



# Corporate Presentation

9M 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, SMC Liquid, IDX ESG Leaders, PEFINDO25, MVIS Indonesia Small Cap, MSCI Emerging Markets IMI Value USD, and others

## RECOGNITION

“Top 100 Companies in Indonesia in 2021”  
Fortune Indonesia

“Budiarto Halim as Business Person of the Year 2021”  
Fortune Indonesia

“Top 50 Companies in Indonesia in 2021”  
Forbes Indonesia



## Financial Fact Sheet (9M 2021)



NET SALES

**Rp 31.2 trillion**



NET PROFIT

**Rp 719.2 billion**



TOTAL ASSETS

**Rp 11.1 trillion**



NET D/E RATIO

**0.2x**

# Regionwide Omnichannel Network

Map of operations (as of 30 September 2021)



★ 1,126 retail outlets

★ 88 distribution centers

★ +/- 65,000+ 3<sup>rd</sup> party billed outlets

# Our Stores


# of Stores: 1,025

**MultiBrand**

**MonoBrand**

**Joint Business**



**JB Operator**


  



**International Business**


# of Stores: 38


# of Stores: 28


# of Stores: 35



Total

1,126

New Stores

176

As of 30 September 2021

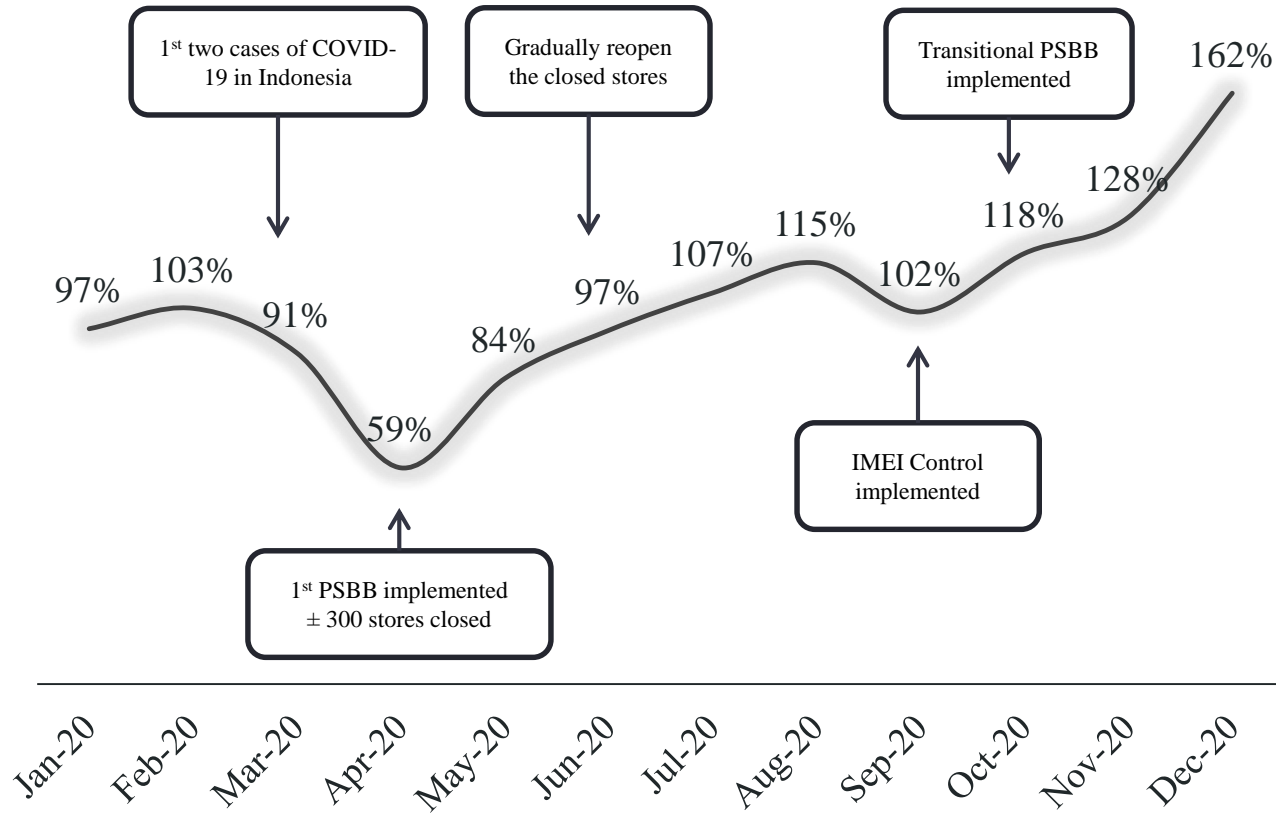
\* Store opened in 11 November 2021



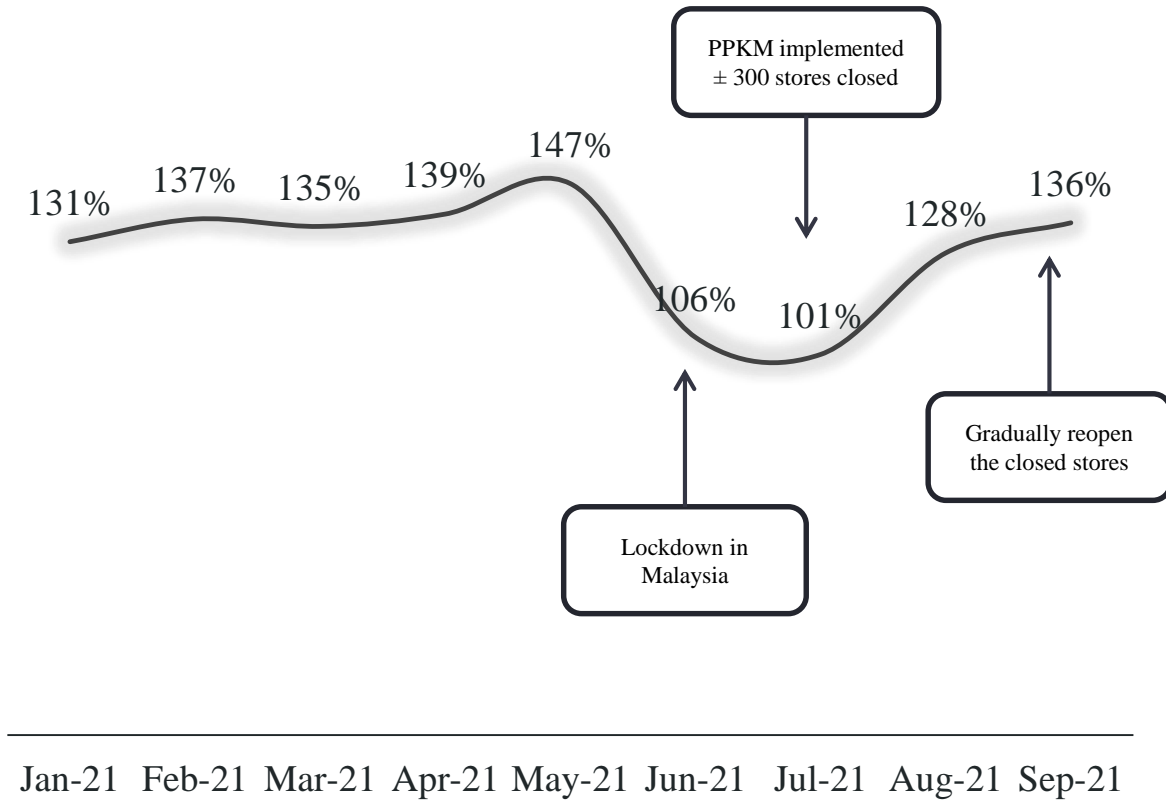
# 9M 21 Business Update

# Maintaining Momentum in Pandemic Situation

## Recovery Rate Monthly Trend FY 2020



## Recovery Rate Monthly Trend 9M 2021





# 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 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



erafone

Mobile Shopping  
e-Catalogue

Pesan via WhatsApp, GRATIS dalam SEKELIP

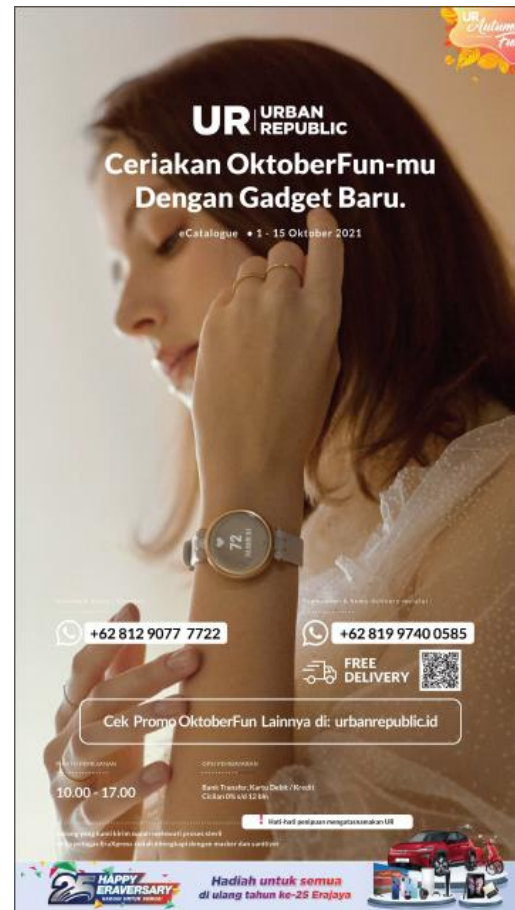
Gratis Ongkir & Cicilan 0% s/d 24 Bulan\*

OPSI PEMBAYARAN

TRANSFER BANK	10.00 - 18.00
DEBIT	
KARTU KREDIT	

www.ERASPACE.COM

HAPPY ERAVERSARY  
Hadiah untuk semua di ulang tahun ke-25 Erajaya



UR URBAN REPUBLIC

Ceritakan OktoberFun-mu Dengan Gadget Baru.

eCatalogue + 1 - 15 Oktober 2021

+62 812 9077 7722

+62 819 9740 0585

FREE DELIVERY

Cek Promo OktoberFun Lainnya di: urbanrepublic.id

10.00 - 17.00

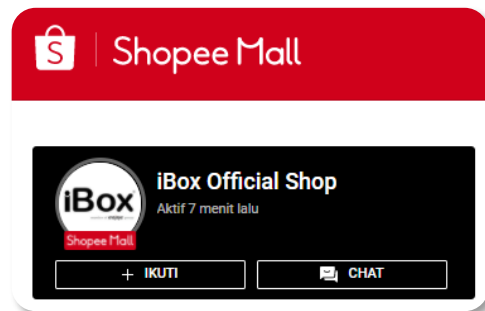
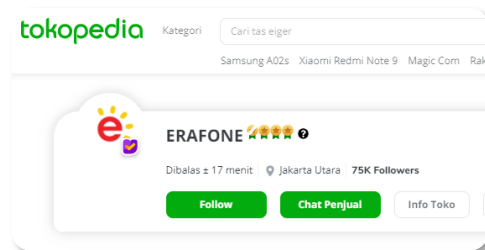
HAPPY ERAVERSARY  
Hadiah untuk semua di ulang tahun ke-25 Erajaya



# Online Channel Activity Through Events & Promotions

## E-commerce Market Penetration

Actively extending our online presence through e-commerce markets.



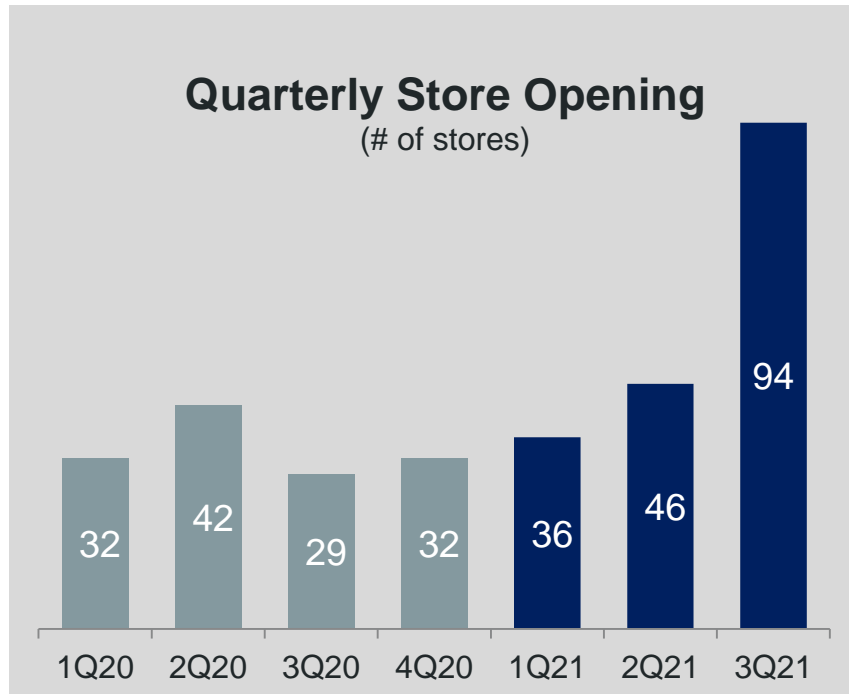
## Online Exhibition

Focusing promotions through online channels.



# Store Expansion

Continue to expand our channel in 2020 and 2021



Collaborative approach with 'Erafone Cloud Retail Partner' program  
(15 Stores as of 30 September 2021)



Erafone CRP @ Cilacap



Erafone CRP @ Malang S.Parman



Erafone CRP @ Gejayan Yogyakarta



Erafone CRP @ Malang Suhat



Erafone @ Ponorogo



UR @ Medan



Ibox @ MOG



# New Business Initiatives



## Active Lifestyle JD Sport

- **JV Announced in August 2021**
- **Target to open the 1<sup>st</sup> store in early 2022**



## Food & Nourishment Sushi Tei

- **Investing in Sushi Tei**
- **28 Sushi Tei stores as of 30 September 2021**



## Food & Nourishment Paris Baguette

- **JV Announced in October 2021**
- **First store opening in 11 November 2021 in Jakarta**

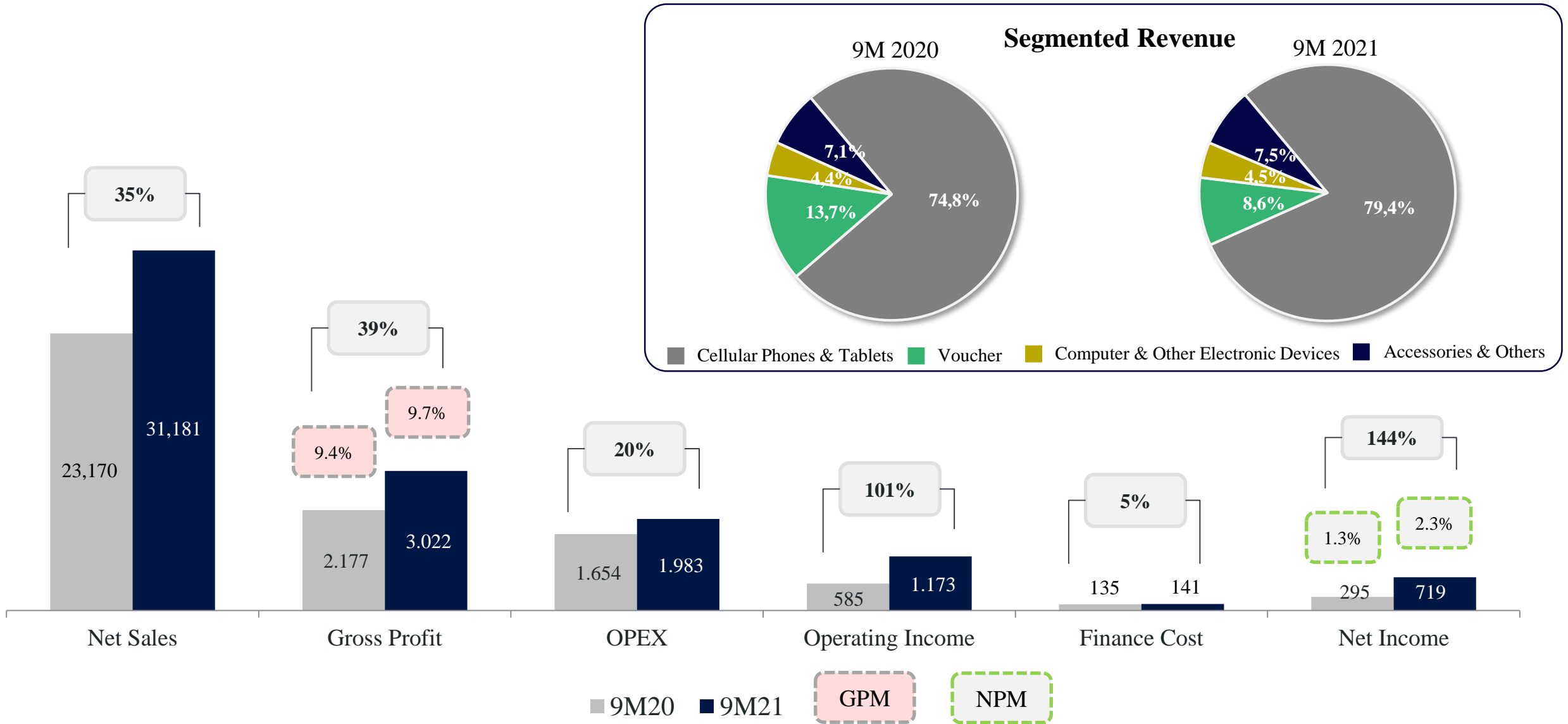






# Financial Highlights

# 9M 2021 Financial Highlights



# Highlighted Ratio

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

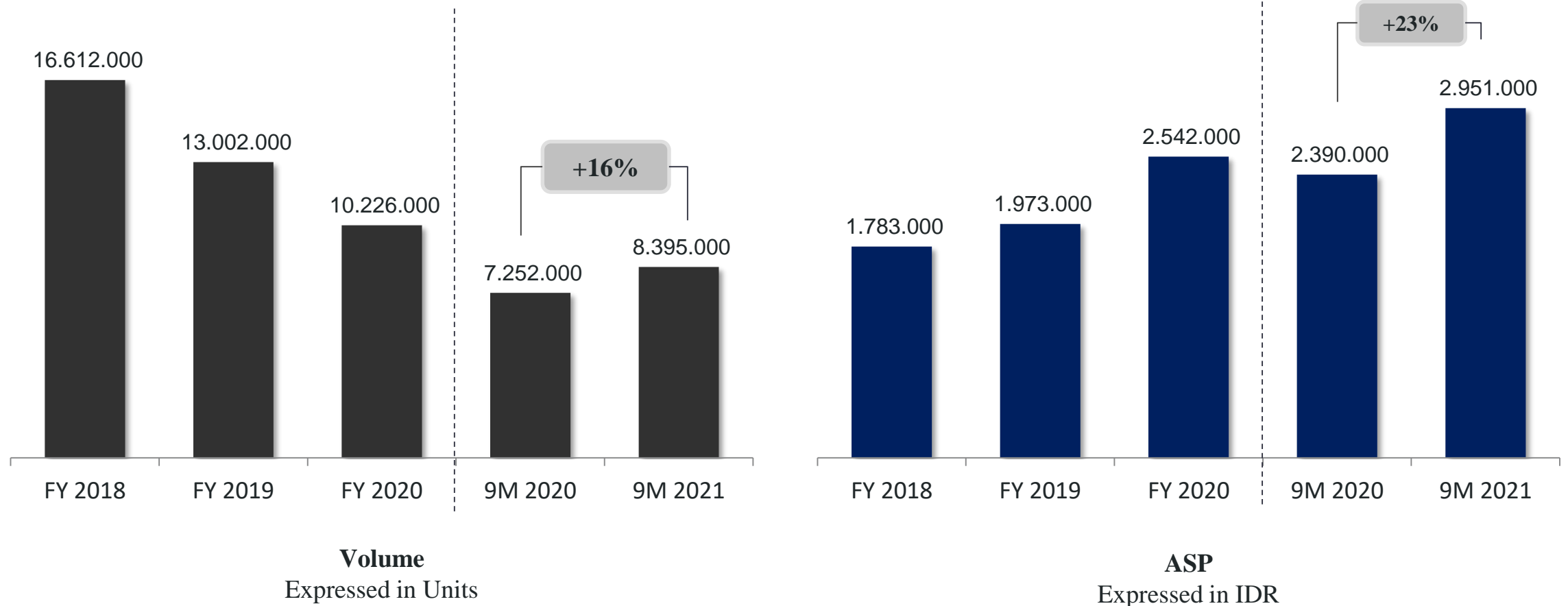
Description	Sep-20	Sep-21
Net Debt (IDR billion)	1,691	1,499
Net Working Capital (IDR billion)	2,363	2,301
Net Debt/Equity	0.3	0.2
Net Working Capital/Net Sales	10.2%	7.4%
ROCE	7.8%*	14.8%*

*\* 9 months period*

Average Inventory days	50	34
Average Trade Receivable days	11	9
Average Trade Payable days	18	17
<b>Cash Conversion Cycle (CCC)</b>	<b>43</b>	<b>26</b>



# Handset Volume & Average Selling Price



Thank you

