



# Corporate Presentation

1H 2021 Update



# Erajaya Today

# Erajaya Journey

## MAJOR BRANDS



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 (JII), Jakarta Stock Exchange Main Board Index, IDX Growth30, IDX80, KOMPAS100, IDXSMCC, Bloomberg Indonesia Large, MSCI IMI Net Return USD, MVIS Indonesia Small Cap, MSCI Emerging Markets IMI Value USD, and others



## Financial Fact Sheet

(1H 2021)



NET SALES

**Rp 21.4 trillion**



NET PROFIT

**Rp 558.5 billion**



TOTAL ASSETS

**Rp 11.5 trillion**



NET D/E RATIO

**0.4x**

# Regionwide Omnichannel Network

Map of operations (as of 30 June 2021)



★ 1,067 retail outlets

★ 88 distribution centers

★ +/- 64,000+ 3<sup>rd</sup> party billed outlets

# Our Stores



Total

**1,067**

New Stores

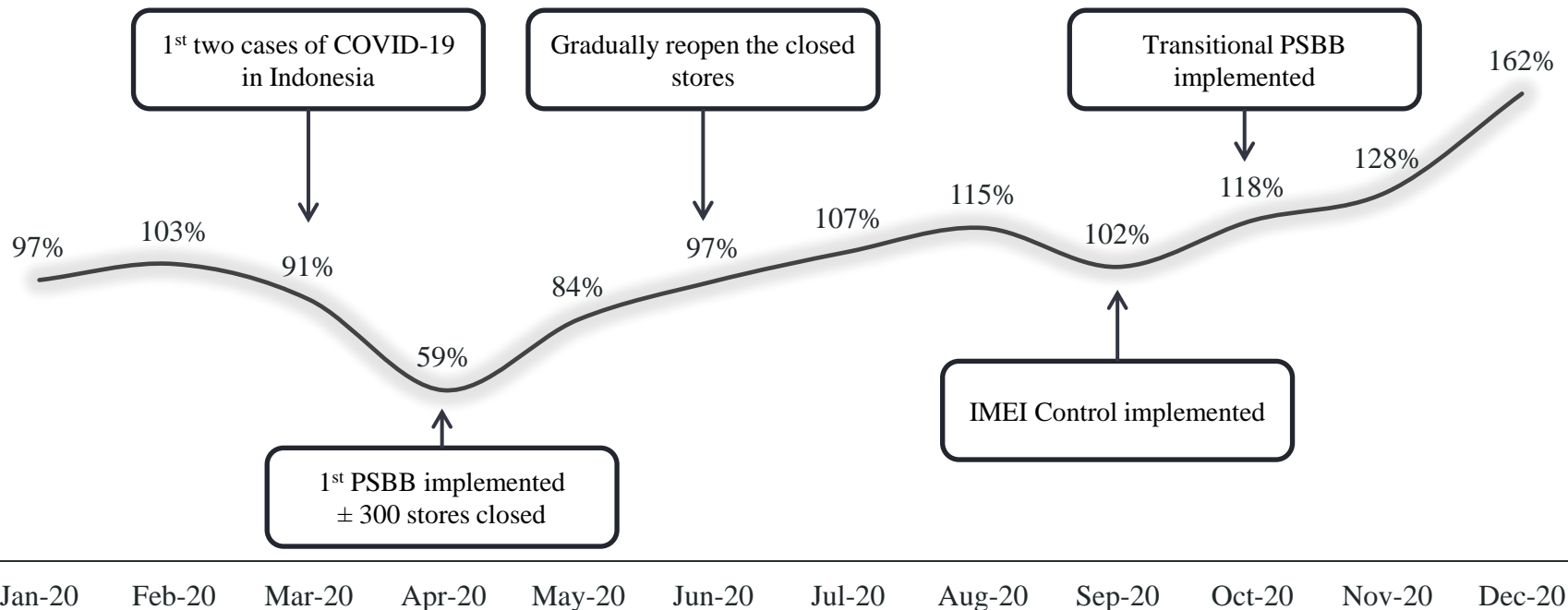
**82**







# 1H 21 Business Update

# Overcame Challenging COVID-19 Situation in 2020 with New Strategies

## Recovery Rate Monthly Trend



### 4 Reasons of Fast Recovery Rate

-  Agility to Understand the New Normal Regulations
-  Willingness to try new ideas
-  Support function & infrastructure to ensure the new ideas implementation
-  Close monitoring & fine tuning



# Digital Solution During Pandemic

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



Mobile Shopping  
**e-Catalogue**

periode 1 - 15 Agustus 2021

erafone

**CASHBACK 100%**

Gratis Ongkir & Cicilan 0% s/d 24 Bulan\*

WhatsApp: +62 877 3018 8777

WhatsApp: +62 877 3018 8808

WhatsApp: +62 877 3018 8800

WhatsApp: +62 877 3018 8818

www.eraspace.com

#ChatEra

+62 812 9077 7722

TERKAN DIGINE

TERKAN DIGINE

TERKAN DIGINE

TERKAN DIGINE



UR FREEDOM Spirit

**UR URBAN REPUBLIC**

Ekspresikan Kemerdekaan-mu Dengan Gadget Keren.

eCatalogue • 1 - 15 Agustus 2021

**DISCOUNT UP TO 76% OFF**

1-29 Agustus 2021

Informasi Era Chat: +62 812 9077 7722

Free Delivery: +62 819 9740 0585

FREE DELIVERY

Cek Promo Kemerdekaan Lainnya di: [urbanrepublic.id](http://urbanrepublic.id)

WAKTU TERBUKA: 10.00 - 17.00

UR

urbanrepublic.id

eraclub

TERKAN DIGINE

## 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 frontliners to give a full experience for customers

### Click & Pick-up

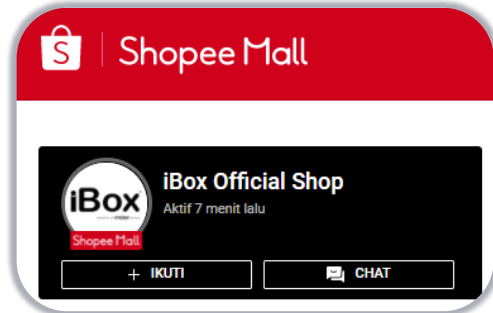
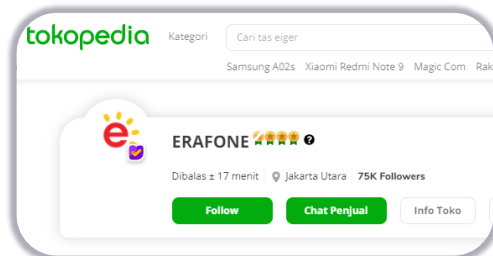
Optional way for customers to grab their ordered products from online channel directly to our nearest stores



# Online Channel Activity Through Events & Promotions

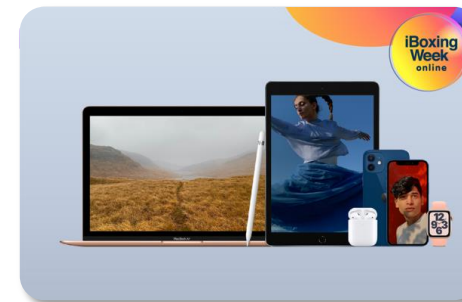
## E-commerce Market Penetration

Actively extending our online presence through e-commerce markets.



## Online Exhibition

Focusing promotions through online channels.



**SAMSUNG KARNIVAL**  
05 APRIL - 31 MEI 2021

Beli Samsung Pasti Untung

Beli Samsung di Erajaya Retail Group  
Menangkan

**HONDA HRV 1.5L E CVT**

5 unit Galaxy S21 Ultra (12/256GB), 10 unit Galaxy A72 (8/128GB),  
40 unit Galaxy A12 (4/128GB) & 5 unit Galaxy Watch 3 (41mm)

Dapatkan Voucher The Face Shop Rp 100.000 untuk setiap pembelian Galaxy S21 Series  
Bonus **4X** Eraclub Points\*  
Special Double Coupon\*

# 2021 Events & Highlights

1Q

Rp 10.8 trillion Net Sales increased by 38.96% YoY  
with Net Profit of Rp 278.2 billion

## Online Exhibitions

- Glowing Week (The Face Shop)
- iBoxing Week
- GalaxyLand Online

## New Product Launch

- OPPO Reno 5
- Samsung S21
- VIVO Y20S
- Redmi 9
- DJI FPV
- Garmin Lily

## Other Milestones

- Stock split initiation
- The Face Shop Indonesia opens Its First Flagship Store

2Q

Rp 10.5 trillion Net Sales increased by 57.84% YoY  
with Net Profit of Rp 280.3 billion

## Online Exhibitions

- Leasing Fair (Ramadhan Event)
- Samsung Karnaval

## New Product Launch

- iPhone 12 Purple
- Asus ROG 5
- Samsung Note 10
- DJI Mavic Air 2S
- Garmin Enduro
- IT Intercom Bluetooth

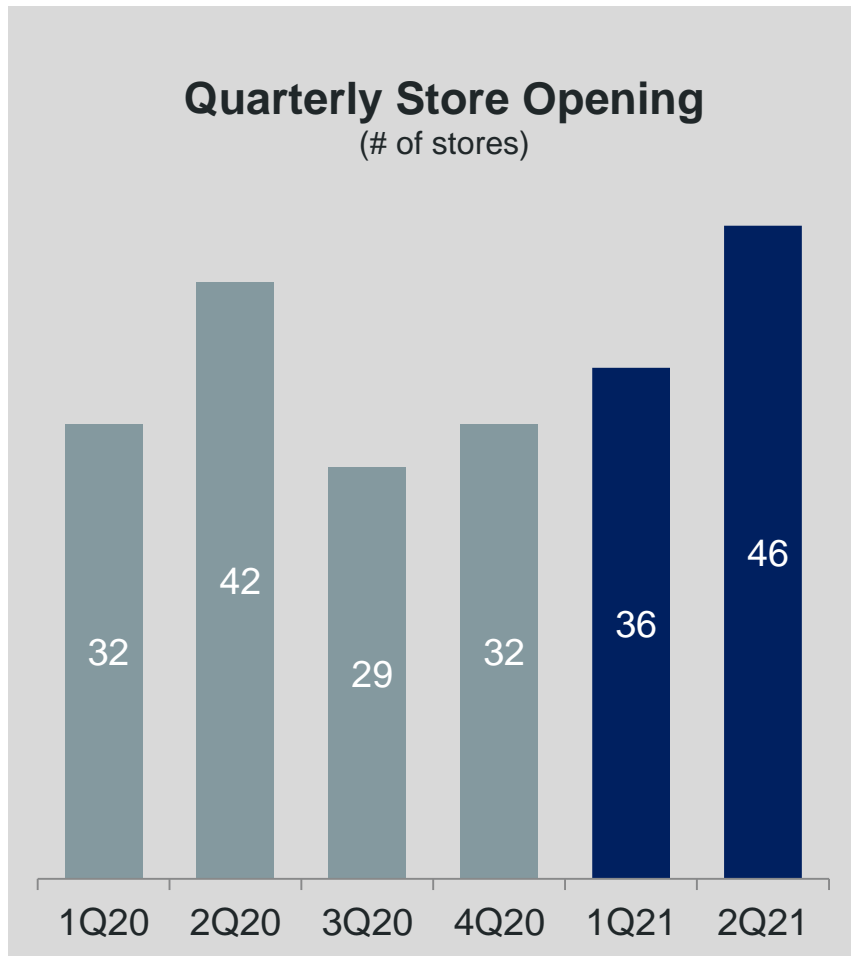
## Other Milestones

- Dividend payment
- Erafone new CRP Concept expansion (12 stores as of June)



# Store Expansion

Continue to expand our channel in 2020 and 2021



Erafone @ Ponorogo



UR @ Medan



Ibox @ MOG



Garmin @ Medan



Mi Store @ Mojokerto



Huawei @ MKG



The Face Shop @ GI



SES @ Beach Walk Bali



Erafone @ Lombok

# Collaborative Approach to Expand Retail Footprint

‘Erafone Cloud Retail Partner’ as an opportunity for individual investors to become our family. (12 Stores as of 30 June 2021)



Erafone CRP @ Cilacap



Erafone CRP @ Malang S.Parman



Erafone CRP @ Gejayan Yogyakarta

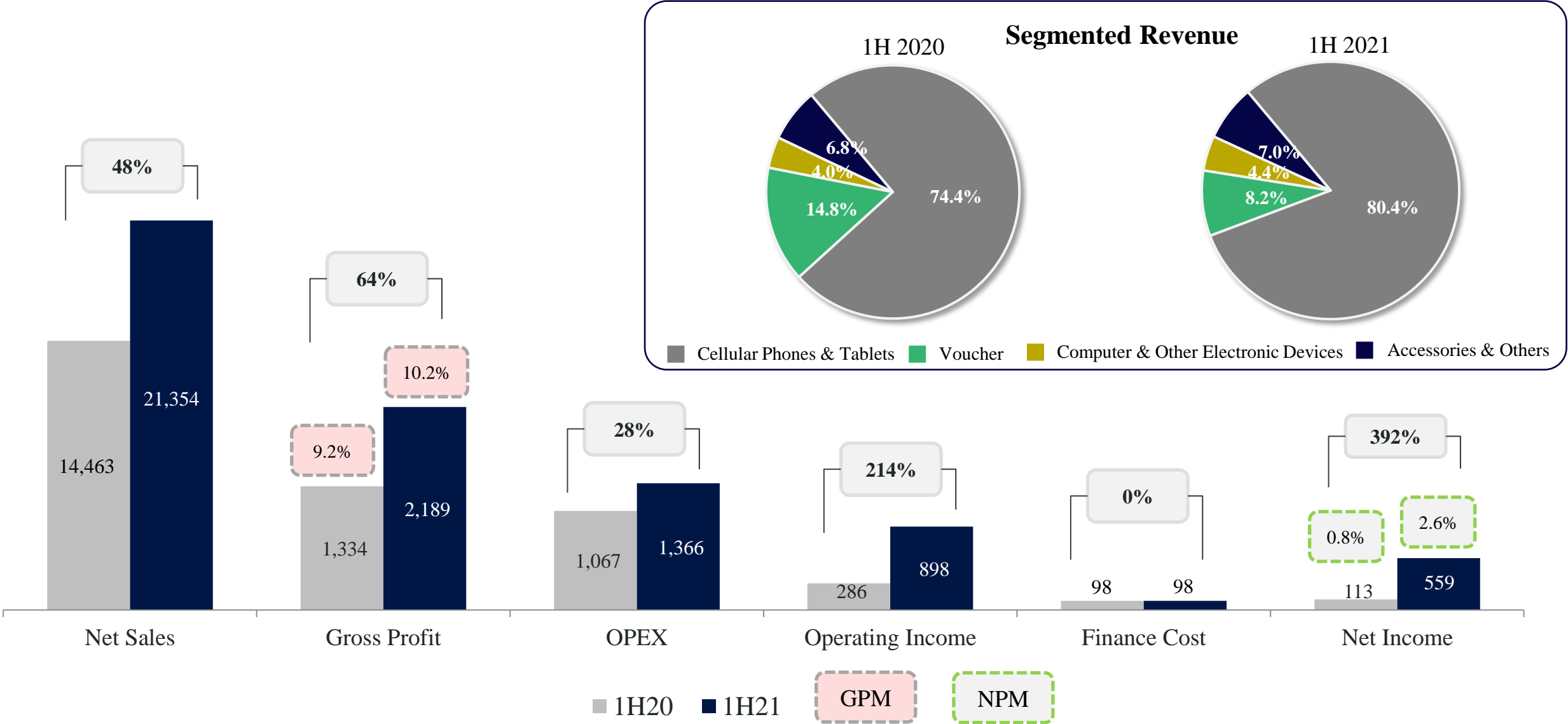


Erafone CRP @ Malang Suhat



# Financial Highlights

# 1H 2021 Financial Highlights



# Highlighted Ratio

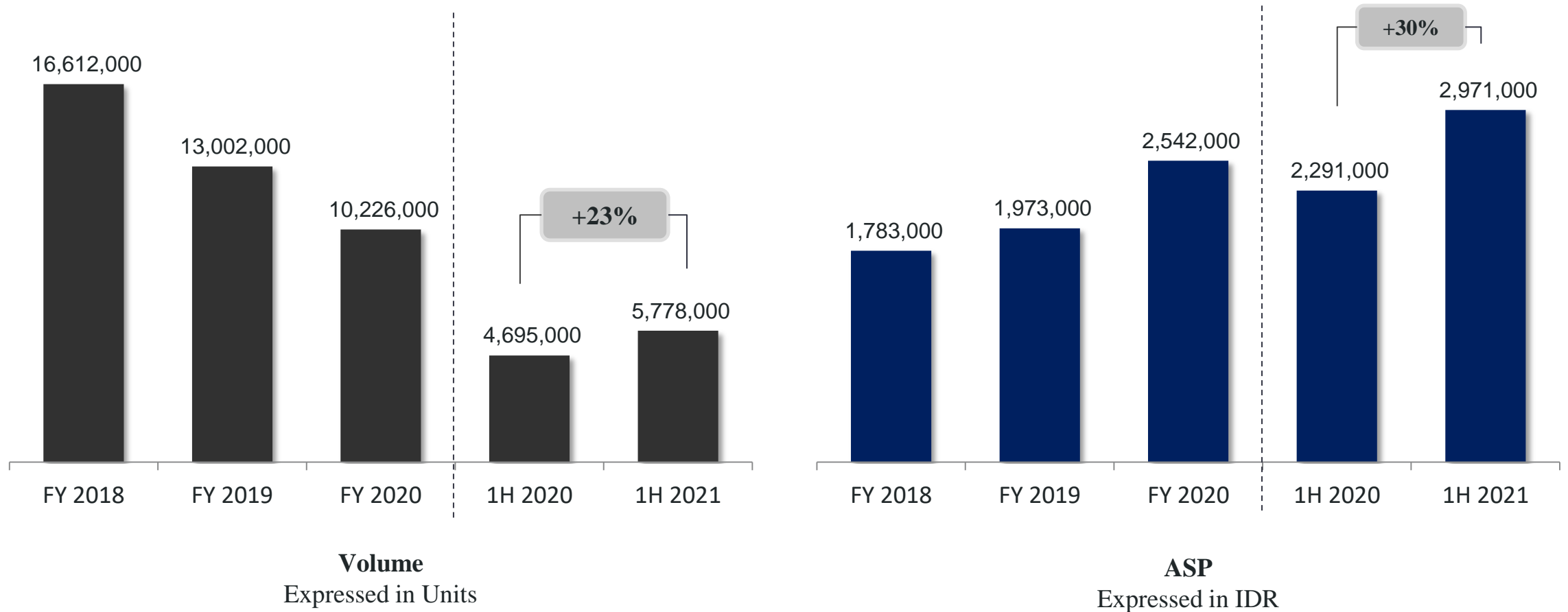
Erajaya has become more efficient in managing cash, thanks to improving inventory.

Description	Jun-20	Jun-21
Net Debt (IDR billion)	446	2,788
Net Working Capital (IDR billion)	2,359	2,406
Net Debt/Equity	0.09	0.47
Net Working Capital/Net Sales	16.3%	11.3%
ROCE	4.1%*	10.8%*

*\* 6 months period*

Average Inventory days	48	38
Average Trade Receivable days	12	7
Average Trade Payable days	22	16
<b>Cash Conversion Cycle (CCC)</b>	<b>37</b>	<b>30</b>

# Handset Volume & Average Selling Price





Thank you

