

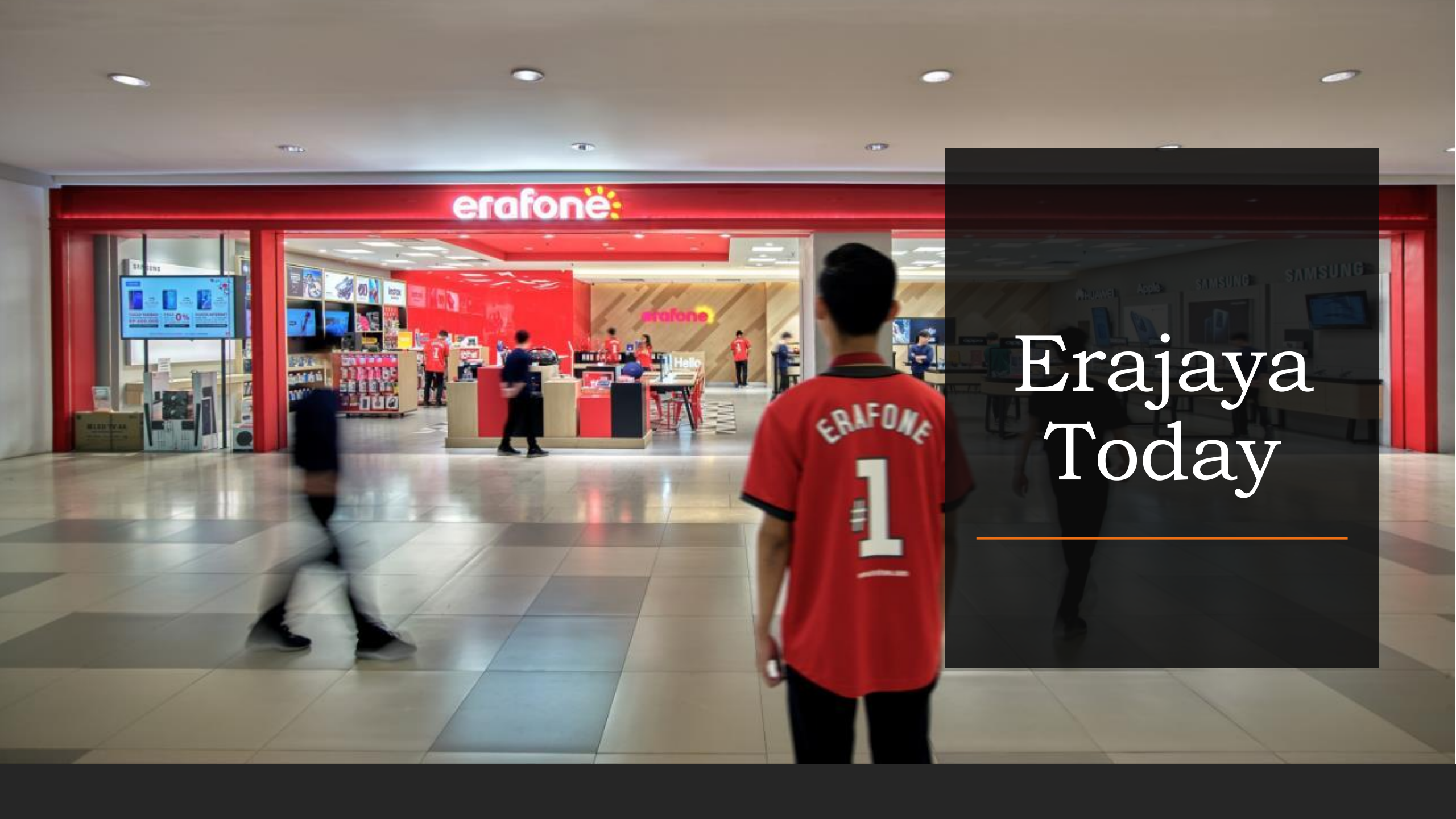


# PT ERAJAYA SWASEMBADA Tbk. IR Presentation

## FY 2019 Result







erafone

Erajaya  
Today

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# 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

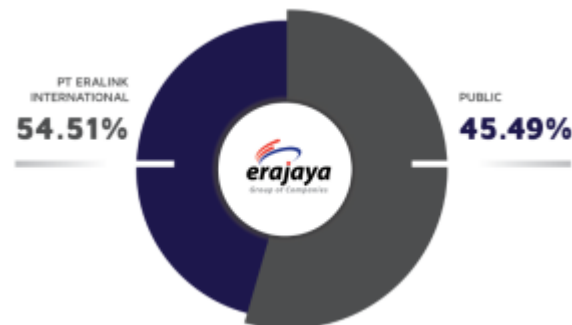
## Regionwide Coverage

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

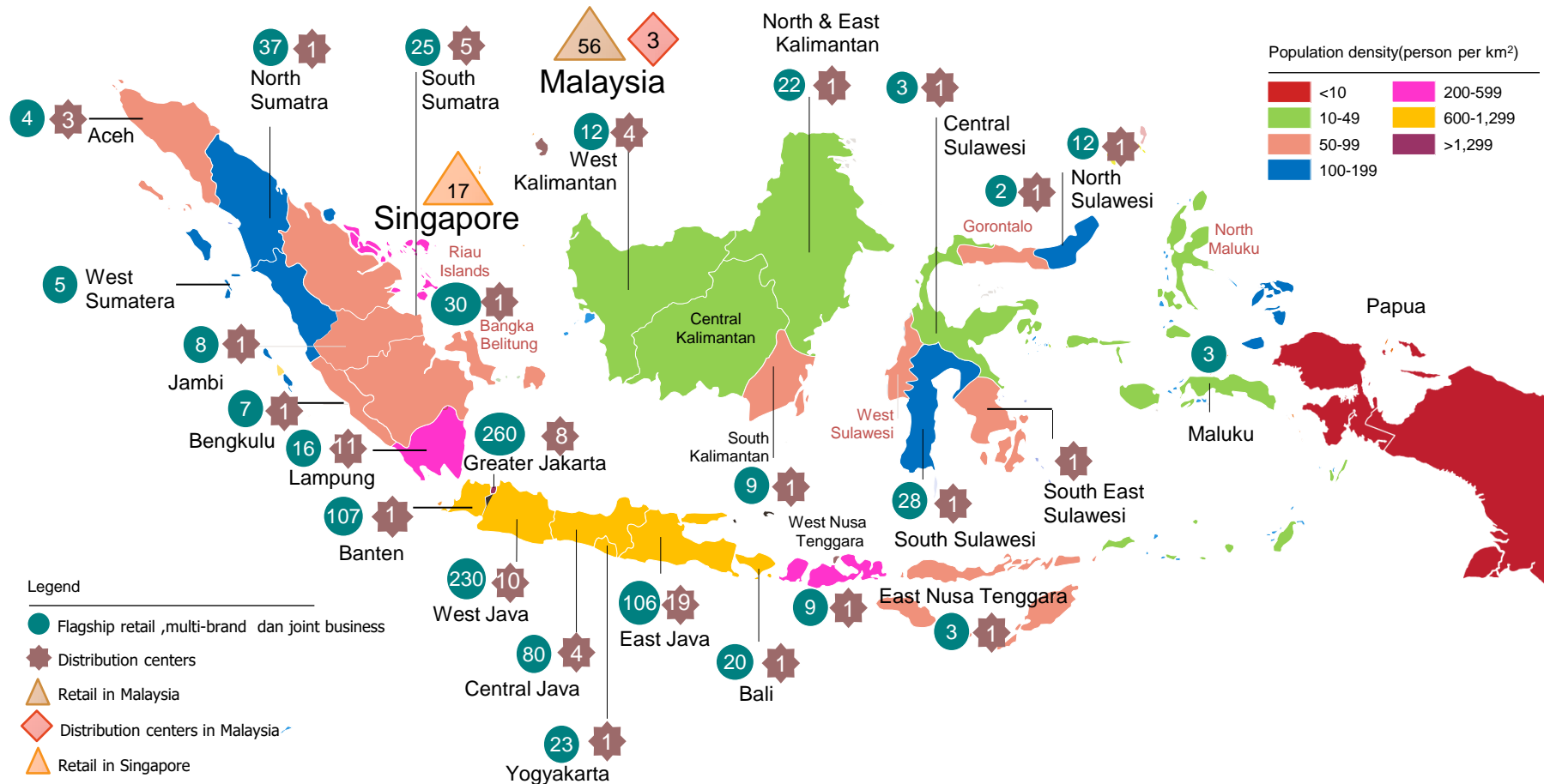
## Shareholding Structure



*\*internal estimate*

# Regionwide Omnichannel Network

Map of operations (as of 31 December 2019)



# Holistic Value Proposition to Customers







# Highlights of Activities

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# Aggressive Market Share Expansion

270+ store opening in 2019 to penetrate market



# Aggressive Market Share Expansion

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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

# Product in Digital – Technology Lifestyle

Grow Value Added, IoT, and Lifestyle Products



DJI



Garmin



Google Nest



GoPro



JUUL



Philips Hue



WPS Office



# Brand Awareness Campaigns



## EVENTS

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

# 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 Gadgets 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 is a space-themed illustration with a drone, smartphones, and a GoPro camera.

Supported by:   
Bank yang terdaftar dan dilisensi 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 1<sup>st</sup> Rank Retail & Services Companies”; and  
“ The 2<sup>nd</sup> Rank Best of the Best Companies”  
Indonesia Best Companies in Creating Leaders from Within 2019  
SWA & NBO Group



# Financial Highlight

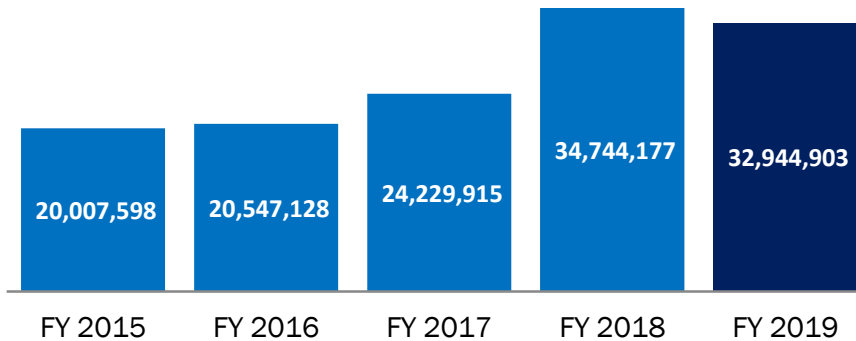
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# Summary of Financial

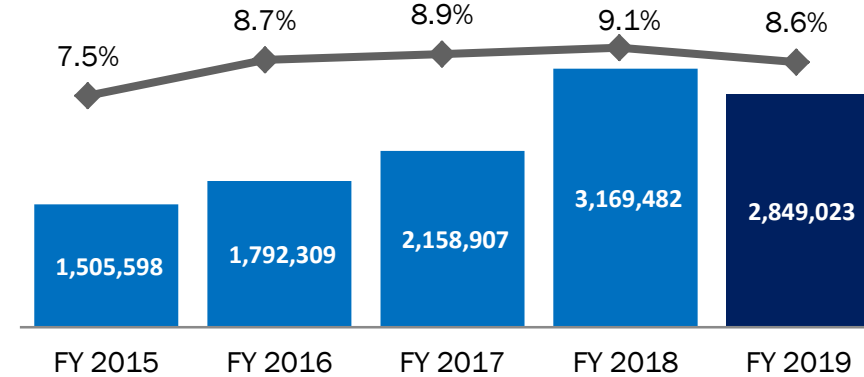
## Revenue

(IDR in millions)



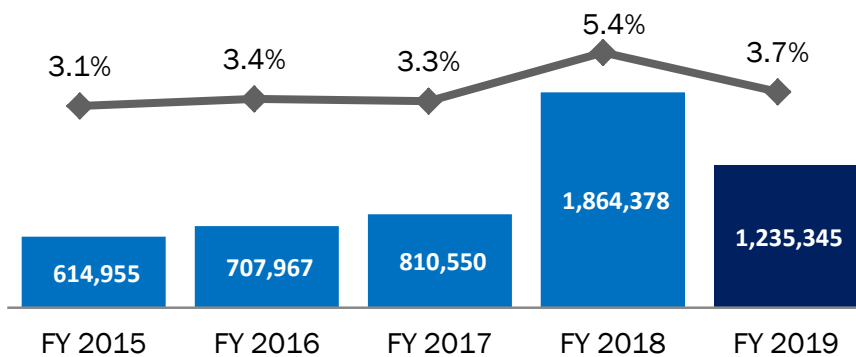
## Gross Profit and GPM

(IDR in millions)



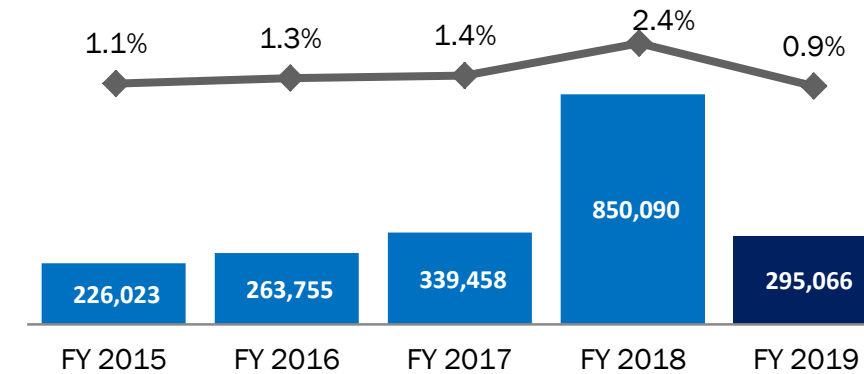
## EBITDA<sup>(1)</sup> and EBITDA margins

(IDR in millions)



## Net Income and net income margins

(IDR in millions)



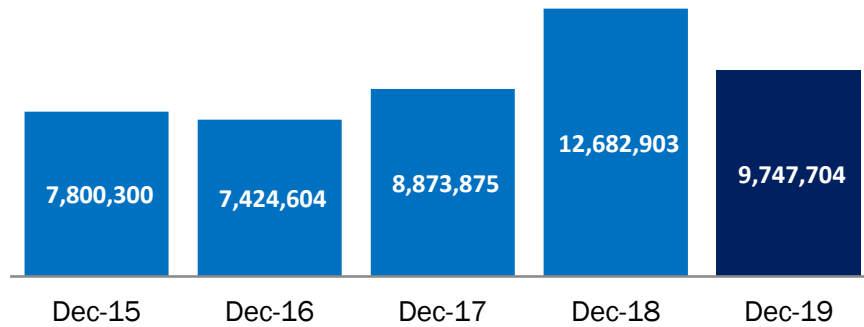
Note:

(1) EBITDA defined as income before income tax, finance cost and depreciation and amortization of pre-paid rent.

# Summary of Financial

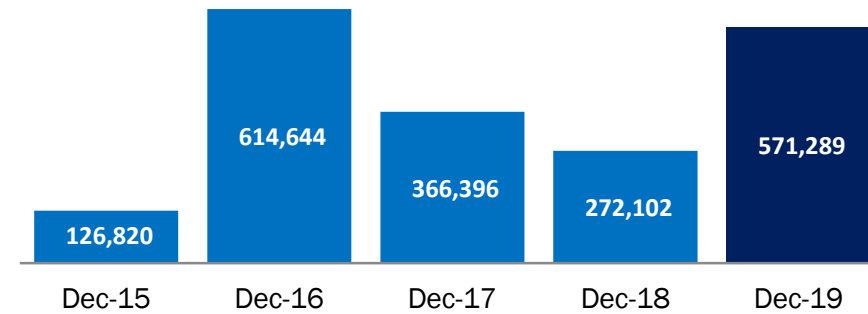
## Total Assets

(IDR in millions)



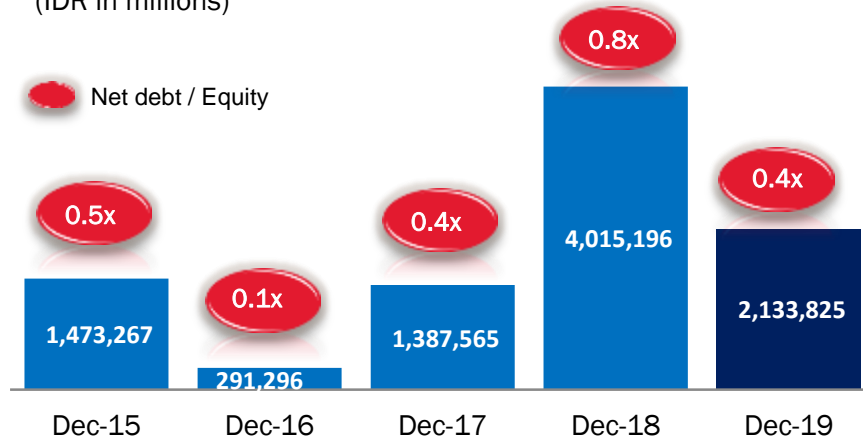
## Cash and Cash Equivalents

(IDR in millions)



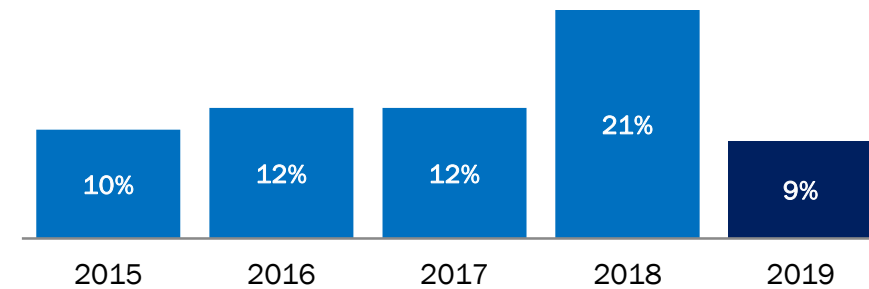
## Net Debts

(IDR in millions)



## ROCE (1)

(%)



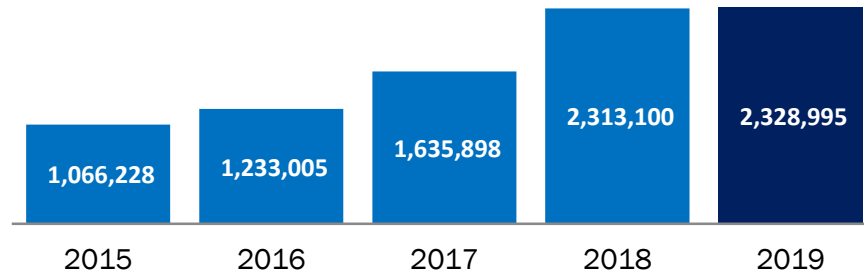
Note: (1) ROCE (Return on capital employed) is defined as income from operations from the preceding n months period divided by the sum of average debt and average equity. Average debt is defined as the average of the sum of short term bank loans, long term debt (including current maturities) at the beginning and end of the respective period. Average equity is defined as the average of total equity at the beginning and end of the respective period.



# Summary of Financial

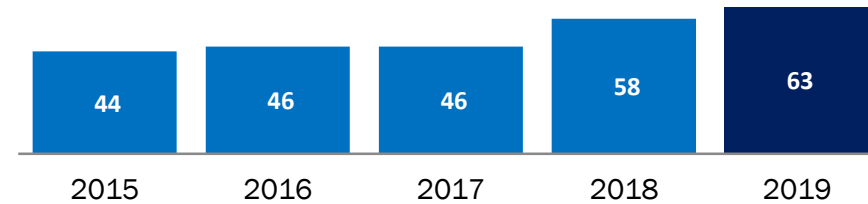
## Net Working Capital <sup>(1)</sup>

(IDR in millions)



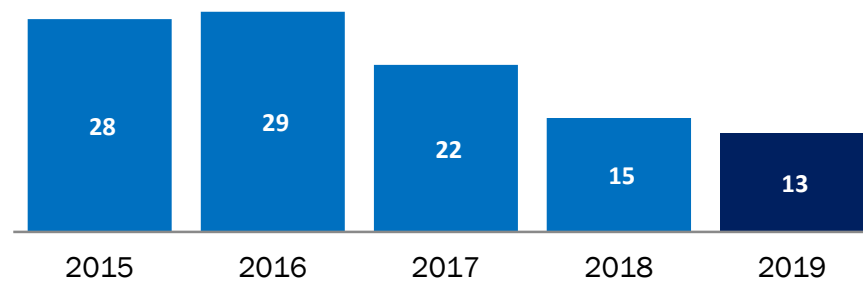
## Average inventory turnover days <sup>(2)</sup>

(Days)



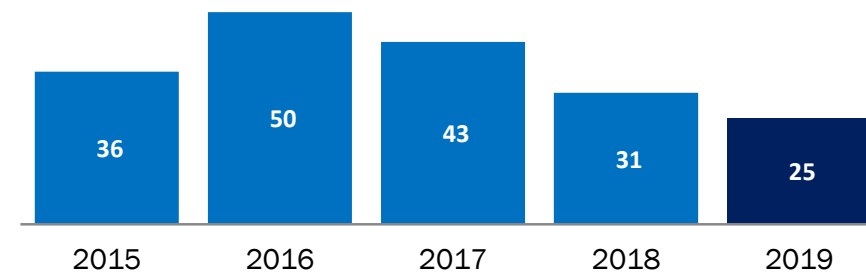
## Average trade receivable days <sup>(3)</sup>

(IDR in millions)



## Average trade payable days <sup>(4)</sup>

(Days)

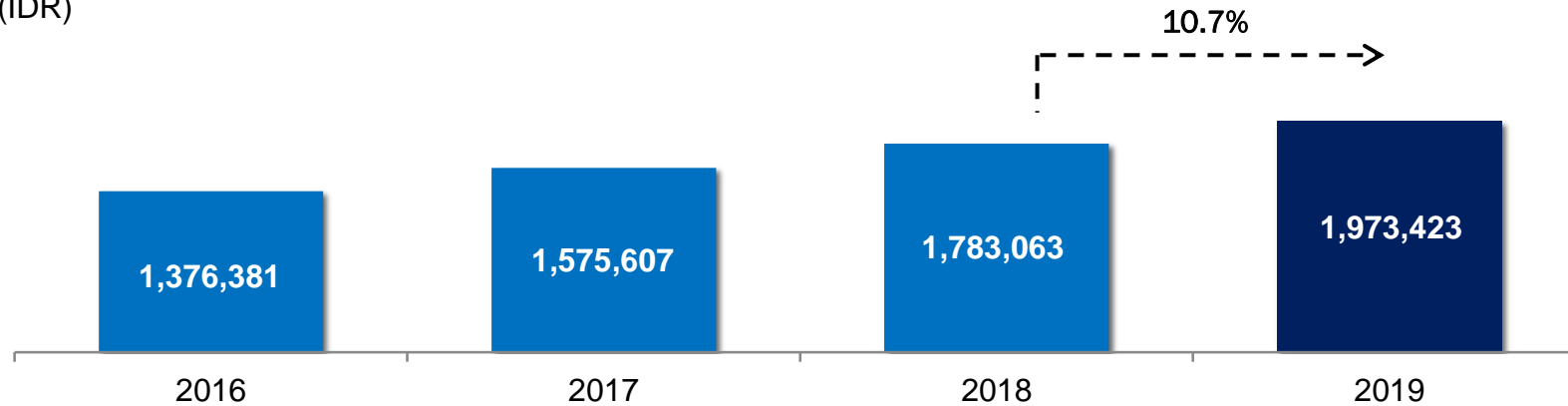


Note: (1) Net working capital defined as current assets less current liabilities at the end of respective period.  
 (2) Calculated by dividing n days by the ratio of cost of goods sold for the period to average inventories (based on average of inventories balances, net of allowance of obsolescence and decline in value, at the beginning and end of the respective period).  
 (3) Calculated by dividing n days by the ratio of net sales for the period to average accounts receivable trade (based on average of accounts receivable trade balances, net of allowance for impairment, at the beginning and end of the respective period).  
 (4) Calculated by dividing n days by the ratio of cost of goods sold for the period to average accounts payable trade (based on average of accounts payable trade balances at the beginning and end of the respective period).

# Summary of Financial

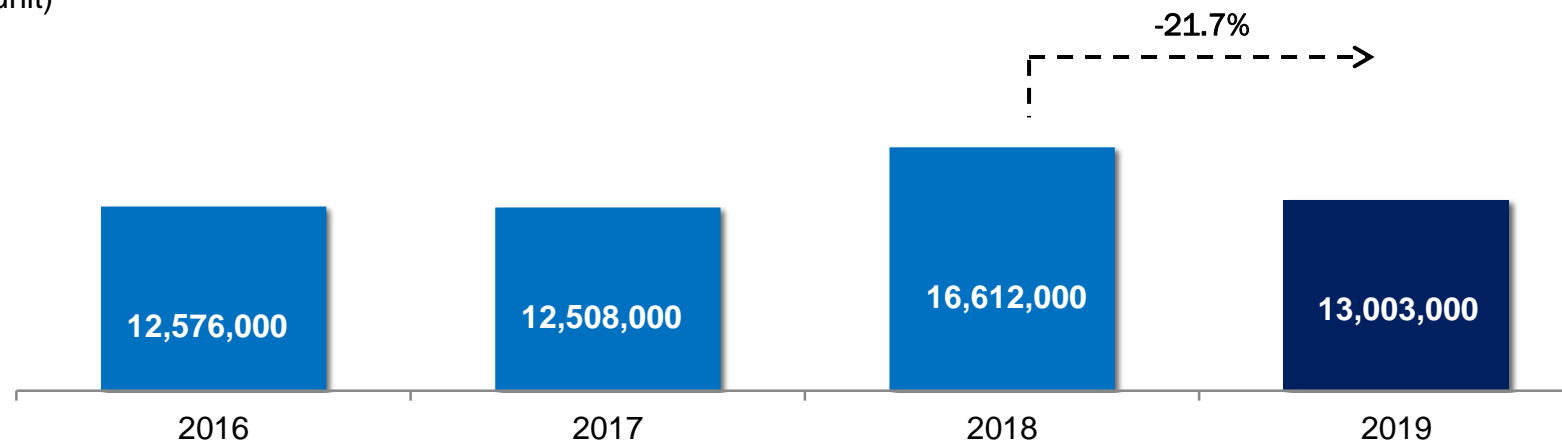
## Average Selling Price (mobile handsets)

(IDR)



## Sales Volume (mobile handsets)

(unit)







Thank you