



# Corporate Presentation

1H 2022 Update



# Erajaya Today



# Erajaya Journey



## RECOGNITION



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



**FORBES INDONESIA**  
 - Top 50 Companies in Indonesia

## FINANCIAL FACT SHEET – 1H 2022



NET SALES  
**IDR 23.4 T**



NET PROFIT  
**IDR 507.5 B**



TOTAL ASSET  
**IDR 15.5 T**



NET D/E RATIO  
**0.40x**

# Regionwide Omnichannel Network – Store Rollout in 2022



★ 1,326 retail outlets

★ 93 distribution centers

★ +/- 68,000+ 3<sup>rd</sup> party billed outlets



# Erajaya Onward – Business Verticals



**Erajaya Digital**

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



**Erajaya Active Lifestyle**

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



**Erajaya Beauty & Wellness**

- The Face Shop (cosmetic & skincare)
- B2B Medical Equipment Distributorship
- Wellings (pharmacy)
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**Erajaya Food & Nourishment**

- 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



# Store Expansion – New 158 Stores Opening ‘til June 2022



Erafone @ Bantaeng



Asics @ MKG



Wellings @ PIK



Mi Store @ Aeon Tanjung Barat



JD Sport @ Senayan City

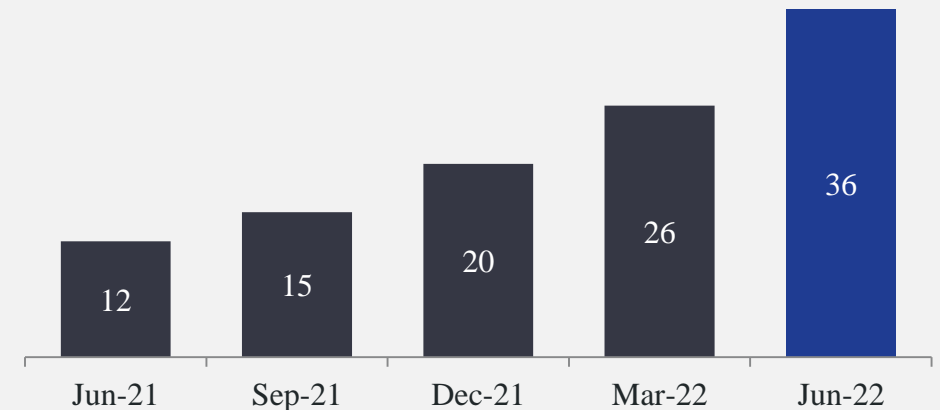


Paris Baguette @ PIM3

## Key Performance

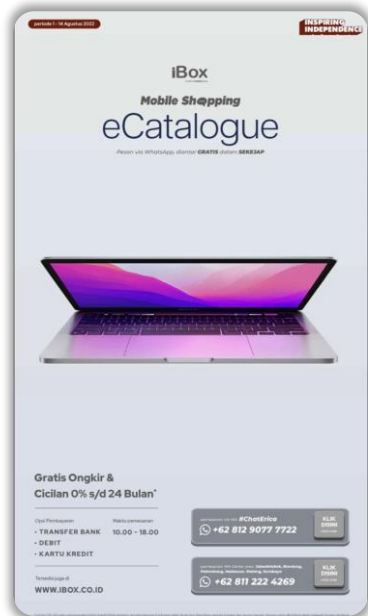
Capture the momentum by expanding our store presences, also collaborating with retail investors through “Erafone Cloud Retail Partner” store concept.

## # 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

 (Online Channel)



 (CRM Program)

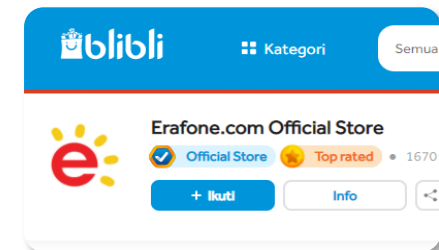
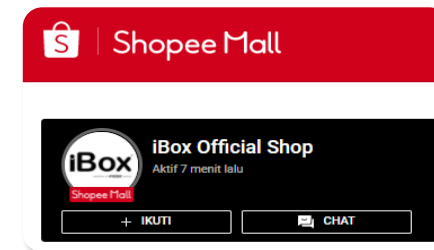
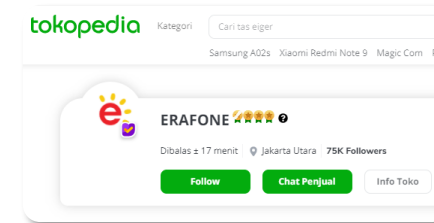
Connected with more than 5 million members through our eraclub program

 (IT System)

SAP system implementation to support omnichannel platform

## E-commerce Market Penetration

Actively extending our online presence through e-commerce markets.





# Events to Meet The Demand

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

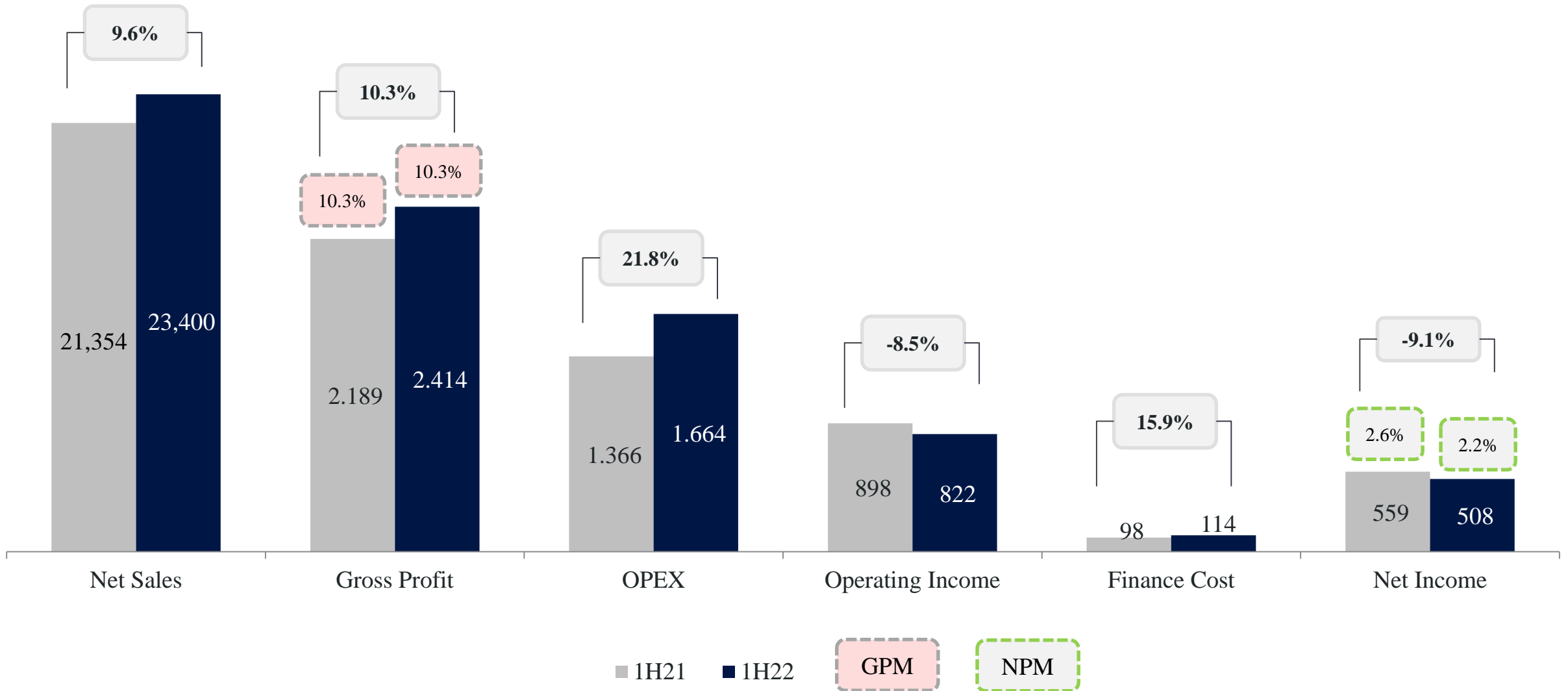




# Financial Highlights



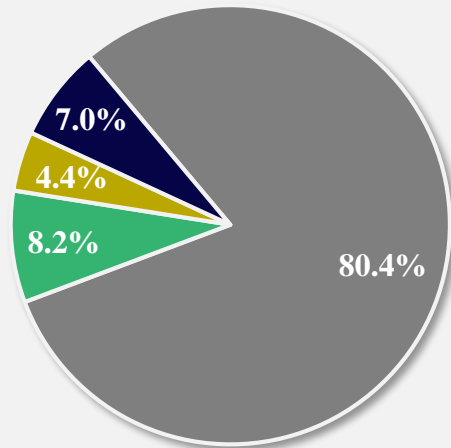
# 1H 2022 Financial Highlights



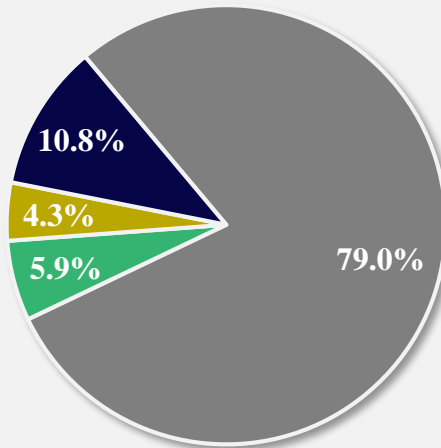
# 1H 2022 Sales Breakdown

## Sales in Category

1H 2021

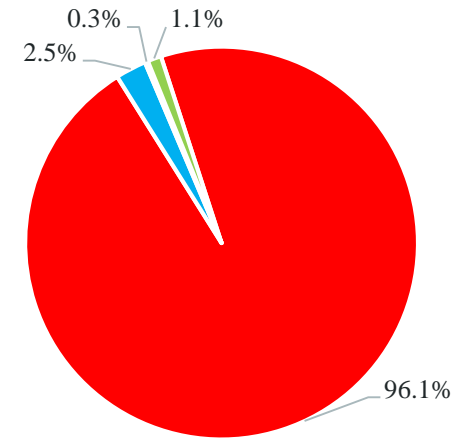


1H 2022



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

## Sales in Vertical (1H 2022)



Digital
  Active Lifestyle
  Beauty & Wellness
  Food & Nourishment



# Highlight of Key Ratios

Description	Jun-21	Jun-22
Net Debt (IDR billion)	2,788	2,737
Net Working Capital (IDR billion)	2,406	2,424
Net Debt/Equity (x)	0.47	0.40
Net Working Capital/Net Sales (%)	11.3%	10.4%
ROCE (%)	10.8%	8.6%

Average Inventory days

38

45

Average Trade Receivable days

7

6

Average Trade Payable days

16

20

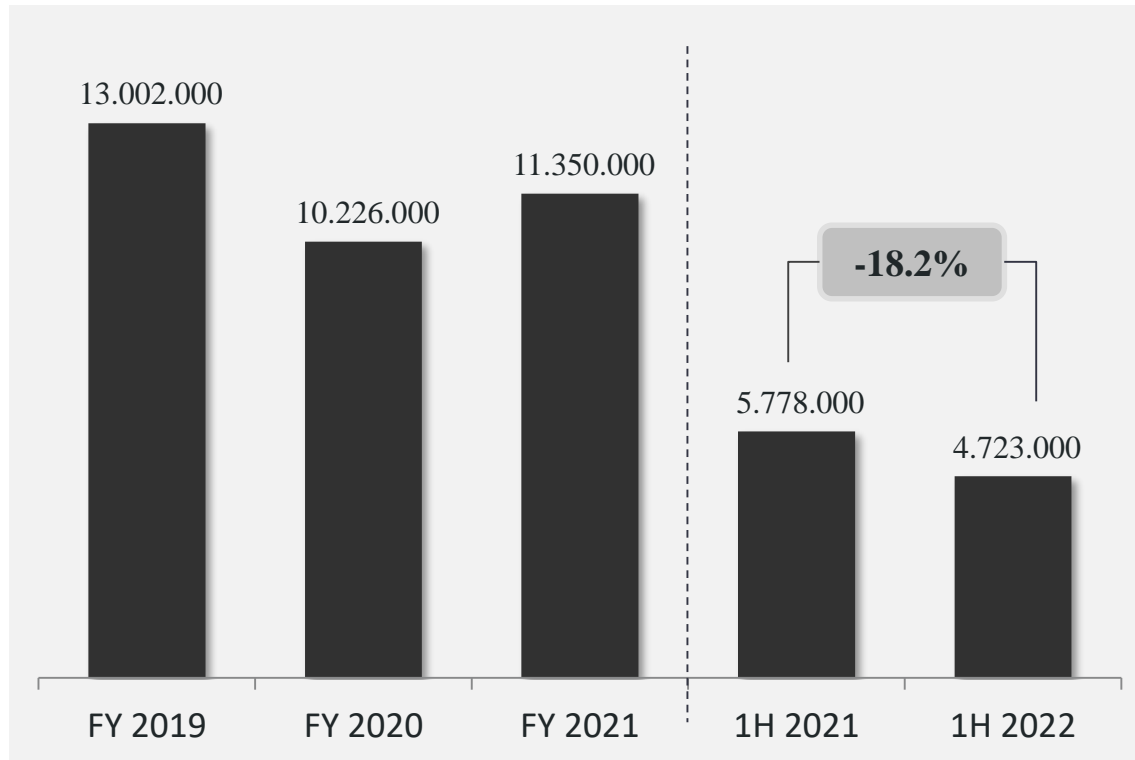
**Cash Conversion Cycle (CCC)**

**29**

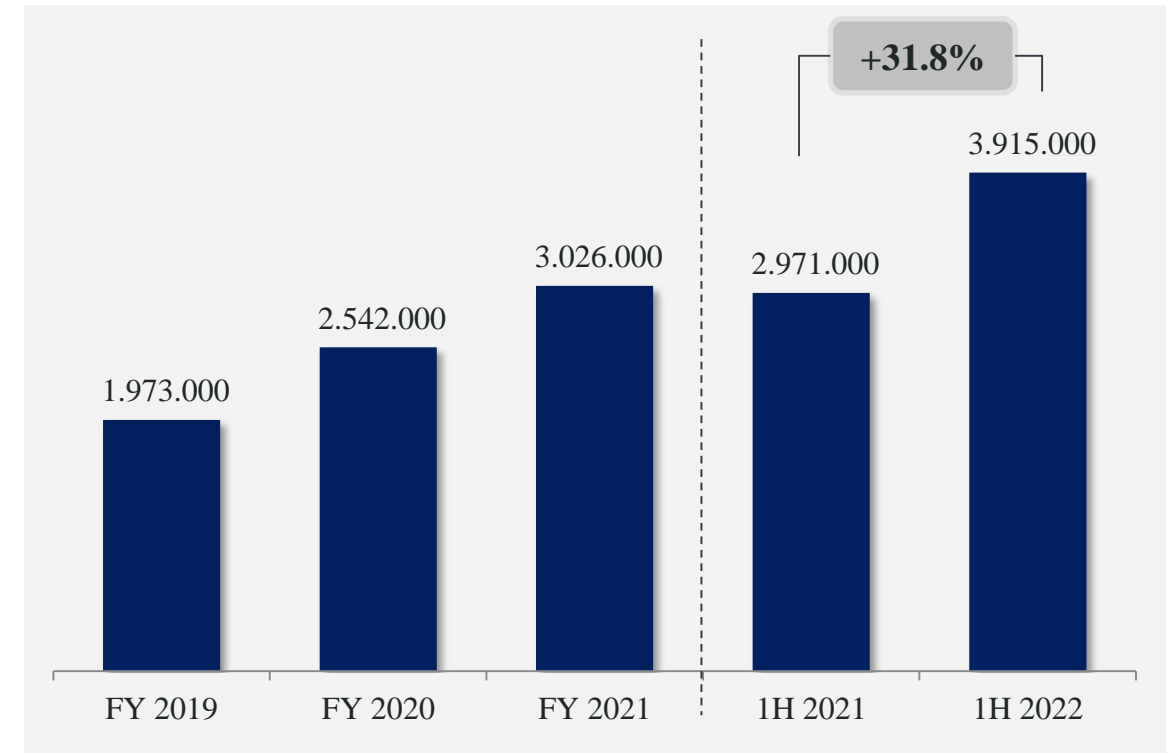
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# Volume & Average Selling Price

**Volume**  
Expressed in Units



**ASP**  
Expressed in IDR





**THANK YOU!**

**Erajaya Plaza**

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