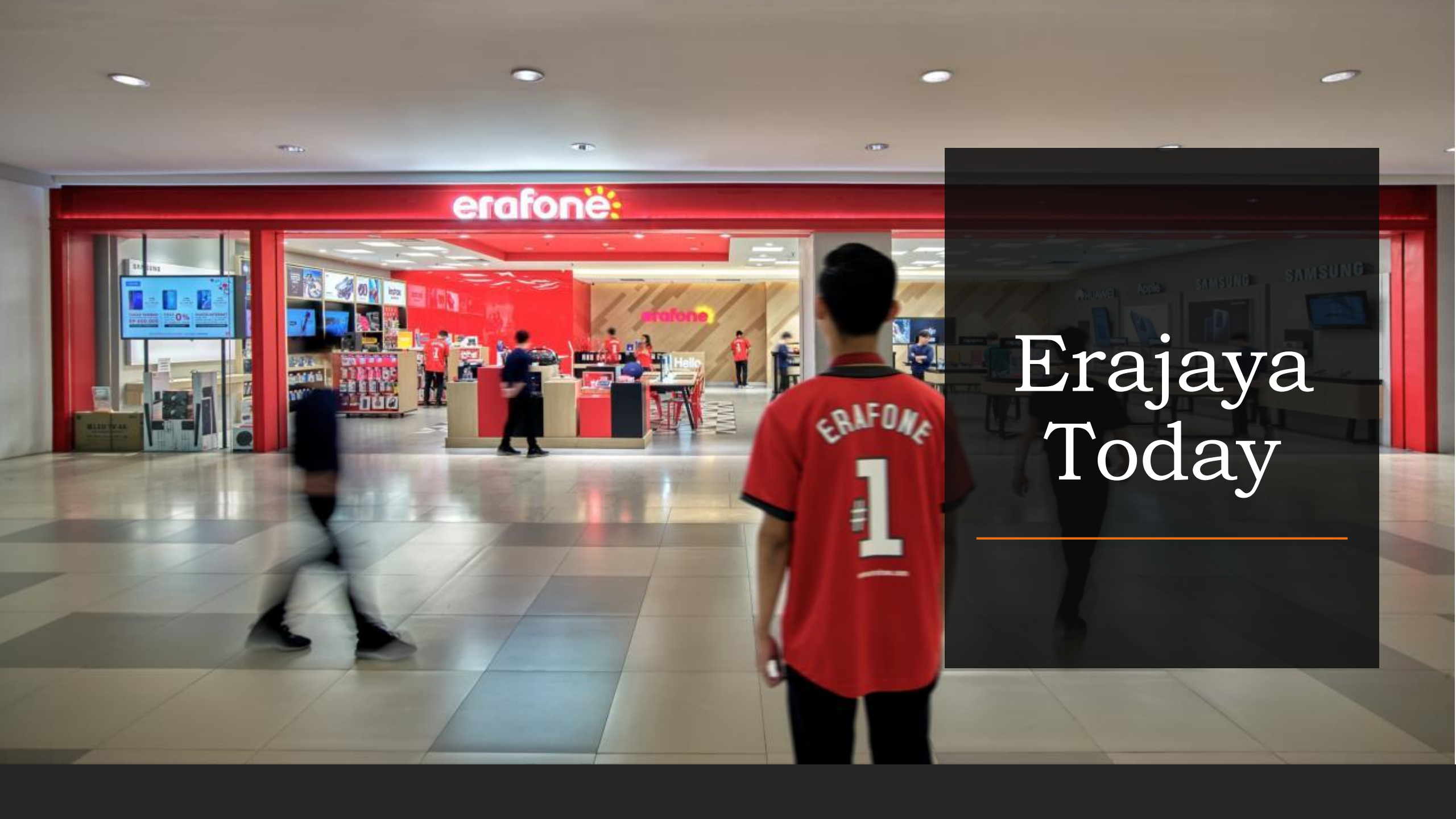




PT ERAJAYA SWASEMBADA Tbk. Corporate Presentation

1Q 2020 Update





erafone

Erajaya Today

Company Profile

Leading Retailer and Distributor

of mobile communication devices, IOT, lifestyle gadgets, accessories, content and value added services

Market Leader

with approximately 35%* market share in Indonesia

Regionwide Coverage

with more than 1,100 retail stores, 87 distribution centers and around 62,000 third party outlets as channels

Various Indices of IDX

Included in such as LQ-45, Jakarta Islamic Index, IDX30, IDXValue30, IDXGrowth30 and MSCI Small Cap Index

Shareholding Structure



**internal estimate*

Regionwide Omnichannel Network

Map of operations (as of 31 March 2020)



★ 1,117 retail outlets

★ 87 distribution centers

★ +/- 62,000+ 3rd party billed outlets

Holistic Value Proposition to Customers





Highlights of Activities

Aggressive Market Share Expansion

270+ store opening last year and continue to expand in 2020



Aggressive Market Share Expansion

Next Generation Retail Store Concept – Erafone Megastore 3.0



MS 3.0 Mall Kelapa Gading



MS 3.0 Bali



MS 3.0 Kemang

Product Portfolio Optimization

Handset as Core Product Value



Apple



Huawei



Oppo



Realme



Samsung



Vivo



Xiaomi

Recent Product Launch

Samsung S20 Series @ Central Park & Mall Kelapa Gading, Jakarta



Product in Digital – Technology Lifestyle

Grow Value Added, IoT, and Lifestyle Products



DJI



Garmin



Google Nest



GoPro



JUUL



Philips Hue



WPS Office

Recent Product Launch

Exclusive Google Nest Mini @ Central Park Jakarta



Brand Awareness Campaigns



EVENTS

iBoxing Weeks, Samsung Galaxy Land, BCA Expoversary, CIMB Niaga Xtra Xpo, Gadget Invasion Week, Indocomtech, Pekan Raya Jakarta and others

Recent Event



Online Penetration Through E-Commerce

Integrated Service of Store via Eraspaces.com

The image shows the homepage of Eraspaces.com. At the top left is the 'eraspace' logo. A search bar contains the text 'Cari produk di Eraspaces...'. To the right of the search bar are icons for 'ERACLUB', 'AKUN', 'FAVORIT', and 'KERANJANG'. Below these are navigation links: 'KATEGORI', 'Brand', 'Promo', 'Bandingkan', 'Lacak Pesanan', and 'Lokasi Toko'. A phone number '1500372' is also visible. The main banner features the 'eraspacetival' logo with the tagline 'Extraordinary Gadget Deals at eraspaces.com'. The central text reads 'CASHBACK UP TO RP7.5 JUTA' and 'ADDITIONAL CASHBACK UP TO RP750.000'. Below this, five promotional points are listed: 'BONUS 4X ERACLUB POINTS*', 'FLASH SALE', 'SPECIAL BUNDLING', 'GRATIS KIRIM SELURUH INDONESIA', and 'CICILAN 0% HINGGA 12 BULAN'. A call to action states 'Tukarkan 10.000 Points Eraclub Anda dengan voucher senilai Rp 100.000' and 'PERIODE HINGGA 15 APRIL 2020'. A 'BELI SEKARANG' button is at the bottom. The background of the banner shows a drone, smartphones, and a GoPro camera against a space-themed backdrop with planets and a moon. At the bottom left, logos for supported banks (BCA, BNI, BANK BRI, CIMB NIAGA, Citi, digibank, mandiri) are listed.

Digital Solution During Pandemic

Mobile Selling and EraXpress, a new way of shopping for better experience



The advertisement features a red background with a smartphone in the center displaying a green checkmark and the word "Success!". A cardboard box labeled "FREE ONGKIR" is shown flying out of the phone. To the right, the text "HOME DELIVERY SERVICE" is written in large, bold, 3D letters. Below this, a map with a red location pin is visible. The EraXpress logo is positioned above the box, and the Erafone and Erajaya logos are in the top corners.

erafone
e-Catalogue

WAKTU ORDER 10.00 - 17.00

BARANG YANG KAMI KIRIM SUDAH MELEWATI PROSES STERIL SERTA PETUGAS ERA EXPRESS SUDAH DILENGKAPI DENGAN MASKER DAN SANITIZER

HATI-HATI PENIPUAN MENGATASNAMAKAN ERAFONE

HOME DELIVERY SERVICE

Opsi pembayaran
Mobile EDC
Bank Transfer
www.eraspace.com

New Way of Shopping

- E-catalog for product and promo information with WA number attached
- Product order through WA application or Online to Offline (O2O) via eraspace.com for Home Delivery Service



Financial Highlight

1Q 20 Financial Performance

Income Statement (in IDR billion)	1Q 20	1Q 19	Growth
Sales	7,807	7,124	9.6%
Cost of Goods Sold	7,028	6,477	8.5%
Gross Profit	778	647	20.3%
Gross Margin	10.0%	9.1%	
Operating Expenses	594	498	19.2%
Income From Operations	211	174	21.0%
Finance Costs	54	100	-46.6%
Net Income	103	47	116.8%
Net Margin	1.3 %	0.7 %	

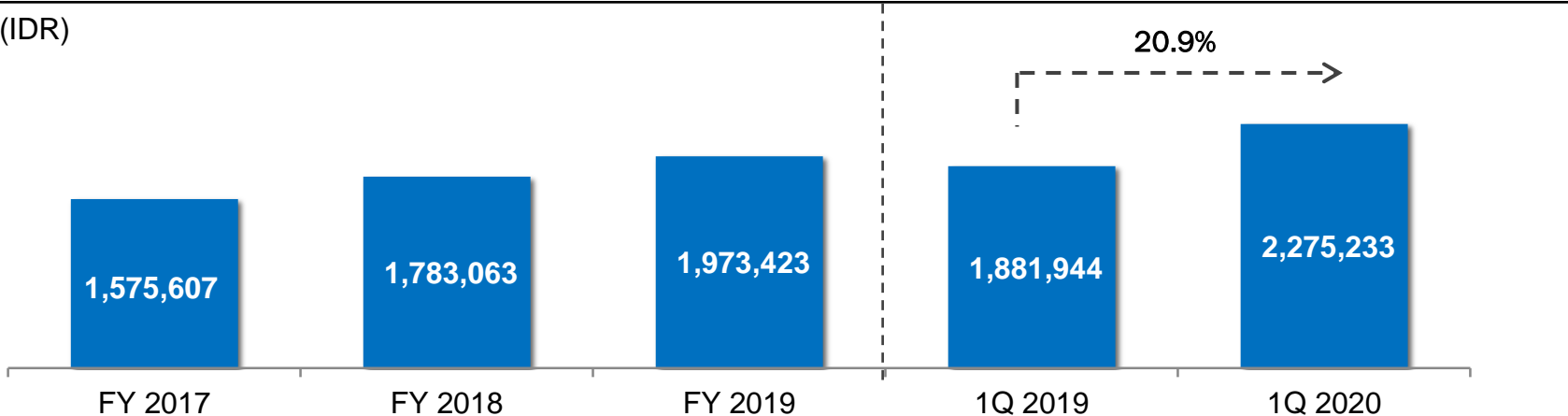
1Q 20 Financial Performance

Description	1Q 20	1Q 19
Net Debt (IDR billion)	2,357	3,794
Net Working Capital (IDR billion)	1,928	2,634
Net Debt/Equity	0.5	0.8
Net Working Capital/Net Sales	24.7%	37.0%
ROCE*	2.7%	1.9%
<i>* 3 months period</i>		
Inventory (IDR billion)	3,746	6,063
Average Inventory days	48	89
Average Trade Receivable days	11	18
Average Trade Payable days	17	36
Cash Conversion Cycle (CCC)	42	71

1Q 20 Financial Performance

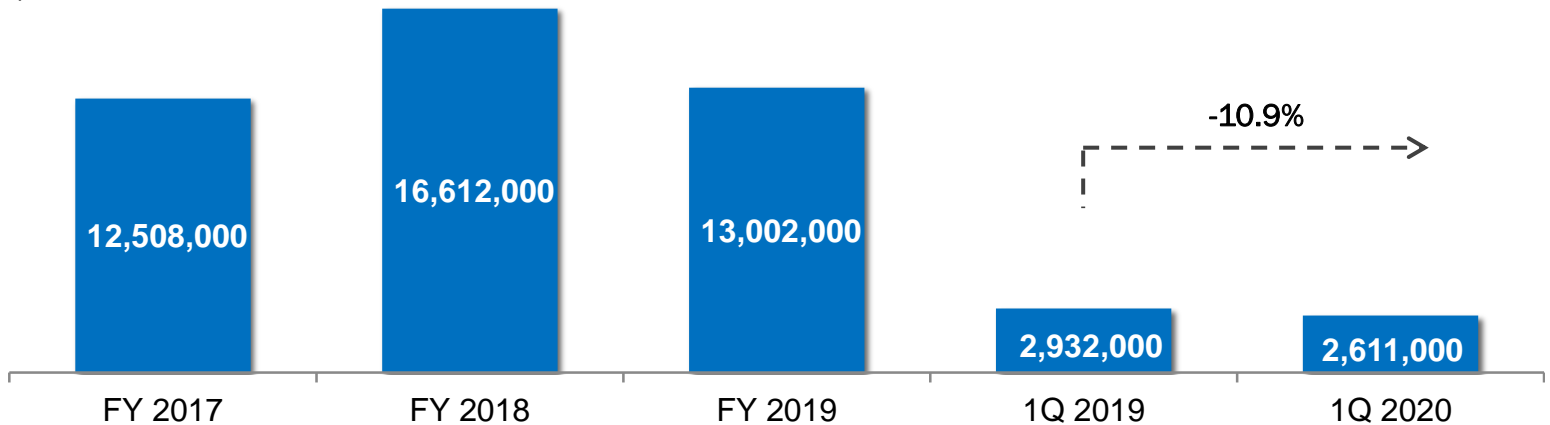
Average Selling Price (mobile handsets)

(IDR)



Sales Volume (mobile handsets)

(unit)



A group of people are gathered around a long wooden table in a modern office setting. Two men are standing in the center, smiling and interacting with the group. One man is wearing a dark blazer and glasses, while the other is in a light blue shirt. Several people are seated around the table, some looking at laptops. A drone is visible on the table. The background features wood-paneled walls and a large potted plant. The text "Thank you" is overlaid in a large, white, serif font across the center of the image.

Thank you