

## Pasar Ekspor TRIS Terus Bertumbuh di Kuartal III-2021

*Penjualan Ekspor TRIS Mencapai Rp490,9 Miliar*

**Jakarta, 30 November 2021 - PT Trisula International Tbk (“TRIS”)**, emiten *integrated apparel provider* yang bergerak di bidang tekstil dan garmen, pada Kuartal III-2021 TRIS mencatatkan penjualan sebesar Rp770,8 miliar menurun dibandingkan di periode yang sama tahun lalu. Namun, penjualan ekspor TRIS mengalami peningkatan dikarenakan tingginya permintaan akan produk-produk TRIS di pasar ekspor, yaitu Australia, USA, dan New Zealand.

**Santoso Widjojo** selaku **Direktur Utama TRIS** menjelaskan, “Di masa pemulihan ini, kami bersyukur ekspor TRIS bisa terus bertumbuh terutama akan permintaan produk-produk pada Kuartal III-2021 ini. Salah satu produk tersebut yang menjadi penyumbang terbesar adalah produk celana panjang. TRIS berhasil mencatatkan penjualan ekspor sebesar Rp490,9 miliar atau tumbuh sebesar 10,6%. Meskipun masih dalam masa-masa kembalinya PPKM (Perberlakuan Pembatasan Kegiatan Masyarakat), namun TRIS masih bisa bertahan bahkan terus bertumbuh.”

Adapun peningkatan TRIS ini didorong oleh keadaan di luar negeri yang terlebih dulu membaik dan stabil, mulai dari

## TRIS Export Market Continues to Grow in the Third Quarter of 2021

*TRIS Export Sales Reached IDR490,9 Billions*

**Jakarta, November 30, 2021 - PT Trisula International Tbk (“TRIS”)**, a publicly listed *integrated apparel provider*, engaged in the textile and garment sectors, in the Third Quarter of 2021, TRIS recorded sales of IDR770.8 billion, a decrease compared to the same period last year. However, TRIS export sales have increased due to the high demand for TRIS products in the export market there are Australia, USA, and New Zealand.

**Santoso Widjojo** as **President Director of TRIS** explained, “During this recovery period, we are grateful that TRIS export can continue to grow, especially for the demand for products in the Third Quarter of 2021. One of these products which is the biggest contributor is trousers. TRIS managed to record export sales of IDR490.9 billion or grew by 10.6%. Even though it is still in the period of the return of ‘PPKM’ (Enactment of Community Activity Restrictions), TRIS still managed to survive and even continue to grow.”

The increase in TRIS was driven by conditions abroad that had improved and stabilized, starting from the market that

*market* yang sudah kembali pulih, daya beli masyarakat yang sudah membaik, *department store* yang sudah kembali beroperasi normal, serta aktivitas pelabuhan yang sudah mulai kembali pulih. Tidak hanya itu, peningkatan TRIS juga dikarenakan aktivitas *marketing* TRIS masih efektif sehingga permintaan akan produk-produk TRIS dari negara-negara ekspor masih tinggi meskipun dunia masih dalam keadaan masa pandemi Covid-19.

Selain itu, kegiatan produksi TRIS pun tidak berdampak besar selama masa PPKM karena produk-produk yang dihasilkan TRIS termasuk produk esensial dan berorientasi ekspor sehingga TRIS mendapat izin dari Pemerintah untuk tetap beroperasi. TRIS terus berupaya agar tetap bisa bertahan bahkan bertumbuh dengan cara melakukan *planning* produksi yang baik, serta terus berupaya untuk mengembangkan bisnisnya.

“Trisula Group juga telah meluncurkan *platform e-commerce* bernama Yukshopping.com, dalam rangka menyesuaikan dengan pola belanja konsumen saat ini, serta meningkatkan kinerja penjualan *online* dan menjadi *one-stop-solution* yang menjual berbagai produk Trisula Group seperti pakaian, kain, dan furnitur.” tutup **Santoso**.

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**Tentang PT Trisula International Tbk**  
PT Trisula International Tbk (“Perseroan”) didirikan pada tahun 2004 sebagai perusahaan yang khusus bergerak di

had recovered, the purchasing power of the people who had improved, department stores that had returned to normal operations, and port activities that had begun to recover. Not only that, the increase in TRIS is also due to TRIS marketing activities are still effective so that the demand for TRIS products from export countries is still high even though the world is still in a state of the Covid-19 pandemic.

In addition, in terms of production, TRIS was not constrained nor experienced major impact during the Covid-19 pandemic on the production process since the products produced by TRIS included essential and export-oriented products granting TRIS permission from the Government to continue operating as usual. TRIS continues to strive to survive and even grow by carrying out good production planning and continues to strive to develop its business.

“Trisula Group has also launched an e-commerce platform called Yukshopping.com, in order to adapt to current consumer shopping patterns and improve online sales performance and become a one-stop-solution that sells various Trisula Group products such as clothing, fabrics, and furniture,” closed **Santoso**.

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**About PT Trisula International Tbk**  
PT Trisula International Tbk (the “Company”) was established in 2004 as a company that specializes in the garment

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. Pada 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”).

industry and retail trade sector. The Company listed its initial shares (IPO) on the Indonesia Stock Exchange with the ticker code TRIS on June 28, 2012. In the same year, the Company acquired PT Trisco Tailored Apparel Manufacturing. In 2014, the Company acquired MIDO Uniforms Pte Ltd., a company engaged in the procurement of uniforms located in Singapore. In 2017, the Company established Trisco Tailored and Woven International Ltd. Domiciled in the United States. Then, in December 2019 the Company carried out a rights issue and acquisition of PT Trisula Textile Industries Tbk (“BELL”).

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