



Company Update 1Q 2024

PT ERAJAYA SWASEMBADA TBK | IDX:ERAA



ERAJAYA TODAY



Vast grown retailer & distributor of mobile devices and lifestyle products



- Est. in 1996 as smartphone dealer
- ERAA IPO in 2011 and ERAL (subsidiary) IPO in 2023



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



- Expansion to new business verticals: Digital, Active Lifestyle, Beauty & Wellness, also Food & Nourishment



- Included in several indices: JII 70, IDX 80, IDX ESG Leaders, MSCI and others.

ACCOLADES



SWA

Top Best CEO 2023

Budiarto Halim

FORTUNE

Top 25 -Indonesia's Biggest Corporations

FORBES

Top 50 -Best of The Best Companies



FINANCEASIA

Asia's Best Companies (Consumer Cyclical Company)

TRENASIA ESG AWARD

TrenAsia ESG Excellence

FIRST INDONESIA MAGAZINE

Human Capital on Resilience Excellence Award

FINANCIAL HIGHLIGHT (1Q24)



Net Sales
IDR 16.65T



Total Assets
IDR 24.97T



Net D/E Ratio
0.89x



CAGR FY 2019-23
Net Sales: 16.2%
NPAT: 29.4%

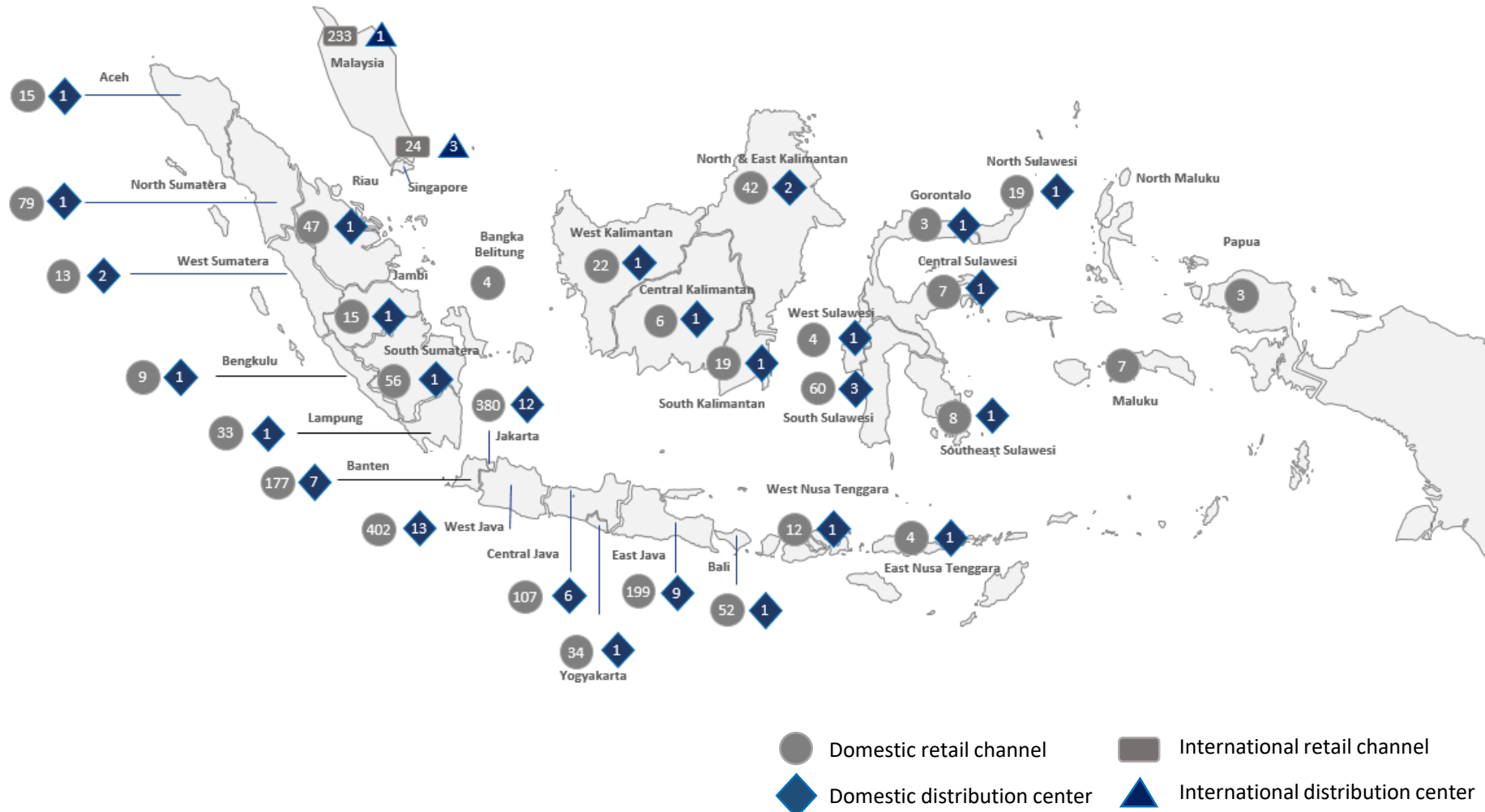
NPAT
IDR 255.27Bn

Extensive coverage across region

77 distribution centers

2,095 retail outlets

+/- 52,000 3rd Party billed Outlets



BUSINESS UPDATE



Growing business portfolio, on track to be the largest lifestyle smart retailer



ERAJAYA DIGITAL

Erafone
Multibrand Gadget



iBox
Apple Premium
Partner



Samsung
Monobrand Gadget



Mi Store
Monobrand Gadget



Erablue
Multibrand CE



INTERNATIONAL BUSINESS

Urban Republic
Multi-brand Gadget



Switch
Apple Reseller



Xiaomi
Monobrand Gadget



Samsung
Monobrand Gadget



Huawei
Monobrand Gadget



Sony
Monobrand Gadget



Singtel
Network Operator



ERAJAYA ACTIVE LIFESTYLE

Urban Republic
Multi-brand IoT



Garmin
IoT Smartwatch



DJI
IoT Drone



Marshall
Speaker



IT
IoT Ecosystem



JD Sport
Sport Apparel



ASICS
Sport Apparel



Urban Adventure
Outdoor Equipment



MST Golf
Golf Sportainment



SIXTYEIGHT
Fashion Apparel



ERAJAYA FOOD & NOURISHMENT

Paris Baguette
Bakery Café



Sushi Tei Group
Japanese Restaurant



Grand Lucky
Grocery Store



ERAJAYA BEAUTY & WELLNESS

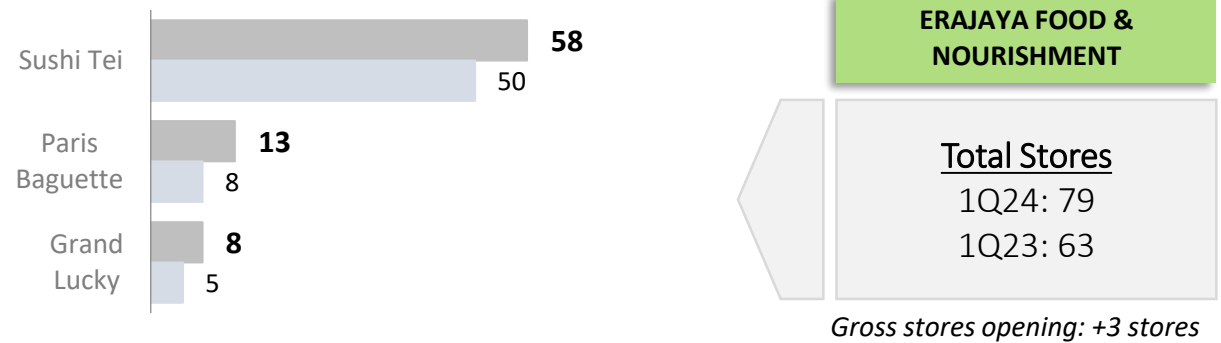
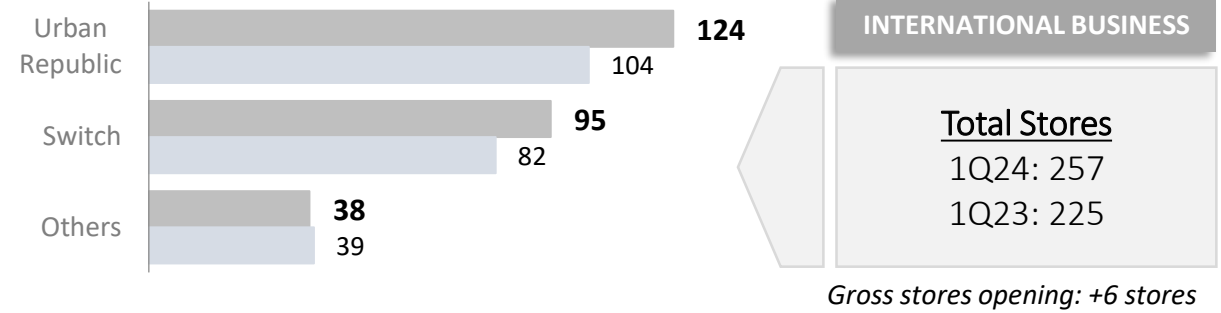
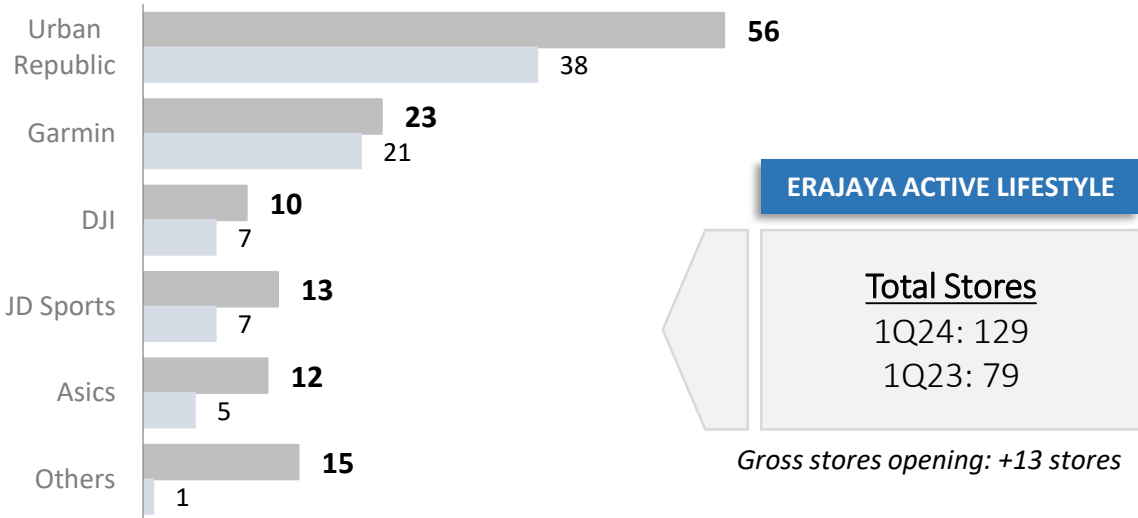
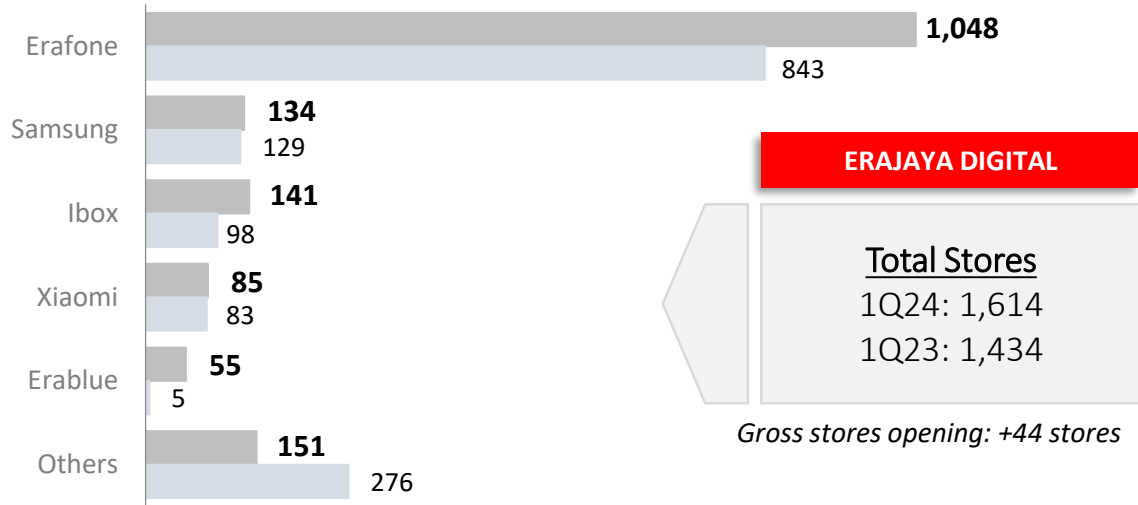
Wellings
Pharmacy



**B2B Medical
Equipment
Distributorship**

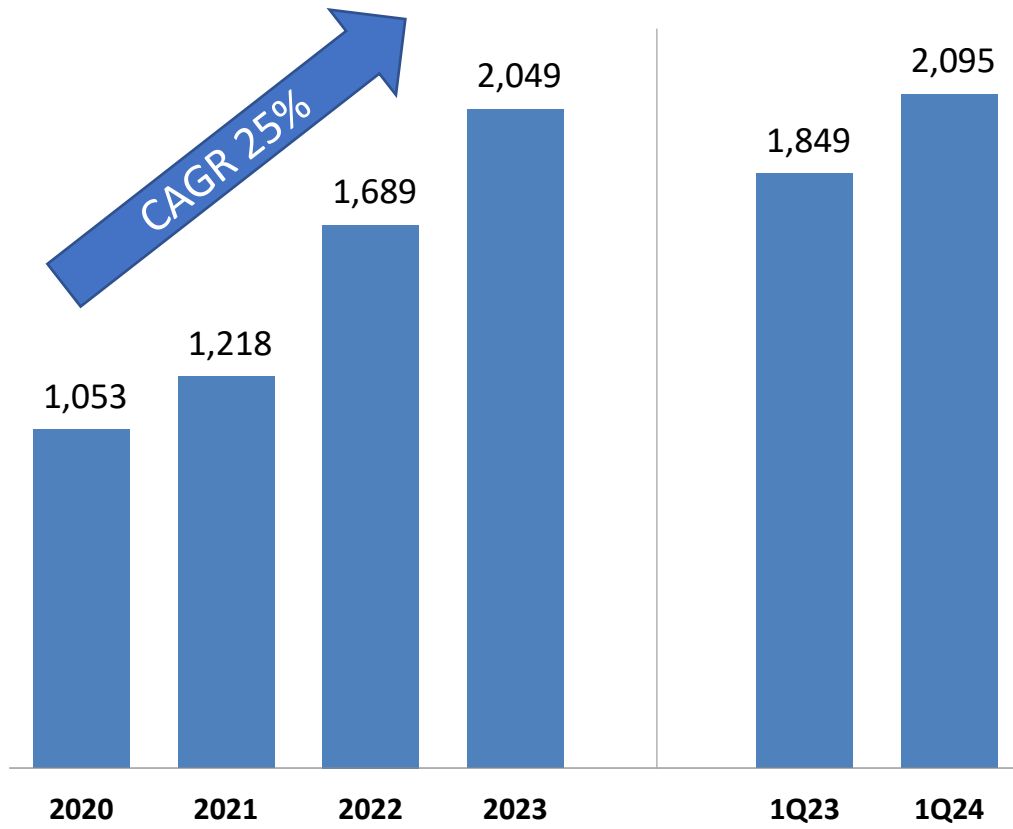


List of stores by verticals – Total 66 new stores opening in 1Q24

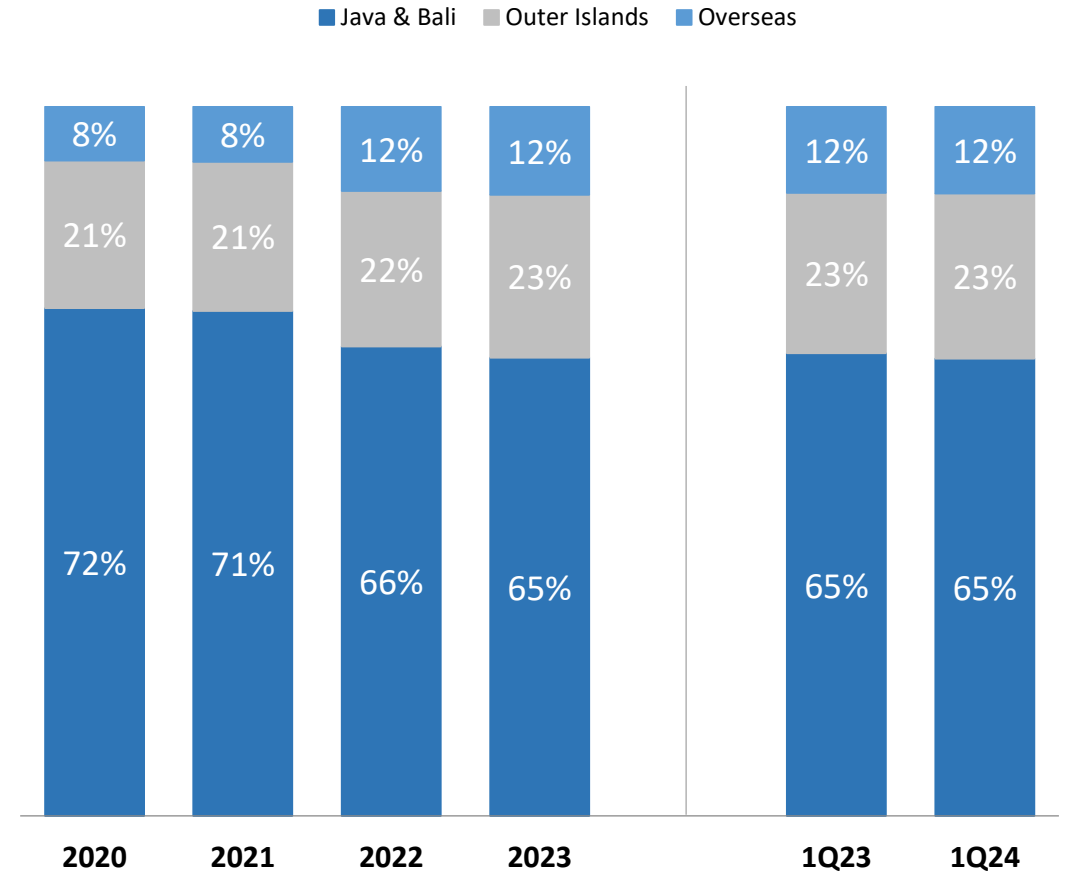


Retail network expansion with focus on tier 2 & 3 cities across Indonesia and overseas

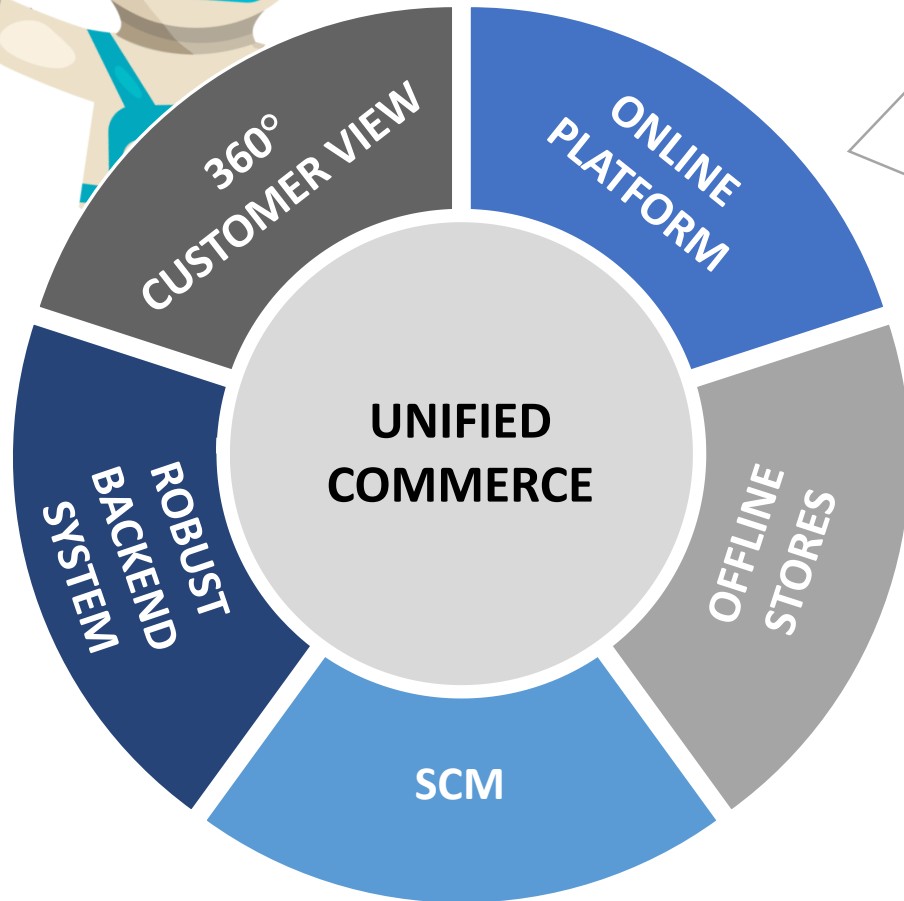
Total Retail Outlets



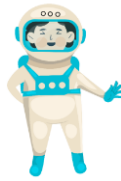
By Geographical Area



Unifying network channels and leveraging digitalization to drive business growth



My **eraspace**



Total members
10.7mn
(+49% vs. 1Q23)



Avg. transaction value
IDR 6.3mn

Collaboration with e-commerce



ONLINE RETAIL RANKING

#1 **iBox**
member of erajaya group
Traffic: 11.7mn

#3 **eraspace**
Traffic: 7.7mn

ONLINE SNEAKERS E-COMMERCE RANKING

#1 **JD**
Traffic: 1.5mn

Increasing channel awareness through various attractive events



iBoxing Week

Erajaya Digital announced the iBoxing Week 2024. This event served as the best opportunity for Apple product enthusiasts to acquire Apple products with attractive promotions.



Erablue Welcoming 50th Store

Erablue is set to inaugurate its 50th store in Indonesia soon. To celebrate this achievement, Erablue is hosting a lucky draw program with shopping vouchers totaling Rp1 billion. The series of celebrations began with the inauguration of Erablue Puspitek, the 46th store, on January 23, 2024.



GrandLucky 2nd Store in Bali

PT Mitra Belanja Anda officially opens its second GrandLucky Superstore in the Udayana area, Bali with a total area of >4,000 m². This has become MBA's largest supermarket in the city of Bali, offering a wide range of products in every category from local goods to premium selection. The opening of this store marks the 8th establishment of GrandLucky.

Supporting the community through our actions and promoting the achievement of UN's SDGs

2
TANPA
KELAPARAN

12
KONSUMSI DAN
PRODUKSI YANG
BERTANGGUNG JAWAB

"Berkah Ramadhan"

"Sustainable Ramadhan"

- Berkah Ramadhan: giving out 40 pax of necessities product to underprivileged families
- Sustainable Ramadhan: Reuse concept to provide secondhand goods donation from more than 50 employees

4
PENDIDIKAN
BERKUALITAS

10
BERKURANGNYA
KESEJAJARAN

"Bali Vocation Program"

"Vocapreneur Competition"

"Guru Merdeka Belajar"

- *Vocapreneur Competition*: to develop entrepreneurship ideas, joined by 25 team participants
- *Guru Merdeka Belajar*: facilitated students to join internship program at Erafone store. joined by 223 participants

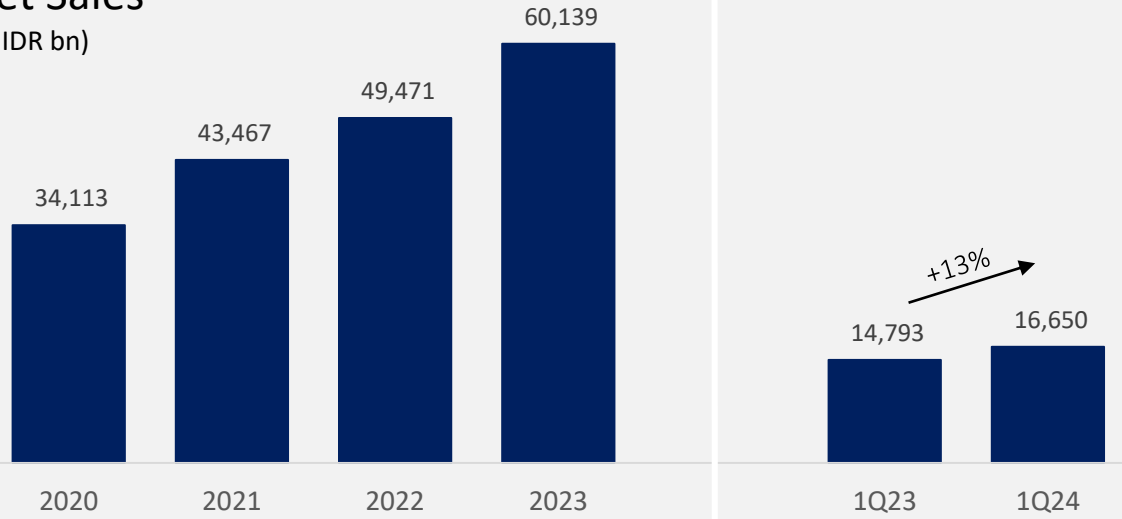
FINANCIAL HIGHLIGHT



Income statement highlight

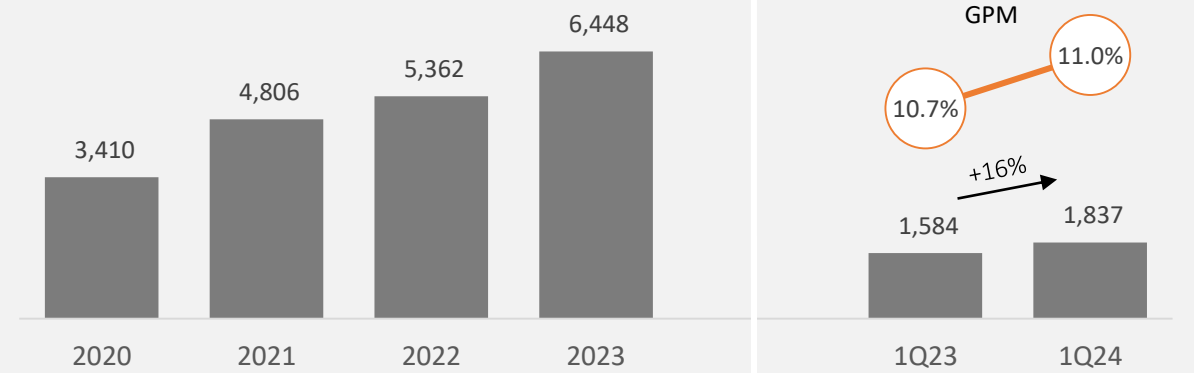
Net Sales

(in IDR bn)



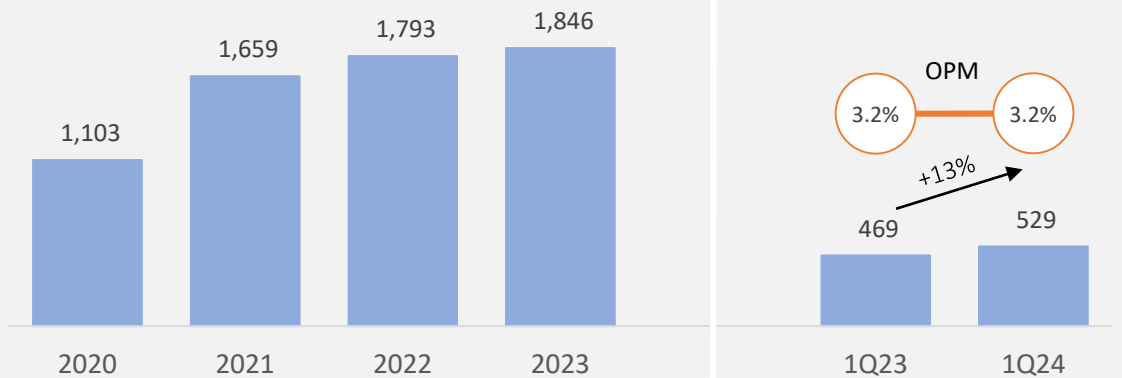
Gross Profit

(in IDR bn)



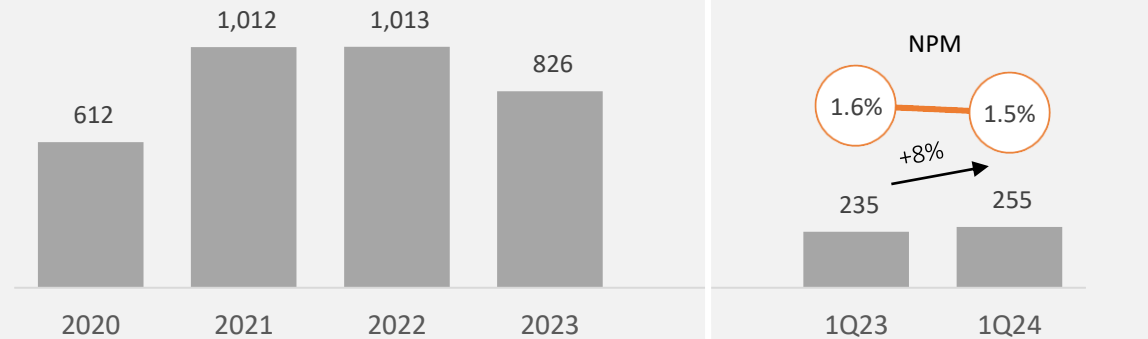
Operating Profit

(in IDR bn)



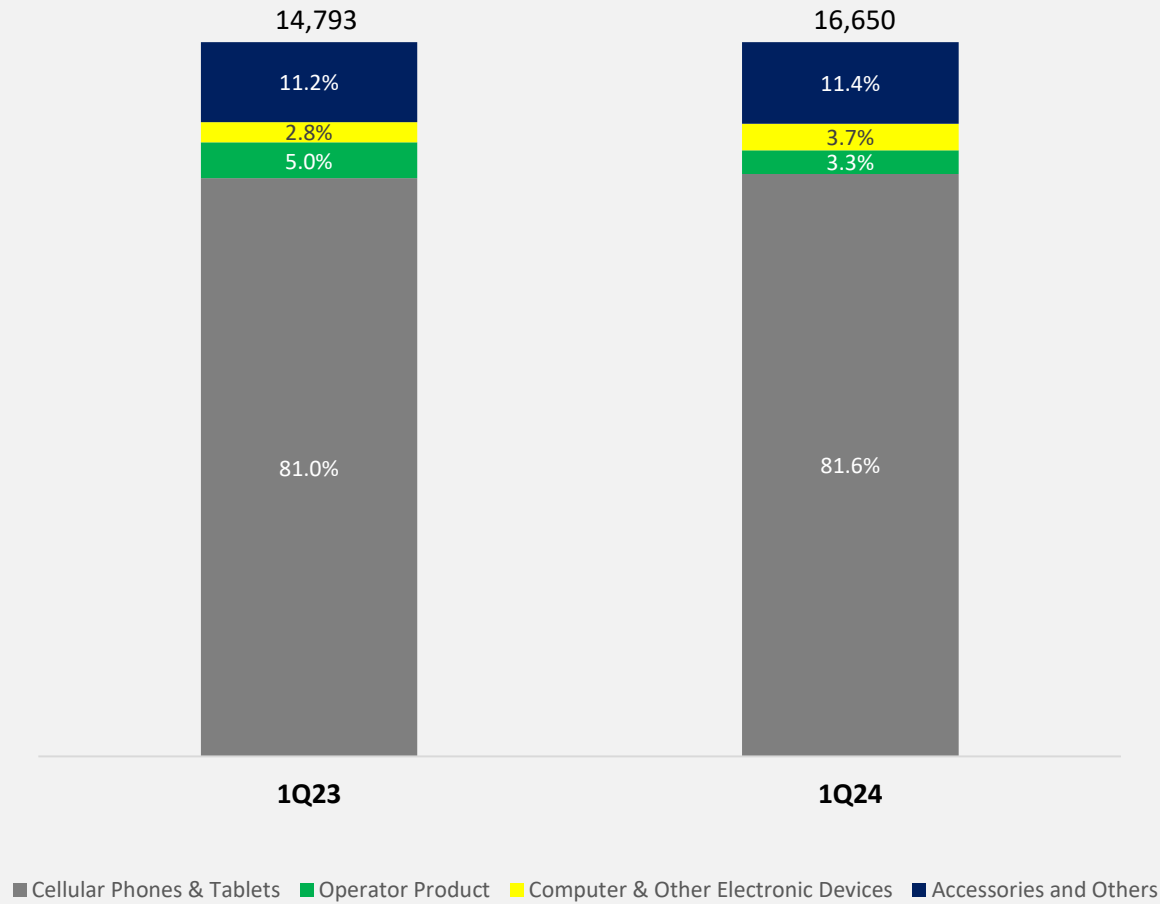
Net Profit

(in IDR bn)

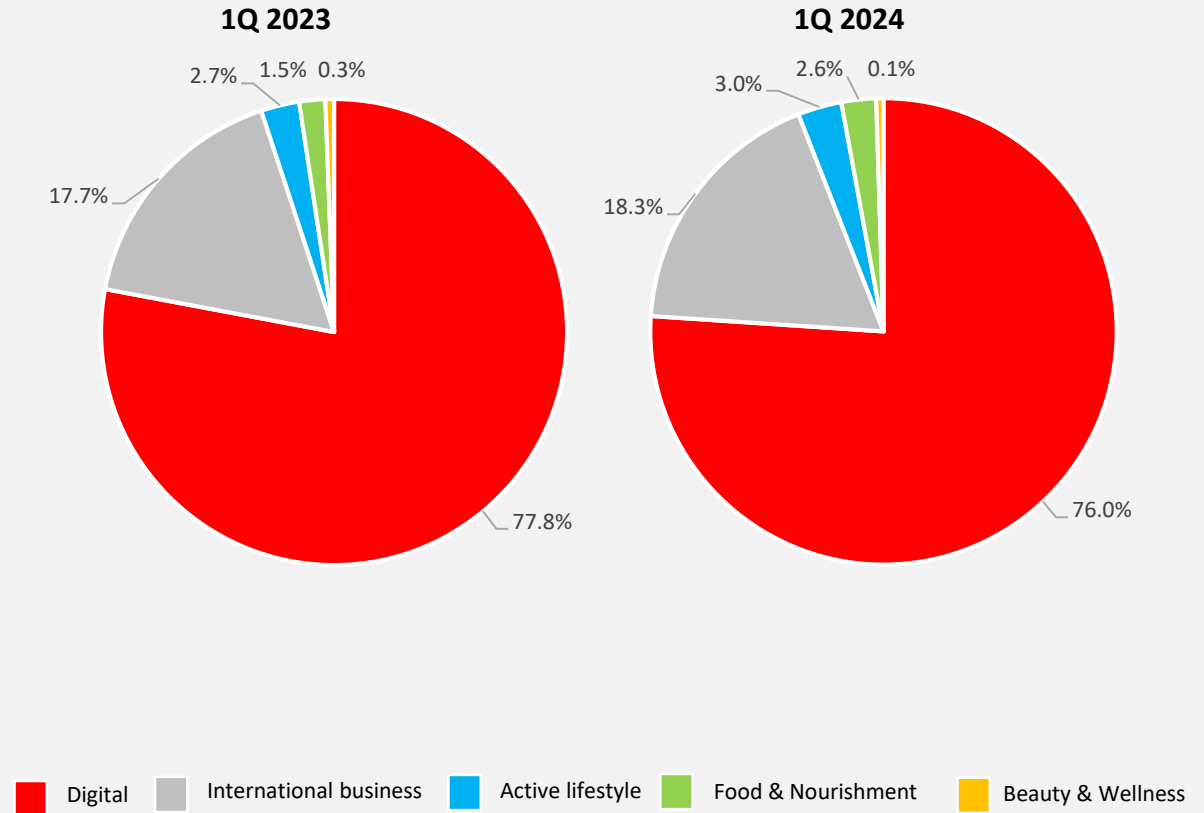


Detail sales breakdown – 1Q24

Sales by Category



Sales by Vertical



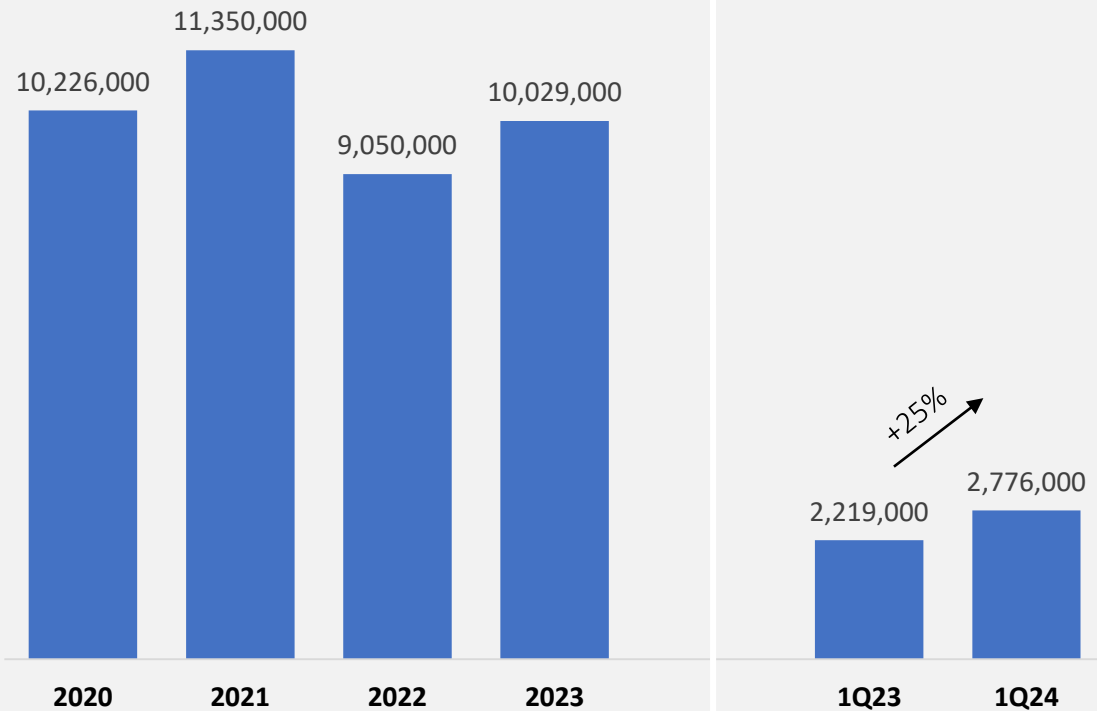
Consolidated key ratios

Description	1Q 2023	1Q 2024
CAPEX (IDR billion)	232	173
Net Debt (IDR billion)	6,988	7,506
Net Working Capital (IDR billion)	1,305	1,826
Net Debt/Equity (x)	0.94	0.89
Net Working Capital/Net Sales*annualized (%)	2.2%	2.7%
ROCE*annualized (%)	14.0%	13.1%
Average Inventory days	54	57
Average Trade Receivable days	6	8
Average Trade Payable days	22	29
Cash Conversion Cycle (CCC)	38	36

Volume & average selling price - Handset

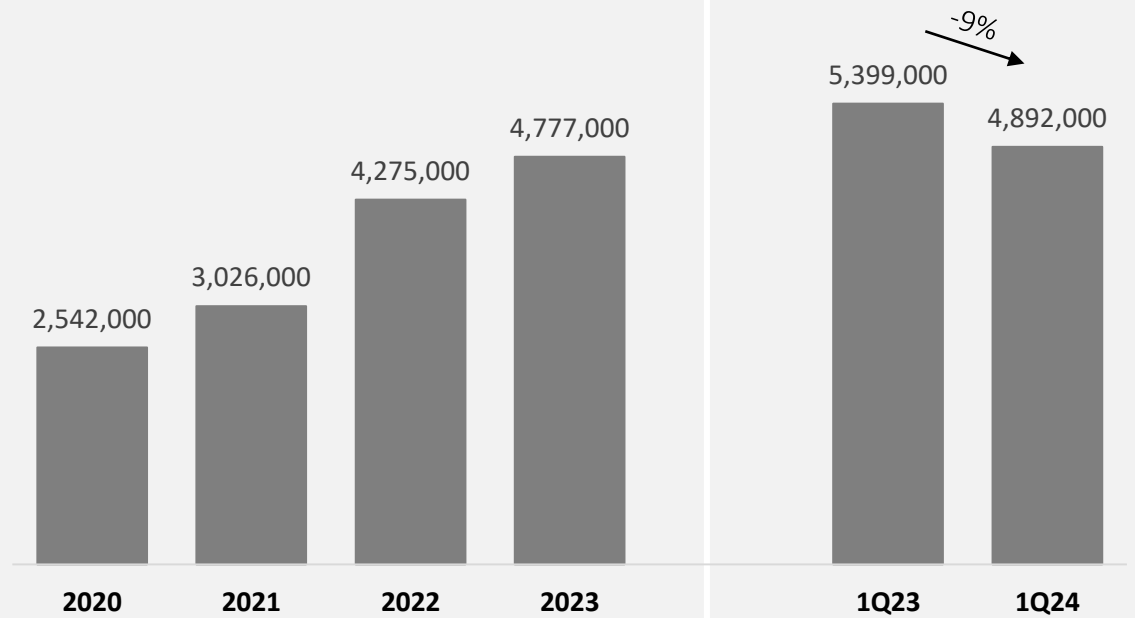
Volume

(in units)



Avg. Selling Price

(in IDR)



Strategic Initiatives to grow the business in FY24



ERAJAYA DIGITAL

- Improving stores productivity to reach the maximum sales through product portfolio optimization
- Revamping store formats for Erafone Multi Brand stores
- Expand the consumer electronic section such as Erablue and Erafone & More.



ERAJAYA ACTIVE LIFESTYLE

- Improving stores productivity for existing business through product portfolio improvement
- Continue to explore new sustainable brands



ERAJAYA FOOD & NOURISHMENT

- Exploring new stores format for the existing business
- Continue to explore new brands



ERAJAYA BEAUTY & WELLNESS

- Improving stores productivity to reach the maximum sales through new stores format
- Continue to explore new brands

Target stores opening around 200 stores, for all verticals



EMAIL:

investor.relations@erajaya.com

WEBSITE:

www.erajaya.com

