

Overall analysis/ Product Profile Results

PT Lion Super Indo's Retailer Profile

Headquarters Operating Brands

Netherlands Super Indo, Super Indo Express

Market Share (Formal Retail Market)¹

1-3%

Geographic CoverageRegional (Java, Sumatra)

Type of Ownership

Private

Primary Retail Format

Supermarkets

Primary Consumer Segment

Middle-income

Operation Model

Corporate control / Centralized

Important - The findings of this Assessment regarding retailers' performance rely to a large extent on information shared by retailers, in addition to information that is available in the public domain. Several factors beyond the retailers' control may impact the availability of information. Therefore, in the case of limited or no engagement by such retailers, this Assessment may not represent the full extent of their efforts.

Footnote:

1. Euromonitor International, Staple Foods Industry edition, 2024

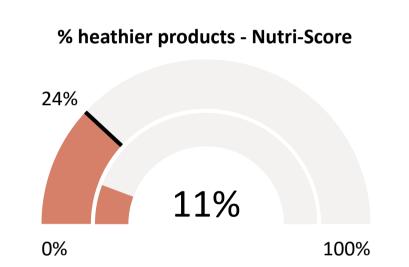
Overall Product Profile Results

The results below show the percentage of "healthier" products, or products passing the model's criteria, for the retailer's overall portfolio, as assessed by different nutrient profiling models.



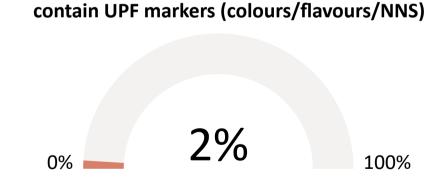
Of 105 private label products assessed across all applicable categories, 17% are considered healthier based on the **HSR model** and healthier threshold of 3.5 stars or above.

The **Health Star Rating (HSR)** is a front-of-pack interpretive nutrition labelling system designed to help consumers make healthier choices. It scores products from 0.5 (least healthy) to 5 stars (most healthy), based on nutrients to limit (energy, sodium, total sugar, saturated fat) and positive food components (fruit/vegetable content, protein, fiber) on the basis of nutritional composition per 100g or 100mL across one of six categories. Products scoring 3.5 stars or higher are considered 'healthier'. ATNi uses the HSR in its Global Index and Country Spotlight Indexes to enable cross-company comparisons.



Of 105 private label products assessed across all applicable categories, 11% are considered healthier based on the **Nutri-Score** grades of A + B (represented by the inner arch of the graph). When extending the definition to include grade C (A + B + C), 24% of private label products are considered healthier (outer arch), allowing flexibility depending on the context and purpose of comparison.

The **Nutri-Score model** was also used to assess the proportion of products in each retailer's portfolio that receive each of the five categories: from category A (dark green), indicating higher nutritional quality, to category E (dark orange), indicating lower nutritional quality.

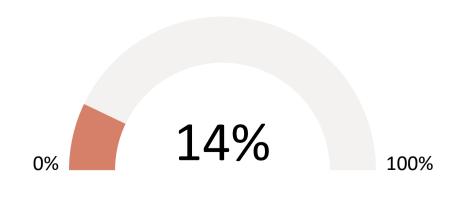


% products low in fat, sugar, salt and do not

Of 102 private label products assessed across all applicable categories, 2% are **non-HFSS** (so not High in Fat, Salt and Sugar) and **non-UPF** (no colours/flavours/NNS as markers of Ultra-Processed Food) products.

The **HFSS + colours/flavours/NNS approach** (Popkin et al. 2024) combines HFSS (high in fat, sugar, and salt) thresholds with common UPF markers (in this case: colours, flavours, and non-nutritive sweeteners) to flag less healthy food and beverage items.





Of 247 private label products assessed across all applicable categories, 14% meet the **WHO SEARO** eligibility criteria for marketing to children.

The **WHO SEARO** model is a nutrient profile model for use and adaptation by Member States of the WHO South-East Asia Region when developing policies to restrict food marketing to children.



Topic A: Nutrition Prioritization

Findings Recommendations Recognition of nutrition Recognition of nutrition While not published on Super Indo's public domain directly, the company Super Indo is recommended to publish the results of either its own Double Materiality <u>Link</u> confirmed to ATNi that it takes direction from its co-owner Ahold Delhaize's assessment, or Ahold Delhaize's, on its own public domain. Similarly, it is encouraged to identify and disclose nutrition-related enterprise risks, including potential business Double Materiality assessment, which clearly identified 'customer health & nutrition' as a material issue. Similarly, the company confirmed that Super Indo impacts of changing consumer preferences and health consciousness, reputational reports to Ahold Delhaize's enterprise risk management (ERM) assessment, risks, and possible future regulatory requirements. although Ahold Delhaize did not explicitly recognize nutrition-related risks in its Addressing & prioritizing nutrition public enterprise risk register. Super Indo is encouraged to build on its current efforts by further integrating nutrition Addressing & prioritizing nutrition considerations across its commercial business functions. This could include developing Super Indo's 'Purpose' statement is to "make healthy food accessible and specific objectives and activities to improve access to and affordability of healthy foods, <u>Link</u> affordable, anywhere, anytime". One of the main pillars of its sustainability and publishing a comprehensive multi-year plan for delivery. This would help the strategy is "Healthier choices", which emphasizes the provision of "fresh, quality, company meet growing expectations from consumers, civil society, and regulators to and affordable products" as well as helping to inform consumer choices through play an active role in addressing and preventing rising rates of overweight and obesity the us sugar content indicators on its products. in Indonesia, while differentiating itself from competitors and supporting long-term, sustainable growth. **Nutrition governance & accountability Nutrition governance & accountability** While not publicly stated, Super Indo confirmed to ATNi that its nutrition <u>Link</u> strategy is overseen by members of its (executive) 'Steering Committee' and In order to improve its transparency, Super Indo is encouraged to publish details of its 'Board of Management'. Similarly, it confirmed that, like its co-owner Ahold governance arrangements for nutrition in Indonesia, including Board oversight, formal Delhaize, nutrition-related KPIs are part of its executive team's KPIs for executive accountability, and the nutrition-related KPIs to which executive remuneration incentives. However, it did not share supporting evidence, or remuneration is linked. specify what the nutrition-related KPI is.



Topic B: Portfolio Improvement

Recommendations **Findings Nutrition targets and reporting** Nutrition targets and reporting The company does not currently have a target in place to increase sales of either Super Indo is strongly recommended to track the sales of products — starting with its <u>Link</u> private label portfolio — that meet a formal definition of 'healthier', such as those 'healthier' products or fruits and vegetables, nor does it report on the proportion of sales derived from such products. It previously had a target to classified as Nutri-Level 'A/B' or carrying the 'Healthier Choice' logo. The results should ensure that 80% of private label sales were derived from 'nutritious products' by be published annually, ideally according to ATNi's proposed NPM reporting guidelines. 2020. The company informed ATNi that it used the 'Healthier Choice' criteria to The company is also strongly encouraged to set an ambitious, timebound target to define 'healthier' products, which is endorsed by the Government of Indonesia, increase the proportion of total food sales derived from products meeting this but did not provide supporting evidence. It stated that it continues to track this definition. Setting targets and transparently reporting in this way not only helps to metric internally. focus internal efforts, but also builds stakeholder trust by demonstrating accountability and a commitment to promoting healthier consumer choices. No evidence of targets or reporting was found relating to the reduction levels of **Defining 'healthier' products** key nutrients of concern or increasing levels of positive ingredients in its private Super Indo is recommended to publish information about its use of the 'Healthier label portfolio. Choice' criteria to define healthier products and what purposes this classification is **Defining 'healthier' products** used for. It could also consider adopting Nutri-Level 'A/B'. The company informed ATNi that it used the government-endorsed 'Healthier Choice' criteria to define 'healthier' products, but did not provide supporting evidence, nor specify the specific purposes it is used for.



Topic C: Pricing & Promotions

Recommendations Findings Affordability of healthier products Affordability of healthier products Affordable nutrition is enshrined in the company's 'Purpose' statement: "We Building on its overall commitment to affordability, Super Indo is encouraged to <u>Link</u> make healthy food accessible and affordable, anywhere anytime". It explains develop a dedicated strategy to increase the affordability of 'healthier' products that it achieves this by offering regular promotions on fresh fruit and vegetables specifically, ensuring that these are priced more competitively relative to less healthy sourced from local partners. In its feedback to ATNi, Super Indo emphasized options. This should include defining how affordability will be measured in Indonesia, that, as a company, it mostly caters to the middle-income segment. and targets to increase the availability and affordability of 'healthier' products. Ideally, these efforts would be complemented by a strategy to improve the accessibility of **Price promotions & loyalty rewards** affordable, healthy products for lower-income consumers. Super Indo states that it offers regular promotions on fresh fruit and vegetables <u>Link</u> **Price promotions & loyalty rewards** sourced from local partners, such as the weekly "Pilihan Segar Minggu Ini!" (Choose Fresh This Week!) promotion. However, specific information about Super Indo is encouraged to leverage its loyalty rewards program to actively incentivize the purchase of 'healthier' products, ideally through ongoing or permanent these promotions was not found. mechanisms. The company is also encouraged to develop a program or policy to ensure that a greater share of price promotions are applied to 'healthier' products throughout the year, or to reduce promotions on less healthy products. The company could also consider tracking and publicly reporting quantitative data on its initiatives, such as the weekly "Pilihan Segar Minggu Ini!" (Choose Fresh This Week!) promotion, to demonstrate their reach and impact.



Topic D: Responsible Marketing

Findings Recommendations In-store marketing techniques In-store marketing techniques No evidence was found in the public domain of policies or Super Indo is encouraged to develop initiatives to increase the proportion of healthier products that are initiatives addressing the in-store positioning of healthier versus prominently displayed in high-traffic areas of stores, such as end-of-aisle displays, checkout zones, and store entrances, relative to less healthy products. Ideally, these efforts would be complemented by unhealthy products, such as in prominent in-store locations, similar practices in online retail environments, ensuring that healthier options are prominently featured improving shelf-space ratios, or using promotional techniques (beyond pricing) to encourage sales of healthier products and/or in digital promotions, search results, and recommendations. fruits and vegetables. Responsible marketing to children Responsible marketing to children Super Indo is strongly encouraged establish a formal policy to not market products that do not meet a No evidence of a policy in place to restrict the marketing of formal definition of 'healthy', ideally based on a government-endorsed NPM or the WHO South-East unhealthy products to children was found on the public domain. Asia Regional Model, to children under the age 18, in line with WHO and UNICEF recommendations. This commitment should apply to all products, including treats and seasonal products, and across all marketing channels and techniques, including in-store promotion, digital media, and sponsorships, Responsible marketing of breastmilk substitutes (BMS) and while being transparent about any exemptions. The company is also encouraged to commission complimentary foods (CF) independent third-party audits of this policy on an annual basis, and to publish the results to No evidence of a policy for the responsible marketing of BMS or demonstrate transparency and accountability. CF was found on the public domain. Responsible marketing of breastmilk substitutes (BMS) and complimentary foods (CF) Super Indo is encouraged to develop and publicly disclose a policy on the responsible marketing of BMS and CF, fully aligned with the WHO International Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly (WHA) resolutions. This policy should clearly outline the company's commitments, scope of application, and mechanisms for monitoring and enforcement across all markets and subsidiaries.



Topic E: Responsible Labelling

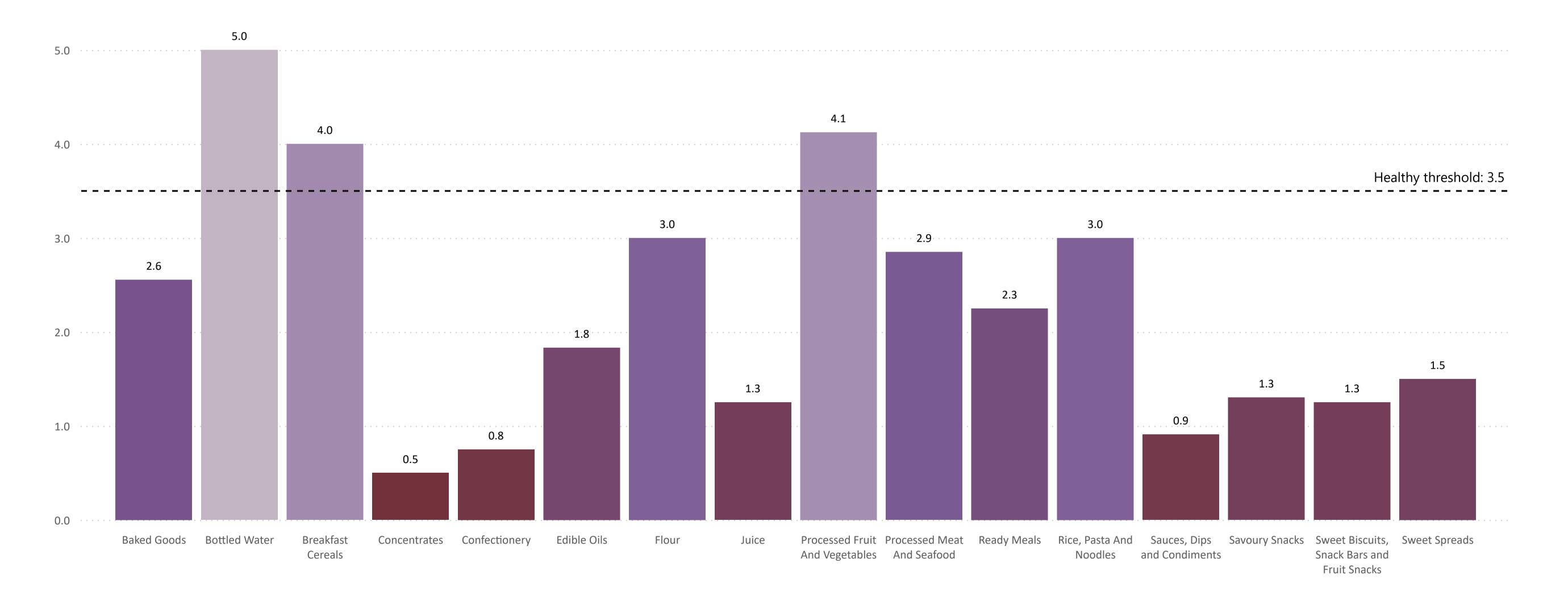
Findings Recommendations **Identifying healthier products** Identifying healthier products In 2023, Super Indo introduced the Sugar Content Indicator guide, an Super Indo is encouraged to actively comply with BPOM's proposed Nutri-Level <u>Link</u> regulation ahead of the 2027 deadline. If the proposed regulation is delayed or fails to interpretive labelling system applied to the price tags of its beverage products, designed to draw consumers' attention to the relative sugar content. The guide be implemented, the company is encouraged to expand the application of the Sugar Content Indicator to include other product categories, such as confectionary, desserts, utilizes four colour categories, from yellow to dark orange: the darker the colour, the higher the content. The company states that the thresholds for each colour baked goods, and breakfast cereals. are based on the daily sugar intake recommendations by the Indonesian Responsible use of health and nutrition claims Ministry of Health and the WHO, as well as the Healthier Choice criteria, Super Indo is encouraged to publicly commit to following Codex Alimentarius calculated on a per 100ml basis. The labels are also displayed on the company's Guidelines on the use of health and nutrition claims on its private label products, and online shopping app. to only place claims on products classified as 'healthier' according to the proposed Responsible use of health and nutrition claims Nutri-Level. No evidence was found of a policy to follow Codex Guidelines on the use of health and nutrition claims on its products, or to restrict such claims to products classified as 'healthier' according to an NPM.



Private Label Product Profile Results

The Product Profile for Retail Assessment provides a structured evaluation of the nutritional composition of private label packaged food and beverage products from selected retailers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR), the Nutri-Score model, and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). These models support a consistent and comparative analysis of portfolio healthiness across the retailers. Graph below indicates mean HSR of each categories assessed for Super Indo.

Mean HSR by category





Private Label Product Profile Results

The table presents an overview of the nutritional quality of products across various food categories, based on HSR, Nutri-Score (A+B and A+B+C) and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). Each row corresponds to a specific food category, and the percentages reflect the share of products in that category meeting the respective model's criteria. The figures in parentheses indicate the number of products meeting the criteria over the total assessed. Blank cells indicate that data was not available or not applicable for that category and model.

Category	% healthier products: HSR	% healthier products: Nutri-Score (A+B)	% healthier products: Nutri-Score (A+B+C)	% products that are HFSS	% products that are HFSS AND/OR contain UPF markers (colours/flavours/NNS)	% products meeting WHO SEARO eligibility criteria	% products meeting WHO WPRO ¹ eligibility criteria
Baked Goods	22% (2/9)	0% (0/10)	40% (4/10)	100% (10/10)	100% (10/10)	0% (0/17)	0% (0/17)
Bottled Water	100% (1/1)	100% (1/1)	100% (1/1)			100% (1/1)	100% (1/1)
Breakfast Cereals	75% (3/4)	75% (3/4)	75% (3/4)	75% (3/4)	75% (3/4)	40% (2/5)	40% (2/5)
Concentrates	0% (0/1)	0% (0/1)	0% (0/1)			0% (0/1)	0% (0/1)
Confectionery	0% (0/2)	0% (0/2)	0% (0/2)	100% (2/2)	100% (2/2)	0% (0/10)	0% (0/11)
Dairy						0% (0/1)	0% (0/1)
Edible Oils	33% (1/3)	0% (0/3)	33% (1/3)	100% (3/3)	100% (3/3)	33% (1/3)	33% (1/3)
Flour	0% (0/1)	0% (0/1)	100% (1/1)	100% (1/1)	100% (1/1)		
Juice	0% (0/2)	0% (0/2)	100% (2/2)	50% (1/2)	100% (2/2)	0% (0/2)	0% (0/2)
Other Hot Drinks						67% (2/3)	0% (0/6)
Processed Fruit And Vegetables	100% (4/4)	100% (4/4)	100% (4/4)	67% (2/3)	67% (2/3)	38% (3/8)	40% (2/5)
Processed Meat And Seafood	60% (6/10)	30% (3/10)	60% (6/10)	80% (8/10)	100% (10/10)	17% (5/29)	66% (19/29)
Ready Meals	50% (1/2)	50% (1/2)	50% (1/2)	50% (1/2)	100% (2/2)	0% (0/5)	20% (1/5)
Rice, Pasta And Noodles	0% (0/2)	0% (0/2)	50% (1/2)	100% (1/1)	100% (1/1)	85% (11/13)	50% (1/2)
Sauces, Dips and Condiments	0% (0/11)	0% (0/11)	0% (0/11)	100% (11/11)	100% (11/11)	0% (0/20)	0% (0/21)
Savoury Snacks	0% (0/43)	0% (0/43)	2% (1/43)	100% (43/43)	100% (43/43)	5% (5/109)	5% (5/92)
Sweet Biscuits, Snack Bars and Fruit Snacks	0% (0/8)	0% (0/8)	0% (0/8)	100% (8/8)	100% (8/8)	28% (5/18)	0% (0/17)
Sweet Spreads	0% (0/2)	0% (0/1)	0% (0/1)	100% (2/2)	100% (2/2)	0% (0/2)	0% (0/2)
Total	17% (18/105)	11% (12/105)	24% (25/105)	94% (96/102)	98% (100/102)	14% (35/247)	15% (32/220)

Footnote:

1. The WHO WPRO model is a nutrient profile model for use and adaptation by Member States of the WHO Western-Pacific Region when developing policies to restrict food marketing to children.