

The logo for 'erajaya' features a stylized graphic of three curved lines in red, blue, and white above the brand name in a bold, black, sans-serif font. The background of the slide is a collage of lifestyle images: a hand holding a smartphone displaying a gallery of photos, a close-up of golden-brown bread, a pair of white sneakers, and a wooden lid on a jar.

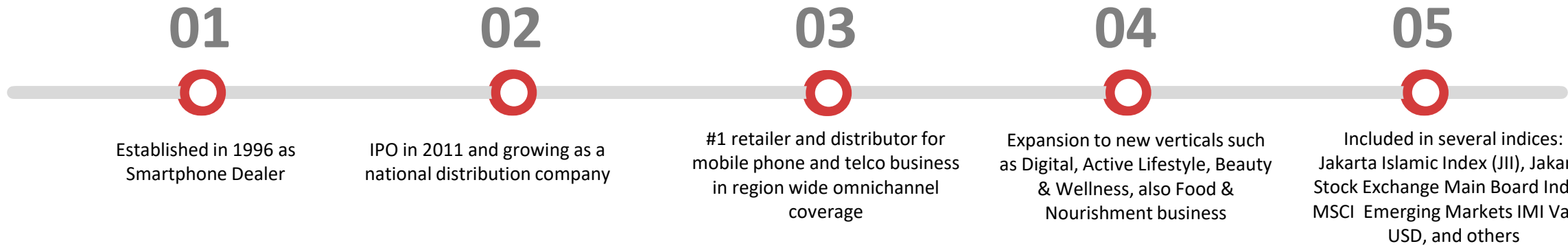
erajaya

CORPORATE PRESENTATION

FY 2022 Result



ERAJAYA TODAY



ACCOLADES



FORTUNE INDONESIA

- Top 100 Companies in Indonesia
- Budiarto Halim as Business Person of the Year

FORBES INDONESIA

- Top 50 Companies in Indonesia

HUMAN RESOURCES AWARD

- HR Excellence in Change Management
- HR Excellence Leadership Development

TRENASIA ESG AWARD

- TrenAsia ESG Excellence 2022

FINANCIAL HIGHLIGHTS – FY 2022



NET SALES
IDR 49.5 T



NET PROFIT
IDR 1.0 T



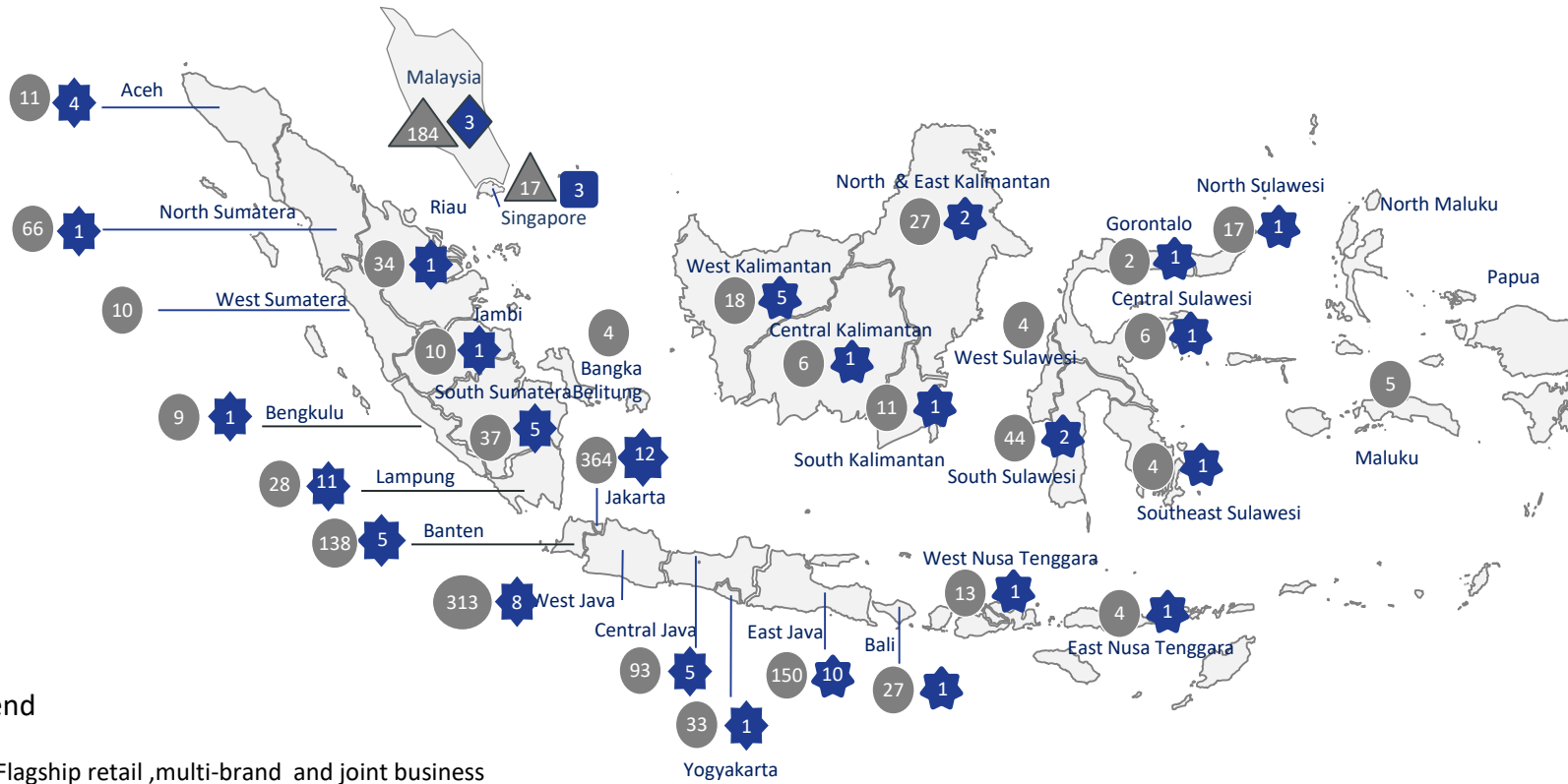
TOTAL ASSET
IDR 17.1 T



NET D/E RATIO
0.53x

Extensive Coverage

As of 31 December 2022



Legend

- Flagship retail ,multi-brand and joint business
- Distribution center
- Retail in Malaysia
- Distribution centre in Malaysia
- Retail in Singapore
- Distribution centre in Singapore

1,689 retail outlets

89 distribution centers

66,200 3rd party billed outlets

Erajaya Business Verticals



ERAJAYA DIGITAL



- **Erafone:**
Multibrand Gadget
- **iBox:**
Apple Reseller
- **Samsung:**
Monobrand Gadget
- **Mi Store:**
Monobrand Gadget
- **Erablue:**
Multibrand CE



ERAJAYA ACTIVE LIFESTYLE



- **Urban Republic:**
Multibrand IoT
- **Garmin:**
IoT Smartwatch
- **DJI:**
IoT Drone
- **Marshall:**
Speaker
- **IT:**
IoT Ecosystem
- **JD Sport:**
Sport Apparel
- **ASICS:**
Sport Apparel



ERAJAYA BEAUTY & WELLNESS



- **Wellings:**
Pharmacy
- **The Face Shop:**
Cosmetic & Skincare
- **B2B Medical Equipment Distributorship**



ERAJAYA FOOD & NOURISHMENT



- **Paris Baguette:**
Bakery Café
- **Sushi Tei Group:**
Japanese Restaurant
- **Grand Lucky:**
Grocery Store





VERTICAL UPDATE

Smartphone business shows positive growth over the years.

Contribution of Erajaya Digital to Total Erajaya (FY22)

95.6%

Total Stores of Erajaya Digital

1,509 stores

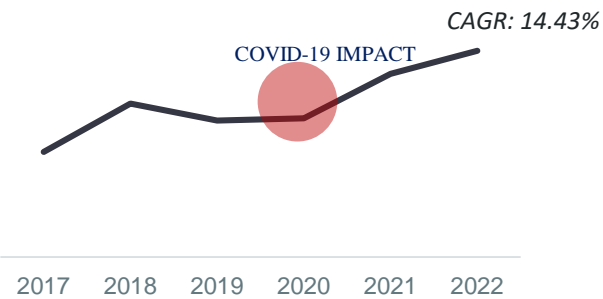
New Stores Opened in 2022

509 stores

Erafone Cloud Retail Partner at the end of 2022

54 stores

Revenue of Cellular Phones & Tablets (FY22)



RETAIL CHANNEL



Erafone
(729 stores)



iBox
(93 stores)



Samsung
(125 stores)



Xiaomi
(74 stores)

Grand Opening Erablue Store @HOS Cokroaminoto



Immense opportunity in IoT and Active Lifestyle Business

Contribution of Erajaya Active Lifestyle to Total Erajaya (FY22)

2.7%

Total Stores of Erajaya Active Lifestyle

64 stores

New Stores Opened By the End of 2022

35 stores

RETAIL CHANNEL



Urban Republic (28 stores)



Garmin (17 stores)



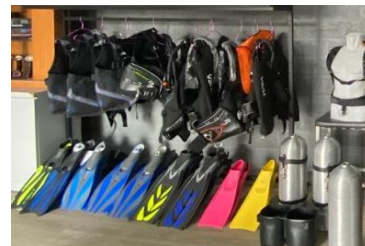
DJI (7 stores)



JD Sports (7 stores)

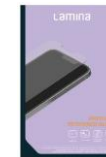


ASICS (4 stores)



Urban Adventure (1 store)

IT.
Immersive Tech



Erajaya also enter beauty and healthcare business.

Contribution of Erajaya Beauty & Wellness to Total Erajaya (FY22)

0.5%

Total Stores of Erajaya Beauty & Wellness

47
stores

New Stores Opened By the End of 2022

16
stores

RETAIL CHANNEL



Wellings
(14 stores)



The Face Shop
(33 stores)

Wellings @ Tebet



TFS @ Tunjungan Plaza 6



Erajaya is collaborating with a number of prominent parties to enter the grocery and F&B markets

Contribution of Erajaya Food & Nourishment to Total Erajaya (FY22)

1.2%

Total Stores of Erajaya Food & Nourishment

69

stores

New Stores Opened By the End of 2022

15

stores

RETAIL CHANNEL



Grand Lucky
(5 stores)



Paris Baguette
(10 stores)



Sushi Tei
(54 stores)

Grand Lucky @ Central Market PIK



Paris Baguette @ PIM



Sushi Tei @Aeon Mall Sentul



Events to Meet The Demand

Offline events with hybrid system to fulfill market enthusiasm on digital lifestyle products



Pekan Raya Jakarta 2022



Omnichannel Value Proposition

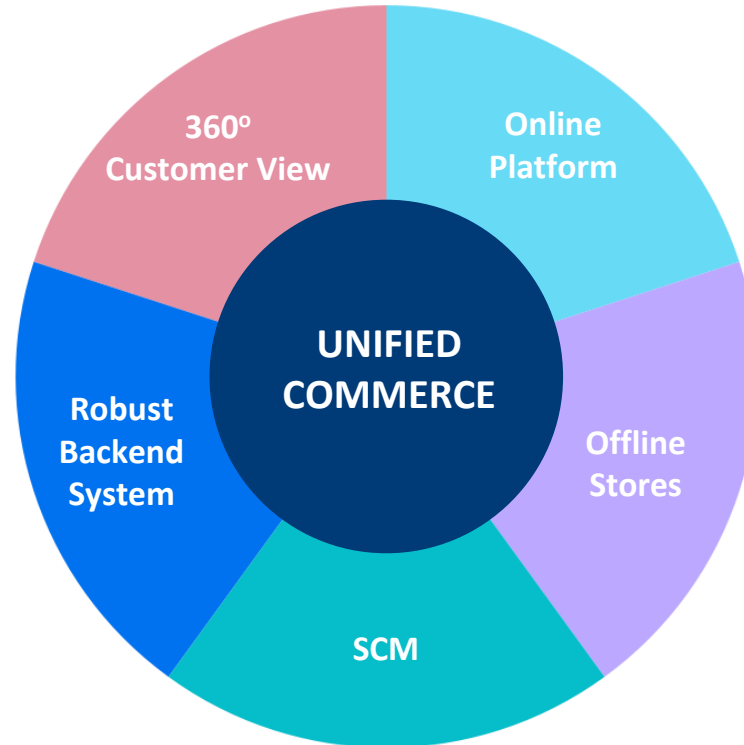
Online Retail Ranking (SimilarWeb)

#1  member of erajaya group
(Traffic: 3.95M)

#3 
(Traffic: 2.95M)

Online Sneakers Ecommerce Ranking

#2 
(Traffic: 243K)



Loyalty Program



Total Members
6.5 Million
48% growth (from end of 2021)



Average Transactions Value
6.34 Million

Collaboration with E-commerce Market



Corporate Social Responsibility

4 main pillars to support the “Sustainable Development Goals”

Educational Aspect focused on supporting the Government on improving the competencies of teachers and students at Vocational High Schools.

We provide long-term economic improvement-oriented access to capital and business assistance to the community.



The implementation of this pillar is realized through blood donation activities and the COVID-19 pandemic emergency response.

Environmental Aspect focused on the rehabilitation of critical land through a number of reforestation programs.



Clean Water Facilities (Bali)



Forest Area Conservation (Wana Erajaya)



Cianjur Earthquake Victims (HIPPINDO Collaboration)



Semeru Eruption Refugees



Vocational Education (Ministry of Education and Culture)



Erajaya Foundation x SME



Employee Health Program – Blood Donation

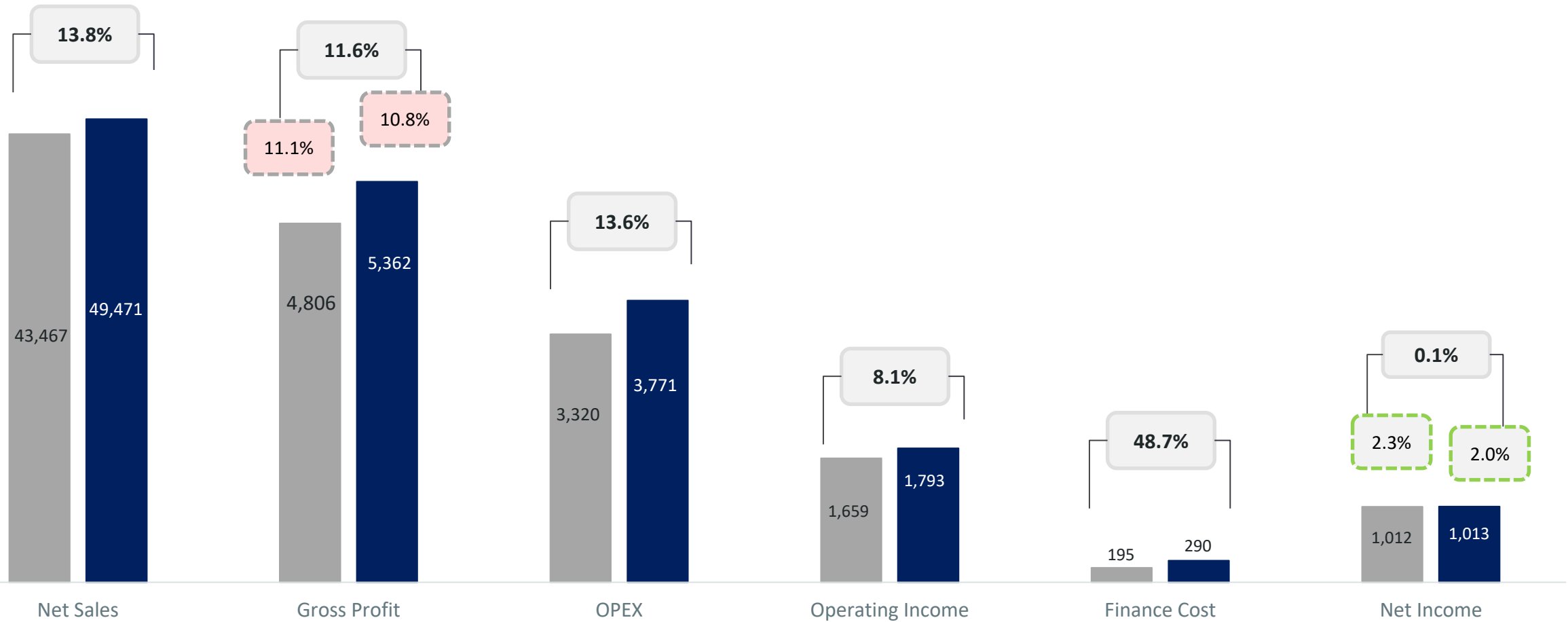




FINANCIAL HIGHLIGHT

Income Statement Highlights

(Expressed in Billion of IDR)



■ FY21 ■ FY22

GPM

NPM

Consolidated Key Ratios

Description	Dec-21	Dec-22
Net Debt (IDR billion)	1,648	3,789
Net Working Capital (IDR billion)	2,345	2,196
Net Debt/Equity (x)	0.25	0.53
Net Working Capital/Net Sales (%)	5.4%	4.4%
ROCE (%)	20.0%	17.4%

Average Inventory days

33

41

Average Trade Receivable days

7

6

Average Trade Payable days

17

16

Cash Conversion Cycle (CCC)

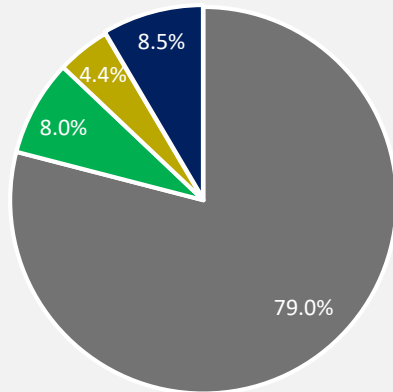
23

31

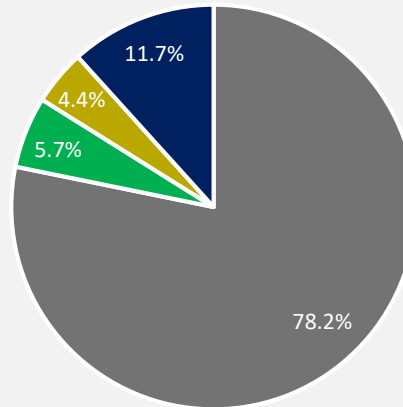
FY 2022 Sales Breakdown

Sales by Category

FY 2021

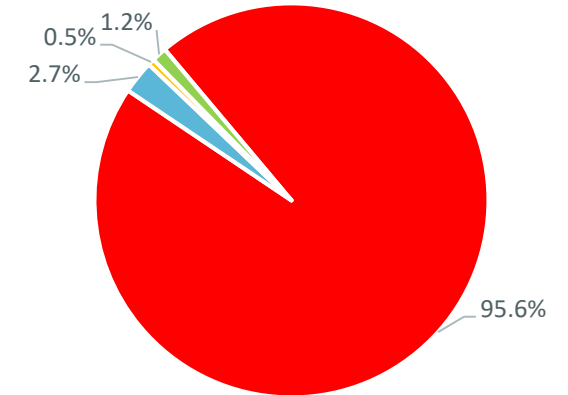


FY 2022



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

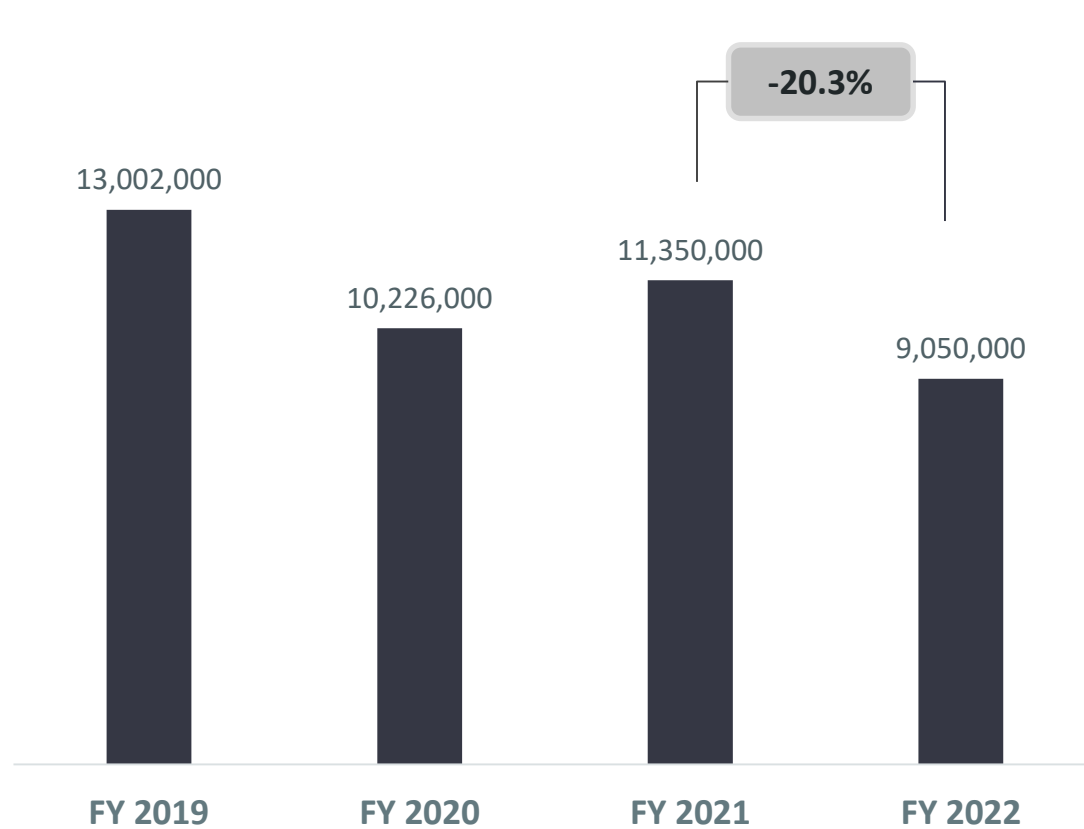
Sales by Vertical (FY 2022)



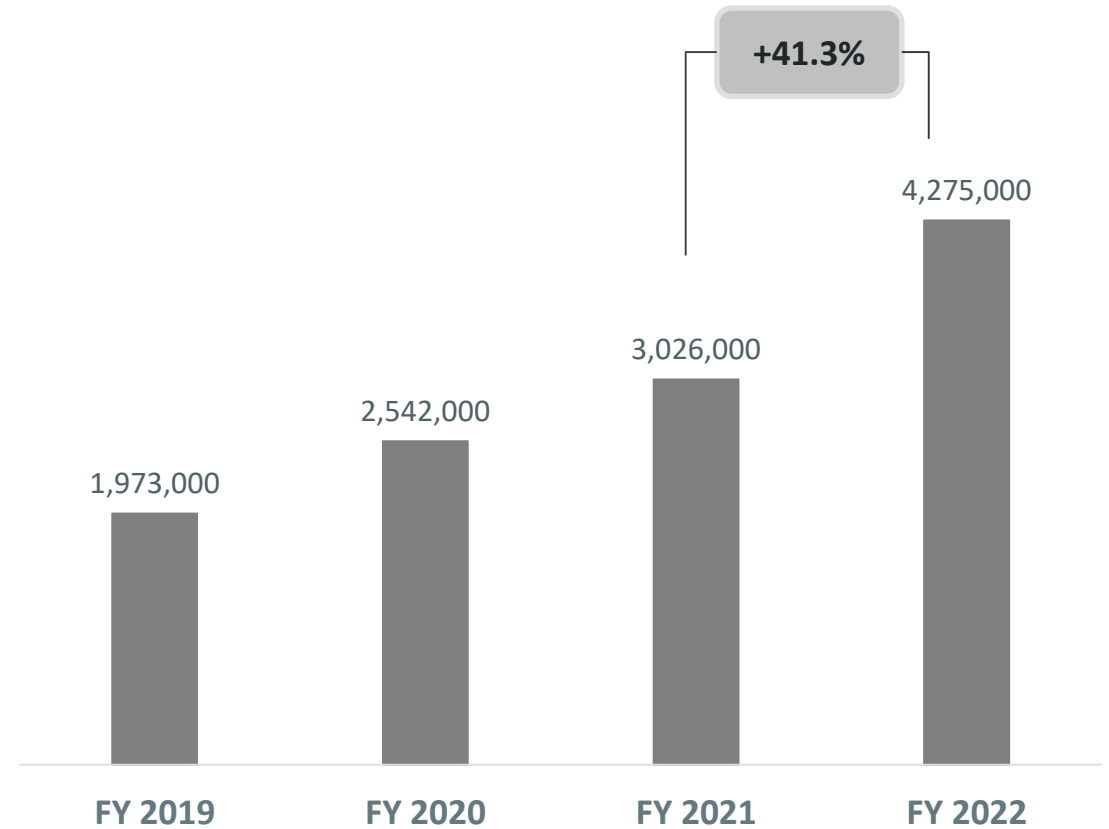
Digital
 Active Lifestyle
 Beauty & Wellness
 Food & Nourishment

Volume & Average Selling Price

Volume
Expressed in Units



ASP
Expressed in IDR





THANK YOU!

Erajaya Plaza

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