



Company Update 1Q 2025

PT Sinar Eka Selaras Tbk | IDX: ERAL

Result Update 1Q 2025

Jakarta, April 30, 2025

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.

Strategy: Focus on mono-brand and enhance synergy across retail brands.



02|ACTIVE

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

Strategy: Focus on expanding brand portfolio



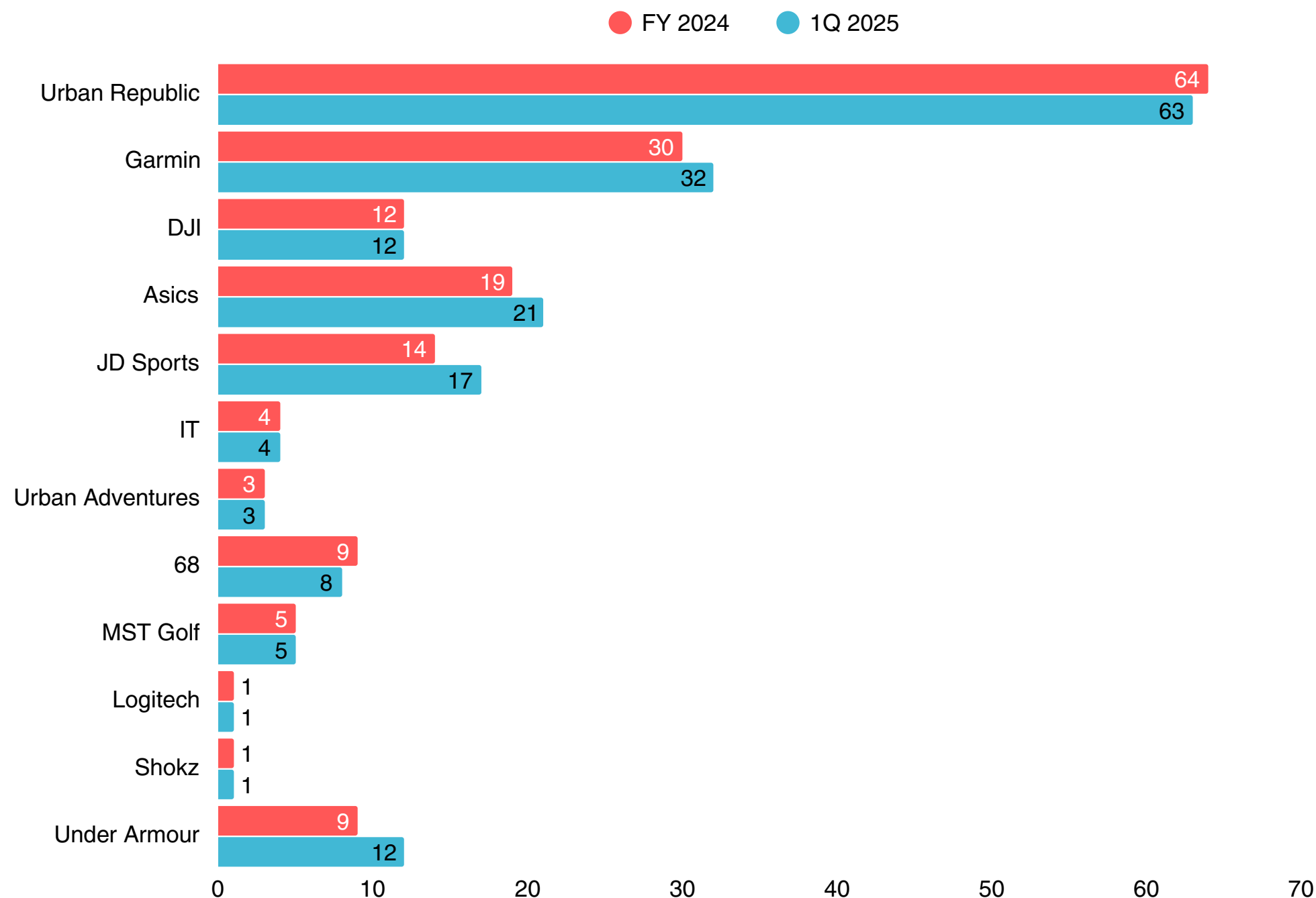
03|LIFESTYLE

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





ERAL Number of Stores as 1Q 2025



Growing Retail Network to Establish Strong Presence

In the first quarter of 2025 (1Q 2025), **a total of 10 new stores were opened** across several key brands as part of our continued expansion strategy. This includes:

- 2 Garmin stores:
- 2 Asics stores:
- 3 Under Armour stores; and
- 3 JD Sports stores.

These openings reflect our ongoing commitment to strengthening brand presence and enhancing customer reach in strategic locations.

Sinergi Lintas Semua Channel Dalam Ekosistem Grup

Memanfaatkan Ekosistem Bisnis Kami untuk Meningkatkan Pertumbuhan Kami



Business to Consumers (“B2C”)

Retail Stores

SMART

Accessories & IoT

IT. UR GARMIN.
dji SHOKZ LOOPS
Marshall logitech

ACTIVE

Sports & Outdoor Activities

asics URBAN MST GOLF
Under Armour

LIFESTYLE

Lifestyle Related Activities

JD SIXTYEIGHT
XPENG

Online Channel

Erajaya Marketplace

eraspace

Total Member: 14 Mn
(7% YoY Growth)



JDSports.id

Rank #4 Traffics
Online Sneakers commerce Ranking

E-Commerce

Shopee tokopedia blibli

Business to Business (“B2B”)

Erajaya Group Retailers

erafone

iBox

SAMSUNG

by erafone

Enterprises

3rd Party Resellers



To accelerate our growth trajectory, we will strategically leverage the inherent strengths and interconnectedness of our business ecosystem. This involves fostering deeper collaborations and synergies across our various entities, partners, and customer relationships to unlock new opportunities for expansion, optimize resource allocation, and drive innovation.

By capitalizing on the collective capabilities and market reach within our ecosystem, we can create a powerful engine for sustainable and scalable growth, enabling us to penetrate new markets, enhance our offerings, and solidify our competitive advantage.

Meningkatkan Kesadaran Merek Secara Konsisten Melalui **Komunitas & Aktivasi Produk**



By the end of 1Q 2025, ERAL has participated in Various Events in Various Categories



Ngabuburit with Garmin



Asics - Round the City



Shokz x Garmin Run



Asics - Tennis on Court



UR - Yoga in Harmony



MST Golf - King & Queens Valentine Tournament

Establishing Ling-term Value With Stakeholders Trough Sustainability



Waste Management Initiative



Since January 2025, as part of Erajaya Active Lifestyle's waste management initiative, daily waste calculation has been implemented across all MST Golf Indonesia Stores, Head Office, and Warehouse.



ESG Point: Waste Management

Descriptions	Total Waste (KG)
MST Golf Indonesia HQ	231
MST Golf Indonesia Warehouse	100
MST Golf Arena	129
MST Golf Pondok Indah Mall 1	121
MST Golf Summarecon Mall Serpong 1	49
MST Golf Pasific Place	24
MST Golf Thamrin 9	136
TOTAL	789

Establishing Ling-term Value With Stakeholders Trough Sustainability



#bURbagiRamadhan

Dalam rangka menyambut bulan suci Ramadan, Urban Republic bekerja sama dengan komunitasnya, Tim UR, menyelenggarakan kegiatan sosial yang menyentuh hati yang disebut **#bURbagiRamadhan**. Inisiatif ini dengan lembut mendorong pemahaman yang lebih besar tentang pentingnya memilih makanan yang sehat dan bergizi.

8 Maret 2025

325 Kotak Makanan | Blok M, Jakarta

15 Maret 2025

325 Kotak Makanan | UR Dago, Bandung

Since 2024, Urban Republic, together with the UR Team, has distributed more than 1,000 free healthy meals.



ESG Point: Community Support & Development, Healthy & Wellbeing.





SSSG - 1Q 2025 (YoY)

Same Store Sales Growth Increase by **5.2%**

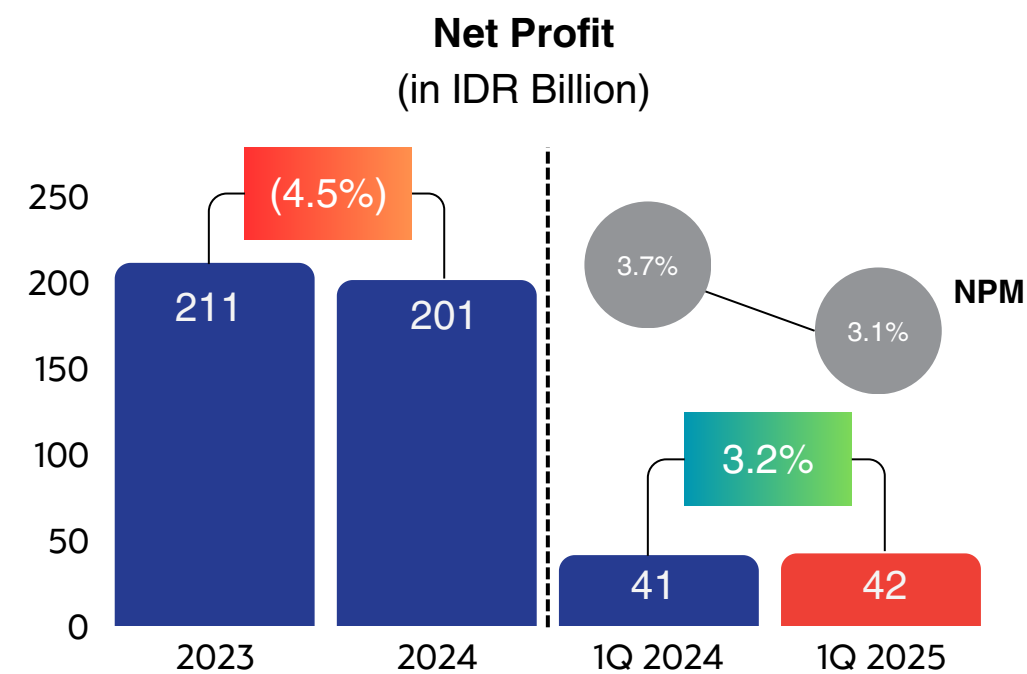
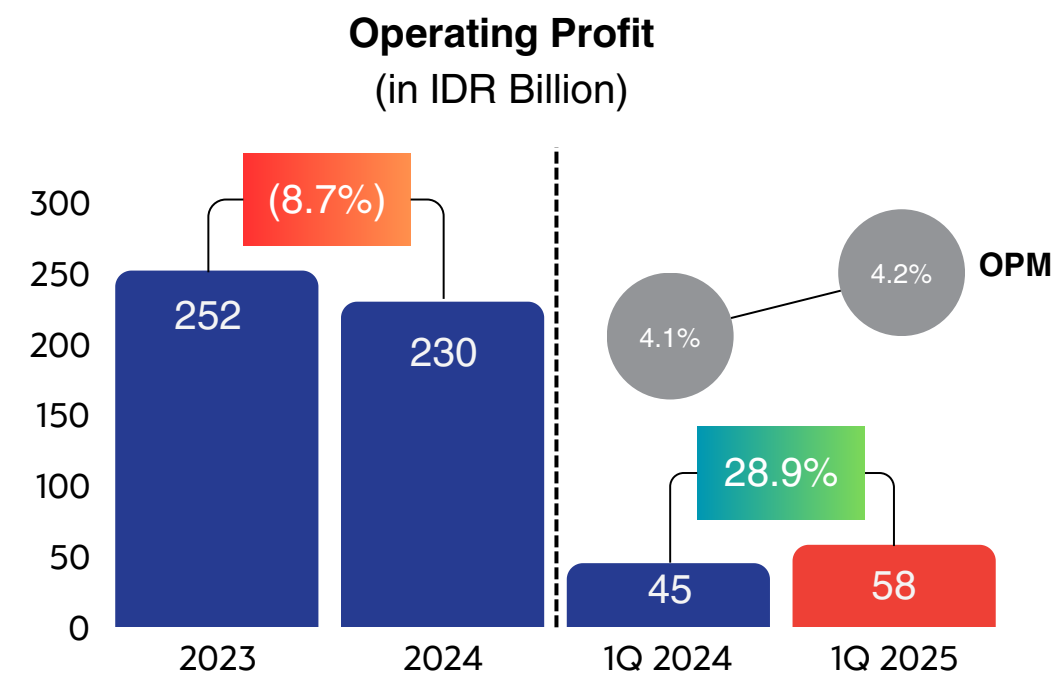
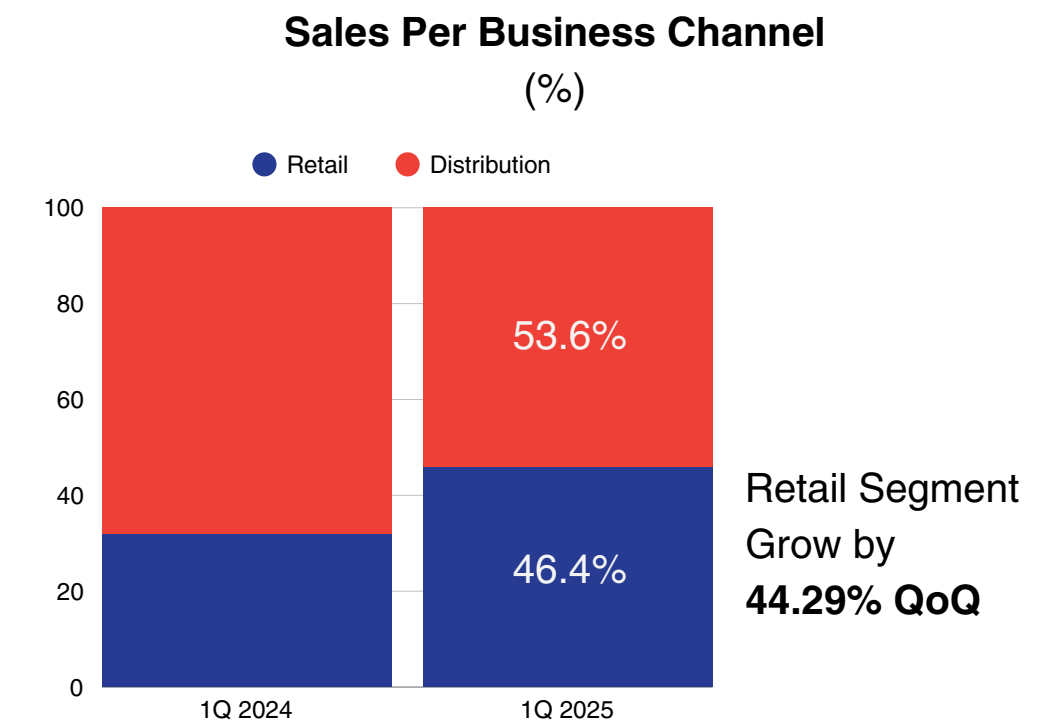
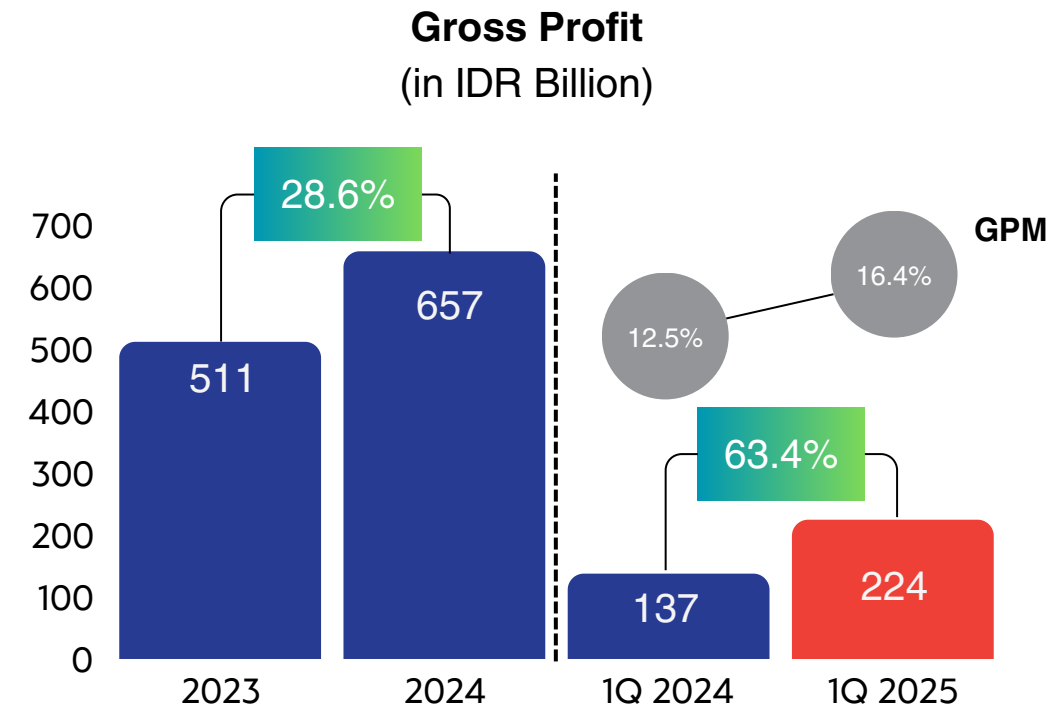
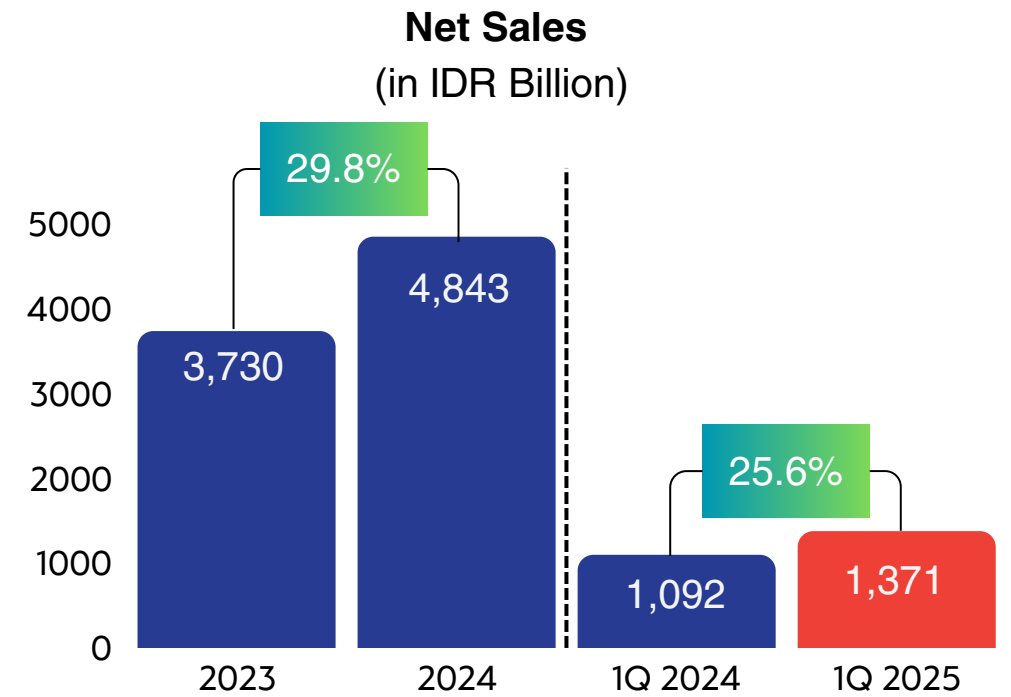
In the first quarter of 2025, ERAL recorded a 5.2% increase in Same Store Sales Growth (SSSG). This growth reflects stronger performance from existing stores and signals positive consumer demand and effective operational execution.



SSSG as per 1Q 2025

Profit & Loss Highlight

ERAL 1Q 2025 in Billion



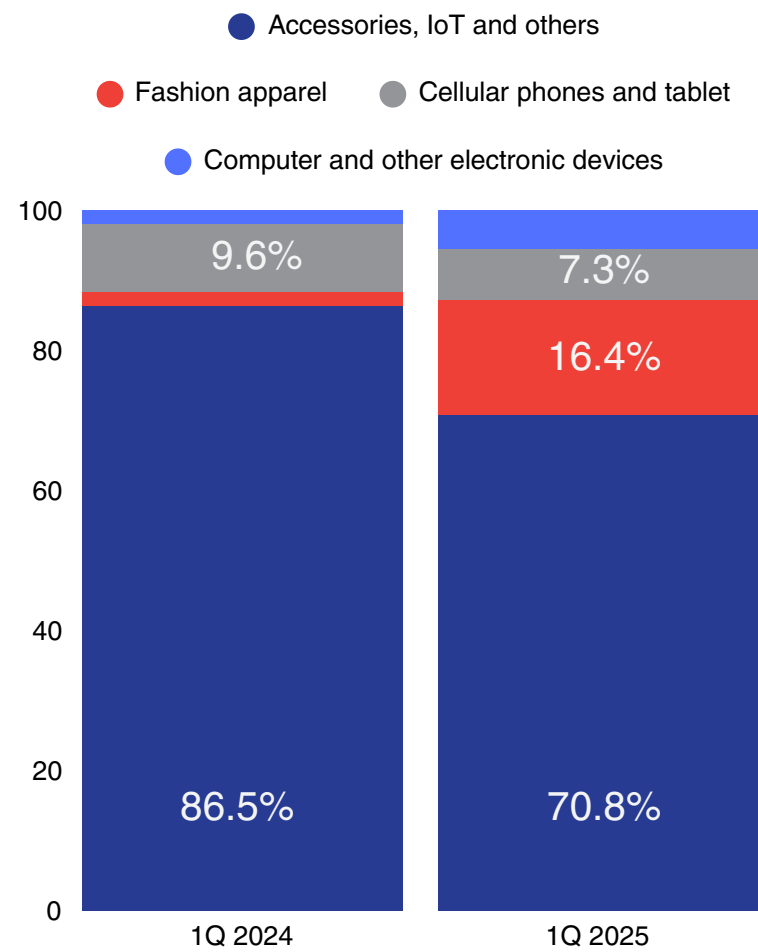
- In the first quarter of 2025, ERAL recorded net sales reaching IDR 1.37 trillion.
- The company recorded a gross profit of IDR 224 billion with a gross profit margin of 16.4%. This reflects improved efficiency in managing cost of goods sold, contributing to stronger overall profitability.
- Operating profit for the quarter came in at IDR 58 billion, with an operating margin of 4.2%.
- Net profit was reported at IDR 42 billion, with a net profit margin of 3.1%.

Segmented Sales Breakdown

ERAL 1Q 2025 in Billion

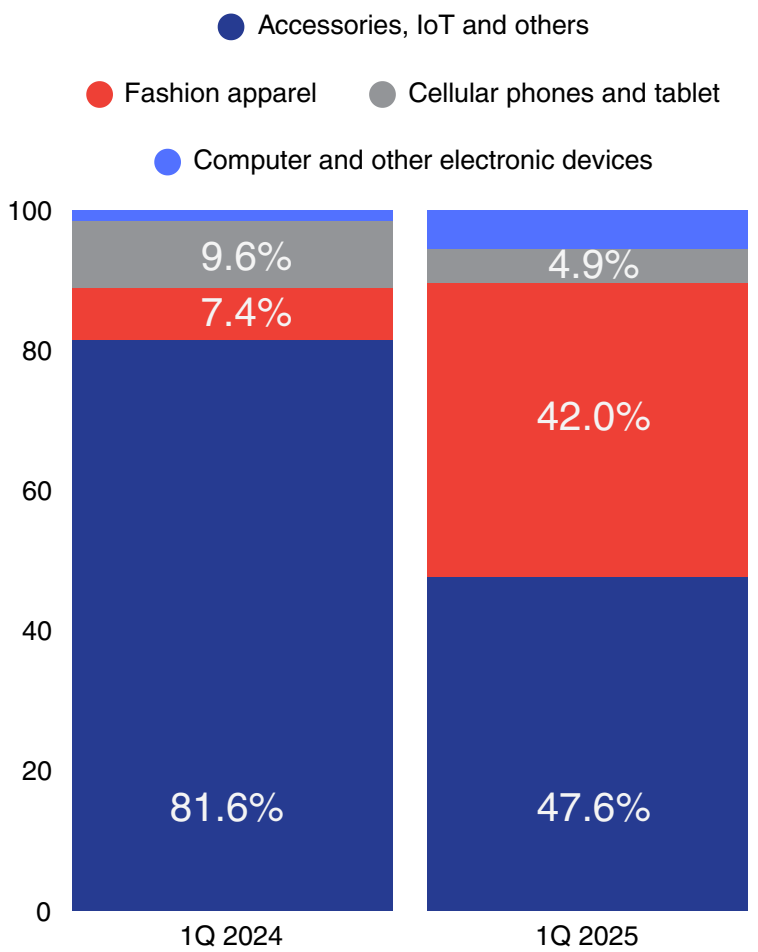


Sales by Segment



Segment	1Q 24	1Q 25
Accessories, IoT & Others	86.5%	70.8%
Fashion Apparel	2.0%	16.4%
Cellular Phones & Tablet	9.6%	7.3%
Computer & Others Electronic Devices	1.9%	5.5%

Gross Margin by Segment



Segment	1Q 24	1Q 25
Accessories, IoT & Others	81.6%	47.6%
Fashion Apparel	7.4%	42.0%
Cellular Phones & Tablet	9.6%	4.9%
Computer & Others Electronic Devices	1.5%	5.5%

In Q1 2025, ERAL achieved a 5.2% increase in Same Store Sales Growth (SSSG), signaling a solid performance across its existing store network. This growth was supported by significant shifts in the sales mix.

- Fashion apparel surged from 2.0% to 16.4% of total sales, with gross margin improving to 42.0%, reflecting strong consumer uptake and better profitability.
- Accessories, IoT & Others remained the largest segment, though its share declined to 70.8% as the portfolio diversified.
- Computer & Other Electronics also expanded, growing from 1.9% to 5.5% of total sales.
- This performance highlights ERAL's successful product diversification strategy and ability to adapt to changing market demands.

Key Ratios.

ERAL 1Q 2025



<i>IDR amounts are in billions</i>	1Q 2024	1Q 2025	% change
CAPEX	(9)	(18)	97.40%
OPEX	(91)	(167)	82.12%
Inventories	643	831	29.23%
Net Debt	(320)	(357)	11.36%
Net Working Capital	1,101	1,145	4.02%
Net Debt / Equity (x)	(0.21)	(0.21)	0
Net Working Capital / Net Sales	25.2%	20.9%	-4.3%
ROCE	12.14%	14.01%	1.87%

<i>IDR amounts are in billions</i>	1Q 2024	1Q 2025	% change
Average Inventory Days	59	62	3
Average Trade Receivable Days	29	27	-2
Average Trade Payable Days	31	39	8
Cash Conversion Cycle (CCC)	57	50	-7



Erajaya

Active Lifestyle

Thank You!

Email

investor.relations@erajaya.com

Website

www.ses.id

Call us

+62 21 690 5788