



PEFINDO CREDIT RATING INDONESIA

PRESS RELEASE  
June 20, 2008

## PT Adira Dinamika Multi Finance Tbk.

PEFINDO affirmed its “**idAA-**” ratings for PT Adira Dinamika Multi Finance Tbk. (ADMF or the Company) and the Company's outstanding Bond II/2006 of IDR750 billion. A 'stable' outlook is assigned to the above ratings. The ratings reflect the Company's strong market position in the industry, well-diversified business portfolio, as well as strong support from PT Bank Danamon Indonesia Tbk (BDMN or the Parent, rated “**idAA+**”) as the controlling shareholder. The ratings, however, are constrained by potential business downturn due to fuel price increment as well as tightening competition in the industry. ADMF was established in 1990 as an independent finance company, initially focusing on car financing. After the financial crisis in 1997, the Company shifted its focus to motorcycle financing. By implementing good business strategies combined with strong demand for motorcycle products in the past several years, the Company has managed to steadily improve its market coverage and enlarge its business size. In 2003, ADMF has started again its car financing business in an effort to capitalize on strong car sales growth and in order to diversify its financing business base. In 2004, ADMF listed its shares at the Jakarta Stock Exchange (JSX) and subsequently was acquired by BDMN. As of March 31, 2008, ADMF employed 10,942 employees to serve its clients through 249 business network, consists of branches, representative offices, and points of collection located in major cities in Indonesia. As to date, ADMF is owned by BDMN (75.00%), Mega Value Profits Limited, BVI (17.42%) and public (7.58%).

Rating Period: May 13, 2008 – May 1, 2009

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