

The background is a collage of images related to fitness and technology. It includes a close-up of a person's wrist wearing a black smartwatch with a circular display showing various metrics like steps, heart rate, and battery. To the left, a white drone is flying. In the bottom right, a person's legs are shown running on a paved path. The collage is overlaid with a large, light blue, abstract shape that frames the text.

CORPORATE PRESENTATION

PT Sinar Eka Selaras Tbk

9M 2023 Result

1 Business Overview

Company at a glance...

EAL is a company that aims to provide innovative solutions, exceptional services, and a compelling customer journey through a world-class active lifestyle product portfolio that includes accessories (ecosystem), Internet of Things ("IoT"), and Sportswear, Fashion & Outdoors

Active Lifestyle Products

Accessories (Ecosystem)

Cases & covers, earphones, chargers, data cable, powerbank, protective skin, console, gaming accessories, and other peripherals from various brands.



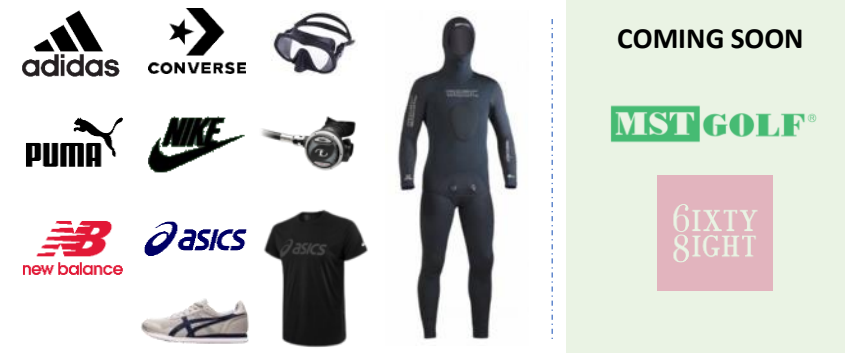
Internet of Things ("IoT")

Smart home appliances such as robot vacuum cleaner, smart air purifier, smart CCTV, smart door lock, etc, smart watches, handheld navigation system, electric scooter, Bluetooth speaker, and drones.



Sportswear, Fashion & Outdoors

Footwear such as sneakers, running shoes, and modern trainers; Clothing such as polo shirt, track tops, track pants & joggers, tracksuits, shorts, football kits, etc; Accessories such as caps & hats, backpacks, etc.



Extensive Network

EAL's retail network throughout Indonesia

As of 30 September 2023



Operational Coverage ERAL

- Java and Bali (73 stores)
- Sumatera (8 stores)
- Yogyakarta (3 stores)
- Kalimantan (8 stores)
- West Nusa Tenggara (1 store)
- Sulawesi (5 stores)
- Riau (2 stores)

Total stores: 100 stores (+37 new stores opening throughout 9M23)

| Brand | Sep-22 | Sep-23 |
|-----------------------------|-----------|------------|
| UR URBAN REPUBLIC | 23 | 48 |
| GARMIN. | 12 | 22 |
| dji | 7 | 8 |
| JD | 5 | 9 |
| asics | 3 | 9 |
| it. | - | 2 |
| logitech | - | 1 |
| URBAN ADVENTURE | - | 1 |
| TOTAL | 50 | 100 |

Omni-Channel Services

Offline Channel



Online Channel

ERAL Online Marketplace



(Rank #2 Online Retail Ranking *)

Total Member: 8.9 Million (57% YoY growth)



jdsports.id

(Rank #2 Online Sneakers Ecommerce Ranking*)

Collaboration with E-commerce Market



*based on SimilarWeb ranking

Events & Community Update in 9M23

UR Amazing Run



UR Track Day



UR Fest



DJI Roadshow DJI Mavic Pro 3



Garmin Run Asia Series 2023



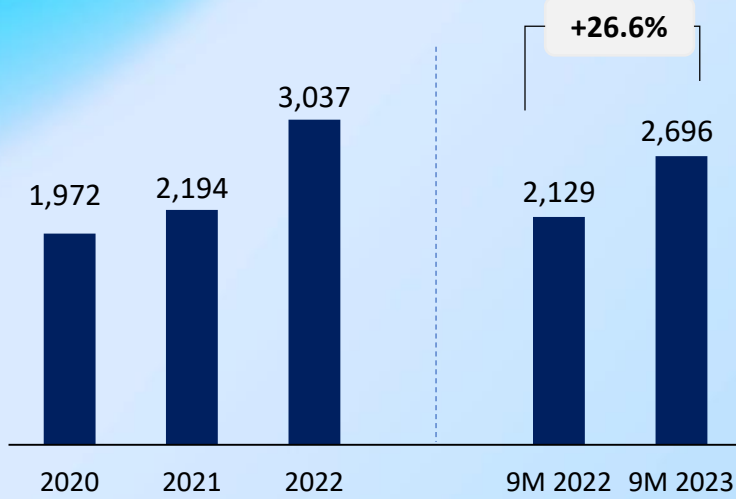
1st Grand Opening IT Store



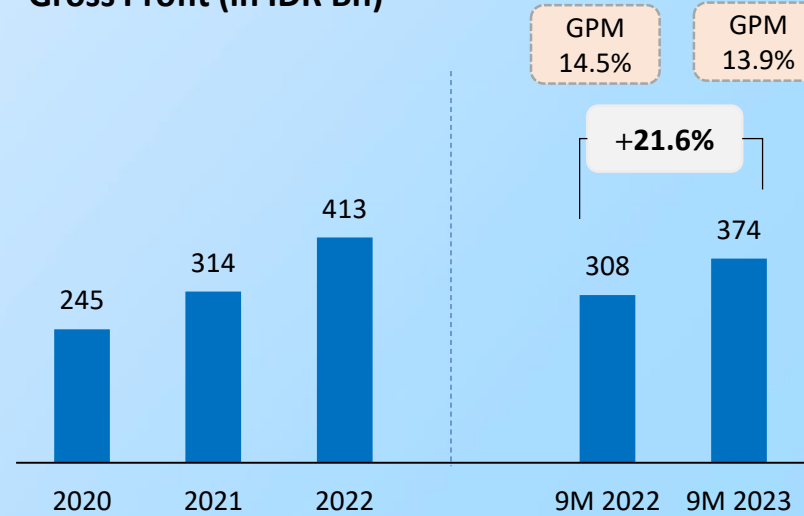
2 Financial Performance

Financial Highlights

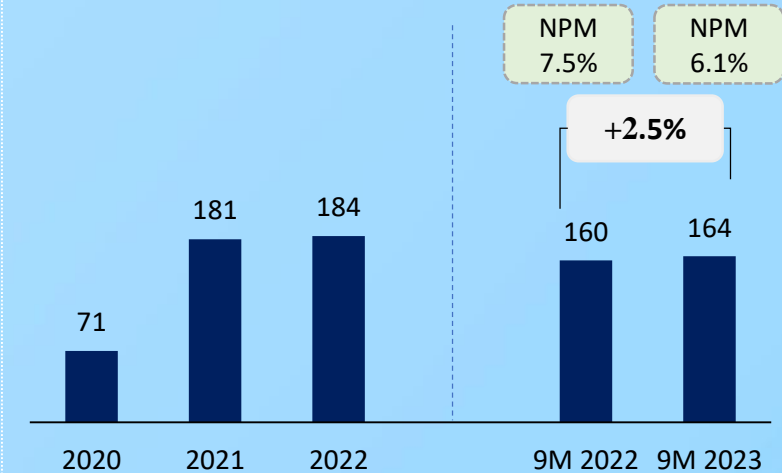
Net Sales (in IDR Bn)



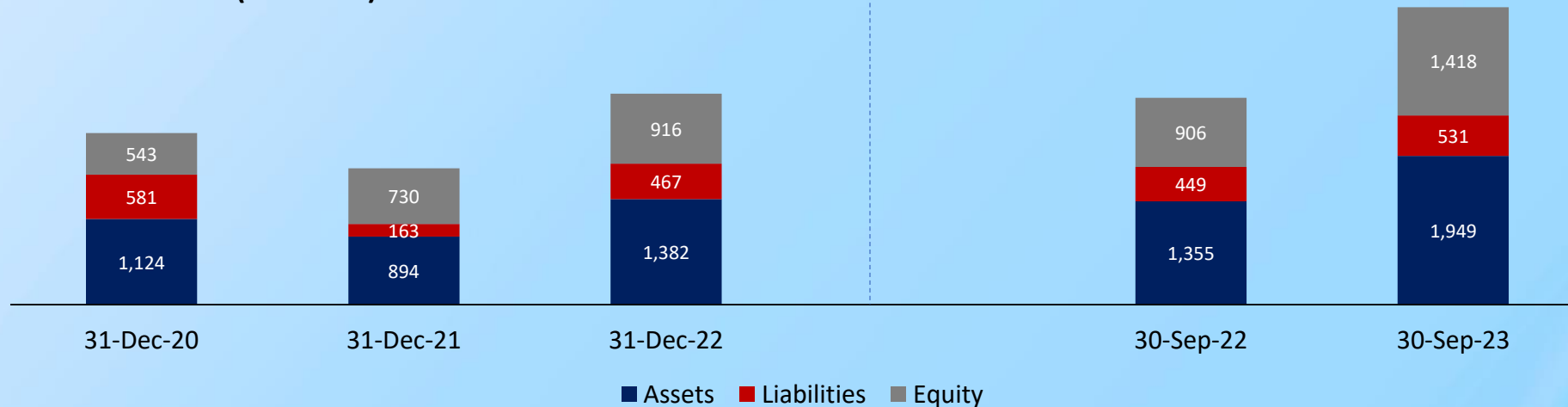
Gross Profit (in IDR Bn)



Net Income (in IDR Bn)



Balance Sheet (in IDR Bn)



Key Ratios

| | Sep-22 | Sep-23 |
|-----------------------------------|---------|---------|
| Net Working Capital (IDR Billion) | 750.1 | 1,101.7 |
| Inventories (IDR Billion) | 556.2 | 604.3 |
| Net Working Capital/Net Sales (%) | 35.2% | 40.9% |
| ROCE* (%) | 24.7% | 16.7% |
| <i>* 9 months period</i> | | |
| Average Inventory Days | 66 Days | 69 Days |
| Average Trade Receivable Days | 20 Days | 26 Days |
| Average Trade Payable Days | 24 Days | 31 Days |
| Cash Conversion Cycle | 62 Days | 64 Days |



Thank You

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