

Q3-20 Performance Highlights SAPPE PUBLIC COMPANY LIMITED

FUNNOVATION

Our purpose... WHY we do what we do...

Innovate to grow. Innovate to win

AGENDA

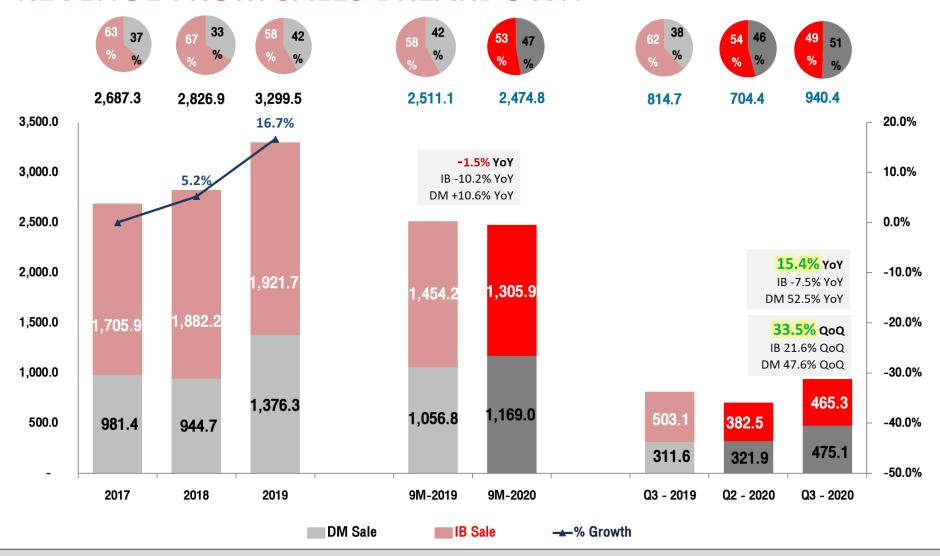
- 1. Financial Performance Q3/2020
- 2. Domestic Market
- 3. International Market
- 4. Danone x Sappe
- 5. All Coco



1.Financial Performance Q3/2020

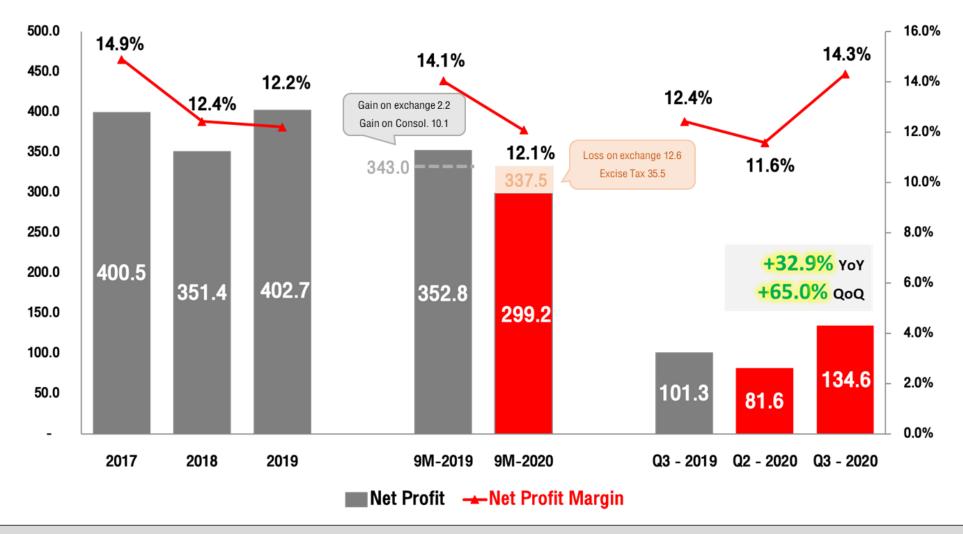


REVENUE FROM SALES BREAKDOWN



- Total Q3 Revenue from selling goods was at 940.4 mb 15.4% YoY (Excluding All Coco/B'lue +1.1% YoY).
- Total IB market decreased -7.5% (-37.8 mb) since our major customers (PH KR) have faced a big impact from COVID-19.
- Total Domestic market increased by +52.0% mainly from Functional Product such as Beauti Drink, B'lue, Healthier snacks.

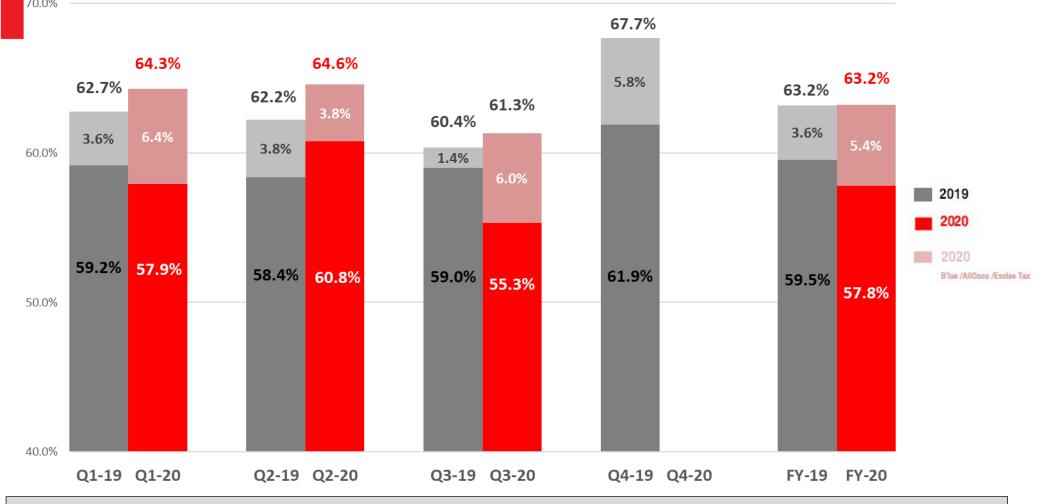
NET PROFIT MARGIN



- Q3:2020 Net Profit was at 134.6 mb, increased +32.9% YoY or +33.3 mb thanks to sales growth and well-manage expenses.
- 9M:2020 Net profit decrease -15.2% YoY mainly from loss on exchange rate and addition excise tax regulation.

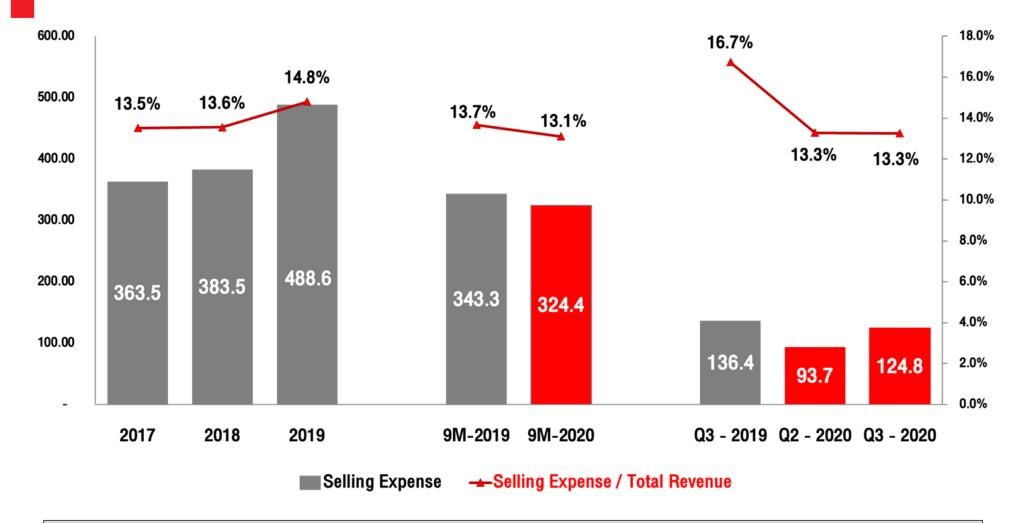
 However, if we excluding FX gain/loss, Gain on Consolidate and Excise tax, Net profit will decrease only -1.6% YoY.

COST OF GOODS SOLD BY QUARTER



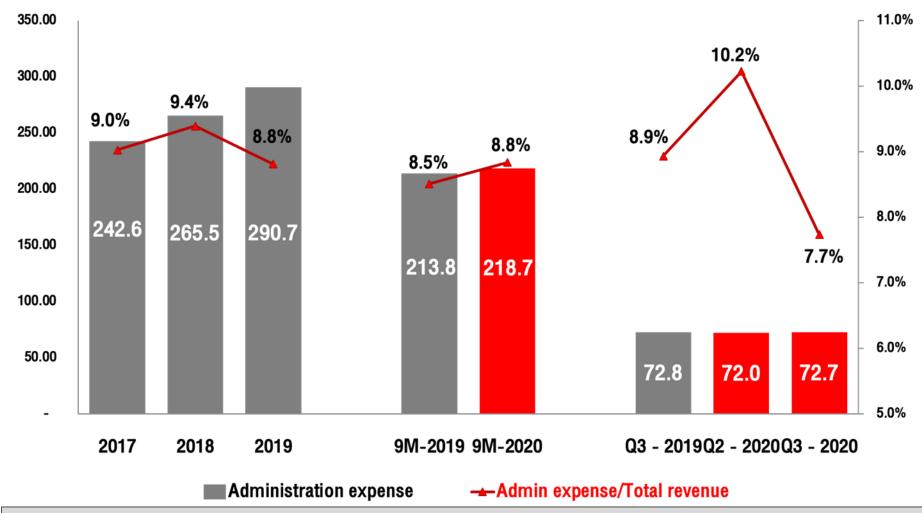
- Q3:20 %COGS excluding All Coco / B'lue was at 55.3% lower -3.6% pts (58.9% vs 55.3%)
 mainly from lower RM/PM cost higher utilization rate (73% vs 63%), cost saving projects.
- New rate of excise tax has change from 10% to 3% (effective July2020)
- 9M:20 Thanks to the improvement COGS in all aspects and the lower RM/PM, %COGS Sappe Base improved up to -1.7% pts.
- The growth of All Coco/B'lue Sales leading to the increasing of overall %COGS around +1%.

SELLING EXPENSES



 %Selling expense to revenue from selling goods is 13.3% lower than LY from well-managed budget under uncertainty of COVID-19 in this year.

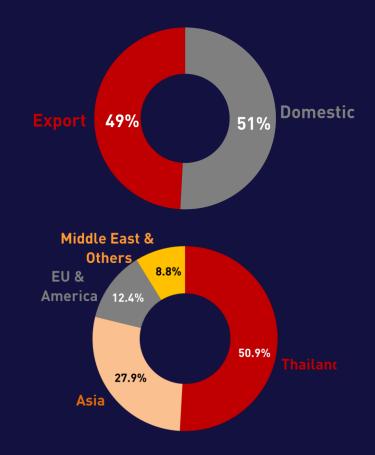
ADMIN EXPENSES



- The company maintained Admin expense at the same level with last year Q3:2020 (-0.1% YoY) and YTD Q3:2020 (+2.3% YoY)
- However, the %Admin expense to sales in this quarter decreased by -1.2 pts. at 7.7% from the higher sales value. (Sales Q3'19: 815.2 mb vs Q3'20: 940.4mb)

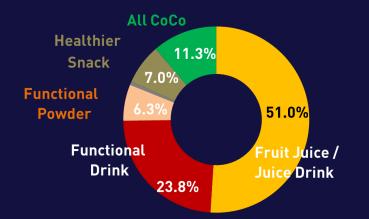






Q3'2020 THB 940.4 million





PRODUCT CATEGORY

Functional Drink No. 1 market share in value in TH (women segment)

- Provide beauty & health benefits to supplement normal diets
- "A beauty you can drink" concept capture the key market target



Functional Powder



No. 1 coffee volume in TH

· Sugar free and cholesterol free instant powder for dietary purposes and health benefits











Juice Drink



- Juice drink with inclusion (Nata de Coco & Aloe Vera) and 100% natural fruit and vegetable juice
- · "Mogu Mogu" are the top selling products among drinks that contain coconut jelly







Healthier Snack



- · Beauti Jelly in pouch
- "Zea MaX", the real fish snack, 90% from real fish
- "Maxtive"
- "Chimdii"
- · "GumiGumi Jelly"
- "Mogu Ice Burst"
- "Preaw Pudding"



RTD & Others

- · Preaw ready to drink canned coffee
- · "Coconut Juicy Pudding", Nam Hom coconut pudding with young coconut flesh
- Shewy, coffee and green tea supplement candy tablets









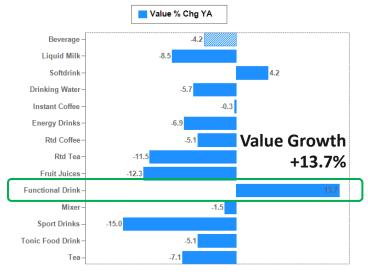
2.Domestic Market



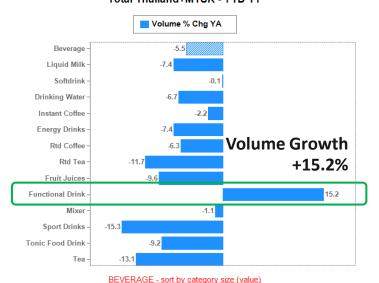
FUNCTIONAL DRINK CATEGORY

Why SAPPE can keep high growth in Covid-19 situation?

Total Thailand+MTSR - YTD TY



Total Thailand+MTSR - YTD TY



NO.1 FUNCTIONAL DRINK IN THAILAND*



Innovation Leader

In vitamin water category





SAPPE FUNCTIONAL DRINK & VITAMIN WATER



THE NEXT LEVEL OF GUMI GUMI JELLY



Q2-Q3 TT Channel 75,000 Stores















Q4
distribution expansion to >10,000 POS
listing into 7-11
13,000 Stores









MARKETING ACTIVITY









Preaw Pudding x Dakasi

















Event Sampling







115 LED Screens (Siam Square One, Siam Square, The Street)





MARKETING ACTIVITY

Sampling-Media at MRT Station









Co-promotion with Korean product to build product trial / 7-11 Promotion





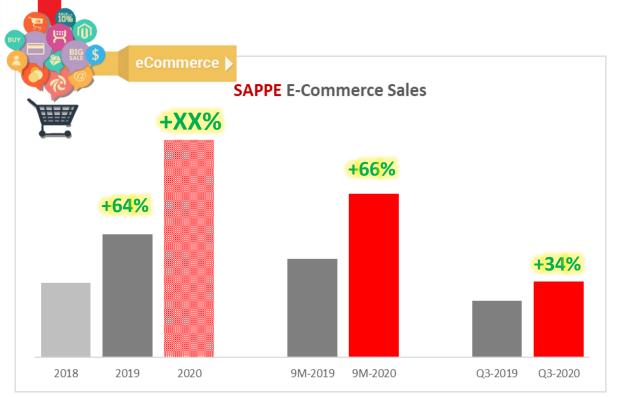






E-Commerce Sales Channel

to Fuel Your Business Growth.

























เอาใจสาวอยากหุ่นเพรียวแบบระยะยาว ด้วยโปรเด็ด ➡ #กาแฟเพรียวออริจินัลชองแดง จำนวน 5 ห่อ 60 ชอง ดื่มยาวๆ 2 เดือนเต็มๆ ❤ ในราคาสุดคุ้มเพียง 269 บาทเท่านั้น ❤ #ส่งฟรีทุกออเดอร์ #ส่งฟรีเก็บเงินปลายทาง

. อย่ารอช้าจัดเลย 🏿 📲 m.me/preawcoffeeclub



Source:

EXPLORING "DIGITAL MARKETING x ONLINE PLATFORM

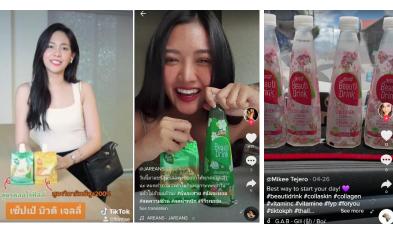
most cost-effective investment that able to reach to the selective end-consumers.

KOL

Liked by ongong_np and others awpudding อขากกินขานมไข่มุกแต่ไม่อยากอ้วนทำไงดั ~ ความอร่อย ฟิน แบบเพรียวๆ มาเชือนแล้ว 👸 เพรียว พุดตั้ง



Tik Tok



FACEBOOK / TWITTER

17 ตลาคม เวลา 09:00 น. - 🚱

ชี้และวิตามินอี

ใส่ใร่สิว กับ เซ็ปเป็ บิวติ ตรึ่งค์ คอลลาสกิน & แอคนา



OOA

มีระดับ...วิตามินสงงงง

17_th_ and 42,570 others

#กุมิกุมิอร่อยดีมีระดับ #วิตามินสูง #GUMIJELLY

goyyog เบลลีวิตามินมาไหม่ อร่อยจริง ลองกันยังจัะ #กุมิกุมิ อร่อยดี



แท็กเพื่อนที่โดนเรียกว่า "พี่" ตออด! แอ้วมาส่งต่อตัวข่วยดีๆให้ผิวสวยเต้ง หน้า

👺 สุดรดอลลาสกิน ช่วยให้ผิวกระชับ เพราะมีคอลลาเจนสูง 2,000 มก. วิตามิน

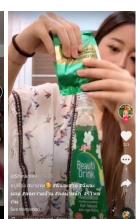


🏂 มาแล้วจำาาาา กิจกรรมช่วน แชะ แชร์ ทำฟืนเหมือนอยู่เกาหลี 📾 🤍

Mogu Mogu_TH 27 สิงหาคม ∙ 🗗



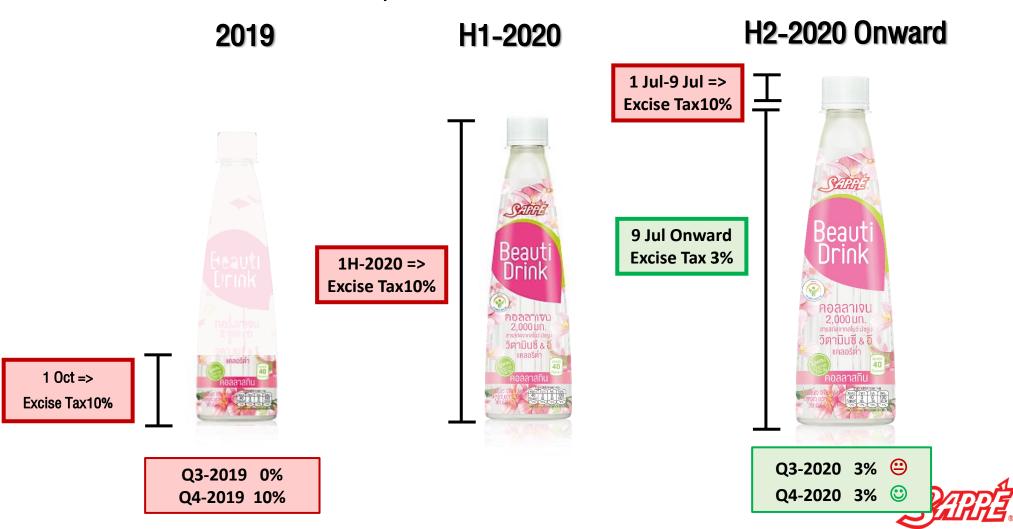






EXCISE TAX (FUNCTIONAL DRINKS)

Lower excise tax rate on Beauti Drinks, Aloe Vera, Gumi Brand (15% to total Sales) from 10% to 3% effective from Jul10,2020



2020 NPDs Launched (Expected ~16-17 SKUs)

Beverage Category





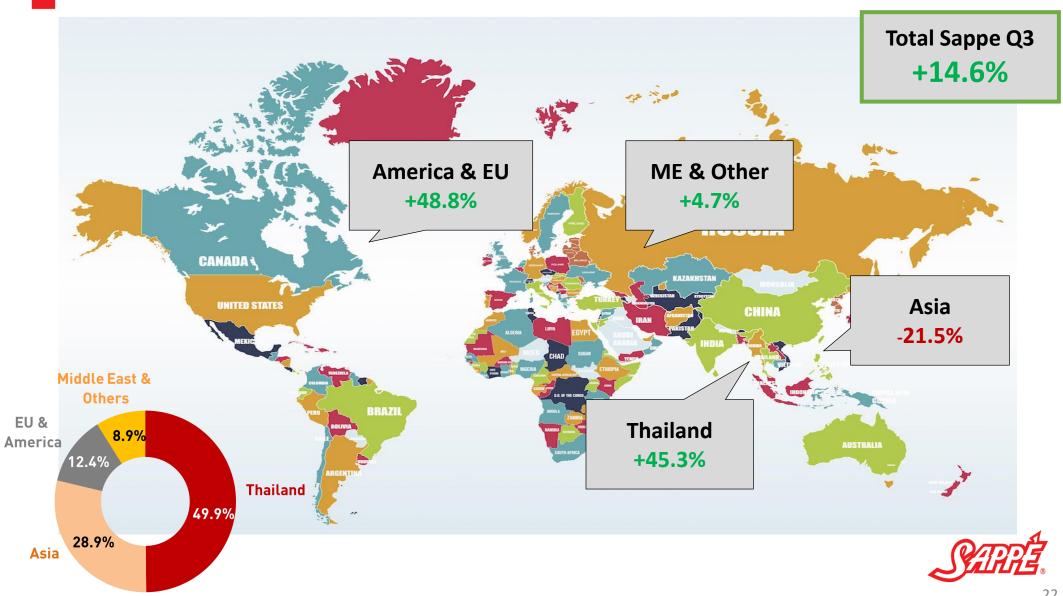




3.International Business



Q3:2020 (YoY) TOP LINE GROWTH BY REGIONS



IN-STORE ACTIVITIES















KOREA MARKET

PULLED UP IG FOIIOWER 550%

Before Launching Campaign: Jul 5th

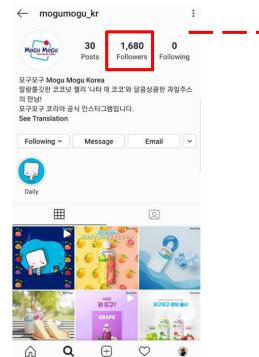


After Running Campaign : Aug 18th



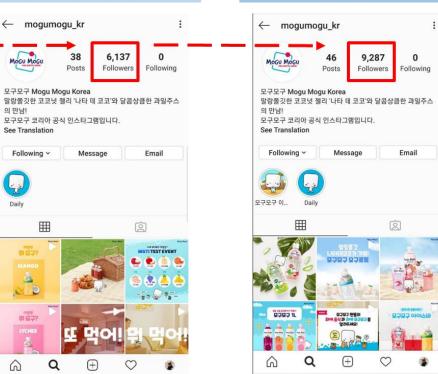














CLMV MARKET PO CO



























INTERNATIONAL BUSINESS STAY STRONG AND PROFITABLE



- > Focus IN-HOME Consumption
- > Optimize Budget
- > COGS Improvement
- > Secure Bottom Line







4. Danone x Sappe









B'lue THAILAND













"B'lue x Free Fire" Campaign Overperformed

with proven strong business result in Q3

Q3'20 value Grew double digit vs. Q3'19 1st month gained **+4 pts** market share

>15,000,000 bottle sold in campaign





B'lue "FRESH & NEW" Launched With Positive Feedback

reach > 15.5 million TH target consumers (18-35 yrs)











TV & Digital TV

Social Platforms

Out of Home Media























Driving B'lue Trial in Mass Scale

Target High School and University Student

> 100,000 bottles sampling



























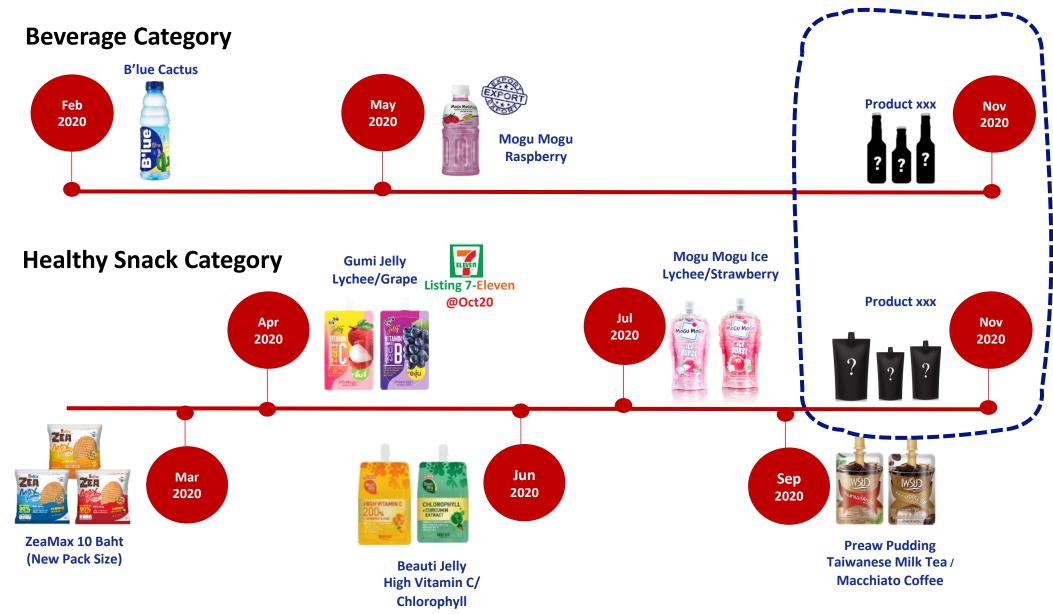




New product - Cactus

Mass event (Game & Music)

2020 NPDs Launched (Expected ~16-17 SKUs)



B'lue, FIRST EVER IN THAILAND!! Vitamin Jelly with Great Taste & Refreshing









Healthy Boosting

On Shelf **19 Nov 2020**







10 Vitamins

Vitamin A ,B1 ,B3 ,B5 ,B6 B12 ,C , E, Biotin ,Folic acid

50 Net Content: kcal 150 g.

RSP: 18 THB Shelf life: 1 year

Grab n' Go

Fill

stomach

Refreshment



Fruit Juice Jelly Base with Uplifting Fruity Taste

B'lue, FIRST EVER IN THAILAND!! C+B VITAMIN WATER WITH GREAT TASTE

ZERO SUGAR

0 kcal

On Shelf **26 Nov 2020**



NATURAL & HEALTHY



C200% +B3 +B6 +B12

> New Flavor

GREAT TASTE



New Flavor To Lift Up The Celebrating Moment During Festive

"A Sense of Adventure, A Feel of Party"



#BlueMojitoMoment

For The Adventurous Consumer who seek out new and exotic experience



Good for health with vitamin B3,B6,B12

Fresh, Flavorful, Refreshing



On Shelf
On Shelf
On Shelf

3 Dec 2020



5. All coco



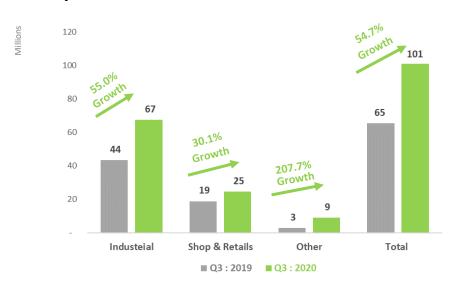


OUTLOOK: ALL COCO Q3:2020

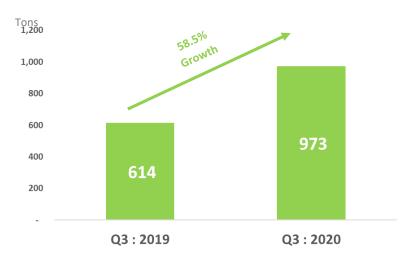
Description	Q3 : 2020	%	Q3 : 2019	%	%YoY
Revenue from sales of goods	101,106,553	100%	65,359,808	100%	55%
Other incomes	543,330	1%	1,351,742	2%	-60%
TOTAL INCOME	101,649,884	101%	66,711,549	102%	52%
Costs of sales	84,381,777	83%	54,903,902	84%	54%
Selling expenses	6,832,422	7%	8,023,663	12%	-15%
Administrative expenses	5,482,968	5%	6,004,606	9%	-9%
TOTAL EXPENSES	96,697,166	96%	68,932,171	105%	40%
Profit (loss) before income tax expense	4,952,718	5%	- 2,220,621	-3%	323%
Tax expenses	1,269,012	1%	- 265,223	0%	578%
Profit (loss) for the year	3,683,705	4%	- 1,955,398	-3%	288%

COCO X SAPPÉS.

Sales by BUs



Industrial Sales Volume



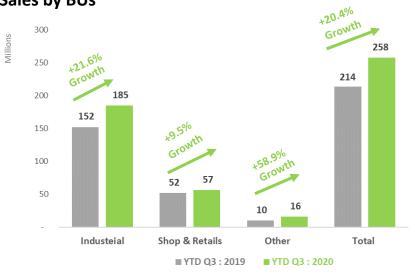


OUTLOOK: ALL COCO 9M:2020

Description	YTD Q3 : 2020	%	YTD Q3 : 2019	%	%YoY
Revenue from sales of goods	257,845,927	100%	214,190,917	100%	20%
Other incomes	1,719,905	1%	2,988,478	1%	-42%
TOTAL INCOME	259,565,831	101%	217,179,396	101%	20%
Costs of sales	215,294,084	83%	167,631,423	78%	28%
Selling expenses	19,824,441	8%	24,991,870	12%	-21%
Administrative expenses	18,364,249	7%	18,524,547	9%	-1%
TOTAL EXPENSES	253,482,775	98%	211,147,841	99%	20%
Profit (loss) before income tax expense	6,083,057	2%	6,031,555	3%	1%
Tax expenses	1,255,176	0%	1,260,409	1%	0%
Profit (loss) for the year	4,827,880	2%	4,771,146	2%	1%

all X SAPPE

Sales by BUs



Industrial Sales Volume





ALL COCO PUDDING EASY

Launch Aug2020 at Makro, Foodland







ALL COCO PUDDING EASY

Launch via KOLs

KOLs Content reached 390,000 views and 500 Organic Share









6th ANNIVERSARY CAMPAIGN

All Coco 6th Anniversary Thank from day one and always











Subscription Promotion (Campaign Premium Bag)

Online Activity

LINE Reward (Campaign Tote Bag)

Cup Holder
Exclusive for LINE
Official Friend



Period: 12 - 30 Sep 2020



THE COFFEE CLUB x ALL COCO





Drive brand awareness and product trial via collaborative menu to **young adult segment** (24-35 age range)

At All Coco



At The Coffee Club





CAFE + BAR + RESTAURANT





THE COFFEE CLUB x ALL COCO





EST. 762,000 eyeballs from POSM at The Coffee Club 33 stores and EST. 500,000 reaches from TCC Online Content

Page Review **reached 513,000 reaches** and **17,100 engagement** which 0.21% ENG Rate more then category ENG Rate that 0.10%





COFFEE CLUB_®

CAFE + BAR + RESTAURANT

THE COFFEE CLUB THAILAND

8 ตลาคม เวลา 10:09 น - 🚳

#HelloFreshness แจกความสดขึ้น กับเมนูโหม่ล่าสุดในการร่วมมือกันครั้งแรก จาก The Coffee Club 🤝 และ มะพร้าวขึ้นดีจาก All Coco ブ 🖉 ทวามๆ คลมกล่อมแบบธรรมชาติพร้อมเต็มเด็มความสดขึ้นระหว่างวัน จากที่มีให้เลือก ถึง 4 เมนู

- Iced Americano Coconut Coffee อเมริกาโน่เย็นฉ่ำ หอมสดขึ้นจากกลิ่น มะพร้าว 100.-
- Iced Latte Coconut Pudding หวานมันกับกาแฟผสมพุดดิ้งมะพร้าว 140.-- Espresso Coconut Frappe กาแฟเอสเพรโซ่กับนมมะพร้าวหอมละมุน 130.-
- -... ดูเพิ่มเติม









Q&A



Our purpose... WHY we do what we do...

Innovate to grow. Innovate to win

QR Code แบบสอบถาม Analyst Meeting Q3/2563

