



Q3 2022

Financial Performance

Agenda

1. **Financial Performance Q3'2022**
2. **Business Updates**



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

=

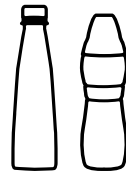


Endless Innovations



5

Product
Categories



12

Product
Brands



98

Countries
Worldwide

TOP 3 BRANDS



BEAUTI DRINK

#2



MOGU MOGU

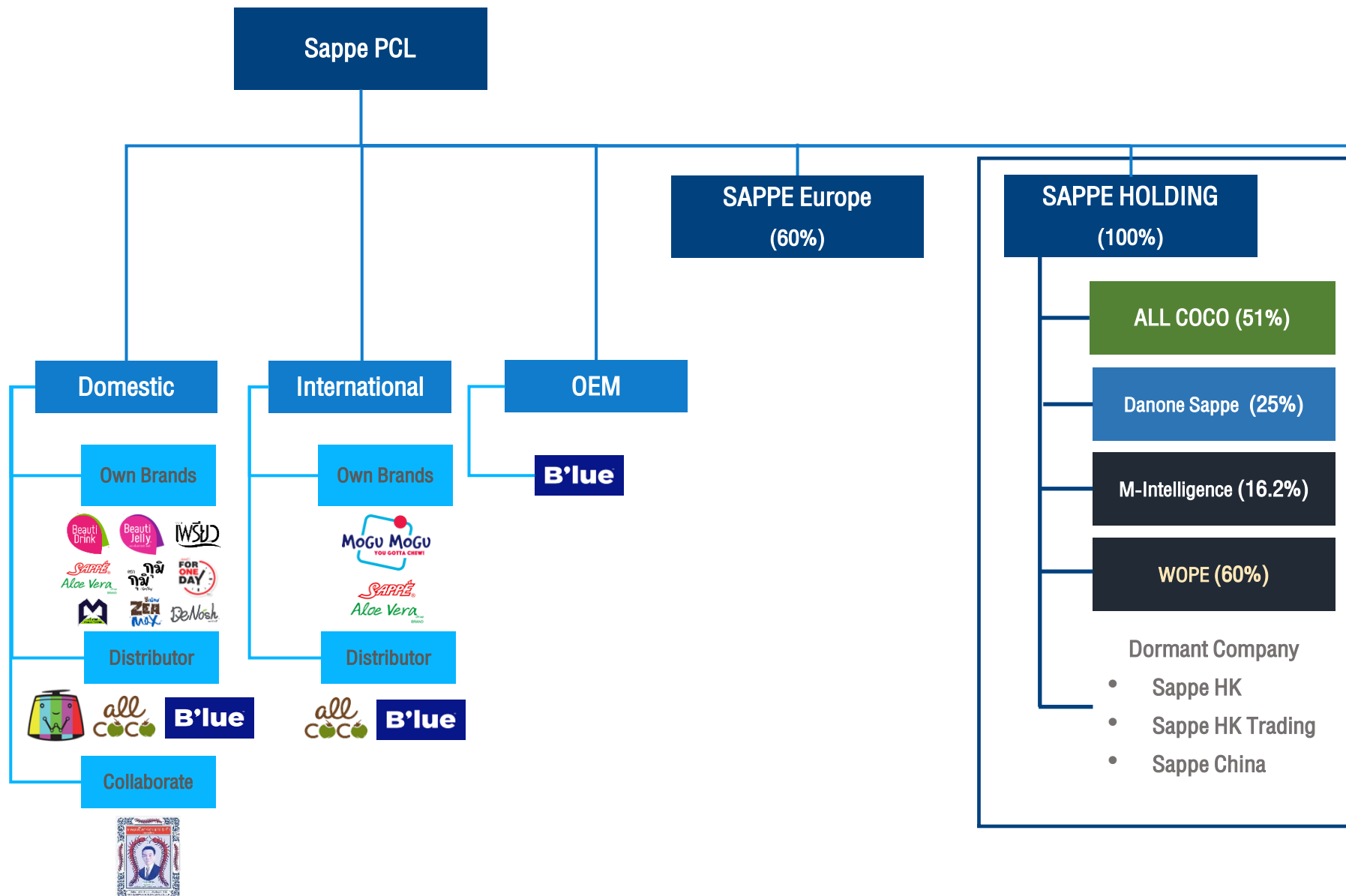
#1



ALOE VERA

#3

Sappe Performance Consolidation

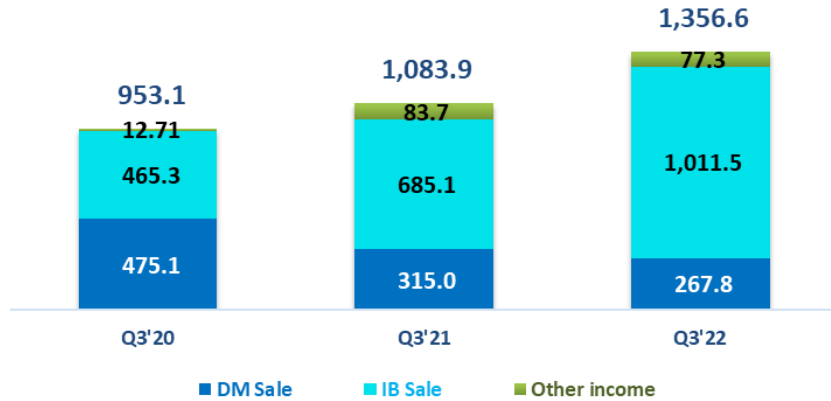


A dark blue silhouette of a world map is centered in the background of the slide. The map shows the outlines of all major continents and some smaller islands.

1. Financial Performance Q3'2022

Q3'22 Key Financial Highlights

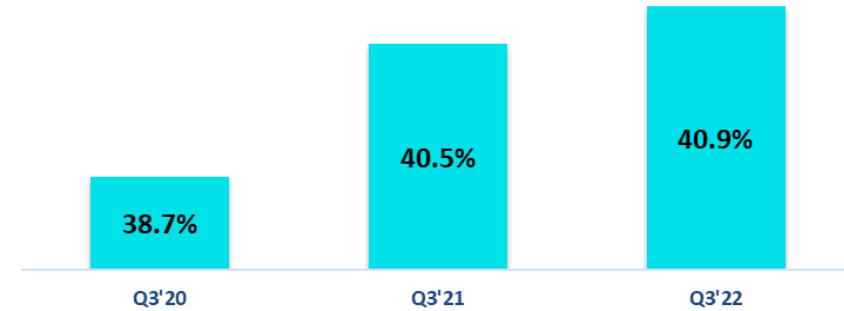
Total Revenue



Q3'22 Total Revenue

1,356.6 MB
+25.2% YoY

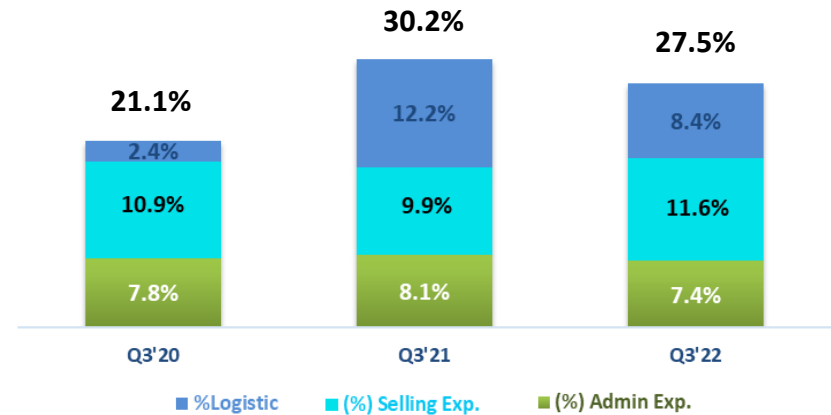
Gross Margin (%)



Q3'22 Gross Margin

40.9%
+0.4% pts YoY

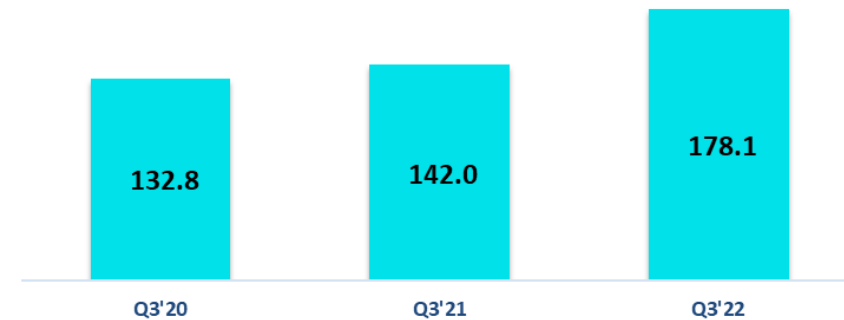
SG&A to sale (%)



Q3'22 SG&A (%)

27.5%
-2.7% pts YoY

Net Profit

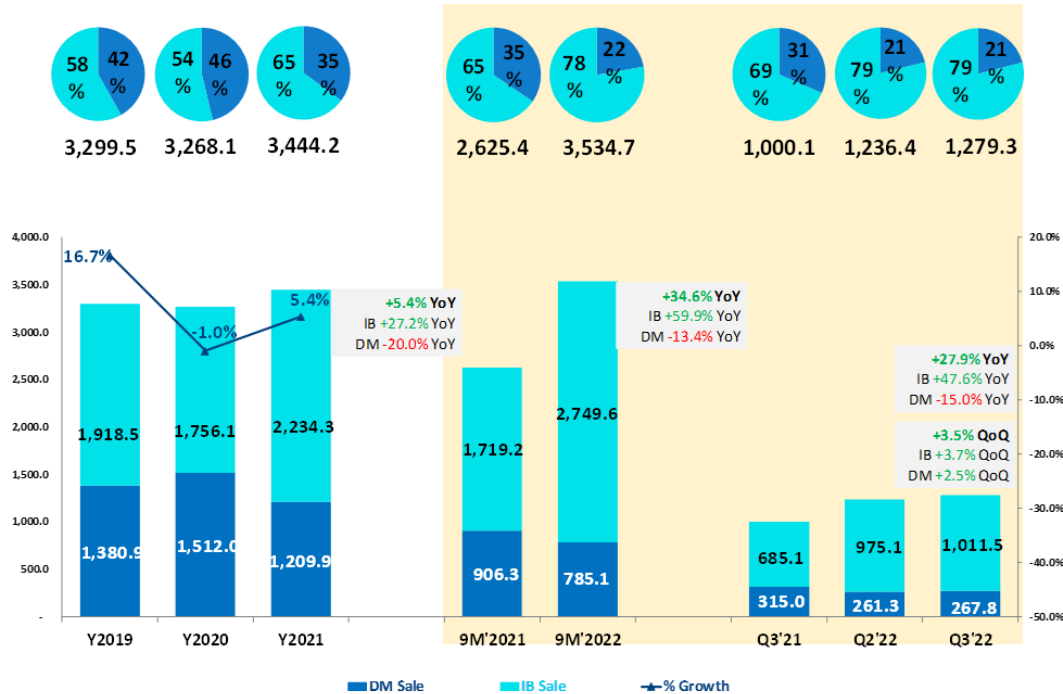


Q3'22 Net Profit

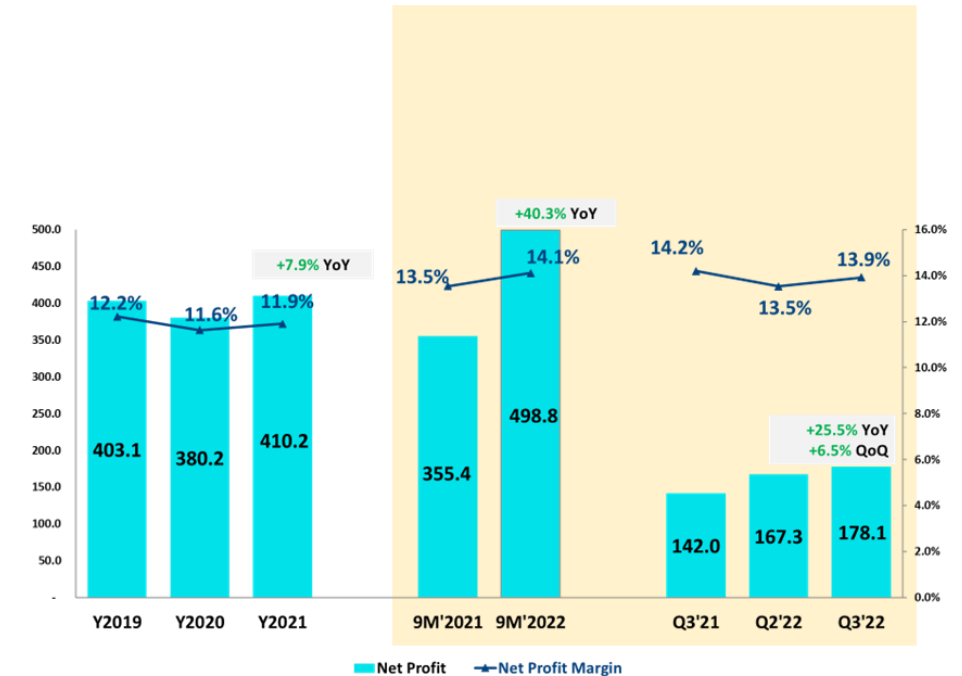
178.1 MB
+25.5% YoY

All Time High Revenue Breakdown & Net Profit

Revenue



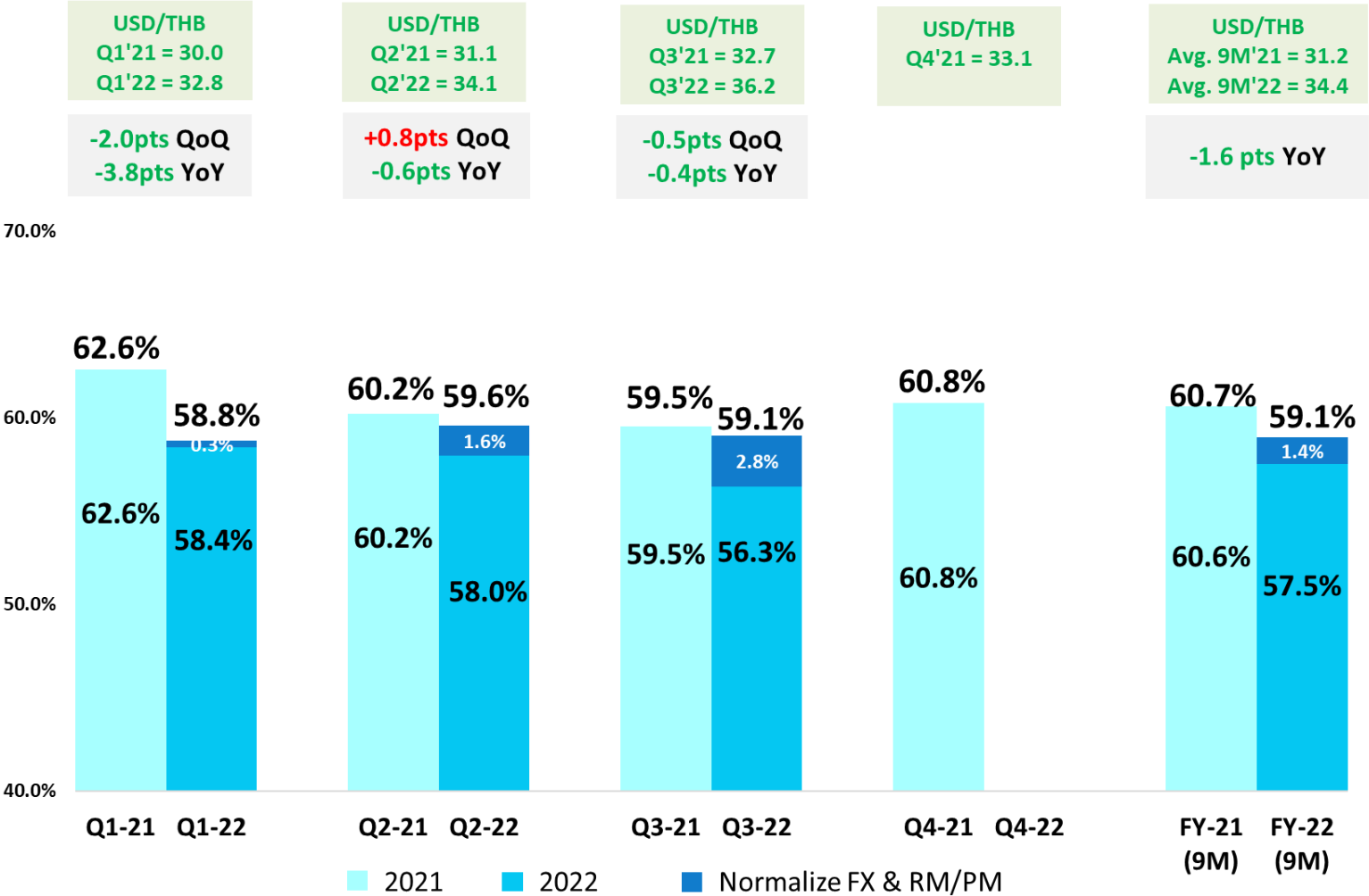
Net Profit



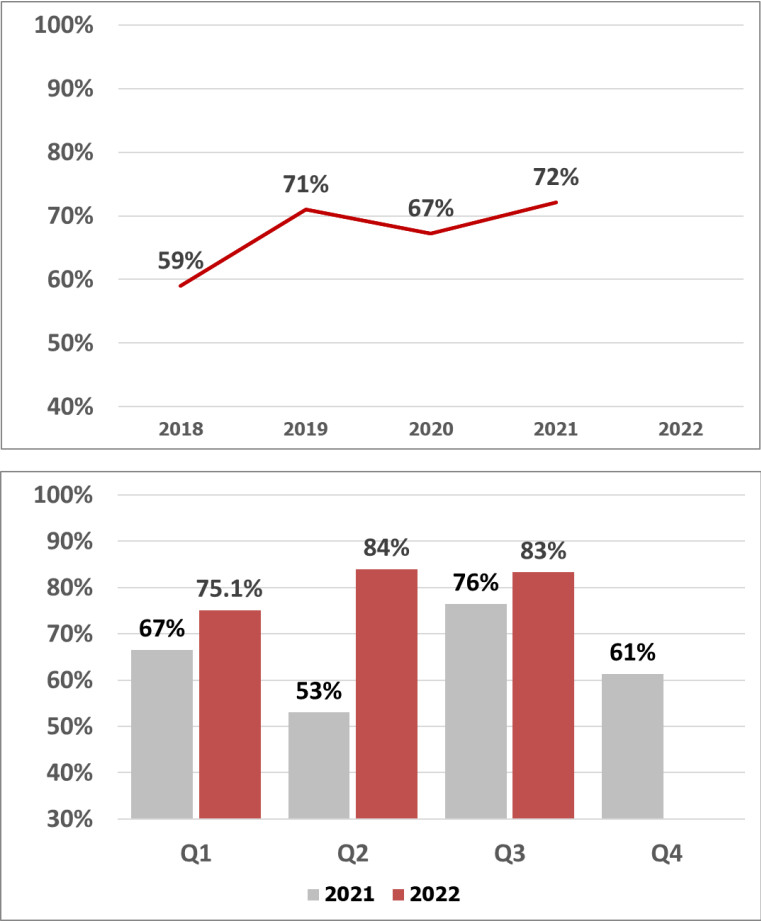
Q3'22

- The Revenue Increases +27.9% mainly from IB + 47.6% while DM -15.0%
- Net Profit was at 178.1 mb, an increase by +25.5% YoY or +36.1 mb, thanks to the recovery in export market and the improvement of %COGS (-0.5 pts.)

Cost of Goods Sold by Quarter



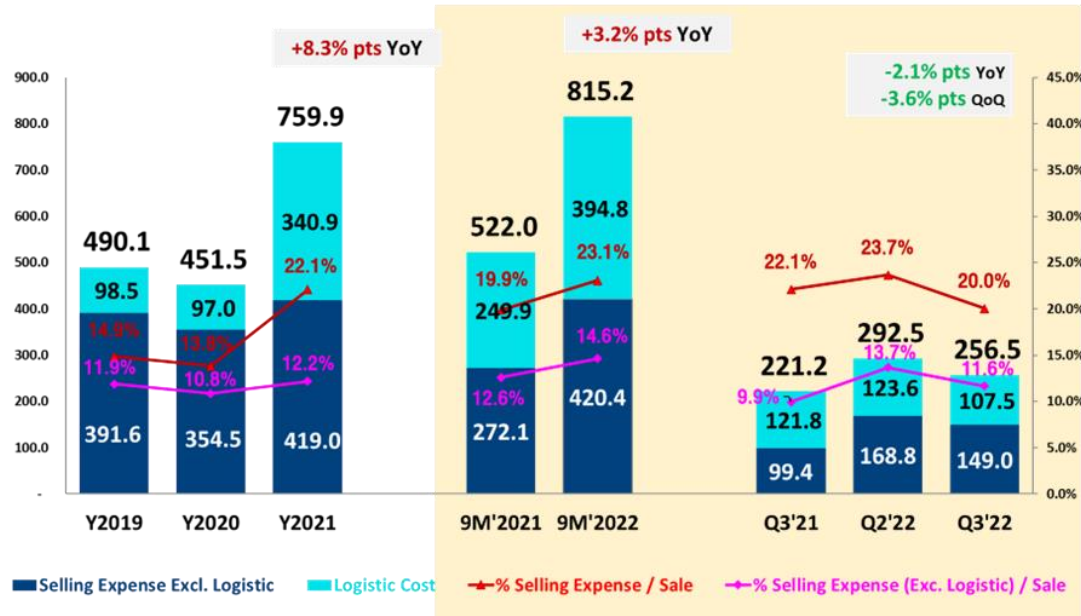
Utilization Rate



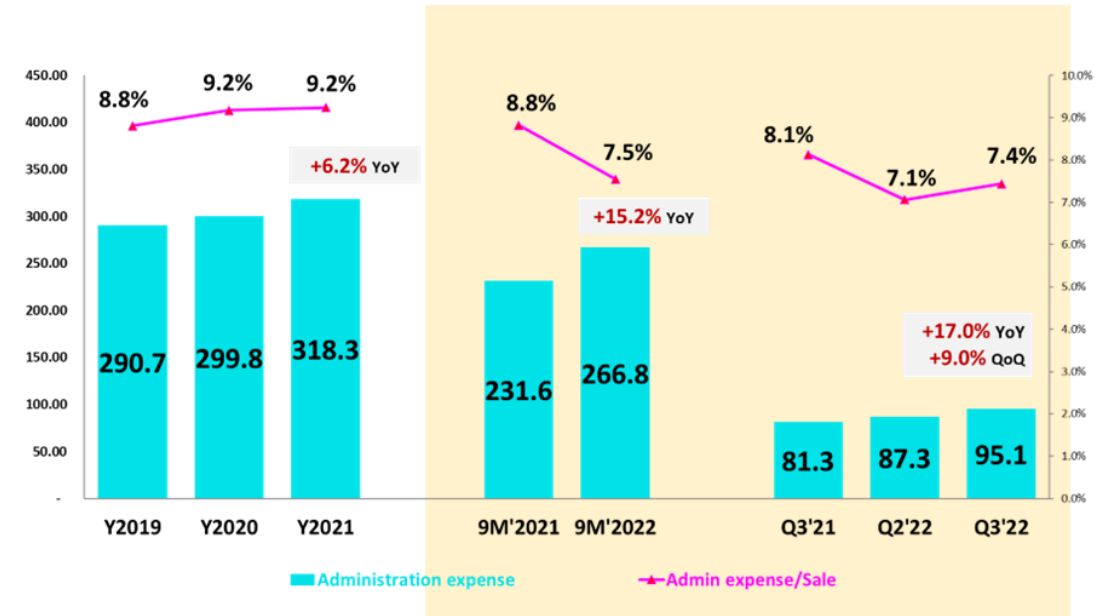
Q3'22 %COGS was at 59.1% lower than last year at -0.4 pts.
However, if we normalize %COGS, the %COGS will lower -2.8 pts. which was from the increasing of utilization rate and factory performance.

*Normalize FX & RM/PM was calculated by using FX rate and RM/PM unit price in last year multiple with the amount of USD Currency and purchasing volume in this year.

Selling Expenses



Admin Expenses



Q3'22

- %Selling expenses decreased (-2.1% YoY) from logistic costs in export markets are starting to drop (which offset with Other Income)
- Admin Expenses increased from last year by +17.0% YoY

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

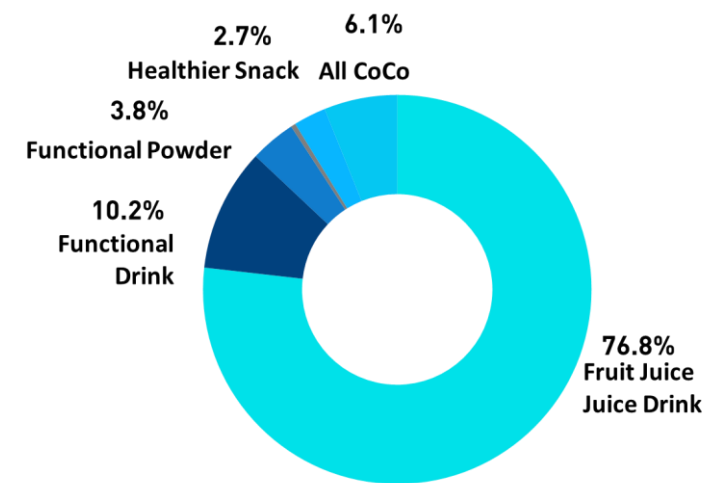
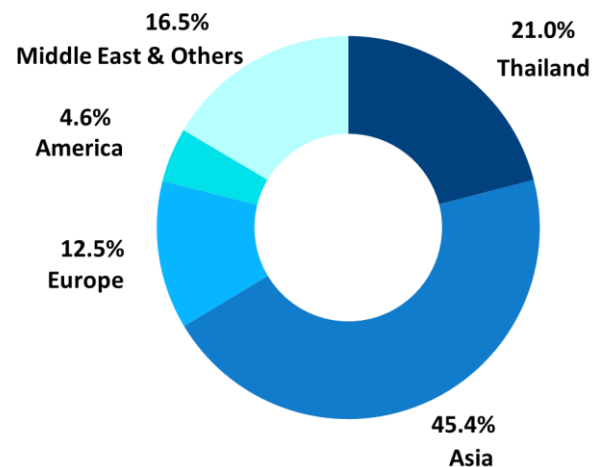
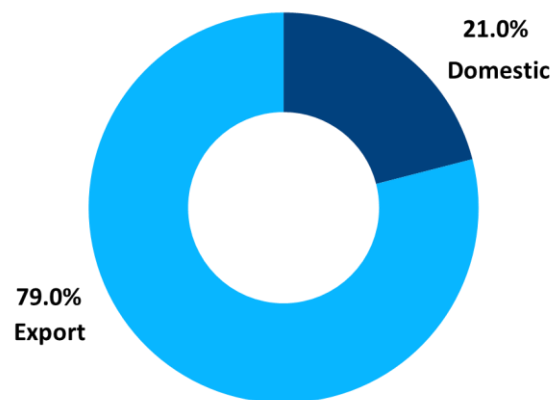


>90



COUNTRIES
TERRITORIES

Q3'2022
1,279
Million Baht

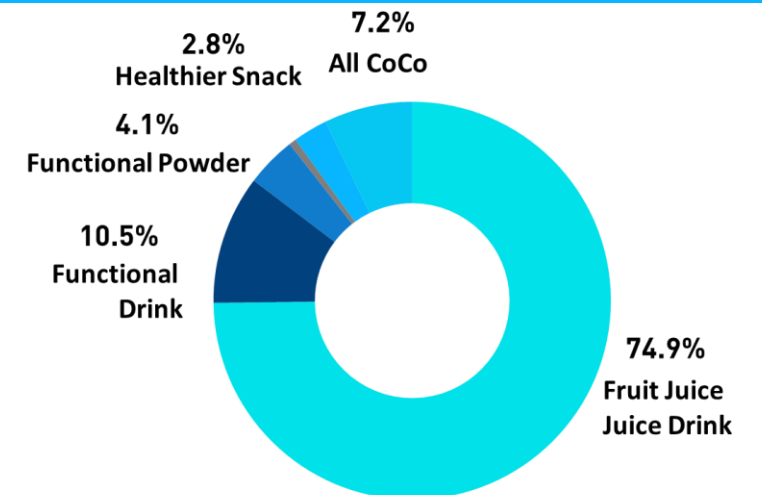
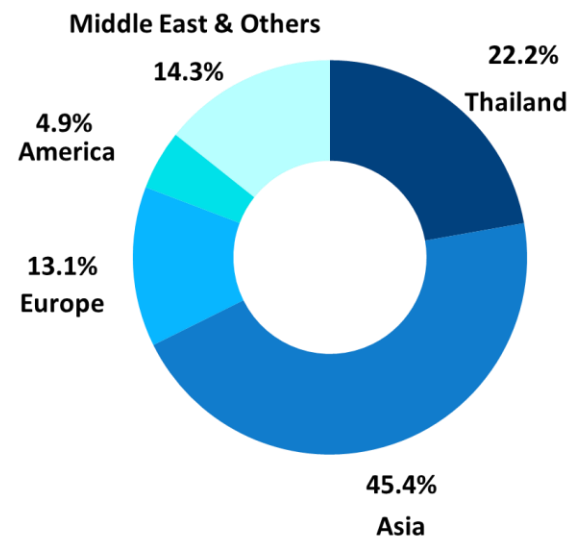
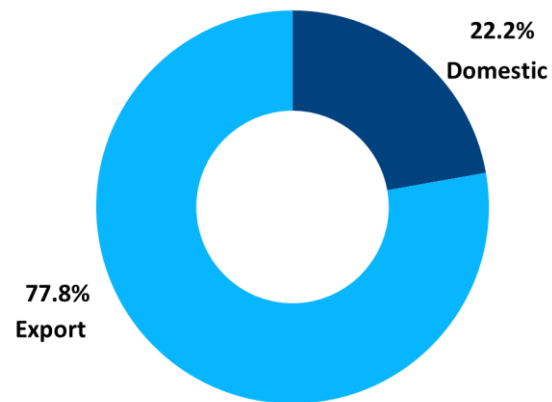


>90



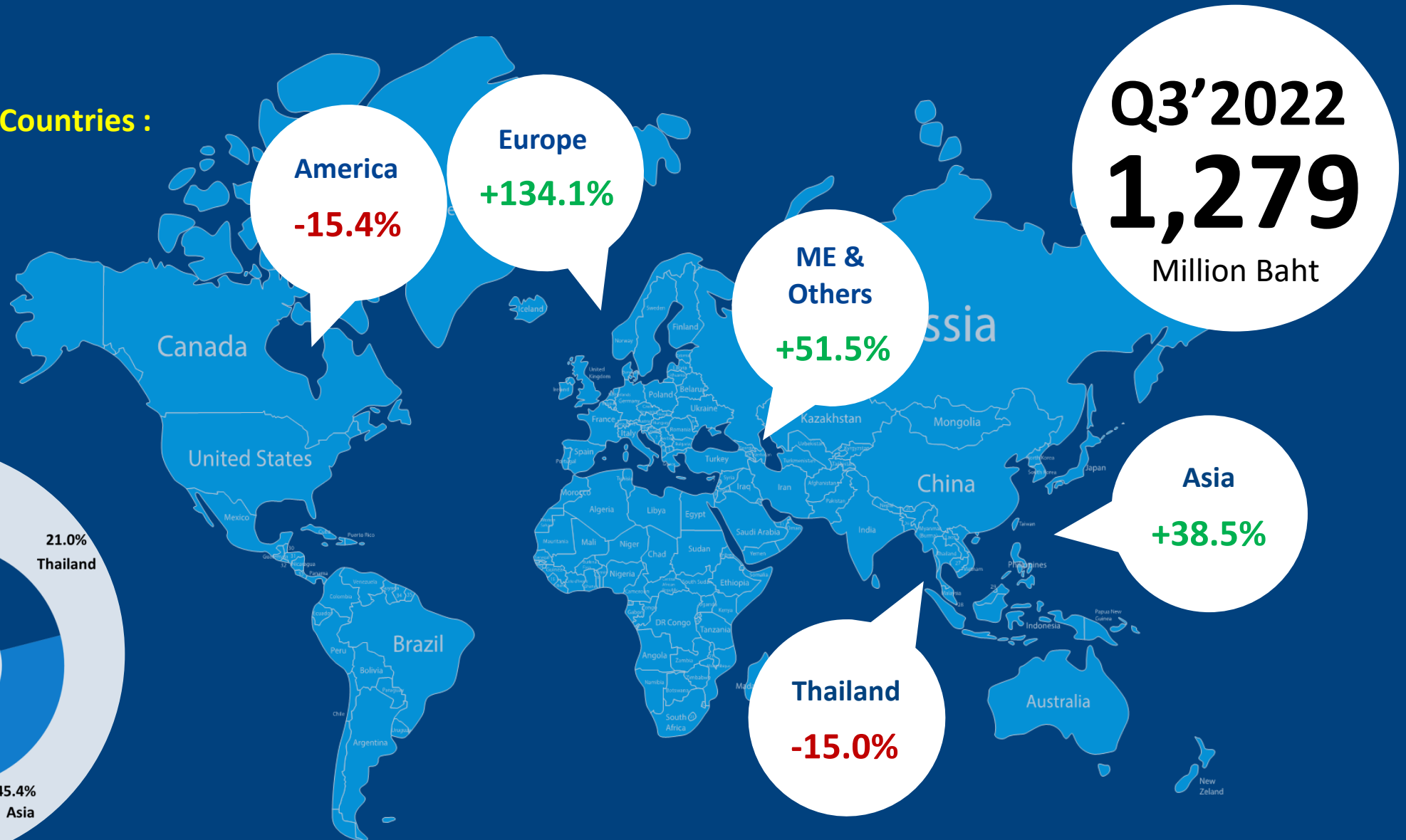
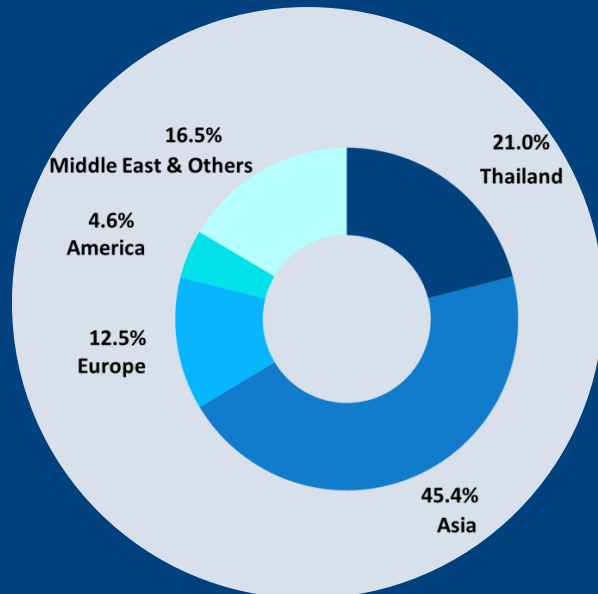
COUNTRIES
TERRITORIES

9M'2022
3,534
Million Baht



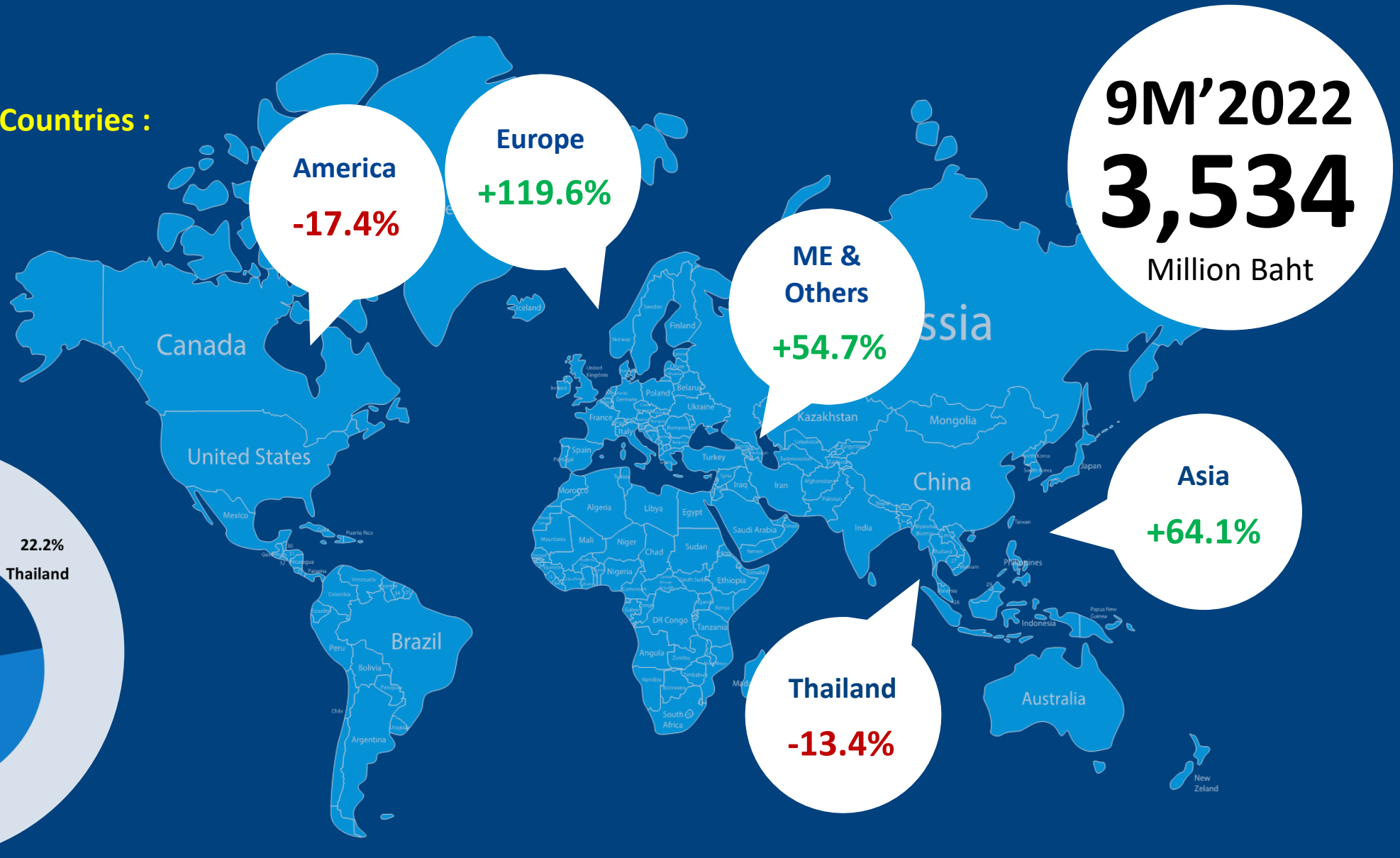
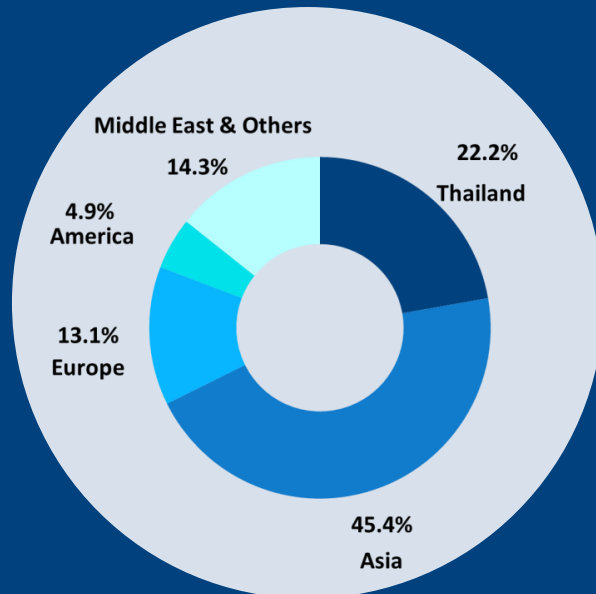
Q3'2022 (YoY) TOP LINE GROWTH BY REGIONS

International Business Top 3 Contribution by Countries :



9M'2022 (YoY) TOP LINE GROWTH BY REGIONS

International Business
Top 3 Contribution by Countries :





2. Business Updates



International Markets



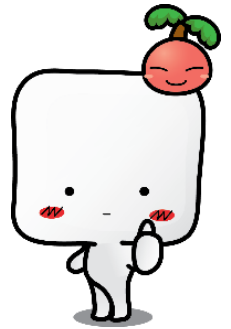
WIN FREE

MoGU MoGU
YOU GOTTA CHEW!

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

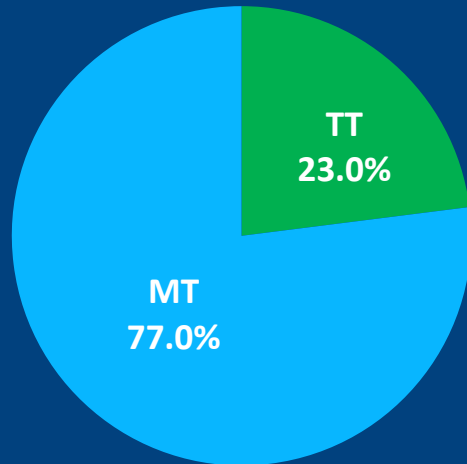


KOREA Market

Mogu Mogu

No. 1 Fruit Juice Drink in CVS

Channel Contribution



Hyper Market



CVS



Health & Beauty



Supermarket



Department Store



Discount Store



KOREA – Fruit Juice Category

MOGU MOGU : No. 1 Fruit Juice Drink in CVS



KOREA – Trend Updated



bt21 sticker enthusiast @ddaeng... · 50m ...

Replying to @ddaenggirl_

suga saying MOGU MOGU added 30 years to my life 🥹🥹🥹



3 10

MamaEvs for RFJKMY @iam_e... · 31m ...

Now i want mogu mogu! 🥹

AGUST D DAY
Long Live King AgustD
#6YearsWithAGUSTD
#AGUSTD_6주년 축하해
#AgustD_Day



bangtan_outfit

Follow ...



복숭아 & 멜론(320ml)
₩1,500



Rp 16.500

24,194 likes

bangtan_outfit Mending beli di indosiar ya murah 🥹🥹

...
PPL nya @mogumogu_kr
#mogumogu

11 hours ago · See translation

머엇찌라구7명다좋은데 @sowhat7... · 26m ...

아침땀바람부터 모구모구 손민수한사람 여기요 🥹



(Slow)꼭이모나97. 🐰 @JJUNG... · 11h

달방 역사상 협찬이라니 !! 윤기 차에타고 뭐 없나 찾다가 모구모구 발견하고 모구모구 한잔의 여유 즐기는 중ㅋㅋㅋㅋ...



Danielle1343407 just a 90%my · 28m

Ok, but Army, Did you really have to buy all the Mogu Mogu?



Kim7 @kookiesnkm · 31m

Mogu Mogu sales after today's Run BTS episode 📈📈📈📈📈📈📈📈



sha♥ @vhoon08 · 22m

Mogu mogu from TO DO - RUN BTS lba rin promotion mo 🥹🥹🥹 buy yours now! Bka mgsold out na! 🥹



Samm Alvero X 🐼 @sam... · 8/8/2565 BE ...

haven't drank mogu mogu since i was in college but TXT really made me crave it lmao i believe best endorsers



Me, Myself, and OZphoo 🐼 @wizar... · 41m ...

오늘은 모구모구다 달방에서 뽀사시 처리도 해줬는데 먹어야되지 않지 ㅋㅋ



Me, Myself, and OZphoo 🐼 @w... · 11h

아 달방 피피엘 🥹🥹🥹 대놓고 하다못해 뽀사시처리까지 해줬어 🥹🥹🥹



찌소피 @jjissophy_bt412 · 33m

모구모구는 요구르트맛이어서 사와볼



SLOW- 달 🥹 @Sept_7_7 · 40m

모구모구~!



Me, Myself, and OZphoo 🐼 @wizar... · 4

오늘은 모구모구다 달방에서 뽀사시 처리도 해줘야되지 않지 ㅋㅋ



07:43

4G

←

Trending

Updates · LIVE

Updates on the Covid-19 situation in South Korea



Trending in South Korea

모구모구

3,252 Tweets

Korea - Marketing Activity



 LIKE 769K, VIEWS 4.6 M,
COMMENT 25K

 LIKE 73.8M, VIEWS 2.5M,
COMMENT 58K



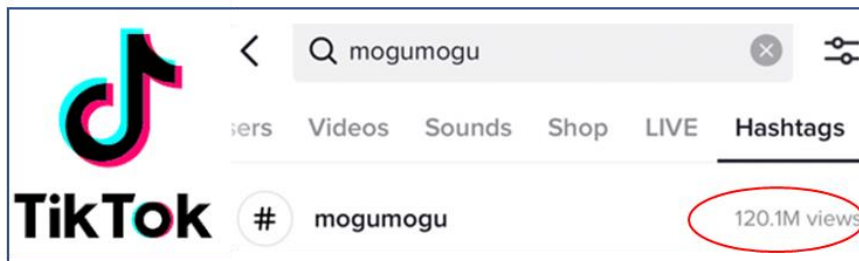
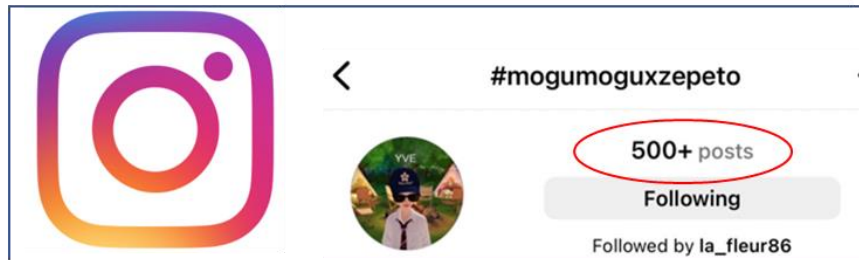
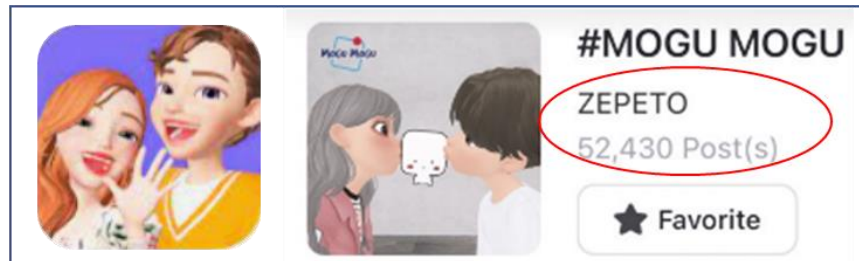
TXT



64K

VIEWS 68.5K
COMMENT 1.4K

Continue getting **GOOD ENGAGEMENT** from Players that created and posted across social media platforms and **users visited booth over 1 million times**



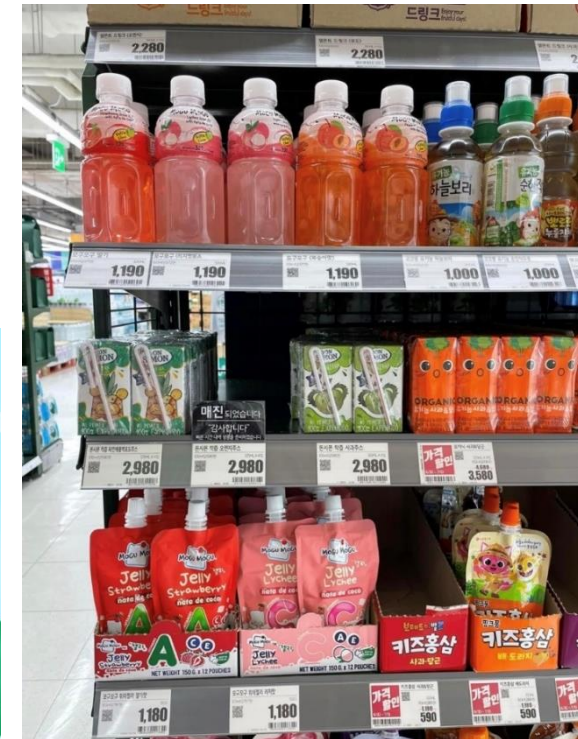
MOGU MOGU - Korean's Top Trending



NPD MOGU JELLY – 2 Flavors



Launched
Q3 2022





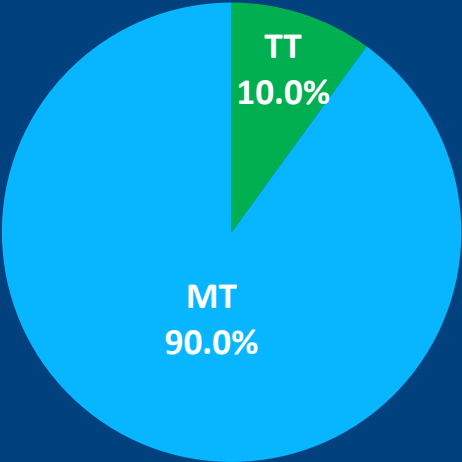
PHILIPPINES

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, and Jollibee.

Drug Store

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

Online

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

PHILIPPINES – Fruit Juice Category

MOGU MOGU : No. 1 Fruit Juice Drink in CVS

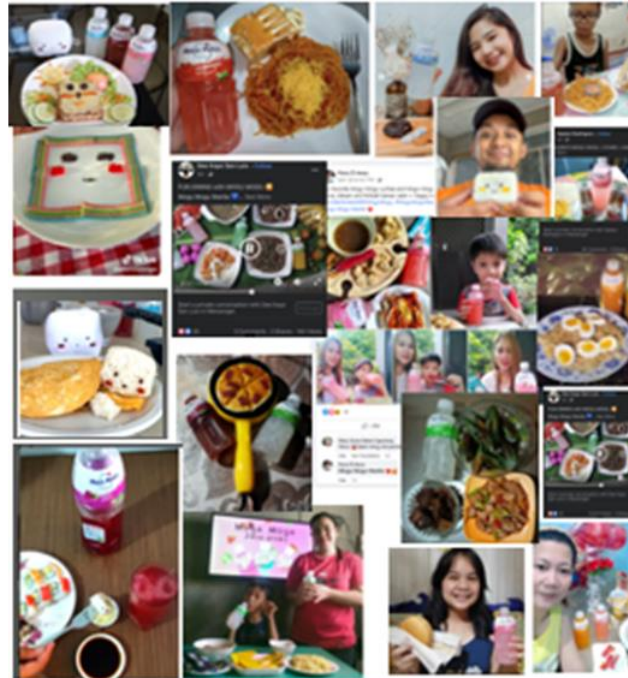


PHILIPPINES - Marketing Activity



Drive brand repertoire with activities to build potential segments as loyal consumers

Bombard FOOD PAIRING with online activity



Getting **big buzz** from MOGU FANS AND K-POP Fandom

BTS HAS OVER 20 MILION VIEWS IN 3 WEEKS



Getting **EARN MEDIA 7 M+**



Trending

Music · Trending

Mogu Mogu

24.4K Tweets



Trending in South Korea

모구모구

3,814 Tweets

On Aug 16, 2022

Trending in South Korea

모구모구

3,962 Tweets

On Aug 17, 2022



PHILIPPINES - MOGU MOGU brand engagement



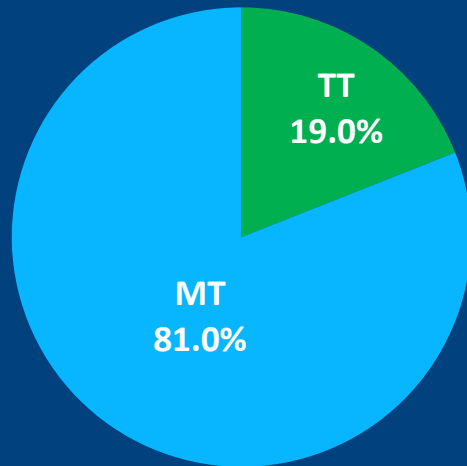


INDONESIA Market

Mogu Mogu

No. 1 Fruit Juice Drink in Indomaret

Channel Contribution



INDONESIA – Fruit Juice Category

MOGU MOGU : No. 1 Fruit Juice Drink in INDOMARET

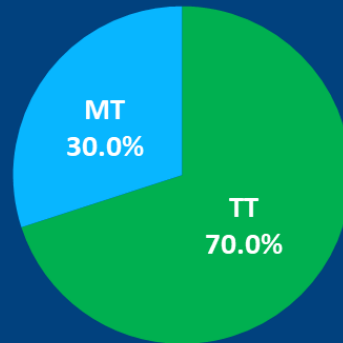




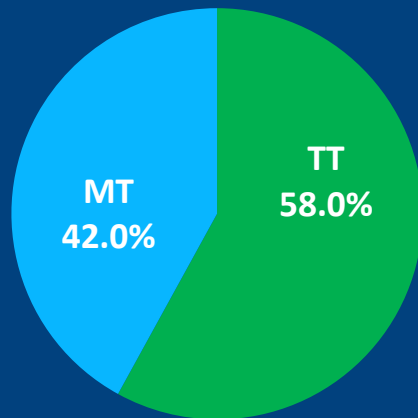
France Market Expansion

Channel Contribution

As of June 2022



As of September 2022



FRANCE - MOGU MOGU in Stores



FRANCE - MOGU MOGU in Stores



Domestic Market



SAPPE BEAUTI SHOT – Drive awareness & trial on various touchpoints with over 7M Reach

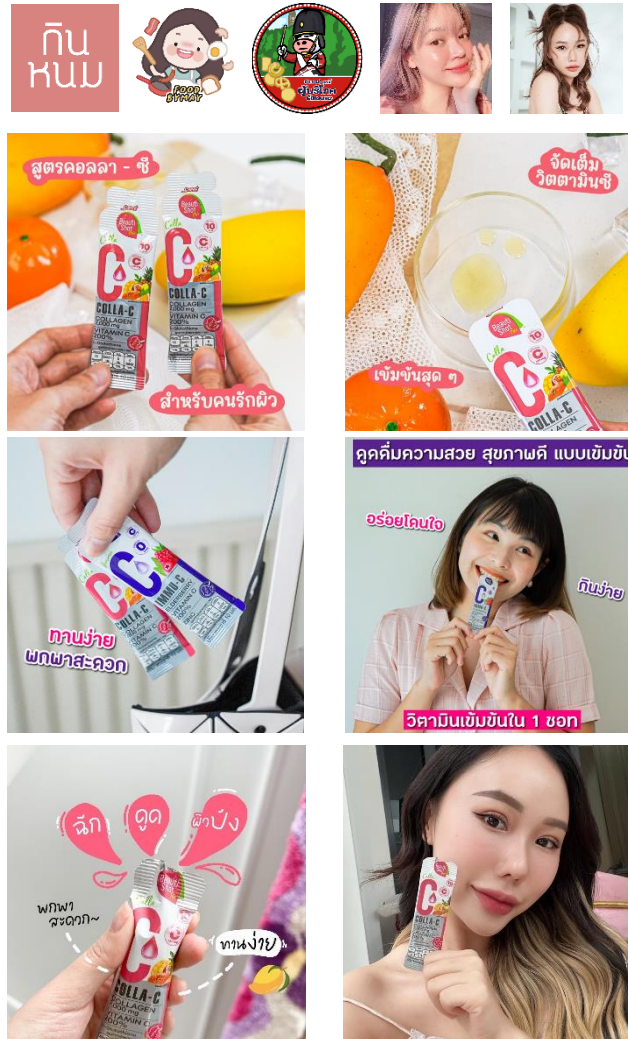
TIKTOK KOL seeding



Advertorial Page for 7-11 Promo Oct - Nov



Review Page



MV Tie-in

#18 on Trending for music

PiXXiE - ไม่ได้ก็ไม่ว่า (Whatever) feat. Zom Marie



PiXXiE - ไม่ได้ก็ไม่ว่า (Whatever) feat. Zom Marie | LYRICS VIDEO



#Praesun #GUYGEEGEE #kiddorecords

Praesun - น้อมรับคำทำนาย (THE SUN) feat. GUYGEEGEE





MAXTIVE BANANA ACTIVITIES

Maxtive Banana x Thairun



Running Workshop with โค้ชเหิรียง
“Boost up Your Energy Running workshop by Maxtive”



Maxtive Banana Content on Thairun FB



Maxtive Banana Event



Bangsaen 42 Chonburi Marathon

Event Date : Sunday 30th October 2022

Expo Day : 28th-29th October 2022

Target : 12,000 runners

Booth : 3x2M (40,000 THB)



Bangsaen 21 Chonburi Marathon

Event Date : Sunday 18th December 2022

Expo Day : 16th-17th October 2022

Target : 12,000 runners

Booth : 3x2M (40,000 THB)



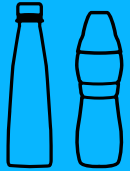
X

Dek-D



5

Product
Categories



12

Product
Brands



98

Countries
Worldwide

Top 5 most popular Thai website

WEB

10
Million
MAU

(Monthly Active User)

APP

750
K
MAU

(Monthly Active User)

WEB+APP

200
Million
PVs/Month

(Pageviews)

LIMITLESS

SAPPÉ¹ x Dek-D





SAPPE x Dek-D



ใหม่! เครื่องหอมสมุนไพร



สุดความชอบ สุดสุด
BETTER SCENT, BETTER YOU

B'lué



DANONE
ONE PLANET. ONE HEALTH



B'lué THAILAND



ORIGINAL

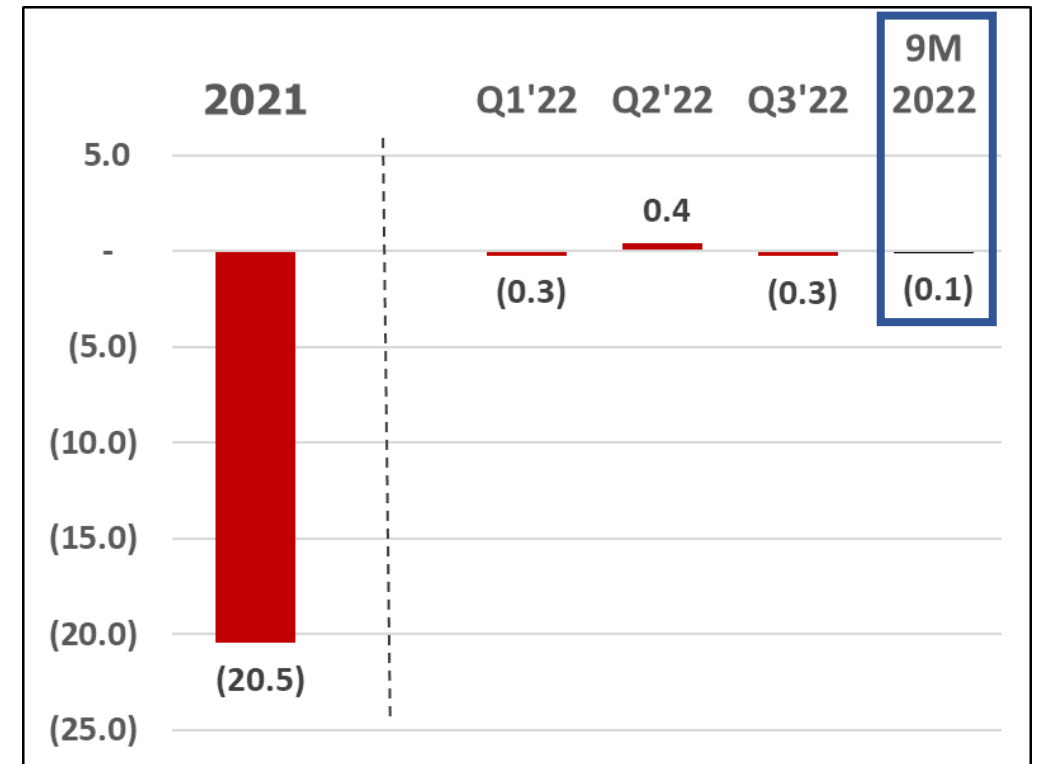
NO SUGAR

0 KCAL

Sales Performance



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 Q4'2022



ONLINE COMMUNICATION

Awareness + Engagement



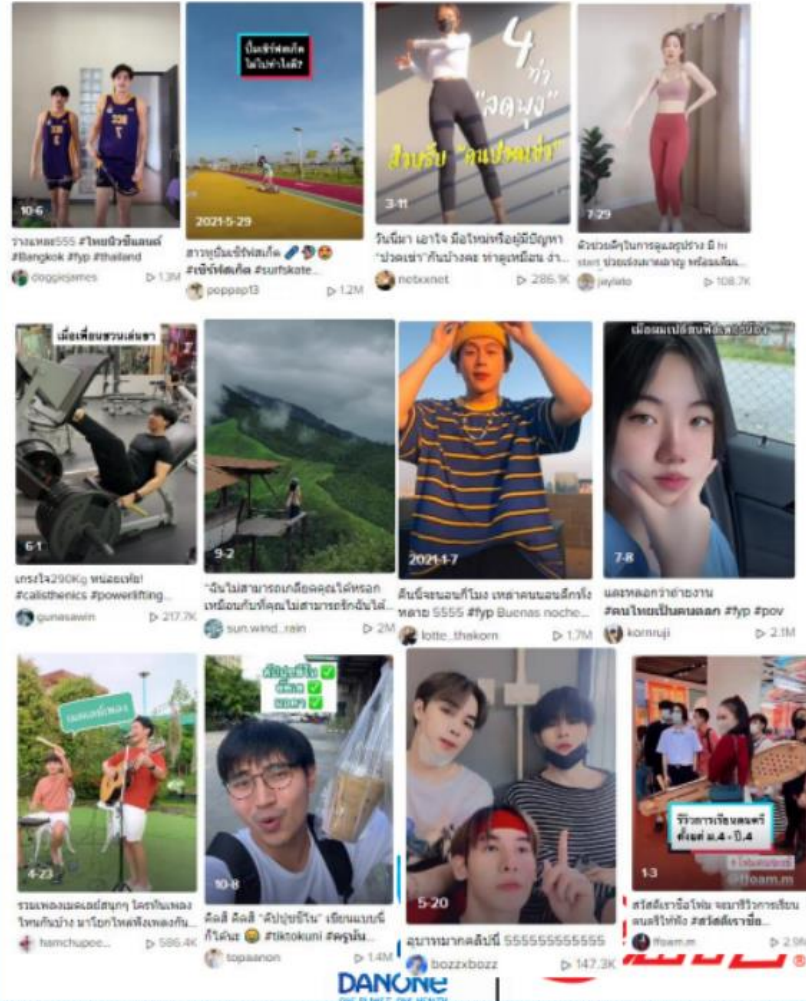
Advertorial Page

7-11 Corporate Promotion
(Nov 24 – Dec 25)



TikTok KOL

Lifestyle content (Nov 16 - 20)



ALL COCO

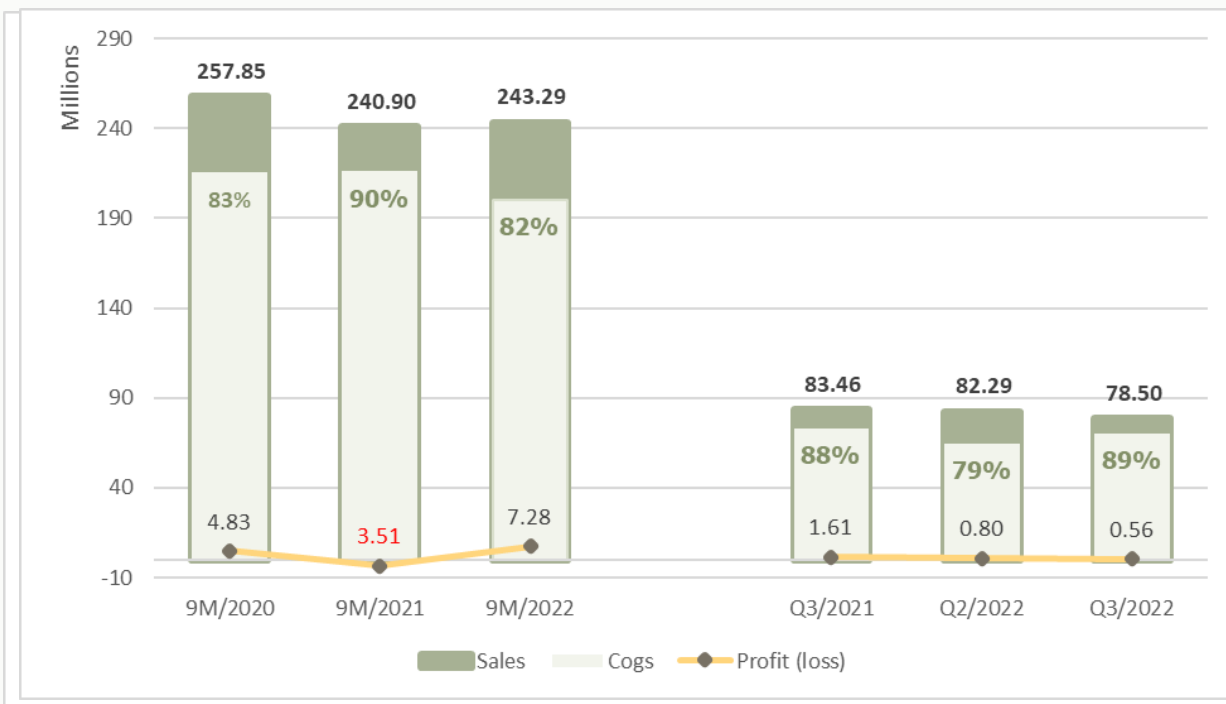




OUTLOOK : ALL COCO Q3/2022



P&L by Quarter



- Total Revenue from selling goods in Q3/2022 was at 78.5 MB and It had -0.08% growth of Net profit compared with that of Q3/2021



Sales by BU

Q3/2022



9M/2022





- Expansion with NPD in Vegetarian Festival



- COMING SOON...Seasonal Menu



Matcha



Chocolate



Thai Tea

The product will be released on November 15th,22



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

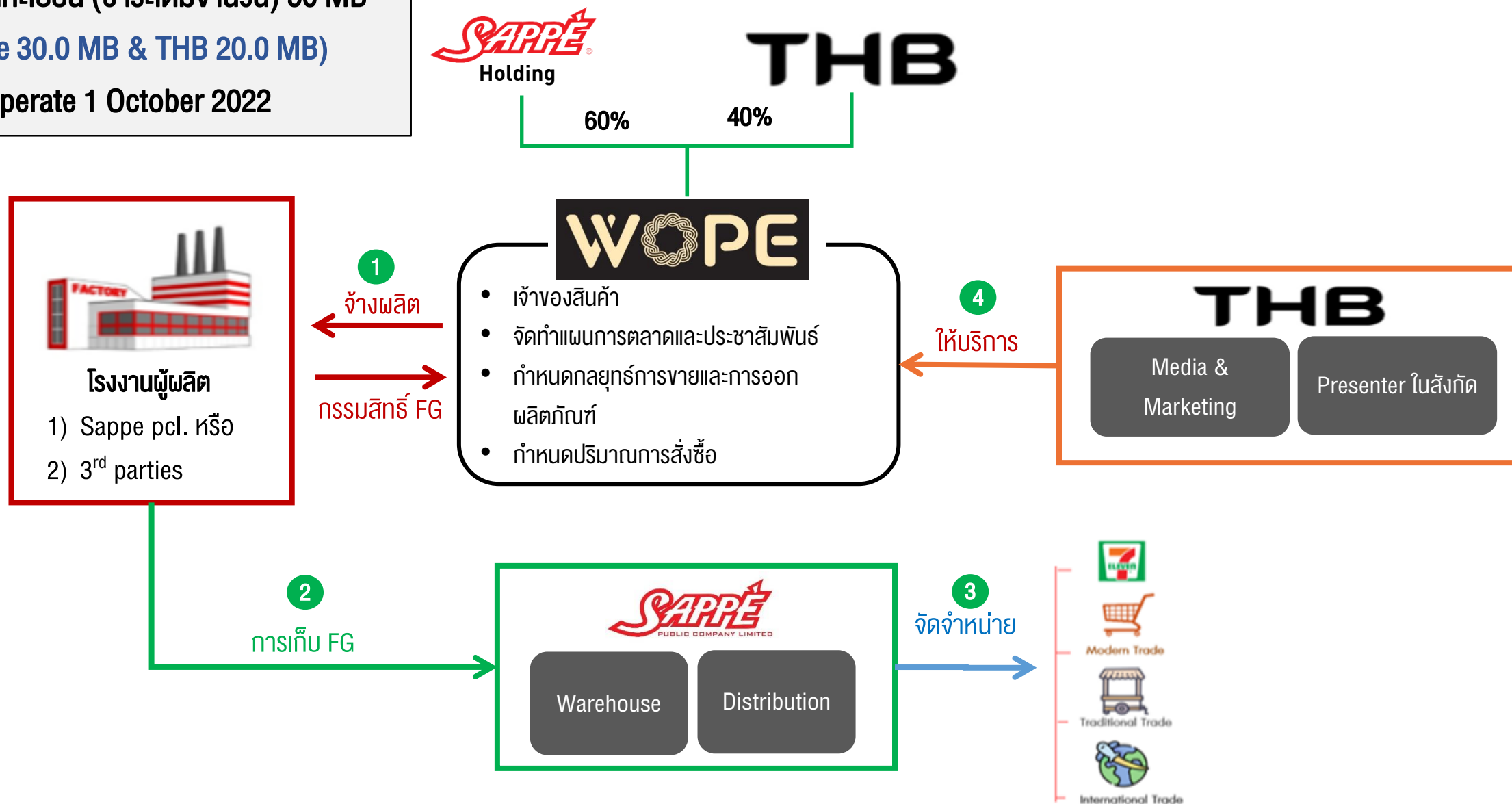
What the possible PURPOSE is

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)
Operate 1 October 2022



TARGET GROWTH 2022-2026

Y2021



EXPORT



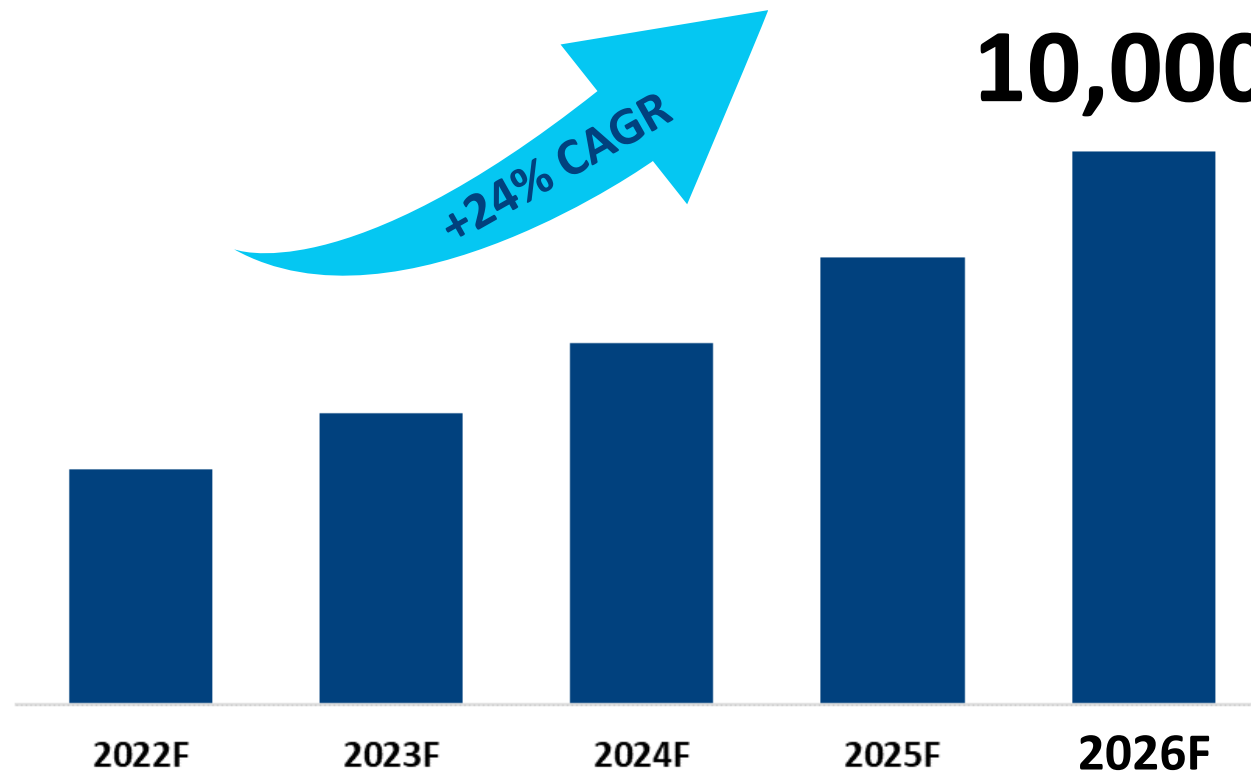
DOMESTIC

Revenue from selling goods

3,444 MB

REVENUE

10,000 MB.



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

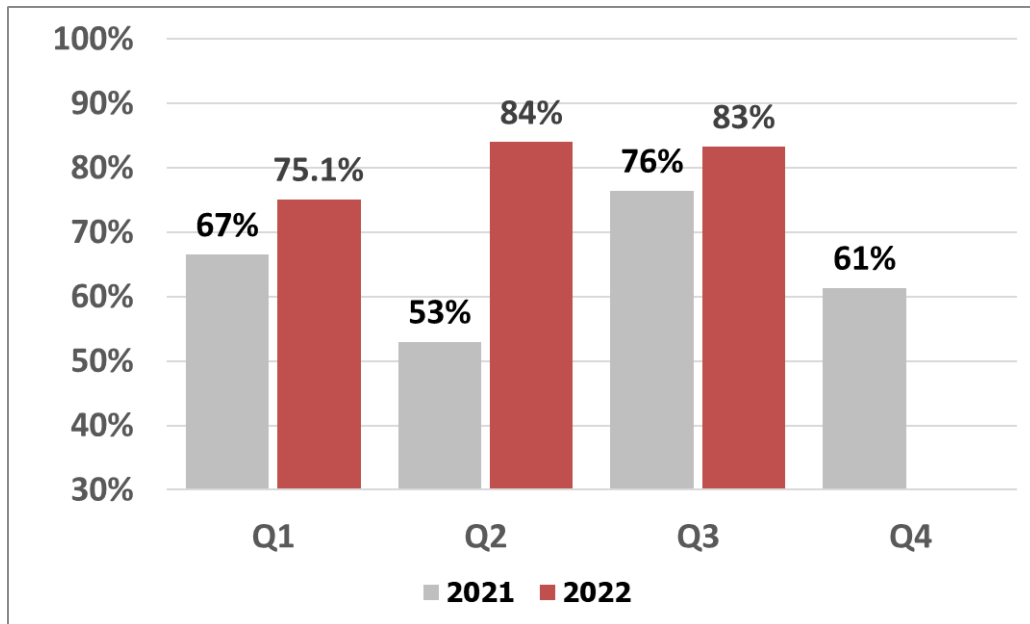
GROWTH

+25% YOY



Capacity Expansion in 2023

Target increase Capacity +30% YoY



Increase Speed Line
+10%

Upgrade Production Line
+10%

Partial OEM
+10%

A high-resolution image of Earth from space, showing the African continent and surrounding oceans. A bright light source on the left creates a lens flare and illuminates the left side of the planet. The text "Q&A" is centered over the image.

Q&A



The Innovative Spirit

WWW.SAPPE.COM



lifeatsappe



Sappe Playground



Sappe



@sappeonline