



PUBLIC EXPOSE

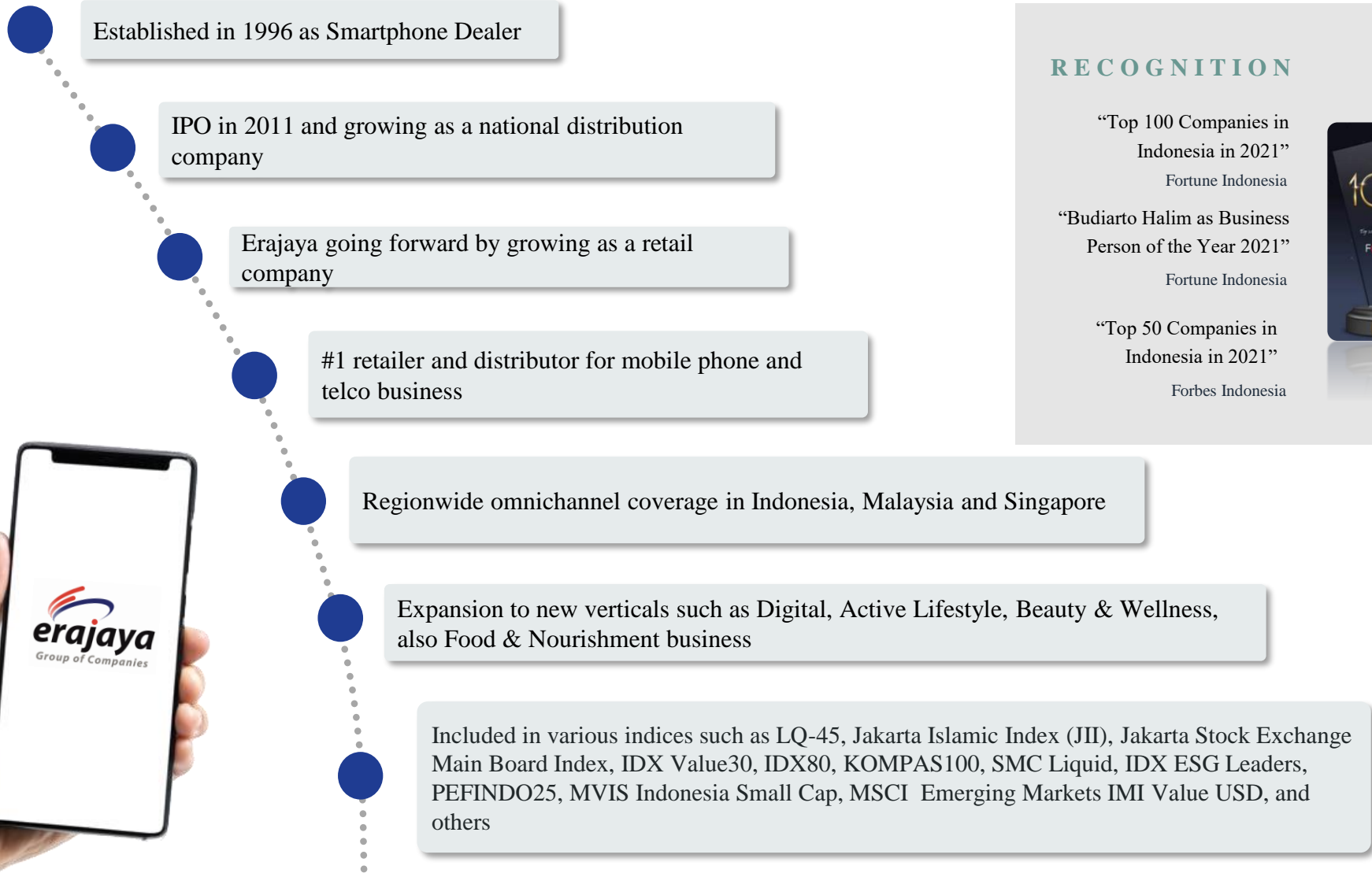
23 June 2022





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)

 NET SALES

Rp 11.5 trillion

 NET PROFIT

Rp 295 billion

 TOTAL ASSETS

Rp 14.2 trillion

 NET D/E RATIO

0.37x

Regionwide Omnichannel Network – Store Rollout in 2022



★ 1,254 retail outlets

★ 90 distribution centers

★ +/- 67,000+ 3rd 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

Sustainable Opportunity For Aggressive Growth in Core Business

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

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



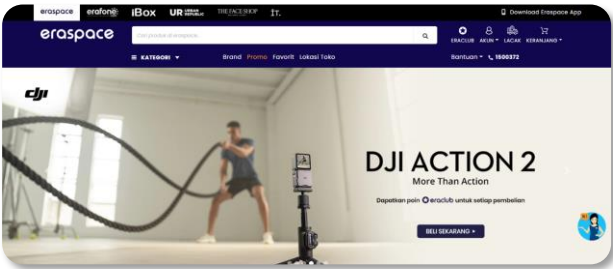
How Can We Reach Our Customers?

- **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)

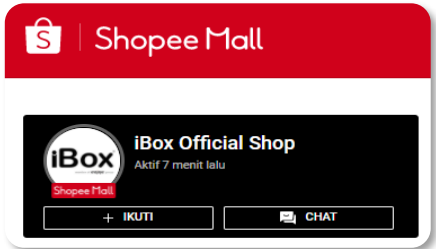
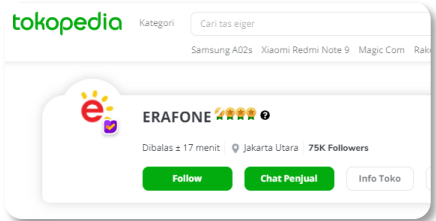
Connected with more than 5 million members through our eraclub program

SAP (IT System)

SAP system implementation to support omnichannel platform

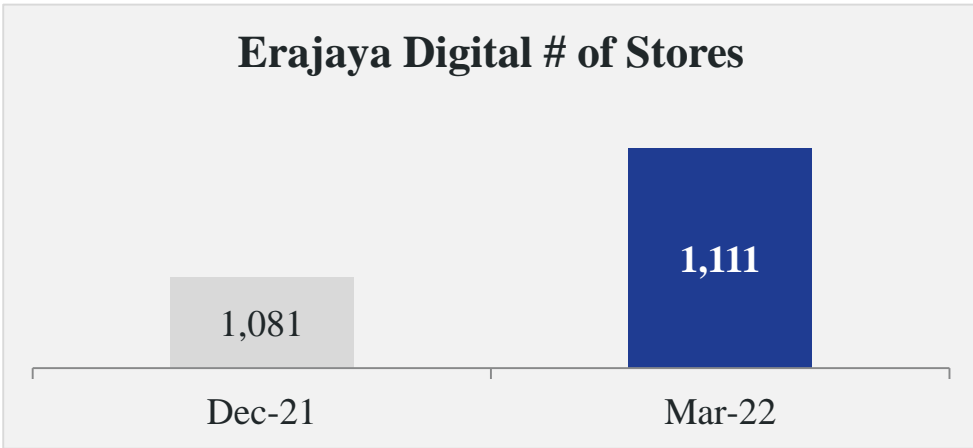
E-commerce Market Penetration

Actively extending our online presence through e-commerce markets.



Vertical Update - Erajaya Digital

Vertical with focus on 3C products (Communication, Computers, and Consumer Electronics) business portfolio



New Business Initiatives



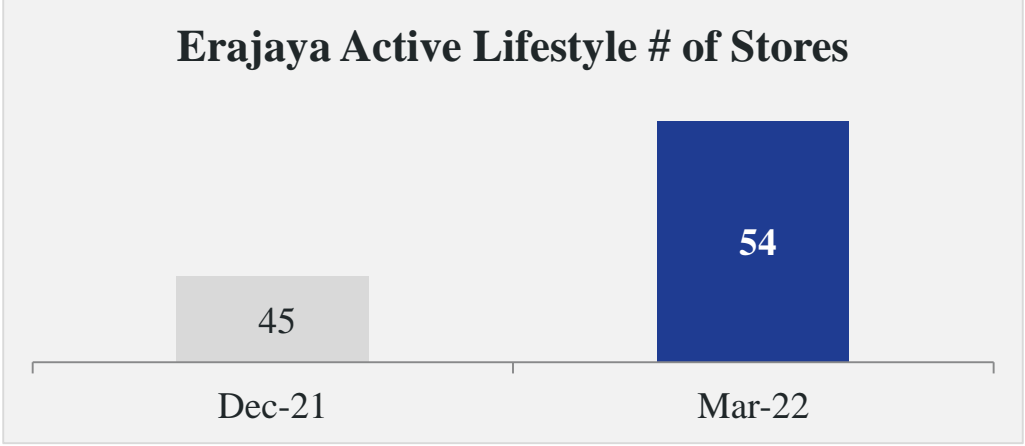
- JV Announced in March 2022
- To open retail specializing on consumer electronic starting 2022

Erablue



Vertical Update - Erajaya Active Lifestyle

Vertical with focus on products and accessories related to customer's lifestyle through various products such as Internet of things (IoT), accessories, and sport fashion apparel business portfolio



Target to have 55 stores opening for UR, Garmin & DJI in 2022

New Business Initiatives



JD Sports

- JV announced in August 202
- Opened 2 stores in February 2022
- Target to have 7 stores by end of 2022



About Immersive Tech (IT)

IT. IMMERSIVE
TECH

IT (Immersive Tech) is a brand of premium lifestyle products that focuses on rapid lifestyle of urban people, with their needs of products that will make it easier for them in facing every challenge in life, through its wide range of high quality products, from mobile accessories to smart home categories.

Product Category

Mobile Accessories

Intercom

Audio

And more products
to come in 2022 !

Whatever we do, Wherever we are,
LIVE WITH IT.

 @livewithIT_id

Smart Home



IT Smart Bulb 9W



IT Smart Filament



IT Smart LED Lightstrip



IT Smart Disco Bulb



IT Smart Air Purifier



IT Smart Curtain



IT Smart Door Window Sensor



IT Smart Doorlock



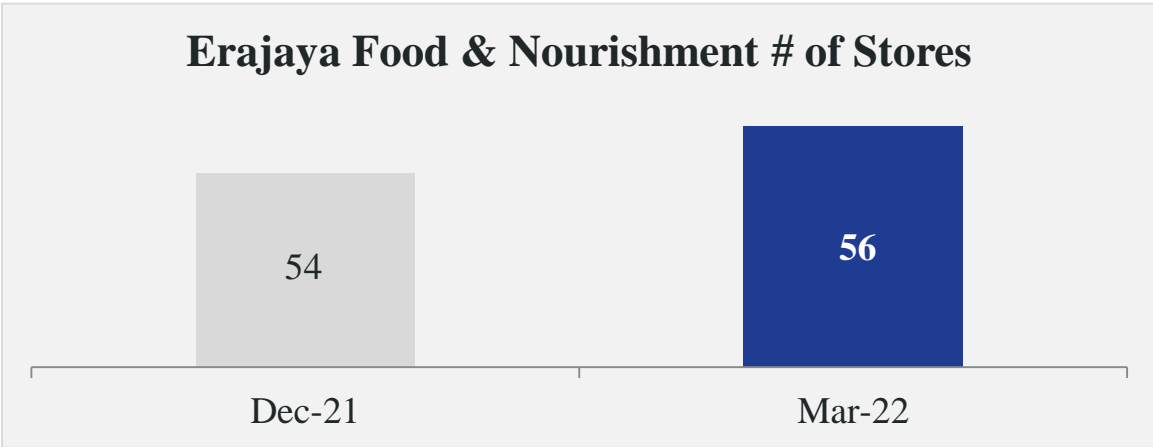
IT Smart IR Remote



IT Smart CCTV Camera Indoor

Vertical Update - Erajaya Food & Nourishment

Vertical with focus on food, beverages and daily grocery business portfolio



New Business Initiatives



Paris Baguette

- JV announced in October 2021
- 7 existing stores
- Additional 2 more stores in 2022



Grand Lucky

- JV Started in 2021
- 3 existing stores
- Additional 3 more stores in 2022



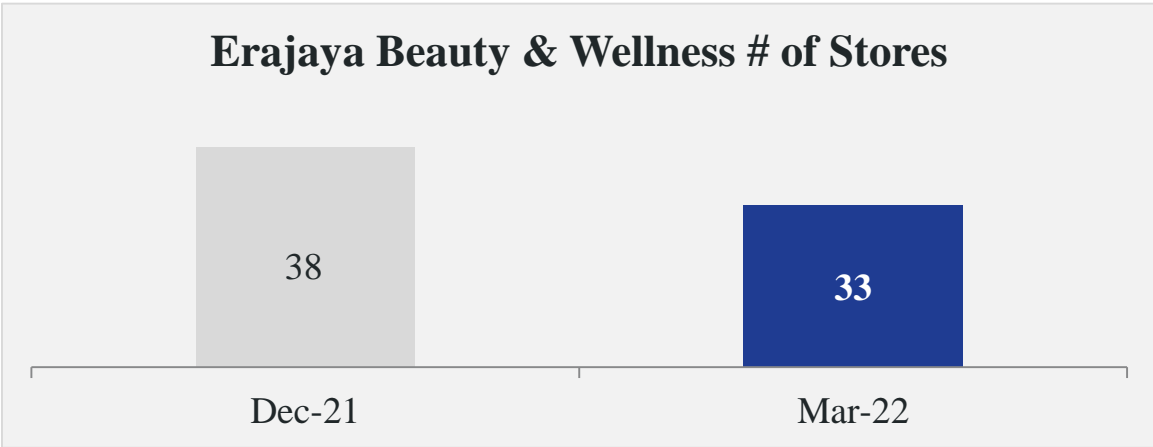
Sushi Tei Group

- Investment started in 2021
- 73 existing stores
- Target to have 85 stores by end of 2022



Vertical Update - Erajaya Beauty & Wellness

Vertical with focus on beauty, healthcare and medical related business



New Business Initiatives



The Face Shop

- Acquired the business since 2020
- 33 stores opened by end of March 2022
- Target to achieve 37 stores in 2022



Wellings

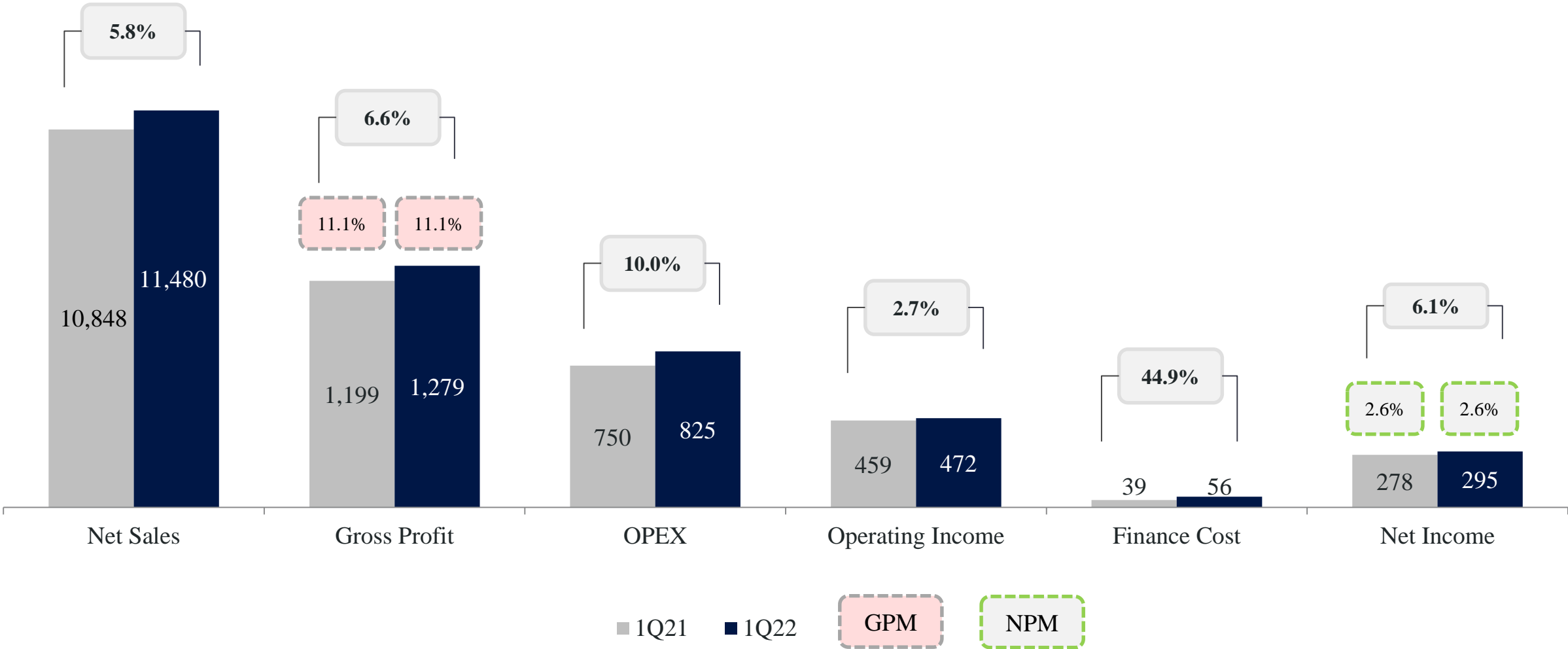
- JV announced in November 2021
- Opened 1st store in May 2022
- Target to have 6 stores by 3Q 2022





FINANCIAL HIGHLIGHTS

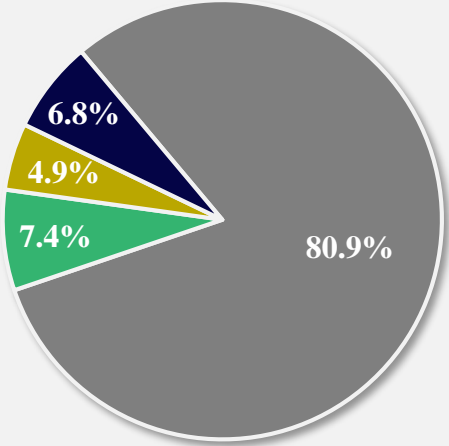
1Q 2022 Financial Highlights – Continue the Profitability Growth



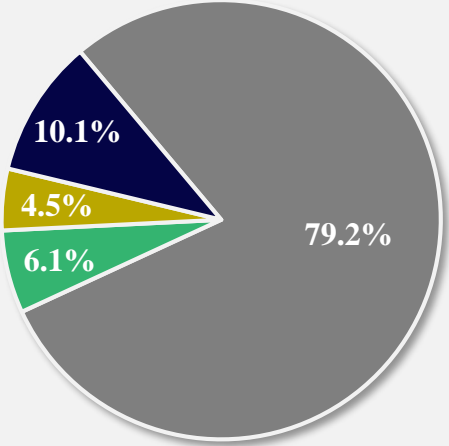
1Q 2022 Sales Breakdown

Sales in Category

1Q 2021

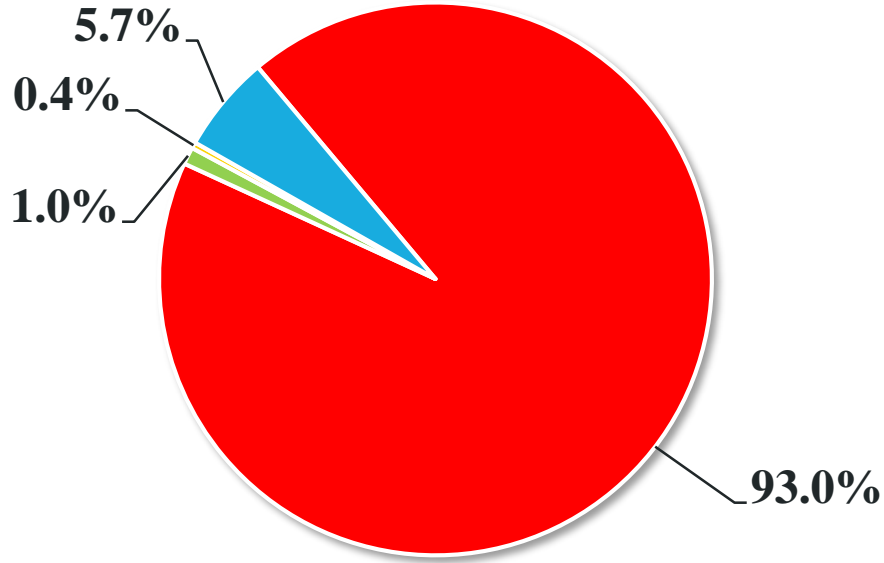


1Q 2022



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

Sales in Vertical (1Q 2022)



■ Digital
 ■ Food & Nourishment
 ■ Beauty & Wellness
 ■ Active Lifestyle

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

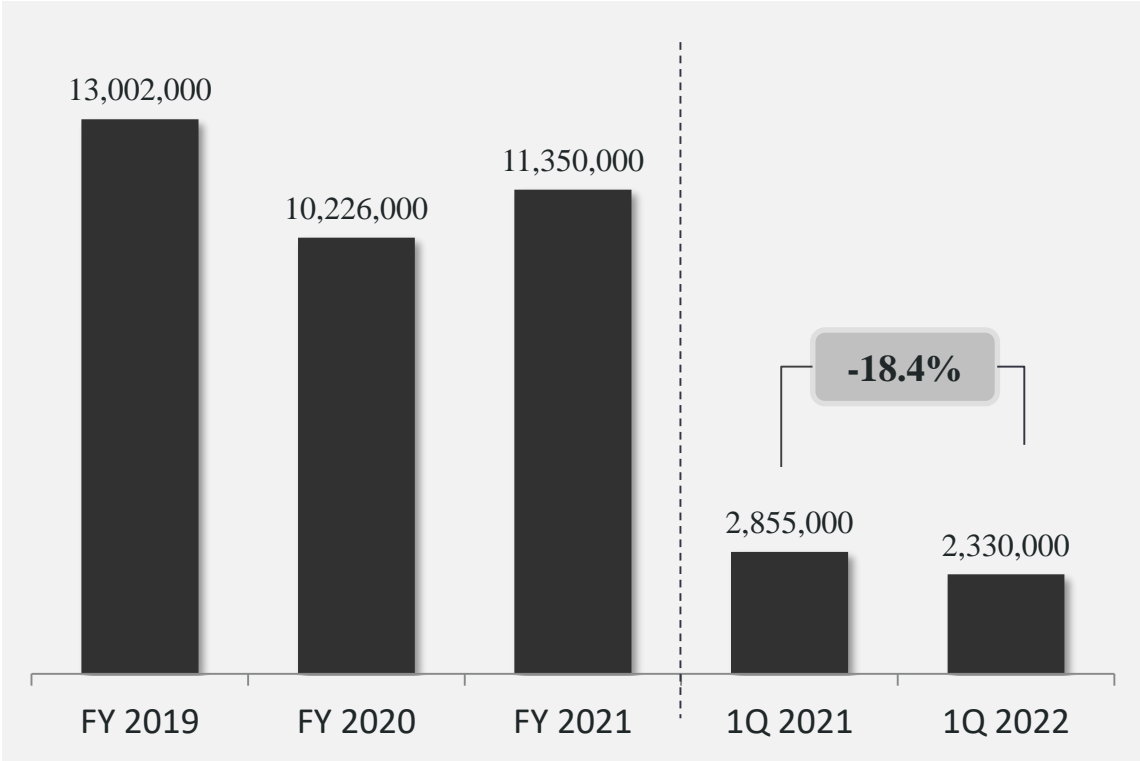
Cash Conversion Cycle (CCC)

29

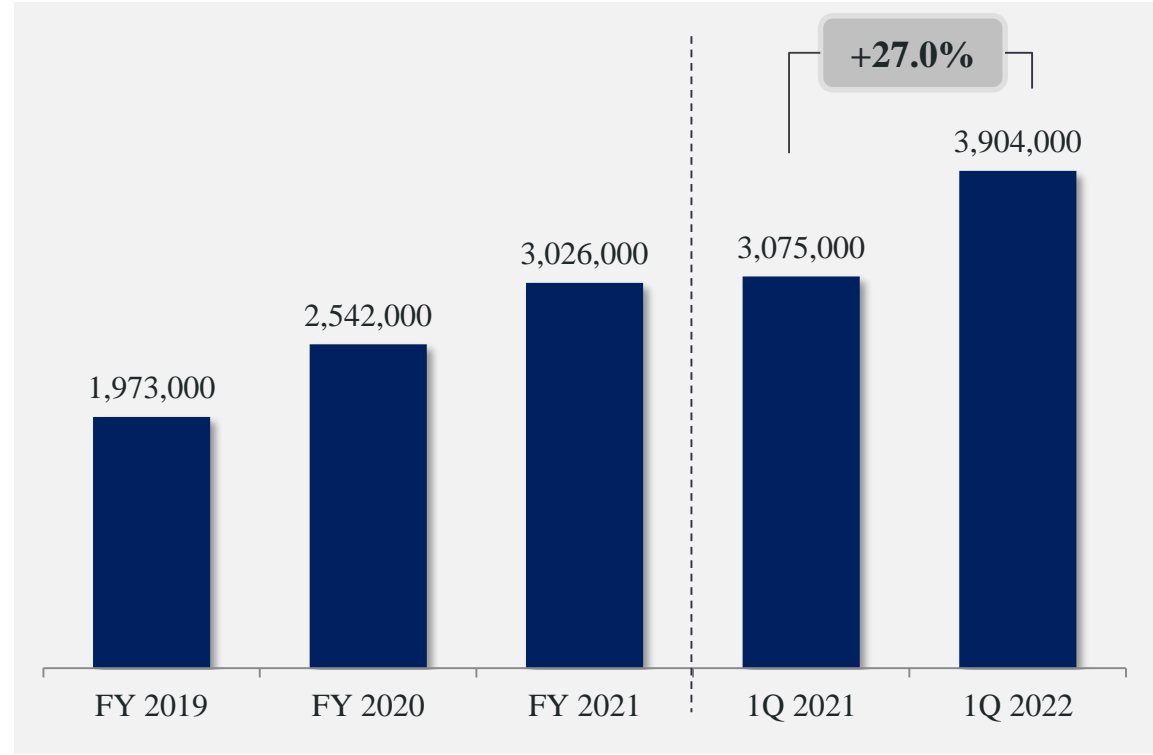
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Volume & Average Selling Price

Volume
Expressed in Units



ASP
Expressed in IDR



Thank you

