

TRIS Bidik Pasar Eskpor

*APD Baju Hazmat dan Masker Non-Medis TRIS
Jajaki Pasar Eskpor*

Jakarta, 3 Agustus 2020 – PT Trisula International Tbk (“TRIS” atau Perseroan) yang merupakan *integrated apparel provider* terus memperluas pasarnya untuk diversifikasi produk Alat Pelindung Diri (APD) berupa baju hazmat dan masker non-medis. Saat ini Perseroan mulai menyasar *market* internasional, di mana sebagian besar *market* ekspor TRIS berada di Australia dan Amerika Serikat. Adapun diversifikasi produk ini adalah salah satu upaya Perseroan dalam menghadapi tantangan pandemi Covid-19.

Santoso Widjojo selaku Direktur Utama TRIS mengatakan, “Diharapkan adanya perluasan eskpor ini dapat menambah kontribusi ekspor TRIS, di mana sampai Semester I-2020 penjualan ekspor Perseroan memiliki kontribusi sebesar 51% atau sebesar Rp324,2 miliar.” Saat ini TRIS melakukan perluasan *market* dengan *customer* di luar negeri melalui entitas anak usahanya, yaitu PT Trisco Tailored Apparel Manufacturing dan PT Trimas Sarana Garment Industry untuk APD berupa baju hazmat dan masker non medis. Adapun Negara tujuan ekspornya adalah Amerika, Australia, dan Inggris. Dan sedang membidik untuk mengekspor ke Singapura.

Kini TRIS sudah mulai melakukan ekspor untuk masker non medis yang bukan *non-woven*. Di sisi lain, untuk produk APD berupa baju hazmat TRIS masih menunggu izin untuk ekspor. “Dalam masa pandemi Covid-19 ini kami terus mengembangkan strategi bisnis kami. Salah satunya adalah dengan membidik pasar ekspor untuk APD berupa baju

TRIS Aims for the Export Market

TRIS’s PPE Hazmat Suit and Non-Medical Masks
Targets the Export Market

Jakarta, August 3, 2020 - PT Trisula International Tbk (“TRIS” or the Company), which is an integrated apparel provider, continues to expand its market to diversify Personal Protective Equipment (PPE) products in the form of non-medical hazmat suits and masks. Currently the Company is targeting the international market, where most of TRIS's export market is in Australia and United States. The diversification of this product is one of the Company's efforts in facing the challenges of the Covid-19 pandemic.

Santoso Widjojo as President Director of TRIS said, “It is expected that this action can increase the contribution of TRIS exports, where until the first half of 2020 the Company's export sales have contributed 51% or as much as IDR324.2 billion.” TRIS is currently expanding its market with overseas customers through its subsidiary entities, namely PT Trisco Tailored Apparel Manufacturing and PT Trimas Sarana Garment Industry for PPE in the form of non-medical hazmat suits and masks. The export market includes United States, Australia and United Kingdom. And currently expanding to Singapore.

Now TRIS has started to export non-medical masks made from non-woven. On the other hand, for PPE products such as TRIS hazmat suit are still waiting for permission to export. “During this Covid-19 pandemic we continue to develop our business strategy. One way is to target the export market for PPE in the form of hazmat suit and non-medical

hazmat dan masker non-medis. Adanya perang dagang antara Amerika dan China yang semakin memanas ini juga membuka peluang untuk pasar luar negeri Perseroan sehingga diharapkan ke depan TRIS tidak hanya di domestik melainkan juga dapat memperluas pasar ekspor,” ujar **Santoso**.

Sebelumnya selain APD berupa baju hazmat dan masker non medis, TRIS juga sudah memproduksi APD berupa pakaian seragam pelindung anti api untuk pasar luar negeri, yaitu New South Wales, Australia. “Sebagai perusahaan tekstil dan garmen, kami menerima pesanan *customized* sehingga dapat membuat berbagai macam pakaian, termasuk pakaian yang di desain khusus seperti APD mulai dari seragam pemadam kebakaran hingga APD baju hazmat. Maka kami terus melakukan improvisasi dalam melihat peluang yang ada,” ujar **Santoso**.

Di sisi domestik, TRIS melalui anak usahanya PT Trisula Textile Industries Tbk (“BELL”) juga terus memperluas pasar, terutama untuk pasar pakaian seragam dan aksesoris yang juga dapat dipesan secara *customized*. Serta, sedang mengembangkan Kain Sehat untuk diproduksi menjadi berbagai jenis pakaian pelindung diri. Di mana saat ini Perseroan melalui merek JOBB akan memasarkan jaket lipat sebagai pakaian pelindung diri di era *new normal*.

Sebagai informasi, pendapatan Perseroan pada Semester I-2020 mencapai Rp631,5 miliar atau berkontraksi sebesar 11,56% dari Rp714,03 miliar pada periode yang sama di tahun sebelumnya yang disebabkan oleh beban pokok penjualan. Sementara laba bersih Perseroan pada Kuartal II-2020 juga mengalami koreksi sebesar 14,36% YoY menjadi sebesar Rp10,51 miliar. “Memang

masks. The existence of a trade war between the United States and China that is increasingly heating up also opens opportunities for the Company's foreign markets so that in the future TRIS is expected to expand the export market beside became top domestic player,” **Santoso** said.

Previously, in addition to PPE in the form of non-medical hazmat suits and masks, TRIS has also produced PPE in the form of fire-proof protective uniforms for foreign markets, namely New South Wales, Australia. “As a textile and garment company, we accept customized orders so that we can make a variety of clothing, including clothing that is specially designed such as PPE ranging from fire fighter uniforms to PPE hazmat suit. So we continue to improvise in seeing opportunities that exist,” said **Santoso**.

On the domestic side, TRIS through its subsidiary PT Trisula Textile Industries Tbk (“BELL”) also continues to expand the market, especially for the uniforms and accessories market which can also be ordered in a customized manner. And, BELL is also developing (Healthy Fabrics) ‘Kain Sehat’ to be produced into various types of personal protective clothing. Where at present the Company through the JOBB brand will produce foldable jackets as personal protective clothing in the new normal era.

For the record, the Company's revenue in the first half of 2020 reached IDR631.5 billion or contracted by 11.56% from IDR714.03 billion in the same period in the previous year due to cost of goods sold. While the Company's net profit in the second quarter of 2020 also experienced a correction of 14.36% YoY to IDR10.51 billion. “Indeed the Covid-19 pandemic is a challenge for us so we need to prepare various strategies. We expect through synergies with our

pandemi Covid-19 ini menjadi tantangan bagi kami sehingga kami perlu menyiapkan berbagai strategi. Diharapkan ke depannya melalui sinergi dengan anak usaha kami dapat meningkatkan kinerja TRIS,” tutup **Santoso**.

Tentang PT Trisula International Tbk:

PT Trisula International Tbk (“Perseroan”) didirikan pada tahun 2004 sebagai perusahaan yang khusus bergerak di sektor industri garmen dan perdagangan ritel. Perseroan mencatatkan saham perdana (IPO) di Bursa Efek Indonesia dengan kode saham TRIS pada 28 Juni 2012. Di tahun yang sama, Perseroan mengakuisisi PT Trisco Tailored Apparel Manufacturing. Tahun 2014, Perseroan mengakuisisi MIDO Uniforms Pte Ltd., perusahaan yang bergerak dalam bidang pengadaan seragam dan berdomisili di Singapura. Pada tahun 2017, Perseroan mendirikan Trisco Tailored and Woven International Ltd. yang berdomisili di Amerika Serikat. Kemudian, pada Desember 2019 Perseroan melaksanakan *rights issue* dan akuisisi PT Trisula Textile Industries Tbk (“BELL”).

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subsidiaries can improve the performance of TRIS,” **Santoso** concluded.

About PT Trisula International Tbk:

PT Trisula International Tbk (“The Company”) established in 2004 as a company that engaged in garments and retail trading industry. The company was listed (IPO) in Indonesian Stock Exchange (IDX) as TRIS on 28 June 2012. The Company acquired PT Trisco Tailored Apparel Manufacturing in 2012. And in 2014, the Company acquired MIDO Uniforms Pte Ltd, a Singaporean uniform producer company. In 2017, the Company established Trisco Tailored and Woven International Ltd. in the USA. And in December 2019 the Company carried out the rights issue and acquired PT Trisula Textile Industries Tbk (“BELL”).

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