Hold

(Maintained)

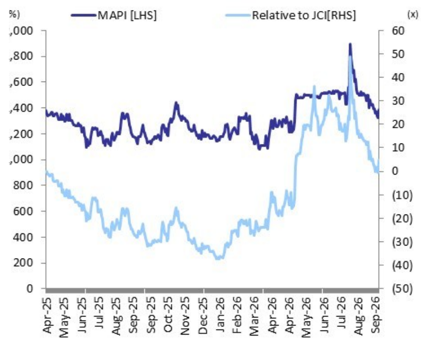
Tactical (3M): **N**

Last Price (Rp)	**1,385**
Target Price (Rp)	▼ **1,520**
Previous TP (Rp)	1,600
Upside/Downside	**+9.7%**
No. of Shares (mn)	**16,600**
Mkt Cap (Rpbn/US$mn)	**22,991/1,300**
Avg, Daily T/O (Rpbn/US$mn)	**56.1/3.2**
Free Float (%)	**48.6**
Major Shareholder (%)	
PT Mitra Adiperkasa Tbk	**51.0**

EPS Consensus (Rp)

	2026F	**2027F**	**2028F**
BRIDS	144.8	164.7	182.2
Consensus	145.9	163.6	184.3
BRIDS/Cons (%)	**(0.7)**	**0.7**	**(1.1)**

MAPI relative to JCI Index



Source: Bloomberg

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Mitra Adiperkasa (MAPI IJ)

Improving Demand and Healthier Inventory Support 2H26 Outlook

- **Mgmt. sees resilient demand in Jul-Aug26, potentially supporting 3Q26 SSSG improvement on stronger seasonality & a low base.**
- **FY26 guidance remains unchanged, with healthier inventory levels supporting margin buffer and limiting huge discounting risks.**
- **Maintain Hold rating with TP of Rp1,520 based on an updated 3yr mean PE multiple of 11.3x FY26F.**

Demand seems resilient in 3Q26

Following post-Eid seasonality and the normalization in digital sales from iPhone, MAPI's 2Q26 SSSG moderated to +3.3%, bringing 1H26 SSSG to +8.2%. Growth was primarily supported by higher selling prices and improved conversion, while traffic was rather stable. Despite the price hikes, mgmt. has not observed meaningful downtrading, with consumer spending instead reflecting brand-level performance rotation. Within fashion, Alo and M&S were the key outperformers, while Starbucks continued its recovery from the low base post-boycott. Encouragingly, mgmt. noted an improvement in consumption trends towards the end of 2Q26, which remained resilient in Jul-Aug26. Therefore, we expect 3Q26 SSSG to improve from 2Q26, supported by stronger seasonal demand and a favorable low-base effect as both 2Q25 and 3Q25 posted negative SSSG.

FY26 guidance unchanged despite strong 1H26 performance

Mgmt. continues to maintain its conservative FY26 guidance of high-single digit revenue growth (1H26 +23.4% yoy). On profitability, it targets 39-40% gross margin and 9% EBIT margin, broadly in line with our estimates. Despite ongoing cost volatility, mgmt. remains focused on protecting margins by passing through FX-related costs to consumers, while closely monitoring the need for further price adjustments should the IDR weaken further. MAPI's inventory position also improved in 1H26, inventory days declined to 111 days (below its internal target of 126 days), while aged inventory fell to 24%. We believe the healthier inventory position should reduce the risk of heavy discounting in 2H26.

Maintain Hold with new TP of Rp1,520

Overall, we tweaked upwards our FY26/27 earnings estimates slightly by +1.6/1.7%, mainly reflecting higher SSSG assumptions of 6.7% in FY26F (vs. 5.8% prev) and higher net store additions, while keeping our margin assumptions unchanged. We maintain our Hold rating, as we see limited share price upside post MTO. Our TP is slightly lowered to Rp1,520, based on an updated 3yr mean PE multiple of 11.3x FY26F. Key risks include weaker-than-expected purchasing power and further IDR depreciation.

Key Financials

Year to 31 Dec	2024A	2025A	2026F	2027F	2028F
Revenue (Rpbn)	37,836	43,083	47,636	52,156	57,634
EBITDA (Rpbn)	4,482	5,191	5,706	9,245	10,324
EBITDA Growth (%)	(0.5)	15.8	9.9	62.0	11.7
Net Profit (Rpbn)	1,768	2,231	2,404	2,735	3,025
EPS (Rp)	106.5	134.4	144.8	164.7	182.2
EPS Growth (%)	(6.7)	26.2	7.7	13.8	10.6
BVPS (Rp)	704.9	842.1	1,002.3	1,183.4	1,384.3
DPS (Rp)	10.6	12.1	15.3	16.5	18.8
PER (x)	13.0	10.3	9.6	8.4	7.6
PBV (x)	2.0	1.6	1.4	1.2	1.0
Dividend yield (%)	0.8	0.9	1.1	1.2	1.4
EV/EBITDA	6.0	5.0	4.3	2.5	2.1

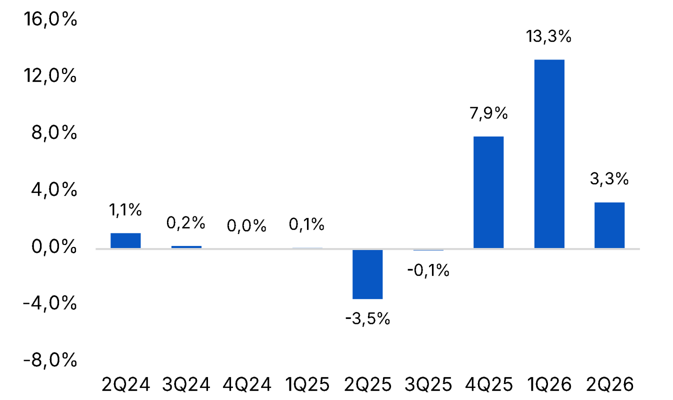
Source: MAPI, BRIDS Estimates

Exhibit 1. MAPI Earnings Estimates Revision

MAPI IJ (Rpbn)	Before			After			Changes		
	2026F	2027F	2028F	2026F	2027F	2028F	2026F	2027F	2028F
Revenue	47,030	51,607	57,253	47,636	52,156	57,634	1.3%	1.1%	0.7%
Gross profit	19,040	21,111	23,569	19,225	21,269	23,643	1.0%	0.7%	0.3%
Opex	14,822	16,401	18,327	14,957	16,492	18,405	0.9%	0.6%	0.4%
Operating profit	4,218	4,710	5,242	4,268	4,777	5,238	1.2%	1.4%	-0.1%
EBT	3,785	4,302	4,866	3,833	4,367	4,861	1.3%	1.5%	-0.1%
Net profits	2,366	2,688	3,017	2,404	2,735	3,025	1.6%	1.7%	0.3%
Margins (%)									
Gross profit	40.5%	40.9%	41.2%	40.4%	40.8%	41.0%			
EBIT	9.0%	9.1%	9.2%	9.0%	9.2%	9.1%			
Opex/rev	31.5%	31.8%	32.0%	31.4%	31.6%	31.9%			
Pretax	8.0%	8.3%	8.5%	8.0%	8.4%	8.4%			
Net Income	5.0%	5.2%	5.3%	5.0%	5.2%	5.2%			
Key Assumptions									
	Before			After			Changes		
	2026F	2027F	2028F	2026F	2027F	2028F	2026F	2027F	2028F
SSSG	5.8%	6.2%	7.1%	6.7%	6.2%	7.0%	0.9%	0.0%	-0.1%
Net additional stores	72	285	350	82	285	350	10	-	-
Total net stores	4,095	4,380	4,730	4,105	4,390	4,740	10	10	10

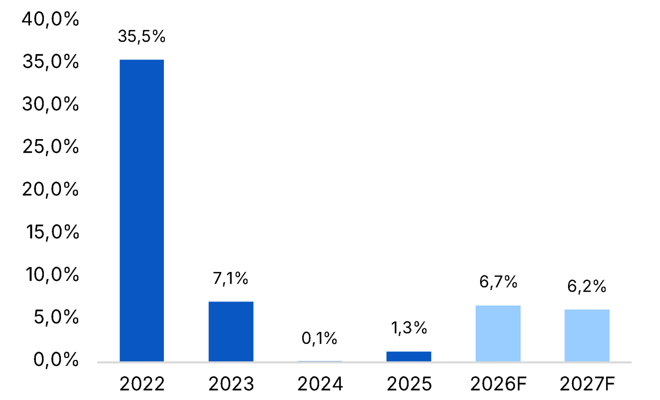
Source: BRIDS Estimates

Exhibit 2. MAPI Quarterly SSSG



Source: Company, BRIDS

Exhibit 3. MAPI Yearly SSSG



Source: Company, BRIDS Estimates

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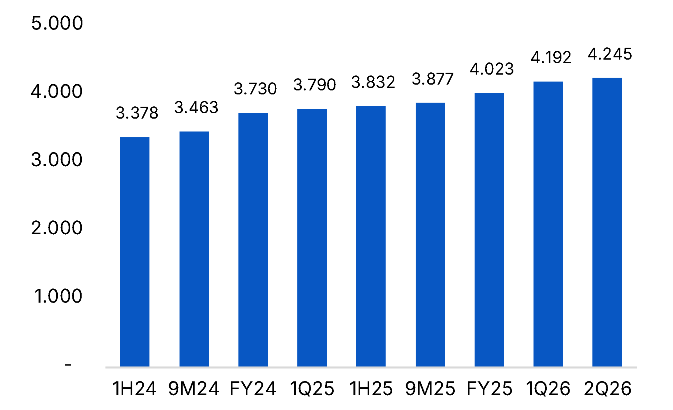
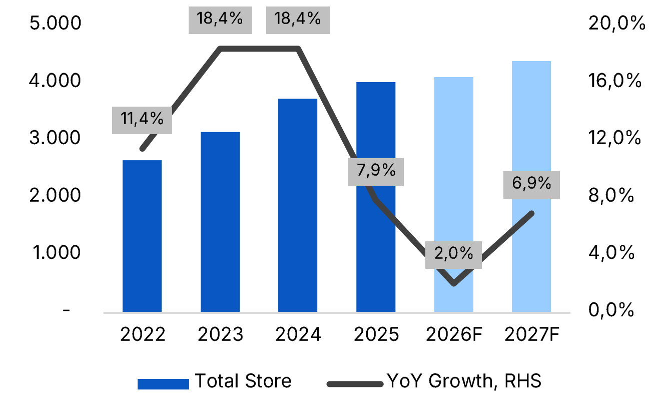
Exhibit 4. MAPI No. of Stores



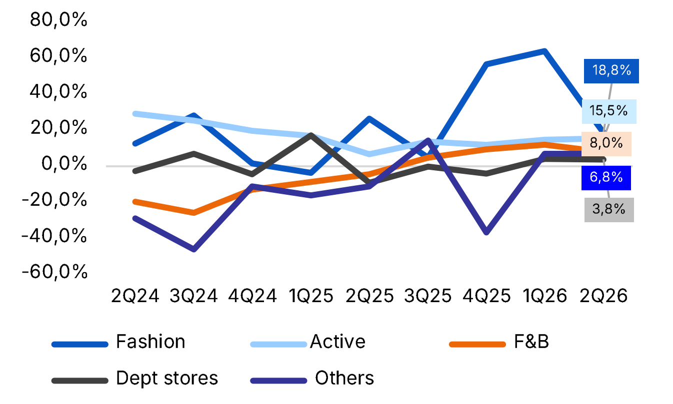
Source: Company, BRIDS

Exhibit 5. MAPI Total Stores and YoY Growth



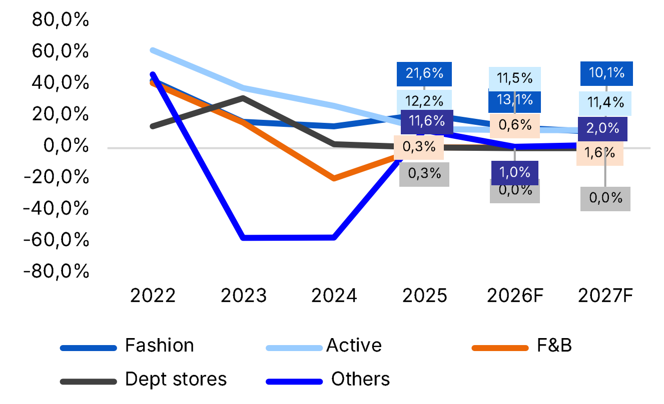
Source: Company, BRIDS Estimates

Exhibit 6. MAPI Quarterly Revenue Growth by Segment



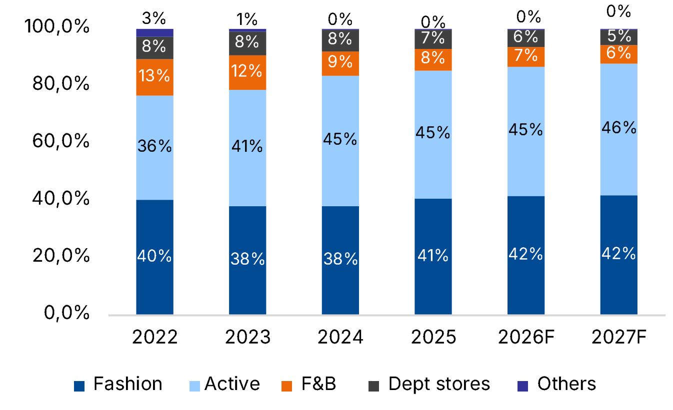
Source: Company, BRIDS

Exhibit 7. MAPI Revenue Growth by Segment



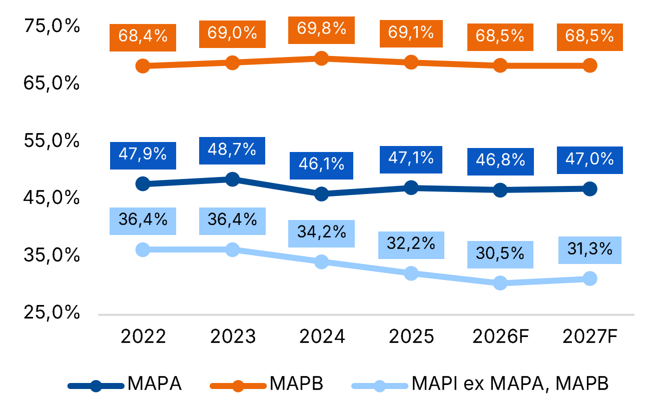
Source: Company, BRIDS Estimates

Exhibit 8. MAPI Revenue Contribution by Segment



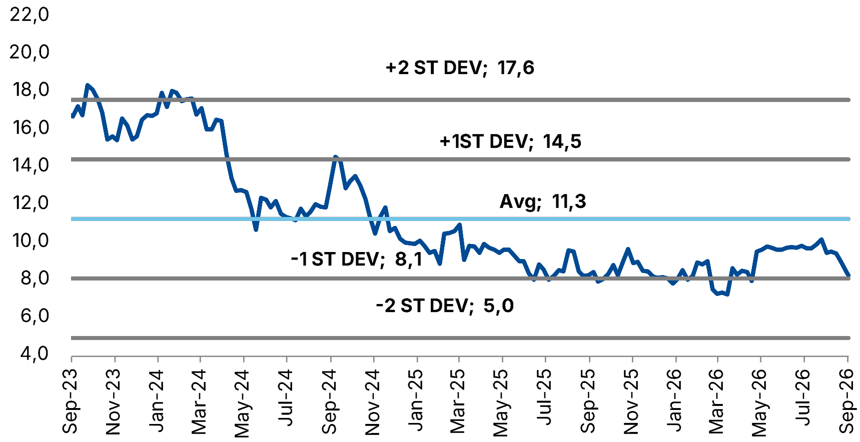
Source: Company, BRIDS Estimates

Exhibit 9. MAPI Gross Margin by Segment



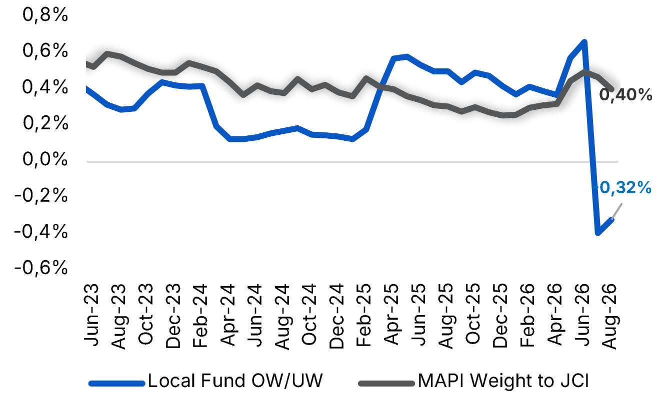
Source: Company, BRIDS Estimates

Exhibit 10. MAPI's PE Band



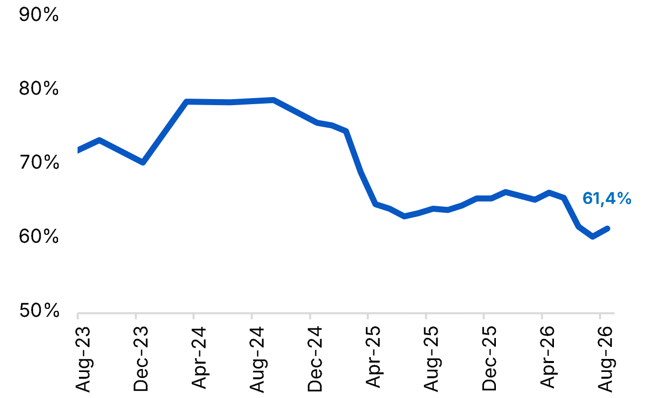
Source: Company, Bloomberg, BRIDS Estimates

Exhibit 11. MAPI's Weighting and Local Fund Position



Source: KSEI, BRIDS

Exhibit 12. MAPI's Foreign Ownership (Ex-Corporate)



Source: KSEI, BRIDS

Exhibit 13. Retail Peers Valuation Table

		Target Price	Market Cap	P/E (x)		P/BV (x)		ROE (%)	Dividend Yield (%)	EPS Growth (%)	
Ticker	Rec	(Rp)	(Rpbn)	2026F	2027F	2026F	2027F	2026F	2026F	2026F	2027F
MAPI	Hold	1,520	22,991.0	9.6	8.4	1.4	1.2	15.7	(1.1)	7.7	13.8
MAPA	Buy	800	18,385.1	9.8	8.6	1.8	1.5	19.5	0.8	8.5	14.7
ACES	Buy	450	6,060.6	8.8	8.1	0.9	0.8	10.3	5.7	3.5	8.8
MIDI	Buy	480	9,094.4	10.3	9.0	1.8	1.6	18.4	6.4	11.0	14.7
Sector				**9.7**	**8.5**	**1.5**	**1.3**	**16.8**	**1.4**	**8.1**	**13.7**

Source: Bloomberg, BRIDS Estimates

Exhibit 14. Income Statement

Year to 31 Dec (Rpbn)	2024A	2025A	2026F	2027F	2028F
Revenue	**37,836**	**43,083**	**47,636**	**52,156**	**57,634**
COGS	(21,695)	(25,129)	(28,411)	(30,888)	(33,991)
Gross profit	**16,140**	**17,954**	**19,225**	**21,269**	**23,643**
EBITDA	**4,482**	**5,191**	**5,706**	**9,245**	**10,324**
Oper. profit	**3,450**	**3,990**	**4,268**	**4,777**	**5,238**
Interest income	91	104	135	174	217
Interest expense	(607)	(578)	(476)	(487)	(499)
Forex Gain/(Loss)	(37)	24	0	0	0
Income From Assoc. Co's	105	103	0	0	0
Other Income (Expenses)	(169)	(103)	(93)	(98)	(95)
Pre-tax profit	**2,834**	**3,540**	**3,833**	**4,367**	**4,861**
Income tax	(686)	(820)	(843)	(961)	(1,069)
Minority interest	(380)	(488)	(586)	(671)	(766)
Net profit	**1,768**	**2,231**	**2,404**	**2,735**	**3,025**
Core Net Profit	**1,886**	**2,310**	**2,497**	**2,832**	**3,120**

Exhibit 15. Balance Sheet

Year to 31 Dec (Rpbn)	2024A	2025A	2026F	2027F	2028F
Cash & cash equivalent	4,040	5,042	6,180	8,335	9,788
Receivables	1,086	1,157	1,378	1,473	1,587
Inventory	8,290	9,342	10,119	10,578	11,641
Other Curr. Asset	1,804	1,891	2,091	2,289	2,530
Fixed assets - Net	5,645	6,175	6,646	7,039	7,875
Other non-curr.asset	8,034	8,224	9,594	10,063	10,633
Total asset	**29,525**	**32,824**	**37,105**	**40,978**	**45,381**
ST Debt	4,668	4,711	4,760	4,823	4,902
Payables	4,373	4,383	5,039	5,489	6,046
Other Curr. Liabilities	1,934	2,355	2,603	2,850	3,149
Long Term Debt	3,161	3,061	3,144	3,249	3,381
Other LT. Liabilities	937	1,103	1,103	1,103	1,103
Total Liabilities	**15,074**	**15,613**	**16,649**	**17,513**	**18,580**
Shareholder'sFunds	11,702	13,980	16,638	19,646	22,983
Minority interests	2,749	3,232	3,818	3,818	3,818
Total Equity & Liabilities	**29,525**	**32,824**	**37,105**	**40,978**	**45,381**

Exhibit 16. Cash Flow

Year to 31 Dec (Rpbn)	2024A	2025A	2026F	2027F	2028F
Net income	1,768	2,231	2,404	2,735	3,025
Depreciation and Amort.	1,031	1,202	1,438	1,696	2,049
Change in Working Capital	284	(924)	(464)	(226)	(766)
OtherOper. Cash Flow	(14)	167	(960)	(425)	(564)
Operating Cash Flow	**3,069**	**2,676**	**2,417**	**3,780**	**3,743**
Capex	(1,934)	(1,731)	(1,938)	(2,120)	(2,917)
Others Inv. Cash Flow	(320)	(327)	(424)	174	217
Investing Cash Flow	**(2,254)**	**(2,058)**	**(2,362)**	**(1,946)**	**(2,700)**
Net change in debt	(494)	(56)	132	168	210
New Capital	828	1,199	1,681	1,220	1,390
Dividend payment	(177)	(202)	(254)	(274)	(312)
Other Fin. Cash Flow	(607)	(578)	(476)	(487)	(499)
Financing Cash Flow	**(449)**	**364**	**1,082**	**627**	**789**
Net Change in Cash	**366**	**982**	**1,137**	**2,461**	**1,832**
Cash - begin of the year	3,675	4,040	5,042	6,180	8,335
Cash - end of the year	4,040	5,042	6,180	8,335	9,788

Exhibit 17. Key Ratio

Year to 31 Dec	2024A	2025A	2026F	2027F	2028F
Growth (%)					
Sales	13.6	13.9	10.6	9.5	10.5
EBITDA	(0.5)	15.8	9.9	62.0	11.7
Operating profit	(4.1)	15.6	7.0	11.9	9.7
Net profit	(6.7)	26.2	7.7	13.8	10.6
Profitability (%)					
Gross margin	42.7	41.7	40.4	40.8	41.0
EBITDA margin	11.8	12.0	12.0	17.7	17.9
Operating margin	9.1	9.3	9.0	9.2	9.1
Net margin	4.7	5.2	5.0	5.2	5.2
ROAA	6.2	7.2	6.9	7.0	7.0
ROAE	16.3	17.4	15.7	15.1	14.2
Leverage					
Net Gearing (x)	0.3	0.2	0.1	0.0	(0.1)
Interest Coverage (x)	5.7	6.9	9.0	9.8	10.5

Source: MAPI, BRIDS Estimates

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INVESTMENT RATING	
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