

REPORT OF ELECTRONIC PUBLIC EXPOSURE
PT Buyung Poetra Sembada Tbk
("HOKI")

Day and Date : Tuesday, June 23, 2026
Time : 3:10 PM – 3:55 PM WIB
Venue : Held virtually via Zoom Meeting video conference application
Agenda : 1. Company Presentation
a. Company Overview
b. Business Review
c. Financial Performance
d. Environmental, Social, and Governance (ESG)
e. Outlook
2. Question and Answer Session

PT Buyung Poetra Sembada Tbk's ("HOKI") Public Presentation was held virtually via Zoom Meeting on Tuesday, June 23, 2026. The event included a brief overview of HOKI, a business overview, a financial overview, a discussion on ESG, and the 2026 outlook. The event concluded with a question and answer session.

The event was attended by 26 participants, consisting of members of the Board of Directors, media, investors, analysts, and the public.

The Company's management in attendance were:

- Jonathan Jochanan: Independent President Commissioner of HOKI
- Budiman Susilo: Director of HOKI
- Victor R. Lanes: Corporate Secretary of HOKI

HOKI E-Public Expose Q&A Minutes

Marjudin - Ipotnews

1	Q	What caused HOKI's losses in 2025, and what are the projections for 2026 and the company's strategies to improve performance?
	A	The losses incurred in 2025 were primarily driven by uncharacteristically high unhusked rice prices. While the ideal price range for the premium rice business is Rp6,500–Rp7,000 per kilogram, prices remained above this level throughout the year. Additionally, there were increases in ancillary costs—such as logistics, transportation, and distribution—stemming from the fact that raw materials were sourced from diverse regions, including South Sulawesi, East Java, Central Java, West Java, and South Sumatra.
2	Q	How do the weakening rupiah, rising fuel prices, and the benchmark interest rate affect company performance?

	A	The weakening of the rupiah has led to higher prices for supporting materials—particularly packaging—as some components are influenced by imports and global geopolitical conditions. Rising fuel prices have driven up transportation and distribution costs. Meanwhile, the impact of interest rates remains relatively limited, as the company's funding structure does not rely heavily on interest-bearing debt.
3	Q	What are HOKI's corporate plans and capital expenditure (Capex) for 2026?
	A	The company has not undertaken any corporate actions this year, having allocated approximately IDR 15 billion in capital expenditure for the construction of a new factory in Central Java. Construction of the facility is complete, and operations are set to commence in the second half of 2025 to support the development of healthy rice products and FMCG goods.

Ubaidillah – SWA

1	Q	What are HOKI's advantages amidst the increasingly competitive national rice industry?
	A	HOKI continues to innovate by introducing products that meet the needs of modern consumers, particularly those focused on health. Products such as HOKI Gohan, Topi Koki Royal, and the Dailymeal range offer superior taste and health benefits that align with current consumption trends, as we consistently stay attuned to consumer needs.
2	Q	I often cannot find the 5 kg HOKI rice product in minimarkets and supermarkets. Has production of this product been reduced because the company is focusing more on Dailymeal products?
	A	Regular premium rice products continue to be produced and marketed as long as they make a solid contribution. However, the company is increasingly focusing on Dailymeal products and specialty rice, driven by rising market demand for health-oriented products and the opportunity for better margins. For the Dailymeal line, we are focusing on healthy rice products that align with current consumer trends. Consumers are increasingly health-conscious yet remain price-sensitive. Supernasi—featuring zero sugar and high fiber content—meets the public's demand for healthier rice options. The Company's strategy for developing higher-margin products—particularly health-focused items under the Dailymeal brand—involves strengthening national distribution, expanding digital marketing, enhancing collaborations with influencers and Key Opinion Leaders (KOLs), and optimizing the new production facility in Central Java, which has already commenced operations.

Heri – Antara

1	Q	Amidst high raw material prices and rising operational costs, what is HOKI's view on the currently established Highest Retail Price (HET) for premium rice? How does the HET impact the company's performance?
	A	The company will continue to comply with applicable regulations. However, if raw material costs make it unfeasible to generate healthy margins at the selling price aligned with the Highest Retail Price (HET), the company will optimize its buffer stocks and increase the contribution of specialty rice and other value-added products.

Daniel - Analisis

1	Q	Q1 2026 sales rose by 46.7%, but gross profit fell by 25.5%. Does the company have a partnership scheme with Bulog or suppliers to alleviate raw material cost pressures?
	A	In the first quarter, market conditions entered a peak season—spanning the lead-up to Ramadan and Eid al-Fitr, as well as the Christmas and New Year holidays—during which customers stocked up on supplies, resulting in a significant increase in sales volume. However, simultaneously, high logistics volumes and volatile packaging costs driven by geopolitical conditions caused gross profit to decline by 25.5%. To address these challenges, the Company has devised a strategy to optimize its health-oriented products—which serve as key profitability drivers—such as Dailymeal, Super Nasi, Porang Rice, Corn Rice, Cassava Rice, and other similar offerings. This strategy aims to balance volume growth with improved profit margins through a combination of digital and conventional marketing initiatives. Regarding a partnership with Bulog, the Company has not yet entered into such an arrangement. However, the Company has established partnerships with farmers for rice production, focusing specifically on the Company's proprietary rice varieties.

Following the Q&A session, HOKI's public expose concluded at 3:55 PM WIB.

Attendance List for HOKI Public Expose via Zoom Meeting

No	Name	Status of Invitation	Name of Company / Pers
1	Chelsea	Media	Kontan
2	Heri	Media	Antara

3	Khoirifa	Media	Infobank
4	M. Ubaidillah	Media	SWA
5	Marjudin	Media	Ipotnews
6	Nurdian	Media	Topbusiness
7	Putu Rama	Media	Bisnis.com
8	Rama Paramahamsa	Media	Bisnis Indonesia
9	Tira	Media	Liputan6.com
10	Zsasya	Media	Investortrust
11	Daniel	Analisis	Private Equity
12	Gerdyan Hidayat	Analisis	Tuntun Sekuritas
13	Benny Murdhani Ale	Investor	-
14	Daniel	Investor	-
15	Mohamad Rizki Anugrah	Investor	-
16	Deffandi Nasrul	Publik	-
17	/	Publik	-
18	F. Dion	Publik	Irfindo
19	PT Buyung Poetra Sembada (Host)	Host	PT Buyung Poetra Sembada
20	Irfindo (Co-Host)	Co-Host	PT Buyung Poetra Sembada
21	Aditya (Moderator)	Moderator	PT Buyung Poetra Sembada

Attachment HOKI Public Expose Zoom Screenshot

The screenshot shows a Zoom meeting interface. The main content is a presentation slide titled "Sekilas Bisnis HOKI" with the BPS logo and TOPIKOKI logo. The slide is divided into four green boxes, each representing a business segment:

- Produksi & Distribusi Beras:** PT Buyung Poetra Sembada Tbk (HOKI). Since 1977. Description: Memproduksi dan mendistribusikan beras dengan brand utama "Topikoki".
- Bisnis FMCG:** Dikembangkan dan didistribusikan melalui PT Hoki Distribusi Negeri (HDN). Since 2022. Description: Mengembangkan produk-produk FMCG di bawah brand "Dolymel" dan mendistribusikannya melalui HDN.
- Bisnis Investasi:** PT Hoki Investasi Segati (HIS). Since 2022. Description: Investasi jangka panjang di berbagai perusahaan terbuka.
- Bisnis Energi Terbarukan:** PT Buyung Putra Energi (BPE). Since 2020. Description: Menggunakan limbah dari proses produksi menjadi eco-power generation.

The Zoom interface includes a top bar with "PT Buyung Poetra Sembada Tbk's" and a bottom bar with controls for Audio, Video, Participants (21), Chat, React, Share, Host tools, and More. A small video thumbnail on the right shows a panel discussion with five participants.

Participants (22)

Q: Find a participant

- Irfindo (Co-host, me)
- PT Buyung Poetra Sembada Tbk (Host)
- Aditya (Irfindo) (Co-host)
- /
- bensitanggang03@gmail.com_investor
- Chelsea_Kontan
- Daniel
- daniel
- Deffandi Nasrul
- F Dion (Irfindo)
- Gerdyan Hidayat
- Heri - Antara
- Ikki
- Irfindo
- Khoirifa-Infobank
- M.Ubaidillah-SWA
- Marjudin

Invite Mute all

- M.Ubaidillah-SWA
- Marjudin
- Nurdian_TopBusiness
- Putu Rama - Bisnis.com
- Rama Paramahansa - Bisnis Indonesia
- Tira - Liputan6.com
- Zsazya_InvestortrustId

Invite Mute all