



# Corporate Presentation

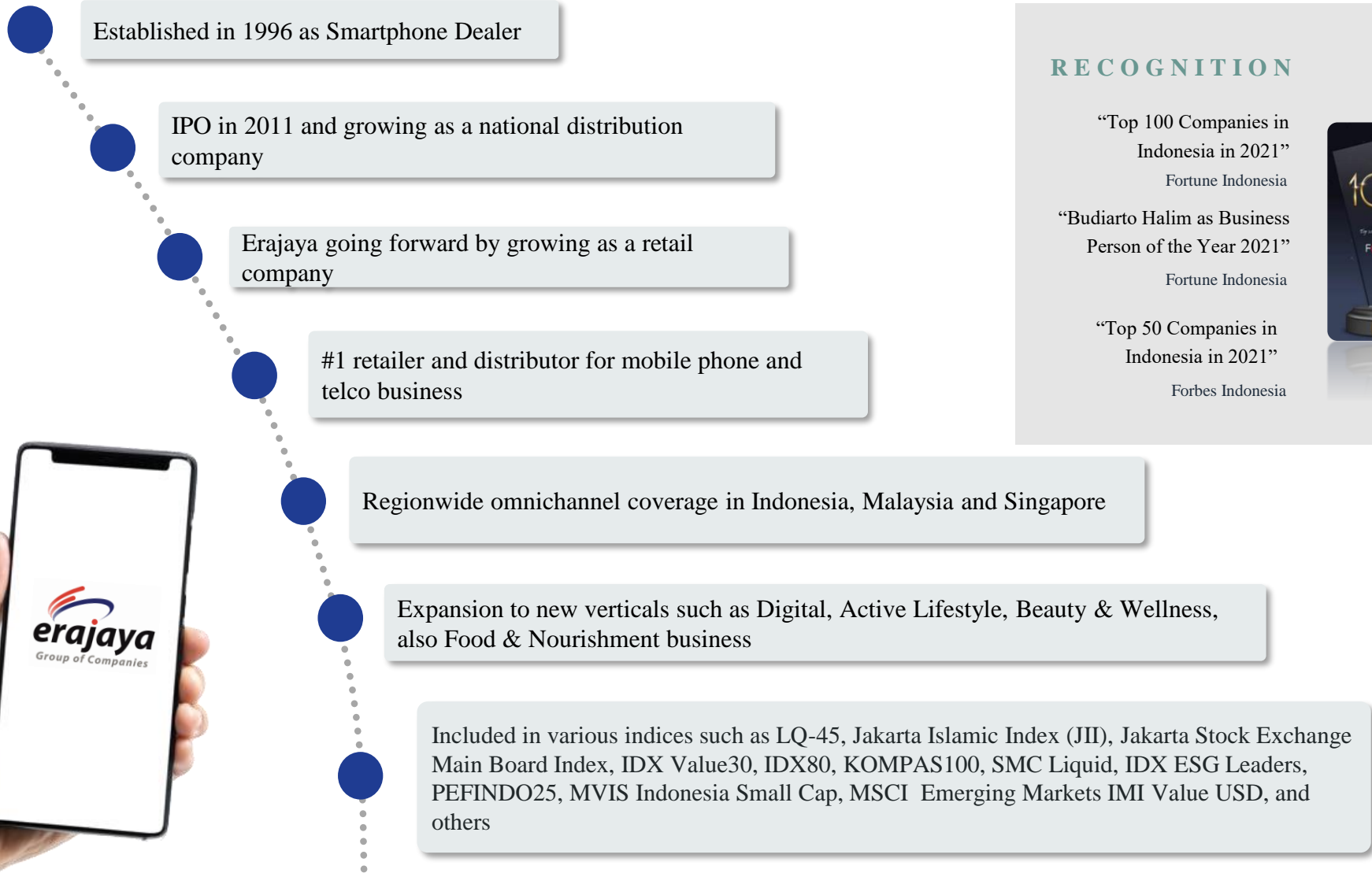
1Q 2022 Performance





# 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

(1Q 2022)

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 NET SALES

**Rp 11.5 trillion**

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 NET PROFIT

**Rp 295 billion**

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 TOTAL ASSETS

**Rp 14.2 trillion**

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 NET D/E RATIO

**0.37x**



# Regionwide Omnichannel Network – Store Rollout in 2022



★ 1,254 retail outlets

★ 90 distribution centers

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

# Erajaya Onward – Business Verticals



**Erajaya Digital**



**Erajaya Active Lifestyle**



**Erajaya Beauty & Wellness**



**Erajaya Food & Nourishment**

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

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

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

- Wellings (pharmacy) 

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



# Market Trend & Business Update

# Current Handset Industry Landscape – Opportunity to Grow

**IMEI implementation provides opportunity for official handset players to capture the market**

## Industry Development

Demand outstrips supply

Opportunity on 5G technology

New form factor will drive new demand (i.e. fold & flip)

More stable competition due to IMEI regulation

Government initiatives (i.e. peduli lindungi) drives customer shift from feature phones to smartphones

## Strategy to capture the momentum

Aggressive market expansion with target of 500 new stores opening in 2022

Collaborate with retail investors through “Erafone Cloud Retail Partner” to support store expansion plan

Opportunity to expand to Ecosystem, Smart Devices & IoT



# Store Expansion – New 53 Stores Opening ‘til March 2022



Erafone Cloud Retail Partner @ Cilacap



Urban Republic @ Astha



Paris Baguette @Pondok Indah Mall 3

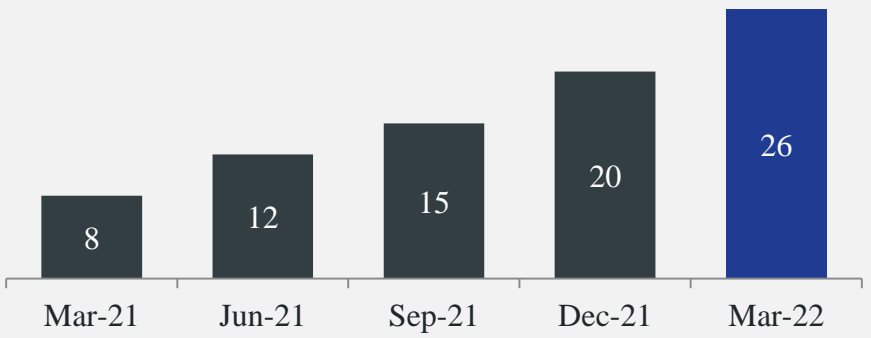


JD Sport @ MKG

**Key Performance**

Capture the momentum by expanding our store presences, also collaborating with retail investors through “Erafone Cloud Retail Partner” store concept.

**# of Erafone CRP Stores**





# Digital Solution - Mobile Selling and EraXpress a new way of shopping for better experience



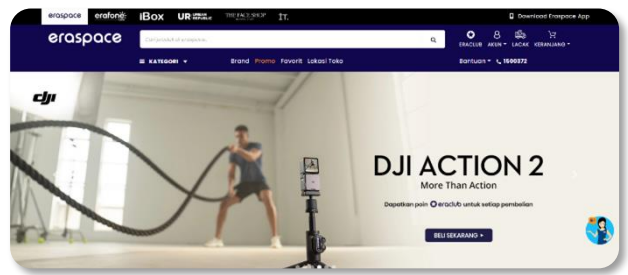
## How Can We Reach Our Customers?

- **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

# Erajaya's Omnichannel Roadmap

## Our own channel & capabilities

**eraspace** (Online Channel)



**eraclub** (CRM Program)

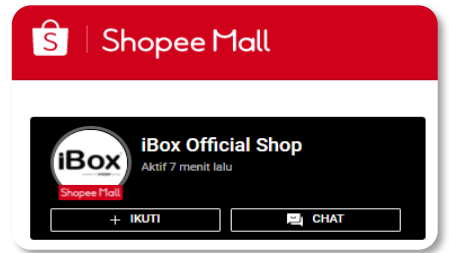
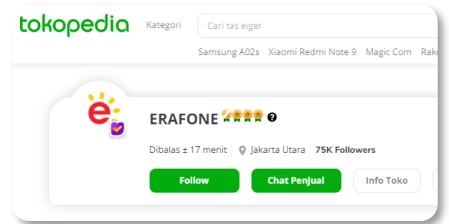
Connected with more than 5 million members through our eraclub program

**SAP** (IT System)

SAP system implementation to support omnichannel platform

## E-commerce Market Penetration

Actively extending our online presence through e-commerce markets.

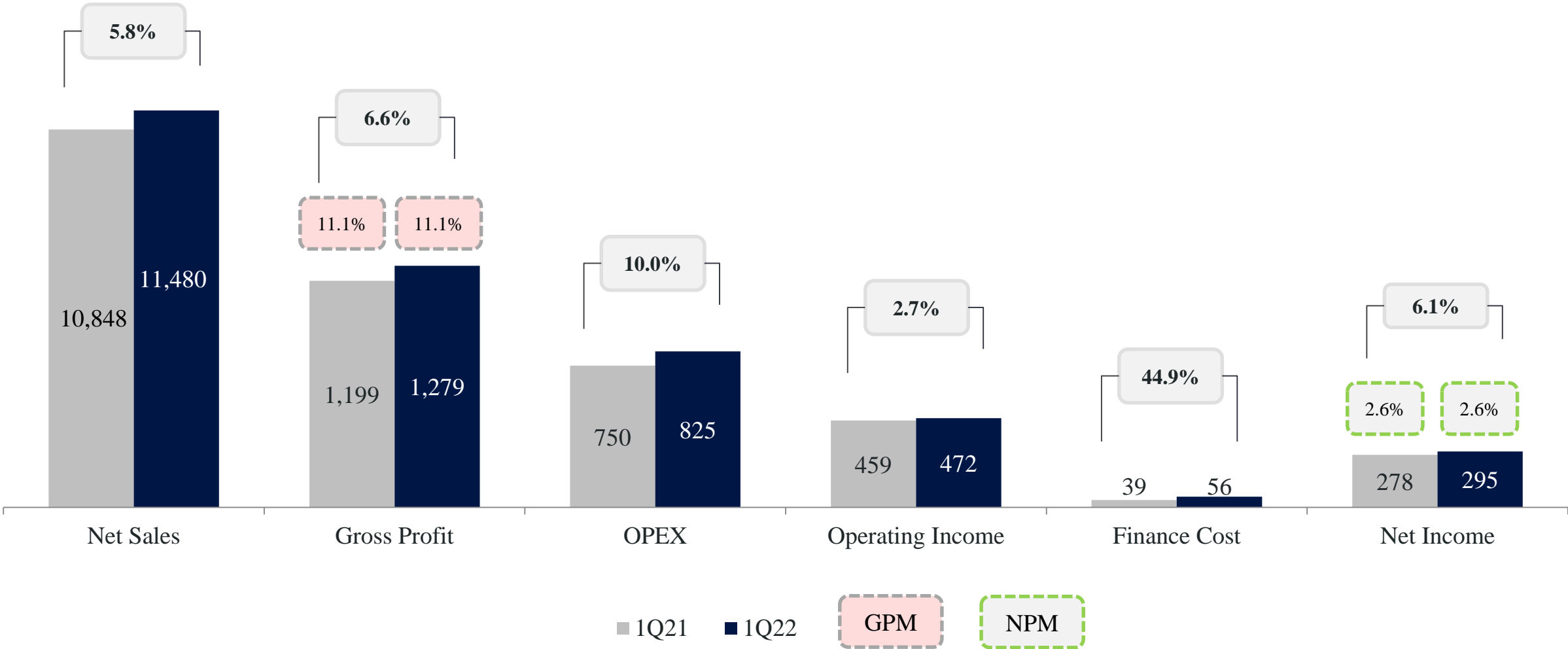




# **FINANCIAL HIGHLIGHTS**



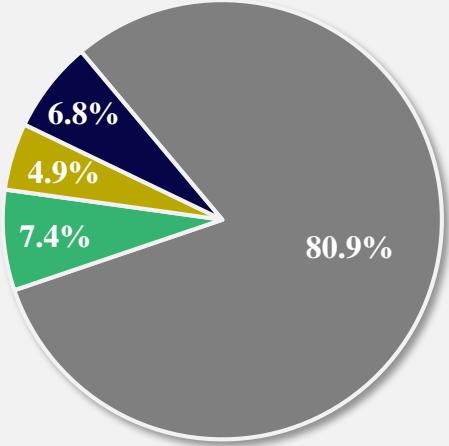
# 1Q 2022 Financial Highlights – Continue the Profitability Growth



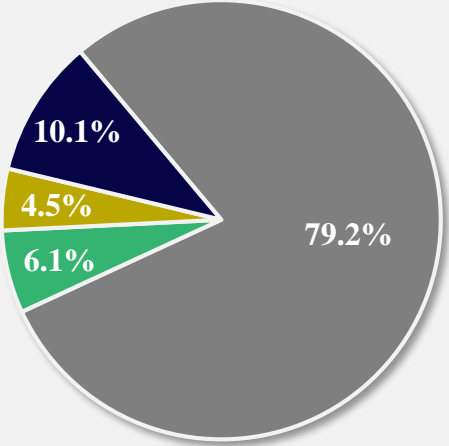
# 1Q 2022 Sales Breakdown

## Sales in Category

1Q 2021

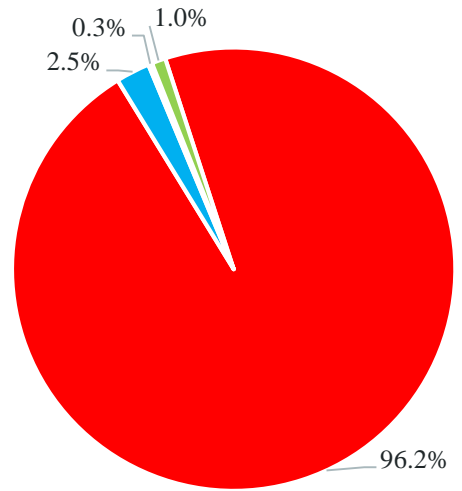


1Q 2022



Cellular Phones & Tablets
  Voucher
  Computer & Other Electronic Devices
  Accessories & Others

## Sales in Vertical (1Q 2022)



Digital
  Active Lifestyle
  Beauty & Wellness
  Food & Nourishment

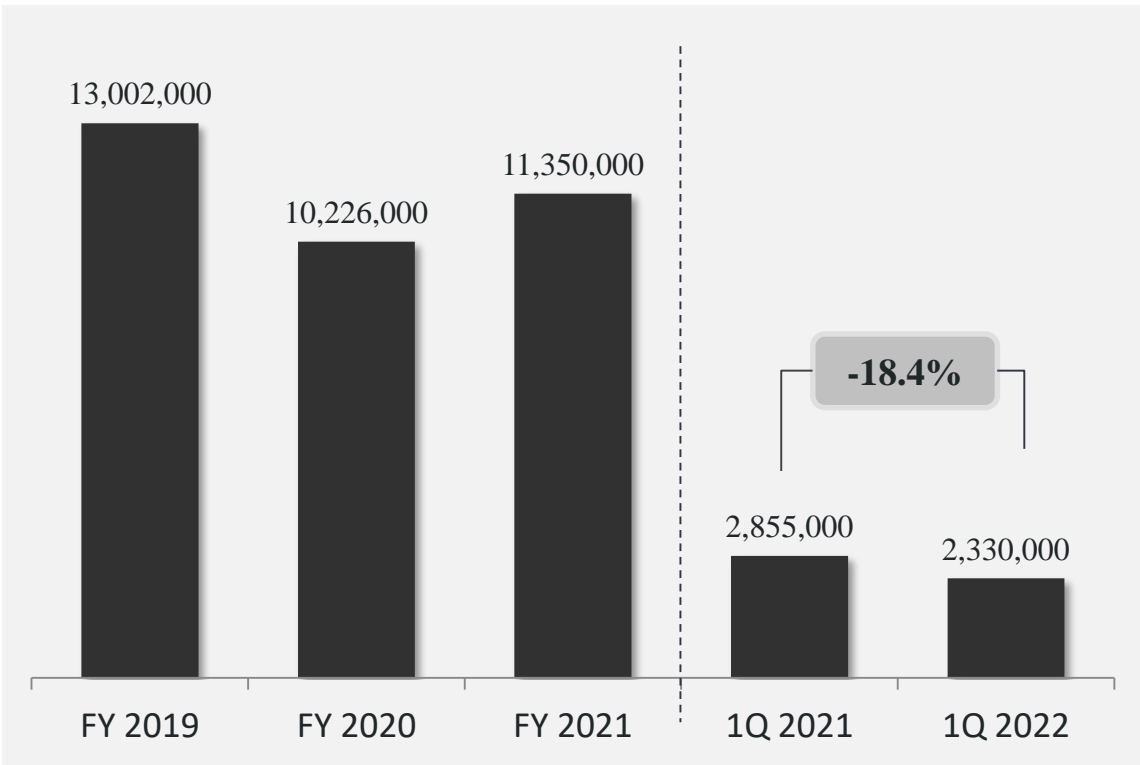
# Highlight of Key Ratios

Description	Mar-21	Mar-22
Net Debt (IDR billion)	2,711	2,502
Net Working Capital (IDR billion)	2,296	2,008
Net Debt/Equity (x)	0.46	0.37
Net Working Capital/Net Sales (%)	21.2%	17.5%
ROCE (%)	5.6%	5.1%
Average Inventory days	39	45
Average Trade Receivable days	8	6
Average Trade Payable days	18	20
<b>Cash Conversion Cycle (CCC)</b>	<b>29</b>	<b>31</b>

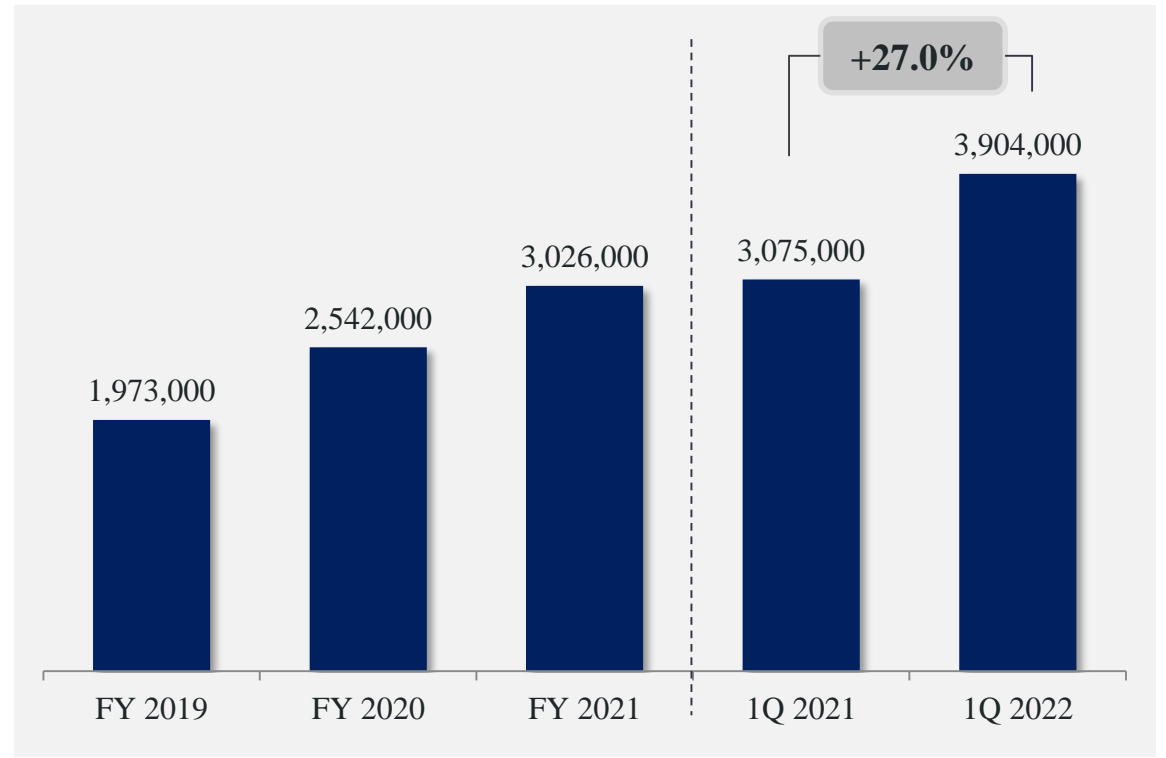


# Volume & Average Selling Price

**Volume**  
Expressed in Units



**ASP**  
Expressed in IDR



Thank you

