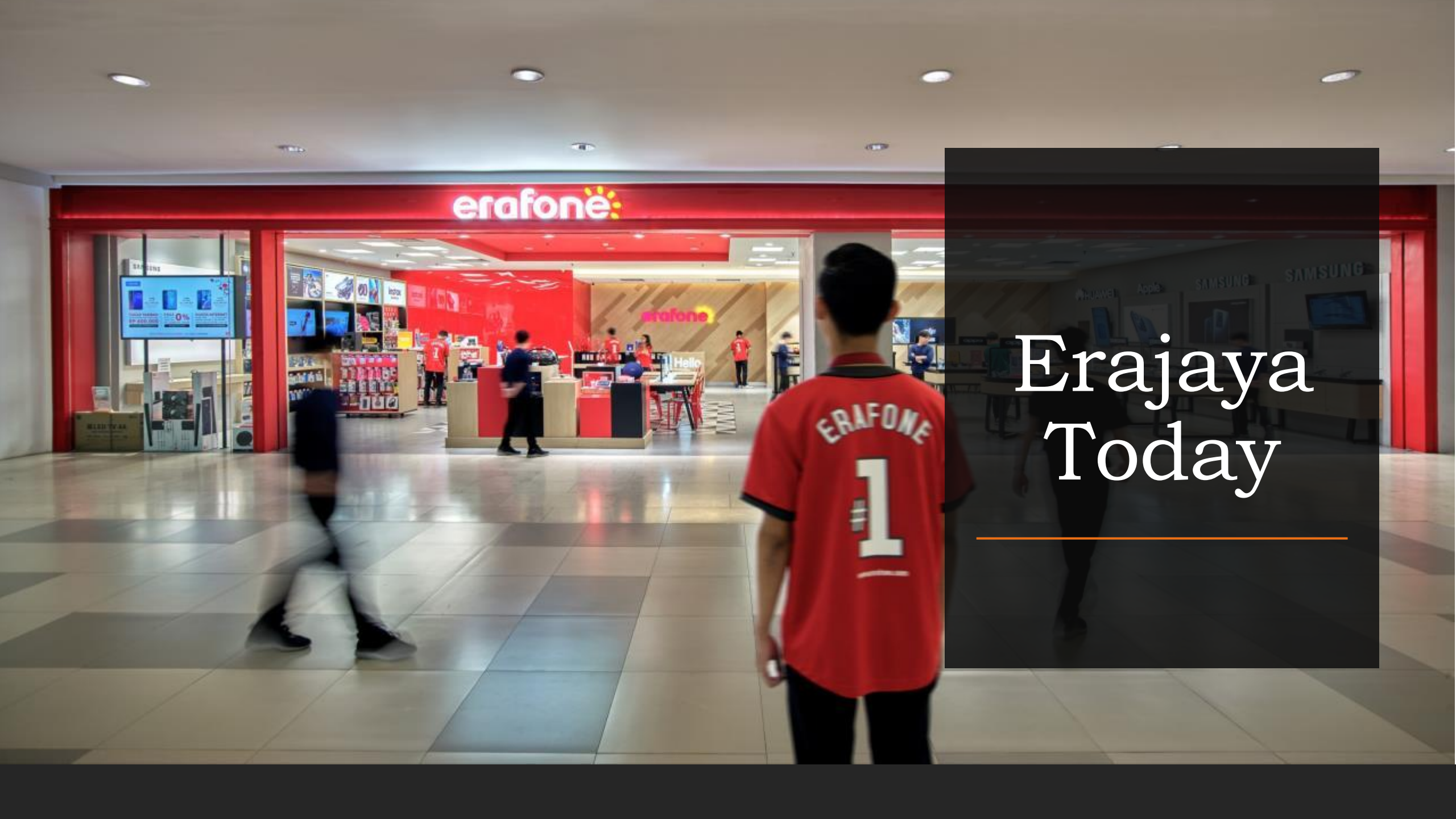




PT ERAJAYA SWASEMBADA Tbk. Public Expose

16 June 2020





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, 83 distribution centers and around 61,000 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

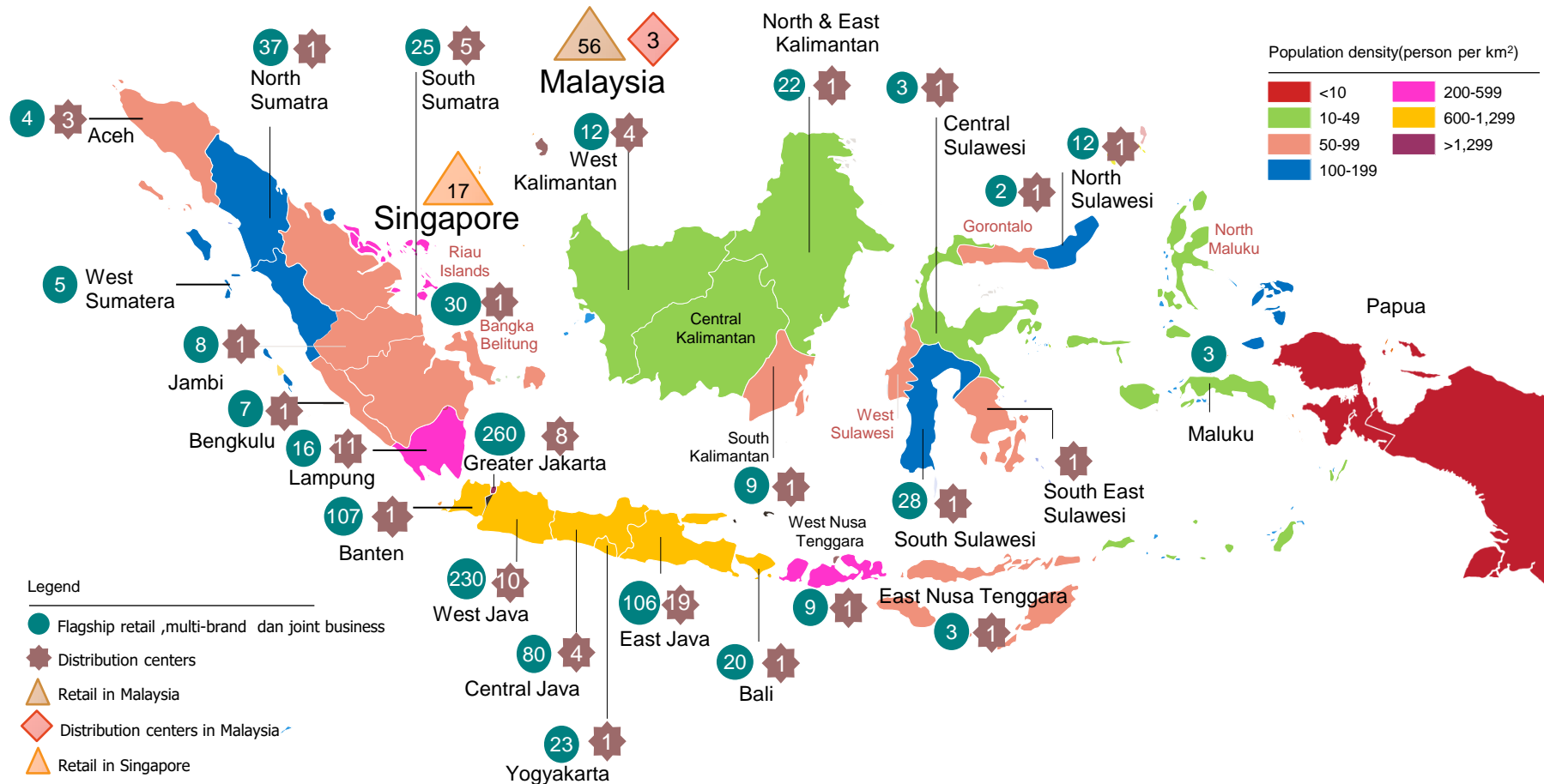
Shareholding Structure



**internal estimate*

Regionwide Omnichannel Network

Map of operations (as of 31 December 2019)



Holistic Value Proposition to Customers





Highlights of Activities

Aggressive Market Share Expansion

270+ store opening in 2019 to penetrate market



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



Smart Retail Implementation in UR & Garmin Store



Expanding to store in Kemang, PIM, MKG and MTA

Huawei P30 Pro
40MP Leica Quad Camera
Kirin 980
Warna :
• Breathing Crystal
• Aurora
#0329608



UR-IRS-002-Au1



eraspace.com
extraordinary experience



Online Penetration Through E-Commerce

Integrated Service of Store via Eraspace.com

The screenshot displays the Eraspace.com website interface. At the top, the 'eraspace' logo is on the left, followed by a search bar containing the text 'Cari produk di Eraspace...'. To the right of the search bar are icons for 'ERACLUB', 'AKUN', 'FAVORIT', and 'KERANJANG'. Below the search bar, there are navigation links: 'KATEGORI', 'Brand', 'Promo', 'Bandingkan', 'Lacak Pesanan', and 'Lokasi Toko'. On the far right, there are links for 'Bantuan' and the phone number '1500372'.

The main promotional banner features a dark blue background with a space theme, including a drone, a smartphone, a tablet, and a GoPro camera. The text on the banner reads: 'eraspacetival Extraordinary Gadget Deals at eraspace.com', 'CASHBACK UP TO **RP7.5 JUTA**', 'ADDITIONAL CASHBACK UP TO **RP750.000**', and 'Tukarkan 10.000 Points Eraclub Anda dengan voucher senilai Rp 100.000'. Below this, there are five benefit boxes: 'BONUS 4X ERACLUB POINTS*', 'FLASH SALE', 'SPECIAL BUNDLING', 'GRATIS KIRIM SELURUH INDONESIA', and 'CICILAN 0% HINGGA 12 BULAN'. The banner also includes the text 'PERIODE HINGGA 15 APRIL 2020' and a 'BELI SEKARANG' button.

At the bottom of the banner, there are logos for supported banks: 'BCA', 'BNI', 'BANK BRI', 'CIMB NIAGA', 'Citi', 'digibank', and 'mandiri'. A small note at the bottom left says 'Bank yang tersedia dan dibayar oleh Otoritas Jasa Keuangan'.

Several Recognition in 2019



“Most Outstanding Company in Indonesia Small Caps Sector 2019”
The Asia Money Award



“Excellence in Learning & Development; Business Transformation; and HR Innovation”
Human Resources Excellence Awards 2019



“Best Partner for Electronics & Cellular”
LMI Awards 2019
Lippo Malls 3 Dekade



“HR Excellence Award 2019 Rating A
in Category: Learning & Development Strategy ; HR Technology;
and Recruitment Strategy”
LM FEB UI, SWA & Bank Mandiri



“Erajaya Ranked No. 78 in the Indonesia’s Most Valuable Brands with a Brand Value of US\$ 68 Million and A Rating”
Brand Finance PLC, SWA, & WIR Global 2019



“The 1st Rank Retail & Services Companies”; and
“ The 2nd Rank Best of the Best Companies”
Indonesia Best Companies in Creating Leaders from Within 2019
SWA & NBO Group

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. The phone screen displays 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 also present. In the top left, the Erafone logo and "e-Catalogue" are displayed. In the top right, the Erajaya Group of Companies logo is shown. The bottom left contains order hours and a warning about fraud. The bottom right lists payment options and the website URL.

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

Performance in 2019

Income Statement (in IDR billion)	FY 19	FY 18	Growth
Sales	32,945	34,744	-5.2%
Cost of Goods Sold	30,096	31,575	-4.7%
Gross Profit	2,849	3,169	-10.1%
Gross Margin	8.6%	9.1%	
Operating Expenses	2,336	1,852	26.2%
Income From Operations	777	1,527	-49.1%
Net Income	295	850	-65.3%
Net Margin	0.9 %	2.4%	

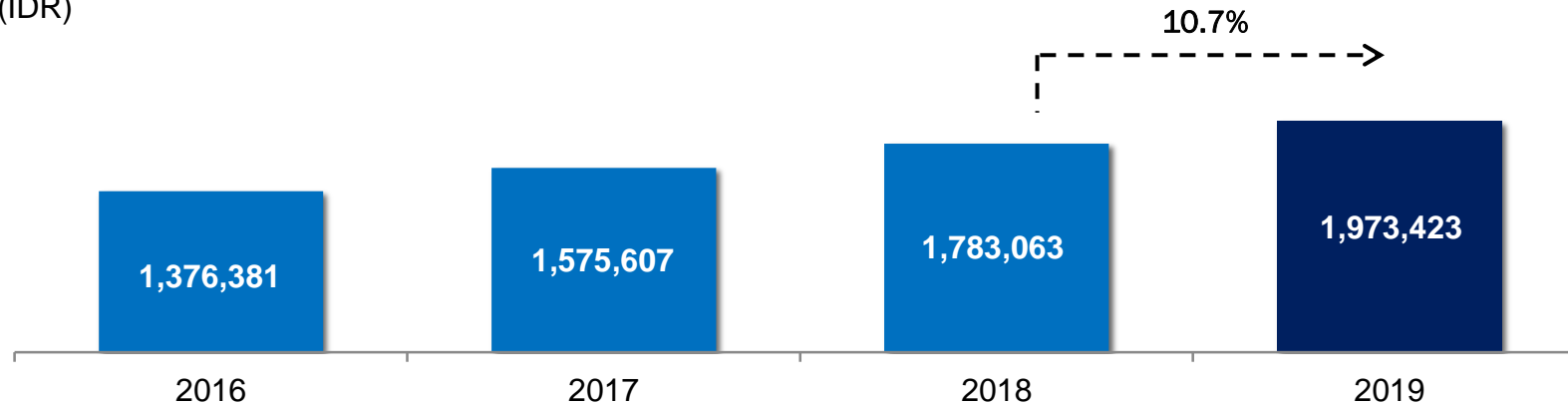
Performance in 2019

Description	FY 19	FY 18
Net Debt (IDR billion)	2,134	4,015
Net Debt/Equity (x)	0.4	0.8
Inventory (IDR billion)	3,693	6,795
Average Inventory days	63	58
Average Trade Receivable days	13	15
Average Trade Payable days	25	31

Performance in 2019

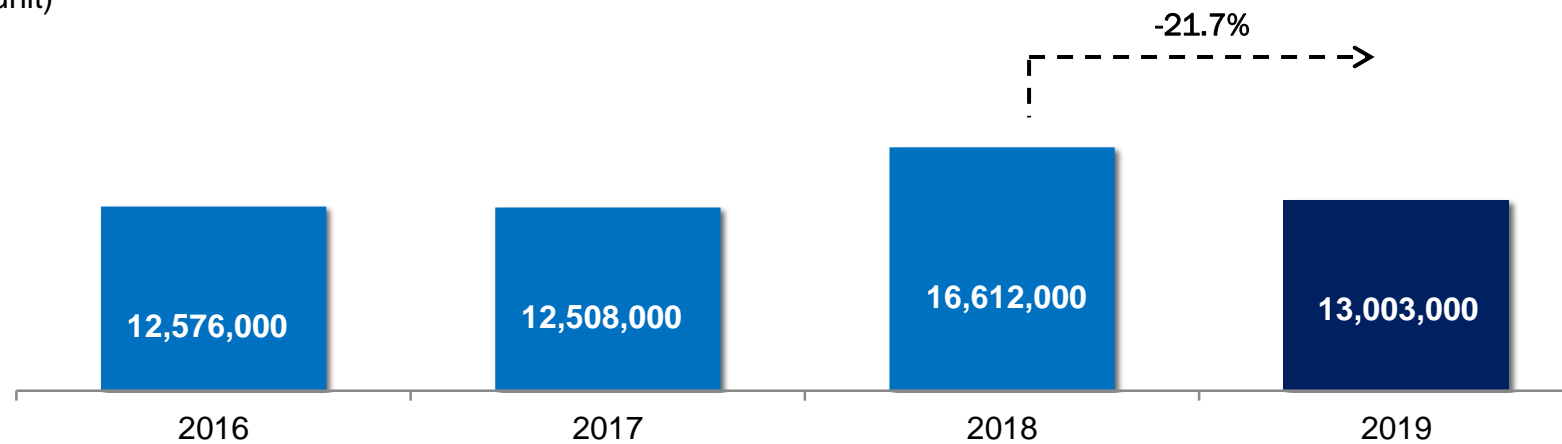
Average Selling Price (mobile handsets)

(IDR)



Sales Volume (mobile handsets)

(unit)



A group of people are gathered around a long wooden table in a meeting room. Two men are standing in the center, smiling and interacting. One man is wearing a dark blazer and glasses, the other a light blue shirt. Several women are seated around the table, some looking at laptops. A drone is on the table. The room has wood-paneled walls and a large potted plant. The text "Thank you" is overlaid in white serif font with a thin white underline.

Thank you