



PEFINDO CREDIT RATING INDONESIA

PRESS RELEASE

March 2, 2011

PT Adira Dinamika Multi Finance, Tbk

PEFINDO raised the ratings of PT Adira Dinamika Multi Finance Tbk (ADMF or the Company) and also its outstanding bonds with total amount of IDR2.5 trillion to “**idAA+**” from “**idAA**”. At the same time, PEFINDO also assigned “**idAA+**” rating to the Company’s proposed Bond V/2011 of up to IDR2.5 trillion. Outlook for the corporate rating is “**stable**”. The rating upgrade was mainly driven by the inclusion of the very strong synergy and mutual beneficial relationship between ADMF and PT Bank Danamon Indonesia Tbk (BDMN or the Parent, rated **idAA+**) and the Company’s highly-important position to the Parent. The rating reflects the Company’s very strong market position in automotive financing industry, favorable diversification, and sound capitalization. The rating, however, is constrained by tight competition within the finance industry.

Established in 1990, ADMF is a consumer financing company which finances both cars and motorcycles. At the end of Dec 2010, ADMF employed 24,392 employees to serve its clients through 550 business service outlets, consisting of 121 branches, 142 representative offices, 164 points of service, 103 kiosks and 20 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%) as of Dec 2010.

Rating Period: February 21, 2011 – February 1, 2012
Contact Analyst: Hotma Parulian Manalu & Danan Dito
hotma.manalu@pefindo.co.id & danan.dito@pefindo.co.id

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