



CORPORATE PRESENTATION

PT SINAR EKA SELARAS TBK

FY24 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.



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



Focus on growing IoT & Wearables products selection



Cross synergy across retail brand under ERAL

UR Team Year End Workout 2024



Annual community sport of Urban Republic with 100 participants

UR X IT GUDANG GUDANG YOGA



Gudang Gudang Yoga with IT product experience

UR AMAZING RUN 2024



Community event involving various brand under ERAL such as SHOKZ, Garmin, DJI.

Expand the retail mono-brand In SMART



Opened 12 mono brand store in SMART (Garmin, DJI, IT, SHOKZ)

ACTIVE & LIFESTYLE: Focus on expanding brand portfolio



Collaborate and selectively expand product portfolios



6IXTY8IGHT collaboration with Chupa Chups



HONMA Golf Launches T//World 767 Collection through MST Golf Indonesia



Collaboration Between JD Sports Indonesia, Adidas, and Hypebeast Indonesia Introduces The Originals Experience



Launching ASICS Gel Resolution X for Tennis

Adding new brands in 2024



XPENG – Smart Electric Vehicles (EV)



Under Armour - Sports Apparel

Continue expansion for retail store



JD Sports inaugurates its first store in Bali



Inaugurate 11th ASICS Store at Summarecon Mall Bandung



Opens 5th store of MST Golf Arena at Agora Mall in Central Jakarta

Opened 33 Active & Lifestyle stores in 2024 consist of JDSports, ASICS, MST Golf, Under Armour, and 6IXTY8IGHT

Growing retail network to establish strong presence



We opened 56 new stores until the end of December 2024



	UR <small>URBAN REPUBLIC</small>	GARMIN.	dji	asics	JD	IT.	URBAN <small>REPUBLIC</small>	SIXTYEIGHT	MST GOLF®	logitech	SHOKZ		
FY24	64	30	12	19	14	4	3	9	5	1	1	9	171
FY23	54	22	10	10	11	3	3	1	1	1	-	-	116

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 : 13.1 Million
(34% YoY growth)

(Rank #3 Traffic - Online Sneakers Ecommerce Ranking)

E-COMMERCE



Business to Business

Erajaya Group Retailers



Enterprises

3rd Party Resellers

Consistently increase brand awareness through communities and product activations

By the end December 2024, ERAL has participated **>320 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 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

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



Vocational program



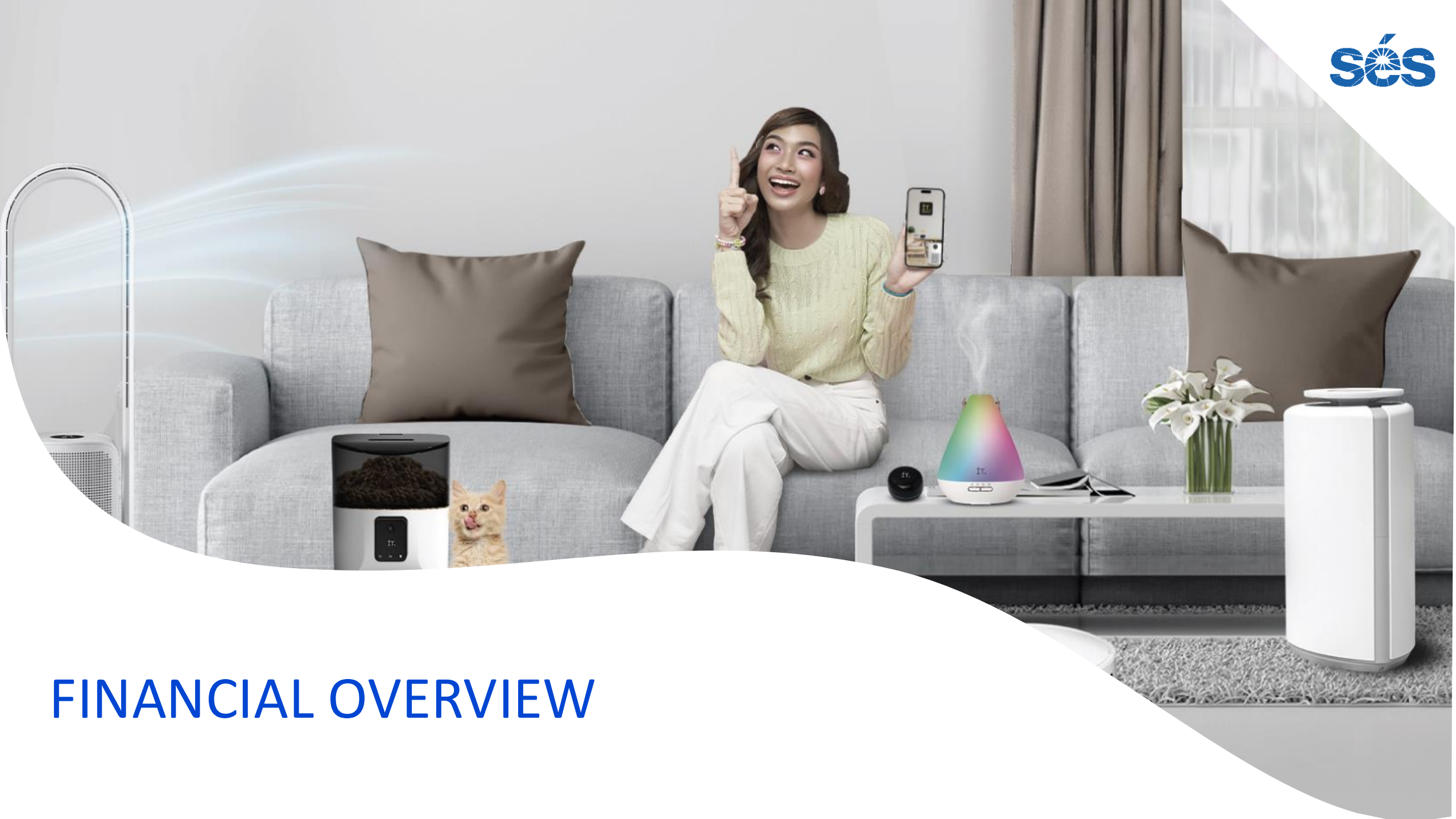
Social donation to disaster victims (Landslide & Flood)



Beach clean up at Kelan, Bali & Coastal Area Conservation Program



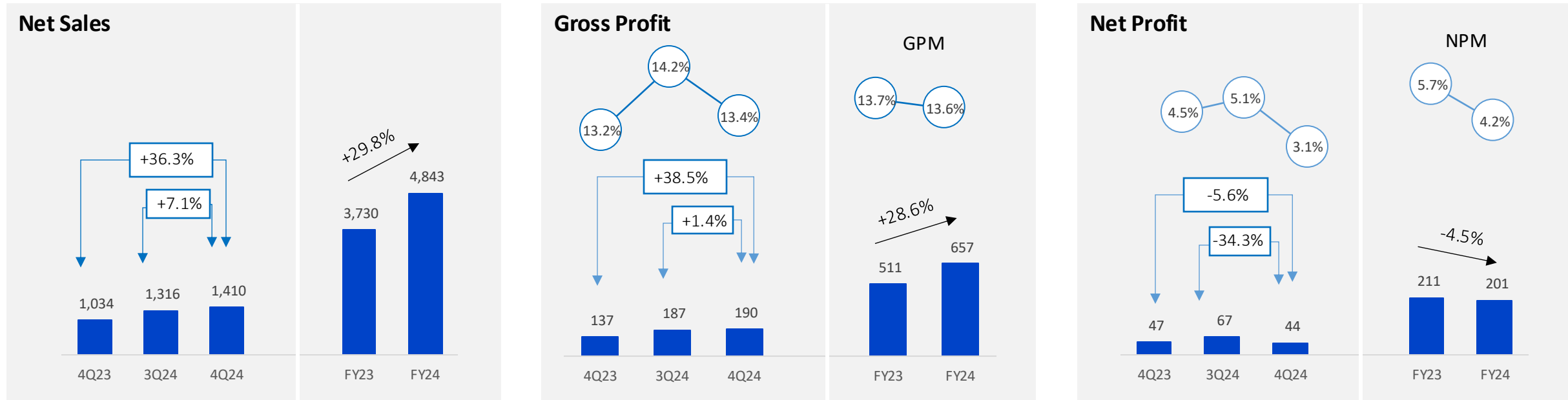
Wellness day free health check up



FINANCIAL OVERVIEW

Financial highlights – FY24

(in IDR Bn)



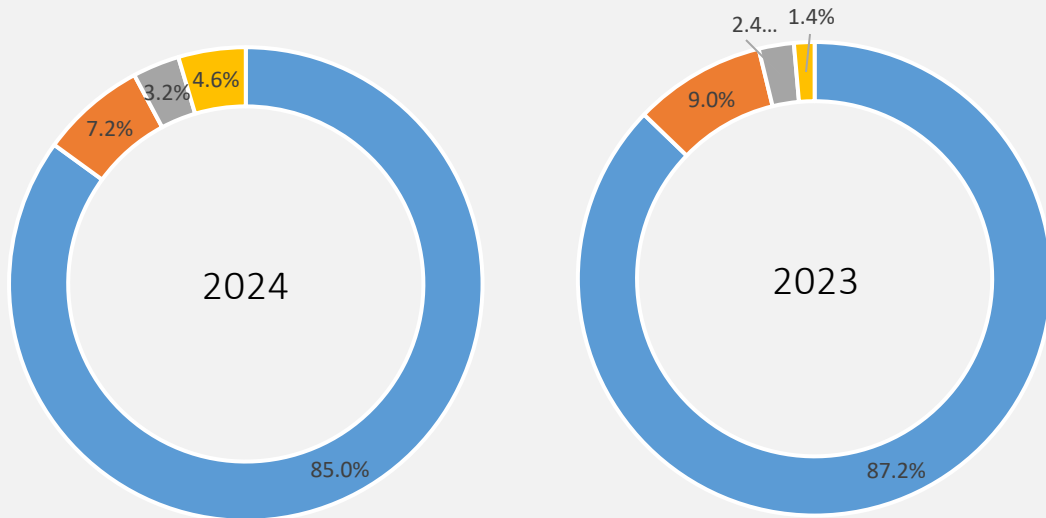
- Sales for FY24 were higher compared to FY23, with a 29.8% increase, driven by a greater number of retail stores (171 in FY24 vs. 116 in FY23).
- FY24 gross profit also grew by 28.6% YoY, while the gross profit margin remained relatively flat at 13.6% in FY24 (vs. 13.7% in FY23).
- GPM on a QoQ basis slightly declined due to fashion clearance in 4Q24, compared to 3Q24, when most of the brands introduced new collections.
- OPEX in 4Q increased by 48.5% YoY (4Q24 vs. 4Q23), primarily due to the higher number of store openings, with 26 new stores opened in 4Q24 compared to 19 in 4Q23, as well as the higher number of retail stores operated under ERAL.
- ERAL managed to achieve a net profit of Rp201bn compared to Rp211bn in FY23 due to stores expansion.

Detail sales breakdown – 2024

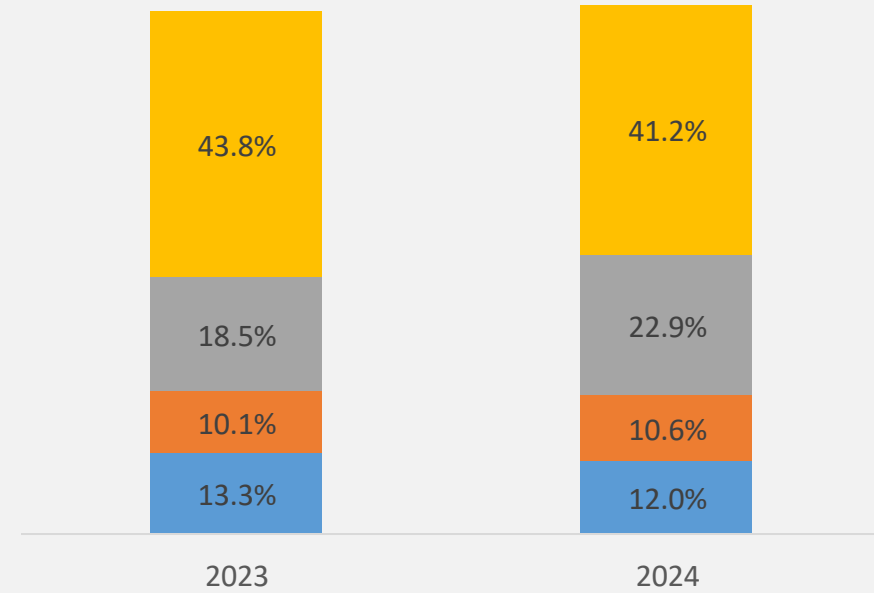


■ Accessories, IoT, & Others ■ Cellular Phones & Tablets ■ Computer & Other Electronic Devices ■ Fashion Apparel

Sales by Segment



Gross Margin by Segment



Key ratios



	2023	2024
Net Working Capital (IDR Billion)	1,077	1,126
Inventories (IDR Billion)	612	751
ROCE (%)*	21.1%	14.9%
<small>*annualized</small>		
Average Inventory Days	66 Days	59 Days
Average Trade Receivable Days	21 Days	25 Days
Average Trade Payable Days	30 Days	37 Days
Cash Conversion Cycle	57 Days	47 Days



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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 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