

The logo for 'erajaya' features a stylized graphic of three curved lines in red, blue, and white above the brand name in a bold, black, sans-serif font. The background of the slide is a collage of lifestyle images: a hand holding a smartphone displaying a gallery of photos, a close-up of golden-brown bread, a pair of white sneakers, and a wooden lid on a jar.

**erajaya**

# **CORPORATE PRESENTATION**

**1Q 2023 Result**

# ERAJAYA TODAY



# Erajaya Journey



## ACCOLADES



### FORTUNE INDONESIA

- Top 100 Companies in Indonesia
- Budiarto Halim as Business Person of the Year

### FORBES INDONESIA

- Top 50 Companies in Indonesia

### HUMAN RESOURCES AWARD

- HR Excellence in Change Management
- HR Excellence Leadership Development

### TRENASIA ESG AWARD

- TrenAsia ESG Excellence 2022

## FINANCIAL HIGHLIGHTS – 1Q 2023



NET SALES  
**IDR 14.8 T**



NET PROFIT  
**IDR 238.6 B**



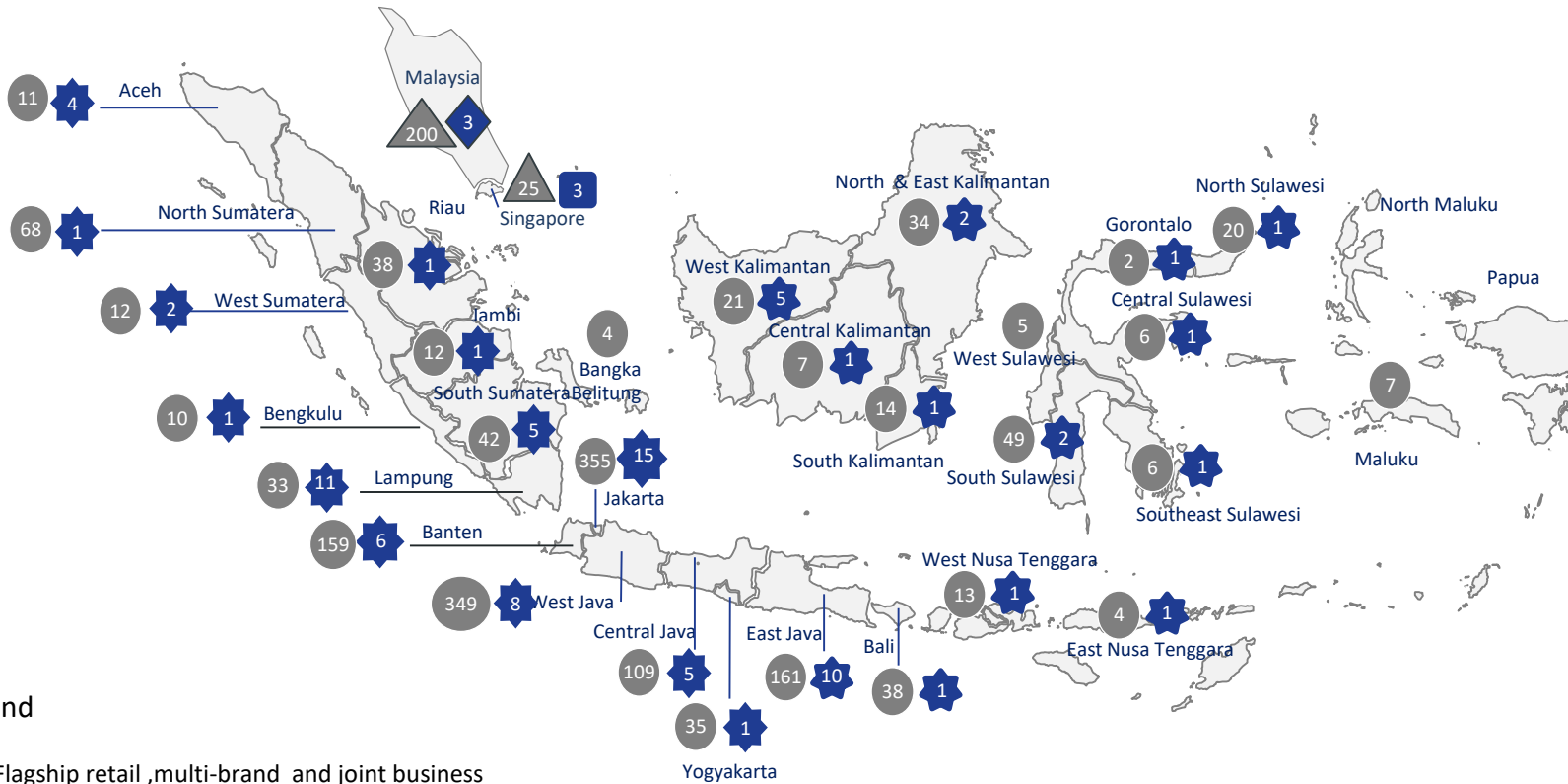
TOTAL ASSET  
**IDR 20.7 T**



NET D/E RATIO  
**0.94x**

# Extensive Coverage

As of 31 March 2023



## Legend

- Flagship retail ,multi-brand and joint business
- Distribution center
- Retail in Malaysia
- Distribution centre in Malaysia
- Retail in Singapore
- Distribution centre in Singapore

1,849 retail outlets

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95 distribution centers

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+/- 67,100 3<sup>rd</sup> party billed outlets

# Erajaya Business Verticals



## ERAJAYA DIGITAL



- **Erafone:**  
Multibrand Gadget
- **iBox:**  
Apple Reseller
- **Samsung:**  
Monobrand Gadget
- **Mi Store:**  
Monobrand Gadget
- **Erablue:**  
Multibrand CE



## ERAJAYA ACTIVE LIFESTYLE



- **Urban Republic:**  
Multibrand IoT
- **Garmin:**  
IoT Smartwatch
- **DJI:**  
IoT Drone
- **Marshall:**  
Speaker
- **IT:**  
IoT Ecosystem
- **JD Sport:**  
Sport Apparel
- **ASICS:**  
Sport Apparel
- **Urban Adventure:**  
Outdoor equipment



## ERAJAYA BEAUTY & WELLNESS



- **Wellings:**  
Pharmacy
- **The Face Shop:**  
Cosmetic & Skincare
- **B2B Medical Equipment Distributorship**



## ERAJAYA FOOD & NOURISHMENT



- **Paris Baguette:**  
Bakery Café
- **Sushi Tei Group:**  
Japanese Restaurant
- **Grand Lucky:**  
Grocery Store





# VERTICAL UPDATE

Smartphone business shows positive growth over the years.

Contribution of Erajaya Digital to  
Total Erajaya (1Q23)

**95.5%**

Total Stores of Erajaya Digital

**1,659** stores

New Stores Opened in  
1Q 2023

**173** stores

Erafone Cloud Retail Partner  
at the first quarter of 2023

**58** stores

## RETAIL CHANNEL



Erafone  
(843 stores)



Samsung  
(129 stores)



iBox  
(98 stores)



Xiaomi  
(83 stores)



Erablue  
(5 stores)

Erablue



**Immense opportunity in IoT and Active Lifestyle Business**

Contribution of Erajaya Active Lifestyle to Total Erajaya (1Q23)

**2.7%**

Total Stores of Erajaya Active Lifestyle

**79** stores

New Stores Opened By 1Q 2023

**16** stores

**RETAIL CHANNEL**



Urban Republic (38 stores)



Garmin (21 stores)



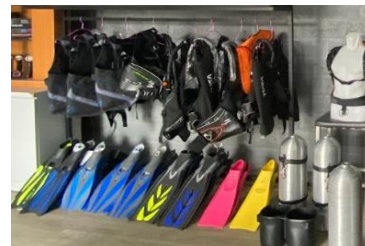
DJI (7 stores)



JD Sports (7 stores)



ASICS (5 stores)



Urban Adventure (1 store)

**IT.**  
Immersive Tech





**Erajaya also enter beauty and healthcare business.**

Contribution of Erajaya Beauty & Wellness to Total Erajaya (1Q23)

**0.3%**

Total Stores of Erajaya Beauty & Wellness

**48**  
stores

New Stores Opened By 1Q 2023

**3**  
stores

**RETAIL CHANNEL**



Wellings  
(17 stores)



The Face Shop  
(31 stores)

Wellings



The Face Shop



Erajaya is collaborating with a number of prominent parties to enter the grocery and F&B markets

Contribution of Erajaya Food & Nourishment to Total Erajaya  
(1Q23)

**1.5%**

Total Stores of Erajaya  
Food & Nourishment

**63**

stores

New Stores Opened  
By 1Q 2023

**2**

stores

## RETAIL CHANNEL



Grand Lucky  
(5 stores)



Paris Baguette  
(8 stores)



Sushi Tei  
(50 stores)

Grand Lucky



Paris Baguette



Sushi Tei



# Events to Meet The Demand

Offline events with hybrid system to fulfill market enthusiasm on digital lifestyle products



# Omnichannel Value Proposition

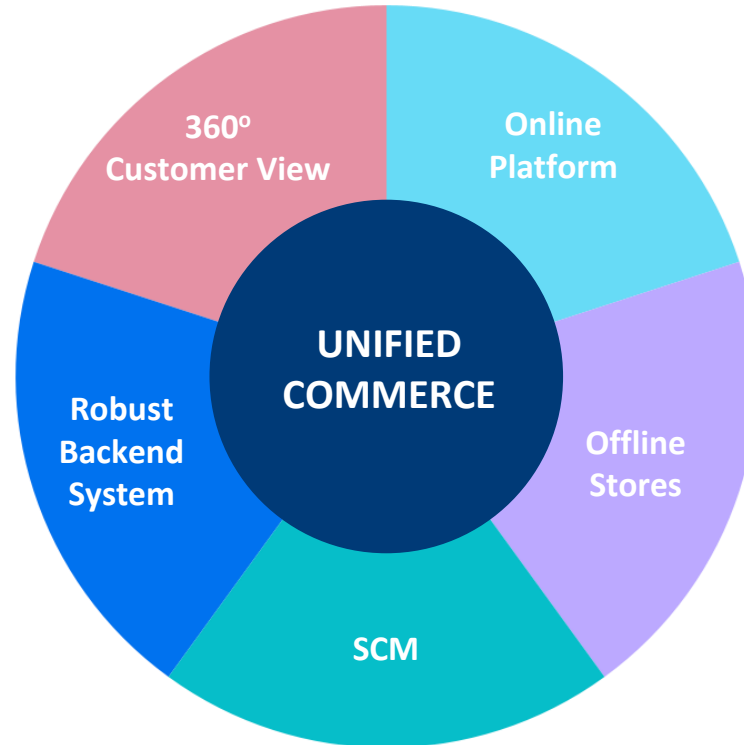
## Online Retail Ranking (SimilarWeb)

**#1**  member of erajaya group  
(Traffic: 3.58M)

**#3**   
(Traffic: 2.63M)

## Online Sneakers Ecommerce Ranking

**#3**   
(Traffic: 207K)



## Loyalty Program



Total Members  
**7.2 Million**  
60% growth (from 1Q 2022)



Average Transactions Value  
**6.85 Million**

## Collaboration with E-commerce Market



# Corporate Social Responsibility

## 4 main pillars to support the “Sustainable Development Goals”

Educational Aspect focused on supporting the Government on improving the competencies of teachers and students at Vocational High Schools.

We provide long-term economic improvement-oriented access to capital and business assistance to the community.



The implementation of this pillar is realized through blood donation activities and the COVID-19 pandemic emergency response.

Environmental Aspect focused on the rehabilitation of critical land through a number of reforestation programs.



Erajaya Urban Farming Foundation (Bogor Zone))



Peduli Plumpang Donation (HIPINDO Collaboration)



Vocational Education



Erajaya Wellness Day

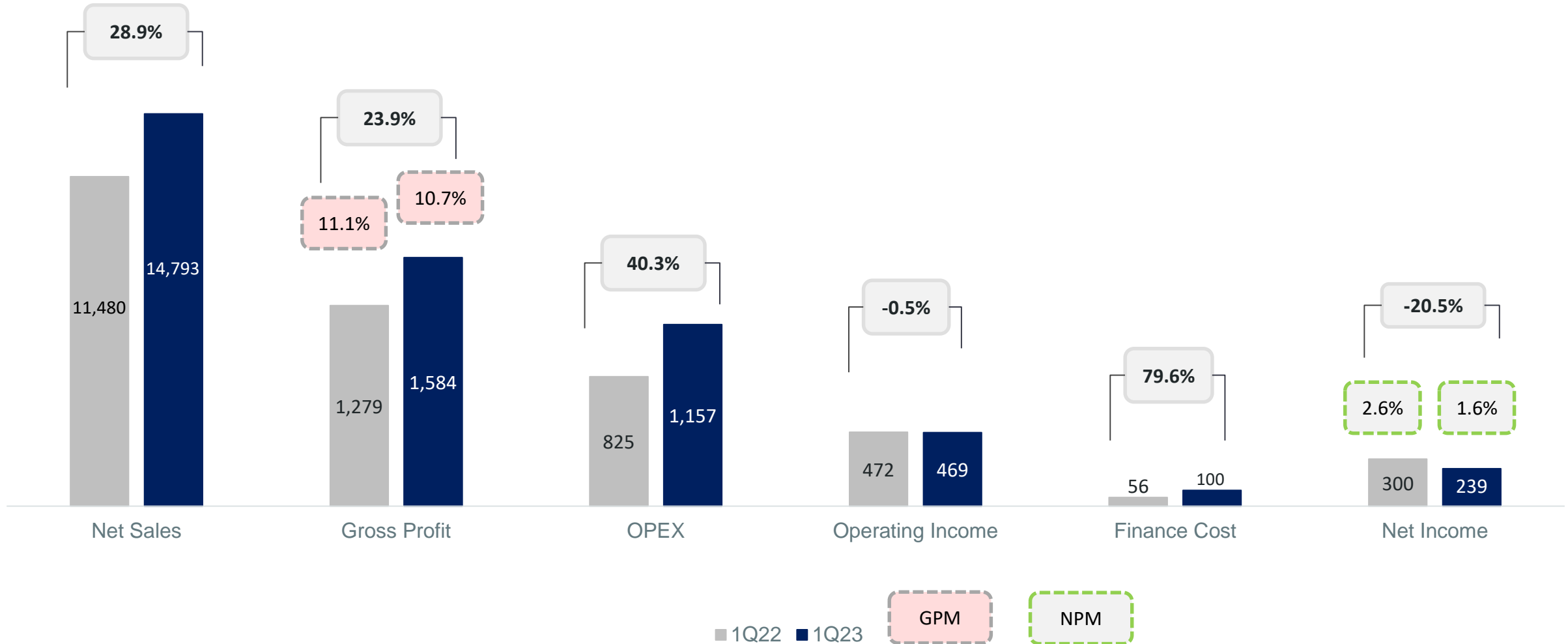


# FINANCIAL HIGHLIGHT

# Income Statement Highlights



(Expressed in Billion of IDR)



# Consolidated Key Ratios

Description	Mar-22	Mar-23
Net Debt (IDR billion)	2,502	6,988
Net Working Capital (IDR billion)	2,008	1,305
Net Debt/Equity (x)	0.37	0.94
Net Working Capital/Net Sales (%)	17.5%	8.8%
ROCE (%)	5.1%	3.5%

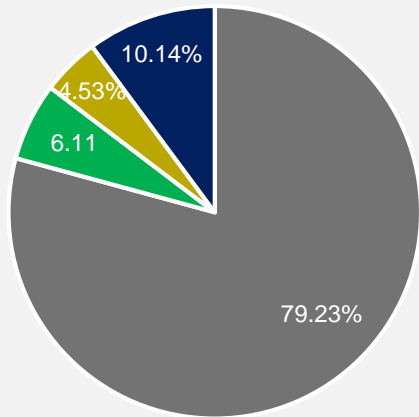
Average Inventory days	45	54
Average Trade Receivable days	6	6
Average Trade Payable days	20	22
<b>Cash Conversion Cycle (CCC)</b>	<b>31</b>	<b>38</b>



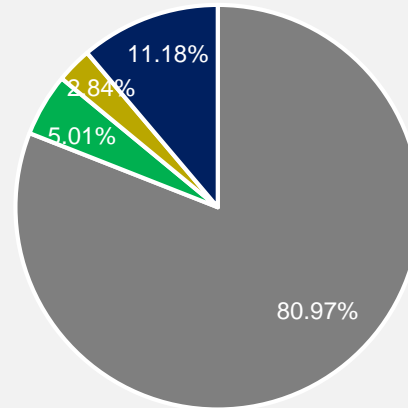
# 1Q23 Sales Breakdown

## Sales by Category

1Q 2022

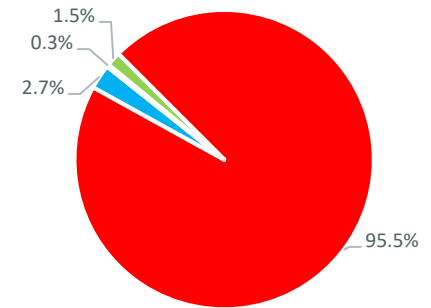


1Q 2023



Cellular Phones & Tablets
  Voucher
  Computer & Other Electronic Devices
  Accessories & Others

## Sales by Vertical (1Q 2023)



Digital
  Active Lifestyle
  Beauty & Wellness
  Food & Nourishment



**THANK YOU!**

**Erajaya Plaza**

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