



COMPANY PROFILE

Indonesian Market Overview

Motorcycle business and industries has not attracted attention as compared to automobile in the Automotive regional meetings. This is due to the fact that motorcycle industries is ahead in its product lifecycle in the global level although in its fast growth stage in large developing countries, and not every APEC member countries are having significant motorcycle industries. Within ASEAN Four countries (Indonesia, Malaysia, Thailand and The Philippines), and surely in Indonesia, it has passed the "teething problems" and has achieved reasonable competitiveness, particularly in some models that have been produced in high quantity. Competition is intense, but relative market share among bigger players were stable and predictable.

Looking at the appropriateness of motorcycle as a cheap alternative to personal transportation for developing countries, it indeed a very important automotive sector to be reckon with. While most if not all automobile manufacturing operations in Indonesia and ASEAN are suffering from lack of economies of scale, motorcycle industries have enjoyed reasonably successful and efficient manufacturing operations, especially for the small utility motorcycle models such as the Cub Type, and small displacement sport type with engine below 150CC displacement.

The most successful Indonesian manufacturer is currently producing around 4,500 units a day with a very high degree of local content achievement in component as well as engineering capability, particularly tooling and some manufacturing preparations. Even part of R&D capabilities has been transferred to the ASEAN region.

The process of transferring manufacturing & engineering capability as well as part of the R&D process allow motorcycle manufacturers to introduce model at a much faster turn-around time, more suitable to the taste of ASEAN customers as well as cheaper products if compared to the production and engineering base support in Japan.

ASEAN Two (Thailand and Indonesia) have become an important export base for Japanese motorcycle companies. This transfer of technology and manufacturing from Japan to ASEAN Four have been done step by step, and relatively smooth in the last 3 decades. While we know very well the different and similarity between automobile and motorcycle manufacturing operations, the successful of co-operation between multinational motorcycle companies; be it in the form of joint-venture or licensing arrangement with their local partners or in wholly owned subsidiaries in Indonesia and ASEAN countries may be also an

interesting case to be compared with the automobile industries. History has shown us the very close relationship between development of the motorcycle and the automobile industries in the beginning of the automotive industry development.

Due to its vast territory and large population, Indonesia is currently considered the 3rd largest motorcycle market (after China and India) and 4th largest producer in the world (after China, India and Japan). The motorcycle is a popular form of transportation and sales are viewed as an important economic indicator. Motorcycle sales rose 6 percent in Indonesia 2007, with higher sales of Yamaha bikes offsetting a drop in sales of Hondas, the country's most popular make, according to data released Thursday by the producers' association, AISI. The industry sold 4.69 million bikes last year, compared to 4.43 million in 2006, Thomson Financial reported citing the data

- **Indonesia has 17,500 islands**
- **Population more than 230 million**
- **Motorcycle population more than 40 million**
- **More than 4.000 motorcycle clubs**



Motorcycle is already a part of the life of Indonesian people as a transportations, lifestyle, motosport and as a hobby

Vision

To Be Number One Motorcycle Rider's Choice In Indonesia and Beyond

Mision

OUR TEAM

1. Our team is constantly strive towards excellence
2. Our team is loyal, honest and integrity people
3. Our team is innovative and productive

OUR CUSTOMER

1. Our customer value good quality products, services who are dilligent, aggressive to the market, have strong sales network and preseverence
2. Giving the feedback and willing to work together with us to serve the best for motorcycle riders
3. The riders value good quality products, safety and performance, young spirits, target age 15 – 25 years old and loyal to our brands of products and services

OUR USP

High quality products, reliable services, competitive prices, high performance, wide product range, responsive to market needs, innovative, spirit of partnership

OUR BUSINESS

1. Supply and distribute motorcycle parts, accecories, and other products related to motorcycle riders in Indonesia and beyond
2. Motorcycle Services
3. Licensing and Franchising
4. Motorcycle Assembly
5. Business expand to automotive world

Business concept

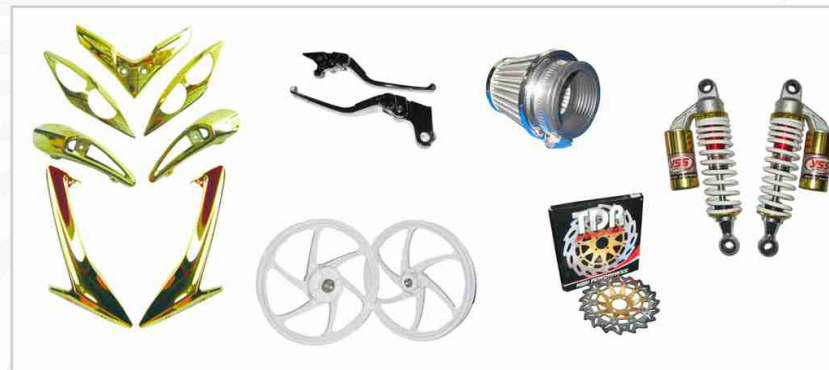
Motorcycle Solution through products and services

Business Range



MOTORCYCLE

Import and assembly motorcycle for motorsport use



ACCESSORIES - MODIFICATION

Provide accessories for motorcycle modification



SPARE PARTS

Provide spare parts for motorcycle



TRADING AND DISTRIBUTION

Provide spare parts for motorcycle as sole distributor in Indonesia for brand Comet, YSS, DID, TDR, Osaki, Marathon, Suboshi, YSW, M2R, STM



RACING PARTS

Provide racing parts for motorsport in Indonesia and international racing events



RIDING GEAR

Provide safety riding gear such as Helmet, Glove and Jacket from domestic and other countries

Our Product



Our Services

1. Reach millions of riders
2. Serve thousands shop
3. Support hundreds distributors
4. Licensing and franchising



Our Network

Indonesia Market



Jakarta - Karawang - Bandung - Tangerang - Bekasi - Serang - Bogor - Medan - Palembang
- Lampung - Pekanbaru - Banda Aceh - Pontianak - Manado - Jambi - Balikpapan - Samarinda
- Surabaya - Semarang - Solo - Yogyakarta - Madiun - Denpasar - Madura - Ujung Pandang
- Ambon - Sorong - Jayapura

Global Market



Indonesia – thailand – singapore – malaysia – philipines – vietnam – cambodia – australia
– japan – taiwan – china – korea – india – greece – usa – germany – united kingdom –
sweden – italy

Achievement

- Market leader of motorcycle lifestyle business
- Official supplier of Yamaha ASEAN Cup Race
- No. 1 racing team in Indonesia
- 80% racing team in Indonesia use our products





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*Whoever You Are
Whatever Your Bike
Whereever You Ride*

We Come Along With You