

12 December 2019

Trading Update

Story-i Limited advises that the latest iPhone 11 was successfully launched in Indonesia on 6 December 2019. There was a good response from customers for the latest iPhone models as well as for the latest Apple watch 5. Total sales over the 3 day weekend from 6 to 8 December reached \$2.1 million, a significant increase over the previous iPhone model launched in December last year.

In the first 5 months of FY2020 from July to November 2019, the company achieved unaudited revenues of \$17.7 million.



Customers during the first day of the launch



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Michael Chan, Executive Director commented, “We had very strong sales for the iPhone 11 models that was launched over the past weekend. I think the updated features and price points which is about \$200 lower compared to last years’ model accounts for the popularity of the current model.”

For more information, please contact Michael Chan michael@story-i.com

For and on behalf of Story-i Ltd

Michael Chan

Executive Director

About Story-i

Story-i is a leading Apple Premium Reseller with 28 stores and service centres in 10 cities across Indonesia. It is an Apple Authorised Service Provider with 4 service centres and it is also an Apple Education Provider with a strong list of educational and tertiary clients.