



# 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 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

Total Stores of Erajaya Mobile Phone Retail\*

Total Store in Mar'22

1,111  
stores

New Open Store  
By the End of 2022

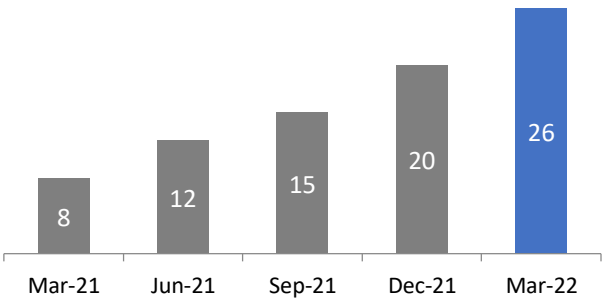
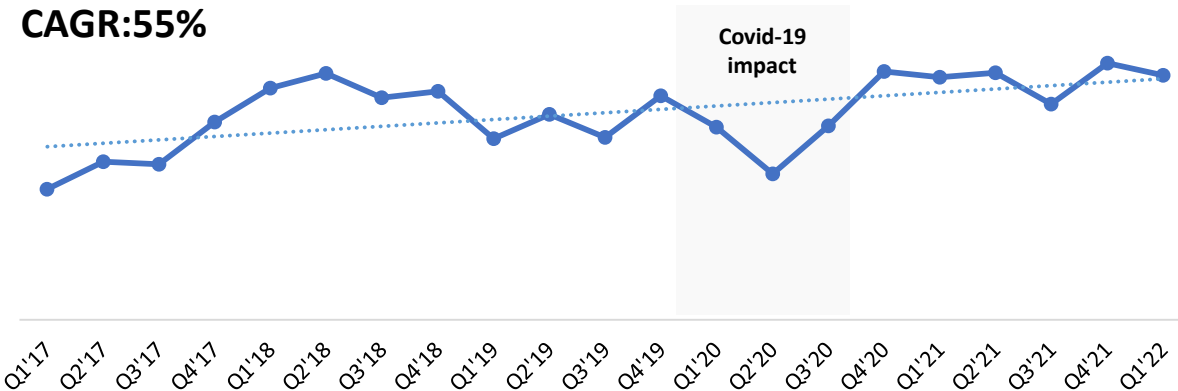
400++  
stores

\*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.

Mobile Phone Erajaya Revenue

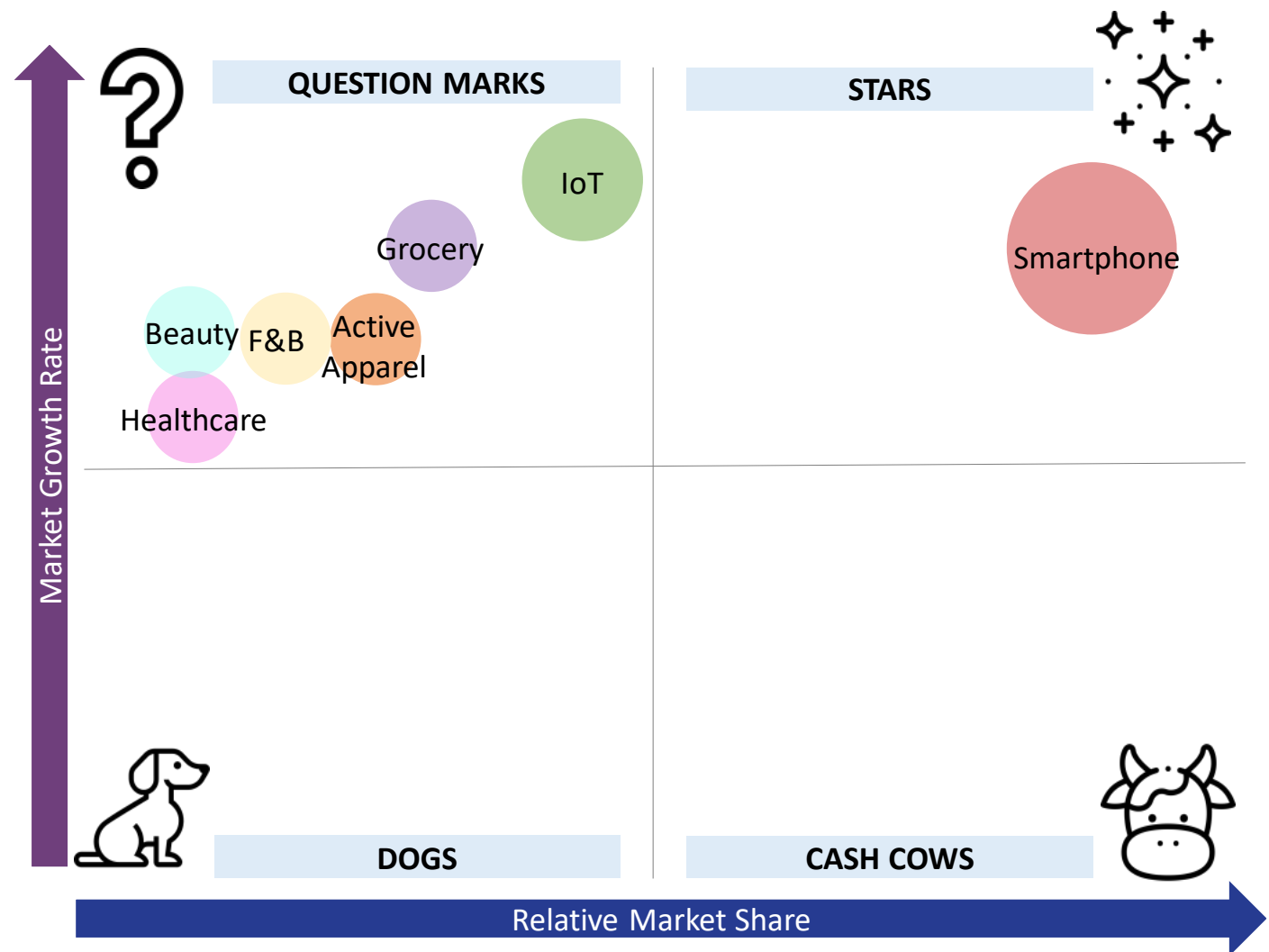
CAGR:55%



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.

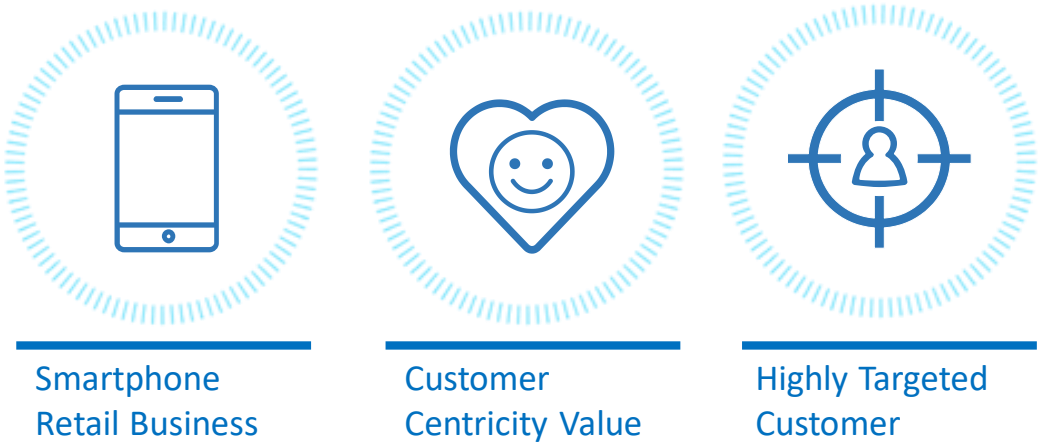
# Customer Centricity as The Core Value



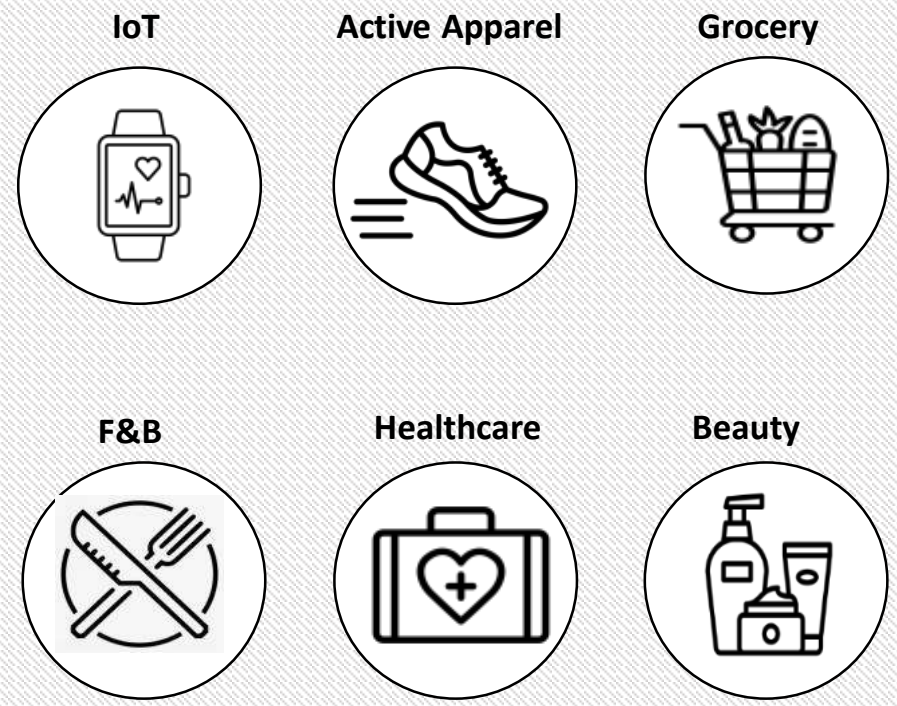
Strong smartphone retail business makes us able to understand our customer. With customer centric approach, we are determined to bring more product to help our customers to have a better quality life.



Erajaya's New Businesses



Erajaya New Businesses



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





## 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

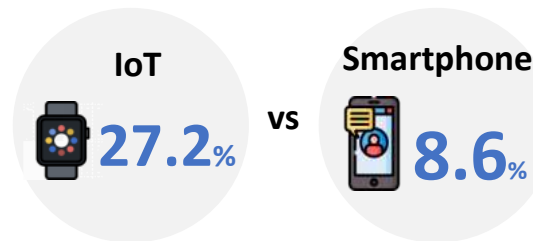


### Consumer Centric Approach through Behavioral Segmentation



### Market Potential

#### CAGR IoT vs Smartphone Market (2016-2021)



IoT Market Revenue, 2021:  
**IDR 30,4 T**

#### Active Apparel Market Revenue, 2021



### 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?



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



Paris Baguette Product



GrandLucky Product



Sushi Tei, Hokkaidoya, Yoka-Yoka, Tom Sushi Product



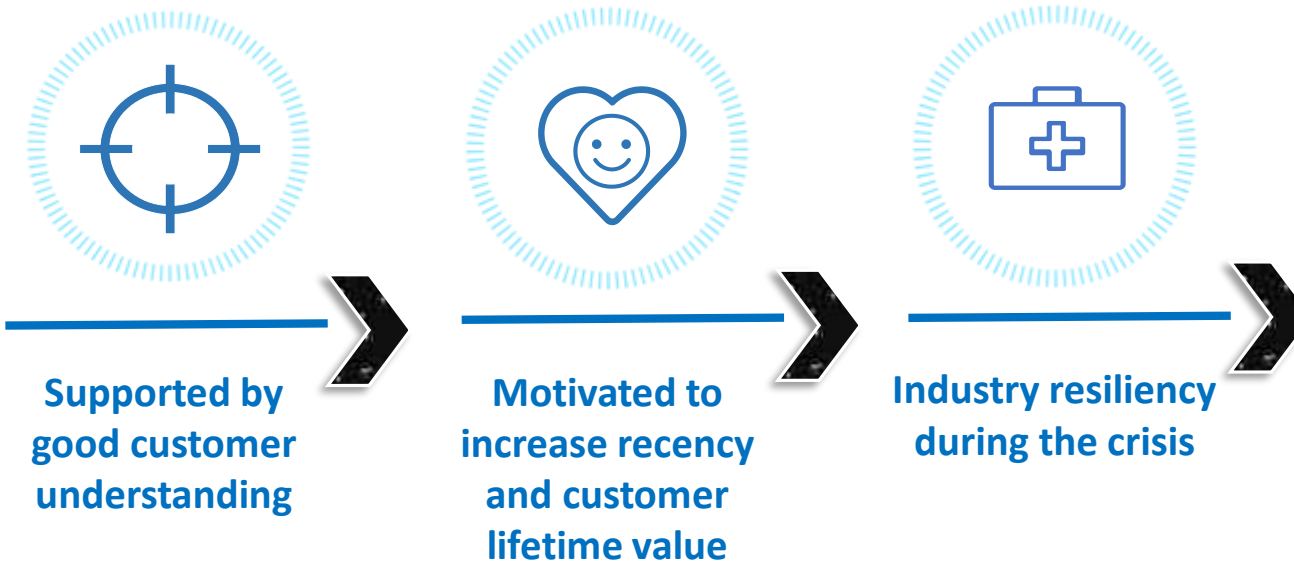




# Why **Beauty** and **Healthcare** Business?

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?



Market Revenue, 2021 (In IDR T)	
Beauty & Personal Care Market	Healthcare Market
<b>88.76</b> IDR T	<b>70.45</b> IDR T
CAGR (2022 - 2027): 5.91%	CAGR (2022 - 2026): 5.35%

Total Stores of Erajaya Beauty and Healthcare Retail*	
Total Store in Mar'22	New Open Store By the End of 2022
<b>33</b> stores	<b>9++</b> stores



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



The Face Shop Product



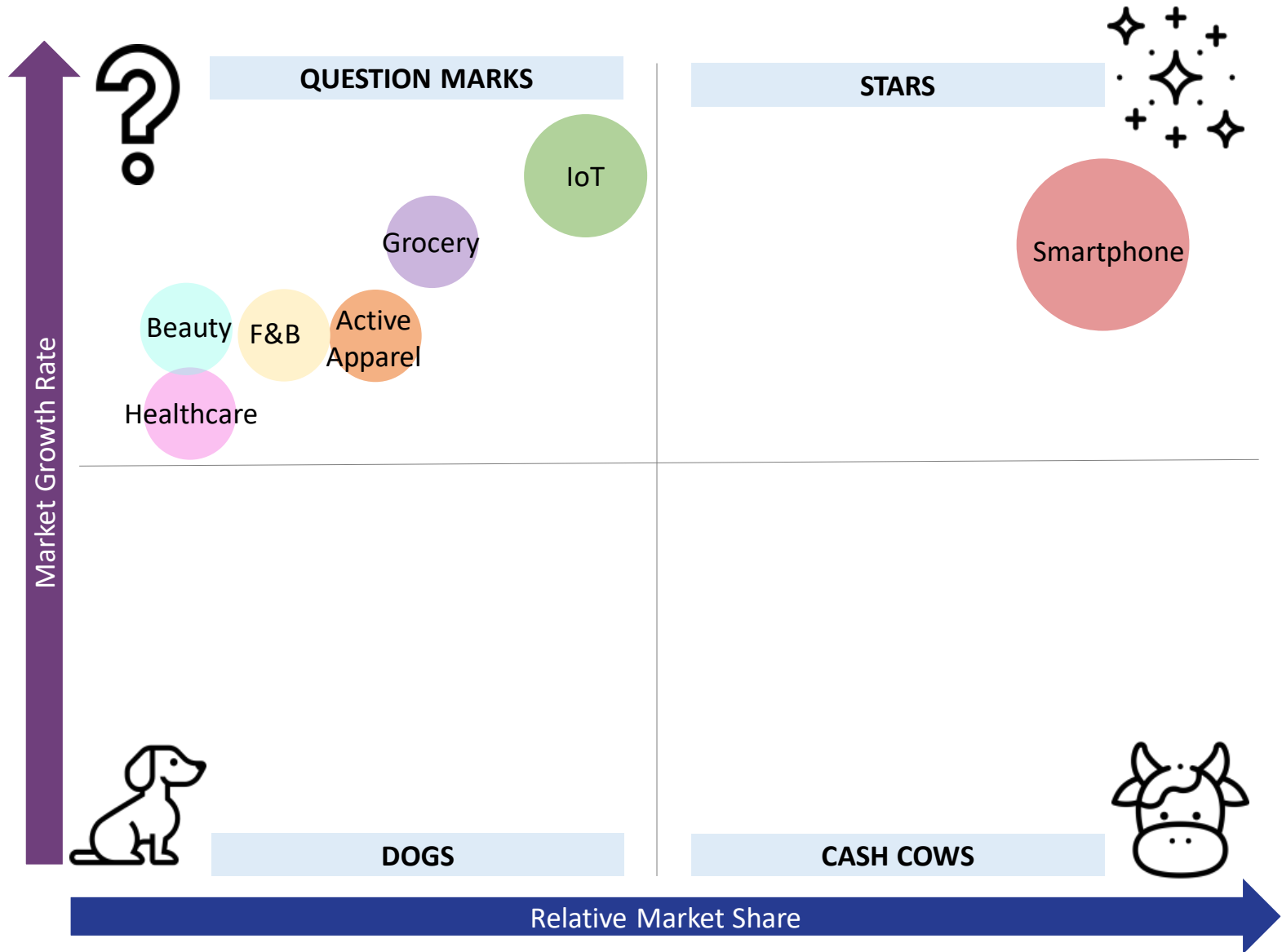
Wellings Pharmacy Product



Siemens Healthiners, GE Healthcare, Abbott Product



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



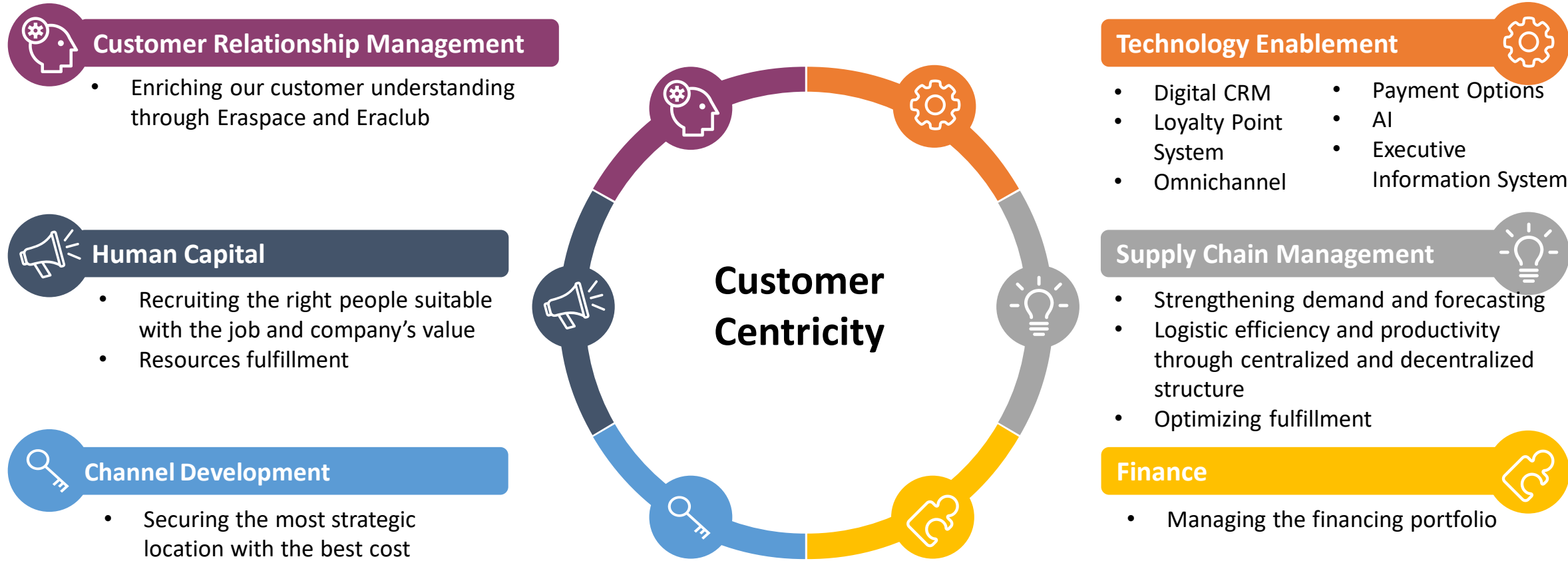
# Winning Factors for Diversification



Synergized whole ecosystem in Erajaya is important to support this business diversification strategy.



Winning Factors for Diversification

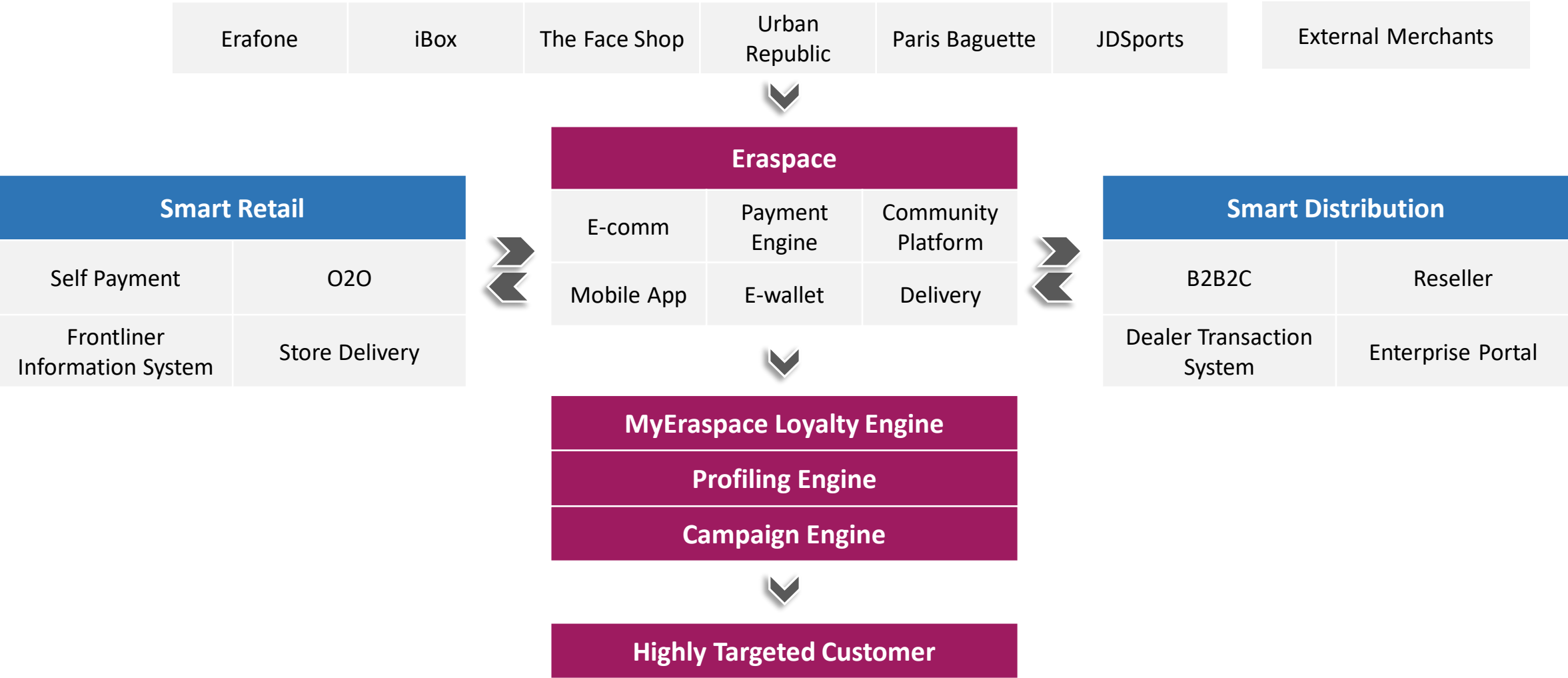




Along with the increase of showrooming phenomenon, integrating seamless omnichannel supported by advanced technology base helps Erajaya to increase customer satisfaction and loyalty and win the new customers.



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