



Company Update

FY 2025

PT Sinar Eka Selaras Tbk | IDX: ERAL

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

Building Worldclass Active Lifestyle Brand Portfolio



ERAL is the retail lifestyle business vertical that focuses on products such as smart technologies, athleisure, and lifestyle.

- To add 5 – 6 new brands per year selectively
- To grow our network by 50-60 stores per year

SMART

Accessories & IoT

UR
URBAN REPUBLIC

GARMIN™

dji



SHOKZ

ACTIVE

Sports & Outdoor Activities

asics

URBAN
ADVENTURE



MST GOLF



Wilson.

GENTLEWOMAN

LIFESTYLE

Lifestyle Related Activities

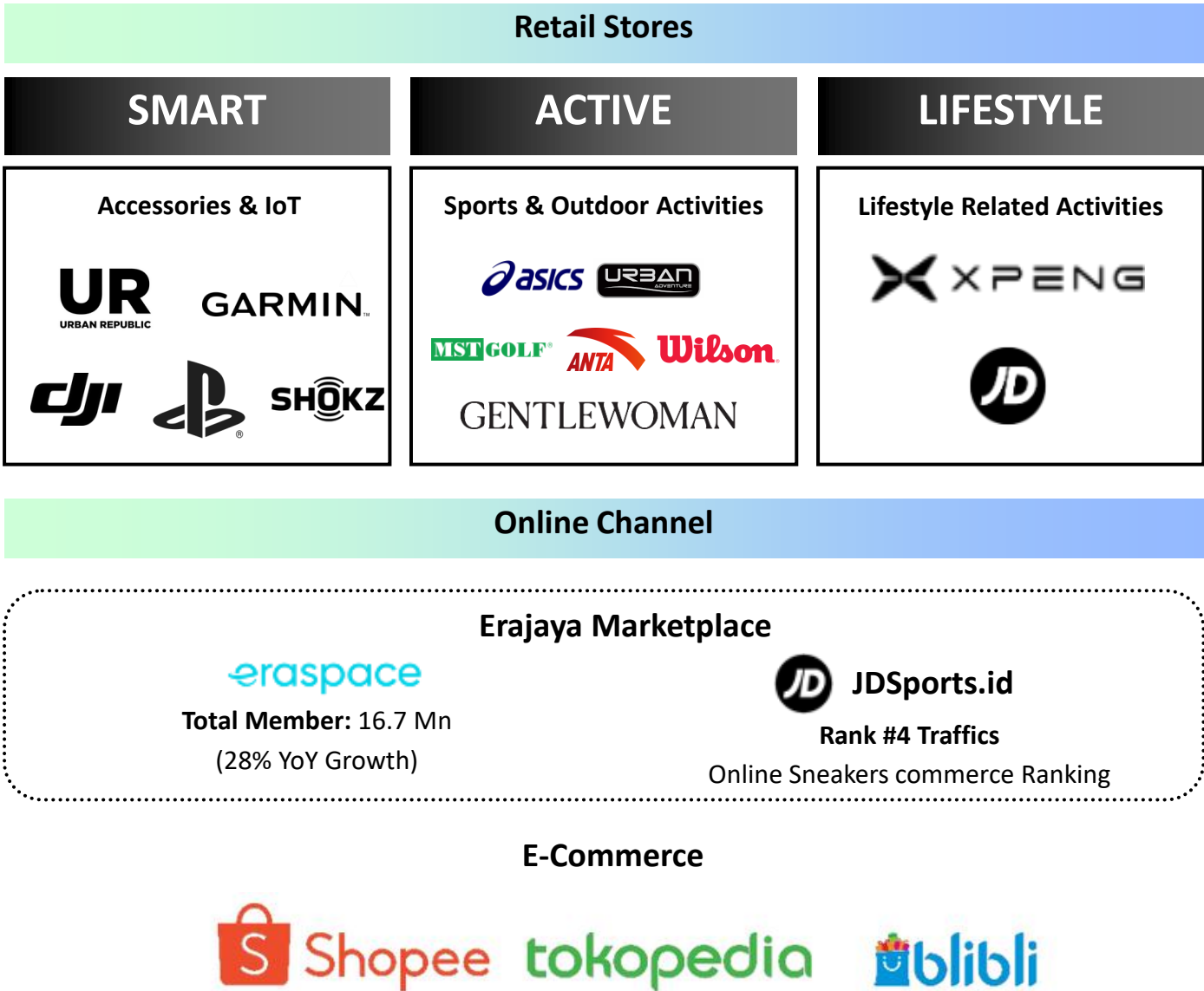
X P E N G



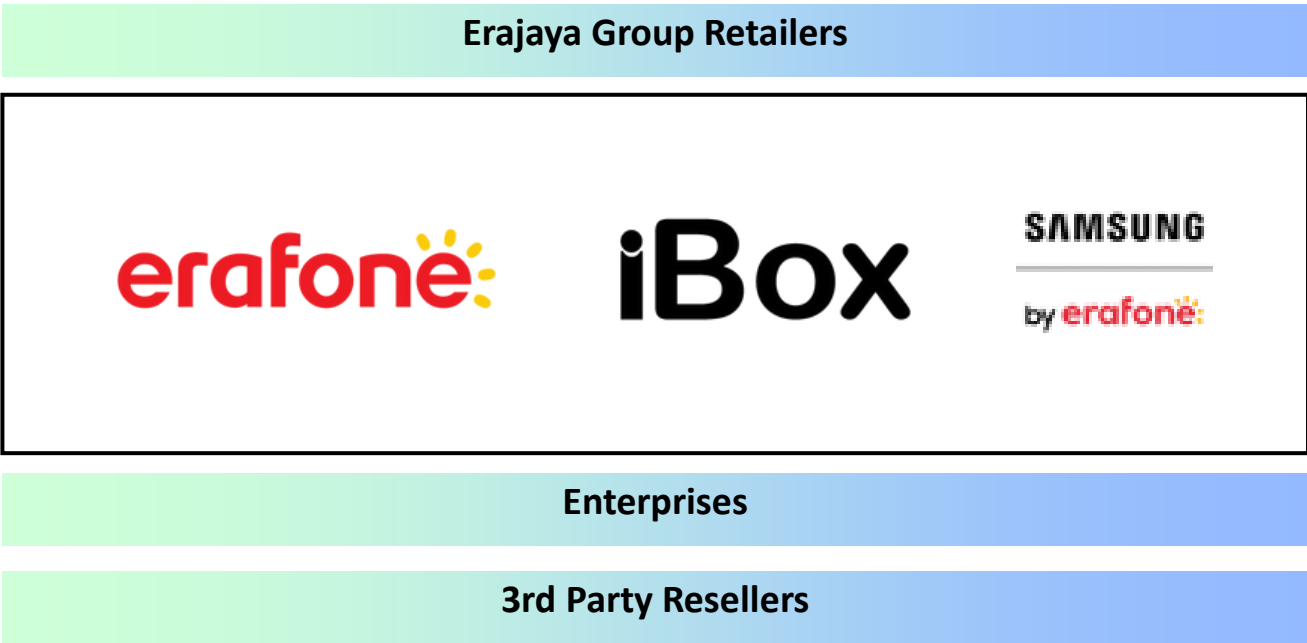
Synergy Within the Group Ecosystem



Business to Consumers (“B2C”)



Business to Business (“B2B”)



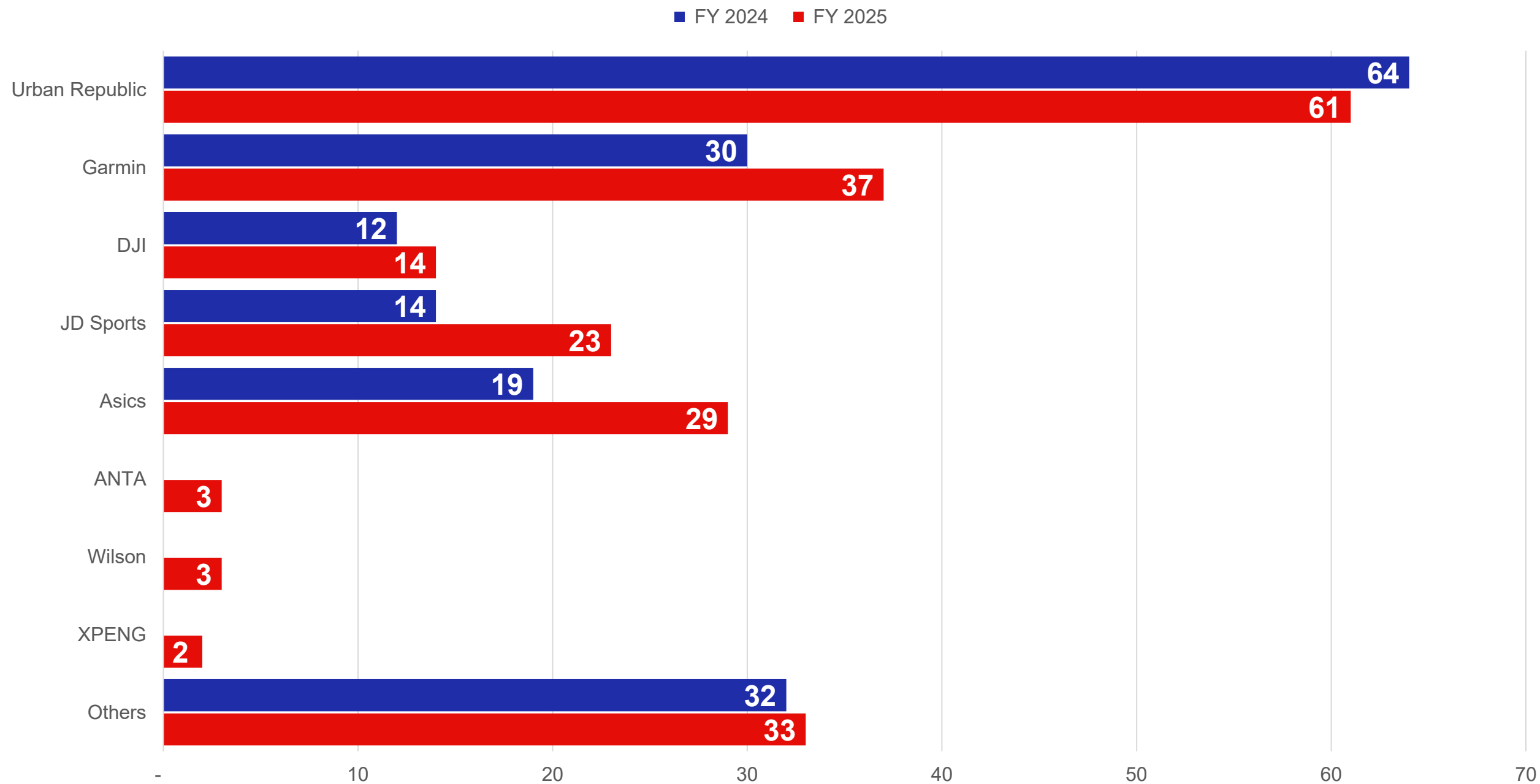
To accelerate our growth trajectory, we will strategically leverage the inherent strengths and interconnectedness of our business ecosystem. This involves fostering deeper collaborations and synergies across our various entities, partners, and customer relationships to unlock new opportunities for expansion,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

Growing Retail Network to Establish Strong Presence



Erajaya Active Lifestyle: Total stores increased from **171 to 205**, bringing total Net Stores add to 34 stores, generated by **50 openings** and **16 closures**. Asics, Under Armour, and JD Sports are the most added stores, while new brands added such as Wilson and XPENG with 3 and 2 stores respectively.



SAME STORE SALES GROWTH



4Q2025 SSSG up by 21.7%

In the fourth quarter of 2025, ERAL recorded a 21.7% increase in Same Store Sales Growth (SSSG). The growth is driven by Urban Republic, JD Sports, and DJI.

The 4Q2025 SSSG bring **FY 2025 SSSG to 15.9%**.

February 2026 SSSG up by 16.4% YoY, with 2M2026 SSSG recorded at 21.4%.

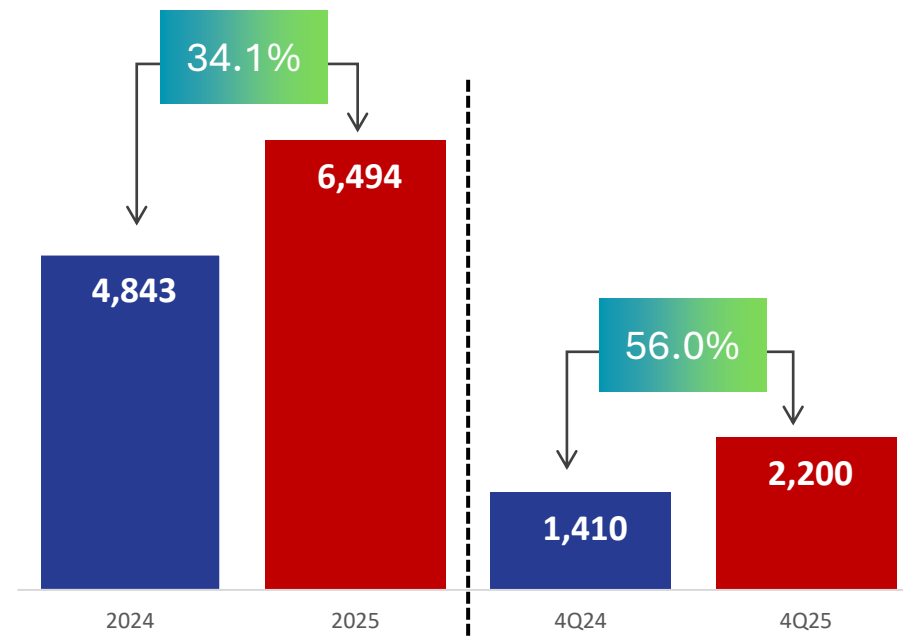
Growth driven by Urban Republic (Iphone 17 impact), JD Sports, and DJI.



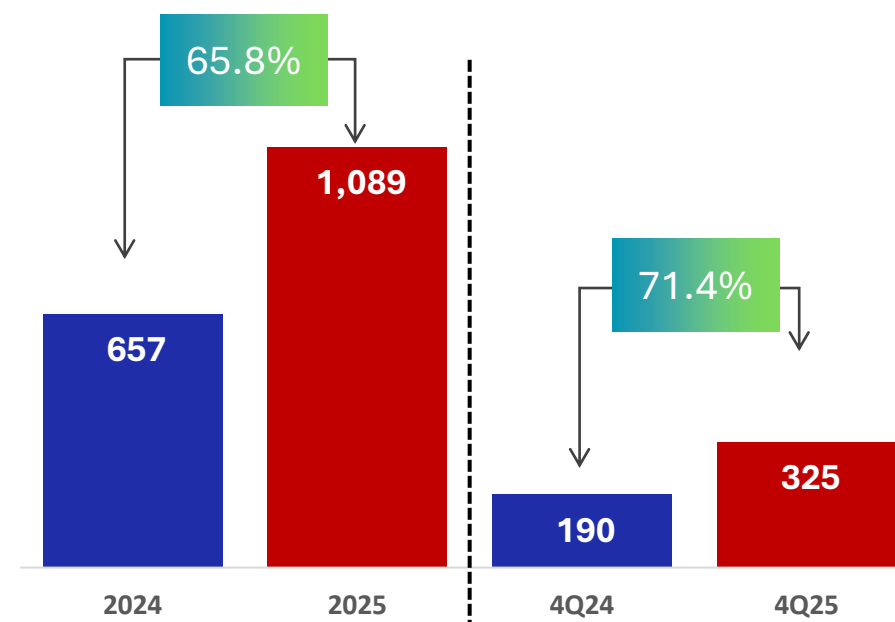
Profit & Loss Highlight



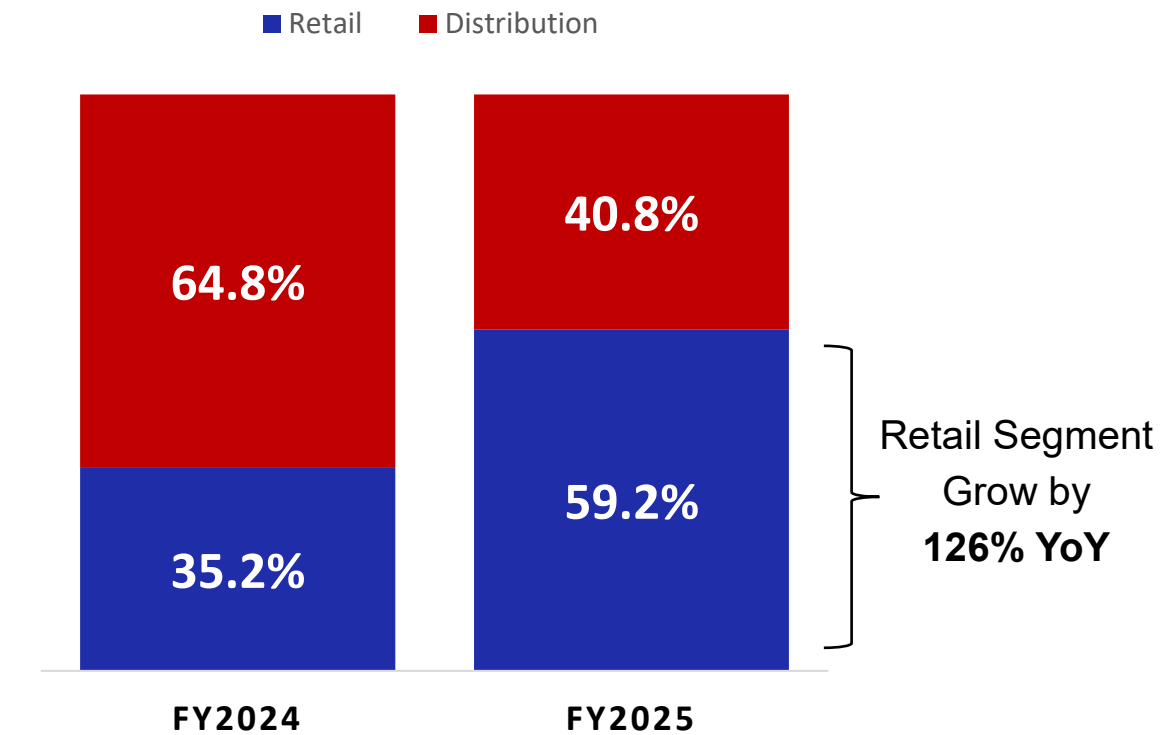
Net Sales
(in IDR Billion)



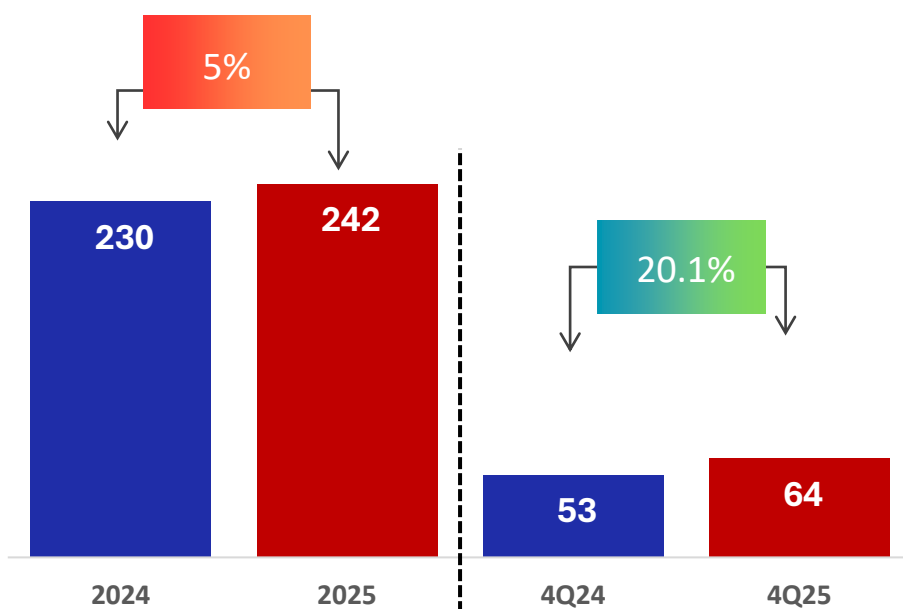
Gross Profit
(in IDR Billion)



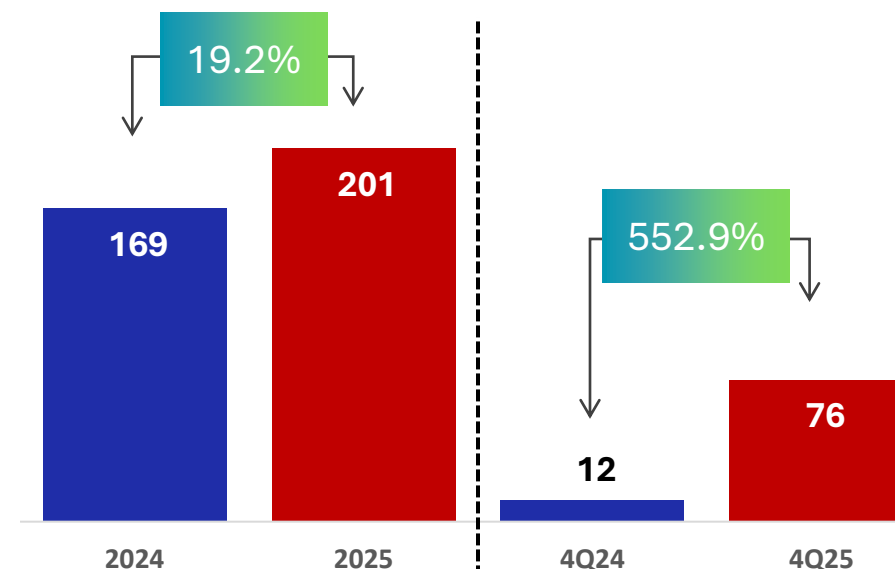
Sales Per Business Channel (%)



Operating Profit
(in IDR Billion)



Net Profit
(in IDR Billion)

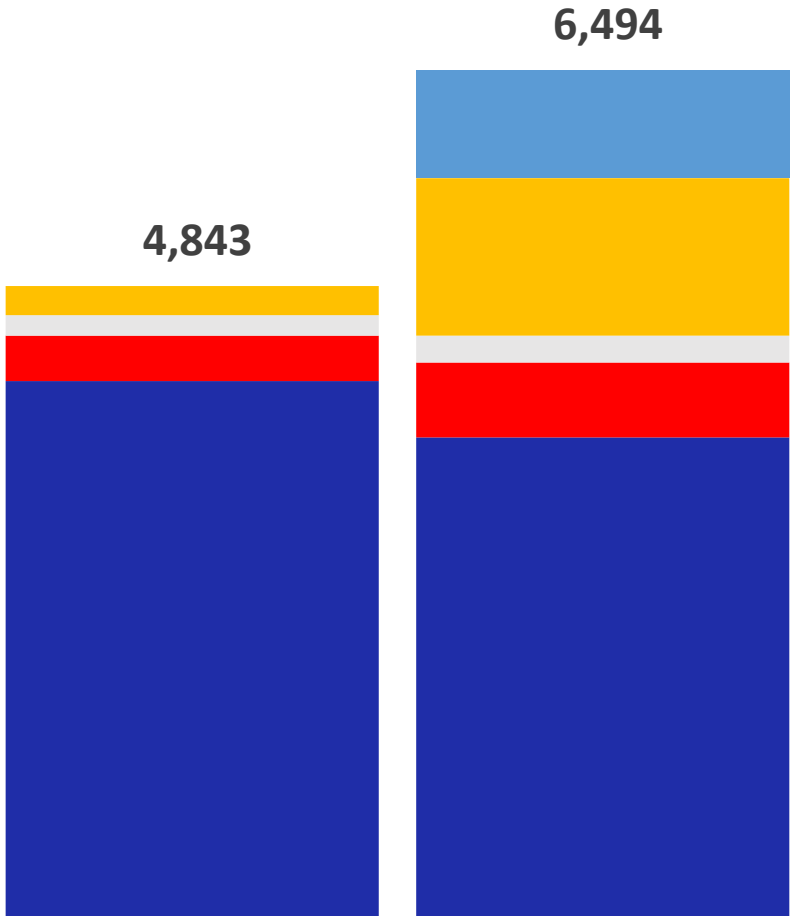


- FY 2025 Net Sales increased by 34.1% YoY due to JD Sport consolidation, XPENG business establishment, and Growth from existing stores.
- FY 2025 Gross Profit Margin increased to 16.8% from 13.6% mainly from Consolidation of JD Sports.
- FY OPEX increased by 98.5% YoY mainly due to establishment of new business, store expansions, and consolidation of JD Sports.
- NPATMI for FY 2025 declined by 16.1% as the company invest in new business and expand its footprint.

Segmented Sales Breakdown



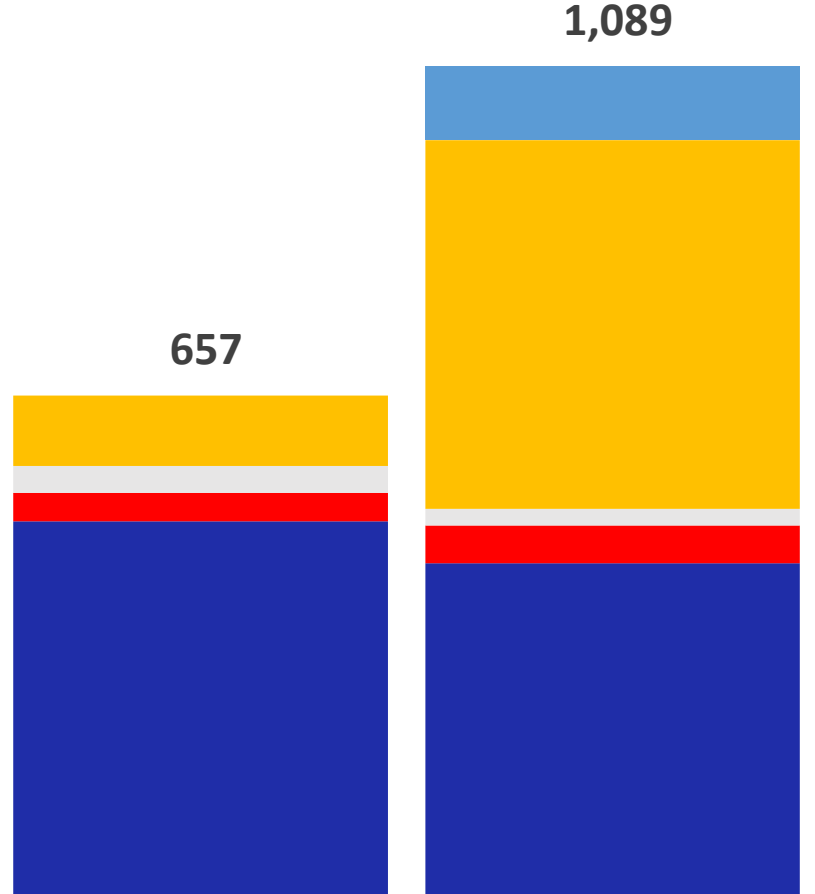
Sales Contribution by Segment



| Segment | FY24 | FY25 |
|-------------------------------------|-------|-------|
| Accessories, IoT & Others | 85.0% | 56.7% |
| Automotive | 0.0% | 12.7% |
| Fashion Apparel | 4.6% | 18.6% |
| Cellular Phones & Tablet | 7.2% | 8.8% |
| Computer & Other Electronic Devices | 3.2% | 3.2% |



Gross Profit Contribution by Segment



| Segment | FY24 | FY25 |
|-------------------------------------|-------|-------|
| Accessories, IoT & Others | 74.9% | 40.1% |
| Fashion Apparel | 14.1% | 44.5% |
| Automotive | 0.0% | 8.9% |
| Cellular Phones & Tablet | 5.6% | 4.6% |
| Computer & Other Electronic Devices | 5.4% | 2.0% |



ERAL is accelerating its transition into a diversified lifestyle retail platform

- ERAL delivered strong topline growth, with sales increasing from IDR 4.8tn (FY24) to IDR 6.5tn (FY25) (+34% YoY). Gross profit expanded significantly from IDR 657bn to IDR 1.1tn (+66% YoY), indicating margin improvement and better mix.
- Accessories, IoT & Others remain the largest segment but declined materially from 85% → 57%, reflecting successful diversification. Automotive (XPENG) emerged as a new growth driver, contributing 12.7% of sales (from 0% in FY24). Fashion Apparel scaled up meaningfully from 4.6% → 18.6%, supported by JD Sports consolidation. Other segments (phones, computers) remain stable, indicating focus shift toward higher-growth verticals.

Key Ratios



| <i>IDR amounts are in billions</i> | FY 2024 | FY 2025 | Chg. | <i>In days</i> | FY 2024 | FY 2025 | Δ (Days) |
|------------------------------------|---------|---------|----------|-------------------------------|---------|---------|----------|
| CAPEX | -122 | -227 | 86.50% | Average Inventory Days | 59 | 63 | 4 |
| OPEX | -427 | -848 | 98.54% | Average Trade Receivable Days | 25 | 22 | -3 |
| Inventories | 751 | 1,135 | 51.10% | Average Trade Payable Days | -37 | -36 | 1 |
| Net Debt | -359 | 257 | -171.78% | Cash Conversion Cycle (CCC) | 47 | 49 | 2 |
| Net Working Capital | 587 | 1,007 | 71.52% | | | | |
| Net Debt / Equity (x) | -0.22 x | 0.15x | | | | | |
| Net Working Capital / Net Sales | 12.1% | 12.3% | | | | | |
| ROIC | 18.8% | 12.5% | | | | | |



Erajaya

Active Lifestyle

Thank You!

Email

investor.relations@erajaya.com

Website

www.ses.id

Call us

+62 21 690 5788