



# Company Update 1H 2025

PT Sinar Eka Selaras Tbk | IDX: ERAL

**Result Update 1H 2025**

Jakarta, August 20, 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 for the six months ended June 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.

# 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®



## 03|LIFESTYLE

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

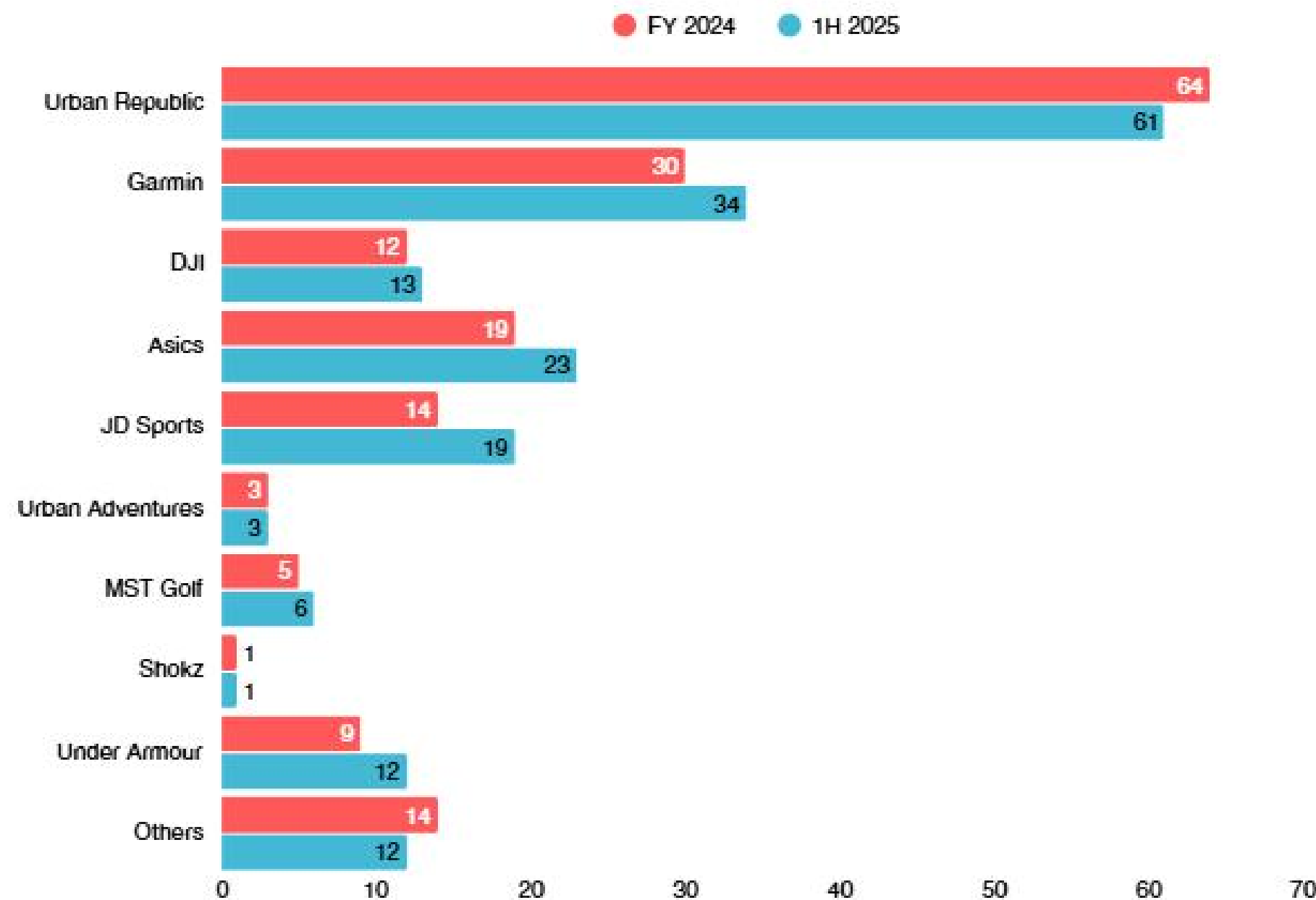


SIXTY8IGHT

X P E N G



ERAL Number of Stores as 1H 2025



# Growing Retail Network to Establish Strong Presence

In the first half of 2025 (1H 2025), a **total of 18 new stores were opened** across several key brands as part of our continued expansion strategy. This includes:

- 4 Garmin stores;
- 1 DJI store;
- 4 Asics stores;
- 1 MST Golf store;
- 3 Under Armour stores; and
- 5 JD Sports stores.

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 Mn  
(7% YoY Growth)



JDSports.id

Rank #5 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.

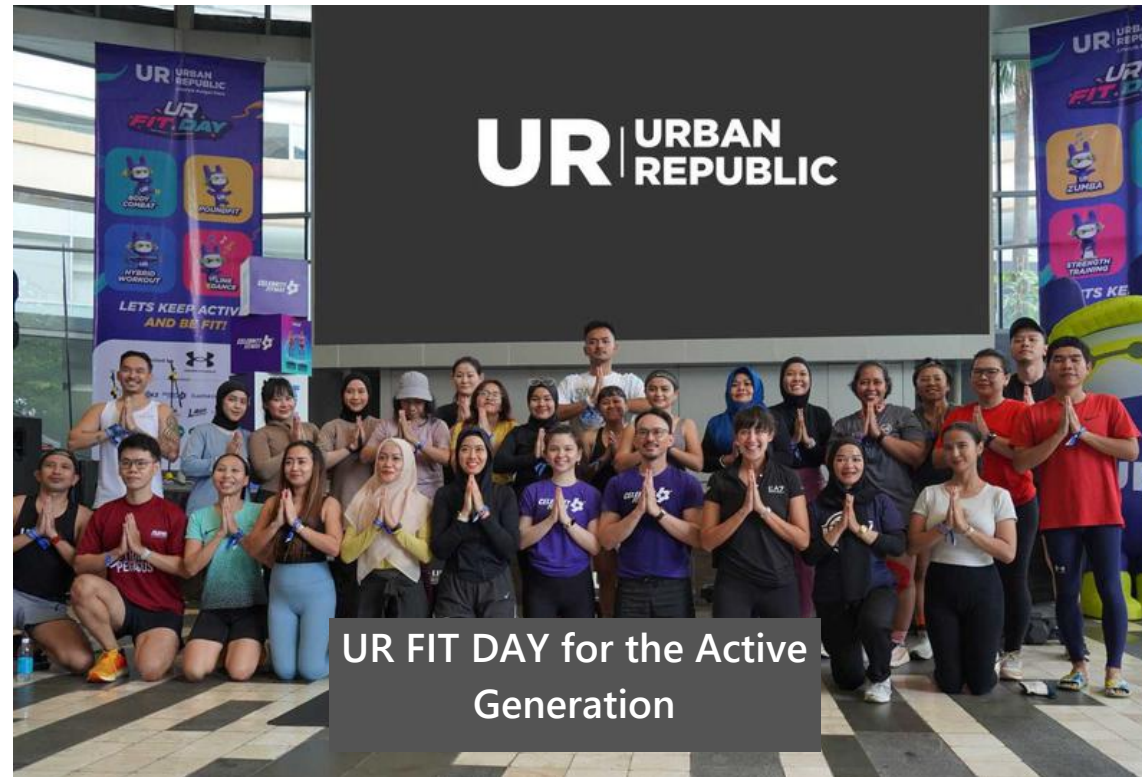
By capitalizing on the collective capabilities and market reach within our ecosystem, we can create a powerful engine for sustainable and scalable growth, enabling us to penetrate new markets, enhance our offerings, and solidify our competitive advantage.



# Increasing Brand Awareness Consistently Through Community & Product Activation



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



UR FIT DAY for the Active Generation



Opening JD Sport Tunjungan Plaza



X-Peng Grand Launching



X-Peng First Assembly in Indonesia



XPENG Indonesia Inaugurates First Flagship Dealer in West Jakarta



URMAZING RUN 2025



# Establishing Long-term Value With Stakeholders Through Sustainability



UR Zero Waste



## Urban Republic Launches UR Zero Waste to Reduce Electronic Waste in Indonesia

20.04.2025

Urban Republic, a prominent retail store operating under Erajaya Active Lifestyle, has officially rolled out its "UR Zero Waste" initiative. Kicking off on **April 15, 2025**, this program is designed to tackle the growing issue of electronic waste (e-waste) in Indonesia. The core of "UR Zero Waste" involves encouraging the public to donate their used and unused gadgets, providing a responsible channel for disposal and contributing to a more sustainable environment.

To facilitate these donations, Urban Republic has strategically placed dedicated "Gadget Boxes" at five of its Jakarta outlets. This initiative underscores Urban Republic's commitment to environmental responsibility, offering a practical solution for consumers to participate in reducing e-waste and promoting a circular economy within the technology sector.





# SSSG - 2Q 2025 (YoY)

## Same Store Sales Growth Increase by **25.9%**

In the second quarter of 2025, ERAL recorded a 25.9% 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 first half of 2025, SSSG also increased by 15.8%, further underscoring the company's solid momentum. This strong performance builds on earlier results, as 1Q25 delivered a 5.2% SSSG.

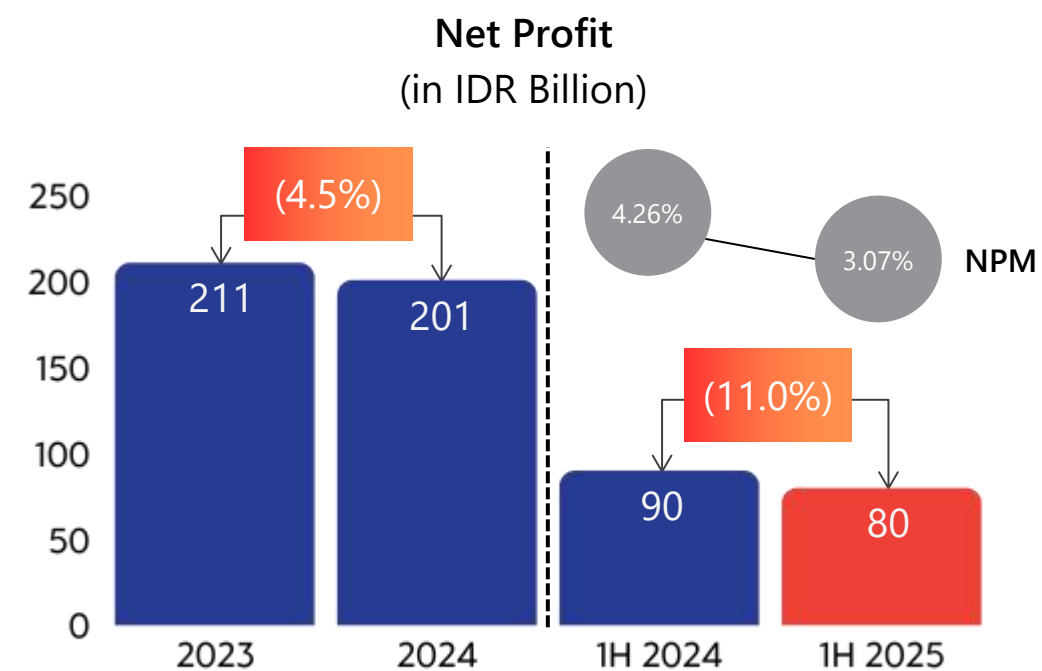
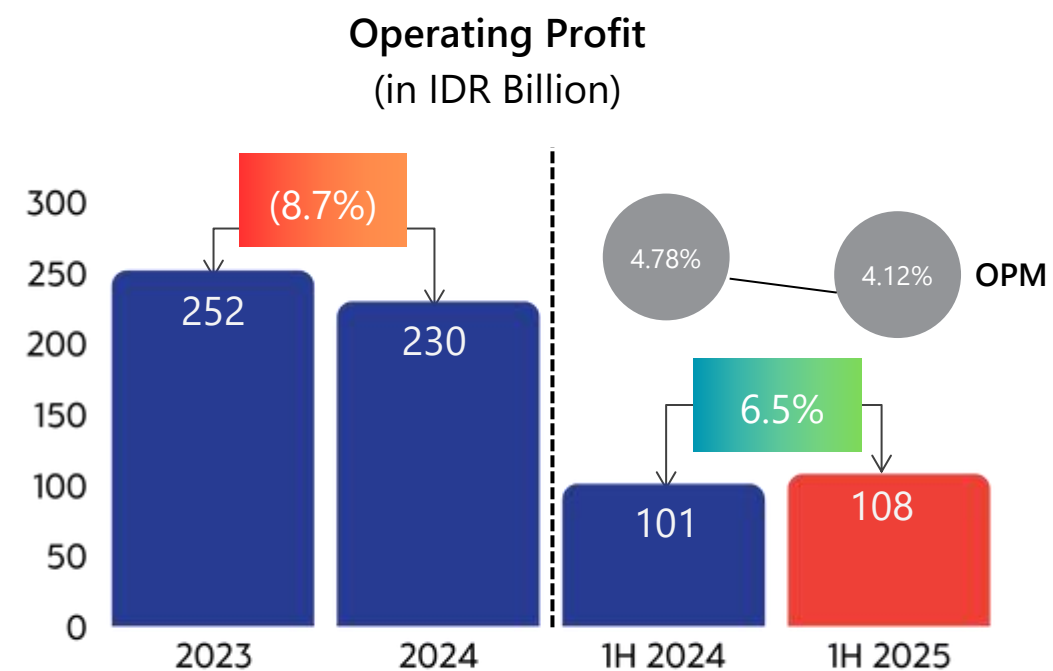
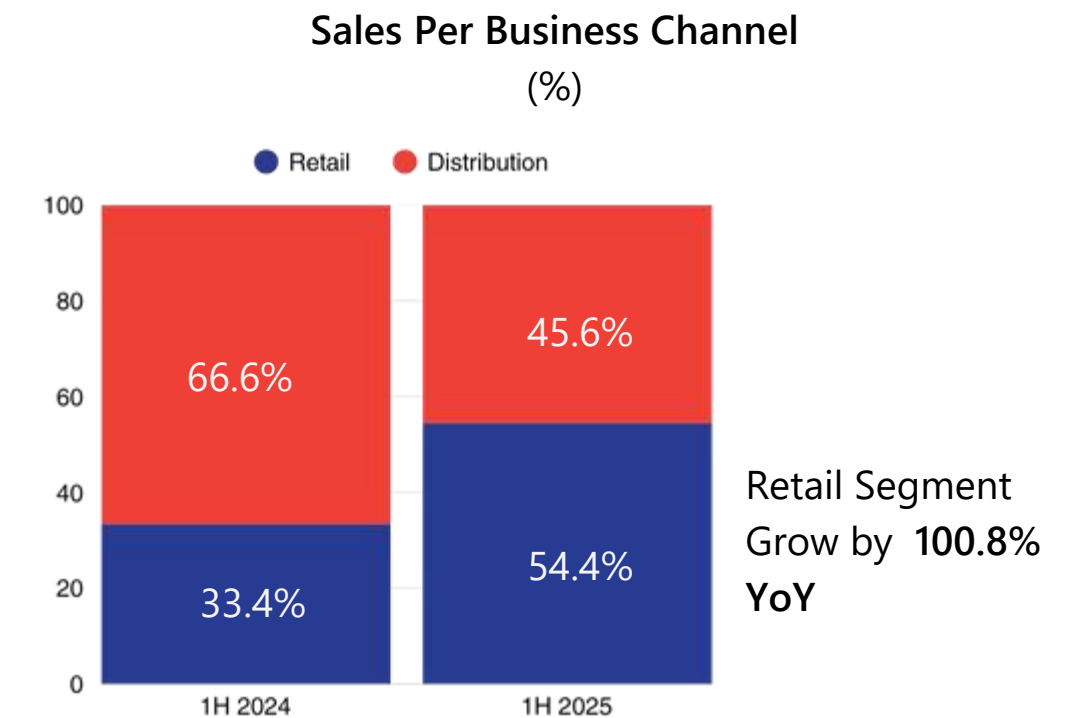
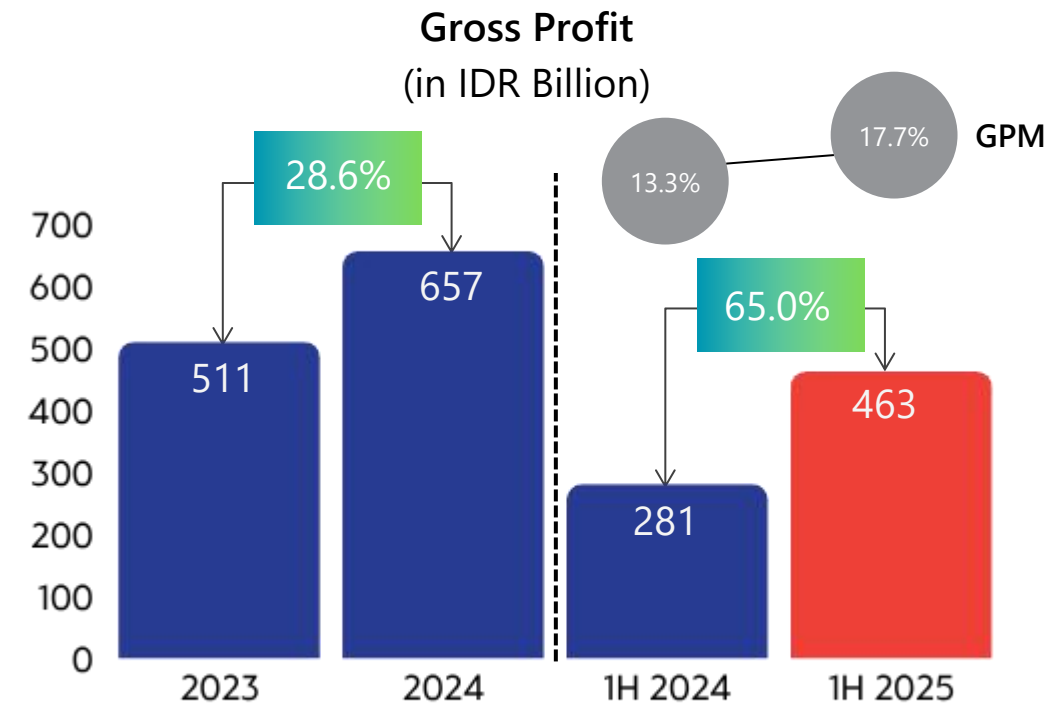
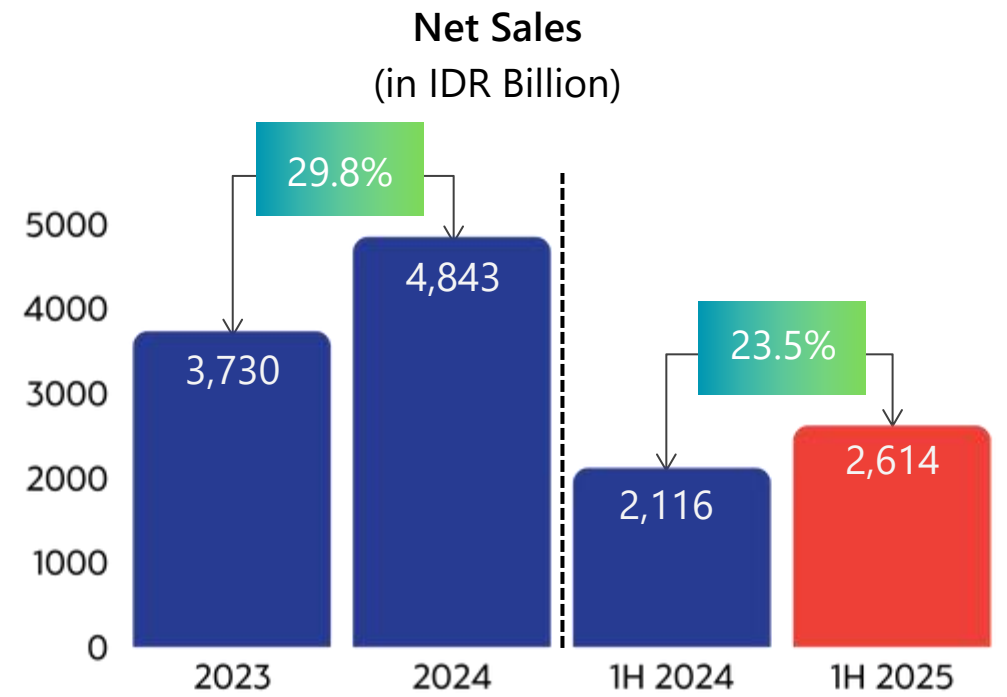


SSSG as per 1H 2025



# Profit & Loss Highlight

ERAL 1H 2025 in Billion



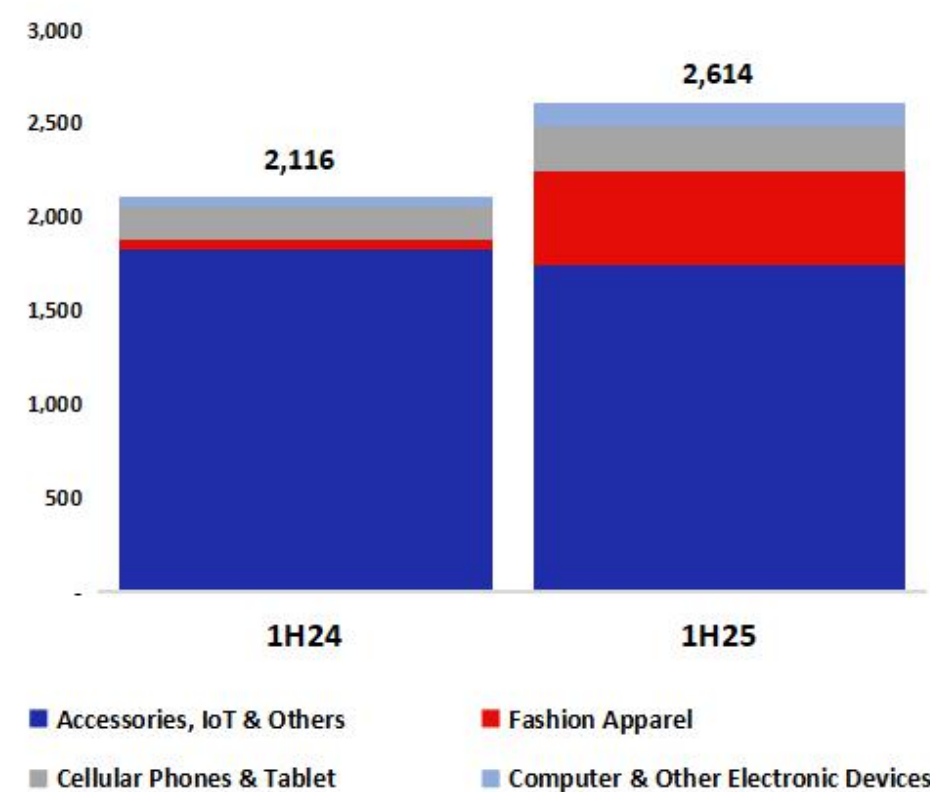
- In the first half of 2025, ERAL recorded net sales reaching IDR 2.61 trillion.
- The company recorded a gross profit of IDR 463 billion with a gross profit margin of 17.7%. This reflects improved efficiency in managing cost of goods sold, contributing to stronger overall profitability.
- Operating profit for the quarter came in at IDR 108 billion, with an operating margin of 4.12%.
- Net profit was reported at IDR 80 billion, with a net profit margin of 3.07%.

# Segmented Sales Breakdown

ERAL 1H 2025 in Billion

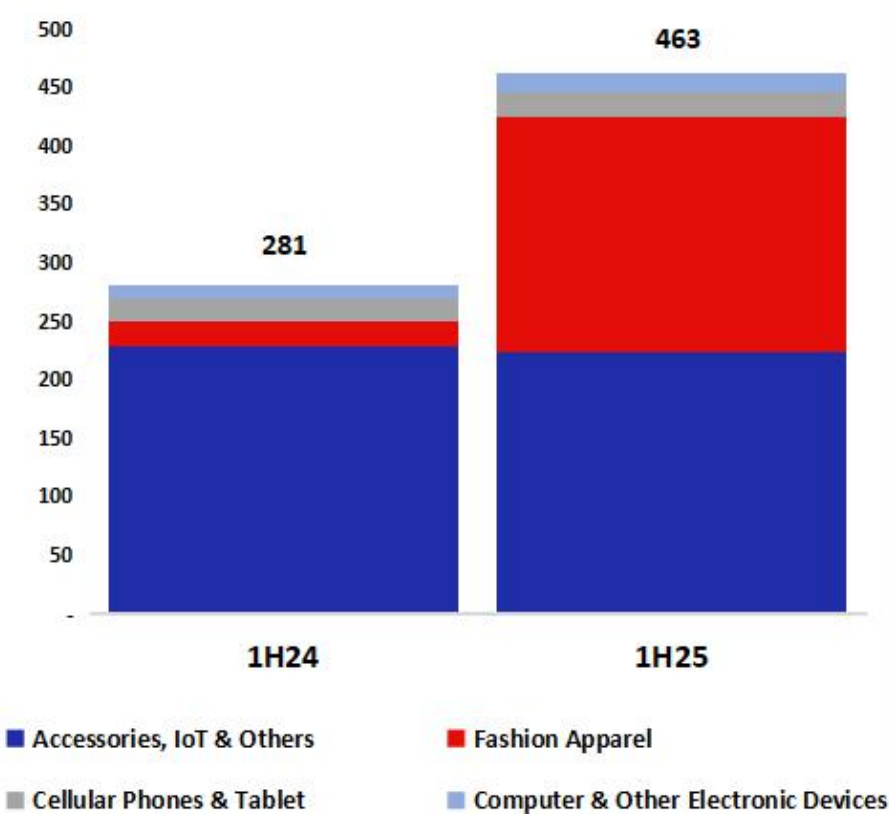


Sales by Segment



Segment	1H 24	1H 25
Accessories, IoT & Others	86.5%	66.9%
Fashion Apparel	2.3%	19.0%
Cellular Phones & Tablet	8.7%	9.4%
Computer & Others Electronic Devices	2.6%	4.7%

Gross Profit by Segment



Segment	1H 24	1H 25
Accessories, IoT & Others	81.5%	48.5%
Fashion Apparel	7.6%	43.3%
Cellular Phones & Tablet	7.3%	4.7%
Computer & Others Electronic Devices	3.6%	3.6%

In 1H 2025, ERAL achieved a 15.8% 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 2.3% to 19.0% of total sales, with gross margin declined to 40.4%.
- Accessories, IoT & Others remained the largest segment, though its share declined to 66.9% as the portfolio diversified.
- Computer & Other Electronics also expanded, growing from 2.6% to 4.7% of total sales.
- This performance highlights ERAL's successful product diversification strategy and ability to adapt to changing market demands.



# Key Ratios.

ERAL 1H 2025



<i>IDR amounts are in billions</i>	1H 2024	1H 2025	% change
CAPEX	(20)	(109)	436.23%
OPEX	(179)	(355)	98.00%
Inventories	625	872	39.61%
Net Debt	(429)	(417)	-2.74%
Net Working Capital	1,089	985	-9.57%
Net Debt / Equity (x)	(0.29)	(0.25)	-3.56%
Net Working Capital / Net Sales	25.7%	18.8%	-6.90%
ROCE	13.63%	13.03%	-0.59%

<i>IDR amounts are in billions</i>	1H 2024	1H 2025	% change
Average Inventory Days	61	68	7
Average Trade Receivable Days	25	20	-5
Average Trade Payable Days	30	39	9
Cash Conversion Cycle (CCC)	56	48	-8



# Erajaya Active Lifestyle

# Thank You!

Email

*[investor.relations@erajaya.com](mailto:investor.relations@erajaya.com)*

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Website

*[www.ses.id](http://www.ses.id)*

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Call us

*+62 21 690 5788*