



WINE – 1H25 Short Note

PT Hatten Bali Tbk

WINE Stays Resilient, Targets Growth Through Holidays & Product Innovation

Published on 8 Aug 2025

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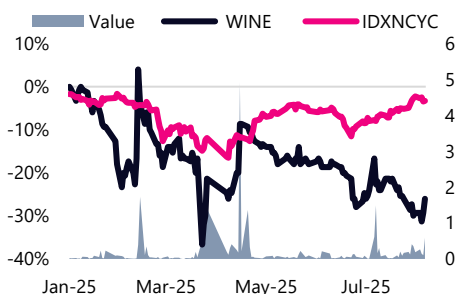
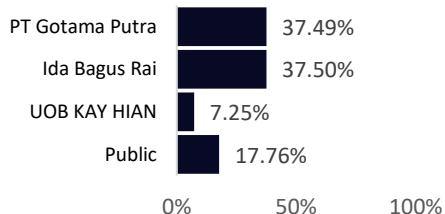
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(assisted by : Matthew Nixon Tan)

Stock Data

Ticker Code	WINE
Sub Sector	Consumer
Sector	IDX NONCYC

Market Cap (IDR Bn)	563.7
Shares Issued (Bn)	2.71
AVG 3M Turnover (Bn)	0.13

Price Performance, YTD(%), Turnover(Bn)**Shareholders Composition**

Resilient Performance Amid Margin Pressures: In 6M 2025, PT Hatten Bali Tbk (WINE) posted 6.0% YoY revenue growth to IDR 130.8 billion, driven by resilient Bali tourism demand and strong HORECA (Hotel, Restaurant, Café) positioning. Gross profit fell 3.8% YoY to IDR 54.4 billion as HPP rose to ~58% of revenue from higher storage costs for imported Australian grapes. Net income declined 14.7% YoY to IDR 17.9 billion.

Positioned for Seasonal Upswing: Management anticipates stronger 2H 2025 performance, supported by peak holiday demand and the launch of Avara, a fine dining-exclusive brand, and Two Islands Ekko, an organic wine line. These additions aim to boost WINE's premium offering and margins, while expansion into domestic markets beyond Bali through education campaigns and urban events will help diversify revenue.

Leveraging Brand Heritage and Product Innovation: As Indonesia's pioneer in local wine production, WINE continues to capitalize on its strong tourism-driven distribution network while innovating with new product categories. The company's longer-term pipeline includes brandy, gin, rum, cider, and ready-to-drink (RTD) beverages, which could open new growth avenues. With limited debt, strong cash flow outside seasonal procurement periods, and a disciplined expansion strategy, WINE is positioned to balance growth with financial stability.

Key Takeaways

- **Steady topline growth despite cost pressures:** Revenue up +6.0% YoY in 6M 2025 to IDR 130.8 billion, supported by Bali tourism resilience.
- **Margin headwinds in 1H25:** GPM at ~42% (vs. ~46% in 1H24) due to higher storage and procurement costs for imported grapes; NPM at ~13.7% (vs. ~17.0%).
- **Catalysts for 2H25:** Seasonal holiday demand, launch of Avara premium line and Two Islands Ekko organic wine, and wider domestic market penetration.
- **Long-term innovation pipeline:** New alcoholic beverage categories (brandy, gin, rum, cider, RTD) to diversify portfolio and capture emerging lifestyle trends.

Financial Highlights

In IDR Bn	FY 2021	FY 2022	FY 2023	FY 2024	2025F	2026F
Revenue	82.07	189.39	253.68	283.98	324.00	388.78
Net Profit	-8.71	21.24	42.4	44.79	53.88	61.73
EBITDA	7.9	47.03	66.74	77.47	84.69	101.63
NPM	-10.6%	11.2%	16.7%	15.8%	16.6%	14.6%
GPM	45.21%	47.97%	45.64%	45.53%	46.4%	46.4%
OPM	0.3%	21.9%	24.1%	24.6%	23.54%	23.54%
ROE	21.27%	-7.39%	-7.05%	14.30%	15.89%	14.60%
Interest Coverage Ratio	4.81	0.34	0.74	4.08	8.90	9.05

Source: Company and KSI Research



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Business breakdown



PT Hatten Bali Tbk (WINE) is a pioneer in Indonesia’s local wine industry, rooted in a family business producing traditional Balinese beverages (Brem & Arak Bali) since 1968. The company entered the wine business in 1992 and officially launched its first product in 1994. WINE’s portfolio comprises 30 active Stock Keeping Units (SKUs), representing a diverse range of products across white, red, sparkling, and fortified wine categories. Moving forward, the number of SKUs is targeted to increase to 40, including the launch of premium and organic wine products. The company markets its products primarily to foreign tourists in Bali (especially from Australia and Europe), as well as to expatriate and local communities who are increasingly accustomed to consuming wine as part of their social lifestyle.

Products & Brands

Source: Company, KSI Research



The company manages a diverse portfolio of brands catering to different market segments. **Hatten Wines** are produced from 100% locally grown Balinese grapes, showcasing the island’s unique terroir. **Two Islands** is crafted using premium grapes imported from South Australia, offering a range of classic varietals, while **Two Islands Reserve** represents the premium tier with limited-production wines. **Dragonfly** focuses on sweeter wine styles, such as Moscato, made from Australian grapes. In addition, under the **Dewi Sri** brand, the company produces traditional Balinese alcoholic beverages, including *Brem* and *Arak*, preserving local heritage while appealing to both domestic and tourist markets.

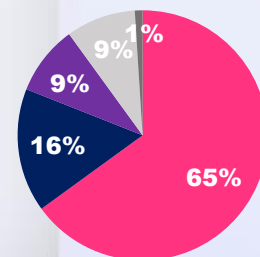
Awards



Source: Company, KSI Research

Local Wine Brand Market Share

■ Hatten ■ Brand A ■ Brand B ■ Brand C ■ Other



Hatten Bali leads the Indonesia market, owning 65% of the Indonesian local wine market

Source: Company, KSI Research



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Production Capacity & Supply Chain

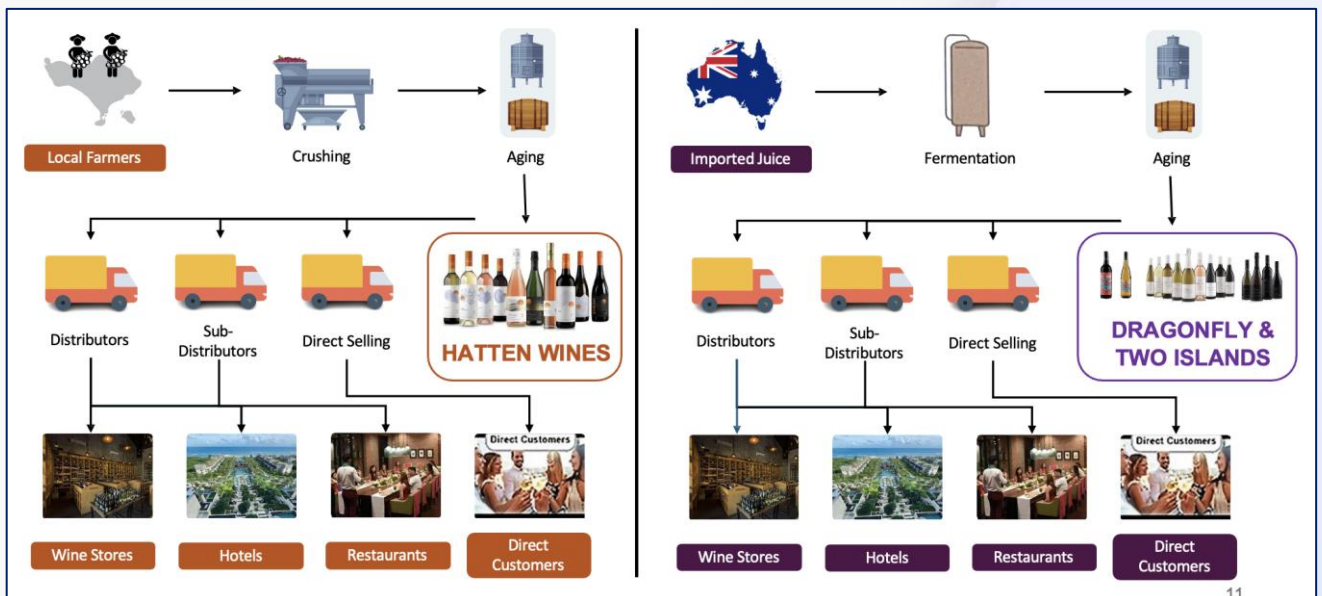
WINE manages 30 hectares of its own vineyards and partners with local farmers for an additional 30 hectares under long-term agreements, ensuring a stable and controlled supply of grapes by purchasing the entire harvest from partner growers. In 2025, WINE is further expanding its cultivation footprint with the development of a new 5-hectare vineyard, part of a broader investment program totaling IDR 26 billion. This capital expenditure also covers the installation of a state-of-the-art cross-flow filtration machine, designed to enhance quality control and ensure product consistency, as well as the upgrade of its distribution fleet to improve delivery efficiency and maintain product integrity during transport.

The company’s main production facility, located in Sanur, Bali, operates close to full capacity, highlighting strong market demand and the efficient utilization of its resources. The winemaking process is led by a diverse team of experts from Australia, Hungary, and Bali, combining international expertise with local knowledge. This is further strengthened by ongoing research into grape varieties and terroir, drawing on both local and imported sources, to continually refine wine quality and adapt to evolving consumer preferences.



Source: Company, KSI Research

Supply Chain



Source: Company, KSI Research



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Business Strategy for 2H25 & 2025F Targets

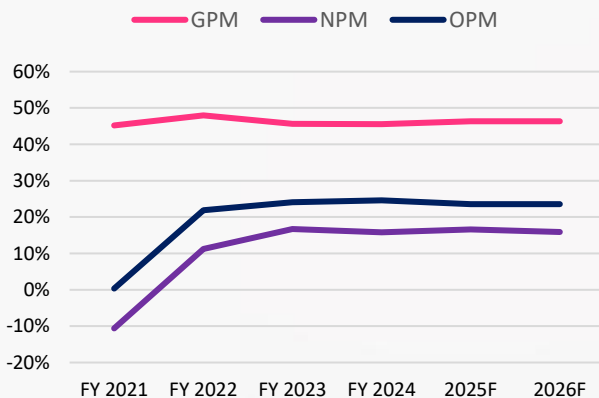
WINE is targeting **FY2025 revenue of IDR 324 billion** (+14% YoY) and **net income of IDR 53.88 billion** (+20% YoY). In the second half of 2025, the company aims to capitalize on seasonal demand peaks in Q3 and Q4, particularly during the Australian winter holidays and the Christmas–New Year festive period. Key focus areas include new product launches, market expansion, and long-term portfolio diversification, supported by strategic collaborations in the tourism sector.

Strategic Priorities:

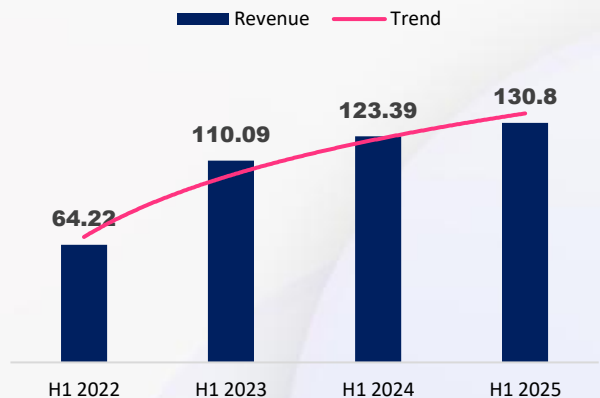
- **Seasonal Sales Boost:** Maximize peak demand in Q3–Q4 through targeted promotions and distribution.
- **New Product Launches:**
 - **Avara** – a premium, fine dining-exclusive brand.
 - **Two Islands Ekko** – organic wine made from certified Australian grapes.
- **Domestic Market Expansion:** Strengthen presence beyond Bali via wine education campaigns and urban community events.
- **Collaboration with Tourism Players:** Enhance visibility and sales channels within the hospitality sector.
- **Long-Term Diversification:** Explore new alcoholic beverage categories such as brandy, gin, rum, cider, and ready-to-drink (RTD) products.

Financial Overview

Yearly Margin Trend

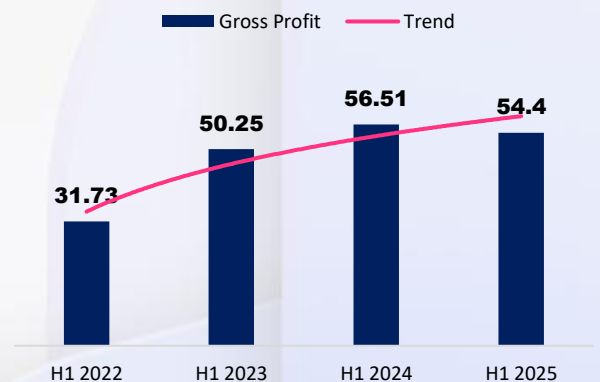


First Half Revenue (IDR Bn)



WINE (PT Hatten Bali Tbk) continued its steady growth trajectory in the first half of 2025, with revenue rising to IDR 130.8 billion, marking a 6% YoY increase. However, gross profit slightly declined to IDR 54.4 billion from IDR 56.5 billion in H1 2024, reflecting short-term margin pressure due to elevated input costs, particularly from stored imported grape juice. Despite this, WINE’s long-term margin trends remain stable, with gross profit margin (GPM) consistently near 50%, and operating profit margin (OPM) above 20%. Net profit margin (NPM) has also recovered steadily since 2021, showing the company’s operational resilience.

First Half Gross Profit (IDR Bn)



Source: Company and KSI Research



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Board Of Directors



Ida Bagus Rai Budarsa – President Director

As the founder of Hatten Wines and a pioneer in Indonesia's wine industry, Ida Bagus Rai Budarsa has led the company from a family business producing traditional Balinese drinks to an award-winning wine producer. His deep knowledge of the local culture, hospitality industry, and international wine standards has shaped WINE into a trusted name both locally and abroad.



Ketut Sumarwan – Director

Ketut Sumarwan plays a vital role in managing the operational aspects of the business. With a background likely in finance, logistics, or production, he supports the execution of strategic initiatives, ensuring efficiency across the company's supply chain, production facilities, and distribution channels.

Board Of Commissioners



Ida Ayu Somawati – Commissioner

A professional with a strong background in compliance and risk management, Ida Ayu Somawati contributes to the supervisory role of the board. She works closely with other commissioners to monitor the company's performance and uphold ethical standards.



Ida Bagus Oka Kresna – President Commissioner

With extensive experience in corporate governance and advisory, Ida Bagus Oka Kresna oversees the company's strategic direction and ensures that the board's decisions align with shareholders' interests and regulatory frameworks. His leadership helps maintain good corporate governance and long-term sustainability.



Tantoni Yahya – Independent Commissioner

Tantoni Yahya is a former Indonesian Ambassador to New Zealand, Samoa, and Tonga (2017–2021) and ex-member of the House of Representatives, with expertise in tourism, culture, and creative industries. He brings extensive governance experience and strategic insight to PT Hatten Bali Tbk, supporting oversight and market development initiatives.

Source: Company and KSI Research



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Team



Thomas Hadiwibowo (Pak Bowo) – Vineyard Manager

Pak Bowo has overseen vineyard operations at Hatten since 1999, bringing more than 20 years of experience in grape cultivation. Originally from Nganjuk, East Java, and once an apple farmer, he transitioned into viticulture and now plays a central role in managing North Bali's vineyards, which produce over 1,000 tonnes of grapes annually. His dedication extends beyond the workweek—he remains closely connected to the farming community, even spending weekends playing futsal with fellow vineyard workers.



James Kalleske – Head of Winemaker

Born in Australia's famed Barossa Valley, James Kalleske brings a wealth of global winemaking expertise to Hatten Wines. Having learned under legendary winemaker Bob Cartwright, James previously worked in top wine regions such as Barossa, Margaret River, Yecla (Spain). Since joining Hatten, he has driven innovation through close collaboration with the R&D team, and was instrumental in the company earning the title of Asian Winery of the Year in 2017.



Yeni Iramahayani – Winemaker

Yeni, a Balinese native, joined Hatten in 2011 as a laboratory manager and has since risen to the role of Winemaker. With a degree in food technology, she was drawn to winemaking for its fusion of science and art. Her career has included visits to renowned Australian wine regions, and she has developed a refined palate under the mentorship of James Kalleske. Today, she plays a vital role in producing the Hatten, Two Islands, and Dragonfly ranges.



Péter Gajdics – Winemaker

Hailing from Hungary, Péter Gajdics adds international depth to Hatten's winemaking team. With experience in historic wine regions across Hungary, Germany, New Zealand, Australia, England, and Turkey, Péter contributes a diverse skillset to the company. In Bali, his focus lies in quality control and research & development, working both at the Sanur winery and in the vineyards along Bali's northern coast.

Source: Company and KSI Research



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Kiwoom Sekuritas Guide to Sector/Industry/Stock Ratings

Sector/Industry

OVERWEIGHT	: Sector & Industry Outlook has potential and good condition
NEUTRAL	: Sector & Industry Outlook Stable or tend to be stagnant
UNDERWEIGHT	: Sector & Industry Outlook has challenges and bad condition

Stock

BUY	: Stock Performance > +15%	Over the next 12 month (excluding dividend)
TRADING BUY	: Stock Performance, range between +5% to +15%	Minor to Medium Term
HOLD	: Stock Performance, range between -10% to +15%	Over the next 12 month (excluding dividend)
SELL	: Stock Performance > -15%	Over the next 12 month (excluding dividend)
TRADING SELL	: Stock Performance, range between -5% to -15%	Minor to Medium Term
NOT RATED	: Stock is not within regular research coverage	Over the next 12 month (excluding dividend)



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