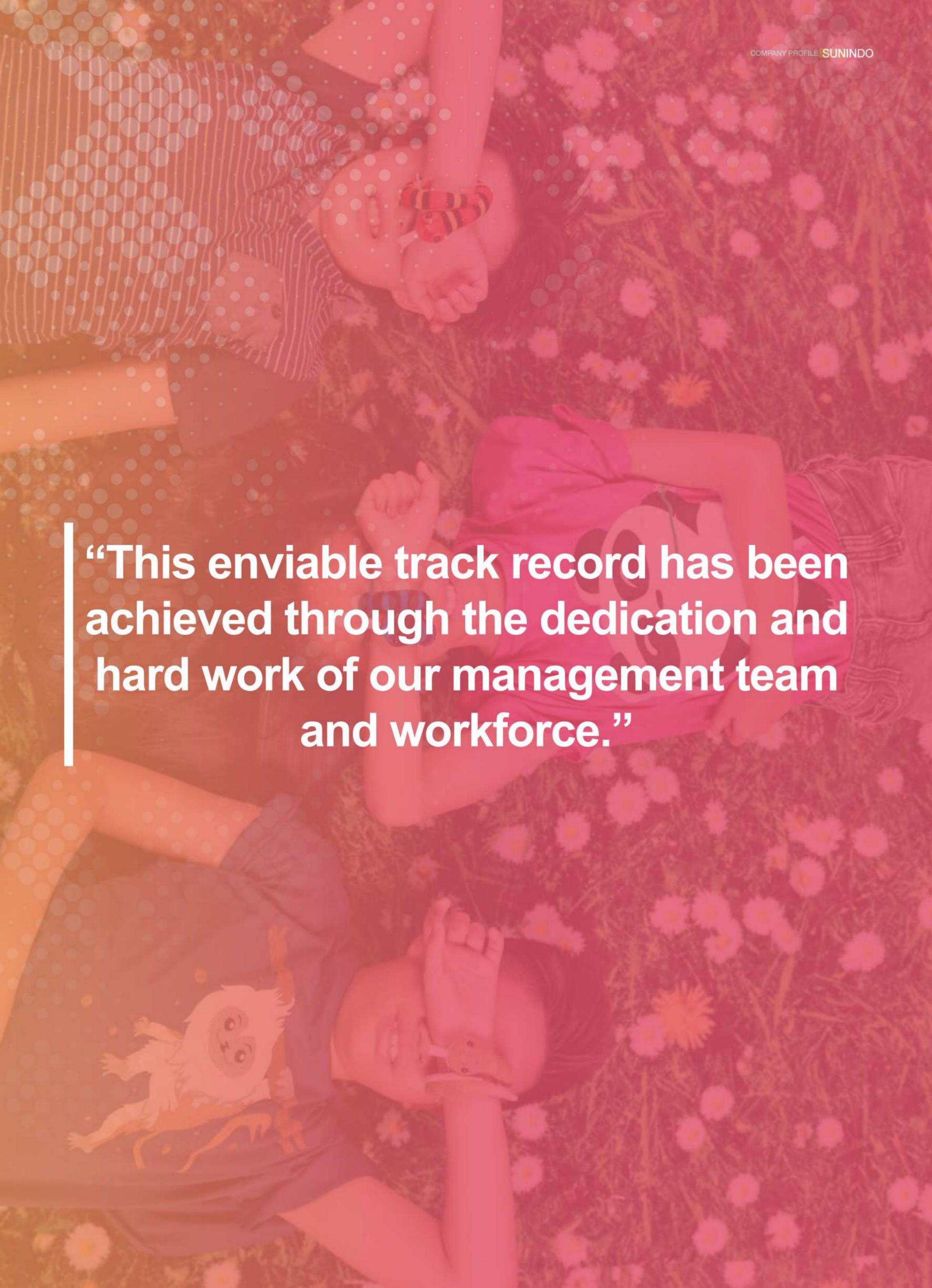




COMPANY PROFILE 2021

Factory : Cileungsi - Bekasi Km 22,5
Cileungsi, Bogor 16820
Indonesia





“This enviable track record has been achieved through the dedication and hard work of our management team and workforce.”

TABLE OF CONTENT

The Story
Global Toy Industry
Indonesia Toy Industry
Who We Are
Our Vision & Mission
Our Values
Corporate Cultures
Sales Distribution
Our History
The Best Design
The High Quality Products
The Best Team & Cultures
Strong Management
ISO, QC, Certification & Safety
Social Compliance
Our Portfolios
Our Licensed Products
Our Client
OZco
OZco Mini Animal
OZco Fantasy

“ A best friend is like a four leaf clover, hard to find, lucky to have.”



THE STORY

Some of our beautiful memories come from the moments we spend with our favorite toys, from the day we take our first step even until we become grown-ups. Toys do more than entertaining and keeping children occupied. Properly chosen, they should aid a child's physical, mental, social and emotional development.

“A true best friend will bring joy and happiness into our lives, and all our children deserve the best we can give to them.”

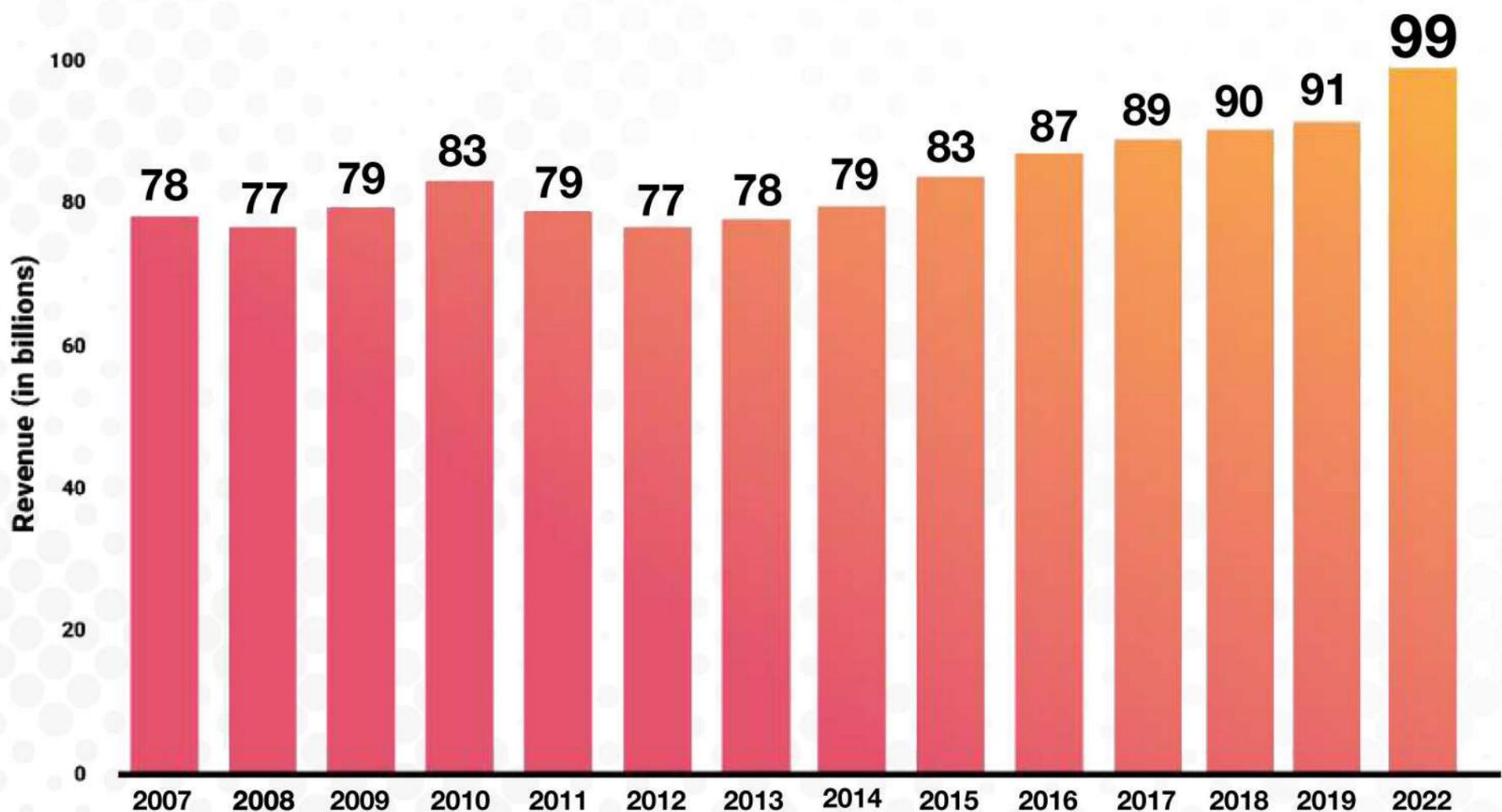
Playing is universally recognized as a vital part of learning and growing, because toys are such an important ingredient of play, they are invaluable to a child's development into a mature and confident adult.

Global Toy Industry

The toy industry is dedicated to not just putting smiles on the faces of children but also on the faces of all the men in the business. Global toy sales experienced significant continual growth throughout the years.

Global toy market revenues from 2007 to 2019 had a very positive growth number. In 2019, the total revenue of the world toy market was 91 billion U.S. dollars, and the NPD predicts that the market overall will top \$99 billion in 2022.

TOY INDUSTRY GLOBAL REVENUE



Indonesia Toy Industry

The toy industry in Indonesia has already shown its value in the global market competition. Now a days, Indonesia is one of the main players in the global toy industry.

The outlook of the domestic toy business is quite prospective because Indonesia has the largest population in the ASEAN region with an average birth rate of 4.5 million people per year and has become the largest market in Southeast Asia.

The domestic labor absorbtion in the toy industry reached 25 thousand people with 10.7 billion rupiah productions value in 2018. Total toy exports were worth 319,93 million USD with year on year growth averaging 5,79% much larger compared to the imports which only reached 140 million USD.





Who We Are

SUNINDO is an Indonesia based global toy company located in Cileungsi West Java Indonesia that over the past 30 years has become one of the foremost plush / stuffed toy manufacturers in Asia.

This enviable track record has been achieved through the dedication and hard work of the management team and workforce.



However, even then it would not have been possible without the support of the partners / suppliers from around the world.

That trust lead them to produce the best in quality products that has eventually been loved by children across the globe.



Mr. Iwan Tirtha

President Director Sunindo

Our Vision

To be a well known company, locally and internationally, that provides a vast range of innovative products for the kids market.



Our Mission

To develop and deliver the most innovative products, provide helpful customer experience, and deliver quality services that contribute to brand strength, establish competitive advantages, and enhance profitability.

Our Values

- To serve beyond expectation
- Advancing creativity
- Persistence and continuous improvement
- Highest performance effort



Corporate Culture

Integrity

Discipline

Proactive

Frankness

Loyalty

Professionalism

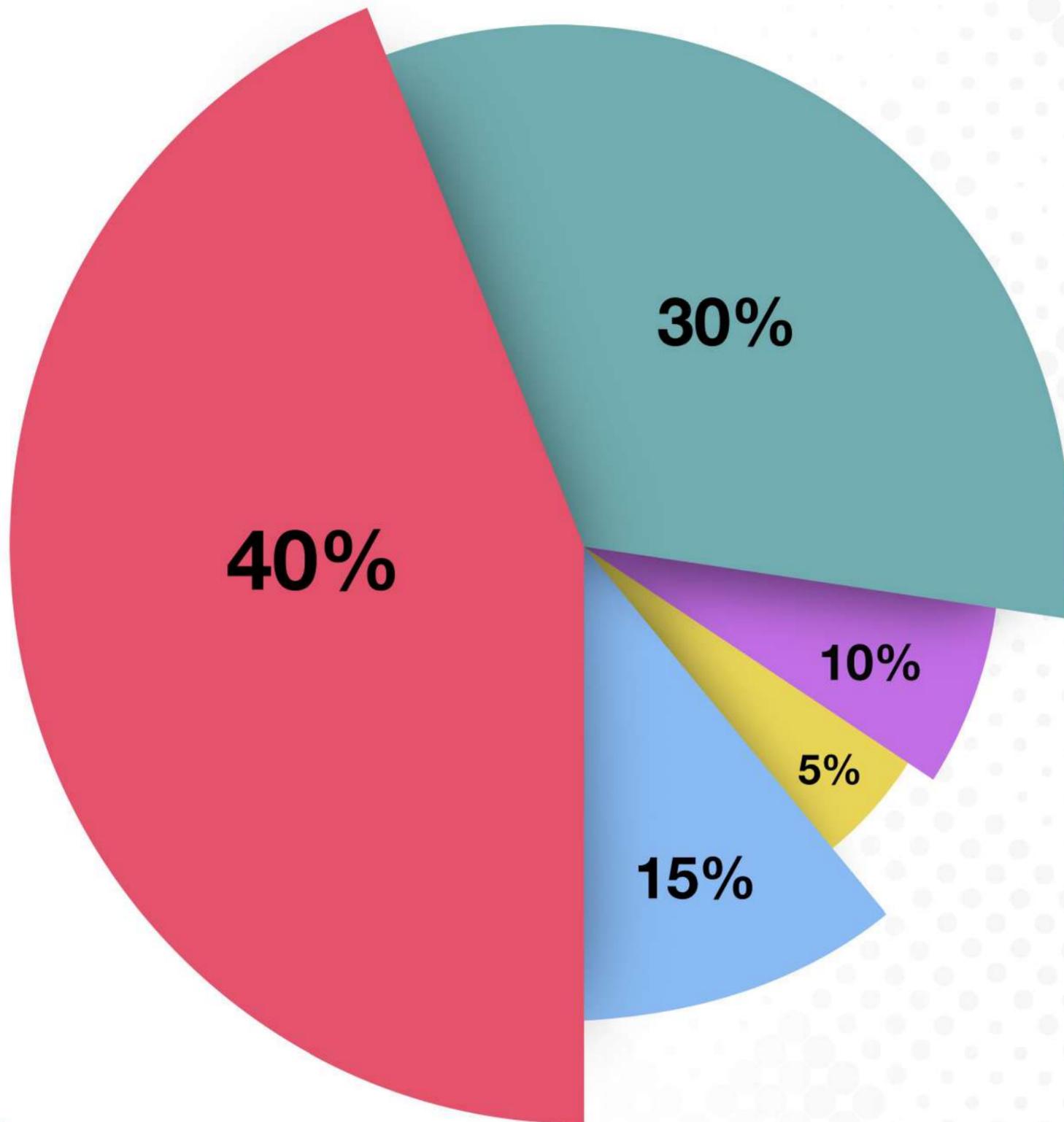
Respect

Team Work



Sales Distribution

The sales distribution of the company has reached the global market, with 30% in North America and Canada, 40% in Europe region, 10% in Australia, 5% Asia, and 15% Domestic.



- Europe Region
- North America & Canada
- Australia
- Asia
- Domestic



Our History

“We were able to become more confident in dedicating ourselves and to seeing our future in the toy industry...”

The journey of SUNINDO began in 1991 with only 10 founders who went to Korea to learn the process of toy production, and then went back to Indonesia to initiate preparations for the factory's establishment.

"In 1991, when we went abroad to Korean to learn, more professionally, the production process of toys. After a few months studying every single thing about the toy industry, from how to do the market research, implementing the results, until the technical aspects of the production, we were able to become more confident in dedicating ourselves and seeing our future in the toy industry, especially in plush or stuffed toys."



In 1992, the factory began the operations with 160 employees and 100 units of sewing machines, plus other supporting tools and machines.

After that, SUNINDO started to gain its first successful path by becoming the official partner as the supplier and distributor of international toy brands such as TJ Maxx, Nature Planet, Living Puppet, and Folkmanis. The number of the factory's employees increased from 160 to 469, and the amount of sewing machines also increased from only 100 units to 200 units.



In 1999, SUNINDO decided to do an expansion of the factory area from 5000 meter to 6000 meter. During that, the US market also increased by 40%. With the large capacity of the factory, SUNINDO also boosted the production number by adding more employees to 690 people and 300 sewing machines.



BOCCHETTA
PLUSH TOYS CREATING JOY SINCE 1948



From 2000 to 2005, the domestic market reached 15% of sales, while in the global market the company successfully made agreements with more prestigious brands such as Bochetta, Wild Republic, Artesavi, and MATTEL. There are more than 700 employees with more and more sophisticated machines in the factory such as embroidery and laser machines.



In 2015, the company underwent an evolution of management to achieve much greater operational efficiency, effectivity, while upgrading the production capacity such as 600 additional machines and more than 1000 employees on the factory.



From 2018 - 2020, we did upgrade on our machinery. We use lasers, auto trim (automated machinery) which influence the efficiency in number of employee 800 & sewing machine to 440.

SUNINDO can produce a wide variety of stuffed toys and has every confidence in their capability to supply their esteemed customers with the best products in the stuffed toys industry in the world.

“ Our commitment is to provide satisfaction to our customers through quality service and good product. ”

The Best Design

"Our commitment is to provide satisfaction to our customers through quality service and good products."

To provide the best possible service to the customers, Sunindo Adipersada's design team has the capability to develop our own character items and to develop the requested samples in the shortest time possible.

With their high level of creativity and expertise, the designers can transform almost any idea into a plush/stuffed design that meets the customer's requirements ability to create realistic figures.



The High Quality Products



SUNINDO believe that their firm commitment to their esteemed customers - to deliver cost saving, good service and timely delivery of high quality plush/stuffed toy products - has contributed considerably to the company's rapid growth and success.

To ensure that they maintain their leadership in plush/stuffed toy production, their modern factory is continually being updated with the latest programs and tools to achieve the best results.

These achievements have and can only be possible through hard work, smart work and consistent yet persistent dedication through the company's journey.



The Best Team & Cultures

The company realizes that the background to every success story, is not only due to the availability and how lucrative the markets are or how up to date and sophisticated the factory machines, or even how large the size of the building and number of employees, but also because of the top quality of every single person who works together as a team.

That is why the company has developed a culture to maintain, which is Integrity, Discipline, Proactiveness, Frakness, Loyalty, Professionalism, Respect and Team Work.

These corporate cultures will ensure the company's future of being the leader of the industry and the number one toy manufacturer in the world.



SUNINDO believe that their firm commitment to their esteemed customers - to deliver cost saving, good service and timely delivery of high quality plush/stuffed toy products - has contributed considerably to the company's rapid growth and success.

Strong Management



SUNINDO has everything that our business partners or clients need, either it's the products quality or the best services. The team will make sure that the customer will get the best toy products that come from top quality materials, sophisticated and unique yet fun designs.

And the most important thing, these products have already been legally certified internationally for their top quality product and production process.



“ We want our product to bring happiness to end users, our customers, our staff and employees, and to the environment and any person who handles our products.”

ISO, QC, Certification & Safety

1998	2003	2009	2018
 <p>ISO 9001 v2000</p>	 <p>TQM Recognition from BSN & JICA*</p>	 <p>ISO 9001 v2008</p>	 <p>ISO 9001 v2015</p>

*BSN : Badan Standarisasi Nasional
JICA : Japan International Cooperation Agency

In 2003, SUNINDO was chosen by Badan Standarisasi Nasional (BSN - National Standardization Agency Indonesia) and Japan International Cooperation Agency (JICA) as the model company of applying the Total Quality Management (TQM).

For the future growth, the company use the Total Quality Management as the main foundation in all the activities at their company in the way to reach Total Customer Satisfaction.

ISO, QC, Certification & Safety

In their consistent effort to make sure that only products of the highest quality leave the factory, they apply the ISO 9001 quality management System and have the CE label for the quality.

The other ISO, QC, certification and Safety recognitions are EN-71, ASTM, CPSIA, REACH Test, LGA, SASO, SNI and Mattel Standard Test.



Social Compliance



SUNINDO has also guaranteed the social compliance for all the distribution and supply channel including the health, security, and rights of the employee.

This social compliance aspect has already received a recognition from ICTI (International Council of Toy Industries), MATTEL, MBCU, CHEBO, AS/NZS and CT-PAT.



“We can produce a wide variety of stuffed toys and have every confidence in our capability to supply our esteemed customers with the best products in the stuffed toys industry.”



OUR PORTFOLIOS

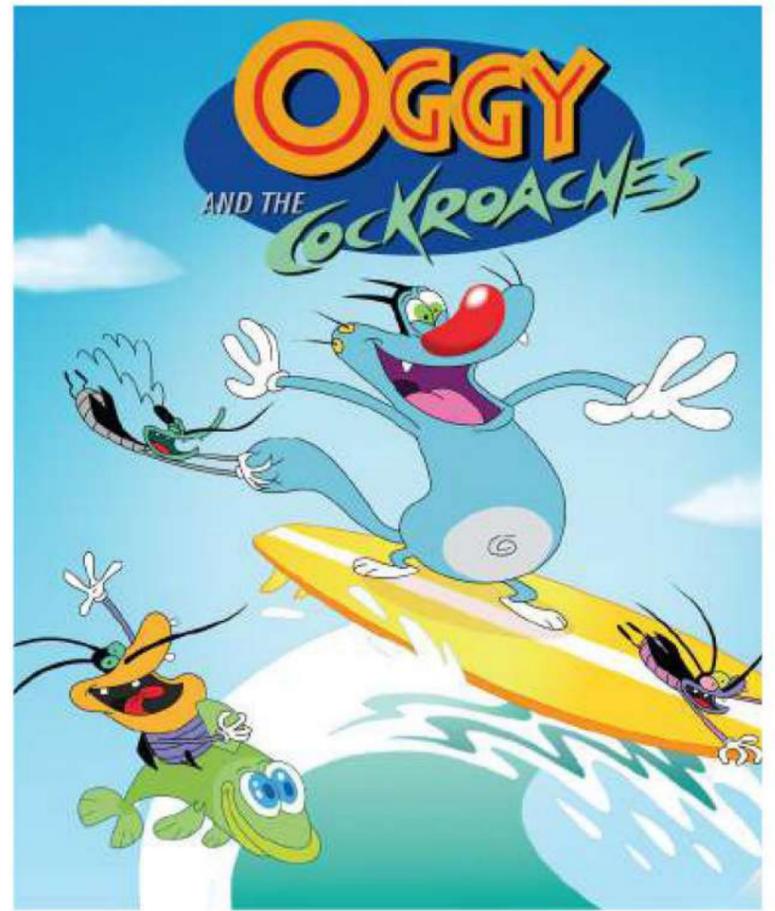


Our Licensed Products

Oggy & The Cockroaches

Oggy & The Cockroaches, know as Oggy et les Cafards in French, often referred to as simply Oggy, is a French animated children's television series produced by Gaumont Multimedia and Xilam Animation from 1998 and still being produced and distributed around the world until now.

SUNINDO became one of the official toy manufacturers that produce the official toy merchandise of this cartoon franchise, which has greatly added to the company's credibility.



ICE AGE

Ice Age is an American franchise media movie produced by Bluesky Studios under Walt Disney Company since 2002 and already had 5 successful movies in a row until 2016. As of April 2016, the franchise had generated \$6 billion in revenue, making it one of the highest-grossing media franchises of all time.



By the company credibility, SUNINDO also become one of the official toy company that produce the official toy merchandise of this franchise movie.

"Who doesn't know the well known characters from one of the most successful Walt Disney movies, Ice Age. This is also one of our portofolios, and it's one of the best in the few past years."



Our Clients

From the year of 1991 until recent, SUNINDO has already proven it's credibility as one of the foremost plush or stuffed toy manufacturers globally with the long and prestigious list of clients.



Manufacture Reference License





The company has its own plush/stuffed toys brand, namely OZco. OZco is a corporate brand which was launched in 2014. OZco products use the softest raw materials and are easy to clean. The OZco brand was made in order to meet the request from individual customers who require a special plush/stuffed toys design.



OZco Mini Animal

mini ZOO

OZco Mini Zoo
These mini version plush of zoo animals is the strongest collection of OZco Mini Animals. The beautiful material and attention to detail that makes this plush stand out from other animal plush.



Mini Zoo Playset
8 inch
25001A

mini Bird Park



Mini Birds Playset
8 inch
25003A

OZco Mini Bird Park
The birds plush create a colorful theme on OZco Mini Animals, soft feel material with bright color combined with silkscreen printing and finishing process even make the items looks beautiful and real.

mini Ocean

OZco Mini Ocean
OZco's plush created a fun and variety collection from OZco Mini Animals, children able to play and learn about under the sea creatures.



Mini Ocean Playset
10 inch
25002A

mini Pets



Mini Pets Playset
7 inch
25004A

OZco Mini Pets
This adorable OZco Mini Pets collection are the perfect companion for children who play it and also becomes their cute buddy.
It is represent most of lovable Cat and Dog also will go everywhere your life child goes to.

mini FARM

OZco Mini Farm
A cute and friendly farm buddies, made with high quality material, let your children learn how to love farm animals and learn about them in the most fun way.



Mini Farm Playset
8 inch
25005A



OZco Fantasy

Club Unicorns

Club Unicorns
Meet The Club Unicorns: Rainbow, Popcake, Cloudy and Goldy. They made rainbow, stars, night sky and sunset for us. With their magical power, they will make our life happier and more colorful.

Goldy 10 inch 40001	Cloudy 10 inch 40002
Rainbow 10 inch 40003	Popcake 10 inch 40004

Lily & Friends

Lily & Friends
Let's join with our 4 beautiful mermaids who guard the ocean from human threats. They all are have special abilities to keep their beautiful ocean safe.

Lily 9 inch 41001	Ashley 9 inch 41002	Olivia 9 inch 41003	Meghan 9 inch 41004
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PALEO WORLD

PALEO WORLD
Great and strong dinosaurs are now present at OZco Paleo World. Four dinosaurs have joined, there are Trevor the great T-Rex, Jane the tall Branchiosaurus, Osiris the strong Triceratops and Fury the flying Pteranodon.

Trevor 10 inch 42001	Fury 8 inch 42002
Osiris 9 inch 42003	Jane 14 inch 42004



X *Macan* by PORSCHE





TOYOTA RACING DEVELOPMENT
X TRD

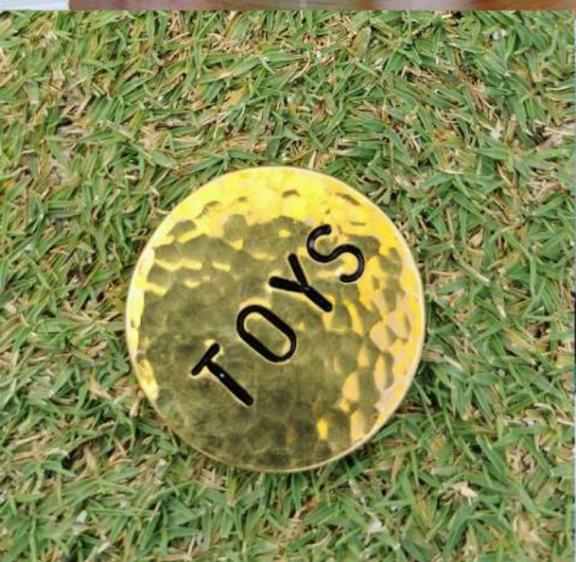


A photograph of two men in dark suits and ties, smiling and engaged in conversation. The man on the left is looking towards the man on the right. The background is a warm, wood-paneled wall.

“ To be a well - know and competent toy manufacturer of global scale through enhanced products and customer service development. ”

A photograph of three people—two men and one woman—smiling warmly. They are wearing light blue button-down shirts. The background is a brightly lit industrial factory floor with various pieces of machinery and equipment.

“ To make a better society life with love and care. ”





SUNINDO

PT. SunindoAdipersada.Tbk

Factory : Cileungsi - Bekasi Km 22,5

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Indonesia