



**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 ด้วยองค์กรที่สร้างสรรค์อย่างไม่หยุดนิ่ง ร่วมกันกับทีมที่มีความสุขและกระหายความสำเร็จ

## Mission

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

เราจะเป็นองค์กรแห่งแรงบันดาลใจ ที่ส่งมอบอาหารและเครื่องดื่มที่อร่อยสุดถึง เพื่อทำให้ชีวิตของผู้คนดีขึ้น ผ่านจิตวิญญาณที่สร้างสรรค์ของเรา

## WHO WE ARE



Fun Innovators

+

PASSIONATE  
TWIST  
TO LIFE

=

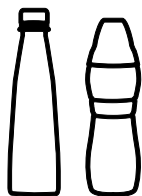


Endless Innovations



5

Product  
Categories



>20

Product  
Brands



100

Countries  
Worldwide

## TOP 3 BRANDS



ALOE VERA

#2



MOGU MOGU

#1

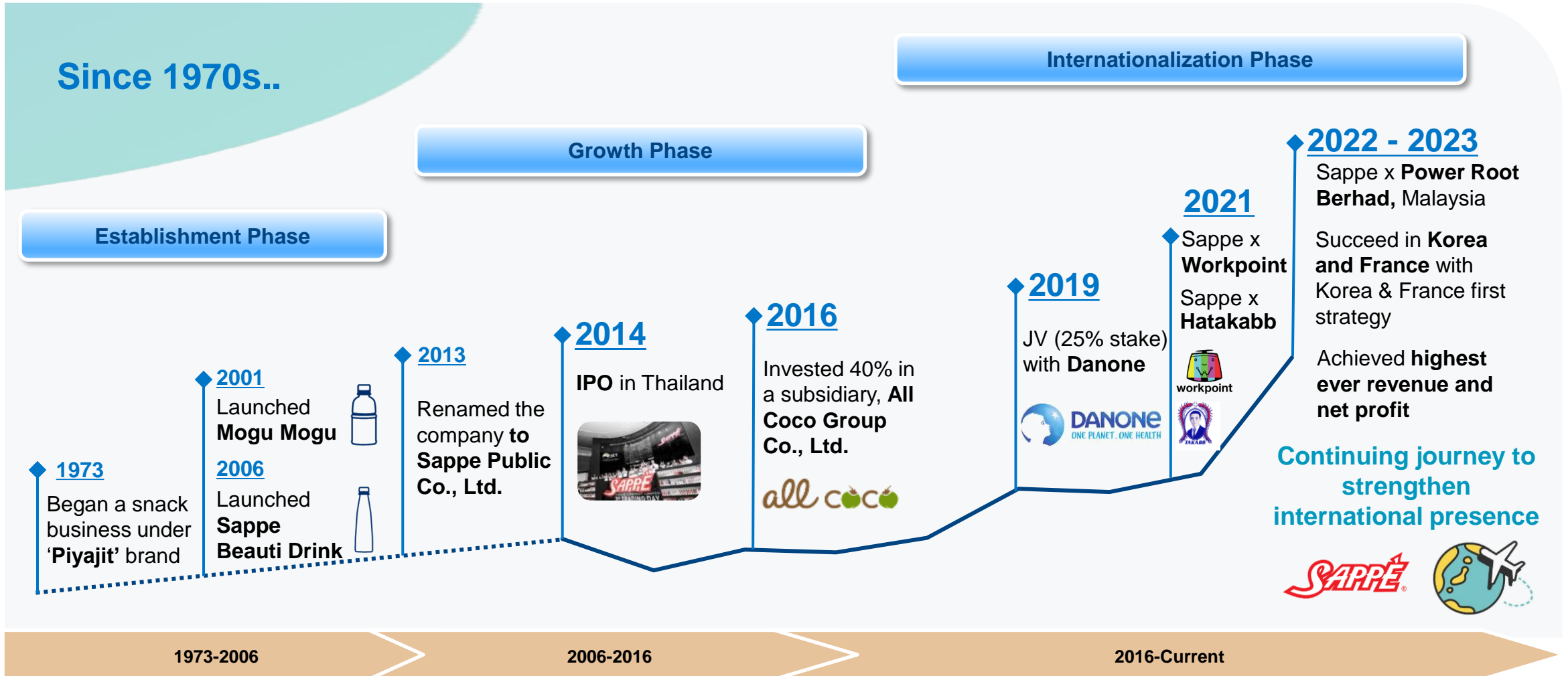


BEAUTI DRINK

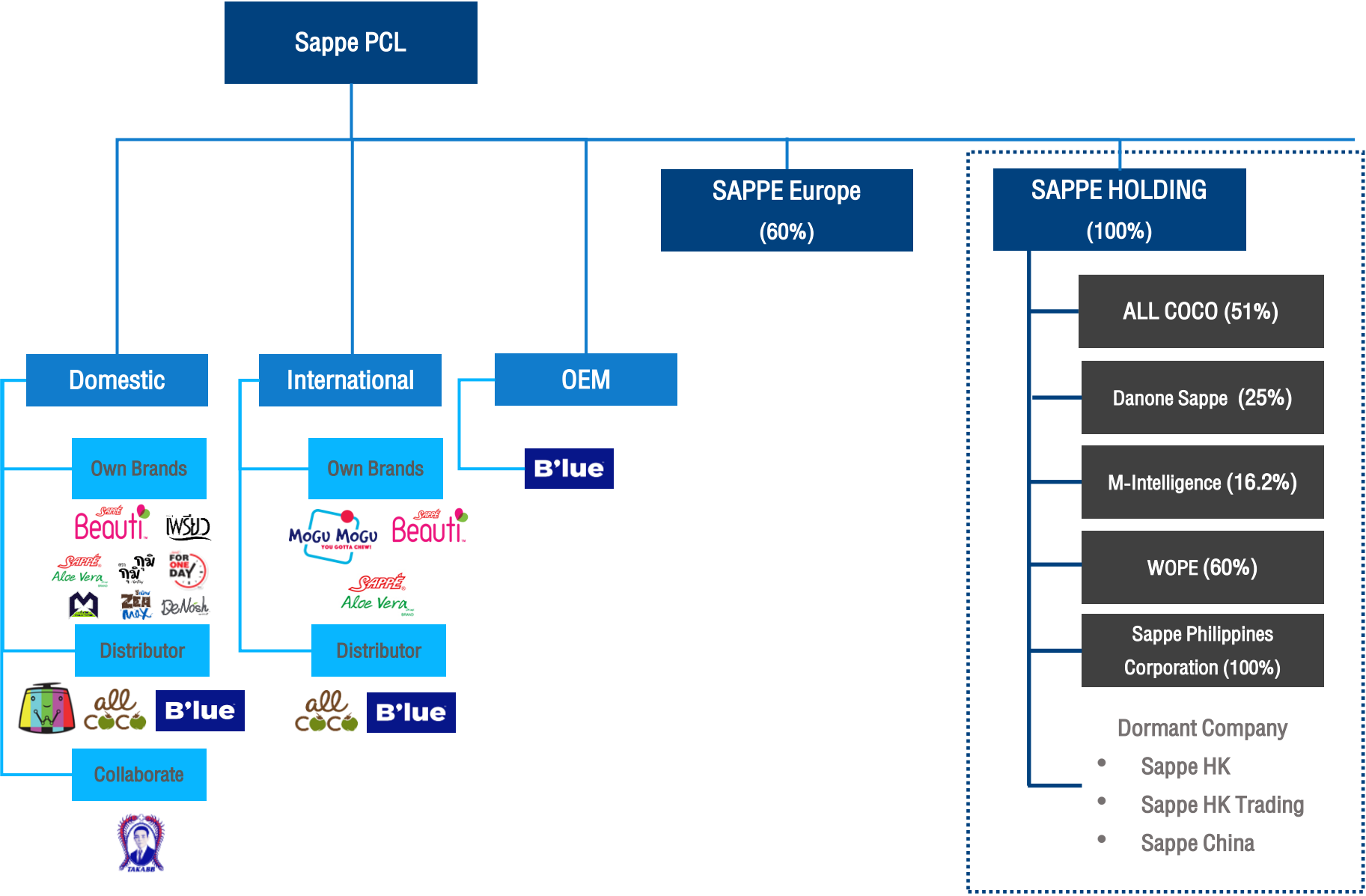
#3



# Our Journey to Becoming A Global Beverage Player



# Sappe Performance Consolidation





# Product Categories

## Large Portfolio with Market Leading Brands and Products



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

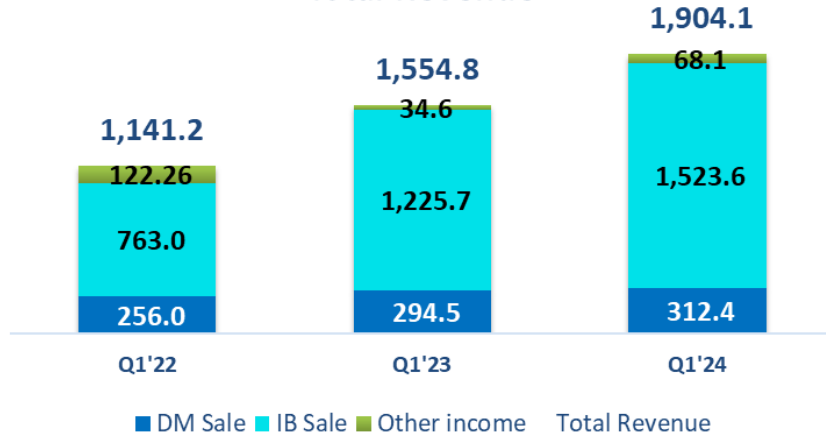




# **Financial Performance Q1'2024**

# Q1'24 Key Financial Highlights

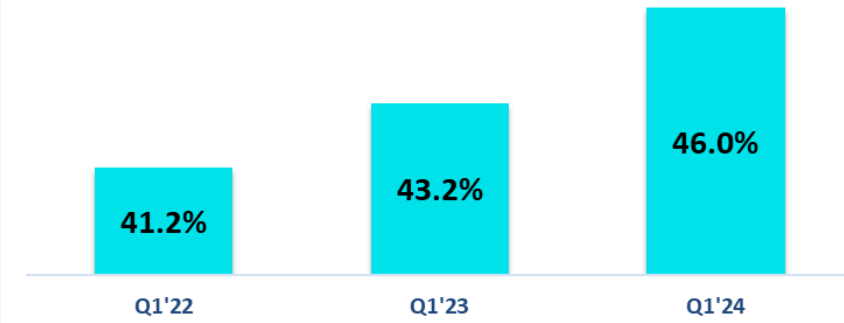
## Total Revenue



## Q1'24 Total Revenue

**1,904 MB**  
**+22.5% YoY**

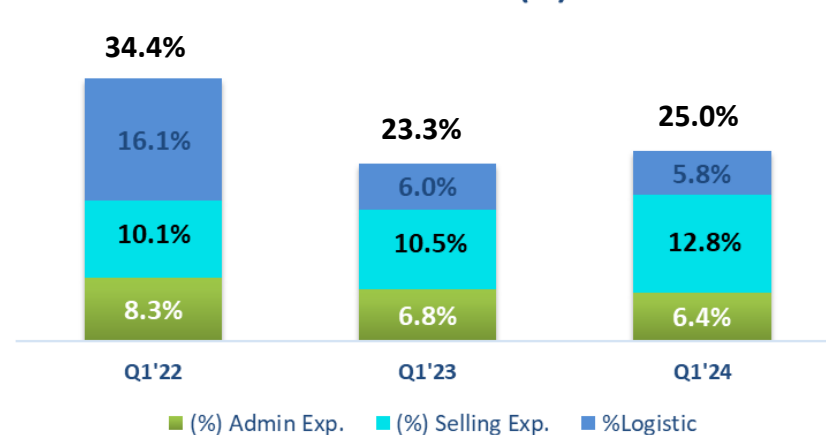
## Gross Margin (%)



## Q1'24 Gross Margin

**46.0%**  
**+2.9% pts YoY**

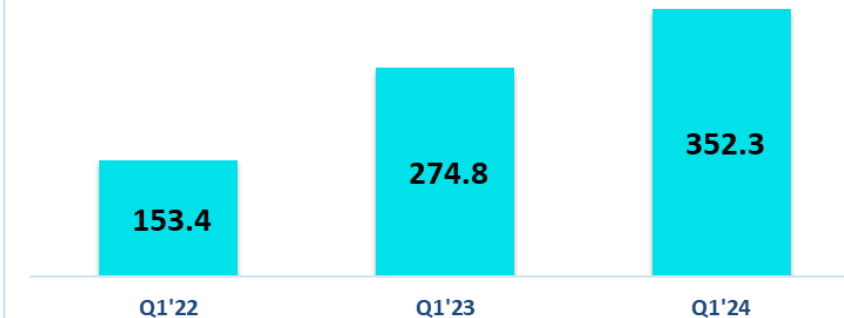
## SG&A to sales (%)



## Q1'24 SG&A (%)

**25.0%**  
**+1.7% pts YoY**

## Net Profit



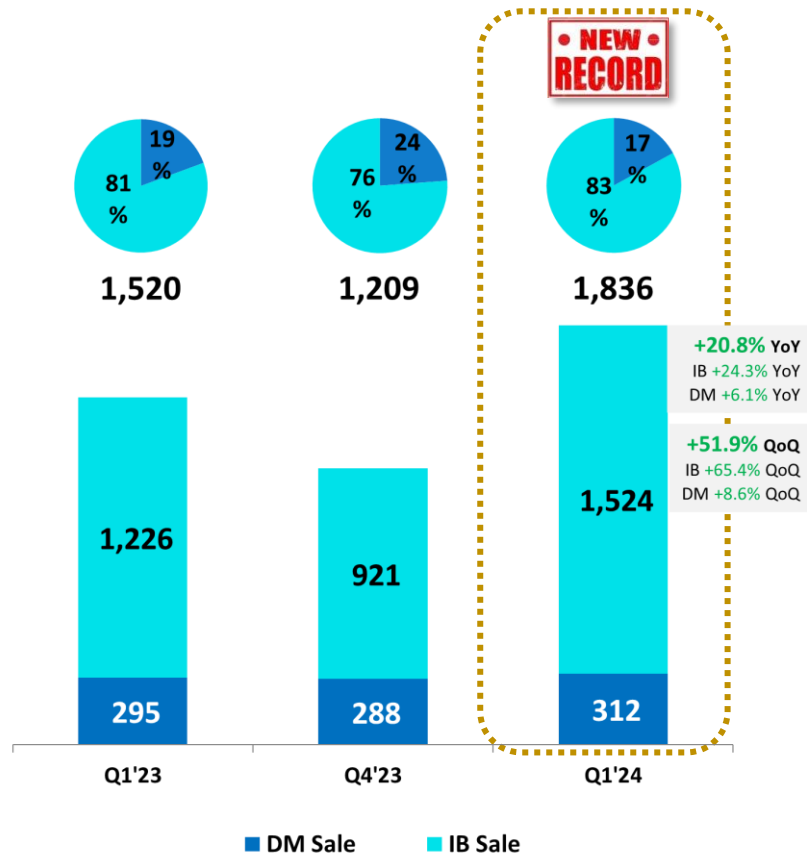
## Q1'24 Net Profit

**352 MB**  
**+28.2% YoY**

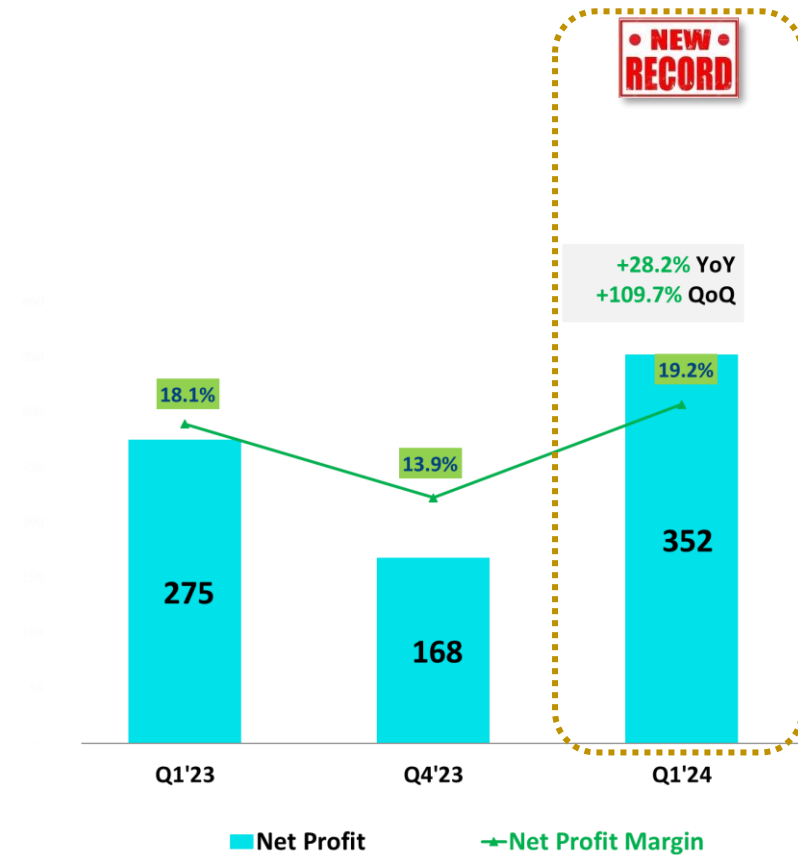


# All Time High Revenue Breakdown & Net Profit

## Revenue



## Net Profit

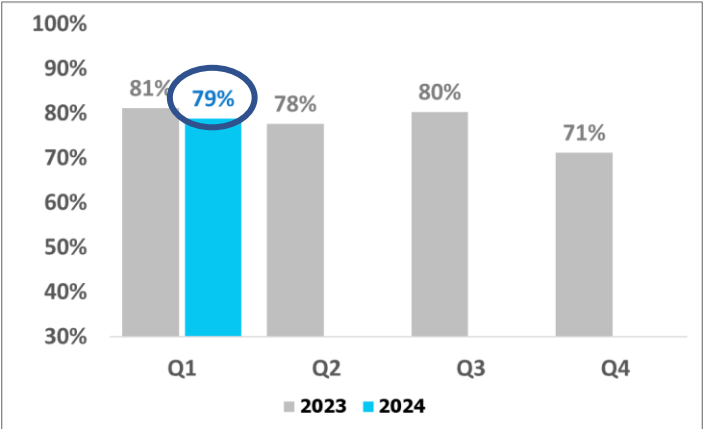
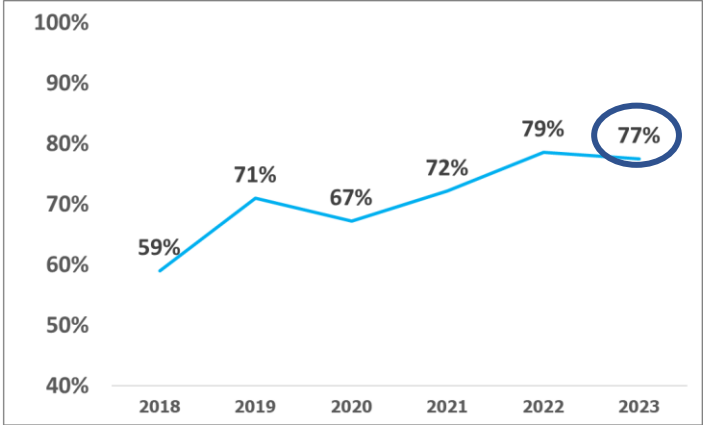
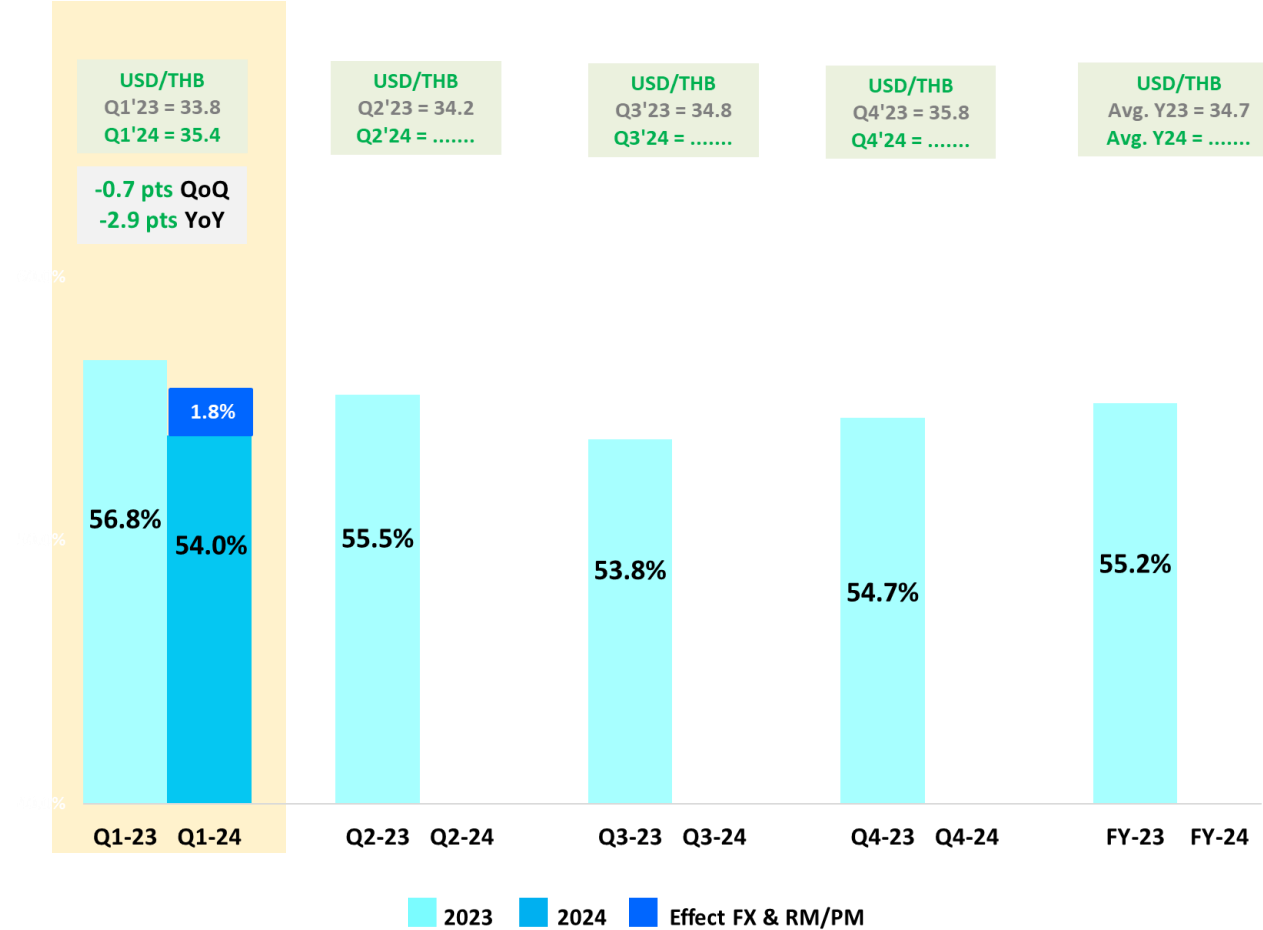


### Q1'2024

- 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

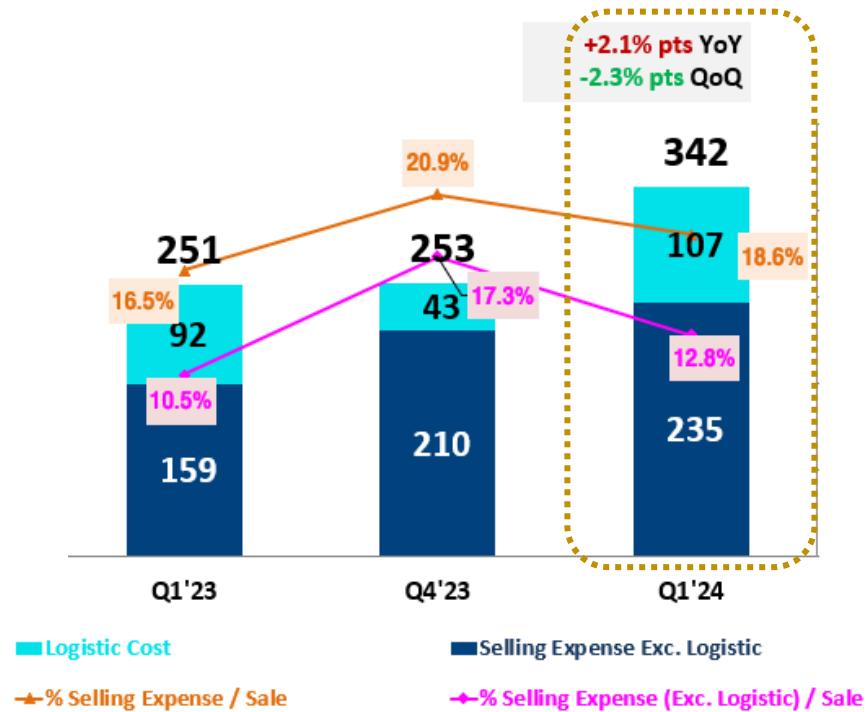


### Q1'2024

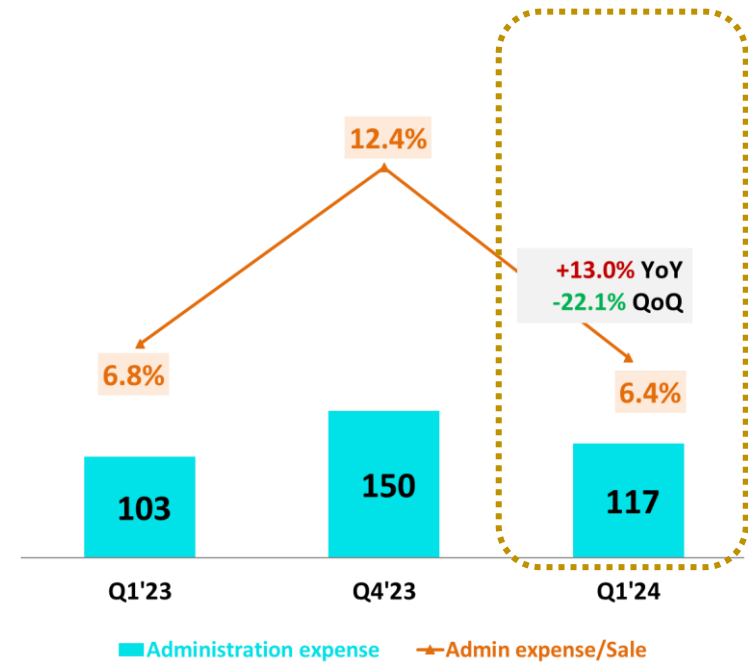
%COGS was at 54.0% lower than last year at -2.9 pts.  
However, if we normalize %COGS, the %COGS will lower -1.1 pts. which was from the increasing of utilization rate, efficient production planning and the implementation of cost saving projects.



## Selling Expenses



## Admin Expenses



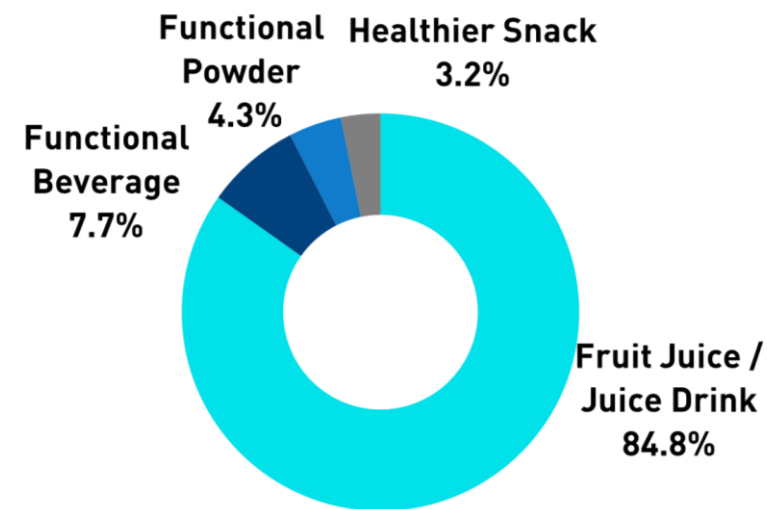
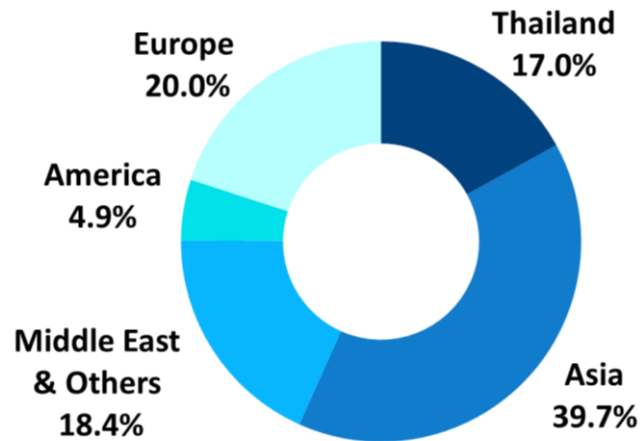
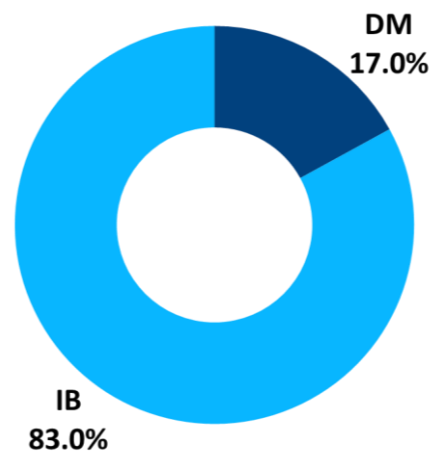
### Q1'2024

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

100

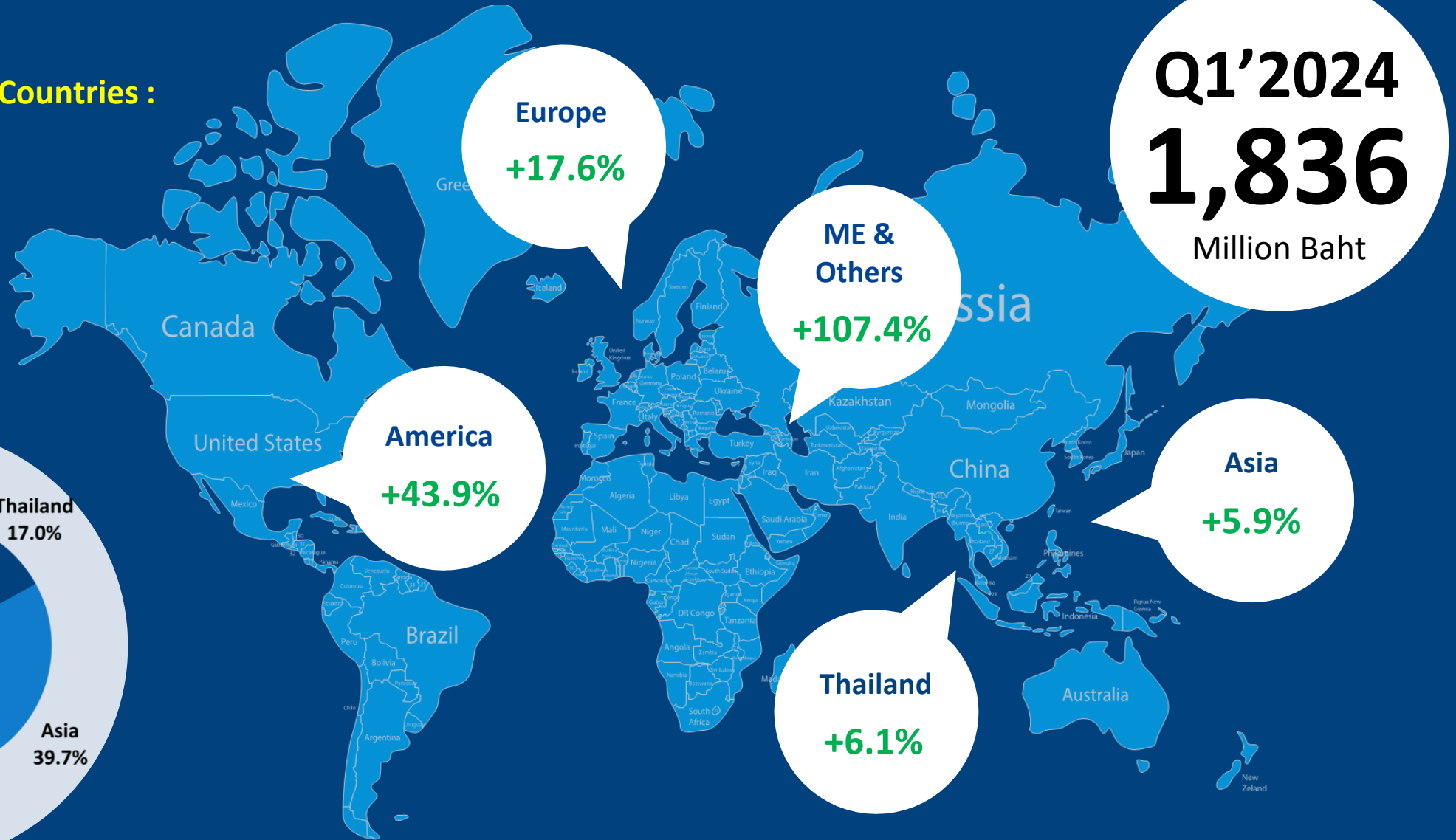
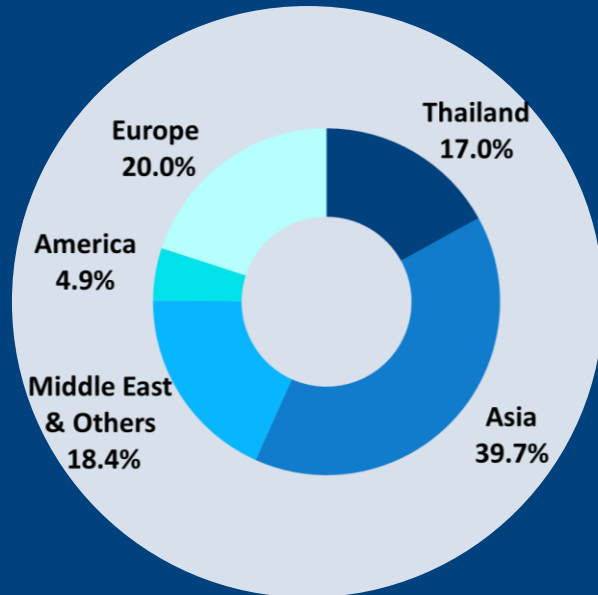
COUNTRIES  
TERRITORIES

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

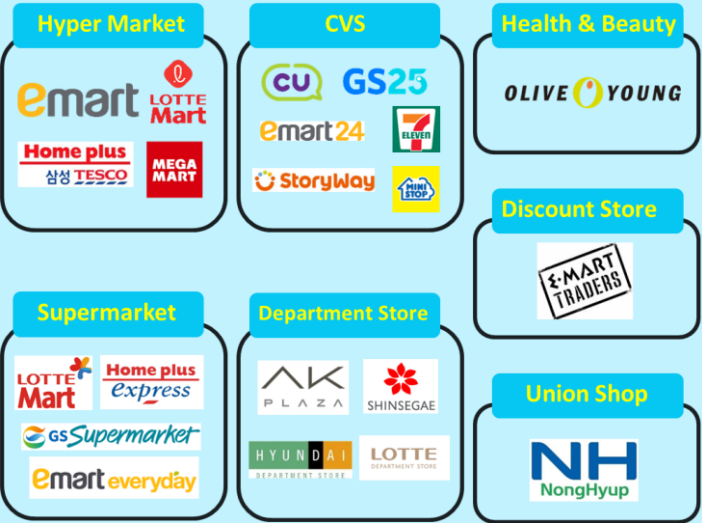
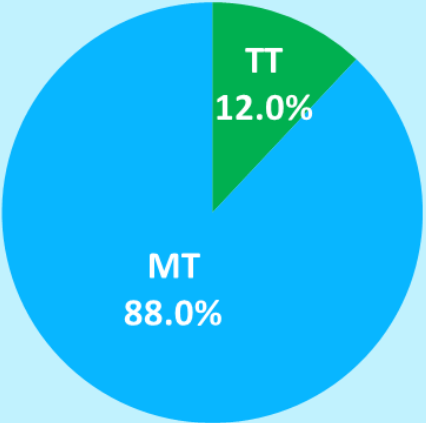
Sales **728.3** Million Baht  
Growth **5.9%** YoY

- ❑ 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.

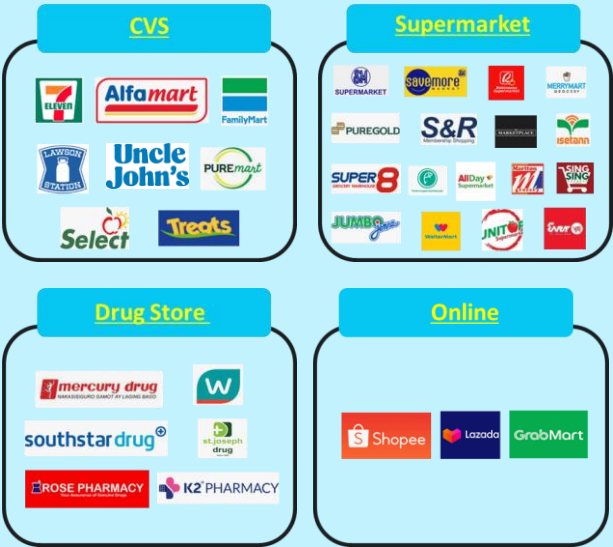
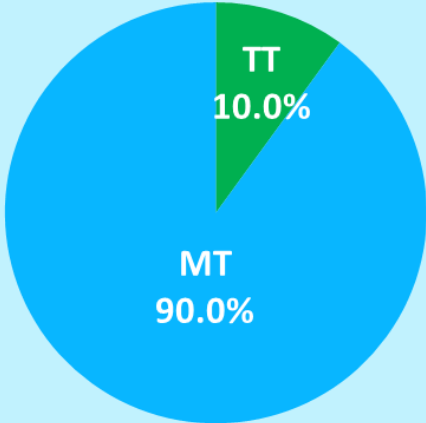


# Key Countries

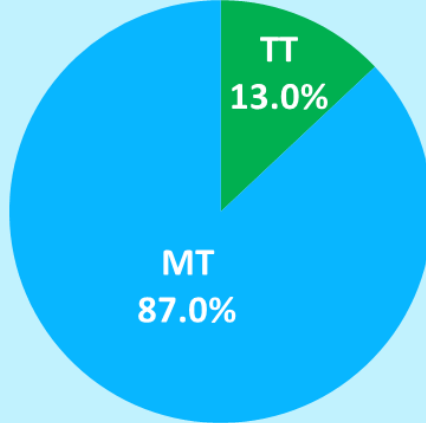
## KOREA Market



## PHILIPPINES Market



## INDONESIA Market



Channel Contribution



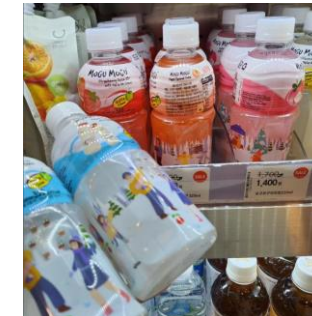
# KOREA LIMITED EDITION PACKAGING DESIGN

#MOGUMOGU #모구모구 #MOGUMOGUWINTERCOLLECTION



Liked by gini\_s2\_ and 20,207 others  
 #광고 @mogumogu\_kr  
 Mogumogu winter limited NEW season label has been released!  
 If you mix Mogumogu and Soju, the beloved Moju is born in Shuchuta! Moju is popular these days

We are holding an event at 'Mogumogu' to celebrate the release of the season label! After purchasing 4 types of labels for winter season, upload a proof of purchase post on Instagram, you are complete!





# Mogu Mogu in Stores & Marketing Activities



용화  
scribed  
124K  
Share  
Download

MOGU MOGU X SOJU #MoJu



[슈위타] EP25 SUGA with 정용화  
BANTANTV  
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.

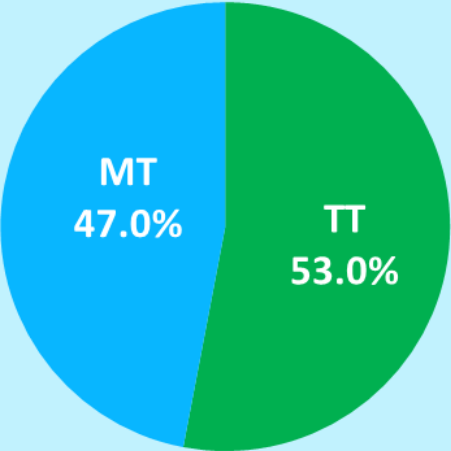


# France Market

## Mogu Mogu

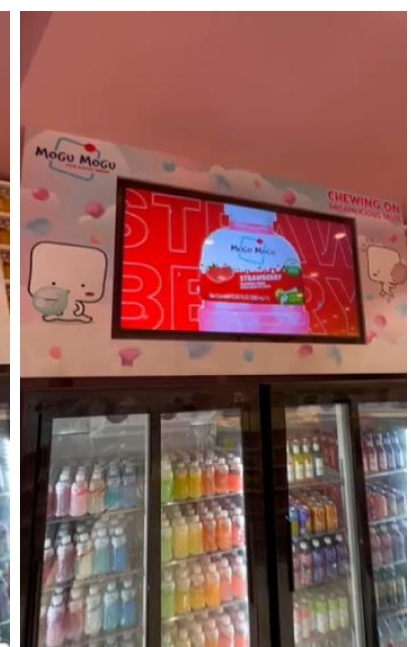
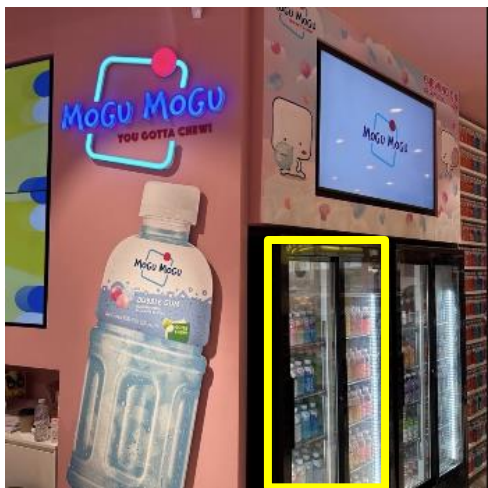
### New Superstar Fruit Juice Drink

#### Channel Contribution





# 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

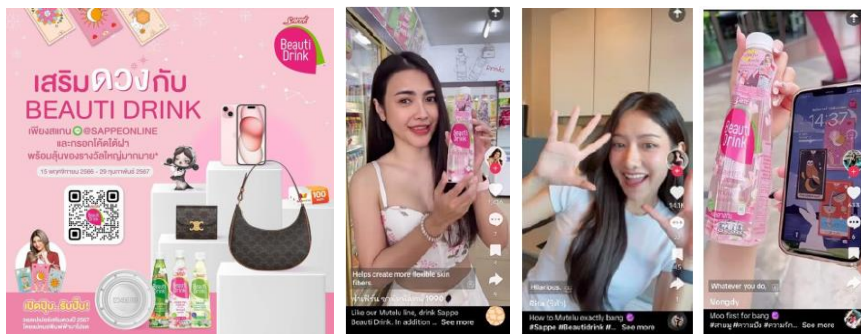


# Rebranding Campaign



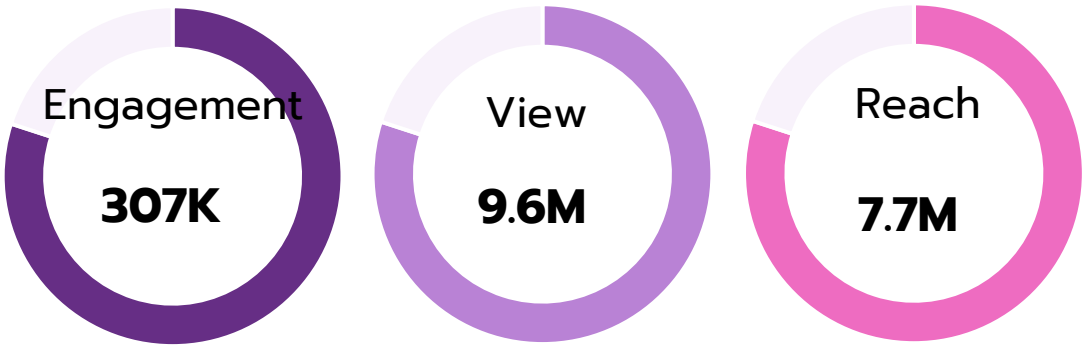
## Loyalty Campaign

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





# Sappe Beauti Powder Stix



Sustain campaign awareness by using KOL



🔊 NPD launch

เซปเป บิวตี พาวเดอร์ สติกซ์  
กลิ่น มิกซ์เบอร์รี่

คอลลาเจน 2,000 มก.

แอล-กลูตาไรโอน

ไม่ผสม น้ำตาลทราย

ซองละ 10.-

คอลลาเจน ช่วยผิวชุ่มฟูดูเรียบเนียน

แอล-กลูตาไรโอน ช่วยปรับผิวให้ดูกระจ่างใส

ผิวใส..เปล่งแสง



# B'lue MORE TASTE OF FUN



## Friend of B'lue School Tour



## On-line Activities



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



Product sample

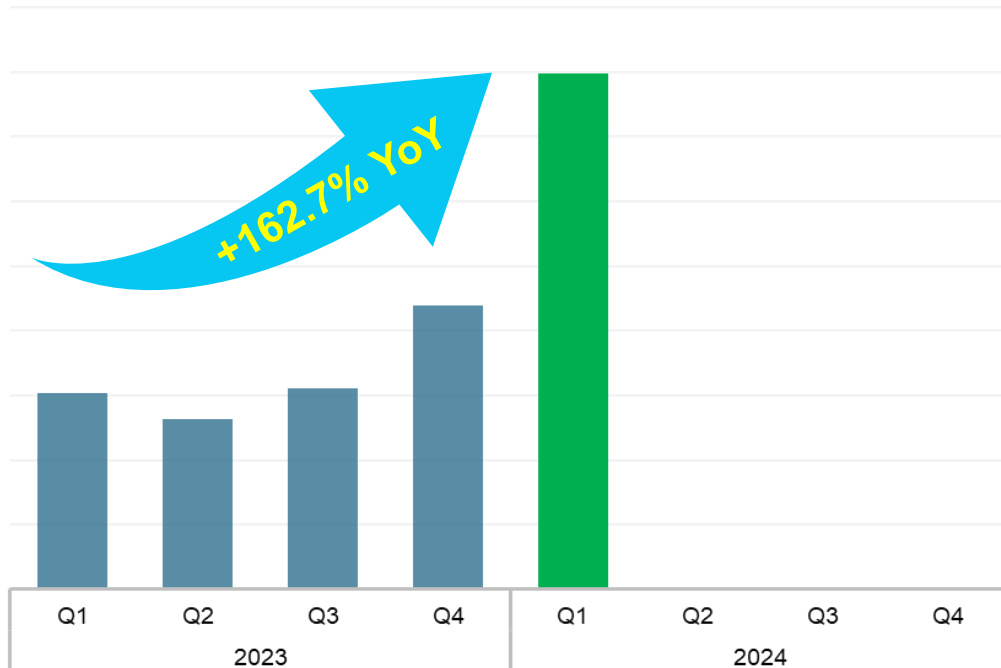
## Marketing Activities



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



# E-Commerce



Best Seller



วันละ 10 บาท 14 วัน รู้เรื่อง ☑  
#สิทธิ์ผิวสวยถาวรหน้า...  
stame\_nari ▷ 2M



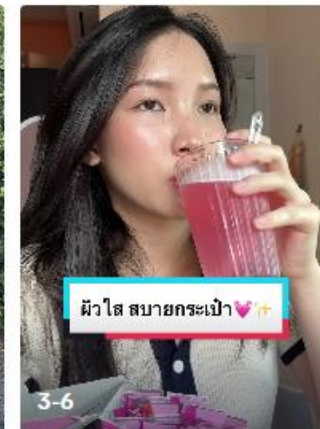
ผิวสวยอร่ามน่าสัมผัสในราคาจับ  
ต้องได้ กับ Seppe Beauti...  
baifarm ▷ 135K



ดูแลตัวเองมาเยอะถึงเวลาดูแลฟอ  
ลูกอ่อนของเราบ้างแล้ว ❤️...  
pukpingorigi ▷ 1.7M



ผิวอร่า 10 บาท เอาอะไรมาแพง  
😍 #เซปเป่10บาท...  
stame\_nari ▷ 411.1K



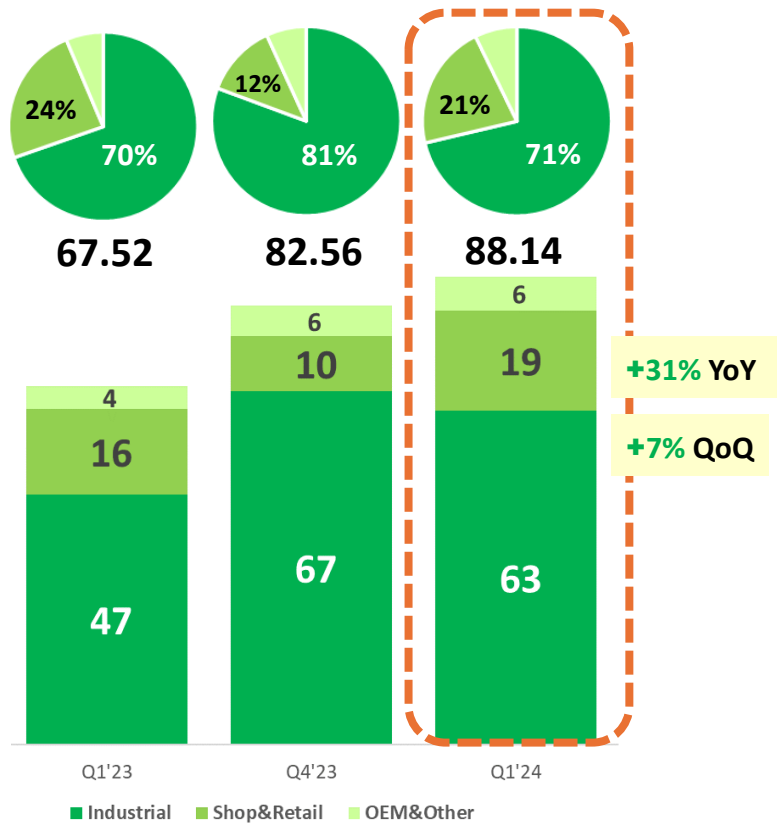
#เทรนด์วันนี้ #คอลลาเจน  
#คอลลาเจนผิวใส...  
iibpskii ▷ 625.4K



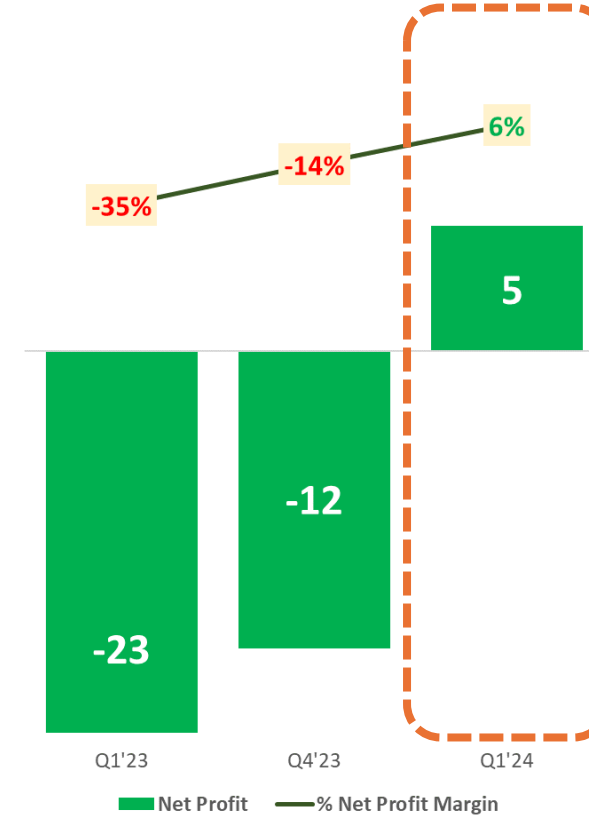
หลังสงกรานต์ ภูมิคุ้มกันตัวนี้  
เท่านั้น! #เซปเป่10บาท...  
pintokub ▷ 263.9K

# 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

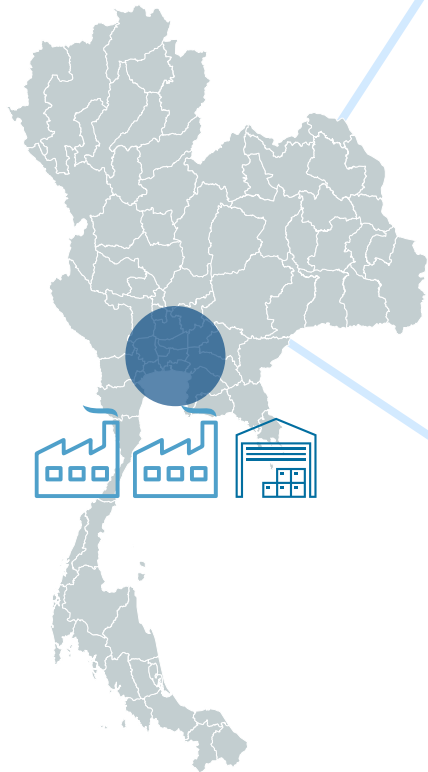




# Production Facility

## 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

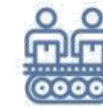


**8,000** Sqm



### 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**





A background image of outer space featuring the reddish-orange horizon of Mars in the lower right corner and numerous bright stars scattered across the dark sky.

# **SAPPE'S Sustainability**



WE BETTER PEOPLE'S LIVES THROUGH  
OUR INNOVATIVE SPIRIT



## Sustainability Framework





# SAPPE'S SUSTAINABILITY STORY





# 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.



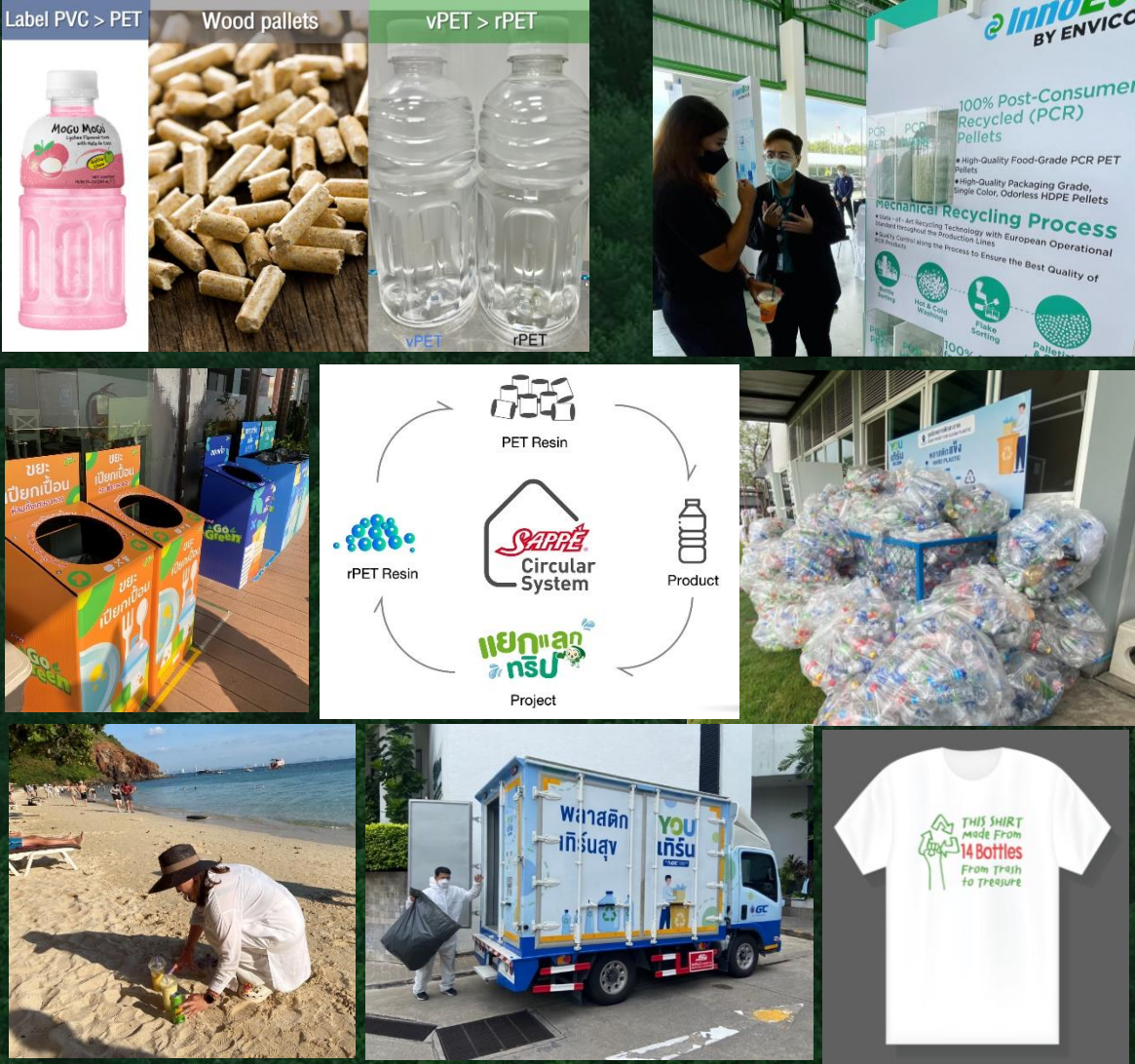
Enhance well-being for all.





# CLIMATE ACTION

## Circular Economy



## Affordable & Clean Energy



## Responsible Consumption & Production





Q&A







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



Sappe Playground



lifeatsappe



Sappe



@sappeonline



sappe



sappeplayground