



Company Update FY 2023

PT ERAJAYA SWASEMBADA TBK | IDX:ERAA



ERAJAYA TODAY



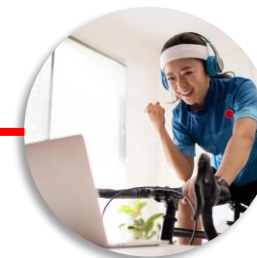
Vast grown retailer & distributor of mobile devices and lifestyle products



- Est. in 1996 as smartphone dealer
- ERAA IPO in 2011 and ERAL (subsidiary) IPO in 2023



- #1 retailer and distributor for handset and telco business in region wide omni-channel coverage



- Expansion to new business verticals: Digital, Active Lifestyle, Beauty & Wellness, also Food & Nourishment



- Included in several indices: JII 70, IDX Main Board Index, MSCI, Bloomberg, IDX ESG Leaders, and others.

ACCOLADES



SWA 100

8th rank in SWA100 for mid-cap market capitalization

FORTUNE

Top 25 -Indonesia's Biggest Corporations

FORBES

Top 50 -Best of The Best Companies



FINANCEASIA

Asia's Best Companies (Consumer Cyclical Company)

TRENASIA ESG AWARD

TrenAsia ESG Excellence

FIRST INDONESIA MAGAZINE

Human Capital on Resilience Excellence Award

FINANCIAL HIGHLIGHT (FY23)



Net Sales

IDR 60.1T



Total Assets

IDR 20.4T



Net D/E Ratio

0.59x



CAGR FY 2019-23

Net Sales: 16.2%
NPAT: 29.4%

NPAT

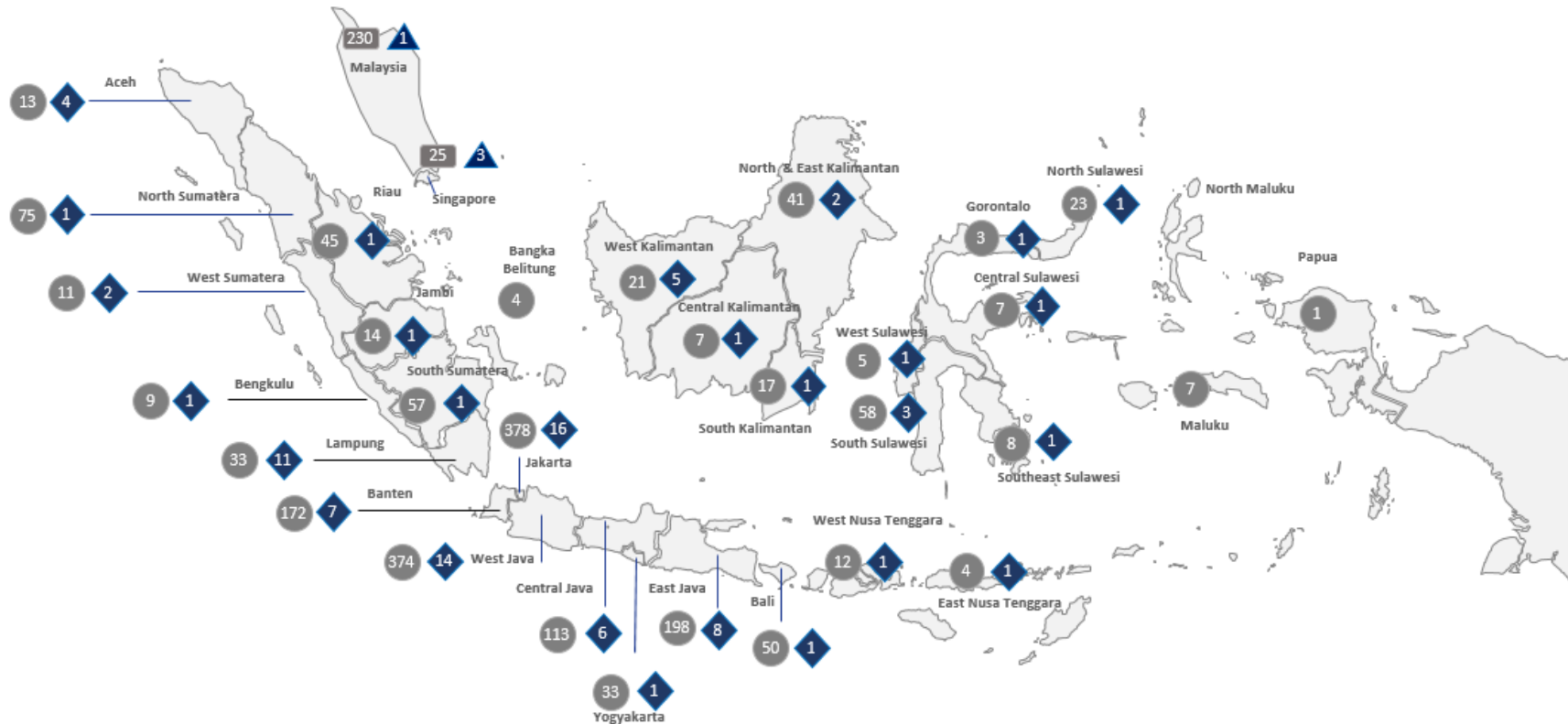
IDR 826Bn

Extensive coverage across region

97 distribution centers

2,049 retail outlets

+/- 70,000 3rd Party billed Outlets



Domestic retail channel
 International retail channel
 Domestic distribution center
 International distribution center

BUSINESS UPDATE



Growing business portfolio, on track to be the largest lifestyle smart retailer



ERAJAYA DIGITAL

Erafone
Multibrand Gadget



iBox
Apple Premium
Partner



Samsung
Monobrand Gadget



Mi Store
Monobrand Gadget



Erablue
Multibrand CE



INTERNATIONAL BUSINESS

Urban Republic
Multi-brand Gadget



Switch
Apple Reseller



Xiaomi
Monobrand Gadget



Samsung
Monobrand Gadget



Huawei
Monobrand Gadget



Sony
Monobrand Gadget



Singtel
Network Operator



ERAJAYA ACTIVE LIFESTYLE

Urban Republic
Multi-brand IoT



Garmin
IoT Smartwatch



DJI
IoT Drone



Marshall
Speaker



IT
IoT Ecosystem



JD Sport
Sport Apparel



ASICS
Sport Apparel



Urban Adventure
Outdoor Equipment



MST Golf
Golf Sportainment



SIXTYEIGHT
Fashion Apparel



ERAJAYA FOOD & NOURISHMENT

Paris Baguette
Bakery Café



Sushi Tei Group
Japanese Restaurant



Grand Lucky
Grocery Store



ERAJAYA BEAUTY & WELLNESS

Wellings
Pharmacy



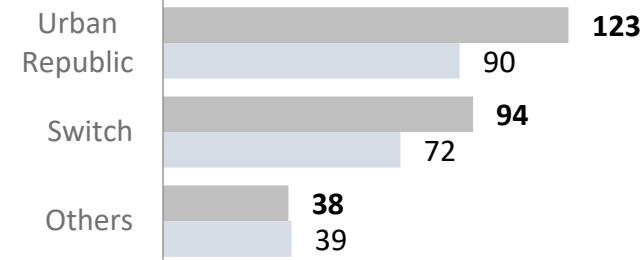
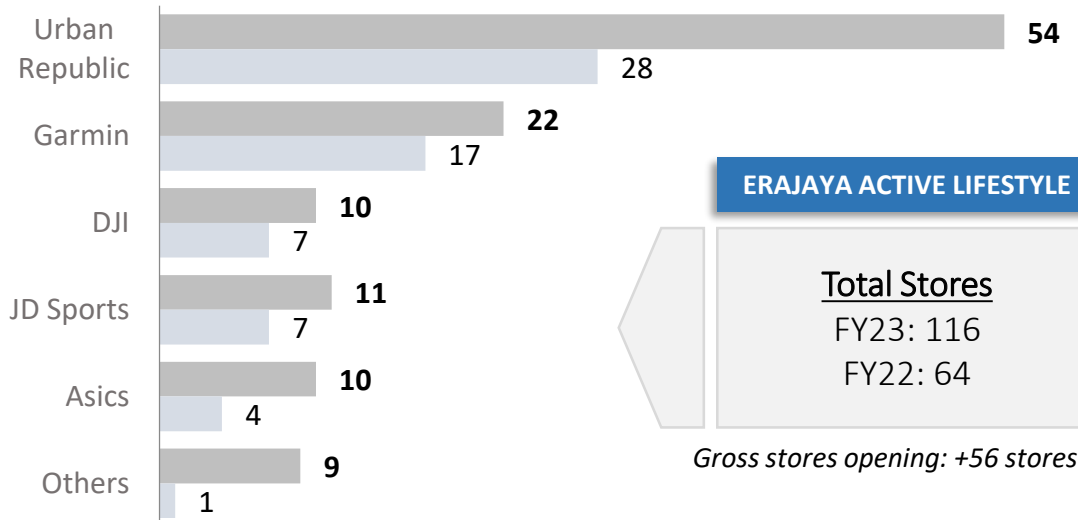
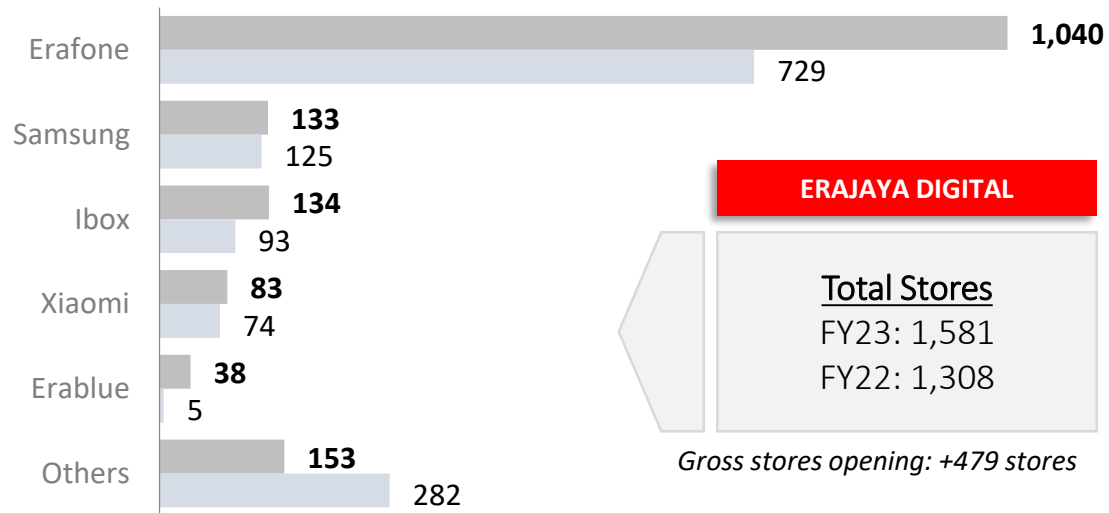
The Face Shop
Cosmetic & Skincare



**B2B Medical
Equipment
Distributorship**



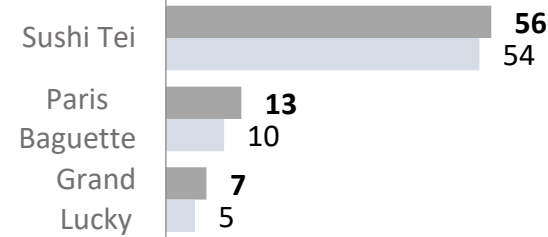
List of stores by verticals – Total 629 new stores opening in FY23



INTERNATIONAL BUSINESS

Total Stores
FY23: 255
FY22: 201

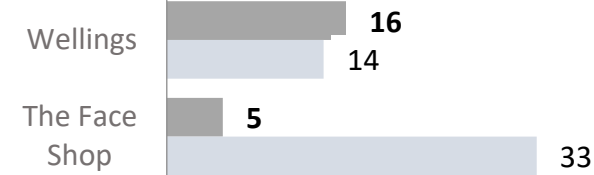
Gross stores opening: +76 stores



ERAJAYA FOOD & NOURISHMENT

Total Stores
FY23: 76
FY22: 69

Gross stores opening: +15 stores



ERAJAYA BEAUTY & WELLNESS

Total Stores
FY23: 21
FY22: 47

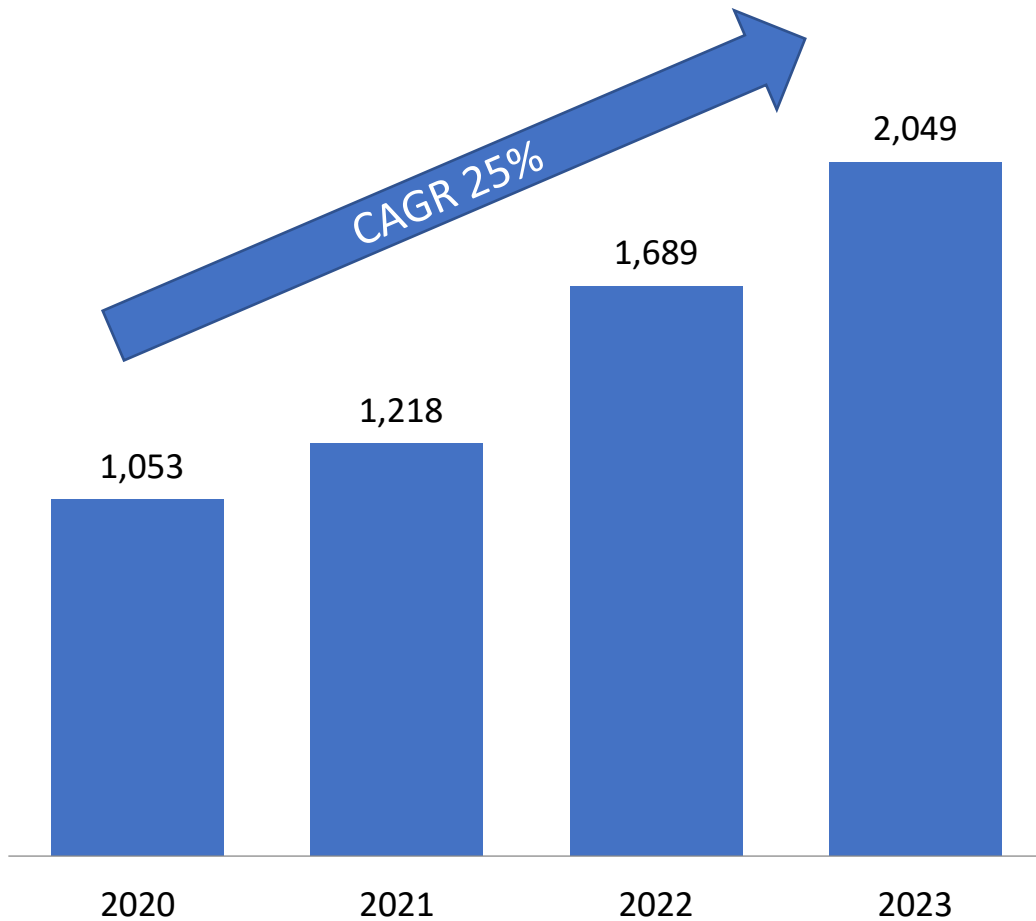
Gross stores opening: +3 stores

FY23

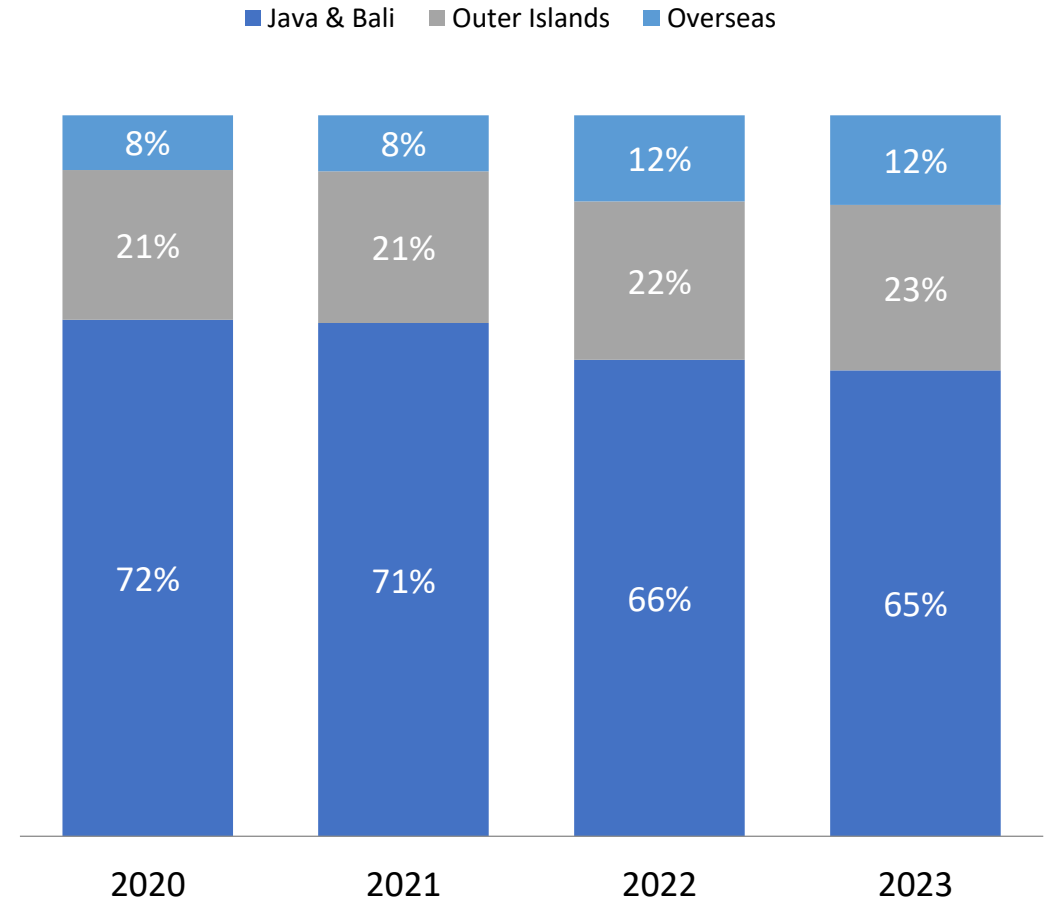
FY22

Retail network expansion with focus on tier 2 & 3 cities across Indonesia and overseas

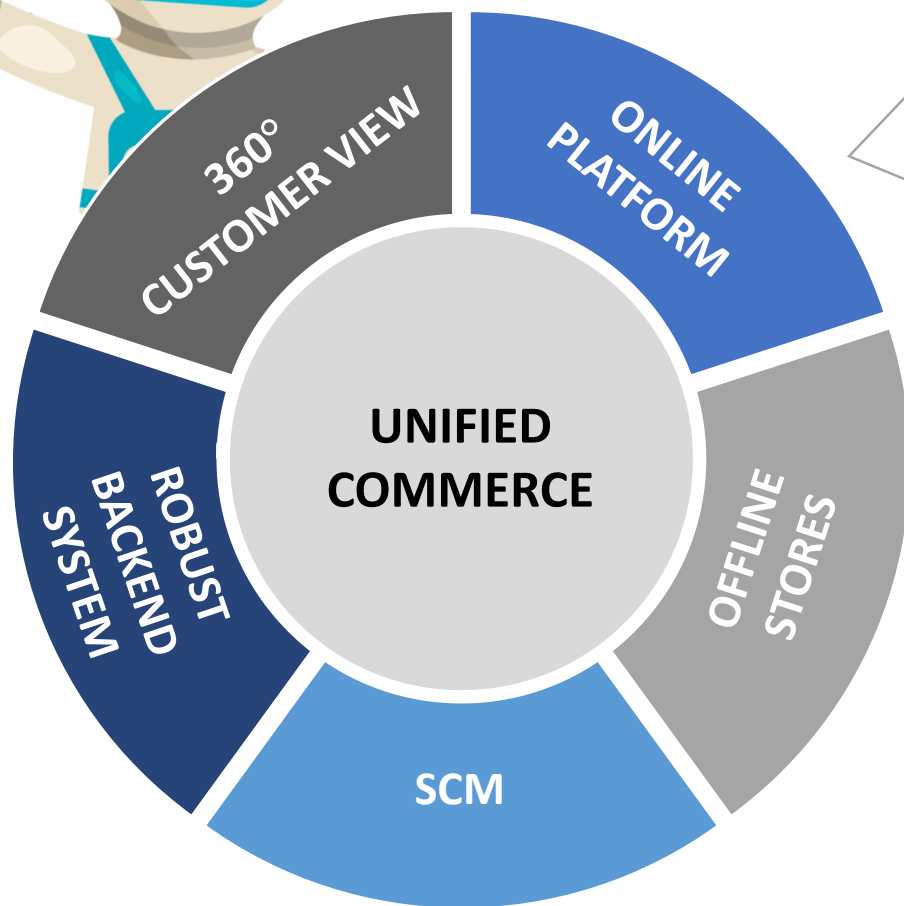
Total Retail Outlets



By Geographical Area



Unifying network channels and leveraging digitalization to drive business growth



My **eraspace**



Total members
9.8mn
(+50% vs. FY22)



Avg. transaction value
IDR 6.2mn

Collaboration with e-commerce



ONLINE RETAIL RANKING

#1 **iBox**
member of erajaya group
Traffic: 3.8mn

#2 **eraspace**
Traffic: 3.3mn

ONLINE SNEAKERS E-COMMERCE RANKING

#1 **JD**
Traffic: 1.0mn

Various offline events with communities and market enthusiast to increase brand awareness

1Q

IBoxing Week



2Q

Jakarta Fair



2Q

URMazing Run



3Q

Eraversary Festival



3Q

Grand Opening IT Store



3Q

Erajaya Digital Complex



4Q

6IXTY8IGHT 1ST Store



4Q

MST GOLF 1st Store



Erajaya Food & Nourishment (EFN) continue to grow outside Jakarta area



In Nov'23, EFN opened its 7th store of GrandLucky Superstore, in BSD City, Tangerang. With a shopping area of 2,513m², GrandLucky Superstore BSD City is designed to provide an unforgettable shopping experience.

In Nov'23, EFN officially opened the tenth store of Paris Baguette in Indonesia. Located in Medan, this new store is the first store located outside Jakarta area. And in Dec'23, EFN expanded Paris Baguette in Surabaya, at Pakuwon Mall and Tunjungan Plaza 3 Mall.



Proactively supports the achievement of SDGs through ERAA's 4 pillars of sustainability



Commitment to contribute in improving community welfare in the field of education by providing wider access to education for the community



Place the importance of understanding maternal and child health issues and improve the quality of health for vulnerable and at-risk populations



Community empowerment through infrastructure improvement programs, expertise enhancement of target community groups, increased community economic capacity, as well as the development and preservation of local cultural potential.



Focus on environment and natural preservation



Clean Water Facilities



Erajaya Gadget Movement



Erajaya Vocational Day



UKM Expo



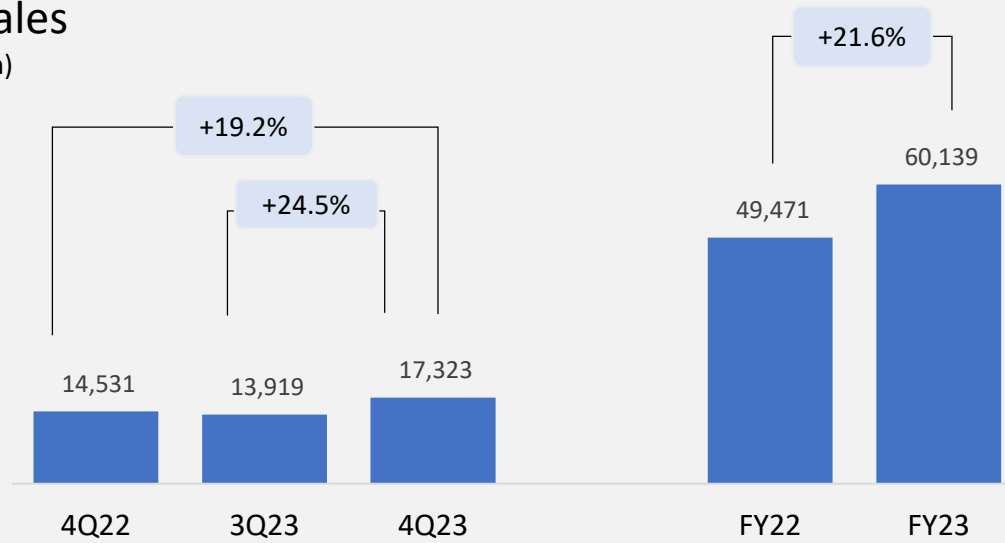
FINANCIAL HIGHLIGHT



Income statement highlight

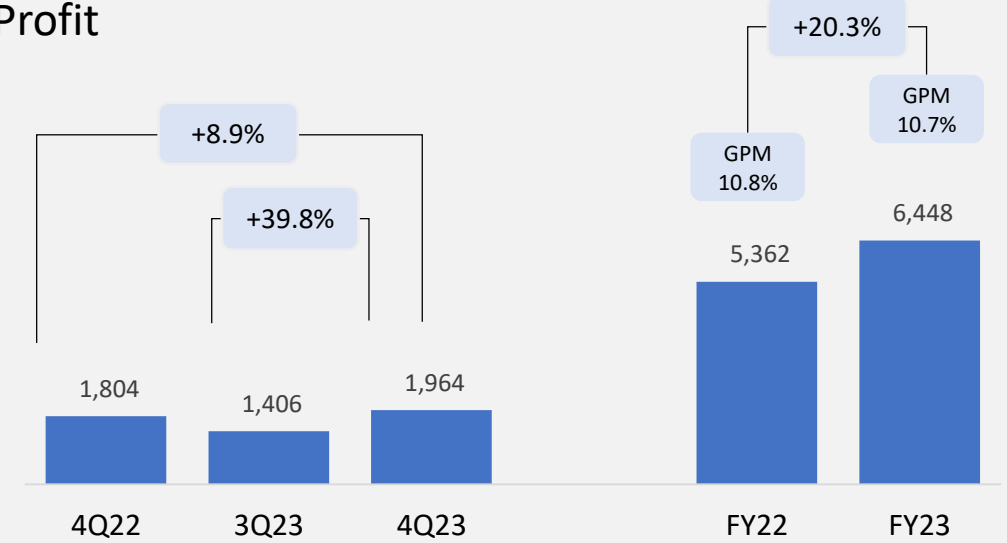
Net Sales

(in IDR bn)



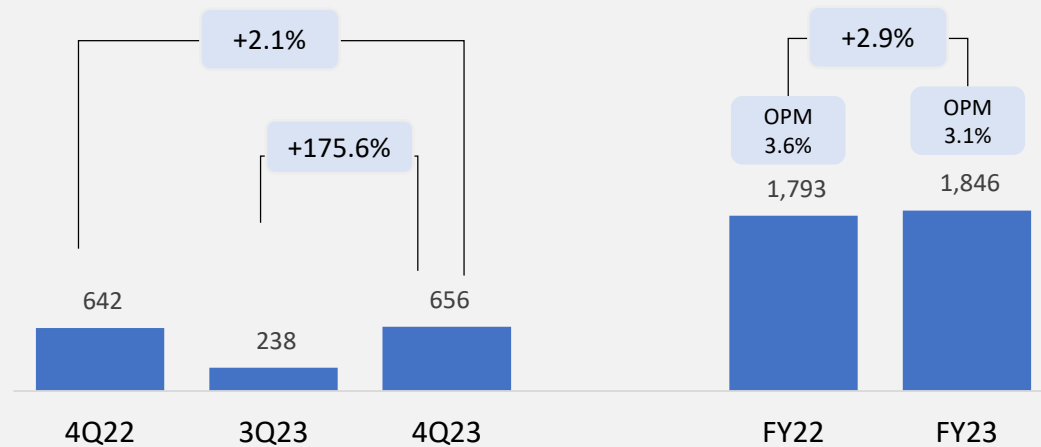
Gross Profit

(in IDR bn)



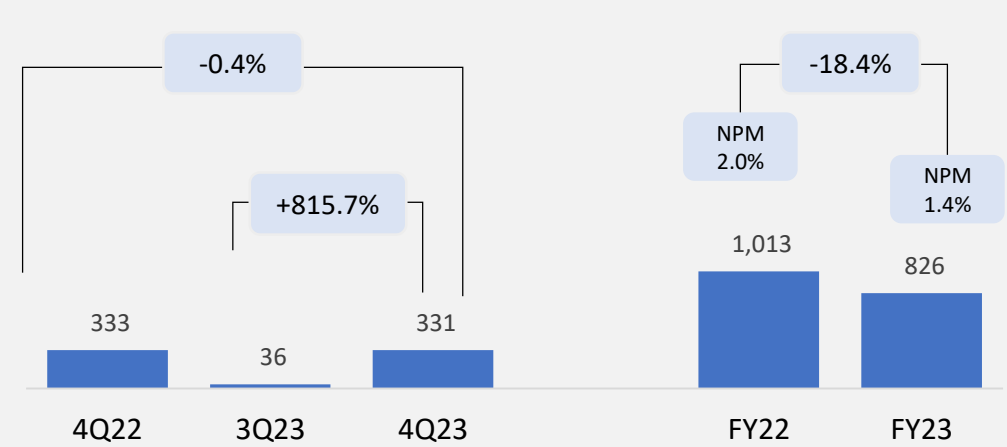
Operating Profit

(in IDR bn)



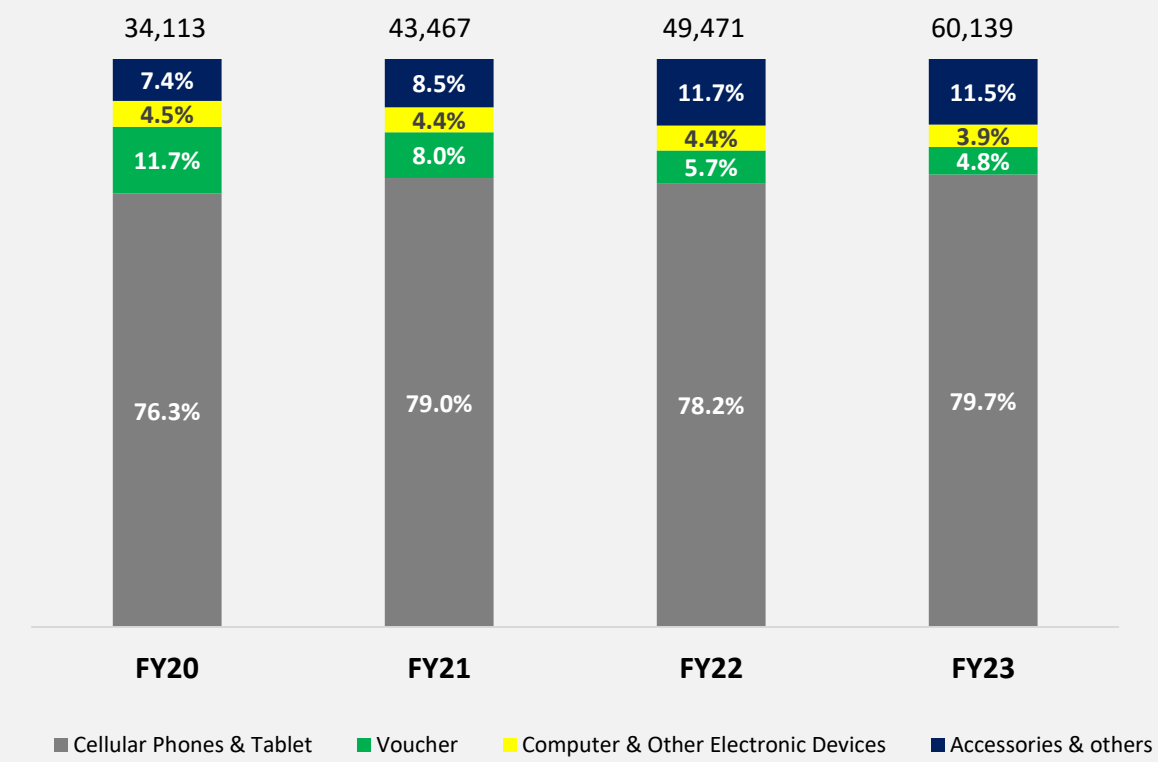
Net Profit

(in IDR bn)

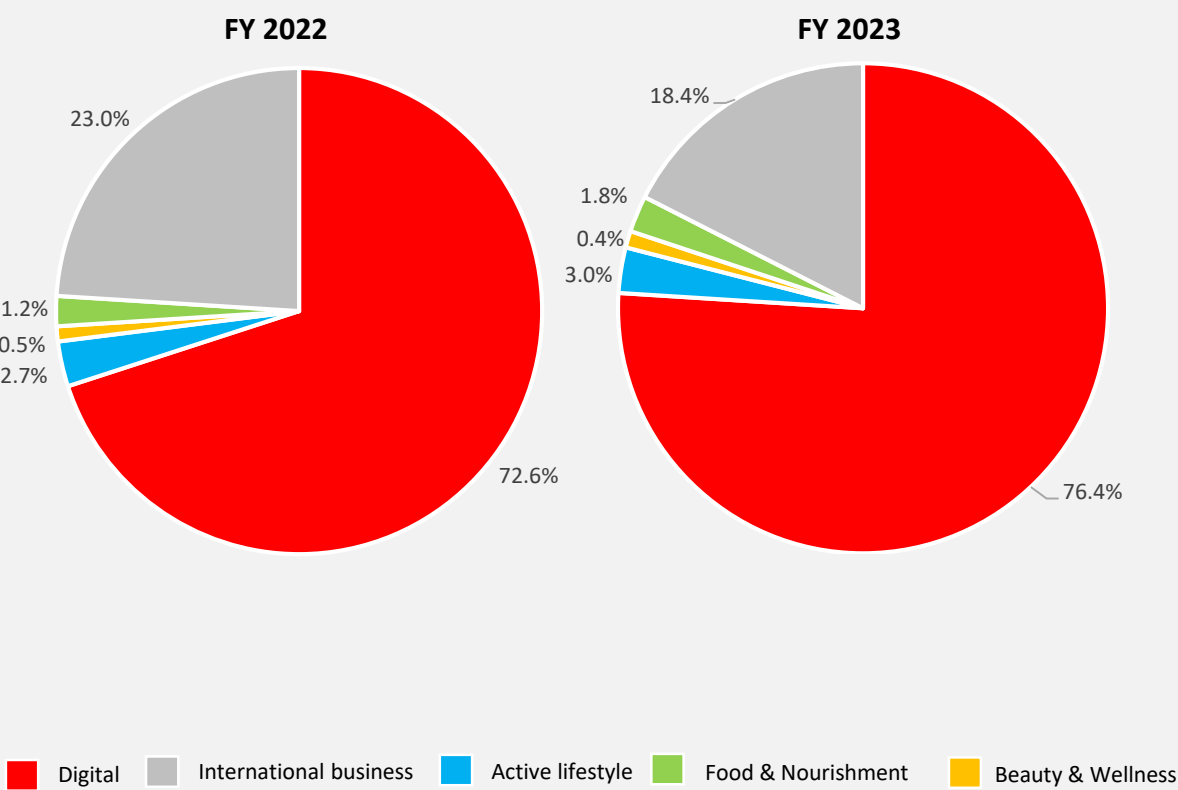


Detail sales breakdown – FY23

Sales by Category



Sales by Vertical



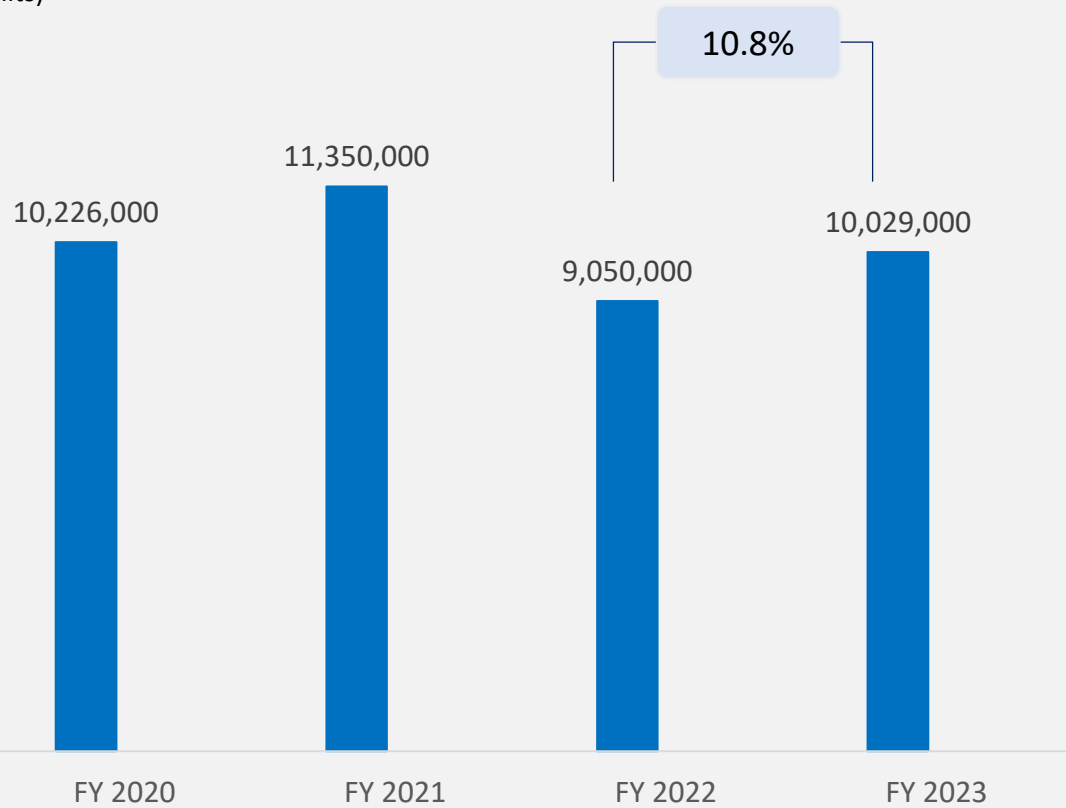
Consolidated key ratios

Description	Dec-22	Dec-23
CAPEX (IDR billion)	727	1,022
Net Debt (IDR billion)	3,789	4,823
Net Working Capital (IDR billion)	2,196	2,634
Net Debt/Equity (x)	0.53	0.59
Net Working Capital/Net Sales (%)	4.4%	4.4%
ROCE* (%)	17.4%	13.8%
Average Inventory days	41	47
Average Trade Receivable days	6	7
Average Trade Payable days	16	20
Cash Conversion Cycle (CCC)	31	34

Volume & average selling price - Handset

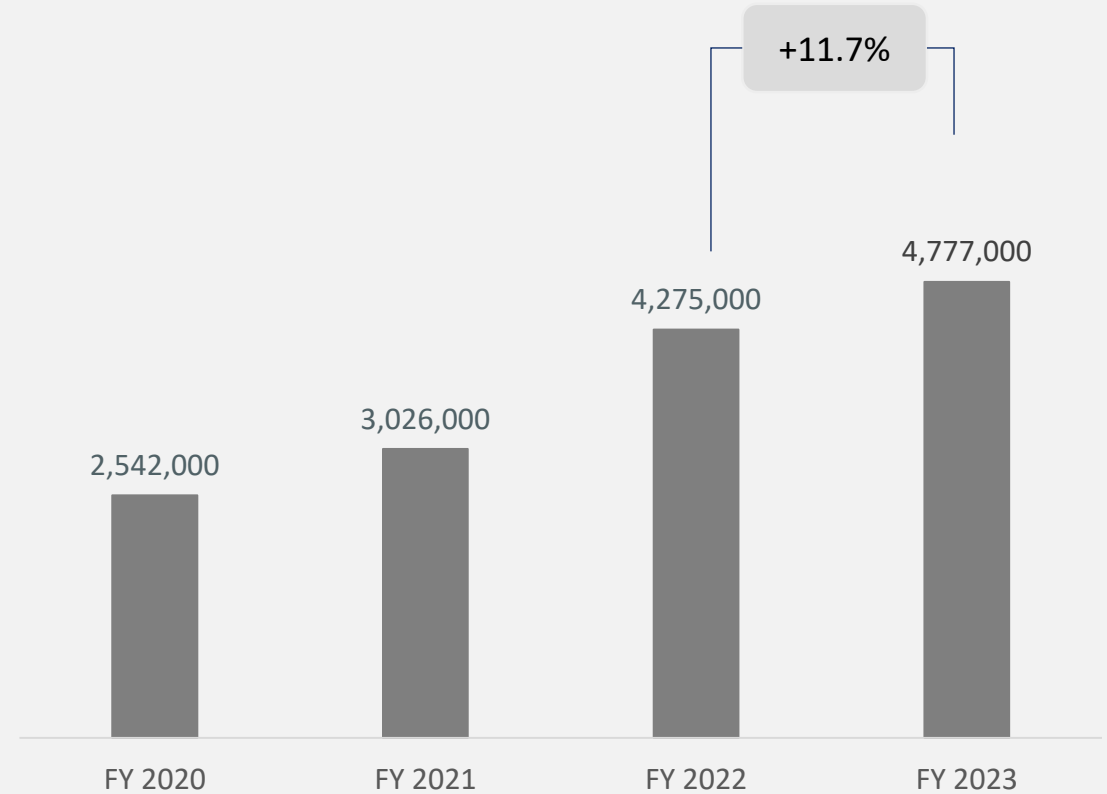
Volume

(in units)



Avg. Selling Price

(in IDR)



Strategic Initiatives to grow the business in FY24



ERAJAYA DIGITAL

- Improving stores productivity to reach the maximum sales through product portfolio optimization
- Revamping store formats for Erafone Multi Brand stores
- Expand the consumer electronic section such as Erablue and Erafone & More.



ERAJAYA ACTIVE LIFESTYLE

- Improving stores productivity for existing business through product portfolio improvement
- Continue to explore new sustainable brands



ERAJAYA FOOD & NOURISHMENT

- Exploring new stores format for the existing business
- Continue to explore new brands



ERAJAYA BEAUTY & WELLNESS

- Improving stores productivity to reach the maximum sales through new stores format
- Continue to explore new brands

Target stores opening around 200 stores, for all verticals



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