



OPPORTUNITY TO ACQUIRE 100% OWNERSHIP

MOUNTAIN SPRING BOTTLED WATER FROM EAST JAVA

COMPANY:

The Company was founded in 1993 and is headquartered in Surabaya, the second largest city in Indonesia as well as the capital of East Java. It produces drinking water from spring water source in a village of East Java namely Pandaan, which maintain its pristine origin through three surrounding mountains. Building its own brands along with possessing deep knowledge of its targeted local markets, the Company has spread its distribution networks to major cities in Surabaya, Balikpapan, Samarinda, as well as other cities in east part of Java.

ACQUISITION SCHEME:

Ownership of the Company is currently retained by three shareholders. All shareholders have reached consensus for divesting 100% of Company's shareholding.



PRODUCT:

With variety stock keeping units, the Company produces pristine drinking water sourced from its own pure natural artesian water sources.



MARKETING COVERAGE:

The Company has reached its marketing coverage in Surabaya, Balikpapan, Samarinda, as well as other cities in east part of Java, through both modern and traditional channels. It leverages such channels as Supermarket, Wholesaler, Retailer, Horeka, and Wet market.

MANUFACTURING PRACTICE:

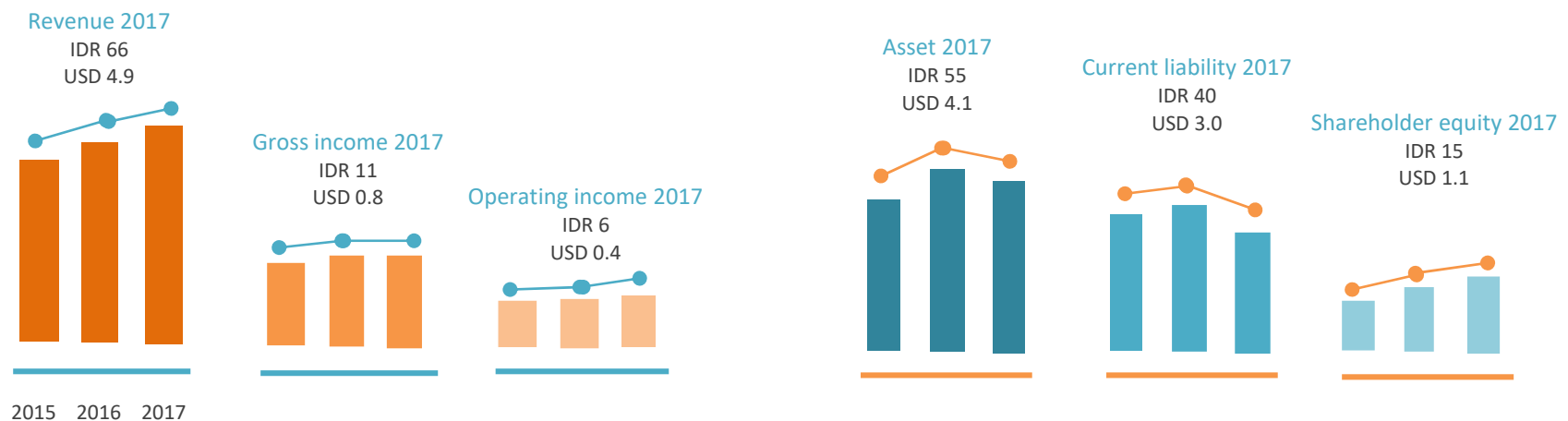
With existing total land area of 6,054 m², the Company integrates an office along with the factory and runs automated flows of production using integrated machineries. The existing production plants are potentially scaled up as there are vacant land attached to the plants offered to sell having 5-hectare land area. Good manufacturing practices are implemented in accordance to international standard of ISO 9001. It ensures that products are consistently produced and controlled according to world quality standards. Good manufacturing practices cover all aspects of production from the starting materials, premises and equipment to the training and personal hygiene of staff.

FINANCIAL:

The Company's financial figures for FY2017 are as follow:

Revenue IDR 66.6 billion (USD 4.9 million), Gross income IDR 11.9 billion (USD 0.8 million), Operating income IDR 6.1 billion (USD 0.4 million), Total asset IDR 55.9 billion (USD 4.1 million), Current liability IDR 40.6 billion (USD 3.0 million), Shareholder's equity IDR 15.3 billion (USD 1.1 million).

Revenue is still majorly contributed from cup-size water for 60%. The rests are shared for bottle-size (35%) and gallon-size (5%). In order to target different market segmentations, multi branding strategies are leveraged. It reflects to two brands owned by Company with different packaging designs and marketing channels.



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Bloomhead is a consulting firm in Indonesia focusing on Business Development and Merger & Acquisition. We have assisted clients across Asia to Europe; from Fortune 500 companies to the World Bank and Embassy.

