



Company Update

Audited Financial Statements FY2025

PT Erajaya Swasembada Tbk | IDX: ERAA

PT Sinar Eka Selaras Tbk | IDX: ERAL

Investor Relations



Forward-Looking Statement

This presentation may contain forward-looking statements, including expectations, projections, and future plans. These statements are subject to risks and uncertainties that may cause actual results to differ materially from those expressed or implied.

We advise participants not to place undue reliance on such forward-looking statements, which reflect the company's views only as of today. The company undertakes no obligation to update or revise them in the future.

All financial figures discussed today are based on the consolidated financial statements of PT Erajaya Swasembada and PT Sinar Eka Selaras for the nine months ended September 30, 2025, unless otherwise stated.

The information presented is for informational purposes only and should not be considered financial or legal advice. Investors should conduct their own due diligence and consult with their own advisors before making any investment decisions.

Key Investment Highlights

- The biggest market share for single entity handset business retailer and distributor.
- Diversified business portfolio into higher margin businesses.
- Strong omni-channel infrastructure to create valuable synergy across all business verticals.
- ESG focus to create sustainable environment supporting business development.





Operational Review

Erajaya Digital is the Biggest Single Entity for Handset Business



DOMESTIC: 1,808 Stores

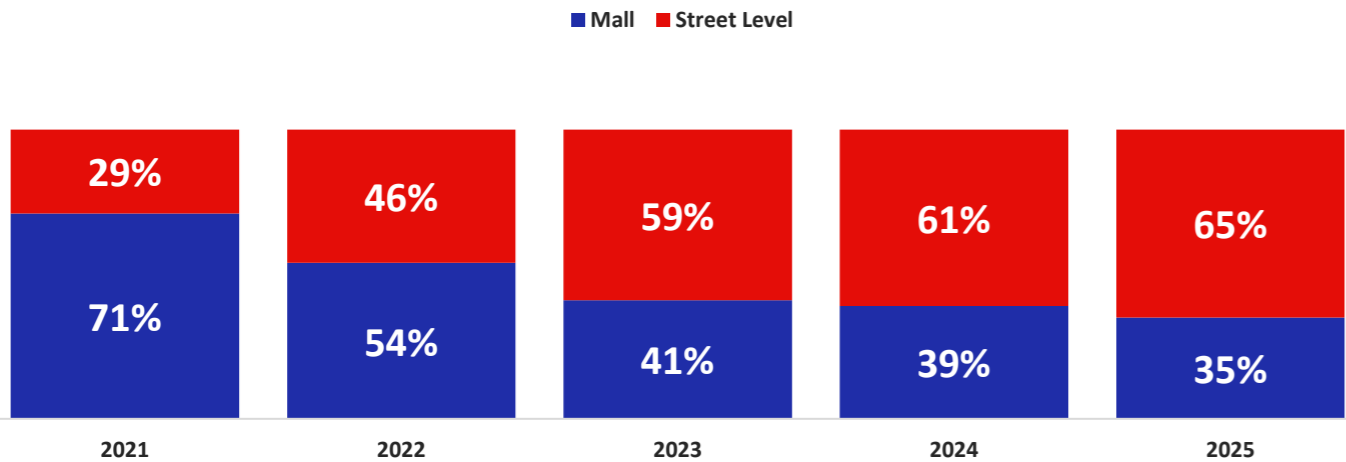
Erajaya Owned Retail Brand Store



Retail Branded Store



Focus on Direct-to-Consumer Business - Erajaya Digital



Note: Only Domestic Store

INTERNATIONAL: 243 Stores

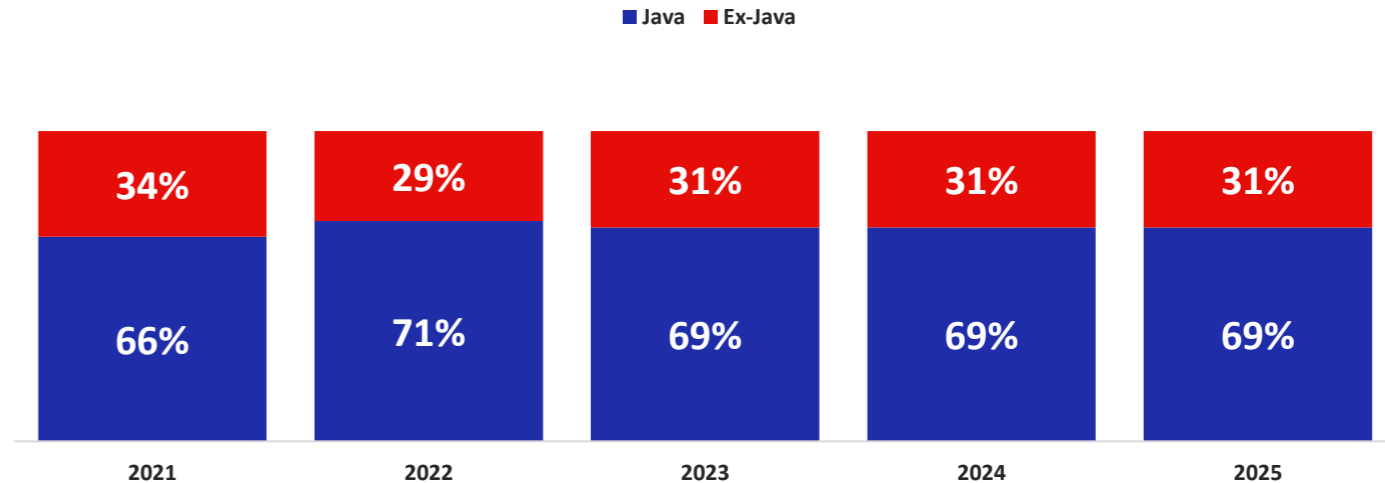
Erajaya Owned Retail Brand Store



Retail Branded Store



Erajaya Digital Stores - Java & Ex-Java



Note: Only Domestic Store

- Focus on improving and expanding our retail channel to widen retail market share. Compared to the mid upper segment in Mall, we've seen lot of potential for the mass market segment.
- Capture mass market segment through our stores on the street level.

- Most of our stores are still concentrated in Java island, we still have massive opportunity in Eastern Indonesia Region.



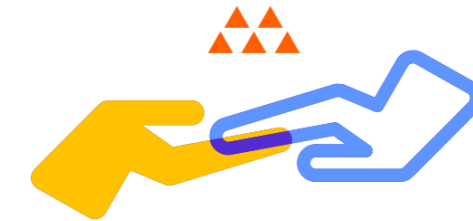
Broaden Our Target Audience

- Cater all segments.
- Expand our retail channel to untapped market in tier 2 & 3 city outside Java area with prudence.
- Tap the mass market audience through street level stores.



Keep on Widening Brand Portofolio

- Established good & long-term relationship with brand principals.
- Optimized our brand portfolio so we could expand product selection to improve store productivity.
- Adding brand that aligned with our target audience.



Provide Additional Retail Value to Our Costumers

- More than handset, we try to provide connectivity ecosystem through our stores.
- Become a reliable partner to provide information and solution for our costumers.

Erajaya Active Lifestyle (ERAL IJ) Higher Margin Growth Engine



ERAL is the retail lifestyle business vertical that focuses on products such as smart technologies, athleisure, and lifestyle.

- To add 5 – 6 new brands per year selectively
- To grow our network by 50-60 stores per year

SMART

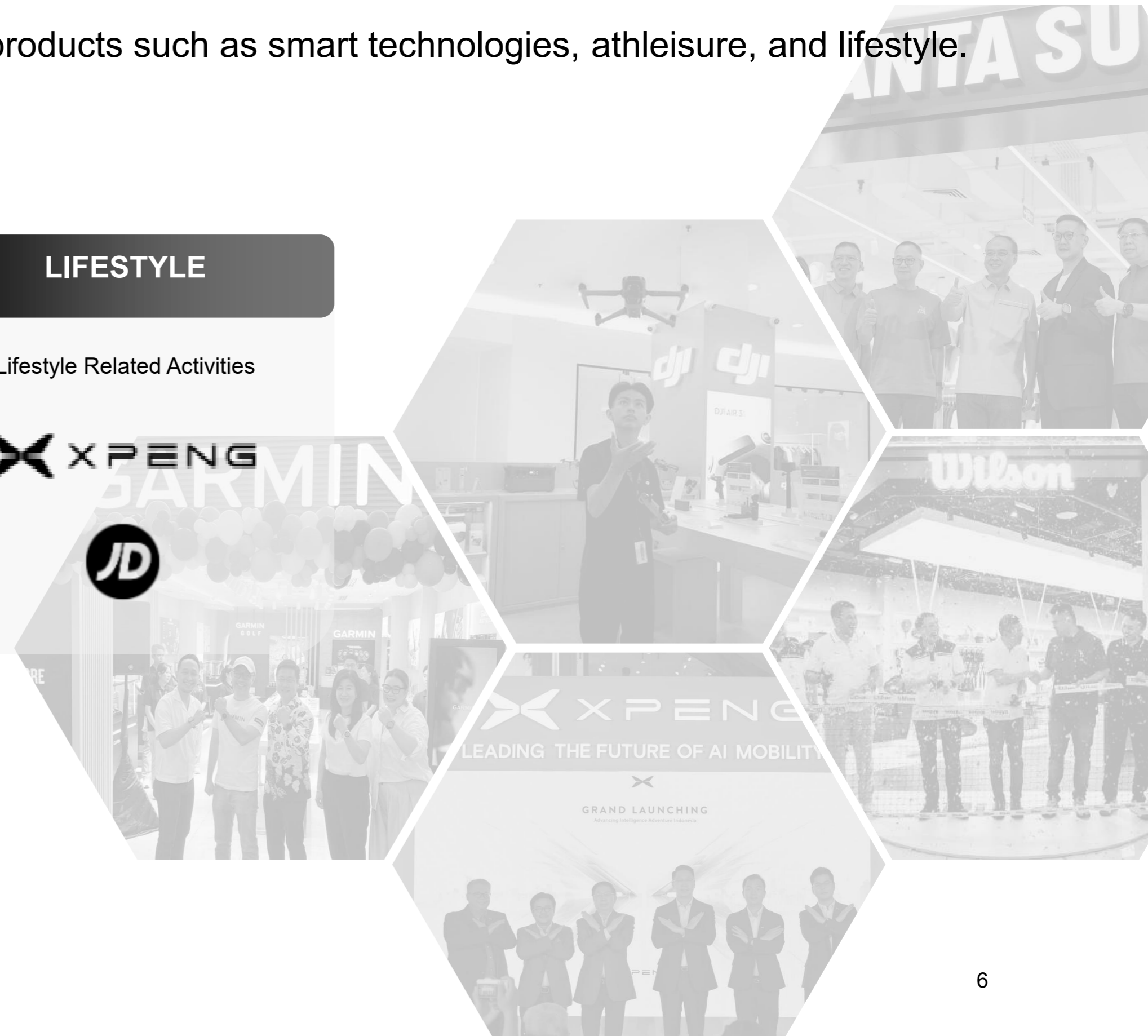
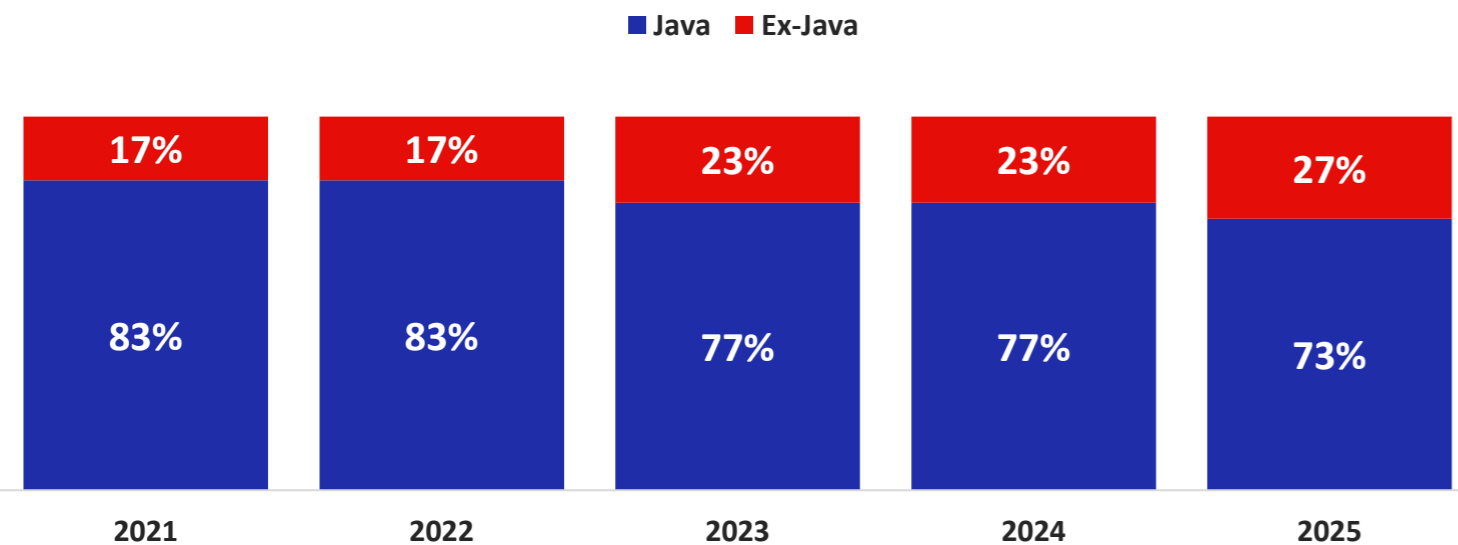
Accessories & IoT

ACTIVE

Sports & Outdoor Activities

LIFESTYLE

Lifestyle Related Activities



Diversified Business Portfolio Into Higher Margin Businesses

Erajaya Food & Nourishment - Focus on F&B and groceries business.

Retail Brand



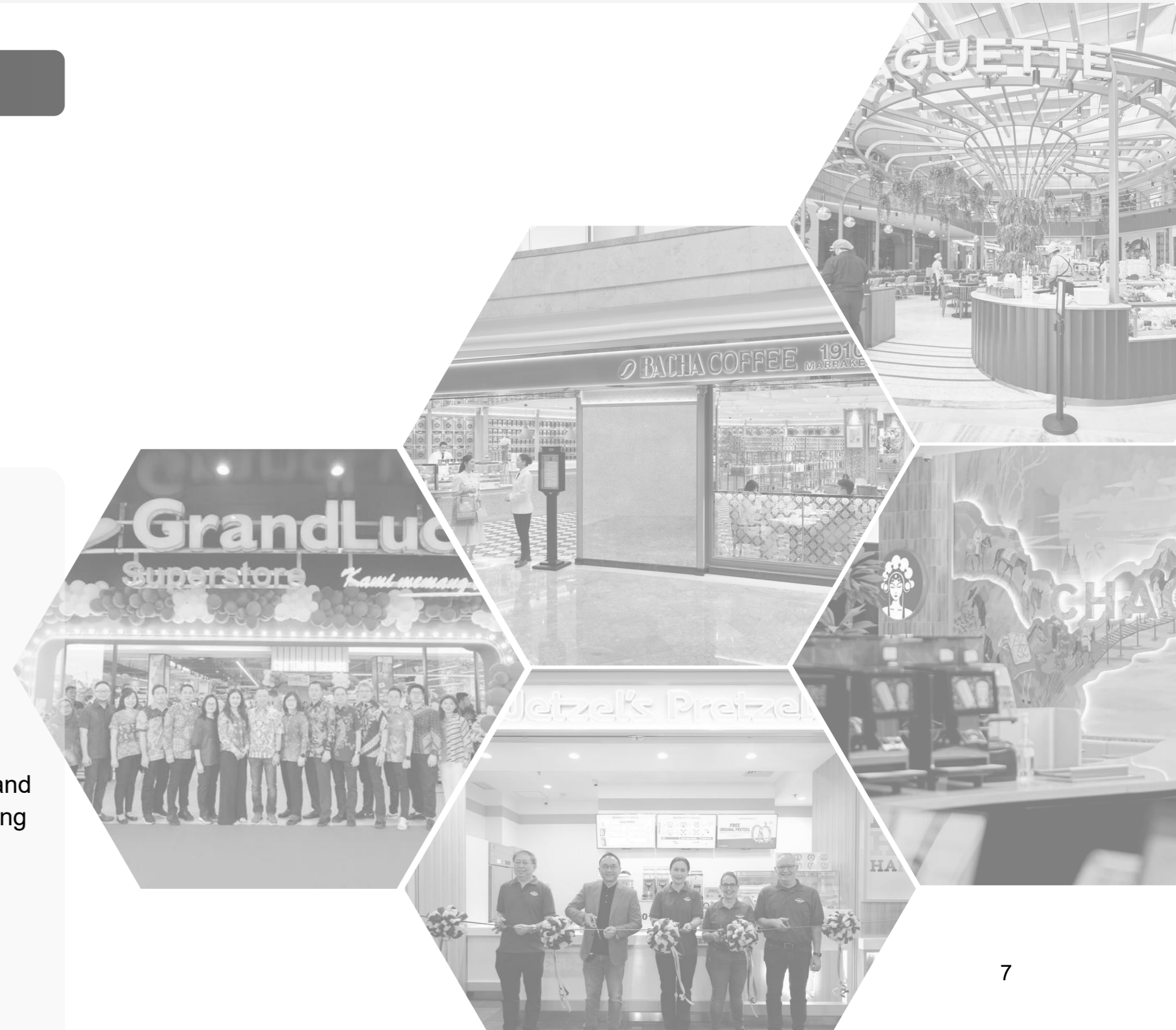
Our Strategy



To expand our retail footprint across Indonesia as part of our long-term growth strategy.



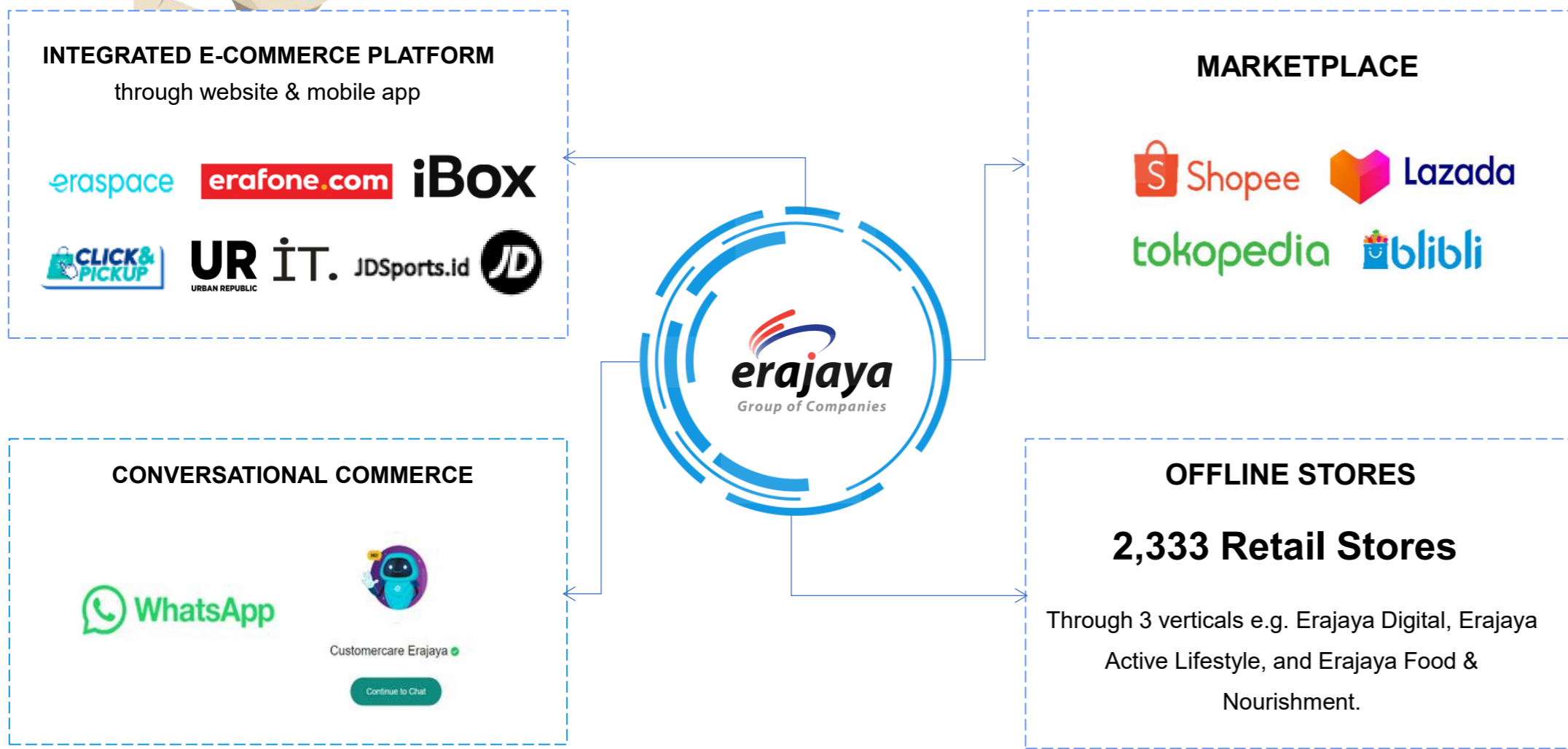
To continue to diversify our retail brand portfolio. Through Erajaya Food & Nourishment, we are introducing innovative and high-potential businesses to the Indonesian market, broadening our offerings and capturing new opportunities in the evolving consumer landscape.



Eraspac: Integrated Omni-channel Infrastructure



My eraspac



Total Members
16.7 Mn
28.0% growth
(vs 13.06 Mn in FY24)

Avg. Transaction Value
IDR 4.2 Mn

Enhance customer experience to enjoy cross-synergy across Eraspac Group retail channel.
One platform for all channel.

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GARMIN.

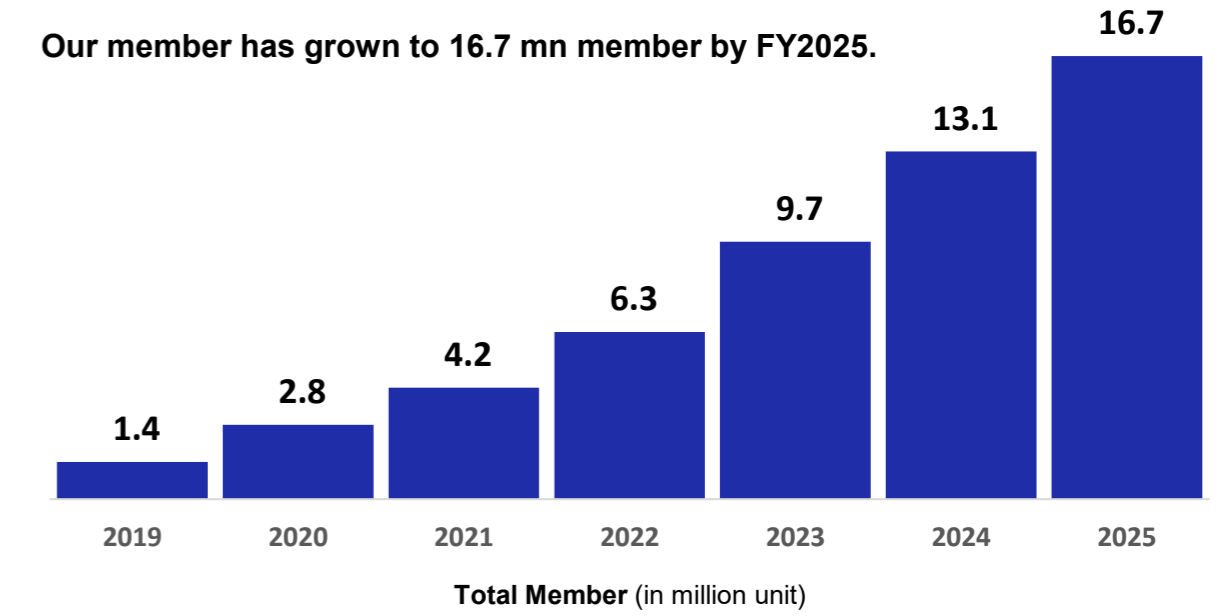
JD

asics

ANTANA

by erafone:

GrandLucky Superstore



ONLINE RETAIL MONTHLY TRAFFIC RANKING

#1 iBox Traffic: 4.43 Mn

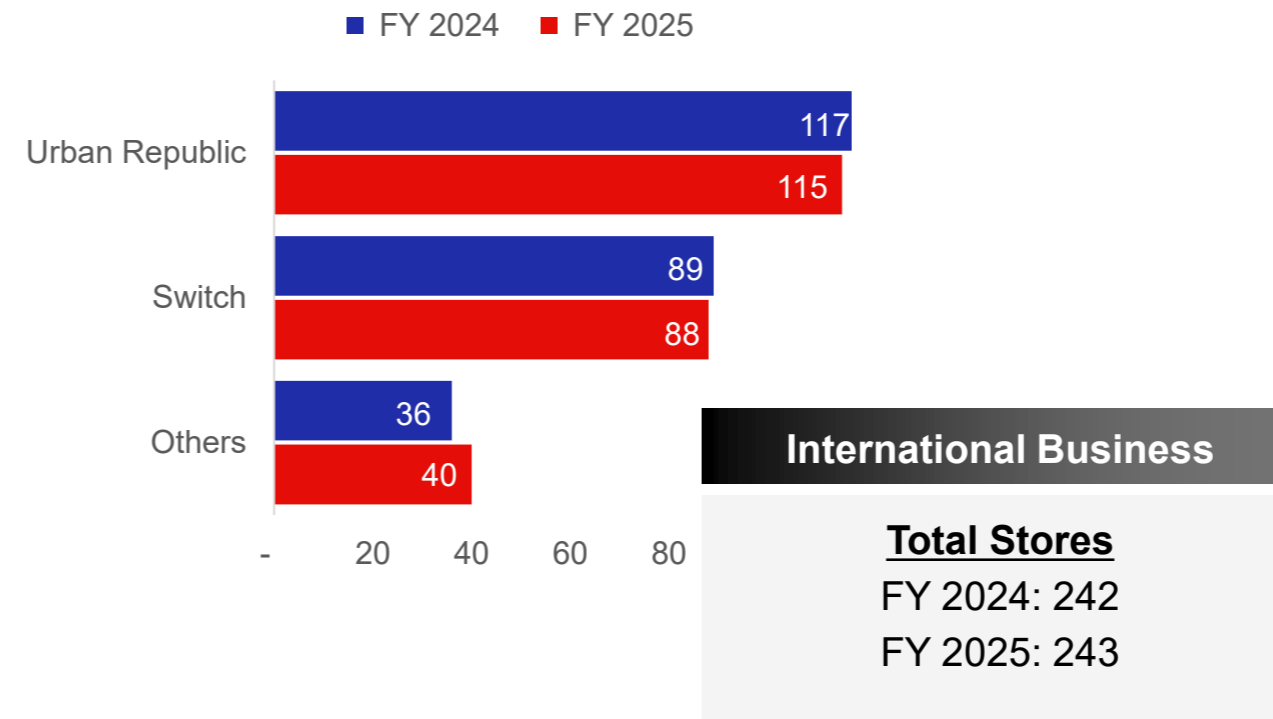
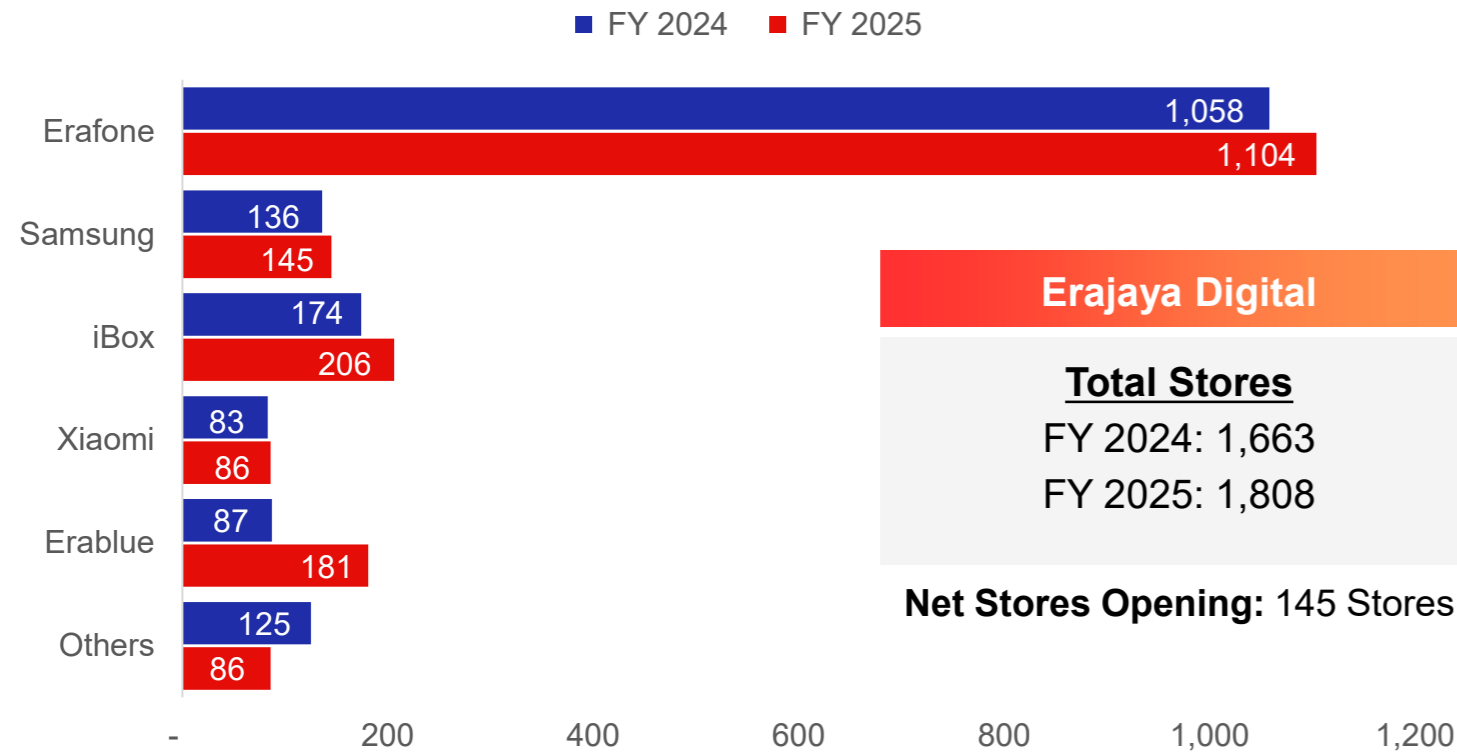
#5 eraspac Traffic: 1.93 Mn

ONLINE SNEAKERS E-COMMERCE TRAFFIC RANKING

#4 JD Traffic: 418 K

Number of Stores by Verticals

Total 222 Net New Stores Opening in FY 2025

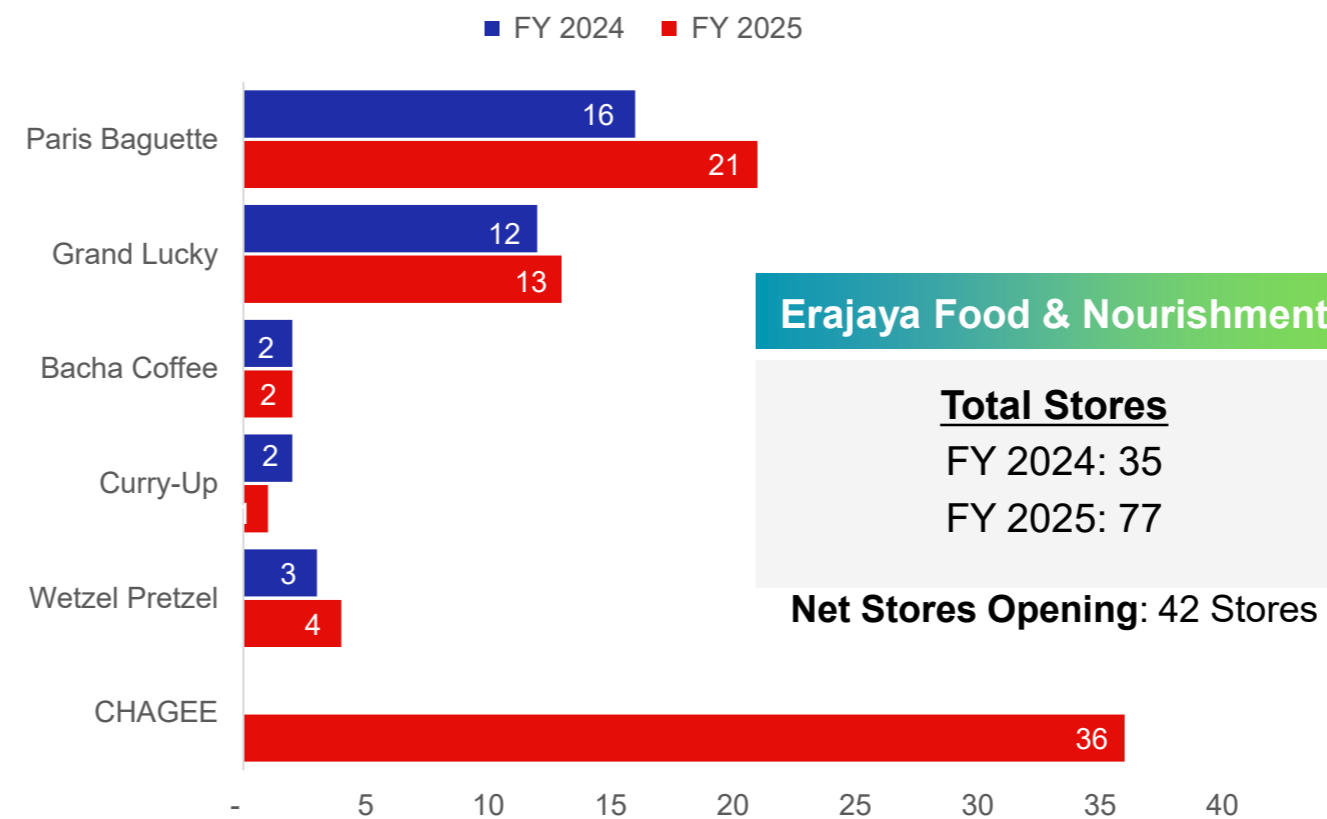
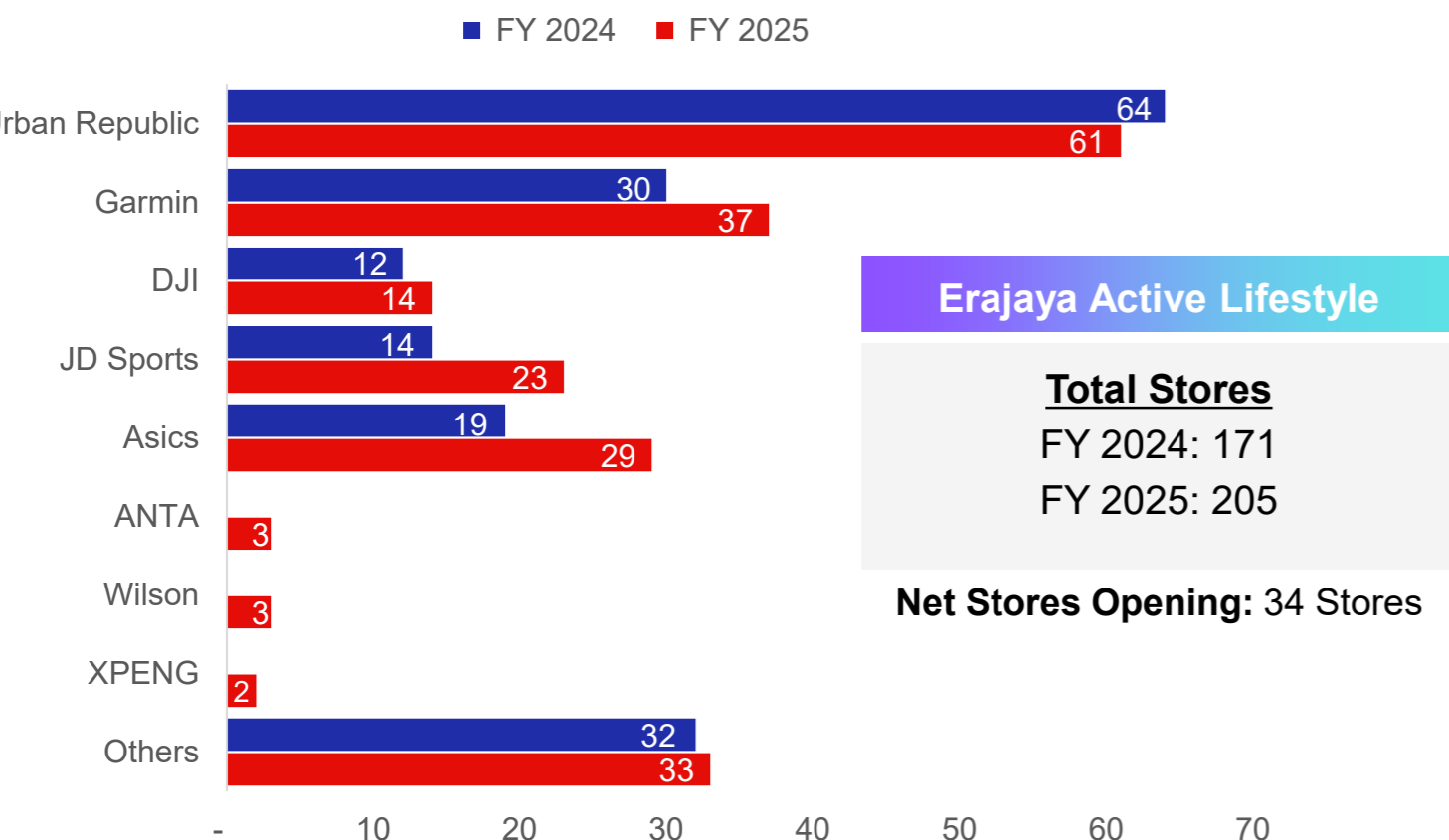


- **Erajaya Digital:** Total stores increased from **1,663 to 1,808**, bringing total Net Stores Add to 145 stores, this generated by **242 openings** and **97 closures**. Largest addition is on Erablue (94 Net stores add), Erafone (39 Net Store add), and Ibox (32 Net Stores Add).

- **Erajaya Active Lifestyle:** Total stores increased from **171 to 205**, bringing total Net Stores add to 34 stores, generated by **50 openings** and **16 closures**. Asics, Under Armour, and JD Sports are the most added stores, while new brands added such as Wilson and XPENG with 3 and 2 stores respectively.

- **Erajaya Food & Nourishment:** Total stores grew from **35 to 77** with **22 net additions**. Our most recent addition Chagee open 36 stores this year and Paris baguette added 5 stores.

- **International Business:** The total store count increased by 1 to **243 from 242** last year..





4Q 2025 SSSG surge to **31.5%**

ERAA 4Q2025 was exceptional as the quarter experienced full impact from IP17 that was launched in early October.

This quarter SSSG brings **FY2025 SSSG to 7.4%** as opposed to -1.7% in 9M2025. Main driver for the strong quarter SSSG was IP17 as well as seasonal festivities.

February 2026 SSSG up by **13.4% YoY**, with 2M2026 SSSG is recorded at **26.2% YoY**.

Driven by last year low-base effect; and Iphone 17 sustainable demand.



4Q2025 SSSG up by **21.7%**

In the fourth quarter of 2025, ERAL recorded a 21.7% increase in Same Store Sales Growth (SSSG). The growth is driven by Urban Republic, JD Sports, and DJI.

The 4Q2025 SSSG bring **FY 2025 SSSG to 15.9%**.

February 2026 SSSG up by **16.4% YoY**, with 2M2026 SSSG recorded at **21.4%**.

Growth driven by Urban Republic (Iphone 17 impact), JD Sports, and DJI.





Financial Review

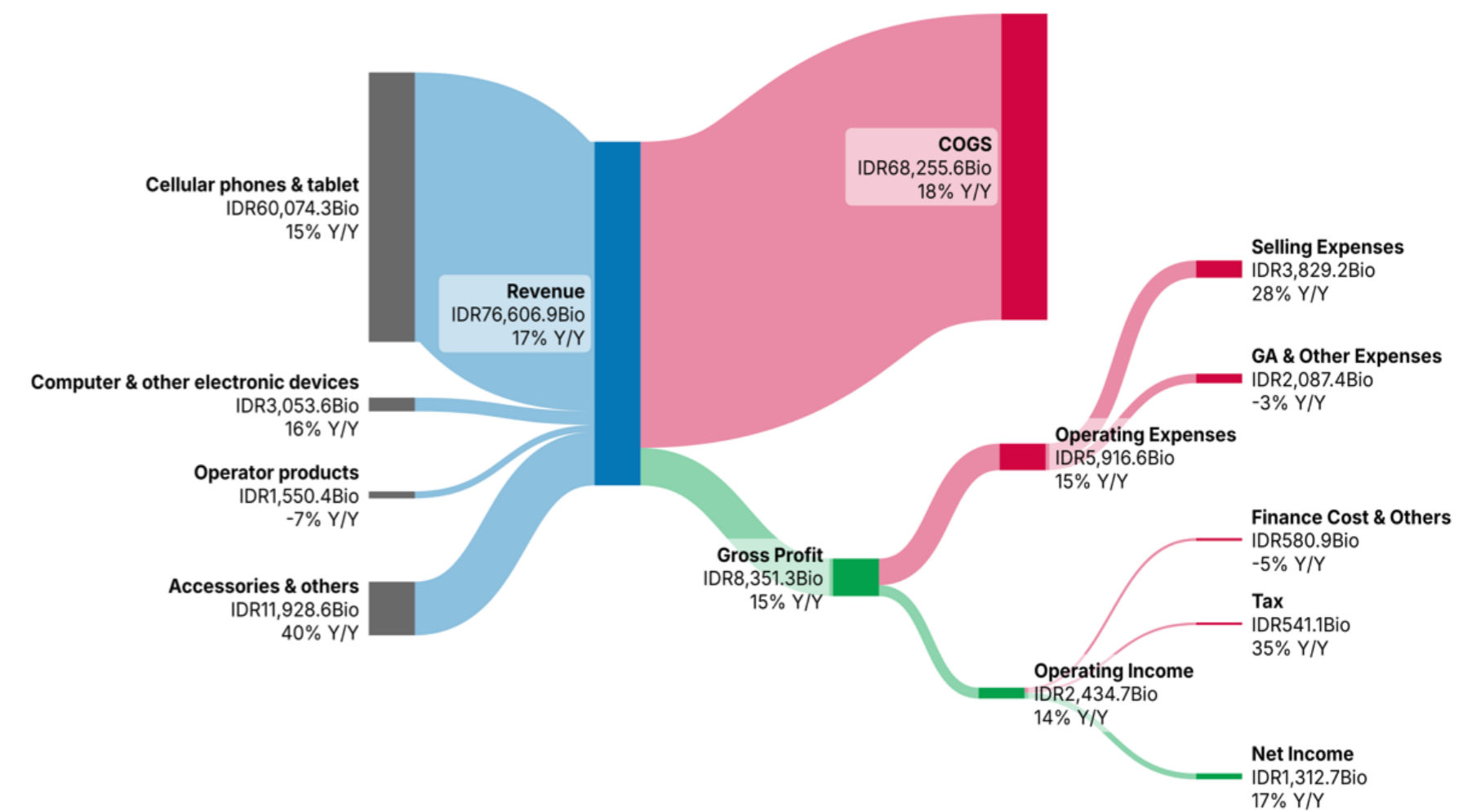
ERAA Financial Performance

Erajaya Group Profit & Loss (Presented in IDR Billion)



	4Q24	4Q25	FY24	FY25	% Net Sales	Δ (Value)	Δ (%)
Net Sales	16,672	24,243	65,280	76,607	100.0%	11,327	17.4%
Gross Profit	1,840	2,505	7,276	8,351	10.9%	1,076	14.8%
OPEX	-1,336	-1,685	-5,144	-5,917	-7.7%	-773	15.0%
Operating Income	504	820	2,132	2,435	3.2%	303	14.2%
Net Income	267	464	1,119	1,313	1.7%	193	17.3%
NPATMI	241	410	1,033	1,196	1.6%	163	15.8%
EBITDA	814	1,201	3,275	3,839	5.0%	564	17.2%

Erajaya Group FY 2025 – P&L Diagram



The Company manage to close the year with stellar performance

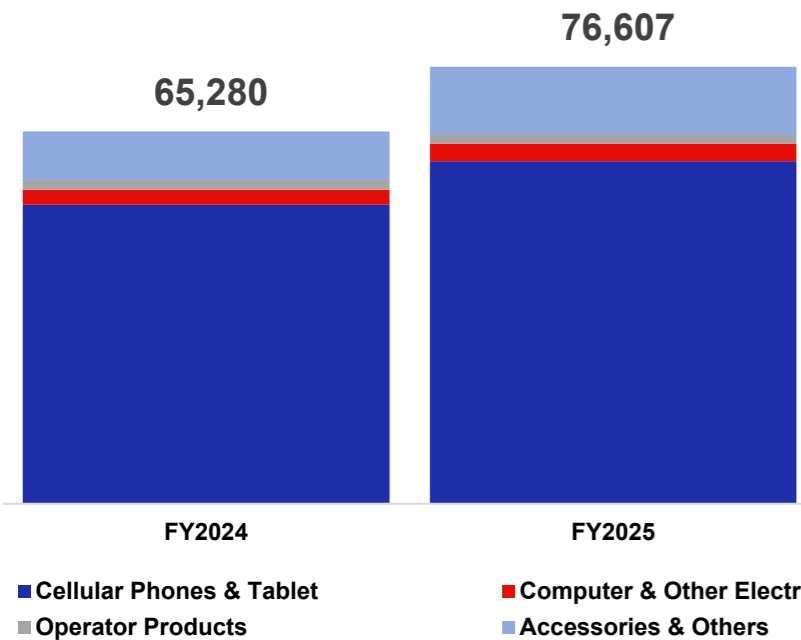
- **FY2025 Net Sales** increased by 17.4% YoY due to New Product Introduction
- **FY2025 Gross Profit Margin** stable at 10.9%
- **FY2025 OPEX** increased by 15% YoY mainly because of business establishment and expansion. However, OPEX as a % of sales is down from 7.9% to 7.7%.
- **NPATMI for FY2025** increased by 15.8% to IDR 1.2Tn from previously IDR 1.03Tn. with NPATMI Margin recorded at 1.6%.

ERAA Segmented Sales Breakdown

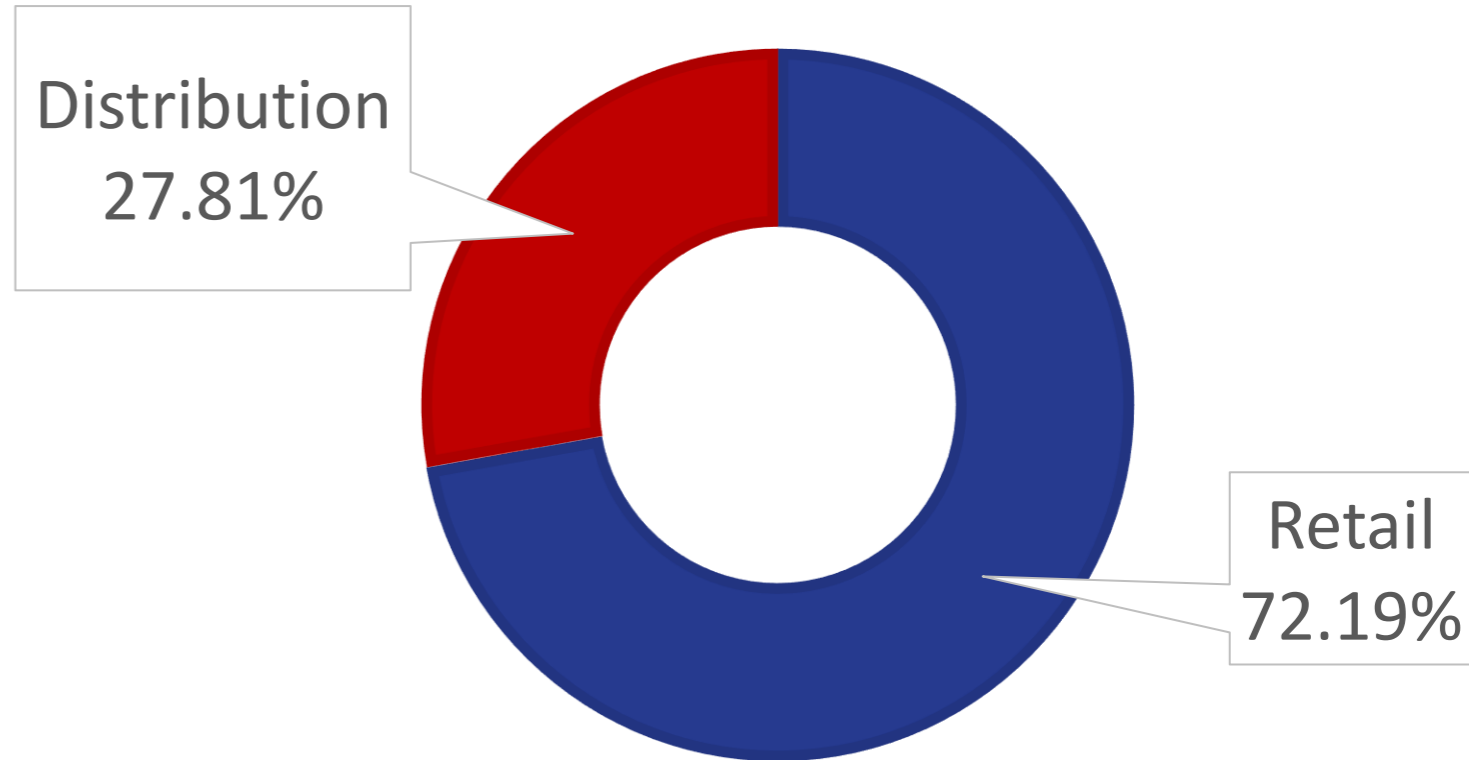
FY2025 (Presented in IDR Billion)



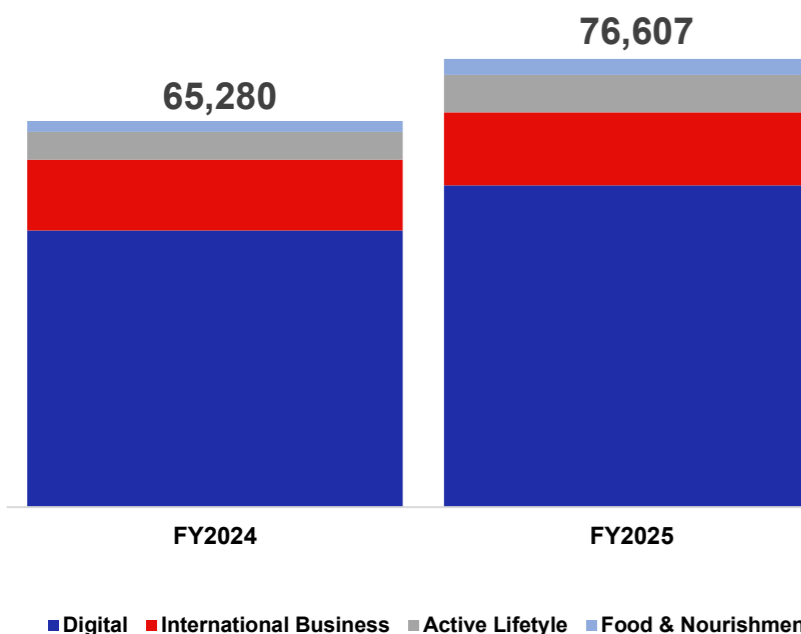
Sales Contribution by Segment



By segment	FY2024	FY2025
Cellular Phones & Tablet	80.3%	78.4%
Computer & Other Electronic Devices	4.0%	4.0%
Operator Products	2.6%	2.0%
Accessories & Others	13.1%	15.6%



Sales Contribution by Vertical



By Verticals	FY2024	FY2025
Digital	71.6%	71.8%
Int'l Business	18.4%	16.3%
Active Lifestyle	7.2%	8.3%
Food & Nourishment	2.8%	3.6%

Erajaya Group established retail led growth with expanding contribution from lifestyle and F&B

- ERAA recorded solid topline growth, with sales increasing from IDR 65.3tn to IDR 76.6tn (+17% YoY). Growth remains anchored by core electronics, while new verticals continue to scale.
- Cellular Phones & Tablets continue to dominate at 78.4% of sales (vs. 80.3% in FY24), reflecting stable core demand. Accessories & Others increased from 13.1% → 15.6%, supported by attach rate and ecosystem expansion. Computers & Other Devices remained stable at ~4%, it's a steady but non-core contribution. Operator Products slightly declined from 2.6% → 2.0%, in line with industry normalization.
- Retail contribution reached 72.2%, reinforcing ERAA's direct-to-consumer strategy. Distribution reduced to 27.8%, indicating a deliberate shift toward higher-margin channels.

ERAA Key Ratios

FY 2025 (Presented in IDR Billion)



<i>IDR amounts are in billions</i>	FY 2024	FY 2025	Δ (%)	<i>In days</i>	FY 2024	FY 2025	Δ (days)
CAPEX	-880	-687	-22.0%	Average Inventory Days	47	50	2
OPEX	-5,144	-5,917	15.0%	Average Trade Receivable Days	7	6	-1
Inventories	7,131	11,645	63.3%	Average Trade Payable Days	23	26	3
Net Debt	4,709	7,269	54.3%	Cash Conversion Cycle (CCC)	31	30	-1
Net Working Capital	4,418	7,192	62.8%				
Net Debt / Equity (x)	0.52x	0.71x					
Net Working Capital / Net Sales	7.8%	7.6%					
ROIC	14.0%	13.2%					

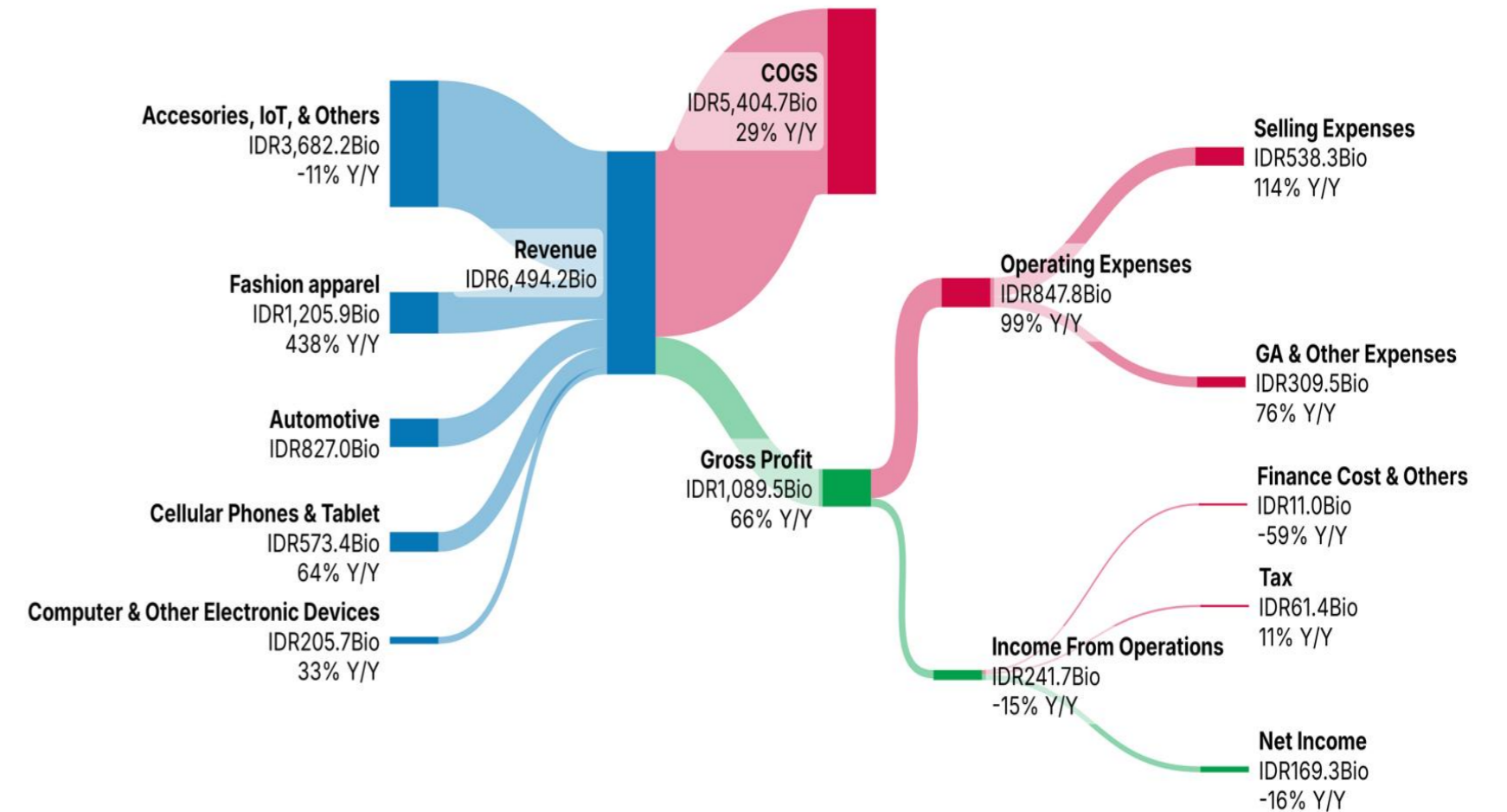
ERAL Financial Performance

FY 2025 (Presented in IDR Billion)



	4Q24	4Q25	FY24	FY25	% Net Sales	Δ Value	Δ (%)
Net Sales	1,410	2,200	4,843	6,494	100.0%	1652	34.1%
Gross Profit	190	325	657	1089	16.8%	432	65.8%
OPEX	-136	-261	-427	-848	-13.1%	-421	98.5%
Operating Income	53	64	230	242	3.7%	11	5.0%
Net Income	44	45	201	169	2.6%	-32	-15.9%
NPATMI	44	44	201	169	2.6%	-32	-16.1%
EBITDA	80	125	323	428	6.6%	105	32.5%

ERAL FY 2025 – P&L Diagram



Strong Sales expansion as a result of New Business Establishment.

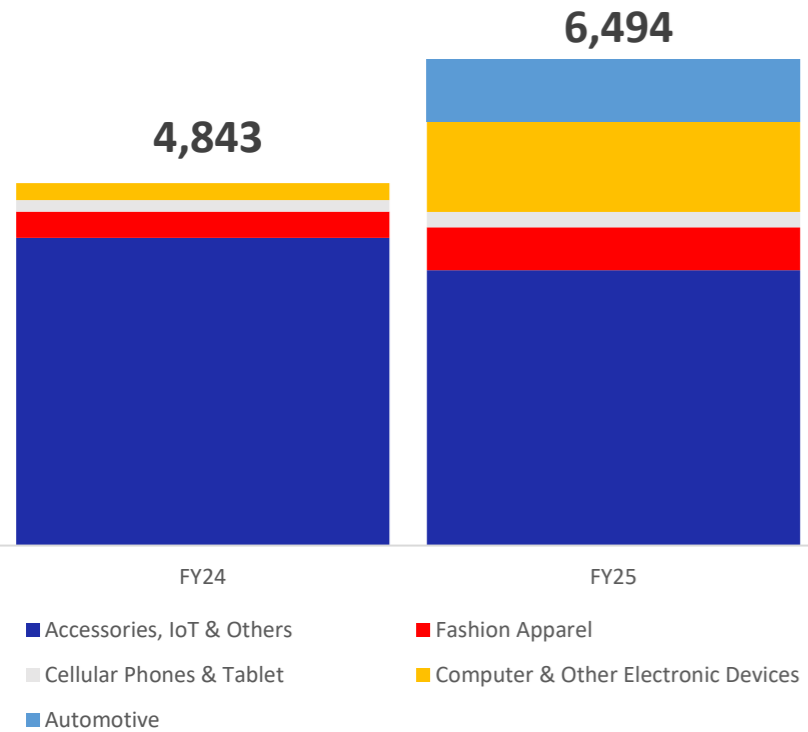
- **FY 2025 Net Sales** increased by 34.1% YoY due to JD Sport consolidation, XPENG business establishment, and Growth from existing stores.
- **FY 2025 Gross Profit** increased to 16.8% from 13.6% mainly from Consolidation of JD Sports.
- **FY OPEX** increased by 98.5% YoY mainly due to Consolidation of JD Sports, establishment XPENG, and store expansions.
- **NPATMI for FY 2025** declined by 16.1% as the company expand its business and established new automotive segment.

ERAL Segmented Sales Breakdown

FY 2025 (Presented in IDR Billion)

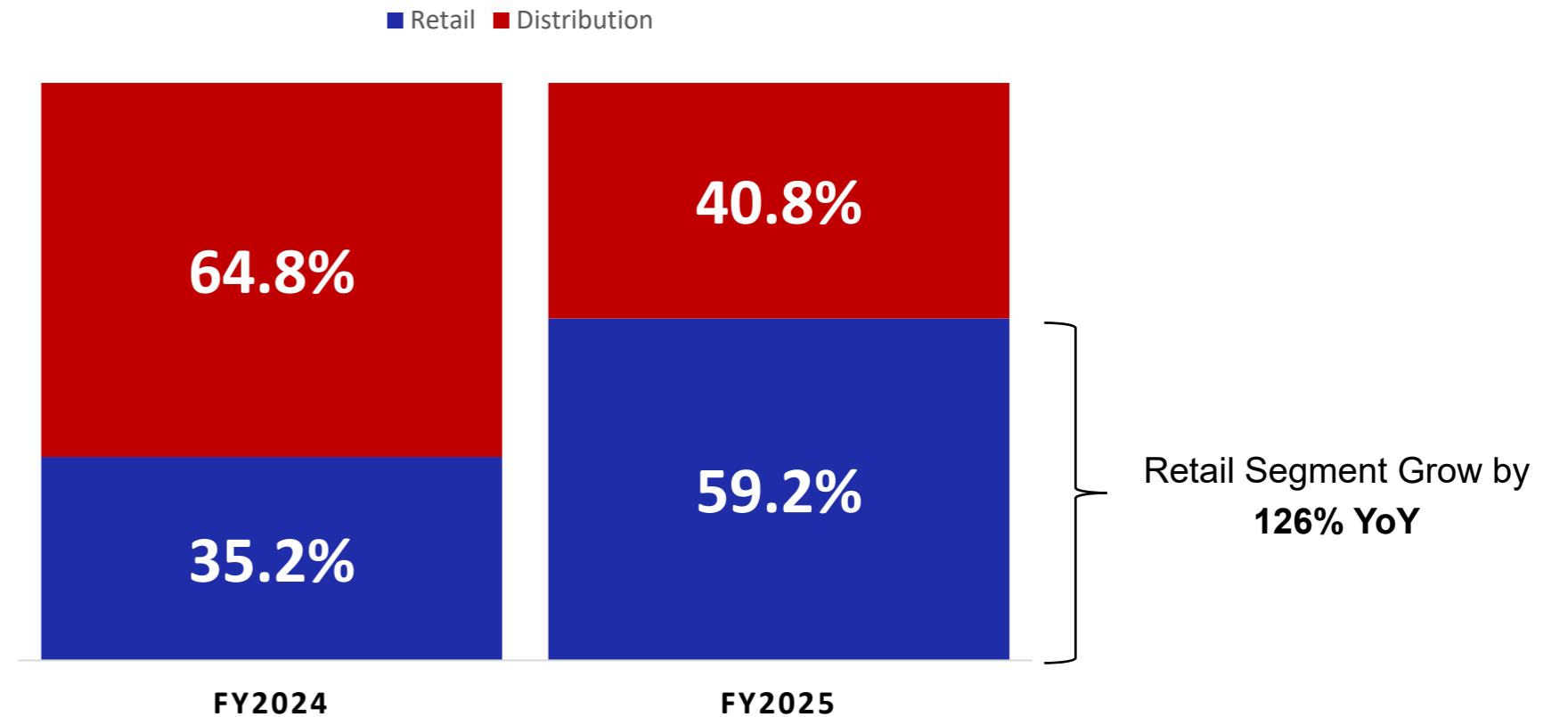


Sales Contribution by Segment

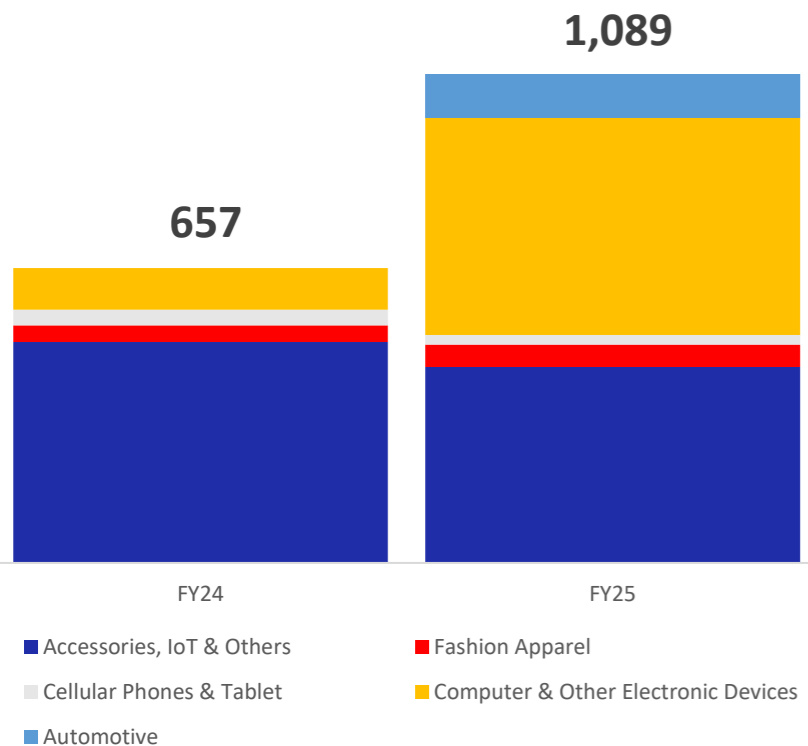


Segment	FY24	FY25
Accessories, IoT & Others	85.0%	56.7%
Automotive	0.0%	12.7%
Fashion Apparel	4.6%	18.6%
Cellular Phones & Tablet	7.2%	8.8%
Computer & Other Electronic Devices	3.2%	3.2%

Sales Per Business Channel (%)



Gross Profit Contribution by Segment



Segment	FY24	FY25
Accessories, IoT & Others	74.9%	40.1%
Fashion Apparel	14.1%	44.5%
Automotive	0.0%	8.9%
Cellular Phones & Tablet	5.6%	4.6%
Computer & Other Electronic Devices	5.4%	2.0%

ERAL is accelerating its transition into a diversified lifestyle retail platform

- **ERAL delivered strong topline growth**, with sales increasing from IDR 4.8tn (FY24) to IDR 6.5tn (FY25) (+34% YoY). **Gross profit expanded significantly** from IDR 657bn to IDR 1.1tn (+66% YoY), indicating margin improvement and better mix.
- **Accessories, IoT & Others remain the largest segment but declined materially** from 85% → 57%, reflecting successful diversification. **Automotive (XPENG) emerged as a new growth driver**, contributing 12.7% of sales (from 0% in FY24). **Fashion Apparel scaled up meaningfully** from 4.6% → 18.6%, supported by JD Sports consolidation. Other segments (phones, computers) remain stable, indicating focus shift toward higher-growth verticals.

ERAL Key Ratios

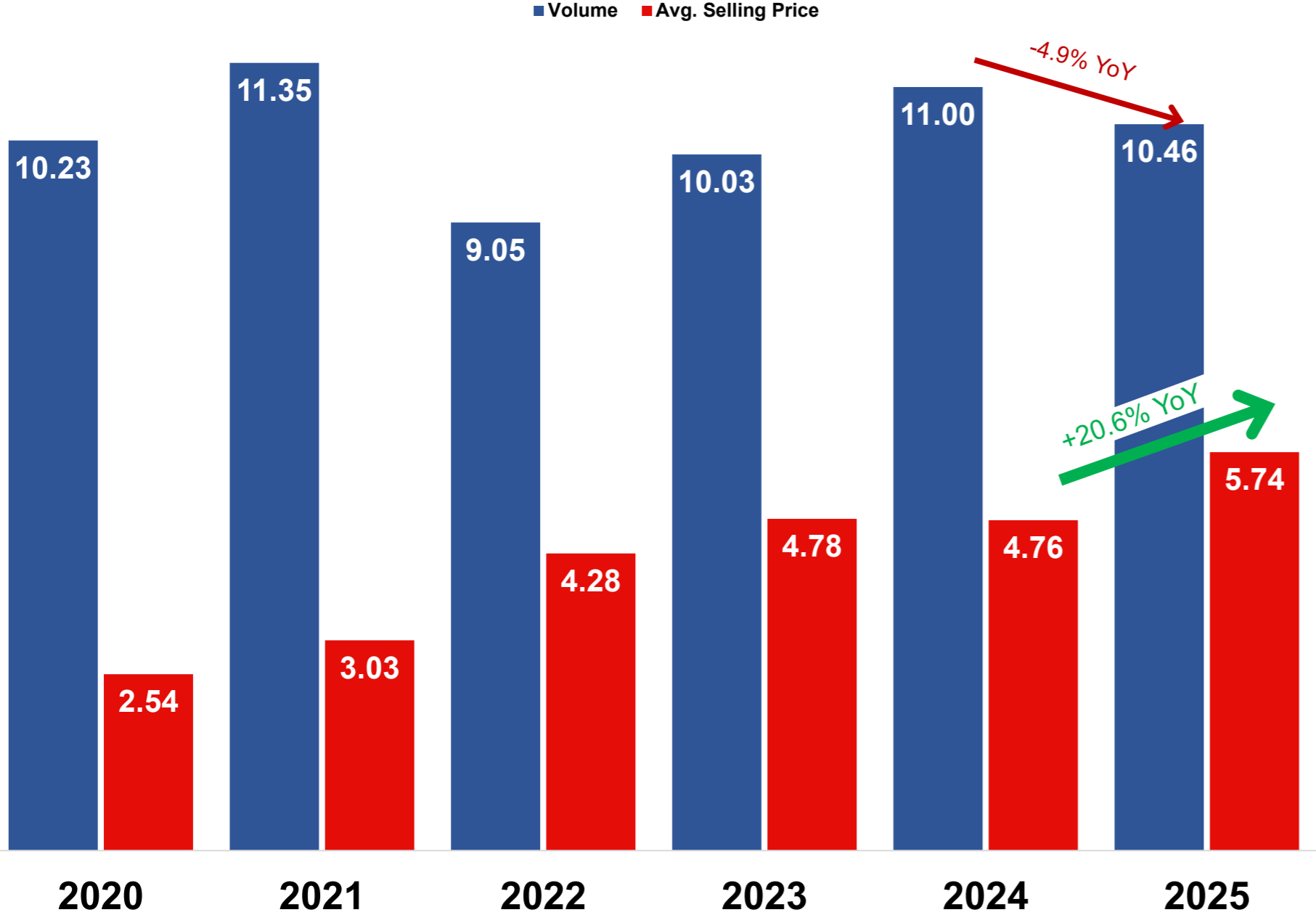
FY 2025 (Presented in IDR Billion)



<i>IDR amounts are in billions</i>	FY 2024	FY 2025	Chg.	<i>In days</i>	FY 2024	FY 2025	Δ (Days)
CAPEX	-122	-227	86.50%	Average Inventory Days	59	63	4
OPEX	-427	-848	98.54%	Average Trade Receivable Days	25	22	-3
Inventories	751	1,135	51.10%	Average Trade Payable Days	-37	-36	1
Net Debt	-359	257	-171.78%	Cash Conversion Cycle (CCC)	47	49	2
Net Working Capital	587	1,007	71.52%				
Net Debt / Equity (x)	-0.22 x	0.15x					
Net Working Capital / Net Sales	12.1%	12.3%					
ROIC	18.8%	12.5%					

ERAA Volume & Average Selling Price

FY2025 (Presented in IDR Billion)



Note: (in Mn Unit / IDR)

In the FY 2025, Erajaya Group recorded a sales volume of 10.5 million units, down by -4.9% year-over-year from 11 million units in FY 2024.

The average selling price increase from IDR 4.76 million to IDR 5.74 million, marking an 20.6% increase year-over-year.

Premium phones has been outperforming in terms of demand and sale price, but the mid-low phone are still challenged. We expect same trend to continue in 2026.

Focus on ESG to Create Sustainable Environment Supporting Business Development



Lentera Cerdas

Support business flow process and business needs through competency improvement of teachers and students in our core business.

Lentera Sehat

Ensure healthy lives and promote the community well-being of all ages.

Lentera Kasih

Encourage the empowerment of local community potential to generate income.

Lentera Hijau

Develop forest area as reforestation centers and environmental-based education models by involving the community.

SUSTAINALYTICS

ESG SCORE **17.3**

Achieved 10 SDG Goals



Thank You.



Email

investor.relations@erajaya.com



Website

www.erajaya.com



Call us

+62 21 690 5788