

CORPORATE PRESENTATION

PT SINAR EKA SELARAS TBK

FY23 RESULT UPDATE



BUSINESS OVERVIEW

Bringing a world-class active lifestyle retails



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.



Growing retail network to establish strong presence



We opened 56 new stores throughout 2023



	UR URBAN REPUBLIC	GARMIN	dji	asics	JD	iT.	URBAN	MST GOLF®	SIXTYEIGHT	logitech	
FY 2023	54	22	10	10	11	3	3	1	1	1	116
FY 2022	28	17	7	4	7	-	1	-	-	-	64

Leveraging the omnichannel network to scale up business



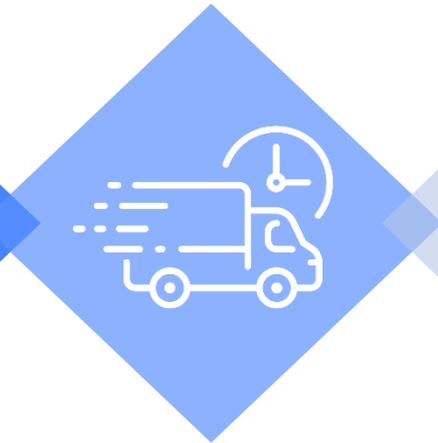
Retailers



Enterprise



Erajaya group retailers



Third party resellers



Online channel



Online Marketplace

eraspace | Traffic: 3.3mn



JDSports.id | Traffic: 1.0mn

(Rank #2 Online Retail Ranking *) (Rank #1 Online Sneakers Ecommerce Ranking*)

Total Member : 9.8 Million
(50% YoY growth)

Collaboration with E-commerce Market

Shopee tokopedia



Engage with communities through various events



1Q

UR Track Day



2Q

UR Festival



3Q

Garmin Run Asia



3Q

GO 1st IT Store



4Q

UR Beach Clean Day



4Q

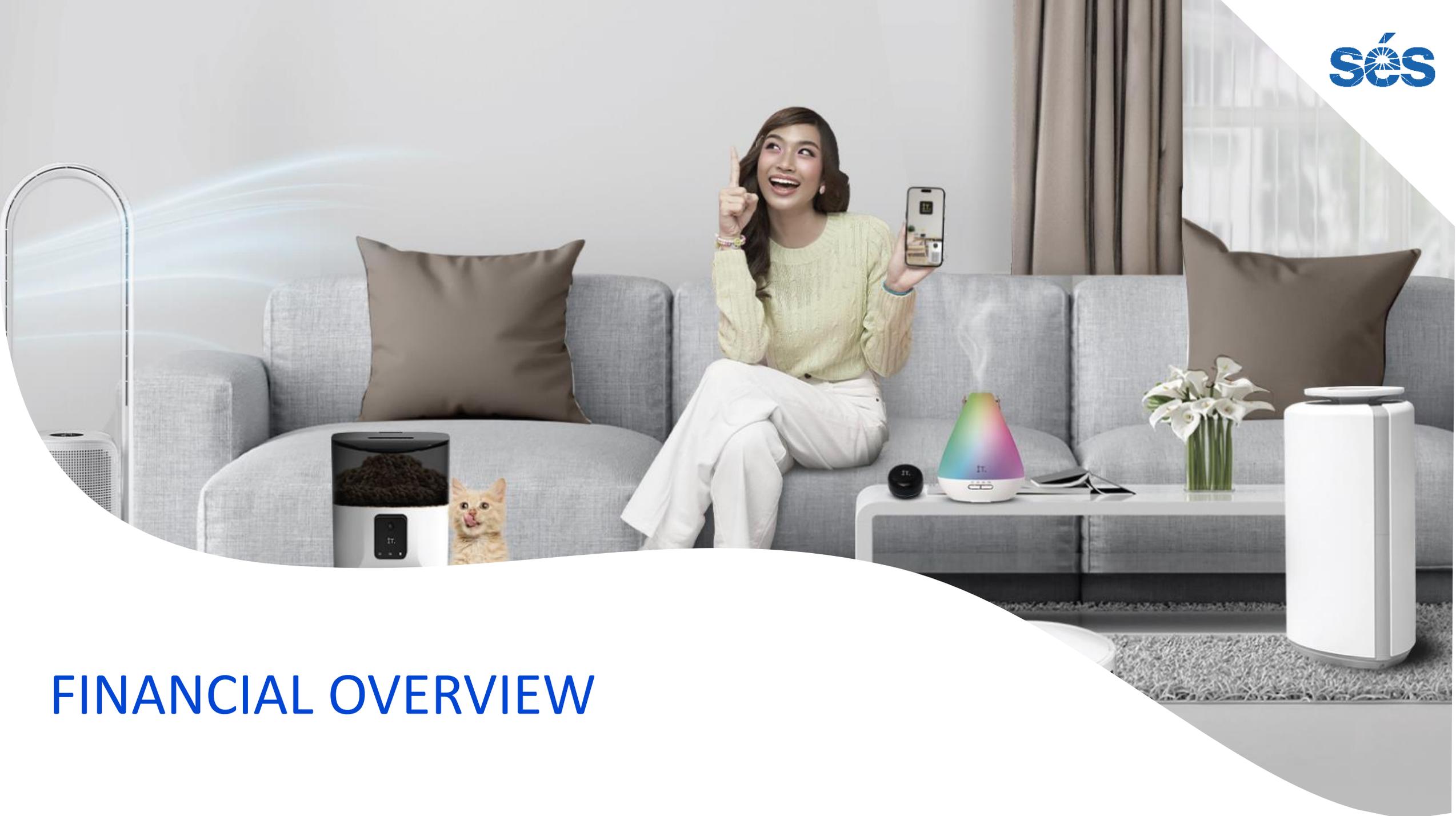
Garmin Sunset Yoga



Expand brands portfolio to sportainment and fashion apparel



- 25 November 2023, ERAL introduced a new retail brand, Sixty8ight, offering lifestyle products in the fashion realm such as sleepwear, underwear, and accessories catering to the daily needs of female consumers, especially millennials and Gen-Z.
- 12 January 2024, Erajaya Active Lifestyle (ERAL) and MST Golf Group Berhad (MST Golf) have officially opened the first MST Golf Arena outlet in Jakarta, Indonesia. Located at La Piazza Summarecon Kelapa Gading, the inauguration of this store signifies MST Golf's strategic foray into the burgeoning golf industry in Indonesia, solidifying its position as the most comprehensive golf service provider in the region.

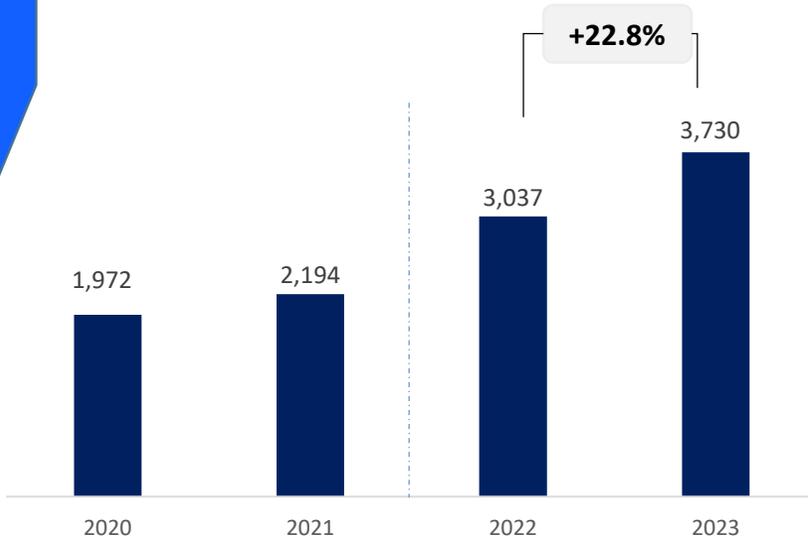


FINANCIAL OVERVIEW

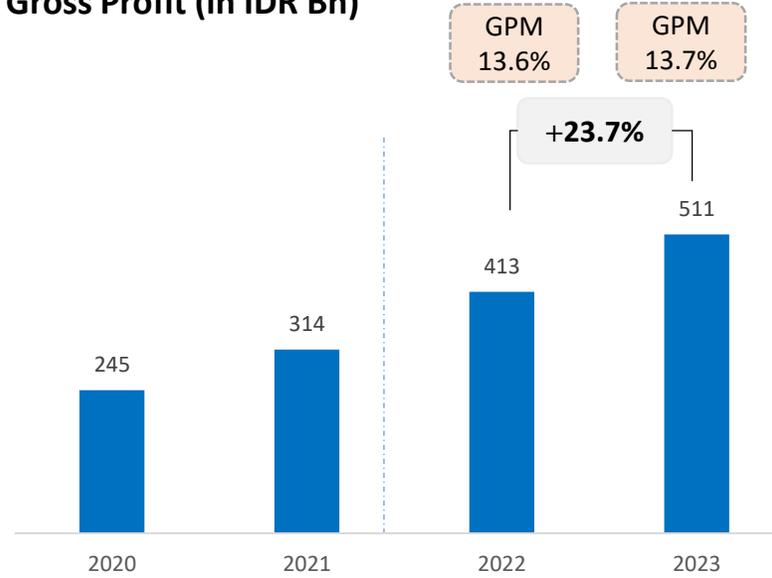
Financial highlights



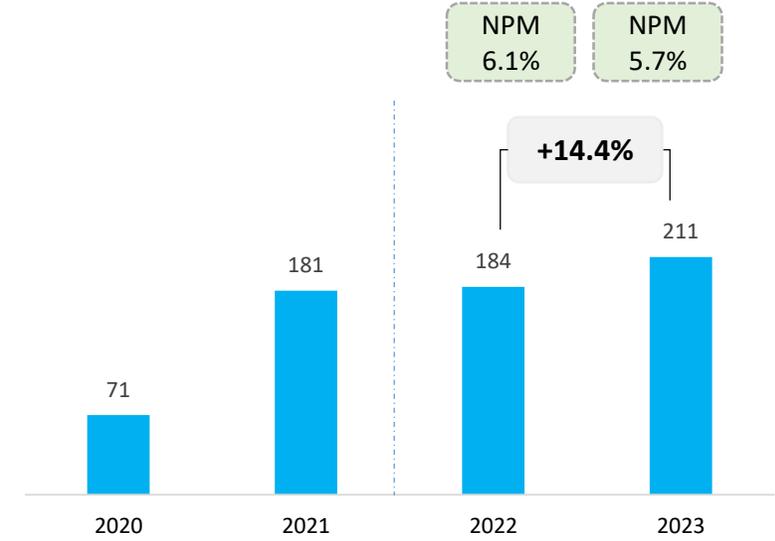
Net Sales (in IDR Bn)



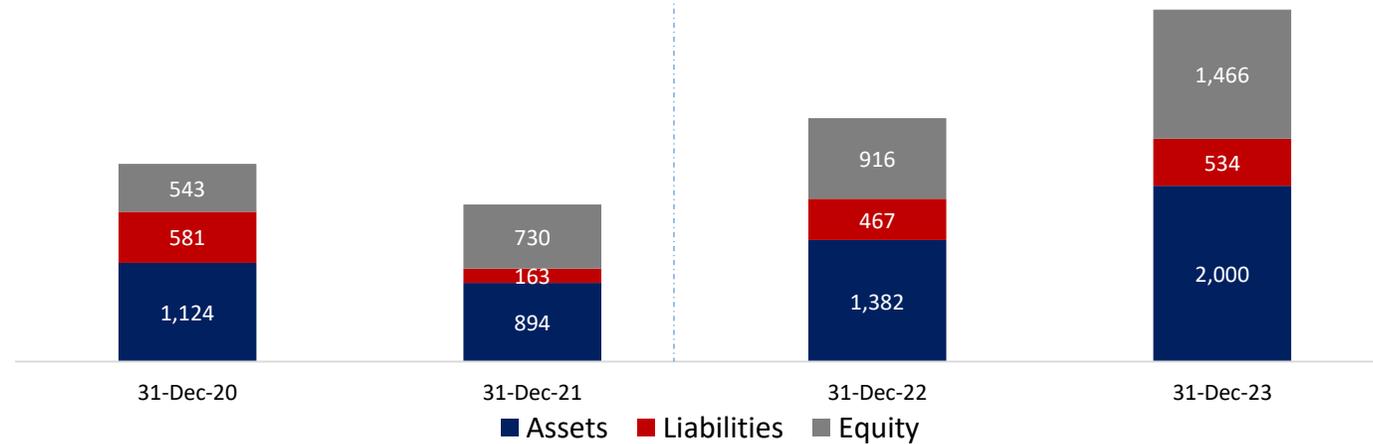
Gross Profit (in IDR Bn)



Net Profit (in IDR Bn)



Balance Sheet (in IDR Bn)

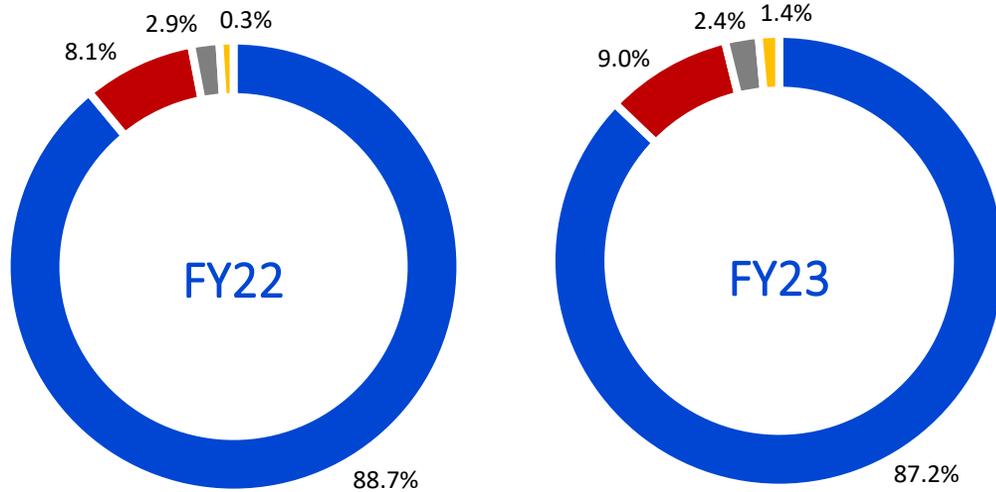


■ Assets ■ Liabilities ■ Equity

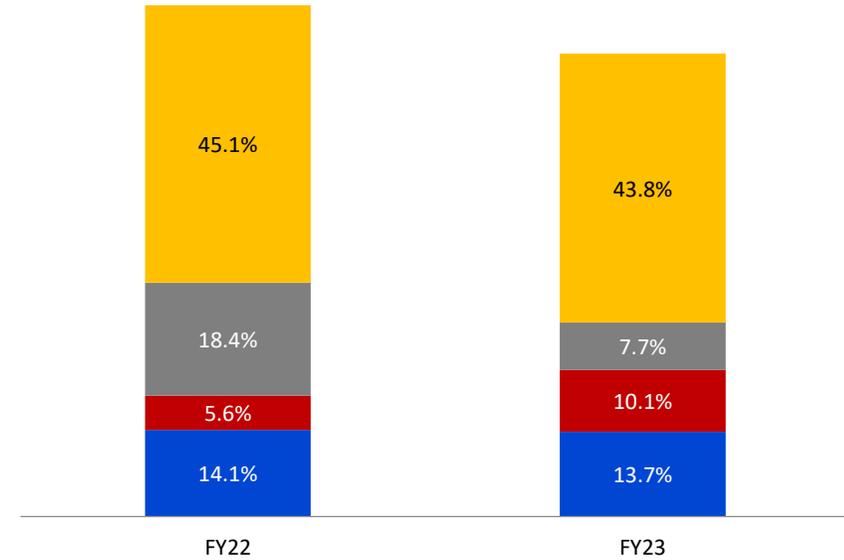
Detail sales breakdown – FY23



Sales by category



Gross margin by category



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

Key ratios



	Dec-22	Dec-23
Net Working Capital (IDR Billion)	690.9	1,076.9
Inventories (IDR Billion)	574.8	612.1
Net Working Capital/Net Sales (%)	22.7%	28.9%
ROCE (%)	29.4%	21.1%
Average Inventory Days	62 Days	66 Days
Average Trade Receivable Days	15 Days	21 Days
Average Trade Payable Days	20 Days	30 Days
Cash Conversion Cycle	57 Days	57 Days



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