



PEFINDO CREDIT RATING INDONESIA

PRESS RELEASE
March 23, 2009

PT Adira Dinamika Multi Finance Tbk

PEFINDO affirmed “**idAA-**” ratings for PT Adira Dinamika Multi Finance Tbk. (ADMF or the Company) and the Company’s outstanding Bond II/2006 of IDR750 billion. At the same time, PEFINDO also assigned “**idAA-**” rating to the Company’s proposed Bond III/2009 amounting to IDR500bn. A ‘**stable**’ outlook is assigned to the above ratings. The ratings reflect the Company’s favorable market position in the industry, its well-diversified business portfolio, favorable financial indicators, as well as strong support from PT Bank Danamon Indonesia Tbk (BDMN or the Parent) as the controlling shareholder. The ratings, however, are constrained by potential business downturn on account of the financial crisis. 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 amidst strong demand for motorcycle in the past several years, the Company has managed to steadily improve its market coverage and enlarge its business. In 2003, ADMF has resumed its car financing business in an effort to capitalize on strong car sales growth and in order to diversify its financing business. In 2004, ADMF listed its shares at the Jakarta Stock Exchange (JSX, now Indonesia Stock Exchange or IDX) and subsequently was acquired by BDMN in 2004. As of December 31, 2008, ADMF employed 14,079 employees to serve its clients through 300 business networks, consisting 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: March 13, 2009 – April 1, 2010

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