



Performance Highlights 2024 & Direction 2025

โปรดทราบว่า SAPPE มีการบันทึกภาพนิ่ง ภาพเคลื่อนไหว บรรยากาศ และเสียง
ที่เกิดขึ้นตลอดกิจกรรมในวันนี้ เพื่อนำมาใช้เผยแพร่เป็นสื่อประชาสัมพันธ์กิจกรรม
ภายใต้นโยบายการคุ้มครองข้อมูลส่วนบุคคลของบริษัท และตามกฎหมาย
หากท่านไม่ประสงค์ที่จะให้ SAPPE บันทึกภาพและเสียงของท่าน
กรุณาติดต่อทีมงาน ผู้จัดกิจกรรม ซึ่งอยู่บริเวณพื้นที่จัดกิจกรรม
หรือสอบถามข้อมูลเพิ่มเติมได้ที่ ฝ่ายนักลงทุนสัมพันธ์ โทรศัพท์ 095-3412300 e-mail: ir@sappe.com
ท่านสามารถศึกษารายละเอียดเพิ่มเติม ของนโยบายการคุ้มครองข้อมูลส่วนบุคคลของเรา บน website: www.sappe.com

Please be informed that SAPPE will be recording still images, video footage, ambient scenes, and audio throughout today's event.
These recordings will be used for promotional purposes in accordance with the company's Personal Data Protection Policy and applicable laws.
If you do not wish to have your image or voice recorded by SAPPE, please contact the event staff located in the event area
or reach out for further information at the Investor Relations Department by phone at 095-3412300 or via email at ir@sappe.com.
You can learn more about our Personal Data Protection Policy on our website at www.sappe.com

AGENDA

1. SAPPE Overview
2. Financial Performance Q4'2024
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

ร่วมกันกับทีมที่มีความสนุก และกระหายความสำเร็จ

MISSION

“Thai Pride”

Be an inspiring Thai model organization delivering superior choices of food & beverages to better people's lives.

เราจะเป็นองค์กรแห่งแรงบันดาลใจ

ที่ส่งมอบอาหารและเครื่องดื่มที่อร่อยสุดเจ๋ง

เพื่อทำให้ชีวิตของผู้คนดีขึ้น ผ่านจิตวิญญาณที่สร้างสรรค์ของเรา



WHO WE ARE



Fun Innovators

+

PASSIONATE
TWIST
TO LIFE

=

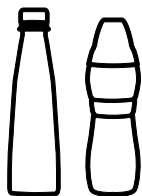


Endless Innovations



5

Product
Categories



>20

Product
Brands



100

Countries
Worldwide

TOP 3 BRANDS



SAPPE BEAUTI

#2



MOGU MOGU

#1



ALOE VERA

#3

Our Journey to Global Brand

Establishment Phase

1973
Began a snack
business under
'Piyajit' brand

2001
 Launched
Mogu Mogu

2006
 Launched
Sappe Beauti
Drink

2013
Renamed
the company
to Sappe
Public Co.,
Ltd.

2014
IPO in The
Stock
Exchange
of Thailand


Growth Phase

2016
Invested 40%
in a subsidiary,
All Coco
Group Co.,
Ltd.



2019
JV (25% stake)
with Danone



2021
Sappe x
Workpoint
Sappe x
Hatakabb



Internationalization Phase

2022 - 2023
Sappe x Power Root
Berhad, Malaysia

Succeed in **South
Korea and France**
with Korea & France
first strategy

Achieved **highest
ever revenue and
net profit**



2024
Succeed in **UK**

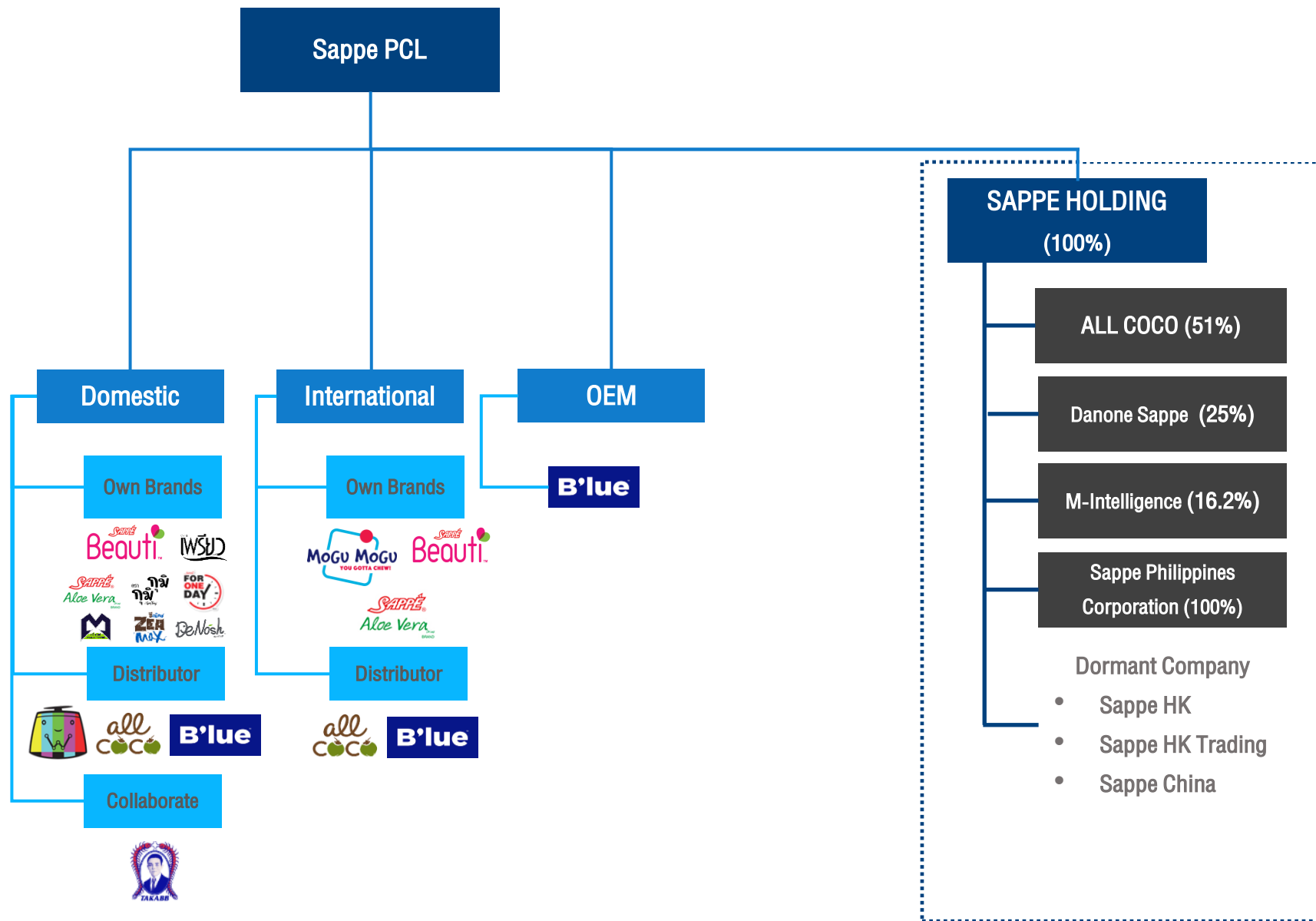
Announced K-Pop
boy band
"SEVENTEEN" as its
"First Global Brand
Ambassador" for
Mogu Mogu



Continuing journey to
strengthen international presence



Sappe Structure



Product Categories

Large Portfolio with Market Leading Brands and Products



Note:

1. In % of total sales of Y2024
2. Based on data from the Nielsen Company (Thailand) Co., Ltd., ranking by value.

Innovation is the Core of Our DNA

3 Pillars of Innovation Strategies



New Product Y2024 : 26 SKUS

Q1'2024: 6 New Products



Q2'2024: 8 New Products



Q3'2024: 3 New Products



Q4'2024: 9 New Products

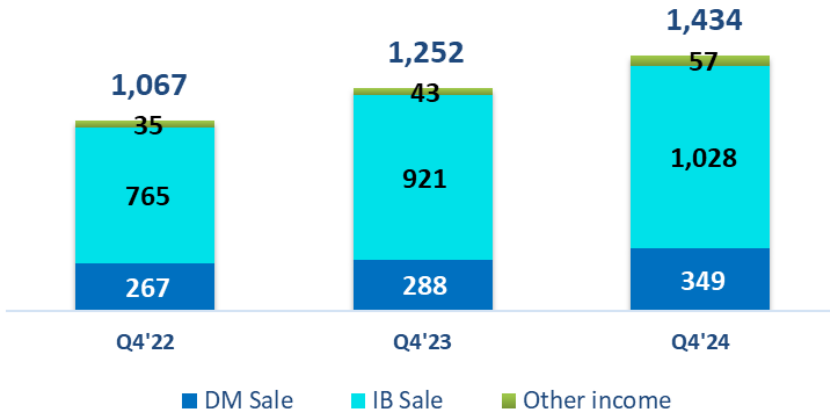


The background of the slide is a deep space scene. In the lower right corner, the curved horizon of the planet Mars is visible, showing its reddish-brown surface with some darker patches. The rest of the image is a black void filled with numerous stars of varying brightness and sizes, some appearing as small white dots and others as larger, more complex star patterns.

Financial Performance Q4'2024

Q4'24 Key Financial Highlights

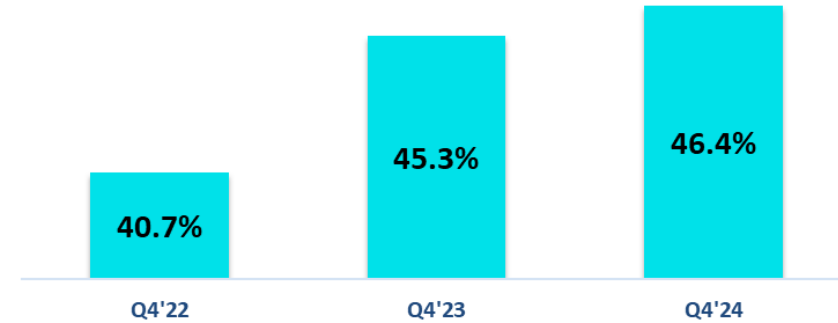
Total Revenue



Q4'24 Total Revenue

1,434 MB
+14.6% YoY

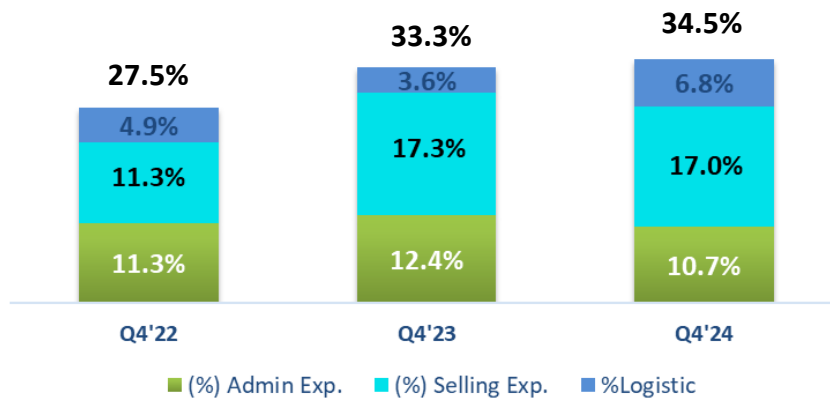
Gross Margin (%)



Q4'24 Gross Margin

46.4%
+1.0% pts YoY

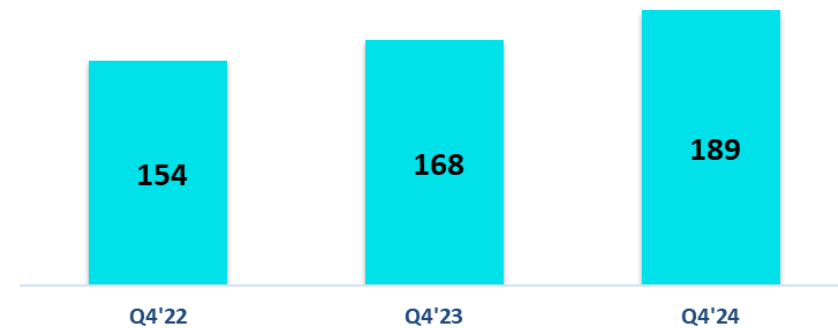
SG&A to sales (%)



Q4'24 SG&A (%)

34.5%
+1.1% pts YoY

Net Profit

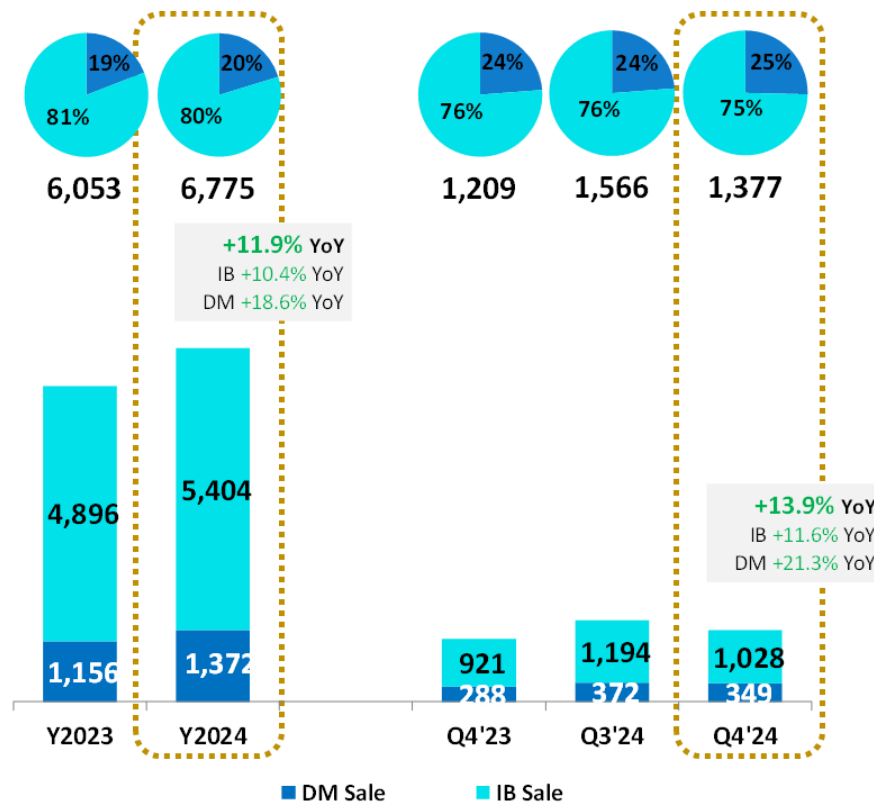


Q4'24 Net Profit

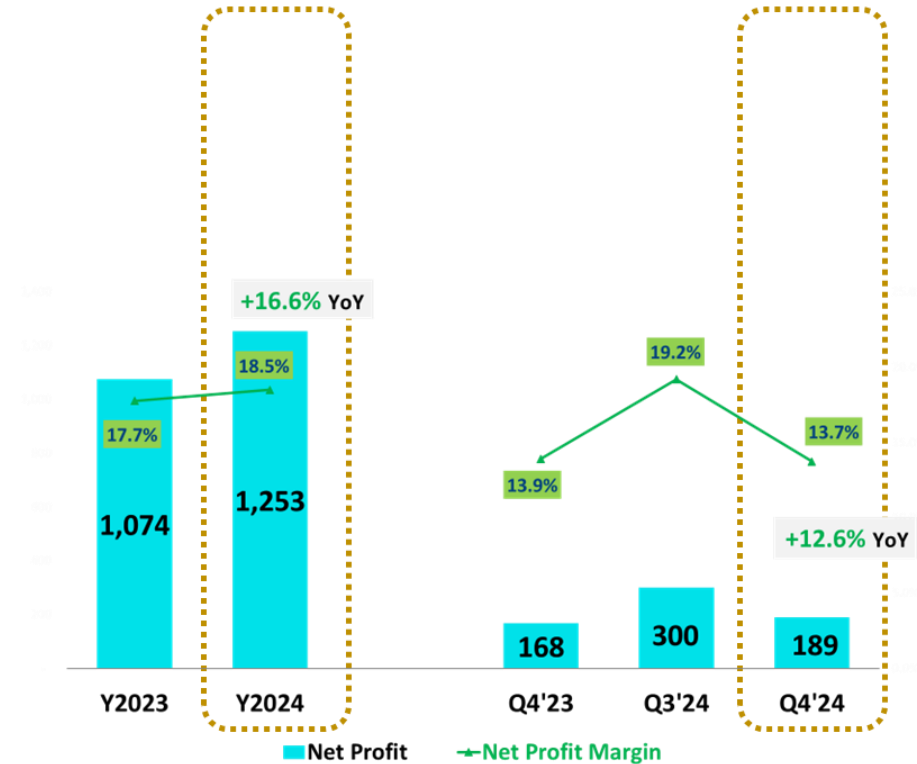
189 MB
+12.6% YoY

Revenue Breakdown & Net Profit

Revenue



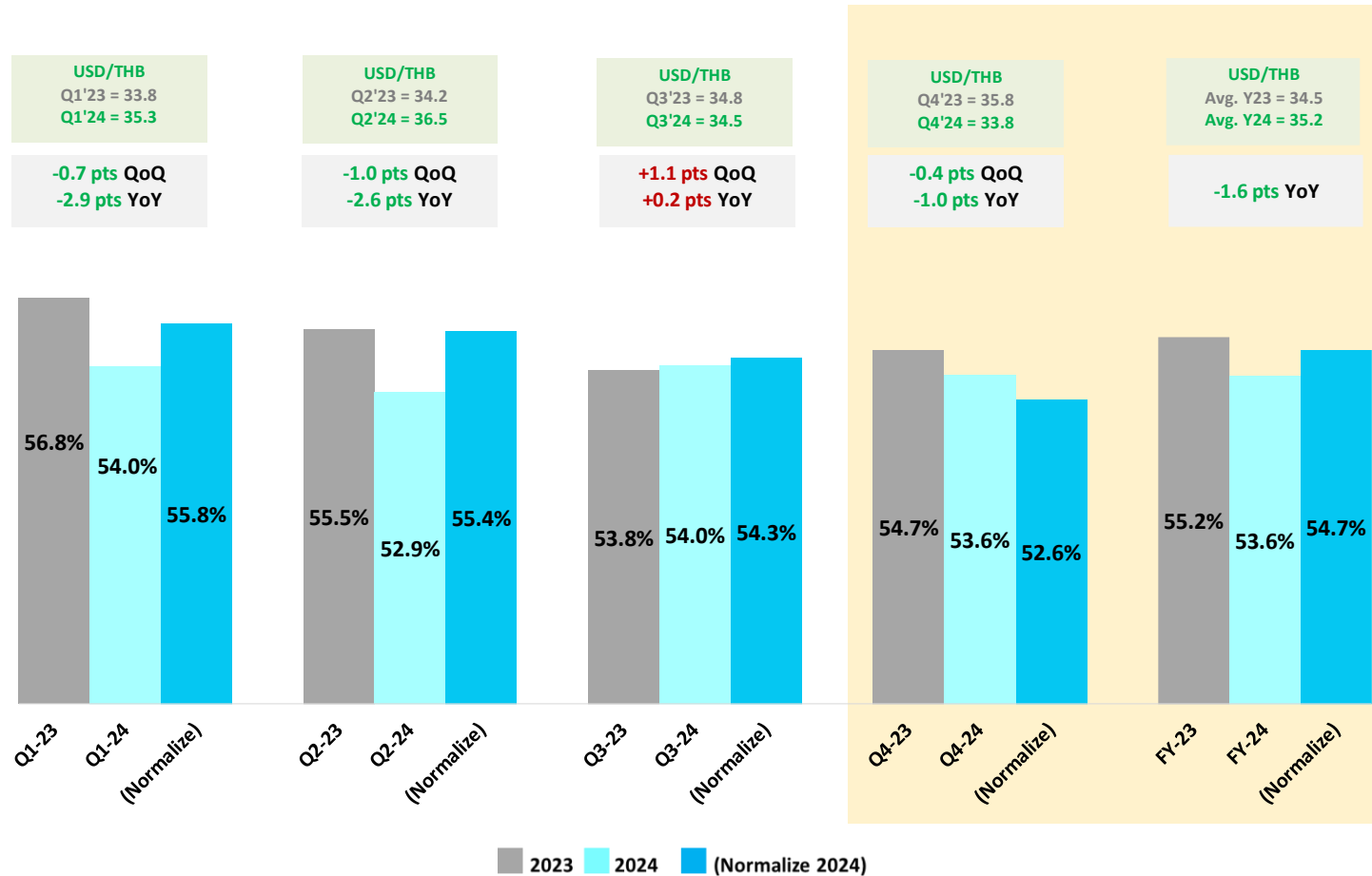
Net Profit



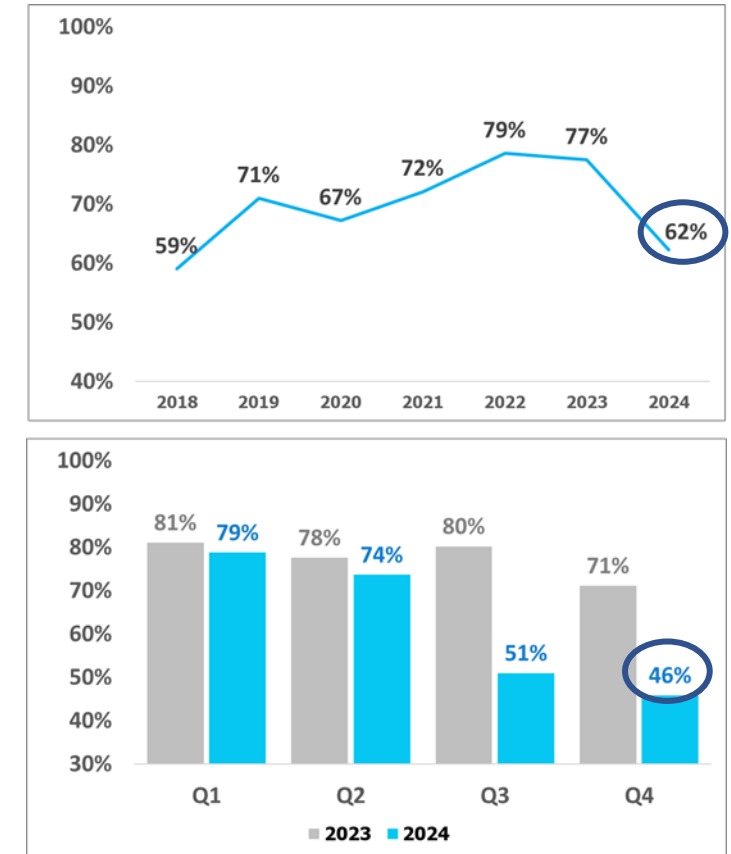
2024

- The Revenue was at 6,775 mb or 11.9% YoY (New Record) [IB:DM = 80% : 20%] from IB sales +10.4% and the DM sales +18.6%.
- Net Profit was at 1,253 mb, increased by 16.6% YoY (New Record), thanks to the break record in top line and the improvement of %COGS (-1.6% pts).

Cost of Goods Sold by Quarter



Utilization Rate (Beverage)

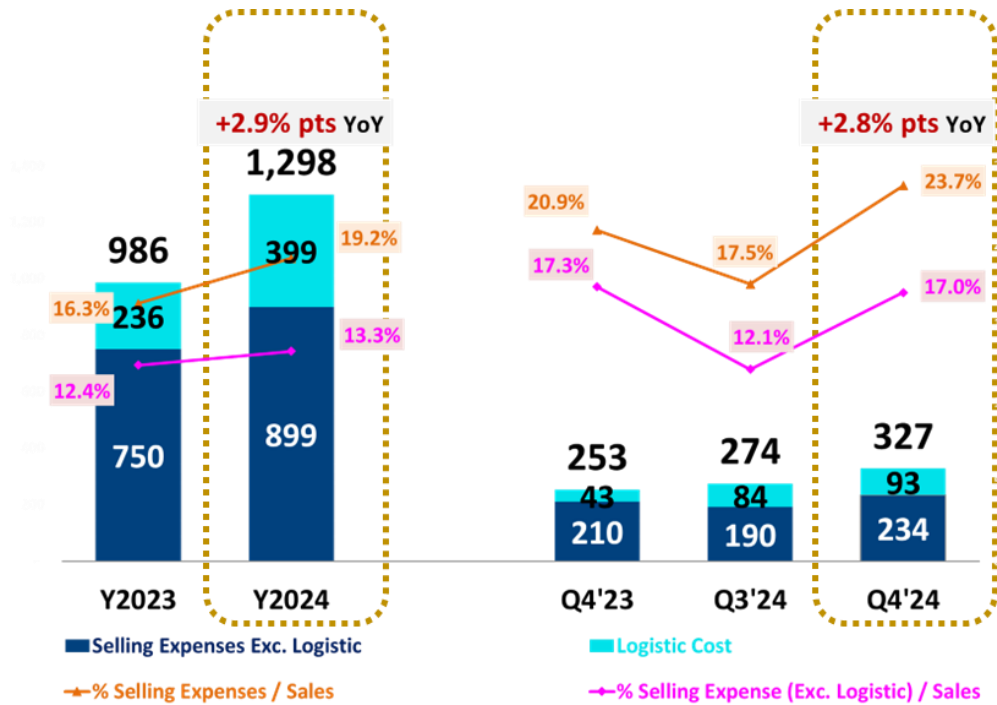


2024

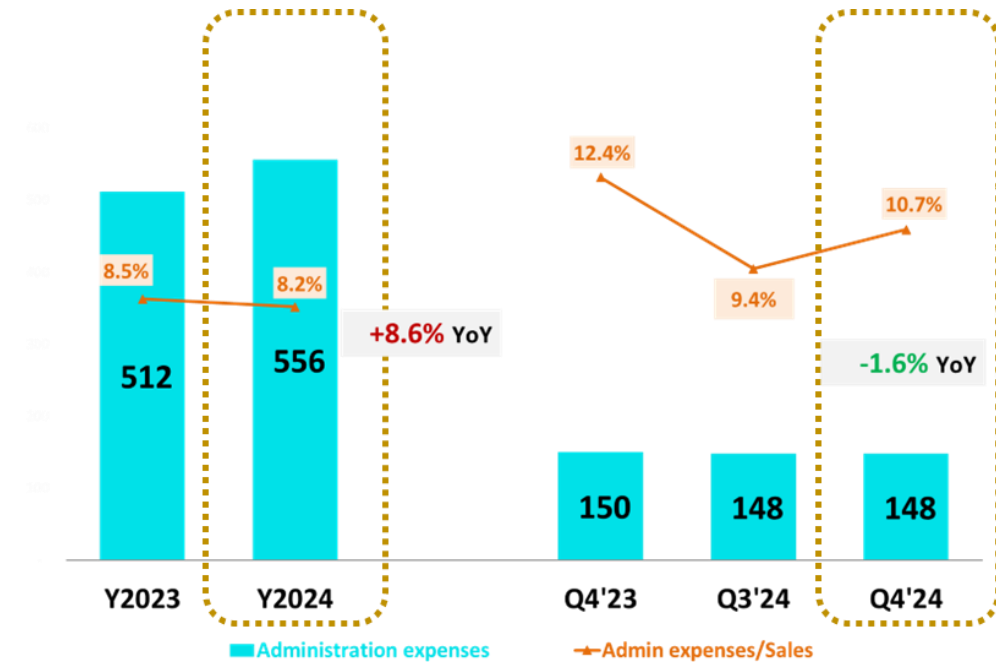
%COGS was at 53.6% which was lower than last year's by 1.6 pts.

However, if we normalize %COGS, the %COGS will lower -0.5 pts. which was from the increasing of production speed and the implementation of cost saving projects.

Selling Expenses



Admin Expenses



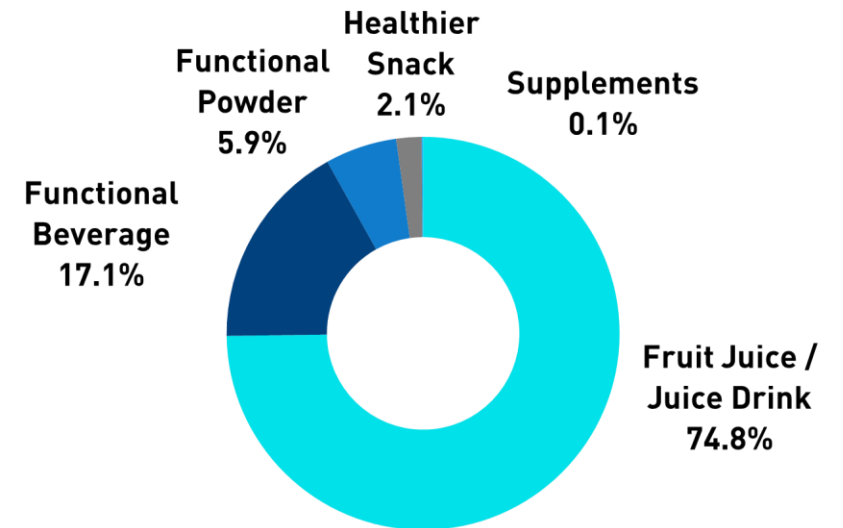
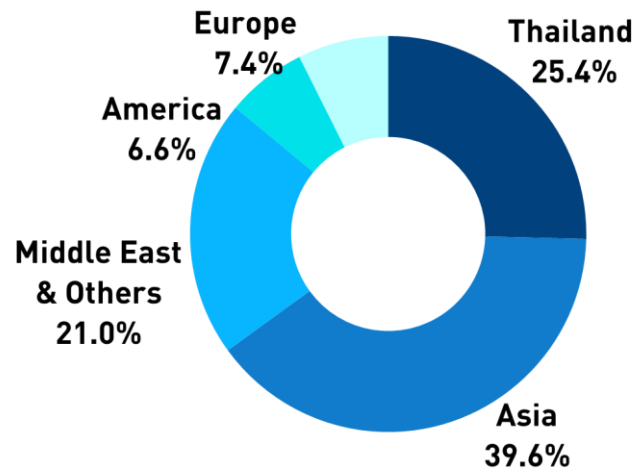
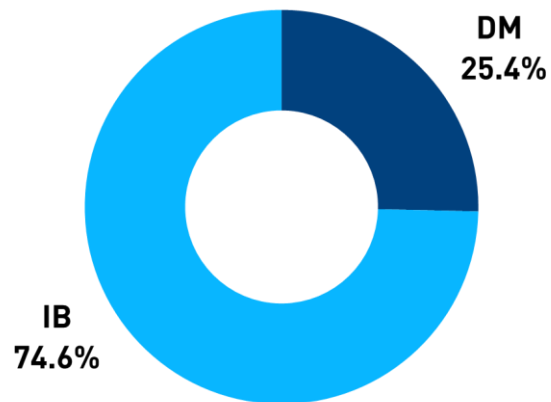
2024

- %Selling expenses increased by +2.9% YoY.
- Admin Expenses increased from 512 mb to 556 mb (+8.6% YoY), mainly from research, market visits, exhibitions and warehouse rentals.

100

COUNTRIES
TERRITORIES

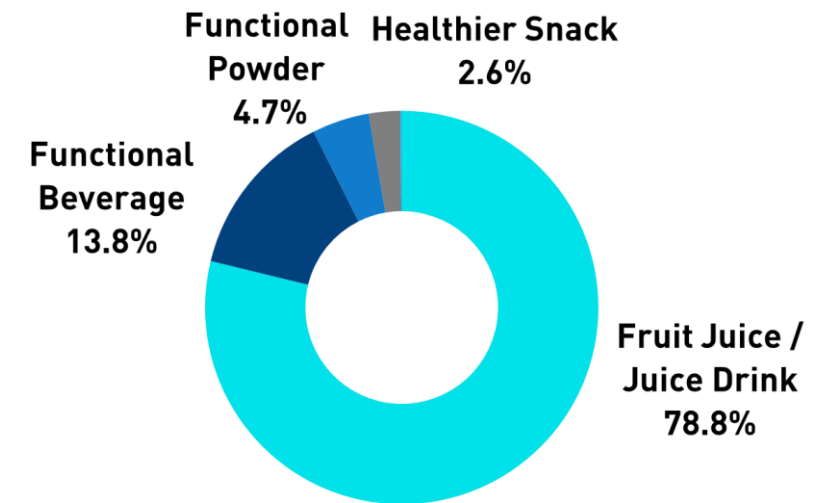
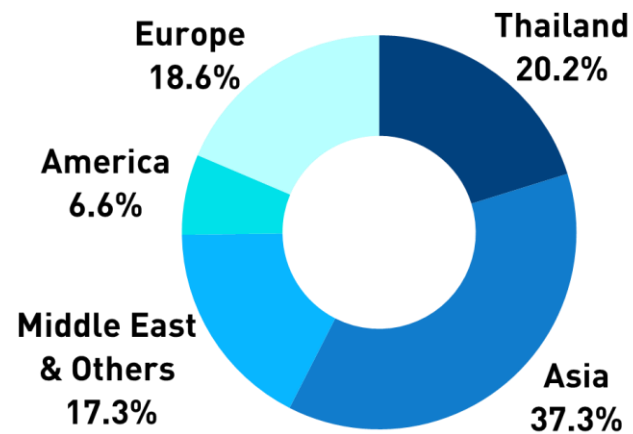
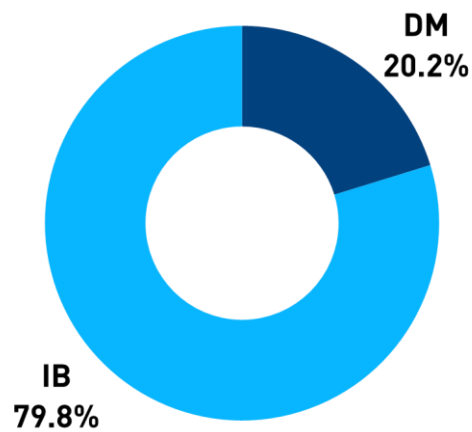
Q4'2024
1,377
Million Baht



100

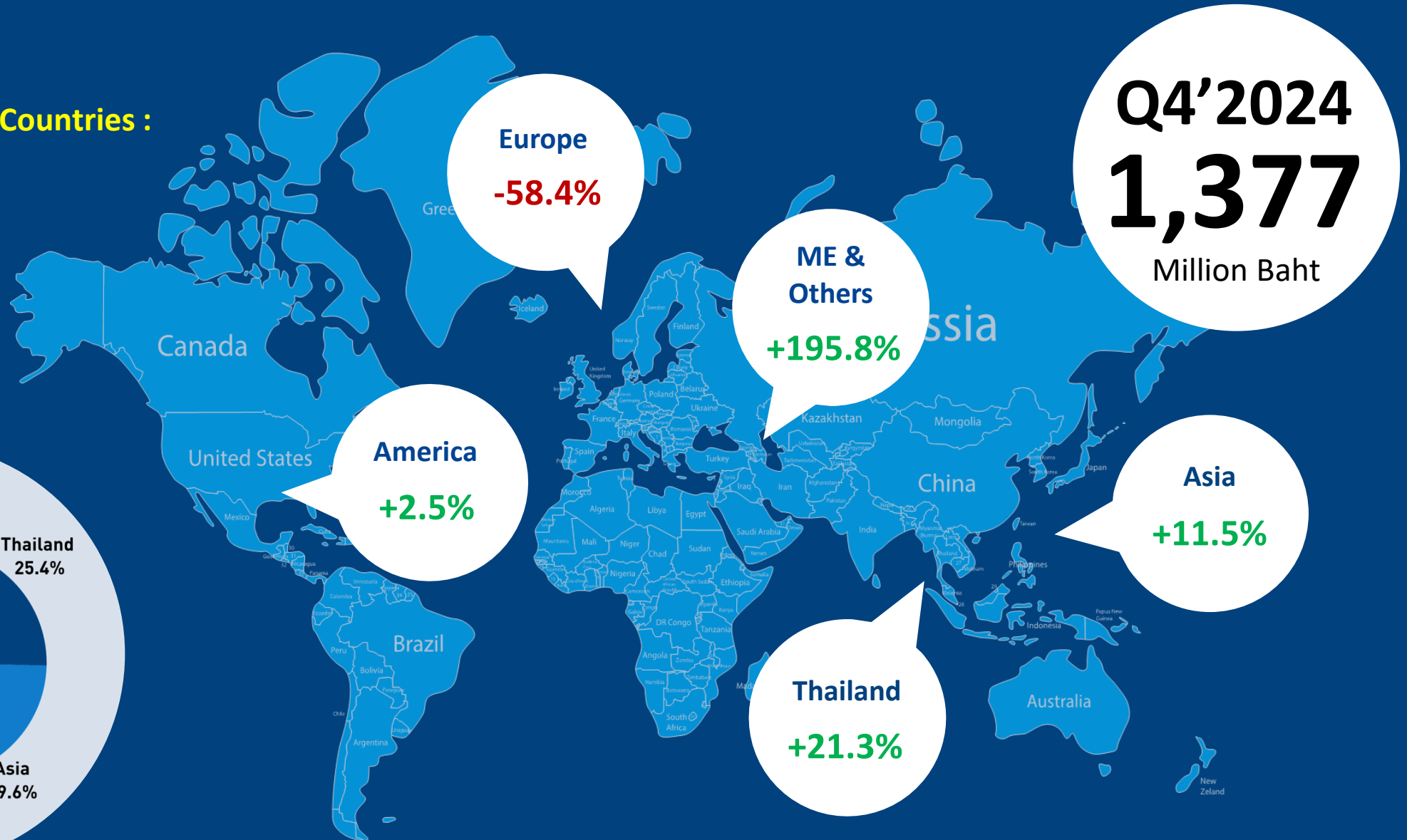
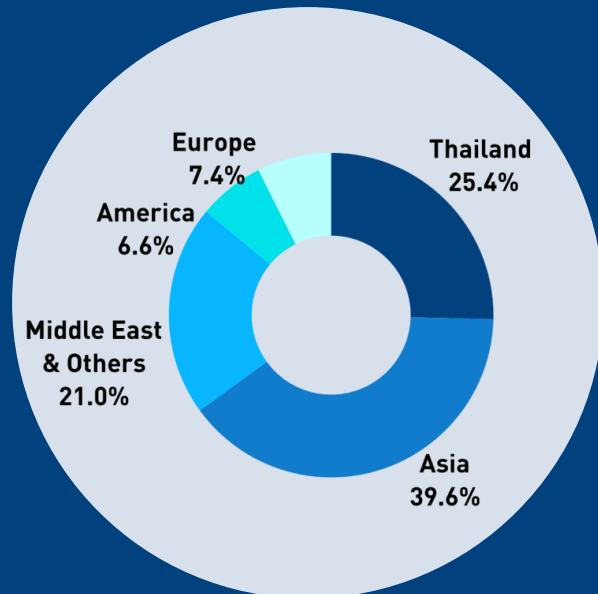
 COUNTRIES
TERRITORIES

Y2024
6,775
Million Baht



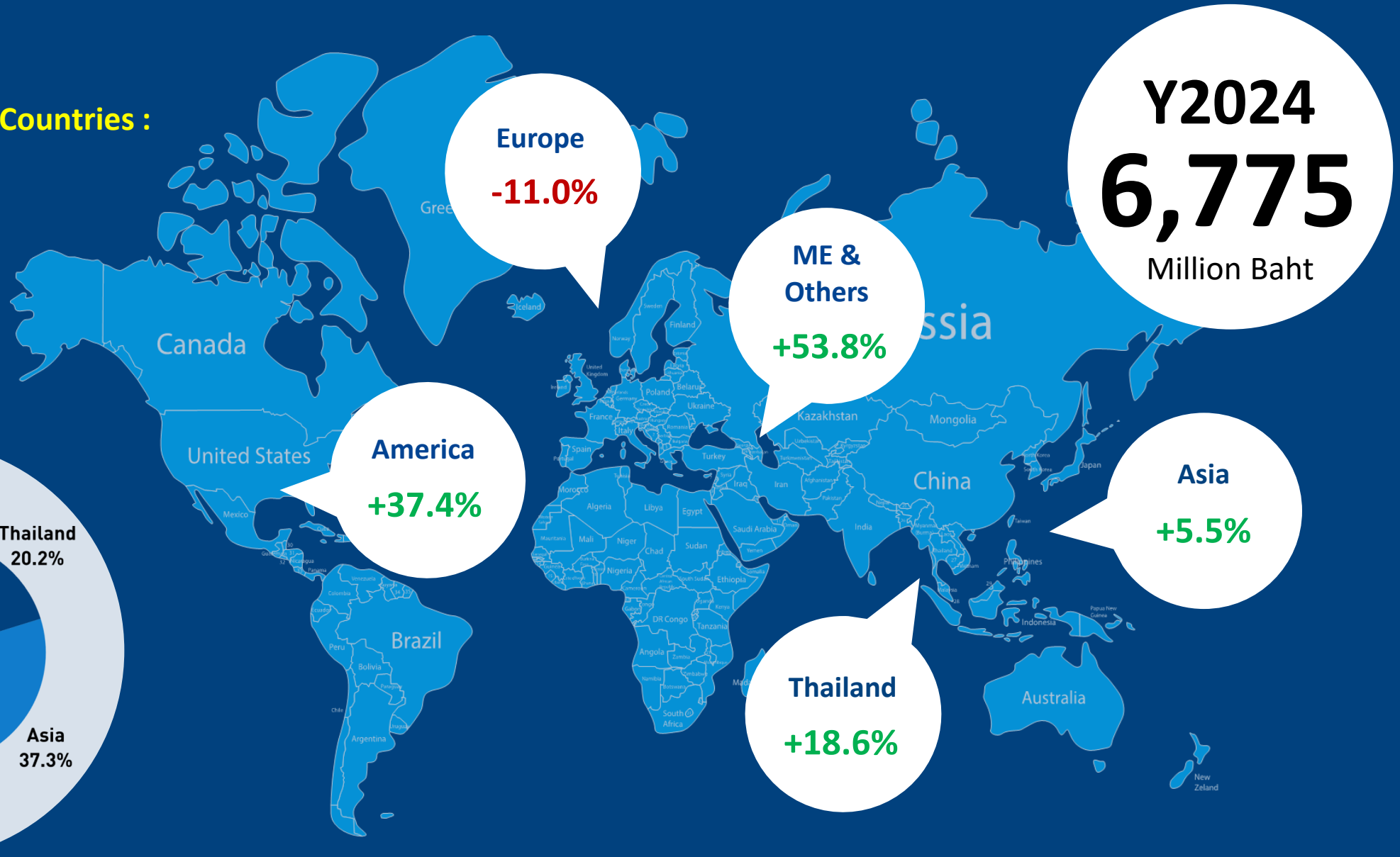
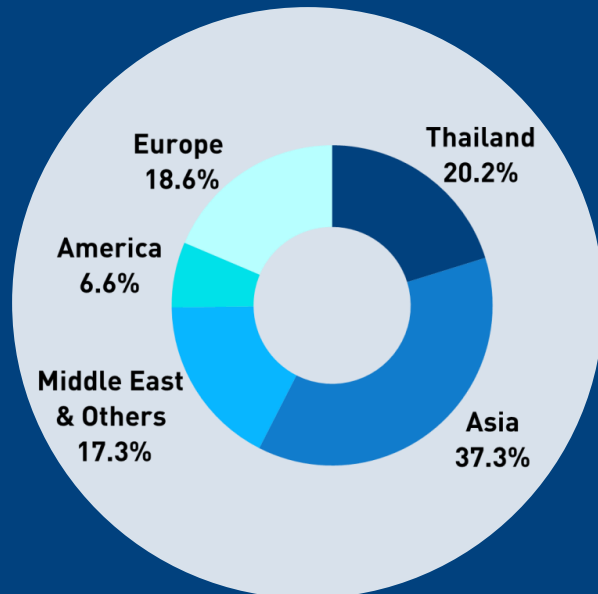
Q4'2024 (YoY) TOP LINE GROWTH BY REGIONS

International Business
Top 3 Contribution by Countries :



Y2024 (YoY) TOP LINE GROWTH BY REGIONS

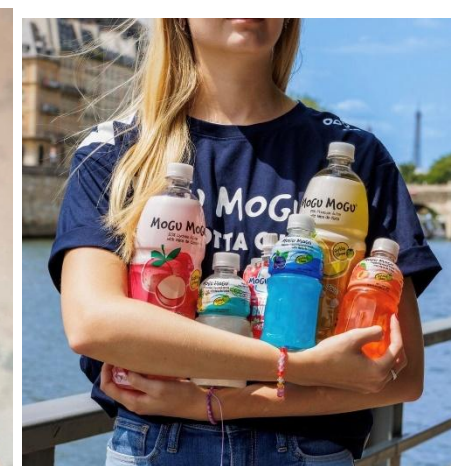
International Business
Top 3 Contribution by Countries :



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

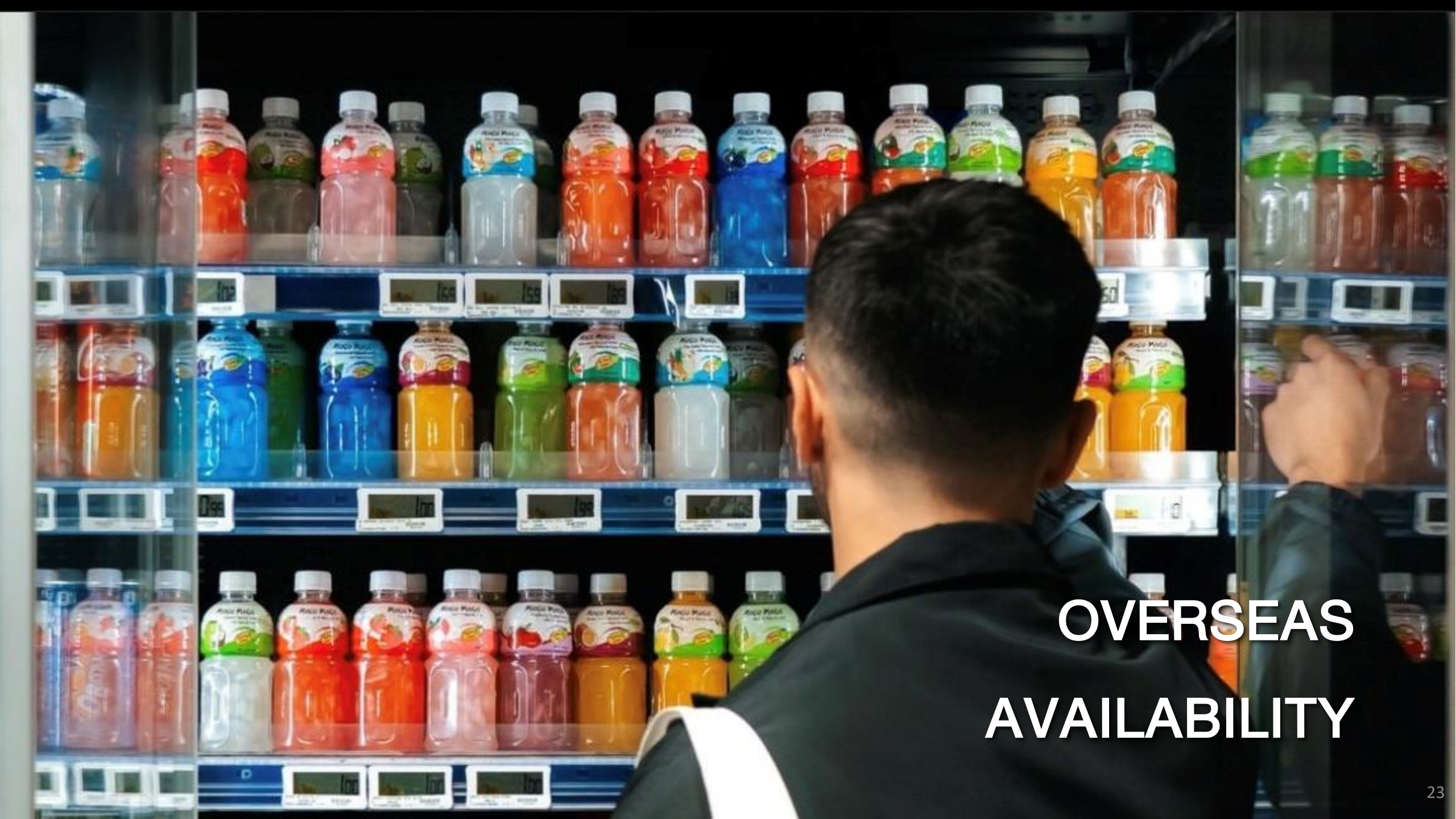


Champion Product



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





**OVERSEAS
AVAILABILITY**

Zone: Asia

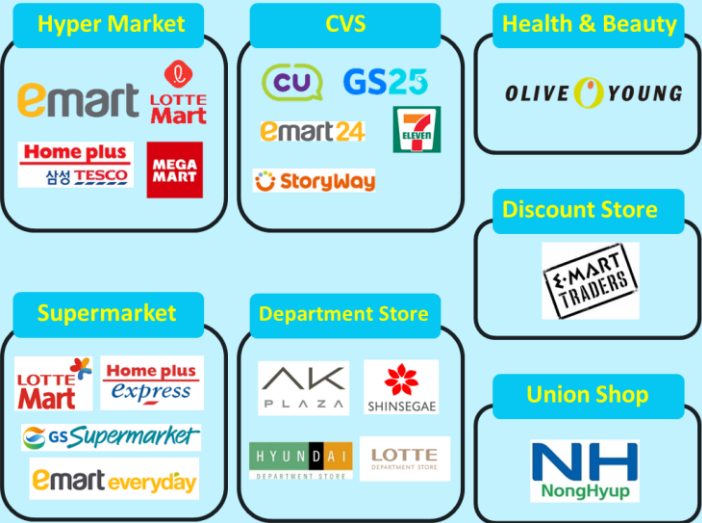
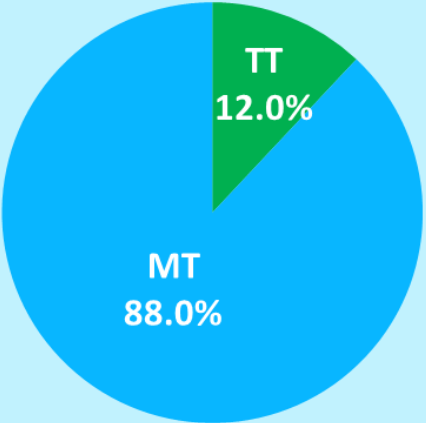
Sales **2,528** Million Baht
Growth **+5.5%** YoY

- ❑ Asia Contribute 37.3% in 2024
- ❑ The Asian market has faced challenges in South Korea and Indonesia, resulting in a slight decline in sales. However, the Philippines has continued to perform strongly, driven by successful in-store activations, particularly the widely embraced MGxSeventeen campaign. Meanwhile, other countries are emerging as high-potential markets, with an increase in active stores and the introduction of new products, contributing to positive growth.

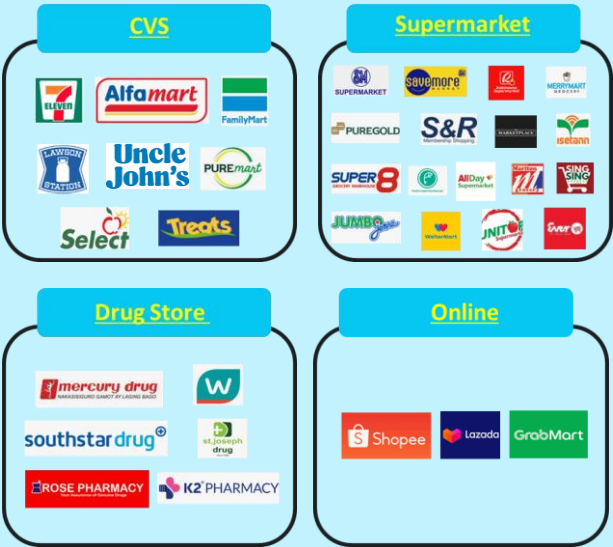
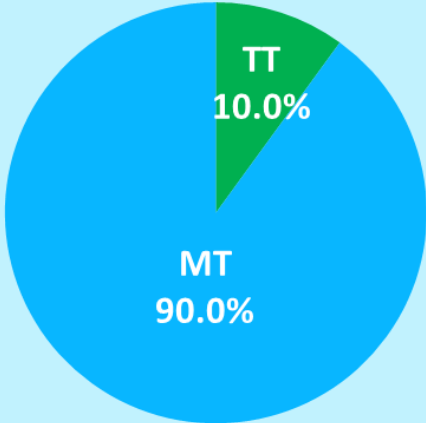


Key Countries

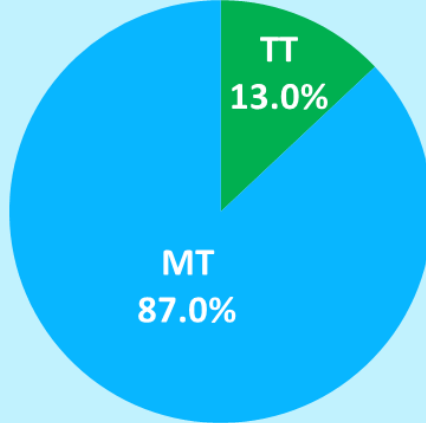
KOREA Market



PHILIPPINES Market



INDONESIA Market



Channel Contribution

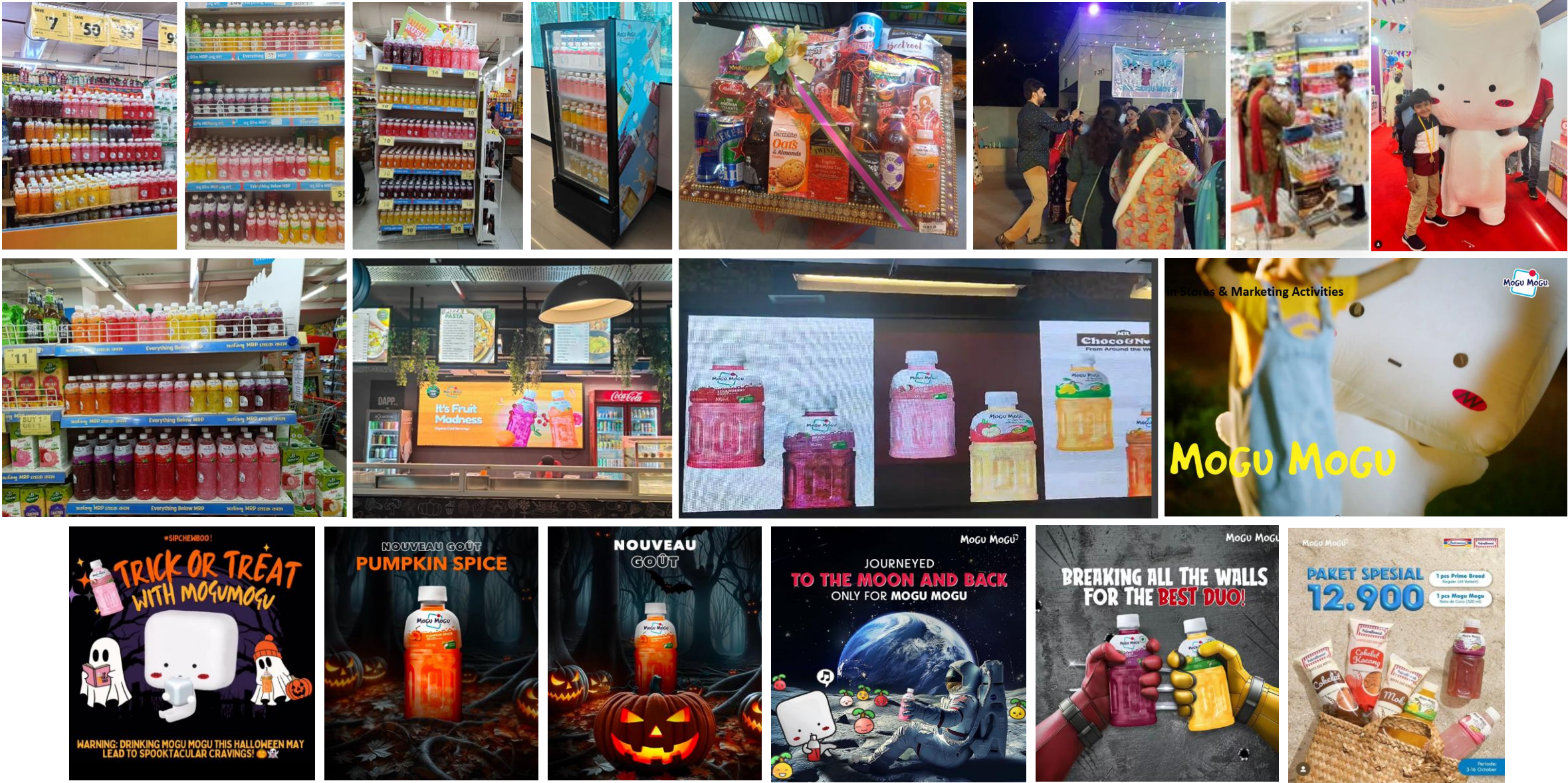
Mogu Mogu in Stores & Marketing Activities



Mogu Mogu Marketing Activities



Mogu Mogu in Stores & Marketing Activities



Zone: Europe

Sales **1,258** Million Baht
Growth **-11.0%** YoY

- ❑ Europe Contribute 18.6% in 2024
- ❑ The European market experienced a decline, primarily due to challenges in the UK, where 2024 stock weight has been high, largely resulting from delays in the outlet expansion plan for Modern Trade chains, contributed to the downturn. Furthermore, the markets faced a challenge of cooler weather during the summer (in fact, the coolest summer in the UK since 2015). Also, the Seventeen marketing campaign did not perform as expected in this region.

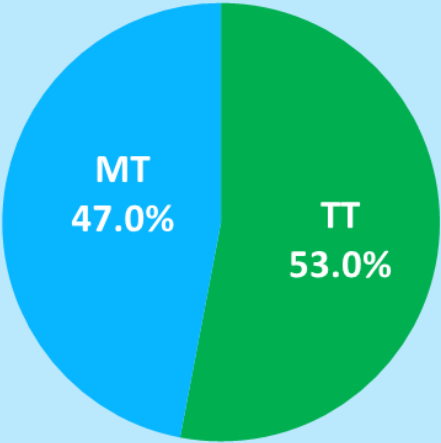


France Market

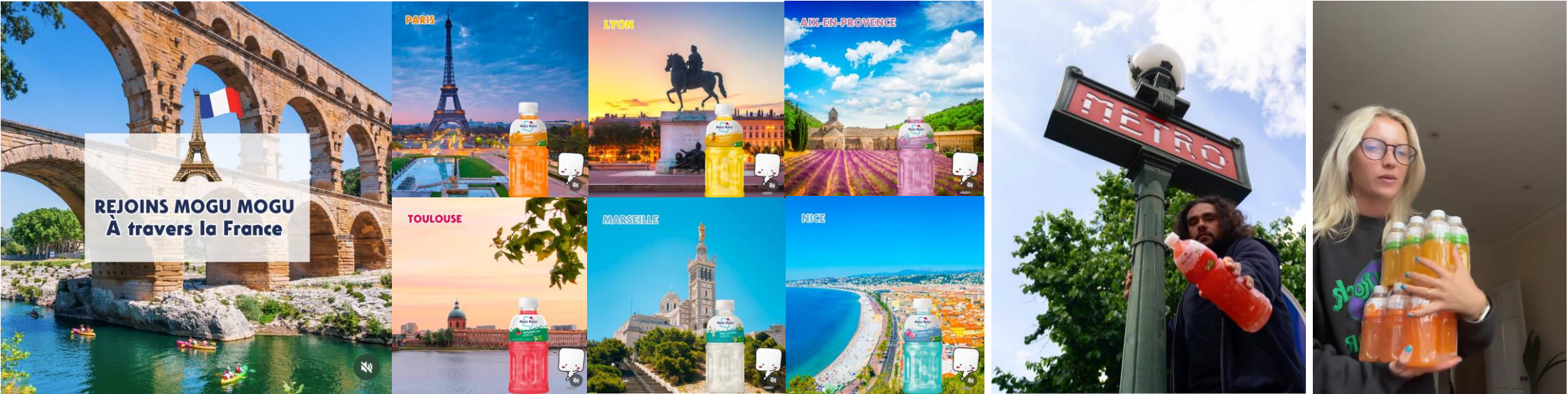
Mogu Mogu

Superstar Fruit Juice Drink

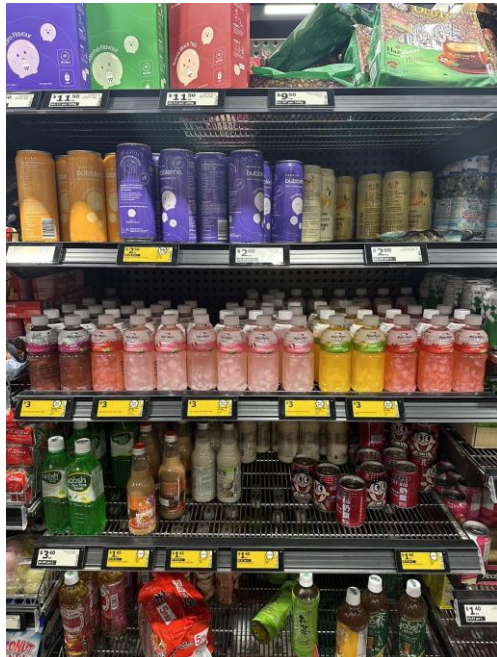
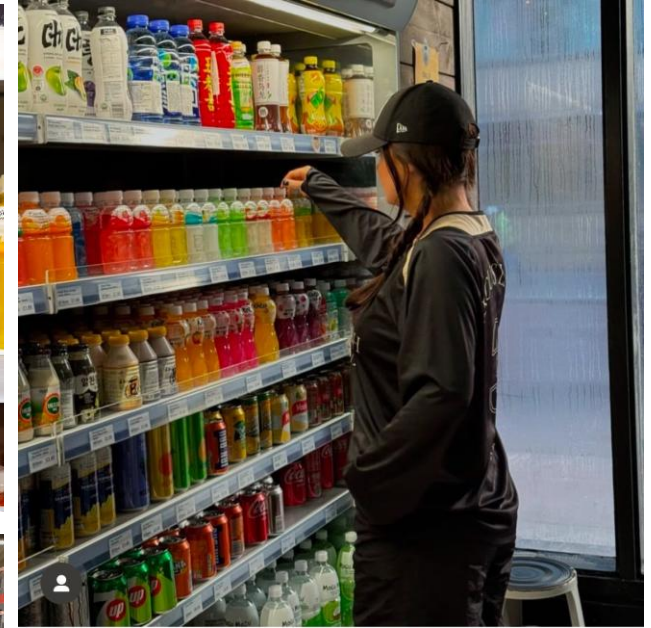
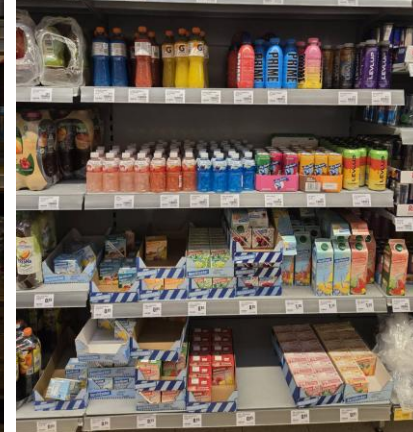
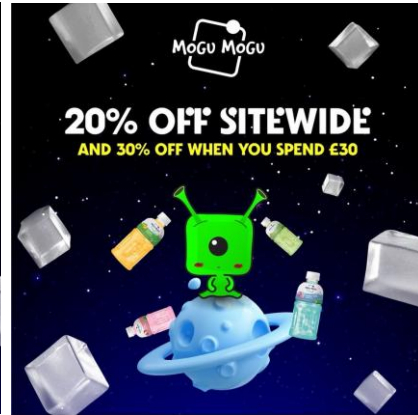
Channel Contribution



Mogu Mogu in Stores & Marketing Activities



Mogu Mogu in Stores & Marketing Activities



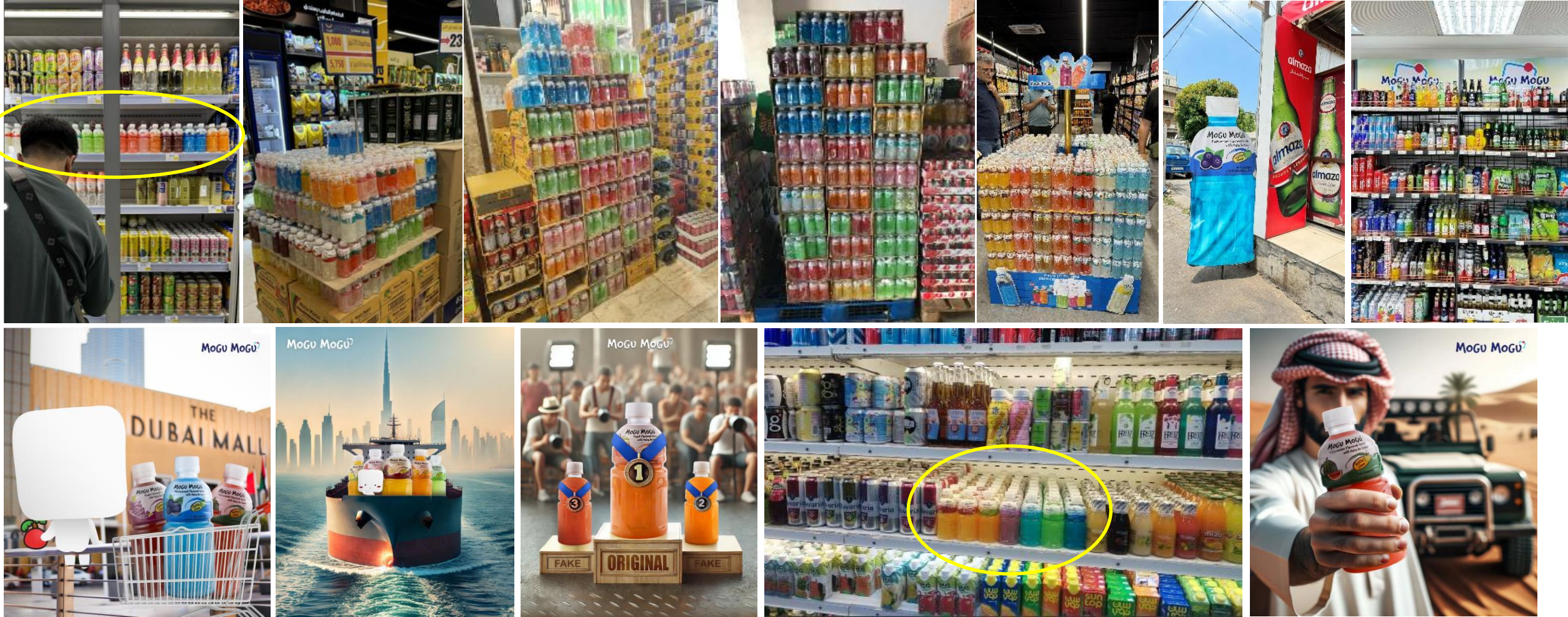
Zone: Middle East & Others

Sales **1,170** Million Baht
Growth **+53.8%** YoY

- ❑ Middle East & Others Contribute 17.3% in 2024
- ❑ Despite some uncertainties surrounding port closures in certain countries, sales in the Middle East have seen strong growth. This success is driven by a focus on increasing visibility in major hypermarkets and supermarkets across the region, supported by in-store promotions and social media campaigns aimed at building brand awareness and enhancing consumer engagement. Furthermore, the expansion of point-of-sale (POS) locations and distribution channels has contributed to the continued growth and market presence.



Mogu Mogu in Stores & Marketing Activities



Mogu Mogu in Stores & Marketing Activities



Zone: America

Sales **446** Million Baht
Growth **37.4%** YoY

- ❑ America Contribute 6.6% in 2024
- ❑ The growth of the American market was driven by expansion into greenfield areas within major mainstream chain markets. This significant growth was further supported by the listing of products in key mainstream channels across the USA and Canada. Additionally, we leveraged the Mogu Mogu distribution network to tap into new consumer segments. Most importantly, we implemented point-of-sale materials to boost product visibility and drive consumption, using promotions to increase off-take at stores.



Mogu Mogu in Stores & Marketing Activities



Domestic Market



KEY ACTIVITIES HIGHLIGHT

สวยจบปิ้ง ลิ้งค์ดังเซปเป่

SKIN



SKIN

#ลิ้งค์ดังเซปเป่ผิวฉ่ำน่าหนึ่งก้าว

Drink Sappe for radiant skin, always one step ahead

Sappe Beauti Drink **CollaSkin** และ **Gluta Glory**
A collagen drink for plump,
healthy skin and glutathione for a radiant glow



BODY



BODY

#ลิ้งค์ดังเซปเป่เป๊ะทุกท่วงท่าและบอดี้

Stay flawless in every move and every curve with Sappe

Sappe Beauti Drink **Beauti Tox** และ **S-Lim**
nourish from within with fiber and chlorophyll for true radiance



EYES
& BRAIN

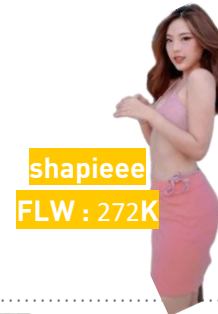


EYE&BRAIN

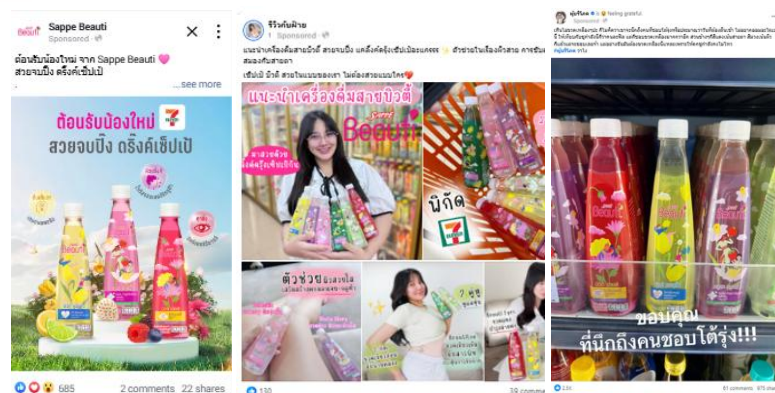
#ลิ้งค์ดังเซปเป่สวยสับไม่หลับใน

Drink Sappe to shine bright and stay alert all day

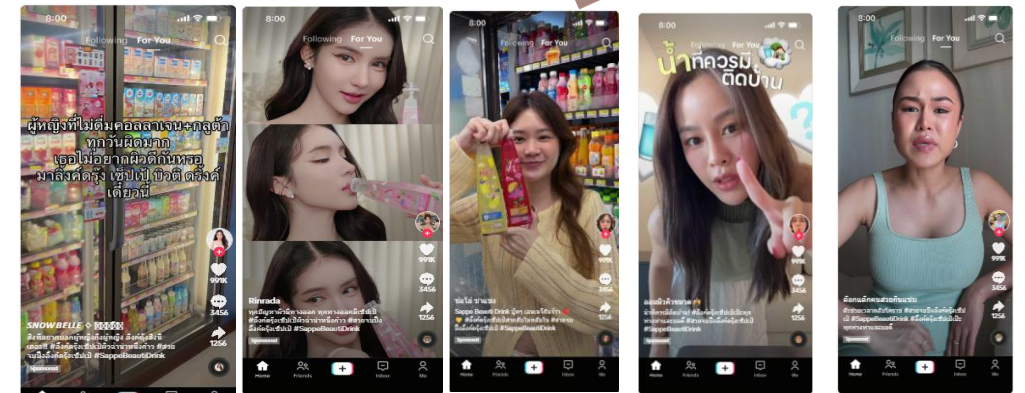
Sappe Beauti Drink **Beauti Eyes** และ **Passion**
A vitamin-packed drink with Vitamin A and B,
perfect for everyone



Consumer
Pages



KOL



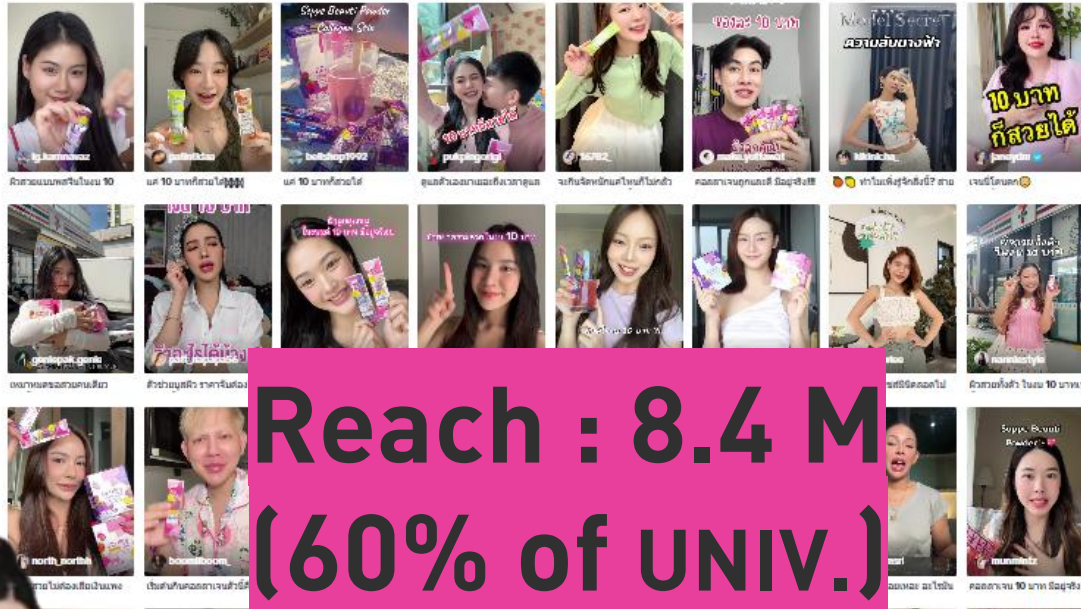


KEY ACTIVITIES HIGHLIGHT

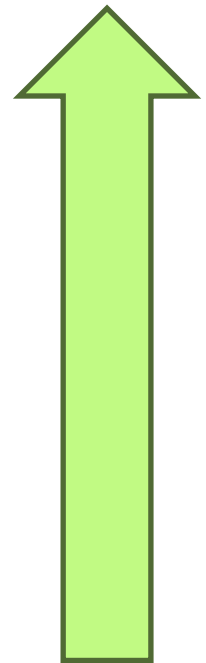
For the last quarter of 2024, campaign reached 8.4million out of a targeted 8.2 million in October. In November, the focus shifts to "AWAKE Phase", through macro influencers (KOLs), convincing customers to try the product with attractive pricing and proven results.



ONLINE: GAIN MORE REACH



ONLINE: DRIVE ONLINE AWARENESS TO 7-11



OFFLINE: SCHOOL TOUR





MARKETING ACTIVITIES



22.5M Reach



View 6 Sec : 3.1M



CONSUMER SENTIMENT

- เราทานอยู่ช่วงนี้ราคา26บาทตุนๆ
6d ago 0 Reply
- Kannika
ชื่อที่ไหนคะ26บ.
6d ago 1 Reply
- โอติม ดุด ดุด
เซเวนเลยจ้า
5d ago 0 Reply
- maamoonoy.shop
เราได้มา26บาท/แพ็ค เมื่อคืนเลยตุนมาอีก5แพ็ค คุ่มมากคะ
5d ago 0 Reply

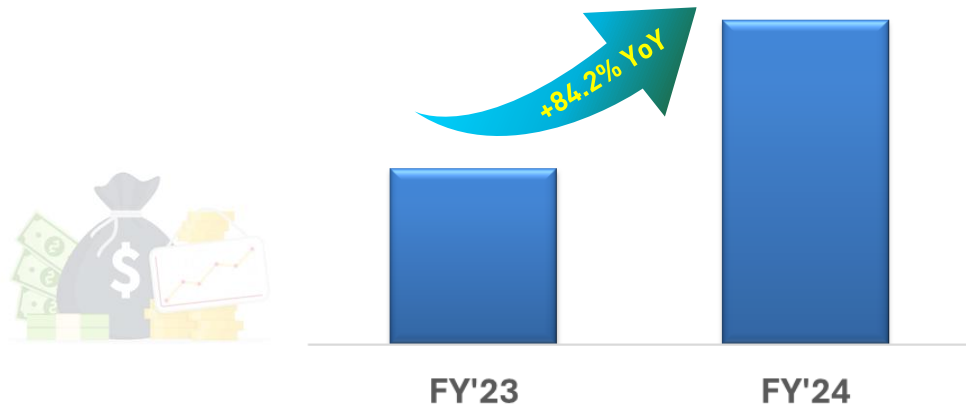
Wanapa Prongam
กาแฟส้ม อร่อยมากเราเหมาตลอด ใน 7-11
11-23 1 Reply

เมย์ย่า.. 🥰สาวนครพนม 🇹🇭
กินมาเดือนแล้วคร่า
1w Reply

1 1

— View 4 replies ▾

e-Commerce



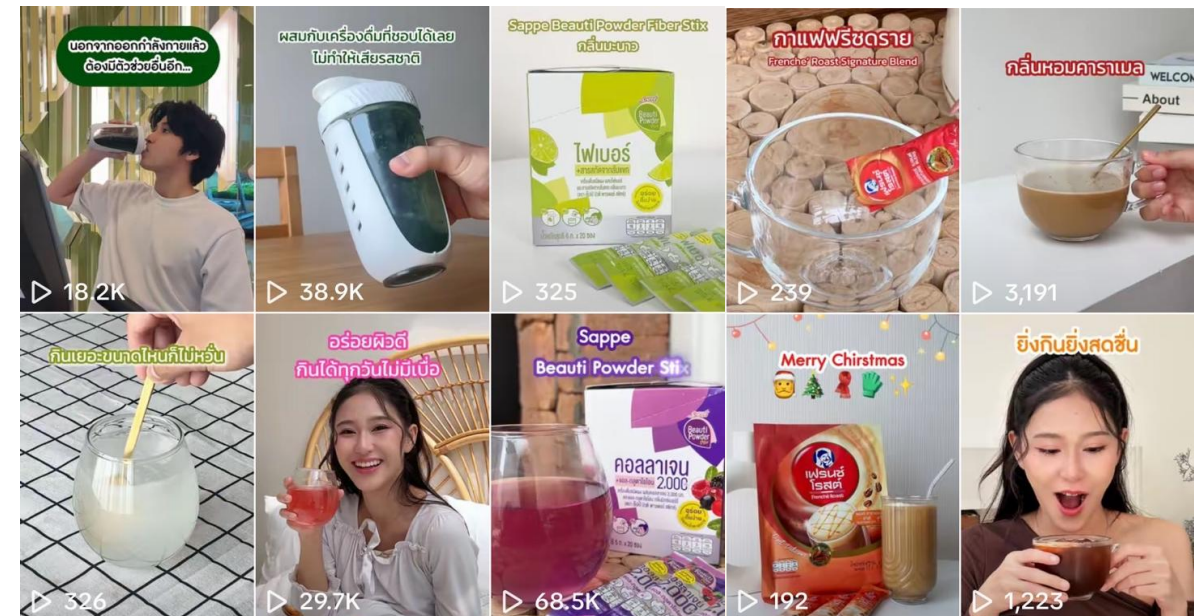
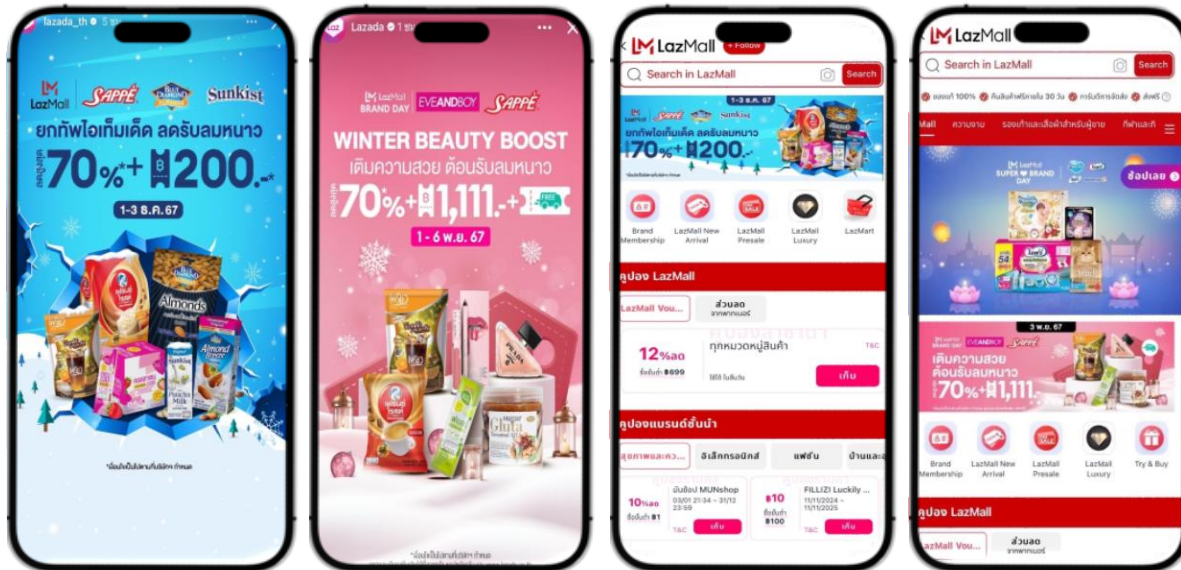
#Best Seller



Influencer review / Own's contents

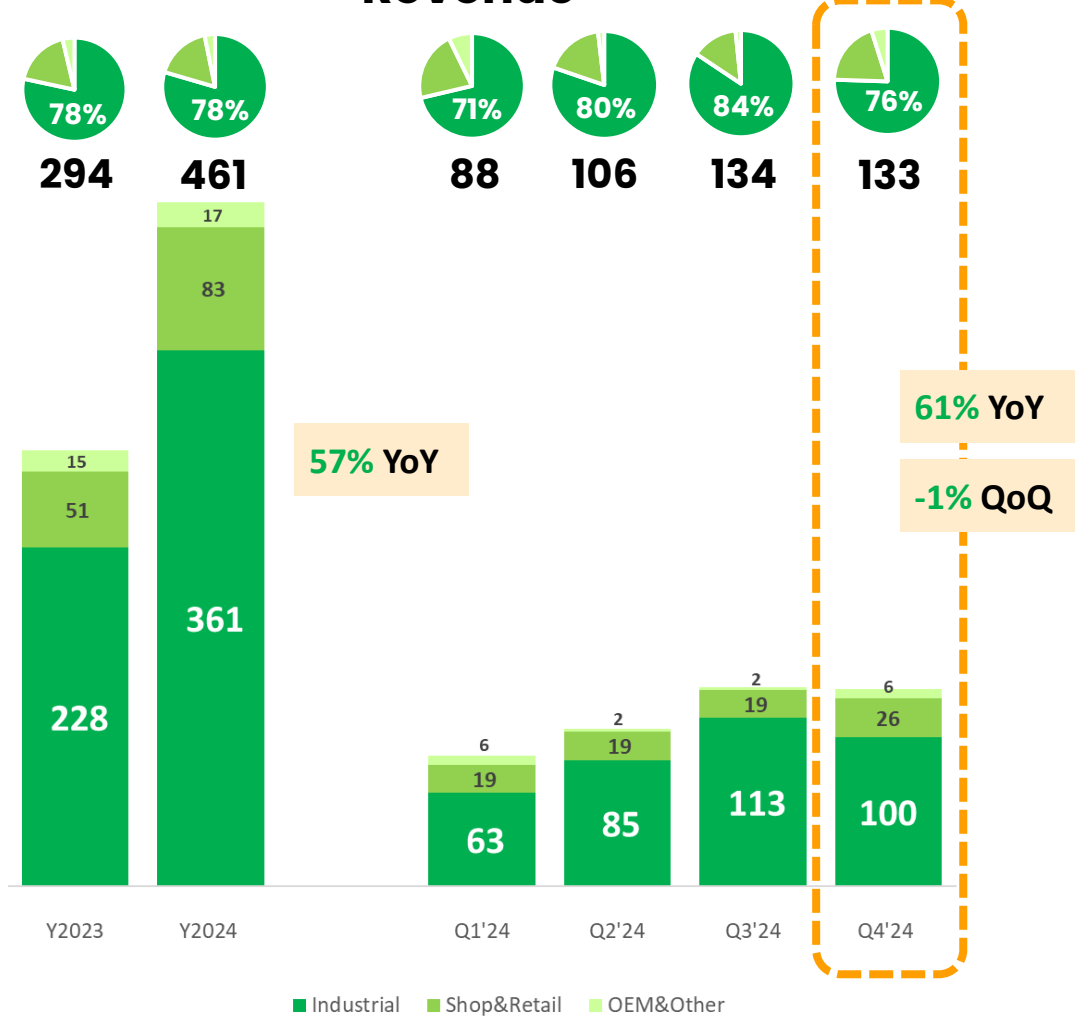


Platform's visibilities / Co-campaigns

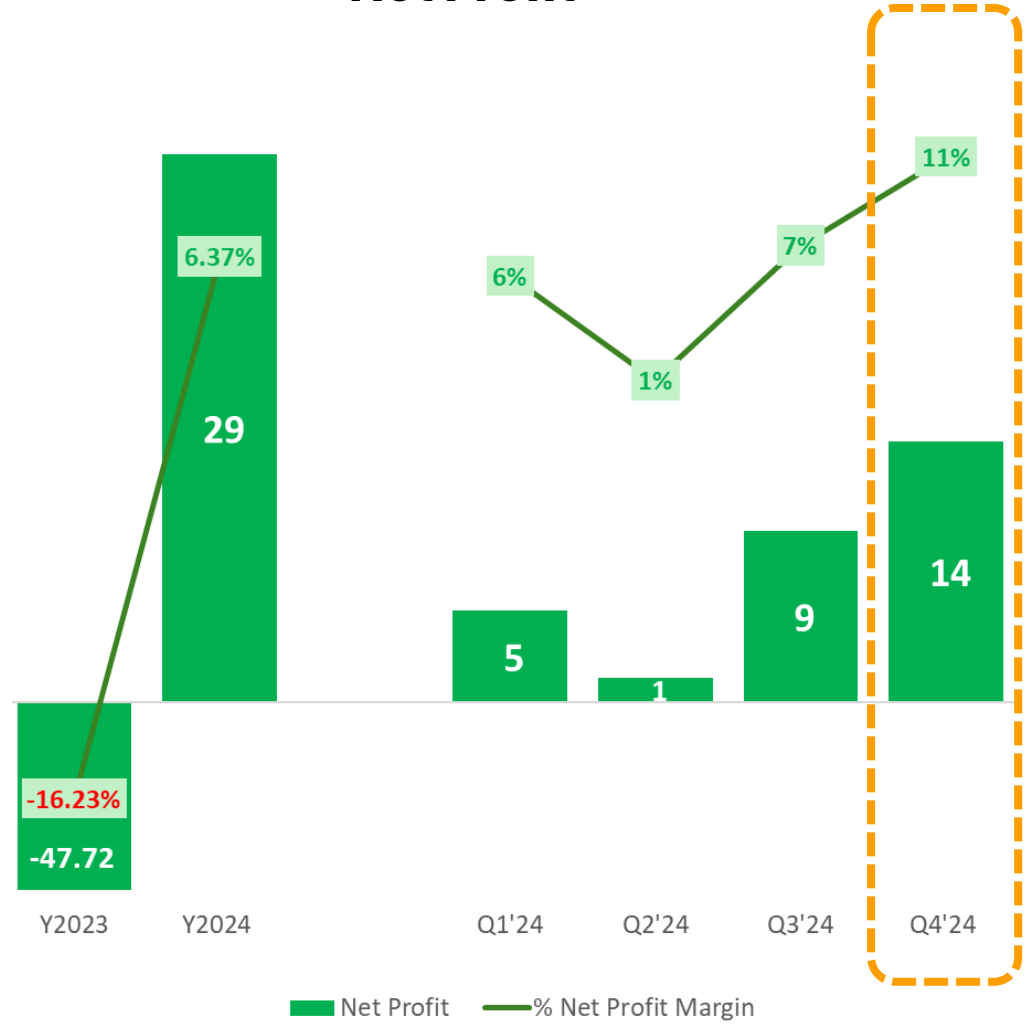


OUTLOOK : ALL COCO Q4'24

Revenue



Net Profit



Total Revenue from selling goods in Q4'2024 was at 132.84 mb or +61% YoY, from Industrial + 51%, Shop&Retail +153%, OEM&Other +14%



2025 Outlook



INTERNATIONAL BUSINESS

Brand Globalization: Korea First



Strategic channel Expansion



Diversify portfolio



Future Growth



DOMESTIC MARKET

Grow base brands



NPD focused



Collaboration



Future Growth

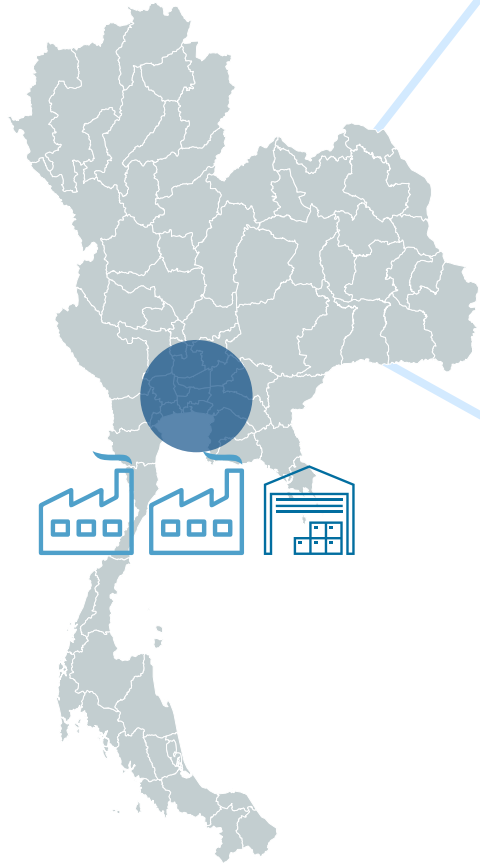


TARGET
GROWTH
+5%
YOY

Production Facility

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

Y2024 : Utilization
rate: 62%*



Klong 13 factory

2 Manufacturing buildings



4+1(BOI 275 mb)
Beverage lines



7
Powder filling lines



3
Pouch lines



In-house PET
bottling



Enterprise resource
planning system



Current Warehouse
38,500 Pallet

Projects under construction



2 new production lines

- 2026 > **(+25-30% YoY)**
Project Value 1,630 mb.
- 2027 > **(+20-25%YoY)**
Project Value 750 mb

Total production capacity:

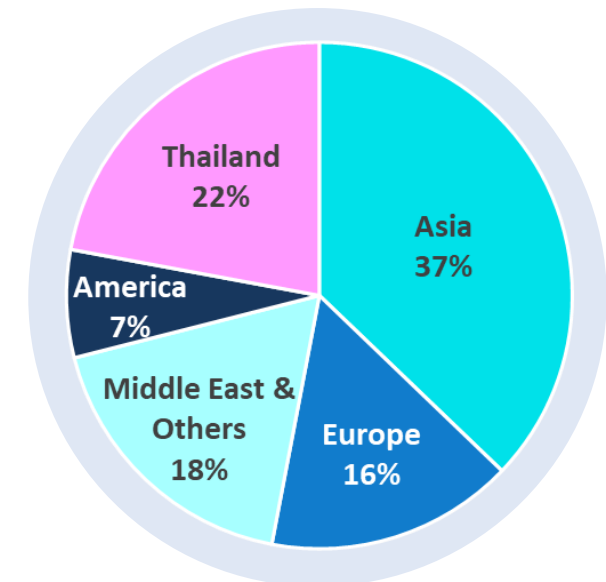
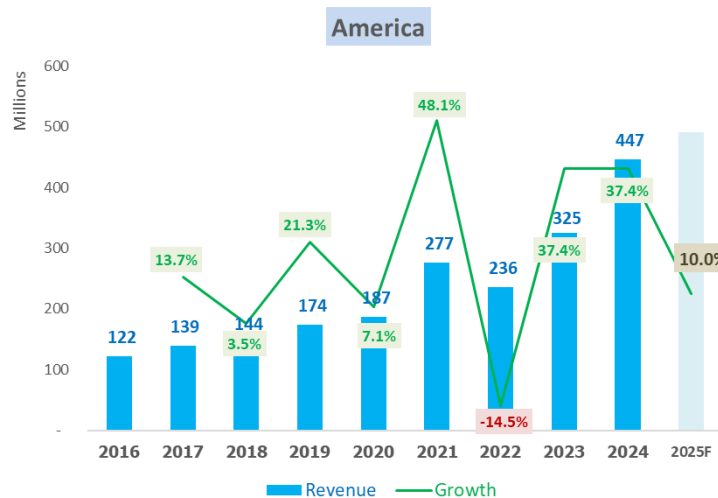
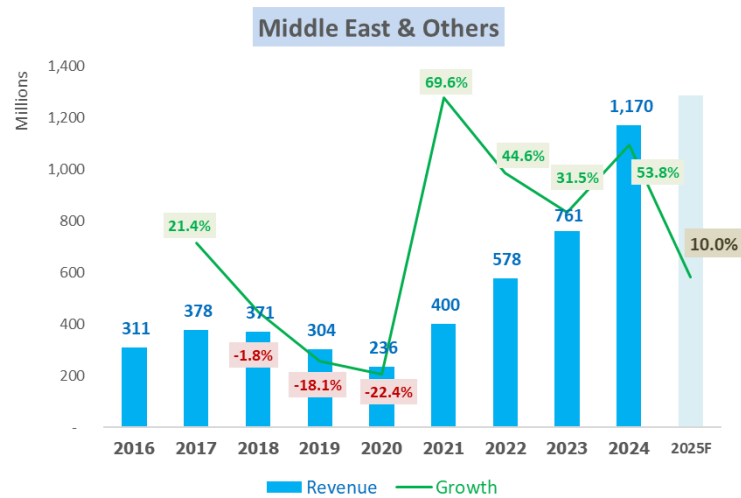
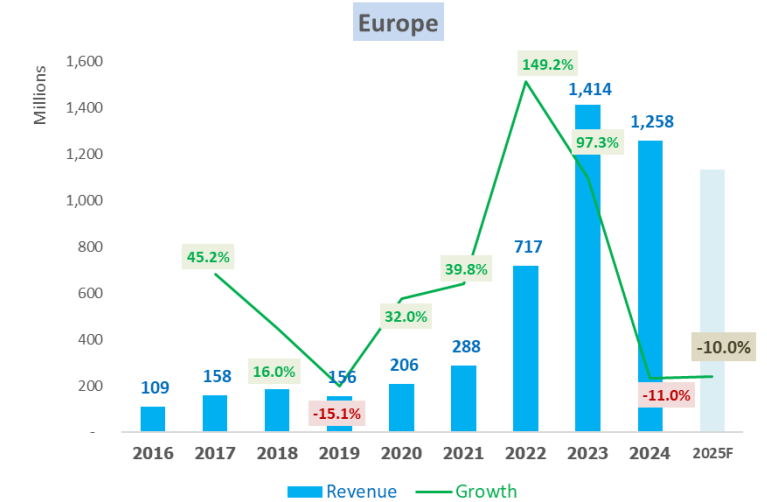
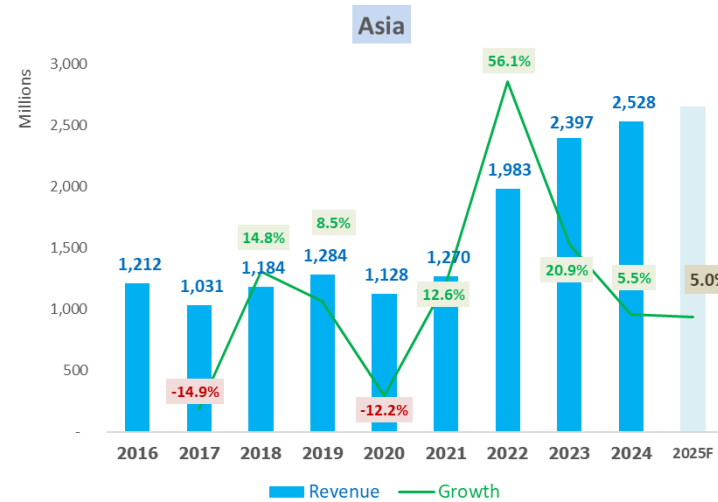
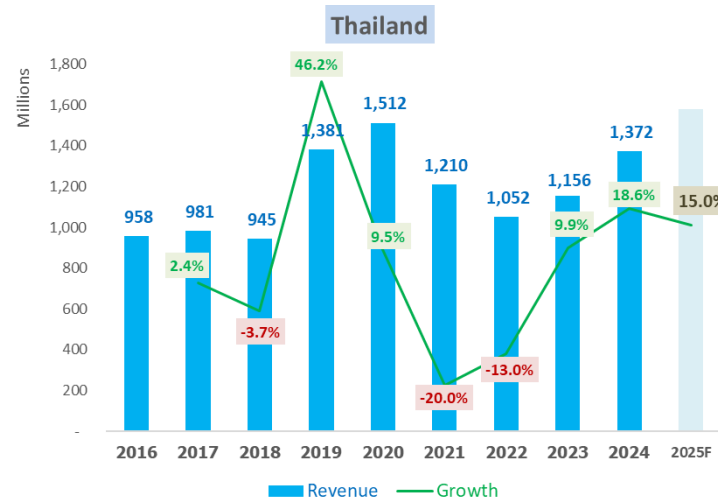
c.202k
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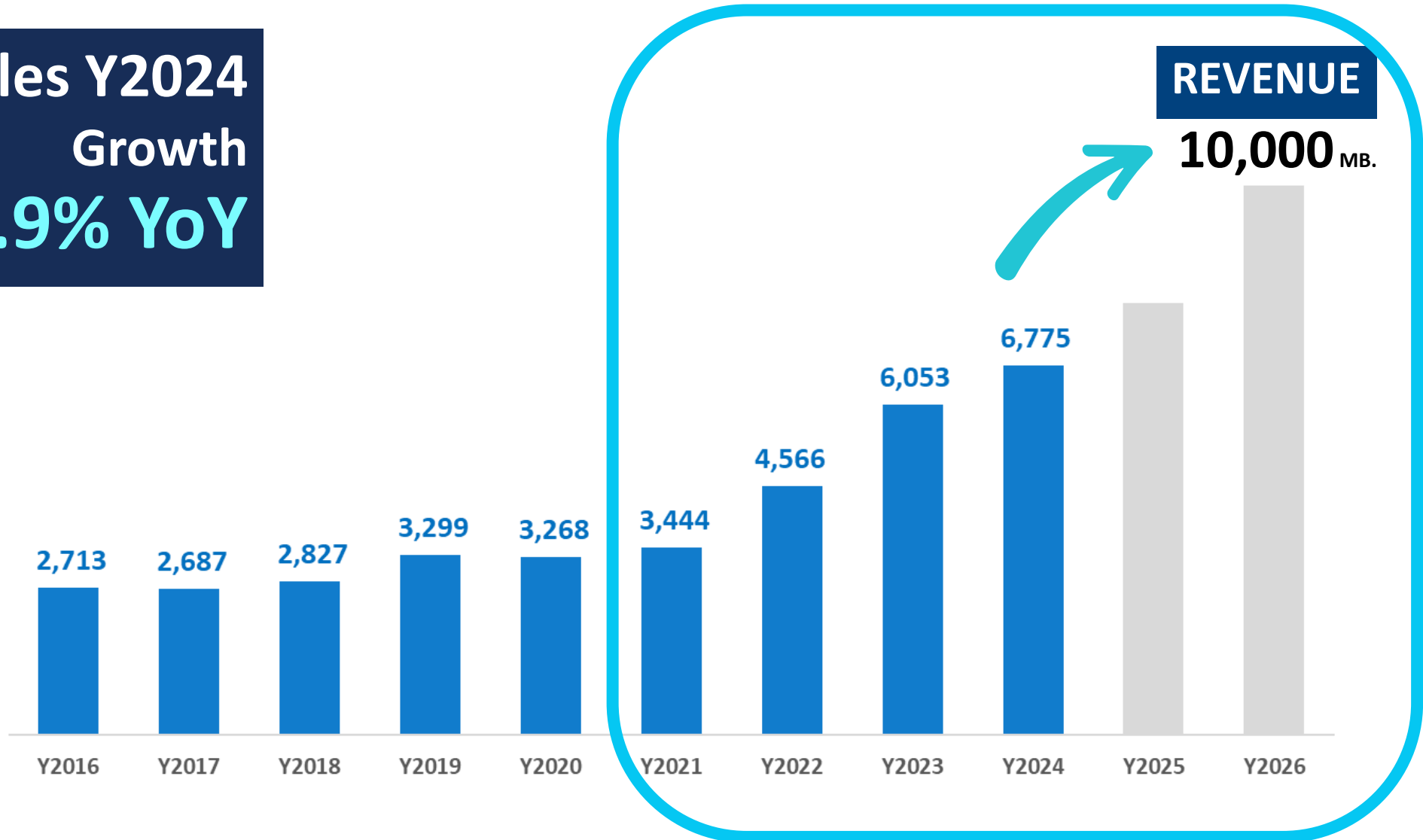


Target Growth 2025 by Region



Target Growth 2022-2026

Sales Y2024
Growth
+11.9% 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



Sappe Sustainable Policy



Economic

Build Sustainable Economic Growth



Social

Promote Quality of Life of Our Key Players to Grow Together



Environment

Promote Sustainable Environment with Innovation and Technology

Good Governance

“

”



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