



Corporate Presentation

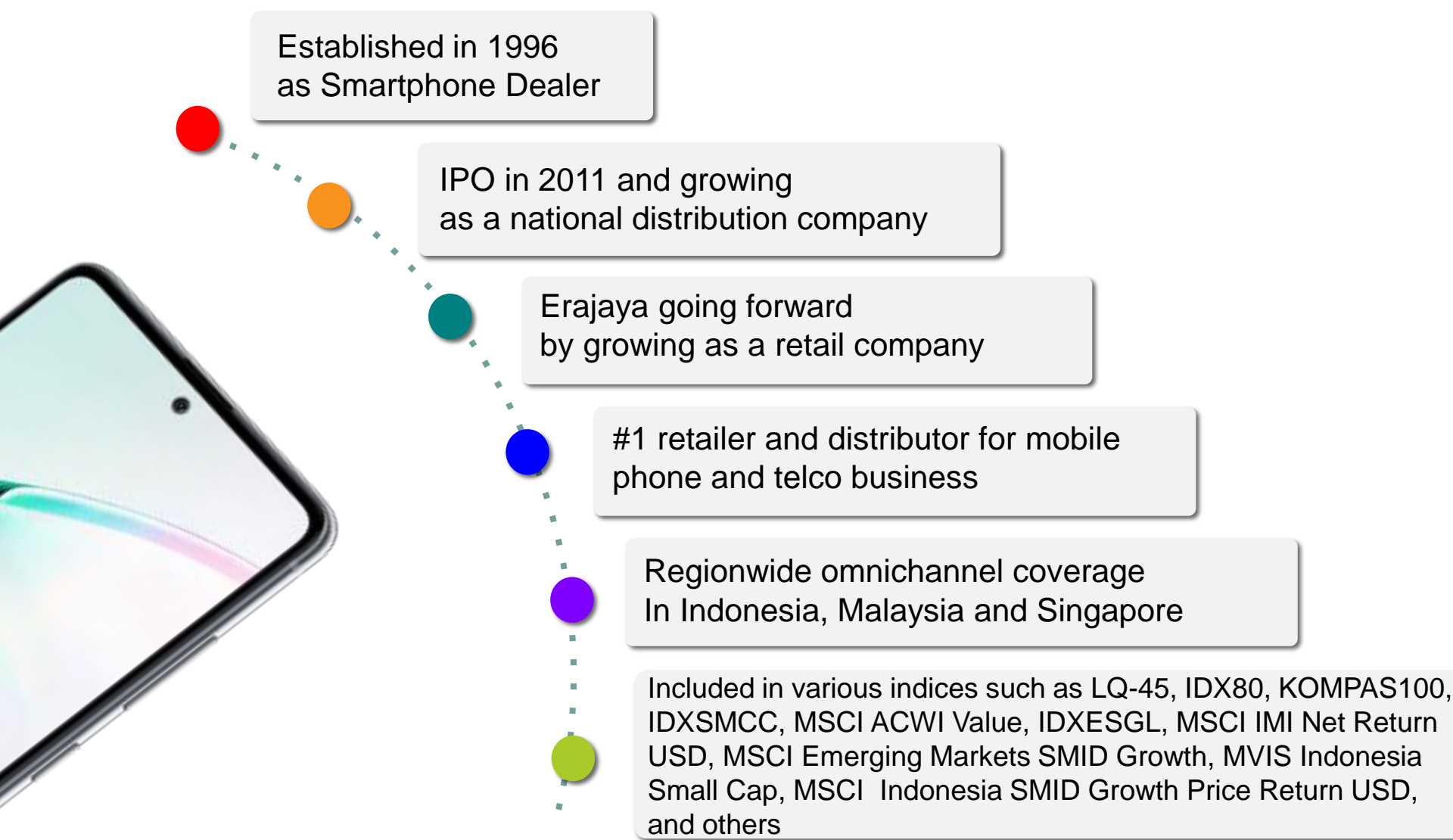
Public Expose

25 May 2021



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, IDX80, KOMPAS100, IDXSMCC, MSCI ACWI Value, IDXESGL, MSCI IMI Net Return USD, MSCI Emerging Markets SMID Growth, MVIS Indonesia Small Cap, MSCI Indonesia SMID Growth Price Return USD, and others


Financial Fact Sheet (FY 2020)

 NET
SALES

Rp 34.1 trillion

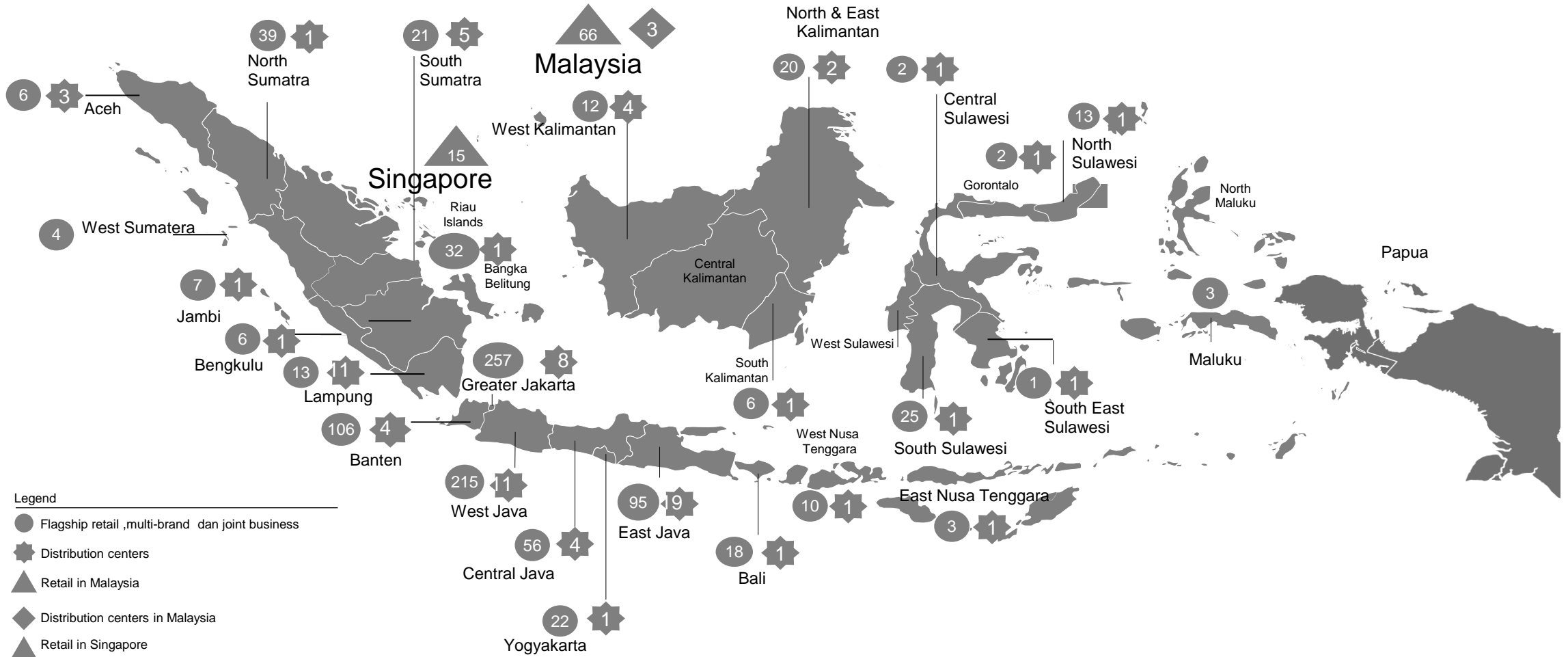
 NET
PROFIT

Rp 612.0 billion

 TOTAL
ASSETS

Rp 11.2 trillion

Regionwide Omnichannel Network



★ 1,075 retail outlets

★ 88 distribution centers

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

* Per 31 March 2021

Holistic Value Proposition to Customers

IOT



Lifestyle



Carriers



Financing



IT / Protection



Content





URBAN REPUBLIC

PHOTO & VIDEO

Business Highlight

2020 Highlight and COVID-19 Status

Indonesia confirmed two cases of Covid-19 by March

1st PSBB regulations implemented by April and Transitional PSBB implemented by June

2nd PSBB regulations implemented by mid-September and Transitional PSBB implemented by October

- PSBB regulations still implemented
- Government begins vaccine clinical trials and vaccine development

1Q

2Q

3Q

4Q

Business as usual activities (strong YoY result)

Full impact starting in April 2020

Strong recovery rate with 31% QoQ growth

Continuous positive momentum supported by year-end seasonality

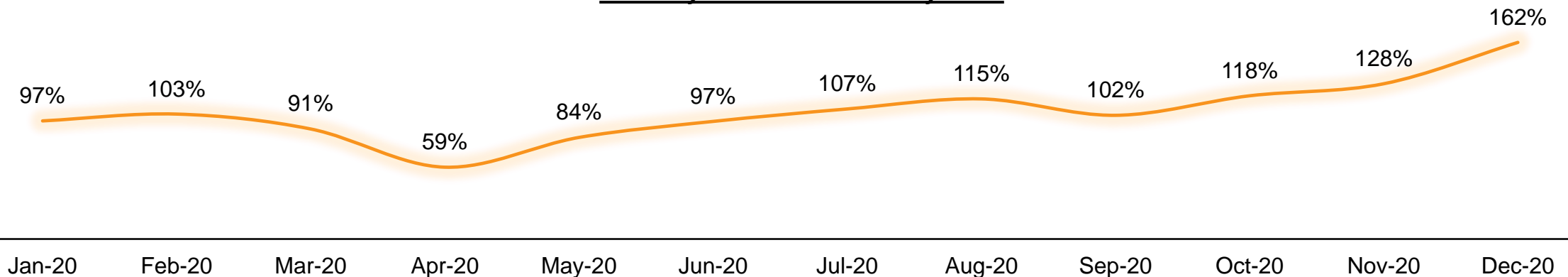
Positive YoY 1Q result:
Rp 7.8 trillion sales (9% YoY)
Rp 103 billion profit (117% YoY)

±300 stores closed in April and gradually reopened by mid-June but still managed to booked positive profit :
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)

Outstanding performance compared with pre-covid level:
Rp 10.9 trillion sales (25.7% QoQ)
Rp 317 billion profit (74.2% QoQ)

Monthly Trend of Recovery Rate



Drivers of Our Recovery

Agility to respond to the new norm

Willingness to try new ideas

Functions & infrastructures to support the new ideas

Close monitoring & fine tuning

Digital Solution During Pandemic

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

New Way of Shopping

- **Mobile Selling**
E-catalog for product and promo information with WA number attached
- **EraXpress**
3 hours delivery services directly from our front liners to bring in-store experiences to our customers
- **Click 'n Pick-up**
Online pre-order for customers to grab their orders from their most convenient store



erajaya
Group of Companies

Periode 17 - 31 Mei 2021

MOBILE SHOPPING
e-Catalogue

Pesan via WhatsApp, diantar gratis dalam sekejap.

iBox erafone NVSA SAMSUNG
mi UR URBAN REPUBLIC THE FACE SHOP

GRATIS ONGKIR & CICILAN 0% HINGGA 24 BULAN*

OPSI PEMBAYARAN
- TRANSFER BANK
- DEBIT - KARTU KREDIT

WAKTU PEMESANAN
10.00 - 18.00

FREE DELIVERY

KLIK LOGO MASING MASING UNTUK MASUK KE HALAMAN RETAIL TERKAIT
PEMESANAN #ChatErica +62 812 9077 7722

Barang yang kami kirim sudah melewati proses steril serta petugas EraXpress sudah dilengkapi dengan masker dan sanitizer

Hati-hati penipuan mengatasnamakan Erajaya



UR URBAN REPUBLIC

Ramadhan ini, kembali bersih dengan berbagai gadget pilihan

eCatalogue • 17 - 31 Mei 2021

INFORMASI ERICA - CHATBOT
+62 812 9077 7722

PEMESANAN MELALUI
+62 819 9740 0585

Tersedia juga di: urbanrepublic.id

WAKTU PEMESANAN
10.00 - 17.00

OPSI PEMBAYARAN
Bank Transfer, Kartu Debit / Kredit
Cicilan 0% sd 24 bln

FREE DELIVERY

Barang yang kami kirim sudah melewati proses steril serta petugas EraXpress sudah dilengkapi dengan masker dan sanitizer

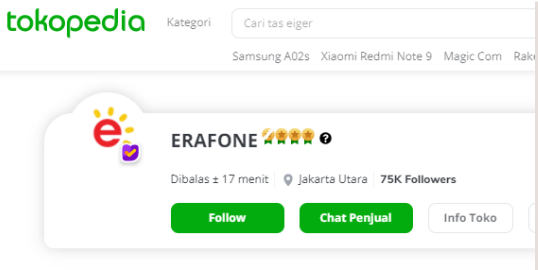
Hati-hati penipuan mengatasnamakan UR

UR URBAN REPUBLIC urbanrepublic.id **eracub** register member: https://eracub.id/register

Online Channel Activity

E-commerce Market Penetration

Extensive online collaboration with online companies



Online Exhibition

Bringing offline exhibition online

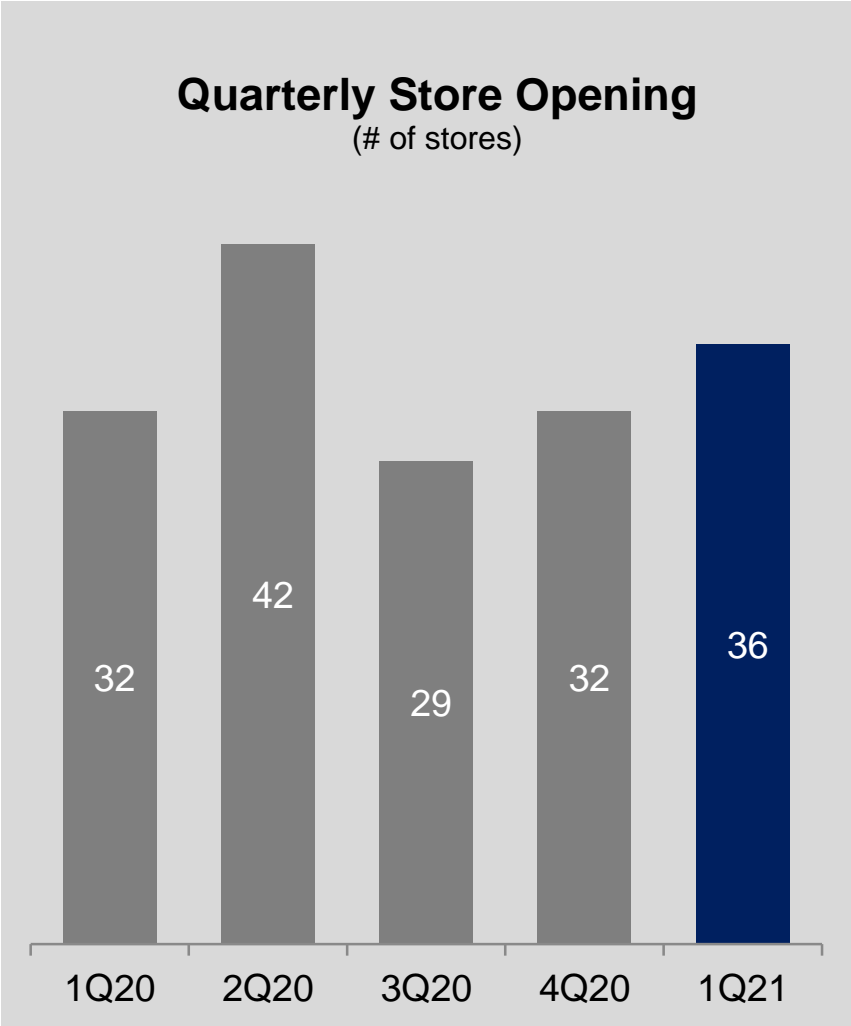


managed to generate 42% more sales compared to the previous event which was held offline



Store Expansion

Continue to expand our channel in 2020 and 2021



Erafone @ Lombok



UR @ Medan



Ibox @ MOG



SES @ Beach Walk Bali



Mi Store @ Mojokerto



Huawei @ MKG



The Face Shop @ GI



Garmin @ GI



DJI @ GI

Collaborative Approach to Expand Retail Footprint

New innovative concept 'Erafone Cloud Retail Partner'; an opportunity for individual investors to become part of our family



Erafone CRP @ Cilacap



Erafone CRP @ Malang S.Parman



Erafone CRP @ Gejayan Yogyakarta



Erafone CRP @ Malang Suhat

Impact on IMEI Control

Initiation of IMEI implementation starting 15 September 2020

Equal competition in Industry

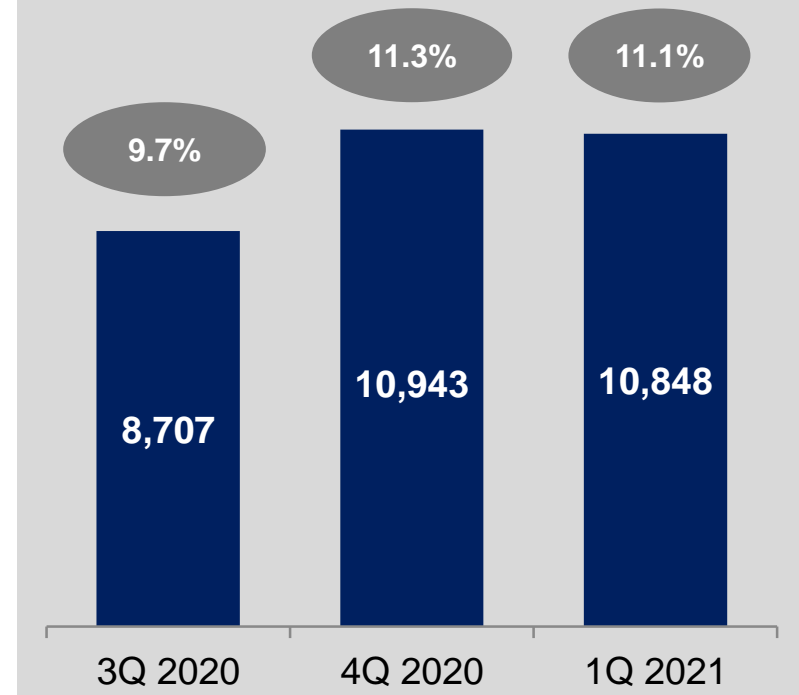
Sustainable margin going forward

Stable market pricing

Increased sales

Revenue & Margin Comparison

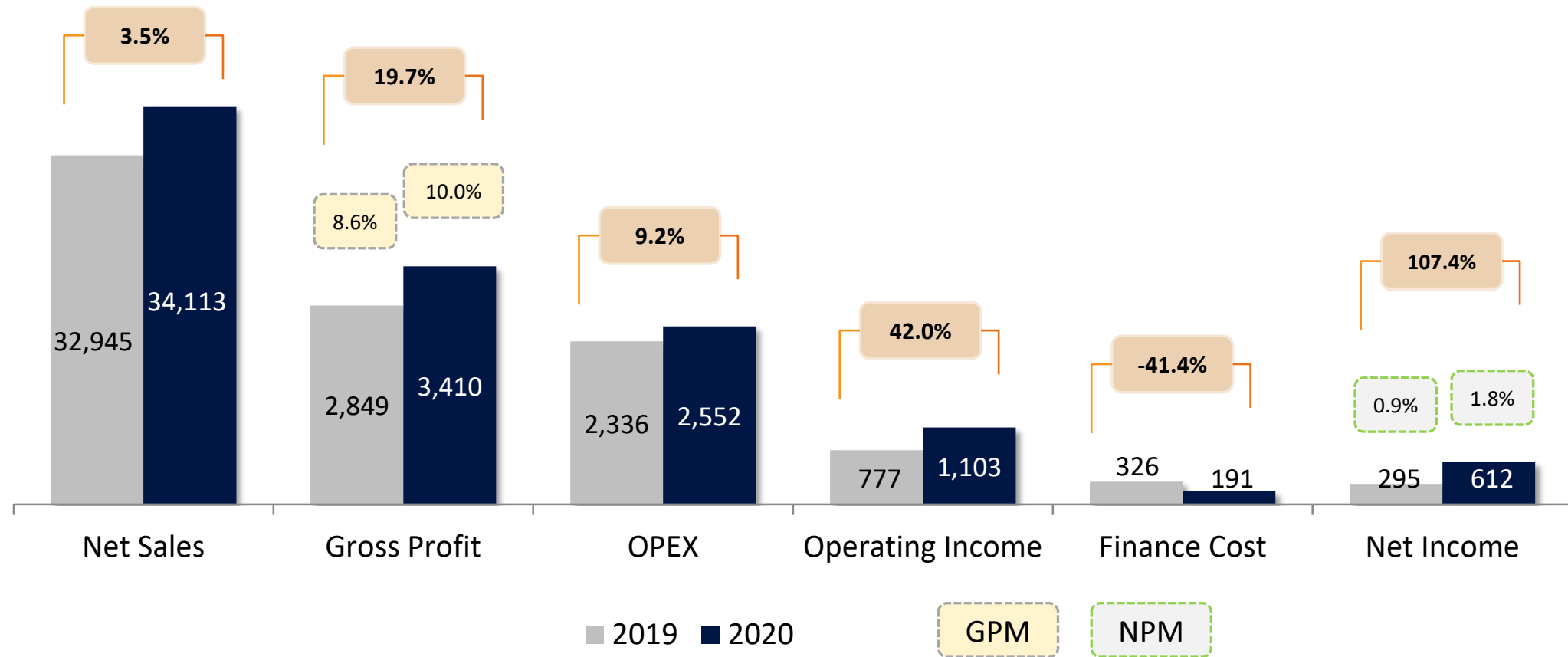
(expressed in IDR Billion)





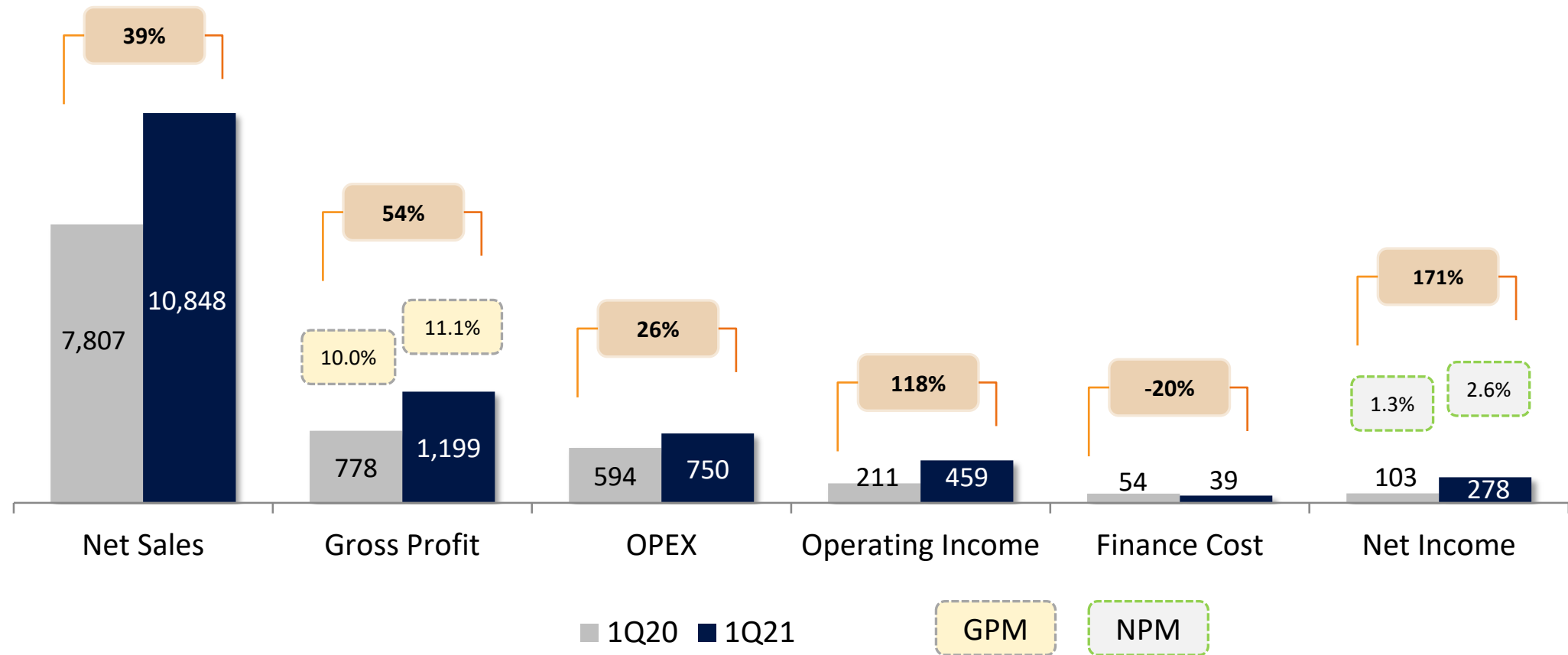
Financial Highlight

FY 2020 Financial Performance



*) figure expressed in billion IDR

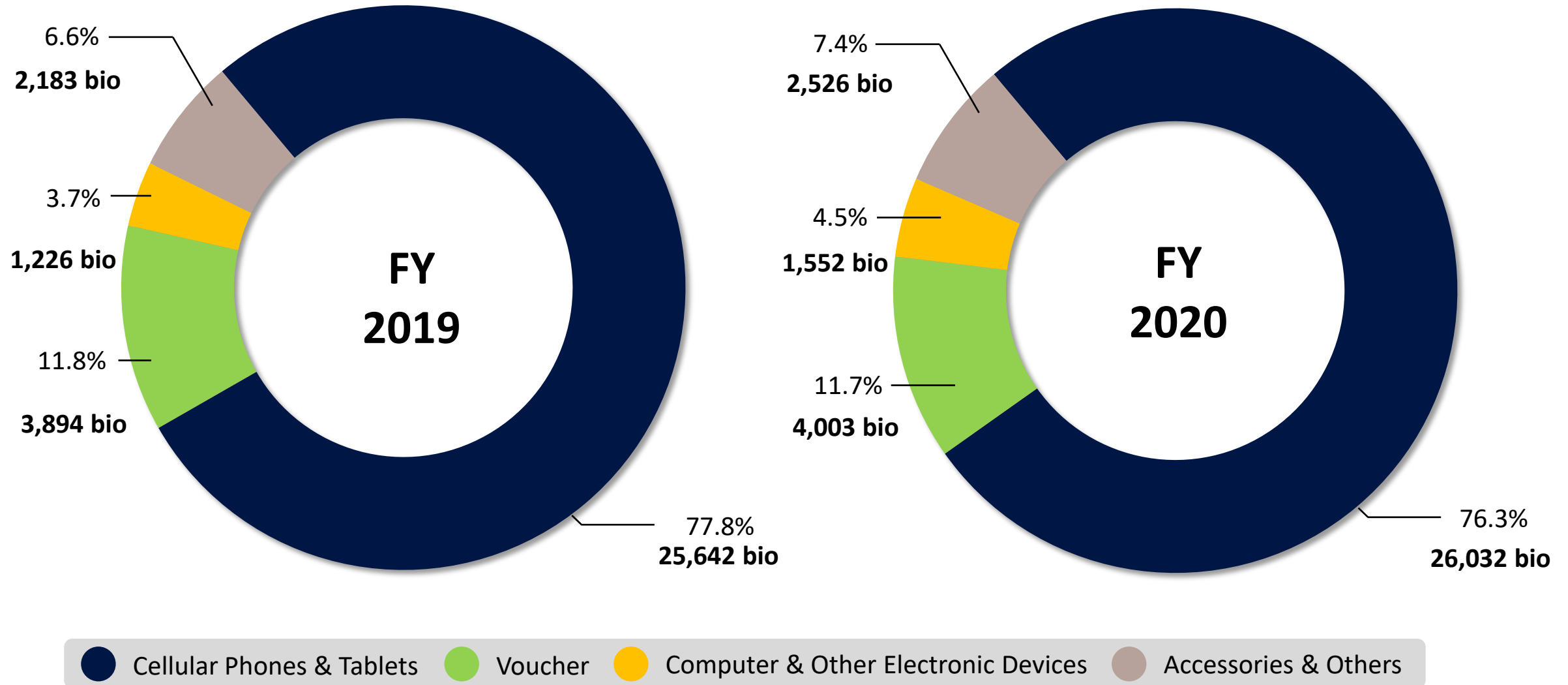
1Q 2021 Financial Performance



*) figure expressed in billion IDR

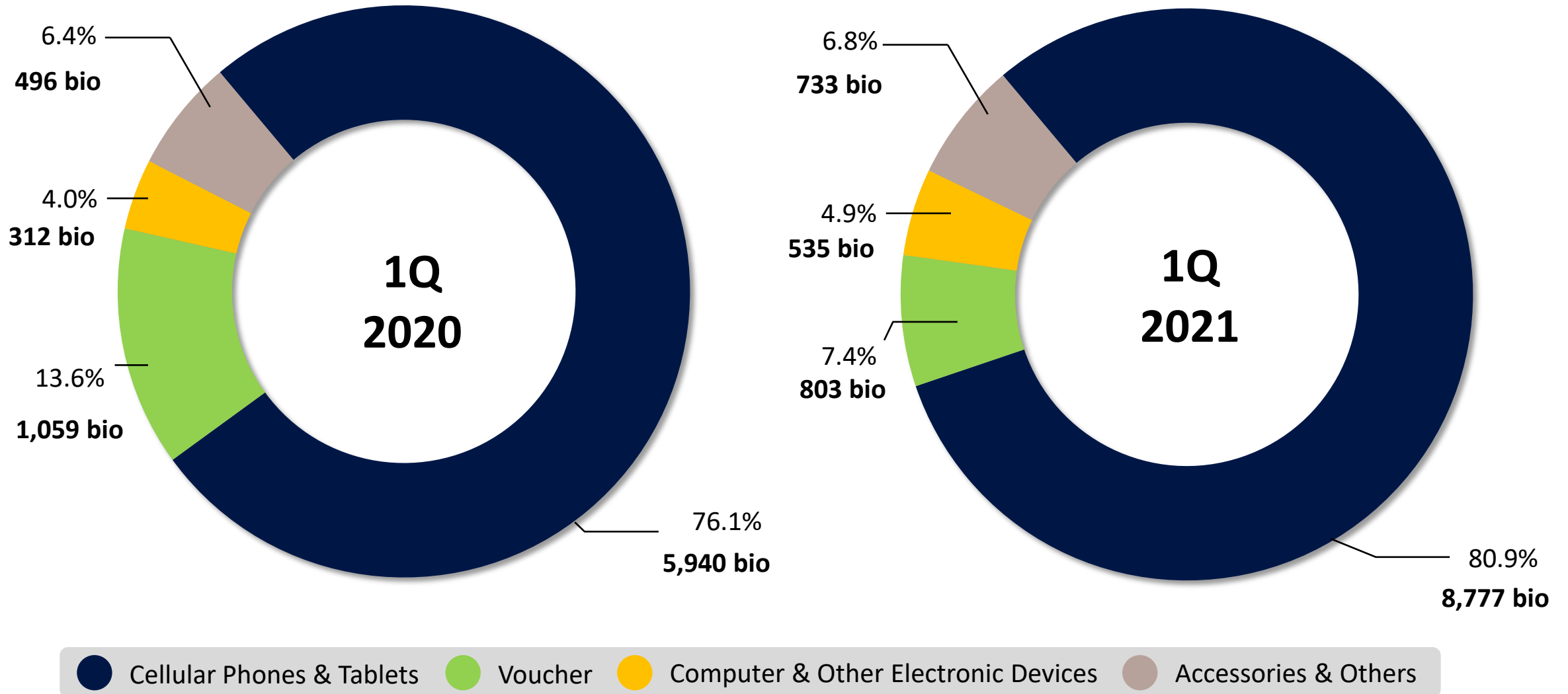
FY 2020 Revenue by Product Segment

(Expressed in IDR)



1Q 2021 Revenue by Product Segment

(Expressed in IDR)



Highlighted Ratio

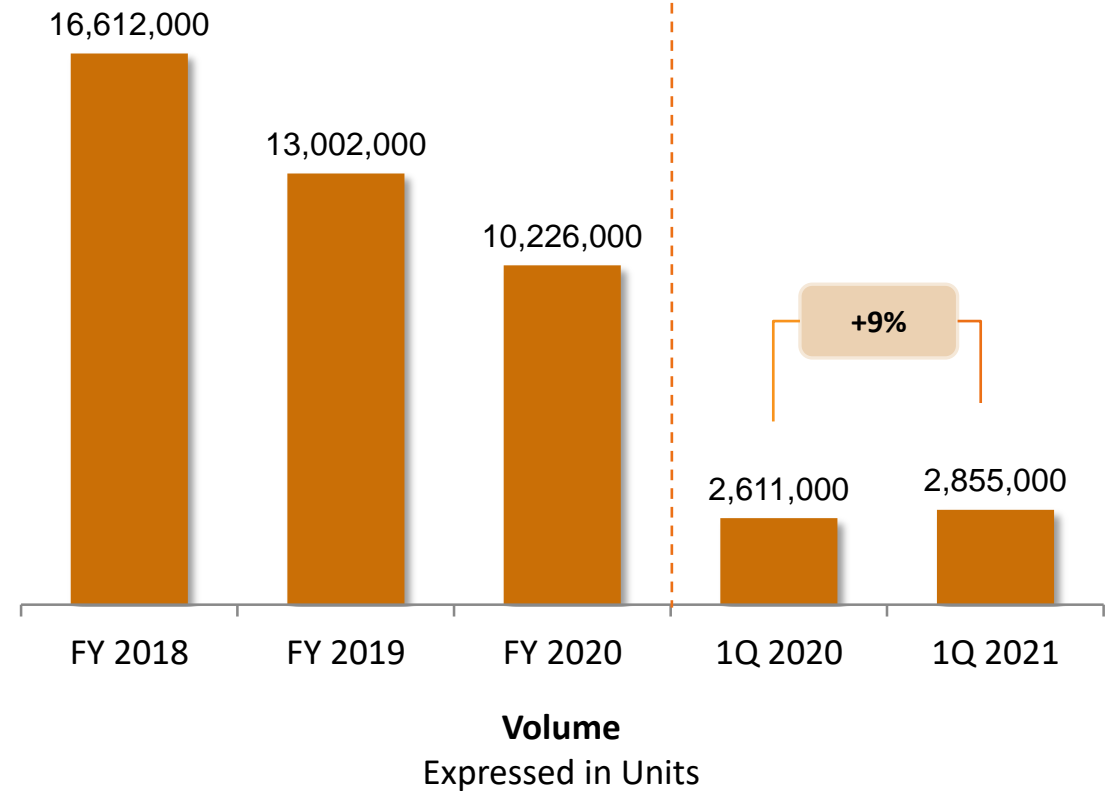
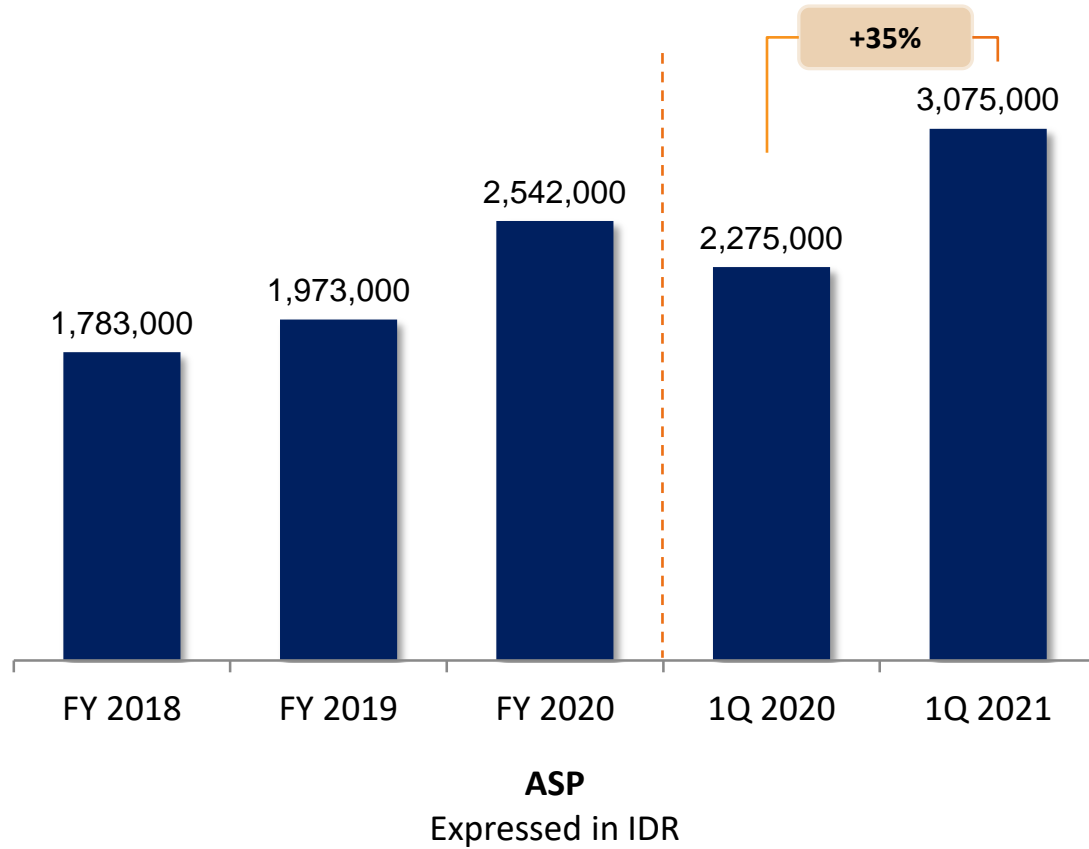
Erajaya has become more efficient in managing cash, thanks to improving inventory

Description	Dec-19	Dec-20	Mar-20	Mar-21
Net Debt (IDR billion)	2,134	284	2,357	2,711
Net Working Capital (IDR billion)	2,329	2,404	1,928	2,296
Net Debt/Equity	0.4	0.05	0.5	0.4
Net Working Capital/Net Sales	7.1%	7.0%	24.7%	21.2%
ROCE	9.3%	14.1%	2.7%*	5.6%*

* 3 months period

Average Inventory days	63	41	48	39
Average Trade Receivable days	13	11	11	8
Average Trade Payable days	25	21	17	18
Cash Conversion Cycle (CCC)	51	31	42	29

Average Selling Price & Handset Volume



Thank you

