



**OPPORTUNITY DAY**

**Q3 2024**

**Financial Performance**

# AGENDA

1. SAPPE Overview
2. Financial Performance Q3'2024
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

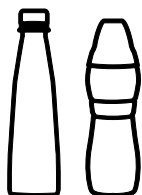


Endless Innovations



5

Product Categories



>20

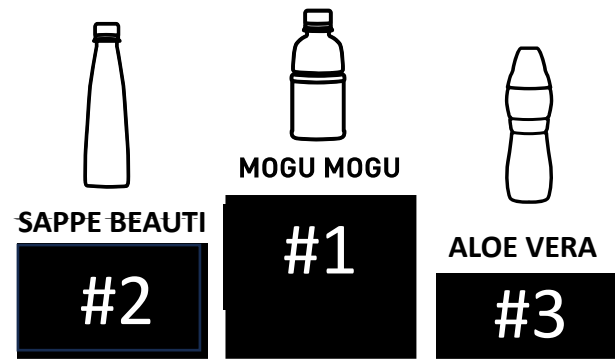
Product Brands



100

Countries Worldwide

### TOP 3 BRANDS



# Our Journey to Global Brand



## Establishment 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



## Growth Phase

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



**2019**  
JV (25% stake) with Danone



**2021**  
Sappe x Workpoint  
Sappe x Hatakabb



## Internationalization Phase

**2022 - 2023**  
Sappe x Power Root Berhad, Malaysia

Succeed in South Korea and France with Korea & France first strategy

Achieved highest ever revenue and net profit



**2024**  
Succeed in UK

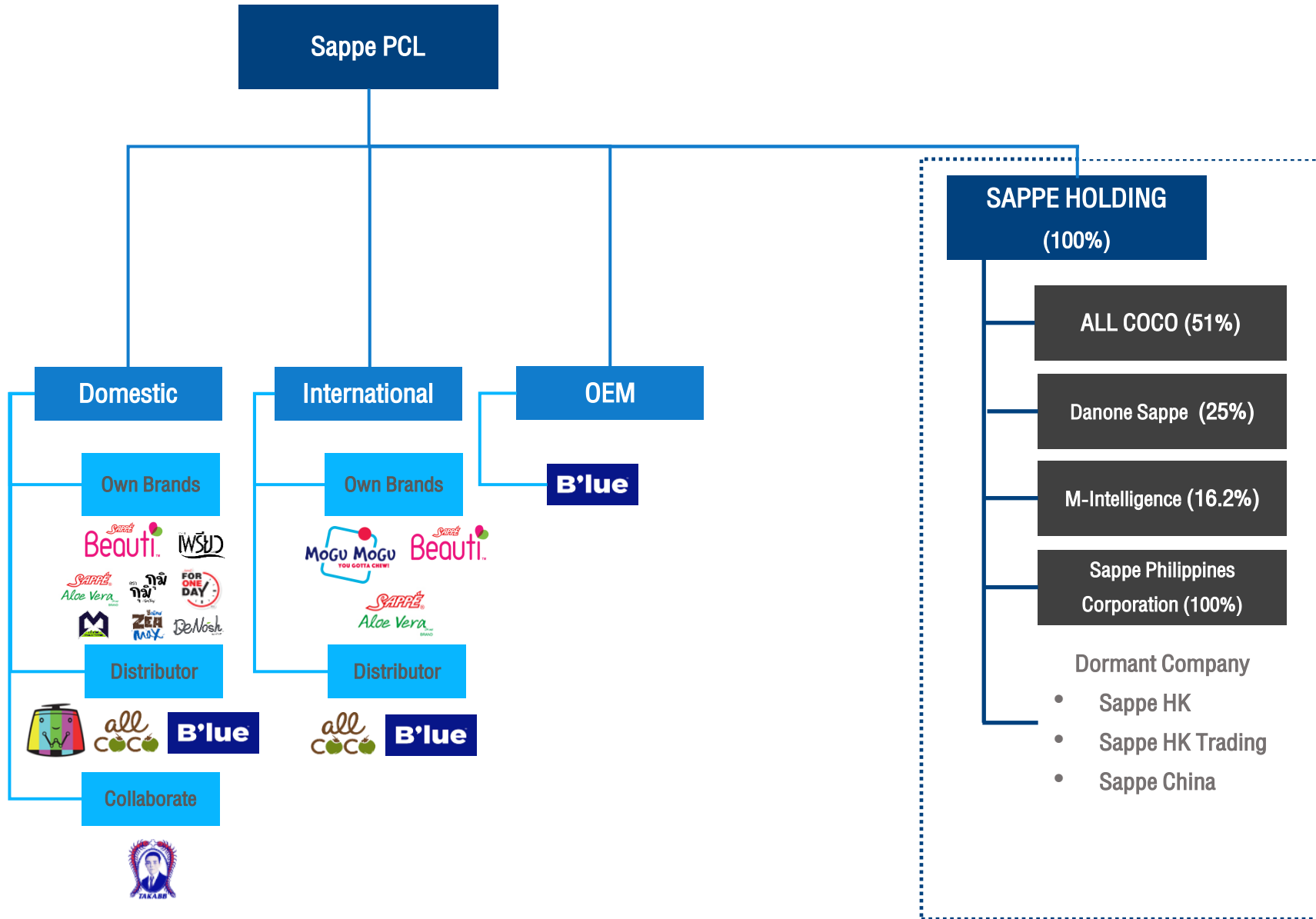
Announced K-Pop boy band "SEVENTEEN" as its "First Global Brand Ambassador" for Mogu Mogu



Continuing journey to strengthen international presence



# Sappe Structure



# Product Categories


## Large Portfolio with Market Leading Brands and Products



**Juice Drinks**

Unique and refreshing juices



**79.8%<sup>1</sup>**

**Functional Drinks**

Range of products targeting beauty & wellness consensus


**13.0%<sup>1</sup>**

**Functional Powders**

Instant powders for dietary purpose and health benefits

**4.4%<sup>1</sup>**




**Healthier Snacks**

Snacks with healthy ingredients and functionalities

**2.7%<sup>1</sup>**




**Supplements & Others**

Other innovative products – supplements, herbal tea

**0.1%<sup>1</sup>**



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

**Sappe Beauti Drink**  
**#2** functional drink in TH  
with mkt. share of **34.1%<sup>2</sup>**

Note:

1. In % of total sales of 9M'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

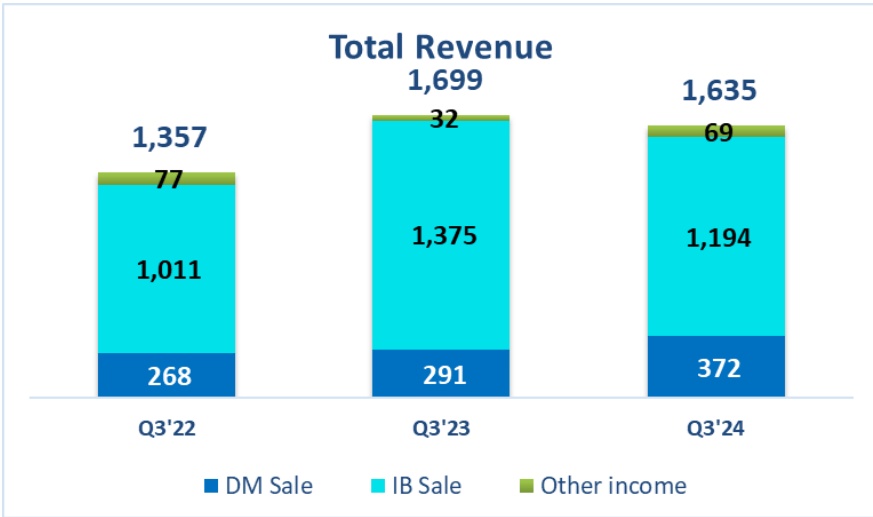
Q3'2024: 3 New Products



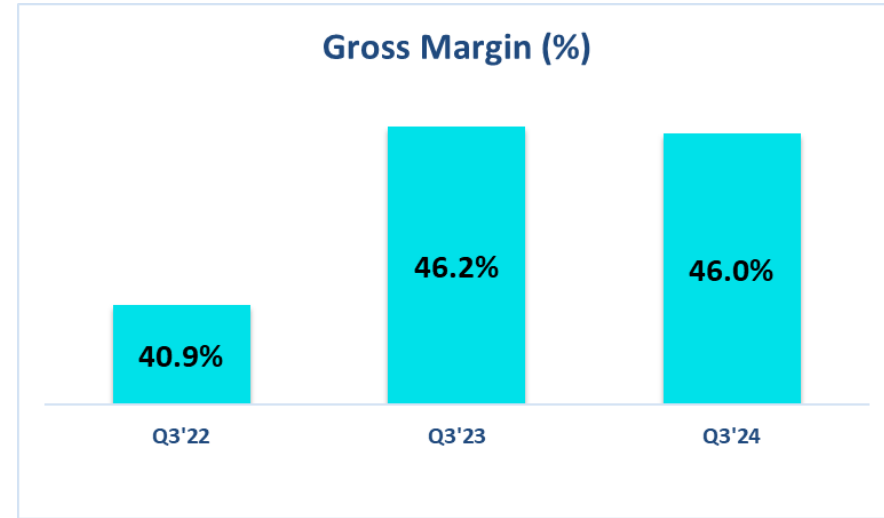
The background of the slide is a dark space scene. It features a dense field of stars of various colors and sizes. In the lower right corner, the curved horizon of a reddish-brown planet, likely Mars, is visible, showing some surface details like craters and darker regions. The overall lighting is dim, with the stars providing the primary light source.

# Financial Performance Q3'2024

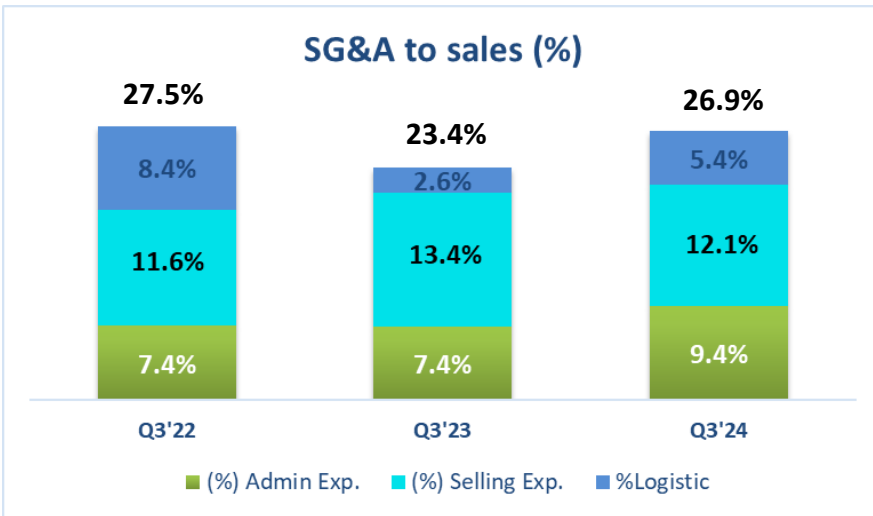
# Q3'24 Key Financial Highlights



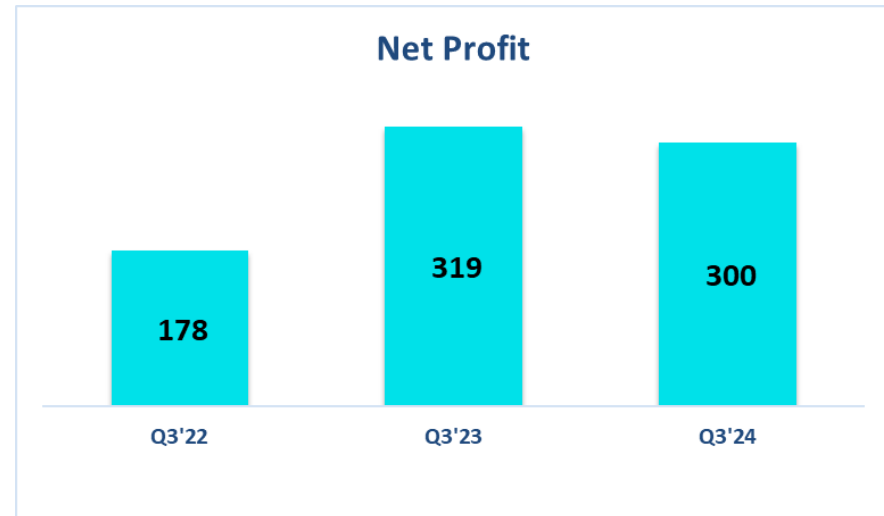
**Q3'24 Total Revenue**  
**1,635 MB**  
**-3.8% YoY**



**Q3'24 Gross Margin**  
**46.0%**  
**-0.2% pts YoY**



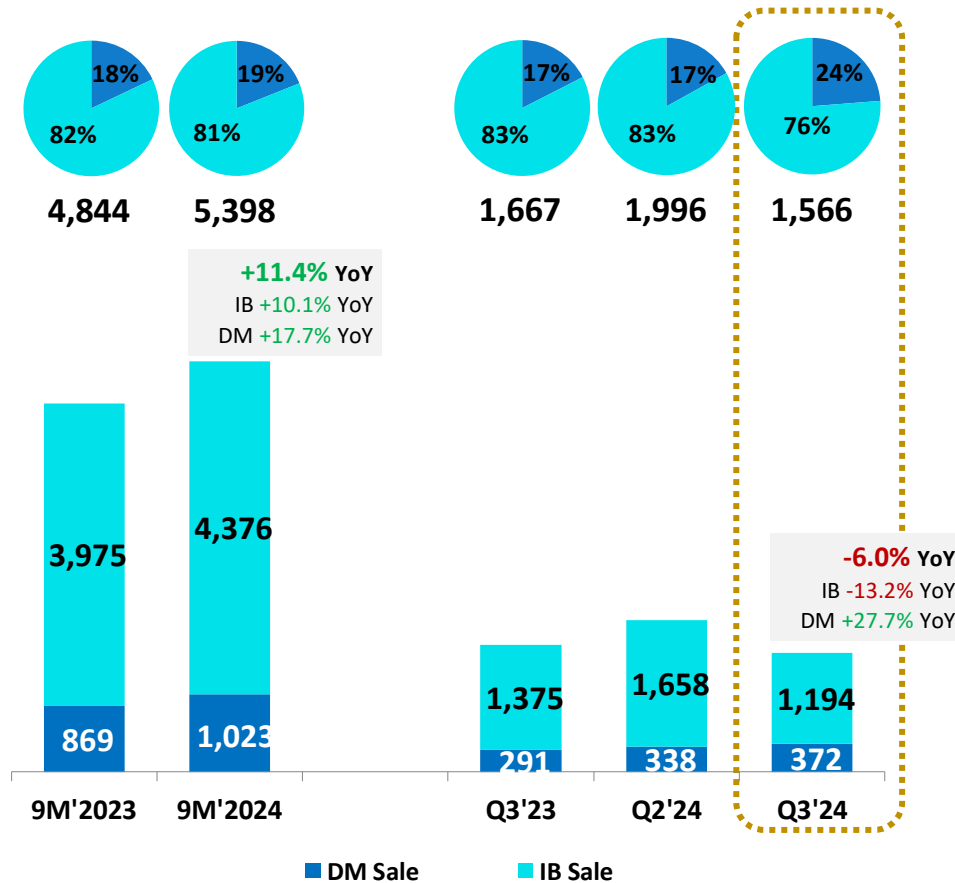
**Q3'24 SG&A (%)**  
**26.9%**  
**+3.6% pts YoY**



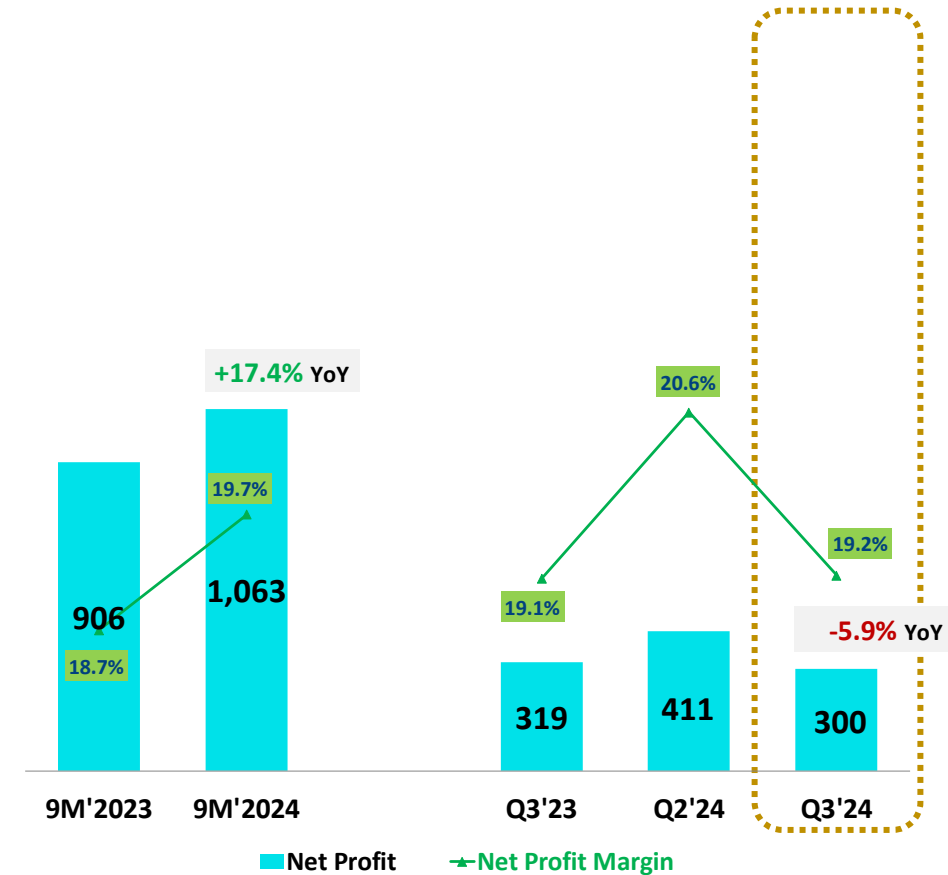
**Q3'24 Net Profit**  
**300 MB**  
**-5.9% YoY**

# Revenue Breakdown & Net Profit

## Revenue



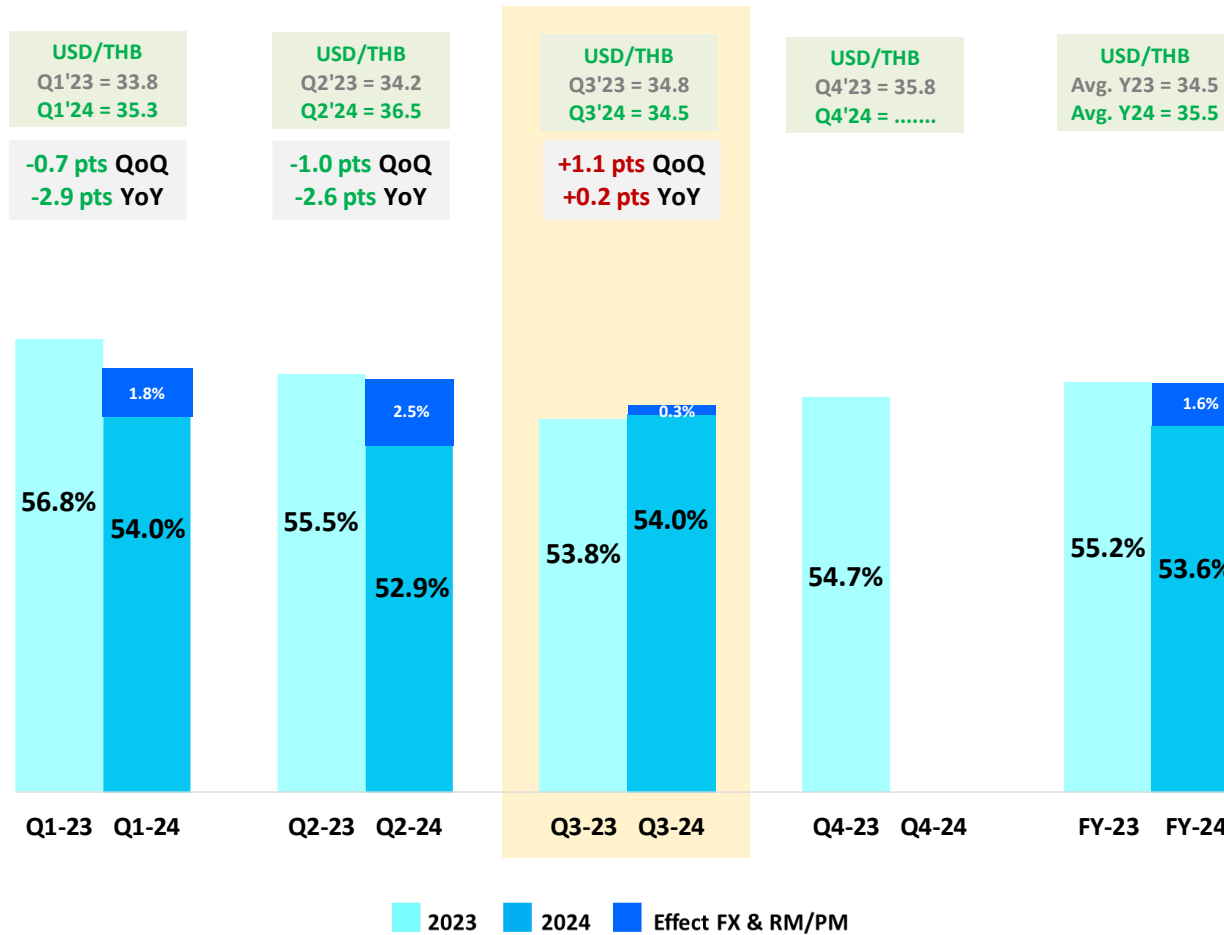
## Net Profit



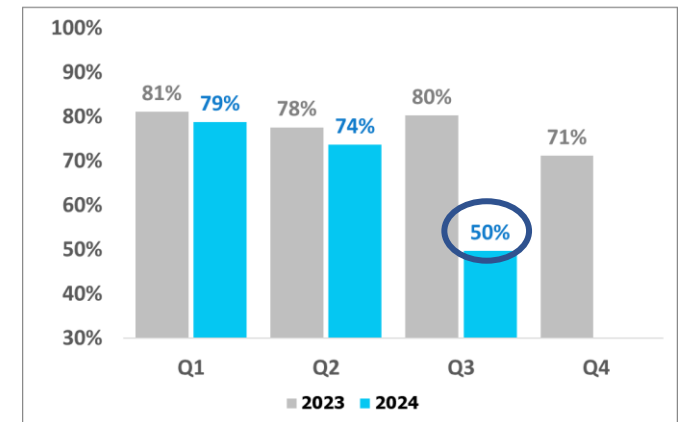
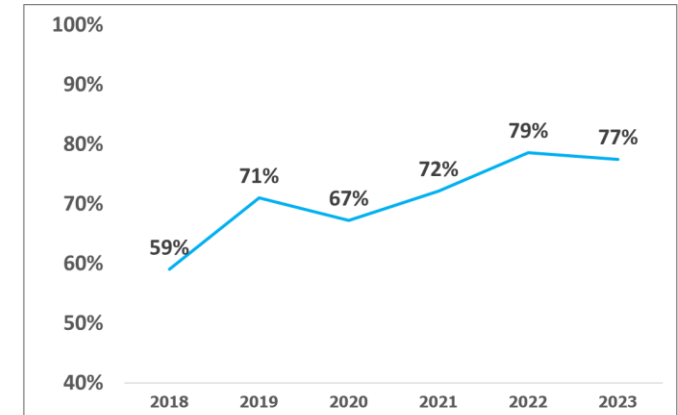
### Q3'2024

- The Revenue was at 1,566 mb or -6.0% YoY mainly from IB sales -13.2% and the DM sales +27.7%.
- Net Profit was at 300 mb, decreased by 5.9% YoY.

# Cost of Goods Sold by Quarter



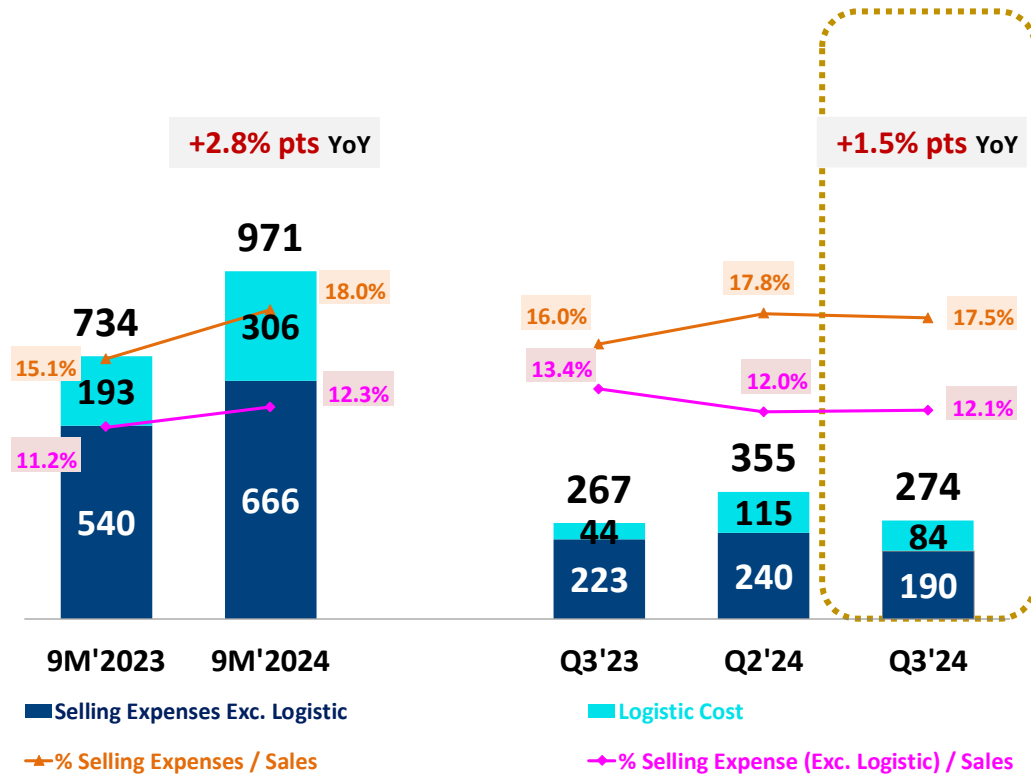
## Utilization Rate (Beverage)



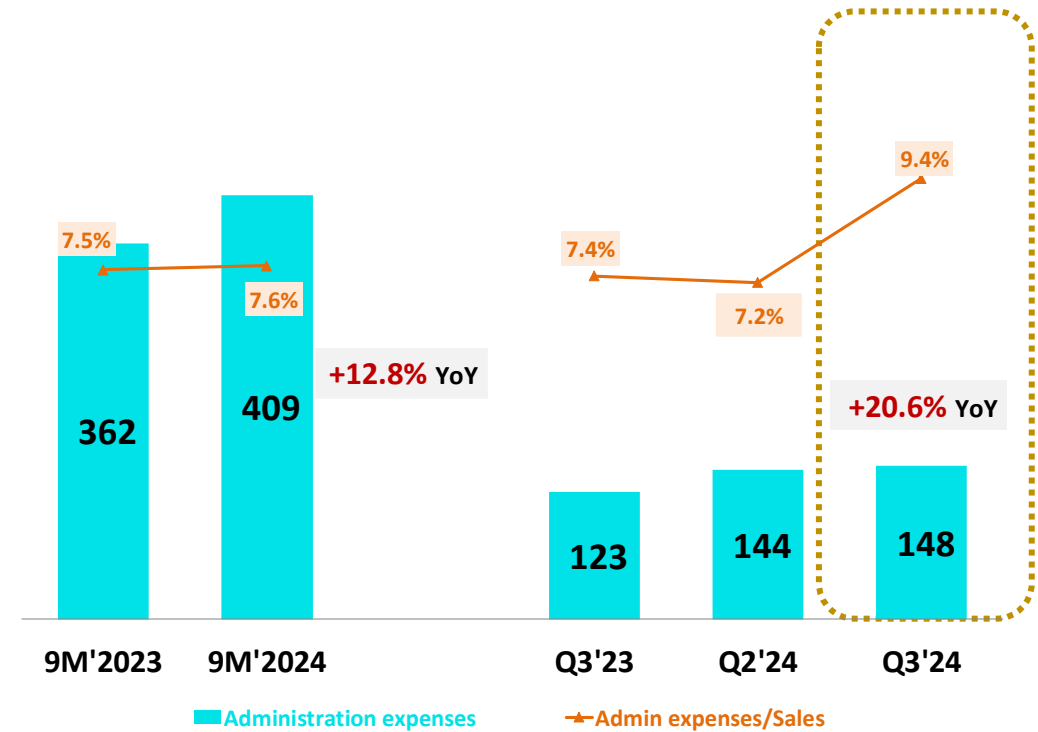
### Q3'2024

%COGS was at 54.0% which was higher than last year's by 0.2 pts., due to the appreciation of THB against USD and EUR.

## Selling Expenses



## Admin Expenses



### Q3'2024

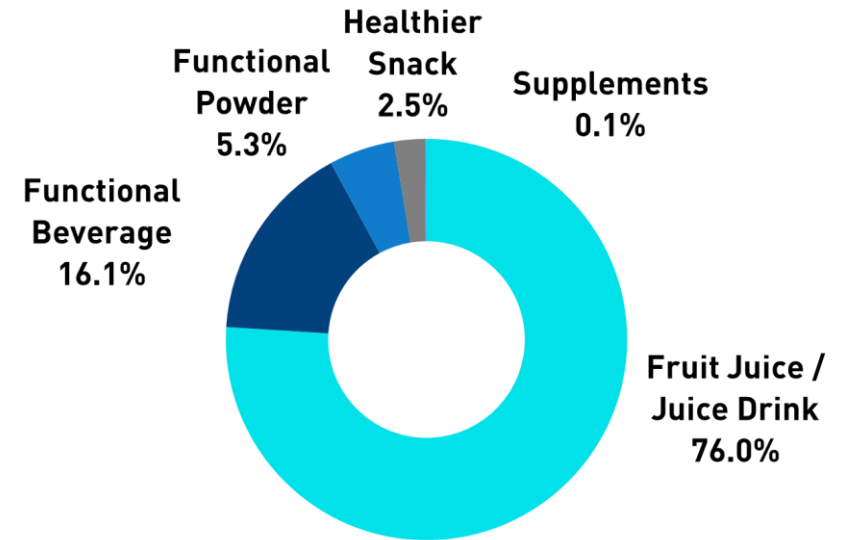
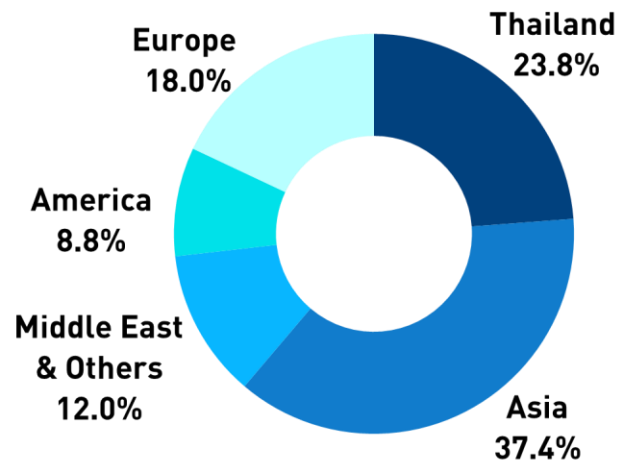
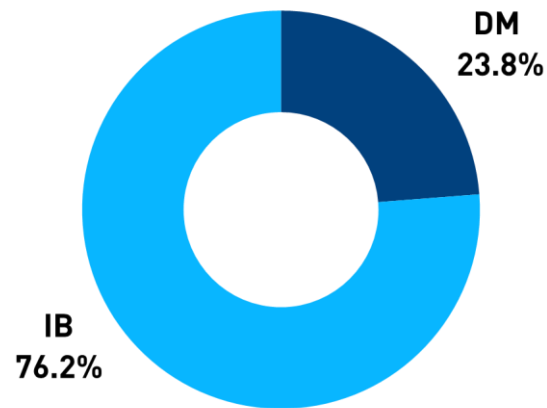
- %Selling expenses increased by +1.5% YoY.
- Admin Expenses increased from 123 mb to 148 mb (+20.6% YoY), mainly from research, market visits, exhibitions and warehouse rentals.

100

COUNTRIES  
TERRITORIES



Q3'2024  
**1,566**  
Million Baht

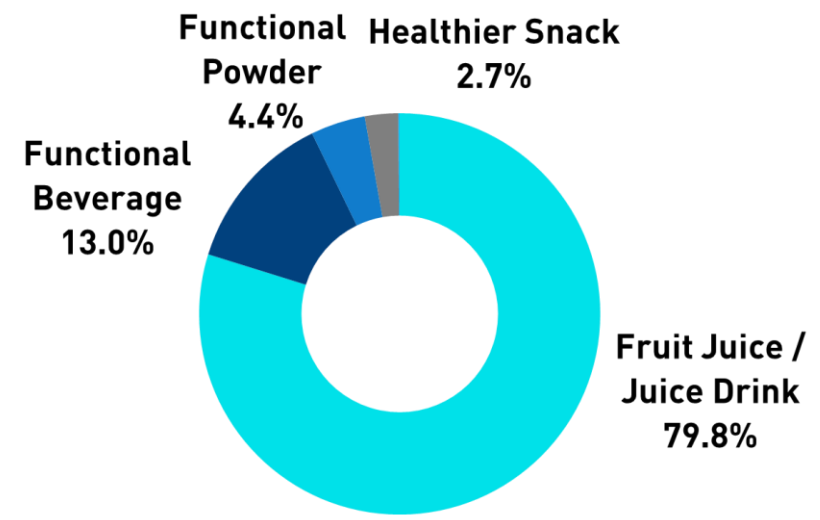
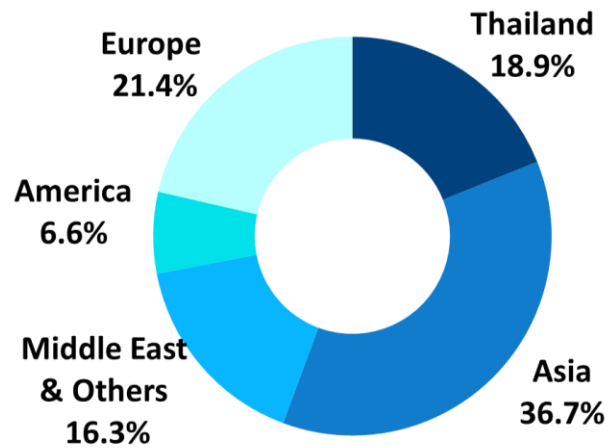
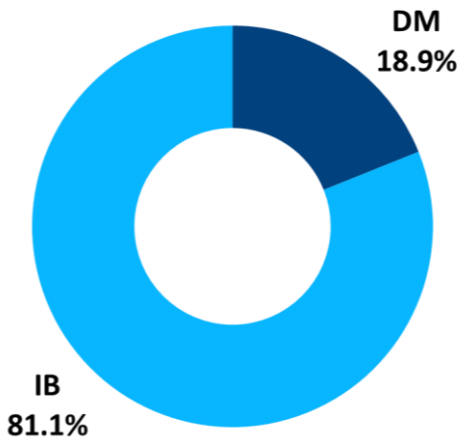


# 100

COUNTRIES  
TERRITORIES



**9M'2024**  
**5,398**  
Million Baht

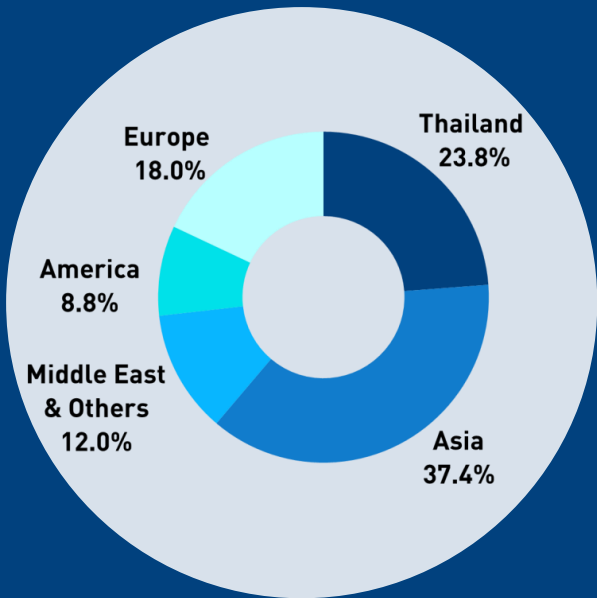
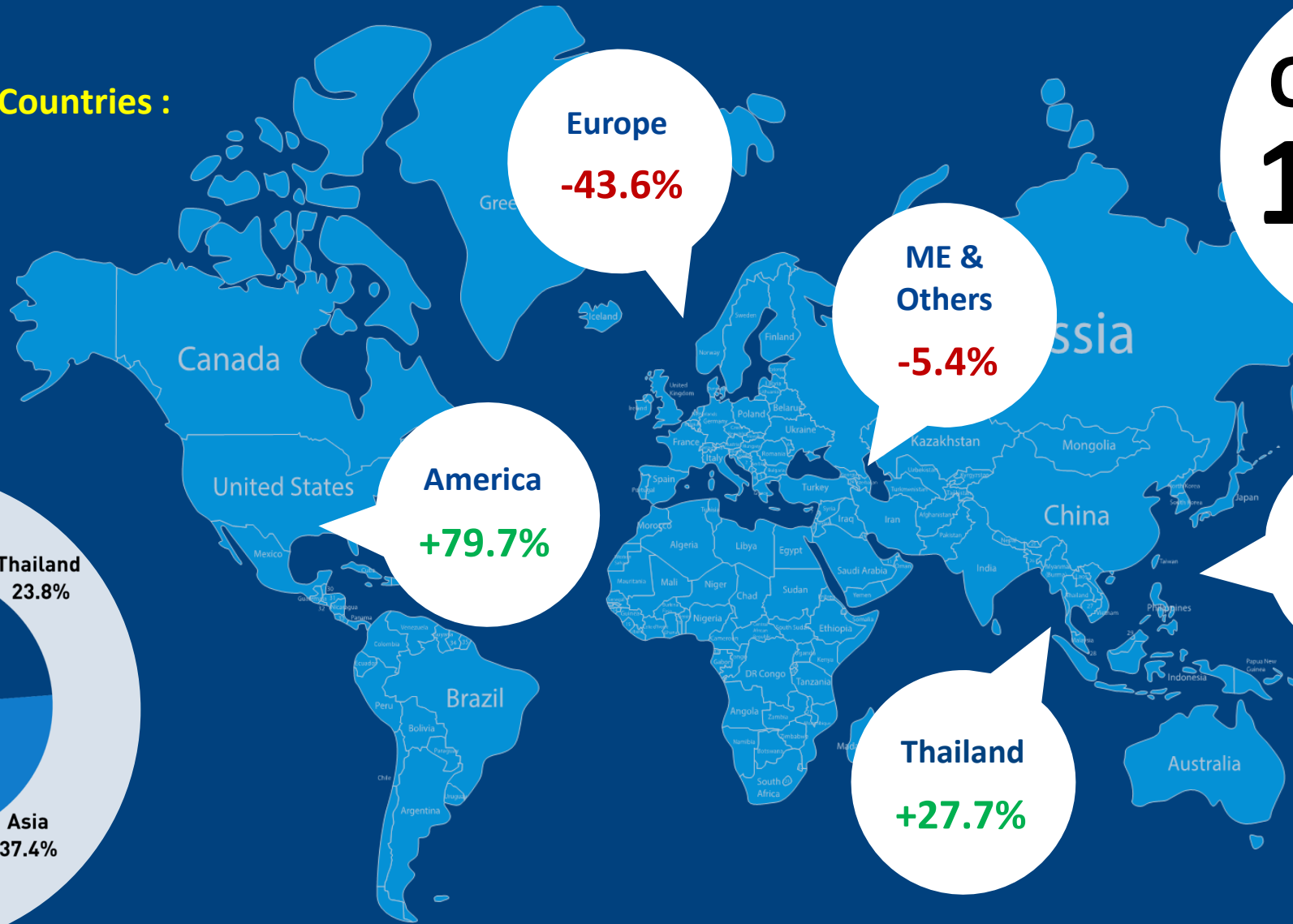


# Q3'2024 (YoY) TOP LINE GROWTH BY REGIONS

## International Business Top 3 Contribution by Countries :

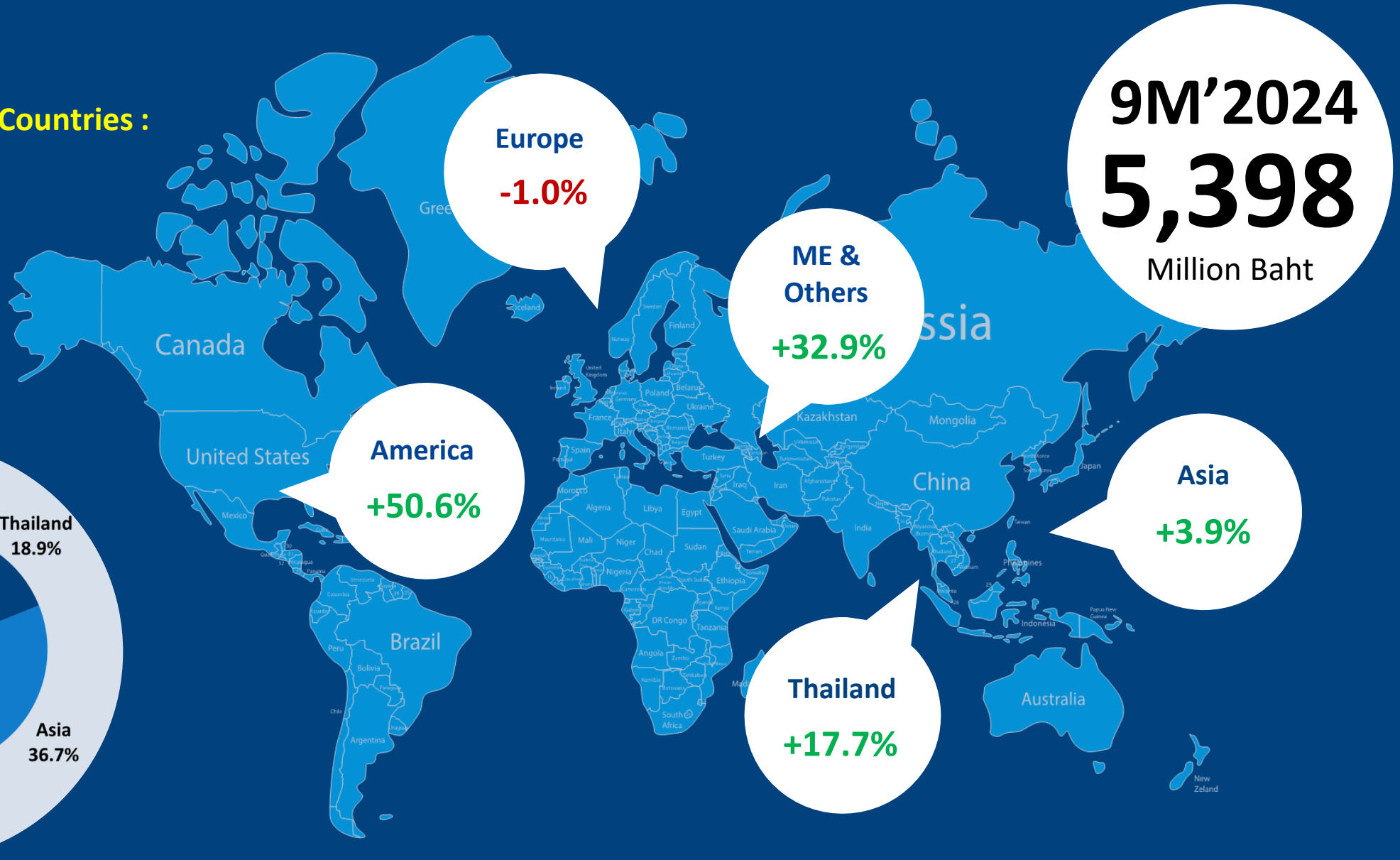
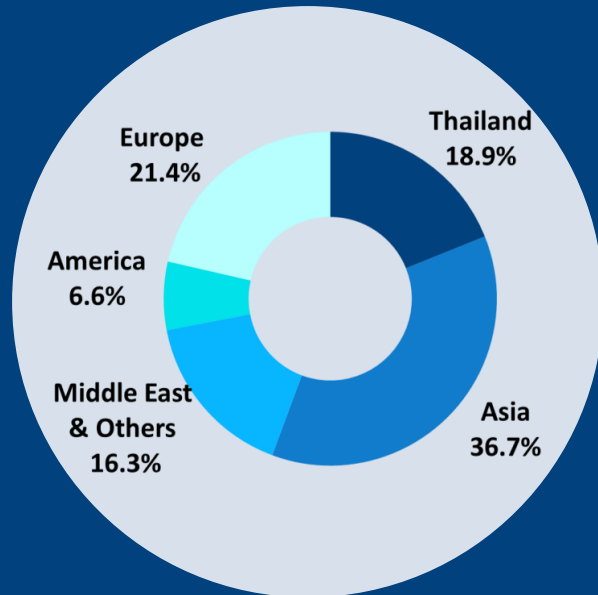


**Q3'2024**  
**1,566**  
Million Baht



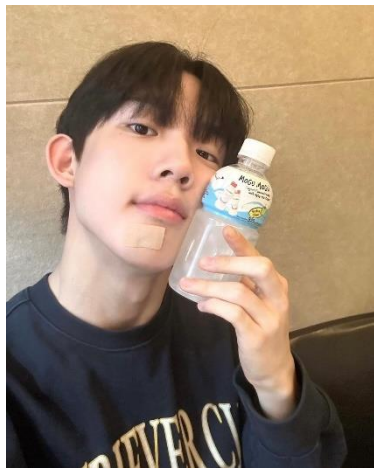
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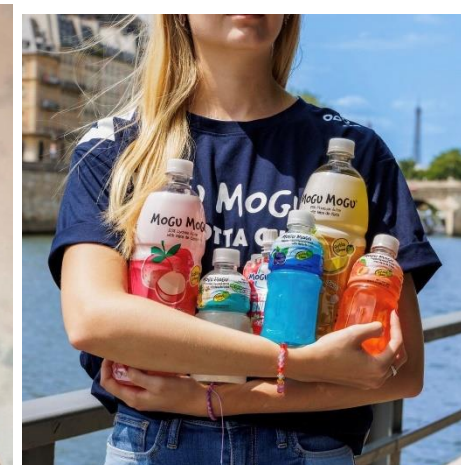


**9M'2024**  
**5,398**  
Million Baht

# 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

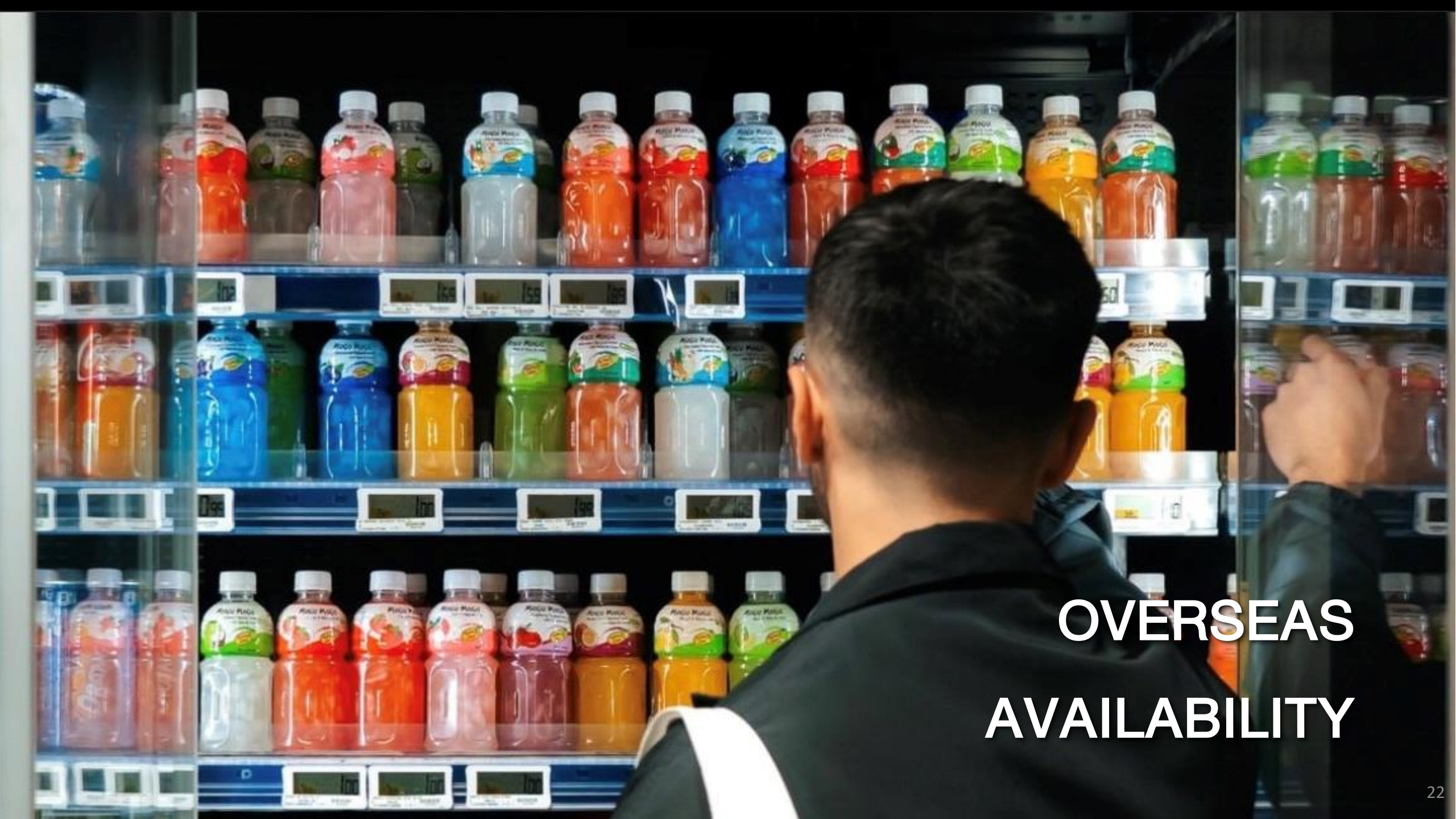


- Fruit flavored drink with Nata de coco
- Full of extra-large Nata de coco cubes
- Variety of choices



Naturally Yours  
with Aloe Vera Cube





**OVERSEAS  
AVAILABILITY**

# Zone: Asia

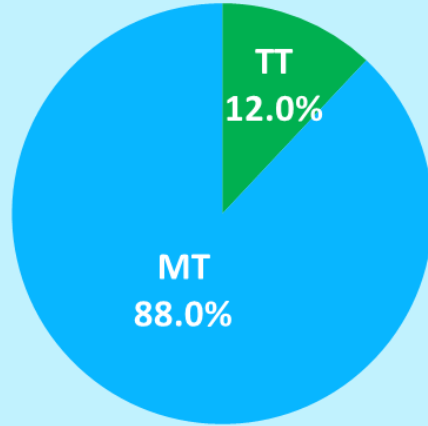
Sales **586.2** Million Baht  
Growth **-2.3%** YoY

- ❑ Asia Contribute 37.4% in Q3'2024
- ❑ The Asian market faced challenges in South Korea and Indonesia, resulting in a slight decline in sales. In contrast, the Philippines and Other countries have shown strong results. The Philippines maintained in-store activations, with the successful MGxSeventeen campaign widely accepted by consumers. Other countries is emerging as a high-potential market, with increasing active stores and new product introductions.



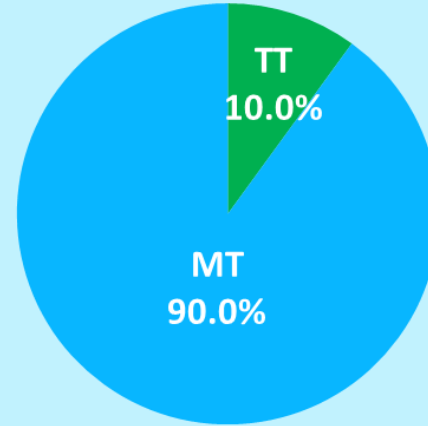
# Key Countries

## KOREA Market



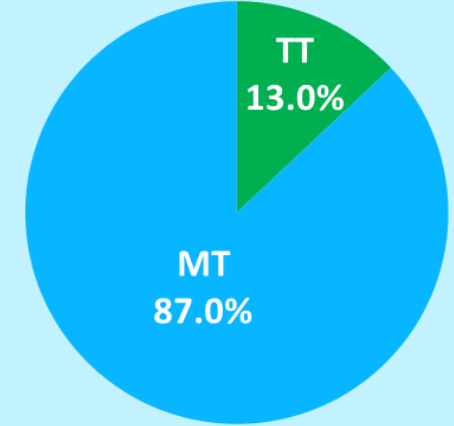
Hyper Market	CVS	Health & Beauty	
Supermarket	Department Store	Discount Store	
	<th>Union Shop</th> <td></td>	Union Shop	

## PHILIPPINES Market



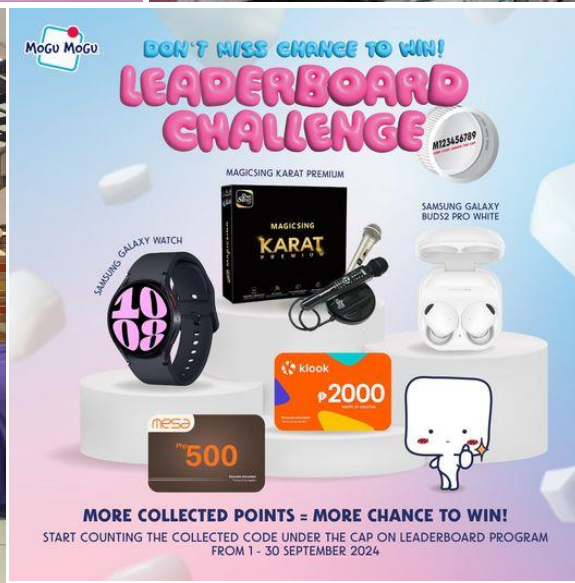
CVS	Supermarket
Drug Store	Online

## INDONESIA Market




Channel Contribution

# Mogu Mogu in Stores & Marketing Activities



# Mogu Mogu Marketing Activities



# Mogu Mogu in Stores & Marketing Activities



# Zone: Europe

Sales **281.8** Million Baht  
Growth **-43.6%** YoY

- ❑ Europe Contribute 18.0% in Q3'2024
- ❑ The European market declined this quarter, primarily driven by the UK, where 2024 stock weight has been high, mainly due to a delay of outlet expansion plan in Modern Trade chains. Furthermore, the markets faced a challenge of cooler weather during the summer (in fact, the coolest summer in the UK since 2015). Also, our marketing campaign of Seventeen did not perform in this region as expected.

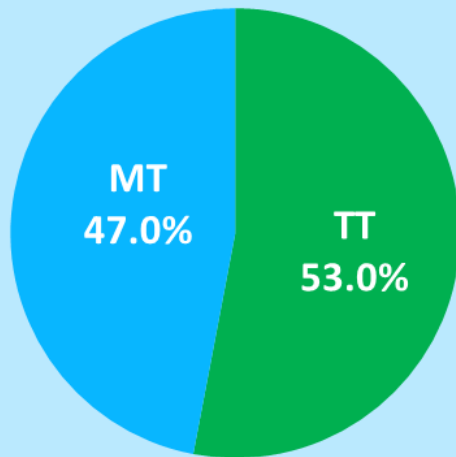


# France Market

## Mogu Mogu

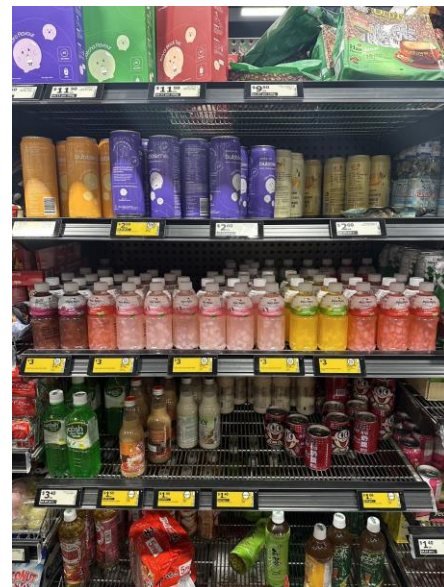
### New Superstar Fruit Juice Drink

#### Channel Contribution





# Mogu Mogu in Stores & Marketing Activities



# Zone: Middle East & Others

Sales **188.2** Million Baht  
Growth **-5.4%** YoY

- ❑ Middle East & Others Contribute 12.0% in Q3'2024
- ❑ Although the sales in the Middle East declined a bit in Q3'2024, but topline of 9M'2024 grew by 32.9%. Given some uncertainties about port closure in some specific countries, we still expect a strong growth of 2024 full-year basis in the region, focusing on increasing visibility in major hypermarkets and supermarkets in the regions, supported by in-store promotions and social media campaigns on platforms to build brand awareness, and enhance consumer engagement.





# Mogu Mogu in Stores & Marketing Activities



# Zone: America

Sales **137.8** Million Baht  
Growth **79.7% YoY**

- ❑ America Contribute 8.8% in Q3'2024
- ❑ 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





8 Universities / Estimate eyeballs : 100k



LOVEIS CAMPUS TOUR : FRESHY NIGHT

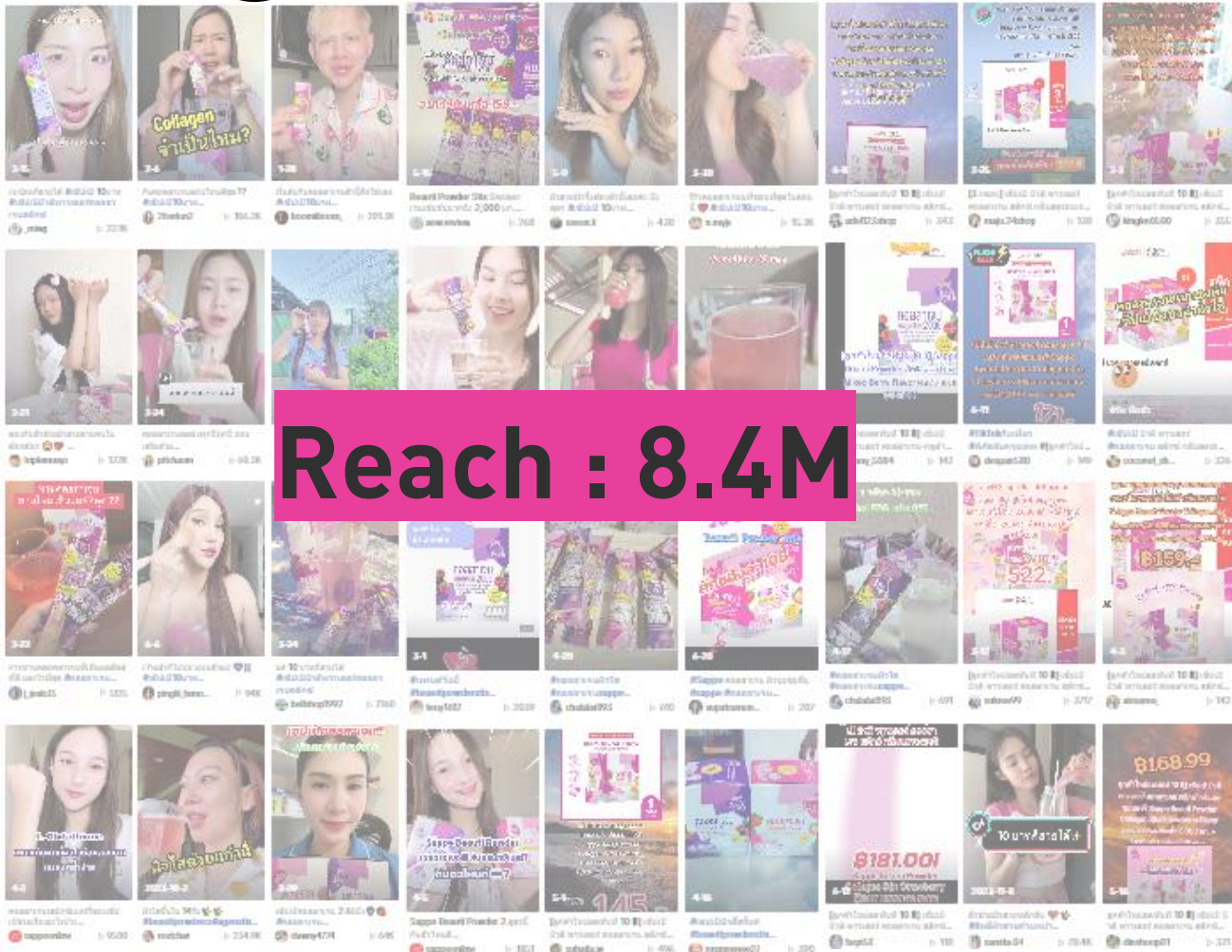




# MARKETING ACTIVITIES



GAIN MORE REACH



Drive online awareness to 7-11



Increase visibility all channels



DURBELL



BIG C



7-11

# บุลูแคว้บิ๊กดังส์

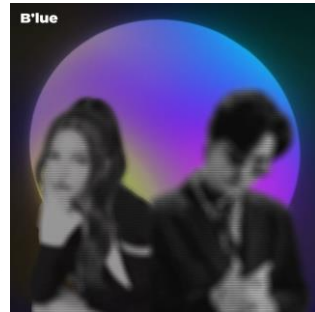
Q3' 2024

Friend of B'lue School Tour



บุลูแคว้บิ๊กดังส์

Social Media Post



Bombarding via TikTok influencer



Youtube Tie-in

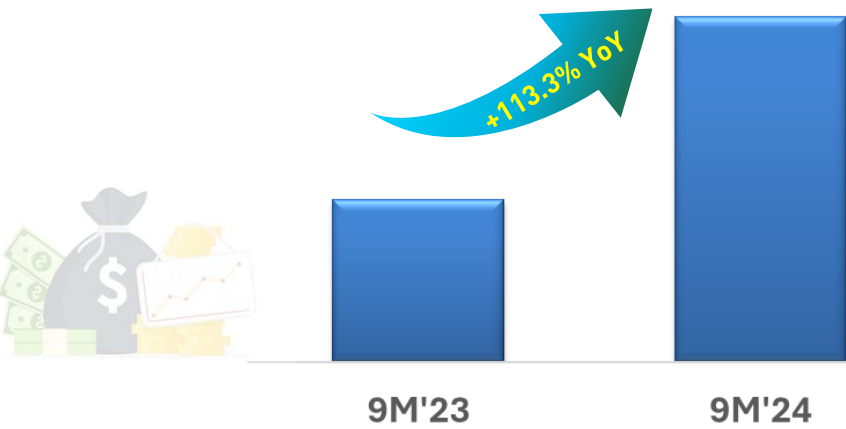


School Tour x What the duck



O2O Activities

# e-Commerce



Platform's visibilities / Co-campaigns



#Best Seller

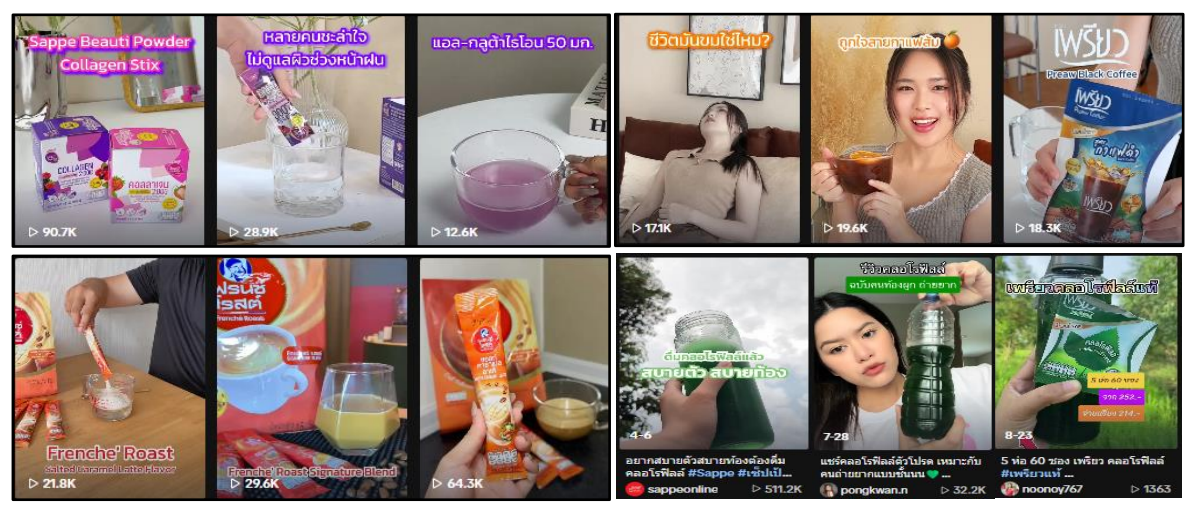


Special Collaboration

Premium gift x Happy Sunday (Online Exclusive)

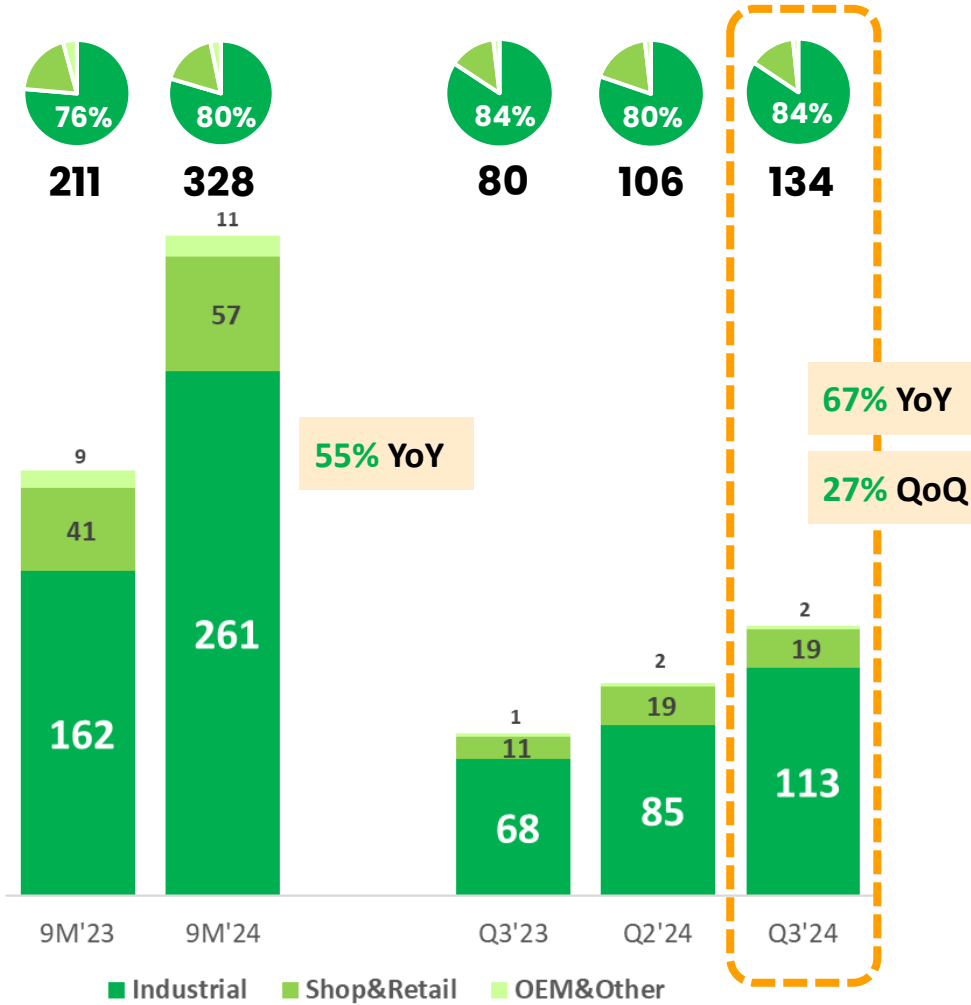


Influencer review / Own's contents

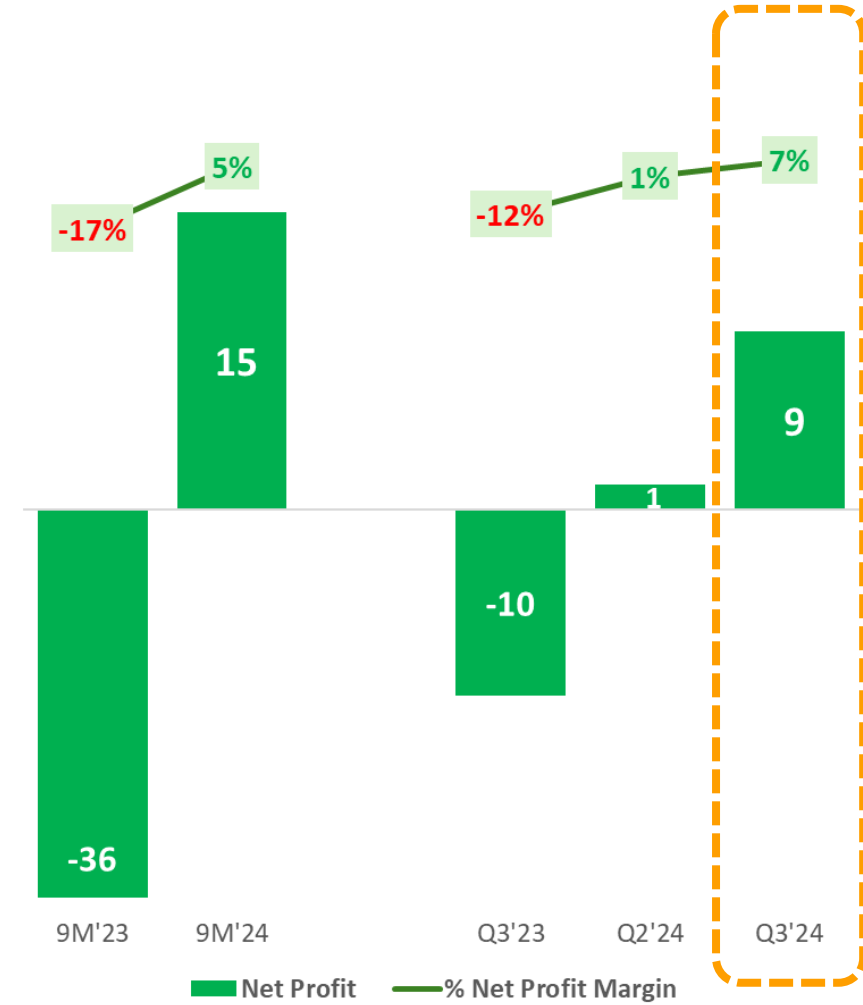


# OUTLOOK : ALL COCO Q3'2024

## Revenue



## Net Profit



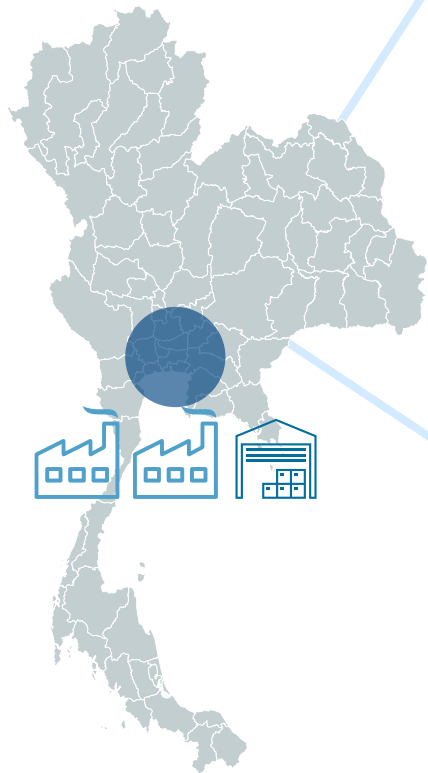
Total Revenue from selling goods in Q3'2024 was at 134.4 mb or +67% YoY, from Industrial + 67%, Shop&Retail +68%, OEM&Other +47%



# Production Facility

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

Utilization rate:  
**50%\***



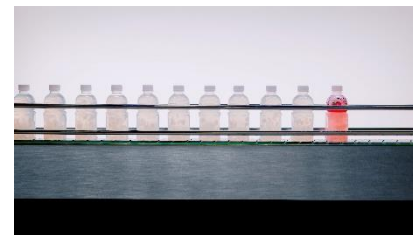
### Klong 13 factory

#### 2 Manufacturing buildings

	<b>5</b> Beverage lines		<b>7</b> Powder filling lines
	<b>3</b> Pouch lines		In-house PET bottling
	Enterprise resource planning system		

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	<b>Current Warehouse</b> <b>8,000</b> Sqm	<b>New Warehouse</b> <b>26,000</b> 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.



# BOI Privilege



THAILAND  
BOARD OF  
INVESTMENT

Tax Privilege approved by BOI with value of

THB **274.85** million for **5** years



# Target Growth 2022-2026

Sales 9M'2024  
Growth  
**+11.4% YoY**



# 2025 Outlook



## INTERNATIONAL BUSINESS

Brand Globalization: Korea First



Strategic channel Expansion



Diversify portfolio



Future Growth



## DOMESTIC MARKET

Grow base brands



NPD focused



Collaboration



Future Growth



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 "SAPPE'S Sustainability" is centered in the upper half of the image.

# **SAPPE'S Sustainability**



# Sappe Sustainable Policy



## Economic

Build Sustainable Economic Growth



## Social

Promote Quality of Life of Our Key Players to Grow Together



## Environment

Promote Sustainable Environment with Innovation and Technology

Good Governance

We Better People's Lives  
Through Our Innovative Spirit



เราจะทำให้ชีวิตของผู้คนดีขึ้น  
ผ่านจิตวิญญาณ  
ที่สร้างสรรค์ของเรา





# Climate Action

Affordable & Clean Energy

Solar Floating on 21,904.30 sq.m. of treatment wells behind SAPPE and 21,362 sq.m. of Solar Rooftop are part of efforts to reduce greenhouse gas emissions due to global warming and climate change that large corporations are currently focusing on.



# Sappe Packaging

Mingyu | Seventeen



Apart from continuously launching innovative products, we are always seeking new ways to make our operations better for the planet. We've made progress by adopting packaging solutions based on the Circular Economy, contributing to sustainability and the fight against climate change



**100% LABEL**

**PVC >> PET**



# Sustainable Packaging & Eco Design





**YOU เเทิร์น**  
BY GC CIRCULAR LIVING

**Go Green**  
แยกแยะ  
ขยะ



**17** PARTNERSHIPS FOR THE GOALS

# 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](http://WWW.SAPPE.COM)