



## PT. ESTIKA TATA TIARA Tbk.

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Jakarta, Monday 17 April 2023

BULOG and PT Estika Tata Tiara Tbk (BEEF) are collaborating to hold a bazaar in Jabodetabek.

On Friday, 14 April 2023, PT Estika Tata Tiara Tbk (BEEF) was given the opportunity to collaborate with Perum Bulog to distribute frozen buffalo meat through the modern market, namely Alfamidi Super which is expected to be able to maintain the availability of meat while guaranteeing no fluctuations in meat prices during Ramadan and before Eid this year.



And for the distribution of imported frozen buffalo meat from India, PT Estika Tata Tiara and Perum Bulog will distribute it to all Modern Markets, namely Alfamidi Super, to 88 retail outlets spread across Jabodetabek. During the Market Operation at Retail, the Main Director of Perum Bulog Budi Waseso said, "For the initial stage, Bulog is holding a market operation in the form of frozen buffalo meat at a price of IDR 80,000 per kilogram through Alfamidi branches spread across Jabodetabek. That way people can have the option to buy meat without difficulty," he said when reviewing the sale of frozen meat at Alfamidi Super Bangka Raya in Mampang Prapatan, South Jakarta on Friday (14/4/2023).

PT Estika Tata Tiara Tbk (BEEF) understands that this is being done to meet the need for meat through a modern retail network so that people can quickly and cheaply obtain food, especially meat, quickly and cheaply through collaboration with PERUM BULOG.

Meanwhile, the Head of the National Food Agency (Bapanas) Arief Prasetyo Adi said the collaboration between Bulog and modern retailers such as Alfamidi was a follow-up to the President's directive so that meat prices are in accordance with the HET set. "Here we see together that stocks of frozen meat are available at Alfamidi with a selling price according to the highest retail price according to the government's expectation, which is IDR 80,000 per kilogram," said



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Arief. For your information, the government has assigned Perum Bulog to import as much as 100,000 tons of frozen buffalo meat in 2023 as an alternative choice for consumers in meeting the availability of meat and maintaining the stability of meat prices at the consumer level, especially during Ramadan and ahead of Eid al-Fitr. Perum Bulog also continues to coordinate with the central and regional governments to help the government program succeed by stabilizing other food prices during Ramadhan and ledul Fitri.



And the Company very much welcomes this collaboration with PERUM BULOG, with support from the Head of the National Food Agency, we participate in the distribution of meat needs ahead of Eid al-Fitr with the trust of PERUM BULOG.

At the same time, the Company also held a low-cost bazaar in the Cikarang unit and the Subang unit, so that the surrounding community could participate and buy BULOG's frozen buffalo meat at an affordable price. With the low-cost bazaar being held in two of the Company's factory units, we can participate in meeting the demand for meat, especially towards the end of this Ramadan, so that the surrounding community does not have to worry about the need for meat on Eid al-Fitr which will be ahead in a few days.



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