



Corporate Presentation

FY 2020 Update



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, IDX80, KOMPAS100, IDXSMCC, MSCI ACWI Value, IDXESGL, MSCI IMI Net Return USD, MSCI Emerging Markets SMID Growth, MVIS Indonesia Small Cap, MSCI Indonesia SMID Growth Price Return USD, and others

RECOGNITION

“Most Outstanding
Company in Indonesia
Small Cap Sector
2019”

The Asia Money Award



Financial Fact Sheet (FY 2020)

 NET
SALES

Rp 34.1 trillion

 NET
PROFIT

Rp 671.2 billion

 TOTAL
ASSETS

Rp 11.2 trillion

Regionwide Omnichannel Network

Map of operations (as of 31 December 2020)



★ 1,053 retail outlets

★ 88 distribution centers

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

Our Stores

MultiBrand



314

MonoBrand



273

Joint Business



260

JB Operator



126

Malaysia



65

Singapore



15

TOTAL

1,053

New Stores

135

As of 31 December 2020

Holistic Value Proposition to Customers

IOT



Lifestyle



Carriers



Financing



IT / Protection



Content





2020 Highlight

2020 Highlight and COVID-19 Status

Indonesia confirmed two cases of Covid-19 by March

1st PSBB* regulations implemented by April and Transitional PSBB implemented by June

2nd PSBB regulations implemented by mid September and Transitional PSBB implemented by October

- PSBB regulations still implemented
- Government begins vaccine clinical trials and vaccine development

1Q

2Q

3Q

4Q

Business as usual activities (strong YoY result)

Positive YoY 1Q result:
Rp 7.8 trillion sales (9% YoY)
Rp 103 billion profit (117% YoY)

Full impact starting in April 2020

±300 stores closed in April and gradually reopened by mid-June but still managed to booked positive profit :
Rp 6.7 trillion sales (-15% QoQ)
Rp 11 billion profit (-89% QoQ)

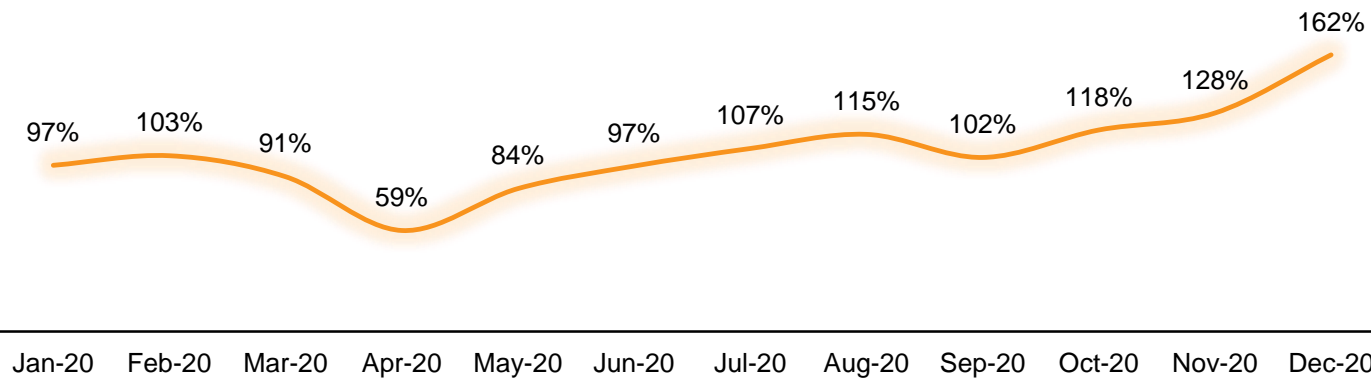
Strong recovery rate with 31% QoQ growth

Strong recovery pace and outperformed overall market expectation with:
Rp 8.7 trillion sales (31% QoQ)
Rp 182 billion profit (1595% QoQ)

Continuous positive momentum supported by year-end seasonality

Outstanding performance compared with pre-covid level:
Rp 10.9 trillion sales (25.7% QoQ)
Rp 317 billion profit (74.2% QoQ)

Monthly Trend of Recovery Rate



*PSBB: Pembatasan Sosial Berskala Besar (Large-scale Social Restrictions)

Why our Recovery Rate is Fast?

Agility to Understand the New Normal Regulations

Willingness to try new ideas

Support function & infrastructure to ensure the new ideas implementation

Close monitoring & fine tuning

Digital Solution During Pandemic

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



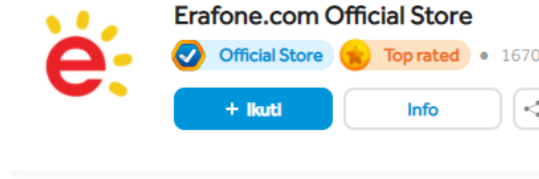
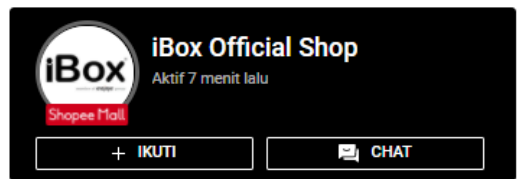
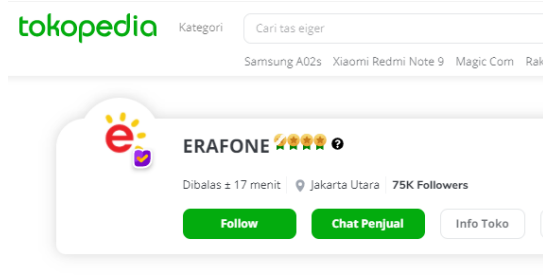
New Way of Shopping

- **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 'n Pick-up**
Optional way for customers to grab their ordered products from online channel directly to our nearest stores

Online Channel Activity

E-commerce Market Penetration

Actively extending our online presence through e-commerce markets



Online Exhibition

Focusing promotions through online channels



managed to generate 42% more sales compared to the previous event which was held offline



Store Expansion

Resume to expand our channel through 135 new store opening in 2020



Erafone Megastore @ Mataram
Lombok



The Face Shop @ GI



UR @ Medan



Ibox @ MOG



Huawei @ MKG



DJI @ Grand Indonesia



SES @ Beach Walk Bali

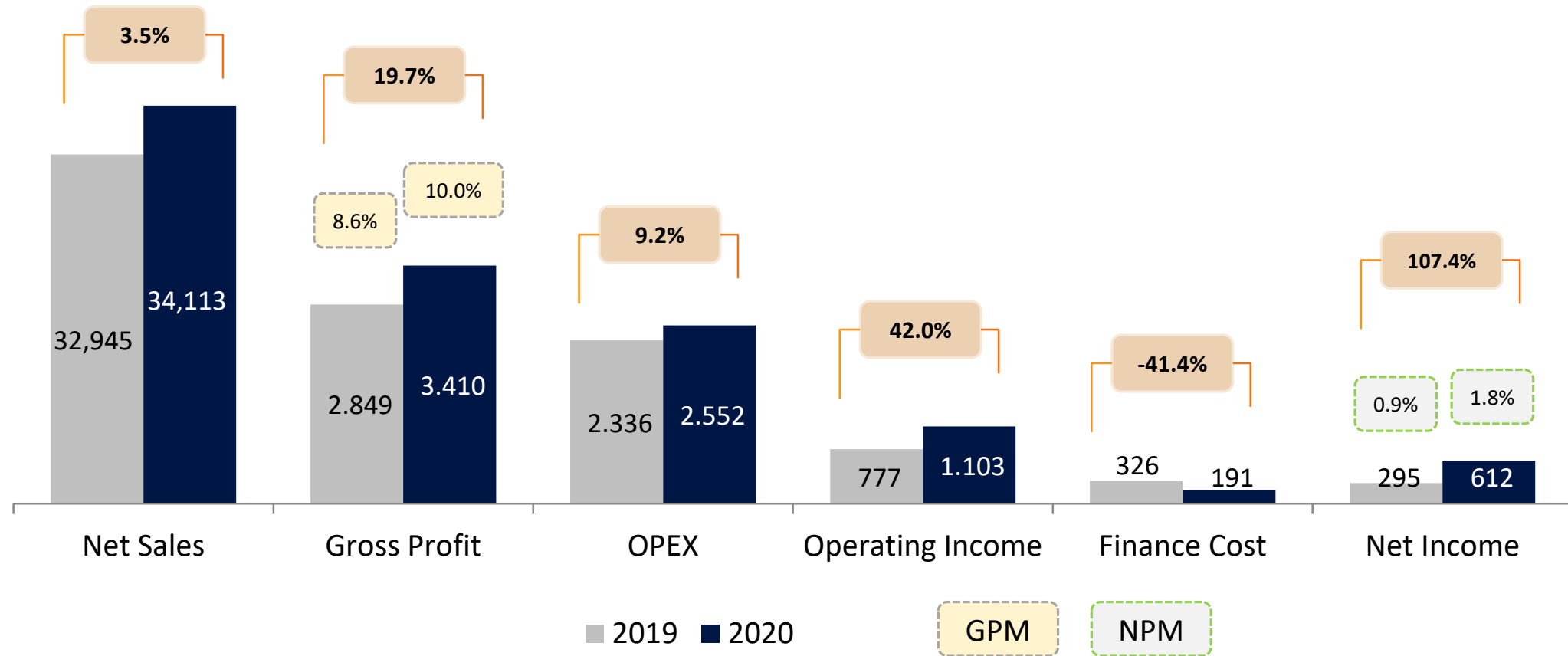


Garmin @ Grand Indonesia



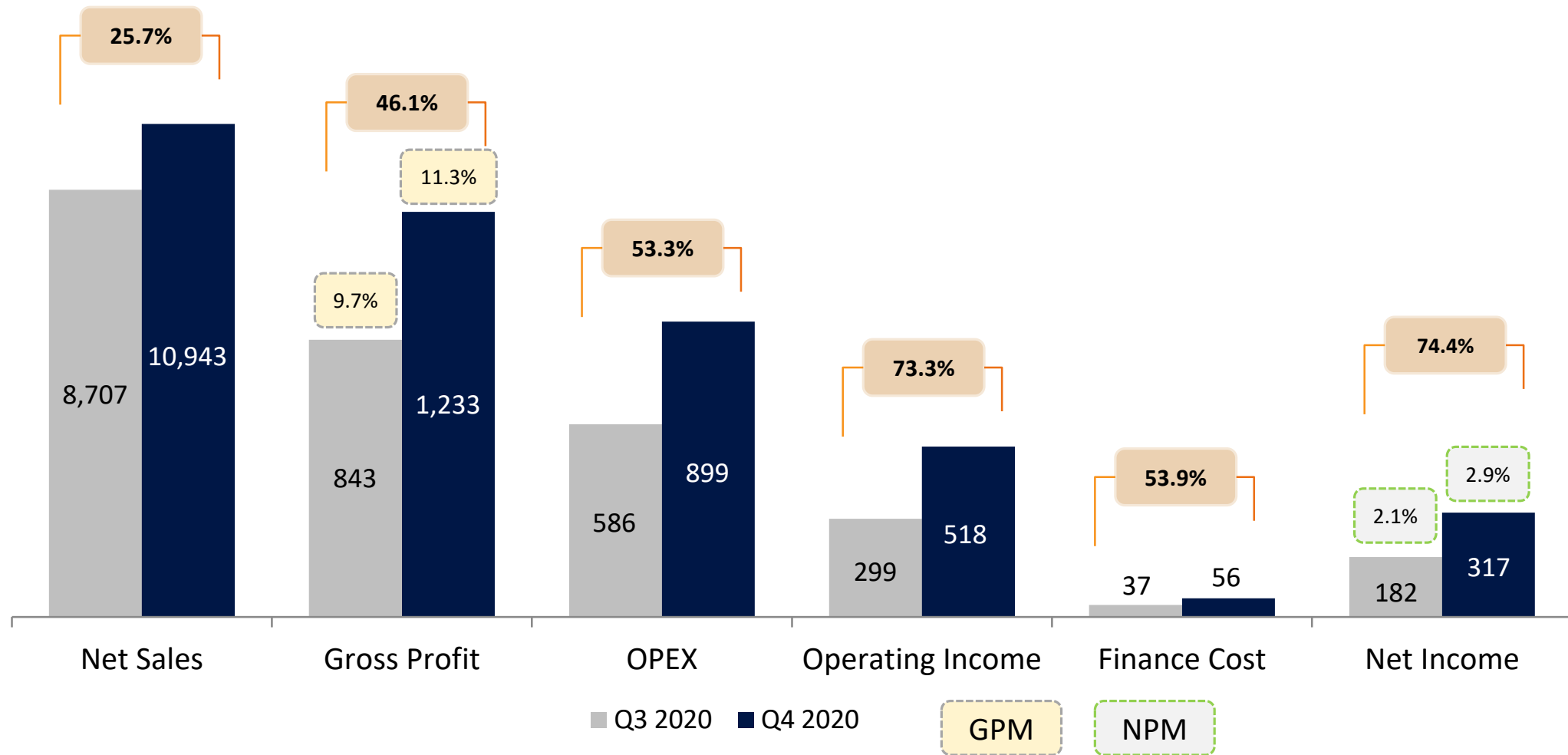
Financial Highlight

YoY Financial Highlights



*) figure expressed in billion IDR

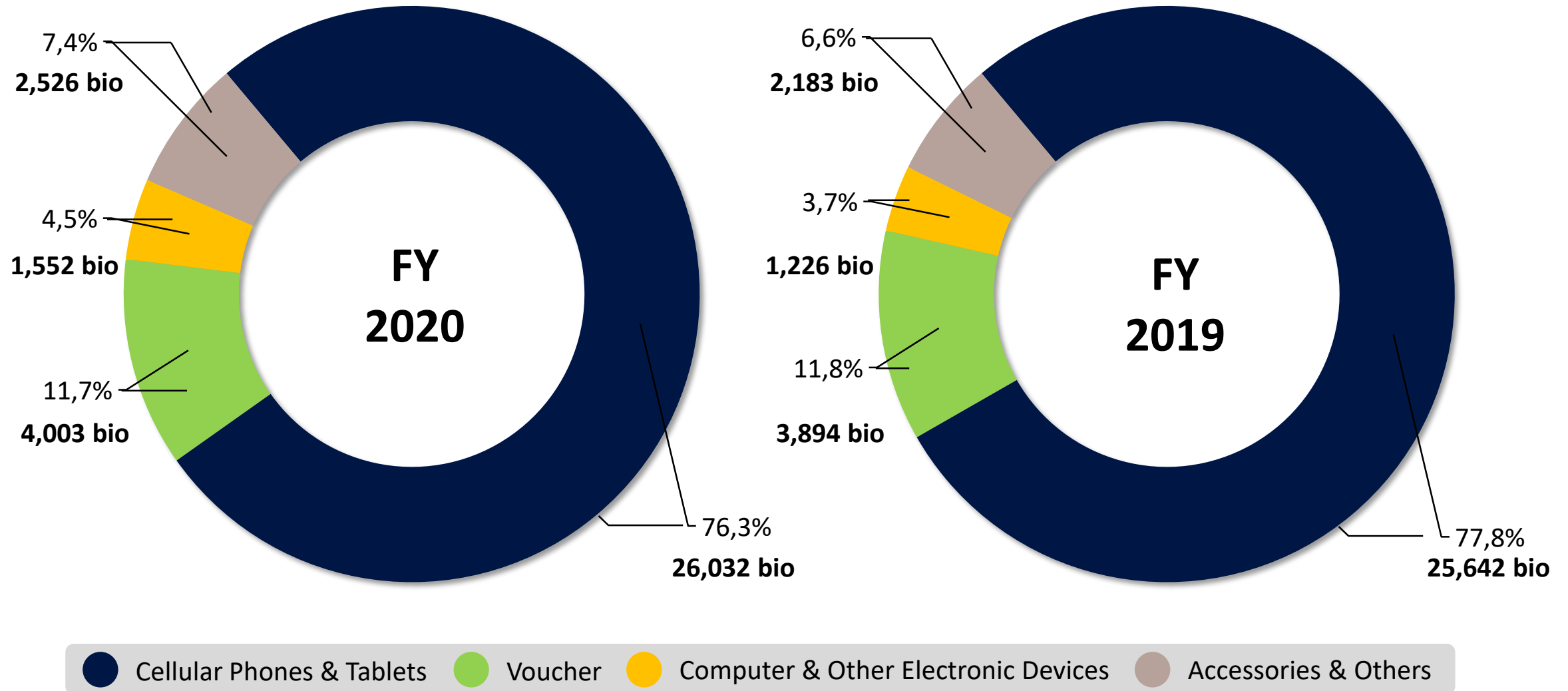
QoQ Financial Highlights



*) figure expressed in billion IDR

Revenue by Product Segment

(Expressed in IDR)



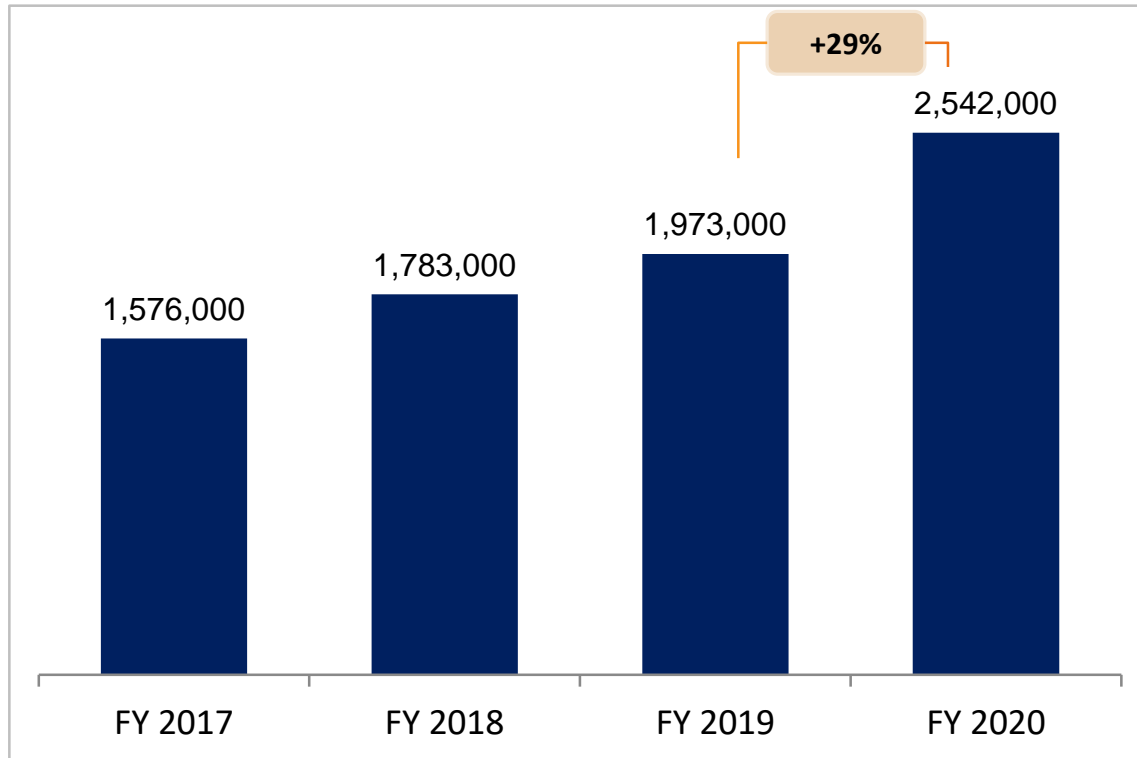
2020 Highlighted Ratio

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

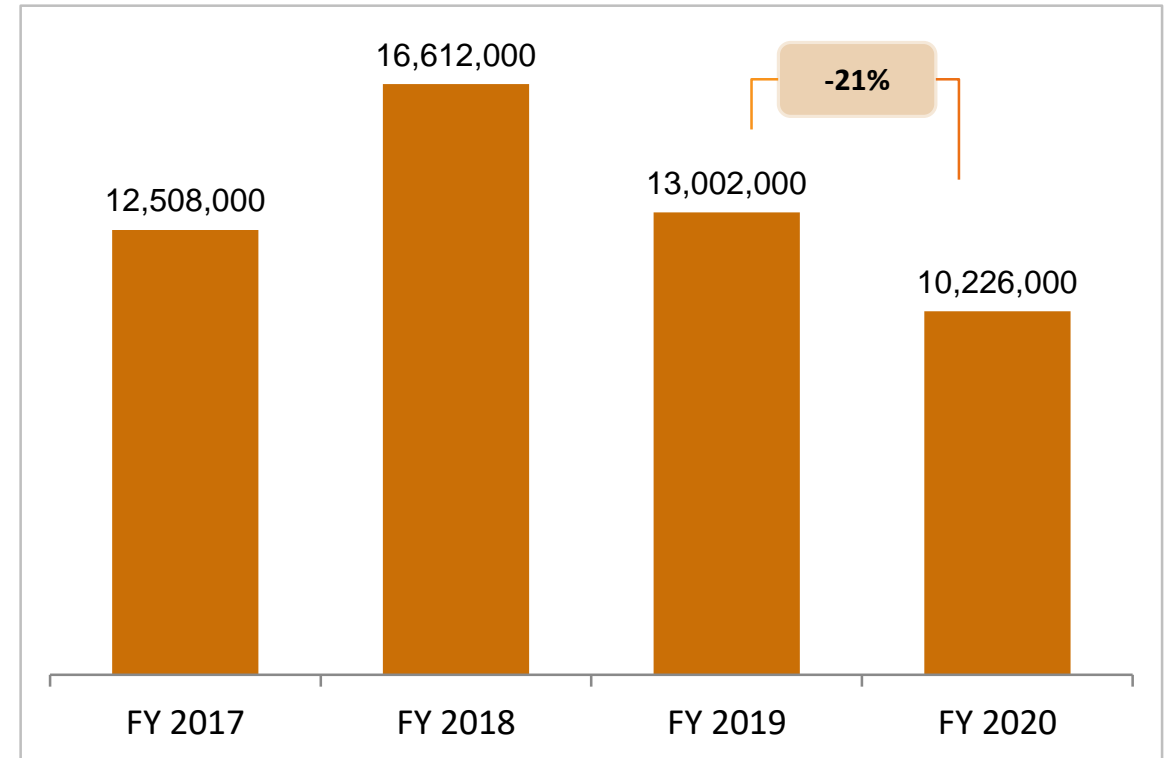
Description	2019	2020
Net Debt (IDR billion)	2,134	284
Net Working Capital (IDR billion)	2,329	2,404
Net Debt/Equity	0.4	0.05
Net Working Capital/Net Sales	7.1%	7.0%
ROCE	9.3%	14.1%

Average Inventory days	63	41
Average Trade Receivable days	13	11
Average Trade Payable days	25	21
Cash Conversion Cycle (CCC)	51	31

Average Selling Price & Handset Volume



ASP
Expressed in IDR



Volume
Expressed in Units

Thank you

