



OPPORTUNITY DAY

Q2 2024

Financial Performance

AGENDA

1. SAPPE Overview
2. Financial Performance Q2'2024
3. Business Updates
4. SAPPE's Sustainability



SAPPE Overview



VISION

Becoming the preferred and trusted global brand driven by a team of passionate and synergistic top talents passionately working happily together in a dynamically innovative workplace.

มุ่งสู่แบรนด์ระดับโลกที่น่าเชื่อถือ
ด้วยองค์กรที่สร้างสรรค์อย่างไม่หยุดนิ่ง
ร่วมกันกับทีมที่มีความสนุก และกระหายความสำเร็จ

MISSION

“Thai Pride”

Be an inspiring Thai model organization delivering superior choices of food & beverages to better people’s lives.

เราจะเป็นองค์กรแห่งแรงบันดาลใจ
ที่ส่งมอบอาหารและเครื่องดื่มที่อร่อยสุดเจ๋ง
เพื่อทำให้ชีวิตของผู้คนดีขึ้น ผ่านจิตวิญญาณที่สร้างสรรค์ของเรา



WHO WE ARE



Fun Innovators



PASSIONATE
TWIST
TO LIFE

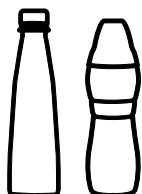


Endless Innovations



5

Product Categories



>20

Product Brands



100

Countries Worldwide

TOP 3 BRANDS



ALOE-VERA

#2



MOGU MOGU

#1



BEAUTI DRINK

#3

Our Journey to Global Brand



Establishment Phase

Growth Phase

Internationalization Phase

1973
Began a snack business under 'Piyajit' brand

2001
Launched Mogu Mogu

2006
Launched Sappe Beauti Drink

2013
Renamed the company to Sappe Public Co., Ltd.

2014
IPO in The Stock Exchange of Thailand

2016
Invested 40% in a subsidiary, All Coco Group Co., Ltd.

2019
JV (25% stake) with Danone

2021
Sappe x Workpoint
Sappe x Hatakabb

2022 - 2023
Sappe x Power Root Berhad, Malaysia

2024
Announced K-Pop boy band "SEVENTEEN" as its "First Global Brand Ambassador" for Mogu Mogu

Succeed in Korea and France with Korea & France first strategy

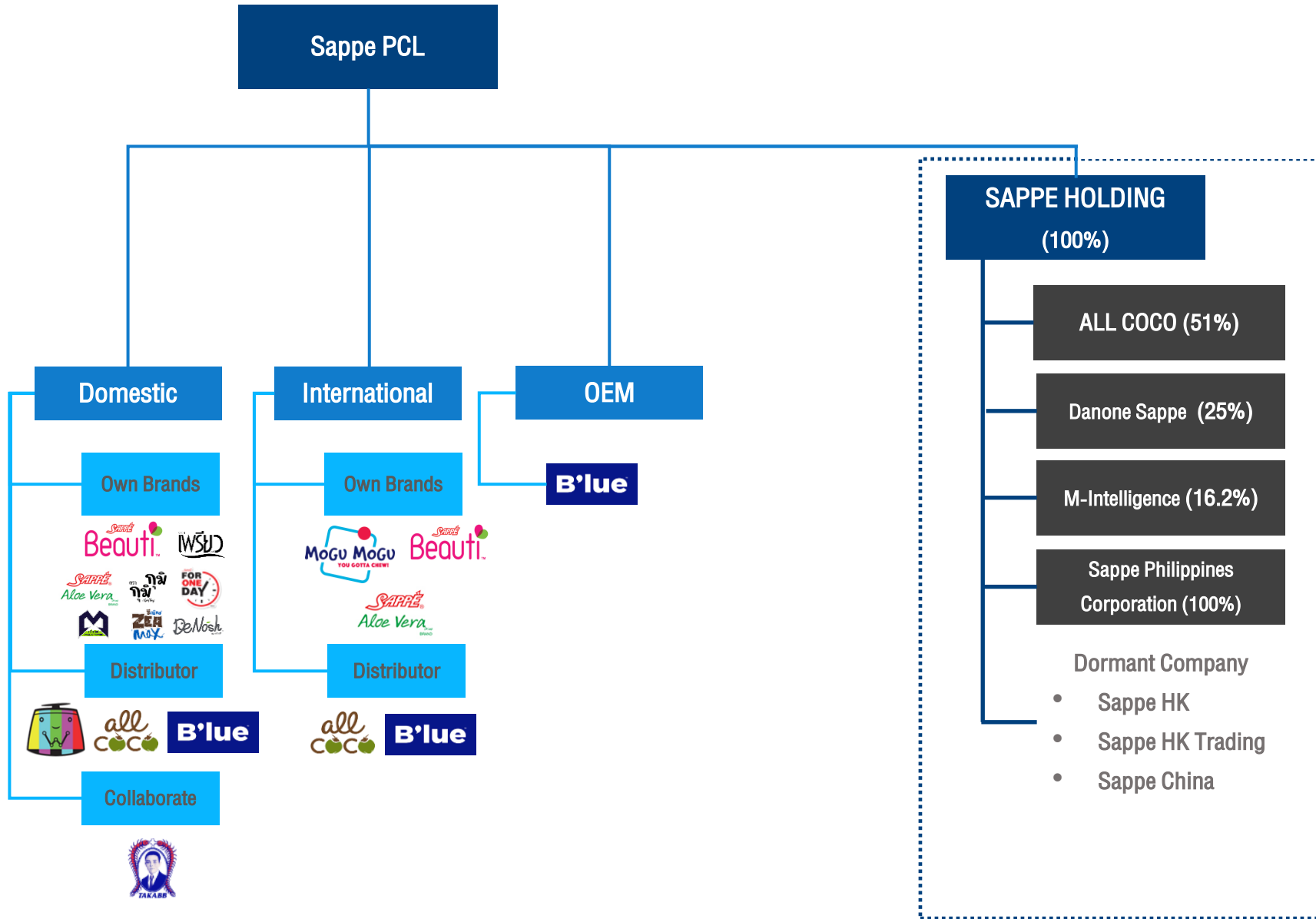
Achieved highest ever revenue and net profit



Continuing journey to strengthen international presence



Sappe Structure



Product Categories


Large Portfolio with Market Leading Brands and Products



Juice Drinks

Unique and refreshing juices



81.4%¹

Functional Drinks

Range of products targeting beauty & wellness consensus


11.7%¹

Functional Powders

Instant powders for dietary purpose and health benefits


4.1%¹




Healthier Snacks

Snacks with healthy ingredients and functionalities

2.7%¹




Supplements & Others

Other innovative products – supplements, herbal tea

0.1%¹



Mogu Mogu
Sold in over **100** countries
#1 international product

Sappe Beauti Drink
#2 functional drink in TH
with mkt. share of **37.5%²**

Note:

1. In % of total sales of 1H'2024
2. Based on data from the Nielsen Company (Thailand) Co., Ltd., ranking by value.

Innovation is the Core of Our DNA

3 Pillars of Innovation Strategies



Q1'2024: 6 New Products

Q2'2024: 8 New Products

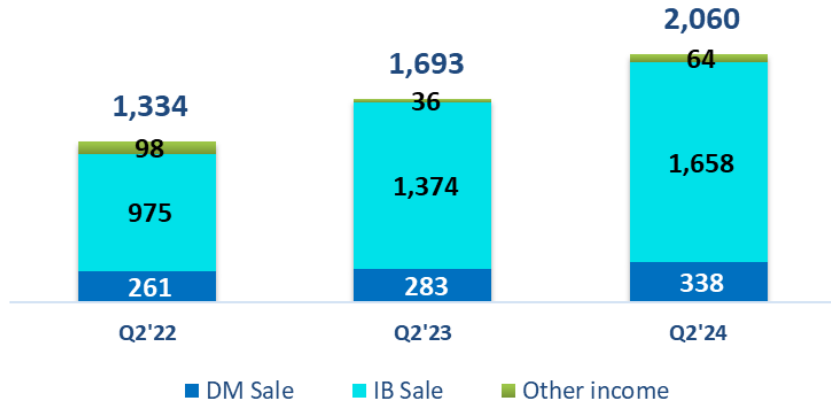


The background of the slide is a dark space filled with numerous small, bright stars. In the lower right corner, the curved horizon of a reddish-brown planet, likely Mars, is visible, showing some surface details. The text is centered in the upper half of the image.

Financial Performance Q2'2024

Q2'24 Key Financial Highlights

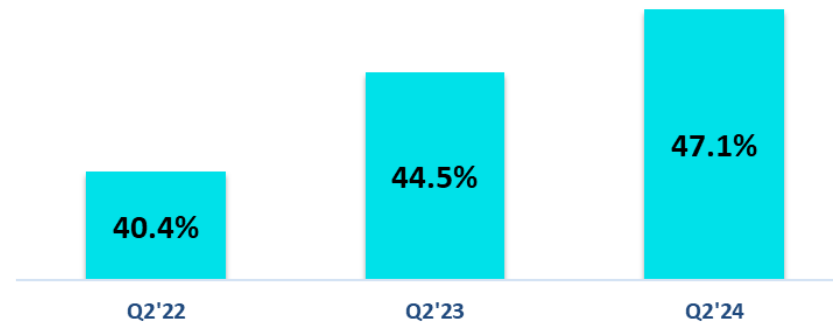
Total Revenue



Q2'24 Total Revenue

2,060 MB
+21.7% YoY

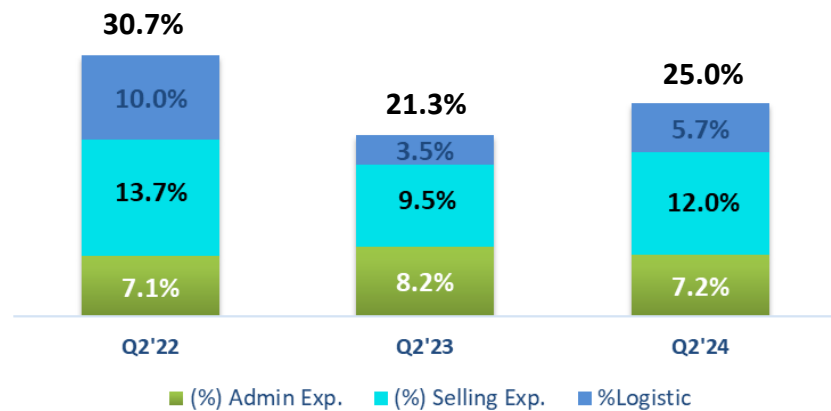
Gross Margin (%)



Q2'24 Gross Margin

47.1%
+2.6% pts YoY

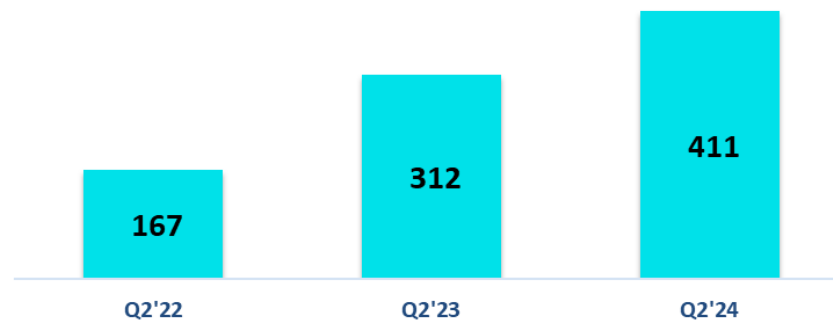
SG&A to sales (%)



Q2'24 SG&A (%)

25.0%
+3.7% pts YoY

Net Profit

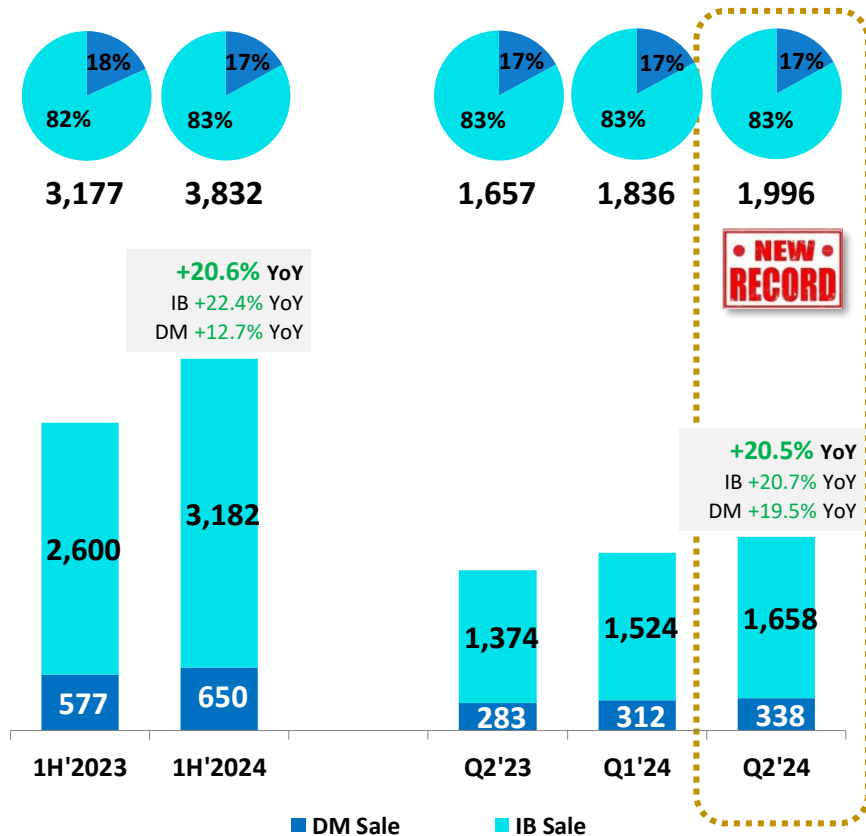


Q2'24 Net Profit

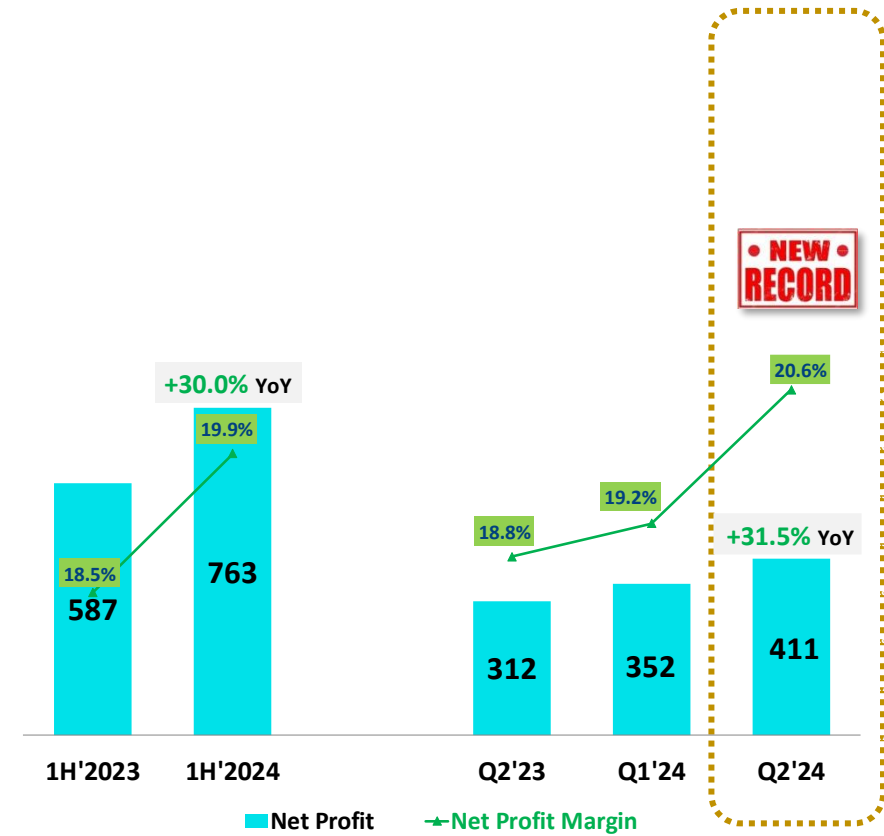
411 MB
+31.5% YoY

All Time High Revenue Breakdown & Net Profit

Revenue



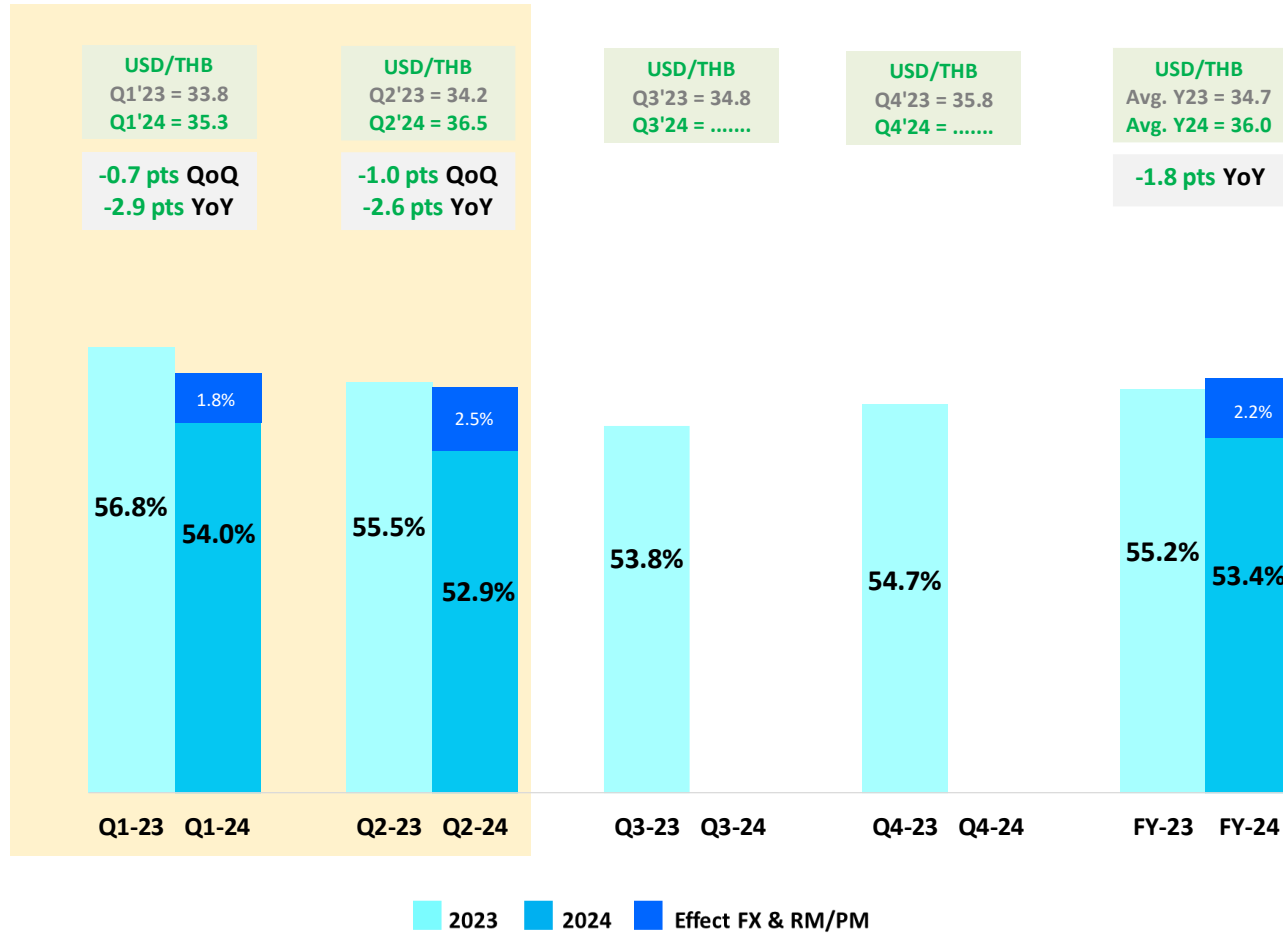
Net Profit



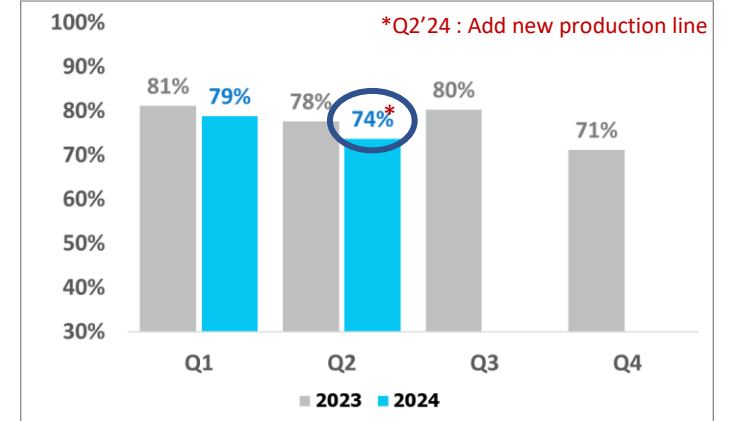
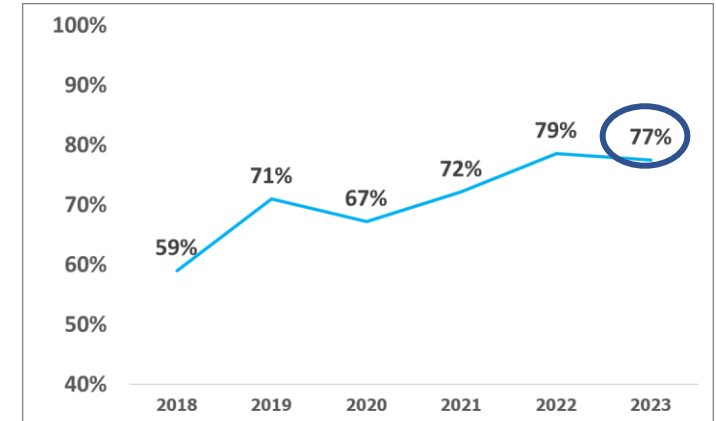
Q2'2024

- The Revenue was at 1,996 mb or +20.5% YoY (New Record), mainly from IB sales +20.7% and the DM sales +19.5%.
- Net Profit was at 411 mb, increased by +31.5% YoY (New Record), thanks to the break record in top line and the improvement of %COGS (-2.6 pts).

Cost of Goods Sold by Quarter



Utilization Rate

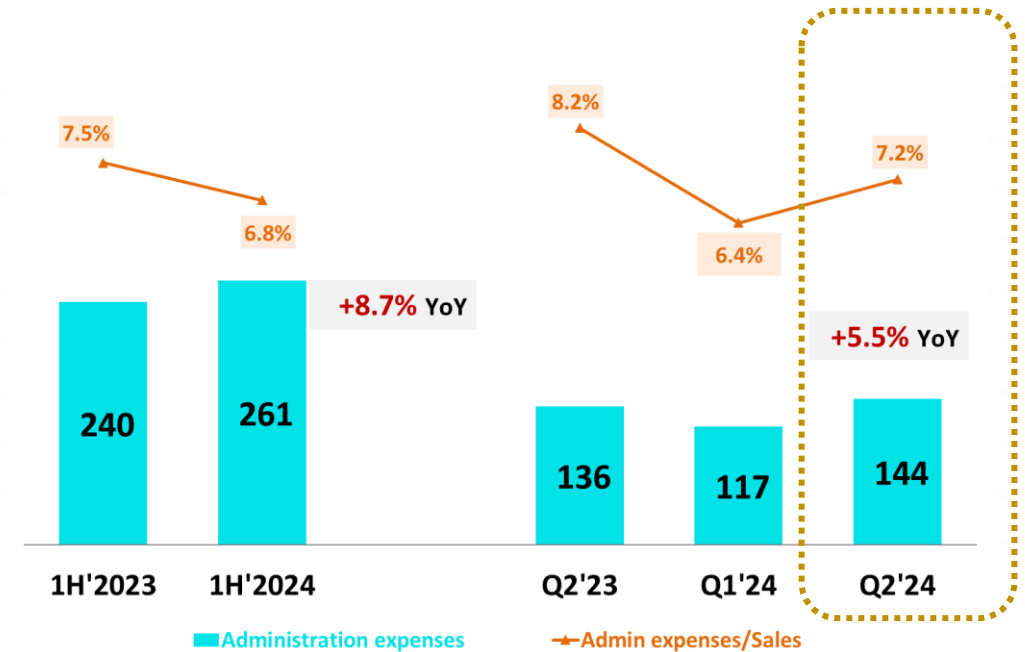
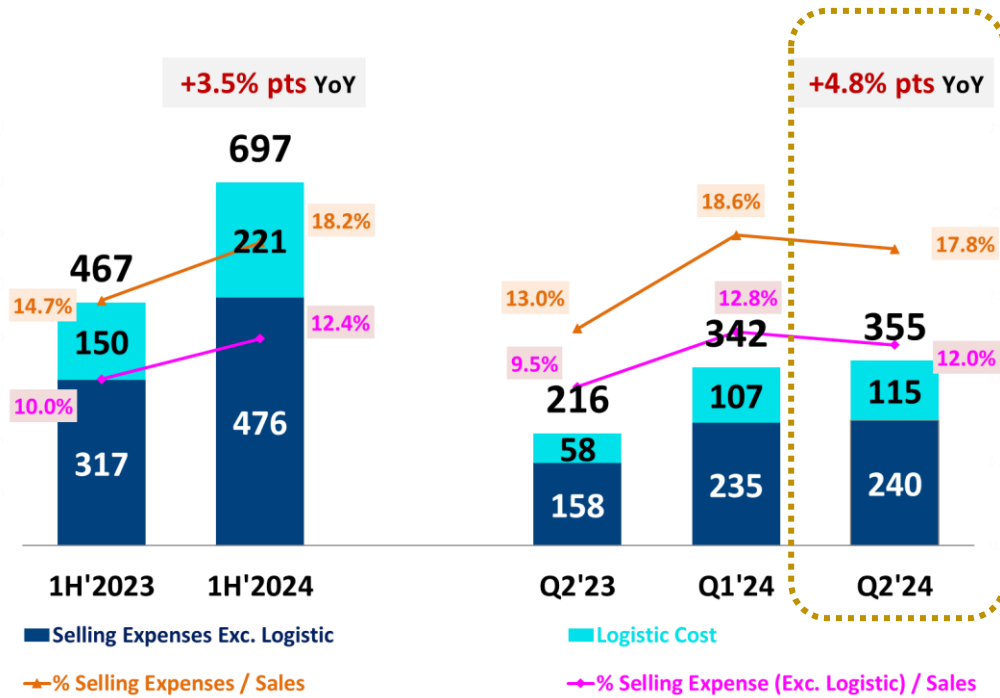


Q2'2024

%COGS was at 52.9% which was lower than last year's by 2.6 pts., due to depreciated USD/THB and the increasing of efficient production planning and the implementation of cost saving projects.

Selling Expenses

Admin Expenses



Q2'2024

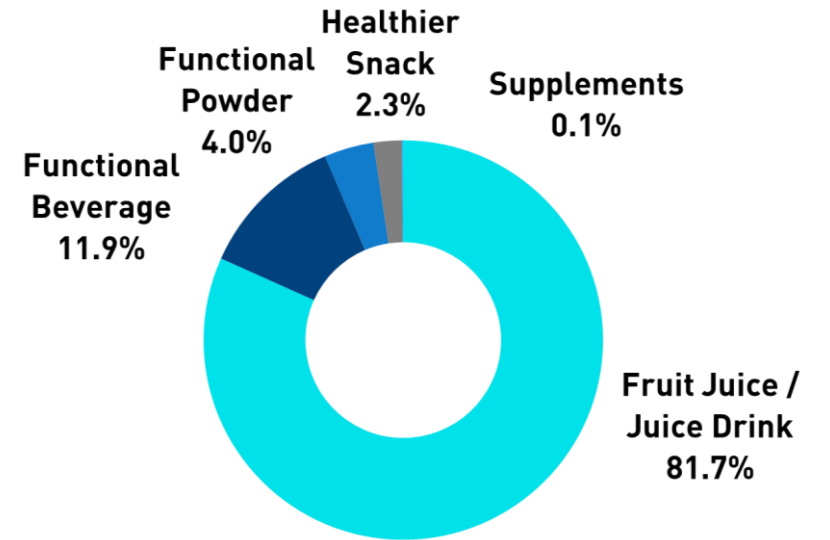
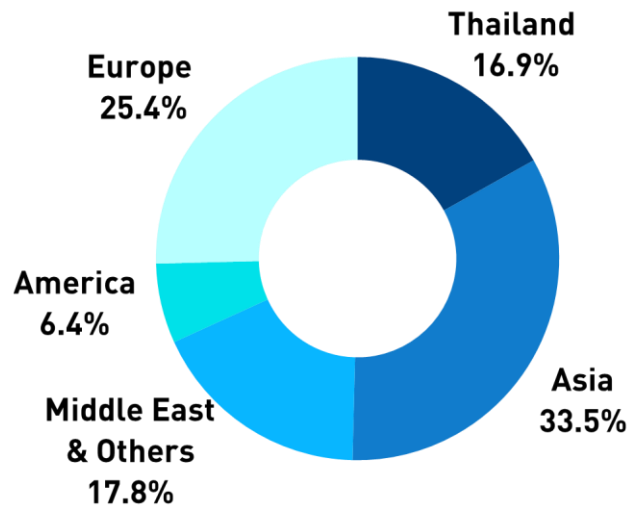
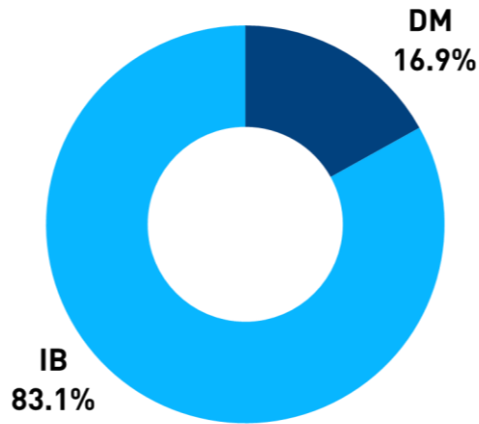
- %Selling expenses increased by +4.8% YoY
- Admin Expenses increased from 136 mb to 144 mb (+5.5% YoY), mainly from research, market visits, exhibitions and warehouse rentals.

100

COUNTRIES
TERRITORIES



Q2'2024
1,996
Million Baht

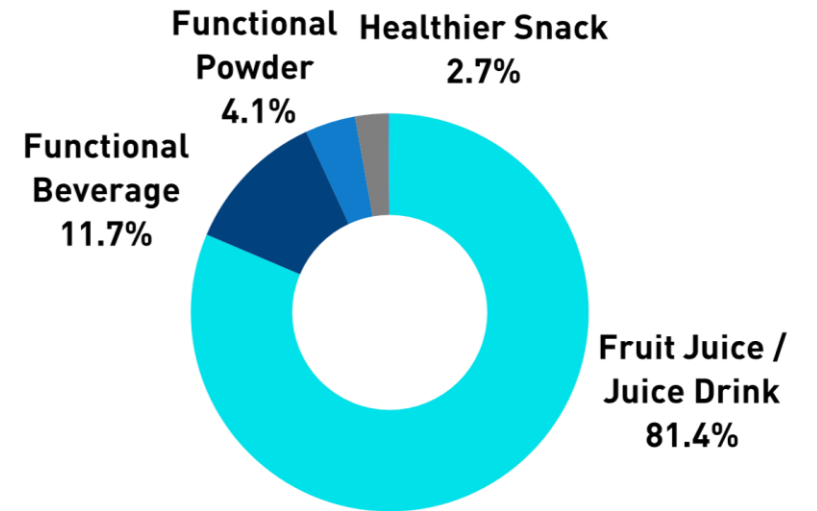
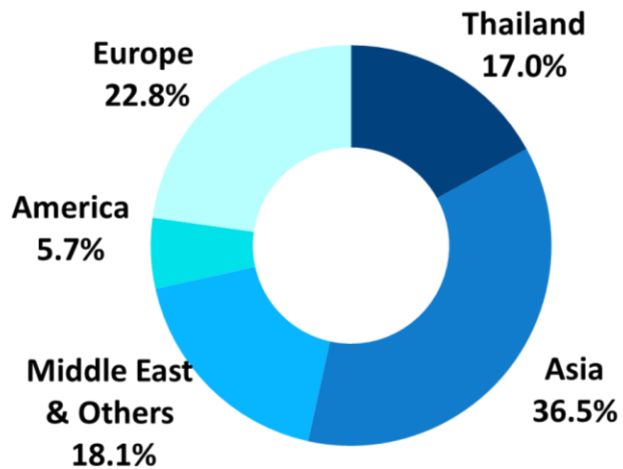
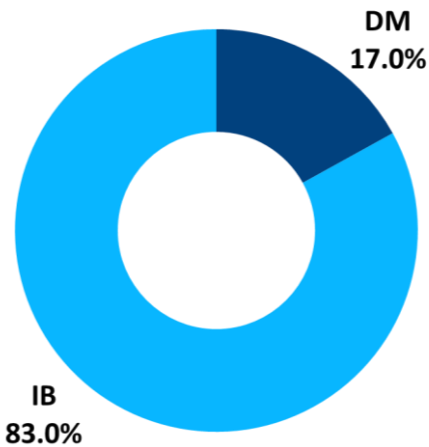


100

COUNTRIES
TERRITORIES

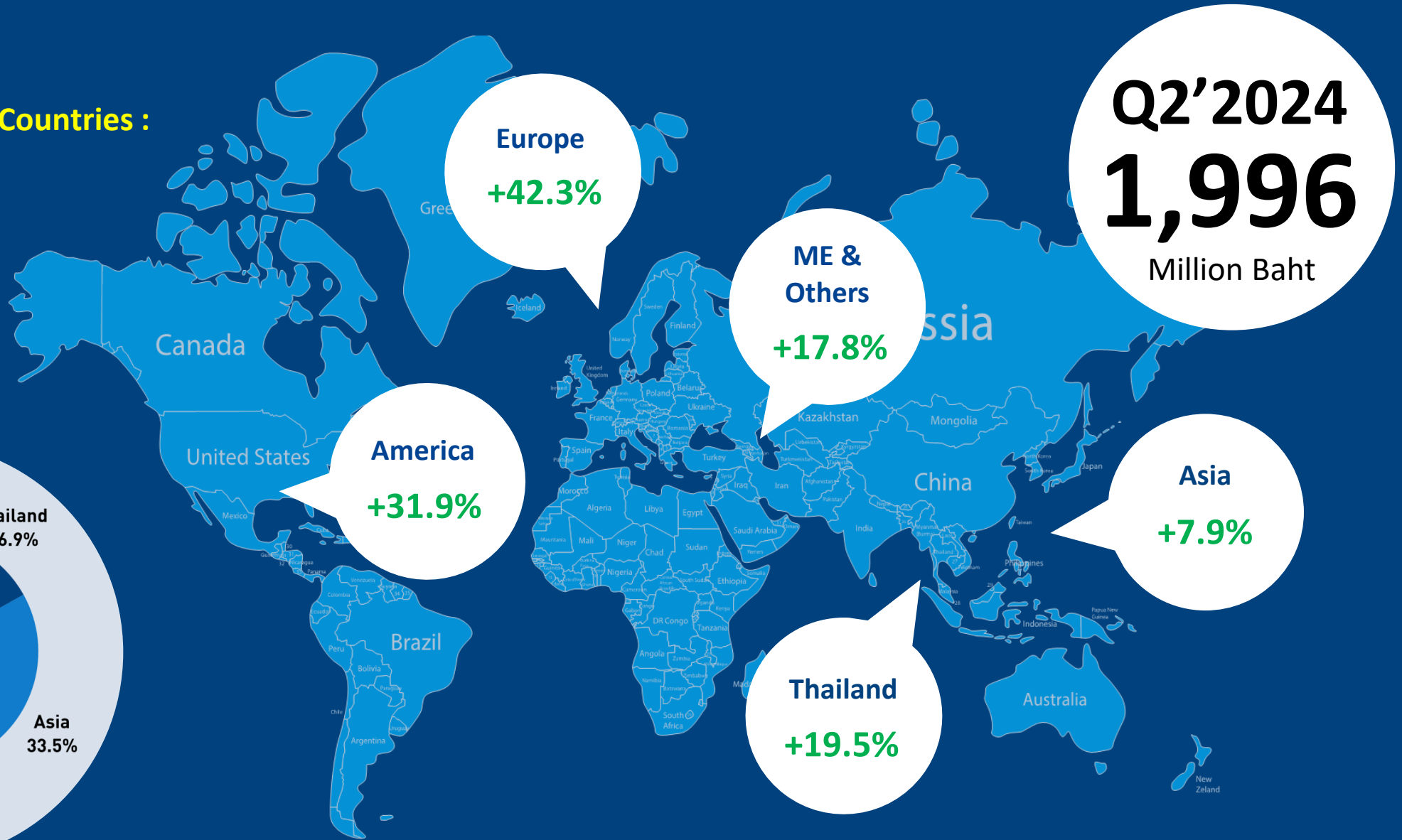
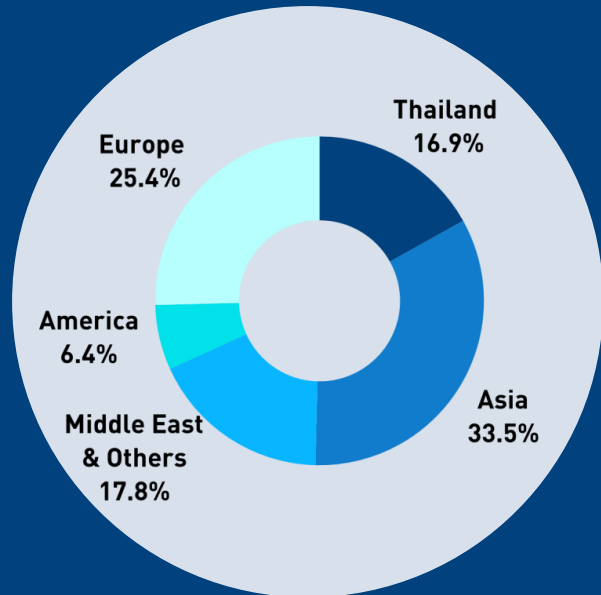


1H'2024
3,832
Million Baht



Q2'2024 (YoY) TOP LINE GROWTH BY REGIONS

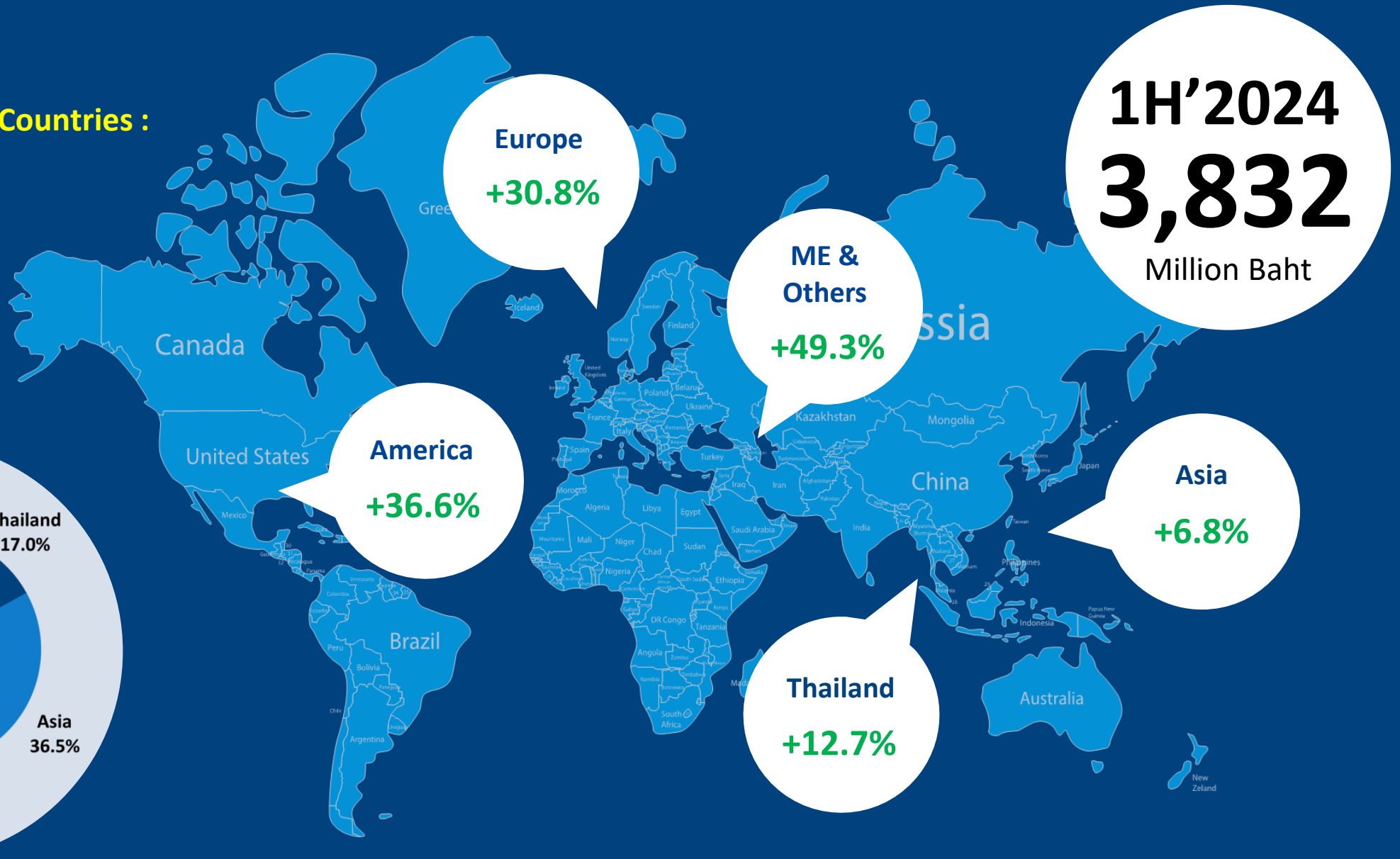
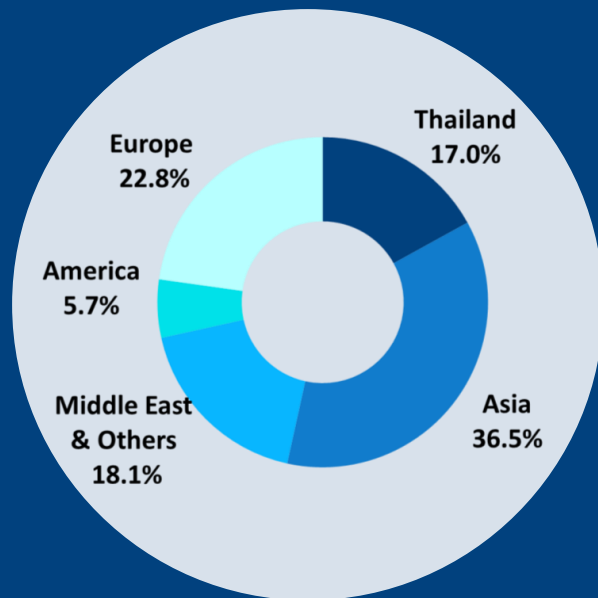
International Business
Top 3 Contribution by Countries :



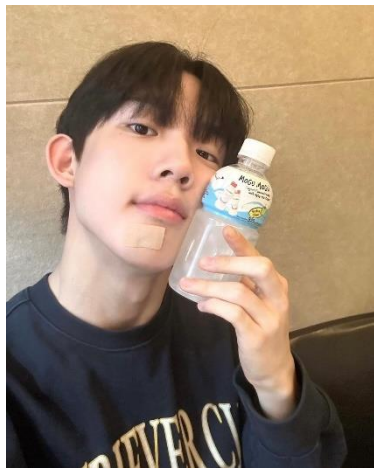
Q2'2024
1,996
Million Baht

1H'2024 (YoY) TOP LINE GROWTH BY REGIONS

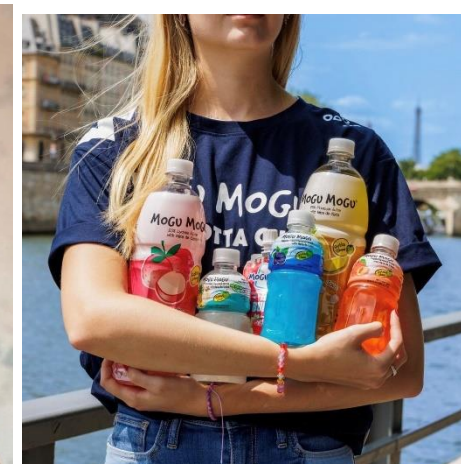
International Business Top 3 Contribution by Countries :



Business Updates



INTERNATIONAL MARKETS



International Business Journey

01

Trading Model

- Rebate scheme
- Minimize investment

02

Rising Star model

- Expand coverage
- In-depth channel
- Trade scheme vs Availability, Visibility, Affordability

03

Consumer Market (Gems)

- Consumer engagement
- Brand Love
- Brand of Choice



Champion Product



- Fruit flavored drink with Nata de coco
- Full of extra-large Nata de coco cubes
- Variety of choices



Naturally Yours
with Aloe Vera Cube



SEVENTEEN as Mogu Mogu's First Global Brand Ambassador



MOGU MOGU | SEVENTEEN

Strong Influence and Community

SEVENTEEN has fostered a tight-knit community around their music and activities, creating a strong and loyal fandom called “Carats”

Leader in K-Pop realm

Highest K-Pop Brand reputation Index in Jan-April 2024, and they have maintained relevance even after 9 years since their debut

WHY SEVENTEEN?



Synergy with Brand Image

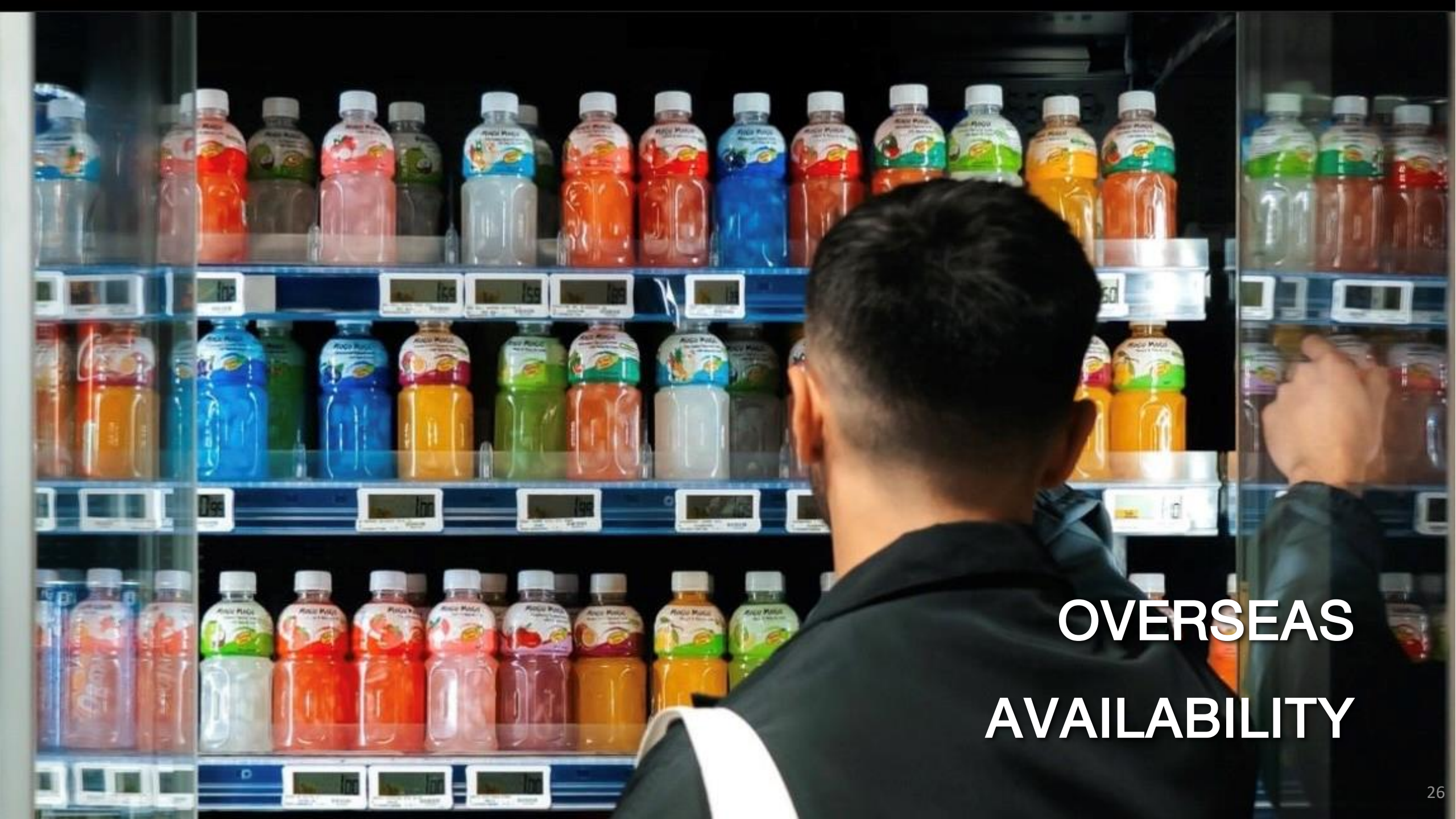
SEVENTEEN's vibrant, youthful, curiosity and energetic image aligns well with the fun and playful brand identity of Mogu Mogu

Global Appeal and Popularity

Strong Global Fanbase
(*Fan account on X with about 180k followers)

MOGU MOGU 

30"



**OVERSEAS
AVAILABILITY**

Zone: Asia

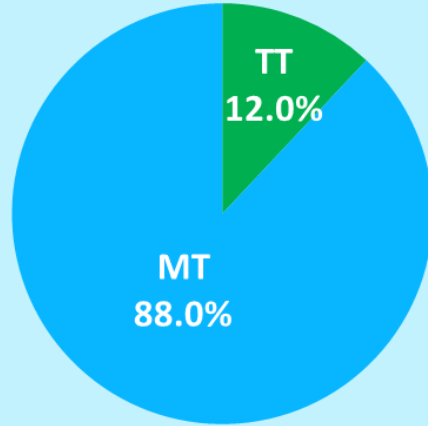
Sales **669.0** Million Baht
Growth **7.9%** YoY

- ❑ Asia Contribute 33.5% in Q2'2024
- ❑ Asia market continues to make a substantial contribution with positive growth. This growth can be attributed primarily to its successful expansion into a new strategic market, coupled with extensive marketing campaigns. Additionally, channel wise implementation to sustain sales figures.



Key Countries

KOREA Market



Hyper Market

- emart, LOTTE Mart, Home plus, MEGA MART, 삼성 TESCO

CVS

- CU, GS25, emart24, 7-ELEVEN, StoryWay, MINI STOP

Health & Beauty

- OLIVE YOUNG

Discount Store

- EMART TRADERS

Supermarket

- LOTTE Mart, Home plus Express, GS Supermarket, emart everyday

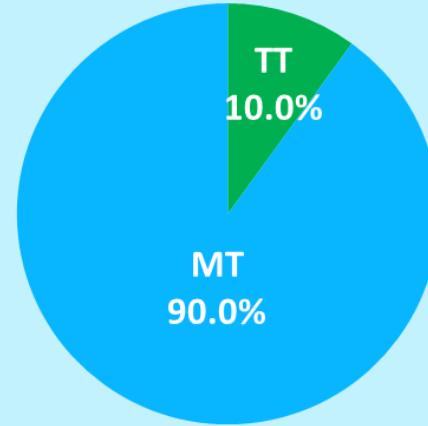
Department Store

- PLAZA, SHINSEGAE, HYUNDAI, LOTTE DEPARTMENT STORE

Union Shop

- NH NongHyup

PHILIPPINES Market



CVS

- 7-ELEVEN, Alfamart, FamilyMart, LAWSON STATION, Uncle John's, PUREmart, Select, Treats

Supermarket

- SUPERMARKET, SAVEMORE, MEGAMART, PUREGOLD, S&R, ISAGANO, SUPER 8, AllDay, JUMBO, JUNIOR, EVER

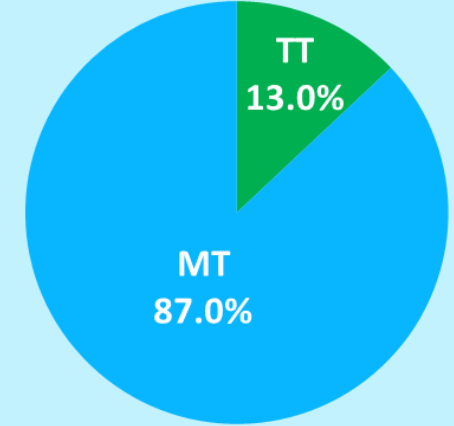
Drug Store

- mercury drug, W, southstar drug, st. joseph drug, ROSE PHARMACY, K2 PHARMACY

Online

- Shopee, Lazada, GrabMart

INDONESIA Market



- Alfamart, Alfamidi, SUPER IND, Indomaret, FamilyMart, INDOGROSIR, PrimaFood, KIKV, THE FOODHALL, GrandLucky Superstore, K3MART, AEON, LAWSON

Channel Contribution

Mogu Mogu in Stores & Marketing Activities

SEVENTEEN in CARAT LAND
2024.08.01 FAN MEETING | 07.23 TUE 6:30 PM (BST) | 07.24 WED 6:30 PM (BST) | GAOCHON SKY DOME | HONGIL-LAR 08000000000

MoGU MoGU x SEVENTEEN
장소: GAOCHON SKY DOME
날짜: 07.23 TUE, 12:00 PM OPEN
07.24 WED, 12:00 PM OPEN

SNS 릴레이
세븐틴 노래를 부르며
활동하는 모구모구 팬서들

포토존
세븐틴과 모구모구 기념품
촬영하기 포토존

익스클루시브 경품
공정기 이벤트에서
익스클루시브 경품을 노려라

시크릿 선물함
모구모구 투스에선
받을 수 있는 선물함 받자



Mogu Mogu in Stores & Marketing Activities



Mogu Mogu Marketing Activities

모구모구x세븐틴 스페셜 에디션
오프라인 판매처 안내

MoGU MoGU | SEVENTEEN
SIP CHEW
FEEL MOGU MOGU

세븐틴 폴더블 카드
놓치지 말자 ♡

MoGU MoGU | SEVENTEEN



No.1 NATA DE COCO SNACK DRINK
마시고, 씹고, 느껴봐 모구모구

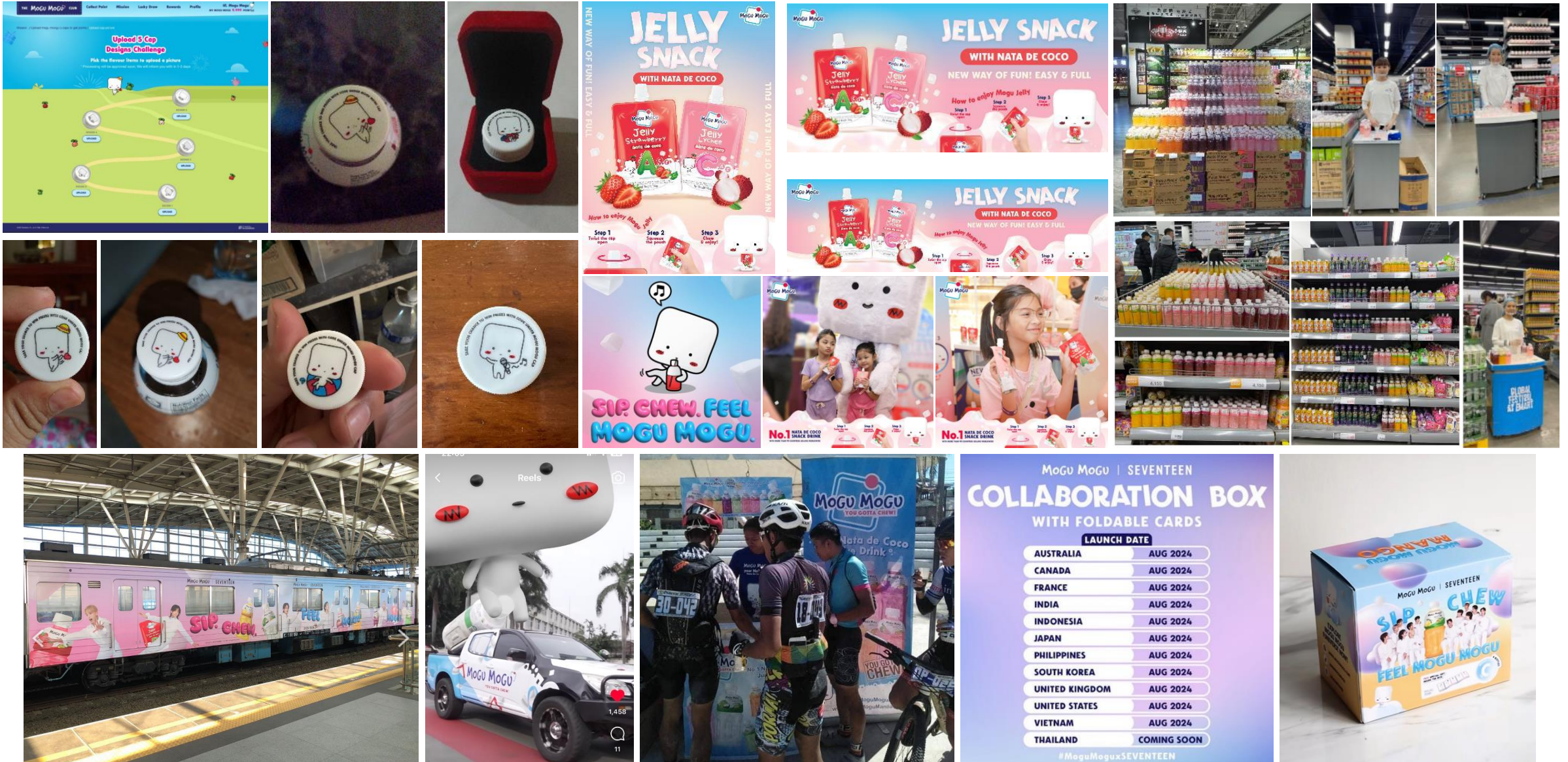
SCAN NOW

MoGU MoGU x SEVENTEEN

<p>Front cap Change color of cap from clear color to white one with the same design.</p>	<p>Under cap Unique code with 10 digits 320 ml and 1000 ml caps.</p>	<p>Sticker on bottle</p>		<p>SIP CHEW. FEEL MOGU MOGU.</p>
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Mogu Mogu in Stores & Marketing Activities



Zone: Europe

Sales **507.5** Million Baht
Growth **42.3%** YoY

- ❑ Europe Contribute 25.4% in Q2'2024
- ❑ Significant growth of Europe market was driven by expanding coverage into MT and in all channel, types including implementing online and trade marketing activity in order to create visibility and increase consumption.

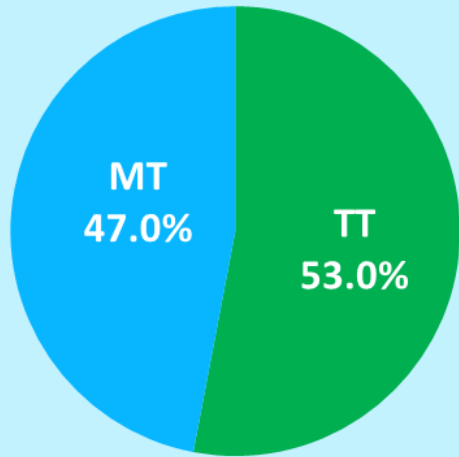


France Market

Mogu Mogu

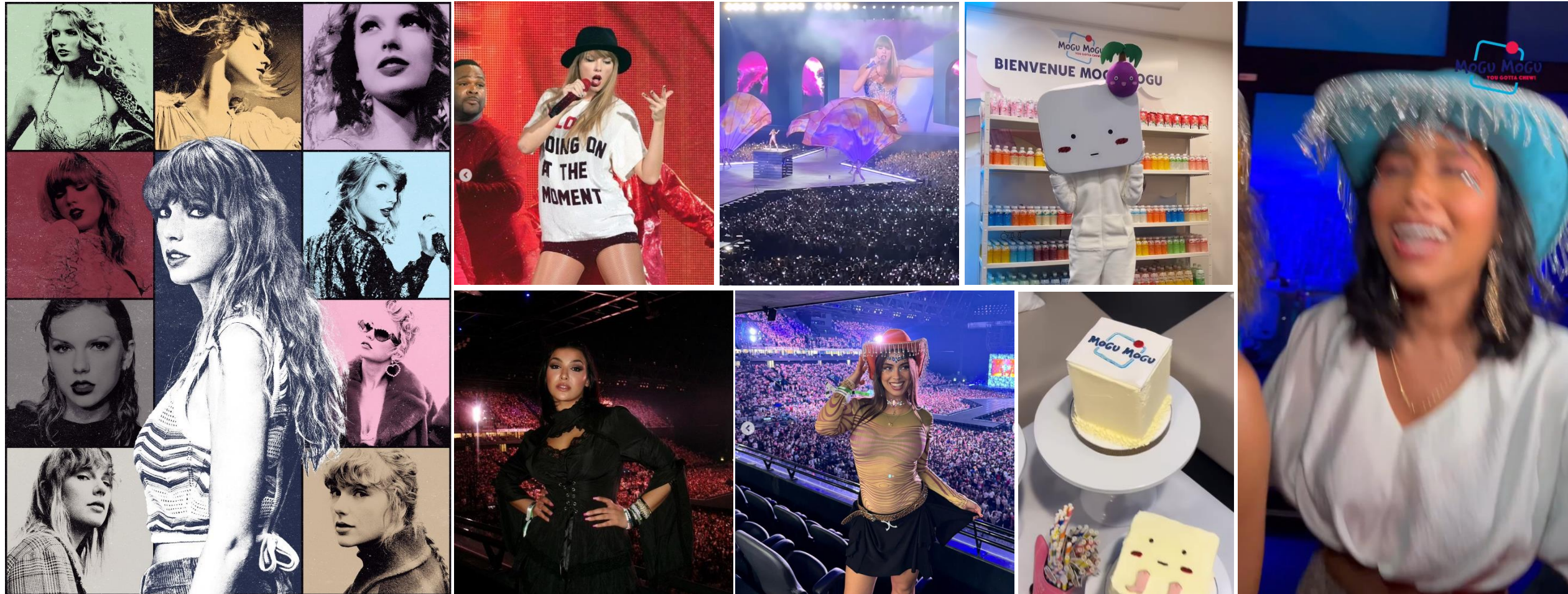
New Superstar Fruit Juice Drink

Channel Contribution

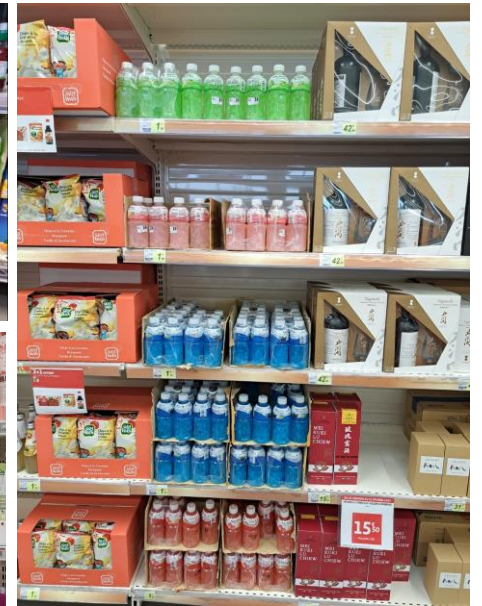
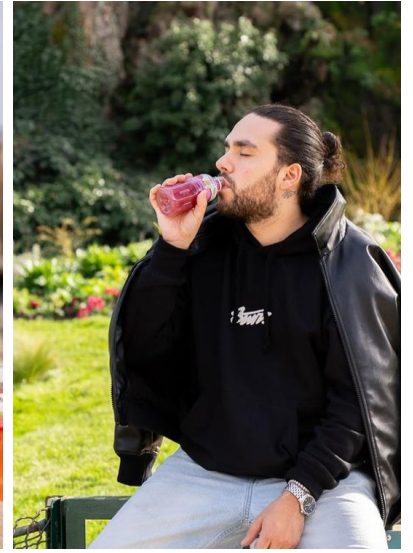


Mogu Mogu Marketing Activities

TAYLOR SWIFT THE ERAS TOUR



Mogu Mogu in Stores & Marketing Activities



Zone: Middle East & Others

Sales **354.7** Million Baht
Growth **17.8%** YoY

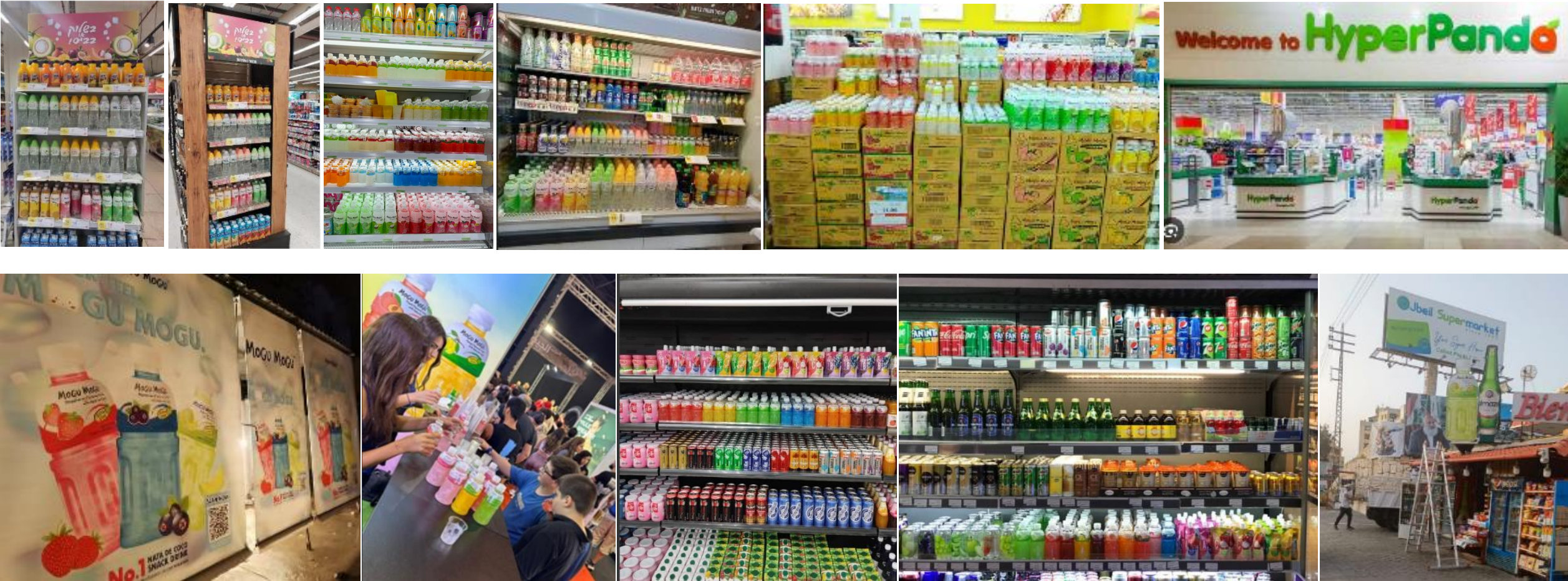
- ❑ Middle East & Others Contribute 17.8% in Q2'2024
- ❑ The growth in Middle East by increased demand and increased visibility in main Hypermarket and Supermarket also boosted demand by in stores promotion with media social platforms like Instagram, Twitter and YouTube to build brand awareness and create engagement with consumer



Mogu Mogu in Stores & Marketing Activities



Mogu Mogu in Stores & Marketing Activities



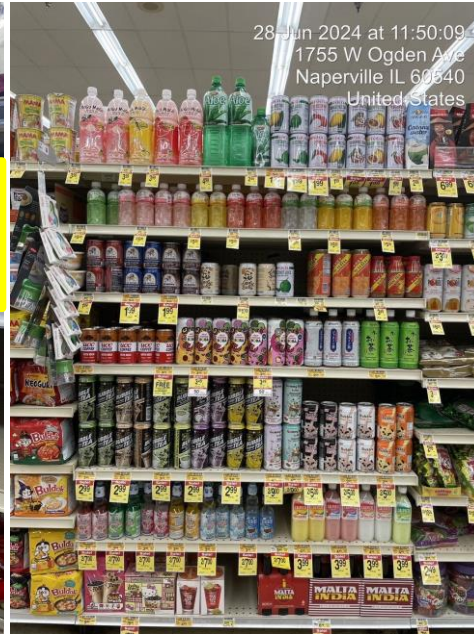
Zone: America

Sales **127.1** Million Baht
Growth **31.9%** YoY

- ❑ America Contribute 6.4% in Q2'2024
- ❑ America market growth was driven by penetrating to greenfields area in major mainstream chain market. With the significant growth, also listed products in some key mainstream channel in USA and Canada. and leverage Mogu Mogu distribution channel to tap into new consumer segment. Most importantly, we also implemented Points of sales material to increase product visibility and increase product consumption by using promotion to drive offtake at the stores.



Mogu Mogu in Stores & Marketing Activities



Domestic Market



MARKETING ACTIVITIES



TIKTOK - PRODUCT VIDEO TOP BY VIEW



Product (Collaskin)

#1	#2	#3	#4	#5
VICKYPAO78	OOSAKAAA	BERRYING	SPPAWITY_CHIC	SMOOKTIE





MARKETING ACTIVITIES



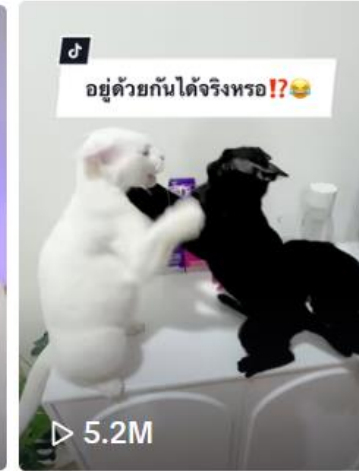
BRAND AWARENESS VIA TIKTOK



#เซ็ปเป้บิวตี้พาวเดอร์คอลลาเจนสติ๊กเกอร์
9480 posts

#เซ็ปเป้10บาท
5409 posts

GAIN MORE REACH



NPD LAUNCH IN 7-11



ที่ 1 ในใจ #เซ็ปเป้10บาท ไช้ข่าวกับเด็กแฝดอยู่ด้วยกัน

- มณรี จุลมณ ออรัญจักษุกับมวงหมกกัน ผิวขาวใสเริ่มจางลง ลองให้แฟนกินแฟนหมดไมมากหน้ามามากจ้า
- Pakimy Pranitponkrang ตีจริงคย ที่ผ่านมามีกินของสิชมพู รอบที่สั่งทั้ง 2 สีเลยคย
- Laonw FoyJun ทานทุกวันคย ...
- สุศรี วาโยตัน ตีจริงคยบอกเลย
- Somphio Ditsorn สนใจคย
- Jittima Boonseng ทานดีมาก ผิวใสขึ้น
- ชื่อ'อะมิะ ทานยุคกล่อชที่3แล้ว

B'lue MORE TASTE OF FUN



B'lue

บุลูแค่จิบก็รู้สึกรัก

จะเป็นใครไปด้ายยย

อกหัก FLAVOR

คลั่งรัก FLAVOR

Marketing Activities

B'lue

บุลูแค่จิบก็รู้สึกรัก

ชวนทุกคนมาจิบ รสชาติของความรัก และ กิจกรรมสนุกๆภายในงาน

งานหน้า Siam Center Point
วันที่ 28-29 กรกฎาคม พ.ศ. 2567 เวลา 11:00-20:00 น.



Marketing Activities



งานลูกทุ่งลุยไฟ จ.ขอนแก่น

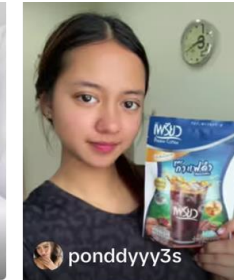
งานเปย์ลิ้นสั่นนิคม จ.สมุทรปราการ



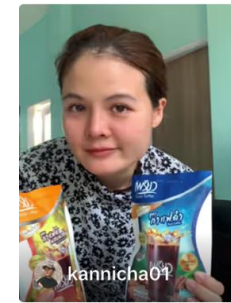
Always On Content



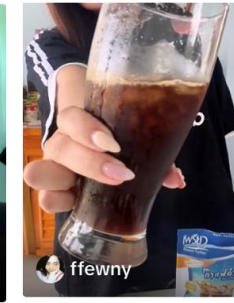
ดื่มแล้วสดชื่น ดื่มนอกสุขภาพ



กาแฟที่คนรักสุขภาพเลิฟมา



กาแฟพรีเมียมสุดอร่อย ทุกใจ

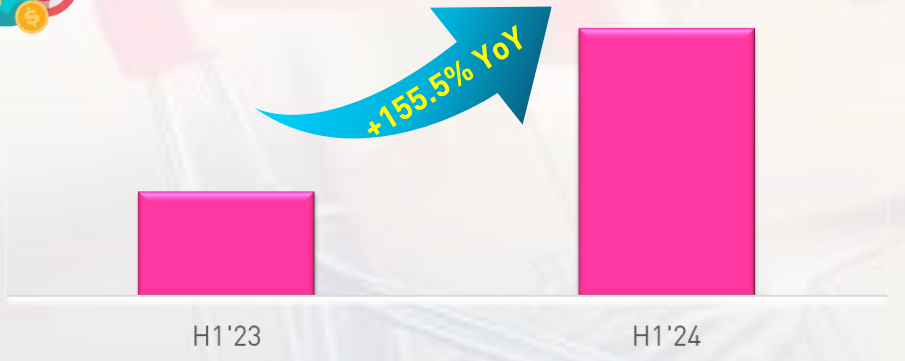


พรีเมียมสุดอร่อย สุดปัง เข้มจัด

e-Commerce



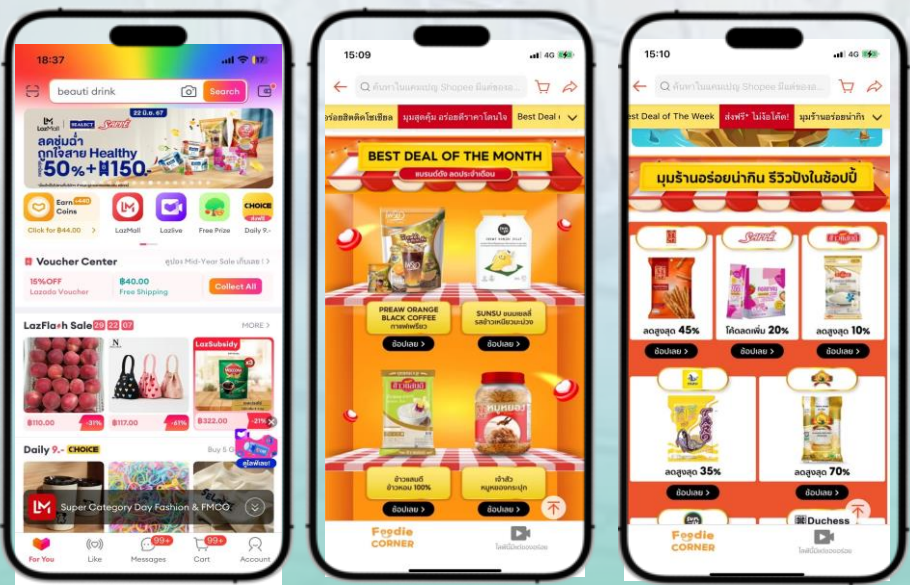
Sale performance



#Best Seller



Platform's visibilities

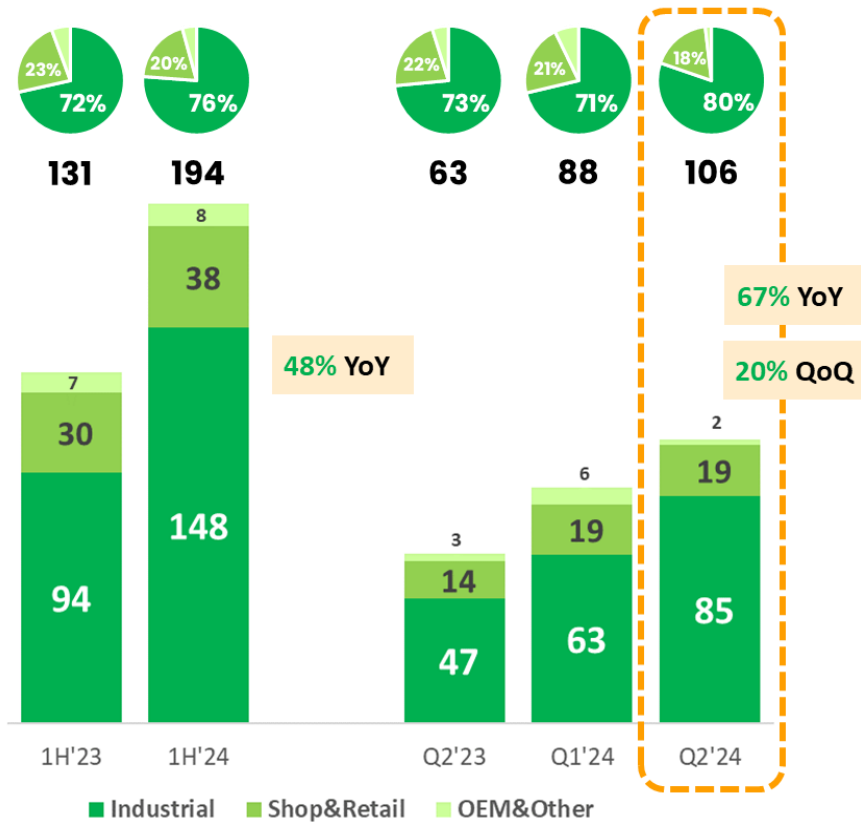


Celebrity's livestream / Influencer review

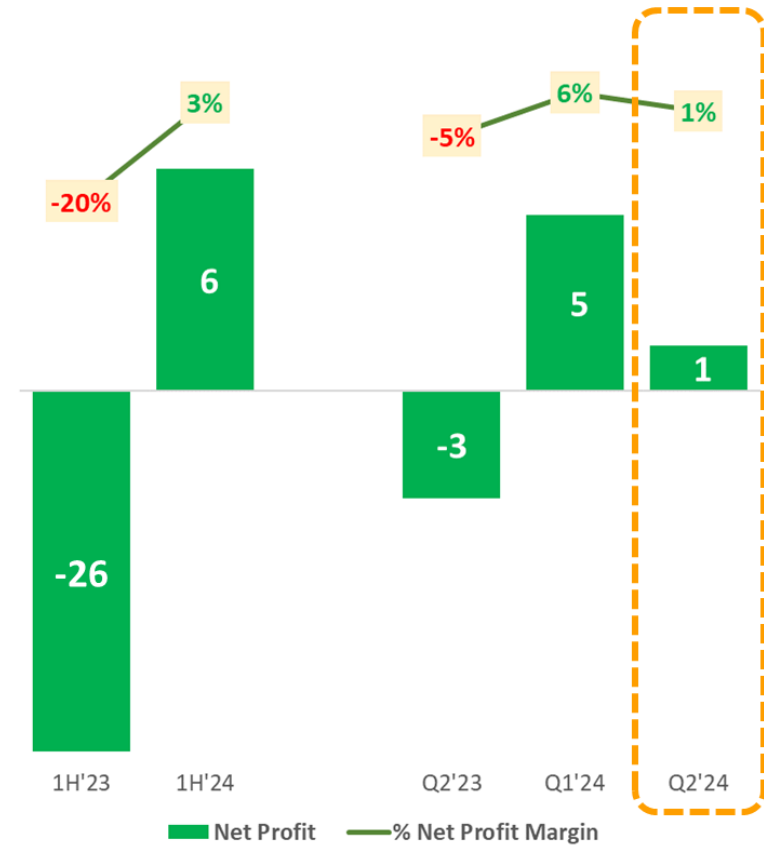


OUTLOOK : ALL COCO Q2/2024

Revenue



Net Profit



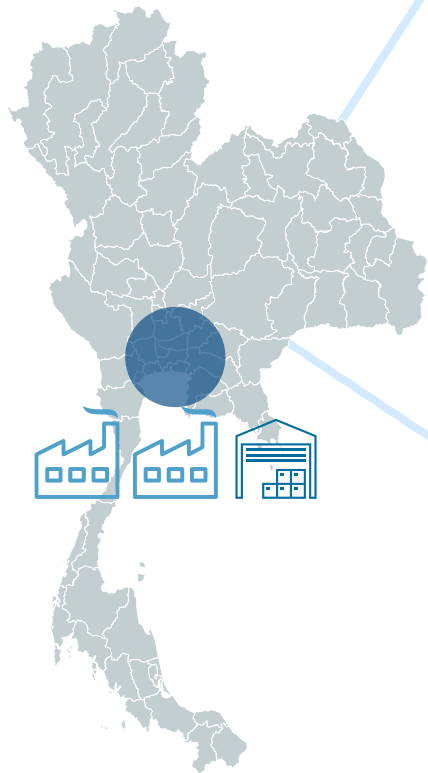
Total Revenue from selling goods in Q2/2024 was at 105.90 MB or +67% YoY, from Industrial + 82%, Shop&Retail +38%, OEM&Other -37%



Production Facility



State-of-the-art Production Facility to Support Growth

Utilization rate:
74%*



Klong 13 factory

2 Manufacturing buildings

 5 Beverage lines	 7 Powder filling lines
 3 Pouch lines	 5 Special lines
 Enterprise resource planning system	 In-house PET bottling

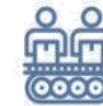
 Current Warehouse 8,000 Sqm	New Warehouse 26,000 Sqm
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Projects under construction



New manufacturing plant & +8,500 sqm warehouse space in TH



2 new production lines

- 2025 > **(+25-30% YoY)**
Project Value 1,630 mb.
- 2026 > **(+20-25%YoY)**
Project Value 750 mb

Total production capacity:

c.202k
tons p.a.



c.329k
tons p.a.



Target Growth 2022-2026

Sales 1H'2024
Growth
+20.6% YoY



The background of the slide is a dark space filled with numerous small, bright stars. In the lower right corner, the curved horizon of a reddish-brown planet, likely Mars, is visible. The text "SAPPE'S Sustainability" is centered in the upper half of the image.

SAPPE'S Sustainability



WE BETTER PEOPLE'S LIVES THROUGH
OUR INNOVATIVE SPIRIT



Sustainability Framework



SAPPE'S SUSTAINABILITY STORY



SAPPE Together

โครงการ วาน หวาน วาน

แปลงปลูกว่านหางจระเข้สาธิต ด้วยความร่วมมือของชุมชนรอบโรงงาน เพื่อส่งเสริมรายได้ให้กับชุมชนและเติบโตร่วมกันอย่างยั่งยืน

วันที่เพาะปลูก : ปลูกเมื่อวันที่ 5 มีนาคม 2559
 สถานที่เพาะปลูก : บริษัท ซีพี จำกัด (มหาชน) โรงงานคลอง 13
 พันธุ์พืชปลูก : ว่านหางจระเข้ พันธุ์บาร์บาโดส
 เพาะปลูกโดย : ชาวบ้านในชุมชนรอบโรงงาน พันธมิตรธุรกิจ และพนักงาน SAPPE
 การดูแล : ปลูกเว้นระยะ: 60 - 70 เซนติเมตร รดน้ำ 2 วัน ต่อ 1 ครั้ง



8 DECENT WORK AND ECONOMIC GROWTH	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	17 PARTNERSHIPS FOR THE GOALS
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1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION
5 GENDER EQUALITY	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	17 PARTNERSHIPS FOR THE GOALS

7 AFFORDABLE AND CLEAN ENERGY	13 CLIMATE ACTION
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GOOD HEALTH & WELL-BEING

Ensure safe food and clean water access by enhancing and installing drinking water systems for nearby communities and schools.



Ignite creativity in child by providing playgrounds for schools and communities.



Enhance well-being for all.

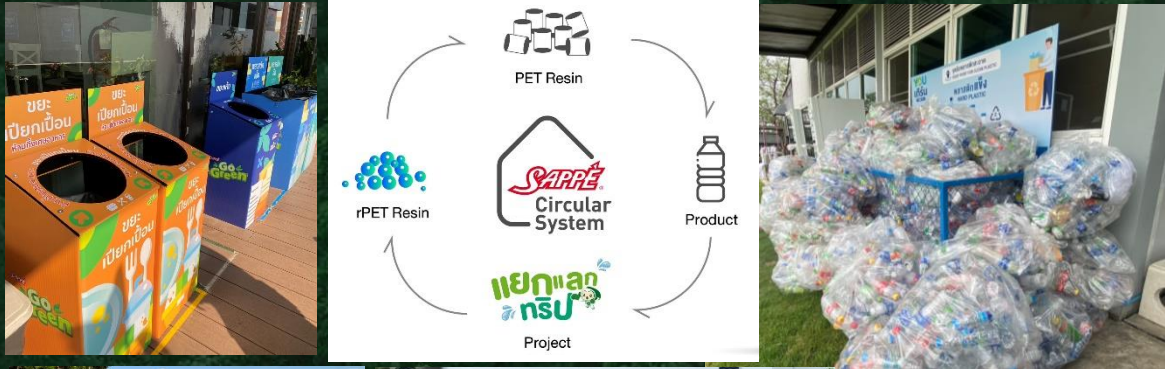


CLIMATE ACTION

Circular Economy



Affordable & Clean Energy



Responsible Consumption & Production



Q&A

The logo for SAPPE is displayed on a white flag. The word "SAPPE" is written in a stylized, red, italicized font with a white outline. A small registered trademark symbol (®) is located at the bottom right of the logo.



WWW.SAPPE.COM