

Penjualan Avian Brands Tumbuh 14,5% di Kuartal III 2025, Pertumbuhan Ini Semakin Memperkuat Posisi Avian Brands Sebagai Pemimpin Pasar Cat Dekoratif

Surabaya, 30 Oktober 2025 - PT Avia Avian Tbk ("Avian Brands"), pemimpin pasar industri cat dekoratif di Indonesia, kembali konsisten mencatatkan pertumbuhan kinerja yang positif. Di tengah tekanan ekonomi yang masih berlangsung, Avian Brands mencatat total pendapatan konsolidasi sebesar Rp 2 triliun pada kuartal ketiga 2025, tumbuh *double-digit* sebesar 14,5% dibandingkan periode yang sama tahun sebelumnya, didukung oleh pertumbuhan volume penjualan sebesar 8,2% *year-on-year*.

Pertumbuhan kinerja pada kuartal ketiga tahun ini didorong oleh peningkatan pada ketiga segmen utama Perseroan, dimana segmen cat tembok dan pelapis anti bocor berhasil membukukan pertumbuhan *double-digit*.

Sebagai bagian dari strategi untuk memperkuat posisi pasar, Avian Brands melanjutkan kegiatan promosi dan pemasaran yang agresif, khususnya untuk mempercepat pertumbuhan pangsa pasar di tengah ekonomi yang menantang. Namun di saat yang sama, Perseroan juga menjaga pengendalian biaya secara disiplin untuk memastikan profitabilitas yang sehat dan berkelanjutan dalam jangka panjang.

Sampai dengan sembilan bulan pertama, margin profitabilitas tetap terjaga dengan baik dimana margin laba kotor tercatat sebesar 42,9%, margin EBITDA 25,2%, dan margin laba bersih 20,0%.

Avian Brands berhasil mempertahankan momentum pertumbuhan melalui konsistensi tim Perseroan dalam mengeksekusi strategi secara disiplin dan terfokus. Keberhasilan ini

Avian Brands Recorded 14.5% Sales Growth in Q3 2025, Further Strengthening Its Position as the Market Leader in Decorative Paints

Surabaya, October 30, 2025 – PT Avia Avian Tbk ("Avian Brands"), the market leader in Indonesia's decorative paint industry, continues to consistently record positive growth. Amidst ongoing economic pressures, Avian Brands recorded total consolidated revenue of IDR 2 trillion in Q3 2025, marking a double-digit growth of 14,5% compared to the same period last year, supported by an 8.2% year-on-year growth in sales volume.

Performance growth in Q3 this year was fueled by improvements in the Company's three main segments, with the wall and waterproofing segments posting double-digit growth.

As part of the strategy to solidify its market position, Avian Brands continues to pursue aggressive promotional and marketing activities, particularly aimed at accelerating market share expansion amid challenging economic conditions. At the same time, the Company also maintains cost discipline to ensure healthy and sustainable profitability in the long run.

For the first nine months, profitability margins remained solid, recording a gross profit margin of 42.9%, an EBITDA margin of 25.2%, and a net profit margin of 20.0%.

Avian Brands is successful in keeping its growth momentum through consistent and focused execution of its strategies. This achievement is reflected in various initiatives

tercermin dari berbagai inisiatif yang dijalankan sepanjang kuartal ketiga, mulai dari ekspansi jaringan distribusi, peluncuran produk baru, hingga peningkatan operasional internal yang semakin tangguh dan adaptif terhadap dinamika pasar.

Perseroan menambah empat pusat distribusi milik sendiri selama periode kuartal ketiga, sehingga total pusat distribusi Avian Brands kini mencapai 144 titik yang tersebar di seluruh Indonesia. Ekspansi ini memperkuat komitmen perusahaan dalam memberikan layanan terbaik kepada lebih dari 59.000 toko bangunan di seluruh nusantara.

Sejalan dengan eskpansi ini, Avian Brands juga meluncurkan tiga produk inovatif terbaru sebagai bentuk nyata komitmen dalam memenuhi kebutuhan konsumen. Tiga produk tersebut diantaranya Avian Platinum (Kayu & Besi), No Drop Kolam Ikan 2 Komponen (Pelapis Anti Bocor), dan GM 225 Plamir Instan (Semen Instan). Ketiga produk ini merupakan hasil dari pendekatan proaktif tim Riset, Pengembangan, dan Inovasi (RDI) dalam merespons tren pasar serta menghadirkan solusi inovatif yang relevan.

Dengan kombinasi antara kekuatan distribusi, inovasi produk, dan peningkatan proses internal, Avian Brands terus memperluas pangsa pasar dan semakin memperkuat posisinya sebagai pemimpin pasar cat dekoratif di Indonesia.

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

carried out throughout Q3, from distribution network expansion and launch of new products to internal operational improvements that are increasingly resilient and adaptive to market dynamics.

In Q3, the Company added four new wholly-owned distribution centers, bringing the total number of Avian Brands' distribution centers to 144 locations across Indonesia. This expansion further emphasizes the company's commitment to providing the best service to over 59,000 building materials stores nationwide.

In line with this expansion, as a testament to its commitment to meeting consumer needs, Avian Brands also launched three innovative new products, Avian Platinum (Wood & Metal), No Drop Kolam Ikan 2 Komponen (Waterproofing), and GM 225 Plamir Instan (Instant Cement). These products are the culmination of proactive approaches taken by the Research, Development, and Innovation (RDI) team in responding to market trends and delivering relevant, innovative solutions.

By combining distribution strength, product innovation, and improved internal processes, Avian Brands continues to expand its market share and strengthen its position as the leader in Indonesia's decorative paint market.

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

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. 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	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. 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
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Kerja), ISO 50001:2018 (Sistem Manajemen Energi), dan ISO 27001:2022 (Sistem Manajemen Keamanan Informasi). Keberadaan Avian Brands bertujuan untuk memberikan manfaat terdepan dan berkontribusi dalam mewarnai Indonesia.	Safety Management System), ISO 50001:2018 (Energy Management System), and ISO 27001:2022 (Information Security Management System). The presence of Avian Brands aims to provide leading benefits and to contribute to creating a more colorful Indonesia.
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/	<i>For further information, please contact:</i> Corporate Secretary Email: corsec@avianbrands.com investor.relations@avianbrands.com  PT Avia Avian Tbk  @avianbrands  Avian Brands https://avianbrands.com/