



Unlocking The Future Growth

Diversification through Customer Centricity

AUGUST • 2022

Erajaya Journey



RECOGNITION



FORTUNE INDONESIA, 2022

- Top 100 Companies in Indonesia

FORTUNE INDONESIA, 2021

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

FORBES INDONESIA, 2021

- Top 50 Companies in Indonesia

FINANCIAL FACT SHEET - Q1 2022



NET SALES
IDR 11.5 T



NET PROFIT
IDR 295 B



TOTAL ASSET
IDR 14.2 T



NET D/E RATIO
0.37x

Erajaya now is no longer just about mobile phone but we are are growing by entering some new businesses, such as IoT, active apparel, grocery, F&B, beauty and healthcare industry.



Erajaya Digital



**Focuses on 3C products
(Communication,
Computers, and Consumers
Electronics)**

Erajaya Active Lifestyle



**Focuses on products and
accessories related to
lifestyle through a variety of
products, such as IoT,
accessories, sport fashion
apparel, and others**

Erajaya Beauty & Wellness



**Focuses on health store
(pharmacy), health
equipment distribution and
beauty products and
services**

Erajaya Food & Nourishment



**Focuses on food & daily
groceries**

The Push for Diversification



Mobile phone has always been Erajaya's core business. Even now, our mobile phone business is still showing positive growth with large market share.



Erajaya Mobile Phone Revenue, Market Share, and Total Store

Contribution of Mobile Phone Revenue to Total Erajaya (Q1'22)

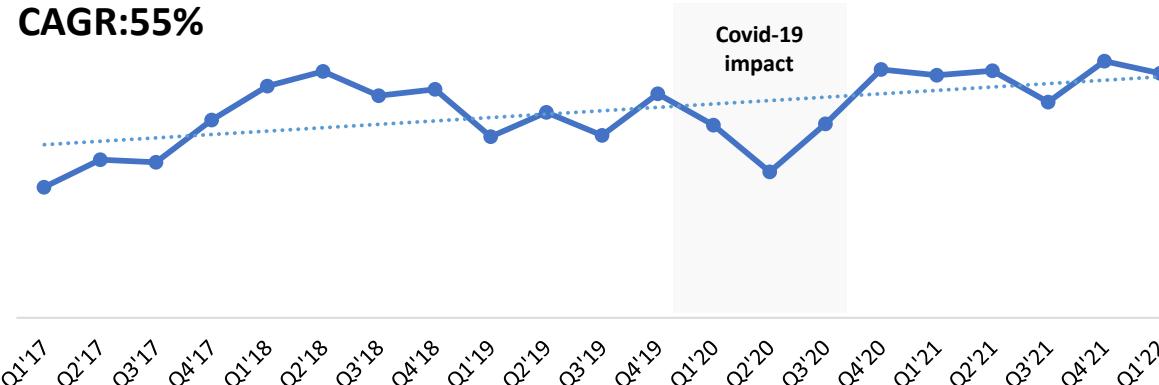


Market Share of Erajaya in Mobile Phone Retail Category (Q1'21)



*Category Smartphone; Gross Sales; Offline Market

Mobile Phone Erajaya Revenue



Total Stores of Erajaya Mobile Phone Retail*

Total Store in Mar'22

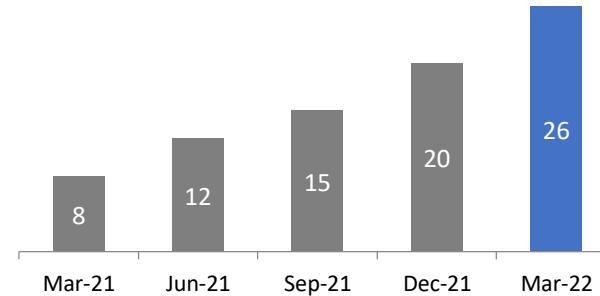
1,111
stores

New Open Store
By the End of 2022

400++
stores

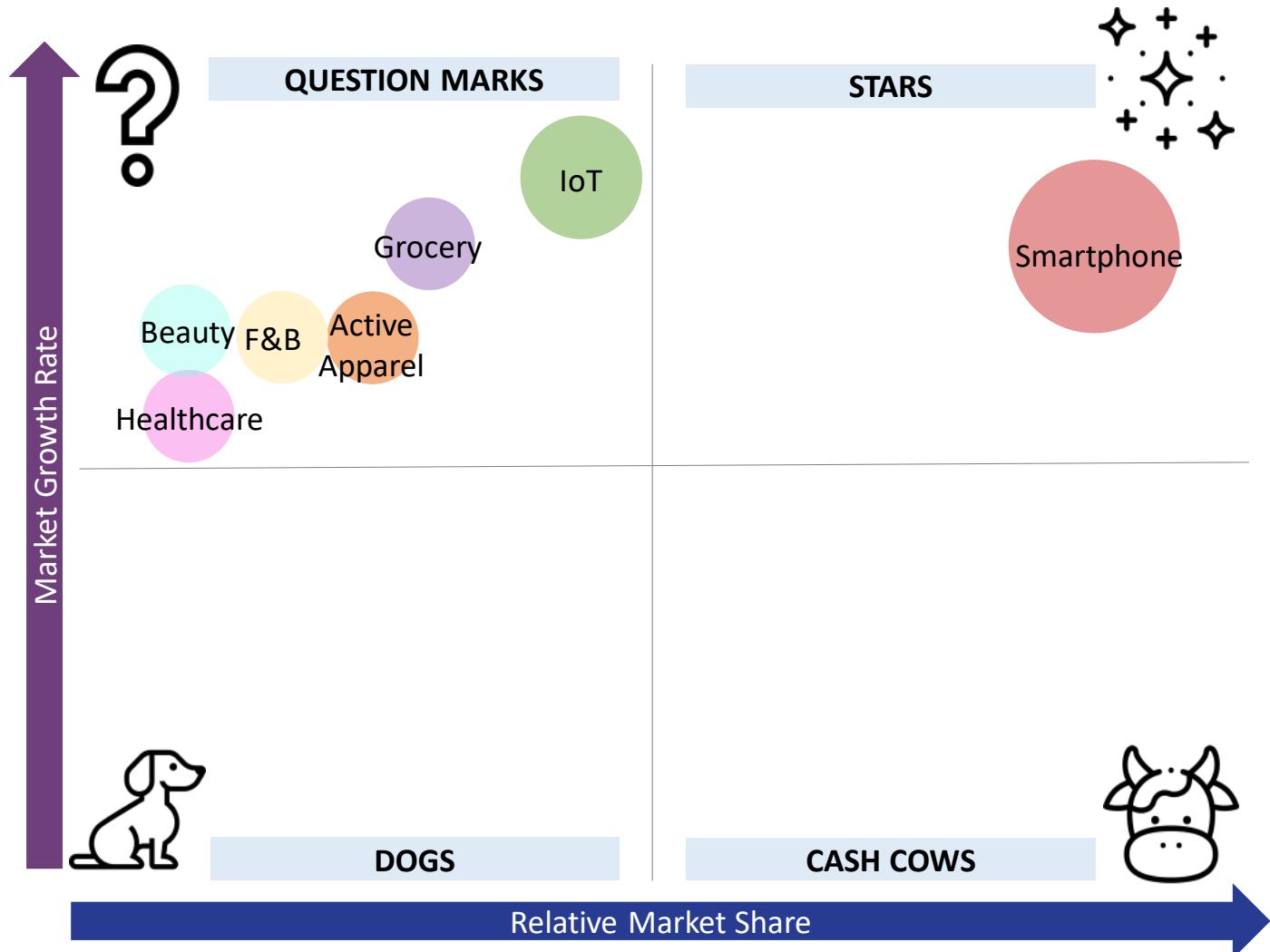
*Included Malaysia & Singapore stores and all Erafone Cloud Retail Partner

Store expansion also supported by collaboration with retail investors through **"Erafone Cloud Retail Partner"** store concept.



The needs to optimize the portfolio as well as to maximize growth are critical to unlock future growth.

Erajaya Businesses in BCG Growth Matrix



The importance of Diversification for Erajaya

1 Optimize Business Portfolio

Strengthening Erajaya position as dominant player is necessary through adding more business to the portfolio. Moreover, cultivation of new business is essential to ensure next growth.

2 Maximize Growth

- **Attracting broader customer segments:** Business in F&B and groceries will increase our opportunity to get new customers, especially Female or Family.
- **Generating more frequent purchase:** Business that helps us to interact with our customers more products that catered the daily needs.

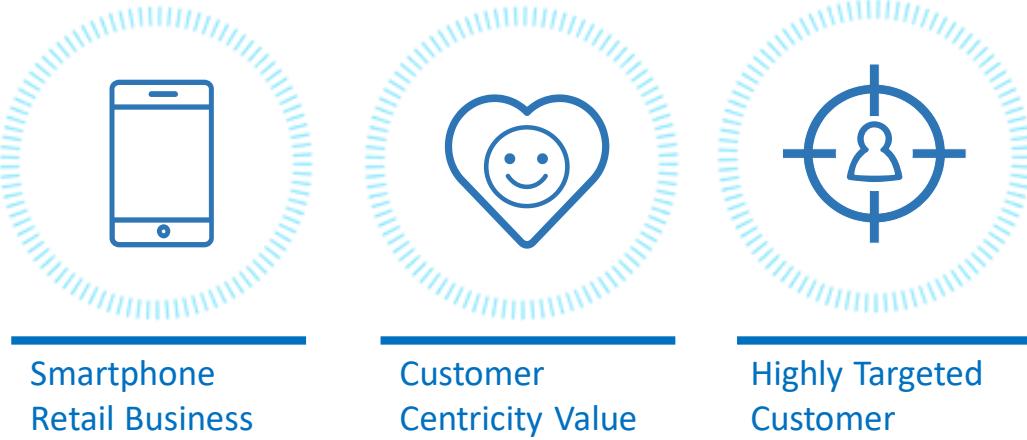
Customer Centricity as The Core Value



Strong smartphone retail business makes us able to understand our customer. With customer centric approach, we are determined to bring more product to help our customers to have a better quality life.

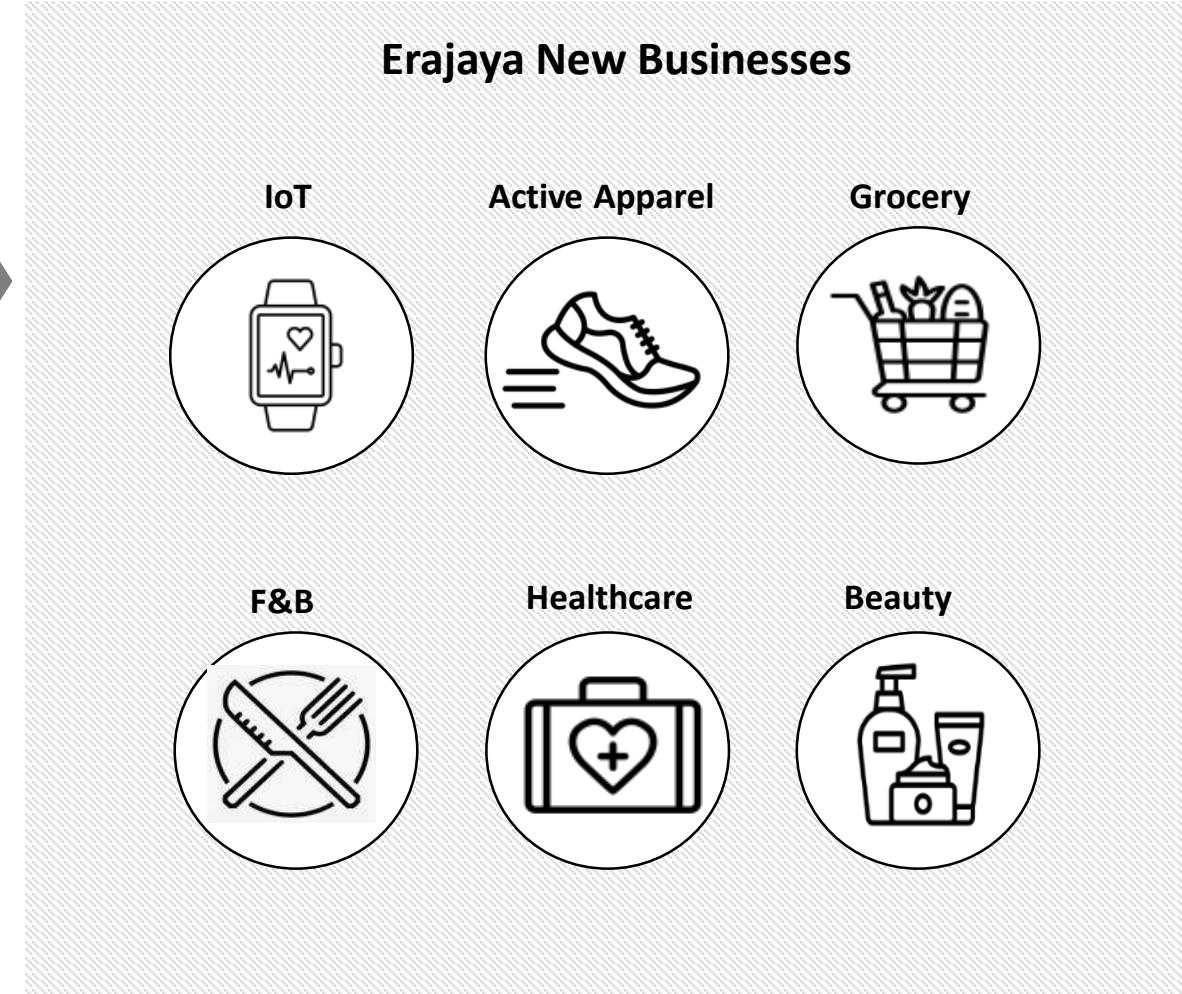


Erajaya's New Businesses



We are focusing to bring a better quality
living by bringing relevant products

Erajaya New Businesses





Why IoT and **Active Apparel** Business?

Affinity of smartphone & IoT, customer centric value through behavioral segment, and along with good IoT market potential has convinced Erajaya to enter IoT business. Furthermore, the affinity of IoT and active apparel to target sport enthusiast gives Erajaya sees the opportunity to enter the active apparel business.

Why IoT and Active Apparel Business?

Affinity of Smartphone and IoT



Consumer Centric Approach through Behavioral Segmentation



Market Potential

CAGR IoT vs Smartphone Market (2016-2021)



IoT Market Revenue, 2021:
IDR 30,4 T

Active Apparel Market Revenue, 2021

10.6 IDR T

Total Stores of Erajaya IoT and Active Apparel Retail*

Total Store in Mar'22

54
stores

New Open Store
By the End of 2022

30++
stores

Erajaya IoT and Active Apparel Business: Some Photos of Stores and Products

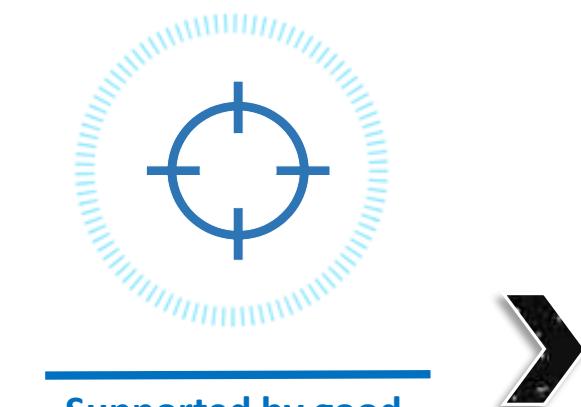




Why **Grocery** and **F&B** Business?

By having good customer understanding, motivated to increase recency & customer lifetime value, also convinced by big opportunity of food market, Erajaya is partnering with various prominent parties to enter grocery and F&B business.

Why Grocery and F&B Business?



Food Market Revenue, 2021 (In IDR T)



CAGR (2022 - 2027): 6.37%

Total Stores of Erajaya Grocery and F&B Retail*

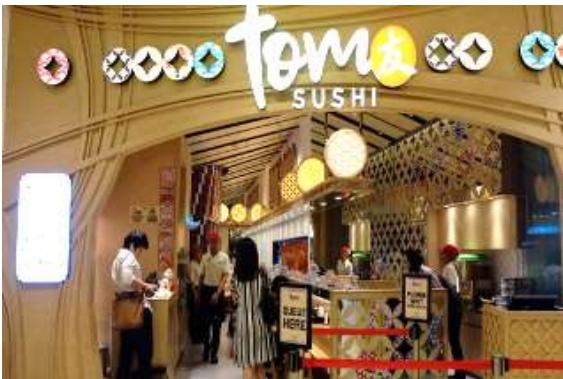
Total Store in Mar'22

56
stores

New Open Store
By the End of 2022

40++
stores

Erajaya Grocery and F&B Business: Some Photos of Stores and Products



Paris Baguette Product



GrandLucky Product



Sushi Tei, Hokaidoya, Yoka-Yoka, Tom Sushi Product

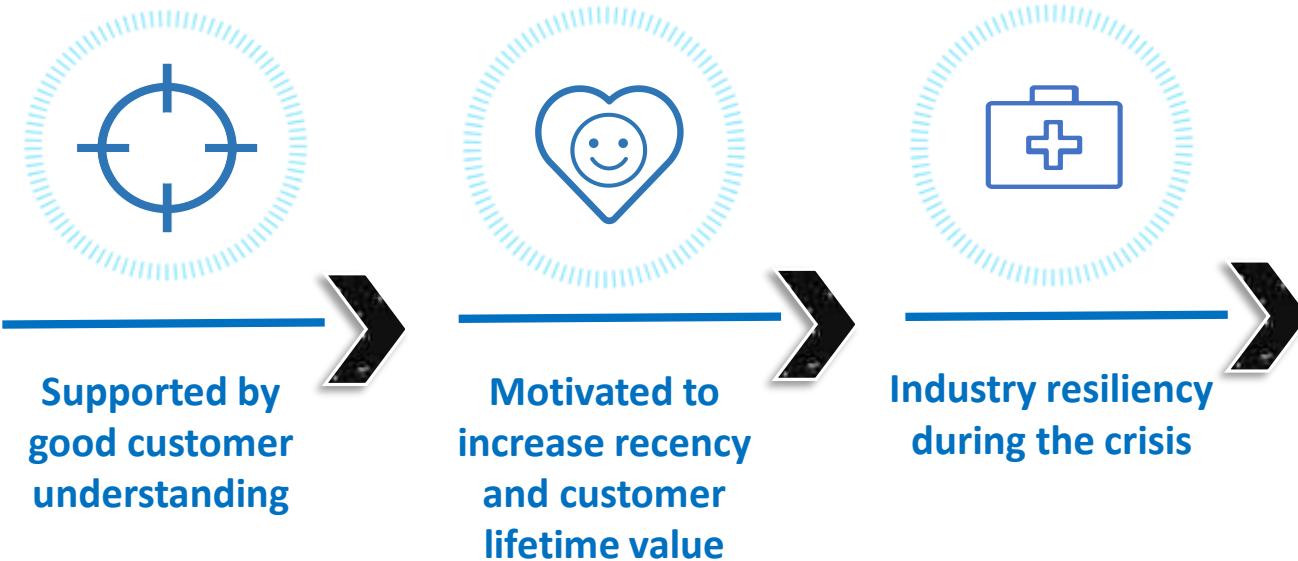




Why **Beauty** and **Healthcare** Business?

Similar drivers with grocery and f&b business and also convinced by understand the resiliency of healthcare industry during the crisis, Erajaya has entered to beauty and healthcare industry.

Why Beauty and Healthcare Business?



Erajaya Beauty and Healthcare Business: Some Photos of Stores and Products



The Face Shop Product



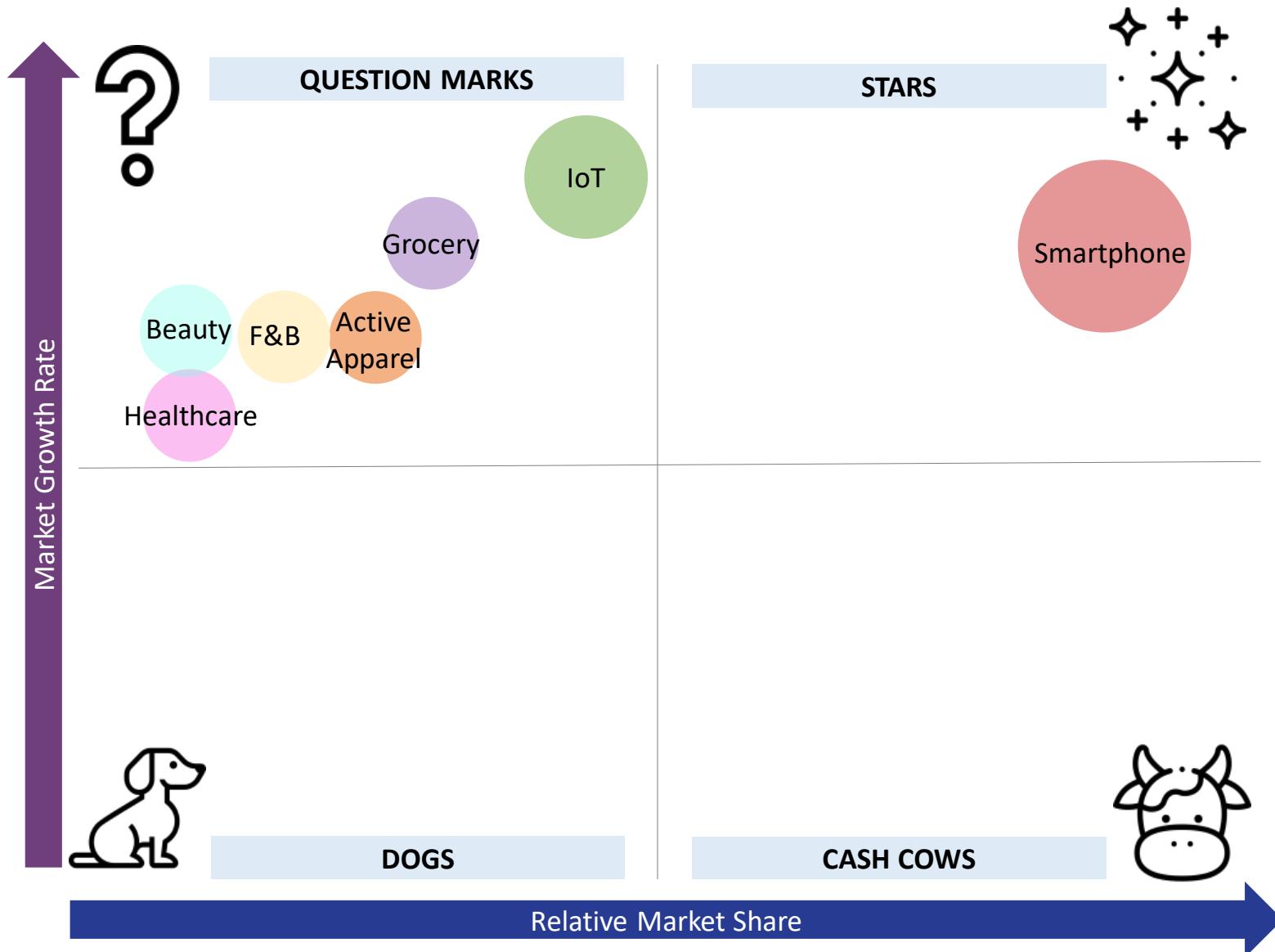
Wellings Pharmacy Product



Siemens Healthineers, GE Healthcare, Abbott Product



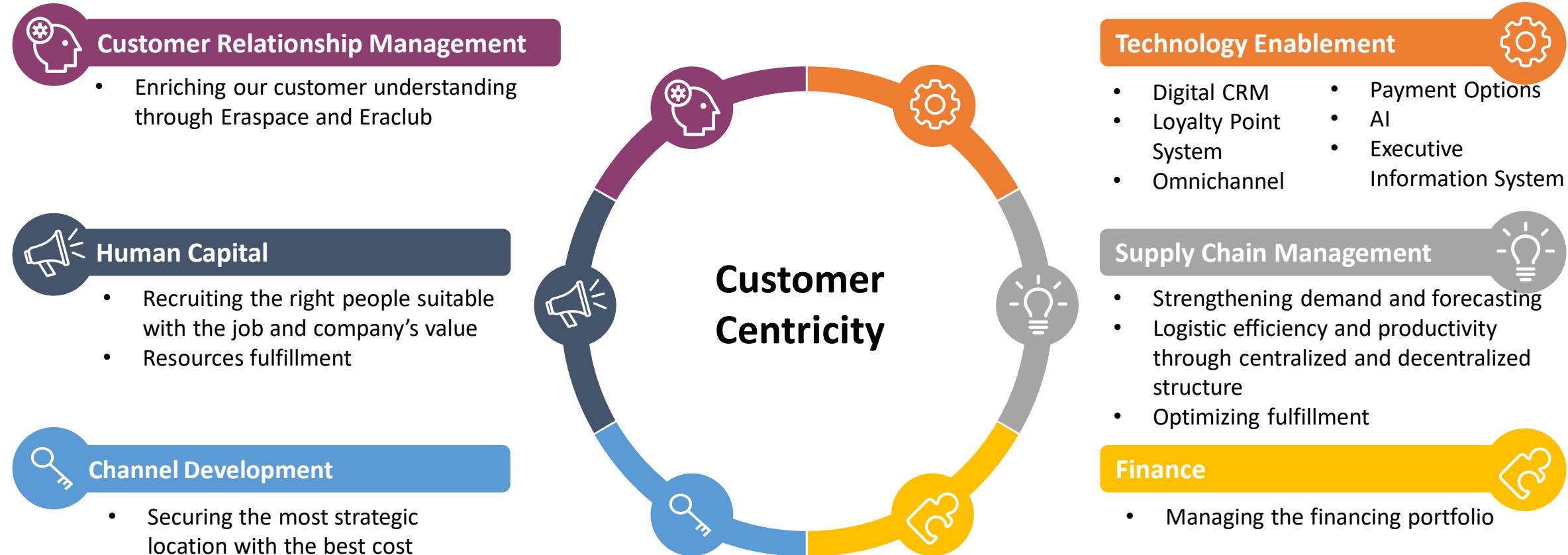
We envision our product portfolio becomes richer and stronger, to provide better customer satisfaction.



Winning Factors for Diversification



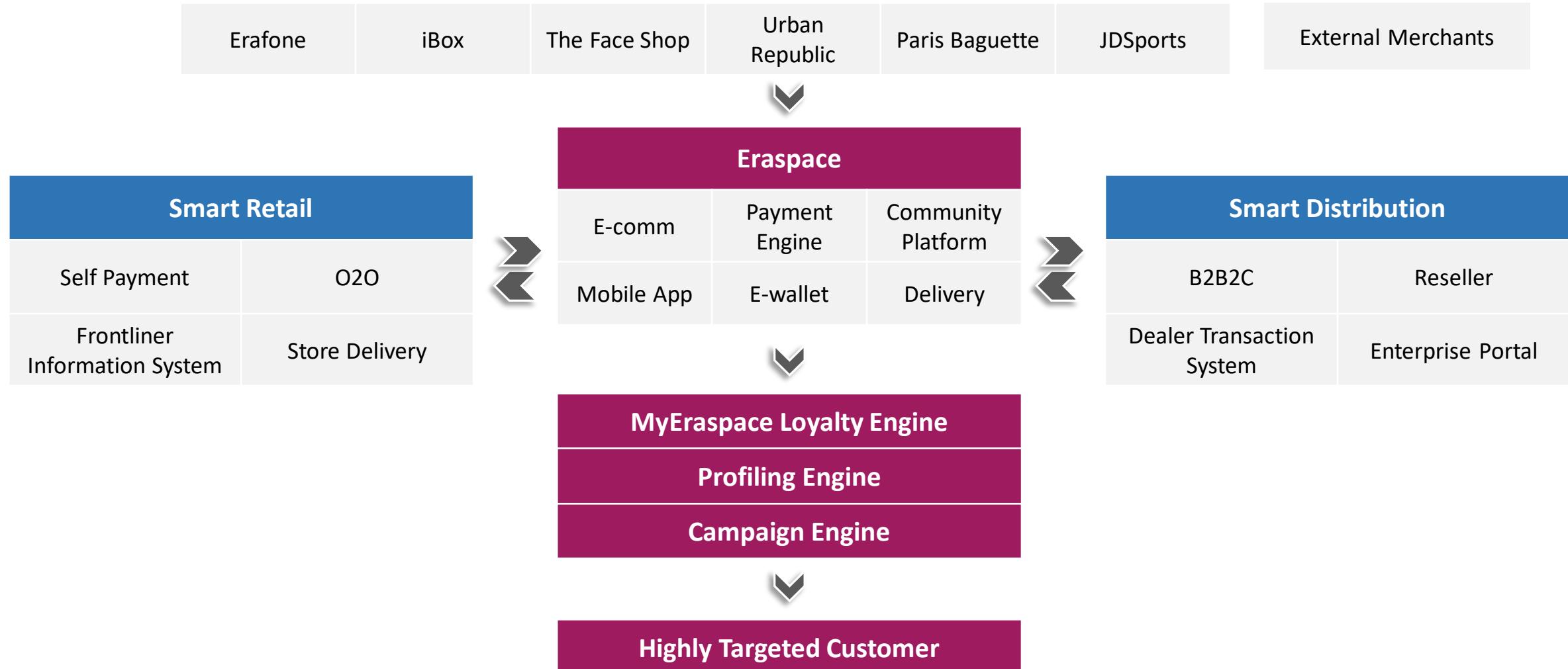
Winning Factors for Diversification



Along with the increase of showrooming phenomenon, integrating seamless omnichannel supported by advanced technology base helps Erajaya to increase customer satisfaction and loyalty and win the new customers.



Omnichannel Strategy in Erajaya





Erajaya is growing beyond gadget retail and expanding businesses to lifestyle, sport-fashion, food & beverage, and beauty & wellness industry.

We continue to grow to be able to achieve our vision:

“To Become the Largest Lifestyle Smart Retailer in South East Asia (2025)”

THANK YOU!

Erajaya Plaza

Jl. Bandengan Selatan No.19-20. Pekojan - Tambora
Jakarta Barat 11240, Indonesia
(021) 6905788