

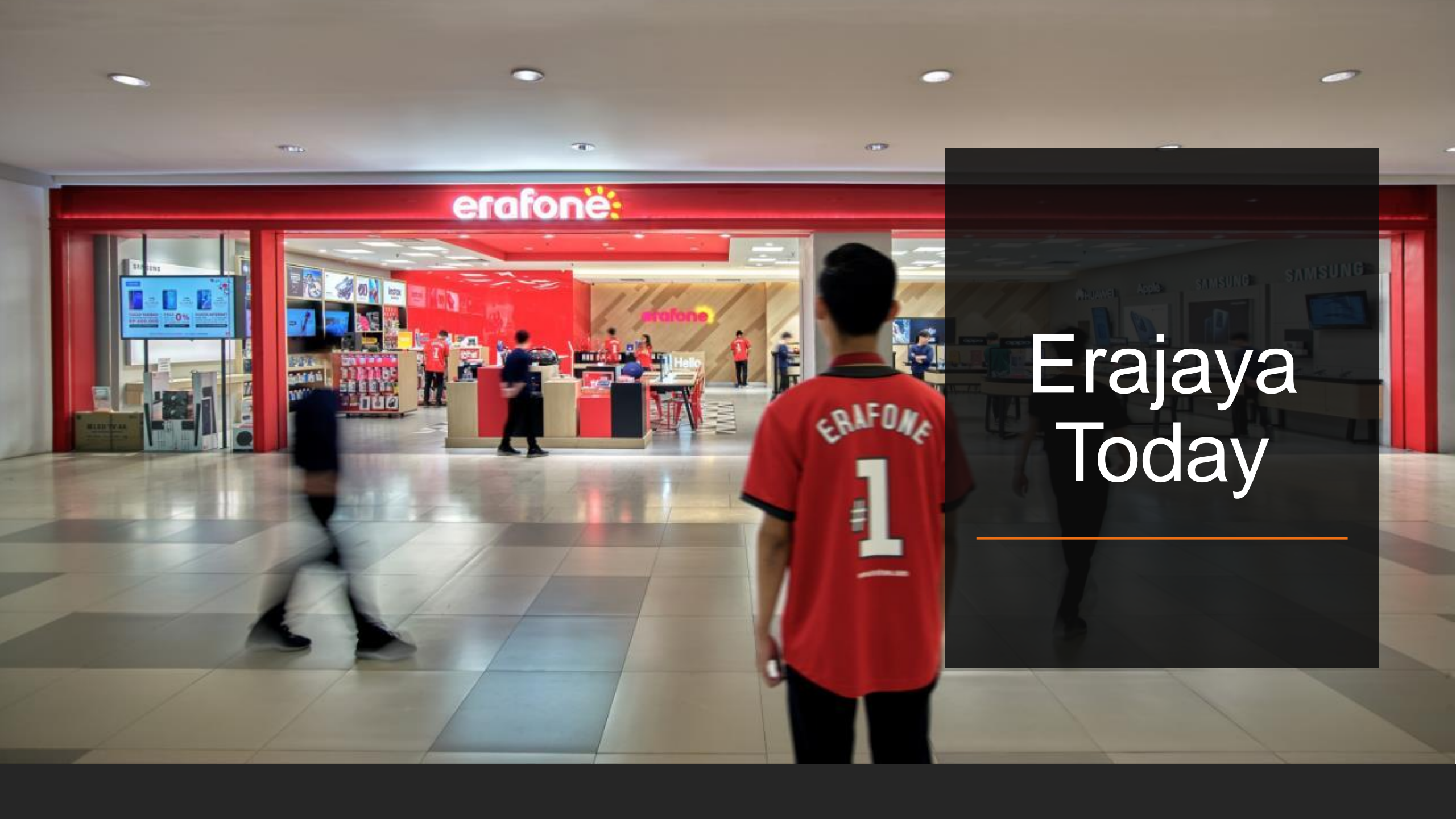


PT ERAJAYA SWASEMBADA Tbk.

Corporate Presentation

1H 2020 Update





erafone

erafone

Hello

ERAFONE

1

Erajaya
Today

Erajaya Journey

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, IDX30, IDXValue30, IDXGrowth30,
MSCI Small Cap Index and Kompas100

RECOGNITION

“Most Outstanding
Company in Indonesia
Small Cap Sector
2019”

The Asia Money Award




Financial Fact Sheet (1H 2020)

 NET
SALES

Rp 14.5 trillion

 NET
PROFIT

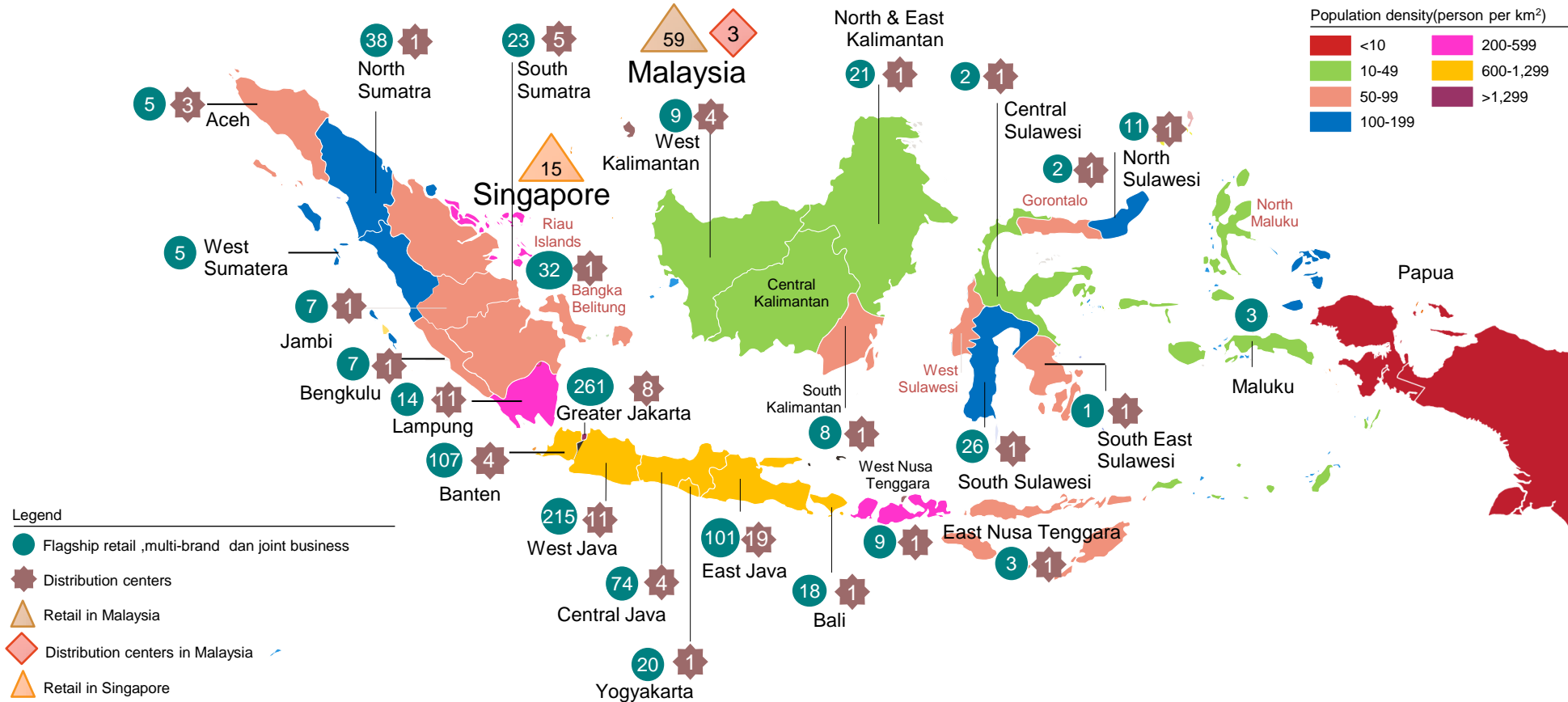
Rp 113 billion

 TOTAL
ASSETS

Rp 9.0 trillion

Regionwide Omnichannel Network

Map of operations (as of 30 June 2020)



★ 1,096 retail outlets

★ 87 distribution centers

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

Holistic Value Proposition to Customers



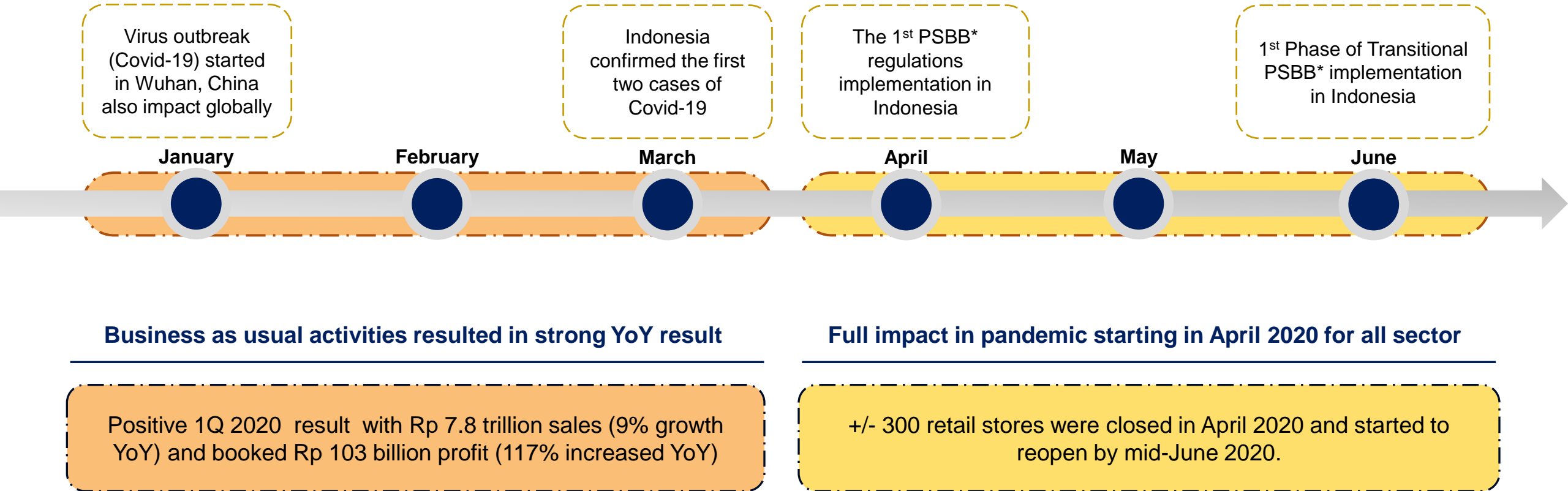


URBAN REPUBLIC

PHOTO & VIDEO

1H 2020 Highlight

1H 2020 Highlight and COVID-19 Status



*PSBB: stands for Pembatasan Sosial Berskala Besar, meaning of a Large-scale Social Restrictions

Digital Solution During Pandemic

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



The advertisement features a central smartphone displaying a green checkmark and the word "Success!". A 3D cardboard box labeled "FREE ONGKIR" is shown emerging from the phone. To the right, the text "HOME DELIVERY SERVICE" is written in large, bold, 3D letters. Below this, a map with a red location pin is visible. The background is a solid red color. Logos for "erafone" and "erajaya Group of Companies" are in the top left and right corners, respectively. The "EraXpress" logo is also present near the box.

erafone
e-Catalogue

WAKTU ORDER 10.00 - 17.00

BARANG YANG KAMI KIRIM SUDAH MELEWATI PROSES STERIL SERTA PETUGAS ERA EXPRESS SUDAH DILENGKAPI DENGAN MASKER DAN SANITIZER

HATI-HATI PENIPUAN MENGATASNAMAKAN ERAFONE

HOME DELIVERY SERVICE

Opsi pembayaran
Mobile EDC
Bank Transfer
www.eraspace.com

New Way of Shopping

- E-catalog for product and promo information with WA number attached
- Product order through WA application or Online to Offline (O2O) via eraspace.com for Home Delivery Service

Digital Solution During Pandemic

Online Promotion in e-commerce platform, both through eraspace.com and online partners



NVSA | SAMSUNG
Periode 18 - 31 Mei 2020

SAMSUNG Galaxy LAND
by eraspace.com

CASHBACK s.d Rp 9Jt

Sparkling Excitement

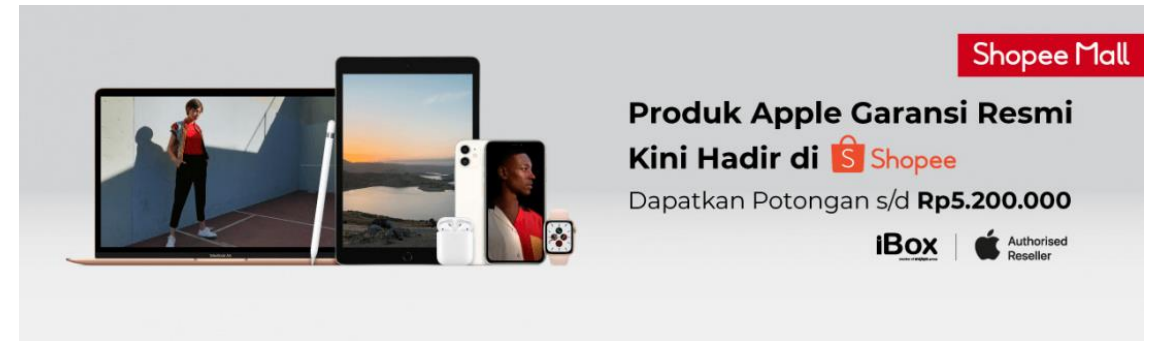
Bonus 4x Eraclub Points*
Clearance Sale 29rb mulai dari
Raffle Game Samsung Galaxy S20
Flash Sale
Gratis Kirim Seluruh Indonesia
Special Discount The Face Shop Voucher 20% + 10% di eraspace.com

Tambahan Diskon s.d Rp 1.000.000, Cicilan 0% hingga 12 bulan

Logos: BCA, BNI, BANK BRI, CIMB NIAGA, citi, digibank by DES, mandiri, PermatBank

Bank bank yang berpartisipasi dalam program ini terdaftar dan diawasi oleh Otoritas Jasa Keuangan dan merupakan peserta penjaminan LPS

*Syarat dan ketentuan berlaku. Harga dapat berubah sewaktu-waktu.
Kunjungi www.galaxy-land.com



Shopee Mall

Produk Apple Garansi Resmi
Kini Hadir di Shopee
Dapatkan Potongan s/d **Rp5.200.000**

iBox | Apple Authorised Reseller



tokopedia
Semangat Ramadan

by eraspace
extraordinary experience

Bazar Gadget Erapedia
100% Orisinal & Garansi Resmi

Cashback hingga **Rp 150rb***

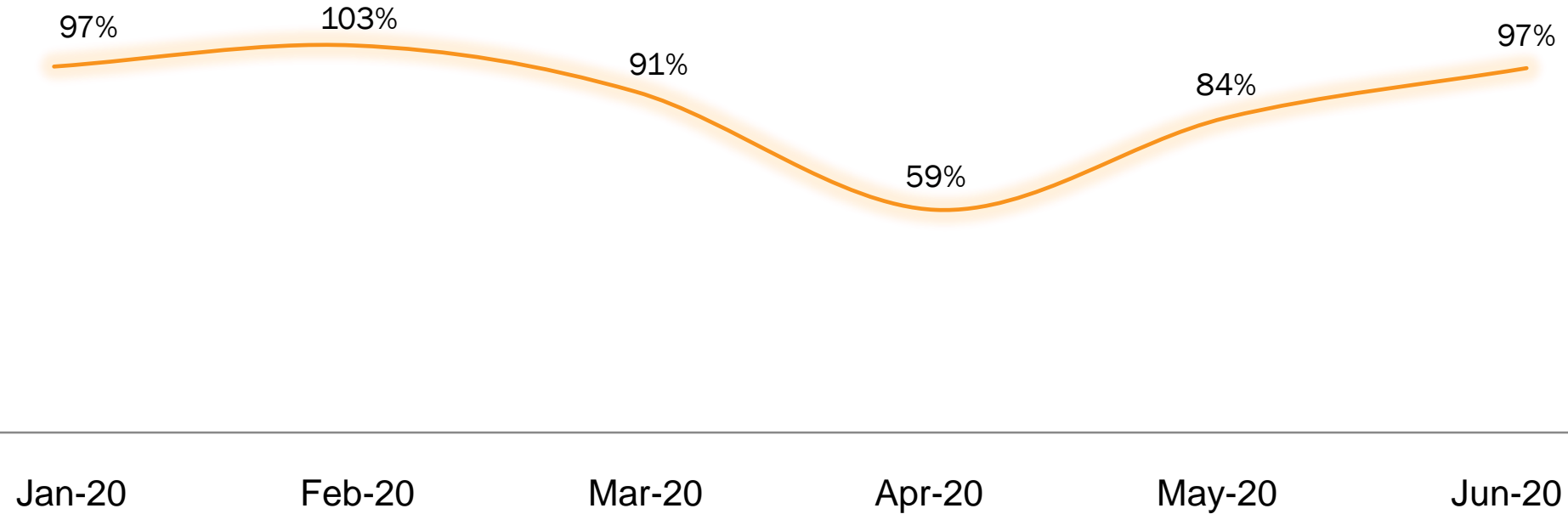
BEBAS ONGKIR
Sepuasnya!

*S&K Berlaku

tokopedia

Result of Strategy: Fast Recovery Rate

Monthly Trend of Recovery Rate



Mobile Selling



Online Exhibition



One Delivery Service



Financial Highlight

YoY Financial Performance

Income Statement (in IDR billion)	1H 20	1H 19	Growth
Sales	14,463	15,429	-6.3%
Cost of Goods Sold	13,129	14,176	-7.4%
Gross Profit	1,334	1,253	6.5%
Gross Margin	9.2%	8.1%	
Operating Expenses	1,067	989	8.0%
Income From Operations	286	361	-20.6%
Finance Costs	98	188	-47.7%
Net Income	113	109	3.9%
Net Margin	0.8 %	0.7%	

QoQ Financial Performance

Income Statement (in IDR billion)	2Q 20	1Q 20	Growth
Sales	6,656	7,806	-14.7%
Cost of Goods Sold	6,100	7,028	-13.2%
Gross Profit	556	778	-28.6%
Gross Margin	8.4%	9.9%	
Operating Expenses	473	594	-20.3%
Income From Operations	76	211	-64.0%
Finance Costs	45	54	-16.9%
Net Income	11	103	-89.5%
Net Margin	0.2%	1.3%	

Balance Sheet per 30 June 2020

in IDR Billion	30-Jun-20	31-Mar-20	%
Current Assets			
Cash and Cash Equivalent	721	217	233.0%
Accounts Receivable	1,218	1,388	-12.3%
Inventories	3,255	3,746	-13.1%
Other Current Asset	694	1,003	-30.8%
Total Current Asset	5,889	6,354	-7.3%
Non Current Asset			
Fixed Assets - net	727	624	16.4%
Estimated Claim for Tax Refund	696	1,087	-36.0%
Right-of-Use Assets	624	643	-2.9%
Other Non - Current Asset	1,127	1,235	-8.8%
Total Non Current Assets	3,175	3,590	-11.6%
Total Assets	9,063	9,944	-8.9%

in IDR Billion	30-Jun-20	31-Mar-20	%
Current Liabilities			
Short-term Bank Loans	787	2,211	-64.4%
Accounts Payable	2,377	1,768	34.4%
Lease Liabilities	175	197	-11.5%
Other Current Liabilities	191	249	-23.3%
Total Current Liabilities	3,529	4,426	-20.3%
Non Current Liabilities			
Finance Lease Payables	0.2	0.2	-1.7%
Lease Liabilities	204	164	24.7%
Long-term Employee Benefits	174	164	6.4%
Other Non Current Liabilities	-	6.5	-100.0%
Total Non Current Liabilities	379	334	13.3%
Total Liabilities	3,908	4,760	-17.9%
Equity			
Share Capital	1,595	1,595	0.0%
Additional Paid-in-Capital	594	594	-0.1%
Retained Earnings	2,733	2,723	0.4%
Others	233	272	-14.4%
Total Equity	5,155	5,184	-0.6%
Total Liabilities & Equity	9,063	9,944	-8.9%

1H 2020 Highlight Ratio

Description	1H 20	1H 19
Net Debt (IDR billion)	446	2,679
Net Working Capital (IDR billion)	2,359	2,559
Net Debt/Equity	0.1	0.6
Net Working Capital/Net Sales	16.3%	16.6%
ROCE*	4.1%	4.2%

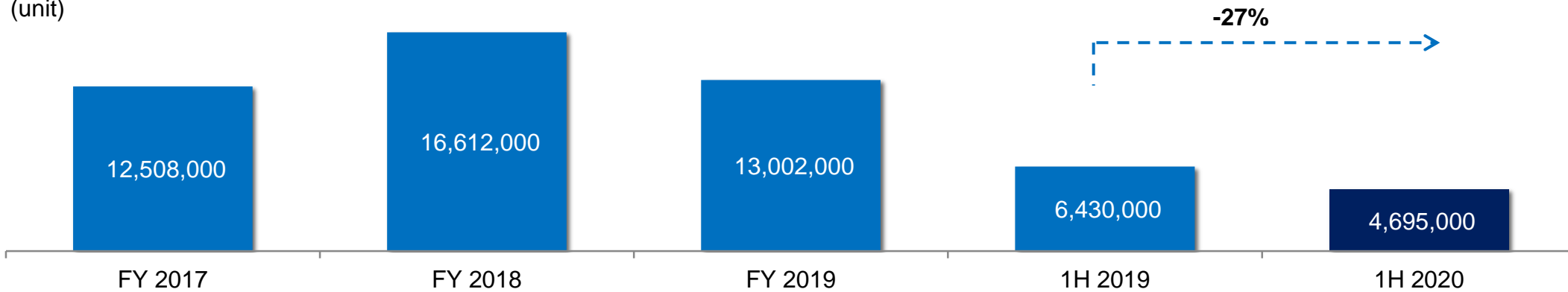
* 6 months period

Average Inventory days	48	73
Average Trade Receivable days	12	16
Average Trade Payable days	22	33
Cash Conversion Cycle (CCC)	37	55

Handset Volume & Average Selling Price

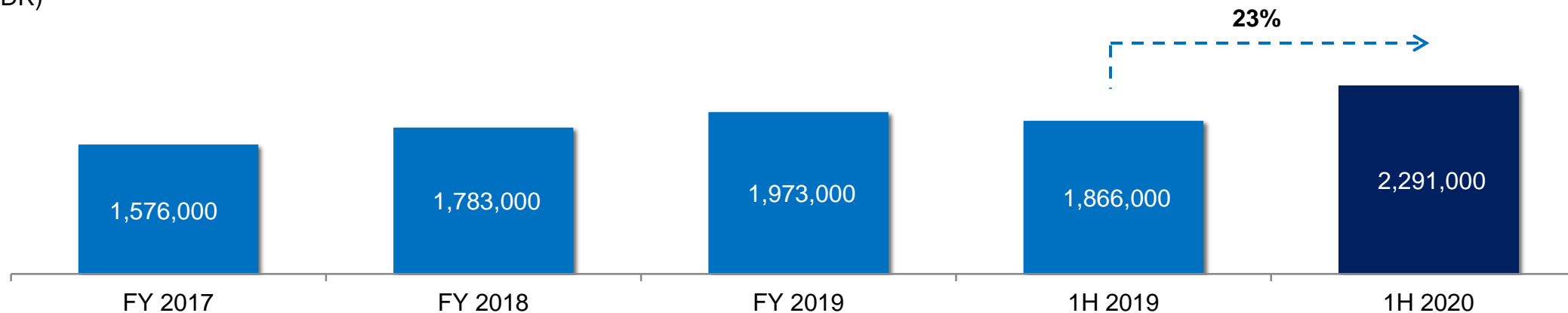
Sales Volume (mobile handsets)

(unit)



Average Selling Price (mobile handsets)

(IDR)





Thank you