

# **Indonesia** Ground Checks

17 October 2023

Consumer Cyclical | Retailing

# Erajaya Swasembada (ERAA IJ)

# **Buy** (Maintained)

KTAs From Site Visit: Innovate To Elevate; Stay BUY

Target Price (Return): IDR620 (+43%)
Price (Market Cap): IDR434 (USD441m)
ESG score: 2. 9 (out of 4)
Avg Daily Turnover (IDR/USD) 26,186m/1.73m

- Maintain BUY and IDR620 TP, 43% upside and c.3% yield. We visited the Grand Lucky (GL) store and Erajaya Digital Complex (EDC), which we believe will play a crucial role in Erajaya Swasembada's future growth. During our visit, we gained insights into its diversification strategy, particularly for the grocery business, which should fuel growth and help ERAA achieve its goal of becoming a prominent integrated retailer. Via the EDC, it has successfully introduced a new concept to enhance consumer experience. ERAA is trading at an attractive 5-6x 2024F P/E (-1SD).
- Prudent expansion plans to bear fruit. Strategically positioned in the bustling Pantai Indah Kapuk (PIK), the GL outlet benefits from its prime location in one of Jakarta's trendiest areas. This location attracts substantial foot traffic even on weekdays, and during the weekend it consistently surpasses the weekday foot traffic by 30-40%. Despite being the second largest, this GL store has proven to be ERAA's best performing outlet to date. The company which plans to open three more stores, all at street level aims to have a total of eight stores by end-2023. We maintain an optimistic outlook of this expansion considering the relatively moderate competition in the mid- to upper-tier supermarket sector.
- Ensuring a broad range of high quality products is crucial to enhance its business. There are a variety of imported products, some which are unavailable in other stores, constituting <20% of its product range. Additionally, it offers a number of local products from regions outside Jakarta, eg the Roti Sendowo (from Malang), making up <10% of its product assortment. This unique product selection is a significant selling point, especially for the mid-to-upper market segment. A notable attraction for customers is its high quality fresh products. ERAA is also in the process of obtaining a halal certificate to ensure the safety and compliance of its products, particularly catering to the Muslim population.
- EDC is a pioneer in Indonesia's lifestyle gadget shopping complex space. Designed as a semi open-air concept, it aligns with the evolving trends in a post-pandemic world. Despite its somewhat secluded location, it has attracted shoppers, especially on the weekends. EDC has numerous stores featuring a variety of products spanning from smartphones to electronic homeware. During our visit, we explored Erafone and More, a fresh concept of the Erafone outlet. ERAA is expanding its offerings to include electronic products alongside smartphones. This concept minimally overlaps with Erablue stores as it targets a different consumer segment. We also visited LG's first experience store and Toshiba's store within the complex. These new additions are poised to positively impact ERAA by enhancing its product portfolio and creating new avenues for growth.
- We apply a 2% ESG discount to our TP, based on ERAA's 2.9 ESG score.

Forecasts and Valuation	Dec-21	Dec-22	Dec-23F	Dec-24F	Dec-25F
Total turnover (IDRb)	43,467	49,471	56,736	63,111	70,417
Recurring net profit (IDRb)	883	867	744	1,115	1,383
Recurring net profit growth (%)	104.2	(1.7)	(14.2)	49.8	24.1
Recurring P/E (x)	7.84	7.98	9.31	6.21	5.01
P/B (x)	1.1	1.0	0.9	0.8	0.7
P/CF (x)	50.65	3.72	na	5.49	4.55
Dividend Yield (%)	3.2	5.2	4.3	2.9	4.1
EV/EBITDA (x)	5.11	5.53	5.91	4.65	3.95
Return on average equity (%)	17.5	15.7	14.3	17.5	18.2
Net debt to equity (%)	16.9	39.8	58.5	49.8	40.8

Source: Company data, RHB

# **Analysts**

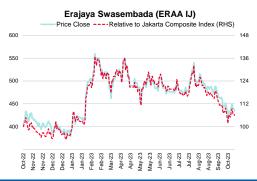
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# **Share Performance (%)**

	YTD	1m	3m	6m	12m
Absolute	10.7	(8.8)	(9.2)	(14.9)	8.0
Relative	10.0	(7.6)	(9.6)	(16.0)	6.8
52-wk Price low/			378	3 – 560	



Source: Bloomberg

## Overall ESG Score: 2.9 (out of 4)

# E: GOOD

The company has involved in engaging with communities to plant trees and preserve the environment. However, we have not obtained detailed insight on other categories such as energy, electricity used and its target ahead. Also, we are looking for clear information regarding its electronic waste management .

## S: GOOD

The company is actively engaged in corporate social responsibility activities, to empower enhance mass community's walfare. It is coordinated under the Erajaya Lentera Peduli Program. There are no major issues between employees and employers.

#### G: GOOD

The company continues to comply with the current regulations, such as regularly conducting shareholders meeting and ensuring equal distribution of public information to all stakeholders. All capital market participants can have access to disclosures of material information.

#### Note

Small cap stocks are defined as companies with a market capitalisation of less than USD0.5bn.



# **Financial Exhibits**

Asia Indonesia Consumer Cyclical Erajaya Swasembada ERAA IJ Buy

### Valuation basis

Our 12-month TP is derived from a 10-year DCF valuation

# Key drivers

- i. Improving lifestyle products trends;
- Recovery in smartphone supply chain;
- iii. Long term margin expansion and improved valuation from diversification strategy.

- i. Geopolitical risks that could affect supply chain;ii. Cannibalisation from new stores;
- iii. Short term cost increase from aggressive expansion strategy.

# **Company Profile**

Established in 1996, Erajaya Swasembada engages in the distribution and retail of mobile telecommunication devices, such as mobile phones and tablets, subscriber identity module cards, mobile network operator voucher top-ups, accessories, as well as gadgets such as computers and other electronic devices. It has a market share of over 40% in Indonesia.

Financial summary (IDR)	Dec-21	Dec-22	Dec-23F	Dec-24F	Dec-25F
Recurring EPS	55.32	54.35	46.63	69.84	86.68
DPS	13.75	22.70	18.73	12.73	17.67
BVPS	384.65	422.46	466.98	542.24	630.96
Return on average equity (%)	17.5	15.7	14.3	17.5	18.2
Valuation metrics	Dec-21	Dec-22	Dec-23F	Dec-24F	Dec-25F
Recurring P/E (x)	7.84	7.98	9.31	6.21	5.01
P/B (x)	1.1	1.0	0.9	0.8	0.7
FCF Yield (%)	(2.2)	16.4	(15.3)	8.8	13.1
Dividend Yield (%)	3.2	5.2	4.3	2.9	4.1
EV/EBITDA (x)	5.11	5.53	5.91	4.65	3.95
EV/EBIT (x)	5.54	6.19	6.68	5.18	4.37
Income statement (IDRb)	Dec-21	Dec-22	Dec-23F	Dec-24F	Dec-25F
Total turnover	43,467	49,471	56,736	63,111	70,417
Gross profit	4,806	5,362	6,281	7,329	8,344
EBITDA	1,613	1,782	1,979	2,517	2,924
Depreciation and amortisation	(127)	(191)	(229)	(258)	(279)
Operating profit	1,486	1,591	1,751	2,259	2,645
Net interest	(180)	(280)	(651)	(630)	(629)
Pre-tax profit	1,495	1,497	1,441	2,000	2,417
Taxation	(377)	(421)	(353)	(490)	(592)
Reported net profit	1,012	1,013	1,016	1,410	1,704
Recurring net profit	883	867	744	1,115	1,383
Cash flow (IDRb)	Dec-21	Dec-22	Dec-23F	Dec-24F	Dec-25F
Change in working capital	(969)	661	(1,641)	(406)	(461)
Cash flow from operations	137	1,864	(397)	1,262	1,522
Capex	(291)	(727)	(663)	(654)	(617)
Cash flow from investing activities	(1,170)	(1,304)	(1,270)	(1,197)	(1,236)
Dividends paid	(219)	(362)	(299)	(203)	(282)

Balance sheet (IDRb)	Dec-21	Dec-22	Dec-23F	Dec-24F	Dec-25F
Total cash and equivalents	550	1,094	616	657	873
Tangible fixed assets	852	1,573	2,007	2,403	2,740
Total investments	106	401	441	485	534
Total assets	11,372	17,058	20,045	22,088	24,486
Short-term debt	1,431	3,777	5,285	5,285	5,285
Total long-term debt	214	182	0	0	0
Total liabilities	4,910	9,855	12,059	12,802	13,663
Total equity	6,462	7,203	7,985	9,286	10,823
Total liabilities & equity	11.372	17.058	20.045	22.088	24.486

(36)

521

524

1,045

1,189

1,044

(478)

566

(25)

566

41

607

(71)

607

215

822

(448)

2,002

521

(1,481)

Key metrics	Dec-21	Dec-22	Dec-23F	Dec-24F	Dec-25F
Revenue growth (%)	27.4	13.8	14.7	11.2	11.6
Recurrent EPS growth (%)	104.2	(1.7)	(14.2)	49.8	24.1
Gross margin (%)	11.1	10.8	11.1	11.6	11.8
Operating EBITDA margin (%)	3.7	3.6	3.5	4.0	4.2
Net profit margin (%)	2.3	2.0	1.8	2.2	2.4
Dividend payout ratio (%)	21.7	35.8	29.4	14.4	16.5
Capex/sales (%)	0.7	1.5	1.2	1.0	0.9
Interest cover (x)	7.63	5.49	2.65	3.56	4.17

Source: Company data, RHB



Cash flow from financing activities

Cash at beginning of period

Net change in cash

Ending balance cash

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Figure 1: Numerous visitors seen in the Grand Lucky store in PIK, even during the weekdays



Source: Company data, RHB

Figure 2: Brand placement inside Grand Lucky – providing another revenue stream for ERAA



- The company provides the opportunity for brands to have product placements in a number of places inside the store
- Additionally, FMCG players, which act as suppliers, can also choose to position products on the shelves
- ERAA can obtain more income through these initiatives, which make up 3-5% of revenue

Source: Company data, RHB

Figure 3: Local products sold in the store have become one of its unique selling points...







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Figure 4:... along with fresh products, the company has managed to ensure its high quality consistently











Source: Company data, RHB

Figure 5: Erafone and More - new concept of Erafone













- Inside this largest Erafone store (c.1,000 sqm), we note ERAA has expanded its offerings to include electronic products alongside smartphones in this new concept
- This concept only slightly overlaps with Erablue stores as it targets a different consumer segment
- There is also a dedicated section for the "click and pick up" in order to fortify the omni-channel initiative

Figure 6: LG's first store with an experience zone



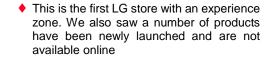






Figure 7: ERAA's private label, Immersive Tech (IT)







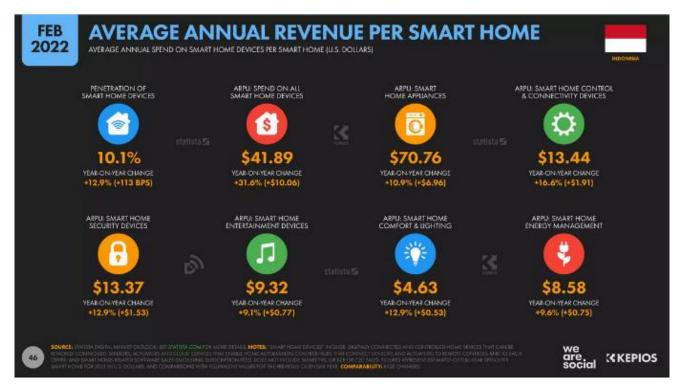


- ◆ The company has launched its own private labels under the brand IT, especially to cater to the rising need for smart-home appliances
- We also saw ERAA's other private labels such as Loops (headphones/earphones) and Lamina (smartphone accessories), among others.

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Figure 8: Lucrative potential of the smart home market in Indonesia





Source: We Are Social, Kepios, RHB

Figure 9: There is an experience zone in Urban Republic to provide greater consumer experience









Figure 10: Other stores in EDC



- We also saw several stores, other than those in ERAA's portfolio located inside the complex
- However, ERAA-owned stores (Erafone and More, iBox, Samsung etc) collectively form the anchor tenant (as each of them occupy a sizeable area) and are key attractions

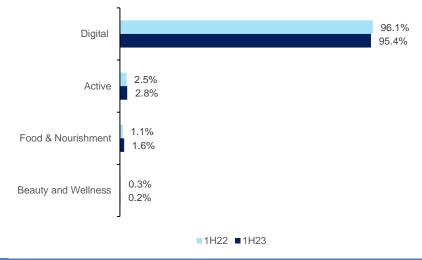
# 17 October 2023

Figure 11: List of electronic stores inside EDC

1.	DJI Experience Store	10.	AGRES.ID	19.	Polytron
2.	Erafone & More	11.	De'sound	20.	Electric vehicle
3.	iBox	12.	Deride	21.	Realme
4.	Immersive Tech (IT)	13.	Huawei	22.	Roomi
5.	GARMIN Brand Store	14.	JBL	23.	TCL
6.	Samsung by Erafone	15.	LG	24.	Toshiba
7.	Urban Republic	16.	Logitech	25.	Trade in Plus
8.	Xiaomi Store	17.	OPPO	26.	Vivo
9.	ADVANCE	18.	OSIM		

Source: Company data, RHB

Figure 12: ERAA's segmental revenue contribution



- Increasing contribution from the active as well as food and nourishment businesses – which should be positive for ERAA's profitability
- We believe these two businesses fetch a higher margin and can help ERAA maintain its competitive edge

# **Recommendation Chart**

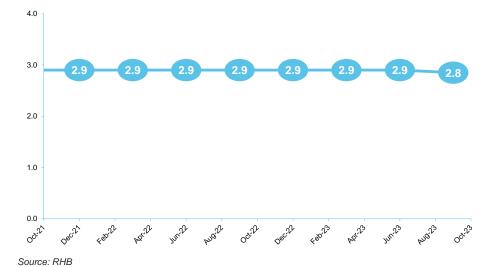


Source: RHB, Bloomberg

Date	Recommendation	Target Price	Price
2023-09-04	Buy	620	486
2023-04-16	Buy	620	510
2023-01-06	Buy	510	390
2022-06-16	Buy	950	500
2021-12-03	Buy	1,100	625
2021-07-12	Buy	1,000	605
2020-11-23	Buy	2,200	363
2020-09-24	Buy	2,000	304
2020-04-14	Buy	1,450	241
2019-11-13	Buy	1,900	321
2019-09-11	Trading Buy	2,000	359
2019-08-29	Trading Buy	2,000	315
2019-07-09	Take Profit	2,000	392
2019-06-25	Buy	2,000	367
2019-05-29	Buy	2,000	230

Source: RHB, Bloomberg

# **ESG** Rating History



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term outlook remains uncertain

Neutral: Share price may fall within the range of +/- 10% over the next

12 months

Take Profit: Target price has been attained. Look to accumulate at lower levels Sell: Share price may fall by more than 10% over the next 12 months

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