



Company Update

9M 2025

PT Sinar Eka Selaras Tbk | IDX: ERAL

Result Update 9M 2025

Jakarta, November 18, 2025

Forward-Looking Statement



This presentation may contain forward-looking statements, including expectations, projections, and future plans. These statements are subject to risks and uncertainties that may cause actual results to differ materially from those expressed or implied.

We advise participants not to place undue reliance on such forward-looking statements, which reflect the company's views only as of today. The company undertakes no obligation to update or revise them in the future.

All financial figures discussed today are based on the consolidated financial statements of PT Sinar Eka Selaras Tbk for the nine months ended September 30, 2025, unless otherwise stated.

The information presented is for informational purposes only and should not be considered financial or legal advice. Investors should conduct their own due diligence and consult with their own advisors before making any investment decisions.



Operational Review

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.

UR
URBAN REPUBLIC

GARMIN™

dji



SHOKZ



02|ACTIVE

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

Strategy: Focus on expanding brand portfolio

asics

URBAN
ADVENTURE



MST GOLF®

ANTA

Wilson.



03|LIFESTYLE

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



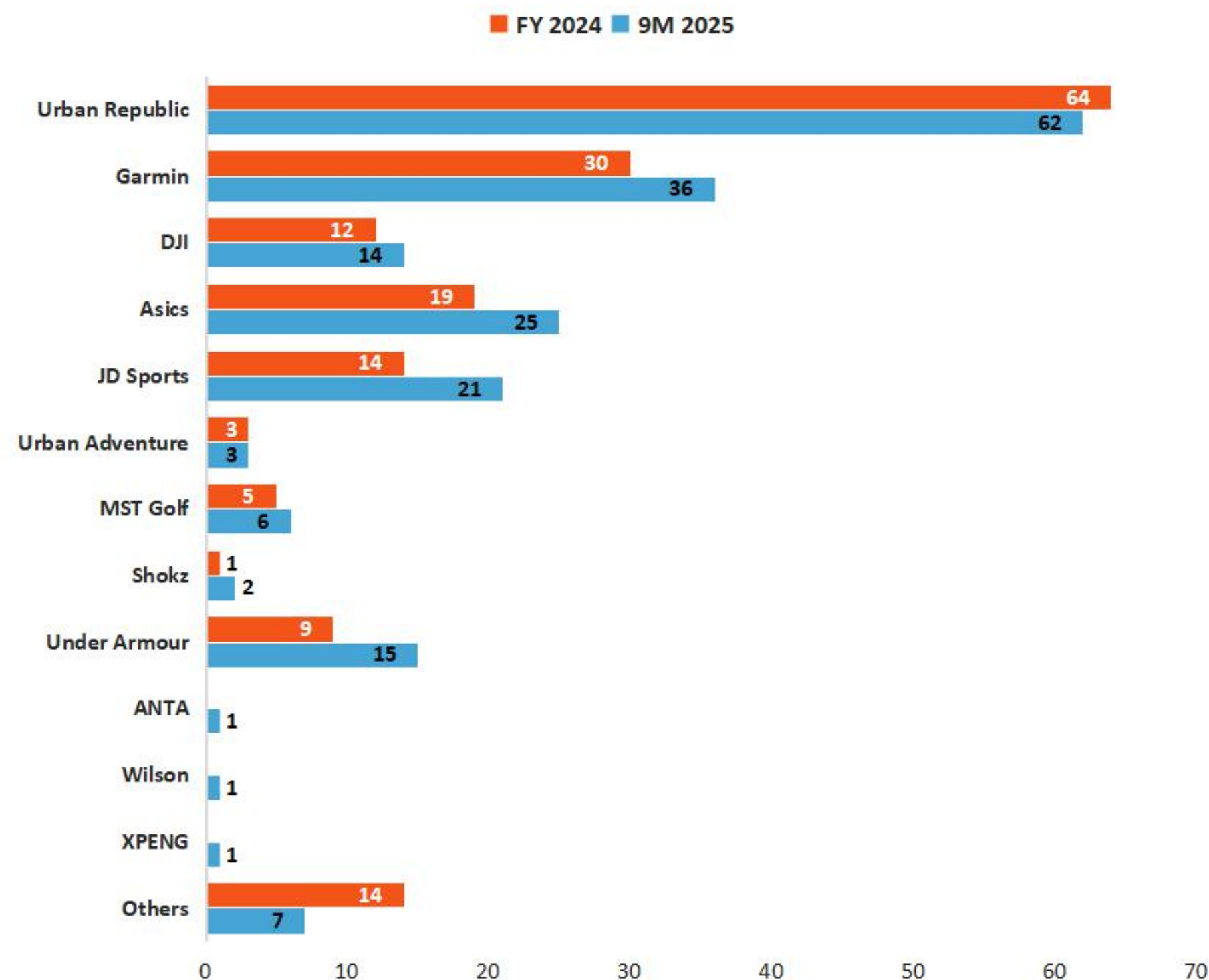
SIXTY8IGHT



XPENG



ERAL Number of Stores as 9M 2025



Growing Retail Network to Establish Strong Presence

In the third quarter of 2025 (9M 2025), a **total of 32 new stores were opened** across several key brands as part of our continued expansion strategy. This includes:

- 6 Garmin stores
- 2 DJI stores
- 6 Asics stores
- 7 JD Sports stores
- 1 MST Golf store
- 1 Shokz store
- 6 Under Armour stores
- 1 ANTA store
- 1 Wilson store; and
- 1 XPENG dealer

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

Synergizing Across All Channels Within the Group Ecosystem

Leveraging Our Business Ecosystem to Accelerate Our Growth



Business to Consumers (“B2C”)

Retail Stores

SMART

Accessories & IoT



ACTIVE

Sports & Outdoor Activities



LIFESTYLE

Lifestyle Related Activities



Online Channel

Erajaya Marketplace

eraspace

Total Member: 15.7 Mn
(20% YoY Growth)

JD JDSports.id

Rank #3 Traffic
Online Sneakers commerce Ranking

E-Commerce



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.



Same Store Sales Growth - 3Q 2025

Increase by **11.9%**

In the third quarter of 2025, ERAL recorded a 11.9% increase in Same Store Sales Growth (SSSG). This growth reflects stronger performance from existing stores and signals positive consumer demand and effective operational execution. In the nine months of 2025, SSSG also increased by 13.8%, further underscoring the company's solid momentum.



SSSG as per 9M 2025



Financial Review

ERAL Financial Performance

Profit & Loss (Presented in IDR Billion)

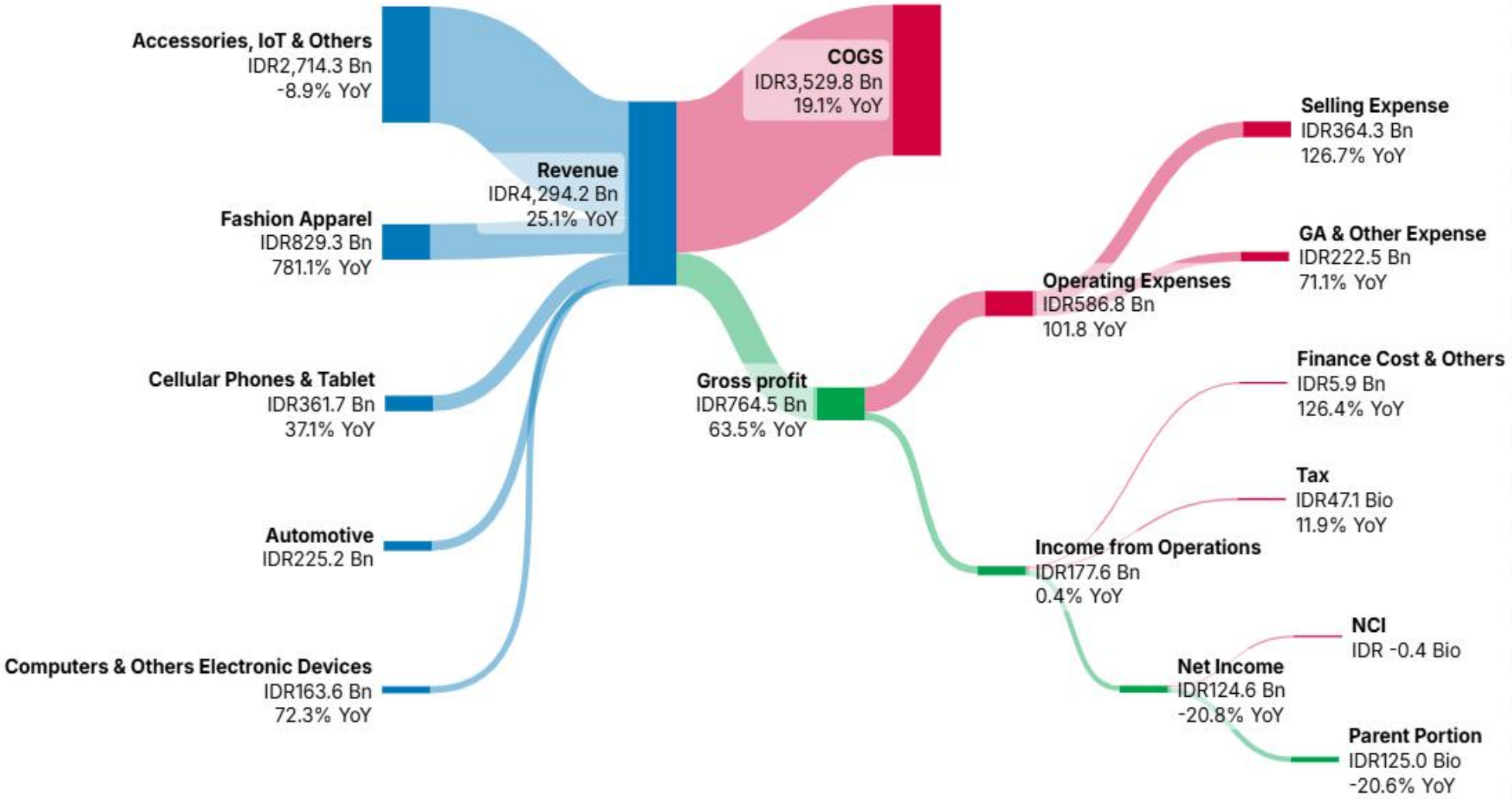


	FY 24	3Q 24	3Q 25	9M 24	9M 25	% Net Sales	9M YoY	9M YoY (%)
Net Sales	4,843	1,316	1,680	3,432	4,294	100.0%	862	25.1%
Gross Profit	657	187	302	468	764	17.8%	297	63.5%
OPEX	-427	-111	-232	-291	-587	-13.7%	-296	101.8%
Income From Operations	230	76	70	177	178	4.1%	1	0.4%
Net Income	201	67	45	157	125	2.9%	-33	-20.8%
Net Income Attributable to Parent	201	67	45	157	125	2.9%	-32	-20.6%
EBITDA	323	101	120	243	303	7.1%	60	24.8%

ERAL Net income attributable to parent declined 20.6% mainly due to higher Opex from consolidation of JD Sports.

- **9M Net Sales** increased by 25.1% YoY due to to JD Sport consolidation and growth in existing businesses
- **9M Gross Profit Margin** increased to 17.8% from 13.6% mainly from Consolidation of JD Sports
- **9M OPEX** increased by 101.8% YoY mainly due to Consolidation of JD Sports
- **Net Income Margin for 9M'25** was at 2.9% with Net Income attributable to parent at 2.9% (9M'24 was 4.6%)

ERAL 9M 2025 – P&L Diagram

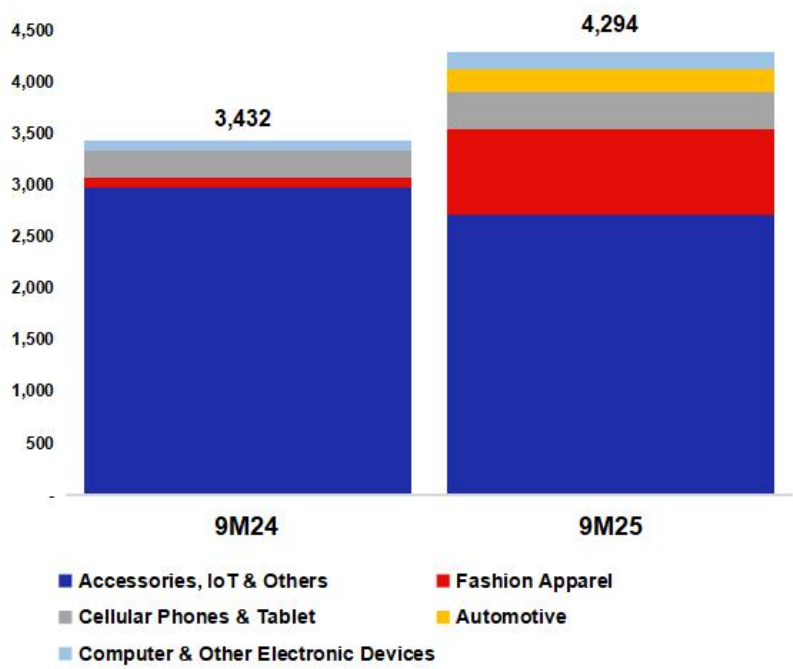


ERAL Segmented Sales Breakdown

9M2025 (Presented in IDR Billion)

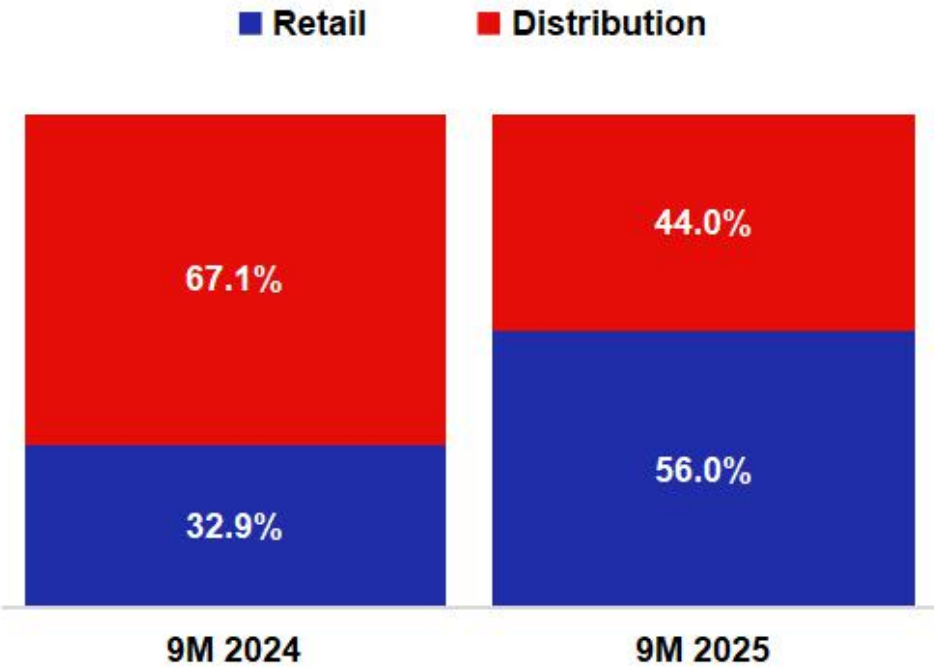


Sales Contribution by Segment



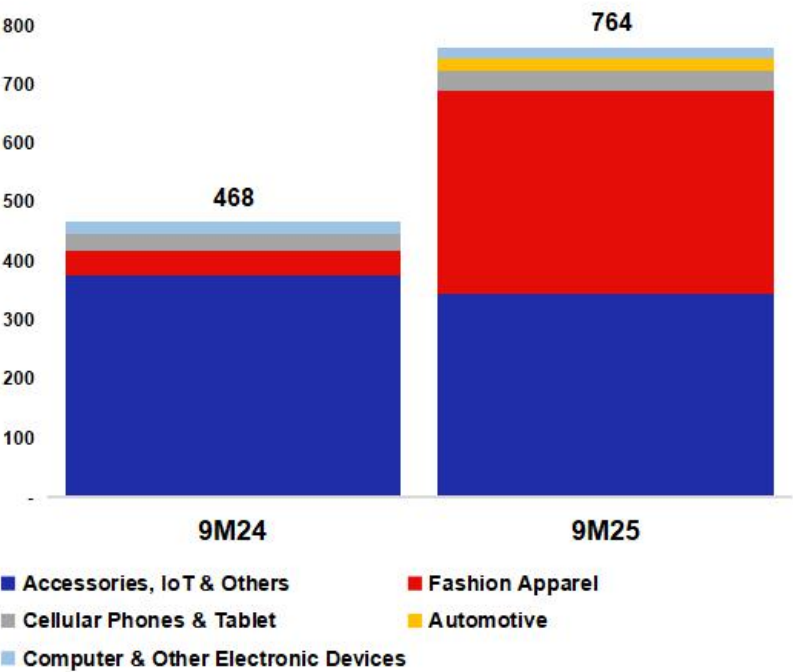
Segment	9M 24	9M 25
Accessories, IoT & Others	86.8%	63.2%
Fashion Apparel	2.7%	19.3%
Cellular Phones & Tablet	7.7%	8.4%
Automotive	0.0%	5.3%
Computer & Others Electronic Devices	2.8%	3.8%

Sales Per Business Channel (%)



Retail Segment Grow by 113.0% YoY

Gross Profit Contribution by Segment



Segment	9M 24	9M 25
Accessories, IoT & Others	80.6%	45.1%
Fashion Apparel	8.9%	45.4%
Cellular Phones & Tablet	6.0%	4.3%
Automotive	0.0%	2.8%
Computer & Others Electronic Devices	4.5%	2.4%

In 9M 2025, ERAL achieved a 13.8% 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 2.7% to 19.3% of total sales, with GPM booked at 41.9%.
- Accessories, IoT & Others currently contribute 63.2% of total sales, with GPM booked at 12.7%.
- Computer & Other Electronics also expanded, growing from 2.8% to 3.8% of total sales.
- Automotive segment from XPENG contribute 5.3%, we expect more sales coming in the next quarter.
- This performance highlights ERAL's successful product diversification strategy and ability to adapt to changing market demands.

ERAL Key Ratios

9M2025 (Presented in IDR Billion)



<i>IDR amounts are in billions</i>	9M 2024	9M 2025	% change
CAPEX	(27)	(140)	419.39%
OPEX	(291)	(587)	101.84%
Inventories	557	1,287	131.02%
Net Debt	(464)	(133)	-71.4%
Net Working Capital	512	879	71.91%
Net Debt / Equity (x)	(0.30)	(0.08)	19.93%
Net Working Capital / Net Sales	14.9%	20.5%	5.60%
ROCE	15.54%	14.01%	-1.53%

<i>IDR amounts are in billions</i>	9M 2024	9M 2025	% change
Average Inventory Days	53	78	25
Average Trade Receivable Days	22	21	-1
Average Trade Payable Days	29	47	18
Cash Conversion Cycle (CCC)	47	52	4



Erajaya

Active Lifestyle

Thank You!

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