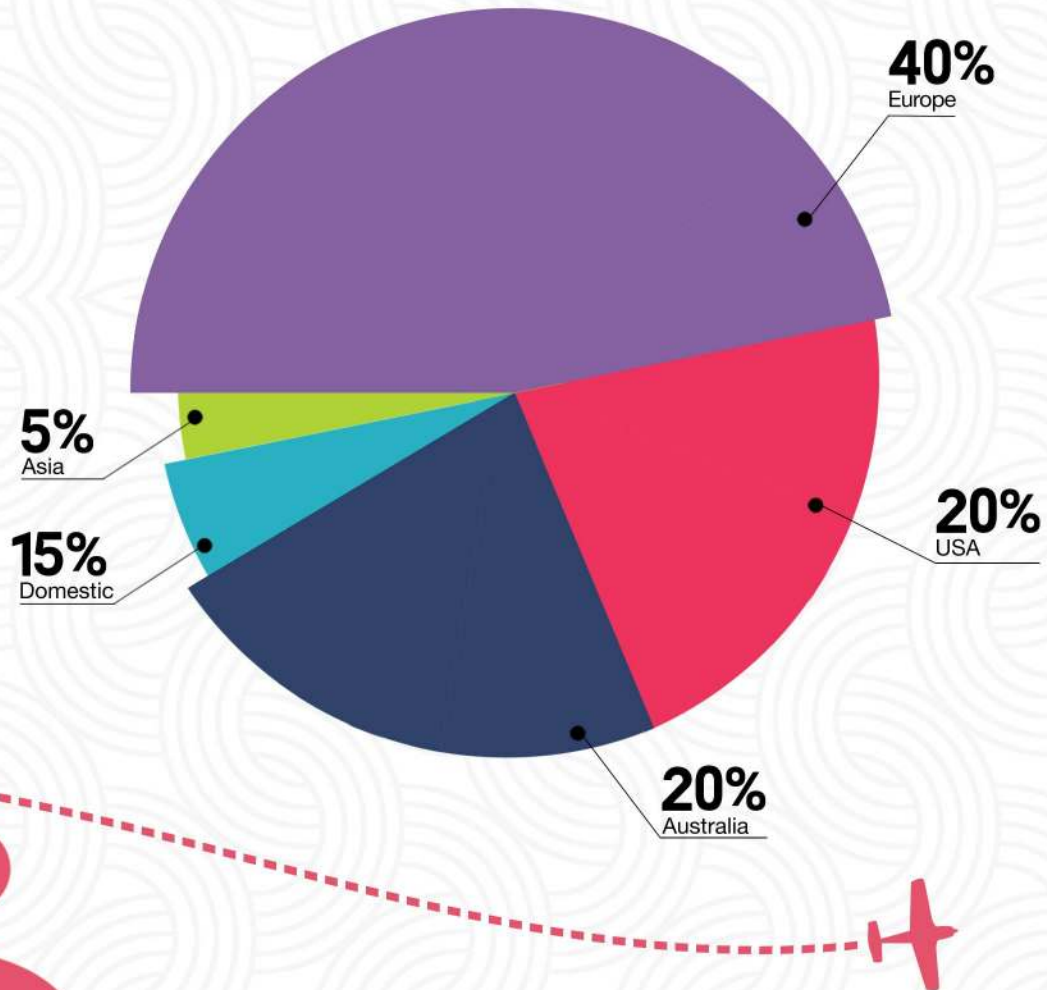
Brother Hood

5 “S”



Sales Distribution

The sales distribution of the company has reached the global market, with 40% in Europe, 20% in USA, 20% in Australia, 15% Domestic, and 5% in Asia.



"Sunindo was first established over 32 years ago in 1991 with only 10 people. Now we already have almost 1000 people total"

The factory for more than 32 years has seen rapid growth with the increasing of the product types and factory floor area, machine capacity and quality management team evolutions, and global or domestic market expansion.

Our History

"We were able to become more confident in dedicating our selves and to seeing our future in the toys industry."

The journey of SUNINDO began in 1991 with only 10 founders who went to Korea to learn the process of toy production, and then went back to Indonesia to initiate preparations for the factory's establishment.

"In 1991, when we went abroad to Korean to learn, more professionally, the production process of toys. After a few months studying every single thing about the toy industry, from how to do the market research, implementing the results, until the technical aspects of the production, we were able to become more confident in dedicating ourselves and seeing our future in the toy industry, especially in plush or stuffed toys."

"If one wants a righteous life, his first act of abstinence is to harm an animal."

- Albert Einstein



Our History

In 1992, the factory began the operations with 160 employees and 100 units of sewing machines, plus other supporting tools and machines.

After that, SUNINDO started to gain its first successful path by becoming the official partner as the supplier and distributor of international toy brands such as TJ Maxx, Nature Planet, Living Puppet, and Folkmanis. The number of the factory's employees increased from 160 to 469, and the amount of sewing machines also increased from only 100 units to 200 units.



In 1999, SUNINDO decided to do an expansion of the factory area from 5000 meter to 6000 meter. During that, the US market also increased by 40%. With the large capacity of the factory, SUNINDO also boosted the production number by adding more employees to 690 people and 300 sewing machines.

Our History

From 2000 to 2005, the domestic market reached 15% of sales, while in the global market the company successfully made agreements with more prestigious brands such as Bochetta, Wild Republic, Artesavi, and MATTEL. There are more than 700 employees with more and more sophisticated machines in the factory such as embroidery and laser machines.



Our History

In 2015, the company underwent an evolution of management to achieve much greater operational efficiency, effectivity, while upgrading the production capacity such as 600 additional machines and more than 1000 employees on the factory.

From 2018 - 2019, we did upgrade on our machinery. We use lasers, auto trim (automated machinery) which influence the efficiency in number of employee 800 & sewing machine to 440.

2020-2021

The Company carried out an Initial Public Offering of Shares on the Indonesia Stock Exchange with the TOYS stock code. Due to the COVID-19 pandemic this year, there was efficiency which caused the number of employees to 272 but over time the employees increased to 528 in 2021 and the number of machines was 650.

Our History

In 2022, PT Sunindo Adipersada Tbk will continue to strive to achieve sustainable business growth in the coming years, in line with the continued recovery of the Indonesian economy.

SUNiNDO can produce a wide variety of stuffed toys and has every confidence in their capability to supply their esteemed customers with the best products in the stuffed toys industry in the world.



The Best Design

"Our commitment is to provide satisfaction to our customers through quality service and good products."

To provide the best possible service to the customers, Sunindo Adipersada's design team has the capability to develop our own character items and to develop the requested samples in the shortest time possible.

With their high level of creativity and expertise, the designers can transform almost any idea into a plush/stuffed design that meet the customer's requirements ability to create realistic figures.

The High Quality Products

SUNINDO believe that their firm commitment to their esteemed customers - to deliver cost saving, good service and timely delivery of high quality plush/stuffed toy products has contributed considerably to the company's rapid growth and success.

To ensure that they maintain their leadership in plush/stuffed toys production, their modern factory is continually being updated with the latest programs and tool to achieve the best results.

These achievements have and can only be possible through hard work, smart work and consistent yet persistent dedication through the company's journey.



The Best Team & Cultures

The company realizes that the background to every success story, is not only due to the availability and how lucrative the markets are or how up to date and sophisticated the factory machines, or even how large the size of the building and number of employees, but also because of the top quality of every single person who works together as a team.

That is why the company has developed a culture to maintain, which is Integrity, Discipline, Proactiveness, Frakness, Loyalty, Professionalism, Respect and Team Work.

These corporate cultures will ensure the company's future of being the leader of the industry and the number one toy manufacturer in the world.

SUNINDO believe that their firm commitment to their esteemed customers—to deliver cost saving, good service and timely delivery of high quality plush/stuffed toy products has contributed considerably to the company's rapid growth and success.



Strong Management

SUNINDO has everything that our business partners or clients need, either it's the products quality or the best services. The team will make sure that the customer will get the best toy products that come from top quality materials, sophisticated and unique yet fun designs.

And the most important thing, these products have already been legally certified internationally for their top quality product and production process.

Certification & Standardization

- Certification and Standardization Based on Product Safety



- Certification and Standardization by Country



- Certification and Standardization by Company

NBCUniversal

OUR PORTFOLIOS



Our Licensed Products

Oggy & The Cockroaches

Oggy & The Cockroaches, know as Oggy et les Cafards in french, often referred to as simply Oggy, is a French animated children's television series produced by Gaumont Multimedia and Xilam Animation from 1998 and still being produced and distributed around the world until now.

SUNINDO became one of the official toy manufacturers that produce the official toys merchandise of this cartoon franchise, which has greatly added to the company's credibility.



Our Licensed Products

Ice Age

Ice Age is an American franchise media movie produced by Blue Sky Studios under Walt Disney Company since 2002 and already had 5 successful movies in a row until 2016. As of April 2016, the franchise had generated \$6 billion in revenue, making it one of the highest-grossing media franchises of all time.

By the company credibility, SUNINDO also become one of the official toys company that produce the official toy merchandise of this franchise movie.

"Who doesn't know the well known characters from one of the most successful Walt Disney movies, ice Age. This is also one of our portofolios, and it's one of the best in the few past years."



Our Clients

From the year of 1991 until recent, SUNINDO has already proven it's credibility as one of the foremost plush or stuffed toy manufacturers globally with the long and prestigious list of clients.



Disney



TOTOYA RACING DEVELOPMENT
TRD



Hush Puppies



KRISNA
OLEH-OLEH KHAS BALI



PELANGI
mizan



Singapore
ZOO



TRANSmart
Carrefour



STAR



FARMERS MARKET
fresh and friendly



PLAZA BALI

millennia
BOOK STORE



meiji



INDOMILK

dimason[®]
SOURCING



Citilink



character-land
.com



AEON moell
natural care for babies



Manufacture Reference License





The company has its own plush/stuffed toys brand, namely OZco. OZco is a corporate brand that was formed in 2014. OZco products come from the softest raw materials and are easy to clean. The OZco brand was formed to meet the needs or request of individual customers wanting a special plush/stuffed toys design.

OZco Mini Animal

OZco Mini Ocean



OZco Mini Zoo



OZco Mini Bird



OZco Mini Farm



OZco Mini Pets



OZco Fantasy

Club
Unicorns



Lily
Friends



PALEO
WORLD





NET TV Visit to Sunindo Factory

Holding shooting in the film "Catatan Si Bocil",
about the production line for making stuffed toys.



Sunindo Collaborates with Koperasi Menggapai Harapan Sejahtera

in 2022 the Company is working with the **Menggapai Harapan Sejahtera** Cooperative for the Initial Export Release on 26 July 2022 in Cileungsi.



Jambore Nasional XI Tahun 2022

Sunindo is the only official mascot merchandise at the
Jambore Nasional tahun 2022

