



CORPORATE PRESENTATION

PT SINAR EKA SELARAS TBK

1H24 RESULT UPDATE

A DJI OSMO camera is mounted on a tripod in the foreground, positioned on a grassy hillside. The camera's screen displays a video of two people sitting on a hill. In the background, two people are sitting on a grassy hillside, looking out over a valley. The scene is captured in a soft, natural light, suggesting a late afternoon or early morning setting. The overall composition is a mix of sharp foreground elements and a blurred background, creating a sense of depth and focus on the camera and the subjects in the distance.

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

Loops x Rocca Space



Pound Fit & Zumba with community, joined by 100 participants

UR x IT CrossFit



CrossFit class with IT product experience, joined by >60 participants

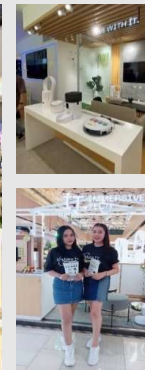
URMazing Run



Supported as brand sponsor from IT & Loops, joined by 315 participants

LOOPS

Lamina



IT store location

- IT Store Pakuwon Mall Surabaya
- IT Store EDC PIK 2
- IT Store Tunjungan Plaza 4 Surabaya

Growing retail network to establish strong presence



We opened 25 new stores throughout first half of 2024



	UR <small>URBAN REPUBLIC</small>	GARMIN	dji	basics	JD	it.	URBAN	SIXTYEIGHT	MST GOLF	logitech	
1H24	60	25	10	14	13	3	3	8	4	1	141
1H23	43	21	7	6	8	-	1	-	-	-	86

Leveraging the Omni-channel network to scale up business



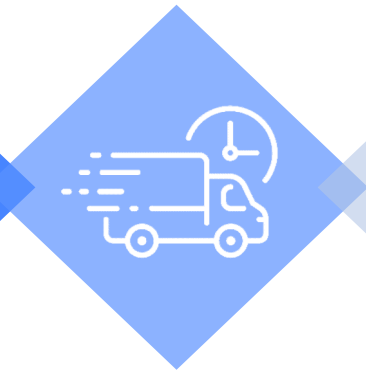
Retailers



Enterprise



Erajaya group retailers



Third party resellers



Online channel



Online Marketplace

eraspace | Traffic: 2.6mn

Total Member : 11.5 Million
(39% YoY growth)



JDSports.id | Traffic*: 423k

(Based on traffics of online sneakers ecommerce)

Collaboration with E-commerce Market

Shopee tokopedia



Source: SimilarWeb ranking
Notes: Traffic based on average monthly traffic

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



New stores opening in ex-Java area such as at Pekanbaru and Pontianak. Enlivened with running and tennis session.

SIXTY8IGHT



New stores opening with latest addition in Bintaro and Surabaya. Branding through PR KIT and KOL engagement

Urban Adventure



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

Urban Republic



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

On the ground activation to increase product & brand awareness through communities and marketing event

URMazing Run 2024



Fun Run with ASICS



UA & Garmin at DXI



PRJ 2024



Product Launch Shokz Open Fit Air



DJI AVIATA Experience Day



Dividend distribution for the fiscal year 2023



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

- Total dividend payment : Rp 51.87 billion
- Dividend per share : Rp 10 per share
- Dividend payout ratio ¹⁾ : 21.6%
- Dividend yield ²⁾ : 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



2 ZERO HUNGER
Ramadhan sharing Takjil on the street



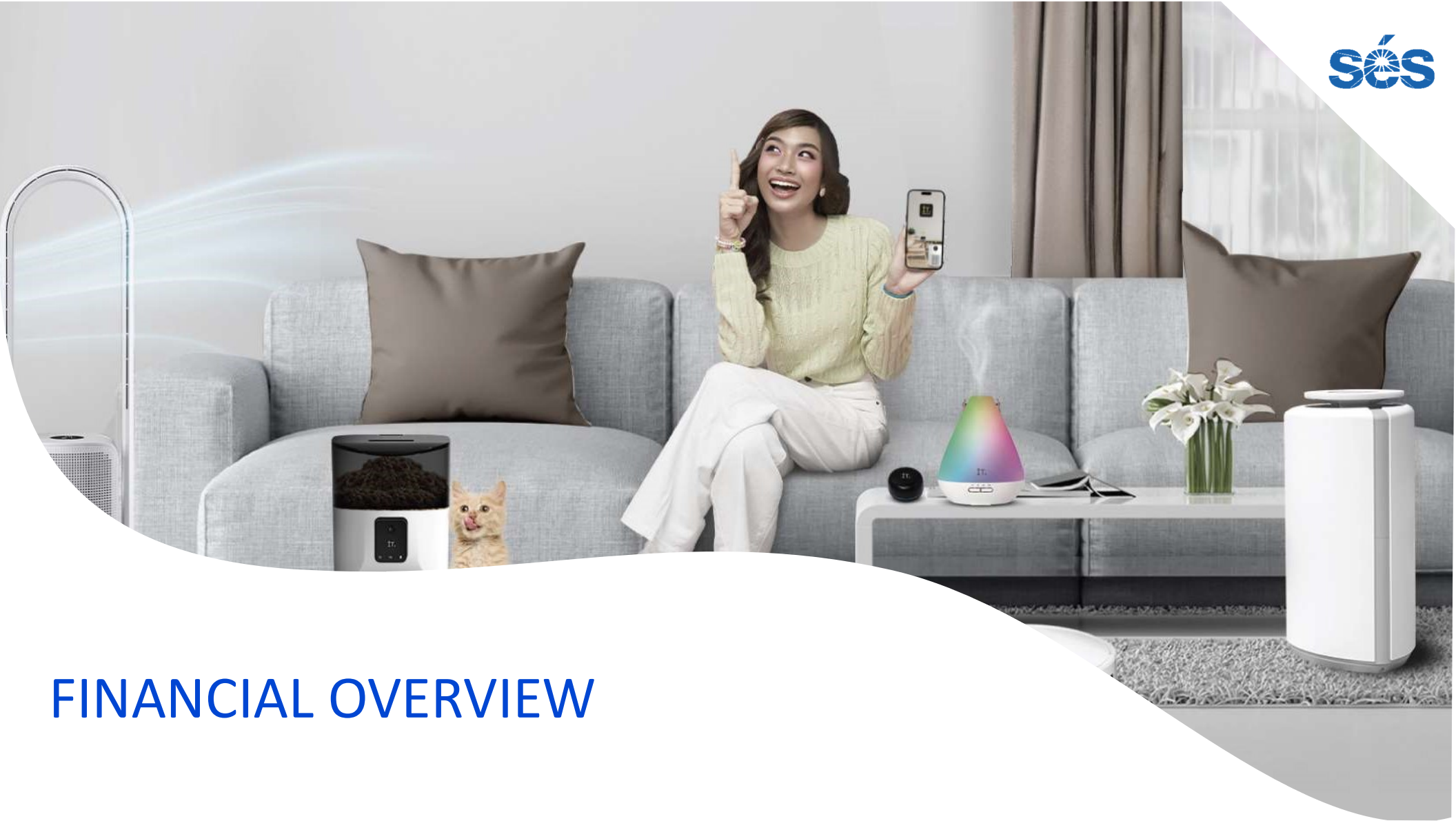
2 ZERO HUNGER
Social donation to disaster victims (Landslide & Flood)



14 LIFE BELOW WATER
Beach clean up at Kelan, Bali



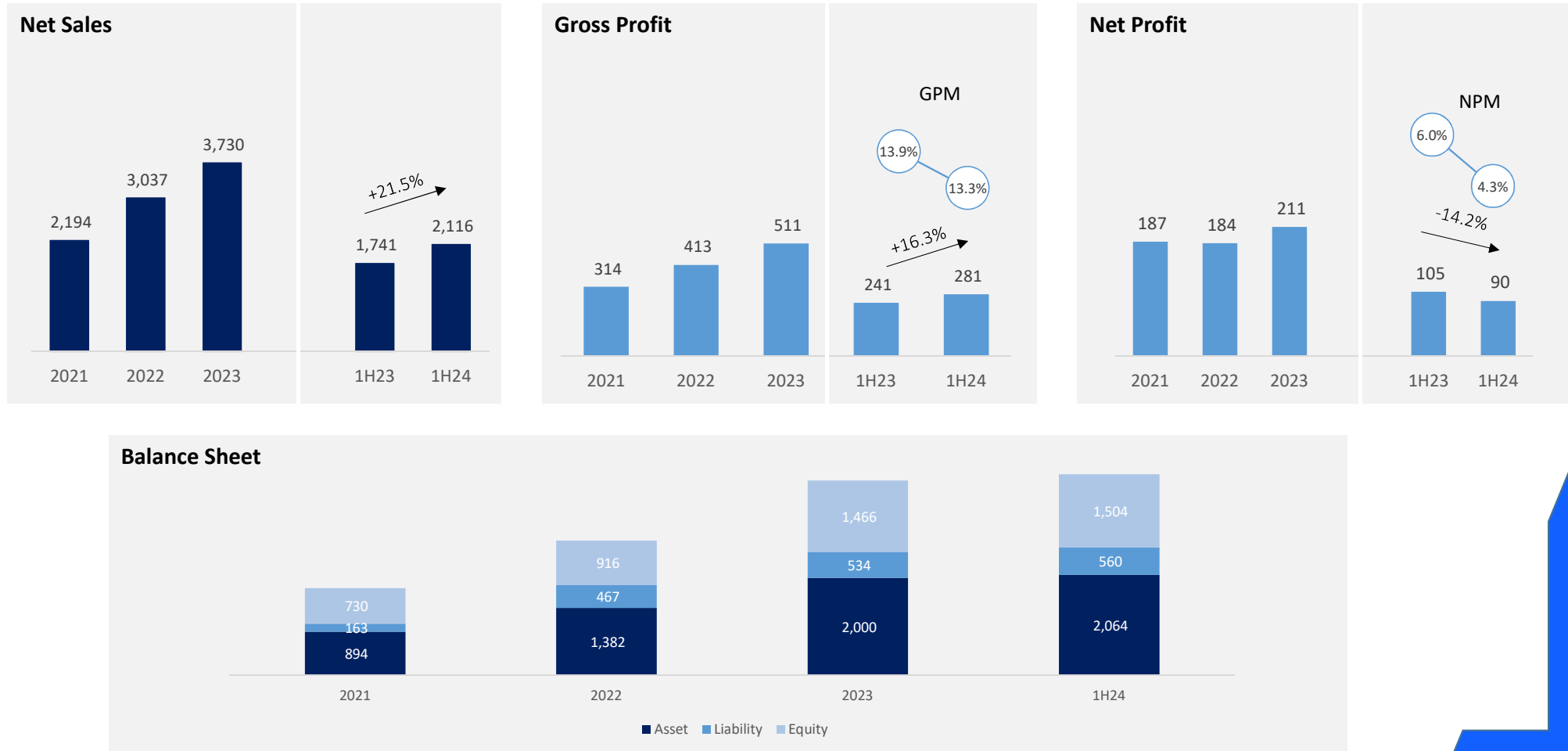
3 GOOD HEALTH AND WELL-BEING
Wellness day free health check up



FINANCIAL OVERVIEW

Financial highlights – 1H24

(in IDR Bn)

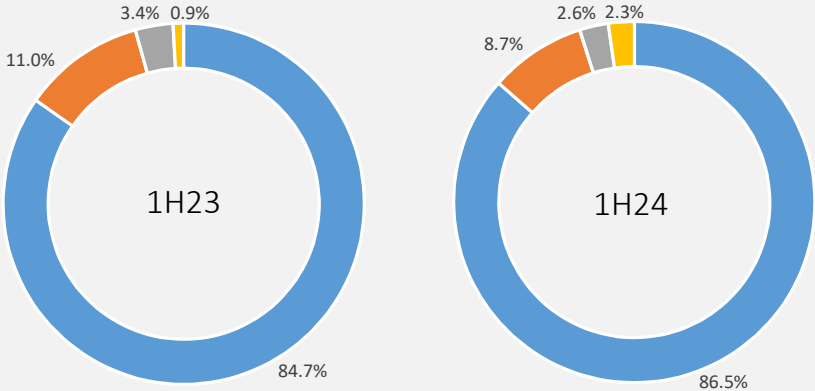


Detail sales breakdown – 1H24

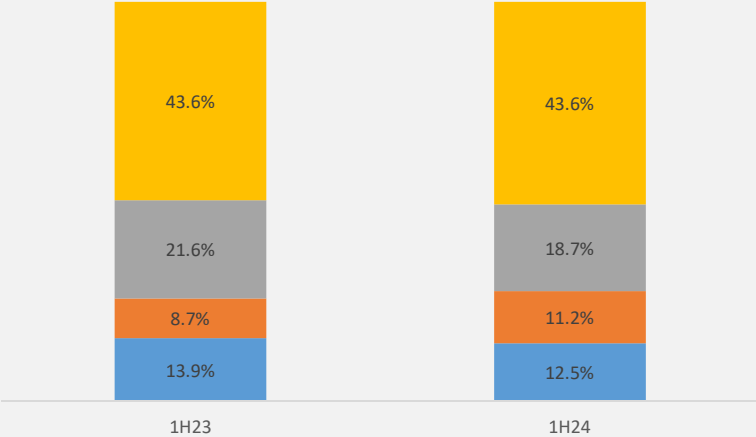


■ Accessories, IoT, & Others ■ Cellular Phones & Tablets ■ Computer & Other Electronic Devices ■ Fashion Apparel

Sales by Segment



Gross Margin by Segment



Key ratios



	1H 2023	1H 2024
Net Working Capital (IDR Billion)	702.5	1,089.2
Inventories (IDR Billion)	610.9	624.6
ROCE (%)*	26.4%	13.6%
<small>*annualized</small>		
Average Inventory Days	71 Days	61 Days
Average Trade Receivable Days	19 Days	25 Days
Average Trade Payable Days	28 Days	30 Days
Cash Conversion Cycle	62 Days	56 Days



THANK YOU

APPENDIX - Accolades



1. Indonesia Customer Experience Champion 2023 (ICXC), Urban Republic –2023
2. Indonesia Digital Marketing Champion 2023 (IDMC), Urban Republic – 2023
3. Innovation Choice Award 2024, Immersive Tech – 2024
4. Retail Asia Awards 2024, Urban Republic - 2024