



CORPORATE PRESENTATION

PT SINAR EKA SELARAS TBK

1Q24 RESULT UPDATE



BUSINESS OVERVIEW

Bringing a world-class active lifestyle product portfolio



01 | SMART

Focus on technology-based related products such as accessories, internet of things ("IoT"), and supporting ecosystem.



02 | ACTIVE

Focus on outdoor and sports activity products including outdoor equipment, running shoes, and many more.



03 | LIFESTYLE

Focus on lifestyle related products including fashion apparel, sneakers, and many more.



Growing retail network to establish strong presence



We opened 13 new stores throughout first quarter of 2024



	UR URBAN REPUBLIC	GARMIN	dji	asics	JD	iT.	URBAN	MST GOLF®	SIXTYEIGHT	logitech	
1Q 2024	56	23	10	12	13	3	3	6	2	1	129
1Q 2023	38	21	7	5	7	-	1	-	-	-	79

Leveraging the Omni-channel network to scale up business



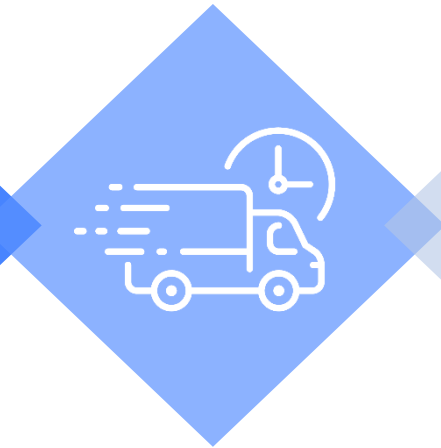
Retailers



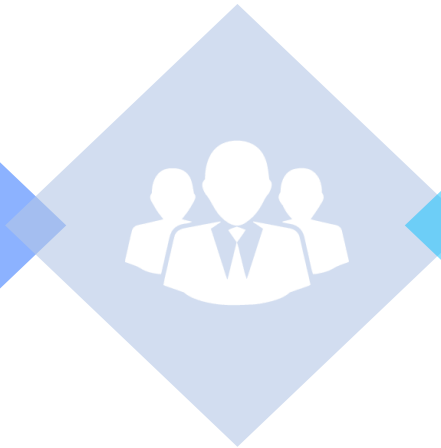
Enterprise



Erajaya group retailers



Third party resellers



Online channel



Online Marketplace

eraspace | Traffic: 7.7mn



JDSports.id | Traffic: 1.5mn

(Rank #3 Online Retail Ranking *) (Rank #3 Online Sneakers Ecommerce Ranking*)

Total Member : 10.7 Million
(49% YoY growth)

Collaboration with E-commerce Market

Shopee tokopedia



*based on SimilarWeb ranking

On ground activation with communities to uplift customers experience

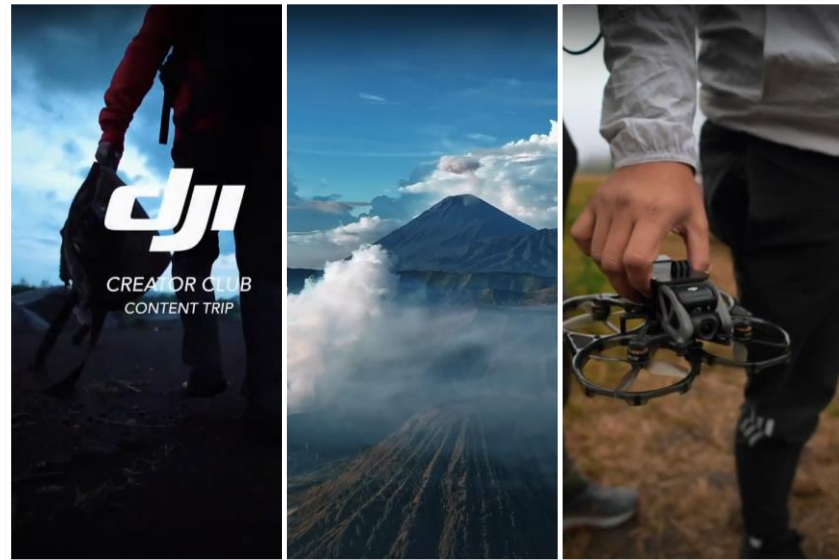


UR Time to Run



UR Run activity with apple watch experience, joined by 50 participants

DJI Creator Club Photo Trip to East Java



DJI photo trip and product experience combines education, to explore the capabilities of DJI products while capturing stunning visuals in iconic locations.

Garmin Run – Woman Series



Garmin organized running event for Run Club and public, joined by 200 participants.

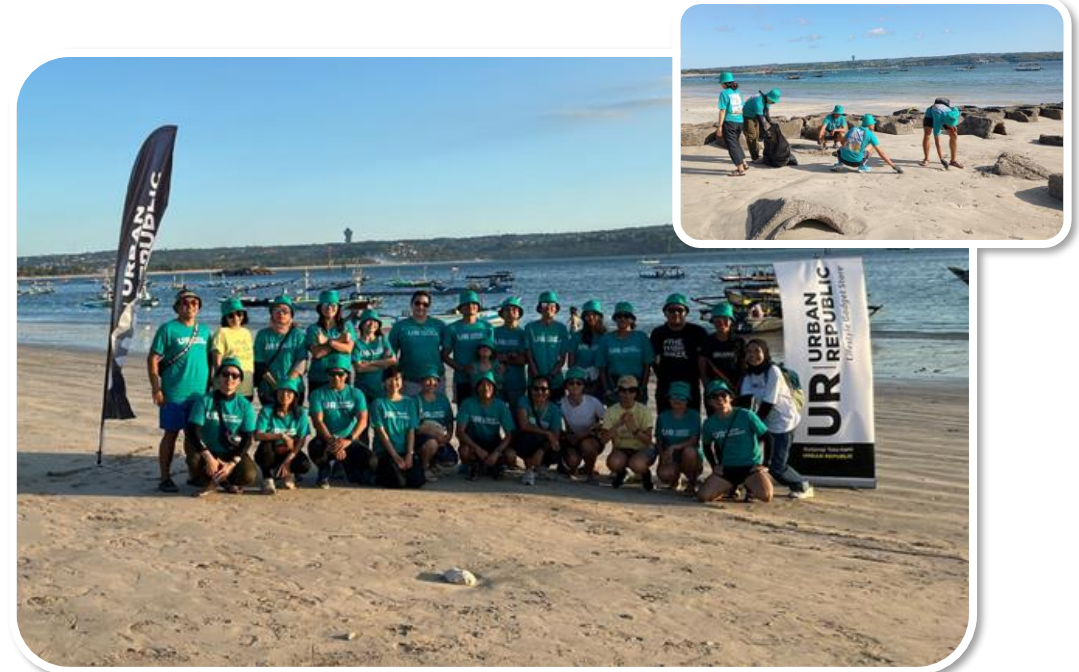
Establishing long-term value with stakeholders through sustainability



Social Donation in the month of Ramadan 1445 H



Beach clean-ups at Kelan Beach, Bali



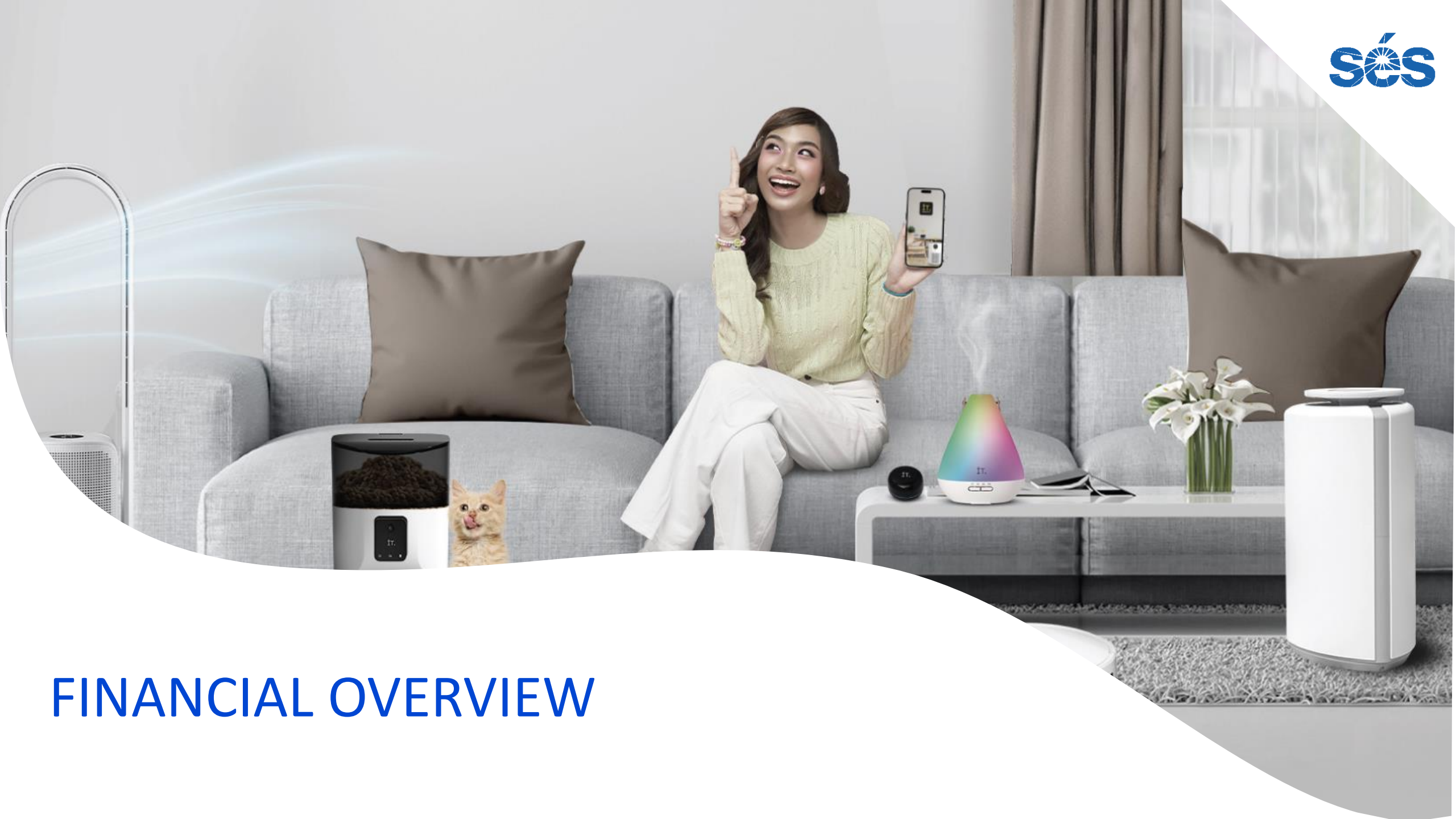
We have covered the ESG Baseline for social donation and stakeholder relation.

Result: Involved more than 20 UR communities, incl. UR Content Creator & UR Sport



We have covered the ESG Baseline for waste management, paper and plastic management, and stakeholder relation.

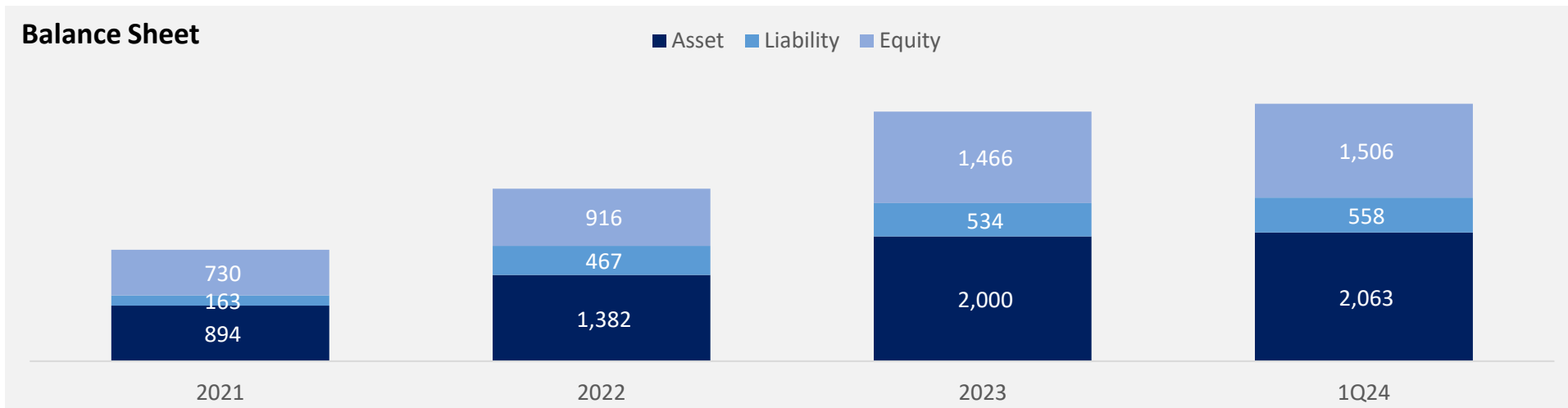
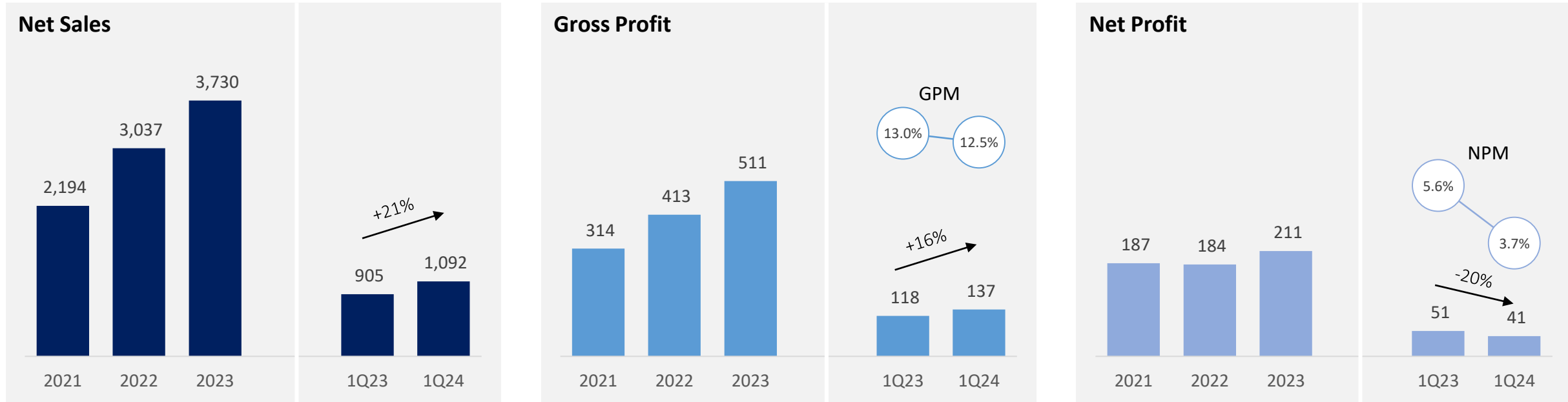
Result: Collected 15 trash bags of organic and inorganic waste.



FINANCIAL OVERVIEW

Financial highlights – 1Q24

(in IDR Bn)

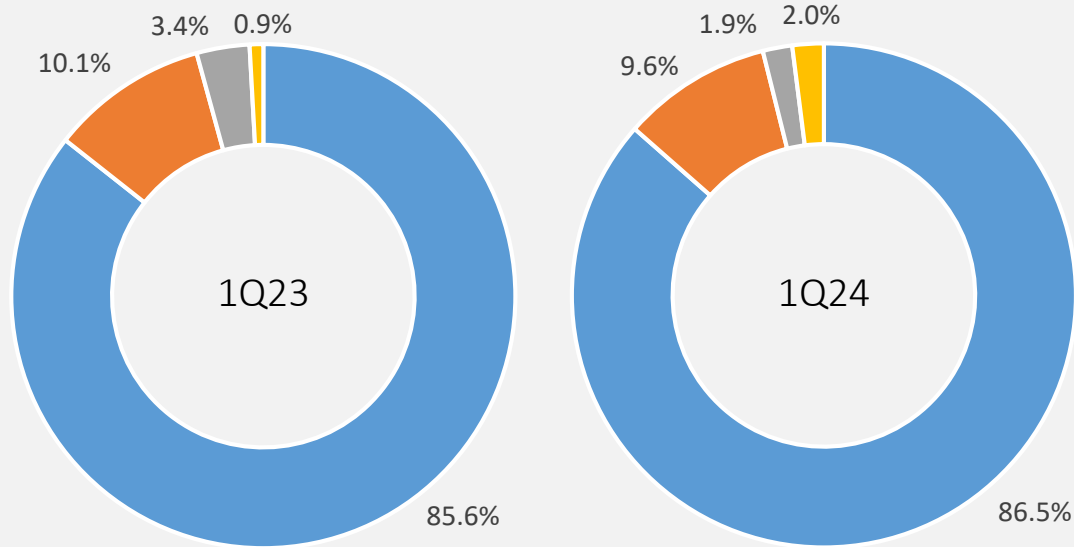


Detail sales breakdown – 1Q24

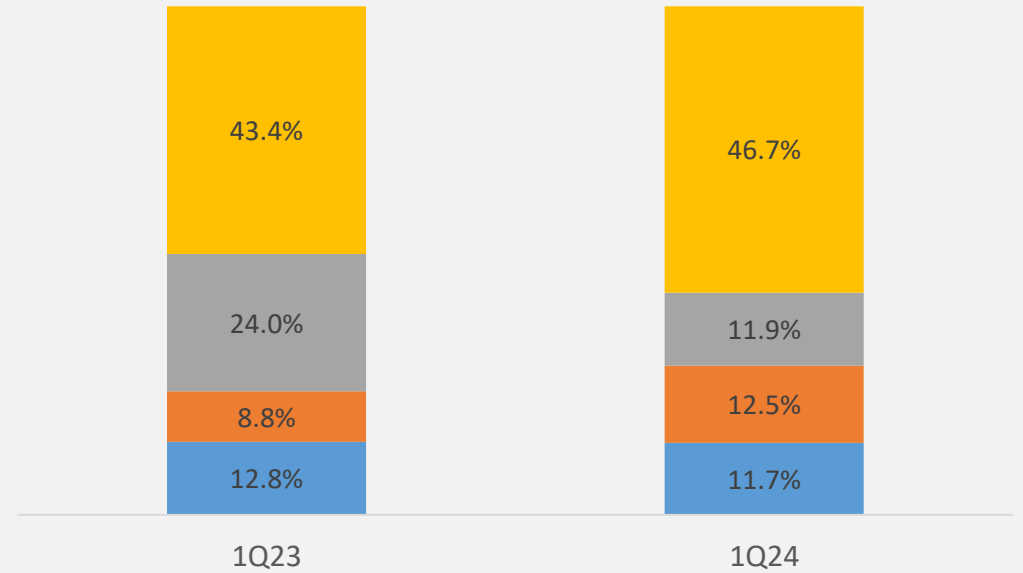


■ Accessories, IoT, & Others ■ Cellular Phones & Tablets ■ Computer & Other Electronic Devices ■ Fashion Apparel

Sales by Segment



Gross Margin by Segment



Key ratios



	1Q 2023	1Q 2024
Net Working Capital (IDR Billion)	670.4	1,101.2
Inventories (IDR Billion)	667.5	643.1
Net Working Capital/Net Sales (%)*	18.5%	25.2%
ROCE (%)*	26.0%	12.1%
<small>*annualized</small>		
Average Inventory Days	71 Days	59 Days
Average Trade Receivable Days	16 Days	29 Days
Average Trade Payable Days	29 Days	31 Days
Cash Conversion Cycle	58 Days	57 Days



THANK YOU