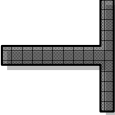


Study on Industry and Market of **CHOCOLATE CONFECTIONERY** in Indonesia, 2008

 The prospect of chocolate confectionery market in Indonesia is encouraging. The market of chocolates is wide open with relatively few producers. The market targets are people in the age group of 10-24 years who make up around 30% of the country's population of 220 million.

PT Ceres is an example of successful producer of chocolate confectionery in Indonesia. The company with products -- SILVER QUEEN, TOPS and DELFI -- has a large share of the market in Indonesia.

The success of PT Ceres has apparently prompted Cadbury and Nestle, two world's food giants, to have a share of the Indonesian market. The products of the two companies -- CADBURY and KIT KAT -- compete well against SILVER QUEEN, TOPS and DELFI in the market. Among the local producers PT Dolphin SICM leads with its brand of BELLE

International market is also still wide open for Indonesian products of chocolates. Indonesian producers have exported chocolates to more than 100 countries. In the past five years exports have increased 23.16% annually on the average. In 2007, exports were valued at US\$ 13.54 million or around Rp121.8 billion.

PT CORINTHIAN Infopharma Corpora has carried out a study of chocolate confectionery industry and market in the country and compiled data from the study in a report. The study report titled **Study Industry and Market of CHOCOLATE CONFECTIONERY in Indonesia 2008**, present complete data outlined as follows:

Profile of Chocolate Confectionery Industry in Indonesia

- Chocolate confectionery industry has existed for years in Indonesia. Which is the largest ?
- How is the industry expanding in Indonesia ?

Development of chocolate production in Indonesia

- How is the production growing ?
- What was the production in 2007 ?

✍ Production by companies

- Which company is the largest producer ?
- What is the position of PT Mayora Indah ?

✍ Exports and Imports of Chocolate

- How have exports and imports expanded?
- What is the value?
- What are the countries of export destination?

✍ Indonesia's Consumption of Chocolate Confectionery

- How about the expansion of chocolate consumption in the past five years?
- What was the consumption in 2007 ?
- What is per capita consumption ?
- What is the market value?

✍ Chocolate Market in Indonesia

- Brands like SILVER QUEEN, BENG BENG, CADBURY are jostling for a place at supermarket display shelves . Which of them is the biggest?
- What is the market share of each brand?

✍ Business Value of Chocolate

- What was the business value of chocolate confectionery in 2007 ?
- What is the market share of each product?
- What is the market share of PT Ceres?
- What are the shares of PT Mayora Indah, PT Cadbury Indonesia and PT Nestle Indonesia?
- How about the role of each brand?

✍ Directory of Chocolate Confectionery Companies in Indonesia

A comprehensive 130-page report in Bahasa Indonesia or English is available at a price of US\$600 (in rupiah on current exchange rate) a copy. Order can be made by filling in the form enclosed and send it to us. Please call Mr. Bramantio, S.E. for further information.

Thank you very much for your attention.

Yours sincerely,



Syafri Ahmad Siregar
Managing Director