



PT ERAJAYA SWASEMBADA Tbk. Corporate Presentation

9M 2020 Result Update



A tall, red, rectangular tower with the word "erafone" in white lowercase letters and a yellow sunburst icon to its right. The tower is set against a blue sky with scattered white clouds.

erafone

Erajaya
Today

Erajaya Journey

Established in 1996
as Smartphone Dealer

IPO in 2011 and growing
as a national distribution company

Erajaya going forward
by growing as a retail company

#1 retailer and distributor for mobile
phone and telco business

Regionwide omnichannel coverage
In Indonesia, Malaysia and Singapore

Included in various indices such as LQ-45, Jakarta
Islamic Index, IDX30, IDXValue30, IDXGrowth30,
MSCI Small Cap Index and Kompas100

RECOGNITION

“Most Outstanding
Company in Indonesia
Small Cap Sector
2019”

The Asia Money Award




Financial Fact Sheet (YTD Sep 2020)

 NET
SALES

Rp 23.2 trillion

 NET
PROFIT

Rp 295 billion

 TOTAL
ASSETS

Rp 9.8 trillion

Regionwide Omnichannel Network

Map of operations (as of 30 September 2020)



★ 1,085 retail outlets

★ 87 distribution centers

★ +/- 67,000+ 3rd party billed outlets

Our Stores

MultiBrand



302

MonoBrand



281

Joint Business



272

JB Operator



157

Malaysia



58

Singapore



15

TOTAL

1,085

New Stores

103

As of 30 September 2020

Holistic Value Proposition to Customers

IOT



Lifestyle



Carriers



Financing



IT / Protection



Content





URBAN REPUBLIC

PHOTO & VIDEO

3Q 2020 Highlight

3Q 2020 Highlight and COVID-19 Status

- Virus outbreak (Covid-19) started in Wuhan, China
- Indonesia confirmed two cases of Covid-19 by March

- The 1st PSBB* regulations implemented by April
- The 1st Phase of Transitional PSBB implemented by June

- The 2nd PSBB regulations implemented by mid September
- The 2nd Phase of Transitional PSBB started in October

January

February

March

April

May

June

July

August

September

**Business as usual activities
(strong YoY result)**

**Full impact from pandemic starting
in April 2020 for all sector**

**Start to recover the business with 31%
growth in sales QoQ**

Positive YoY 1Q 2020 result:
Rp 7.8 trillion sales (9% YoY)
Rp 103 billion profit (117% YoY)

+/- 300 retail stores closed in April 2020
& gradually reopened by mid-June 2020

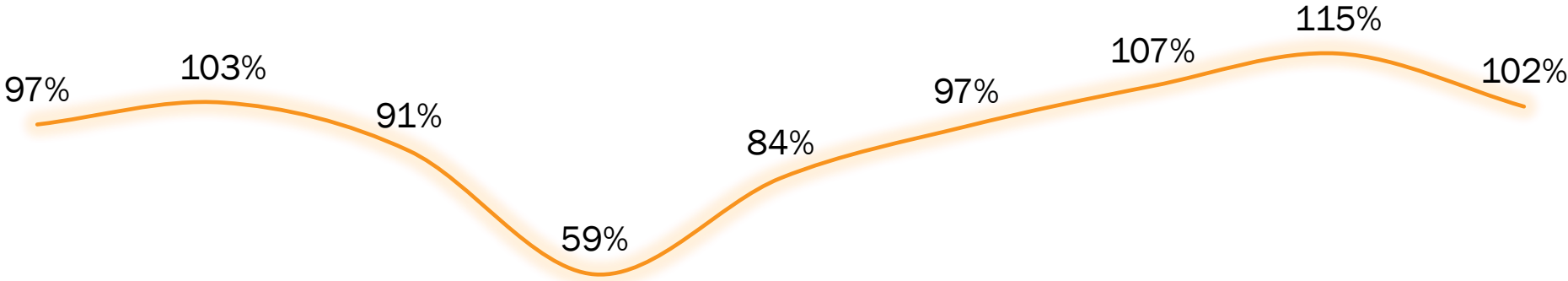
Despite of COVID-19 situation, ERAA
managed to booked positive profit in 2Q:
Rp 6.7 trillion sales (-15% QoQ)
Rp 11 billion profit (-89% QoQ)

**Strong recovery pace and outperformed
overall market expectation with:
Rp 8.7 trillion sales (31% QoQ)
Rp 182 billion profit (1595% QoQ)**

*PSBB: Pembatasan Sosial Berskala Besar (Large-scale Social Restrictions)

Fast Recovery Rate During Pandemic

Monthly Trend of Recovery Rate



Jan-20 Feb-20 Mar-20 Apr-20 May-20 Jun-20 Jul-20 Aug-20 Sep-20



Mobile Selling



Online Exhibition



One Delivery Service

Digital Solution During Pandemic

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



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

Online Market Penetration

Strong promotions through online channels, both through e-commerce partners and our official website



HAPPY ERAVERSARY 2020

erafone FAIR 2020

Dapatkan Gadget dengan Harga Spesial

CASHBACK up to Rp 6 Juta*

Tambahan Diskon hingga Rp750.000*

Cicilan 0% | Gratis Ongkir | 14 - 20 September 2020

BCA | BNI | CIMB NIAGA | citi | HSBC | mandiri

Bank yang terdaftar dan diawasi oleh Otoritas Jasa Keuangan dan merupakan peserta penjaminan Lembaga Penjamin Simpanan

BELI SEKARANG ▶



iBoxing Week online



Samsung Galaxy LAND
eraspace.com

#PakeSamsungAja

CASHBACK up to Rp 7,5 JUTA*

Bonus hingga 4x Eraclub Points*	Clearance Sale Raffle Game Samsung Galaxy S20 Ultra & Note20	Flash Sale Gratis Kirim seluruh Indonesia
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Tambahan Diskon hingga Rp 750.000, Cicilan 0% s.d 24 bulan*

BCA | BNI | CIMB NIAGA | citi | mandiri

Bank bank yang berpartisipasi dalam program ini terdaftar dan diawasi oleh Otoritas Jasa Keuangan dan merupakan peserta penjaminan LPS

Periode : 19 Oktober - 1 November 2020

E-commerce Market Penetration

Actively reaching out the e-commerce market to make sure that we can fully catch the market demand

iBox Official @Shopee



Shopee Mall

Produk Apple Garansi Resmi
Kini Hadir di  Shopee

Dapatkan Potongan s/d **Rp5.200.000**

iBox |  Authorised Reseller

The advertisement features a grey background with a red 'Shopee Mall' banner at the top right. On the left, there is an image of various Apple products including a smartphone, a tablet, and a smartwatch. The main text is in bold black font, with the Shopee logo in red and white. At the bottom right, the iBox logo and the Apple 'Authorised Reseller' logo are displayed.

UR Official @Shopee



Shopee

Grand  Launching official store
UR | URBAN REPUBLIC

Disc ^{s/d}
94%

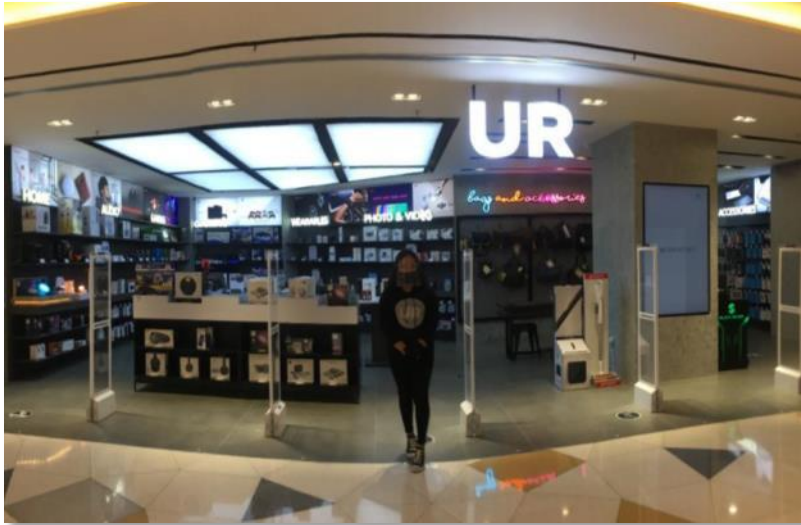
Periode 24 - 30 Oktober 2020

*Selama persediaan masih tersedia

The advertisement has an orange background. At the top left is the Shopee logo, and at the top right is the 'Grand UR | URBAN REPUBLIC' logo with the text 'Launching official store'. The central focus is a large white rounded rectangle containing the text 'Disc s/d 94%' in orange, with 'Periode 24 - 30 Oktober 2020' below it. To the right of the text is an image of a red and black coffee machine. At the bottom, a small note reads '*Selama persediaan masih tersedia'.

Store Expansion

Resume to expand in lifestyle and IoT product through new store opening



Urban Republic @ Grand Indonesia



Garmin @ Grand Indonesia

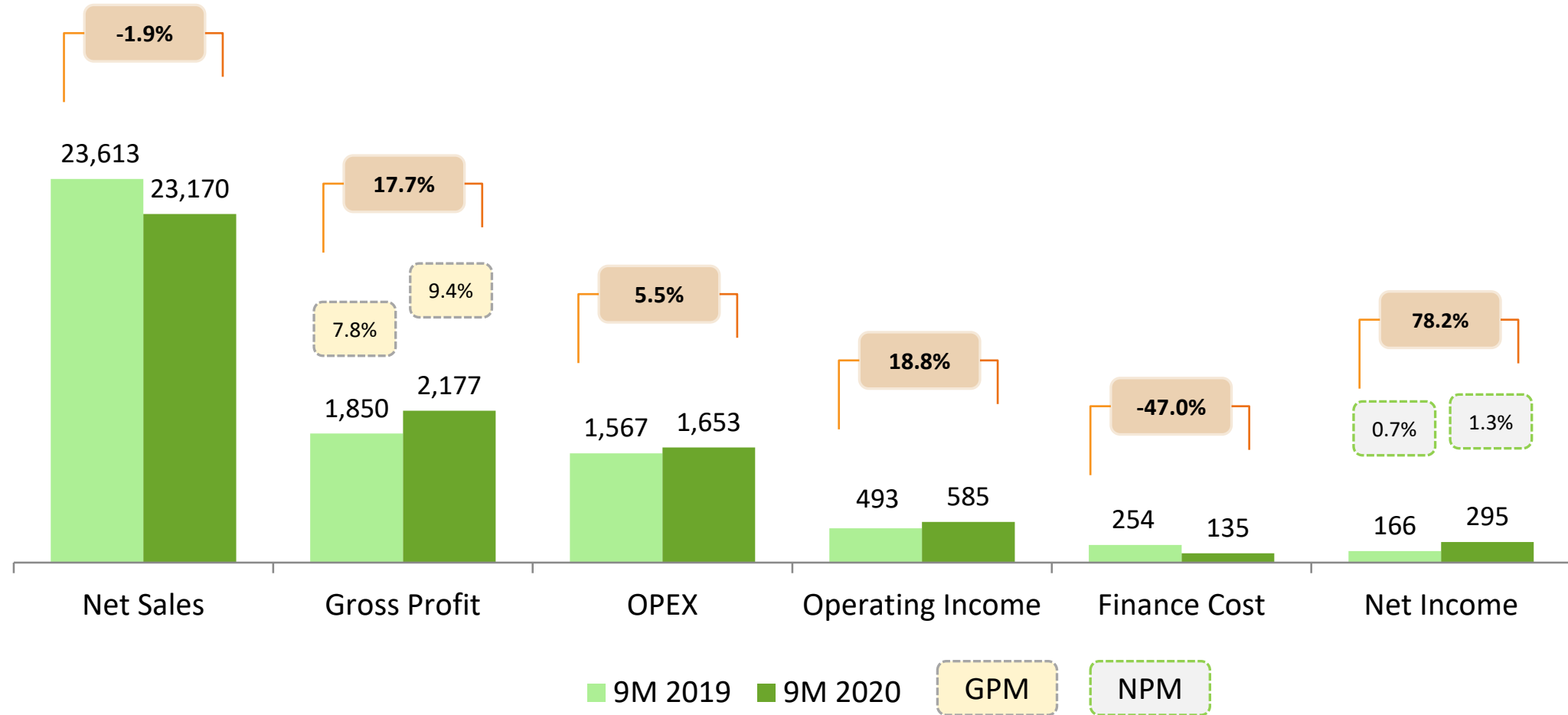


DJI @ Grand Indonesia



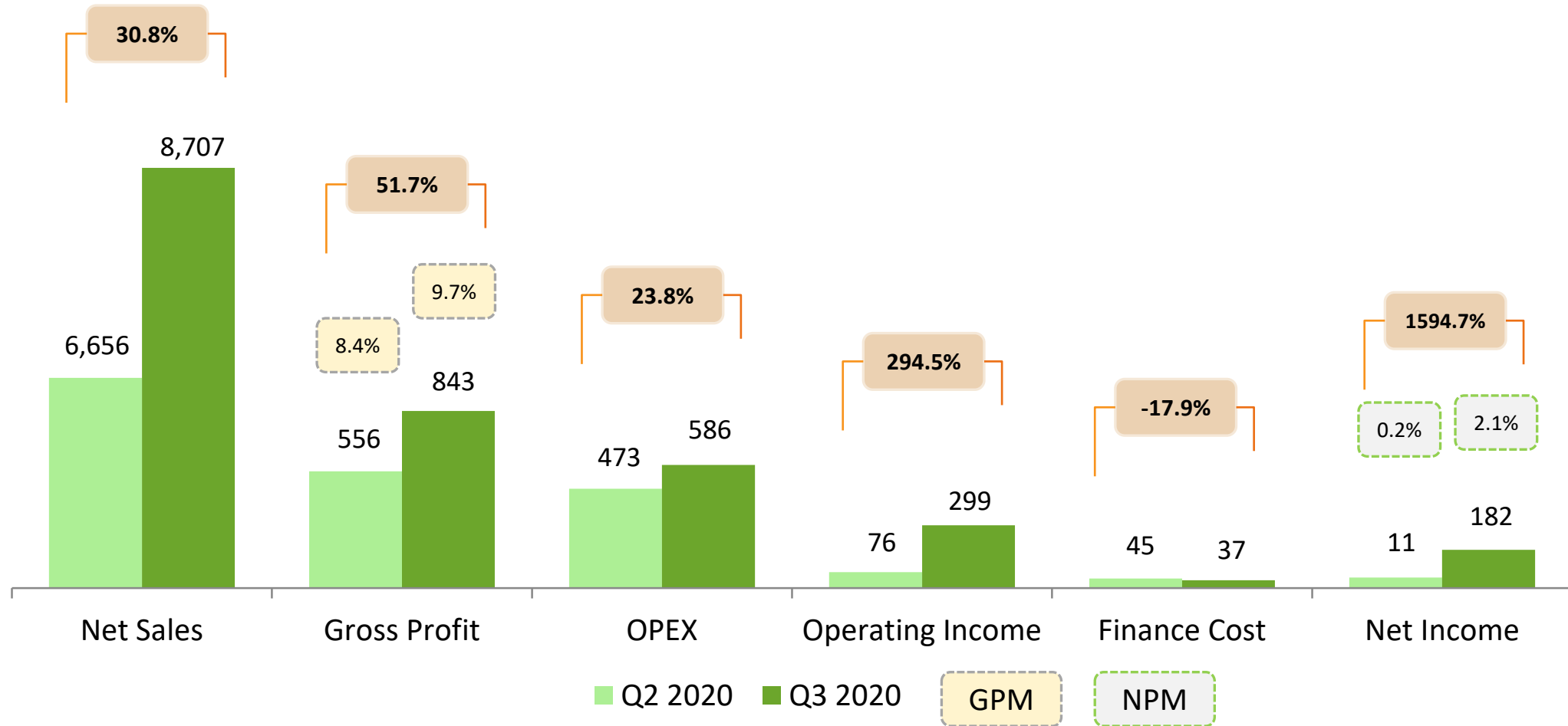
Financial Highlight

YoY Financial Highlights



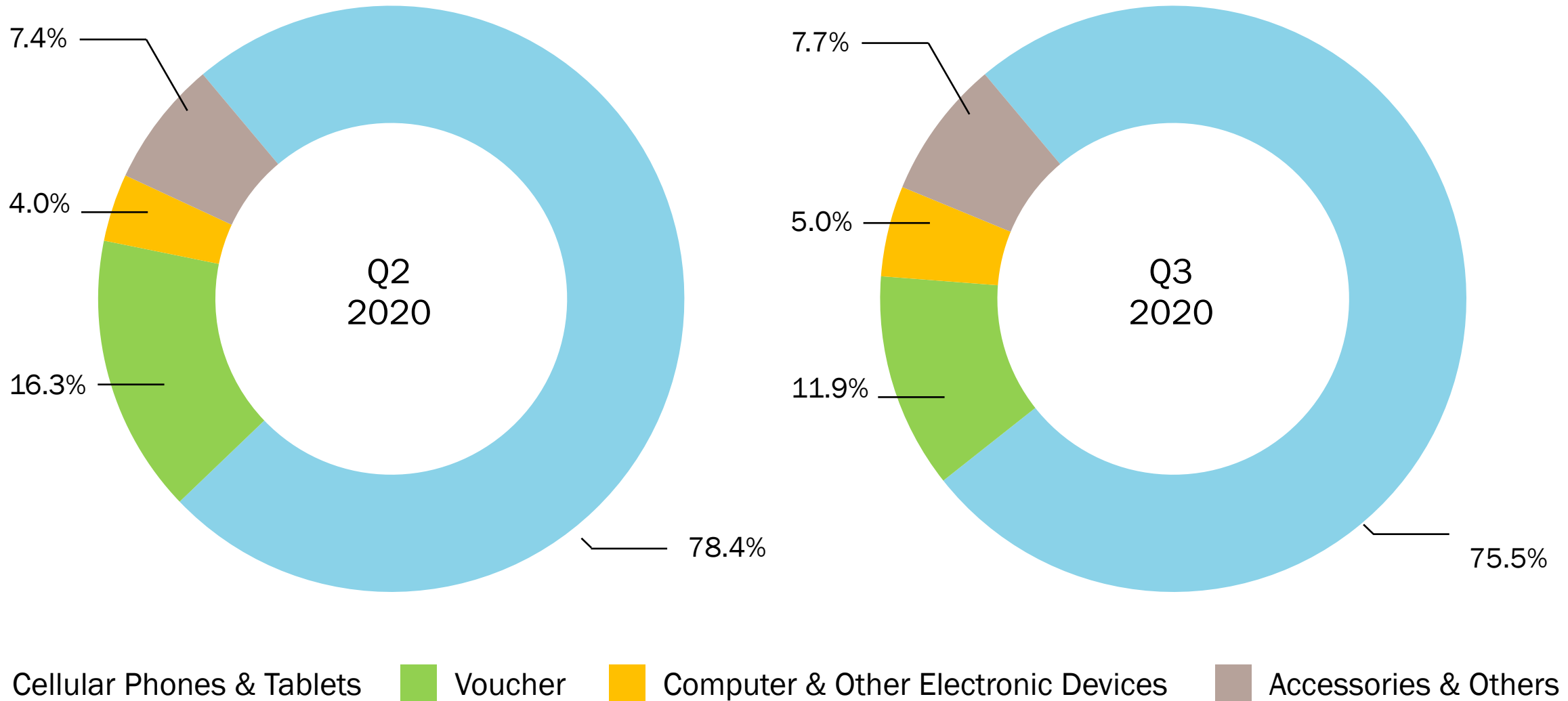
*) figure expressed in billion IDR

QoQ Financial Highlights



*) figure expressed in billion IDR

Revenue by Product Segment



9M 2020 Highlighted Ratio

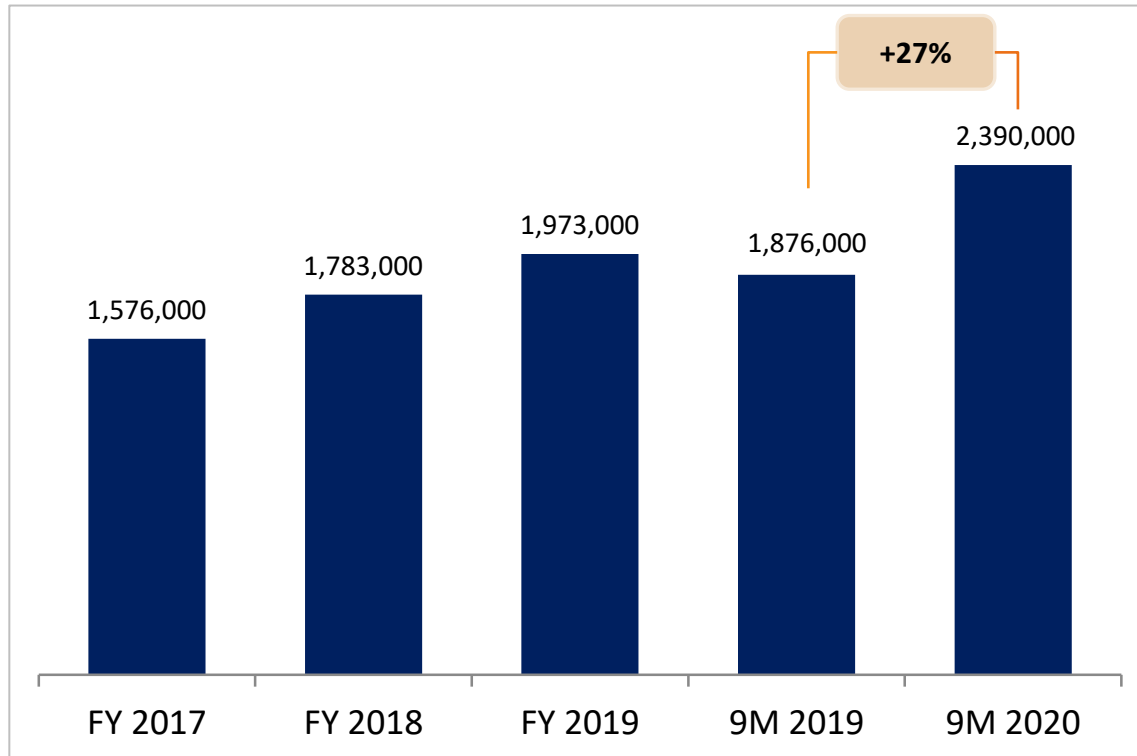
Erajaya has become more efficient in managing cash, thanks to improving inventory

Description	9M 19	9M 20
Net Debt (IDR billion)	2,109	1,691
Net Working Capital (IDR billion)	2,384	2,363
Net Debt/Equity	0.4	0.3
Net Working Capital/Net Sales	10.1%	10.2%
ROCE*	5.9%	7.8%

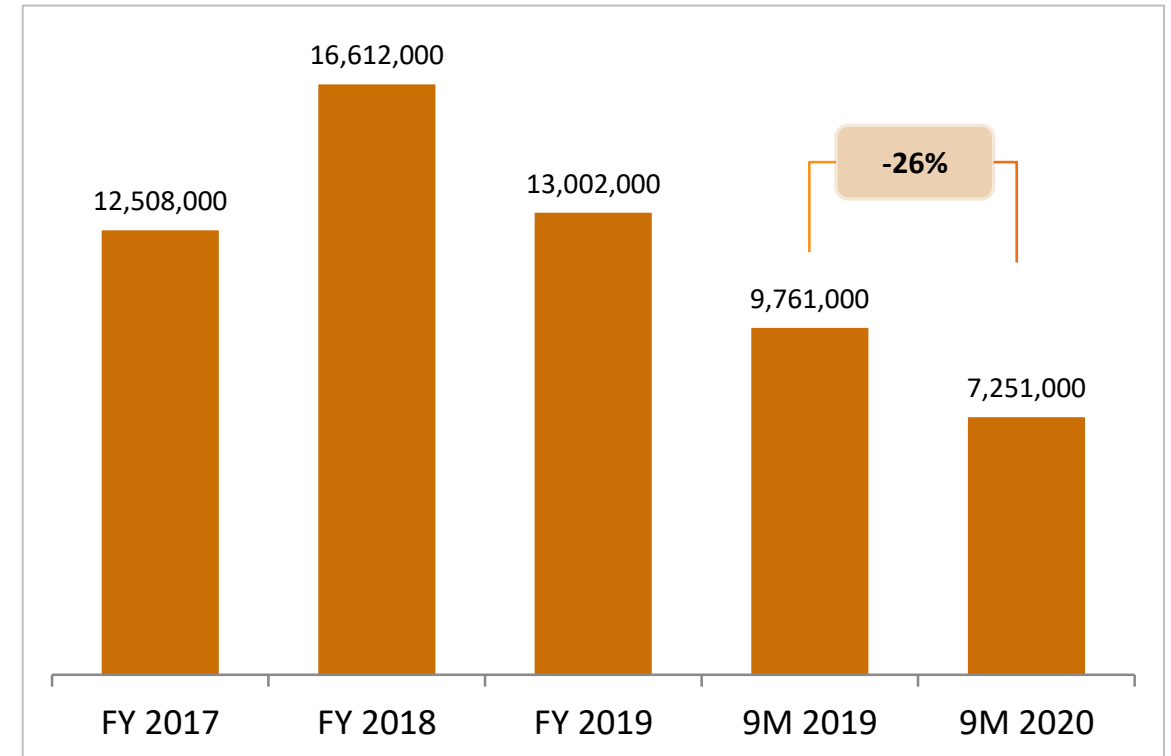
* 9 months period

Average Inventory days	64	50
Average Trade Receivable days	15	11
Average Trade Payable days	28	18
Cash Conversion Cycle (CCC)	51	43

Average Selling Price & Handset Volume



ASP
Expressed in IDR



Volume
Expressed in Units

Thank you

