



Performance Highlights 2022 & Direction 2023

Agenda

- 1. Financial Performance Y2022**
- 2. Business Updates**
- 3. Strategy & Direction 2023**



SAPPE is well-recognized as the leader of innovative drinks and pioneer of functional drinks in Thailand. Sappe has been running business with its determination that “We better people’s lives through our innovative spirit.” The company applies innovations to drive the business creatively in order to produce innovative products and efficient administration. Sappe’s core DNA “Creative, Dynamic, Fun” has been perfectly demonstrated through its products and corporate culture.

Currently, Sappe has 12 product brands in 5 categories created by Sappe players and business partners. Beverage products from Sappe have been among the leaders in the functional drink market for over a decade with various refreshments for consumers. Some drinks are made from Thai agricultural products, including Mogu Mogu, Sappe Aloe Vera and All Coco. Sappe’s products are being distributed in 98 countries worldwide with a strong will to build Sappe to become a global brand.



WHO WE ARE



Fun Innovators



PASSIONATE
HEART
TWIST
TO LIFE

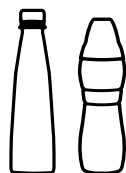


Endless Innovations



5

Product
Categories



12

Product
Brands



98

Countries
Worldwide

TOP 3 BRANDS



BEAUTI DRINK

#2



MOGU MOGU

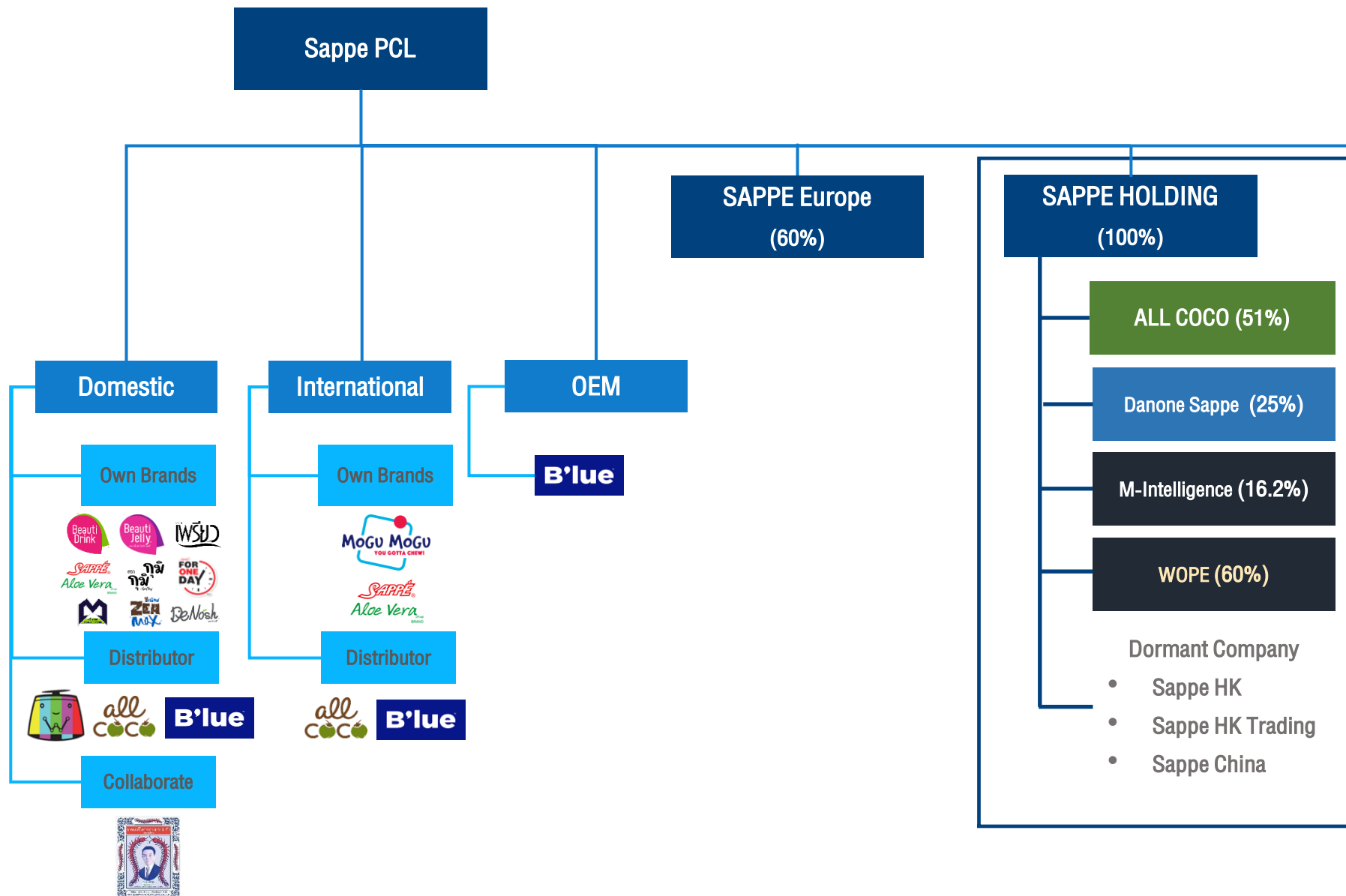
#1



ALOE VERA

#3

Sappe Performance Consolidation



Sappe Milestones

2001

Entered into beverage manufacturing and distribution business by introducing famous **"Mogu Mogu"** drink.



2006

Introduced **"Sappe Beauti Drink"**, our first functional drink brand, to the market.



2016

Invest 40% in a subsidiary, All Coco Group Co.,Ltd to empower local goodness.



2021



Collaborated with Workpoint Entertainment Public Company Limited.

Collaborated with the leading cough pill company, Hatakabb.

Acquired shares in M-Intel, leader of technology consulting company.

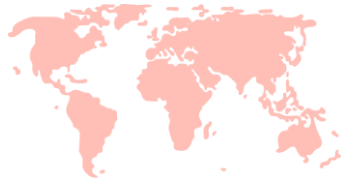
1988

Established Sapanan General Food Co, Ltd. to manufacture and distribute Thai snacks.



2004

Introduced **"Sappe Aloe Vera"** First sold in **International Market**. 



2014

Successfully **IPO** in Stock Exchange of Thailand.



2019

JV (25% stake) with MYEN PTE. LTD. ("Danone") 11% additional investment in All Coco.



2022

Succeed in Korea and France with Korea & France first Strategy



PRODUCT CATEGORIES



Functional Drinks

No. 1 market share in value in TH

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



Functional Powders

No. 1 Functional Coffee volume in TH

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



Juice Drinks

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



Healthier Snacks

- Beauti Jelly in pouch
- Zea Max, fish snack 90% from real fish
- Maxtive
- Chimdii
- GumiGumi Jelly
- Mogu Mogu Ice Burst



RTD & Others

- Preaw - ready to drink canned coffee
- Coconut Juicy Pudding, Nam Hom coconut pudding with young coconut flesh

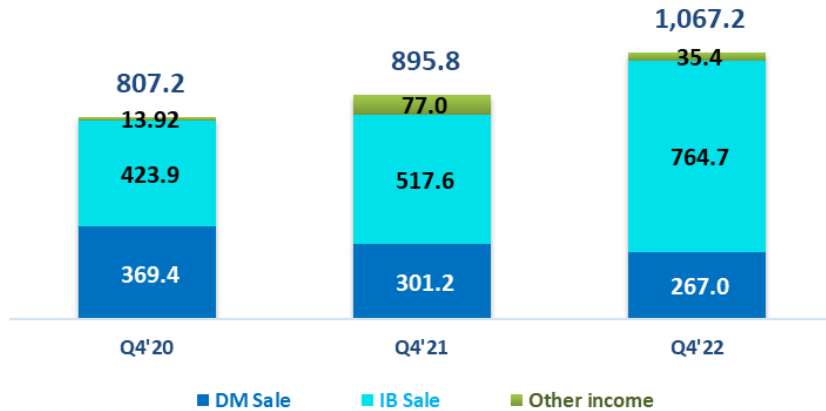


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1. Financial Performance Y2022

Q4'22 Key Financial Highlights

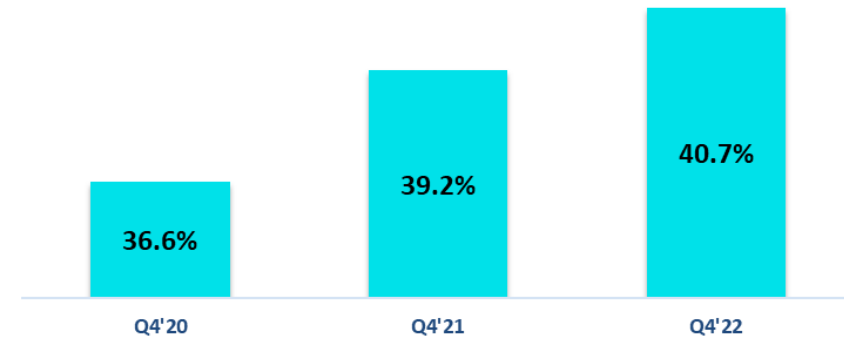
Total Revenue



Q4'22 Total Revenue

1,067.2 MB
+19.1% YoY

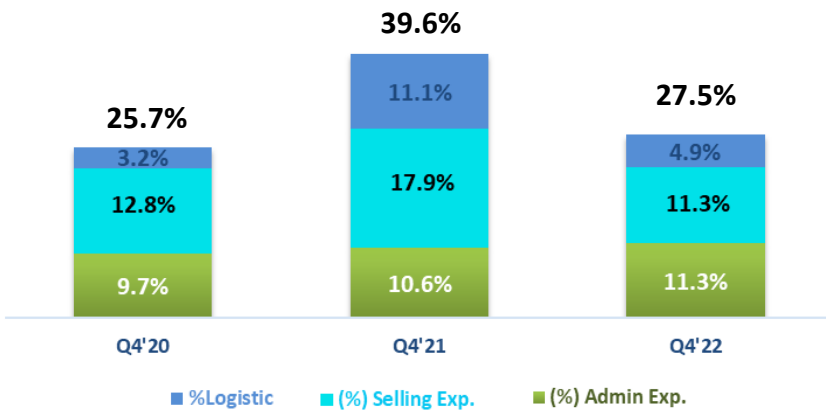
Gross Margin (%)



Q4'22 Gross Margin

40.7%
+1.4% pts YoY

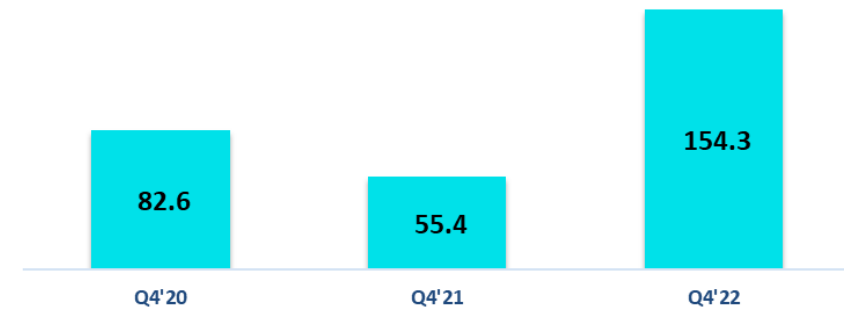
SG&A to sale (%)



Q4'22 SG&A (%)

27.5%
-12.1% pts YoY

Net Profit

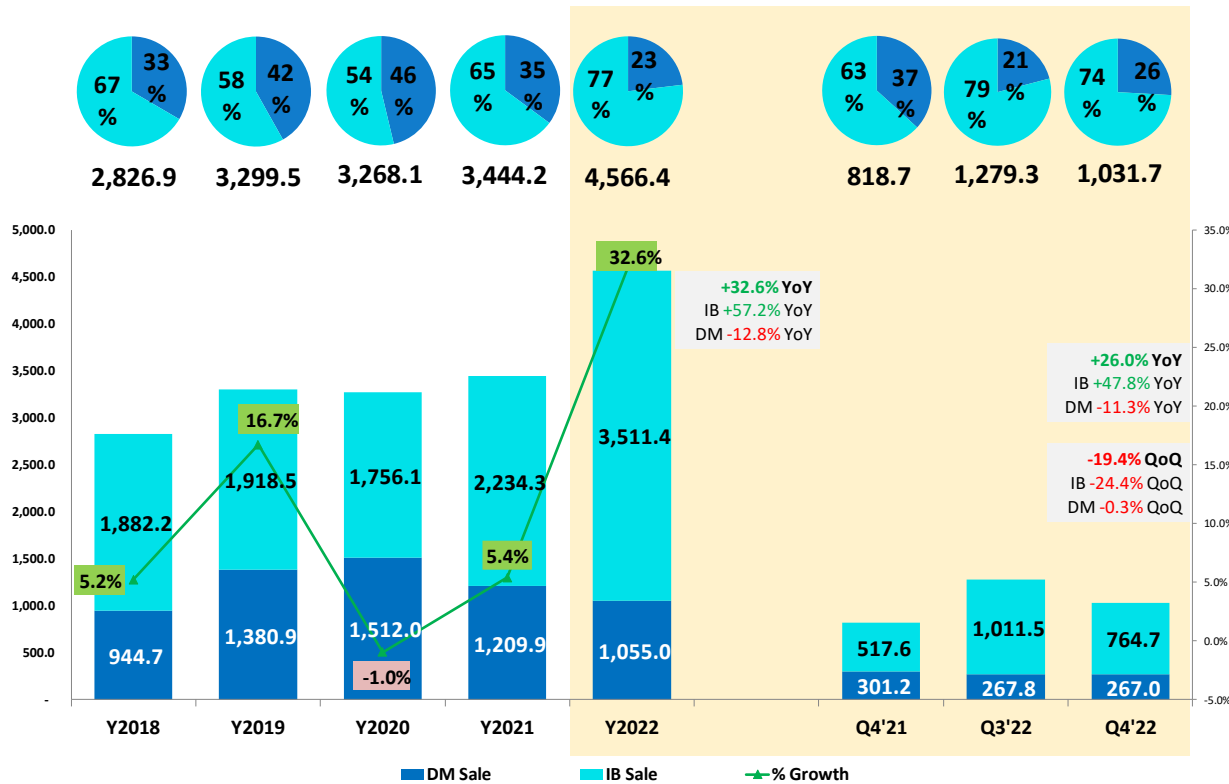


Q4'22 Net Profit

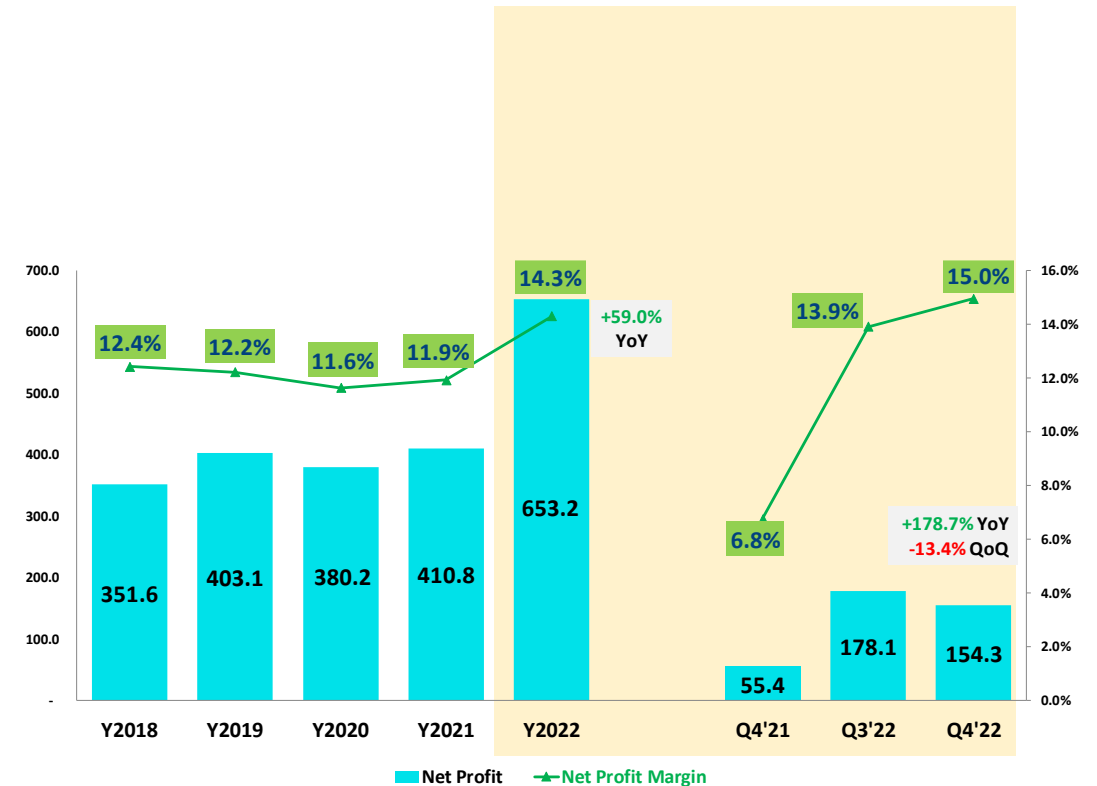
154.3 MB
+178.7% YoY

All Time High Revenue Breakdown & Net Profit

Revenue



Net Profit

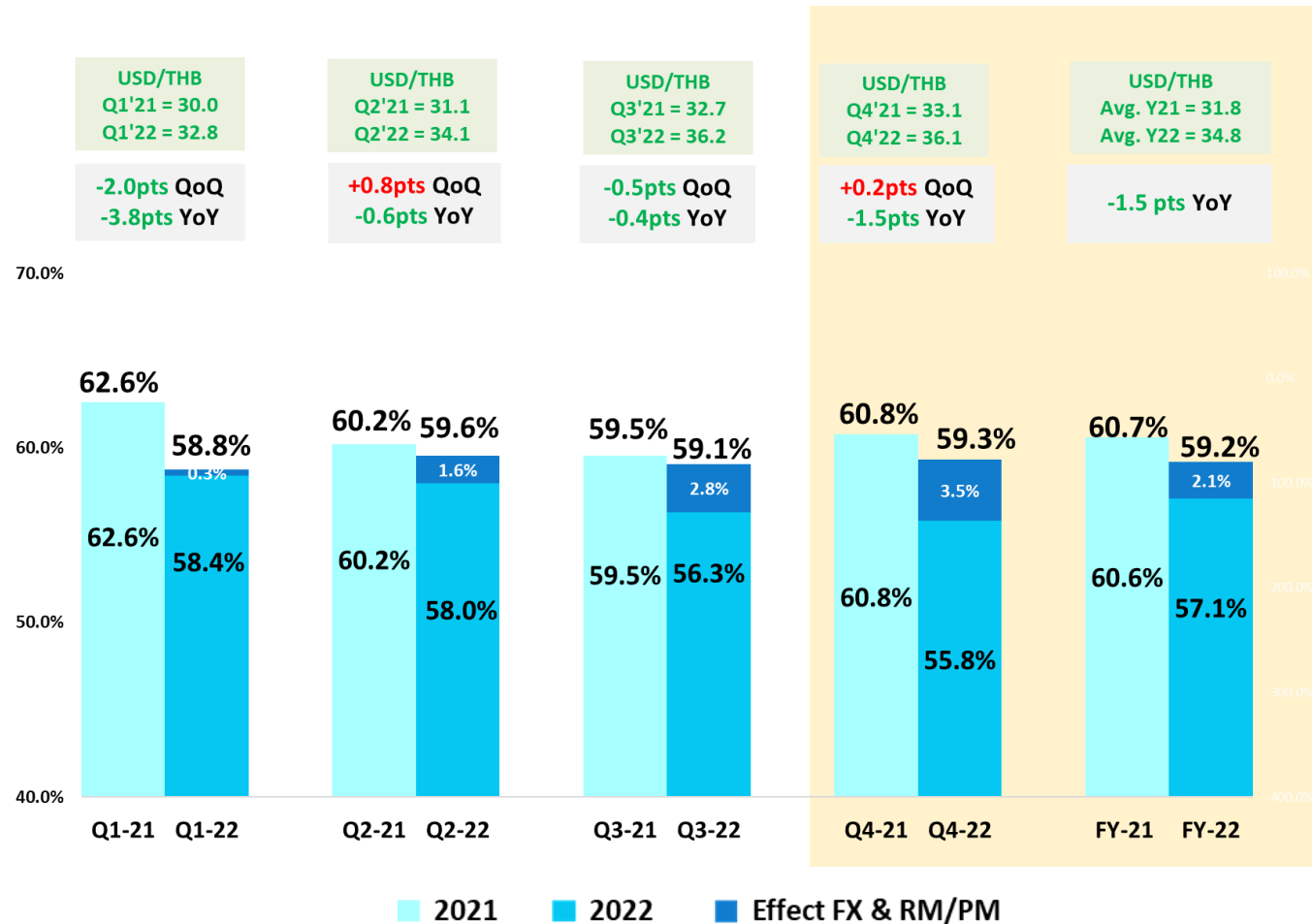


FY2022

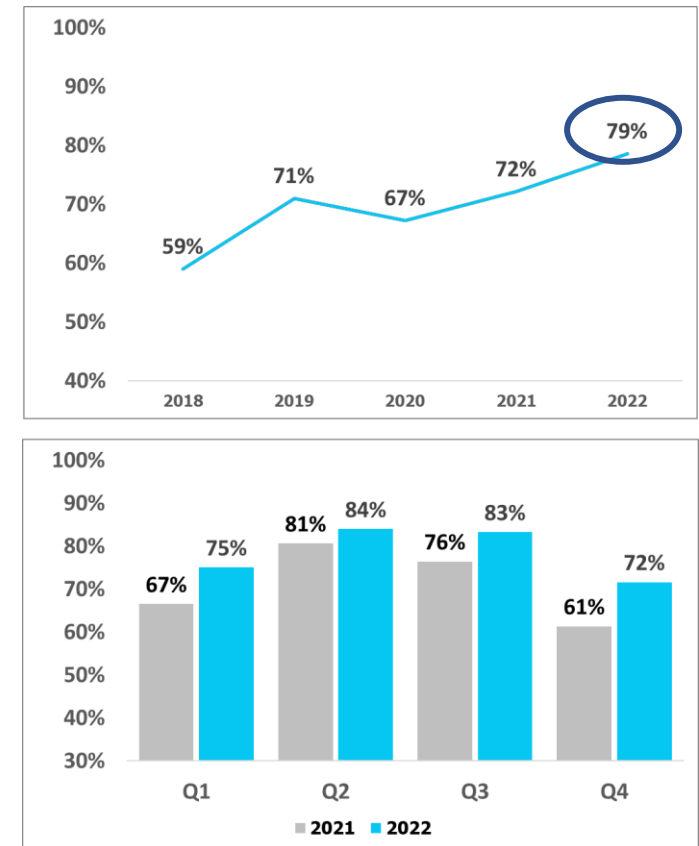
- The Revenue Increases +32.6% mainly from IB + 57.3% while DM -12.9%
- Net Profit was at 653.2 mb, an increase by +59.0% YoY or +242.3 mb

The increase was mainly derived from export market in Asia, Europe and Middle East where the company has expanded distribution channels through National chained Modern Trade outlets in several countries and the improvement of %COGS (-1.5 pts.)

Cost of Goods Sold by Quarter



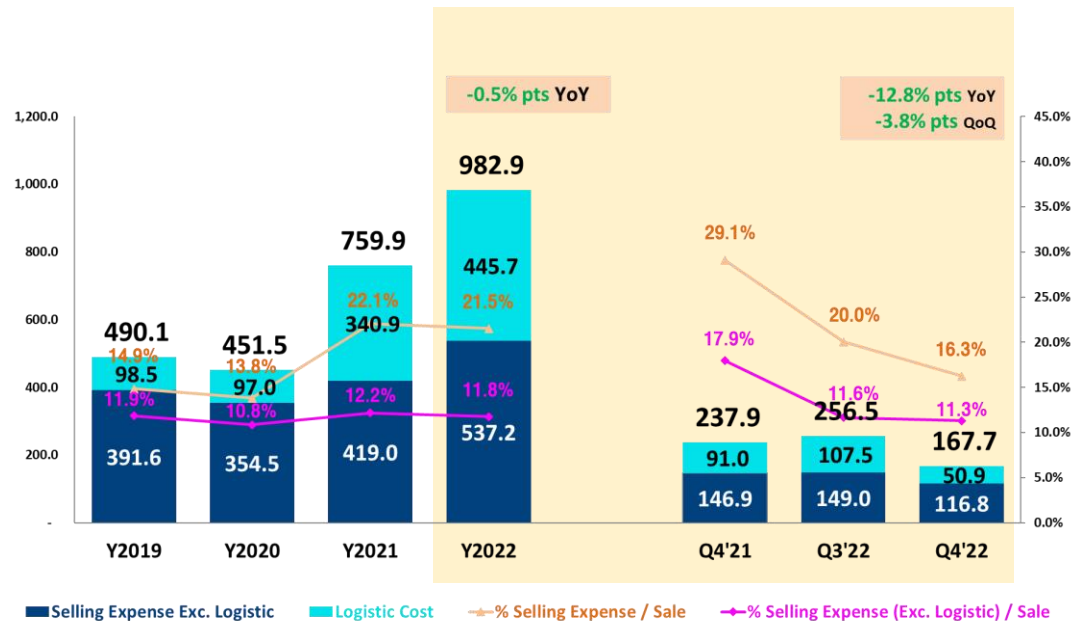
Utilization Rate



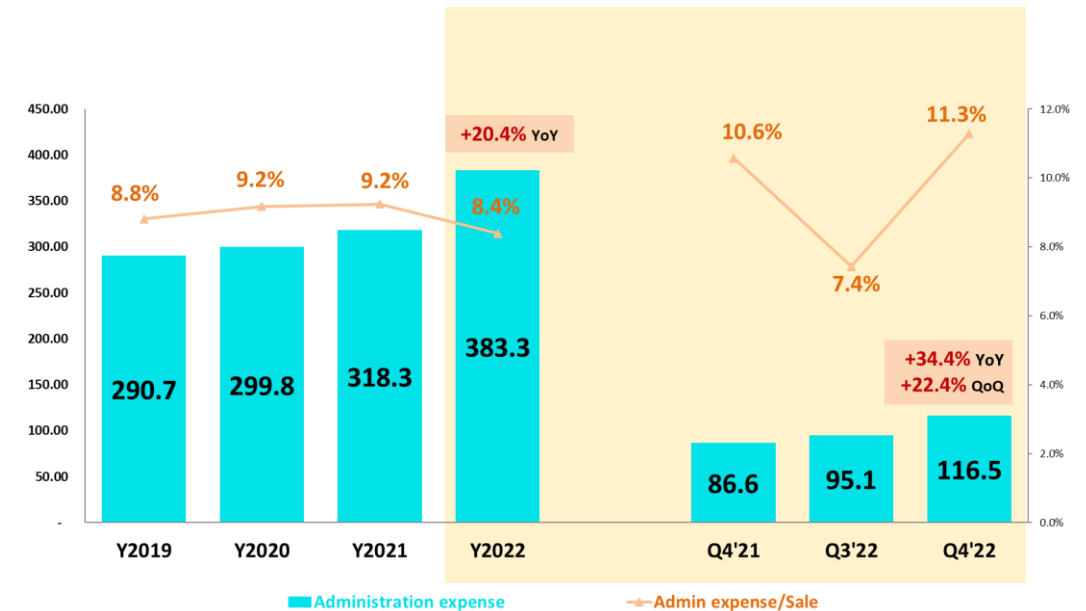
FY2022 %COGS was at 59.2% lower than last year at -1.5 pts.

However, if we normalize %COGS (Effect FX & RM/PM -2.1 pts. was excluded) the %COGS total will lower than last year -3.5 pts.

Selling Expenses



Admin Expenses

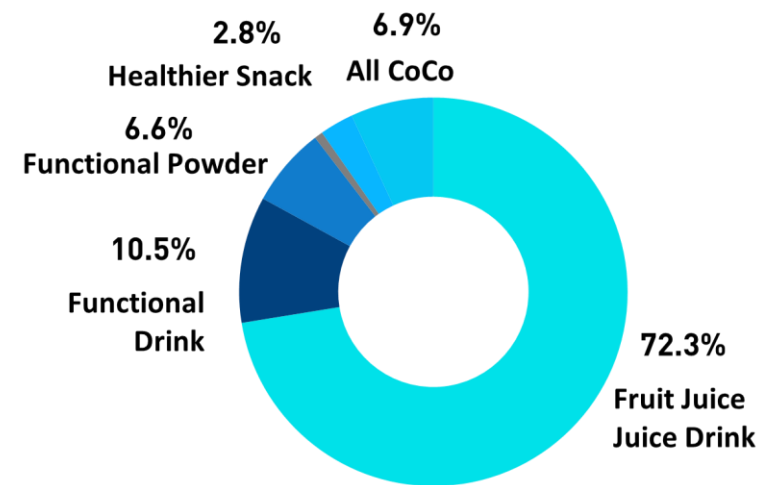
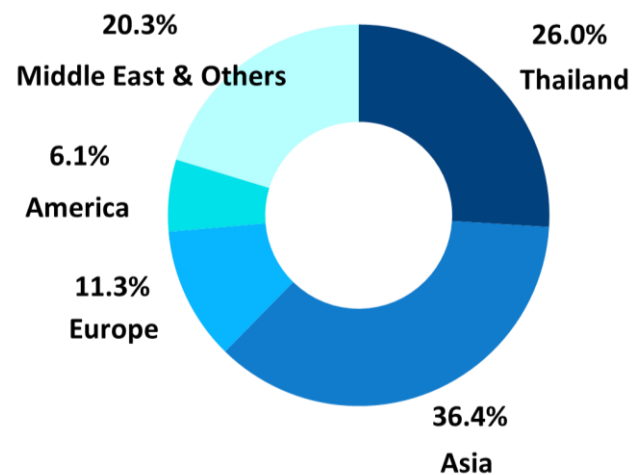
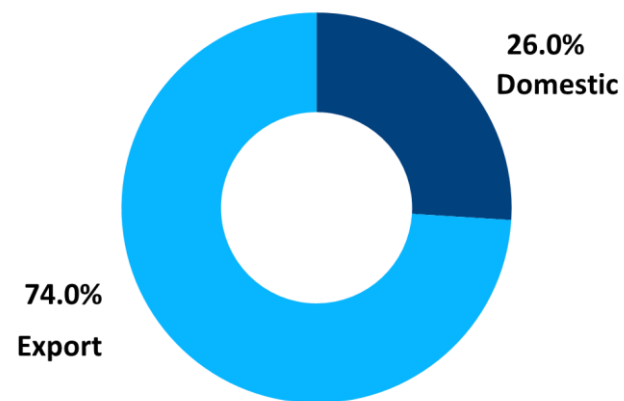


FY2022

- %Selling expenses decreased (-0.5% YoY) from logistic costs in export markets are starting to drop (which offset with Other Income)
- Admin Expenses increased from last year by +34.4% YoY

>90
COUNTRIES
TERRITORIES

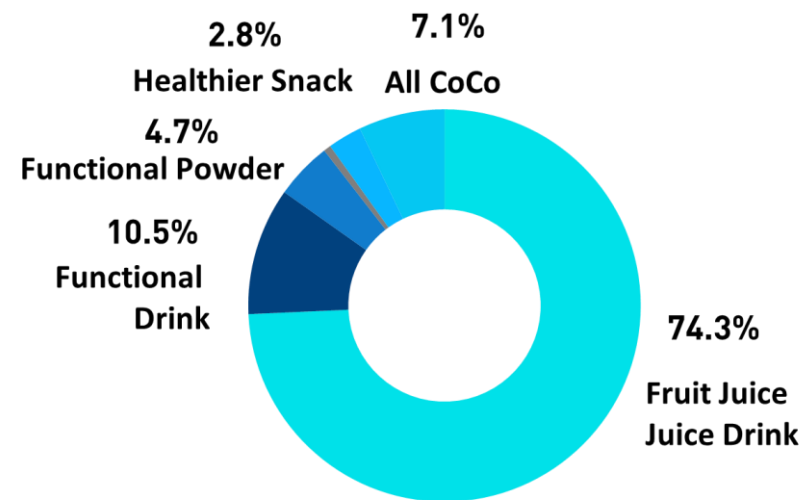
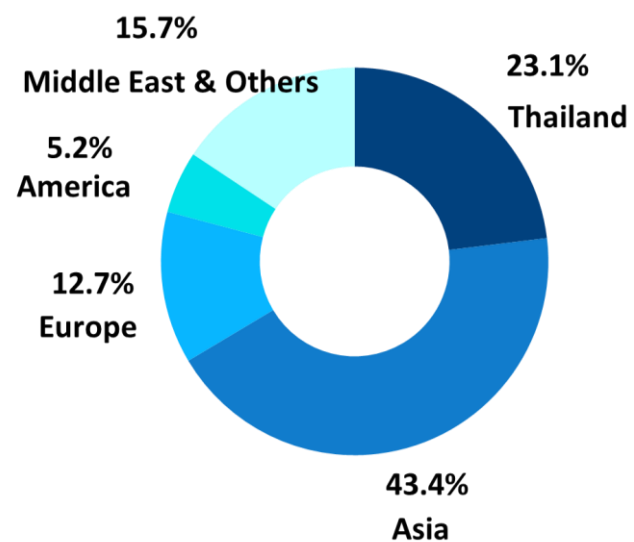
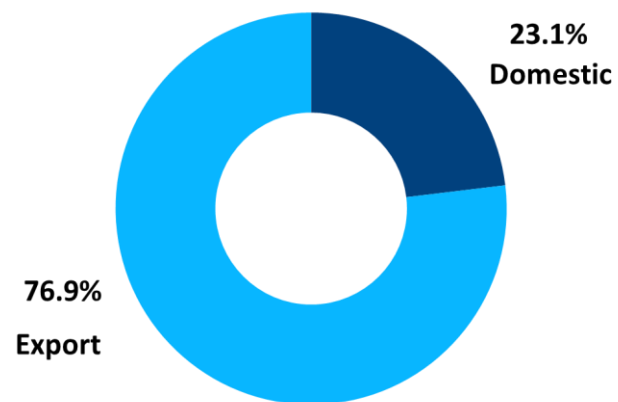
Q4'2022
1,031
Million Baht



>90
COUNTRIES
TERRITORIES

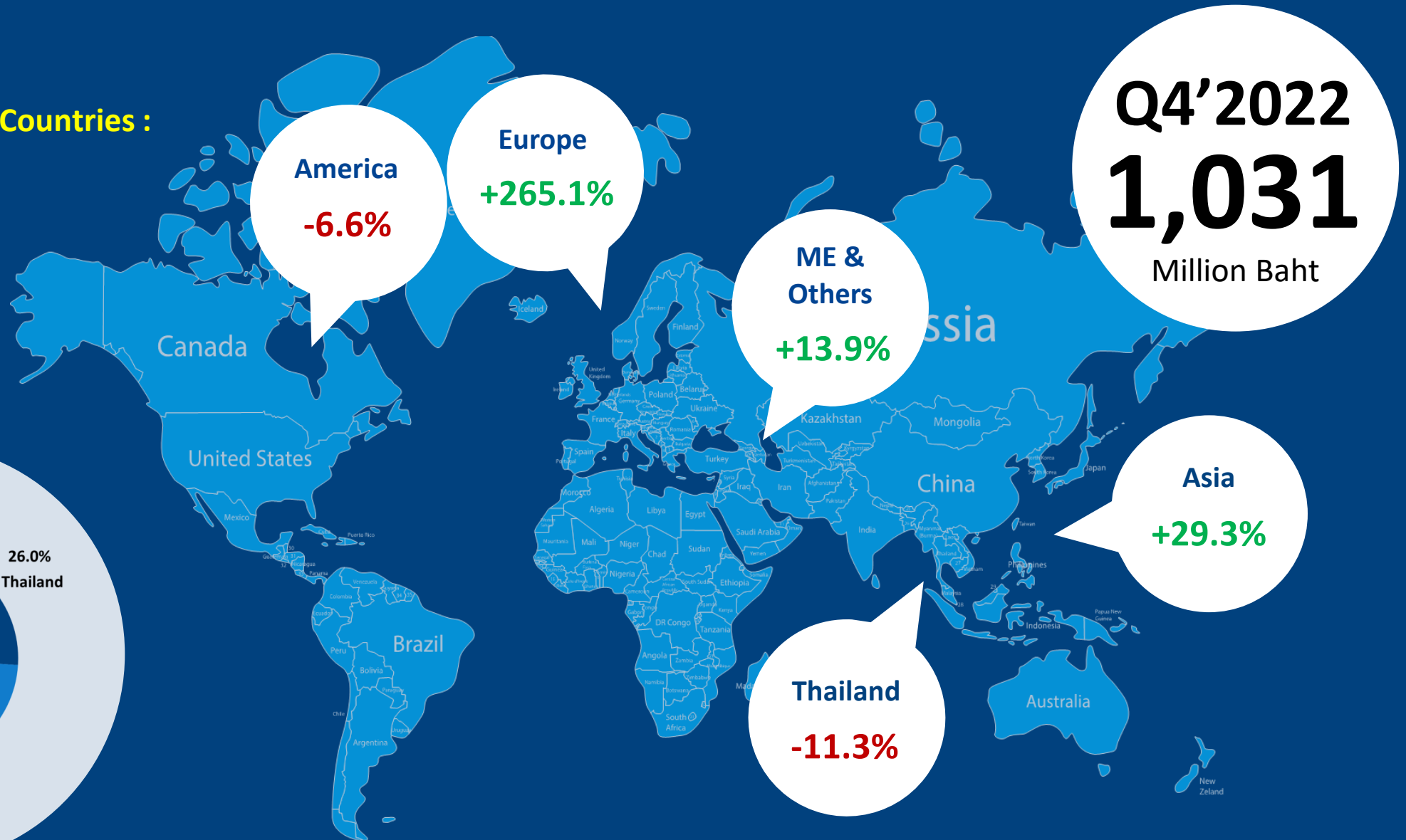
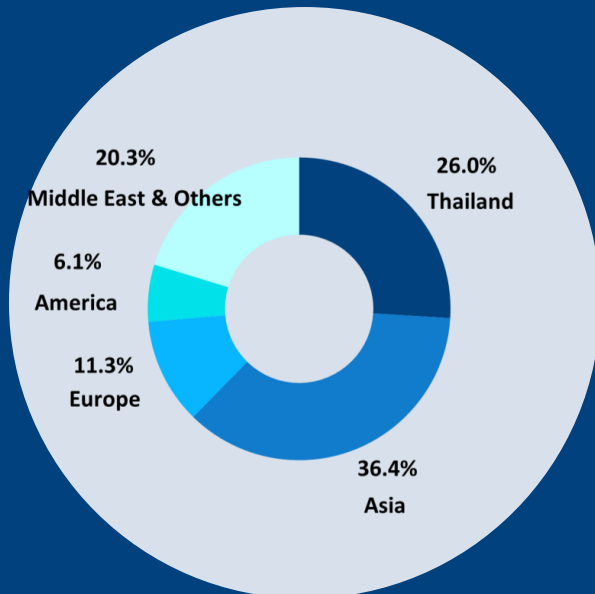


FY2022
4,566
Million Baht



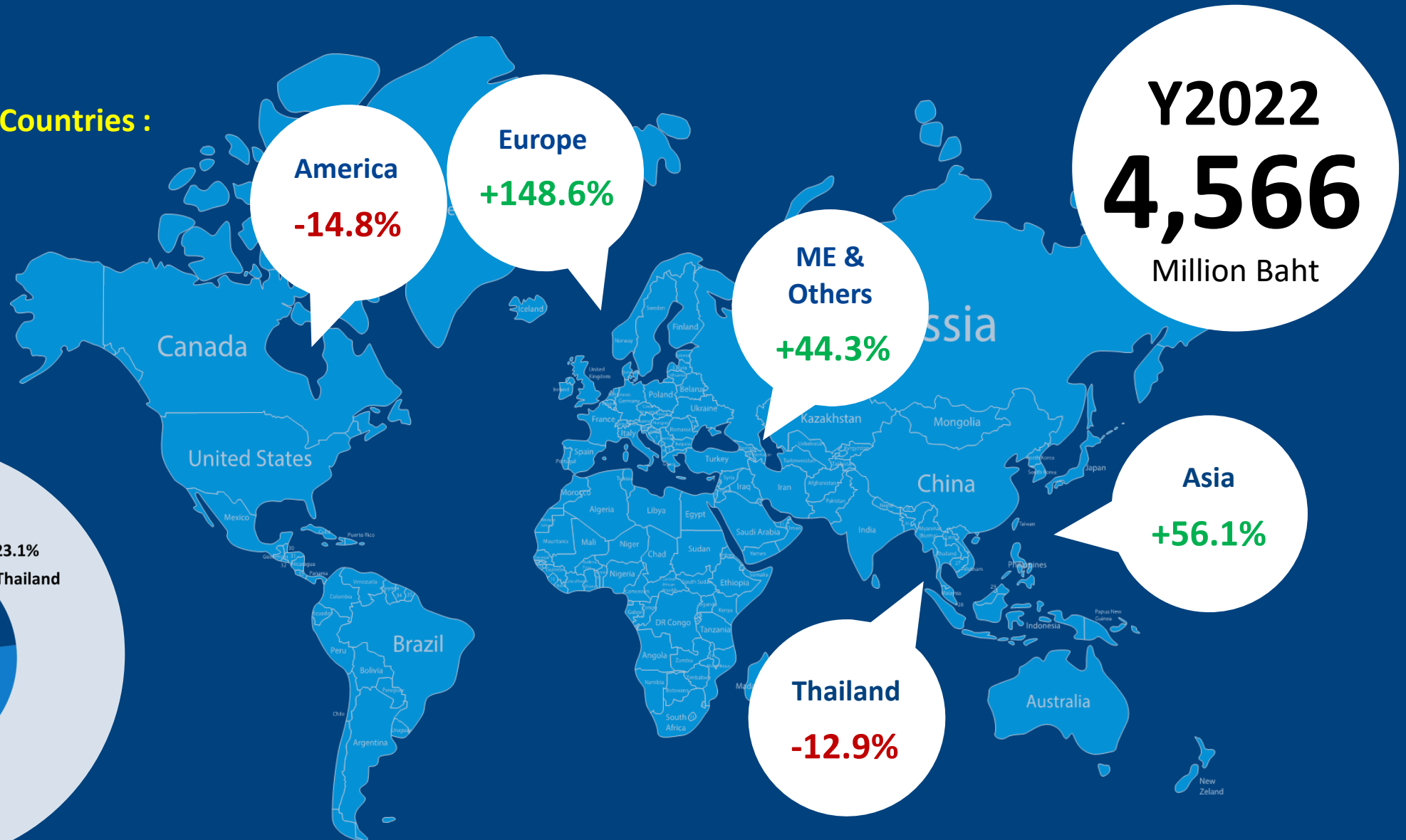
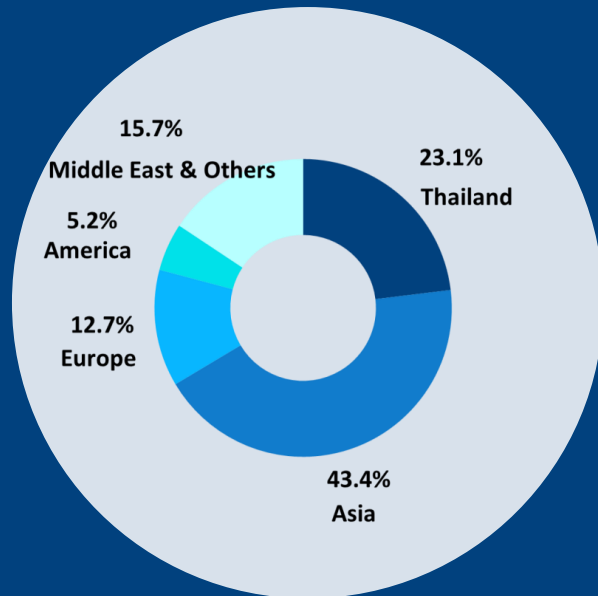
Q4'2022 (YoY) TOP LINE GROWTH BY REGIONS

International Business Top 3 Contribution by Countries :

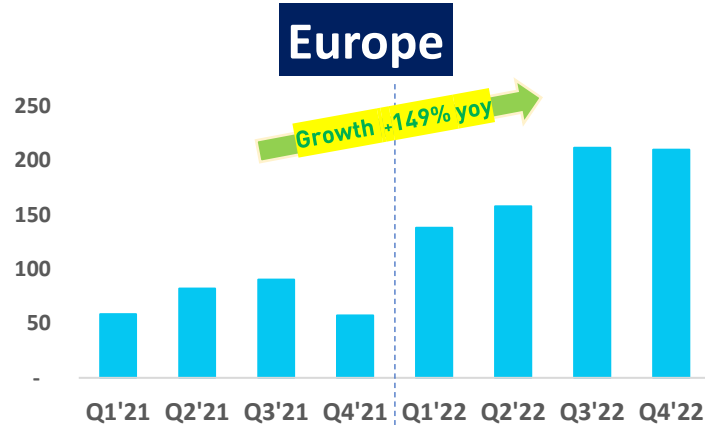
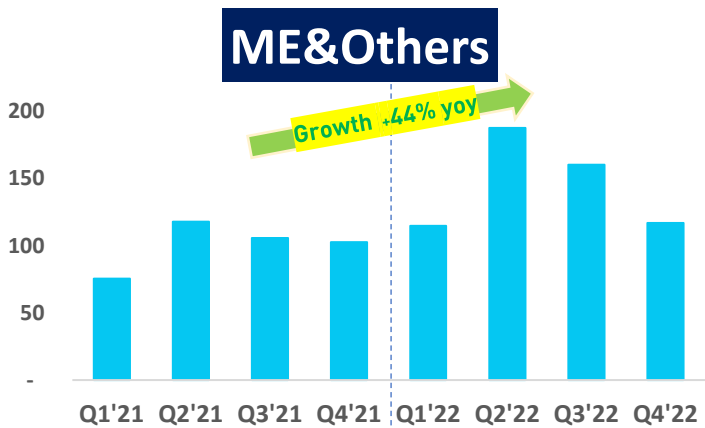
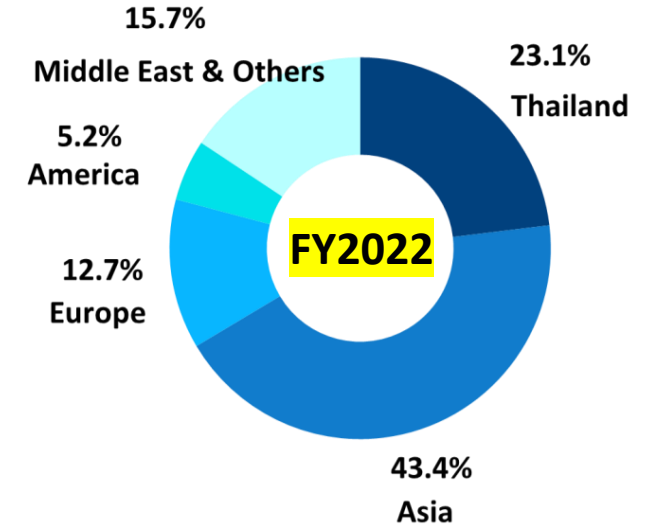
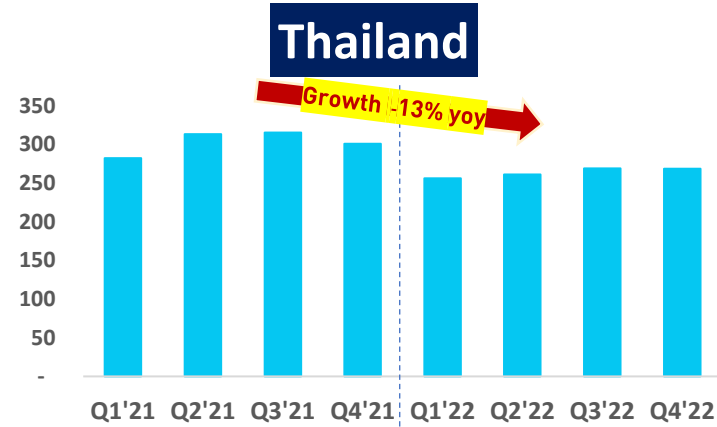


Y2022 (YoY) TOP LINE GROWTH BY REGIONS

International Business Top 3 Contribution by Countries :



Sales History by Region



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2. 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)

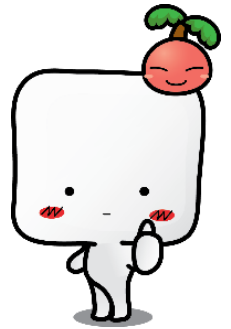
- Consumer engagement
- Brand Love
- Brand of Choice



Champion Product



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



SAPPE
Aloe Vera
Drink



Naturally Yours
with Aloe Vera Cube





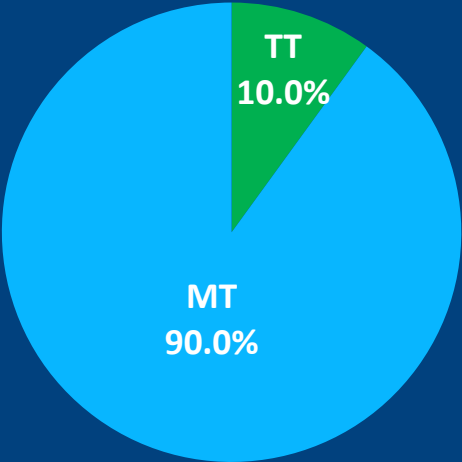
Overseas Key Countries

PHILIPPINES Market

Mogu Mogu

No. 1 Fruit Juice Drink in CVS

Channel Contribution



Available in >90% of MT stores

CVS

Logos of CVS partners: 7-Eleven, Alfamart, FamilyMart, Lawson Station, Mini Stop, Puremart, Select, and Treats.

Supermarket

Logos of Supermarket partners: SM Supermarket, Save More, Robinsons Supermarket, Merry Mart Grocery, Puregold, S&R Membership Shopping, Market Place, Isetann, Super 8 Grocery Warehouse, All Day Supermarket, Marites, Sing Sing, Jumbo, Jollibee, Jollibee Supermarket, and Ever.

Drug Store

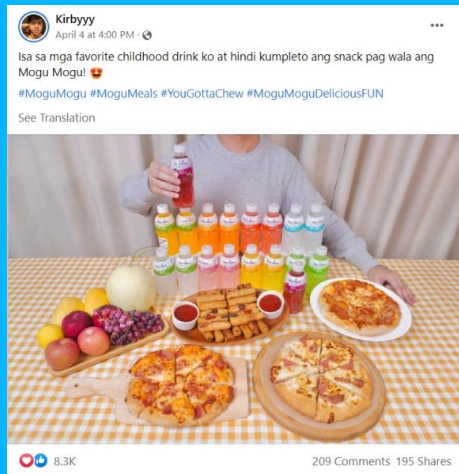
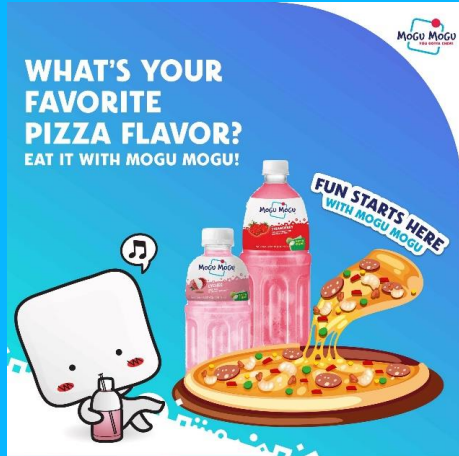
Logos of Drug Store partners: Mercury Drug, Southstar Drug, Rose Pharmacy, Watson, St. Joseph Drug, and K2 Pharmacy.

Online

Logos of Online partners: Shopee, Lazada, and GrabMart.

PHILIPPINES

Continuously brand building activities create new fans and stimulate consumption



share in CVS

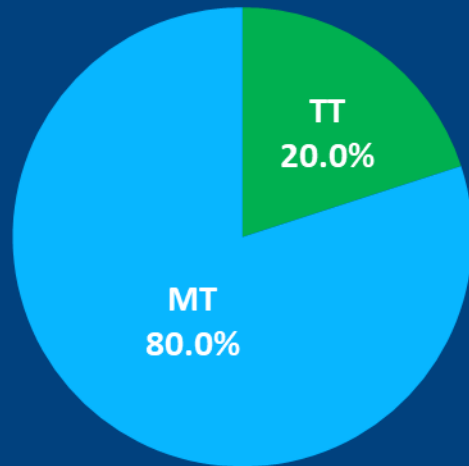


KOREA Market

Mogu Mogu

No. 1 Fruit Juice Drink in CVS

Channel Contribution



Hyper Market



CVS



Health & Beauty



Supermarket



Department Store

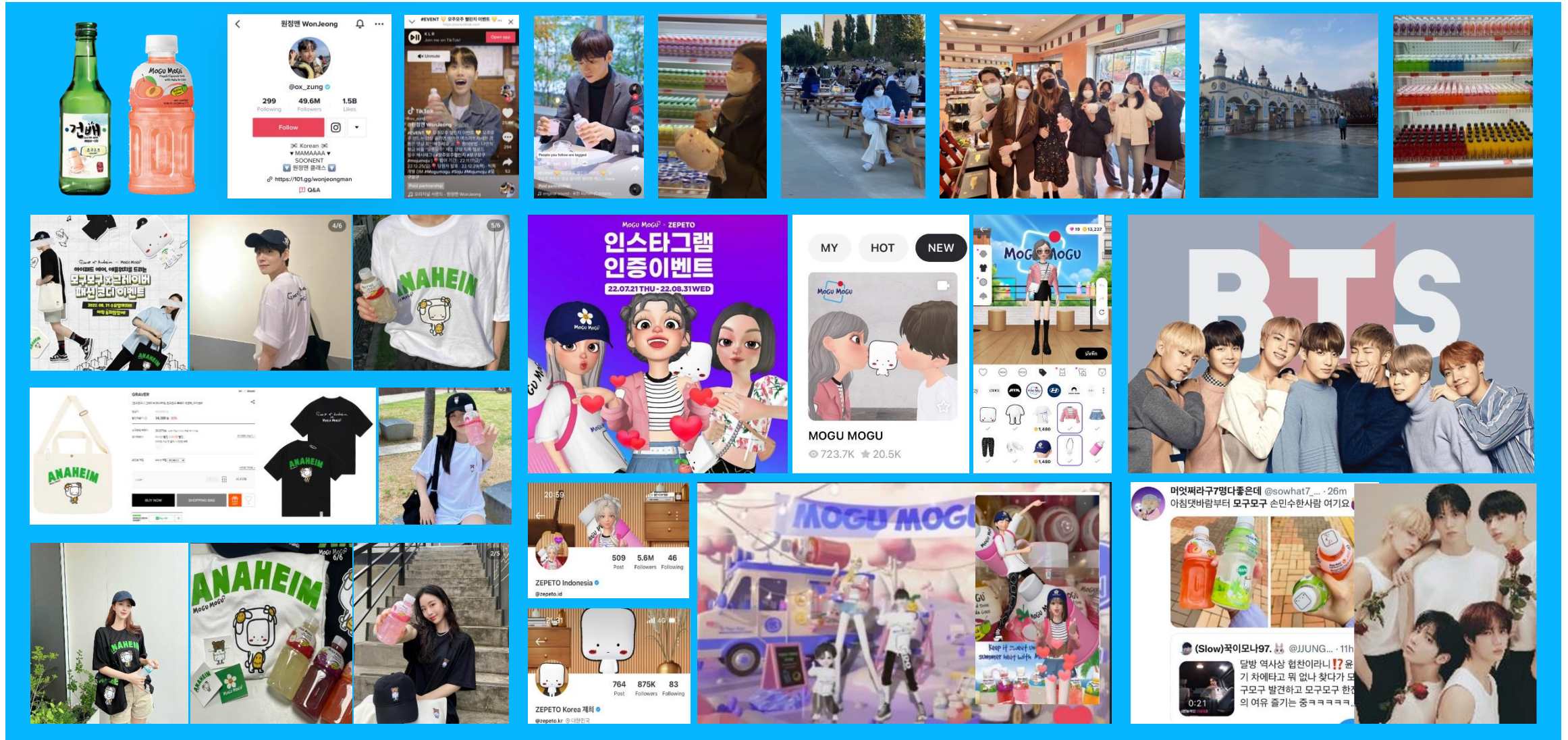


Discount Store



KOREA

Emerge digitalization to build brand value



KOREA

The strongest brand in the biggest channel in Korea.



share in CVS

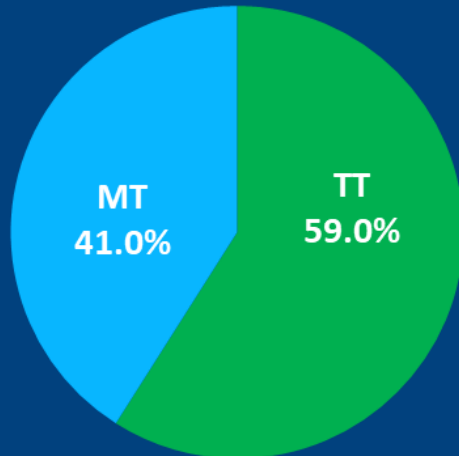


France Market

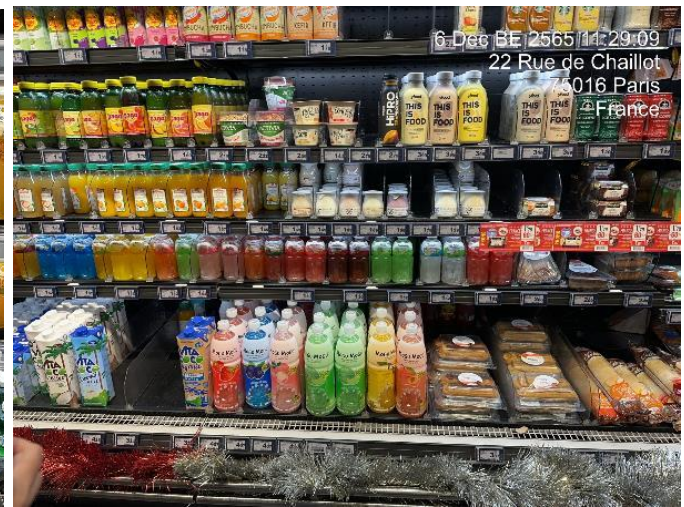
Mogu Mogu

New Superstar Fruit Juice Drink

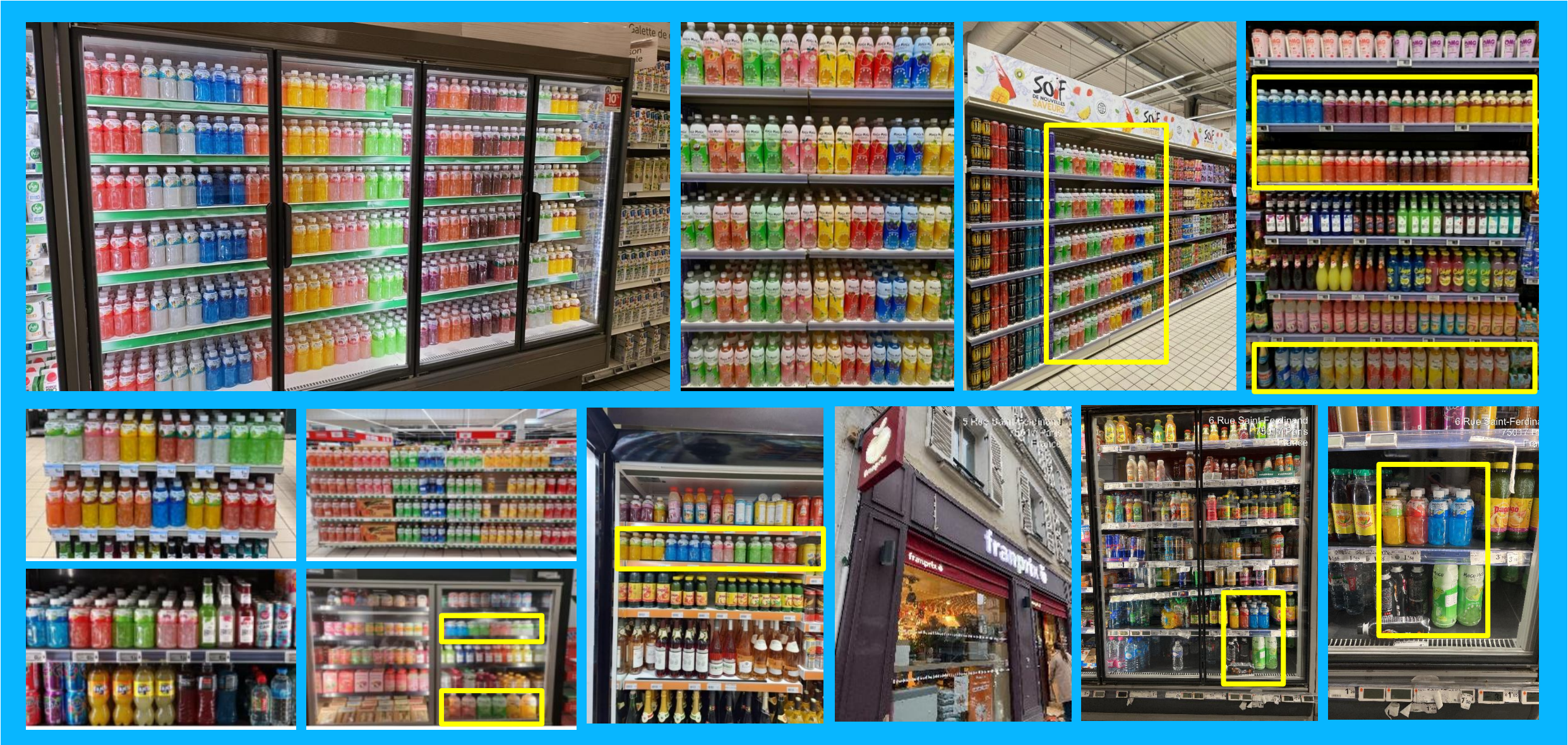
Channel Contribution



FRANCE : MOGU MOGU in Stores



FRANCE : MOGU MOGU in Stores

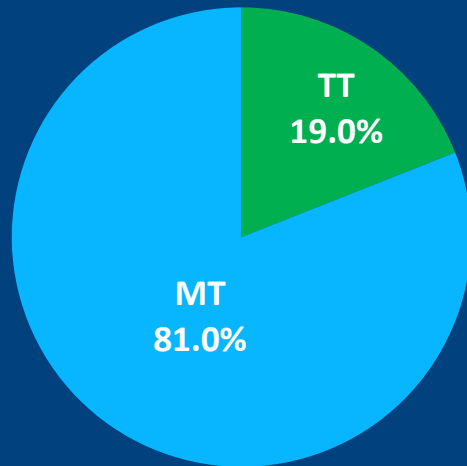


INDONESIA Market

Mogu Mogu

No. 1 Fruit Juice Drink in Indomaret

Channel Contribution



#



share in Indomaret



International Marketing 2022

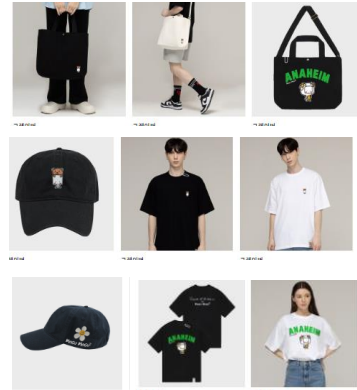


+OMORROW X +OGETHER

VIEWS
40M

7M VIEWS ORGANIC
Top Trend Twitter

GRAVER OF ANAHEIM



Unit Sold
6,500

#CollabsBrand
#FashionBrand

ZEPETO

CREATE
MOGU MOGU
ITEMS

1



CREATE
YOUR OWN
STORY

2



Items Sold
400K

1-million-time booth visited
50K Posts on ZEPETO



VIEWS
8M

#OccasionalConsumption
#MenuCreation

Domestic Market



Domestic Market... Focusing on E-Commerce

Trial the New Categories & Segments

New Baseline of E-Commerce

Achieving Target

>20MB

+136% Growth YOY

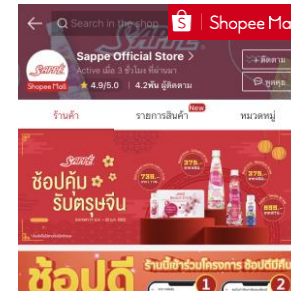
Orders

>49,000

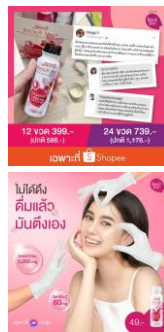
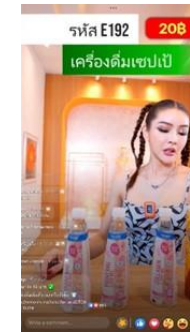
+88% Growth YOY



ROAS 3.04 (6.67 MB)



ROAS 3.13 (1.98 mb)



Marketing Campaigns



สุขภาพดีคือคุณที่ดีที่สุด
ใช้ชีวิตแบบไหน ก็ดูแลตัวเองได้

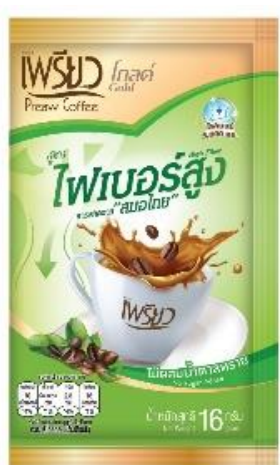
REACH
48M



Cartons
+7,700
+20% Sell-In Growth
in Durbell & Makro

NPD - Domestic

Launched
Y2022
4 SKUs



Launched
Feb 23
1 SKU

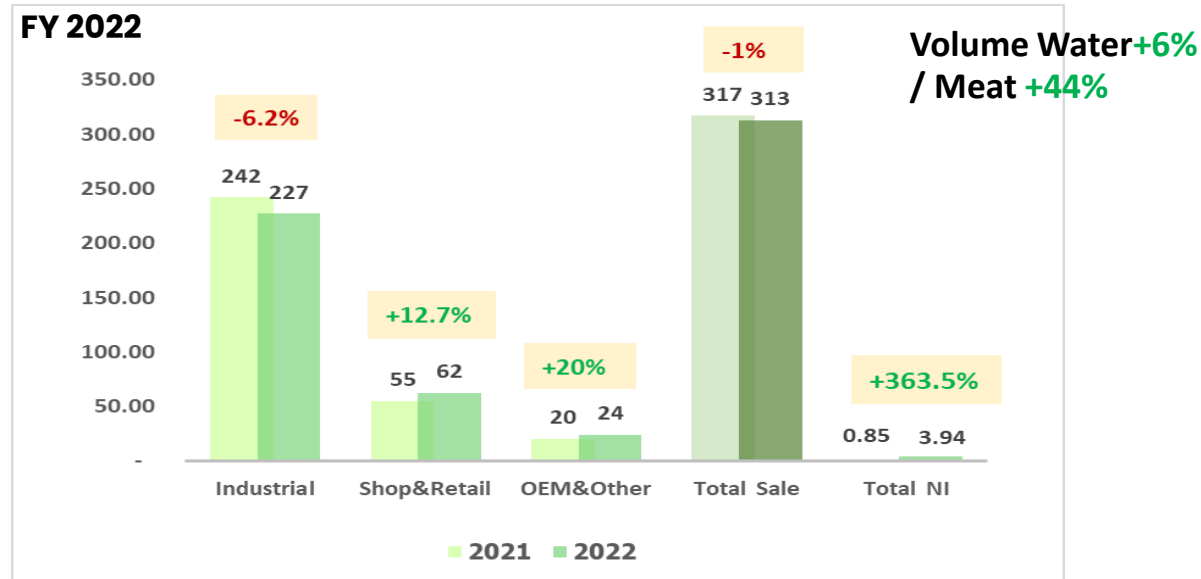
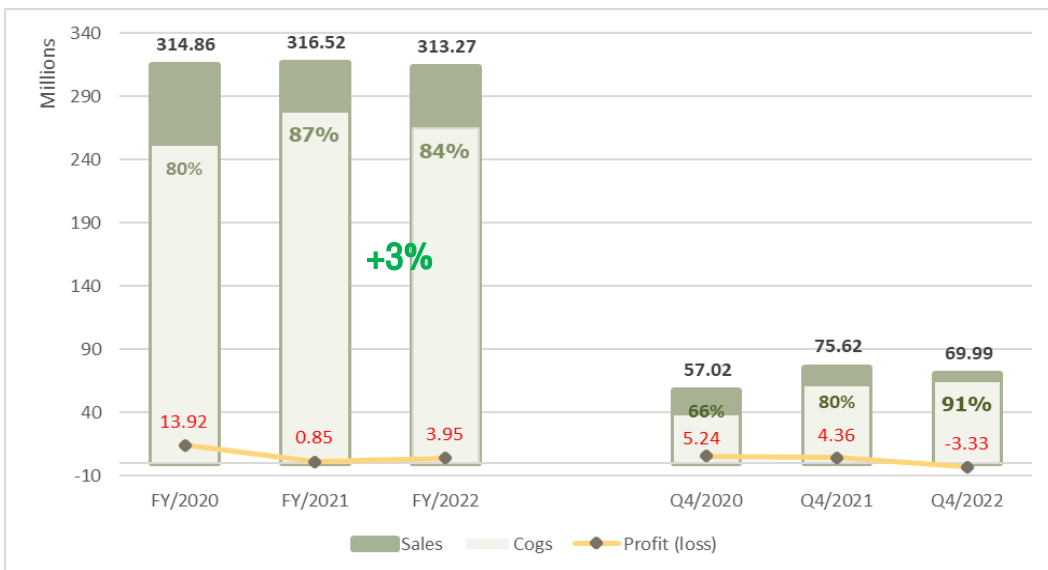


All Coco

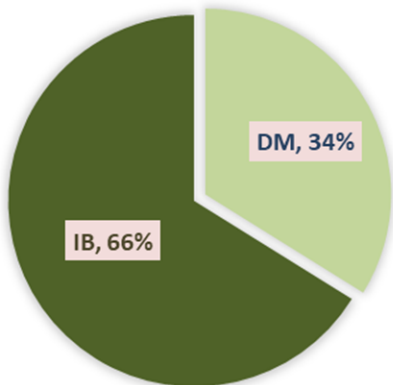
2022



OUTLOOK : ALL COCO 2022



SALES CONTRIBUTION



- Total Revenue from selling goods in FY 2022 was at 313.27 MB and it had **-1% growth** (Coconut water volume growth +6%, Meat growth +44%) of Net profit compared with that FY2021
- %COGS **decreases 3%** ↑ mainly by we have increased volume of coconut water leading to Gross Margin ↑ 9.39 mb (Growth +24%)



International Market

- Our partner in Indonesia expanding All Coco products **+99% YoY**
 - They double number of café in 2022
- 2021 : Jakarta (Senayan) and Bali
- 2022 : Jakarta (Puri-Indah mall) and Bali (GWK) small store.



Domestic Market



Foodland
: All Coco 18 Branches



Villa
: All Coco 36 Branches

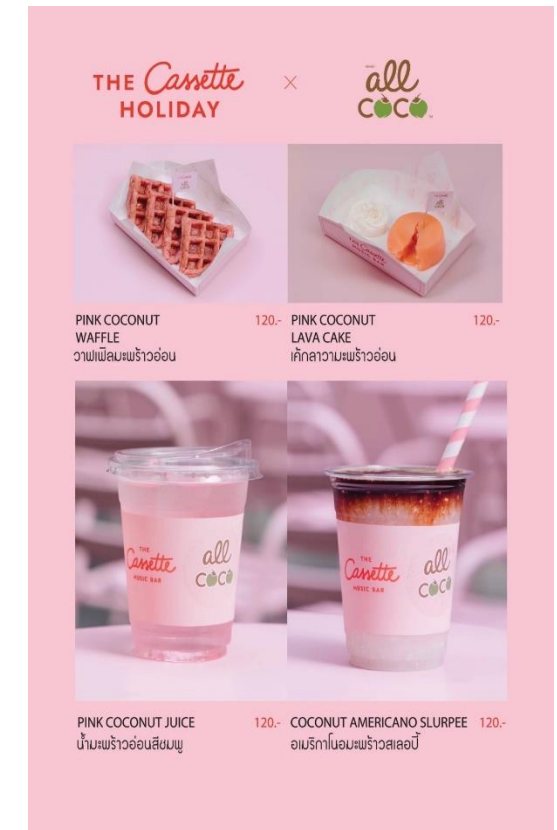


Gourmet Market
: All Coco 7 Branches



7-11
: All Coco 5,000 stores
(Café menu)

- Event – The Cassette



- Seasonal Menu



A dark blue silhouette of a world map is centered in the background of the slide. The map shows the outlines of all major continents. Overlaid on the center of the map is the section header text in white.

3. Strategy & Direction 2023

2023 Outlook



INTERNATIONAL BUSINESS

Brand Globalization: Korea First



Strategic channel Expansion



Diversify portfolio



Future Growth



DOMESTIC MARKET

Grow base products



>20 NPD (with Seasonal SKUs)



New Platform



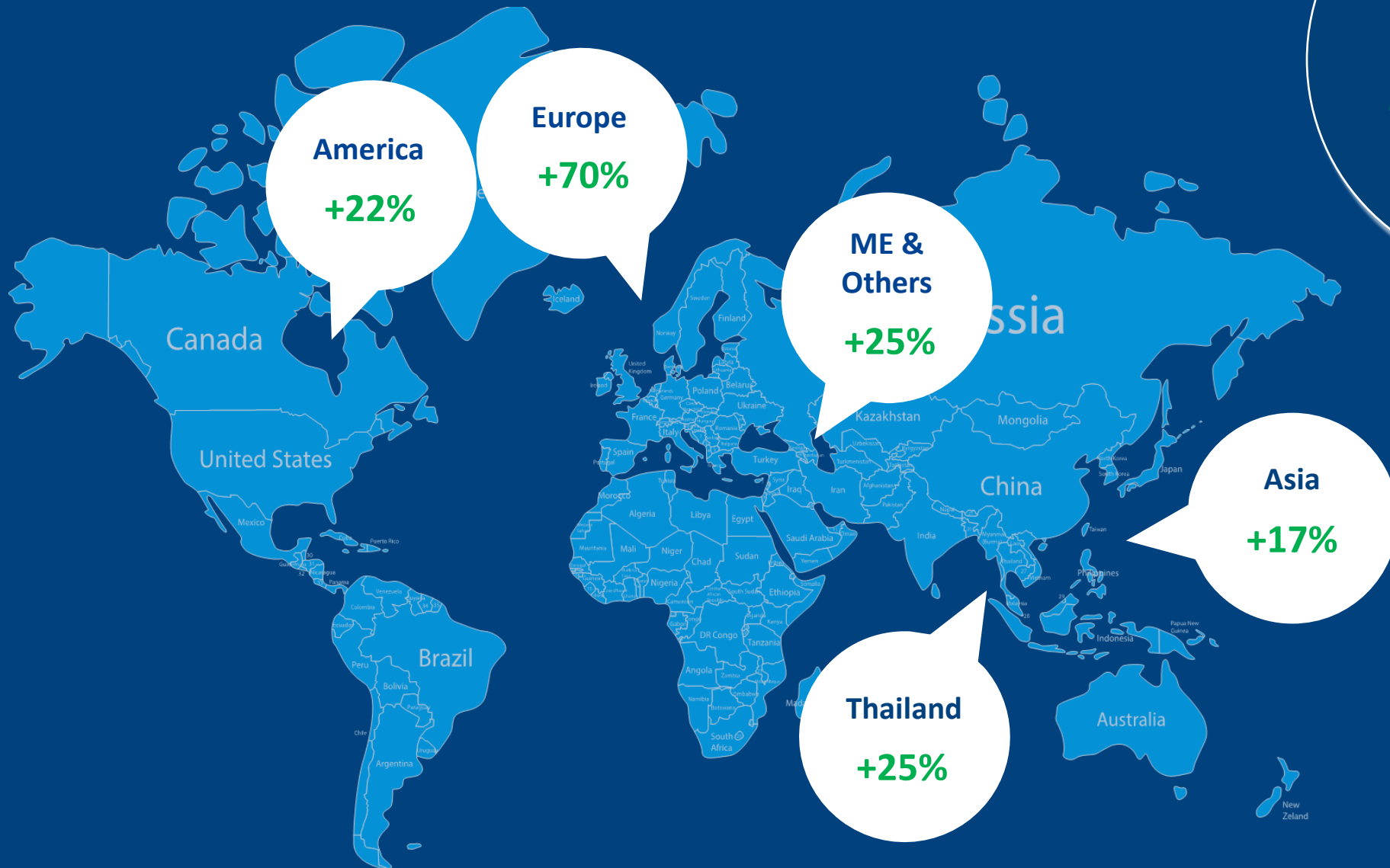
Future Growth



GROWTH
25% YOY

2023 Outlook

GROWTH
25% YOY



STRATEGICS Y2023 International market

STRONG GROWTH from *Branding Performance and Channel Expansion.*



01 : Upgrade Brand Level in GEMS

- Global brand presence
- Get deeper into sub. Segment
- Optimize investment



02 : Strategic Channel Expansion

- Strategic channel
- Innovation channel
- Digital Gateway to consumer



03 : Diversify Portfolio

- Leverage portfolio with Non-Mogu Mogu
- Build strong fundamental NPD



STRATEGICS Y2023 Domestic market

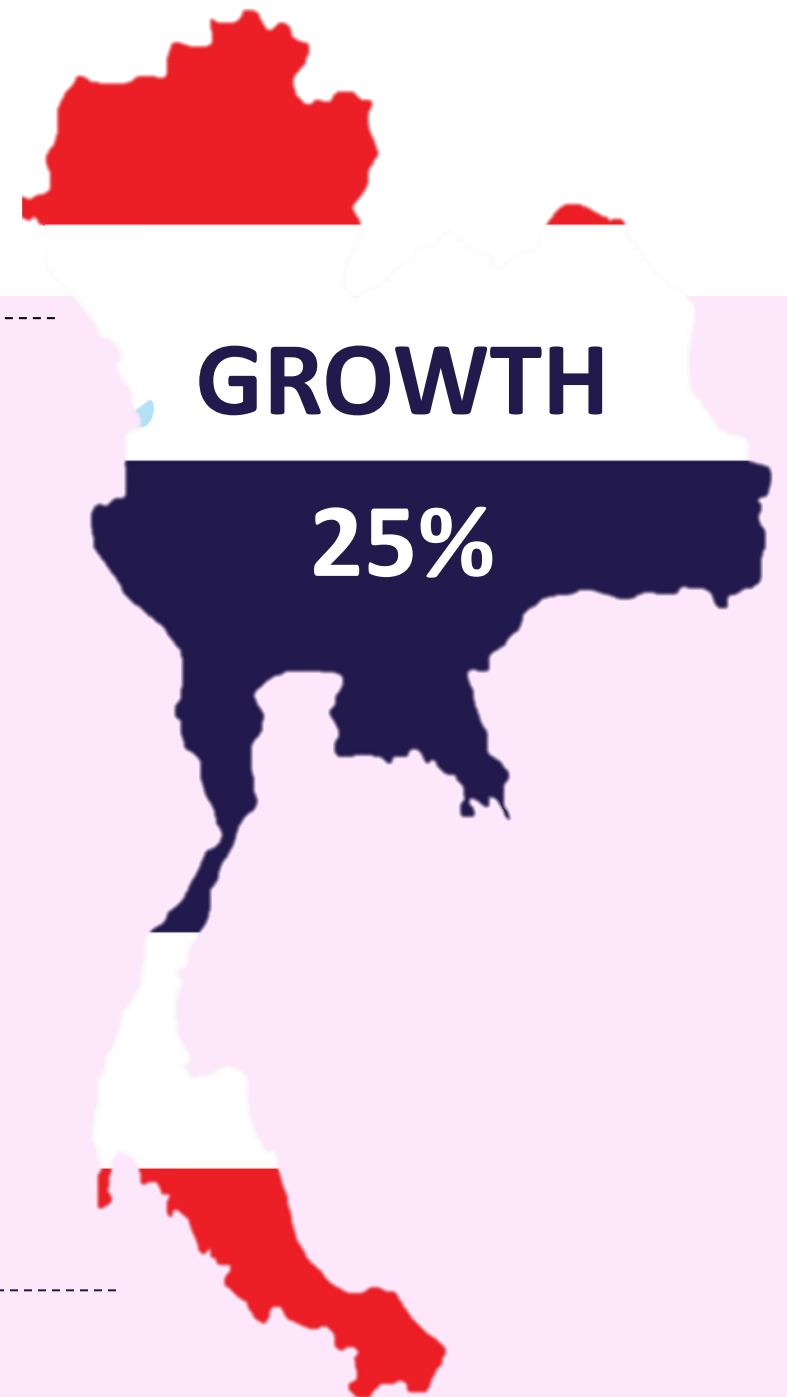
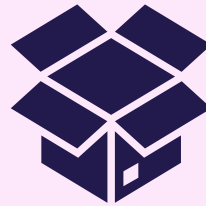


❖ Focus on Core Brands

- Strengthen Core brands
 - Build Brand Love
- Focus on Brands Visibility.
- Expand Categories

❖ Win NPD

- NPD more than 20 SKUs
 - Tap New User
 - Explore New Categories



Investment for Support Growth

Invested project (complete in Q4:2023)

New Production line speed – 400 BPM

New Preform & Blower Machines

Automated Warehouse ASRS



Exploring Projects (2024 – 2025)

Local production (Asia / Euro)

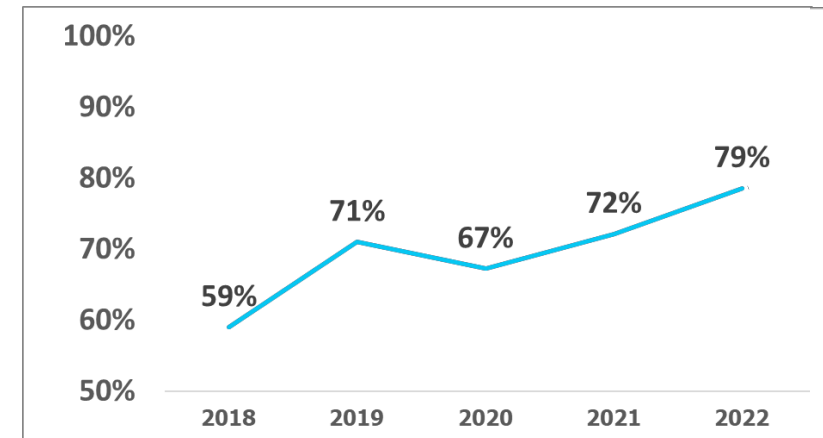
New production line @ Sappe Factory

2023: Target increase Capacity +30% YoY

Increase Speed Line +10%

Upgrade Production Line +10%

Partial OEM +10%



Investment timeline 2023 - 2024

2023

2024

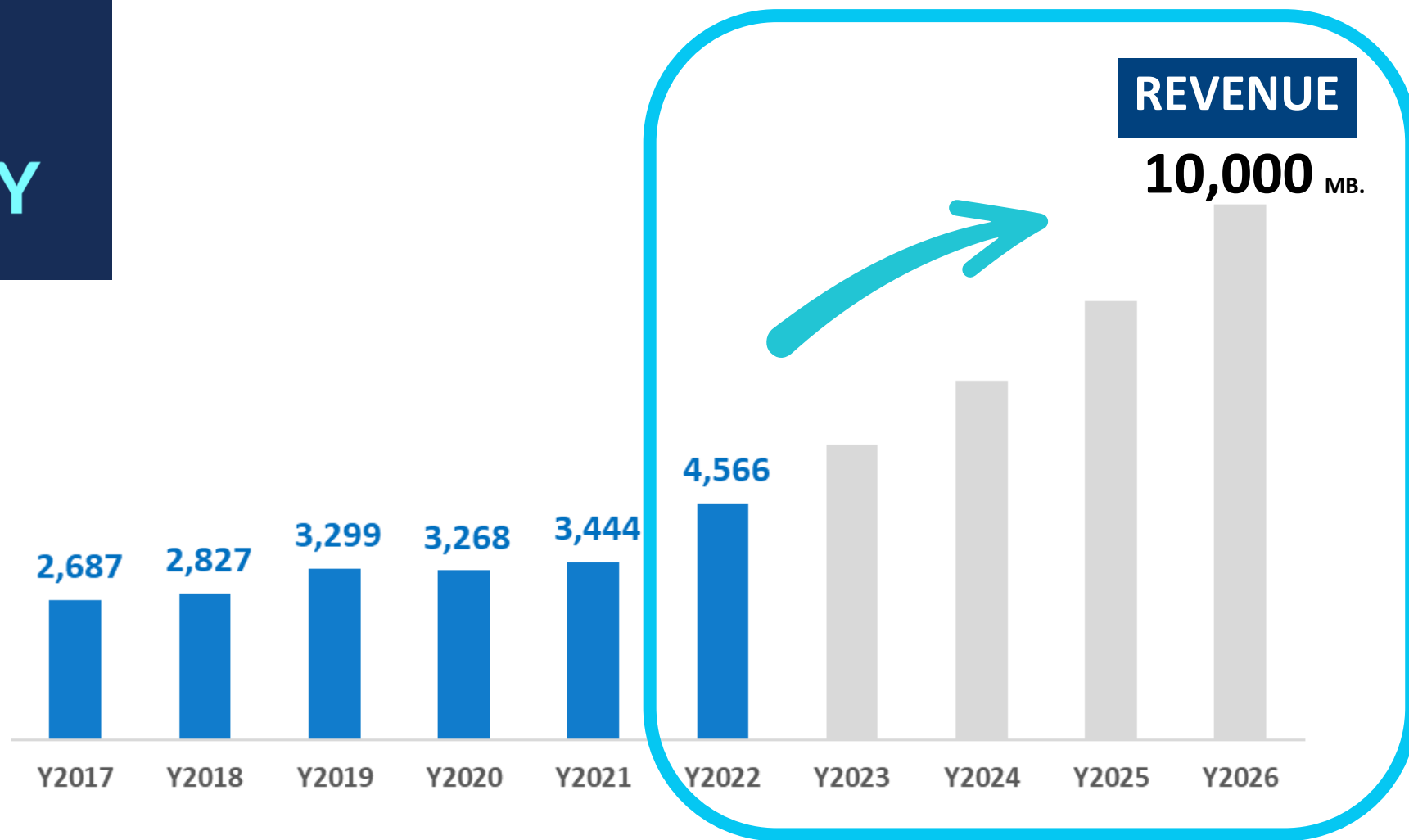
CAPEX + OPEX
870 MB.

New
Production
Line



TARGET GROWTH 2022-2026

Sales Y2022
Growth
+32.6% YoY



AWARDS 2022





Q&A



The Innovative Spirit

WWW.SAPPE.COM



lifeatsappe



Sappe Playground



Sappe



@sappeonline