



Company Update 1H 2024

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

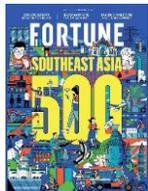


- Expansion to new business verticals: Digital, Active Lifestyle, Beauty & Wellness, also Food & Nourishment



- Included in several indices: JII 70, IDX 80, IDX ESG Leaders, MSCI and others.

ACCOLADES



FORTUNE

Southeast Asia 500

SWA

Top Best CEO 2023

Budiarto Halim

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 (1H24)



Net Sales
IDR 33.12T



Total Assets
IDR 23.78T



Net D/E Ratio
1.04x



CAGR FY 2019-23
Net Sales: 16.2%
NPAT: 29.4%

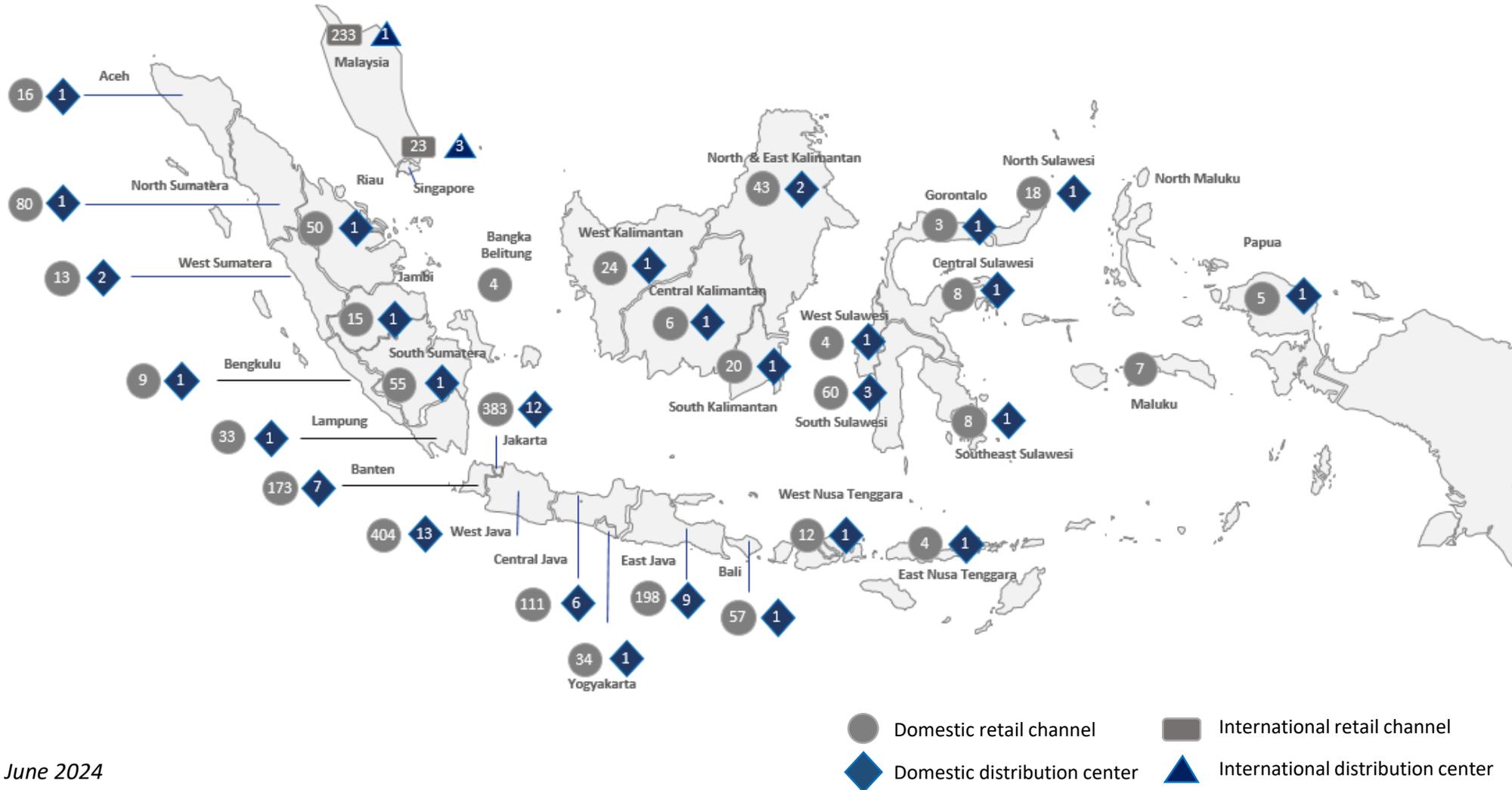
NPAT
IDR 523.57Bn

Extensive coverage across region

78 distribution centers

2,113 retail outlets

+/- 53,000 3rd Party billed Outlets



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



Paris Baguette
Bakery Café



Sushi Tei Group
Japanese Restaurant



Grand Lucky
Grocery Store



Bacha Coffee
Luxury Coffee Retail & Restaurant



Curry Up
Curry Restaurant



ERAJAYA BEAUTY & WELLNESS

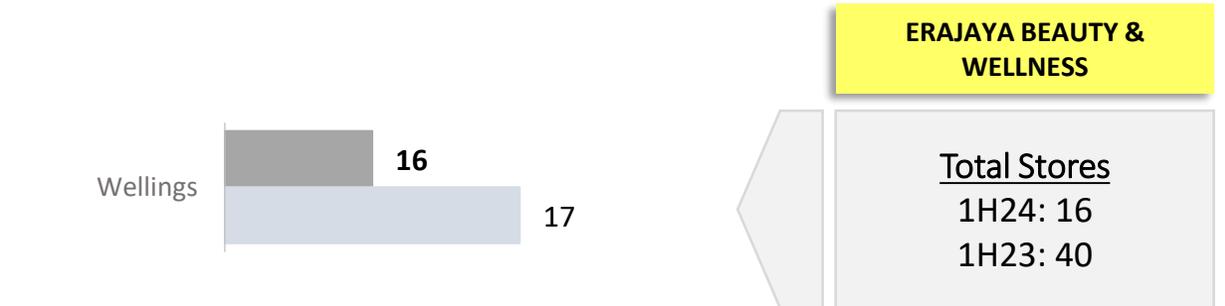
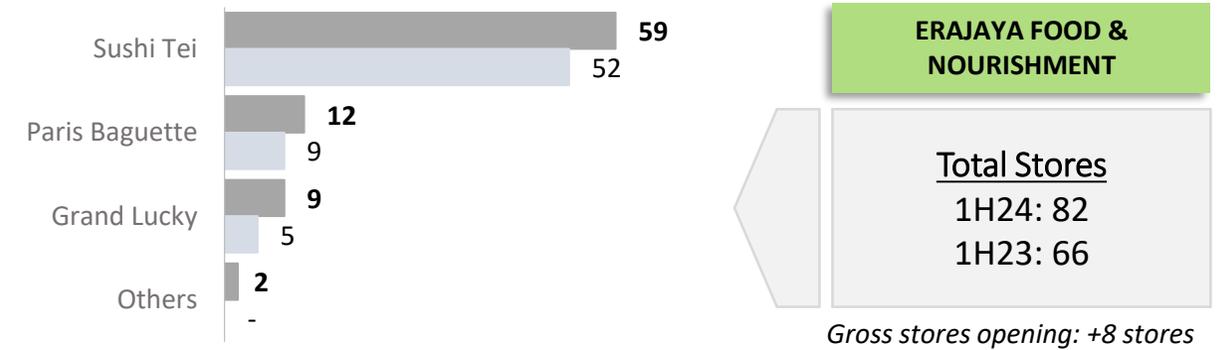
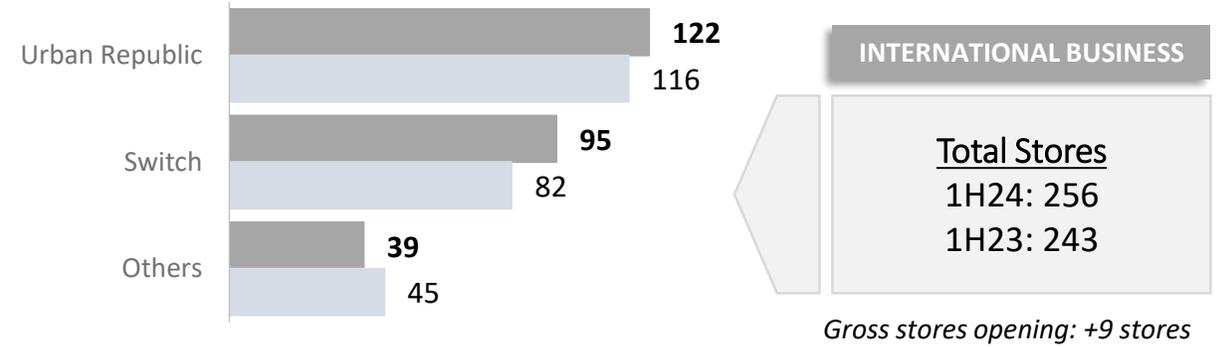
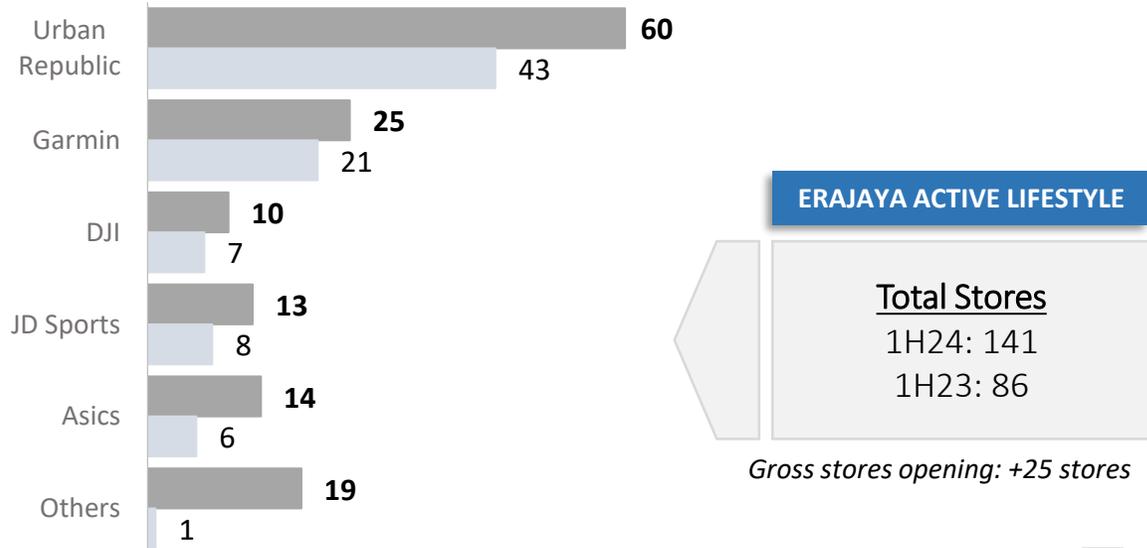
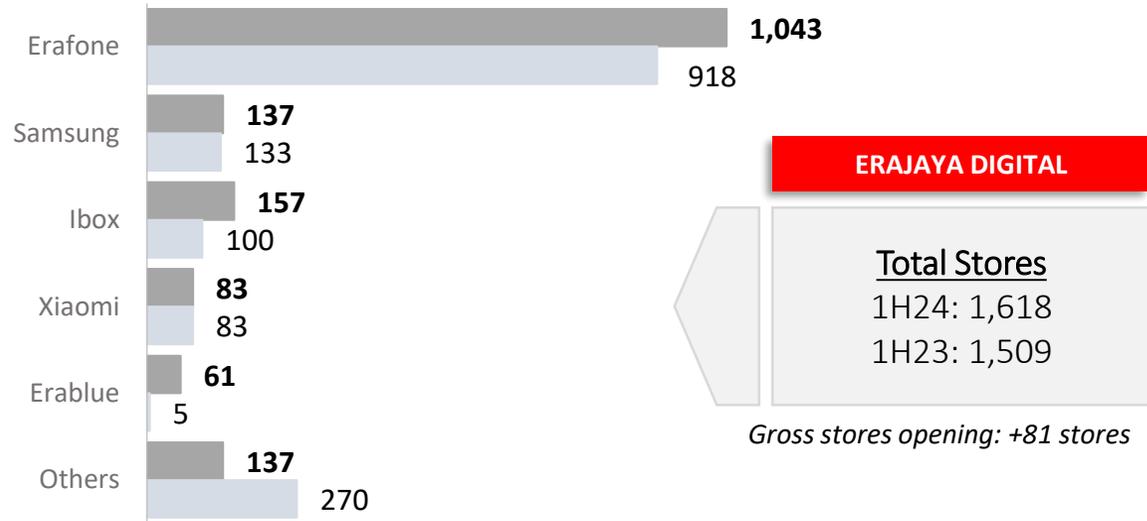
Wellings
Pharmacy



B2B Medical
Equipment Distributorship

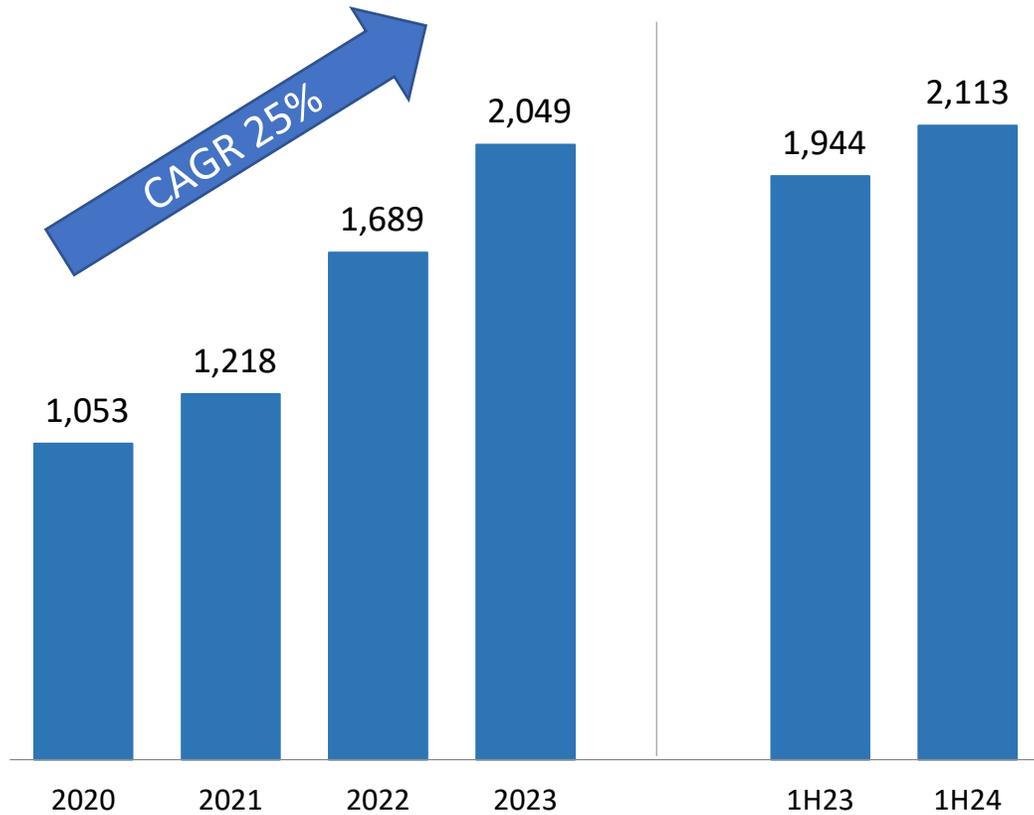


List of stores by verticals – Total 123 new stores opening in 1H24

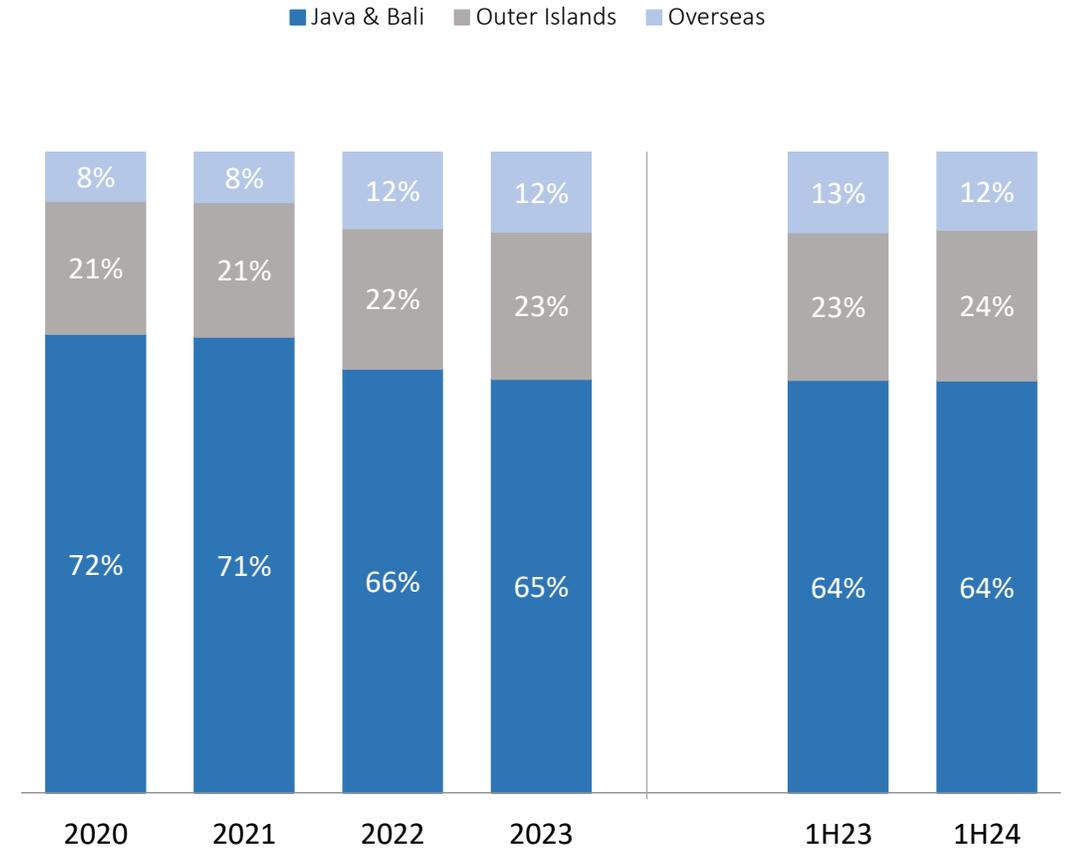


Retail network expansion with focus on tier 2 & 3 cities across Indonesia and overseas

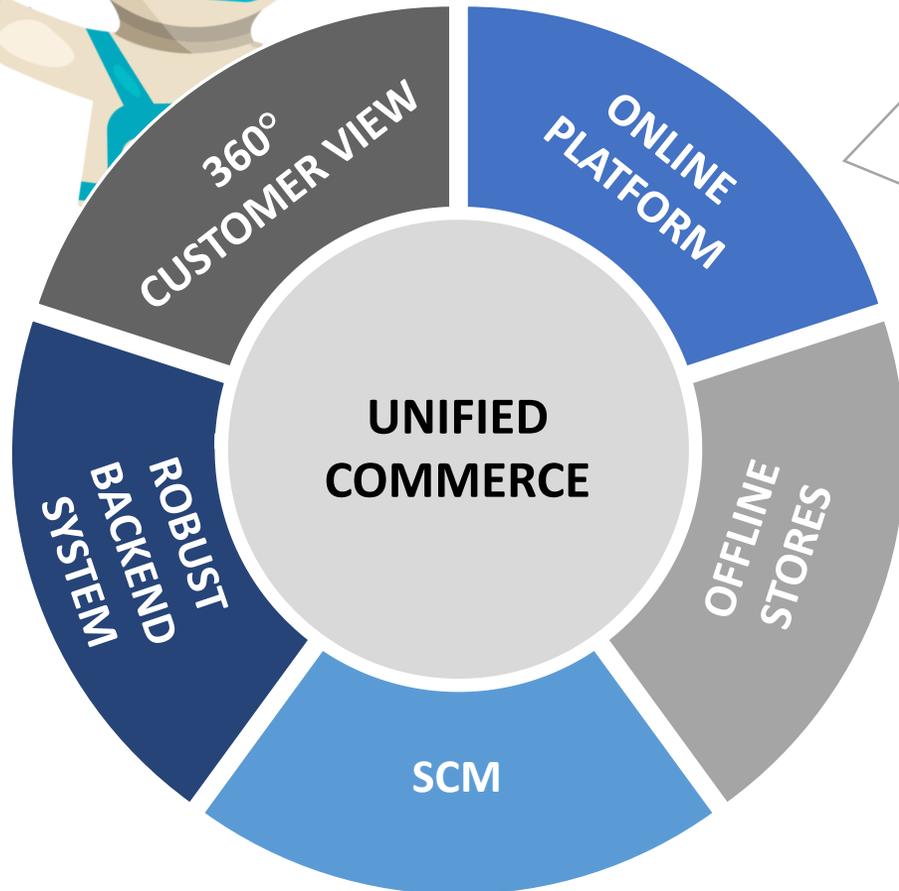
Total Retail Outlets



By Geographical Area



Unifying network channels and leveraging digitalization to drive business growth



My **eraspace**



Total members
11.5mn
(+39% vs. 1H23)



Avg. transaction value
IDR 6.0mn

Collaboration with e-commerce



ONLINE RETAIL TRAFFIC RANKING

#1 **iBox**
member of erajaya group
Traffic: 3.7mn

#2 **eraspace**
Traffic: 2.6mn

ONLINE SNEAKERS E-COMMERCE TRAFFIC RANKING

#2 **JD**
Traffic: 423k

Increasing channel awareness through various attractive events

iBoxing Week 2024



URMazing Run 2024



PRJ 2024



GO Erafone & More Papua



Erafone National Tournament 2024



GO GrandLucky Bekasi



Expand retail brand portfolio through Erajaya Food & Nourishment



31 May 2024 – Legendary coffee brand Bacha Coffee, founded in Marrakech in 1910 has landed in Jakarta at Plaza Senayan, with over 400 sqm. The latest in the legacy will bring Jakarta the full concept of Bacha Coffee, featuring a boutique, takeaway counter, and coffee room.



7 June 2024 - Erajaya Food & Nourishment continues its innovation in the F&B sector by launching a new retail brand called Curry Up through a collaboration with Anders Hospitality Group at ASHTA District 8, offering a unique presentation of curry dishes from all around the world.

Shows commitment that values good corporate governance practice

1



Based on the AGMS, ERAA approved the distribution of cash dividends with details below:

- Total dividend payment : IDR 268.32 billion
- Dividend per share : Rp17 per share
- Dividend payout ratio : 32.48%
- Dividend yield* : 4.6%
- Cum date : 1 July 2024
- Ex date : 2 July 2024
- Date of dividend payment : 19 July 2024

*Dividend yield based on closing price Rp372 as of 19 June 2024

2



ERAA received the Authorized Economic Operator (AEO) certificate from the Directorate General of Customs and Excise of Indonesia with a validity period of five years until 2029. This certificate was given as recognition to the Erajaya Group for fulfilling global supply chain security standards.

An AEO certificate provides benefits such as recognition of business practices, convenience in undergoing customs procedures, ease of unloading and/or direct loading, periodic payments, special services when the movement of logistics supplies is disrupted and threats increase, and other benefits.

Supporting the community through our actions and promoting the achievement of UN's SDGs



Support UMKM through expo and bazaar, as well participated in Inabuyer Kemenkop 2024



Social donation for Qurban Idul Adha and for Waisak Day



Blood donation – Erajaya Wellness Day

Erajaya vocation program

Achieved 7 SDG goals



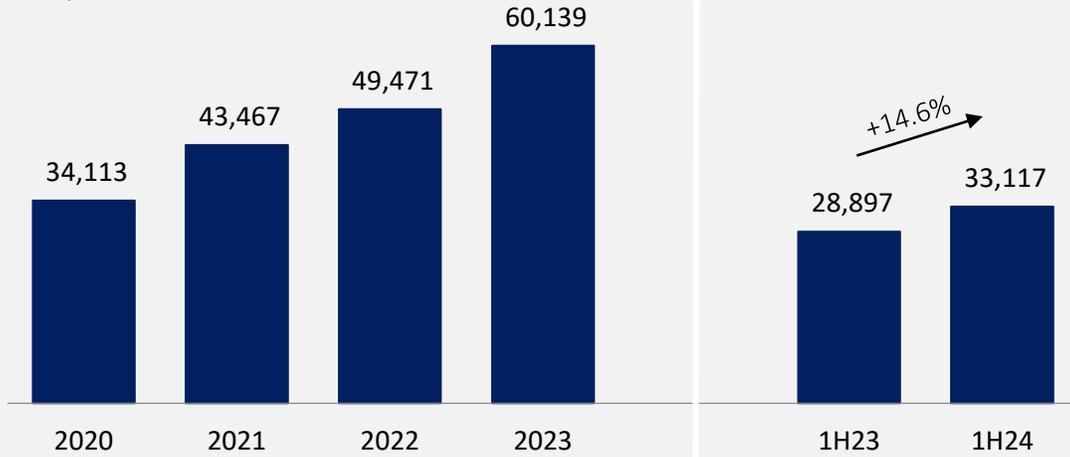
FINANCIAL HIGHLIGHT



Income statement highlight

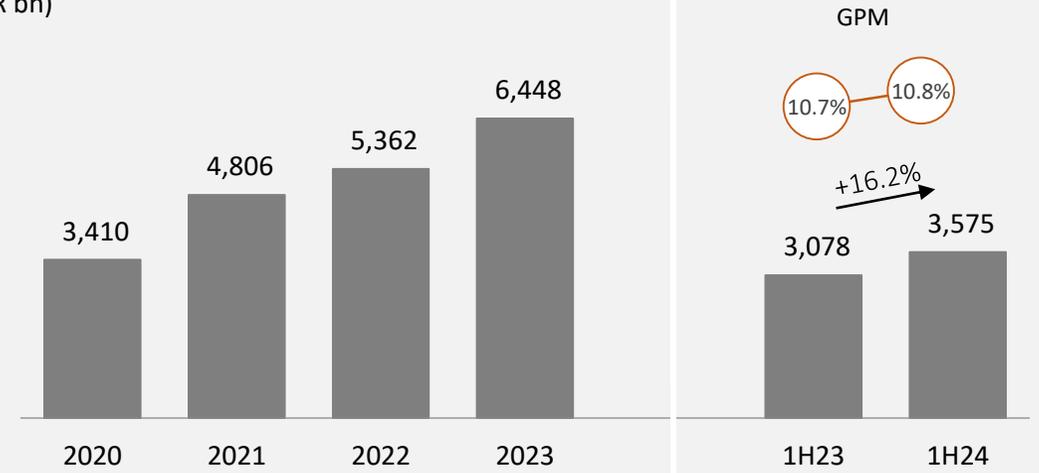
Net Sales

(in IDR bn)



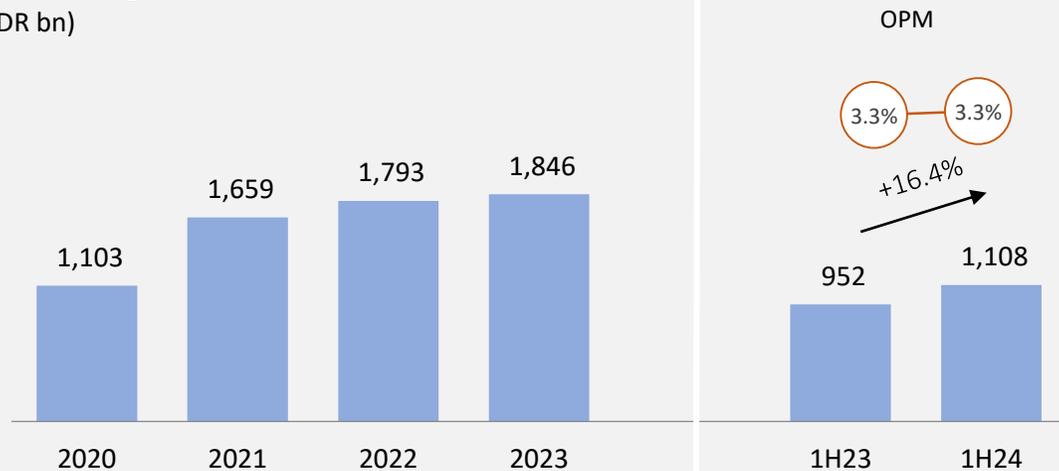
Gross Profit

(in IDR bn)



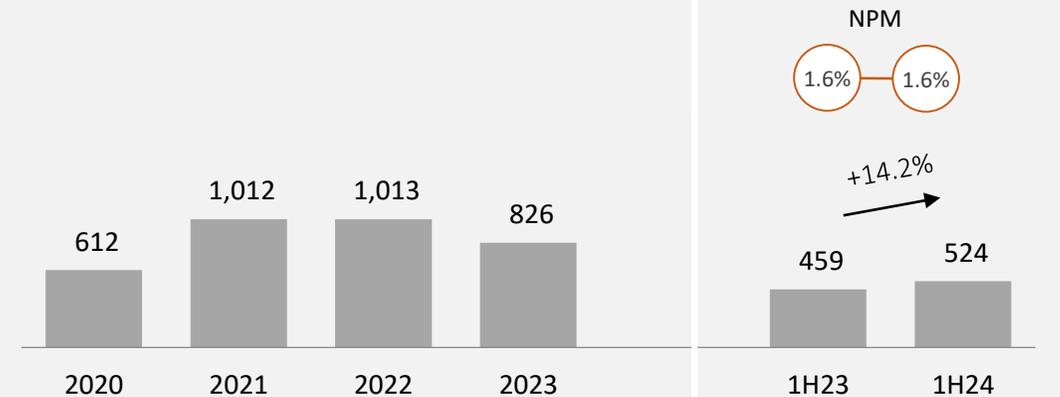
Operating Profit

(in IDR bn)



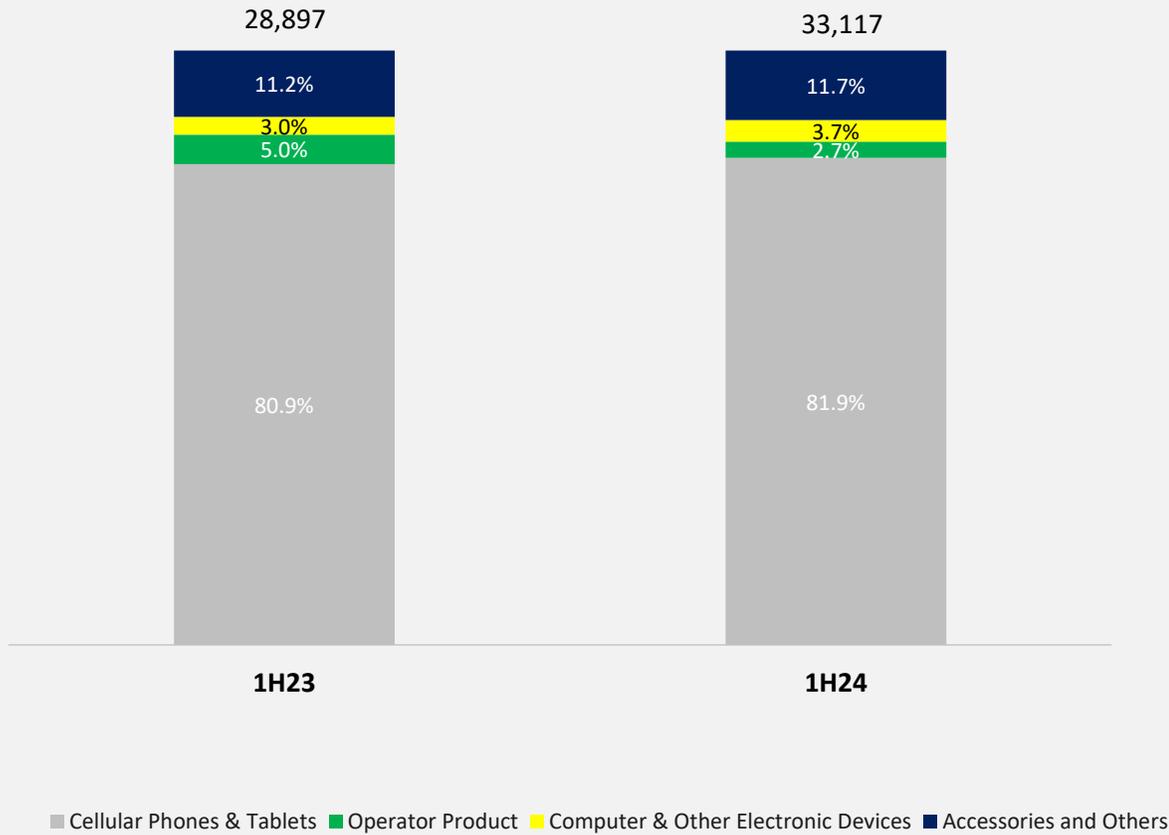
Net Profit

(in IDR bn)

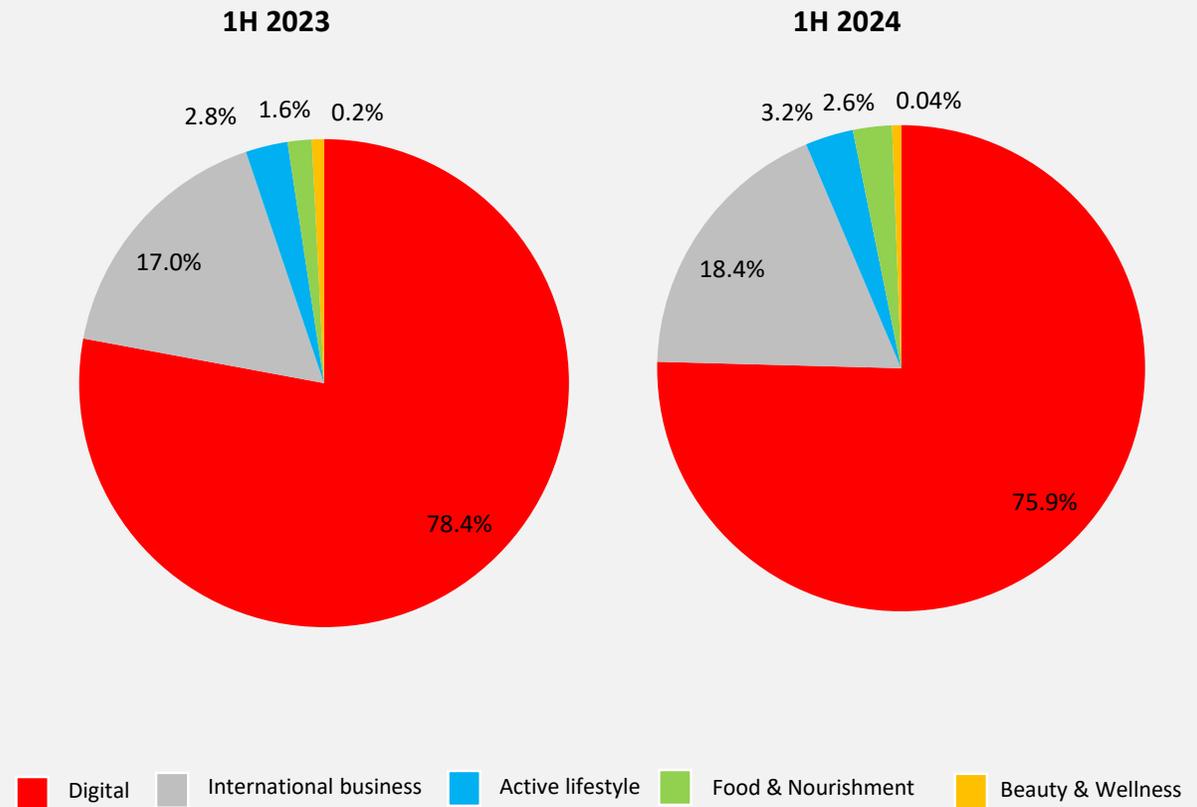


Detail sales breakdown – 1H24

Sales by Category



Sales by Vertical



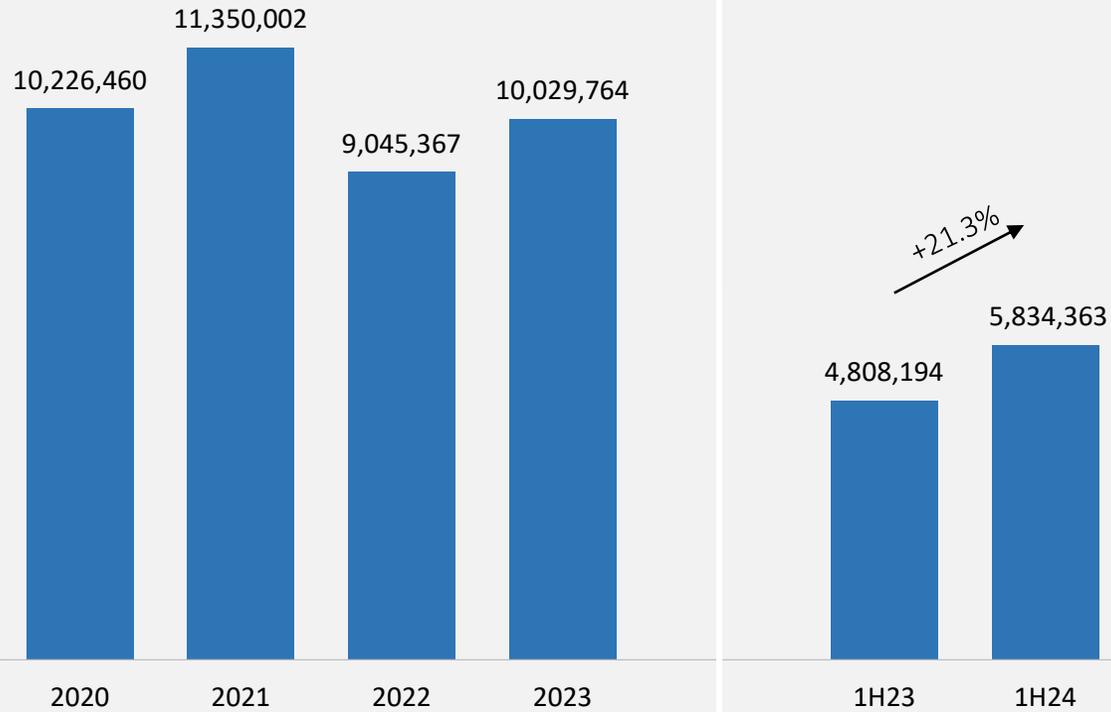
Consolidated key ratios

Description	1H 2023	1H 2024
CAPEX (IDR billion)	472	348
Net Debt (IDR billion)	6,947	8,786
Net Working Capital (IDR billion)	743	2,502
Net Debt/Equity (x)	0.9	1.0
Net Working Capital/Net Sales*annualized (%)	1.3%	3.8%
ROCE*annualized (%)	14.2%	13.2%
Average Inventory days	51	53
Average Trade Receivable days	6	7
Average Trade Payable days	20	21
Cash Conversion Cycle (CCC)	37	39

Volume & average selling price - Handset

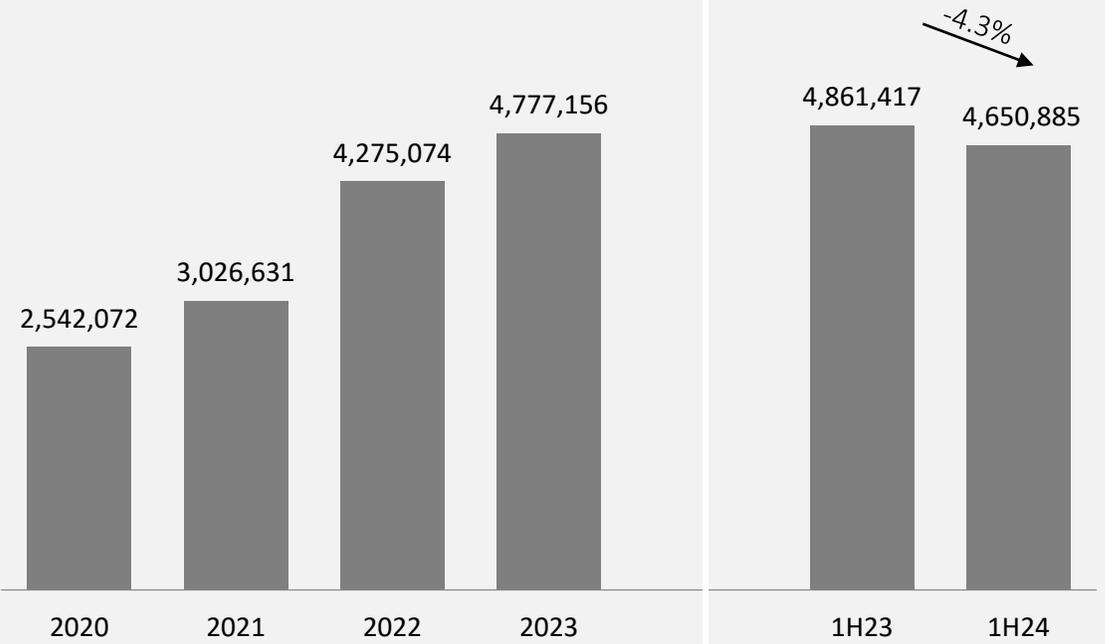
Volume

(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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