Company Update

1H 2026

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 six months period ended June 30, 2026, 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

Erajaya Active Lifestyle (ERAL IJ) Higher Margin Growth Engine

SMART

UR URBAN REPUBLIC · dji · GARMIN · JBL · SHOKZ · SONY · harman/kardon by HARMAN · Marshall

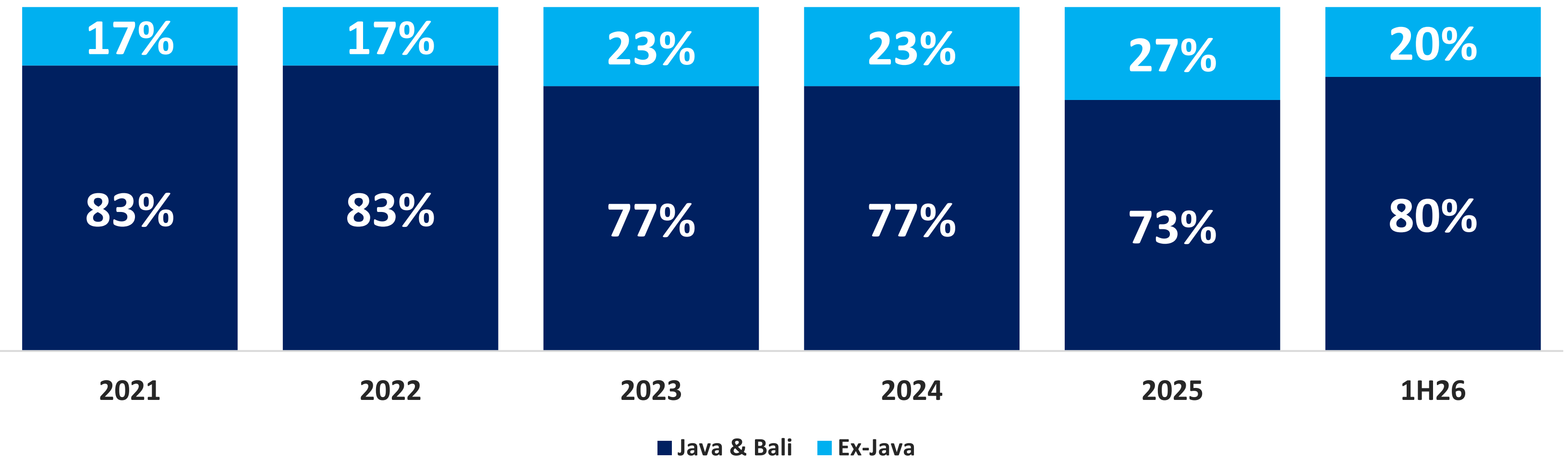
ACTIVE

asics · Wilson · URBAN ADVENTURE · ANTA · MST GOLF

LIFESTYLE

XPENG · GENTLEWOMAN · JD · Levi's

Store Network Nationwide



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

Total Number of Stores as of 1H 2026 **256 stores**

Synergy Within the Group Ecosystem

Business to Consumers ("B2C")

Retail Stores

SMART	ACTIVE	LIFESTYLE

Online Channel

Erajaya Marketplace

Total Registered Members: 18.4 mn (11% growth YoY)

JDSports.id

YTD Traffic: 3 Mn

E-Commerce

Business to Business ("B2B")

Erajaya Goup Retailers

Enterprises

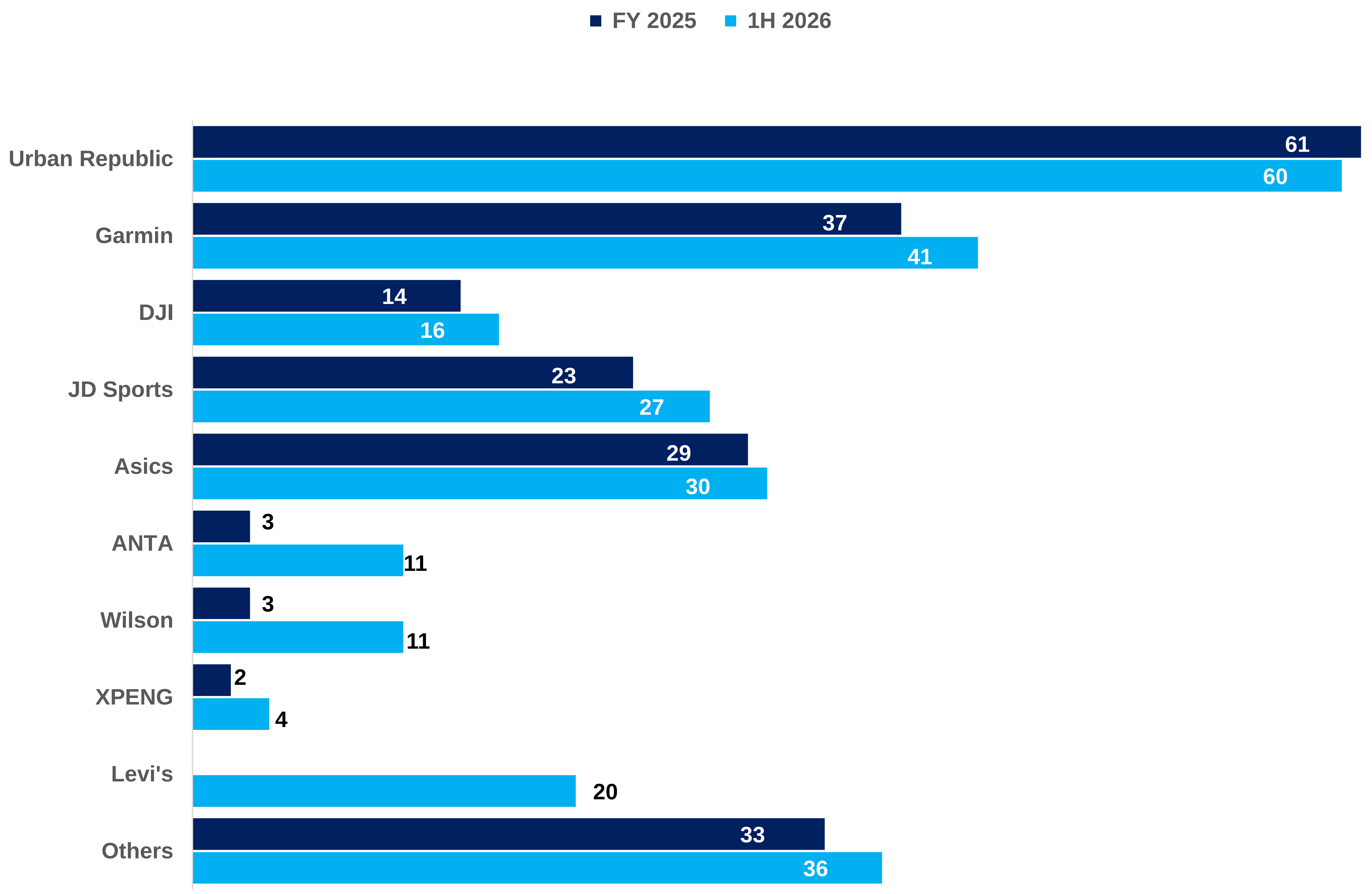
Third party resellers

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.

Growing Retail Network to Establish Strong Presence

<u>Erajaya Active Lifestyle</u>: Total stores increased from **205 to 256**, bringing total Net Stores addition to 51 stores, generated by **57 openings** and **6 closures**, led by Wilson, Anta, and Levis with 8, 8, and 20 stores added respectively in 1H26.



SAME STORE SALES GROWTH

1H2026 SSSG booked at **8.8%**

ERAL posted June 2026 SSSG of -0.5% YoY, bringing 2Q26 SSSG to a relatively stable -0.7% YoY. Despite the softer quarterly performance, strong demand across its diversified active lifestyle portfolio supported 1H26 SSSG of +8.8% YoY.

JD Sports, Urban Republic, and DJI continued to drive growth, demonstrating the portfolio’s resilience in navigating through a more challenging consumer spending environment.

ERAL Financial Performance

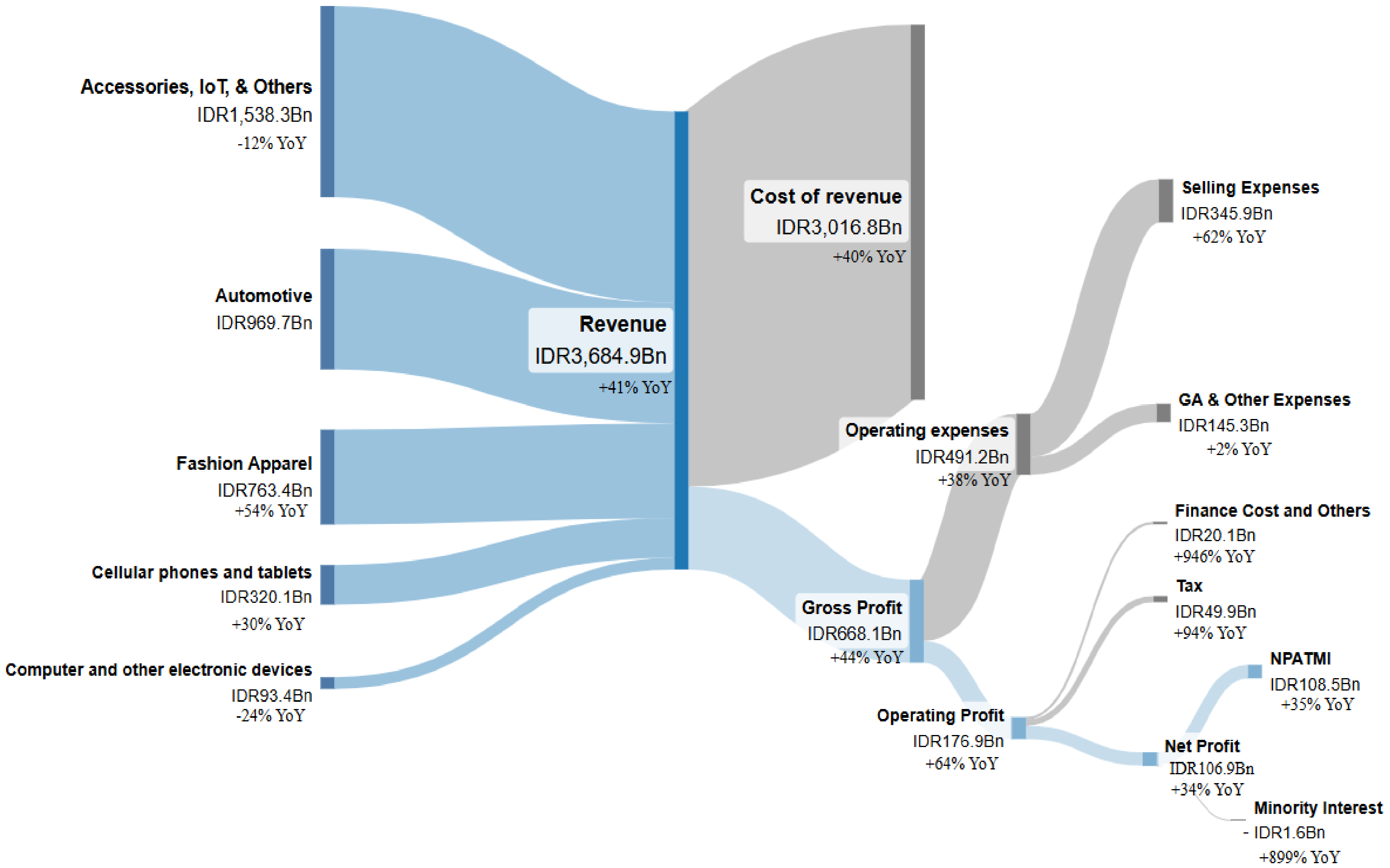
1H 2026 (Presented in IDR Billion)

	2Q25	2Q26	1H25	1H26	% Net Sales	1H YoY Δ (value)	1H YoY Δ (%)
Net Sales	1,243	1,982	2,614	3,685	100.0%	1,071	41.0%
Gross Profit	238	349	463	668	18.1%	205	44.4%
OPEX	(189)	(251)	(355)	(491)	(13.3%)	(136)	38.3%
Operating Income	50	98	108	177	4.8%	69	64.3%
Net Income	38	64	80	107	2.9%	27	33.5%
NPATMI	38	65	80	108	2.9%	28	35.3%
EBITDA	90	152	184	283	7.7%	99	53.7%

Strong topline growth driven by higher margin segment:

- **Revenue** increased strongly to IDR 3.7tn (+41% YoY), mainly driven by exceptional growth in Fashion Apparel (+53.8% YoY), Cellular phones and tablets (+30.3% YoY), and Automotive which booked revenue of IDR 969.7bn, emerging as a new growth driver in FY26.
- **Gross profit** climbed by 44.4% YoY to IDR 668bn, supported by higher margin in fashion apparel and the addition of the automotive segment. Consequently, GPM improved to 18.1% (vs. 17.7% in 1H25).
- **Opex to sales** remained stable at 13.3%, despite retail stores expansion.
- **NPATMI** reached IDR 108bn (+35.3% YoY), driven by a more favorable sales mix from higher margin segments, with net margin recorded at 2.9%.

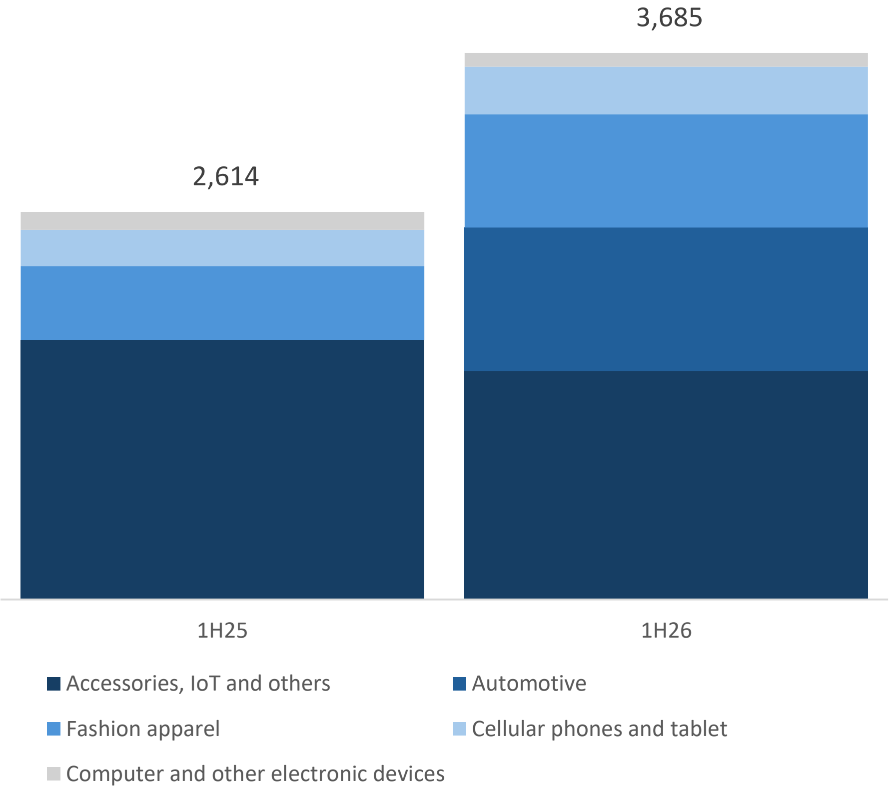
ERAL 1H 2026 – P&L Diagram



ERAL Segmented Sales Breakdown

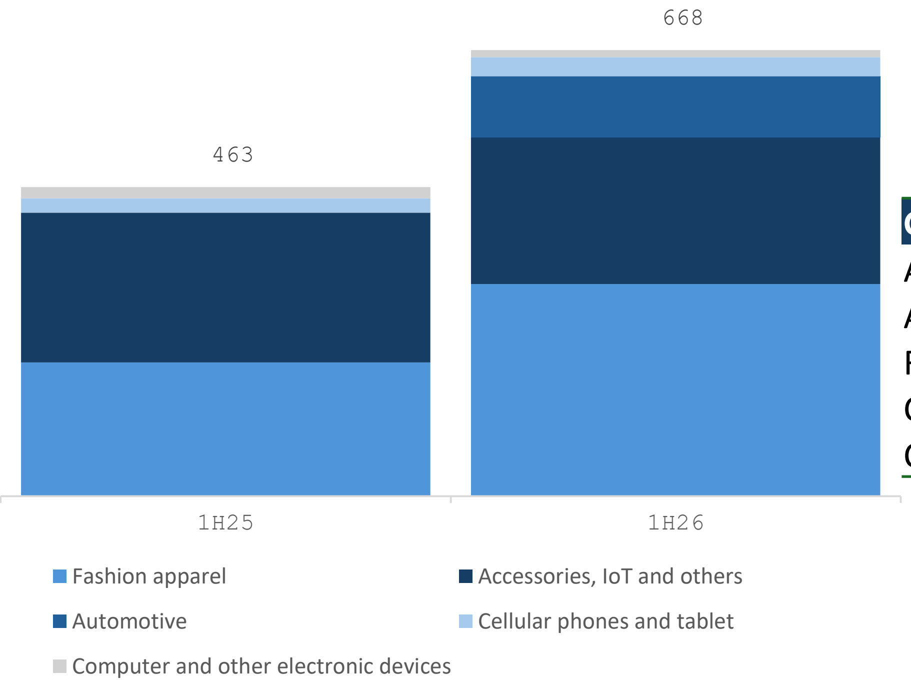
1H 2026 (Presented in IDR Billion)

Sales Contribution by Segment



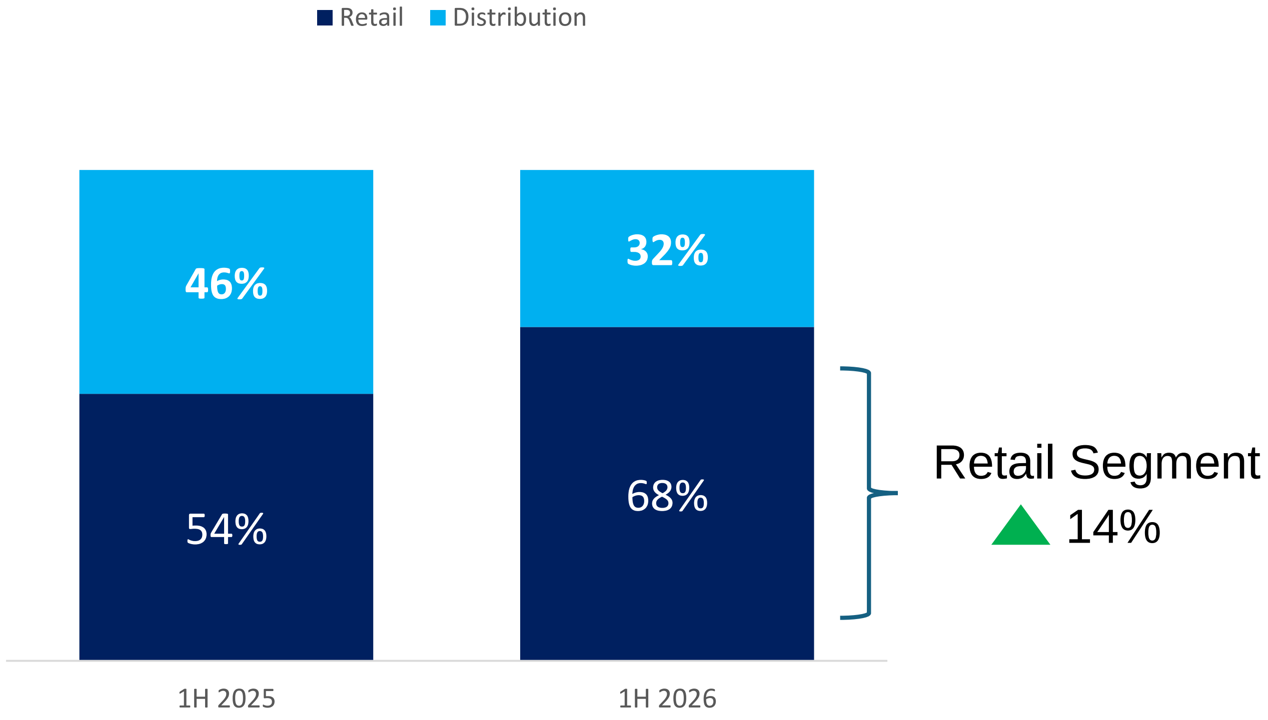
Revenue segment	1H25	1H26
Accessories, IoT and others	66.9%	41.7%
Automotive	0.0%	26.3%
Fashion apparel	19.0%	20.7%
Cellular phones and tablet	9.4%	8.7%
Computer and other electronic devices	4.7%	2.5%

Gross Profit Contribution by Segment



GP by segment	1H25	1H26
Accessories, IoT and others	48.5%	32.8%
Automotive	0.0%	13.7%
Fashion apparel	43.3%	47.6%
Cellular phones and tablet	4.7%	4.3%
Computer and other electronic devices	3.6%	1.6%

Sales Per Business Channel (%)



ERAL is accelerating it transition into a diversified lifestyle retail platform

- **ERAL's sales mix continued to diversify**, with accessories declining to 42% (vs. 67% in 1H25) in line with company's focus. Meanwhile, contribution from other categories increased, with fashion apparel to 20.7%, and automotive now accounting for 26.3% of ERAL's total sales.
- **Gross profit increased 44.4% YoY to IDR 668bn,** supported by improved contribution from higher-margin segments, particularly Fashion Apparel and Automotive, which was partially offset by weaker profitability in Computers & Other Electronic Devices.
- **Retail channel contribution expanded to 68% of total sales in 1H26** from 54%, reflecting ERAL's successful transition toward a stronger lifestyle retail platform.

ERAL Key Ratios

1H 2026 (Presented in IDR Billion)

IDR amounts are in billions	1H 2025	1H 2026	Δ YoY (%)
CAPEX	(123)	(35)	(71.7%)
OPEX	(355)	(491)	38.3%
Inventories	872	1,279	46.6%
Net Debt Excl. Lease Liabilities	(417)	(275)	(34.2%)
Net Working Capital	667	904	35.6%
Net Debt / Equity (x) – Excl. Lease Liabilities	(0.25 x)	(0.15 x)	
Net Working Capital / Net Sales (%)	11.99%	12.97%	
ROIC Excl. Lease Liabilities	15.93%	15.71%	

In days	1H 2025	1H 2026	Δ (Days)
Average Trade Receivable Days	20	12	(7)
Average Inventory Days	68	72	4
Average Trade Payable Days	(39)	(30)	9
Cash Conversion Cycle (CCC)	48	54	6

Thank You!

Email

investor.relations@erajaya.com

Website

www.ses.id

Call us

+62 21 690 5788