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Company Update

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IMPACK PRATAMA INDUSTRI

BUY

Domination in disruption

Estimated (Dec)	2023A	2024F	2025F	2026F
Revenue (Rp bn)	2,860	3,532	4,319	4,918
Net Income (Rp bn)	431	555	673	778
EPS (IDR)	7.9	10.2	12.4	14.3
EPS Change (YoY)	40.0%	28.8%	21.3%	15.6%
P/E	44.4	34.4	28.4	24.6
EV/EBITDA	27.7	20.9	17.5	15.4
P/BV	7.7	9.0	7.6	6.4
ROE (%)	17.3%	26.0%	26.7%	26.2%
ROIC (%)	17.5%	19.7%	23.5%	25.6%
Dividend Yield (%)	0.9%	1.2%	1.6%	1.9%

Stock data

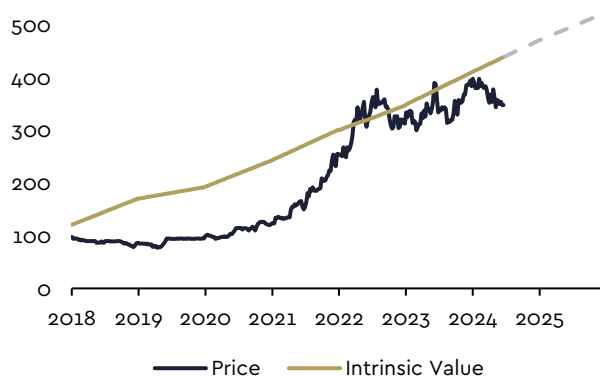
Bloomberg Ticker:	IMPC JJ
Last Price:	352
Target Price (Upside):	410 (+16.5%)
52-Week Range:	312-404
Market Capitalization:	Rp19.1tn
Shares Outstanding (bn):	54.27
6M Avg Trading Value:	Rp8.3bn

All figures are in local currency (Indonesian Rupiah) except where otherwise stated.

Historical 5-Yr Key Performance (2019-2023):

Revenue growth	91.23%	ROE	12.49%
Earnings growth	315.15%	ROIC	10.68%
FCF Growth	4503.69%	Dividend yield	0.53%
5-Yr PE	73.18	Operating Margin	16.03%
5-Yr EV/Ebitda	43.80	Net Gearing	0.22

IMPC Trades at discount to Its Intrinsic Value



EPS consensus (Rp)

	2024F	2025F	2026F
Sucor estimates	10.2	12.4	14.3
Consensus	9.4	11.3	NA
Sucor/Consensus	108%	110%	NA

On the tailwinds of product disruption

Since 1992, IMPC has introduced innovative polycarbonate (PC) and later, unplasticized polyvinyl chloride (uPVC) roofing products in Indonesia, which offer superior durability, ease of installation, and cost-effectiveness compared to traditional materials. From 2016-23, the domestic uPVC roofing market grew at a 27.2% CAGR (vs. 5% CAGR for Metals), while the uPVC ceiling market grew at 25%. IMPC now holds a commanding market share of 70% in uPVC roofing and 90% in PC roofing. The disruption has led to significant revenue growth, with roofing contributions rising from 66% in 2016 to 77% in 2023.

Doubling down on the uPVC production facility

Along with the expansion of the market size, IMPC has expanded its production capacity to meet rising demand, operating 11 manufacturing facilities with a total capacity of 135,365 tons. Since 2016, production capacity has grown at a 10.3% CAGR, with significant increases in roofing and ceiling capacity (201% growth since 2022). The company invested Rp1.5tn, boosting revenue by Rp1.7tn and achieving a 17% ROIC in 2023. This year, IMPC increased its roofing and ceiling production capacity by 20% and 100%, respectively, through its new plant in KITB and sees strong growth potential in the uPVC ceiling market, aiming for a 10% market share.

Ample geographical room to expand

In addition to expanding its production capacity, IMPC has developed a robust distribution network, enabling it to reach over 15,000 retailers. However, despite its strong distribution channels, the majority of IMPC's sales are concentrated on Java Island. This indicates significant untapped potential in other domestic markets. To address this, IMPC aims to expand its reach outside Java by offering more affordable products, such as uPVC ceilings and roofing. Additionally, IMPC has also strengthened its regional presence with the recent acquisition of Mulford Holdings in New Zealand, which will generate an additional ~Rp800bn extra revenue each year.

Growing with flourishing property developments

We conducted a regression analysis, and it indicates a significant positive relationship between the Big 4 property developers (CTRA JJ, PWON JJ, BSDE JJ, and SMRA JJ) marketing sales and IMPC's quarterly revenue. Hence, we anticipate robust volume growth for IMPC products, driven by a strong upward trend in marketing sales and ongoing real estate development to meet the high demand from end users.

Maintain BUY with a TP of Rp410

We like IMPC for (1) its market-leading position in superior and disruptive products like PC and uPVC roofing and ceiling; (2) vast opportunities for geographical expansion both domestically and internationally; and (3) its strong ability and appetite for strategic acquisitions to reinforce its market position. IMPC currently trades at 34x 2024F PE. We reiterate BUY with a DCF-based TP of Rp410.

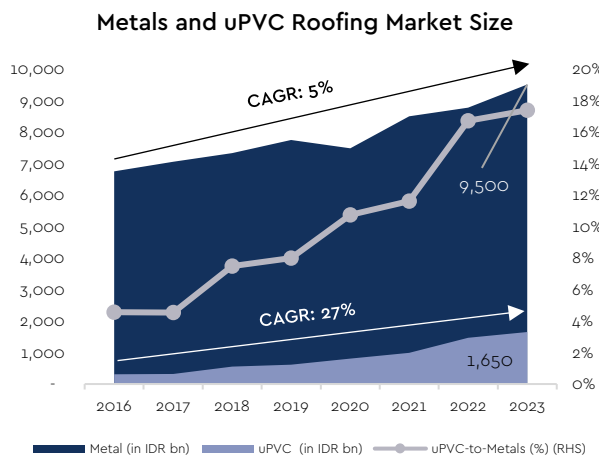
Investment Highlight

On the tailwinds of product disruptions

Since 1992, IMPC has focused on introducing innovative products in Indonesia's roofing and ceiling industry, particularly polycarbonate (PC) and later unplasticized polyvinyl chloride (uPVC) roofing materials. The Indonesian market has embraced these disruptions well, as PC and uPVC materials offer superior durability, ease of installation, and cost-effectiveness compared to traditional materials like metal and clay.

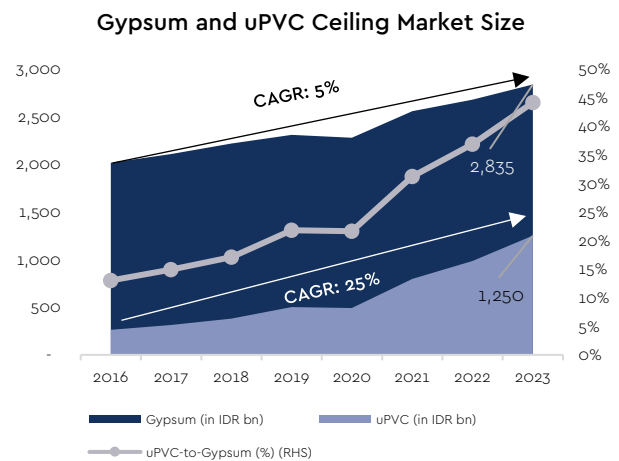
From 2016 to 2023, the market size for uPVC roofing in Indonesia experienced significant growth, with a CAGR of 27.2%, compared to just 5% for the metal roofing market. Similarly, the uPVC ceiling market has grown at a CAGR of 25%, while the gypsum ceiling market has only seen a 5% CAGR over the same period (refer to Figures 1 and 2). According to Expert Market Research, the roofing industry is expected to grow at a rate of 7% from 2024 to 2032, and we estimate that the uPVC roofing market size will continue to outpace the overall roofing industry growth rate.

Fig. 1: uPVC roofing estimated market size outperforming metals



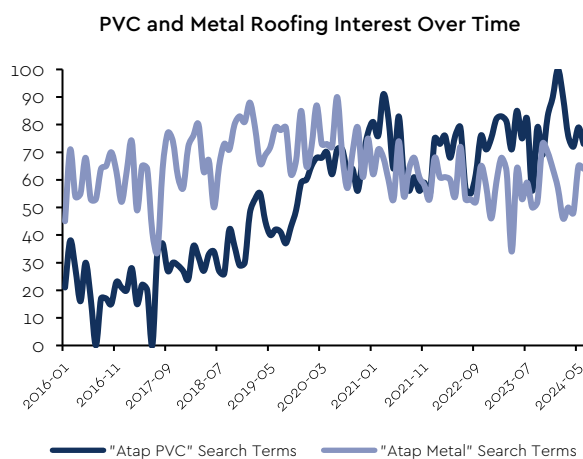
Source: Company, Sucor Sekuritas

Fig. 2: uPVC ceiling estimated market size gaining momentum



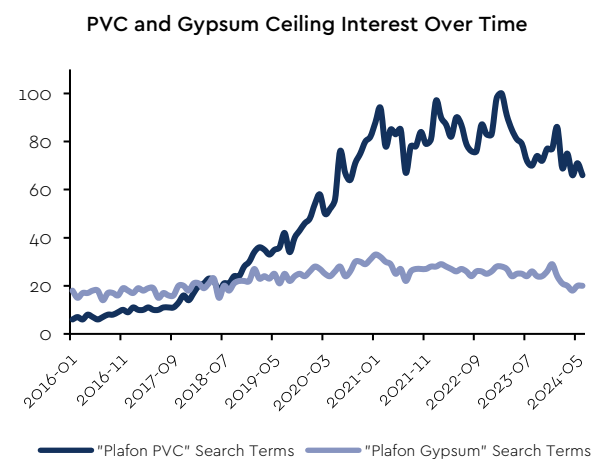
Source: Company, Sucor Sekuritas

Fig. 3: PVC roofing interest over time has been on an uptrend



Source: Google Trends, Sucor Sekuritas

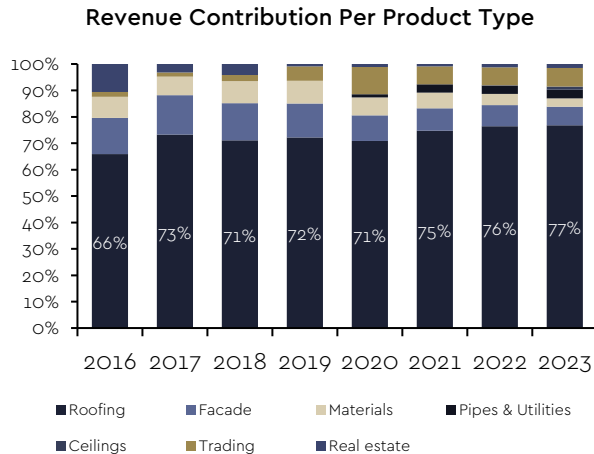
Fig. 4: PVC ceiling material gaining tractions on the search engine



Source: Google Trends, Sucor Sekuritas

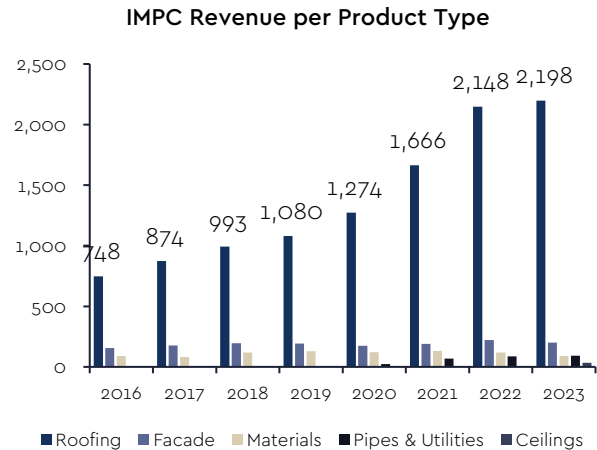
IMPC came out from the industry battle as one of the leading players in Indonesia's roofing industry, with a commanding market share in uPVC roofing (70% in 1Q24) and PC roofing (90%), thanks to its innovative products. This has led to a substantial increase in the company's roofing revenue contribution and improved margins, as roofing products typically offer higher margins compared to facade materials. IMPC's roofing revenue contribution has risen from 66% in 2016 to 77% in 2023, with a nominal growth CAGR of 17% during this period.

Fig. 5: Increasing revenue contribution from roofing products



Source: Company, Sucor Sekuritas

Fig. 6: IMPC's Revenue per product type



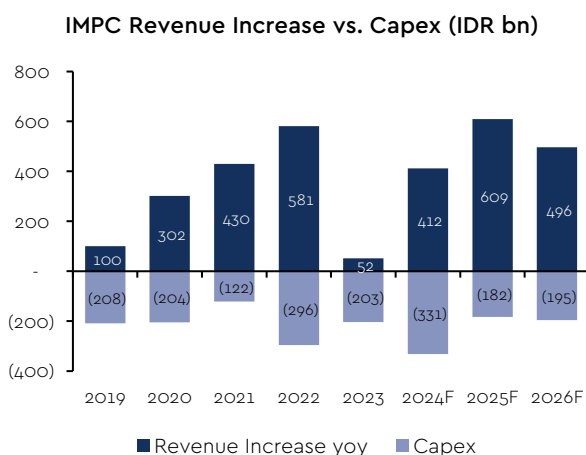
Source: Company, Sucor Sekuritas

Still in expansion mode: Doubling down on uPVC products

Along with the expansion of its market size, IMPC has significantly increased its production capacity to meet rising demand. Currently, the company operates a total of 11 manufacturing facilities, with six located in Indonesia and five spread across Malaysia, Vietnam, Australia, and New Zealand. These facilities collectively boast a production capacity of 135,365 tons, covering roofing, facade materials, pipes, and ceilings. Since 2016, IMPC's production capacity has grown at a CAGR of 10.3%, with the most notable increases in roofing (12.4% CAGR) and ceiling capacity, which commenced in 2022 and has grown by 201% since then.

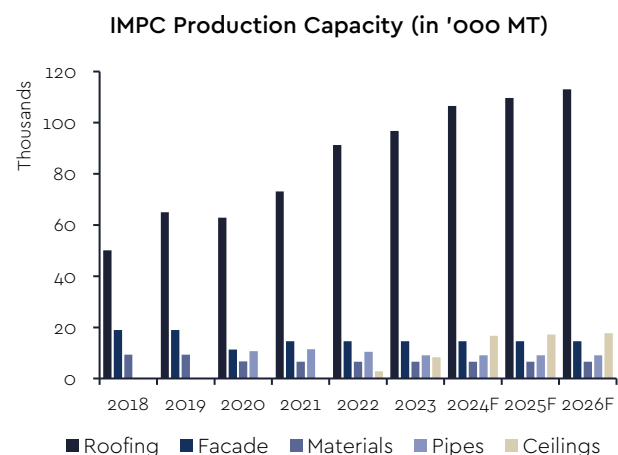
The company deployed a total capital expenditure (capex) of Rp1.5tn. This investment has helped boost revenue by Rp1.7tn over the same period, achieving an average return on invested capital (ROIC) of 11%. Throughout this growth, IMPC has also successfully improved its financial health, details of which will be discussed further in the financial overview section.

Fig. 7: IMPC delivered higher revenue increase compared to its capex



Source: Company, Sucor Sekuritas

Fig. 8: Significant increase in roofing production capacity

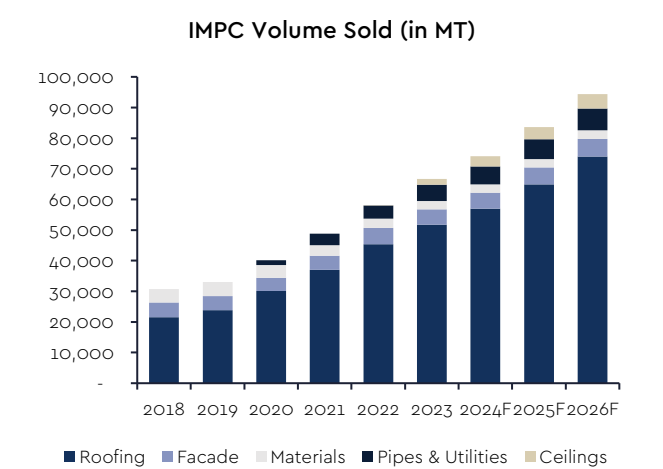


Source: Company, Sucor Sekuritas

Looking forward, IMPC is poised to reap the benefits of its past investments by pushing for higher utilization rates and capitalizing on the substantial growth potential in the PVC roofing and ceiling industry. This year, IMPC increased its roofing and ceiling production capacity by 20% and 100%, respectively, through its new plant in KITB, Central Java, which commenced operations in February 2024. Additionally, the company increased its capex allocation by 16% to Rp325 billion to spend on buildings, machines, as well as vehicles and utilities.

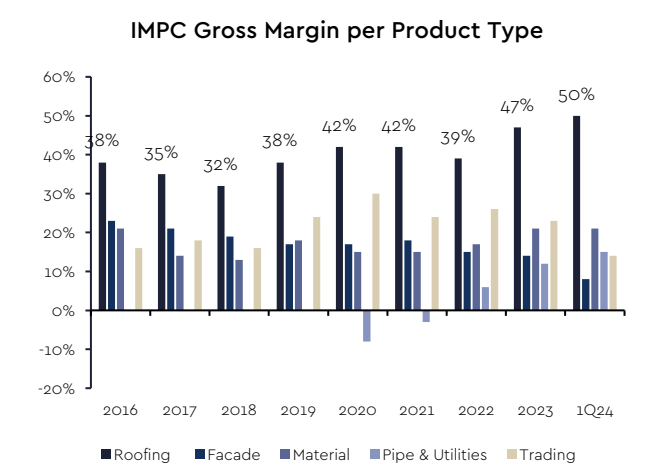
We view the PVC ceiling market as a particularly attractive growth opportunity for IMPC for several reasons: (1) Market Share Potential: There is ample room to capture a larger domestic market share, especially with the leading brand Alderon and IMPC's strong distribution network; and (2) Material Advantages: PVC materials offer superior advantages over traditional materials like gypsum and wood, including lower installation costs, greater durability, and better aesthetics. This positions IMPC to benefit from another wave of product disruption. IMPC aims to achieve a 10% market share in the uPVC ceiling market.

Fig. 9: IMPC volume sold continued to increase



Source: Company, Sucor Sekuritas

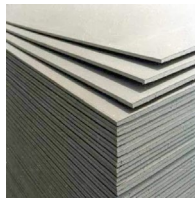
Fig. 10: Roofing and ceiling offers highest margin to IMPC



Source: Company, Sucor Sekuritas

Fig. 11: Ceiling materials comparison

Feature	PVC Ceiling	Gypsum Ceiling	Wooden Ceiling
Durability	High	Moderate	High
Installation	Easy	Moderate	Difficult
Water Resistance	Excellent	Poor	Poor
Aesthetic Variety	High (various designs and colors)	Moderate (can be painted)	High (natural wood look)
Maintenance	Low	Low to Moderate	High
Fire Resistance	Fire-retardant	Fire-resistant	Not fire-resistant
Cost/sheet	Rp 39k-90K (20x400 cm)	Rp 46k-375k (120x240 cm)	Rp 600k-1.200k
Acoustic Insulation	Moderate	High	High
Environmental Impact	Low (recyclable)	Moderate	High (uses natural wood)



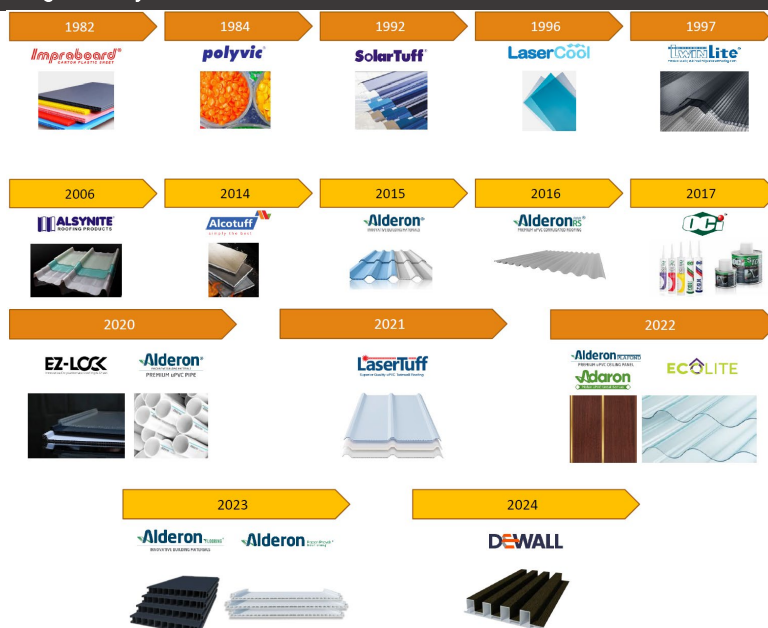
Source: Company, Sucor Sekuritas

Track record of successful product launch and brand recognition

IMPC has a proven track record of pioneering significant products in the plastic-based building materials market. Notable brands include SolarTuff, launched in 1992, and Alderon, the uPVC brand that revolutionized the roofing industry in Indonesia since its acquisition in 2015. The company's new ceiling brands, Alderon and Adaron, have already captured a 3% market share in their first year. These successful product launches have driven substantial top-line and bottom-line growth for IMPC.

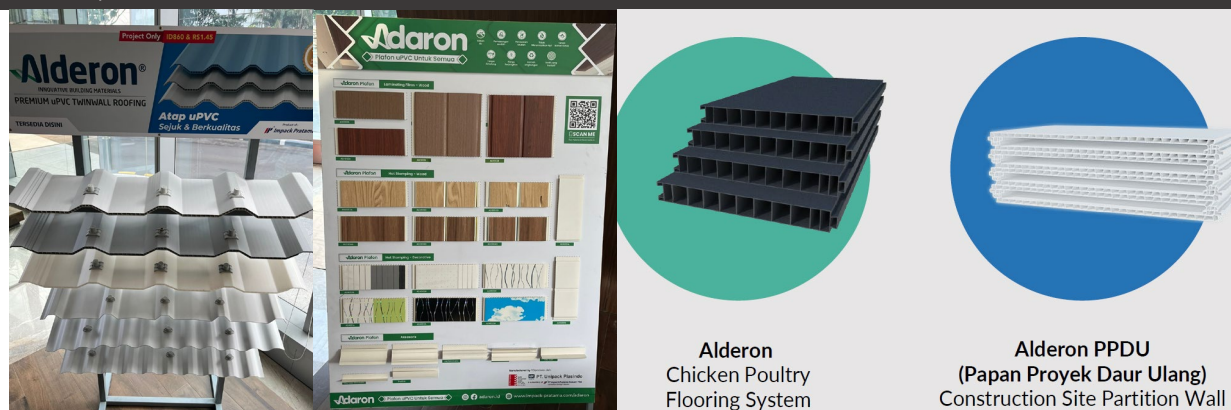
Looking ahead, IMPC has an exciting pipeline of new products, including Alderon PPDU (construction site partition wall), a chicken poultry flooring system, PVC Dewart, and various recycled roofing products, all expected to further boost revenue growth.

Fig. 12: IMPC's new products throughout the years



Source: Company, Sucor Sekuritas

Fig. 13: IMPC's products



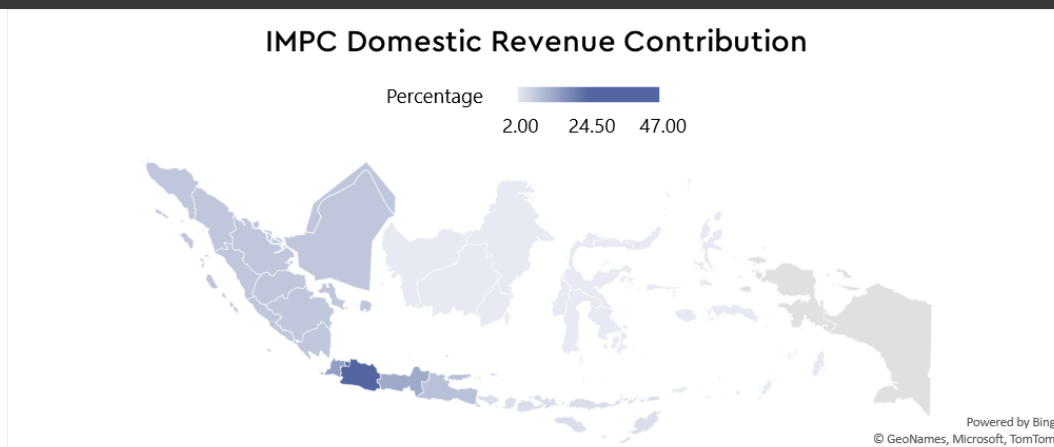
Source: Company, Sucor Sekuritas

Ample geographical room to expand

In addition to expanding its production capacity, IMPC has developed a robust distribution network, enabling it to reach over 15,000 retailers. This extensive network of retailers contributed to 79% of the company's sales in 1Q24, with the remaining 21% coming from the project division. As of 1Q24, IMPC operates 12 distribution centers domestically and 183 sub-distributors, with plans to launch its 13th and largest distribution center in Cikarang by 4Q24.

Despite its strong distribution channels, the majority of IMPC's sales are concentrated on Java Island, which accounted for 84% of sales in 2023. This indicates significant untapped potential in other domestic markets. To address this, IMPC aims to expand its reach outside Java by offering more affordable products, such as uPVC ceilings and roofing materials. This strategic move is designed to cater to the growing demand in these regions and drive further growth.

Fig. 14: Jabodetabek currently contributes 47% of IMPC's sales (in 1Q24)

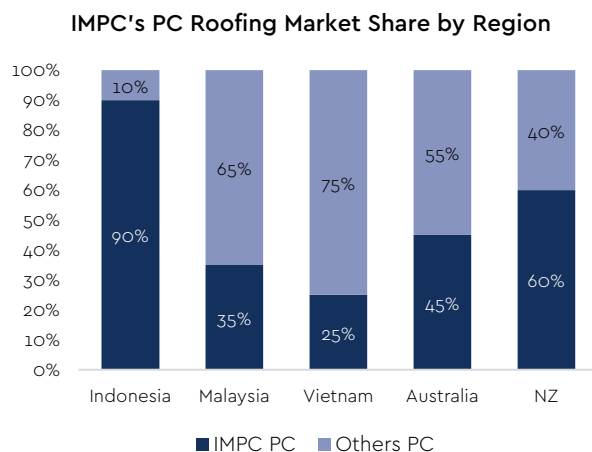


Source: Company, Sucor Sekuritas

Beyond Indonesia

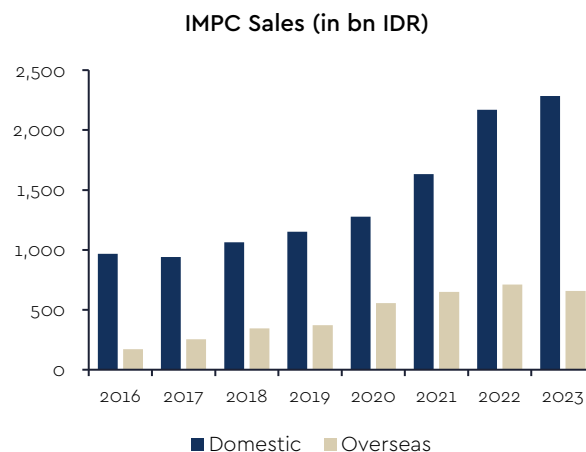
IMPC also has demonstrated its competitive advantage by establishing manufacturing facilities in key regional markets such as Australia, New Zealand, Malaysia, and Vietnam. This strategic expansion enables IMPC to serve global markets across Southeast Asia, South Asia, Australia and the Pacific, the Middle East, and Africa. Notably, IMPC has secured a leadership position in New Zealand and holds the second-largest market share in Australia. To further strengthen its market position, IMPC plans to acquire Mulford Holdings, an affiliate company that operates as a leading distributor of plastic sheets for signage and building materials in Australia and New Zealand. We view this acquisition positively, as IMPC stands to benefit from Mulford's 14 distribution centers for building materials. The acquisition is valued at Rp808 billion, with Mulford expected to generate approximately Rp800 billion in revenue for 2024.

Fig. 15: IMPC's leading position in Indonesia, Australia, and NZ



Source: Company, Sucor Sekuritas

Fig. 16: IMPC saw growing domestic and overseas sales since 2016-23



Source: Company, Sucor Sekuritas

Industry Overview

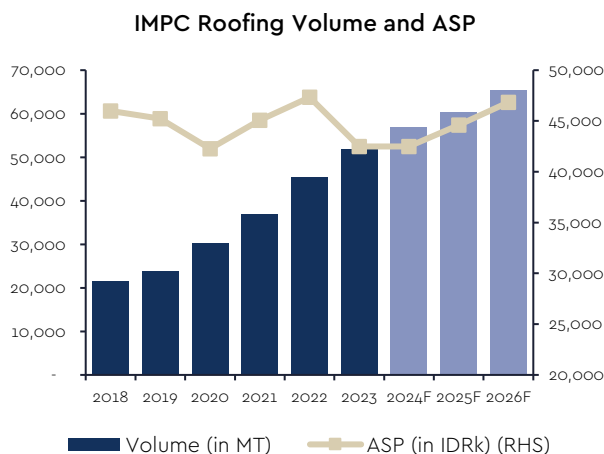
Market leader with pricing power

As a manufacturing company focusing on polycarbonate (PC) and polyvinyl chloride (PVC) based products, almost 80% of IMPC's cost of goods sold (COGS) is driven by raw materials, primarily PC and PVC resins, which are closely tied to oil prices. Generally, the price of PVC resin hovers around US\$800-1,000 per metric ton (MT), while polycarbonate resin typically ranges between US\$2,000-3,000 per MT.

During the COVID-19 pandemic, the prices of these raw materials surged by approximately 50%, with PVC reaching US\$1,500 and PC hitting US\$4,000 per ton. This increase prompted IMPC to raise its average selling price (ASP) by 12% over the following 1.5 years. Fortunately, IMPC's market dominance allowed them to pass on the increased raw material costs without compromising volume growth (refer to Fig. 17).

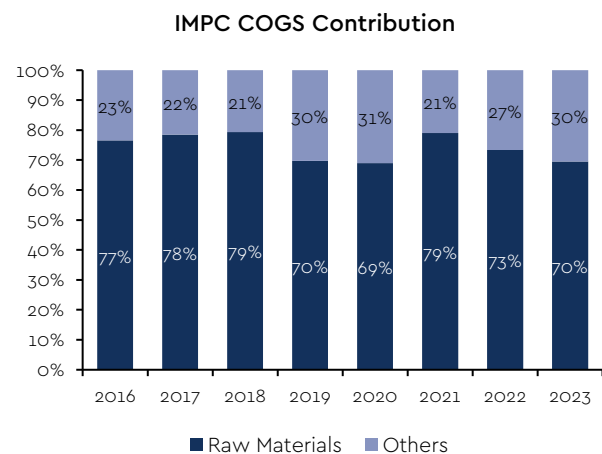
Since then, raw material prices have decreased to around US\$2,000 for PC and US\$800 for PVC. Management anticipates that PVC prices will hover around US\$850-950 per ton for the next 1-2 years, given the soft demand from China and India for these commodities. The company has decided not to lower its ASP despite the drop in raw material prices to avoid causing immediate losses for its distributors' inventory, which in turn drives margin improvement.

Fig. 17: Roofing volume sold continue to grow despite higher ASP



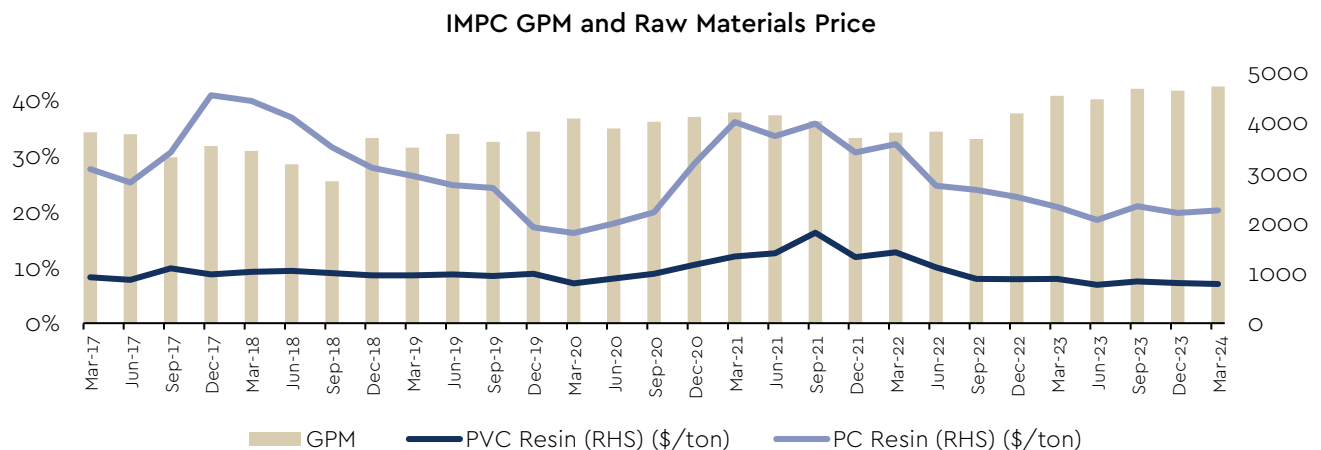
Source: Company, Sucor Sekuritas

Fig. 18: Raw materials generally contributes 70-80% of COGS



Source: Company, Sucor Sekuritas

Fig. 19: IMPC and raw material prices correlation

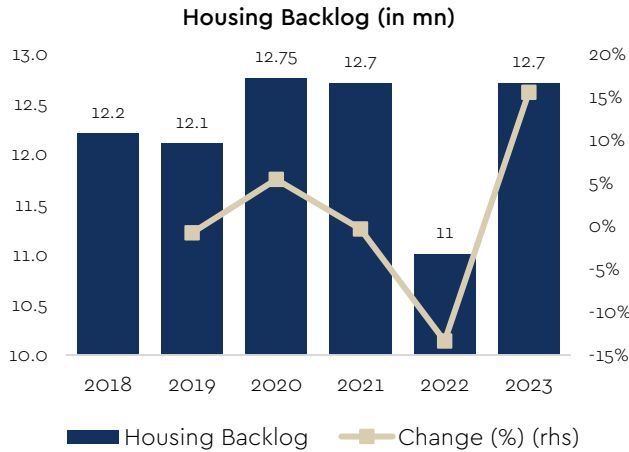


Source: Company, Bloomberg, Sucor Sekuritas

Growing alongside flourishing property developments

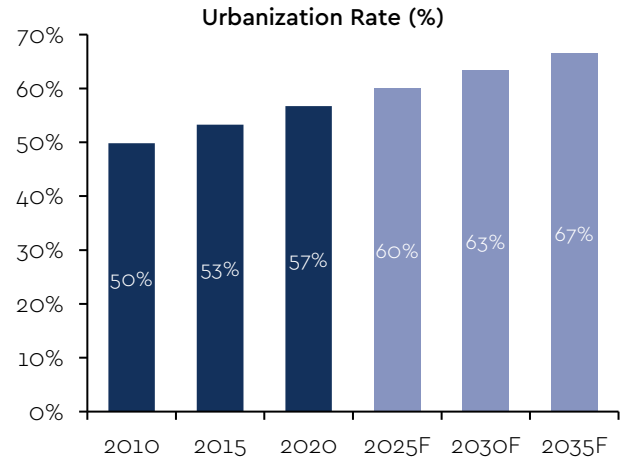
Looking ahead, we anticipate robust volume growth for IMPC products, particularly in the roofing and ceiling segments. This growth is expected to be driven by ongoing real estate development from both the government and private developers aiming to address the high backlog of housing, as well as increasing urbanization rates, which will boost commercial development.

Fig. 20: Indonesia housing backlog remains high



Source: BPS, Sucor Sekuritas

Fig. 21: Indonesia urbanization rate is expected to increase



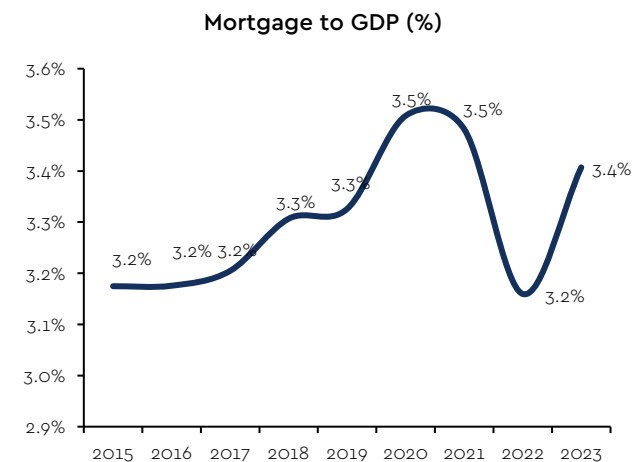
Source: BPS, Sucor Sekuritas

Fig. 22: Indonesia GDP per capita is expected to reach USD6,110



Source: BPS, Sucor Sekuritas

Fig. 23: Mortgage loan to GDP ratio shown recovery



Source: BPS, OJK, Sucor Sekuritas

We conducted a regression analysis, and it indicates a strong correlation between the marketing sales of the Big 4 property developers (CTRA IJ, PWON IJ, BSDE IJ, and SMRA IJ) and IMPC's quarterly revenue. The analysis reveals a significant positive relationship between these variables. Specifically, for every Rp1tn increase in quarterly marketing sales by these developers, IMPC's quarterly sales increase by Rp100bn.

Our property analyst projects that the total marketing sales of BSDE, CTRA, SMRA, BKSL, and PANI will grow at a compound annual growth rate (CAGR) of 15% from 2023 to 2027. Given that approximately 50% of IMPC's product sales come from the residential segment, the company is well-positioned to benefit from the anticipated growth in the domestic real estate market.

Fig. 24: Marketing sales and IMPC quarterly revenue regression results

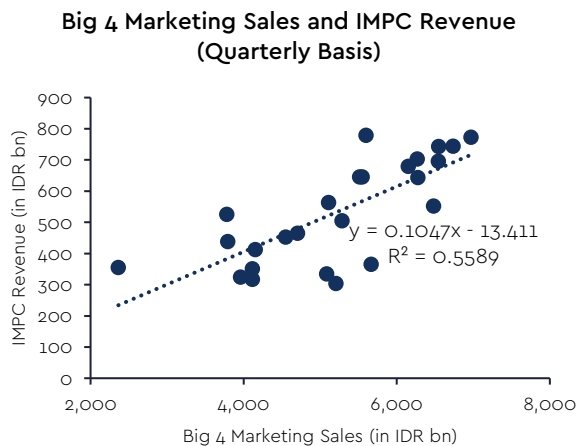
Regression Statistics	
Multiple R	0.7476
R Square	0.5589
Adjusted R Square	0.5397
Standard Error	110.21
Observations	25

ANOVA					
	df	SS	MS	F	Significance F
Regression	1	353946.66	353946.7	29.1396	1.747E-05
Residual	23	279371.5	12146.59		
Total	24	633318.16			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-13.41114953	103.62565	-0.12942	0.898151	-227.777147	200.9548	-227.7771	200.9548
Big 4 Marketing Sales	0.104720308	0.0193994	5.398111	0.0000	0.06458951	0.144851	0.06459	0.144851

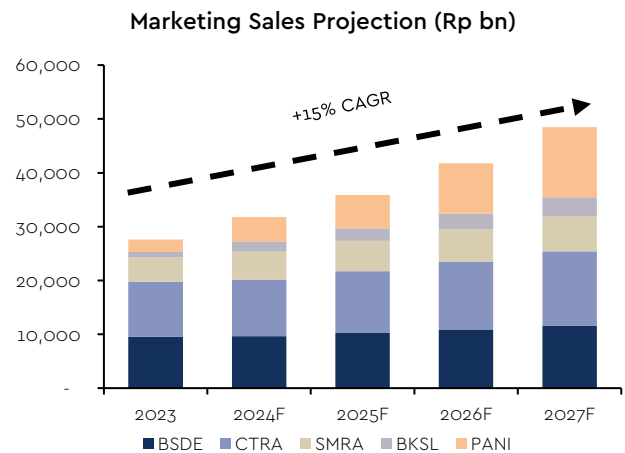
Source: Sucor Sekuritas

Fig. 25: Scatterplot chart shows the relationship between the variables



Source: Sucor Sekuritas

Fig. 26: Property developers marketing sales projections



Source: Company, Sucor Sekuritas

Financial Overview

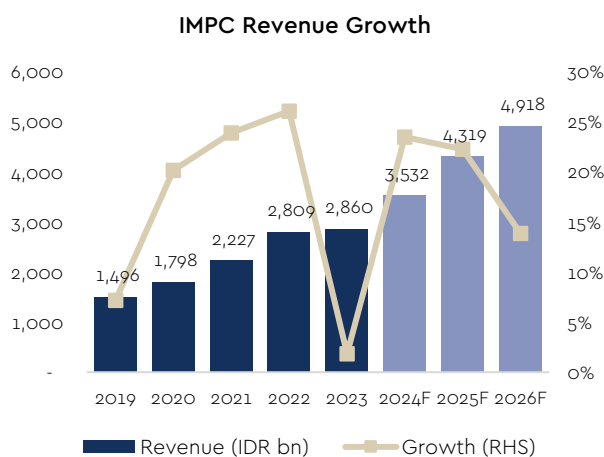
Robust growth ahead

IMPC saw substantial growth from 2016-23, with a 14% CAGR in revenue and a 23% profit, fueled by product launches, capacity expansions, as well as margin recovery from the decrease of raw material prices. The 1Q24 revenue reached Rp744bn (+0.03% yoy/-4% qoq), in line with both our expectations and consensus estimates. The slowed growth in revenue was primarily caused by a weaker export revenue, which dropped by 14% yoy. On the other hand, the domestic market still grew by 5% yoy.

IMPC's 1Q24 earnings came beating ours and consensus estimates, reaching Rp149bn (+23% yoy/+60% qoq) fueled by improvement in profitability margins due to lower raw material prices and operational efficiency initiatives. Gross margin and net margin stand higher on yoy and qoq basis, reaching 42.38% and 19.9%, respectively.

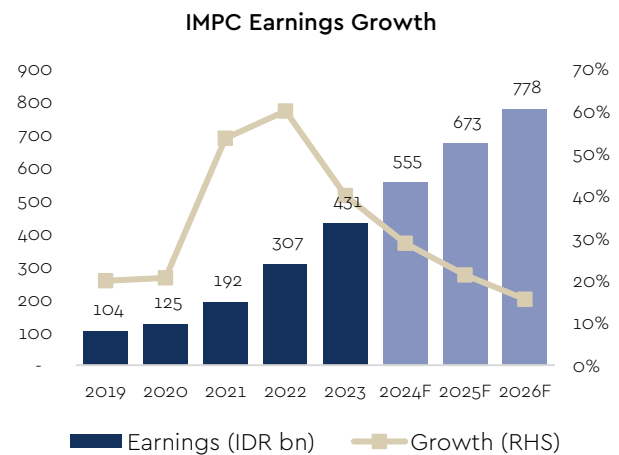
Looking ahead to the period from 2024F-29F, we anticipate continued robust growth, with projected revenue and earnings CAGRs of 15% and 18%, respectively. This growth is expected to be driven by new product launches, production capacity expansions, higher utilization rates, and price adjustments.

Fig. 27: IMPC revenue to reach Rp4.9tn in 2026F



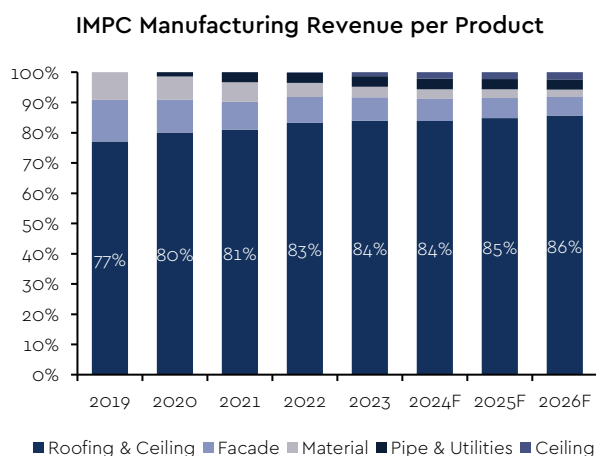
Source: Company, Sucor Sekuritas

Fig. 28: IMPC earnings projected to reach Rp778bn in 2026F



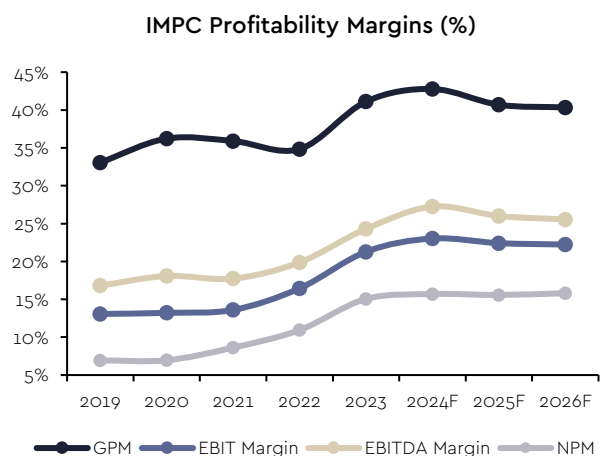
Source: Company, Sucor Sekuritas

Fig. 29: Roofing contribution is expected to increase



Source: Company, Sucor Sekuritas

Fig. 30: IMPC's profitability margins

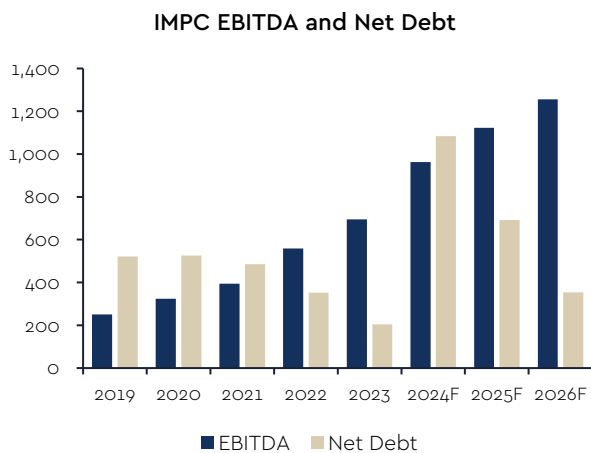


Source: Company, Sucor Sekuritas

IMPC also has managed to improve the robustness of its balance sheet while expanding, lowering its gearing ratio from 0.6x in 2016 to 0.2x in 2023. Additionally, IMPC's ability to cover its interest payments has significantly improved, reaching an impressive 16x interest coverage ratio in 2023, an increase of 11x from 2016.

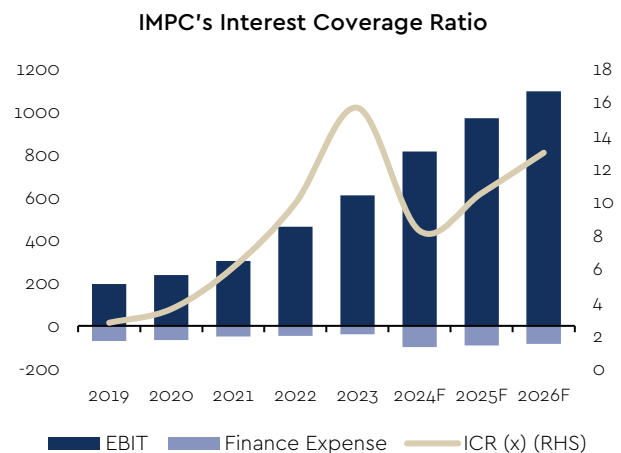
However, IMPC announced that it will deploy ~Rp720bn of new debt to fund the Mulford Holdings acquisition, which will increase the gearing ratio to 0.6x. Nonetheless, we view this debt usage as justified, as it is revenue-generating, and IMPC's EBIT is more than sufficient to cover its interest expense.

Fig. 31: IMPC net debt and EBITDA



Source: Company, Sucor Sekuritas

Fig. 32: IMPC ICR is projected to rise in 2025F onwards



Source: Company, Sucor Sekuritas

Reiterate BUY with a TP of Rp410

We like IMPC for (1) its market-leading position in superior and disruptive products like PC and uPVC roofing and ceiling, which have significant potential to capture market share from traditional products; (2) vast opportunities for geographical expansion both domestically and internationally; and (3) strong ability and appetite for strategic acquisitions to reinforce its market position. IMPC currently trades at 34x 2024F PE. We reiterate BUY with a DCF-based TP of Rp410, assuming 11% WACC and terminal growth of 5.5%. Our TP implies 40x 2024F PE.

Fig. 33: IMPC DCF Valuation

PT Impact Pratama Industri Tbk Rp bn (Unless Stated)	2022	2023	2024F	2025F	2026F	2027F	2028F	2029F	2030F	2031F	2032F	2033F	2034F
Operating Profit	462	609	814	968	1,094	1,267	1,463	1,677	2,023	2,398	2,837	3,354	3,973
Tax Rate	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%
NOPLAT	360	475	635	755	853	988	1,141	1,308	1,578	1,870	2,213	2,616	3,099
Depreciation & Amortization	105	111	149	155	163	173	182	192	201	215	228	242	259
NWC	(196)	(32)	(234)	(56)	(148)	(131)	(151)	(170)	(220)	(379)	(397)	(514)	(573)
Capex	(296)	(203)	(419)	(104)	(135)	(146)	(177)	(151)	(165)	(256)	(235)	(270)	(316)
FCFF	-27	351	130	749	733	884	996	1,179	1,394	1,450	1,808	2,074	2,469
TV													45,639
PV FCFF + TV			130	674	593	643	651	693	737	690	773	797	16,631
Total PV													23,013
Net Debt													1,085
Equity Value													21,928
Minority Interest													220
Target 12 M													410

Source: Sucor Sekuritas

Summary Financials

Fig. 34: IMPC Key Financial Highlights

Profit & Loss (Rp bn)	2022	2023	2024F	2025F	2026F	Balance Sheet (Rp bn)	2022	2023	2024F	2025F	2026F
Revenue	2,809	2,860	3,532	4,319	4,918	Cash and equivalents	204	263	105	413	662
Cost of revenue	(1,830)	(1,684)	(2,021)	(2,561)	(2,934)	Trade receivables	482	518	687	688	760
Gross profit	979	1,176	1,511	1,758	1,984	Inventories	937	854	1,196	1,228	1,365
Selling expenses	(300)	(334)	(404)	(484)	(551)	Net - Fixed assets	1,088	1,210	1,383	1,346	1,331
G&A expenses	(231)	(235)	(298)	(316)	(343)	Other assets	724	752	892	918	973
Other op. income/exp	15	2	4	10	4	Total Assets	3,435	3,597	4,262	4,593	5,090
Operating profit	462	609	814	968	1,094	Trade payables	266	183	415	363	424
EBITDA	559	695	963	1,123	1,256	Short-term debt + CMLTD	155	233	523	439	428
Finance income	1	3	4	1	5	Long-term debt	335	176	586	570	482
Finance expense	(49)	(42)	(101)	(95)	(87)	Other liabilities	455	517	605	699	786
Pre-tax profit	414	570	717	875	1,012	Total Liabilities	1,211	1,109	2,129	2,071	2,119
Tax expense	(102)	(129)	(158)	(192)	(223)	Minority interest	217	214	220	241	283
Minority interest	(5)	(10)	(4)	(9)	(11)	Paid capital	500	6	32	32	32
Net profit	307	431	555	673	778	Retained earnings	1,370	1,635	2,043	2,411	2,819
EPS (Rp)	6	8	10	12	14	Other equities	139	632	(162)	(162)	(162)
						Total Equity	2,225	2,488	2,133	2,522	2,971
Cash Flow (Rp bn)	2022	2023	2024F	2025F	2026F	Key Ratios (%)	2022	2023	2024F	2025F	2026F
Net profit	307	431	555	673	778	Revenue growth	26.1	1.8	23.5	22.3	13.9
Depreciation & amortization	105	111	149	155	163	EBIT growth	52.5	31.7	33.7	19.0	12.9
Change in working capital	(196)	(32)	(234)	(56)	(148)	EBITDA growth	41.4	24.5	38.5	16.7	11.9
Cash flow from operations	216	510	469	771	792	Net profit growth	60.1	40.0	28.8	21.3	15.6
Capex	(296)	(203)	(419)	(104)	(135)	Gross margin	34.8	41.1	42.8	40.7	40.3
Others	(16)	10	(23)	9	9	EBIT margin	16.5	21.3	23.0	22.4	22.2
Cash flow from investments	(312)	(194)	(442)	(95)	(126)	EBITDA margin	19.9	24.3	27.3	26.0	25.5
Changes in debt	(58)	(89)	723	(85)	(89)	Net margin	10.9	15.1	15.7	15.6	15.8
Changes in equity	325	(0)	(761)	-	-	ROA	8.9	12.0	13.0	14.6	15.3
Dividends paid	(106)	(163)	(237)	(305)	(370)	ROE	13.8	17.3	26.0	26.7	26.2
Others	11	(5)	89	21	41	Net gearing (x)	0.1	0.1	0.5	0.2	0.1
Cash flow from financing	171	(257)	(186)	(369)	(417)	Net Debt/EBITDA (x)	0.5	0.2	1.0	0.5	0.2
Net Cash Flow	75	59	(158)	307	249	Interest coverage ratio (x)	9.4	14.4	8.1	10.2	12.5

Source: Company, Sucor Sekuritas Estimates

**Sucor Sekuritas
rating definition,
analyst certification,
and important disclosure****Ratings for Sectors**

Overweight	: We expect the industry to perform better than the primary market index (JCI) over the next 12 months.
Neutral	: We expect the industry to perform in line with the primary market index (JCI) over the next 12 months.
Underweight	: We expect the industry to underperform the primary market index (JCI) over the next 12 months.

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Buy	: We expect this stock to give return (excluding dividend) of above 10% over the next 12 months.
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Sell	: We expect this stock to give return of -10% or lower over the next 12 months.

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