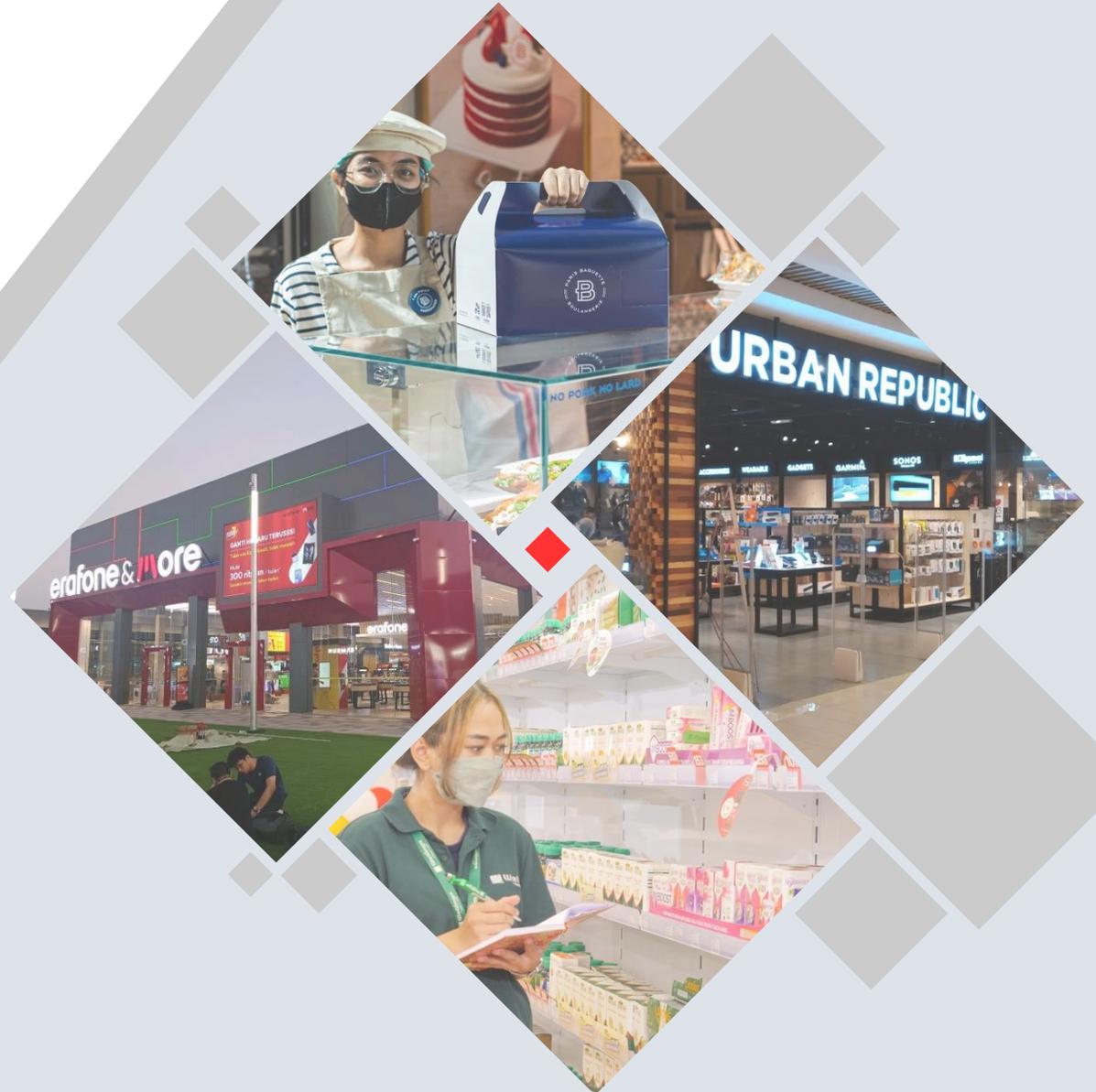




Company Update FY 2024

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

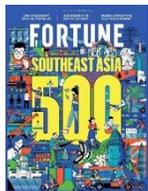


- Expansion to new business verticals: Digital, Active Lifestyle, Beauty & Wellness, also Food & Nourishment



- 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)

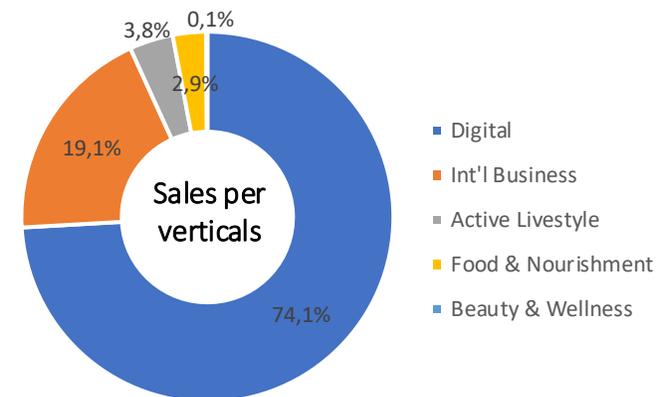
TRENASIA ESG AWARD

TrenAsia ESG Excellence

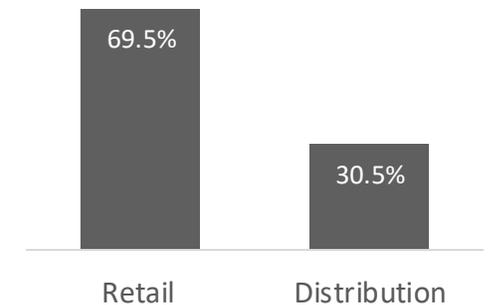
FIRST INDONESIA MAGAZINE

Human Capital on Resilience Excellence Award

SALES HIGHLIGHT (FY24)



Sales per business channel

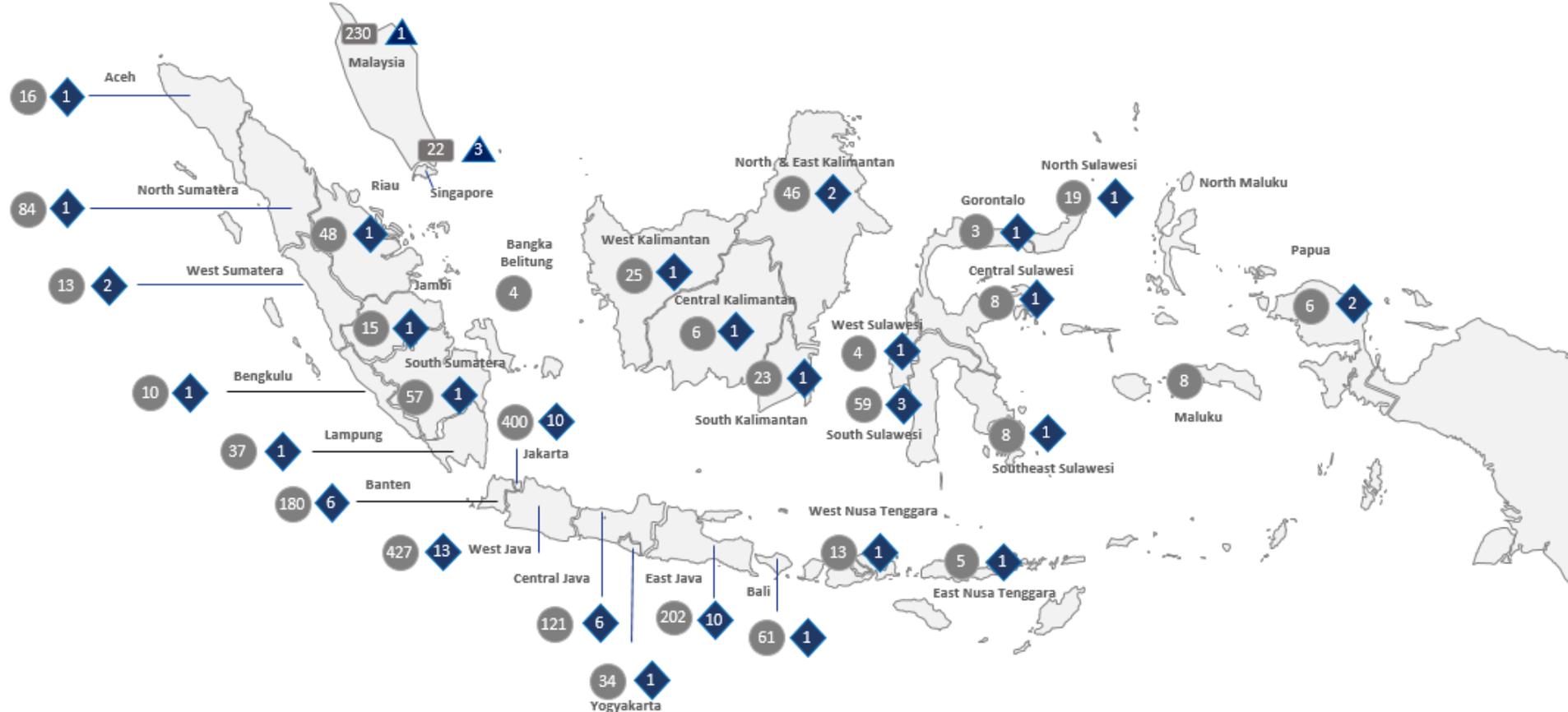


Extensive coverage across region

77 distribution centers

2,194 retail outlets

+/- 54,000 3rd Party billed Outlets



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

INVESTMENT HIGHLIGHTS



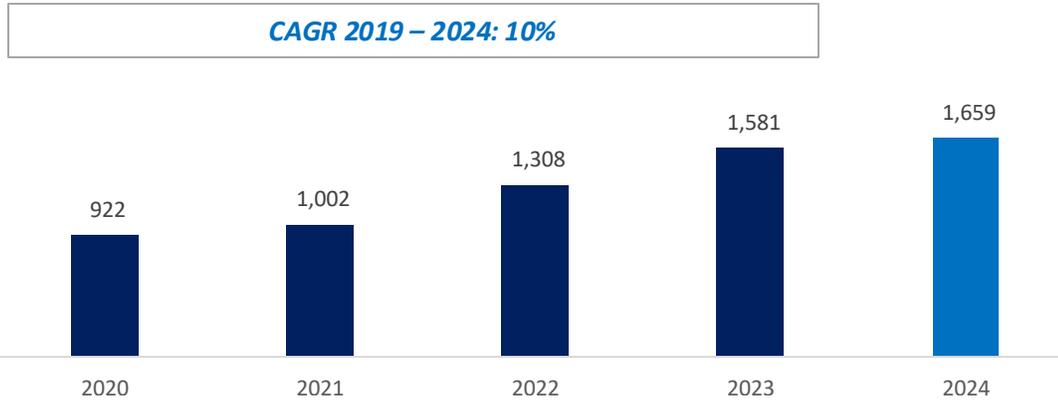


Key investment highlights:

1. The biggest single entity with more than 50% market share of handset business
2. Diversified business portfolio into higher margin businesses such as accessories, IoT, fashion, F&B, and beauty
3. Strong omni-channel infrastructure to create valuable synergy across all business verticals
4. ESG focus to create sustainable environment supporting business development

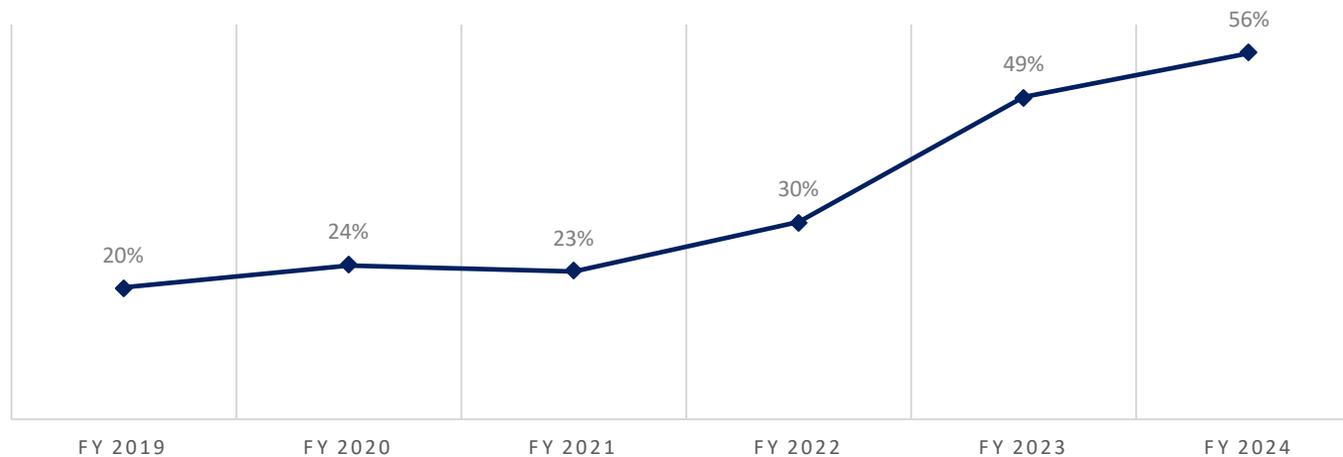
1. Erajaya Digital is the biggest single entity for handset business

Expediting Erajaya Digital retail business



Note: total stores for Erajaya Digital – domestic only

Market share based on sales value



Source: various source, Company

Note: sales value for market share combine sales from retail and distribution

- Store closure setback during early COVID-19 period due to lockdown .
- Momentum from WFH policy drives Erajaya to retain it's retail market share.
- Recovery from lockdown has driven Erajaya Digital to focus on retail expansion phase through new stores opening **401 (2022)** and **479 (2023)**.
- Currently retail expansion has led Erajaya to 55% market shares based on sales value with majority comes from the retail business.

1. Erajaya Digital is the biggest single entity for handset business

Started with small store in 1996, now Erajaya turns into the biggest handset retail channel nationwide

RETAIL BRAND

DOMESTIC: 1,659 stores

ERAJAYA OWNED RETAIL BRAND STORE

Gadget multi-brand store

Apple premium partner

CE multi-brand store

RETAIL BRANDED STORE

Samsung store

Xiaomi store

Huawei store

INTERNATIONAL: 252 stores

ERAJAYA OWNED RETAIL BRAND STORE

Gadget multi-brand store

Apple authorized reseller

RETAIL BRANDED STORE

Samsung store

Network operator

Sony store

Xiaomi store

Huawei store

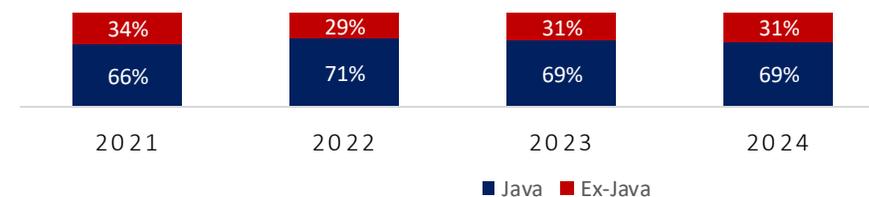
FOCUS ON DIRECT TO CONSUMER BUSINESS – ERAJAYA DIGITAL



*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.

ERAJAYA DIGITAL STORES – JAVA & EX JAVA SPLIT



*only domestic store

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

1. Erajaya Digital is the biggest single entity for handset business

Our strategy going forward...



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 PORTFOLIO

- 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.






vivo Infinix TECNO

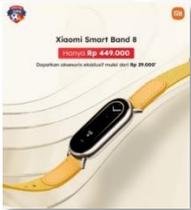
and many more...



PROVIDE ADDITIONAL RETAIL VALUE TO OUR CUSTOMERS

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





2. Diversified business portfolio into higher margin businesses such as IoT ecosystem, fashion, F&B, and beauty.

ERAJAYA ACTIVE LIFESTYLE

Focus on lifestyle related products such as IoT ecosystem, accessories, fashion, and active lifestyle with gross margin ~13%

BRAND SEGMENT

SMART

Accessories & IoT



ACTIVE

Sports & outdoor activities



LIFESTYLE

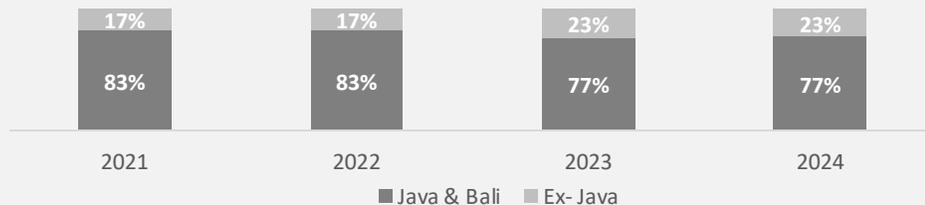
Lifestyle related activities



- We have been focusing to grow direct to consumer business through retail expansion and communities engagement



- Currently, we're still growing our network at Java with selective area for ex-Java



OUR STRATEGY

- Focus on growing Monobrand retail channel & JDsports



38 monobrand gross stores opening by FY24 (vs 23 in FY23).

- Focus on expanding retail brand portfolio



Introduced 2 new brands XPENG & Under Armour aligned with strategy to focus on Active & Lifestyle segments.

- Strategically creating an Integrated end-to-end active lifestyle ecosystem



Enabling a seamless active lifestyle ecosystem through wearables, IoT, and sports apparel.

2. Diversified business portfolio into higher margin businesses such as IoT ecosystem, fashion, F&B, and beauty.

ERAJAYA BEAUTY & WELLNESS

Focus on health & beauty business, ~20% gross profit margin



RETAIL BRAND



B2B



OUR SERVICES

- + Medical Eq. Rental
- + Health Check
- + Medication review
- + Pharmacist Consultation
- + Medical Prescription
- + Free Delivery
- + Health Service Voucher
- + WA Order Center

OUR STRATEGY

1. Increase brand awareness through marketing and communities activities

SEHAT BERSAMA WELLINGS



Free medical checkup at public area

HEALTH TALK PROGRAMS



Actively engages with communities to give health education.

2. Offering new services, only at Wellings Apotek offline stores



Rent medical equipment



Medical checkup – Lab Diagnos

2. Diversified business portfolio into higher margin businesses such as IoT ecosystem, fashion, F&B, and beauty.

ERAJAYA FOOD & NOURISHMENT

Focus on F&B and groceries business, ~20% gross profit margin



RETAIL BRAND



OUR STRATEGY

1. Continue expansion to grow retail presence across Indonesia



Grand Lucky @ Udayana, Bali



Paris Baguette @ Surabaya



Grand Lucky @ KHI, Bekasi



Paris Baguette @ Medan

2. Expand retail brand portfolio, EFN brings new businesses to Indonesia market



3. Strong Omni-channel infrastructure to create valuable synergy across all business verticals



OUR PLATFORM

Synergizing our connected commerce to support business growth across verticals

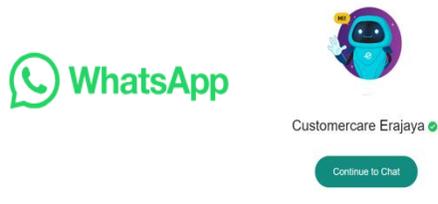
INTEGRATED E-COMMERCE PLATFORM
through website & mobile app



MARKETPLACE



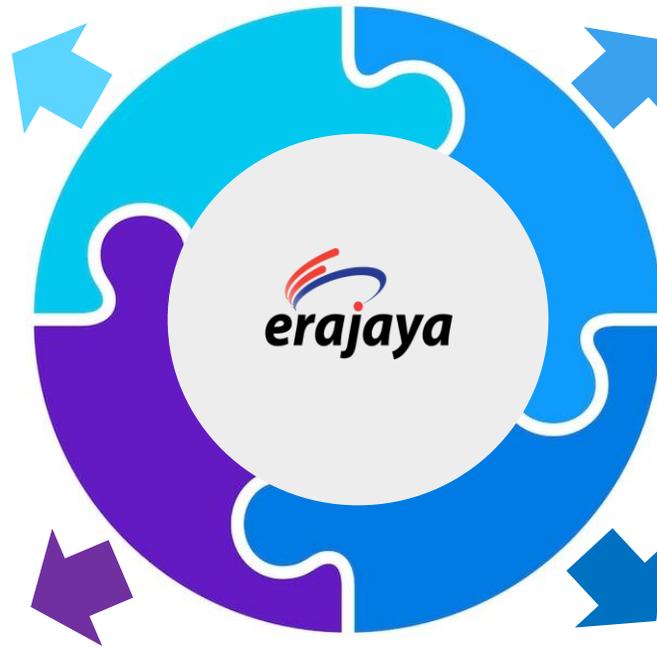
CONVERSATIONAL COMMERCE



OFFLINE STORES

2,194 retail stores

Through 4 verticals e.g. Erajaya Digital, Erajaya Active Lifestyle, Erajaya Food & Nourishment, Erajaya Beauty & Wellness



ONLINE RETAIL TRAFFIC RANKING

#2 iBox Traffic: 3.7mn **#3 eraspace** Traffic: 2.5mn

ONLINE SNEAKERS E-COMMERCE TRAFFIC RANKING

#3 JD Traffic: 438k

3. Strong Omni-channel infrastructure to create valuable synergy across all business verticals



My eraspacespace

is a customer loyalty program that provides the best experience in every transaction you make at Erajaya Group



Total members
13.1mn
(+34% vs. FY23)



Avg. transaction value
IDR 5.3mn

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

erafone

iBox
member of erajaya group

eraspace



SAMSUNG

UR
URBAN REPUBLIC

IT.

dji

GARMIN



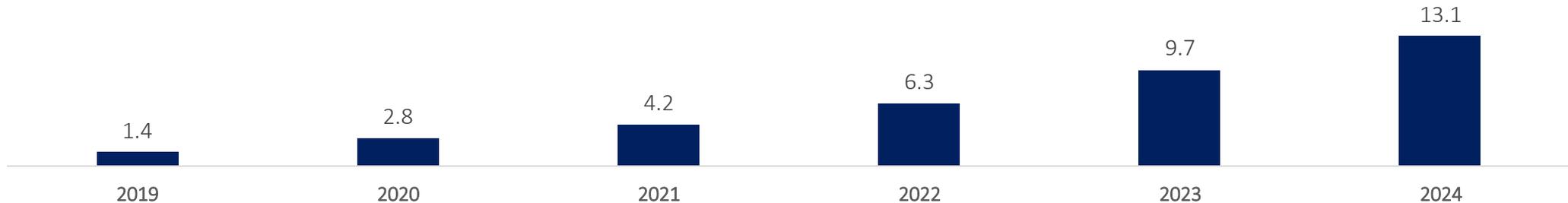
by **erafone**



GrandLucky
Superstore *Kami memang beda..!*

SIXTYEIGHT

Our member has grew more than 10x to 13.1mn member in 2024



Total Member (in million unit)

4. Focus on ESG to create sustainable environment supporting business development



- Lentera Cerdas (Education)**
Support business flow process and business needs through competency improvement of teachers and students in our core business
- Lentera Sehat (Health)**
Ensure healthy lives and promote the community well-being of all ages.
- Lentera Kasih (People)**
Encourage the empowerment of local community potential to generate income
- Lentera Hijau (Environment)**
Develop forest area as reforestation centers and environmental-based education models by involving the community



Support UMKM through expo and bazaar



Conservation program at Taman Hutan Raya Djuanda Bandung



Wana Erajaya II

E-Waste Station

Erajaya vocation program

SUSTAINALYTICS
ESG SCORE **14.66***

Achieved 10 SDG goals

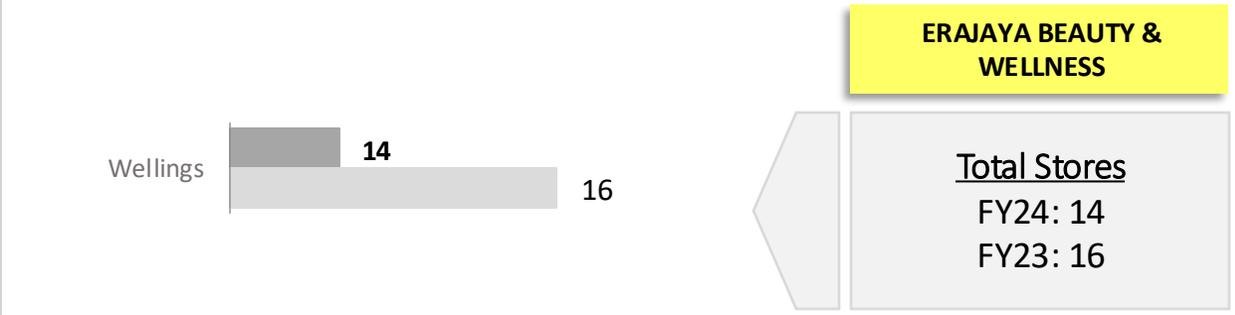
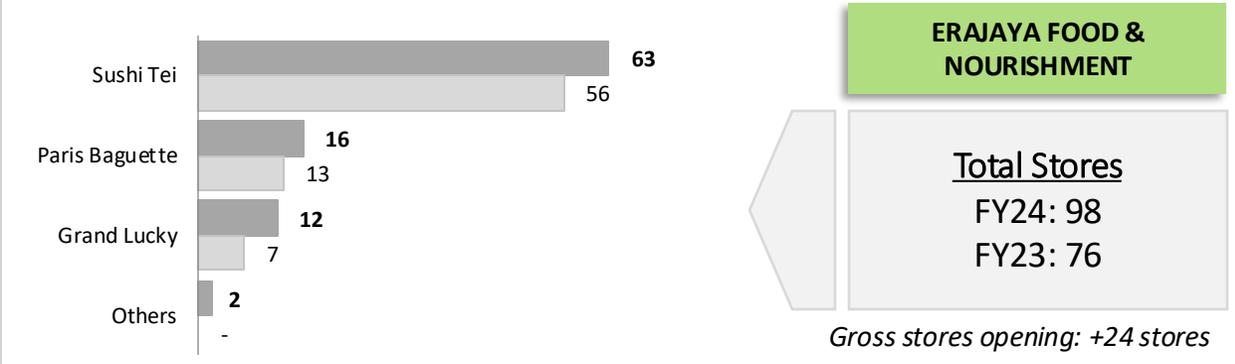
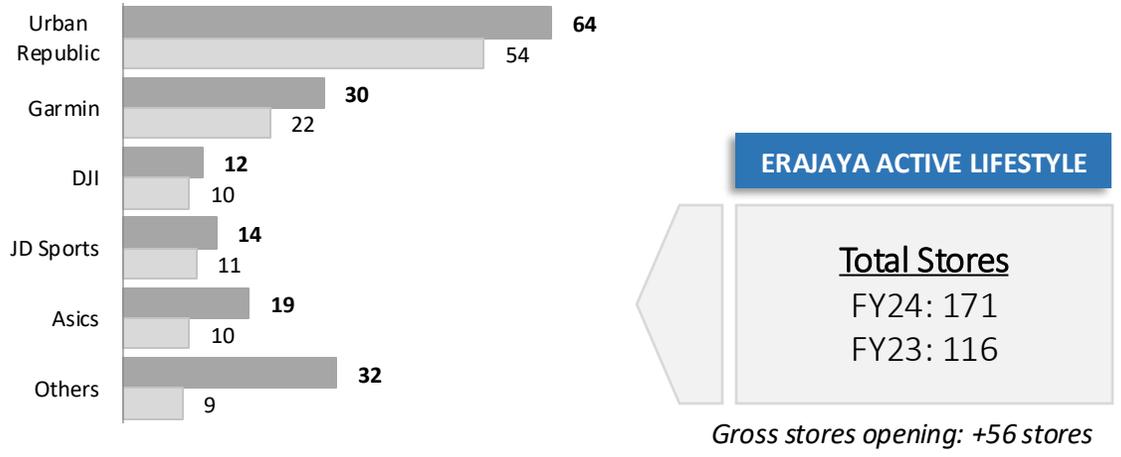
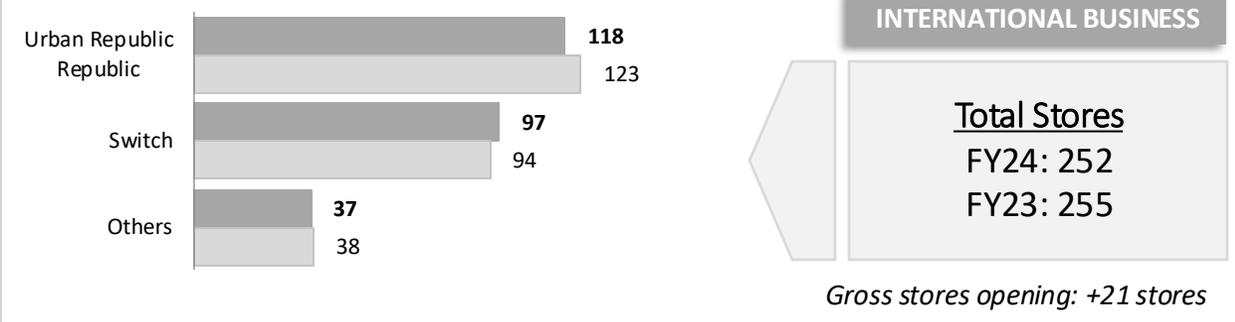
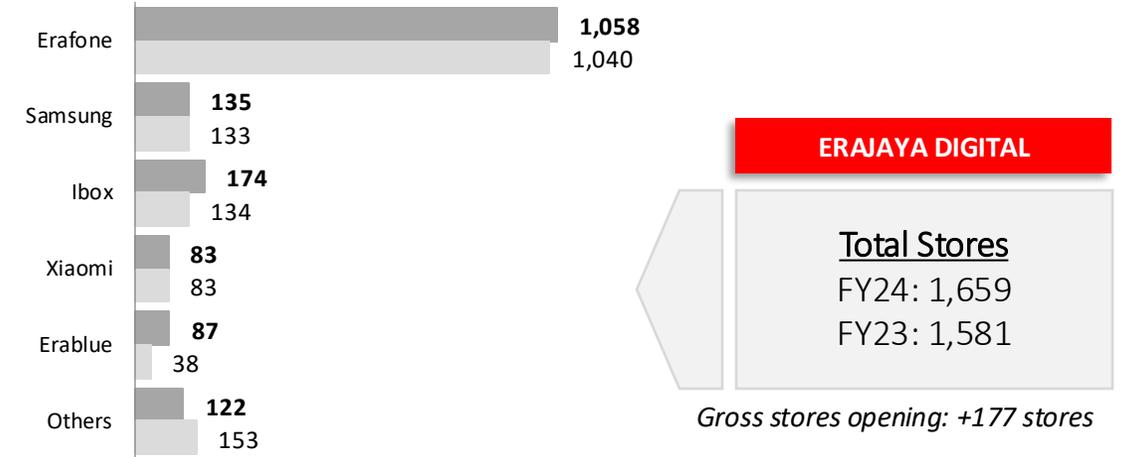


*based on 14 March 2025 update

OPERATIONAL UPDATE



List of stores by verticals – Total 278 new stores opening in FY24



Increasing channel awareness through various attractive events



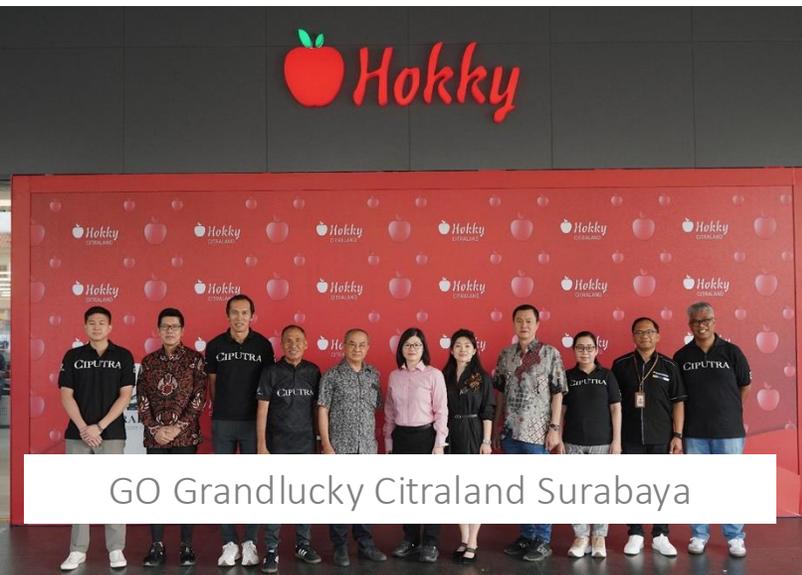
GO Erafone & More Papua



Erafone Gadget Festival



URMazing Run 2024



GO Grandlucky Citraland Surabaya



iBoxing Week 2024



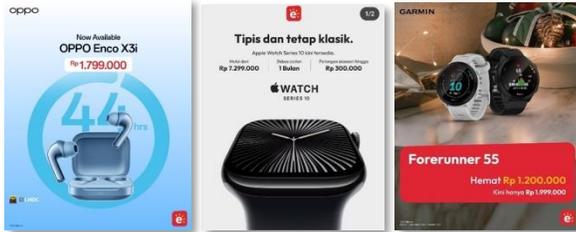
PRJ 2024

SSSG experienced a slight downturn in 4Q due to delays in several handset NPIs

Impact from delays on NPI but minimized by strong growth from Asian Brands

- ✓ Expand all brands under the ERAA portfolio to mitigate risk.
- ✓ NPI delays resulted in a low single-digit downturn in Erajaya Digital performance.
- ✓ Samsung, Vivo, Xiaomi, and Infinix demonstrated strong growth in FY24 SSSG.

Diversified new product introduction for handset and accessories



Quality of services improvement



Various promotion and strategic marketing event



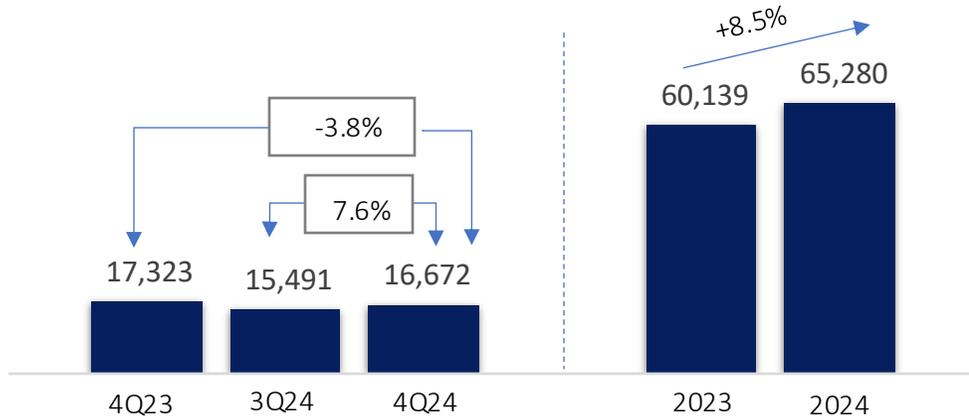
- ✓ Slight downturn in the Group's SSSG due to slower 4Q performance in Erajaya Digital from NPI delays.

FINANCIALS

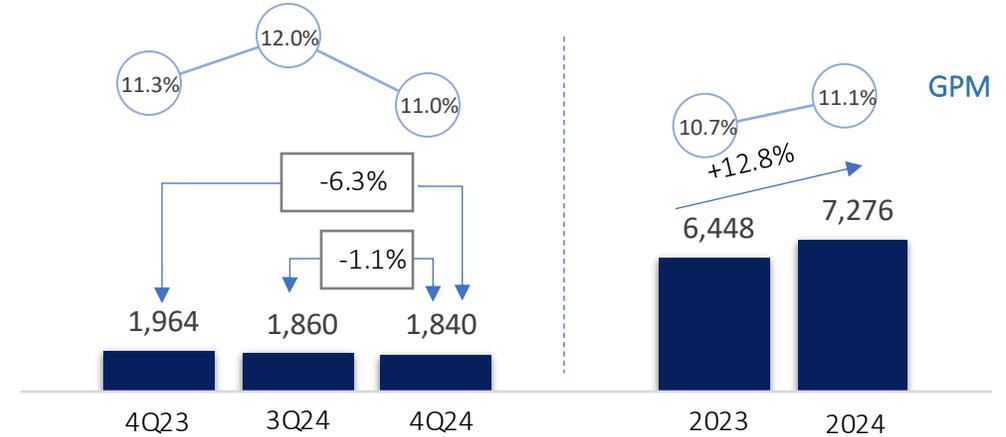


P&L Highlights

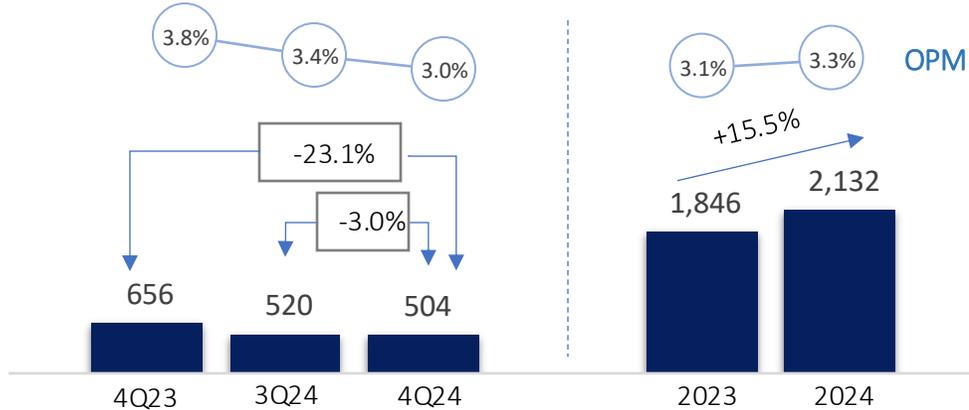
Net Sales (in Rp Billion)



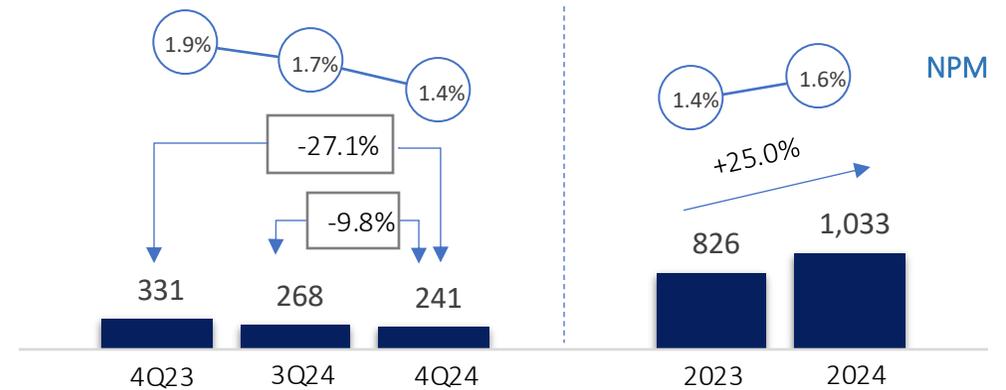
Gross Profit (in Rp Billion)



Operating Profit (in Rp Billion)



Net Profit (in Rp Billion)

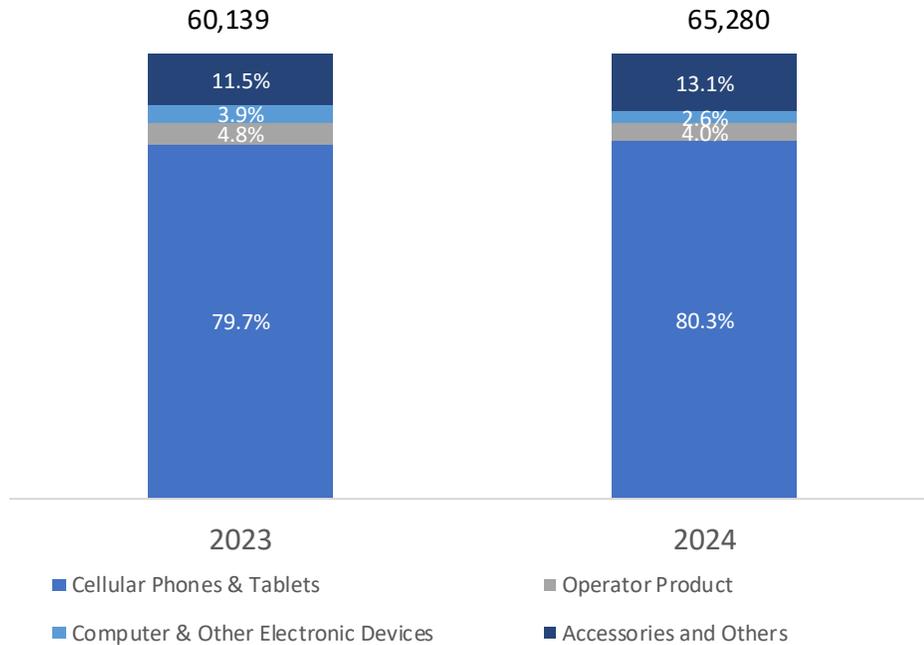


- **Net sales** in 2024 grew 8.5% YoY due to stronger growth coming from all product segments except operator products.
- **Gross profit** in 2024 also grew by 12.8% YoY due to better margin coming from new product introduction and retail-focused businesses from other verticals with GPM was at 11.1% (2024) compared to 10.7% (2023).
- **Operating Profit** in 2024 grew by 15.5% YoY due to manageable level of opex net off by promotion support.
- Overall, **Net Profit** in 2024 grew by 25.0%.

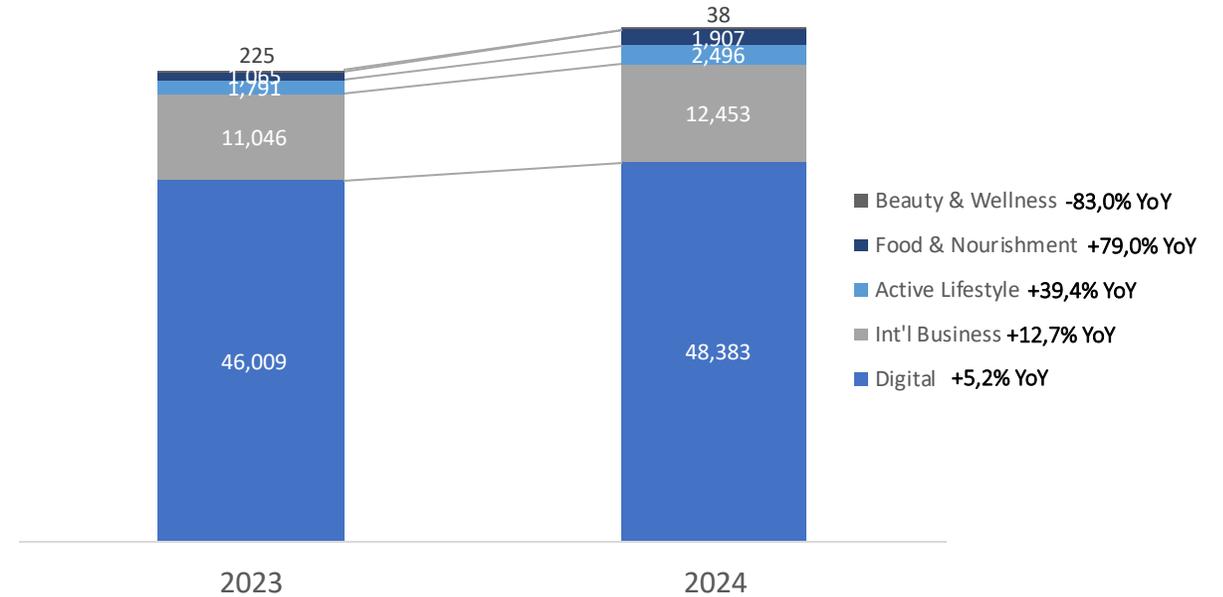
Segmented sales breakdown – 2024

Records growth of 25% still supported by handset business, however most of other verticals are giving a potential sales uptrend on yearly basis.

Sales by Segment



Sales by Vertical



- Total sales mostly driven by handset business with more than 80% contribution, however other verticals also starts to grow their proportion through accessories & others segmentation (11.5% in 2023 vs 13.1% in 2024) aligned with the Group’s strategy to grow other business verticals.
- Verticals wise, Erajaya Digital (including international business) has growth of 5,2% YoY, while other verticals such as Active Lifestyle and Food & Nourishment also booked an upward sales trend due to retail channel expansion and NPIs (Active Lifestyle).
- Erajaya Beauty & Wellness sales decreased 83% YoY due to business closure.

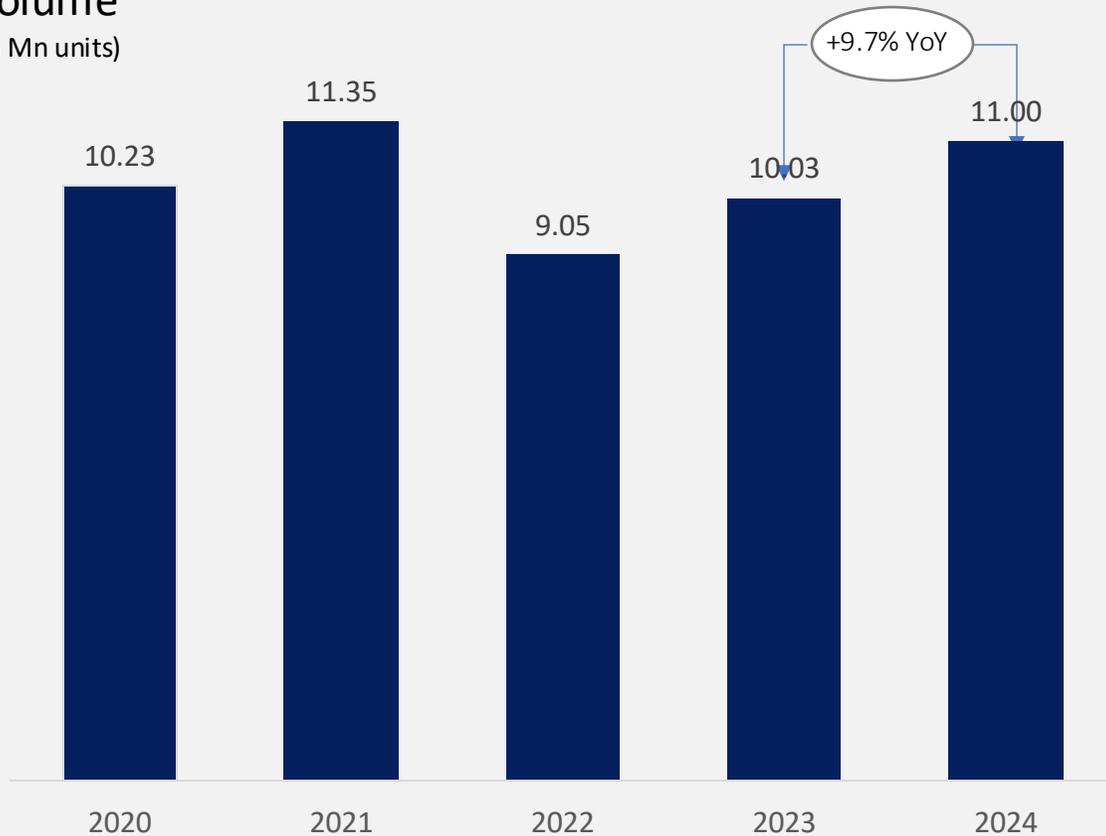
Consolidated key ratios

Description	2023	2024
CAPEX (IDR billion)	1,022	688
Inventories (IDR billion)	8,047	7,131
Net Debt (IDR billion)	4,823	4,739
Net Working Capital (IDR billion)	2,634	2,432
Net Debt/Equity (x)	59.3%	52.3%
Net Working Capital/Net Sales*annualized (%)	4.4%	3.7%
ROCE*annualized (%)	13.8%	14.1%
Average Inventory days	47	47
Average Trade Receivable days	7	7
Average Trade Payable days	20	23
Cash Conversion Cycle (CCC)	34.2	30.6

Volume & average selling price - Handset

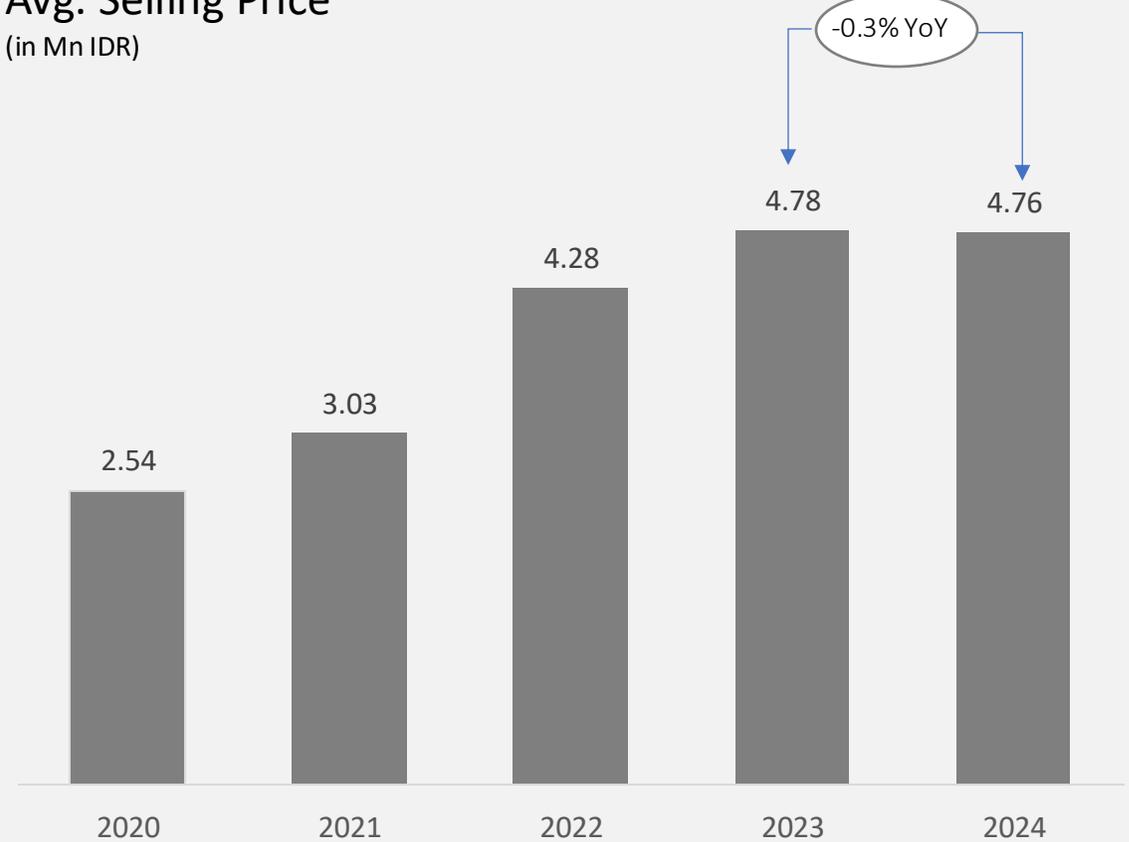
Volume

(in Mn units)



Avg. Selling Price

(in Mn IDR)





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