



erajaya



CORPORATE PRESENTATION

1H 2023 Result



ERAJAYA TODAY

01

Established in 1996 as Smartphone Dealer

02

IPO in 2011 and growing as a national distribution company

03

#1 retailer and distributor for handset and telco business in region wide omni-channel coverage

04

Expansion to new verticals such as Digital, Active Lifestyle, Beauty & Wellness, also Food & Nourishment business

05

Included in several indices: Jakarta Islamic Index 70, Jakarta Stock Exchange Main Board Index, MSCI, Bloomberg, IDX ESG Leaders, and others.

ACCOLADES



FORTUNE

Top 25 - Indonesia's Biggest Corporations (2022)

FORBES

Top 50 - Best of The Best Companies (2022)



FINANCE ASIA

Asia's Best Companies (Consumer Cyclical Company)

TRENASIA ESG AWARD

TrenAsia ESG Excellence 2022

FIRST INDONESIA MAGAZINE

Human Capital on Resilience Excellence Award 2023



FINANCIAL HIGHLIGHTS – 1H 2023



NET SALES
IDR 28.9 T



NET PROFIT
IDR 458.7 B



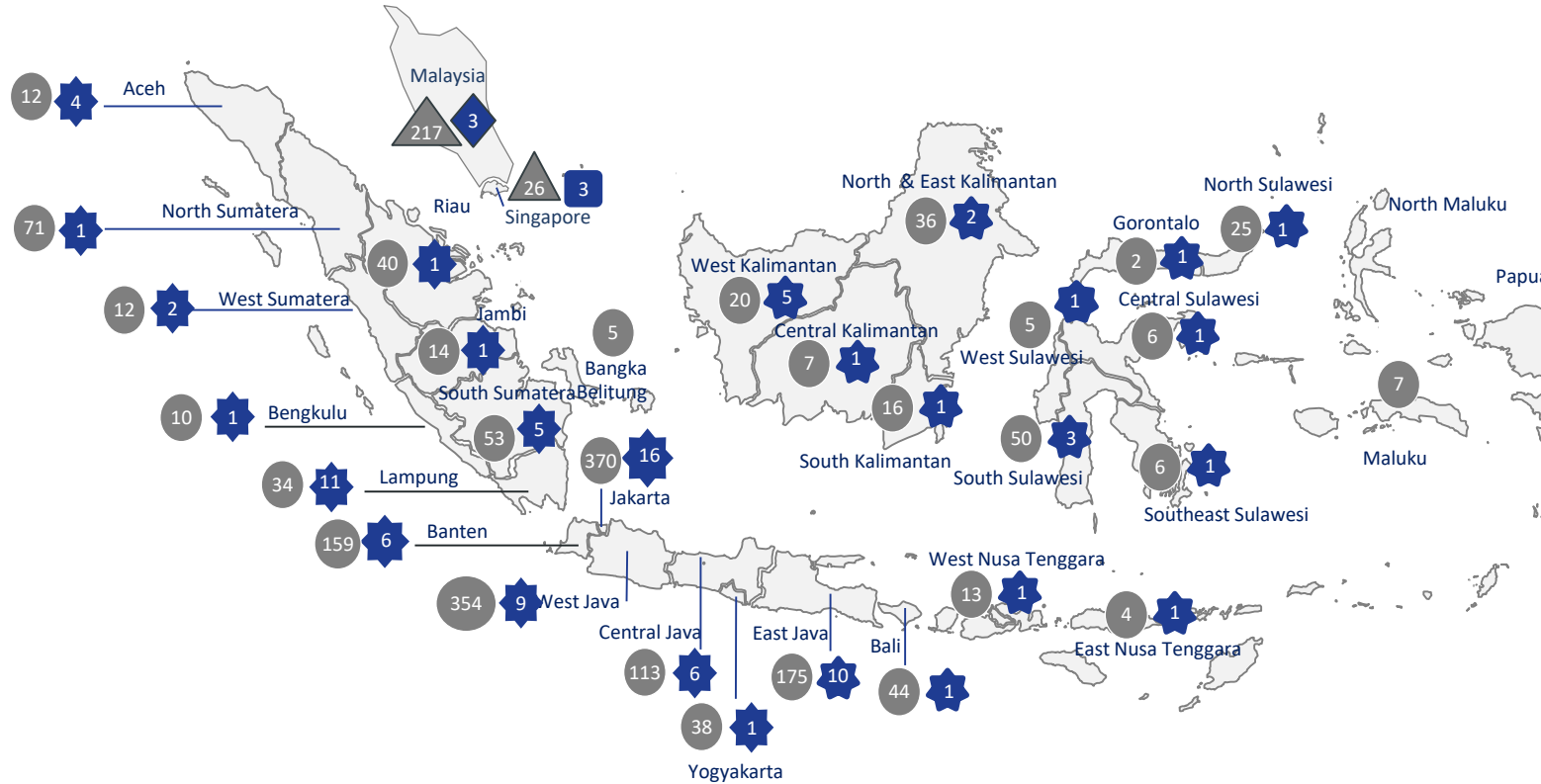
TOTAL ASSET
IDR 20.8 T



NET D/E RATIO
0.95x

Extensive Coverage

As of 30 June 2023



1,944 retail outlets

100 distribution centers

+/- 68,000 3rd party billed outlets

Legend

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

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



A low-angle photograph of a modern, multi-story building with a glass and metal facade, set against a clear blue sky. The building's lines are sharp and vertical, emphasizing its height.

VERTICAL UPDATE

ERAJAYA DIGITAL - DOMESTIC



Smartphone business shows positive growth over the years

Contribution of Erajaya Digital to
Total Erajaya (1H23)

95.4%

Total Stores of Erajaya Digital

1,509 stores

New Stores Opened in
1H 2023

237 stores

Erafone Cloud Retail Partner
at the first half of 2023

61 stores



RETAIL CHANNEL



Erafone
(918 stores)



Samsung
(133 stores)



iBox
(100 stores)



Xiaomi
(83 stores)



Erablue
(5 stores)



Growing potential for business in Malaysia and Singapore

Total Stores of Erajaya Digital

243 stores

New Stores Opened in
1H 2023

55 stores

RETAIL CHANNEL

MALAYSIA
(217 stores)

SINGAPORE
(26 stores)

BRAND

Switch
(87 stores)

Urban Republic
(116 stores)

Other Brands
(40 outlet)

Switch



Urban Republic



Other Brands



Immense opportunity in IoT and Active Lifestyle Business

Contribution of Erajaya Active Lifestyle to Total Erajaya (1H23)

2.8%

Total Stores of Erajaya Active Lifestyle

86 stores

New Stores Opened By 1H 2023

23 stores

RETAIL CHANNEL



Urban Republic
(43 stores)



Garmin
(21 stores)



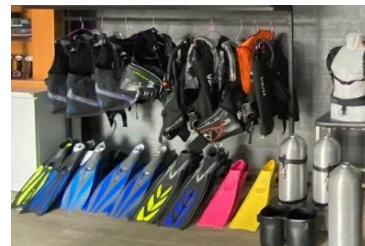
DJI
(7 stores)



JD Sports
(8 stores)

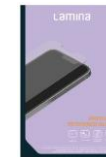


ASICS
(6 stores)



Urban Adventure
(1 store)

IT.
Immersive Tech



Erajaya also enter beauty and healthcare business

Contribution of Erajaya Beauty & Wellness to Total Erajaya (1H23)

0.2%

Total Stores of Erajaya Beauty & Wellness

40 stores

New Stores Opened By 1H 2023

3 stores

RETAIL CHANNEL



Wellings
(17 stores)



The Face Shop
(23 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
(1H23)

1.6%

Total Stores of Erajaya
Food & Nourishment

66
stores

New Stores Opened
By 1H 2023

5
stores



RETAIL CHANNEL



Grand Lucky
(5 stores)



Paris Baguette
(9 stores)



Sushi Tei Group
(52 stores)



Events to Meet The Demand



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



Omnichannel Value Proposition



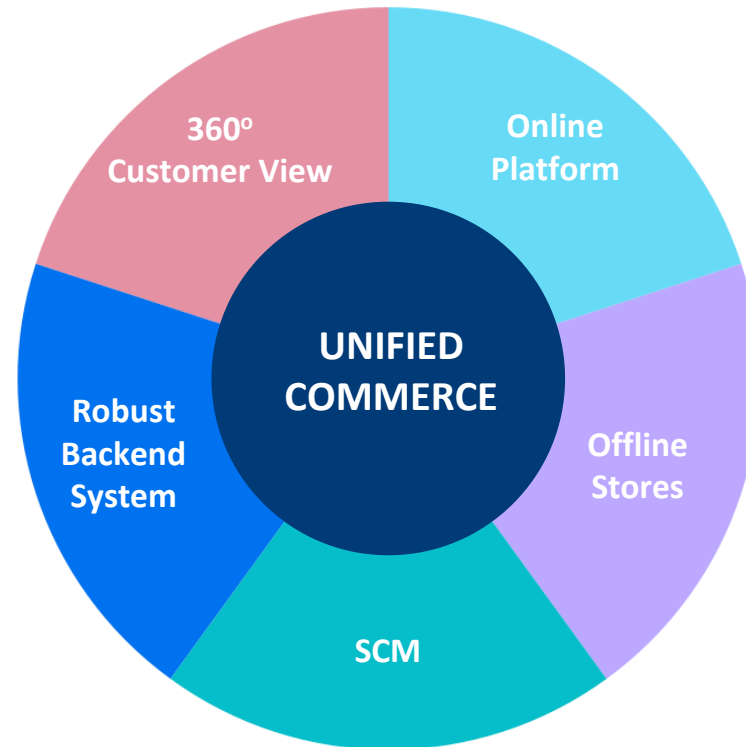
Online Retail Ranking (SimilarWeb)

#1 **iBox**
member of erajaya group
(Traffic: 3.29M)

#3 **eraspace**
(Traffic: 2.28M)

Online Sneakers Ecommerce Ranking

#3 **JD**
(Traffic: 434K)



Loyalty Program *My eraspace*



Total Members
8.3 Million
63% growth (from 1H 2022)



Average Transactions Value
6.4 Million

Collaboration with E-commerce Market





SES at a glance...

- PT Sinar Eka Selaras (“SES”) is now the leading retailer of end-to-end lifestyle products and solutions in Indonesia
- SES along with its subsidiaries, association and joint ventures is called Erajaya Active Lifestyle
- Product offerings comprises accessories (ecosystem), Internet of Things (“IoT”) and Sportswear, Fashion & Outdoors

IPO Valuation & Proceeds

- IPO Price: Rp390 per share
- Valuation: 9.7x PE Ratio
- IPO Proceeds: Rp404 billion
- Approximately 37% of the IPO proceed will be utilized to expand existing businesses, 13.75% will be used to fund new business expansions, and 49.25% will be used as working capital.
- Listing Date: 8 August 2023



Corporate Social Responsibility



4 main pillars to support the “Sustainable Development Goals”

Support business flow process and business needs through competency improvement of teachers and students in our core business



Encourage the empowerment of local community potential to generate income

Ensure healthy lives and promote the community well-being of all ages

Develop forest area as reforestation centers and environmental-based education models by involving the community



Erajaya Urban Farming



Ramadhan Donation



Ramadhan Bazaar



Erajaya Micro Learning



Erajaya Webinar Vokasinesia



Erajaya Wellness Day





FINANCIAL HIGHLIGHT

Income Statement Highlights



(Expressed in Billion of IDR)



Consolidated Key Ratios



Description	Jun-22	Jun-23
Net Debt (IDR billion)	2,737	6,946
Net Working Capital (IDR billion)	2,424	743
Net Debt/Equity (x)	0.40	0.95
Net Working Capital/Net Sales (%)	10.4%	2.6%
ROCE (%)	8.6%	7.1%

Average Inventory days

45

51

Average Trade Receivable days

6

6

Average Trade Payable days

20

20

Cash Conversion Cycle (CCC)

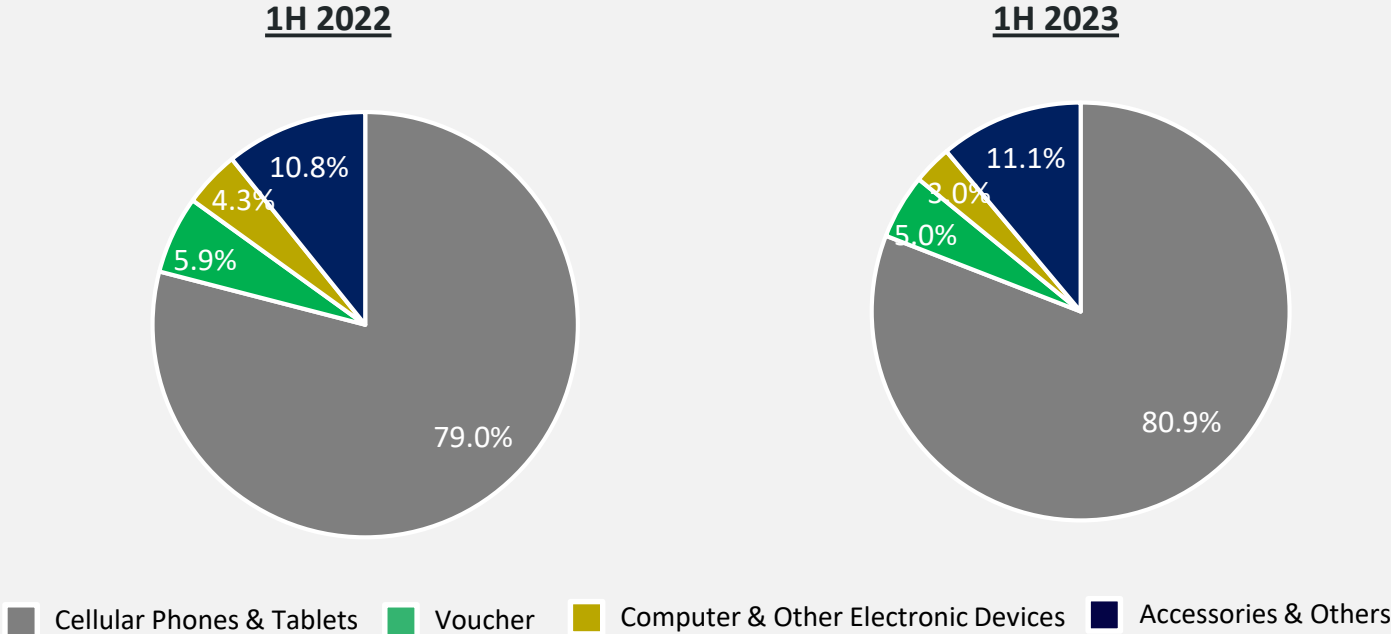
31

37

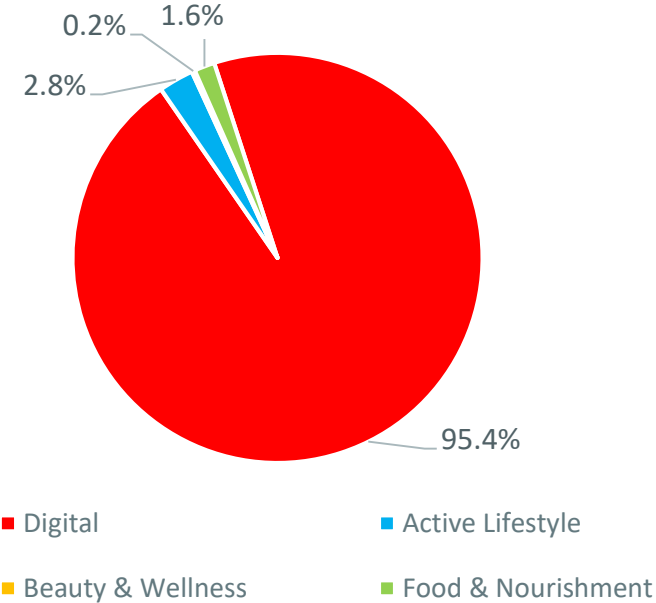
1H23 Sales Breakdown



Sales by Category



Sales by Vertical (1H 2023)





THANK YOU!

Erajaya Plaza

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