



# CORPORATE PRESENTATION

## PT SINAR EKA SELARAS TBK

9M24 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.



# Consistently innovating new products for the *private label*

**IT.** IMMERSIVE  
TECH



## Cross synergy across retail brand under ERAL

UR CIBINONG RUN



UR Cibinong Run, supported by Loops products joined by 31 participants

UR X IT GUDANG GUDANG YOGA



Gudang Gudang Yoga with IT product experience, joined by 55 participants

IONATION MAKASSAR



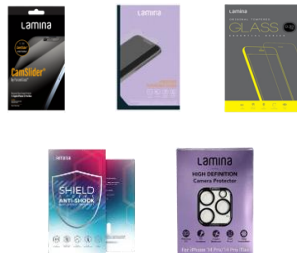
Supported as brand sponsor from Loops, joined by 480 participants

## Consistently develop new products for private label

**LOOPS**



**Lamina**



Wearables



Smart Security



Audio

# Growing retail network to establish strong presence



We opened 30 new stores until the end of September 2024



	UR URBAN REPUBLIC	GARMIN.	dji	asics	JD	IT.	URBAN REPUBLIC	SIXTY8IGHT	MSTGOLF®	logitech	
9M24	60	26	10	16	13	3	3	9	4	1	145
9M23	48	22	8	9	9	2	1	-	-	1	100

# Synergy across all channels within group's ecosystem

Utilizing our business ecosystem to scale up our growth

Business to Consumers

Retail Stores



Online Channel

ERAJAYA MARKETPLACE

eraspace

JD JDSports.id

Total Member : 12.2 Million  
(37% YoY growth)

(Rank #2 Traffic - Online  
Sneakers Ecommerce Ranking)

E-COMMERCE



Business to Business

Erajaya Group Retailers



Enterprises

3<sup>rd</sup> Party Resellers





# Continue expansion, improve product activations through various activities



## MST GOLF



Opened first MST Golf Premium Outlet at Pacific Place, Jakarta. Enlivened with long drive challenge with KOL and media.

## ASICS



Expand ASICS retail stores through several openings in Java and outside Java Area such as Bandung, Pontianak, and Bali.

## 6IXTY8IGHT



Store opening mainly focus on Java with latest addition in Mall Kelapa Gading. Branding through PR KIT and KOL engagement

## Urban Adventure



Total 3 stores in Bali, Jakarta, and Bandung. GO participated by diving enthusiast and KOL. Enlivened by product knowledge and sharing session.

## Urban Republic



Open UR at Surabaya Tunjungan Plaza, offering discount and various promo to customers.



# Consistently increase brand awareness through communities and product activations

By the end of September 2024, ERAL has participated **>180 events** in various categories





# Consistently increase brand awareness through communities and product activations (cont'd)



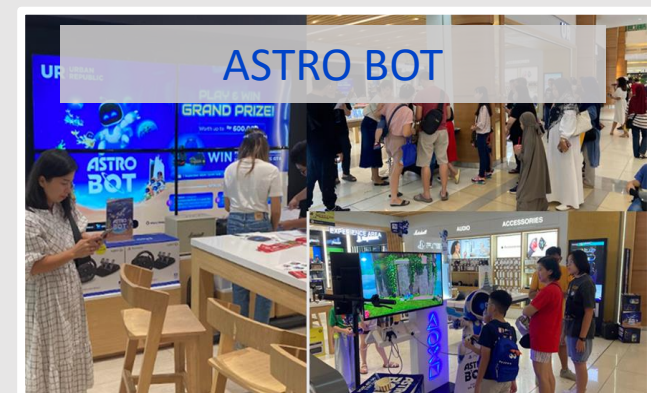
Product introductions through interactive brand experience activities



Consumer experience day for Shokz Open Fit Air launching with 75 participants.



Collaboration with dance community in Pontianak, 103 participants.



New game launching for PlayStation, Astro Bot in UR store, joined by 78 participants.



Launching of Segway F2 at UR Store, joined by 18 participants.



FIFA competition at UR Store, joined by 32 participants.



Launching of Marshall Home line III, participated by media and community.

# Dividend distribution for the fiscal year 2023



Based on the AGMS, ERAL approved the distribution of cash dividends with details below:

- Total dividend payment : IDR 51.87 billion
- Dividend per share : Rp10 per share
- Dividend payout ratio <sup>1)</sup> : 21.6%
- Dividend yield <sup>2)</sup> : 4.5%
- Cum date : 26 June 2024
- Ex date : 27 June 2024
- Dividend payment : 12 July 2024

1) Using EPS as per FY23 financial statement

2) Dividend yield based on closing price Rp224 as of 12 June 2024



# Establishing long-term value with stakeholders through sustainability

By the end of September 2024, ERAL has done 8 CSR activities through 6 programs



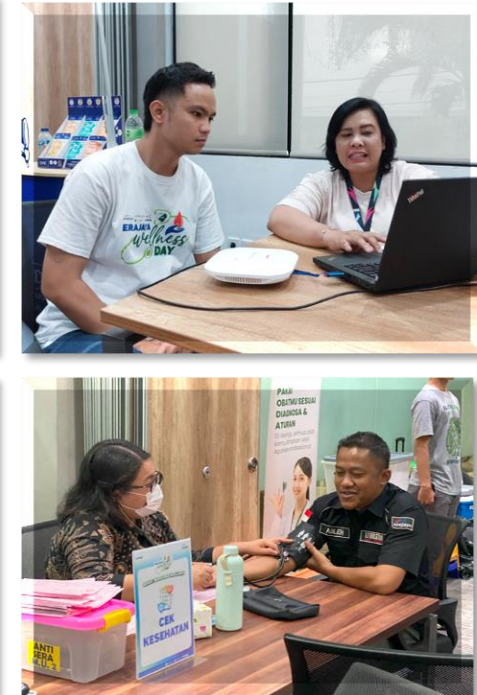
Vocational program



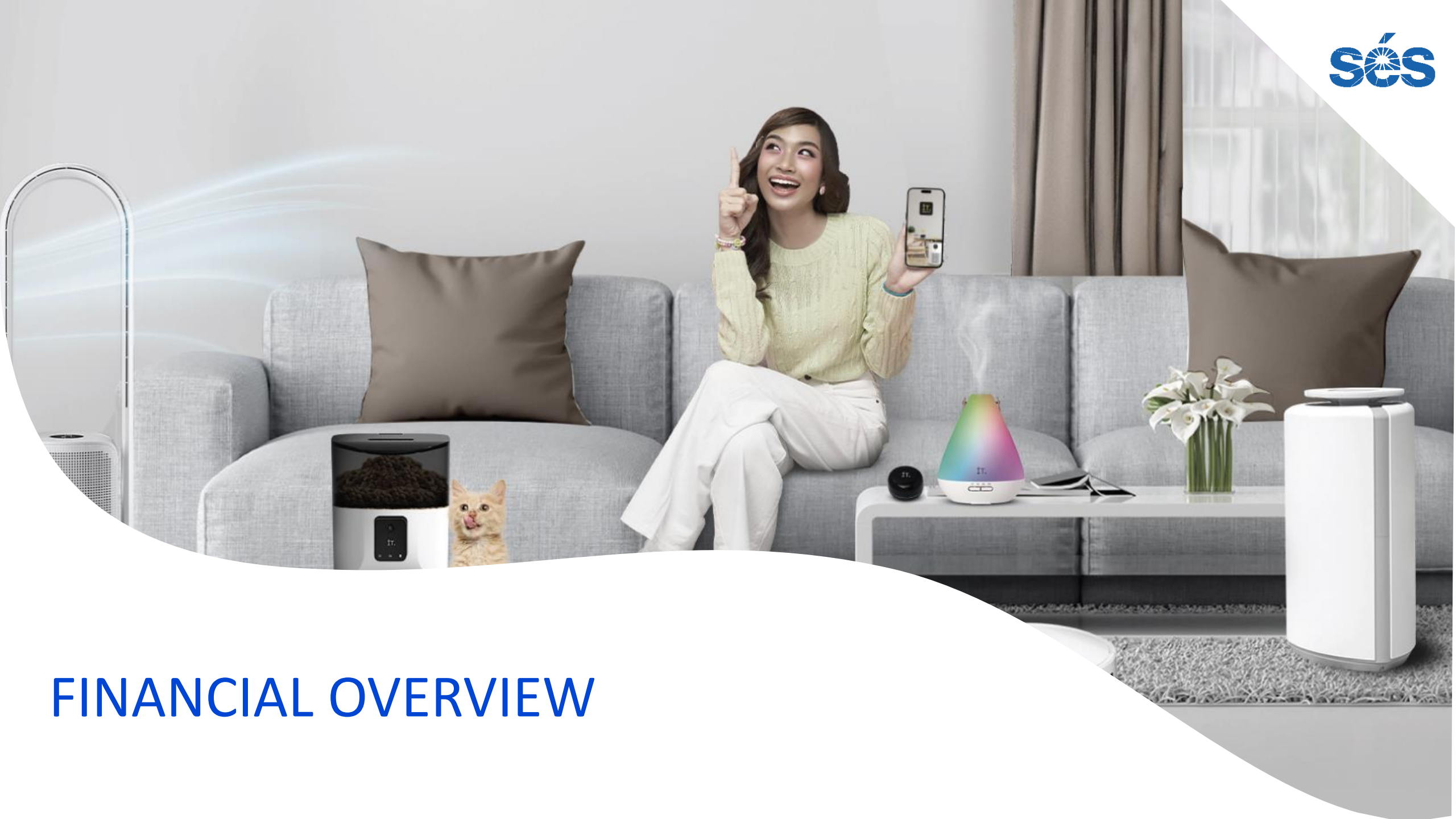
Social donation to disaster victims (Landslide & Flood)



Beach clean up at Kelan, Bali



Wellness day free health check up



## FINANCIAL OVERVIEW

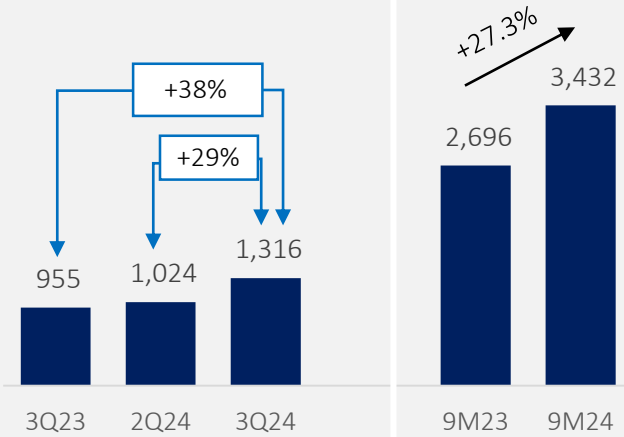


# Financial highlights – 9M24

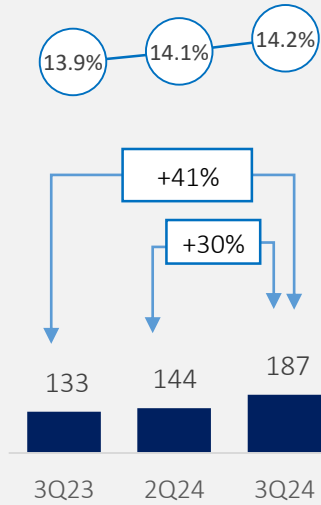
(in IDR Bn)



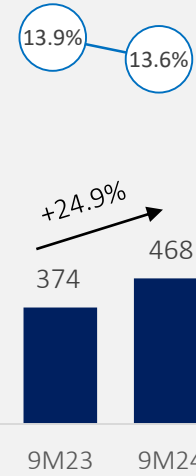
## Net Sales



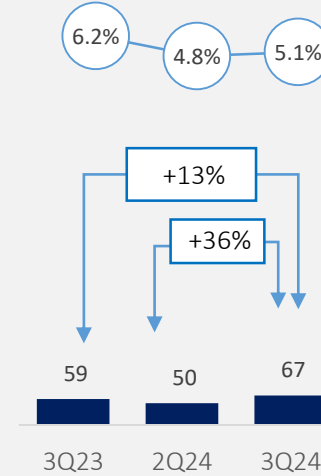
## Gross Profit



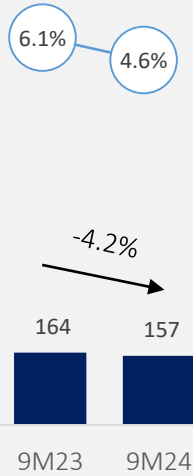
## GPM



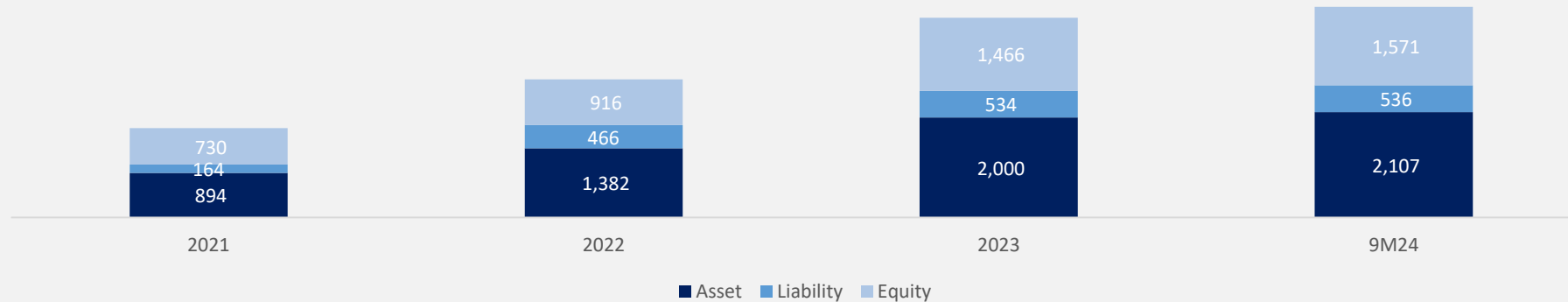
## Net Profit



## NPM



## Balance Sheet

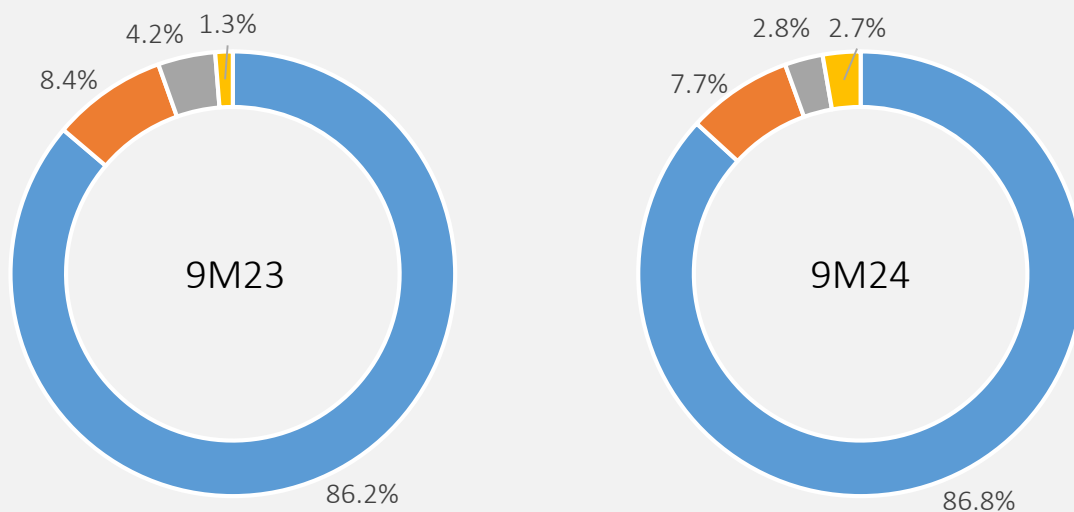


# Detail sales breakdown – 9M24

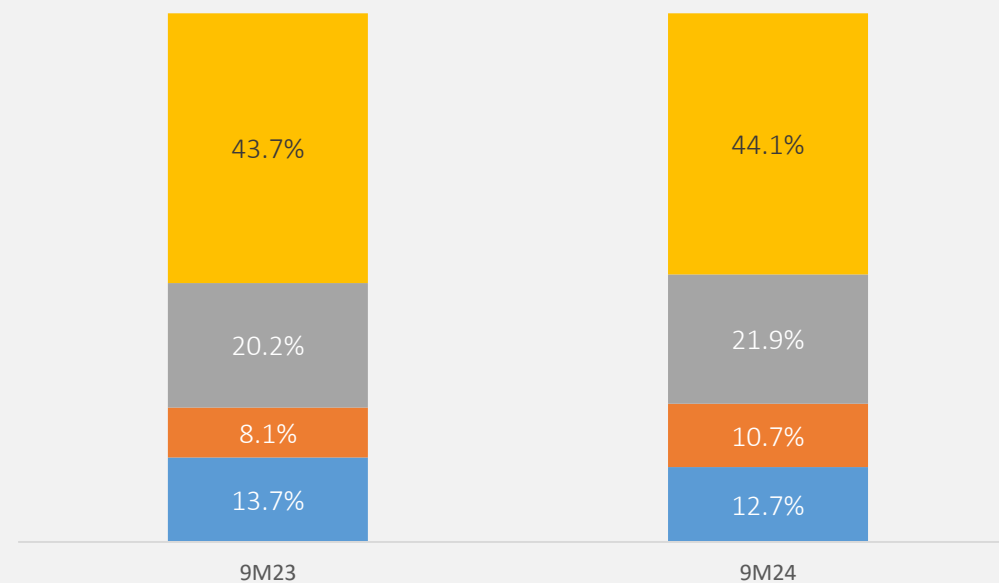


■ Accessories, IoT, & Others ■ Cellular Phones & Tablets ■ Computer & Other Electronic Devices ■ Fashion Apparel

## Sales by Segment



## Gross Margin by Segment





# Key ratios



	9M 2023	9M 2024
Net Working Capital (IDR Billion)	1,102	1,133
Inventories (IDR Billion)	604	557
ROCE (%)*	22.5%	15.5%
*annualized		
Average Inventory Days	69 Days	53 Days
Average Trade Receivable Days	26 Days	22 Days
Average Trade Payable Days	31 Days	29 Days
Cash Conversion Cycle	64 Days	46 Days



EMAIL: [investor.relations@erajaya.com](mailto:investor.relations@erajaya.com)  
WEBSITE: [www.ses.id](http://www.ses.id)