



# Corporate Presentation

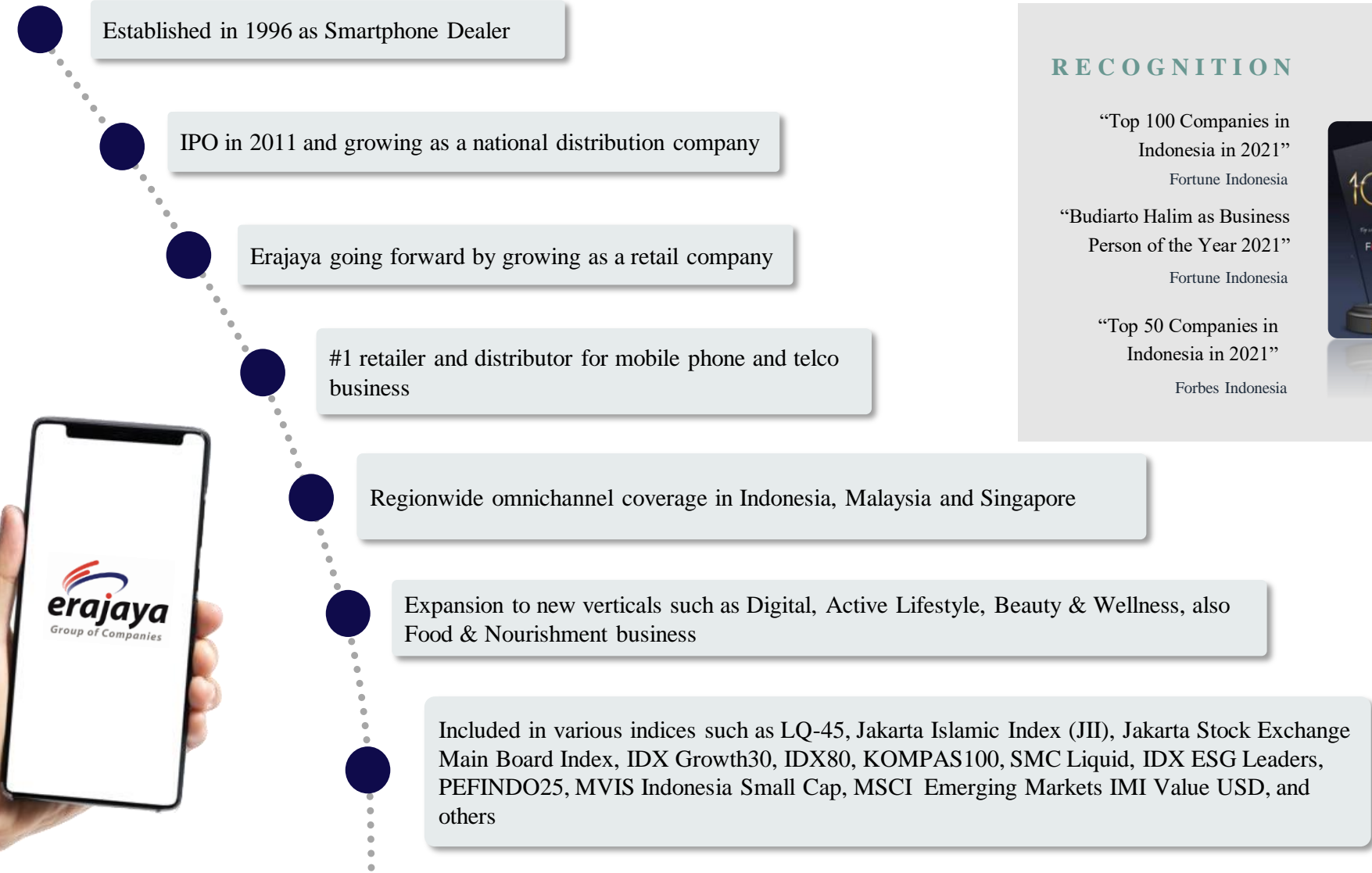
Full Year 2021 Performance





# ERAJAYA TODAY

# Erajaya Journey



### 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 (FY 2021)

---

 NET SALES

**Rp 43.5 trillion**

---

 NET PROFIT

**Rp 1.1 trillion**

---

 TOTAL ASSETS

**Rp 11.4 trillion**

---

 NET D/E RATIO

**0.25x**



# Regionwide Omnichannel Network – Store Rollout in 2021



★ 1,218 retail outlets

★ 88 distribution centers

★ +/- 66,000+ 3<sup>rd</sup> party billed outlets

# Erajaya Onward – New Business Initiatives









**Erajaya Digital**

- Erafone  (Multibrand gadget)
- iBox  (Apple reseller)
- Samsung  (Monobrand gadget)
- Mi Store  (Monobrand gadget)
- Erablu  (Multibrand CE)



**Erajaya Active Lifestyle**

- Urban Republic  (Multibrand IoT)
- IT  (IoT Ecosystem)
- Garmin  (IoT Smartwatch)
- DJI  (IoT Drone)
- Marshall  (Speaker)
- JD Sport  (Sport Apparel)



**Erajaya Beauty and Wellness**

- The Face Shop  (cosmetic & skincare)
- B2B Medical Equipment Distributorship   
- Wellings  (pharmacy)



**Erajaya Food & Nourishment**

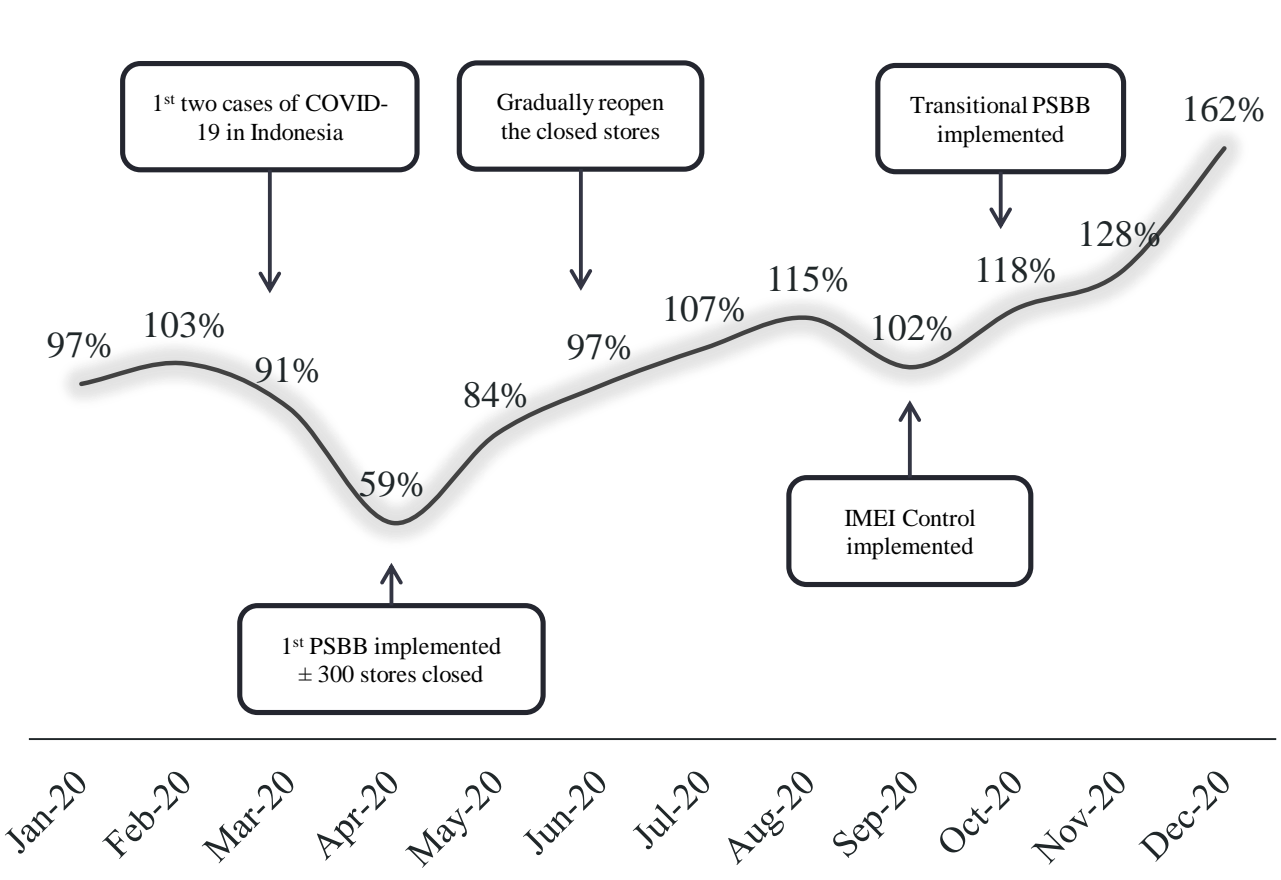
- Sushi Tei  (Japanese restaurant)
- Grand Lucky  (grocery store)
- Paris Baguette 



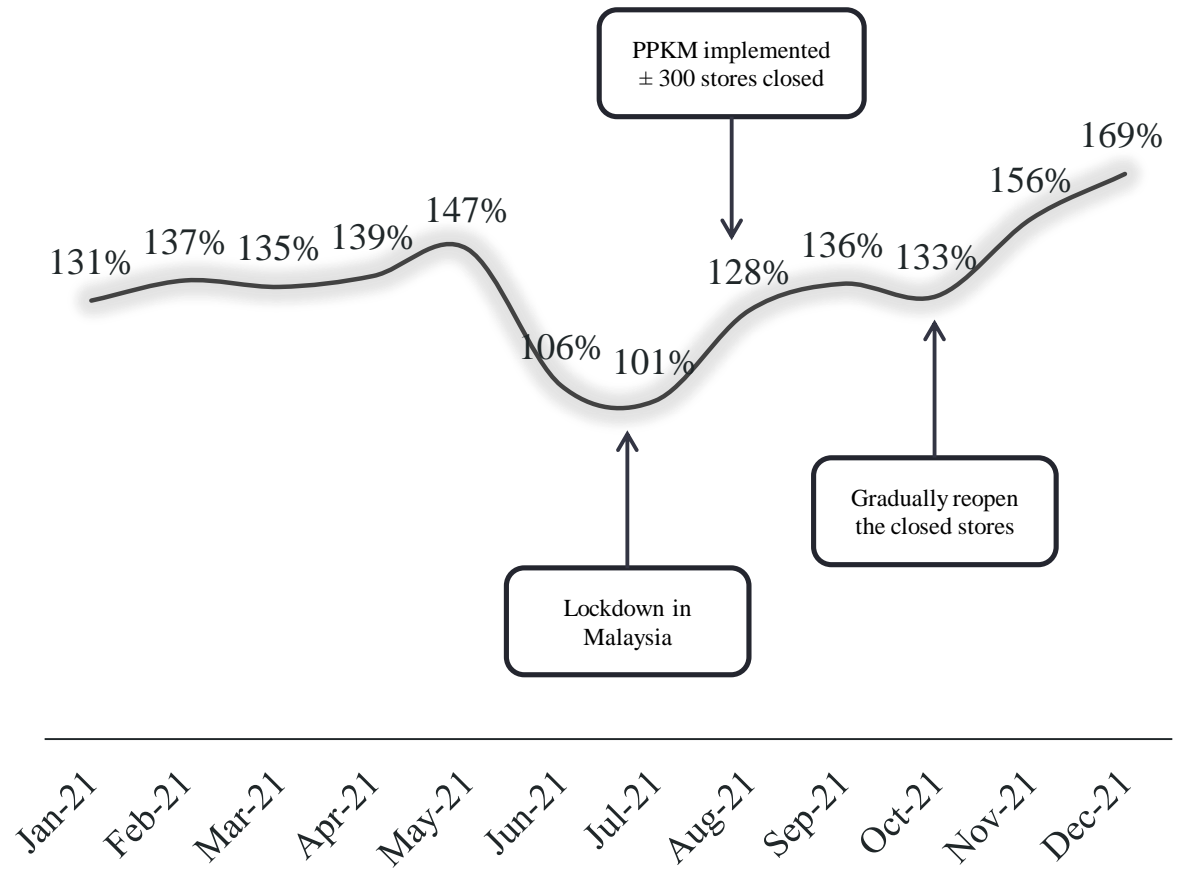
# FY 21 BUSINESS UPDATE

# Momentum in Pandemic Situation in 2020 & 2021

## Recovery Rate Monthly Trend FY 2020



## Recovery Rate Monthly Trend FY 2021

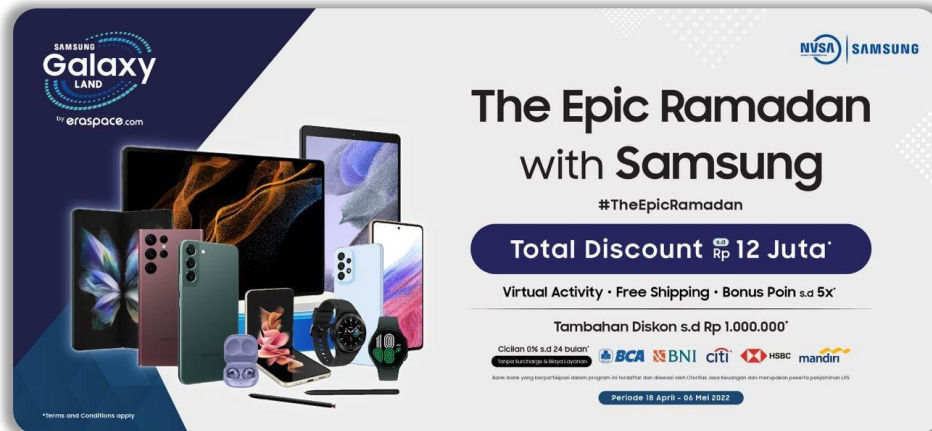


# Digital Solution - a new way of shopping for better experience



## How Can We Reach Our Customers?

- **Mobile Selling**  
E-catalog for product and promo information with WA number attached
- **EraXpress**  
3 hours delivery services directly from our frontliners for better experience
- **Click & Pick-up**  
Optional way for customers to grab their ordered products from online channel directly to our nearest stores
- **Virtual Exhibition**  
Drive our events through online platforms to maintain and strengthen customer relationship

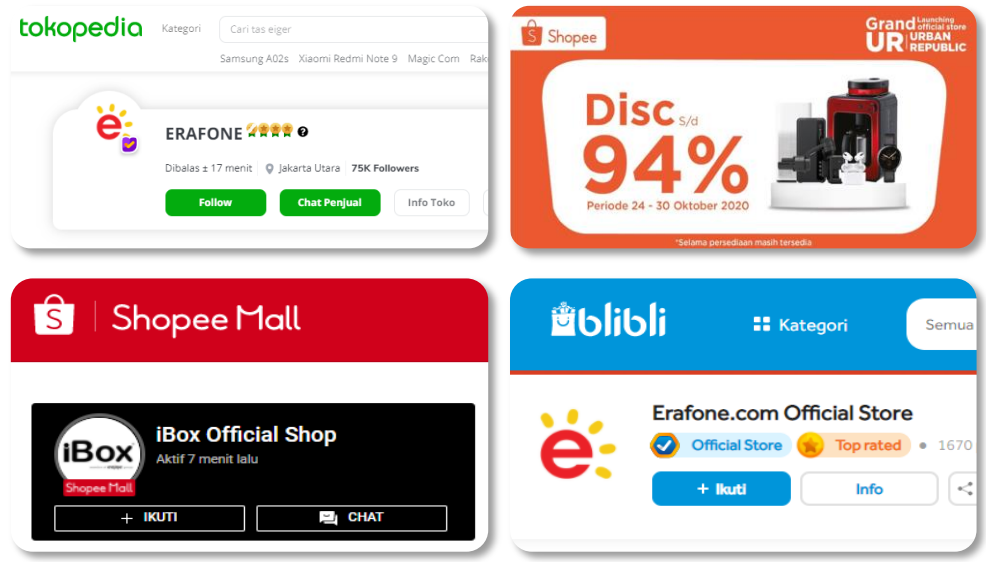




# Online Channel Activity & Brand Awareness Campaign

## E-commerce Market Penetration

Actively extending our online presence through e-commerce markets.



## Brand Campaign

Actively reaching out our total of **1.7M+ followers** in social media through campaign both online & offline

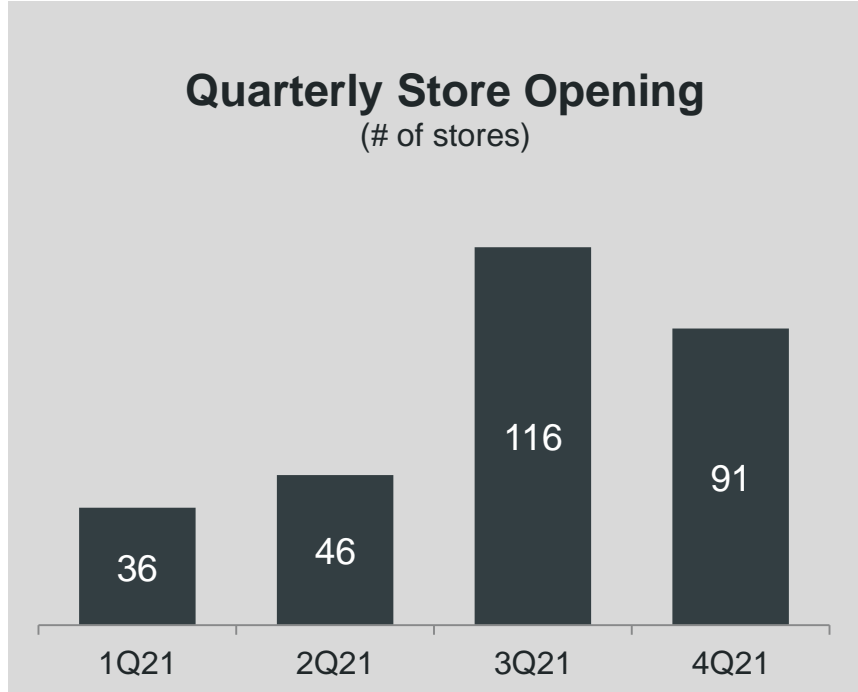


# Store Expansion – Aggressive Store Opening with 289 New Stores

Continue to expand our ‘Erafone Cloud Retail Partner’ program by having 20 stores opened in 2021



Erafone Cloud Retail Partner @ Gejayan



Urban Republic @ Astha



Paris Baguette @Senayan City



Erafone @ Ponorogo



Paris Baguette @ Astha



Samsung @ Jember Roxy Square



JD Sport @ MKG\*

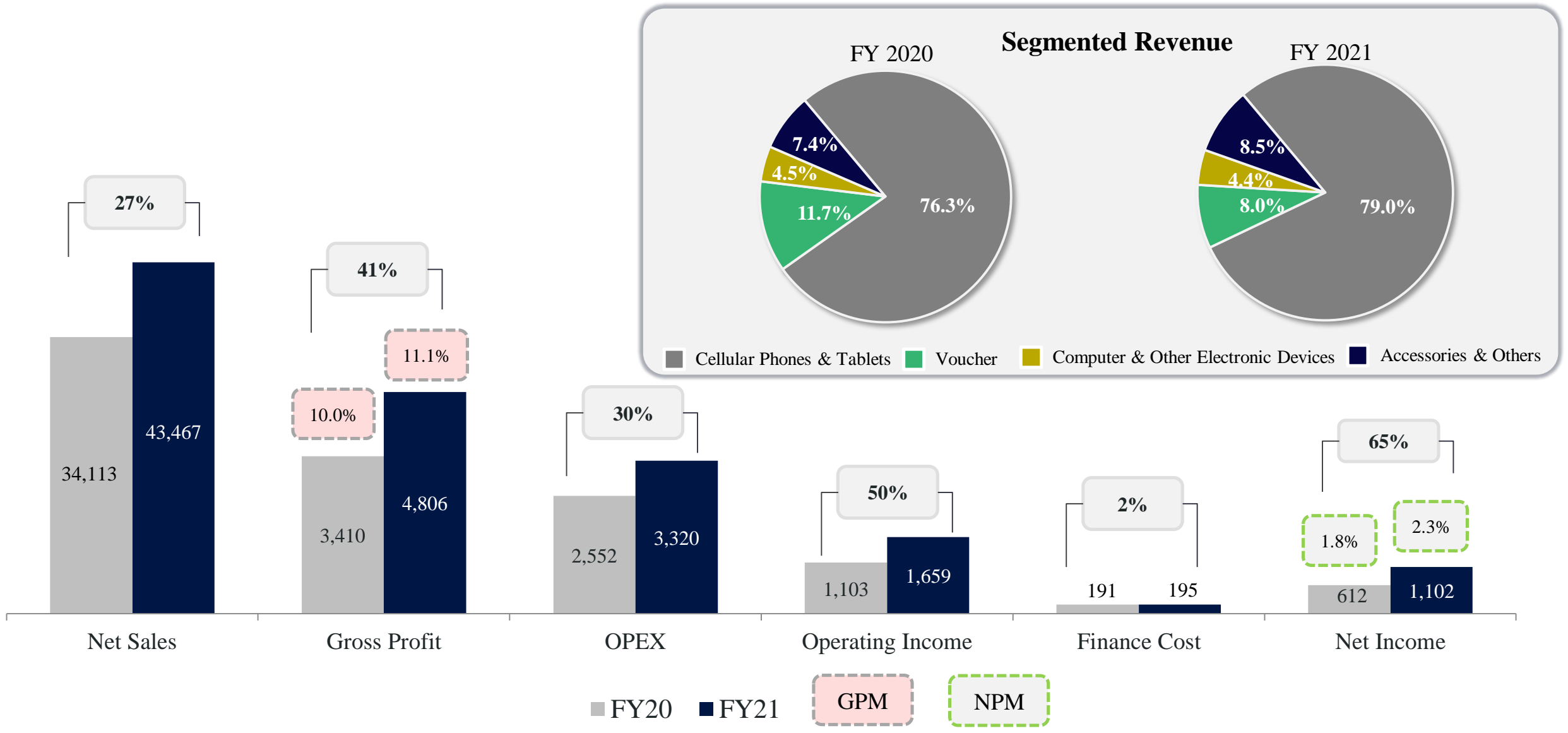
\*Store open at 1Q22



# **FINANCIAL HIGHLIGHTS**



# FY 2021 Financial Highlights – Rp 1 Trillion Profit Achieved



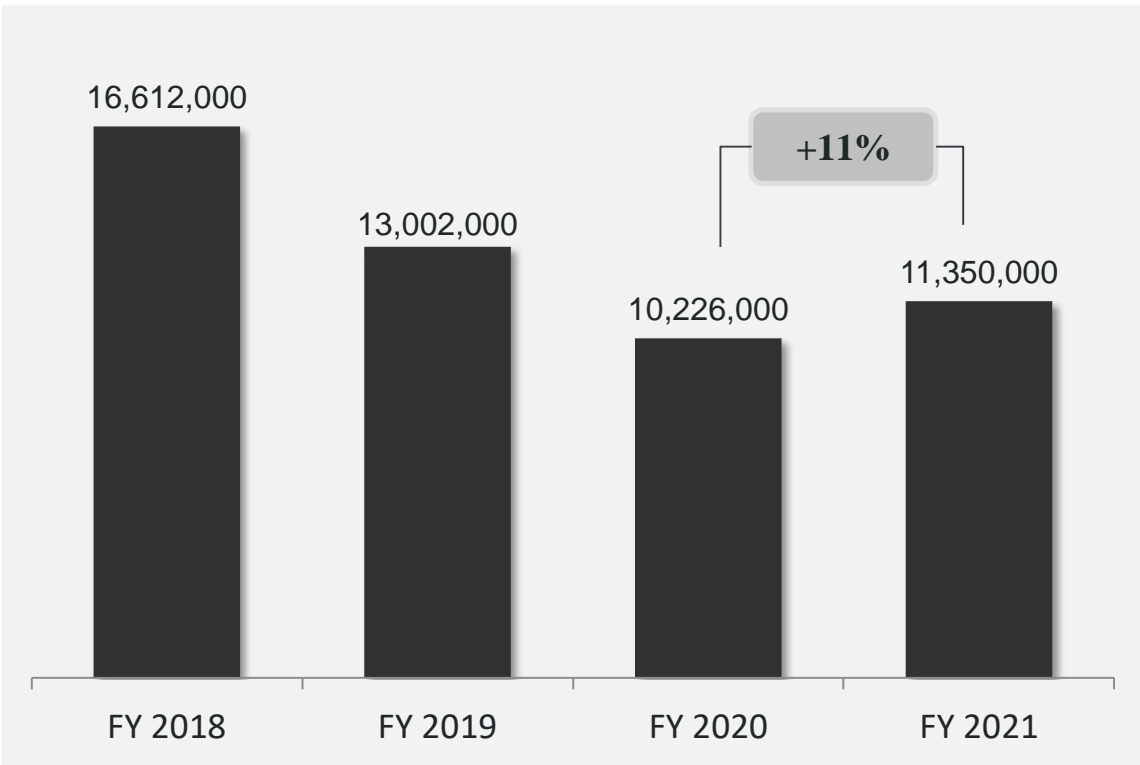


# Highlight of Key Ratio – Efficiency in CCC

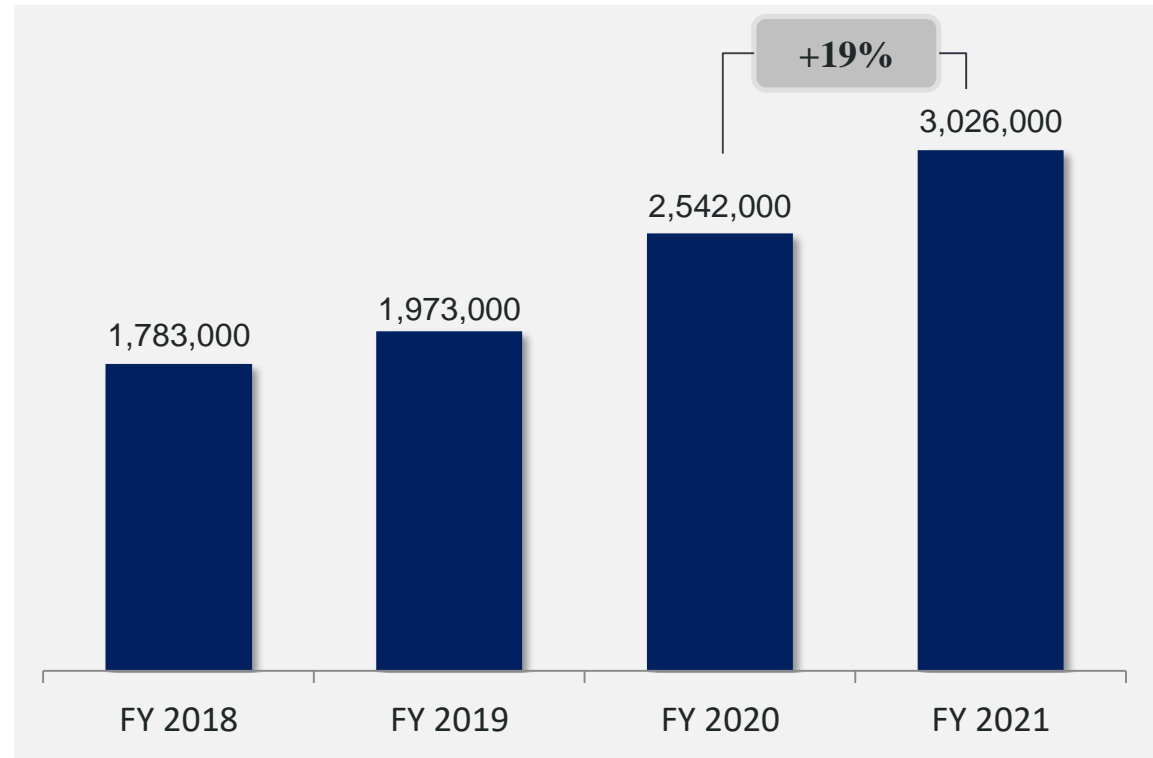
Description	Dec-20	Dec-21
Net Debt (IDR billion)	284	1,648
Net Working Capital (IDR billion)	2,404	2,345
Net Debt/Equity (x)	0.05	0.25
Net Working Capital/Net Sales (%)	7.0%	5.4%
ROCE (%)	14.1%	20.0%
Average Inventory days	41	33
Average Trade Receivable days	11	7
Average Trade Payable days	21	17
<b>Cash Conversion Cycle (CCC)</b>	<b>31</b>	<b>23</b>

# Volume & Average Selling Price

**Volume**  
Expressed in Units



**ASP**  
Expressed in IDR



Thank you

