

Company Update 1Q 2025

PT Erajaya Swasembada Tbk | IDX: ERAA
Investor Relations

Key Investment Highlights

- The biggest single entity with more than 50% market share of handset business.
- Diversified business portfolio into higher margin businesses such as accessories, IoT, fashion, F&B, and beauty.
- Strong omni-channel infrastructure to create valuable synergy across all business verticals.
- ESG focus to create sustainable environment supporting business development.

Extensive Coverage Across Region

Indonesia, Singapore & Malaysia



77 Distribution Centers

2,159 Retail Outlets

+/- 54,000 3rd Party Billed Outlets



01. Erajaya Digital is the Biggest Single Entity for Handset Business



Started with small store in 1996, now Erajaya turns into the biggest handset retail channel nation wide

DOMESTIC: 1,686 Stores

Erajaya Owned Retail Brand Store

Gadget Multibrand Store

Apple Premium Partner

CE Multi Brand Store

Retail Branded Store

Samsung Store

Xiaomi Store

Huawei Store

INTERNATIONAL: 242 Stores

Erajaya Owned Retail Brand Store

Gadget Multibrand Store

Apple Authorized Reseller

Retail Branded Store

Samsung Store

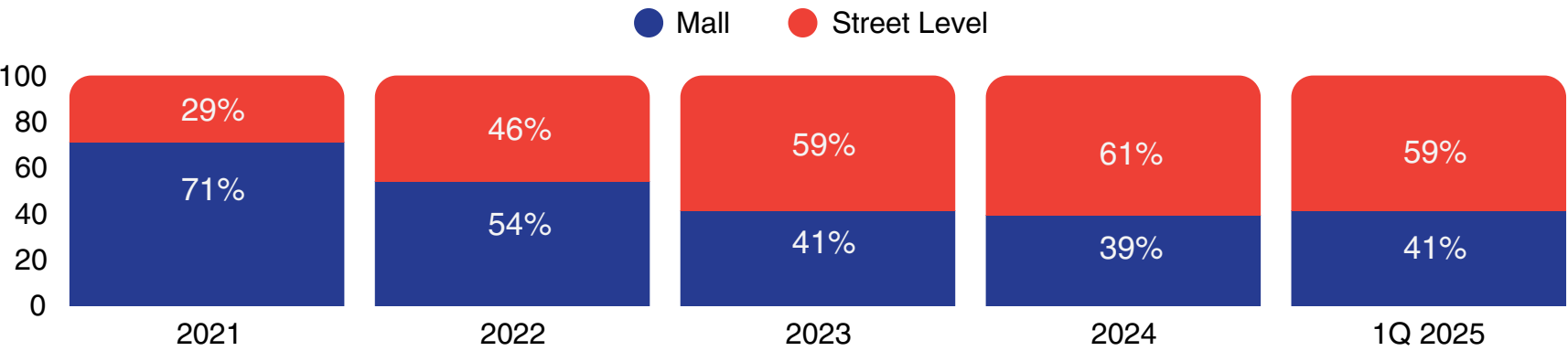
Network Operator

Sony Store

Xiaomi Store

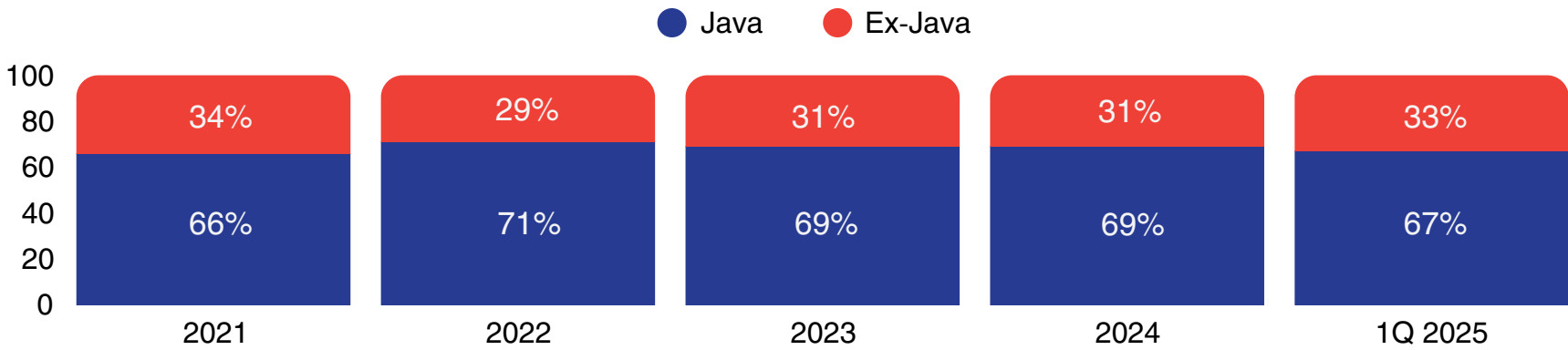
Huawei Store

Focus on Direct to Consumer Business - Erajaya Digital



Note: Only Domestic Store

Erajaya Digital Stores - Java & Ex-Java

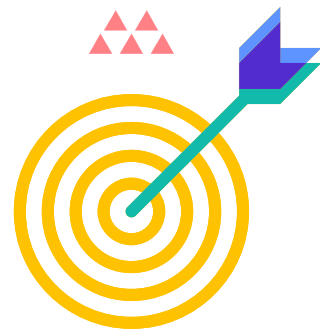


Note: Only Domestic Store

- Focus on improving and expanding our retail channel to widen retail market share. Compared to the mid upper segment in Mall, we've seen lot of potential for the mass market segment.
- Capture mass market segment through our stores on the street level.
- Most of our stores are still concentrated in Java island, we still have massive opportunity in Eastern Indonesia Region.

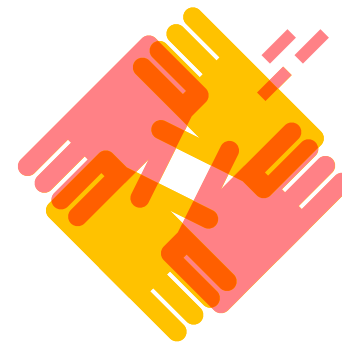
01. Erajaya Digital is the Biggest Single Entity for Handset Business

Our Strategy Going Forward



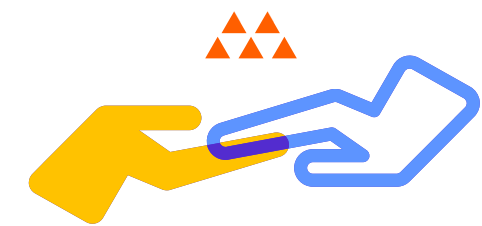
Broaden Our Target Audience

- Cater all segments.
- Expand our retail channel to untapped market in tier 2 & 3 city outside Java area with prudence.
- Tap the mass market audience through street level stores.



Keep on Widening Brand Portofolio

- Established good & long-term relationship with brand principals.
- Optimized our brand portfolio so we could expand product selection to improve store productivity.
- Adding brand that aligned with our target audience.



Provide Additional Retail Value to Our Costumers

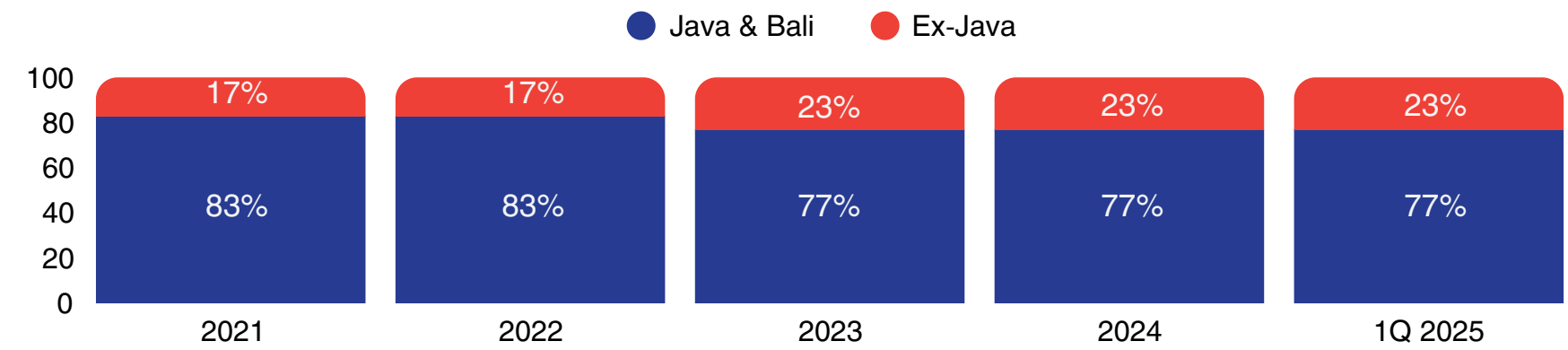
- More than handset, we try to provide connectivity ecosystem through our stores.
- Become a reliable partner to provide information and solution for our customers.

02. Diversified Business Portfolio Into Higher Margin Businesses

Erajaya Active Life Style - Focus on lifestyle related products such as IoT ecosystem, accessories, fashion, and active lifestyle.


SMART	ACTIVE	LIFESTYLE
Accessories & IoT	Sports & Outdoor Activities	Lifestyle Related Activities
		

- We have been focusing to grow direct to consumer business through retail expansion and communities engagement.
- Currently, we're still growing our network at Java with selective area for ex-Java.

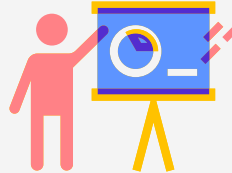


Our Strategy


Erajaya Active Lifestyle



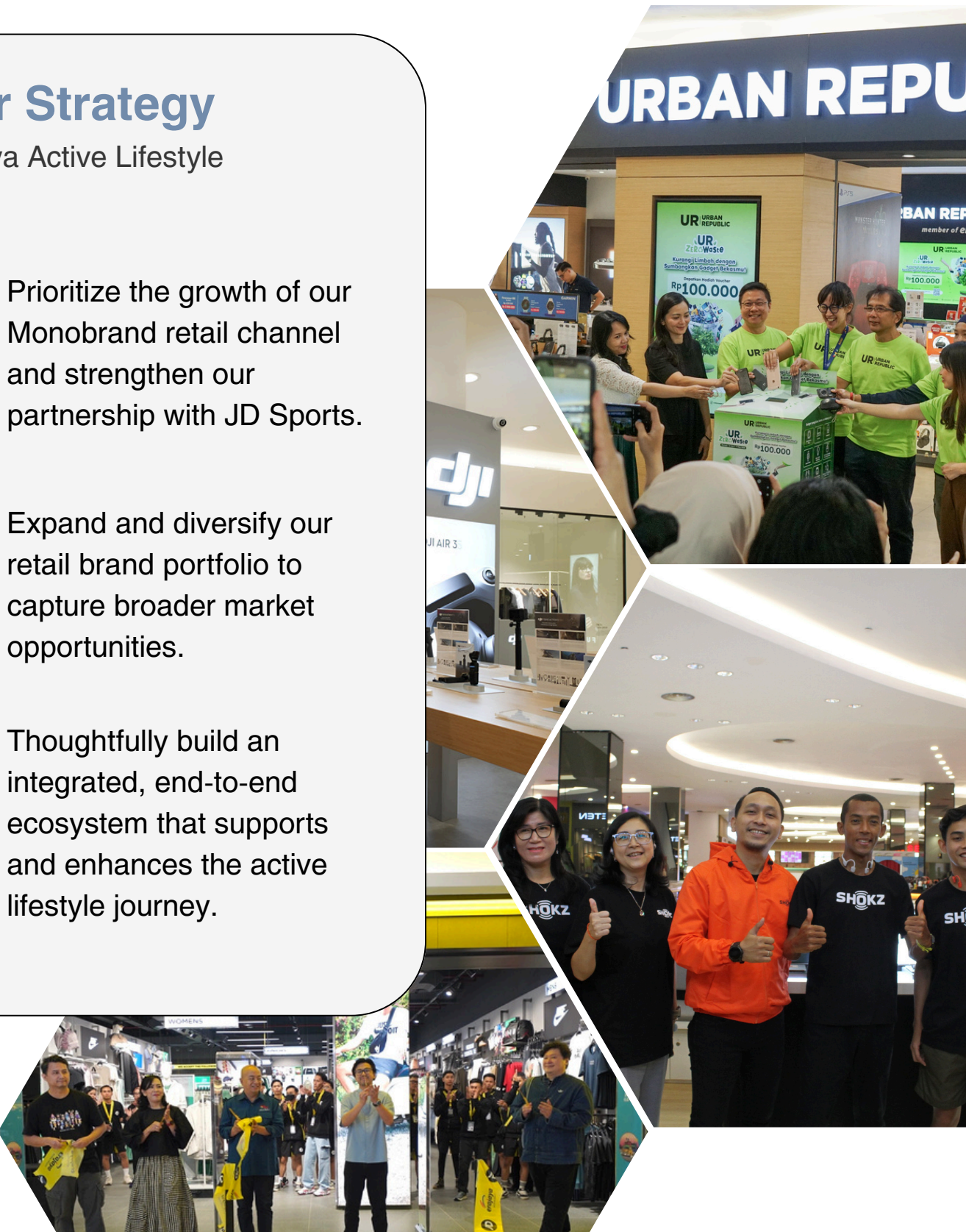
Prioritize the growth of our Monobrand retail channel and strengthen our partnership with JD Sports.



Expand and diversify our retail brand portfolio to capture broader market opportunities.



Thoughtfully build an integrated, end-to-end ecosystem that supports and enhances the active lifestyle journey.



02. Diversified Business Portfolio Into Higher Margin Businesses

Erajaya Beauty & Wellness - Focus on Health & Beauty Business

Retail Brand

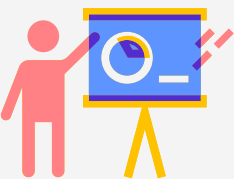


B2B



Our Strategy

Erajaya Beauty & Wellness



Enhance brand awareness through targeted marketing initiatives and meaningful community engagement.



Introduce exclusive new services available only at Wellings Apotek offline stores, providing added value to our in-store customers.

We are committed to your well-being through a range of personalized healthcare solutions, including:

- **Medical Equipment Rental:** Convenient access to essential health equipment.
- **Health Check Services:** Regular screenings to help you stay on top of your health.
- **Medication Review:** Ensuring safe and effective use of your medications.
- **Pharmacist Consultation:** Professional advice tailored to your health needs.
- **Medical Prescriptions:** Easy access to prescription services.
- **Free Delivery:** Fast and reliable delivery of medications to your doorstep.
- **Health Service Vouchers:** Exclusive offers to support your wellness journey.
- **WhatsApp Order Center:** Quick and easy ordering through your favorite messaging app.



02. Diversified Business Portfolio Into Higher Margin Businesses

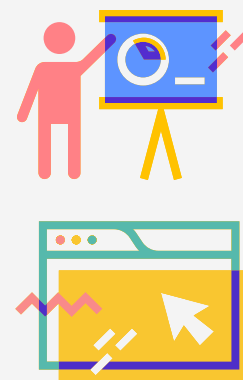
Erajaya Food & Nourishment - Focus on F&B and groceries business.

Retail Brand



Our Strategy

Erajaya Active Lifestyle

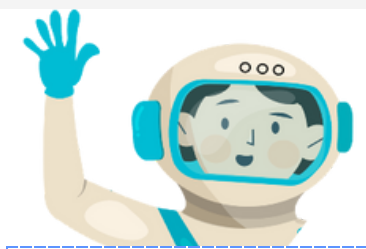


We are committed to expanding our retail footprint across Indonesia as part of our long-term growth strategy.

We continue to diversify our retail brand portfolio. Through Erajaya Food & Nourishment, we are introducing innovative and high-potential businesses to the Indonesian market, broadening our offerings and capturing new opportunities in the evolving consumer landscape.

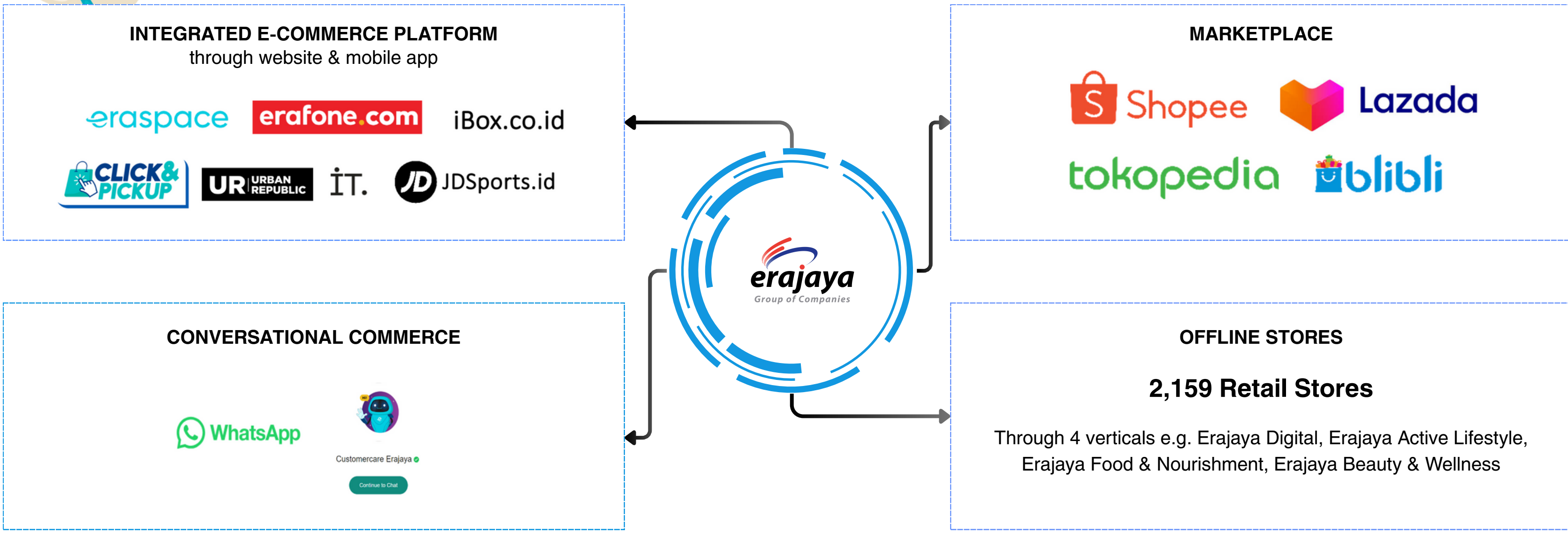


03. Strong Omni-channel Infrastructure to Create Valuable Synergy Across All Business Verticals



OUR PLATFORM

Synergizing our connected commerce to support business growth across verticals.



ONLINE RETAIL TRAFFIC RANKING

#1 iBox Traffic: 4.12 Mn **#4 eraspace** Traffic: 1.94 Mn

ONLINE SNEAKERS E-COMMERCE TRAFFIC RANKING

#4 JD Traffic: 267K

03. Strong Omni-channel Infrastructure to Create Valuable Synergy Across All Business Verticals



is Costumer Loyalty Program that provides the best experience in every transaction you make at Erajaya Group.















Total Members
14.0 Mn
*7% growth
(vs 13.06 Mn in FY24)*





Avg. Transaction Value
IDR 4.0 Mn

Enhance customer experience to enjoy cross-synergy across Erajaya Group retail channel.
One platform for all channel.







Year	Total Member (in million unit)
2019	1.4
2020	2.8
2021	4.2
2022	6.3
2023	9.7
2024	13.1
1Q 2025	14.0

Our member has grew to 14.0 mn member in 1Q 2025.

04. Focus on ESG to Create Sustainable Environment Supporting Business Development



Lentera Cerdas

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

Lentera Sehat

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

Lentera Kasih

Encourage the empowerment of local community potential to generate income.

Lentera Hijau

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

SUSTAINALYTICS

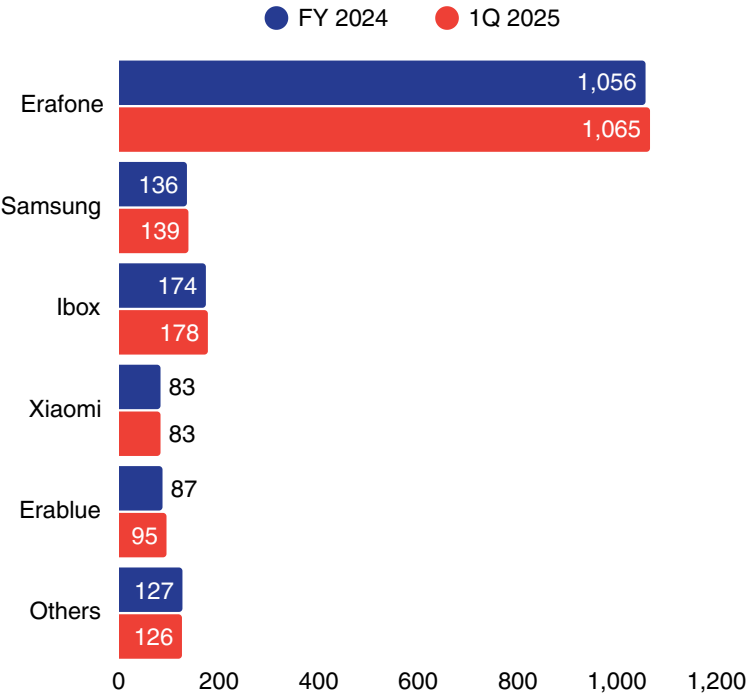
ESG SCORE **14.7***

Achieved 10 SDG Goals



List of Stores by Verticals

Total 34 New Stores Opening in 1Q 2025



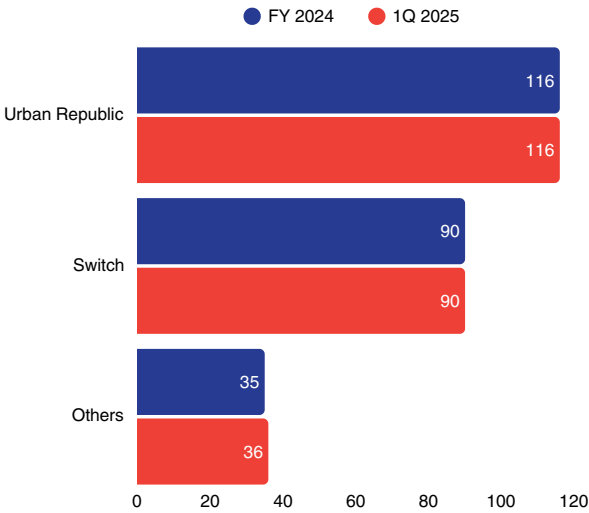
Erajaya Digital

Total Stores

FY 2024: 1,663

1Q 2025: 1,686

Gross Stores Opening: 23 Stores



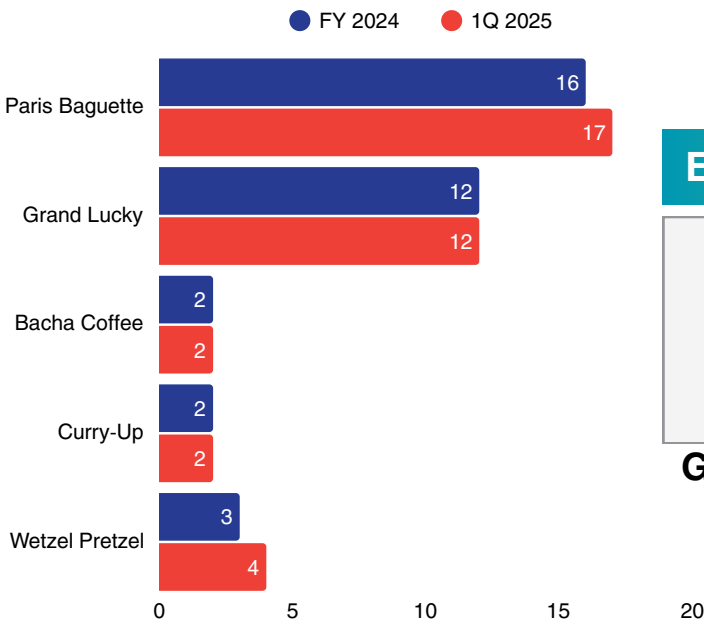
Intenational Business

Total Stores

FY 2024: 241

1Q 2025: 242

Gross Stores Opening: 1 Store



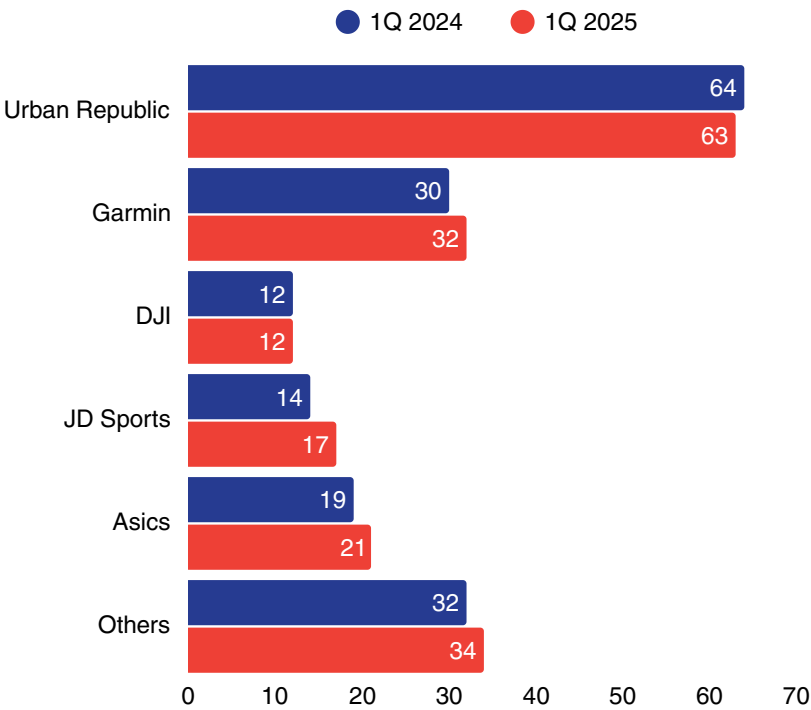
Erajaya Food & Nourishment

Total Stores

FY 2024: 35

1Q 2025: 37

Gross Stores Opening: 2 Stores



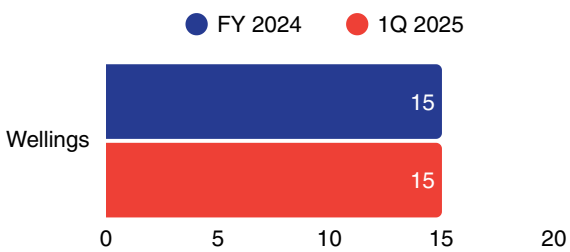
Erajaya Active Lifestyle

Total Stores

FY 2024: 171

1Q 2025: 179

Gross Stores Opening: 8 Stores



Erajaya Beauty & Wellness

Total Stores

FY 2024: 15

1Q 2025: 15

- As we review our store footprint across business segments, we observe steady yet cautious expansion from Fiscal Year 2024 to the first quarter of 2025.
- Starting with **ED**, our largest vertical, store count **increased** from **1,663** to **1,686** — a deliberate growth of **23** locations.
- IB** grew modestly from **241** to **242** stores, reflecting a stable performance and a disciplined approach to growth.
- In **EAL**, we saw a more pronounced increase — from **171** to **179** stores — indicating targeted investments where we see strong potential.
- EFN** also experienced a slight increase from **35** to **37** stores.

Increasing Channel Awareness Through Various Events





SSSG - 1Q 2025 (YoY)

Same Store Sales Growth

(15,1%)

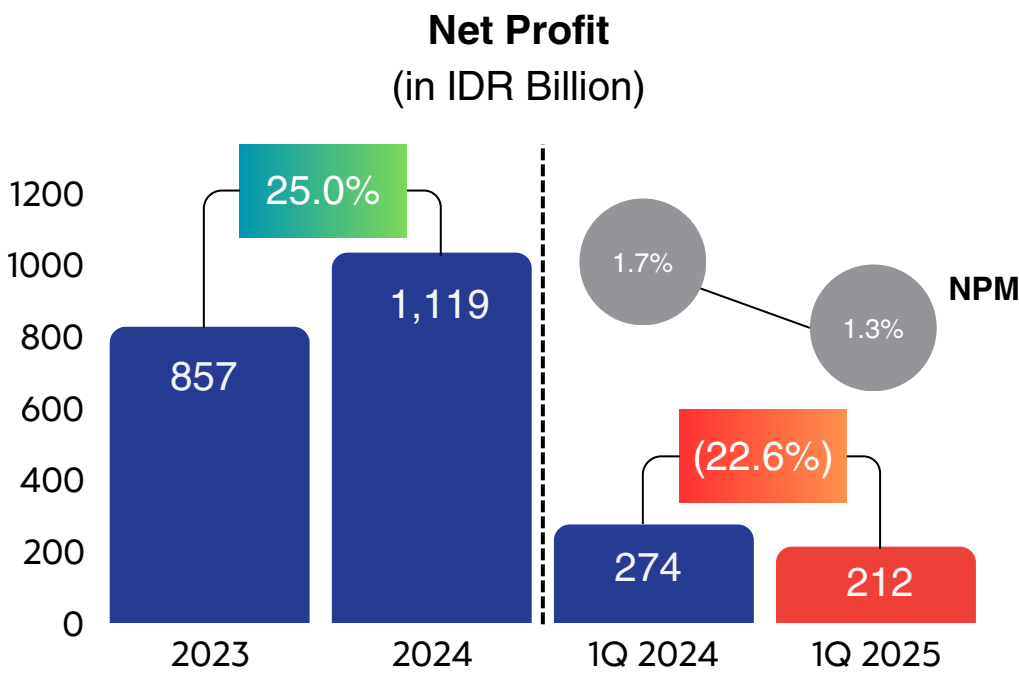
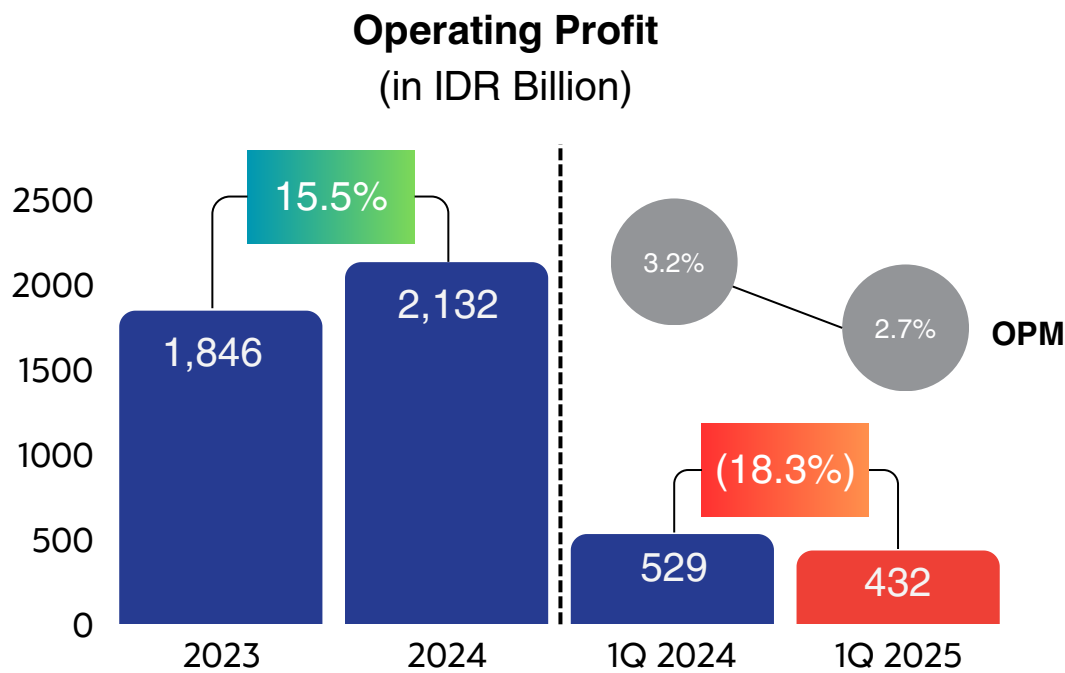
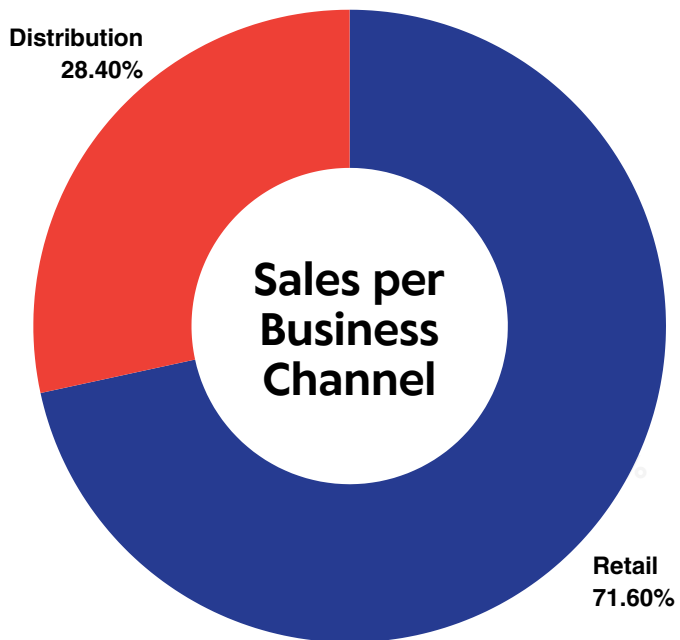
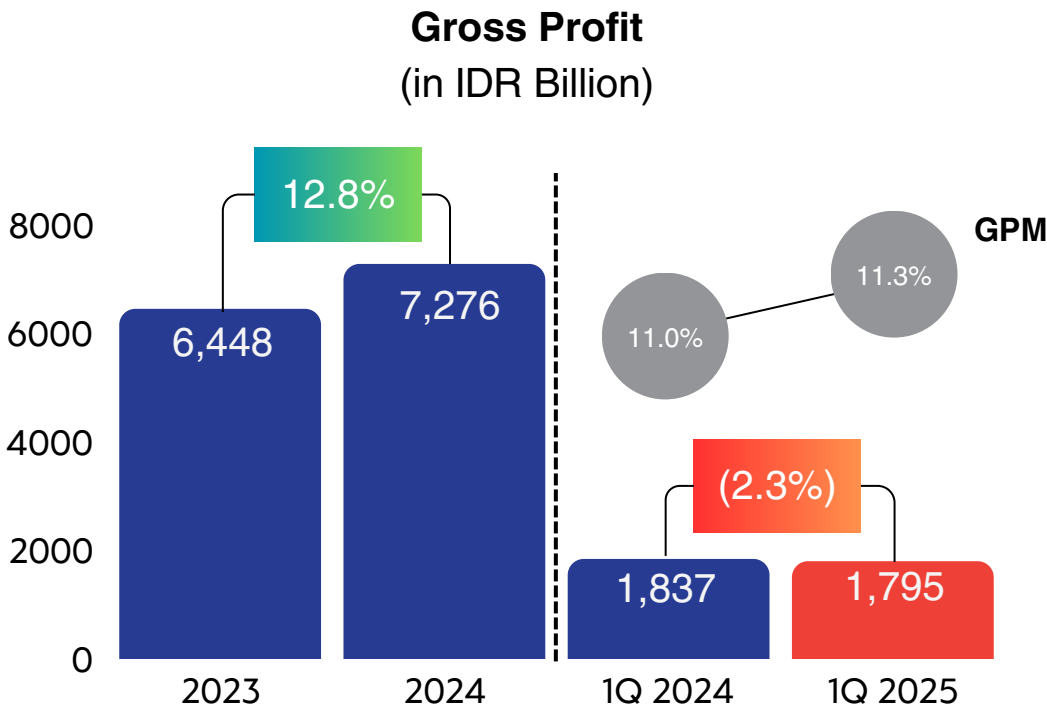
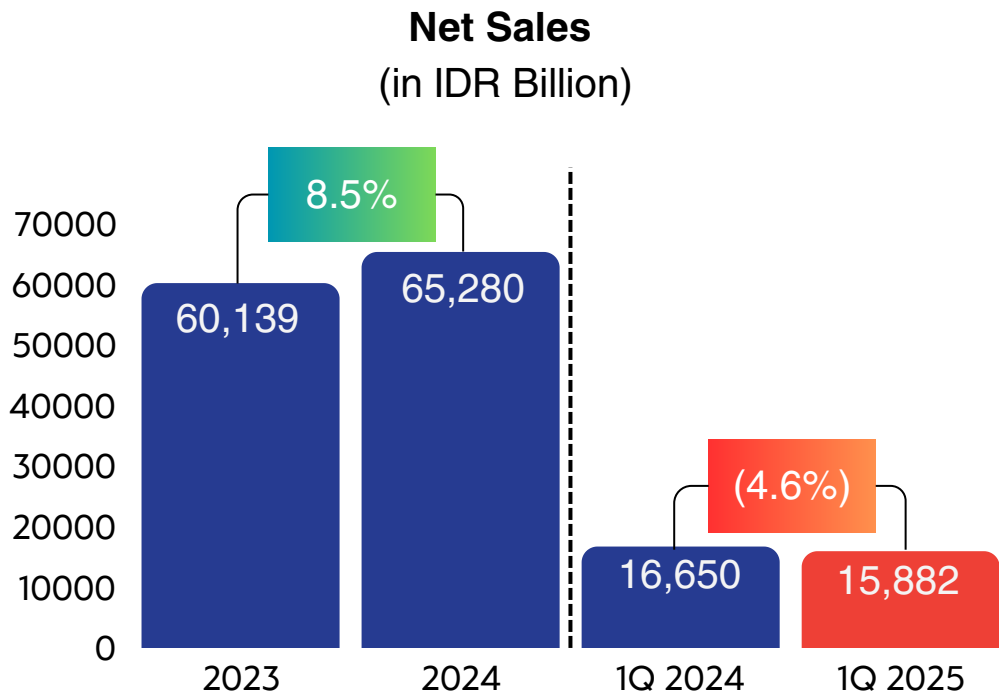
In Q1 2025, SSSG faced modest pressure due to timing delays in the launch of several New Product Introductions (NPIs). However, robust performance from Asian brands helped cushion the impact.



SSSG as per 1Q 2025

Profit & Loss Highlight

Erajaya Group 1Q 2025 in Billion



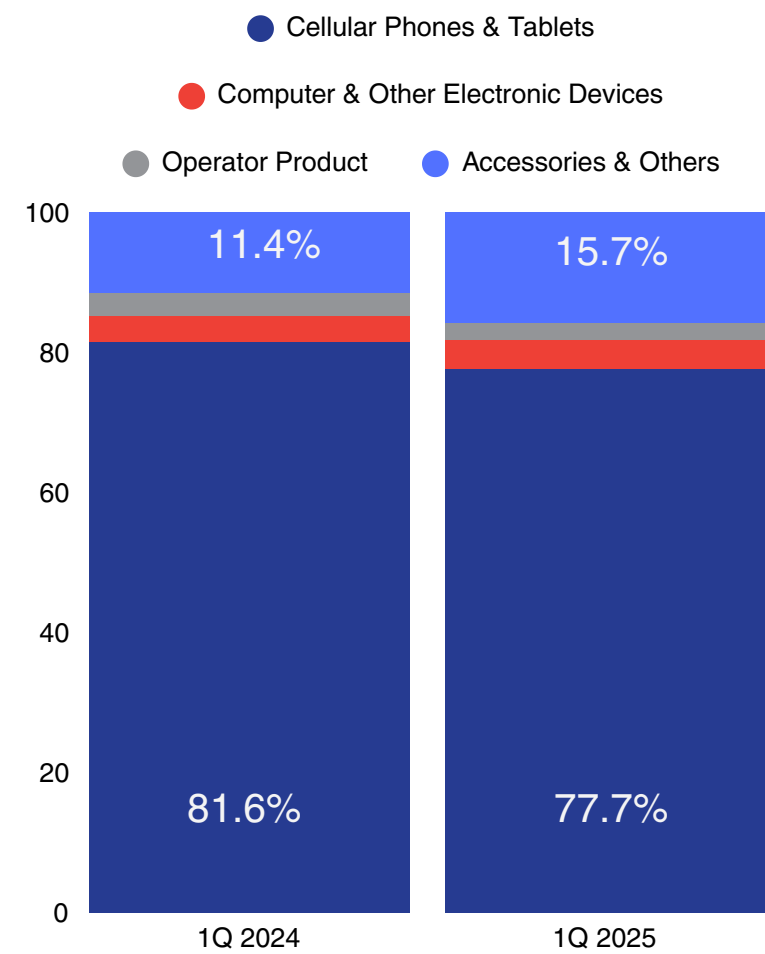
- In the first quarter of 2025, Erajaya Group recorded net sales reaching IDR 15.88 trillion.
- The company generated a gross profit of IDR 1.80 trillion, resulting in a gross profit margin of 11.3%, showing improved efficiency in managing cost of goods sold.
- Operating profit for the quarter came in at IDR 432 billion, with an operating margin of 2.7%.
- Net profit was reported at IDR 212 billion, with a net profit margin of 1.3%.

Segmented Sales Breakdown

Erajaya Group 1Q 2025

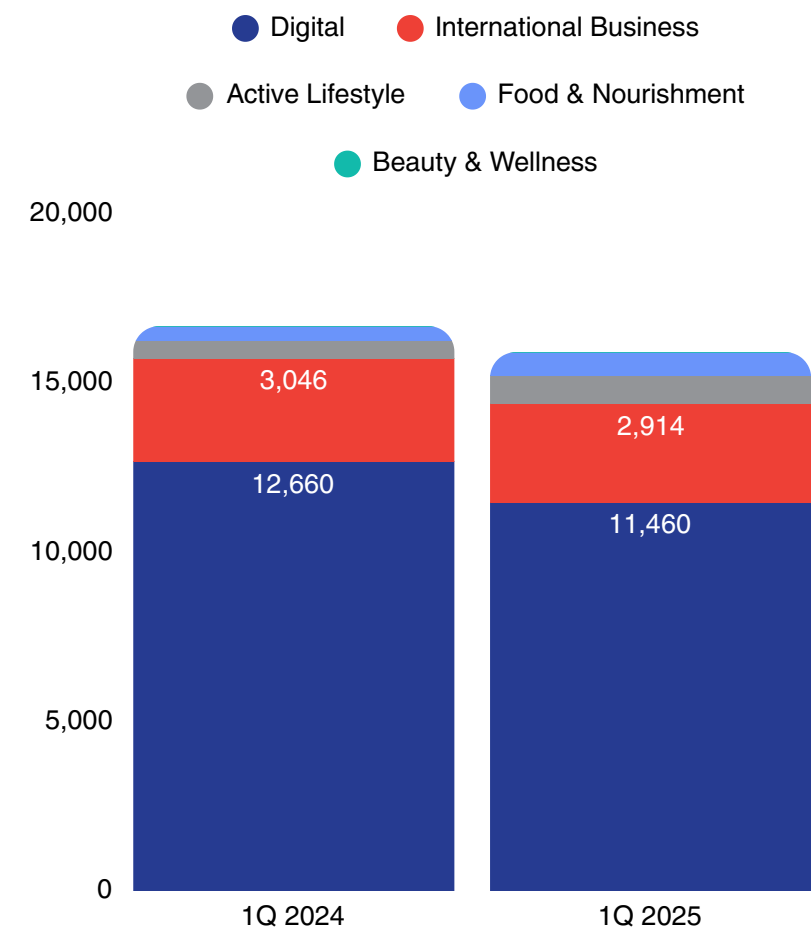


Sales by Segment



Segment	1Q 24	1Q 25
Cellular Phones & Tablet	81.6%	77.7%
Computer & Other Electronic Devices	3.7%	4.1%
Operator Products	3.3%	2.5%
Accessories & Others	11.4%	15.7%

Sales by Vertical



Vertical	1Q 24	1Q 25
Digital	76.0%	72.2%
Int'l Business	18.3%	18.3%
Active Lifestyle	3.0%	5.2%
Food & Nourishment	2.5%	4.3%
Beauty & Wellness	0.1%	0.0%

Overall, the data reflects Erajaya’s ongoing strategy to grow beyond core electronics and strengthen its lifestyle and international verticals.

- Looking at the Sales by Segment, the Cellular Phones and Tablets category continues to lead, contributing 77.7% of total sales. While slightly lower than the 81.6% in Q1 2024, this shift reflects growing contributions from other categories.
- Accessories and Others saw a notable increase, rising from 11.4% to 15.7%, indicating strong demand in complementary products.
- Shifting to the Sales by Vertical, Digital still dominates with 72.2% of the total, down from 76.0% last year—again highlighting the growing role of diversification.

Consolidated Key Ratios

Erajaya Group 1Q 2025



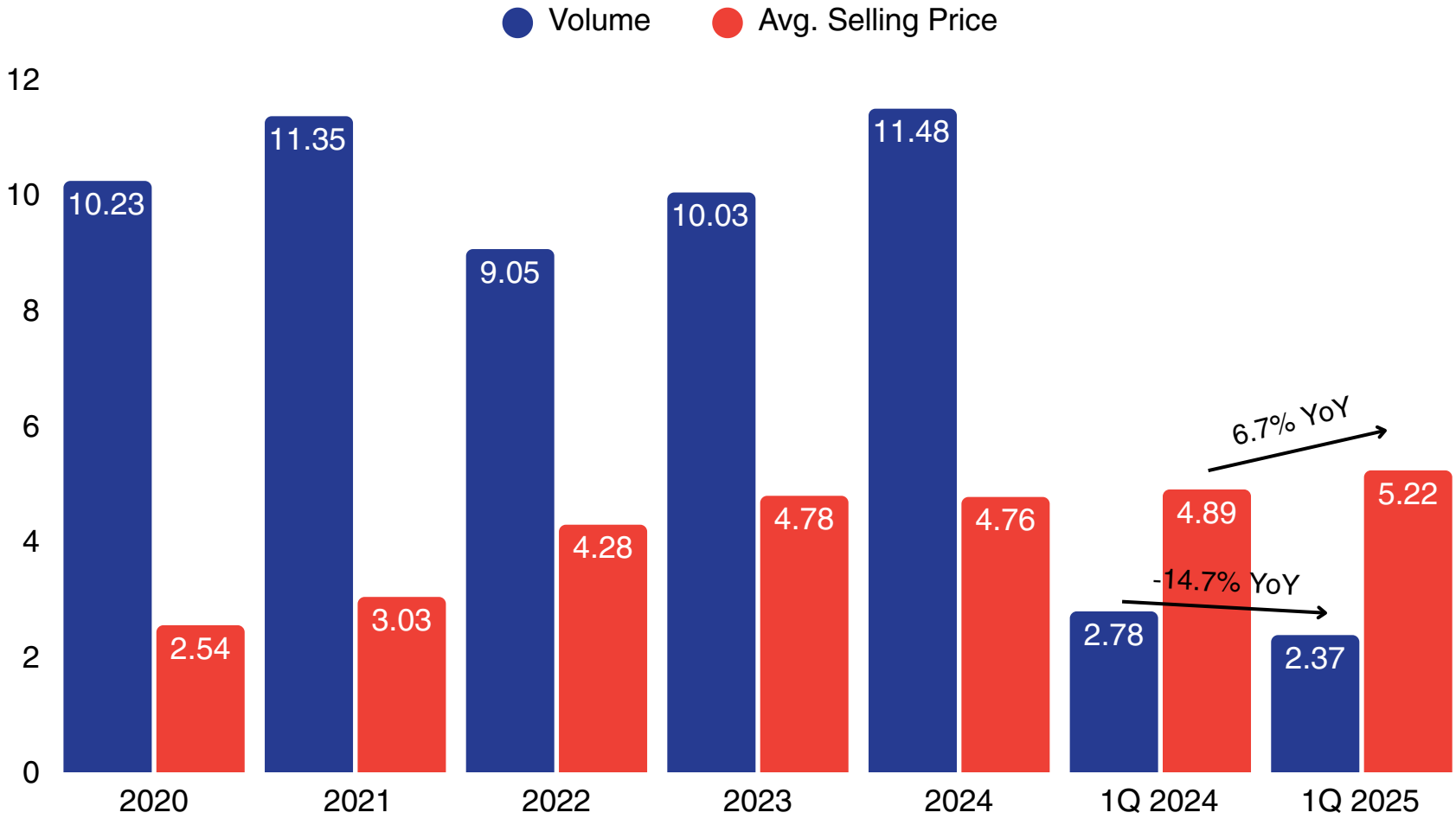
<i>IDR amounts are in billions</i>	1Q 2024	1Q 2025	% change
CAPEX	173	158	-8.7%
OPEX	1,309	1,362	4.10%
Inventories	10,761	12,221	13.57%
Net Debt	6,596	5,077	-23.03%
Net Working Capital	6,389	5,456	-14.61%
Net Debt / Equity (x)	0.78	0.55	-0.24
Net Working Capital / Net Sales*	9.59%	8.59%	-1.00%
ROCE*	12.57%	10.16%	-2.41%

<i>IDR amounts are in billions</i>	1Q 2024	1Q 2025	% change
Average Inventory Days	57	62	5
Average Trade Receivable Days	8	7	-1
Average Trade Payable Days	29	38	8
Cash Conversion Cycle (CCC)	36	31	-5

*Annualized (%)

Volume & Average Selling Price

Erajaya Group 1Q 2025



Note: (in Mn Unit / IDR)

In the first quarter of 2025, Erajaya Group recorded a sales volume of 2.37 million units, down by -14.7% year-over-year from 2.78 million units in Q1 2024.

The average selling price increase from IDR 4.89 million to IDR 5.22 million, marking an 6.7% increase year-over-year.

This performance was primarily impacted by the lack of major new product introductions (NPI) during the quarter, which typically drive higher sales volumes and premium pricing.

Thank You.



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