

The background is a collage of images related to fitness and technology. It includes a close-up of a person's wrist wearing a black smartwatch with a circular display showing various metrics like "STEPS BASE", "1070", "SAT 01", "RSE 3.048", "H 10/L 12", "HR 77", "RESERVE 24", and "ALT 2000". To the left, a white drone is flying. At the bottom, a person's legs are shown running on a paved path, wearing white and red sneakers with a Jordan brand logo. The overall color scheme is light blue and white with geometric shapes.

PT Sinar Eka Selaras Tbk

1H 2023 Result

1 Business Overview

Company at a glance...

EAL is a company that aims to provide innovative solutions, exceptional services, and a compelling customer journey through a world-class active lifestyle product portfolio that includes accessories (ecosystem), Internet of Things ("IoT"), and Sportswear, Fashion & Outdoors

Active Lifestyle Products

Accessories (Ecosystem)

Cases & covers, earphones, chargers, data cable, powerbank, protective skin, console, gaming accessories, and other peripherals from various brands.



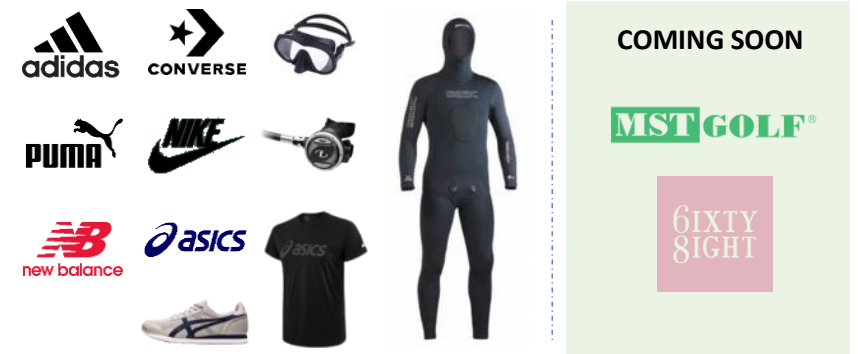
Internet of Things ("IoT")

Smart home appliances such as robot vacuum cleaner, smart air purifier, smart CCTV, smart door lock, etc, smart watches, handheld navigation system, electric scooter, Bluetooth speaker, and drones.



Sportswear, Fashion & Outdoors

Footwear such as sneakers, running shoes, and modern trainers; Clothing such as polo shirt, track tops, track pants & joggers, tracksuits, shorts, football kits, etc; Accessories such as caps & hats, backpacks, etc.



Extensive Network

EAL's retail network throughout Indonesia






As of 30 June 2023



Operational Coverage ERAL

- Java and Bali (63 stores)
- Sumatera (6 stores)
- Yogyakarta (2 stores)
- Kalimantan (7 stores)
- West Nusa Tenggara (1 store)
- Sulawesi (5 stores)
- Riau (2 stores)

Total stores: 86 stores

Brand	Jun-22	Jun-23
 URBAN REPUBLIC	21	43
GARMIN®	11	21
	6	7
	2	8
	-	6
	-	1
TOTAL	40	86

Omni-Channels Services

Offline Channel



Online Channel

ERAL Online Marketplace



(Rank #3 Online Retail Ranking *)

Total Member: 8.3 Million (63% YoY growth)



jdsports.id

(Rank #3 Online Sneakers Ecommerce Ranking*)

Collaboration with E-commerce Market



*based on SimilarWeb ranking

Events & Community Update in 1H23

UR Amazing Run



UR Festival



UR Track Day



Urban Adventure x Garmin



Garmin Pound Fit



**DJI Roadshow
DJI Mavic Pro 3**



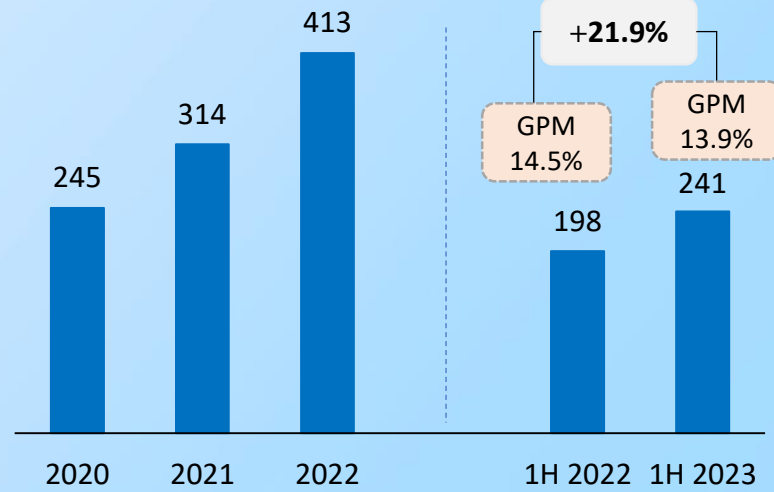
2 Financial Performance

Financial Highlights

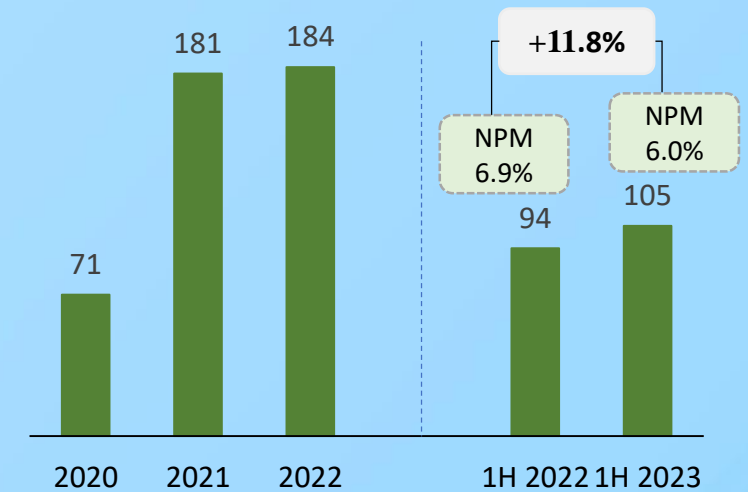
Revenue (in IDR Bn)



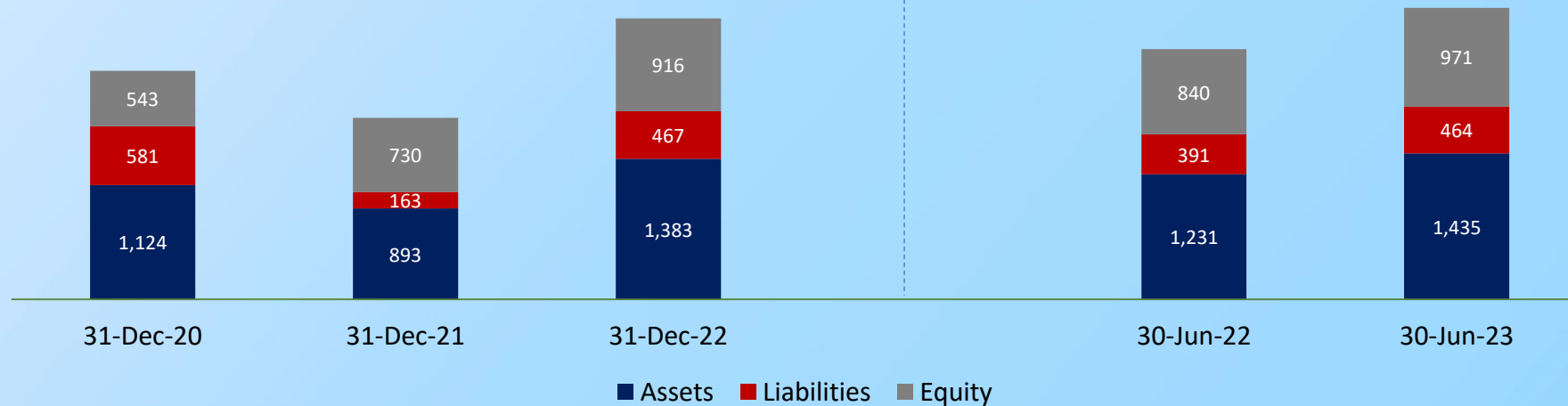
Gross Profit (in IDR Bn)



Net Income (in IDR Bn)



Balance Sheet (in IDR Bn)



Key Ratios

	Jun-22	Jun-23
Net Working Capital (IDR billion)	696.8	708.1
Debt/Equity (x)	0.04x	0.01x
Net Working Capital/Net Sales (%)	51.1%	40.7%
ROCE* (%)	15.4%	13.5%
<i>* 6 months period</i>		
Average Inventory Days	65 Days	71 Days
Average Trade Receivable Days	26 Days	19 Days
Average Trade Payable Days	24 Days	28 Days
Cash Conversion Cycle	67 Days	62 Days



Thank You

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