

Company Update 1H 2025

PT Erajaya Swasembada Tbk | IDX: ERAA
Investor Relations

Forward-Looking Statement

This presentation may contain forward-looking statements, including expectations, projections, and future plans. These statements are subject to risks and uncertainties that may cause actual results to differ materially from those expressed or implied.

We advise participants not to place undue reliance on such forward-looking statements, which reflect the company's views only as of today. The company undertakes no obligation to update or revise them in the future.

All financial figures discussed today are based on the consolidated financial statements of PT Erajaya Swasembada for the six months ended June 30, 2025, unless otherwise stated.

The information presented is for informational purposes only and should not be considered financial or legal advice. Investors should conduct their own due diligence and consult with their own advisors before making any investment decisions.

Key Investment Highlights

- The biggest single entity with more than 50% market share of handset business.
- Diversified business portfolio into higher margin businesses.
- Strong omni-channel infrastructure to create valuable synergy across all business verticals.
- ESG focus to create sustainable environment supporting business development.

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: 1,684 Stores

Erajaya Owned Retail Brand Store



Gadget Multibrand Store



Apple Premium Partner



CE Multi Brand Store

Retail Branded Store

SAMSUNG

by erafone

Samsung Store



Xiaomi Store



HUAWEI

Huawei Store

HONOR

Honor Store

INTERNATIONAL: 240 Stores

Erajaya Owned Retail Brand Store



Gadget Multibrand Store



Apple Authorized Reseller

Retail Branded Store



Samsung Store



Network Operator

SONY

Sony Store



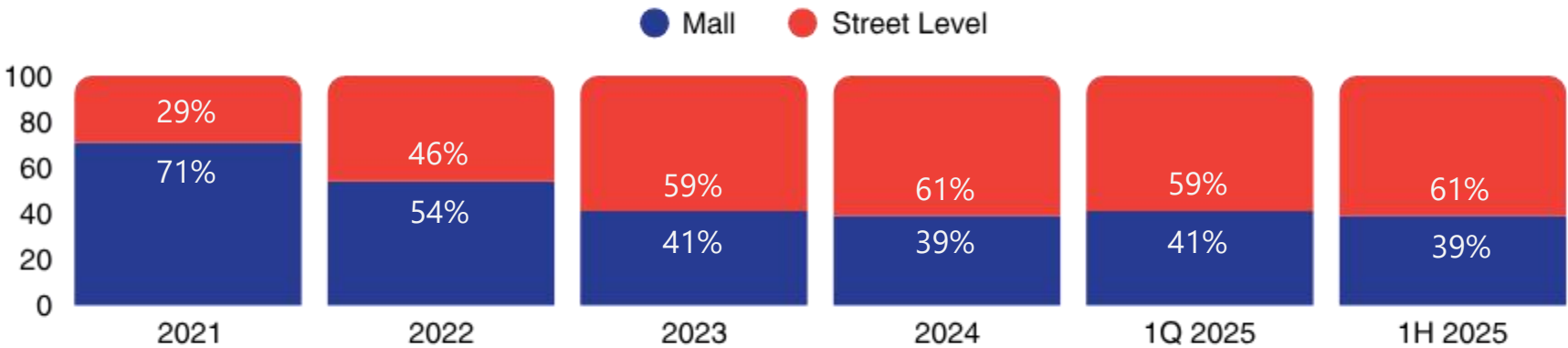
Xiaomi Store



HUAWEI

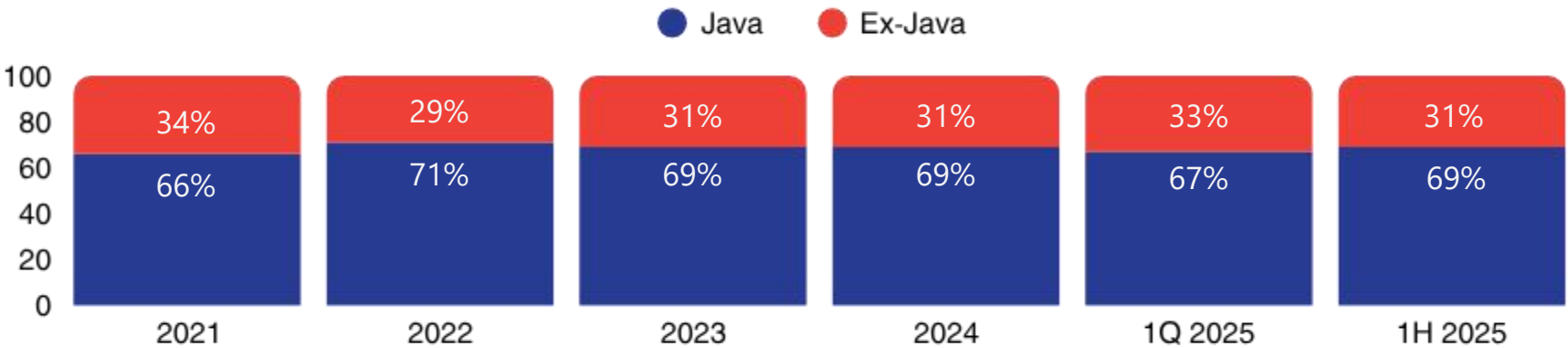
Huawei Store

Focus on Direct to Consumer Business - Erajaya Digital



Note: Only Domestic Store

Erajaya Digital Stores - Java & Ex-Java



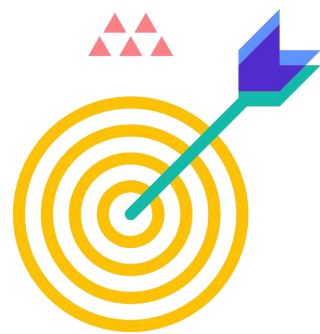
Note: Only Domestic Store

- 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.

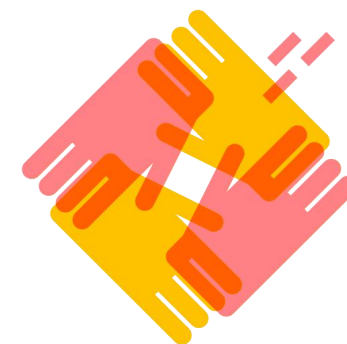
01. Erajaya Digital is the Biggest Single Entity for Handset Business

Our Strategy Going Forward



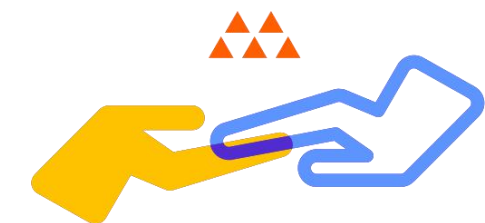
Broaden Our Target Audience

- 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

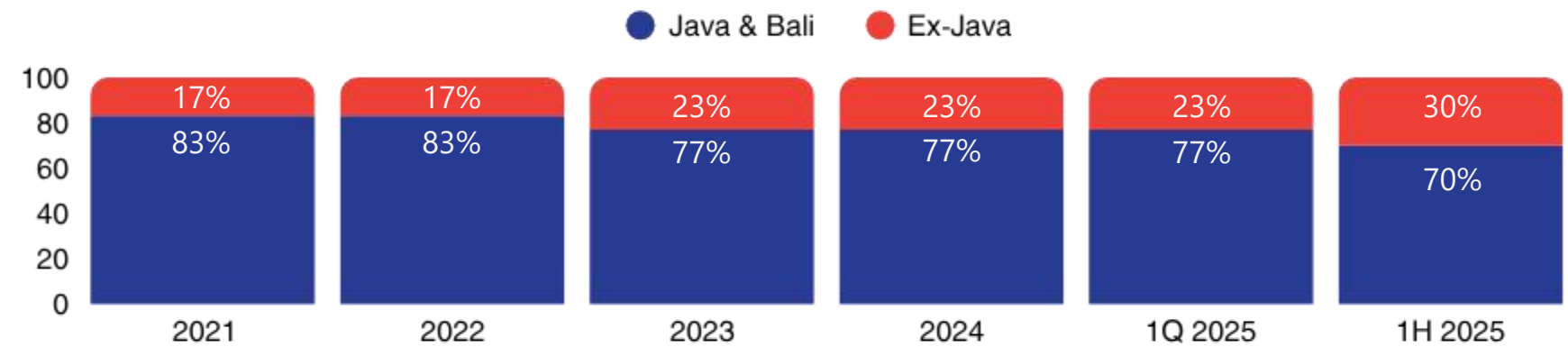
- More than handset, we try to provide connectivity ecosystem through our stores.
- Become a reliable partner to provide information and solution for our customers.

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
 URBAN REPUBLIC	  	 
  	 	


- 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.



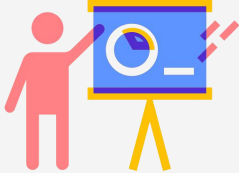
*Operate August 2025

Our Strategy


Erajaya Active Lifestyle



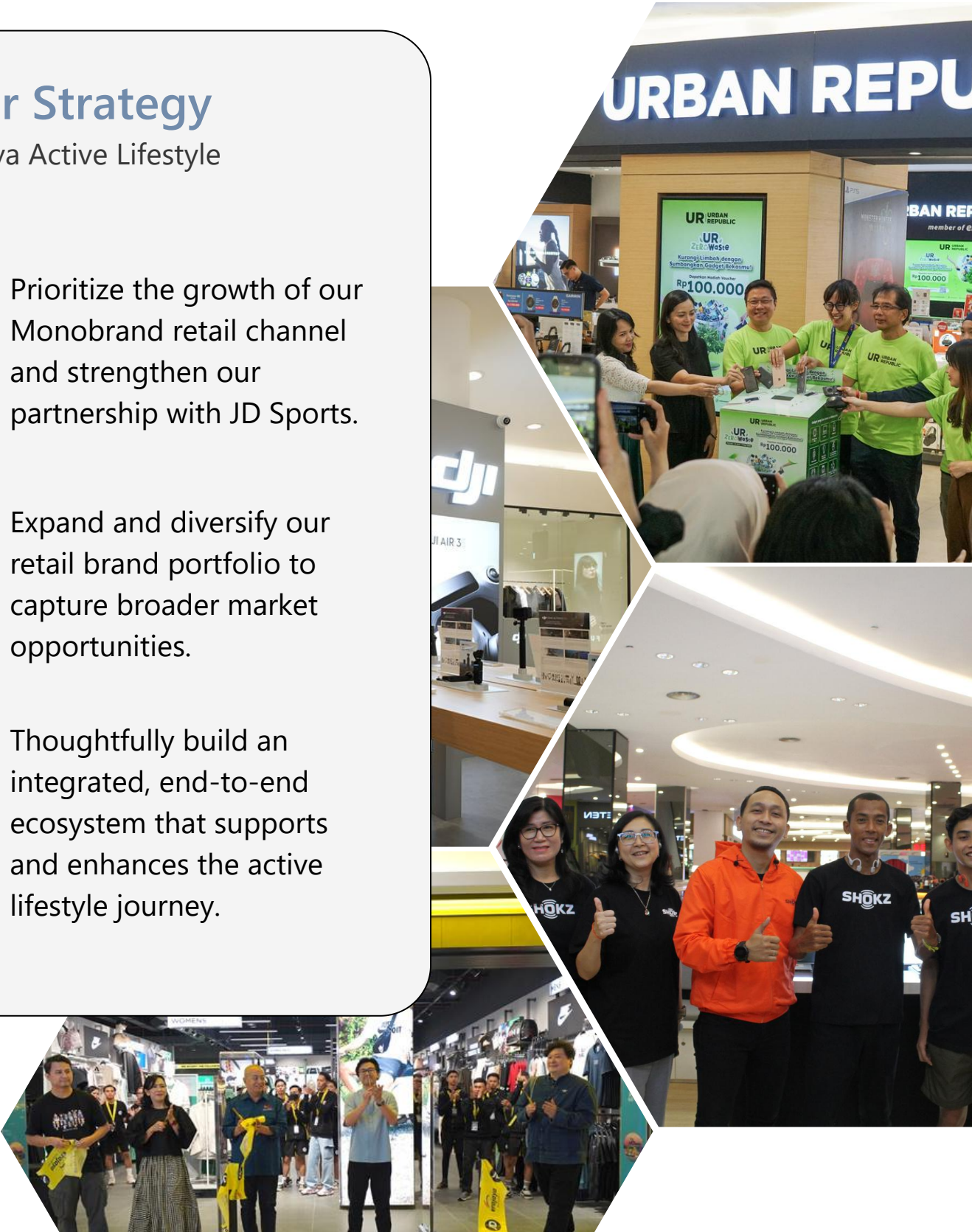
Prioritize the growth of our Monobrand retail channel and strengthen our partnership with JD Sports.



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

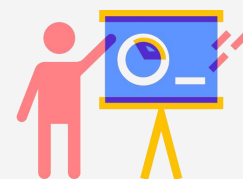
Erajaya Food & Nourishment - Focus on F&B and groceries business.

Retail Brand

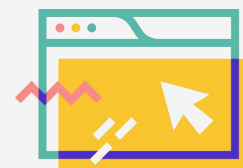


Our Strategy

Erajaya Food & Nourishment



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





Total Members
15.0 Mn
7.0% growth
(vs 13.06 Mn in FY24)



Avg. Transaction Value
IDR 4.1 Mn

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

erafone

iBox

eraspace

mi

SAMSUNG

UR

iT.

dji

GARMIN.

JD

asics

by erafone

GrandLucky Superstore

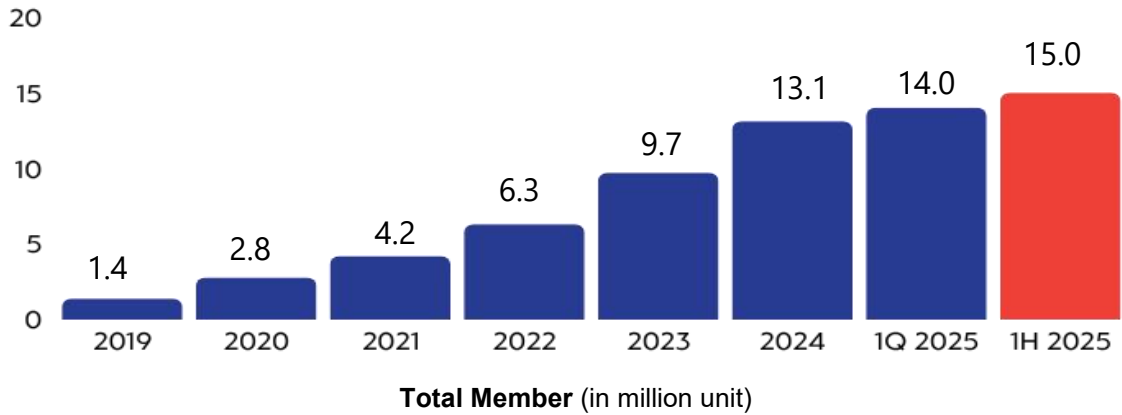
6IXTY8IGHT

Under Armour

PRIS BAGUETTE BAKERY CAFE

ONLINE RETAIL TRAFFIC RANKING
#1 iBox Traffic: 4.41 Mn #4 eraspace Traffic: 1.87 Mn

ONLINE SNEAKERS E-COMMERCE TRAFFIC RANKING
#5 JD Traffic: 306,611 K



Our member has grew to 15.0 mn member in 1H 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



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



Urban Republic Launches UR Zero Waste to Reduce Electronic Waste in Indonesia
20.04.2025

Urban Republic, a retail store under Erajaya Active Lifestyle, has launched the "UR Zero Waste" initiative. This program aims to reduce electronic waste in Indonesia by inviting the public to donate their used and unused gadgets at specific "Gadget Box" locations in five Jakarta outlets starting April 15, 2025.



Erajaya Group Employees Build Solidarity for Others Through Blood Donation
09.05.2025

Erajaya Group employees participated in a blood donation event in collaboration with the Indonesian Red Cross (PMI) as part of the **Erajaya Wellness Day 2025 program**. The social activity, which was attended by 91 employees who became donors, aimed to build a sense of concern for others and was one of several events, including a health talk and wellness bazaar, held during the two-day program.

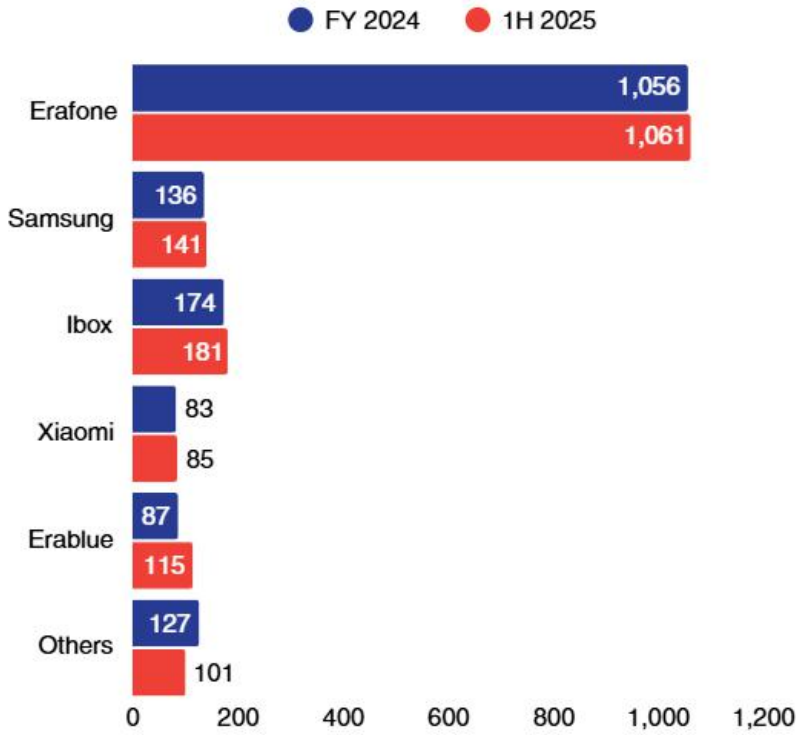


LOOPS' Ramadan Campaign Successfully Amplifies the Spirit of Giving and Productive Living
26.05.2025

During Ramadan 2025, the active lifestyle brand LOOPS ran a campaign called "**GenLOOPS Kejar Pahala**" to connect physical wellness with social responsibility. From March 1–31, a donation of **IDR 1,000** was made for every LOOPS product sold, which successfully raised **IDR 23,781,000**. These funds were donated to the Youth for the Future Foundation in South Jakarta to support 41 children.

Number of Stores by Verticals

Total 41 New Stores Opening in 1H 2025



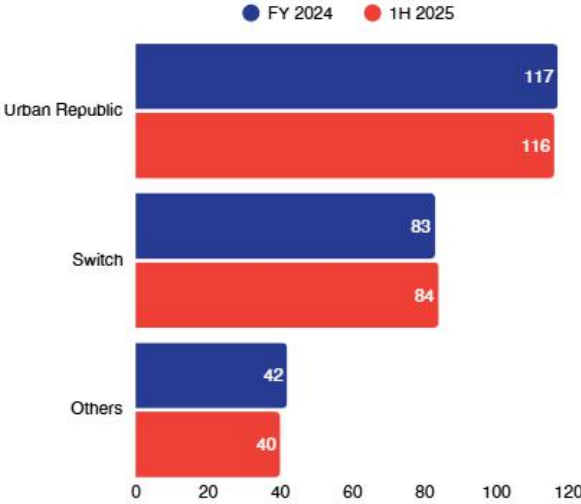
Erajaya Digital

Total Stores

FY 2024: 1,663

1H 2025: 1,684

Gross Stores Opening: 21 Stores

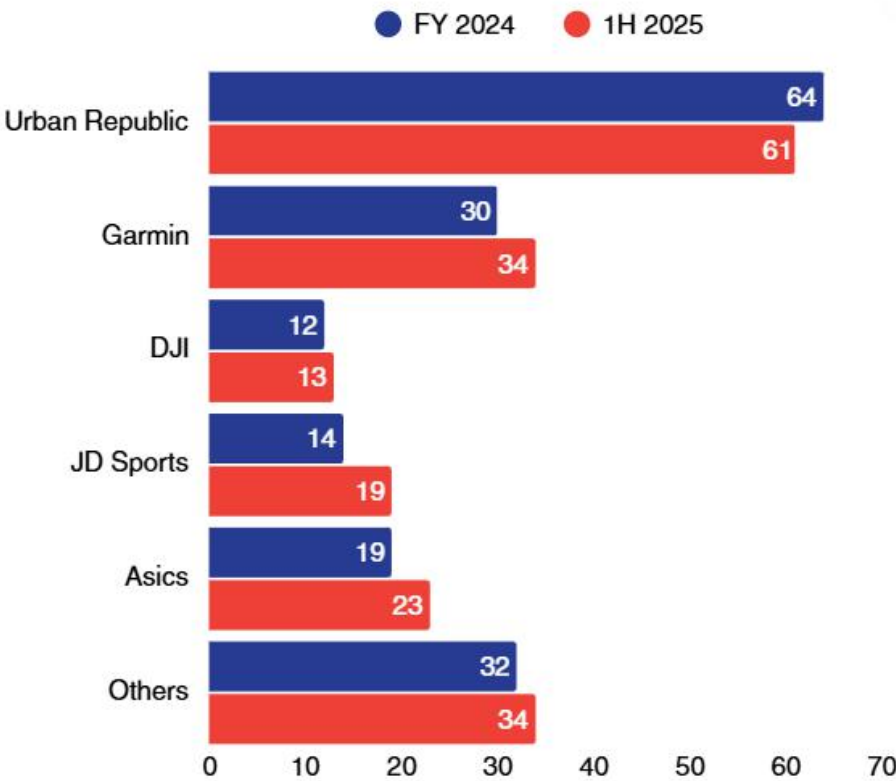


International Business

Total Stores

FY 2024: 242

1H 2025: 240



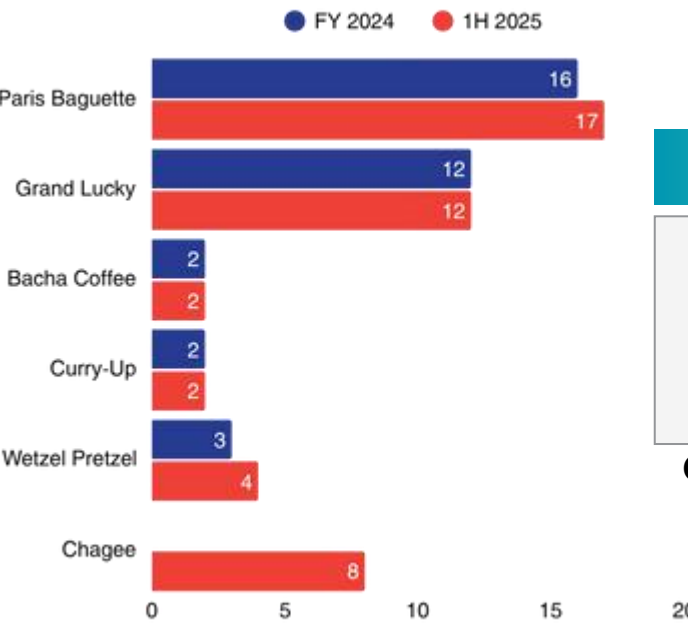
Erajaya Active Lifestyle

Total Stores

FY 2024: 171

1H 2025: 184

Gross Stores Opening: 13 Stores



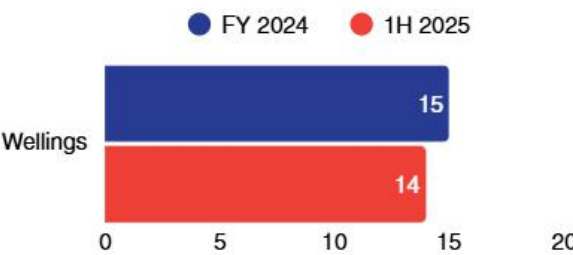
Erajaya Food & Nourishment

Total Stores

FY 2024: 35

1H 2025: 45

Gross Stores Opening: 10 Stores



Erajaya Beauty & Wellness

Total Stores

FY 2024: 15

1H 2025: 14

- **Erajaya Digital:** Total stores increased from 1,663 to 1,684. This includes 21 gross new store openings. Notable brands include Erafone with 1,061 stores and Erablue which grew to 115 stores.
- **Erajaya Active Lifestyle:** Total stores increased from 171 to 184, with 13 gross store openings. Garmin grew to 34 stores, while Urban Republic saw a decrease to 61 stores.
- **Erajaya Food & Nourishment:** Total stores grew from 35 to 45 with 10 new openings. Paris Baguette now has 17 stores and Chagee has 8 stores.
- **International Business:** The total store count decreased from 242 to 240.
- **Erajaya Beauty & Wellness:** The total store count decreased from 15 to 14.

Increasing Channel Awareness Through Various Events



CHAGEE announces Grand Opening of First Store in Indonesia
11.04.2025



Erablue Expands Reach to Bandung and Makes History with 100th Store Opening
09.05.2025



JD Sports Inaugurates 18th Store at Tunjungan Plaza, Becoming Third Store in Surabaya
15.05.2025



2024 Net Profit Surpasses IDR 1 Trillion, ERAA Distributes IDR 299.89 Billion in Dividends
10.06.2025



Erajaya Active Lifestyle and XPENG Officially Introduce Future Smart Mobility in Indonesia
19.06.2025



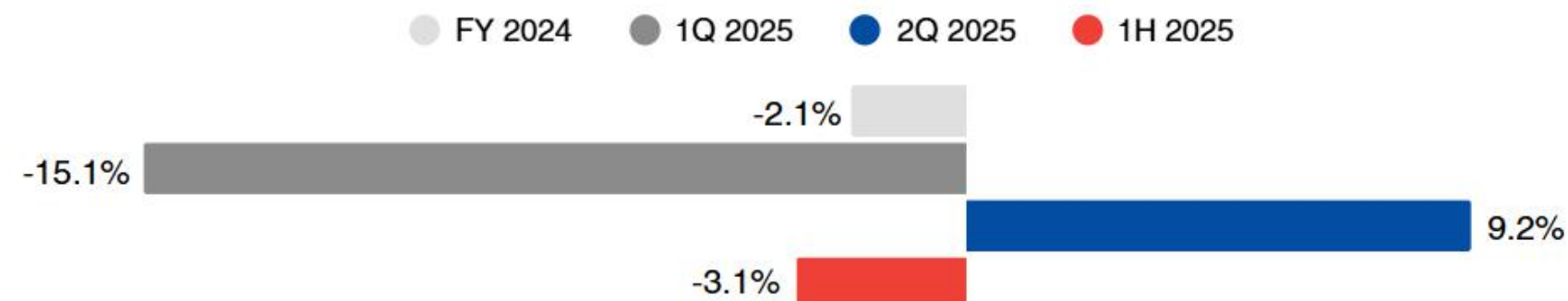
Erajaya Group Enlivens Jakarta Fair 2025
20.06.2025

SSSG - 2Q 2025 (YoY)

Same Store Sales Growth

9.2%

ERAA achieved a robust 9.2% SSSG in the second quarter of 2025, marking a significant turnaround. This positive performance represents a strong recovery from the -2.1% SSSG recorded in FY 2024 and the -15.1% SSSG for the 1Q 2025. This 1H 2025 SSSG demonstrates the effectiveness of our strategic initiatives and market adaptation, underscoring our resilience and ability to capture market opportunities. Furthermore, the launch of the iPhone 16 also contributed significantly to this positive performance.

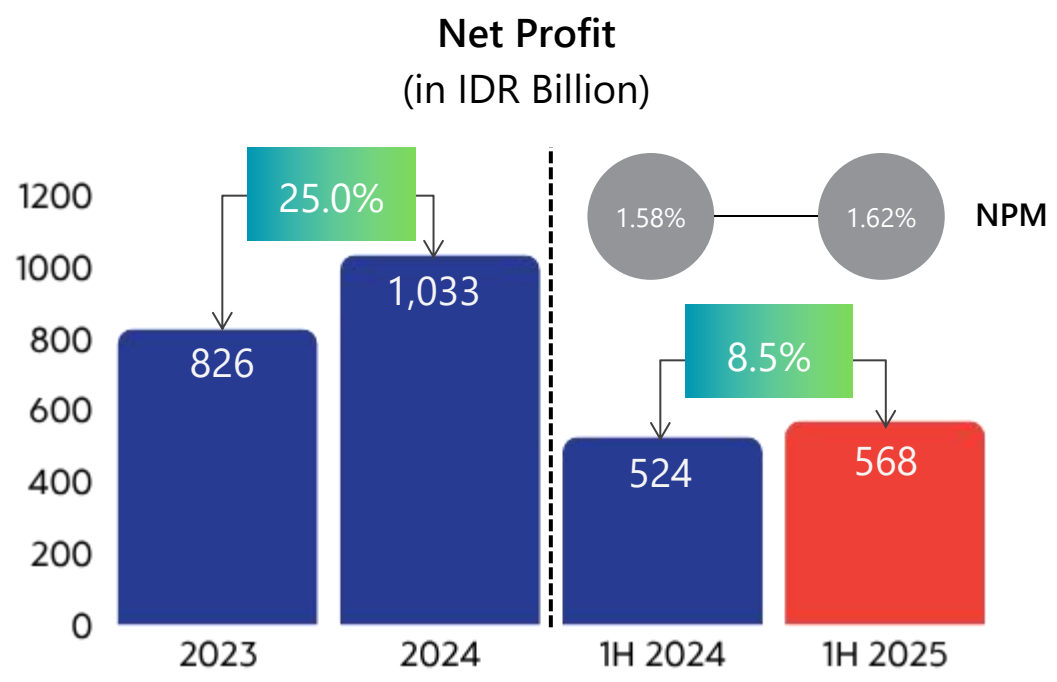
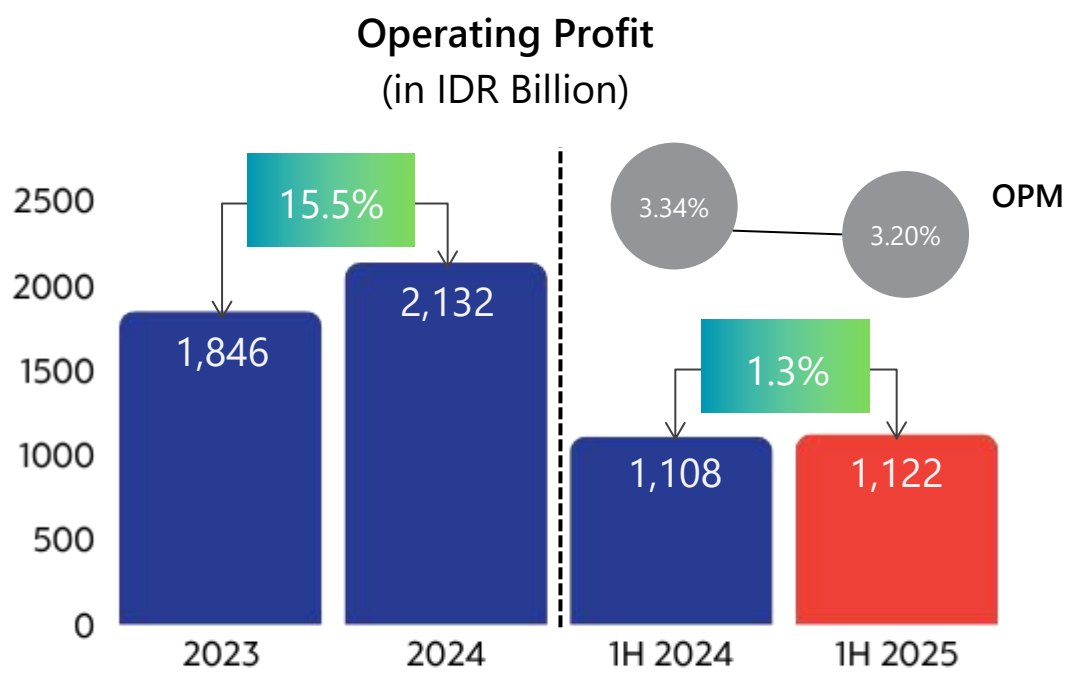
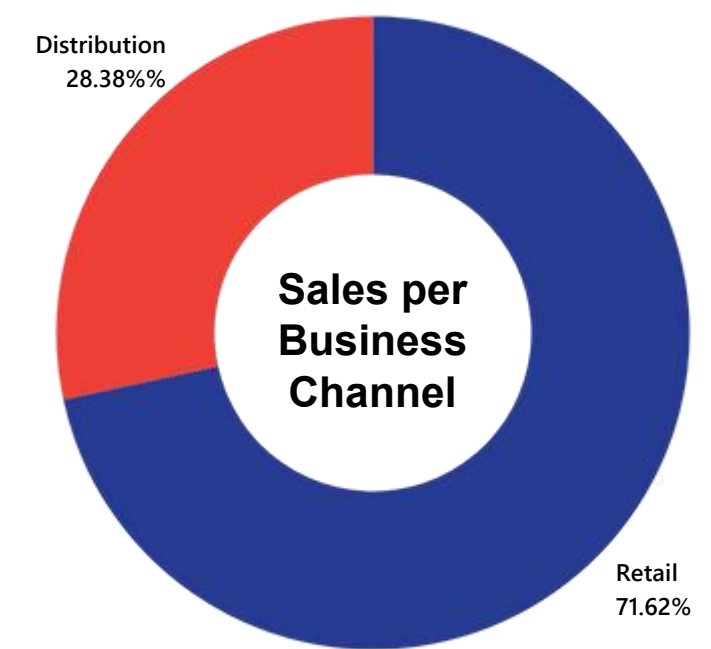
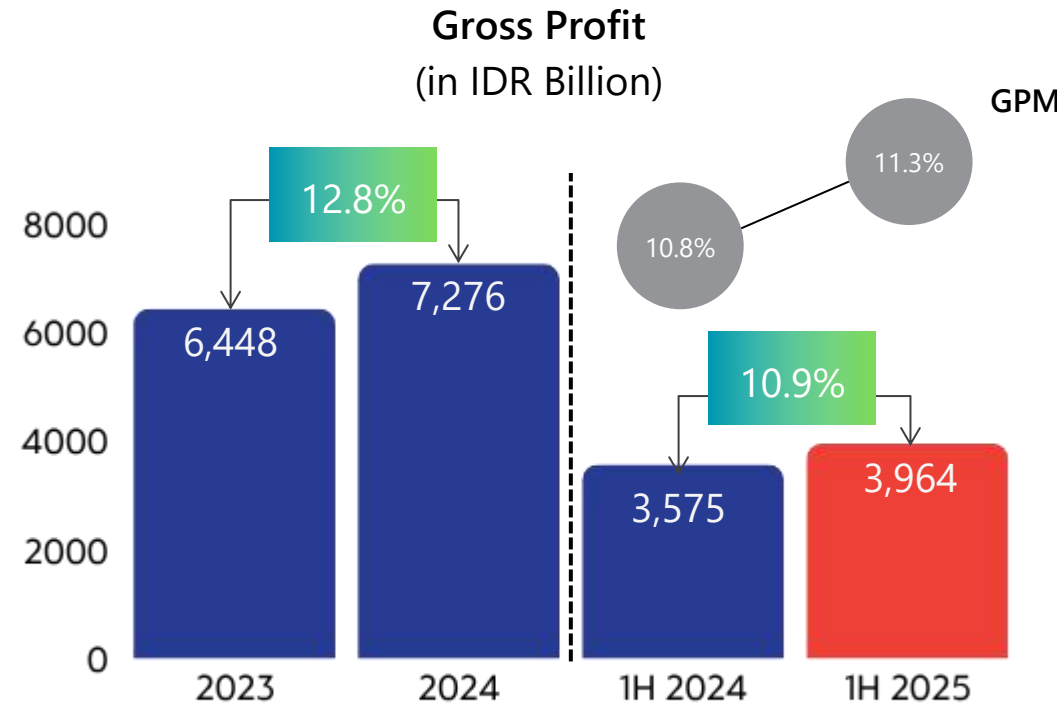
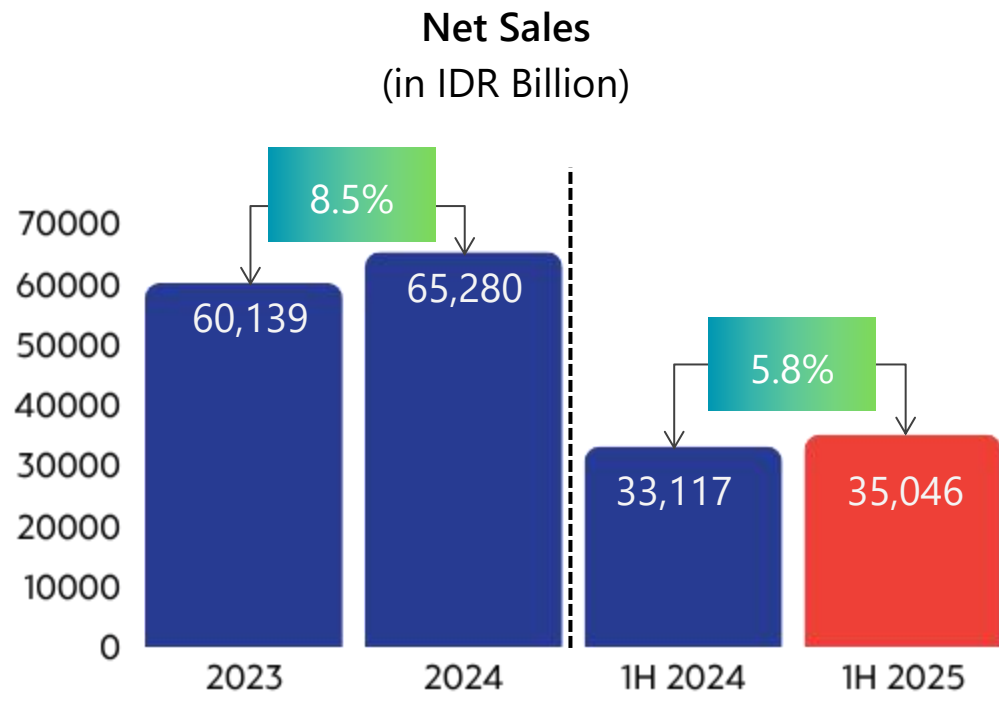




Financial Review

Profit & Loss Highlight

Erajaya Group 1H 2025 in Billion



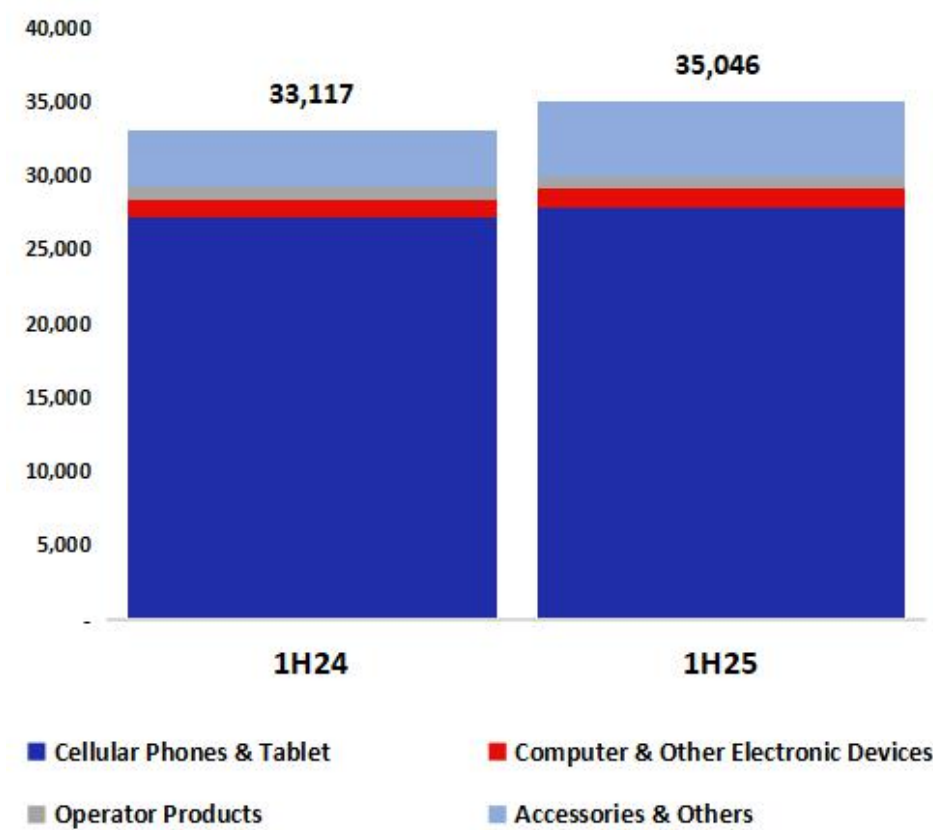
- In the first half of 2025, Erajaya Group recorded net sales reaching IDR 35.05 trillion.
- The company generated a gross profit of IDR 3.96 trillion, resulting in a gross profit margin of 11.3%, showing improved efficiency in managing cost of goods sold.
- Operating profit for the first half 2025 came in at IDR 1,122 billion, with an operating margin of 3.20%.
- Net profit was reported at IDR 568 billion, with a net profit margin of 1.62%.

Segmented Sales Breakdown

Erajaya Group 1H 2025

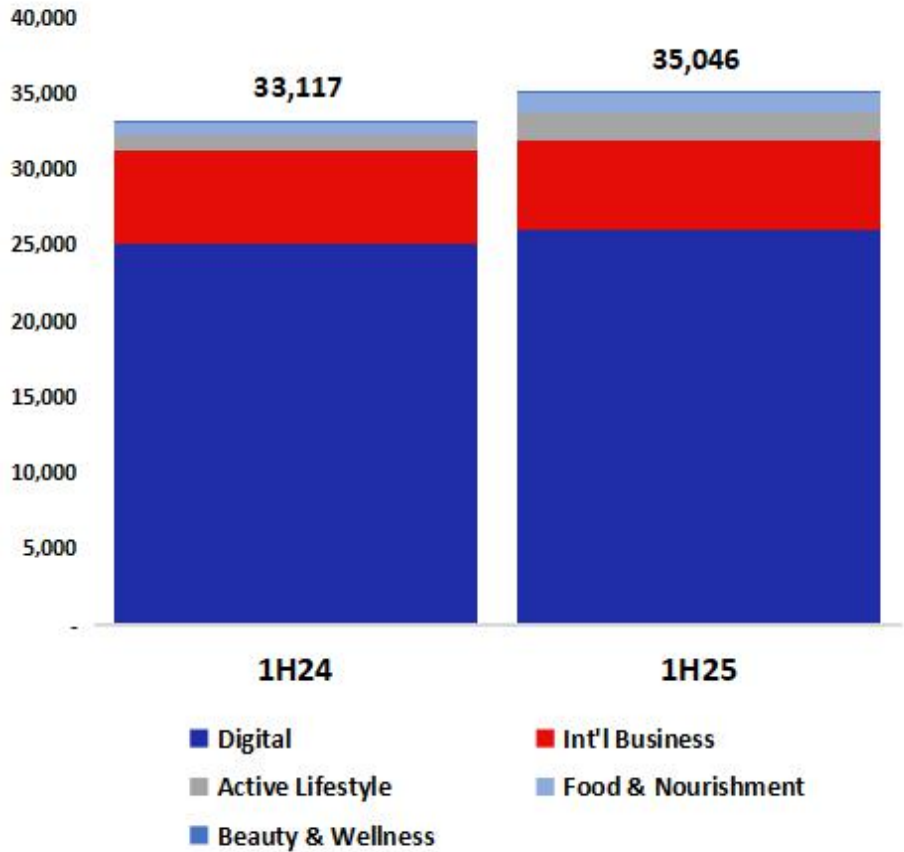


Sales by Segment



Segment	1H 24	1H 25
Cellular Phones & Tablet	81.9%	79.4%
Computer & Other Electronic Devices	3.7%	3.8%
Operator Products	2.7%	2.2%
Accessories & Others	11.7%	14.6%

Sales by Vertical



Vertical	1H 24	1H 25
Digital	75.9%	74.4%
Int'l Business	18.4%	16.6%
Active Lifestyle	3.2%	5.1%
Food & Nourishment	2.6%	3.8%
Beauty & Wellness	0.0%	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 79.4% of total sales. While slightly lower than the 81.9% in 1H 2024, this shift reflects growing contributions from other categories.
- Accessories and Others saw a notable increase, rising from 11.7% to 14.6%, indicating strong demand in complementary products.
- Shifting to the Sales by Vertical, Digital still dominates with 74.4% of the total, down from 75.9% last year—again highlighting the growing role of diversification.

Consolidated Key Ratios

Erajaya Group 1H 2025



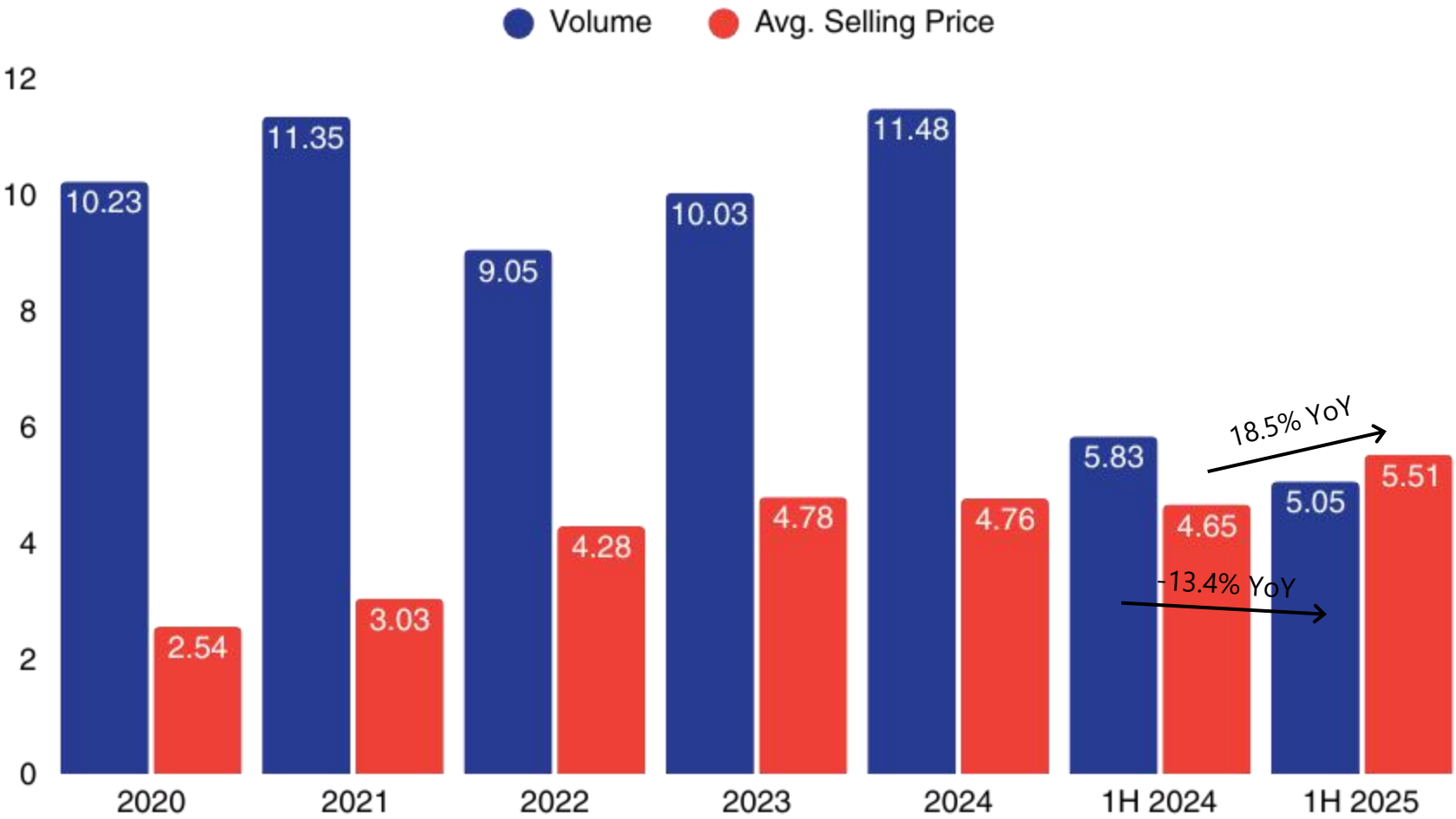
<i>IDR amounts are in billions</i>	1H 2024	1H 2025	% change
CAPEX	348	319	-8.38%
OPEX	2,468	2,842	15.17%
Inventories	9,494	11,725	23.49%
Net Debt	8,785	10,762	22.50%
Net Working Capital	7,635	9,035	18.34%
Net Debt / Equity (x)	1.04	1.14	10.34%
Net Working Capital / Net Sales*	10.10%	9.60%	-0.50%
ROCE*	13.25%	11.95%	-1.30%

<i>IDR amounts are in billions</i>	1H 2024	1H 2025	% change
Average Inventory Days	53	55	2
Average Trade Receivable Days	7	6	-1
Average Trade Payable Days	21	22	1
Cash Conversion Cycle (CCC)	40	38	-2

*Annualized (%)

Volume & Average Selling Price

Erajaya Group 1H 2025



Note: (in Mn Unit / IDR)

In the first half of 2025, Erajaya Group recorded a sales volume of 5.09 million units, down by -13.4% year-over-year from 5.83 million units in 1H 2024.

The average selling price increase from IDR 4.65 million to IDR 5.51 million, marking an 18.5% increase year-over-year.

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

Thank You.



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