

Avian Brands Perkuat Kebijakan dan Sistem Sustainability Sidoarjo, 29 Agustus 2025 - PT Avia Avian Tbk (Avian Brands) kembali menegaskan komitmennya dalam menjalankan prinsip bisnis berkelanjutan dengan melakukan pembaruan terhadap Kebijakan Sustainability perusahaan. Peningkatan ini dilakukan sebagai langkah strategis untuk memperkuat sistem manajemen keberlanjutan yang lebih terstruktur, terukur, dan selaras dengan standar nasional maupun internasional. Kebijakan sustainability terbaru mencerminkan peningkatan komitmen perusahaan terhadap isu-isu ESG (Environmental, Social, and Governance) yang lebih luas dan mendalam, termasuk: • Komitmen jangka panjang terhadap praktik bisnis berkelanjutan, • Penguatan environmental supply chain, dengan mendorong praktik ramah lingkungan di seluruh rantai pasok, • Penegakan social supply chain, melalui perlindungan hak asasi manusia, kondisi kerja yang adil, dan kepatuhan terhadap standar ketenagakerjaan, • Penolakan penuh terhadap animal testing, tanpa pengecualian, • Dan netralitas politik, dengan tidak memberikan dukungan terhadap partai politik atau kandidat mana pun. Ruslan Tanoko, Wakil Direktur Utama Avian Brands menyampaikan bahwa kebijakan ini bukan sekadar dokumen formal, melainkan landasan strategis dalam transformasi keberlanjutan yang lebih terstruktur dan berdampak. “Kami percaya bahwa keberlanjutan harus menjadi sistem, bukan slogan. Dengan kebijakan baru ini, kami	Avian Brands Reinforces its Sustainability Policy and System Sidoarjo, August 29, 2025 - PT Avia Avian Tbk (Avian Brands) has reaffirmed its commitment to sustainable business practices by updating the company's Sustainability Policy. This represents a strategic step to reinforce a more structured and targeted sustainability management system that is aligned with both national and international standards. The updated Sustainability Policy reflects the company's strengthened commitment to broader and deeper ESG (Environmental, Social, and Governance) issues, including: • Long-term commitment to sustainable business practices, • Strengthening the environmental supply chain by encouraging environmentally friendly practices across the entire supply chain, • Enforcing a socially responsible supply chain by upholding human rights, ensuring fair working conditions, and complying with labor standards, • A complete and unconditional rejection of animal testing practices, • And Political neutrality, providing no support to any political parties or candidates. Ruslan Tanoko, Vice President Director of Avian Brands, emphasized how this policy is more than just a formal document, but a strategic foundation for a more structured and impactful sustainability transformation. “We believe sustainability must firmly establish a system, not just a slogan. With this updated policy, we are reinforcing the
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memperkuat integritas dan akuntabilitas seluruh rantai nilai kami,” ujar perwakilan manajemen Avian Brands.

Sebagai bagian dari penguatan sistem, **Avian Brands mengembangkan Sustainability Management System (SMS)** sebagai kerangka kerja strategis untuk mengelola seluruh aspek keberlanjutan secara terintegrasi dan berkelanjutan. Sistem ini tidak hanya berfungsi sebagai alat pemantauan, tetapi juga sebagai mekanisme pengambilan keputusan yang responsif dan berbasis data.

SMS ini mencakup:

- **Pelaporan bulanan kinerja keberlanjutan** kepada Top Management (Board of Directors dan Executive Leadership), guna memastikan transparansi, akuntabilitas, dan pengambilan keputusan yang tepat waktu.
- **Pembuatan dan pengelolaan database kinerja keberlanjutan** dengan penanggung jawab (PIC) yang ditetapkan secara jelas di setiap unit kerja, untuk memastikan keterlibatan lintas departemen dan konsistensi dalam pelaporan.
- **Penerapan siklus manajemen “Plan-Do-Check-Action (PDCA)”** yang terstruktur, agar setiap program keberlanjutan berjalan sesuai perencanaan, dapat dievaluasi secara berkala, dan ditindaklanjuti untuk perbaikan berkelanjutan.
- **Integrasi lintas fungsi** untuk menyinergikan inisiatif sustainability dengan proses bisnis utama, mulai dari Research Development and Innovation, produksi, supply chain, pemasaran, hingga pengembangan SDM dan CSR.

integrity and accountability of our entire value chain,” he said, representing Avian Brands’ management.

As part of system reinforcement, **Avian Brands develops the Sustainability Management System (SMS)** as a strategic framework to manage all sustainability aspects in an integrated and continuous manner. The system functions not only as a monitoring tool but also as a responsive, data-driven decision-making mechanism.

The SMS framework includes:

- **Monthly sustainability performance reporting** to Top-level Management (Board of Directors and Executive Leadership), to ensure transparency, accountability, and timely decision-making.
- **Creating and managing a sustainability performance database** with clearly designated PICs (Persons in Charge) across all business units, to ensure cross-departmental engagement and consistency in reporting.
- **Implementation of a structured “Plan-Do-Check-Action (PDCA)” management cycle**, to ensure that each sustainability program is executed as planned, regularly evaluated, and continuously improved.
- **Cross-functional integration** to harmonize sustainability initiatives with core business processes, from Research, Development, and Innovation, manufacturing, and supply chain to marketing, human resources development, and CSR.

Melalui pengembangan sistem ini, Avian Brands memastikan bahwa sustainability bukan hanya dijalankan sebagai inisiatif tambahan, tetapi menjadi bagian yang menyatu dalam budaya perusahaan dan strategi bisnis jangka panjang. Langkah ini juga memperkuat posisi perusahaan dalam menjawab tuntutan pemangku kepentingan, termasuk investor, lembaga pemeringkat ESG, dan regulator.

Sekilas Tentang PT Avia Avian Tbk

PT Avia Avian Tbk didirikan pada 1978 sebagai per usahaan manufaktur cat terintegrasi. Dikenal dengan nama Avian Brands. Selama lebih dari 4 dekade Avian Brands telah memberikan warna bagi kehidupan jutaan keluarga Indonesia, melalui aneka ragam produk-produk diantaranya Cat tembok Sunguard All in One, Supersilk Anti Noda dan Avitex, cat pelapis anti bocor No Drop, serta cat kayu & besi Avian.

Tercatat di Bursa Efek Indonesia (BEI) pada tanggal 8 Desember 2021 dengan kode saham (IDX: AVIA), AVIA merupakan pabrik cat dekoratif terbesar dan merupakan pemimpin pasar di industri cat dan pelapis dekoratif di Indonesia berdasarkan survei yang dilakukan oleh Frost & Sullivan.

Saat ini, AVIA menguasai ~24% pangsa pasar di industri cat dan pelapis dekoratif di Indonesia. AVIA memiliki kapasitas dan kemampuan manufaktur yang kuat melalui fasilitas manufaktur di Sidoarjo dan Serang. Integrasi vertikal memungkinkan AVIA untuk memproduksi bahan baku secara internal.

Through this system reinforcement, Avian Brands ensures that sustainability is not just an afterthought, but an integral part of the Company's culture and long-term business strategy. This initiative also solidifies the company's position in meeting the expectations of stakeholders, including investors, ESG rating agencies, and regulators.

PT Avia Avian Tbk at a Glance

PT Avia Avian Tbk was founded in 1978 as an integrated paint manufacturing company. Known as Avian Brands. For more than 4 decades, Avian Brands has colored the lives of millions of Indonesian families, through a variety of products including Sunguard All in One, Supersilk Anti Noda and Avitex in wall paints, No Drop waterproofing paint, and Avian wood & metal paint.

Listed on the Indonesia Stock Exchange (IDX) on December 8, 2021, with stock code (IDX: AVIA), AVIA is the largest decorative paint manufacturer and the market leader in the decorative paint and coating industry in Indonesia, based on the survey conducted by Frost & Sullivan.

Currently, AVIA has ~24% market share in the decorative paint and coating industry in Indonesia. AVIA has strong manufacturing capacity and capabilities through its manufacturing facilities in Sidoarjo and Serang, as well as vertical integration capability which enables AVIA to produce some of its raw materials internally.

Penjualan AVIA terbagi menjadi solusi arsitektur dan barang dagangan. Solusi arsitektur berkontribusi ~80% penjualan dan segmen barang dagangan berkontribusi ~20% penjualan. Sejak tahun 2020, Avian Brands memiliki pusat riset, pengembangan dan inovasi pertama di Indonesia bernama Avian Innovation Center (AIC) seluas 5.000 meter persegi. Sebagai wujud dari komitmen Avian Brands atas pengelolaan lingkungan, kesehatan dan keselamatan kerja, serta GCG (<i>Good Corporate Governance</i>) sesuai dengan standar internasional, Avian Brands telah berhasil memperoleh dan menerapkan ISO 9001:2015 (Sistem Manajemen Mutu), ISO 14001:2015 (Sistem Manajemen Lingkungan), ISO 45001:2018 (Sistem Manajemen Keselamatan dan Kesehatan Kerja), ISO 50001:2018 (Sistem Manajemen Energi), dan ISO 27001:2013 (Sistem Manajemen Keamanan Informasi). Keberadaan Avian Brands bertujuan untuk memberikan manfaat terdepan dan berkontribusi dalam mewarnai Indonesia.	AVIA's sales are divided into the architectural solutions and trading goods segments. The architectural solutions contributed ~80% of sales, and the trading goods segment contributed ~20% of sales. Since 2020, Avian Brands is equipped with the first research, development, and innovation center in Indonesia called the Avian Innovation Center (AIC), covering an area of 5,000 square meters. As a manifestation of Avian Brands' commitment to environmental management, occupational health and safety, and GCG (Good Corporate Governance) in accordance with international standards, Avian Brands has successfully obtained and implemented ISO 9001:2015 (Quality Management System), ISO 14001:2015 (Environmental Management System), ISO 45001:2018 (Occupational Health and Safety Management System), ISO 50001:2018 (Energy Management System), and ISO 27001:2013 (Information Security Management System). The presence of Avian Brands aims to provide leading benefits and to contribute to creating a more colorful Indonesia.
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Untuk keterangan lebih lanjut, silahkan menghubungi: Sekretaris Perusahaan Email: corsec@avianbrands.com investor.relations@avianbrands.com  PT Avia Avian Tbk  @avianbrands  Avian Brands https://avianbrands.com/	For further information, please contact: Corporate Secretary Email: corsec@avianbrands.com investor.relations@avianbrands.com  PT Avia Avian Tbk  @avianbrands  Avian Brands https://avianbrands.com/
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