



OPPORTUNITY DAY

Q1 2024

Financial Performance

AGENDA

1. SAPPE Overview
2. Financial Performance Q1'2024
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 ด้วยองค์กรที่สร้างสรรคอย่างไม่หยุดนิ่ง ร่วมกันกับทีมที่มีความสนุกและกระหายความสำเร็จ

Mission

"Thai Pride" To be an inspiring Thai model organization delivering superior choices of food & beverages to better people's lives.

เราจะเป็นองค์กรแห่งแรงบันดาลใจ ที่ส่งมอบอาหารและเครื่องดื่มที่อร่อยสุดถึง เพื่อทำให้ชีวิตของคุณดีขึ้น ผ่านจิตวิญญาณที่สร้างสรรคของเรา



WHO WE ARE



Fun Innovators



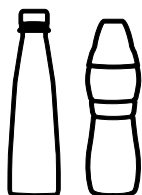
PASSIONATE
TWIST
TO LIFE



Endless Innovations



5 Product Categories



>20 Product Brands



100 Countries Worldwide

TOP 3 BRANDS



ALOE VERA

#2



MOGU MOGU

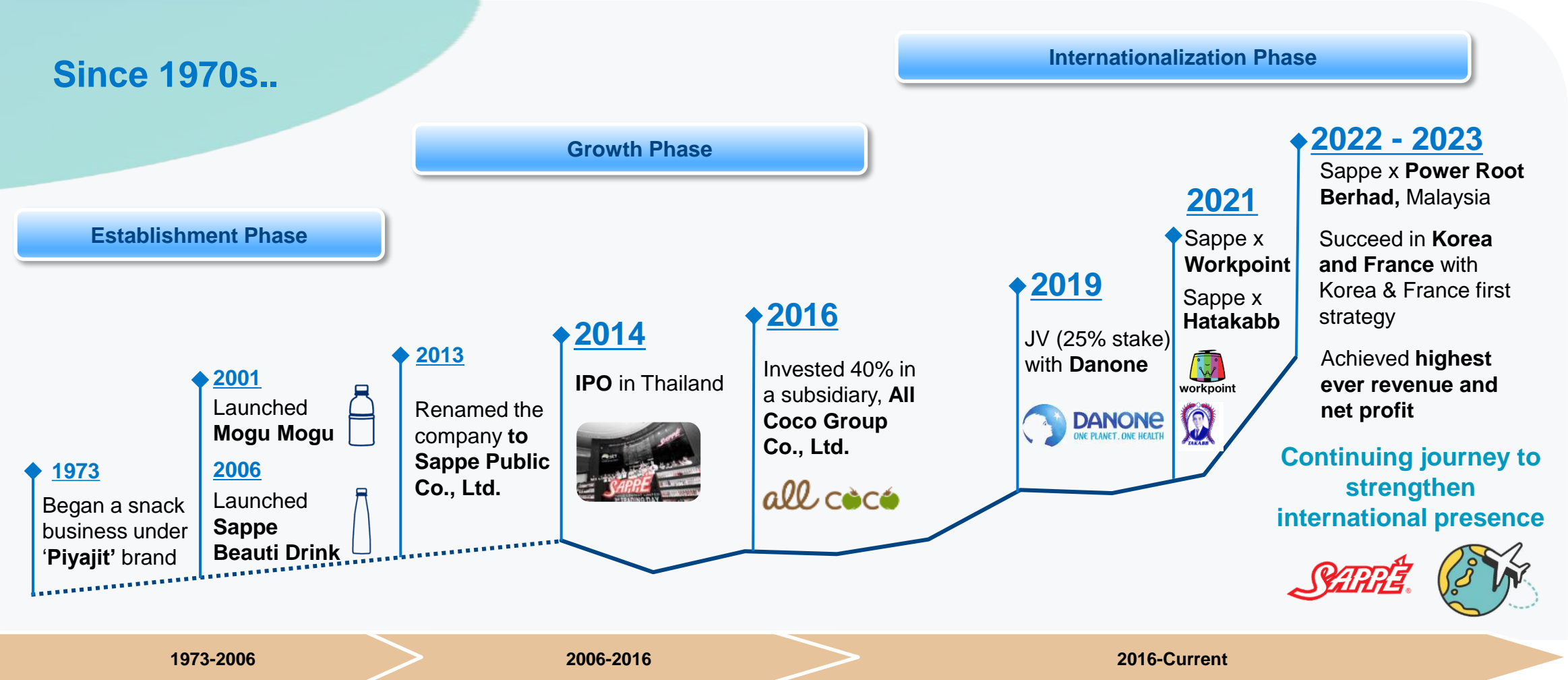
#1



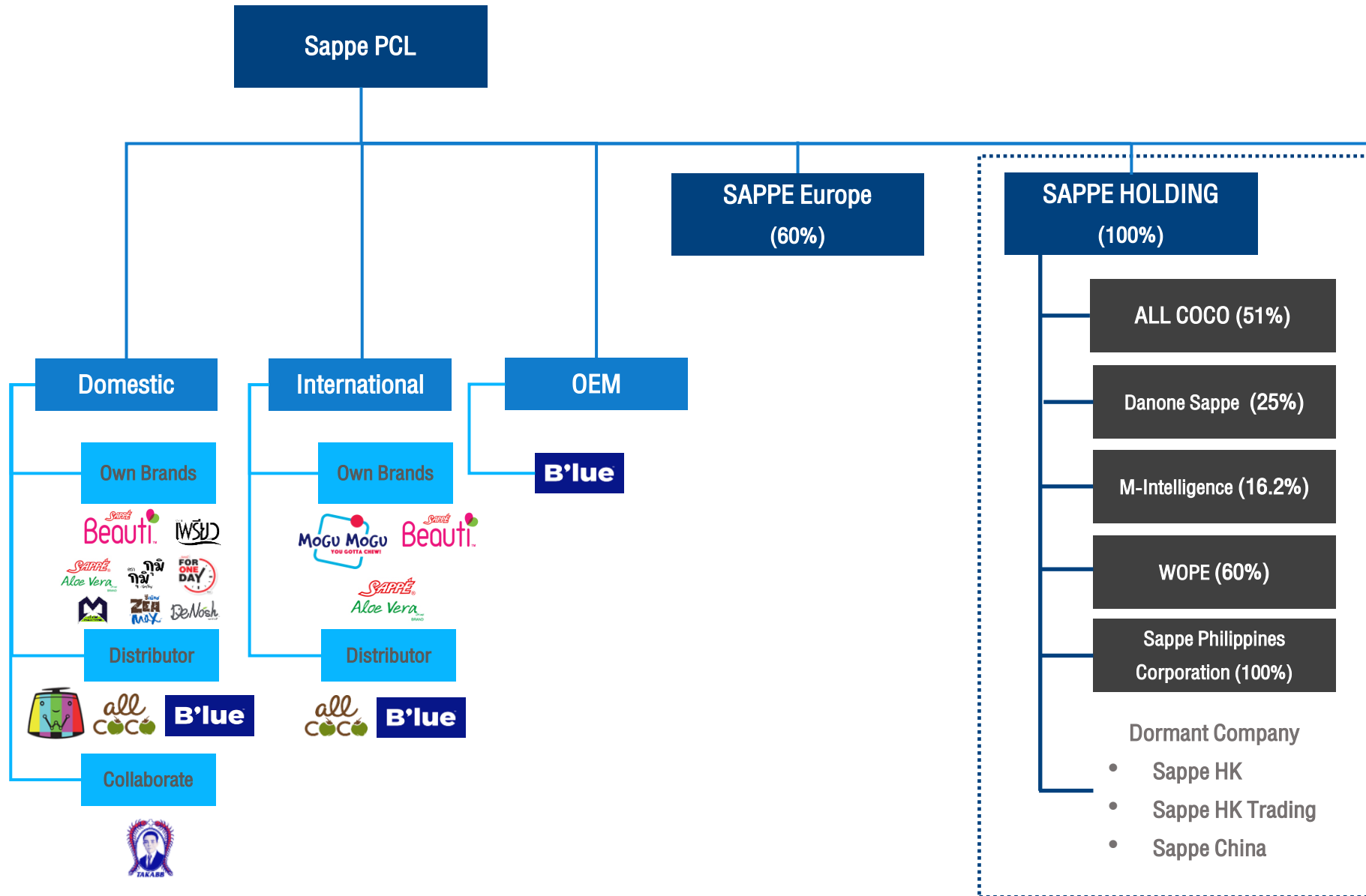
BEAUTI DRINK

#3

Our Journey to Becoming A Global Beverage Player



Sappe Performance Consolidation



Product Categories


Large Portfolio with Market Leading Brands and Products



Juice Drinks

Unique and refreshing juices

84.8%¹

Functional Drinks

Range of products targeting beauty & wellness consensus

7.7%¹




Functional Powders

Instant powders for dietary purpose and health benefits

4.3%¹




Healthier Snacks

Snacks with healthy ingredients and functionalities

3.2%¹




Supplements & Others

Other innovative products – supplements, herbal tea

0.0%¹



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

Sappe Beauti Drink
#1 functional drink in TH
with mkt. share of **36.1%²**

Note:

1. In % of total sales of Q1'2024
2. Based on data from the Nielsen Company (Thailand) Co., Ltd., ranking by volume.

Innovation is the Core of Our DNA

3 Pillars of Innovation Strategies



Q1'2024: 6 New Products

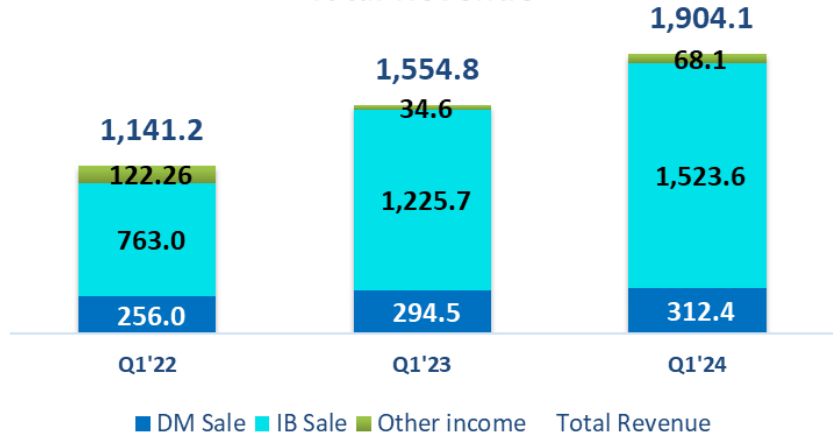


The background of the slide is a dark, star-filled space. In the lower right corner, the curved horizon of a reddish-brown planet, likely Mars, is visible. The text is centered in the upper half of the image.

Financial Performance Q1'2024

Q1'24 Key Financial Highlights

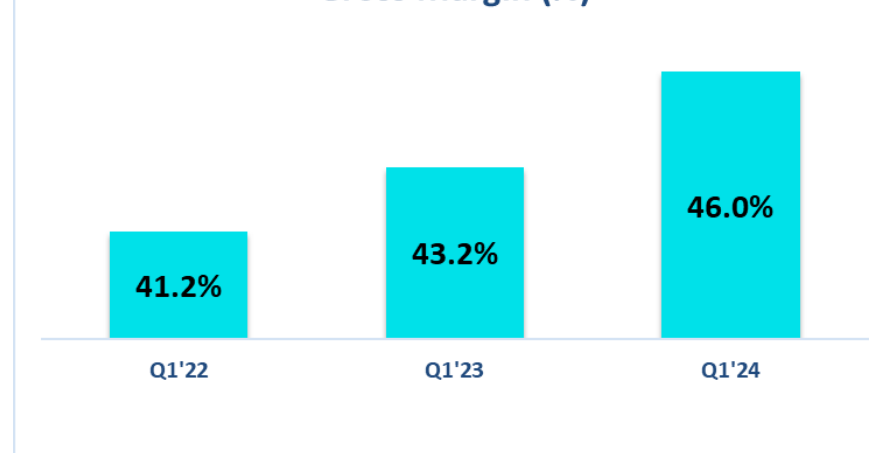
Total Revenue



Q1'24 Total Revenue

1,904 MB
+22.5% YoY

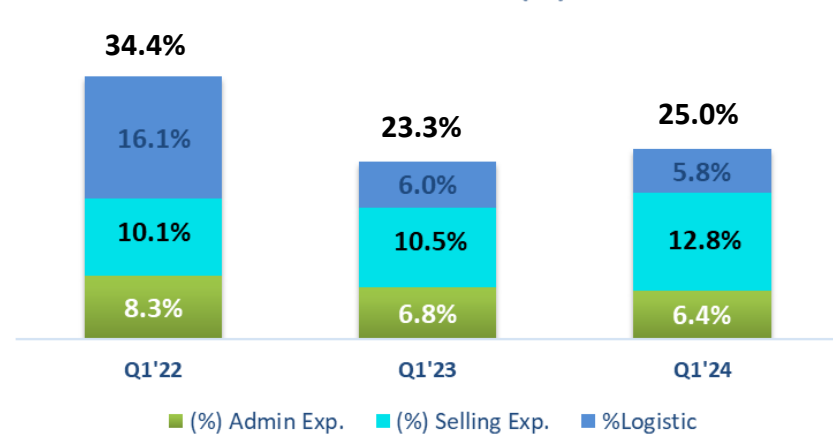
Gross Margin (%)



Q1'24 Gross Margin

46.0%
+2.9% pts YoY

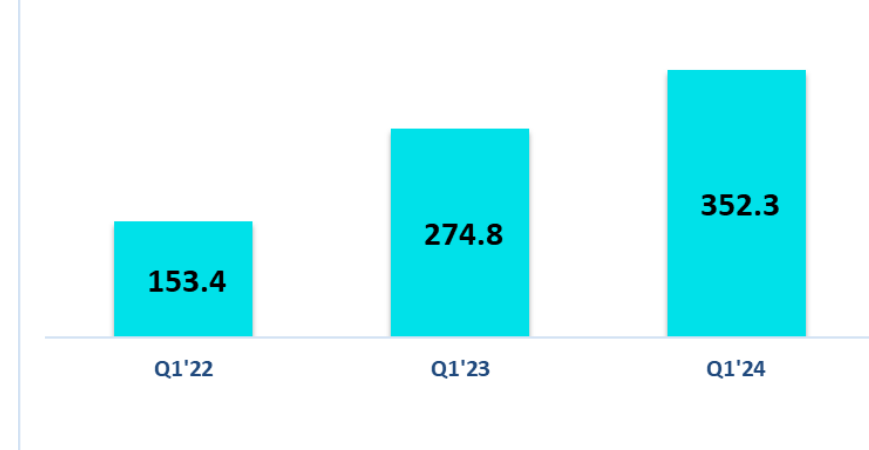
SG&A to sales (%)



Q1'24 SG&A (%)

25.0%
+1.7% pts YoY

Net Profit

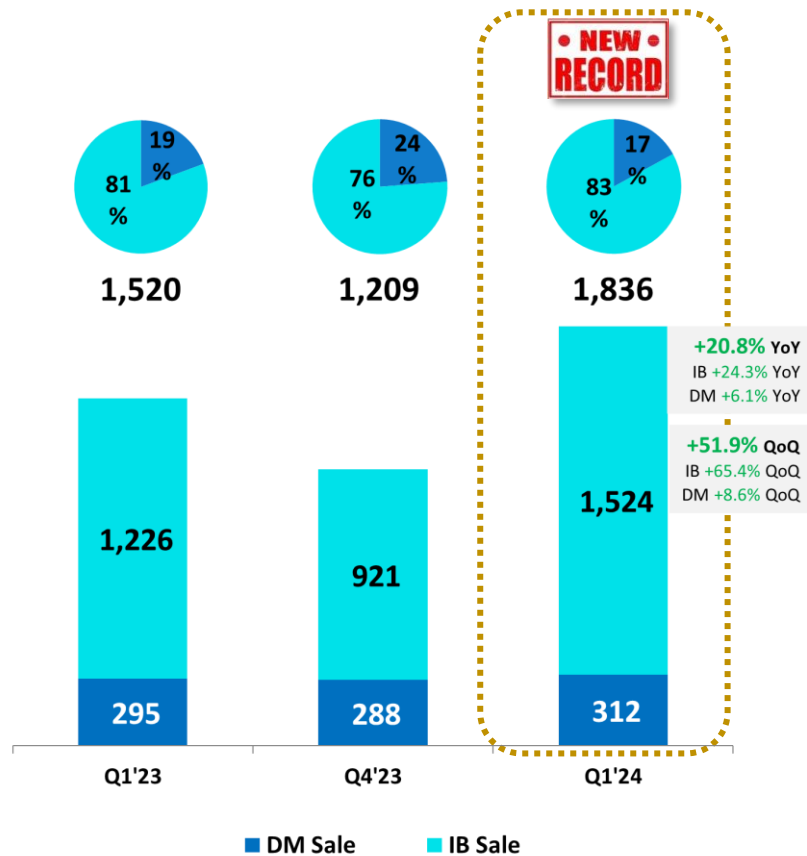


Q1'24 Net Profit

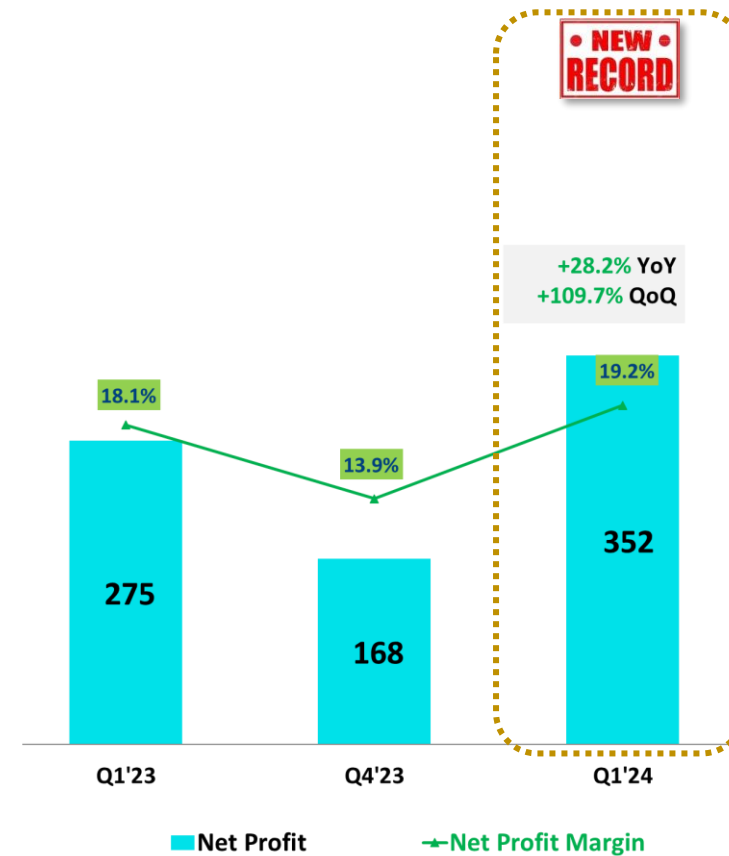
352 MB
+28.2% YoY

All Time High Revenue Breakdown & Net Profit

Revenue



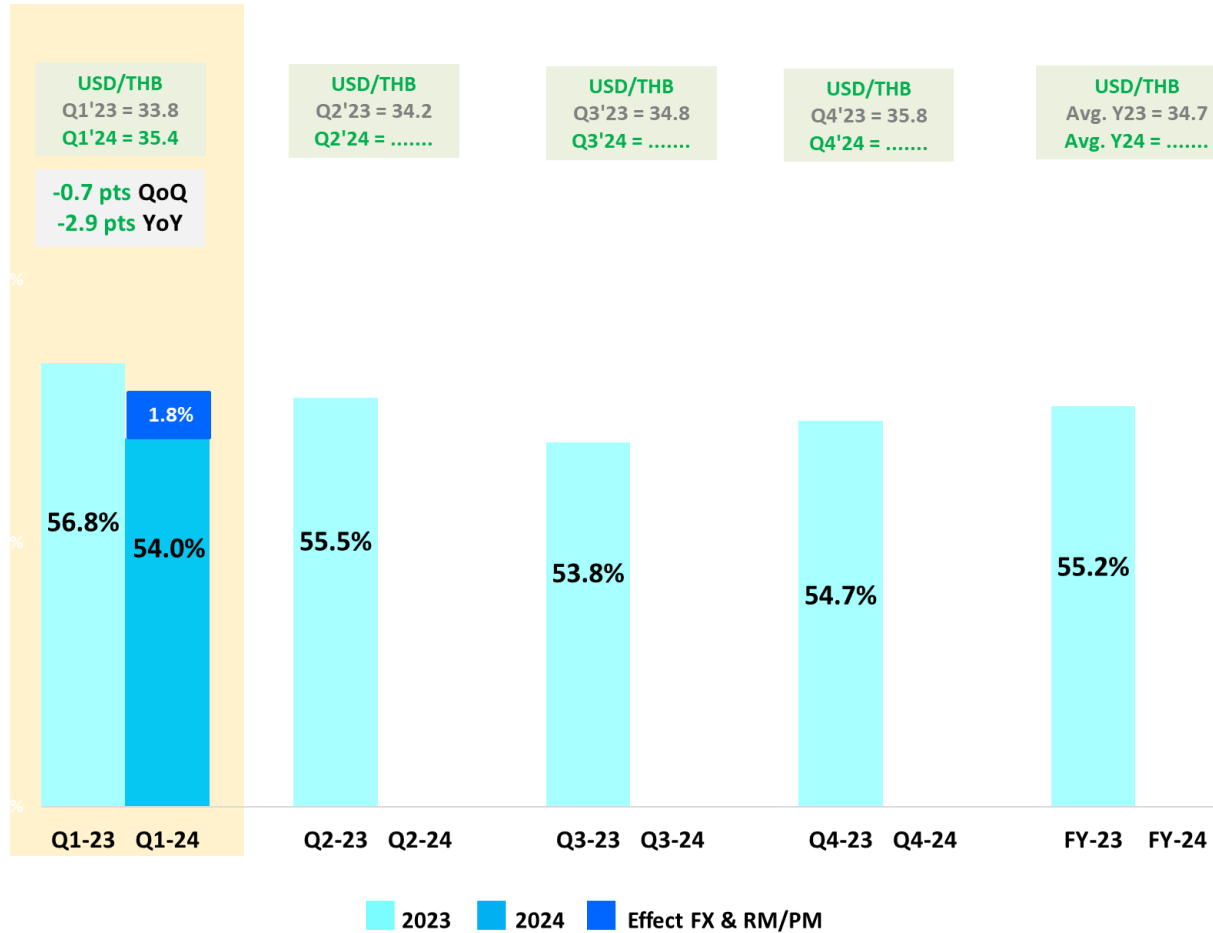
Net Profit



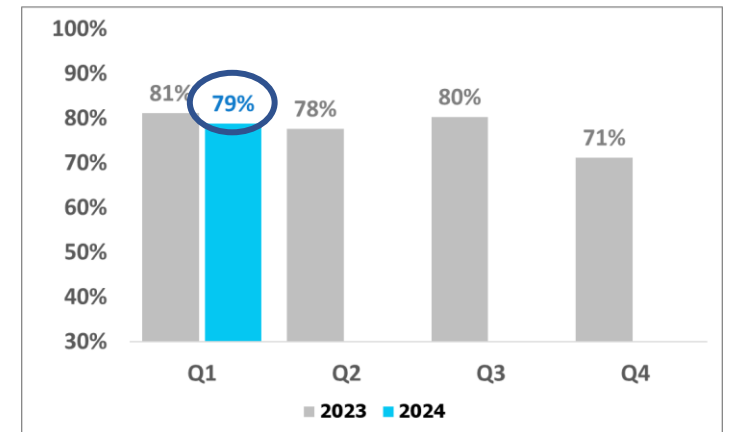
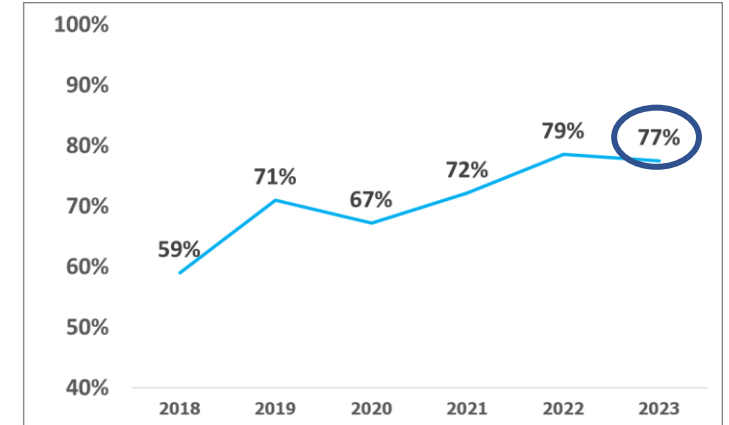
Q1'2024

- The Revenue was at 1,836 mb or +20.8% YoY (New Record), mainly from IB sales +24.3% and the DM sales +6.1%.
- Net Profit was at 352 mb, increased by +28.2% YoY (New Record), thanks to the break record in top line and the improvement of %COGS (-2.9 pts).

Cost of Goods Sold by Quarter



Utilization Rate

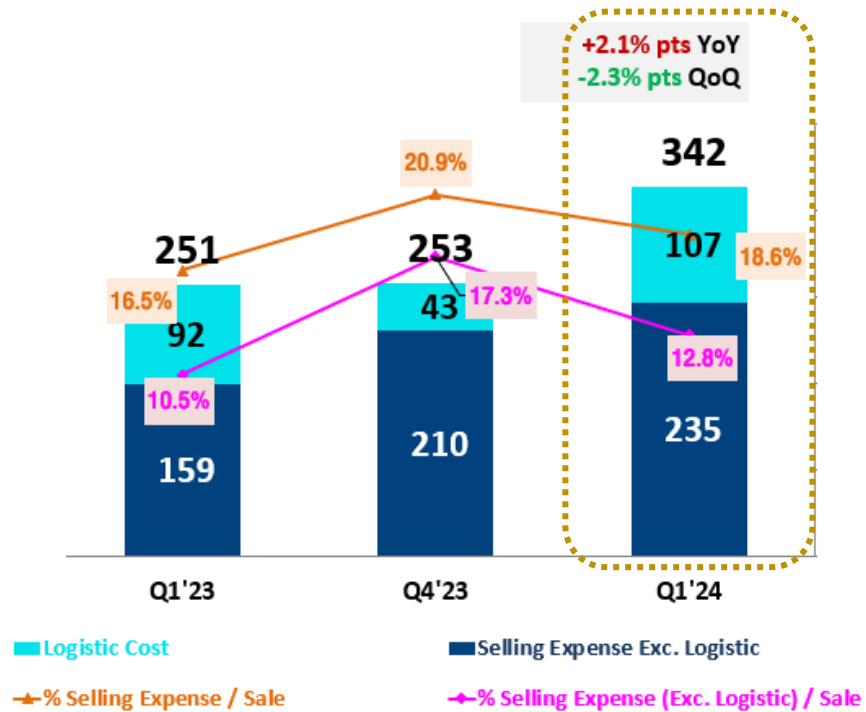


Q1'2024

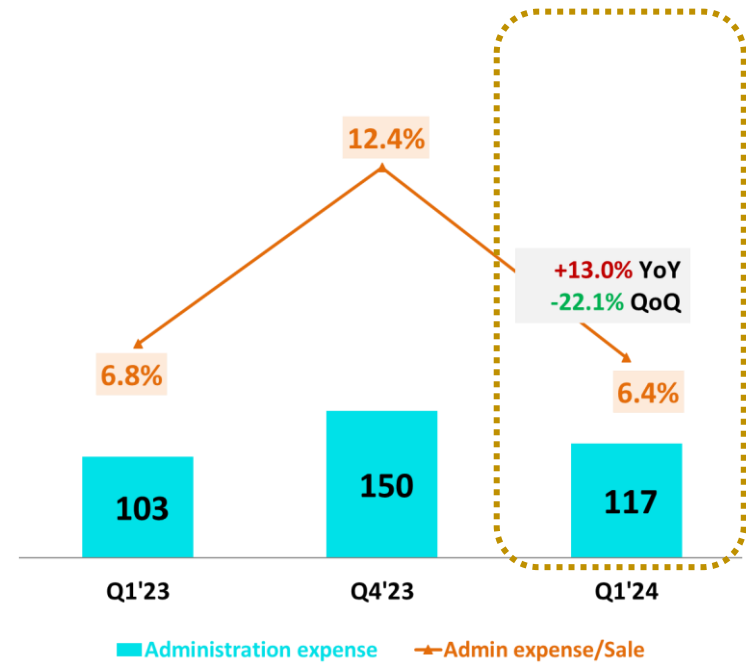
%COGS was at 54.0% lower than last year at -2.9 pts.

However, if we normalize %COGS, the %COGS will lower -1.1 pts. which was from the increasing of utilization rate, efficient production planning and the implementation of cost saving projects.

Selling Expenses



Admin Expenses



Q1'2024

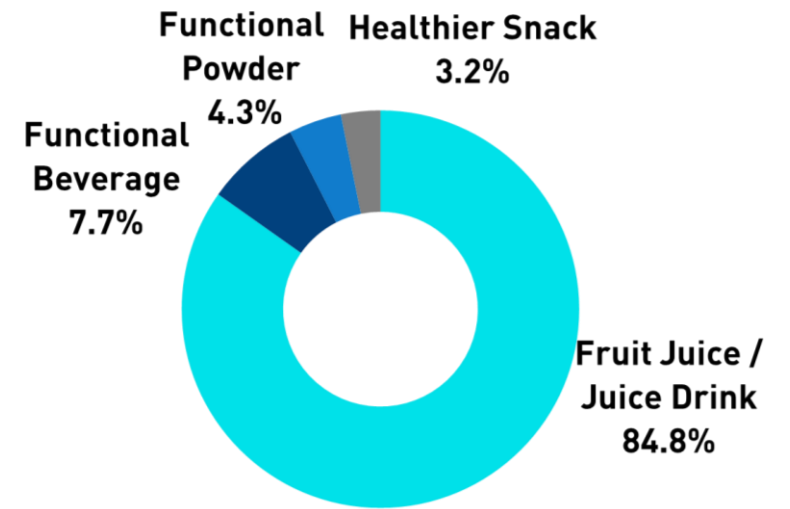
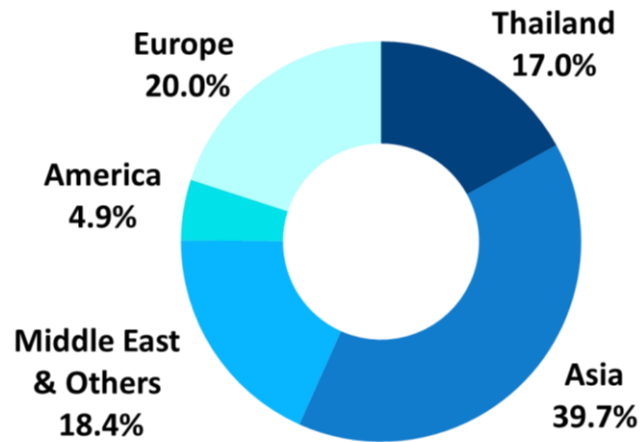
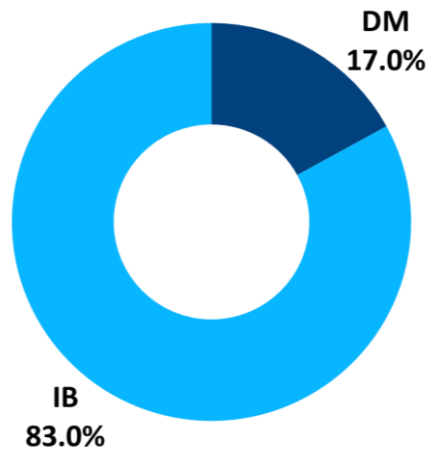
- %Selling expenses increased by +2.1% YoY
- Admin Expenses increased from 103 mb to 117 mb (+13.0% YoY)

100

 COUNTRIES
TERRITORIES

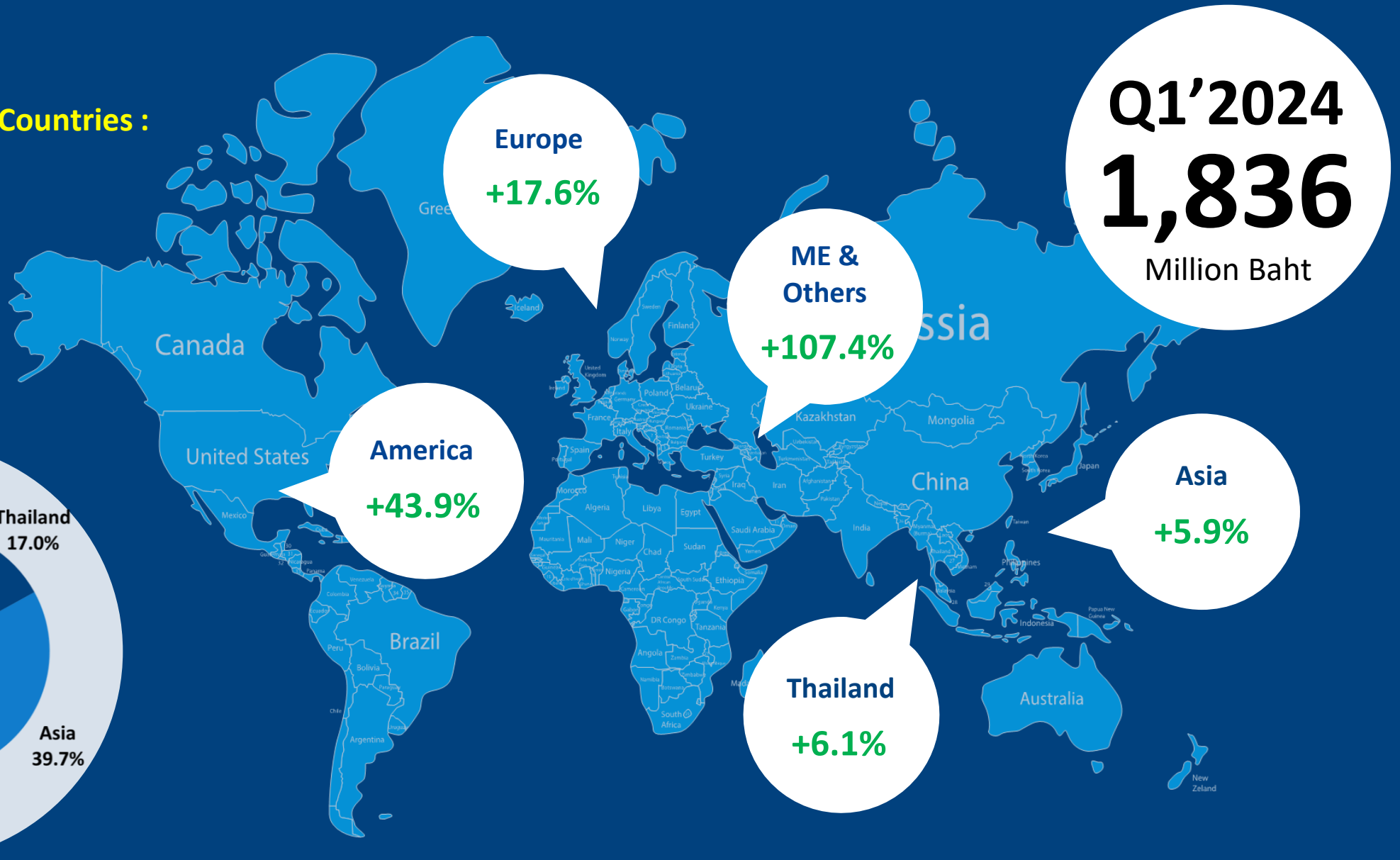
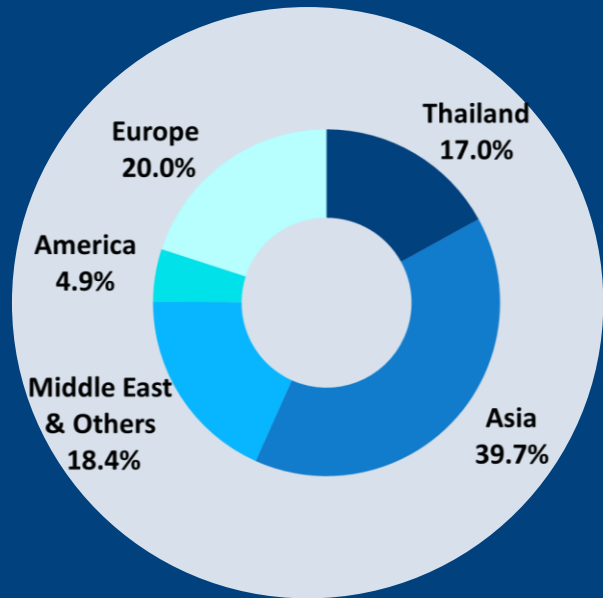


Q1'2024
1,836
Million Baht



Q1'2024 (YoY) TOP LINE GROWTH BY REGIONS

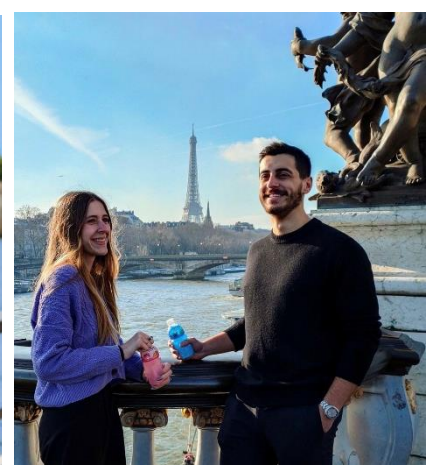
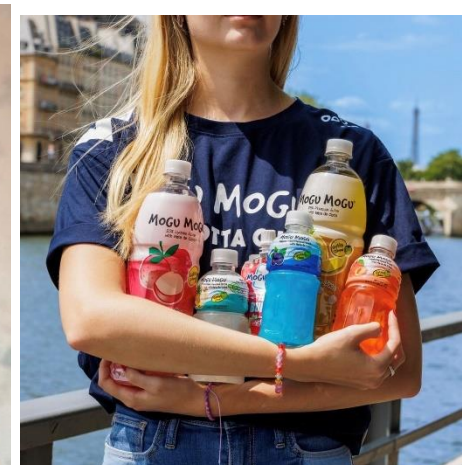
International Business
Top 3 Contribution by Countries :



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

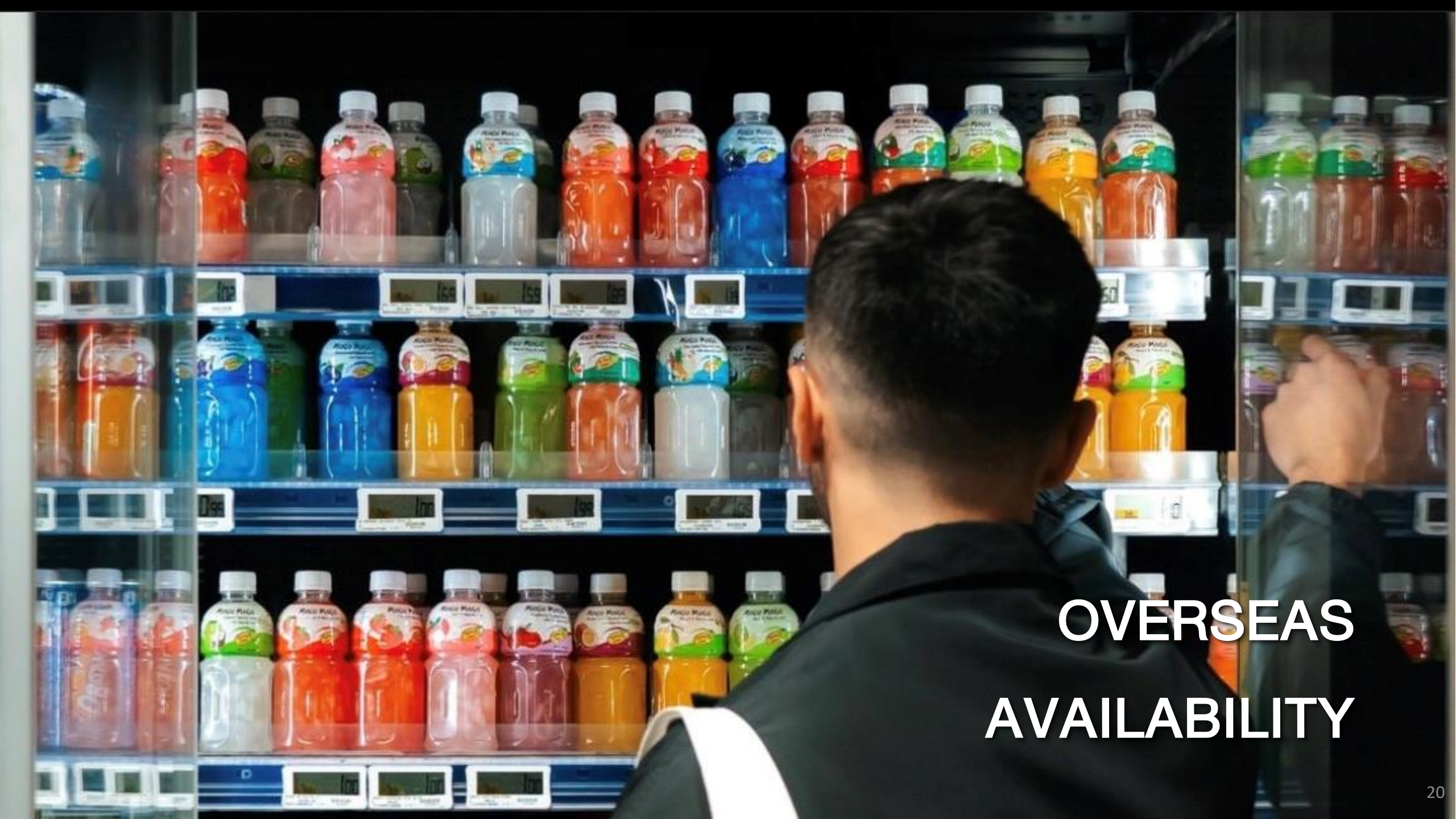


- Fruit flavored drink with Nata de coco
- Full of extra-large Nata de coco cubes
- Variety of choices



Naturally Yours
with Aloe Vera Cube





**OVERSEAS
AVAILABILITY**

Zone: Asia

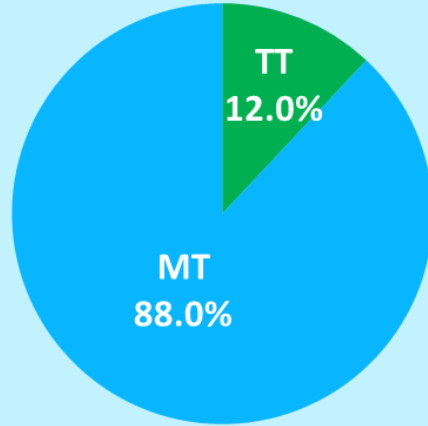
Sales **728.3** Million Baht
Growth **5.9%** YoY

- ❑ Asia Contribute 39.7% in Q1'2024
- ❑ 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.



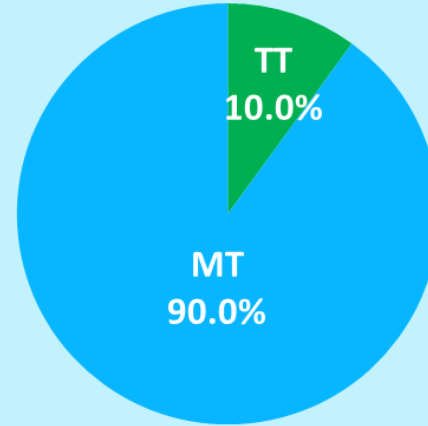
Key Countries

KOREA Market



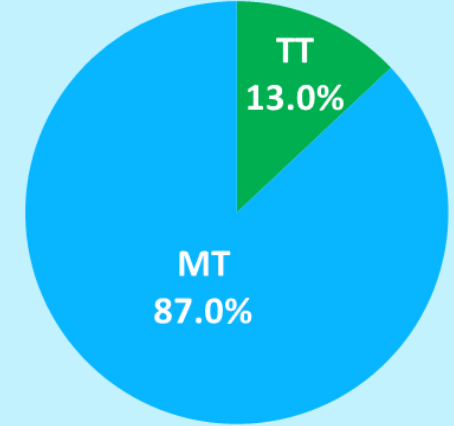
Hyper Market	CVS	Health & Beauty
Supermarket	Department Store	Discount Store
		Union Shop

PHILIPPINES Market



CVS	Supermarket
Drug Store	Online

INDONESIA Market



Channel Contribution

KOREA LIMITED EDITION PACKAGING DESIGN

#MOGUMOGU #모구모구 #MOGUMOGUWINTERCOLLECTION



Mogu Mogu in Stores & Marketing Activities



영화
scribed
124K
Share
Download

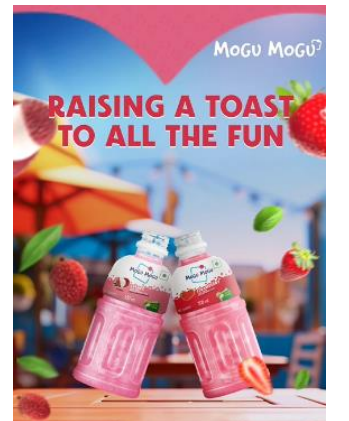
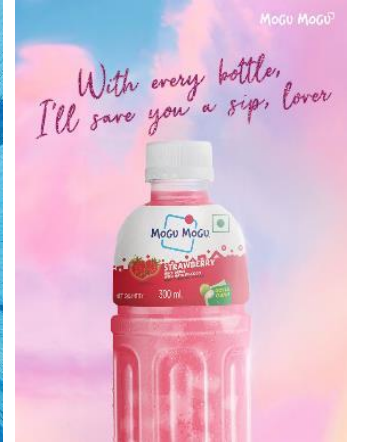
MOGU MOGU X SOJU #MoJu



[슈취타] EP25 SUGA with 정용화
BANGTANTV 77.3M subscribers
124K
Share
Download
Clip
Save



Marketing Activities



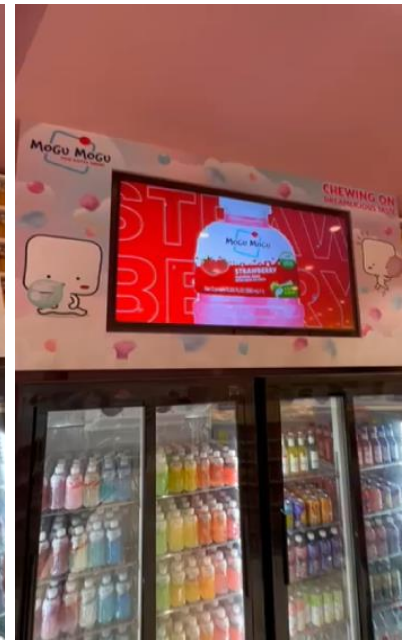
Zone: Europe

Sales **367.0** Million Baht
Growth **17.6%** YoY

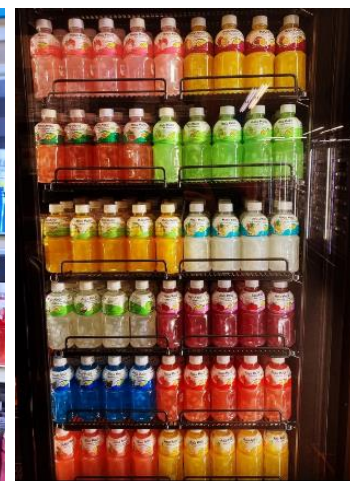
- ❑ Europe Contribute 20.0% in Q1'2024
- ❑ Significant growth of Europe market was driven by expanding coverage into MT and in all channel, types including implementing online and trade marketing activity in order to create visibility and increase consumption.



Mogu Mogu in Stores & Marketing Activities



Mogu Mogu in Stores & Marketing Activities



Zone: Middle East & Others

Sales **338.1** Million Baht
Growth **107.4%** YoY

- ❑ Middle East & Others Contribute 18.4% in Q1'2024
- ❑ 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 **90.2** Million Baht
Growth **43.9%** YoY

- ❑ America Contribute 4.9% in Q1'2024
- ❑ 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



Domestic Market

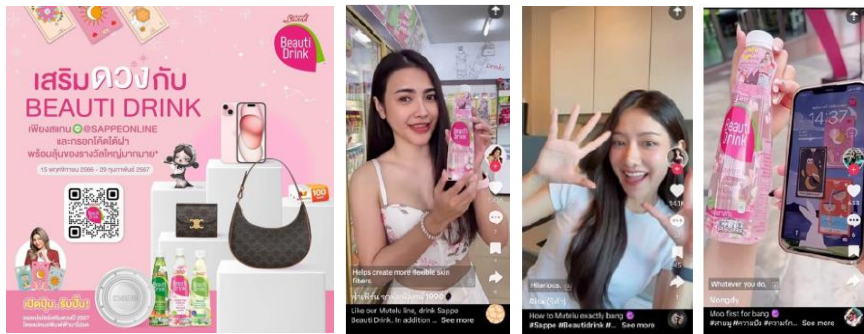


Rebranding Campaign

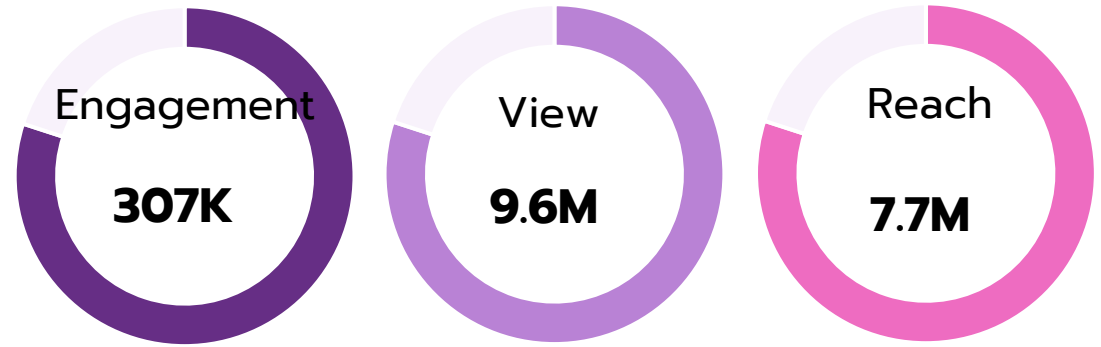


Loyalty Campaign

To collect consumer data / Gain gen Z consumers / Create more brand awareness and consumption



Sappe Beauti Powder Stix



🔊 NPD launch

Sustain campaign awareness by using KOL




B'lue MORE TASTE OF FUN



Friend of
B'lue
School Tour



On-line Activities

Tiktok 12 KOLS



Product tie-in with Youtube music entertainment channel and creating a catchy wording for promote on TikTok



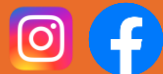


เฟรนช์โรสต์

กาแฟ 3 อิน, 1 คั่วบด
สไตล์ฝรั่งเศส



หอม อร่อย เข้มข้น
ลงตัวทุกสัมผัส



Always On Content

Marketing Activities



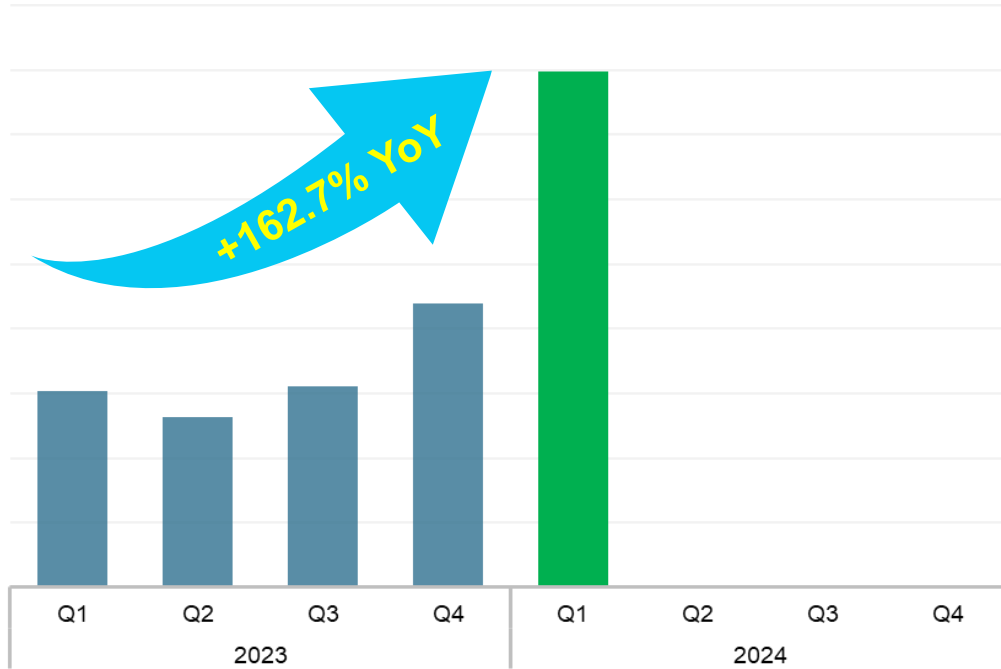
Product sample



Apr 21, 2024 9:57:57 AM
Mueang Phon
Phon District
Khon Kaen



E-Commerce



Best Seller



วันละ 10 บาท 14 วัน รู้เรื่อง ☑️
#สิทธิ์ผิวสวยถาวรหน้า...
stame_nari 2M



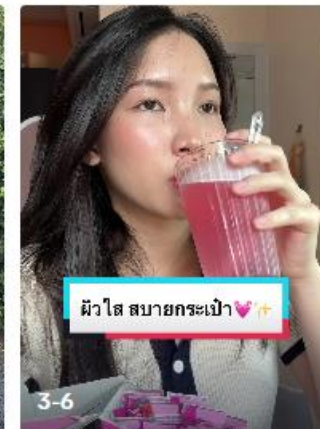
ผิวสวยอร่ามล้ำผิสนราคาจับ
ต้องได้ กับ Seppe Beauti...
baifarm 135K



ดูแลตัวเองมาเยอะถึงเวลาดูแลผิว
ลูกอ่อนของเราบ้างแล้ว ❤️...
pukpingorigi 1.7M



ผิวอร่า 10 บาท เอะอะไรมาแพง
😍 #เซ็ปเป้10บาท...
stame_nari 411.1K



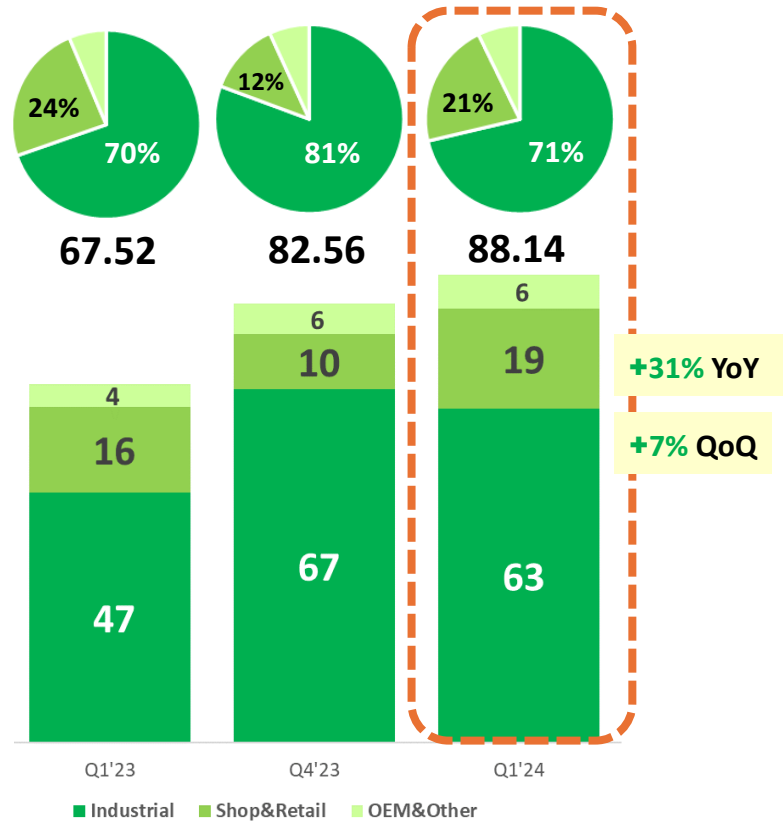
#เทรนด์วันนี้ #คอลลาเจน
#คอลลาเจนผิวใส...
iibpskii 625.4K



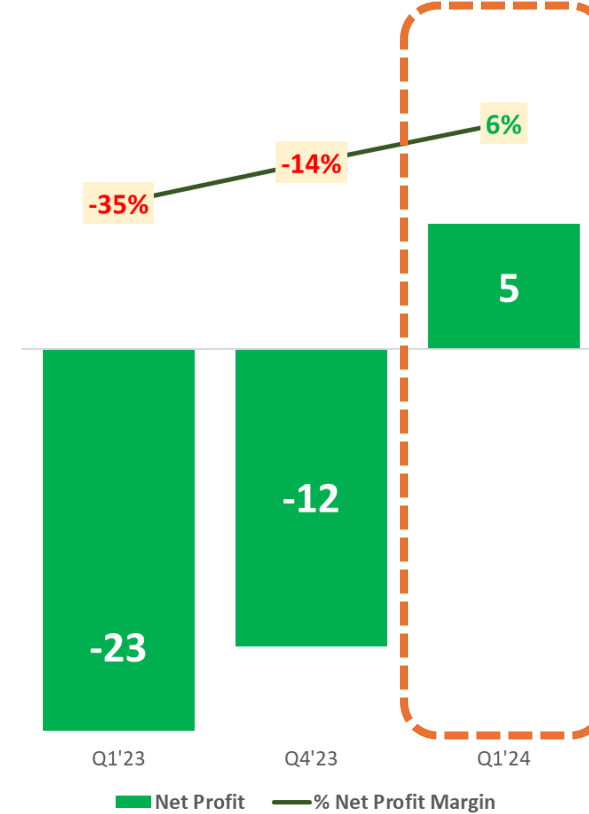
หลังสงกรานต์ ภูผิต้องตัวนี้
เท่านั้น! #เซ็ปเป้10บาท...
pintokub 263.9K

OUTLOOK : ALL COCO Q1/2024

Revenue



Net Profit



Total Revenue from selling goods in Q1/2024 was at 88.14 MB or +31% YoY, from Industrial + 34%, Shop&Retail +17%, OEM&Other +48%



OUTLOOK : ALL COCO Q1/2024



New NPD

100% Coconut water 1,000 ml.



Volume coconut in Makro growth +39% YoY

makro



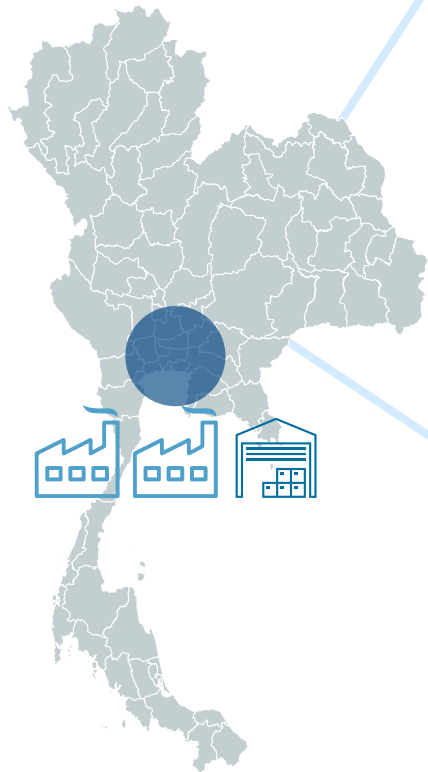
Thaifex Horec Asia



Production Facility







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

Utilization rate:
79%*




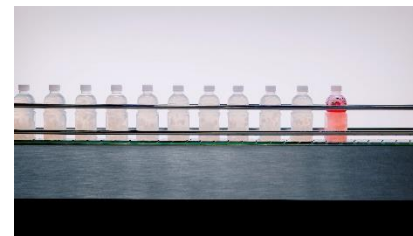
Klong 13 factory

2 Manufacturing buildings

 4 Beverage lines	 8 Powder filling lines
 2 Pouch lines	 5 Special lines
 Enterprise resource planning system	 In-house PET bottling

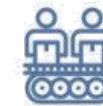
1 Warehouse

 **8,000** Sqm



Projects under construction

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



3 new production lines

- 2024 > **(+25%YoY)**
Project Value 400 mb.
- 2025 > **(+25-30% YoY)**
Project Value 1,630 mb.
- 2026 > **(+20-25%YoY)**
Project Value 750 mb

Total production capacity:

c.159k
tons p.a.



c.329k
tons p.a.



Target Growth 2022-2026

Sales Q1'2024
Growth
+20.8% YoY



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

SAPPE'S Sustainability



WE BETTER PEOPLE'S LIVES THROUGH
OUR INNOVATIVE SPIRIT



Sustainability Framework



SAPPE'S SUSTAINABILITY STORY



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
-------------------------------	-------------------

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

SAPPE®

A white flag with the SAPPE logo in red script and a registered trademark symbol is flying on a tall, thin pole. The pole is positioned on a rocky outcrop in a vast desert landscape. The scene is bathed in the warm, golden light of a sunset or sunrise, with long shadows and a hazy sky. In the background, there are rolling sand dunes and a range of mountains under a darkening sky.



WWW.SAPPE.COM