



# Q2 2022

## Financial Performance

# Agenda

1. **Financial Performance Q2'2022**
2. **Business Updates**



Sappe เจ้าของแบรนด์เครื่องดื่มนวัตกรรมชั้นนำ  
ของเมืองไทย ดำเนินธุรกิจด้วยปณิธาน “เราจะทำให้ชีวิต  
ของผู้คนดีขึ้น ผ่านจิตวิญญาณที่สร้างสรรค์ของเรา”  
นำนวัตกรรมมาเป็นตัวขับเคลื่อนองค์กรให้ออกมา  
อย่างสร้างสรรค์ มีพลัง และสนุกสนาน ถ่ายทอดผ่าน  
สินค้า และวัฒนธรรมองค์กรได้อย่างลงตัว  
จนในวันนี้ Sappe มีสินค้าคุณภาพ 12 แบรนด์สินค้า  
5 กลุ่มผลิตภัณฑ์ สามารถครองผู้นำตลาดเครื่องดื่ม  
Functional ในไทยด้วยแบรนด์ เซ็ปเป้ บิวตี้ ดริงค์  
มายาวนาน และมีสินค้าที่ผลิตด้วยวัตถุดิบจาก  
เกษตรไทย แบรนด์ โมกู โมกู, เซ็ปเป้ อโลเวอร์่า และ  
ออล โคโค จำหน่ายใน 98 ประเทศทั่วโลก  
ด้วยเป้าหมายจะสร้างแบรนด์ “Sappe”  
แบรนด์ไทยแบรนด์นี้ ให้เป็นแบรนด์ระดับโลกให้ได้



## WHO WE ARE



Fun Innovators



PASSIONATE  
TWIST  
TO LIFE

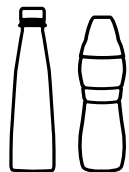


Endless Innovations



5

Product  
Categories



12

Product  
Brands



98

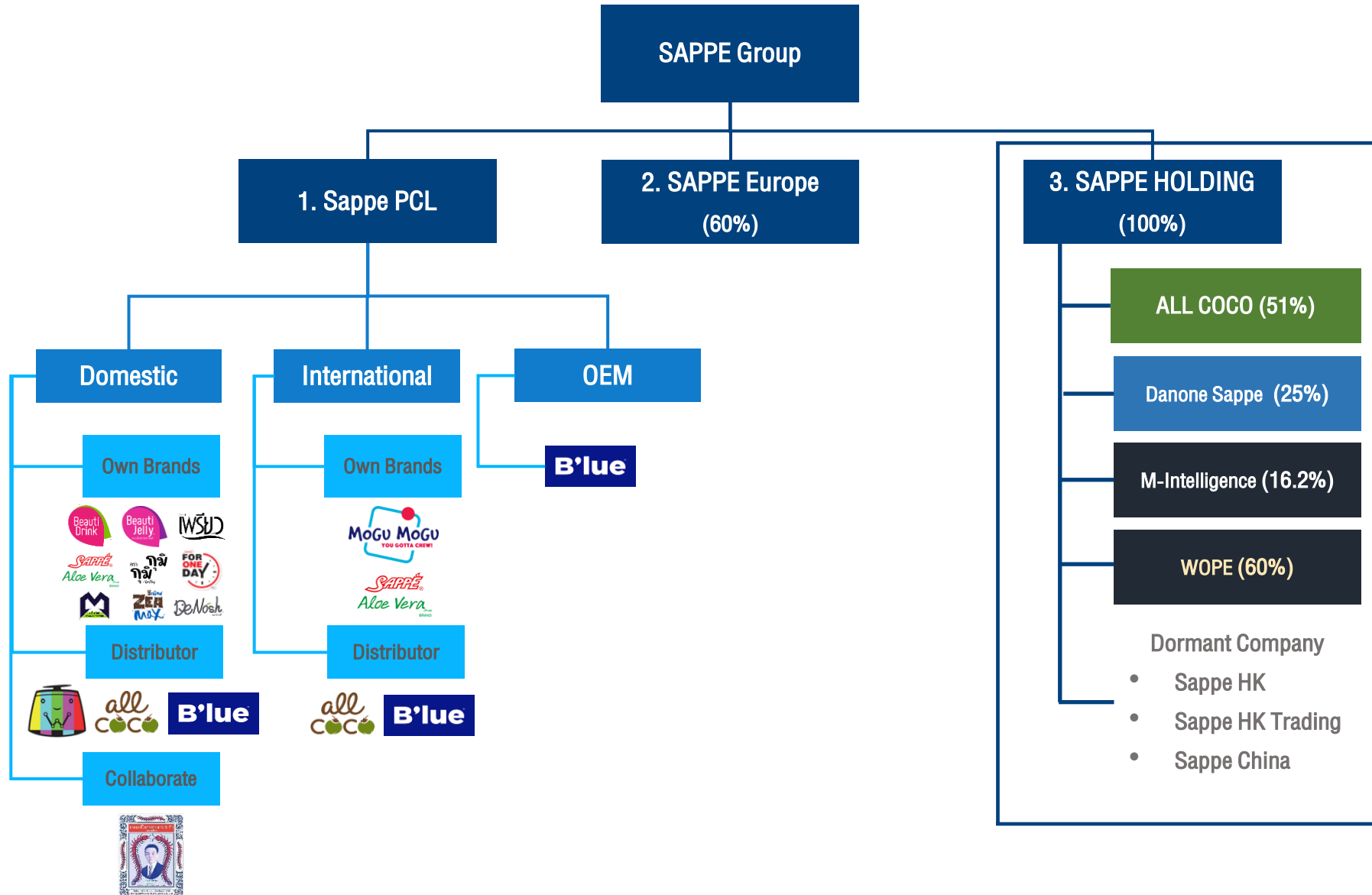
Countries  
Worldwide



No.1

Functional Drink Leader  
in Thailand

# Sappe Performance Consolidation



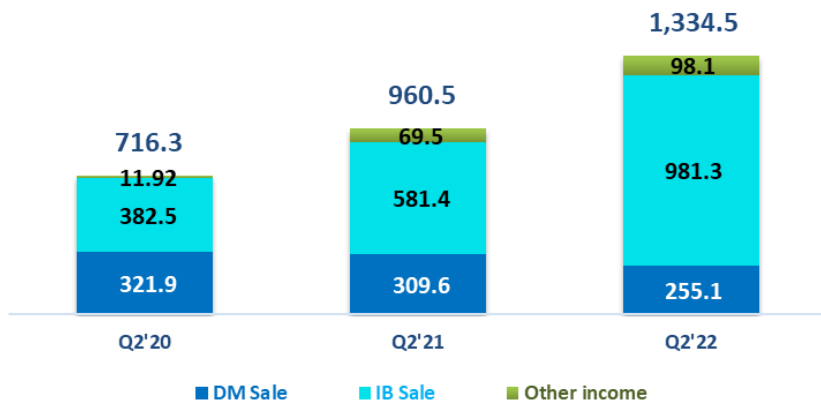


A dark blue silhouette of a world map is centered in the background of the slide. The map shows the outlines of the continents in a slightly darker shade of blue against the lighter blue background.

# **1. Financial Performance Q2'2022**

# Q2'22 Key Financial Highlights

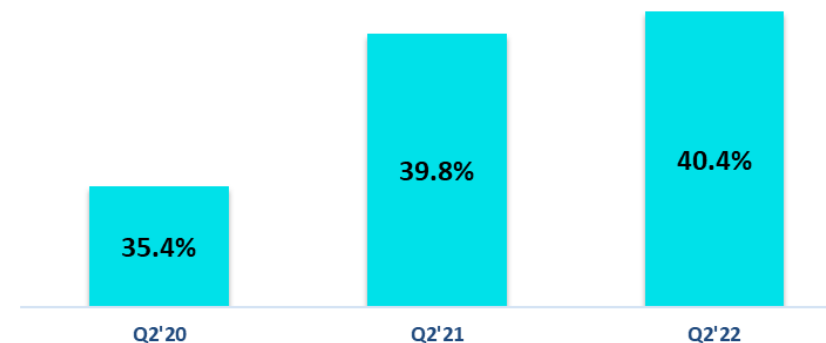
## Total Revenue



## Q2'22 Total Revenue

**1,334.5 MB**  
**+38.9% YoY**

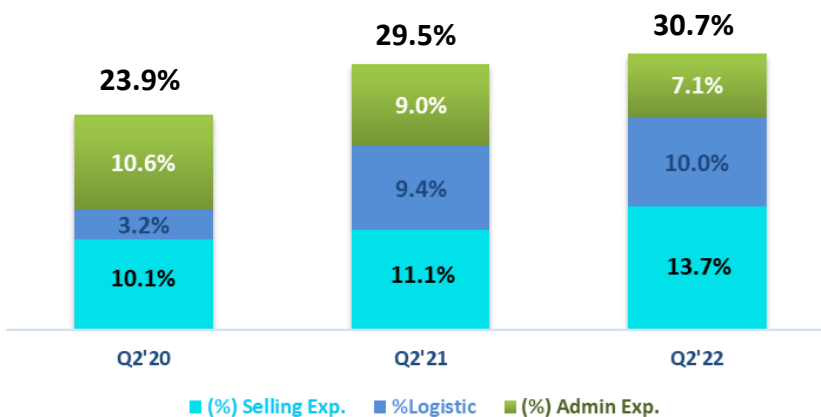
## Gross Margin (%)



## Q2'22 Gross Margin

**40.4%**  
**+0.6% pts YoY**

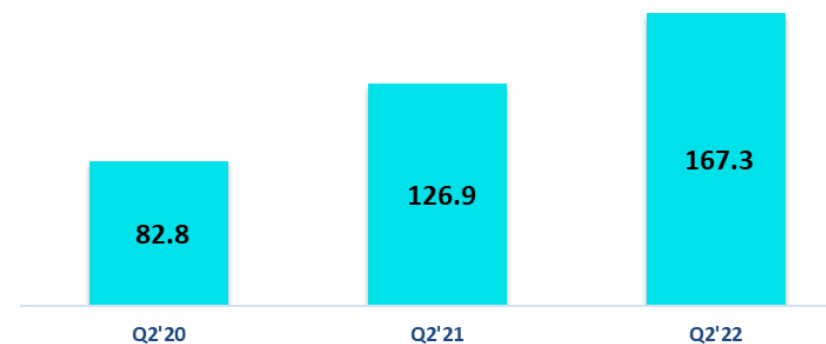
## SG&A to sale (%)



## Q2'22 SG&A (%)

**30.7%**  
**+1.2% pts YoY**

## Net Profit

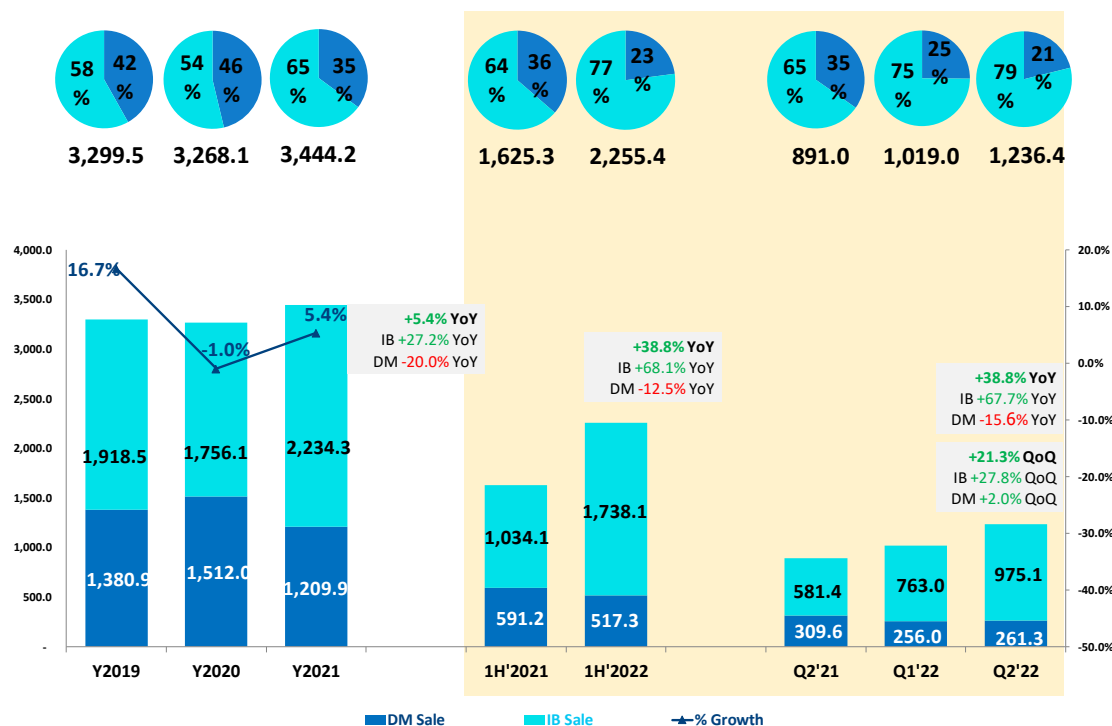


## Q2'22 Net Profit

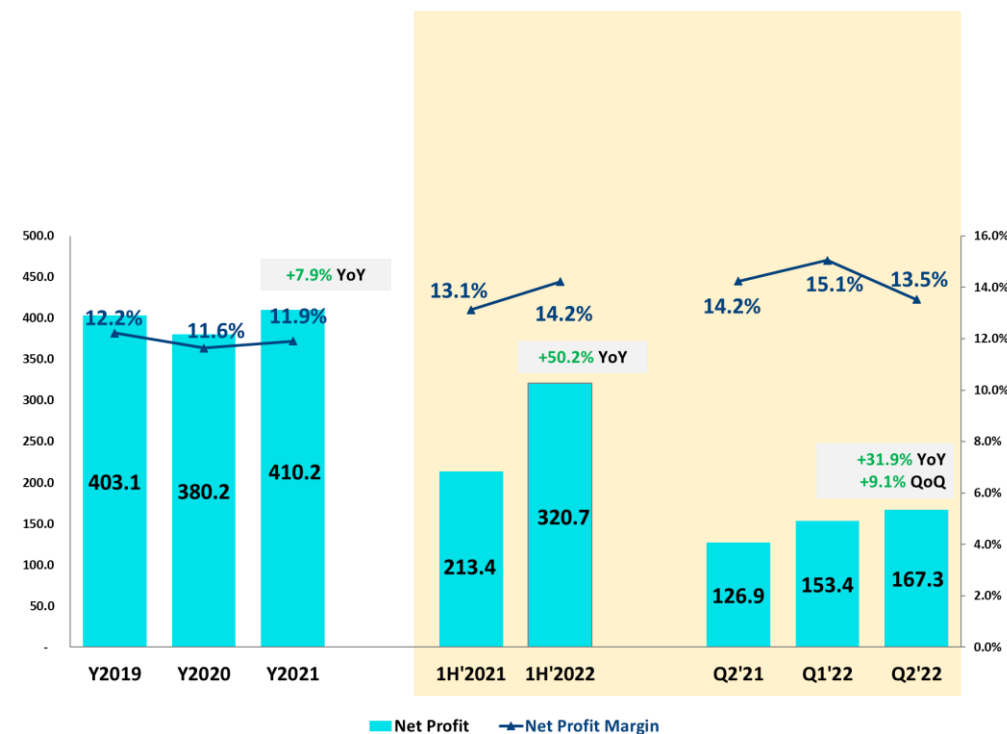
**167.3 MB**  
**+31.9% YoY**

# All Time High Revenue Breakdown & Net Profit

## Revenue



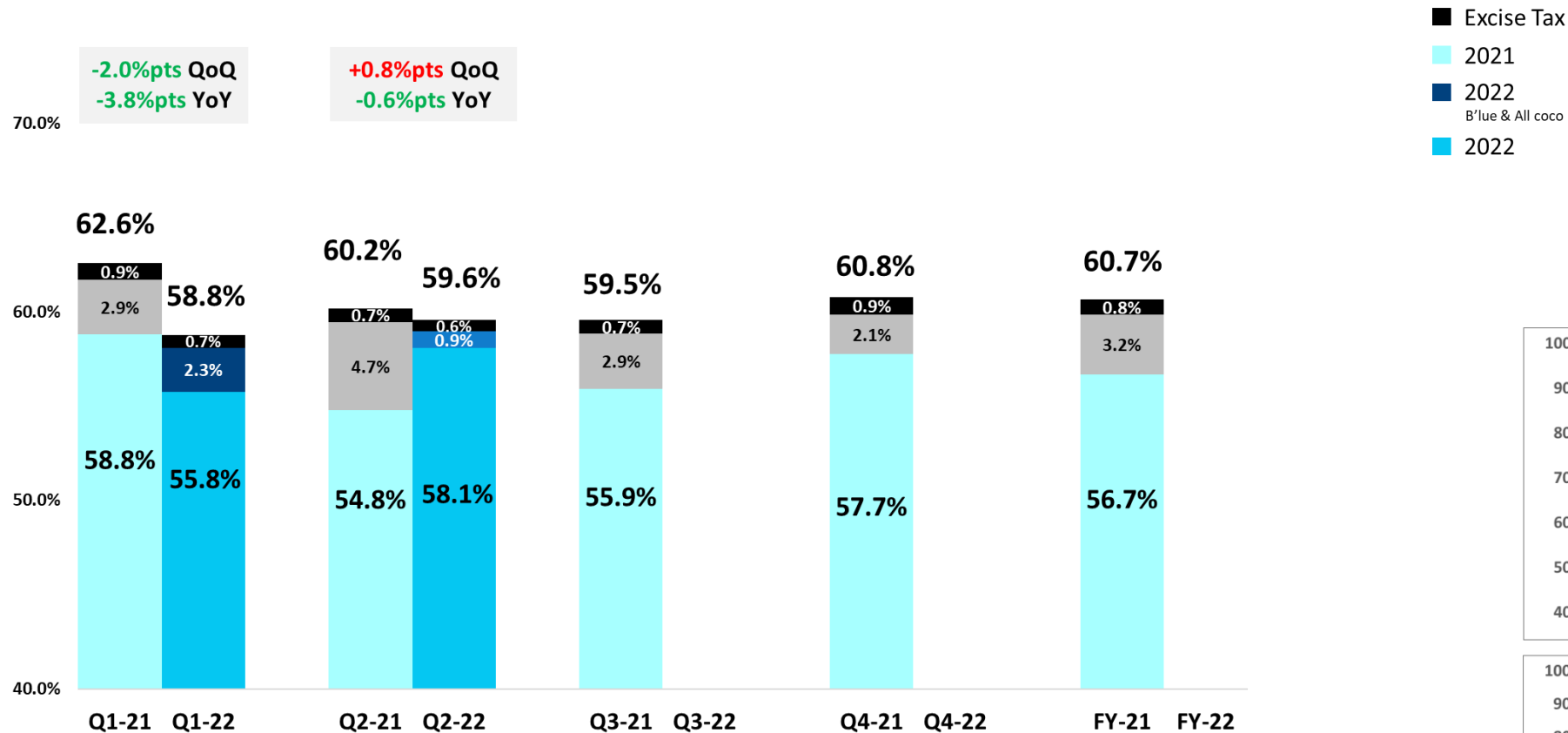
## Net Profit



### Q2'22

- The Revenue Increases +38.8% mainly from IB + 67.7% while DM -15.6%
- Net Profit was at 167.3 mb, an increase by +31.9% YoY or +40.4 mb, thanks to the recovery in export market (+68.8%), the improvement of %COGS (-0.6 pts.)

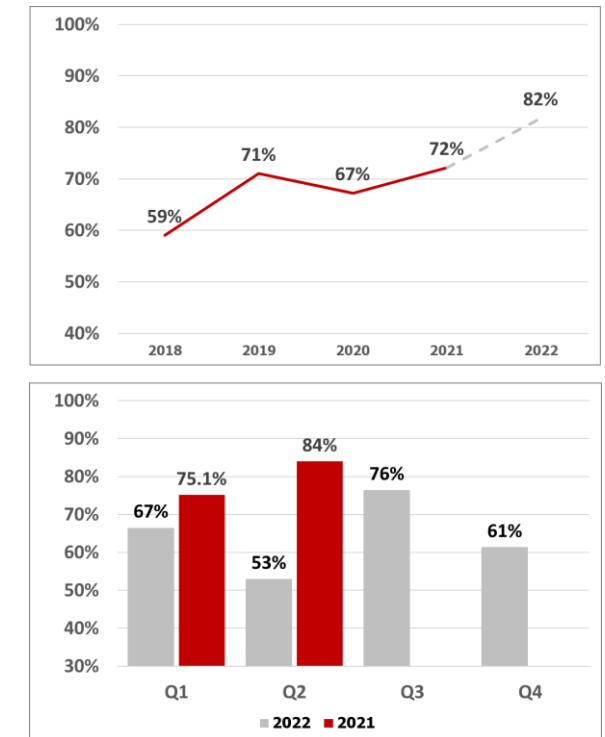
# Cost of Goods Sold by Quarter



**Q2'22** %COGS was at 59.6% lower than last year at -0.6 pts.

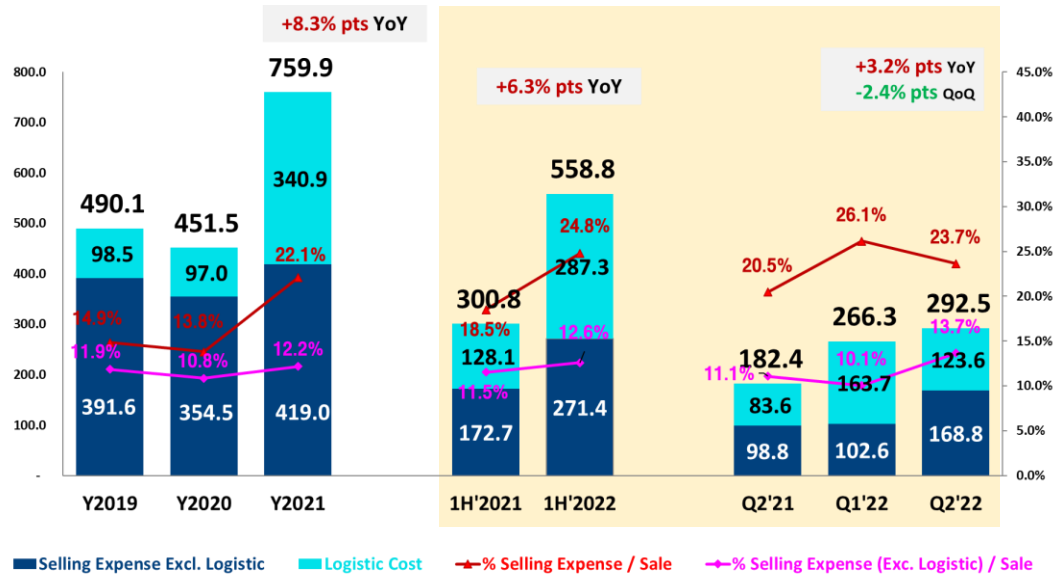
- Improve Machine speed > Higher Utilization rate,
- Depreciate of Thai Baht against USD and cost saving projects.

## Utilization Rate

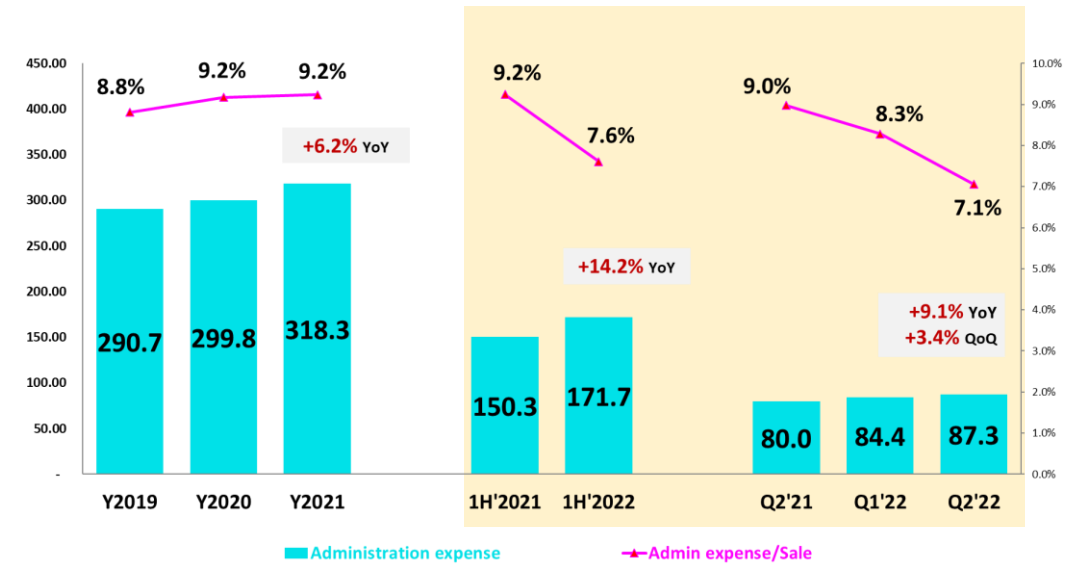




## Selling Expenses



## Admin Expenses



### Q2'22

- Selling expenses increased from higher logistic costs in export markets (which offset with Other Income).
- Admin Expenses increase from last year by +9.1% YoY to Sales.

# PRODUCT CATEGORIES

1

## 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



1

## 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

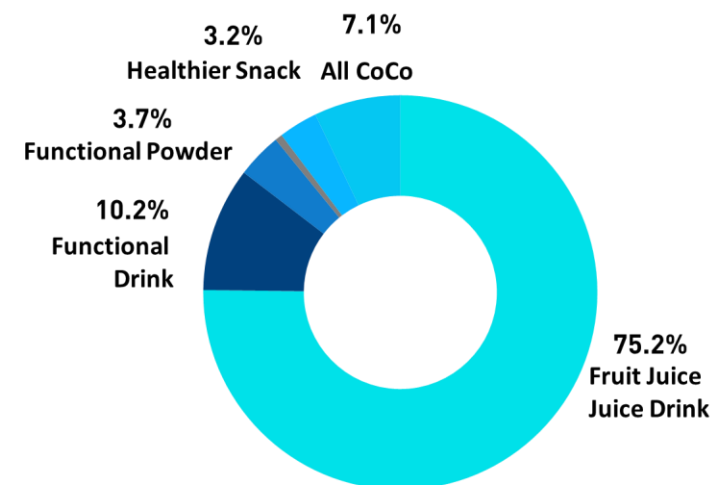
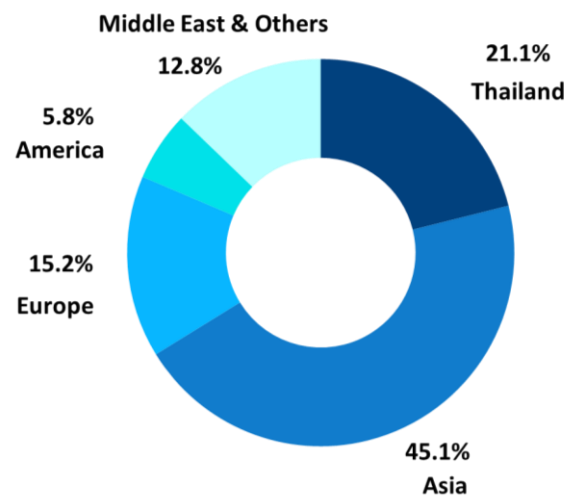
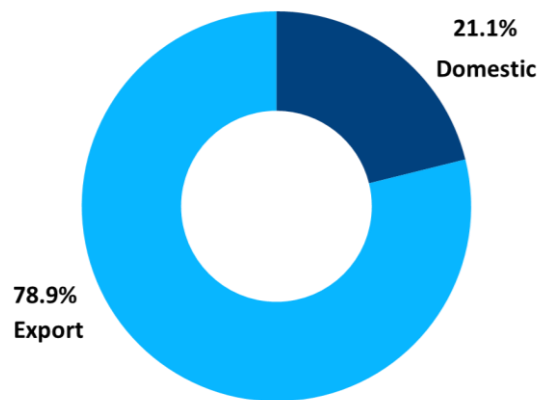
- Preaw - ready to drink canned coffee
- Coconut Juicy Pudding, Nam Hom coconut pudding with young coconut flesh



>90

COUNTRIES  
TERRITORIES

Q2'2022  
**1,236**  
Million Baht

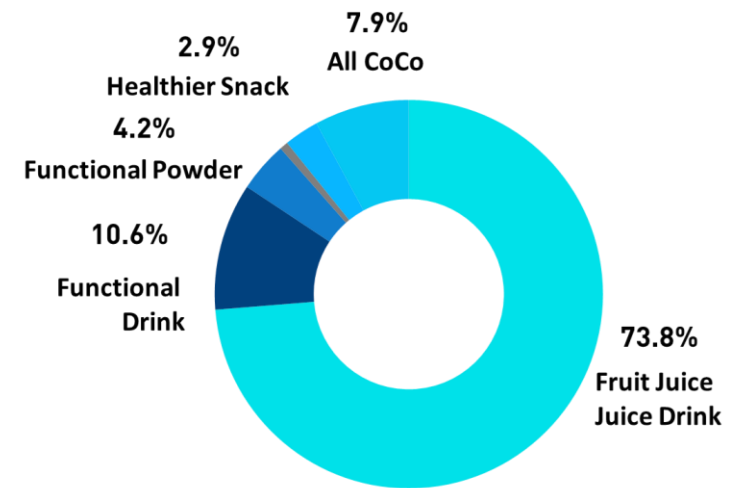
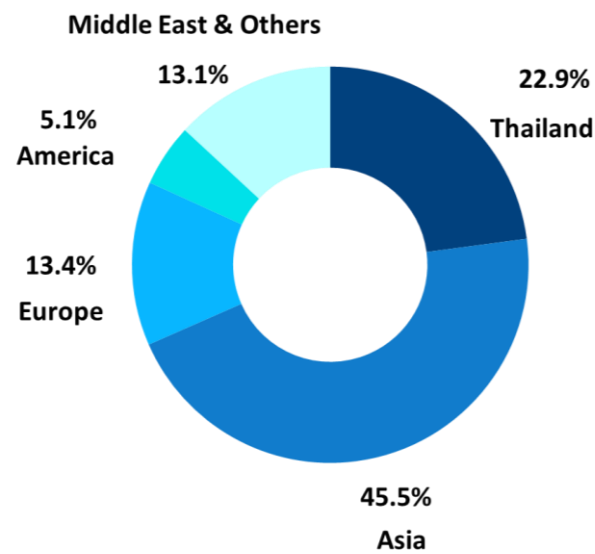
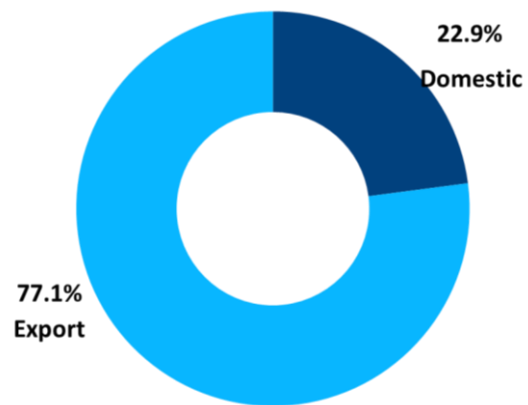


>90



COUNTRIES  
TERRITORIES

1H'2022  
**2,255**  
Million Baht





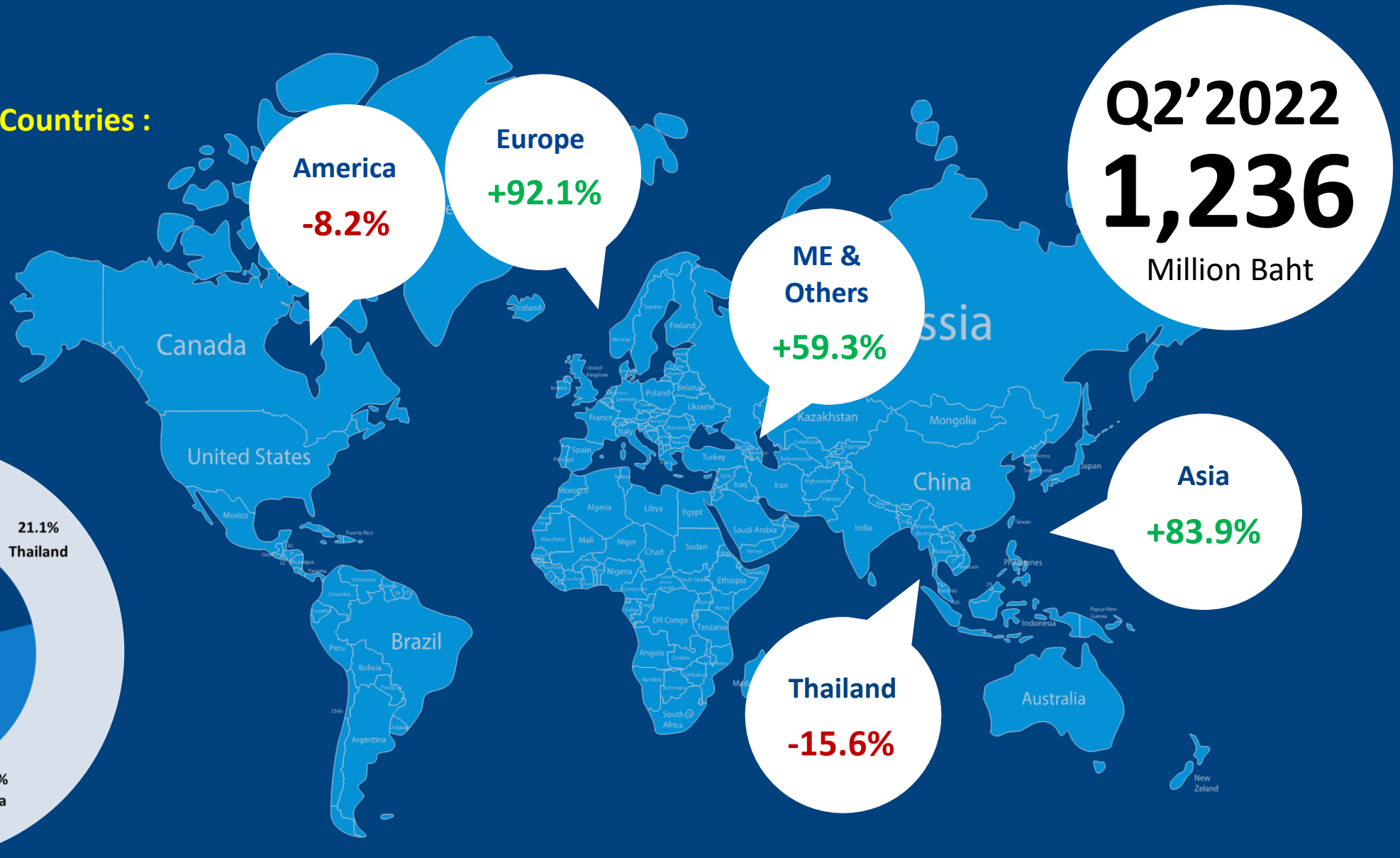
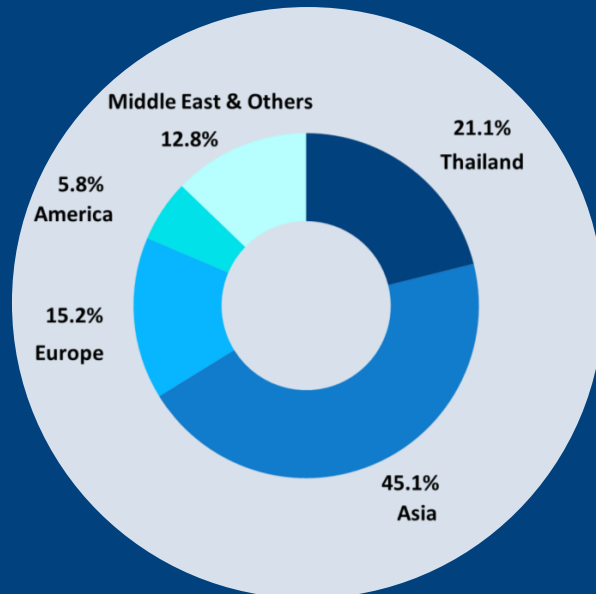
# Q2'2022 (YoY) TOP LINE GROWTH BY REGIONS

## International Business Top 3 Contribution by Countries :

1. Philippines 

2. Korea 

3. Indonesia 



# 1H'2022 (YoY) TOP LINE GROWTH BY REGIONS

## International Business Top 3 Contribution by Countries :

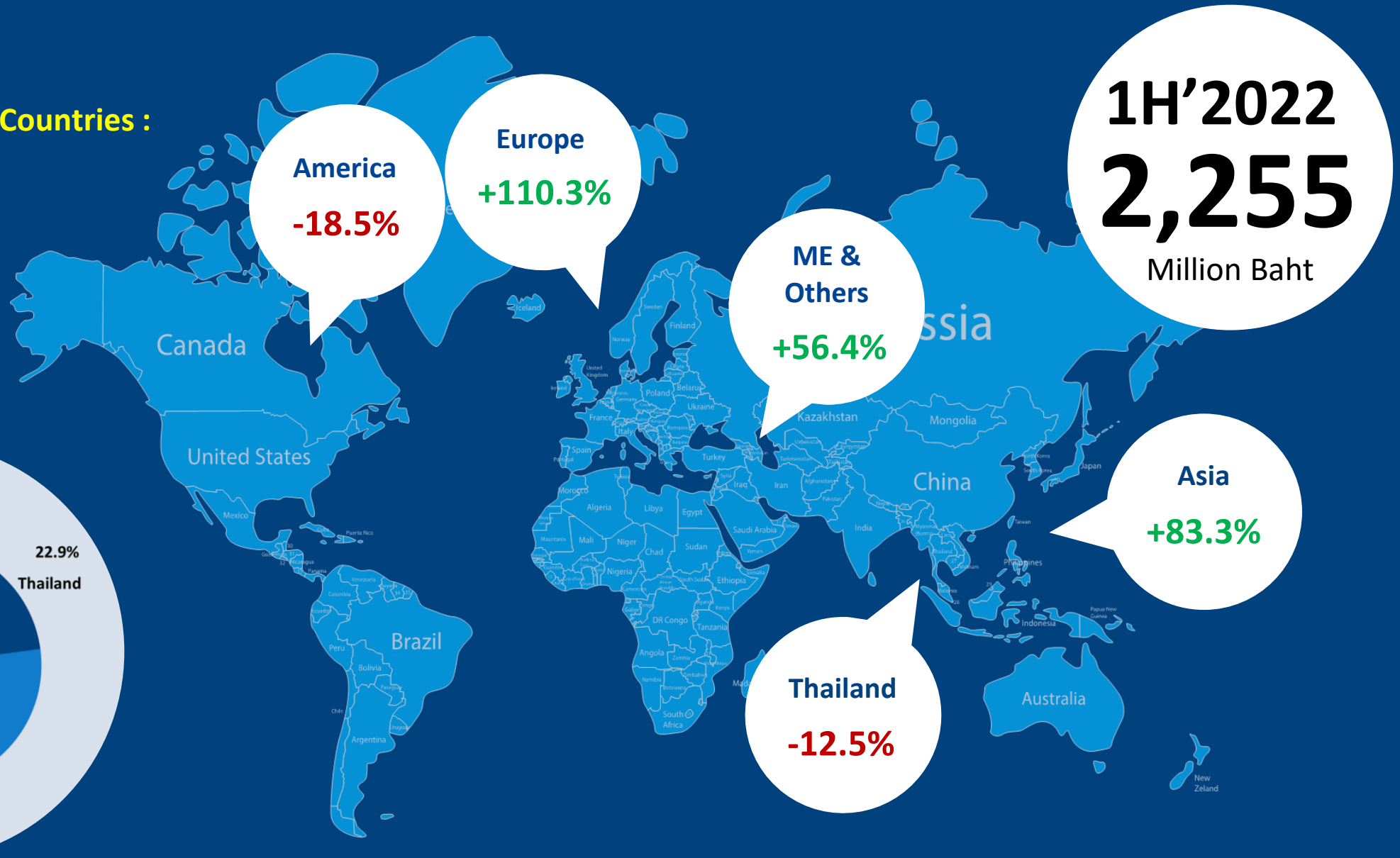
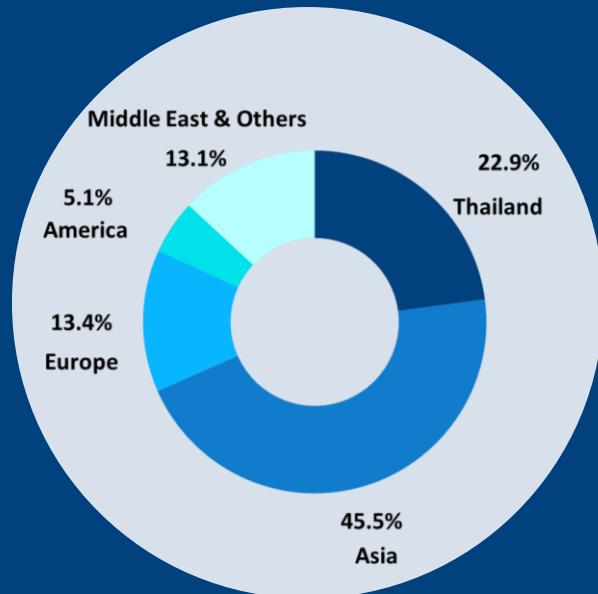
1.Philippines



2.Korea



3.Indonesia





## 2. Business Updates





## International Markets

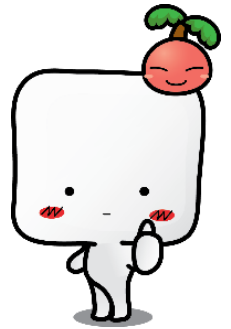




# Champion Product



- 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





# KOREA – Fruit Juice Category

MOGU MOGU : No. 1 Fruit Juice Drink in CVS

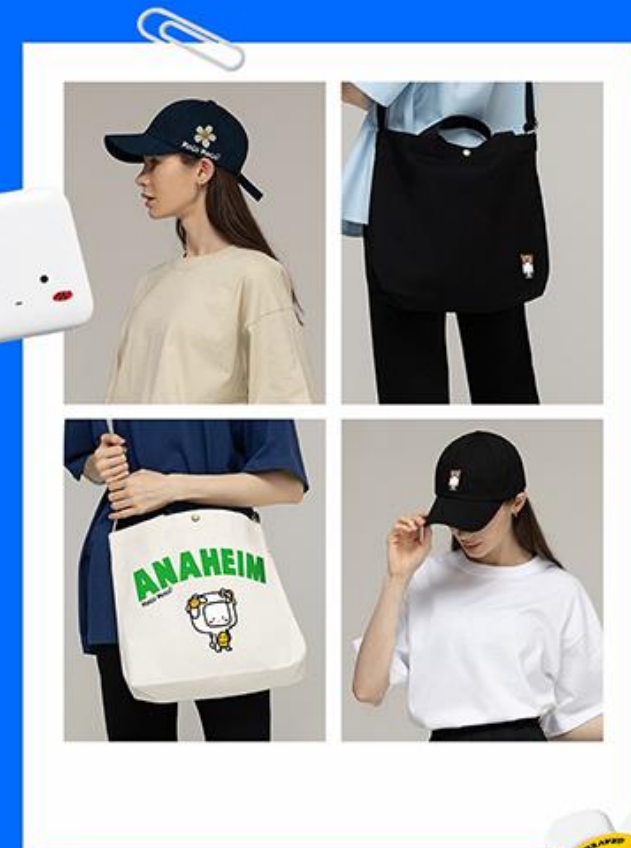




Graver of Anaheim  $\times$  MOGU MOGU



Graver of Anaheim  
MOGU MOGU<sup>7</sup>  
LIMITED EDITION



# KOREA - Marketing Activity

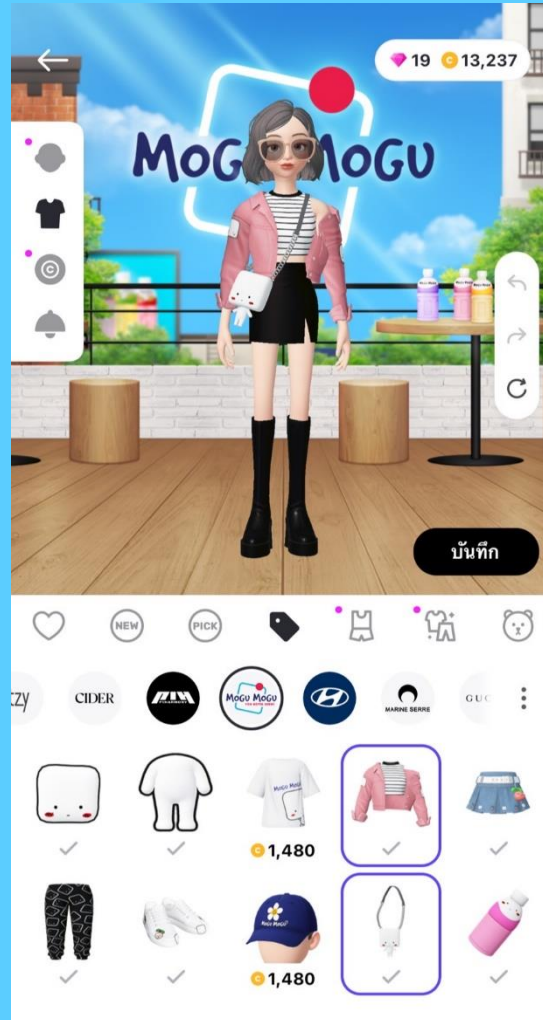
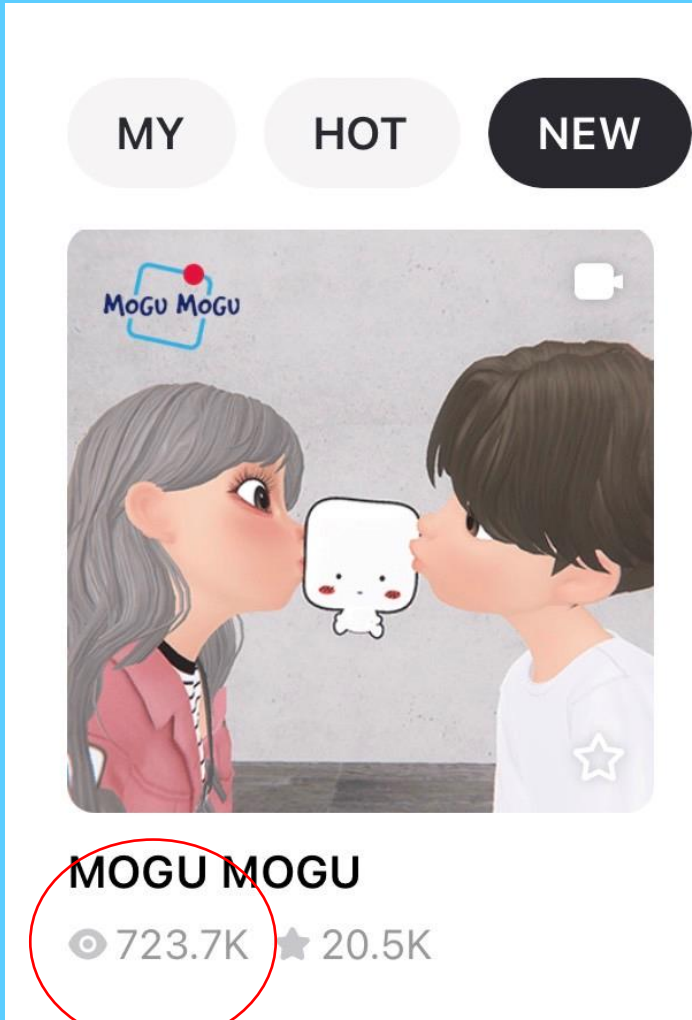
**The Biggest Metaverse Platform**  
in Asia with **over 300 Million users**





# The Biggest Metaverse Platform

in Asia with **over 300 Million users**



GUCCI

NIKE

ZARA

NARS

Hello Kitty

BR  
baskin  
robbins

CU

68 million

Number of Studio item sales

2.3 million

Studio creators

300 million

ZEPETO users

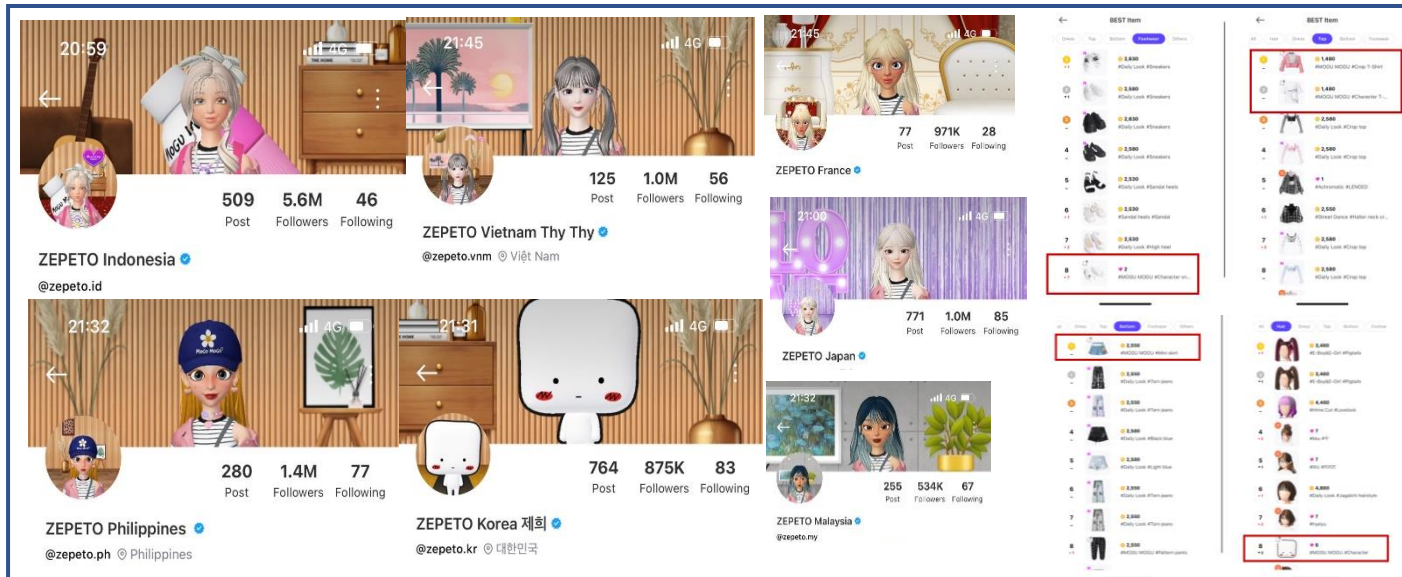




# Mogu Mogu Marketing Update : Korea AND LEVERAGE TO OTHER COUNTRIES



**ZEPETO** : Getting top best-selling rank after launching with over 200,000 times in a week  
**4 TIMES ACHIEVED** on our expectation and Avatar of key countries wearing Mogu items



**Getting Good engagement from Players that created and posted across platform social media**



**ARE  
YOU  
READY?**

MOGU MOGU IS NOT JUST  
A BEVERAGE BRAND



**WILL BE TRANSFORMED INTO LIFESTYLE BRAND**





**PHILIPPINES**



# PHILIPPINES – Fruit Juice Category

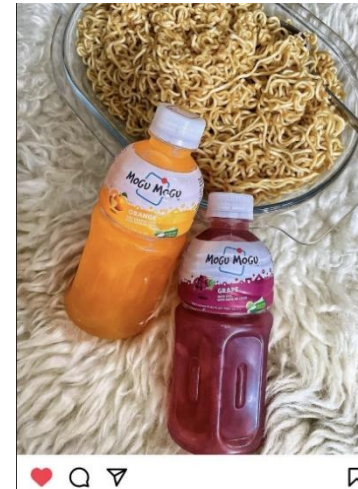
MOGU MOGU : No. 1 Fruit Juice Drink in CVS



# PHILIPPINES - Marketing Activity

## MG Food Pairing Campaign from FB, TikTok, IG :

- Total Reach / View: 7.48M+
- Total Likes: 260K+
- Total shares: 30K+







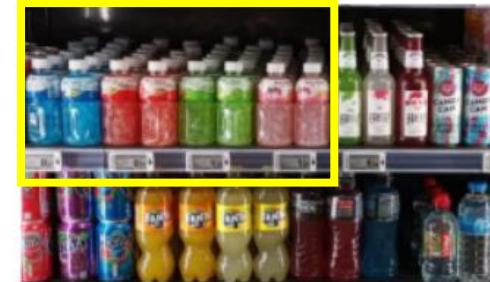
# INDONESIA – Fruit Juice Category

MOGU MOGU : No. 1 Fruit Juice Drink in INDOMARET





# FRANCE - MOGU MOGU in Stores



Carrefour City

Auchan

Intermarché

Salon Carrefour



# FRANCE - MOGU MOGU in Stores





# Exhibition Q2'2022 : April in Germany





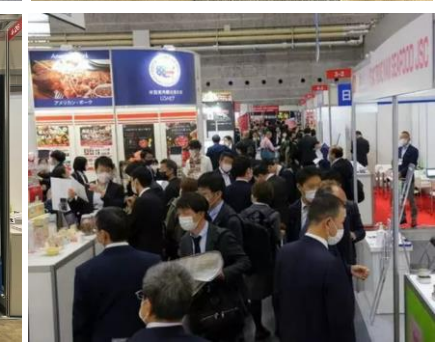
# Exhibition Q2'2022 : May in Thailand





# Exhibition Q2'2022 : June in Japan

## JFEX 2022 2ND JAPAN INT'L FOOD EXPO





# Domestic Market





# Preaw Marketing Campaign



## Online Communication

**#เพรียวจริงจึงบอกต่อSS2**

Period: Apr-May 2022

**HIT CONSUMERS**  
**10 Million Impression**



Testimonial concept from real consumer at Khon Kaen & Chaiyaphum to Facebook ads strategy, increase brand awareness and reach to conversion.

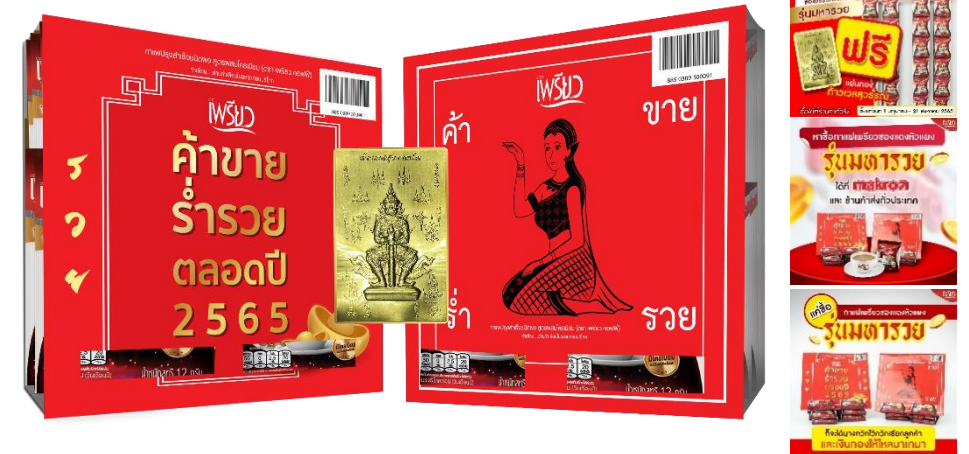
## Offline Activity



**#MUKETINGหัวแผนเพรียวมหารวย**

Period: Jun-Aug 2022

**TT COVERAGE**  
**BETTER +50%**



Adapt TT shopper's insight "Mutelu" twist to "Muketing" launched Preaw Limited Hanging in TT & Makro with support premium promotion (แผนทองหัวแผนเวสสุวรรณ) to improve traditional trade coverage and product visibility in-store.

**PASSIONATE**



**Bring the new strategic format**  
**health and beauty to satisfy consumer needs also help you**  
**get essential vitamins and minerals for health and beauty**  
**quickly and easily**  
**with the good taste and the affordable price.**



# K-DRAMA TREND

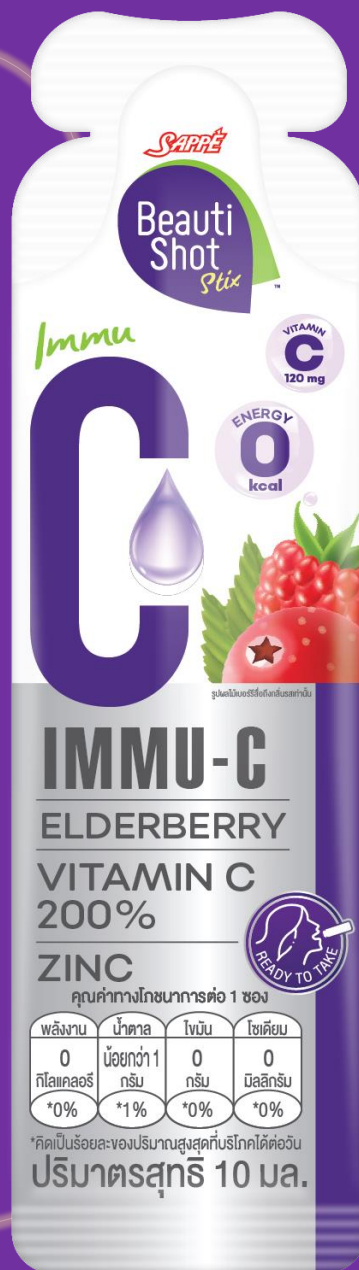


# Immu-C

Vitamin C 200%  
Elderberry extract  
Zinc



0  
Kcal



# Collagen-C

Collagen 2,000 mg.  
Vitamin C 200%  
L-Gluthatione



10  
Kcal





# B'lué



**DANONE**  
ONE PLANET. ONE HEALTH



## B'lué THAILAND



**ORIGINAL**

**NO SUGAR**

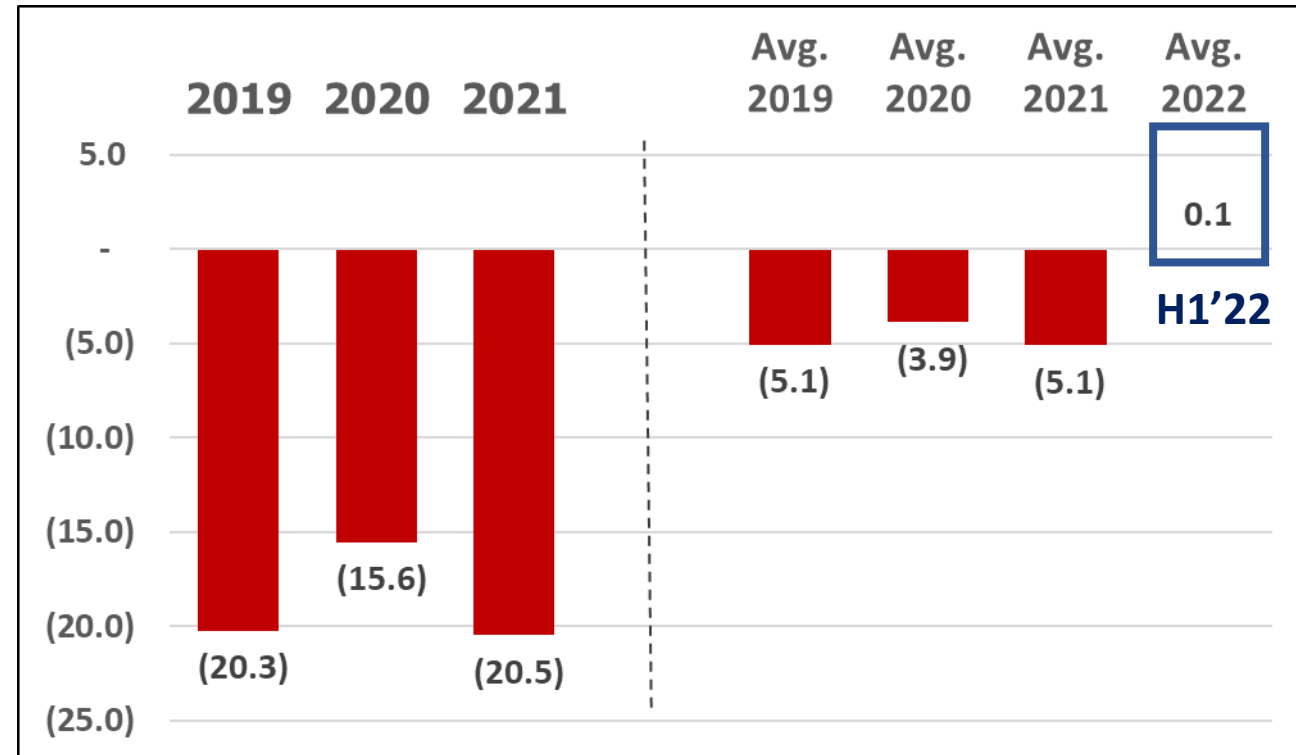
**0 KCAL**

## Sales Performance

**B'lue**   
**Market Share #3**  
In Vitamin Water Category  
(since October 2021)

Source: Nielsen Thailand

## Shared 25% Loss from DSB



The first three years were the brand investment period  
In 2022, we target net profit at brake-even

# Continually Marketing Investment in H2'2022

Q3  
2022

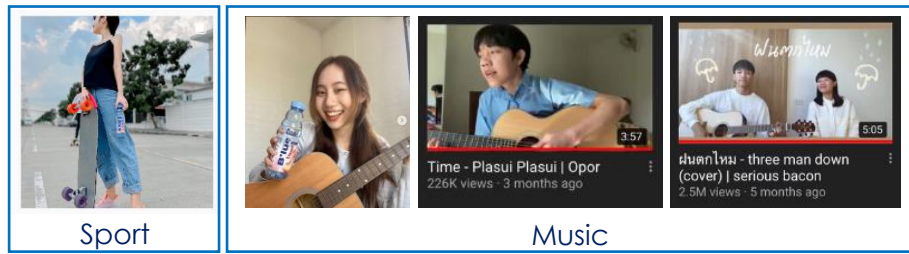
Q4  
2022

Extending from “Revitalizing & Refreshing” to “Delicious”



Driving awareness through entertainment industry via O2O

1) ONLINE – Through KOL (entertainment industry)



2) OFFLINE – Through bands/pop-up concerts





# ALL COCO

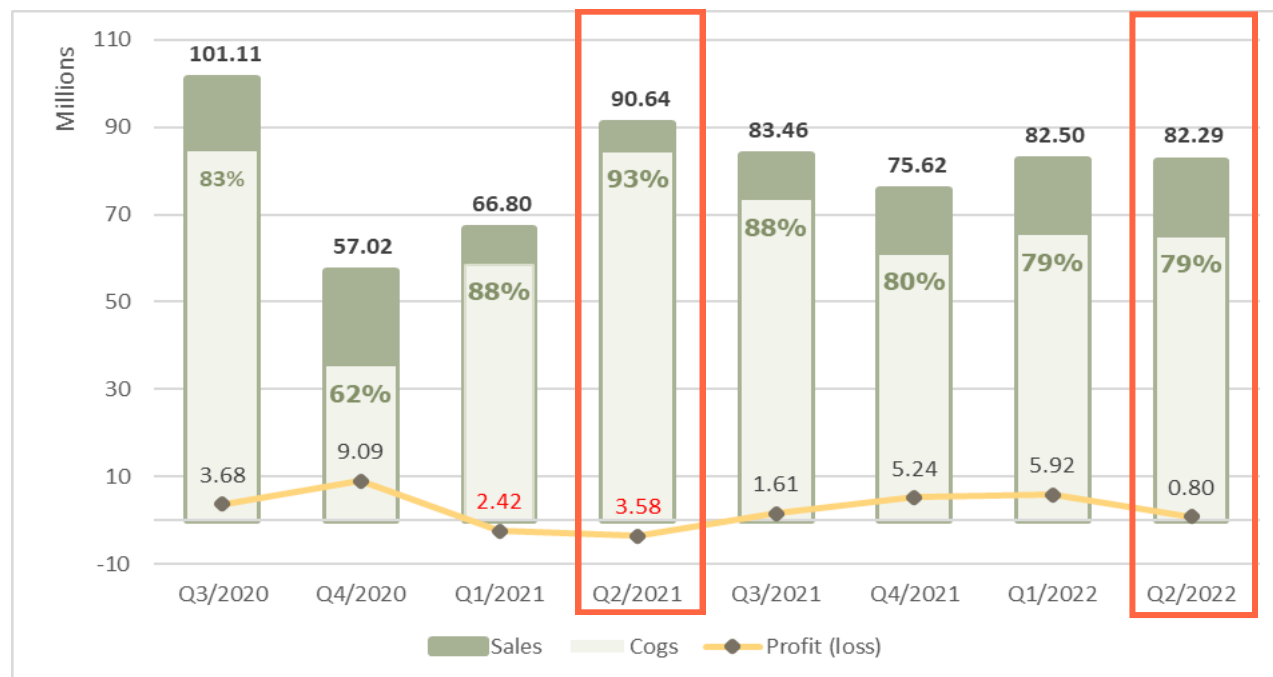




# Outlook : All COCO Q2/2022

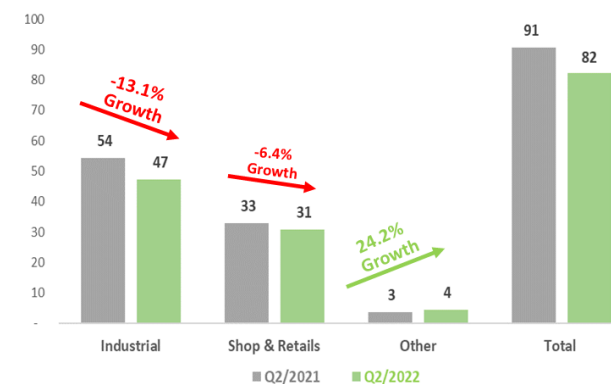


## P&L by Quarter



- Total Revenue from selling goods in Q2/2022 was at 82.29 MB and It had 122% growth of Net profit compared with that of Q2/2021

## Sales by BU



## Volume by product







# Timeline of our franchise in Indonesia

1st: Jakarta (Senayan)  
16 Oct 2021



2nd: Bali  
12 Dec 2021



3rd: Jakarta Puri-Indah mall  
15 Apr 2022



4th: Bali (GWK)  
29 July 2022







# Special New café menu item

Presentation by All Coco

Coconut  
Waffles



# New JV with Workpoint

## WHAT WE POSSESS



- Thailand's **LEADING** F&B manufacturer
- **NATIONWIDE** distribution channels
- **WIDE RANGES** of innovative products serving various group of consumers



workpoint

- Thailand's **TOP** content creator
- Own **STRONG** entertainment platform
- **WELL ESTABLISHED** network with celebrities & influencers

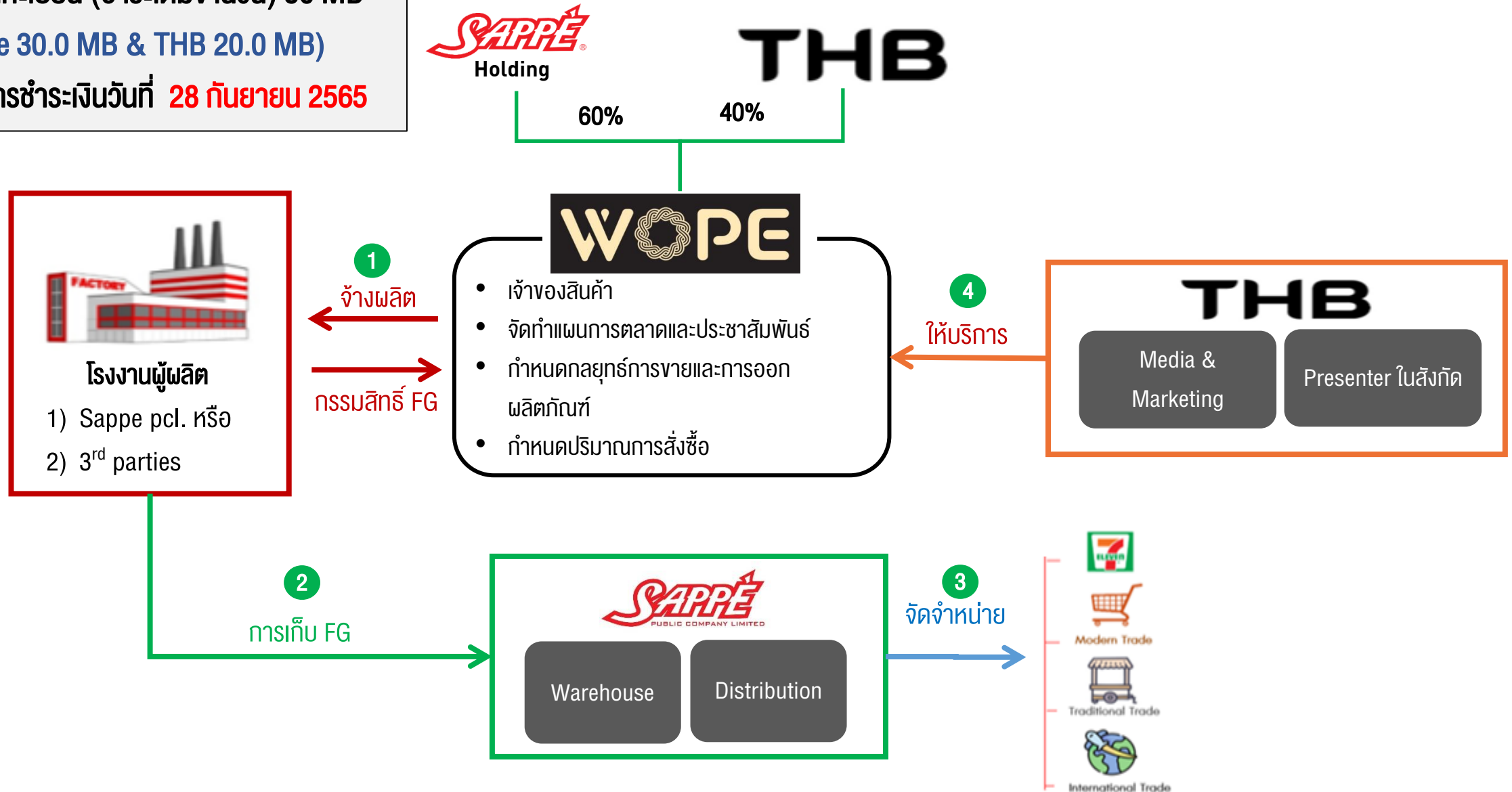
## What the possible PURPOSE is

Deliver consumers the **RIGHT** products and new experiences through...

**INNOVATIVE** mindset and **CREATIVE** marketing communications

# New JV with Workpoint

ชำระทุนจดทะเบียน (ชำระเต็มจำนวน) 50 MB  
(Sappe 30.0 MB & THB 20.0 MB)  
ประมาณการชำระเงินวันที่ **28 กันยายน 2565**





# TARGET GROWTH 2022-2026

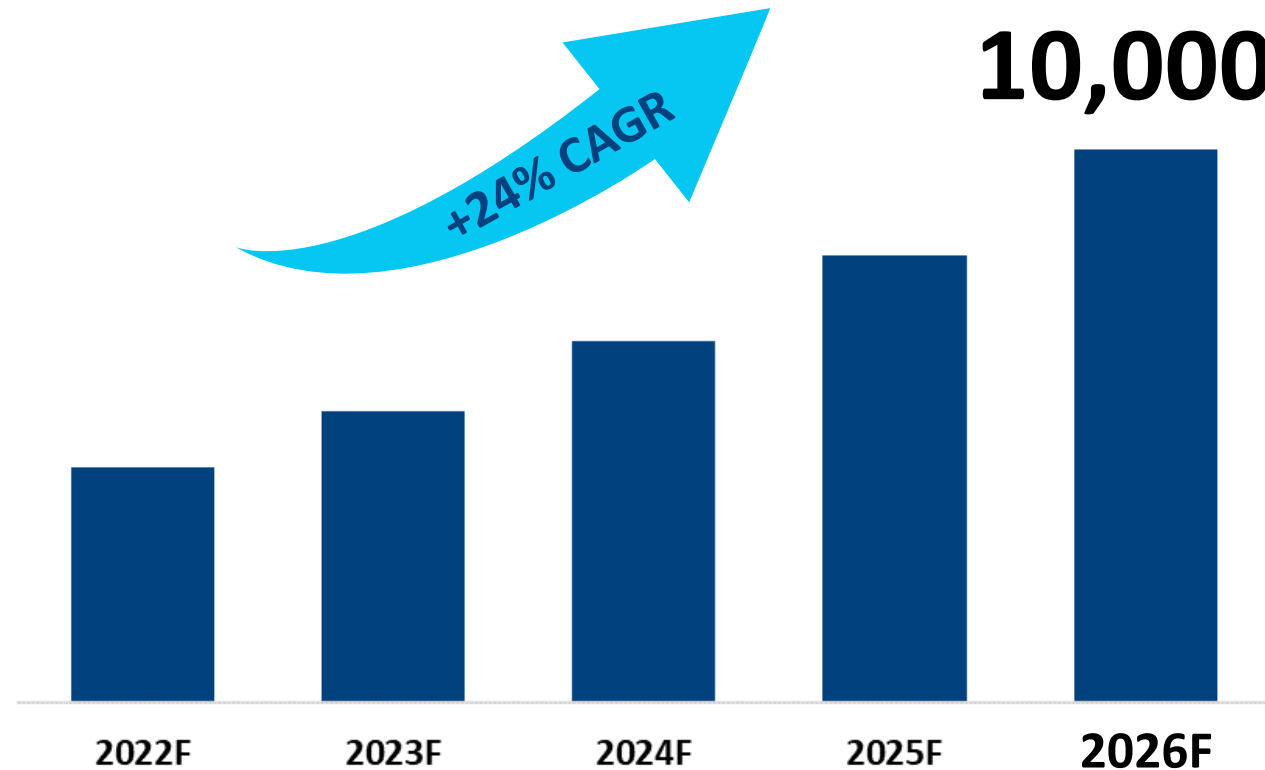
Y2021



**3,444 MB**

**REVENUE**

**10,000 MB.**





**Q&A**





# The Innovative Spirit

**WWW.SAPPE.COM**



lifeatsappe



Sappe Playground



Sappe



@sappeonline