



PEFINDO CREDIT RATING INDONESIA

PRESS RELEASE
September 30, 2010

Adira Dinamika Multi Finance Tbk

PEFINDO affirmed the corporate rating of PT Adira Dinamika Multi Finance Tbk (ADMF or the Company), its outstanding Bond II/2006, and Bond III/2009 at "**idAA**". At the same time, PEFINDO assigned "**idAA**" to the Company's proposed Bond IV/2010. Outlook for these ratings is "**Stable**". The ratings reflect the Company's very strong market position, favorable diversification, sound capitalization, and strong support from the controlling shareholder, PT Bank Danamon Indonesia Tbk (BDMN or the Parent). The ratings, however, are constrained by tight competition within the industry.

Established in 1990, ADMF is an independent finance company which finances both cars and motorcycles. At end-June 2010, ADMF employed 19,647 employees to serve its clients through 390 business service outlets, consisting of 121 branches, 119 representative offices, 112 points of service, 32 kiosks and 6 dealer outlets located in major cities in the country. ADMF is owned by BDMN (95.0%), Asuransi Adira Dinamika (0.4%) and public (4.6%) at end-June 2010.

Rating Period: August 5, 2010 – August 1, 2011

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