



LEADING IN INNOVATION

## COMPANY PROFILE

\*May 2023



- 1 Corporate Structure**
- 2 Corporate Milestone
- 3 Garudafood Strategic Intent**
- 4 Basic Mentality and Leader Traits
- 5 Board of Commissioners and Directors**
- 6 Our Business
- 7 Production Facilities & Distribution Network**
- 8 Collaborations & Partnerships
- 9 Marketing Activities**
- 10 Awards
- 11 Noble People**
- 12 Corporate Social Responsibility

# 1. Corporate Structure



PT Garudafood Putra Putri Jaya Tbk

54.95%



PT Sinarniaga Sejahtera

66.07%



PT Mulia Boga Raya Tbk

49%



PT Hormel Garudafood  
Jaya

37%



PT Garuda Elang  
Nusantara

100%



Goldenbird Pacific Trading Pte. Ltd.

Goldenbird Pacific  
Trading Pte.Ltd.

*\*other principals:*

**SUNTORY GARUDA**

PT Suntory Garuda Beverage

**BARRY CALLEBAUT**

*\*Agst 2021*



## 2. Corporate Milestone

**Darmo Putro** established **PT Tudung** in Pati, Central Java to produced tapioca flour.



PT Tudung Putra Jaya was established in Pati, Central Java

- This company was established under the name of **PT Garudafood Putra Putri Jaya** in Pati, Central Java, which produces various coated peanut.



- SNS** was established as a distribution company to support the logistics activities in Java.



**SNS** develops distribution platforms outside Java island and also Western & Eastern Indonesia regions.

**Biscuit factory** at Rancaekek start operating.



- The inauguration of **Gery X-Quest** at Gresik Factory – **The 1st Factory** visit digital in Indonesia.



- Executed **joint venture** with Hormel Foods Asia Pacific Pte Ltd (HFAF).



- Executed **joint venture** with Falcon Pictures established **PT Grauda** Elang Nusantara.

**Dairy factory** in Rancaekek start operating.

Launched corporate **New Logo**.



### SUNTORY GARUDA

Conducted a joint venture with **Suntory Beverage Food Asia Pte Ltd (SBFA)** to establish **PT Suntory Garuda Beverage**.



Takeover **PT Mulia Boga Raya Tbk (MBR)** on October 14, 2020.

1958

1979

1990

1994

1997

1998

1999

2002

2001

2004

2005

2007

2008

2009

2011

2012

2015

2018

2019

2020

2022

PT Tudung Putra Jaya penetrate the consumer product business using **Garuda brand** on its Packaging.



Penetrate **Biscuit category**.



**Gresik Factory** began operating.

**PT Triteguh Manunggal Sejati** acquisition.

Launched **Okky Jelly Drink**



Launched **Gery Wafer Stick**



Launched **Garuda Pilus**



Launched **Snack**



Launched **Mouitea**

Launched **Garuda Rosta**



Launched **chocolatös**



Launched **CLEVO**



Garudafood officially becomes a **public listed company** ['GOOD']

The Company established a subsidiary, **Golden Bird Pacific Trading Ltd.**



Through an **open collaboration** strategy, the company Launched



Through an **open collaboration** strategy, the company Launched



**Hormel Foods International Corporation** as **Minority Strategic Investor** in Garudafood (Desember 2022)

*"SUKSES ITU LAHIR DARI KEJUJURAN,  
KEULETAN DAN KETEKUNAN YANG  
DIIRINGI DOA"*

*"SUCCESS IS BORN THROUGH HONESTY,  
PERSISTENCE AND COMMITMENT IN THE  
LIGHT OF CONSTANT PRAYER"*



Bp. Darmo Putro & Ibu Pusponingroem

## Vision • Mision • Corporate Phylosophy

### VISION

- Delight the Consumers through Innovative Food and Beverage Products.

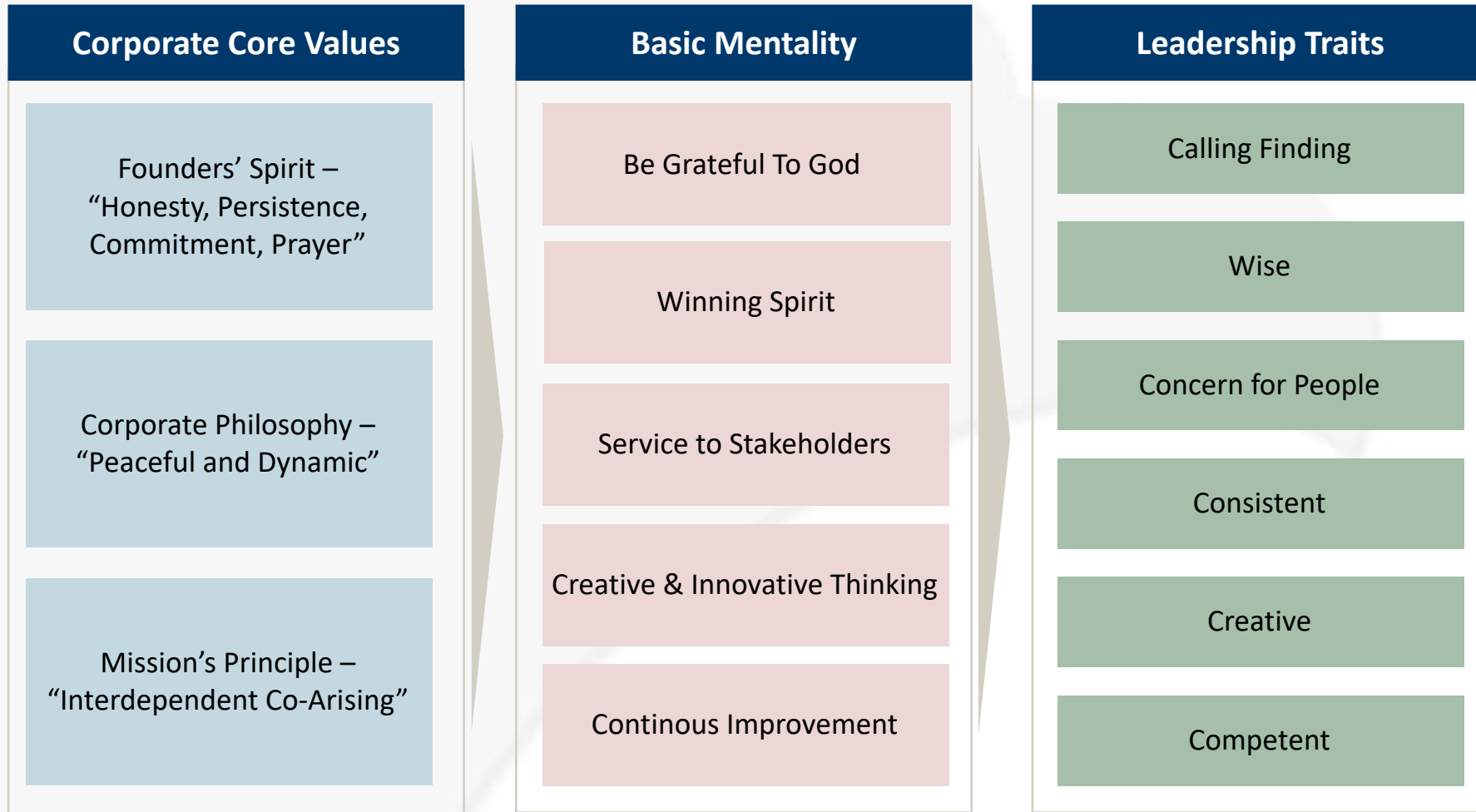
### MISION

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

## Corporate Phylosophy

1. Human Values
2. Business Ethics
3. Unity Through Harmony
4. Speed and Leading Change
5. Working Smart in Learning Culture

## 4. Basic Mentality & Leader Traits



Noble people have always been grateful to God and build a winning spirit, acknowledged by the service to the stakeholders with creative and innovative thinking and continuous improvement.



## Commitment to Regulations Compliance



**GarudaFood**

### GarudaFood Policy

GarudaFood Group is committed to ensure food safety, quality, halal of all products manufactured and distributed, while also maintaining occupational safety and health, and environment preservation.

GarudaFood Group's Noble People efforts to achieve the above goals are:

1. Ensure that all processes are in accordance to occupational safety and health.
2. Ensure products manufactured confirm to food safety, quality and halal standards to guarantee safe consumption.
3. Ensure environmental preservation, minimize environmental impact of our operations and reduce energy consumption.
4. Ensure proper compliance to government regulations and policies.
5. Continuous improvement to increase productivity, work efficiency and system management.
6. Implement corporate social responsibility focuses on the balance of profit, people and planet

This policy should be communicated throughout GarudaFood Group and it's subsidiaries, to increase awareness and compliance towards this policy.

Jakarta, August 30<sup>th</sup>, 2017

*Hardianto Atanaja*  
CEO GarudaFood Group

PT GarudaFood Putra Putri Jaya  
Head Office : (Wilayah GarudaFood, Bintaro Raya Street 10 A, Jakarta 12240 Indonesia  
P : +62 21 7290110 (pAusting) P : +62 31 7290112  
www.garudafood.com

GarudaFood Group's logo and social media icons are at the bottom.

Garudafood Policy is a corporate commitment to :

- Safety
- Health
- Food safety
- Quality
- Halal guarantee
- Environment
- Regulatory guarantees

The purpose of this policy is to maintain and make continuous improvement in every production process, to be safe from all aspect and to comply with applicable laws and regulations.

Garudafood acquire several certification such as :



**Food Safety Management**



**Quality Management System**



**Enviromental Management System**



**Indonesian National Standards for Biscuits**



**Halal Product Guarantee**



**Certification of Economic Operators**



**Risk Management Program**



**Good Manufacturing Practise (Cara Produksi Pangan Olahan yang Baik)**



**Processed Food Safety Management Systems**



**Health and Safety Management System**



**Assessment Program for Improving Company Performance in Environmental Management**

## 5. Board of Commissioners



**Donald Reginald  
Gadsden**

Independent Commissioner



**Pangayoman Adi  
Soenjoto**

Commissioner



**Sudhamek Agoeng Waspodo  
Soenjoto**

President Commissioner



**Prof. (Emeritus) Dorodjatun  
Kuntjoro-Jakti, Ph.D**

Independent Commissioner



**Swen Neufeldt**

Commissioner



**Fitra Dewata Teramihardja**

Independent Commissioner



**Soeharto Sunjoto**

Commissioner



**Hartono Atmadja**

Commissioner



**Andi Chandra**

Independent Commissioner



## Board of Directors



**Hardianto Atmadja**

President Director



**Fransiskus Johny  
Soegiarto**

Director



**Johannes Setiadharna**

Director



**Paulus Tedjosutikno**

Director



**Robert Chandrakelana  
Adjie**

Director



**Swadheen Sharma**

Director

## 6. Our Business





# Our Business

Amount:  
• 123 SKU (GOOD) • 38 SKU (Prochiz)

\*cut off May 1, 2023 - domestic products



## Peanuts



## Pilus Snack



## Pellet Snack



## Crips

## Confectionery



## Biscuits



## Dairy



## Chocolate Drink



## Domestic Product

### Cheddar Cheese & Salad Dressing





## Our Business

Amount: 108 SKU\*

\*cut off May 1, 2023 - international products

## International Products

### Peanuts



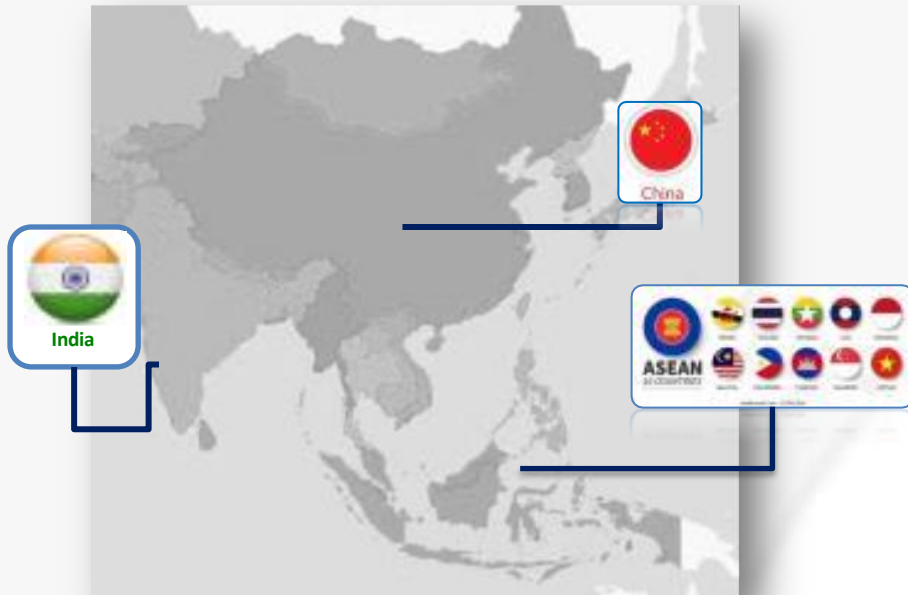
### Confectionary



### Biscuits



## 7. Production Facilities & Distribution Network



## MOTHER BRANDS



### 5 Food & Beverage Factories

- Pati: Coated Peanuts, Egg-Coated Peanuts, Pilus Snack, Roasted Peanuts, Potato Crisp, Cereal Snack & Pellet Snack
- Gresik: Biscuit
- Sumedang: Dairy, Biscuit, Pilus Snack, Confectionary & Pellet Snack
- Cikarang: Processed Cheese & Salad Dressing

### 10 OEM Factories

- Bandung
- Gresik
- Cikarang
- Sidoarjo
- Surakarta
- Jombang
- Pasuruan
- Mojokerto
- Sleman
- Medan



## Distribution & Sales

- SNS has more than 125 depots and 160 sub-distributors & agents.
- SNS has more than 280.000 active customers (cut off April 2023).



## International Business

- Garudafood also exports its products to more than 30 countries around the world.
- Focus at ASEAN, China and India.



## Production Facilities



**Sheeter -- Malkist Dough Molding Process--  
Gery Saluut Malkist (Biscuit) Production**



**Packaging Process  
Clevo (Dairy) Production**



**Automatic Packaging Process  
Wafer Stick (Biscuit) Production**



**Process of Selecting The Best Quality  
Peanuts Process  
Garuda (Roasted Peanuts) Production**



**Double Seasoning Process  
Garuda Rosta (Coated Peanuts) Production**



**Frying Process  
Garuda Crunchy (Snack) Production**



## 8. Collaborations & Partnerships

### Collaboration through New Product Innovations and Partnership



SUNTORY



## 9. Marketing Activities



**KOL**  
Endorsement



Campaign  
**Gery Saluut Malkist**



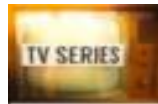
Campaign  
**Garuda Pilus**



Campaign  
**Chocolatos Wafer**



**TVC & Youtube Placement**



**Built In Series**

Series : *Aku Bukan Wanita Pilihan* (RCTI)



**Social Media Campaign**





## 10. Awards



Indonesian Ministry of Labour



Ecovadis



Asia Africa Chamber of Commerce (AACC)



SWA



SWA Magazine and Business Digest



INFOBRAND and TRAS N CO



Duta Indonesia Maju Foundation (YDIM)



Indonesian Ministry of Health



Retail Asia Magazine



SWA Magazine and MARS Research Institute



Badan Standardisasi Nasional (BSN)



Indonesian Ministry of Industry



WartaEkonomi.co.id Research and Consulting



BPOM



The Economics



## 11. Noble People



- The combination of commitment, creativity and hard work of more than 8.700 noble people has successfully created not only innovative but also quality products that become the top of mind in domestic and regional markets. Now, Garudafood has transformed into Indonesia's Leading Food and Beverage company.



## 12. Corporate Social Responsibility

# sehati



- In Garudafood, **Corporate Social Responsibilities** are not merely charity activities but also as an instrument of contribution to sustainable community development.

- Garudafood CSR activities are managed under **Garudafood SEHATI**, SEHATI means to “Empathize”.
- Garudafood SEHATI covers five main pillars:



The 1<sup>st</sup> Factory visit digital in Indonesia

Education



Public Health



Community Empowerment



Humanitarian Aid



Environment





# Thank You



[www.garudafood.com](http://www.garudafood.com)

 [Garudafood\\_ID](#)  [Garudafood](#)  [Garudafood\\_ID](#)

