

Malee®



Malee Sampran

“Organic Growth”

SET Opportunity Day 1/2558

FS2014 Result

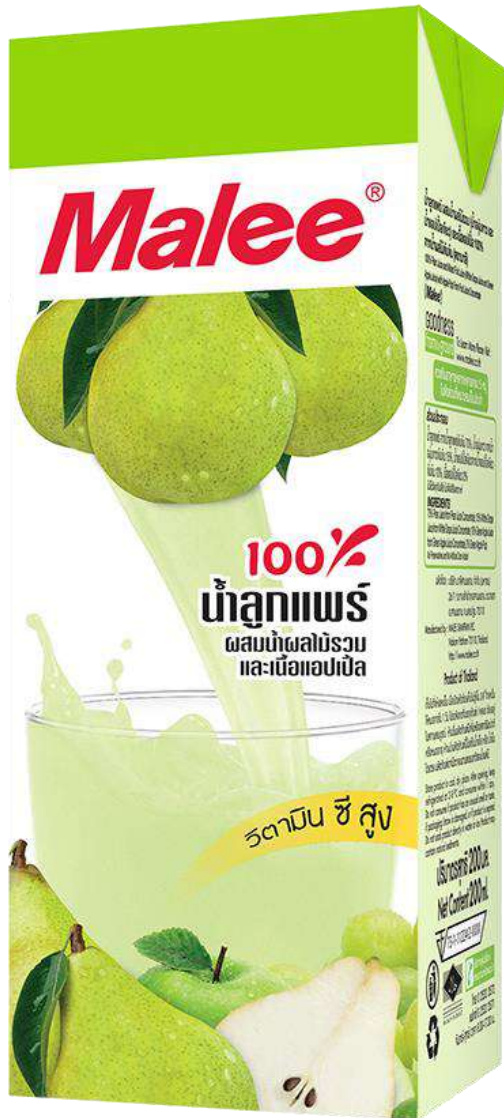
2 March 2015

Disclaimers



The information contained herein is intended to represent the Company's operating and financial position at a given point in time and may also contain forward looking information which only reflects expectations based on the prevailing geo-political, economic and non-controllable factors. Such information has been obtained from sources believed to be most reliable and the means in analyzing and preparation of such information for disclosure are based on approve practices and principles in the investment industry. The views are based on assumption subject to various risks and uncertainties and no assurance is made as to whether such future events will occur. No assurance is made as to the accuracy or completeness of information presented in this document.

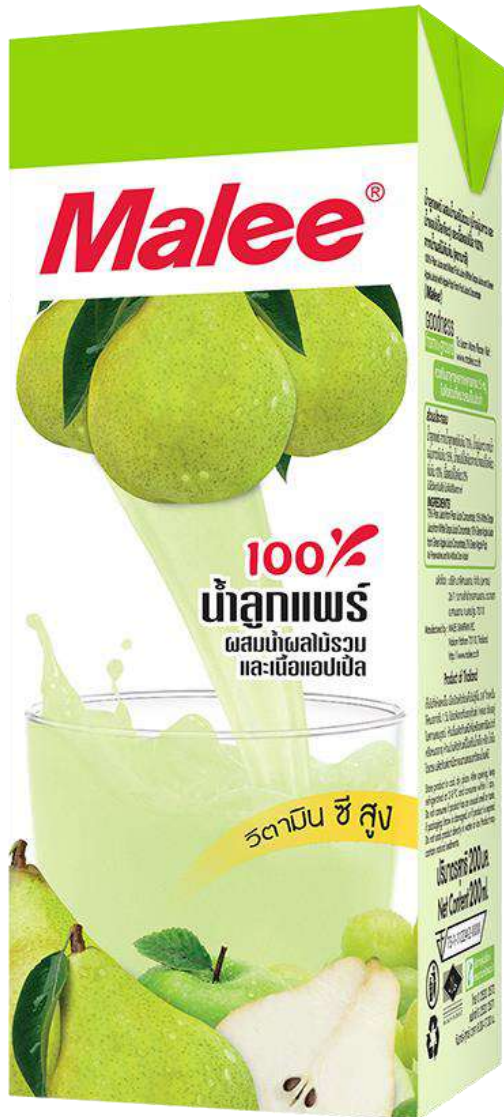







Agenda

- 🌐 **Investment Highlights**
- 🌐 **Business Update in 2014 and 2015**
- 🌐 **Financial Highlights**
- 🌐 **2015 and Long-term Growth Path**





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Malee Investment Highlights

**Branding
and Product
Mixed**

**Brand Sale
Growth due to
focus on own
brand**

Malee®
Fruit with care.



**Export Revenue
Growth**

**Export revenue hit
1,064 THB.Mil.
Growth at 26%
yoy.**



**Gross & Net
Margin Improved**

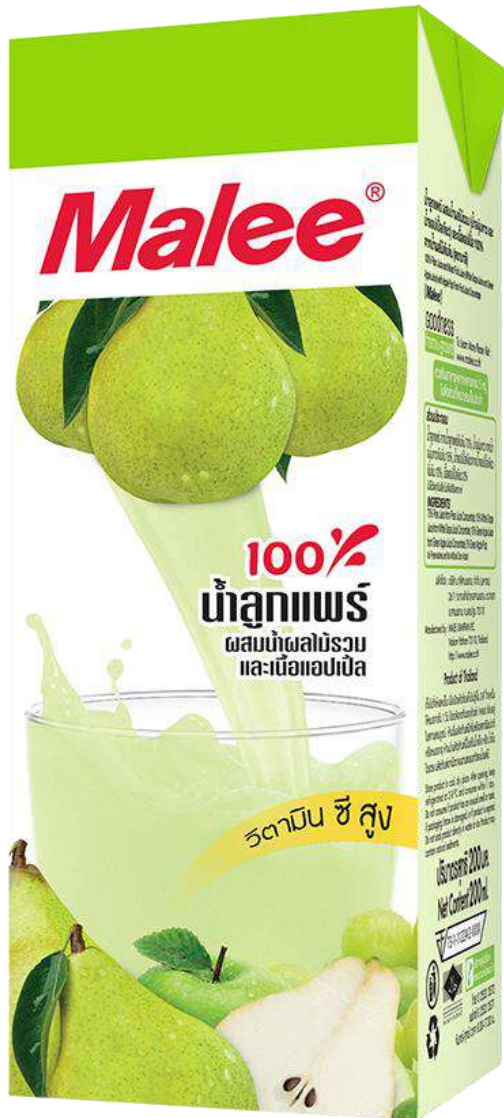
**Gross Margin
and Net Margin
improved yoy.**

Malee®

**Net Profit growth
7% yoy.**

**307 MB.
Net Profit
7% growth yoy.**





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Malee Key Milestones

- Malee resumed trade on the Stock Exchange of Thailand 22 June 2011
- Flood Crisis in BKK and North Region

- Malee achieved highest Revenue 6,157 THB.Mil and Net profit 646 THB.Mil.
- Became SET100 constitutes

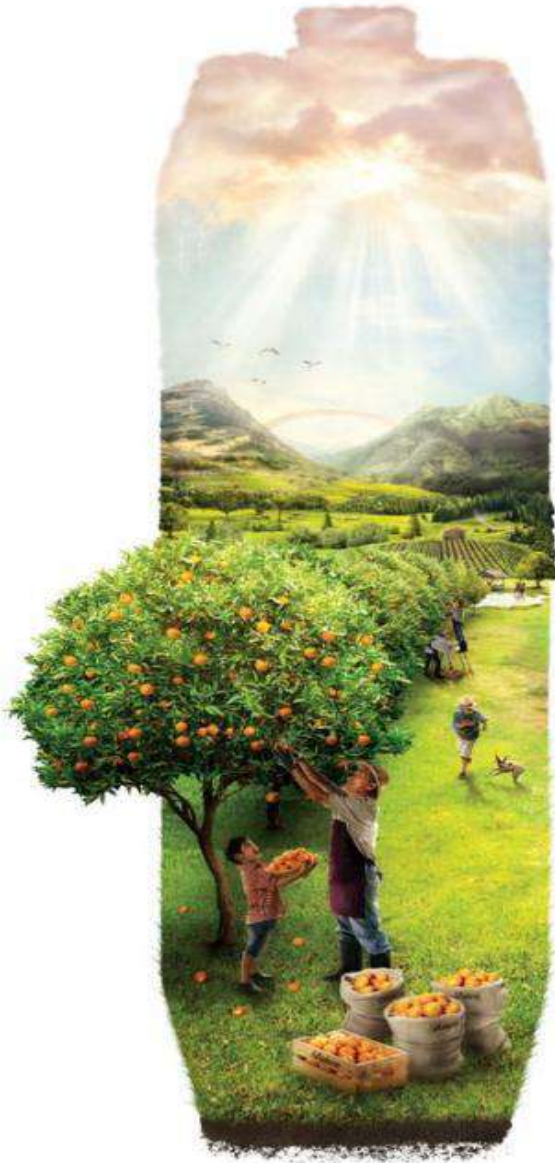
- Forbes "200 Asia's Best under a Billion" companies 2013
- MSCI Global Small Cap
- Par Value Split from 2 THB to 1 THB per share
- JV in Prime Agrico Co.,Ltd
- Started Treasury Stock Program

- New Product launched by focusing on Malee Brand and aggressive more on export market by focus on AEC market.
- Treasury Stock program ended
- Increase investment in Prime Agrico Co.,Ltd and change company name to Malee Harvest Co.,Ltd
- Move to new warehouse: bigger and more efficiency in logistic cost.

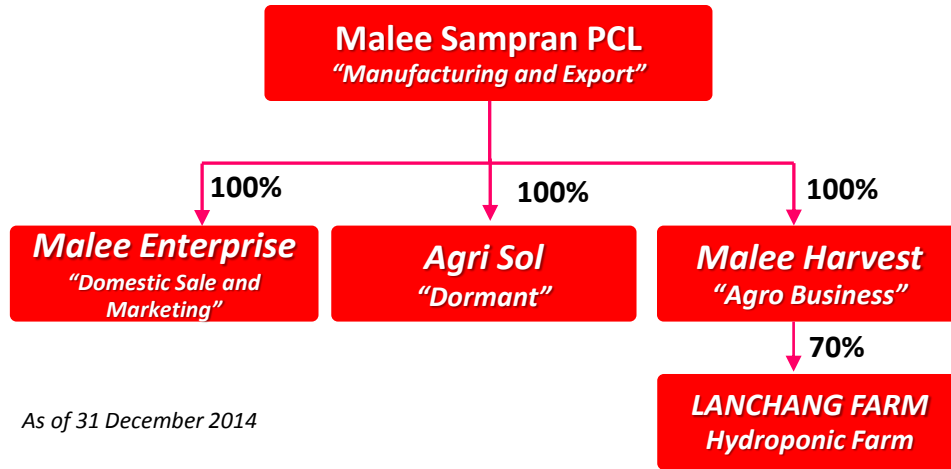


Corporate Fact:

List	Detail	
Security Code:	MALEE	
Industry and Sector	Agro & Food Industry / Food and Beverage	
Secondary Market	The Stock Exchange of Thailand	
Listed Shares (MN. Shares)	140 (Treasury Stock 2.02 MN. Shares as of 30 Nov. 2014)	
Paid-up Capital (MN.THB)	140	
Par Value	1 THB/Share	
Listing Date	13 Mar 1992	
Major Shareholders	Abico Holding PCL	25.5%
	Kamolchat Jeungrungreungkit	15.6%
	Pichai Chirathivat	9.4%
Market Capitalization ^{1/} (MN.THB)	4,480 (as of 25 Feb 2015)	
Average Daily Trading Value ^{2/} (MN.THB)	14.79 (YTD as of 30 Dec 2014)	
Foreign Limit	49%	
Dividend Policy	Not less than 50% of the net profit from normal operation according to consolidated financial statement after deduction of tax revenue and legal reserve	
Quality Assurance	HACCP, GMP, BRC, IFS, HALAL, Kosher, US FDA, TLS, ISO22000 and FSSC22000	



Group of Companies



As of 31 December 2014

Awards



Trusted Brand Award 2013
By Reader's Digest (11th year consecutively)



Forbes "200 Asia's Best under a Billion"
companies 2013

Malee is the leader in the market of fruit juice, canned fruit and cereal beverage.



Brand umbrella

Malee®

Daily Nutrition



Functionality

Tactical



Fruit & Dessert

Fruit & Dessert

Snack & Dessert



Non Malee

Milk

Chokchai Farm^{1/}



Other Beverages



Malee®

Brand DNA – “*Natural, Healthy Products*”

Malee®

Malee®
Light

Malee®
Nutrient

Malee® *Healthi Plus*

เคลอริเบาๆ
สุขภาพดีมากๆ



Business Update in 2nd Half 2014 and Early of 2015

New Major SKU

Malee® Light



Stevia



Malee® Nutrient



Malee® Nutrient

วิตามินเอสูง
Hi - Vitamin A

ไขมันต่ำ
Low Fat

วิตามินอีสูง
Hi - Vitamin E

อร่อย เต็มคุณค่า
มาลีนิวทริเอนท์

ข้าวโพดนำเข้ามาจากนิวซีแลนด์

NEW



Malee® 100% Pear Juice High Vitamin C



Malee CMG Capabilities



UHT



Canned fruit

RTD Canned Coffee



PET Green Tea



Product Distribution Channels

Domestic

Supermarket and Hypermarket



Convenient Store (CVS)

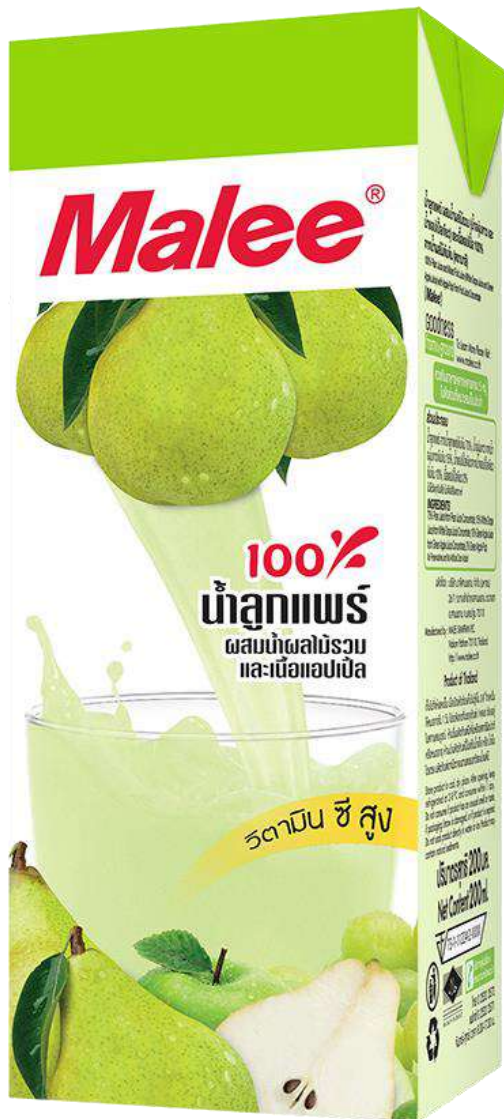


Malee Direct Distribution and Horeca



Export





Agenda

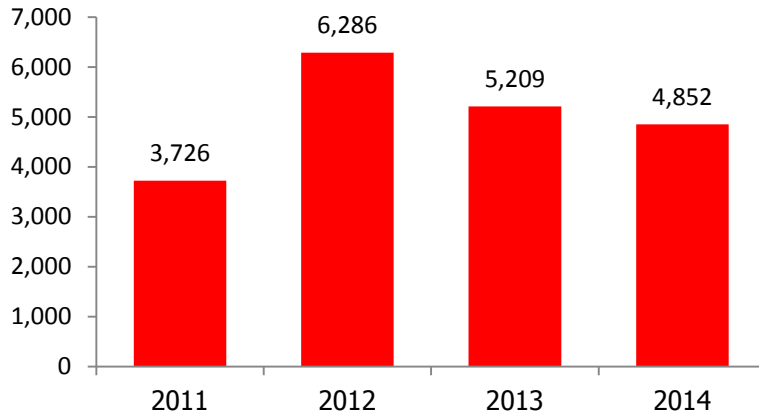
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Financial Highlights

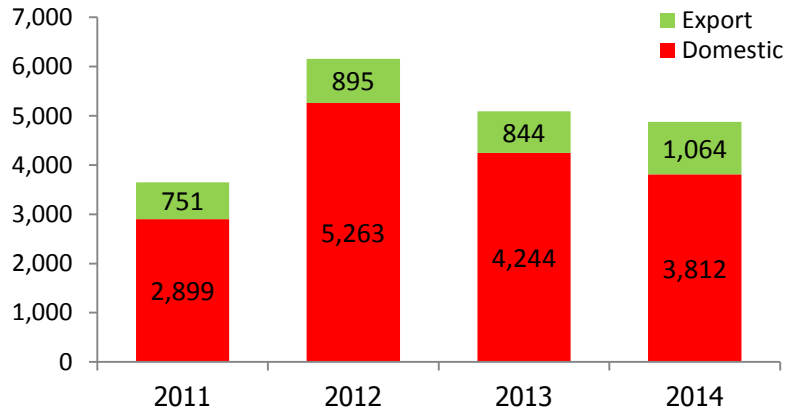
Total Revenue

Unit: M.TH.B



Revenue Breakdown

Unit: M.TH.B



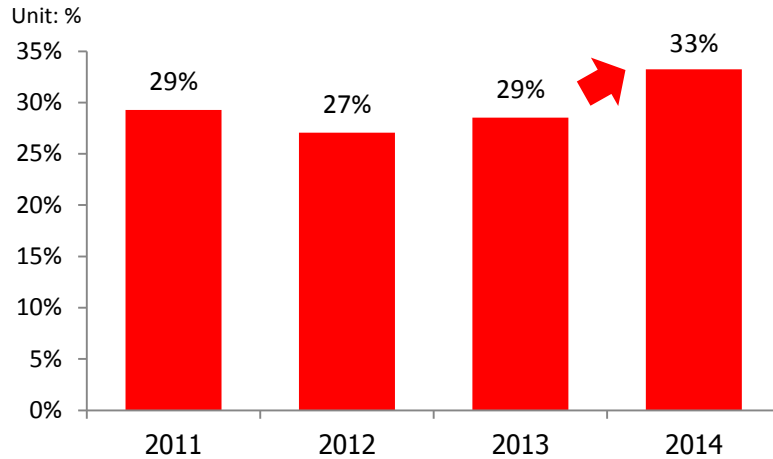
Key Fact: **Export growth at 26% yoy.**

- 2014 total revenue drop 6.8% YoY. due to domestic consumption slow down and CMG down .
- Export revenue rise up to 1,064 THB.Million. in 2014 or 26% increase YoY.

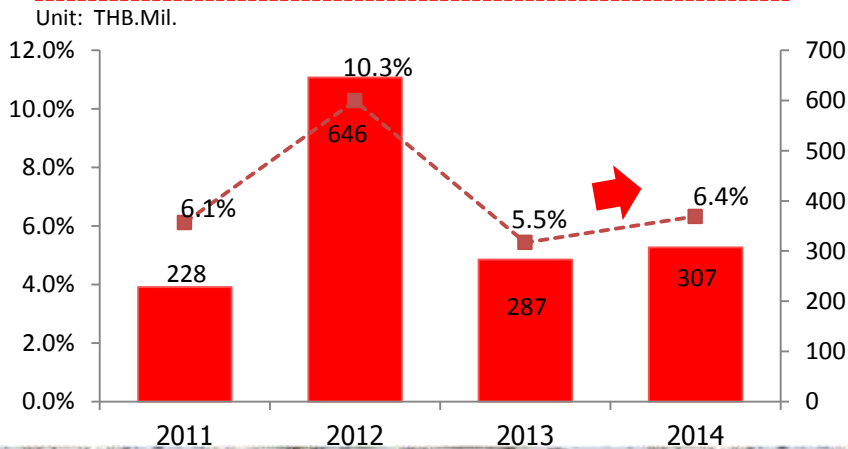


Financial Highlights

↑ Gross Margin



↑ Net Profit and Net Profit Margin



Key Fact: **Gross and Net Margin Improved**

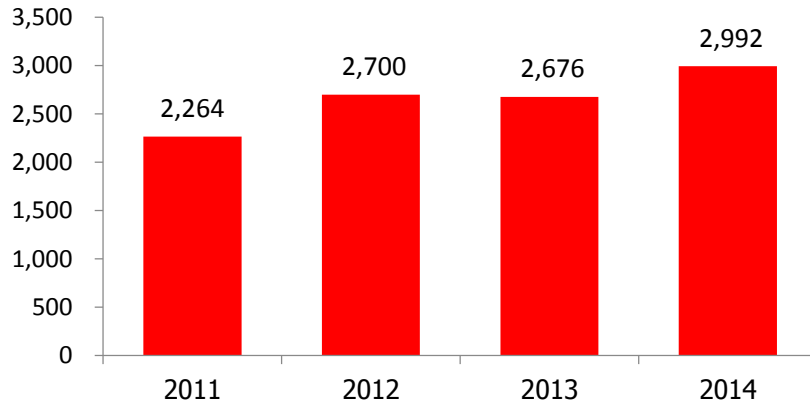
- Gross Margin improved to 33.2% as a result of cost control, production efficiency and shift strategy toward Malee brand.
- Net profit was 307 THB. Million, 7% increase yoy. and net profit margin improved to 6.4%.



Statement of Financial Position

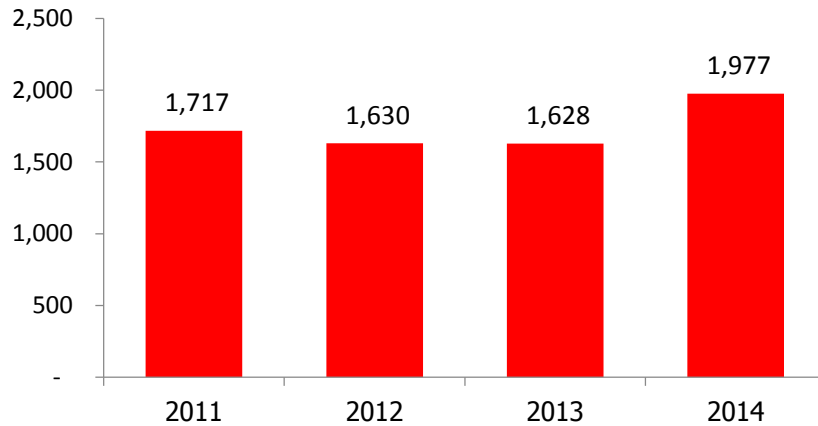
Total Asset

Unit: M.TH.B



Total Liabilities

Unit: M.TH.B

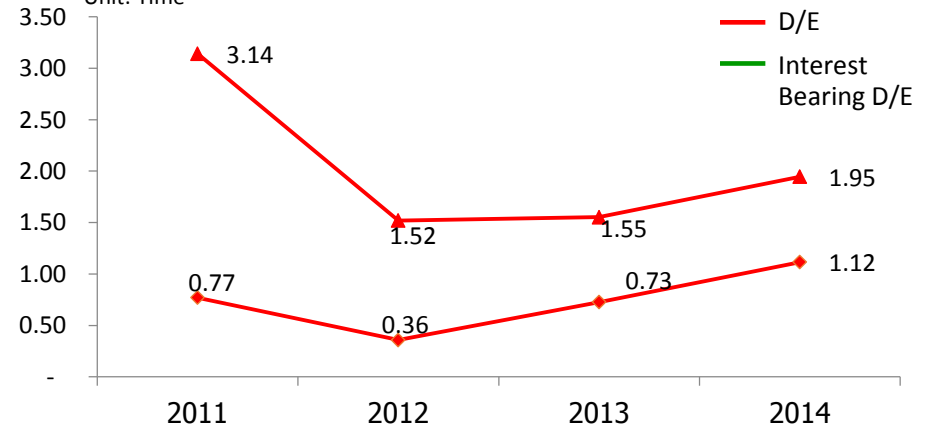


Key Fact:

- Total asset increase to 2,992 THB Mil. or 24% increase yoy. An increasing mainly come from increase in account receivables and PPE in 2014.
- Total liabilities increase to 1,977 THB Mil. or 25% increase yoy. Major liabilities are short-term debt .

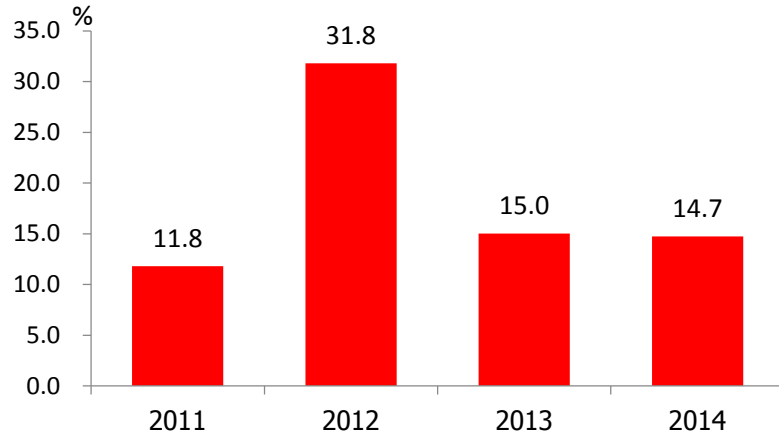
D/E and Interest Bearing D/E Ratio

Unit: Time



Key Financial Ratio

Return on Asset (ROA)

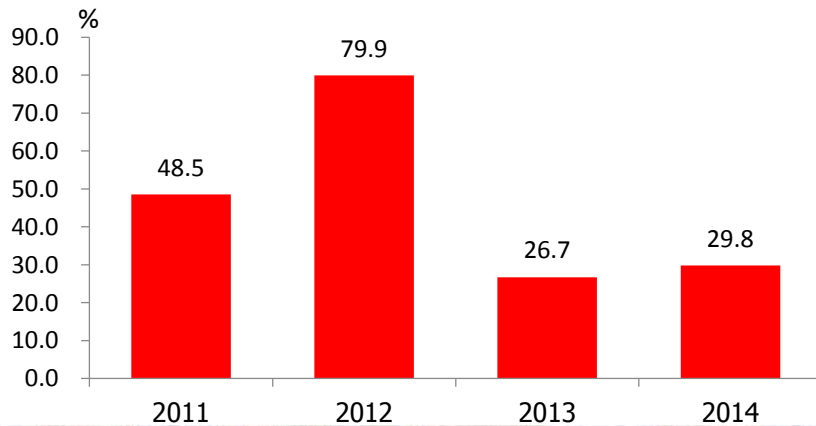


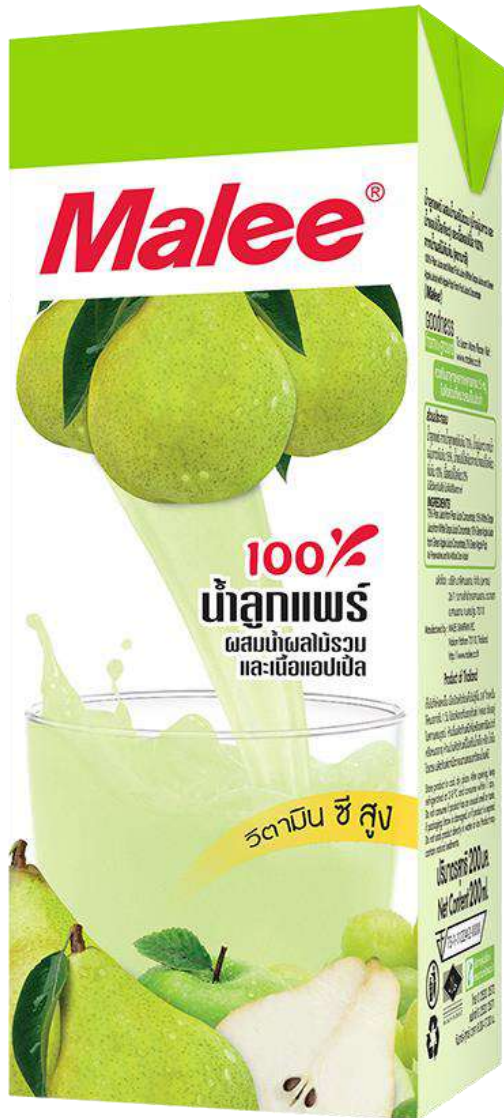
Dividend Payout: *Impressive and Steady*

Period	Dividend/Share	Payout Ratio
01 Jan 2012 - 30 Jun 2012	1.00	33%
01 Jul 2012 - 31 Dec 2012	2.00	
01 Jan 2013 - 30 Jun 2013	0.50	52%
01 Jul 2013 - 31 Dec 2013	0.55	
01 Jan 2014 - 30 Jun 2014	0.50	50%
01 Jul 2014 - 31 Dec 2014	0.61*	

*Subject AGM 2014 Shareholder's approval

Return on Equity (ROE)





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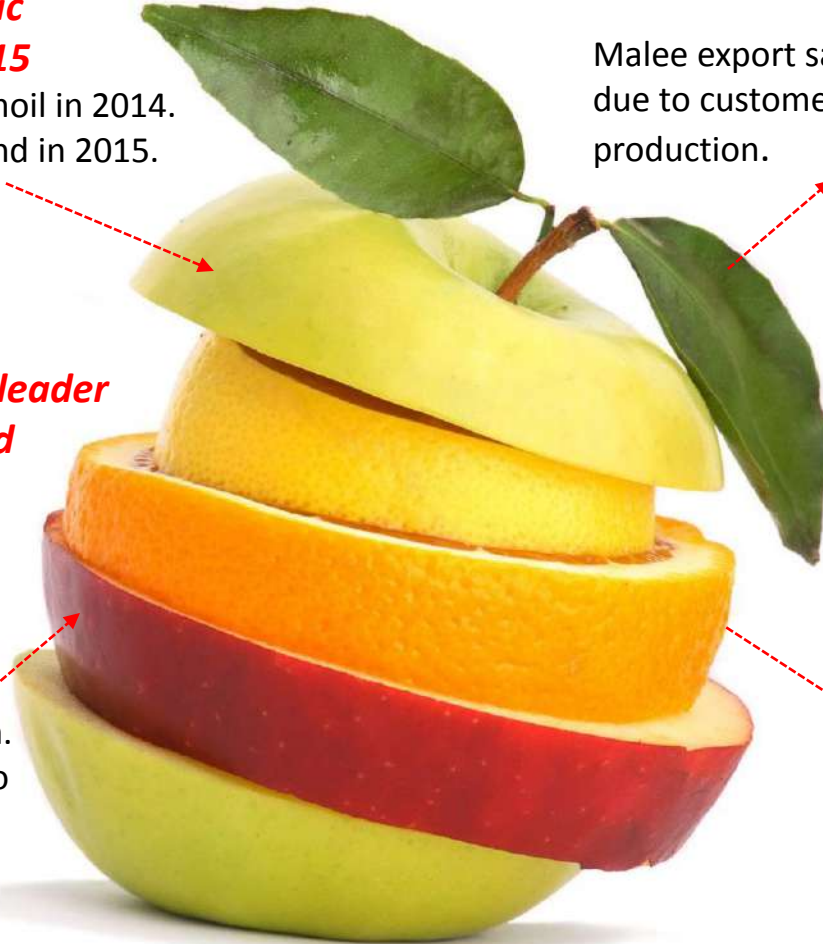
Long-term Malee Organic Growth Drivers

Organic Growth Domestic consumption rebound in 2015

- Bottom out from political turmoil in 2014.
- Domestic consumption rebound in 2015.

Malee® Enhance Margin and be the leader of the trend in Fruit Juice and Beverage sector

- New Products target to launch focus on Malee Brand
- Malee will improve more production efficiency and flexibility of production system.
- Production system toward Zero Defect and Zero Waste



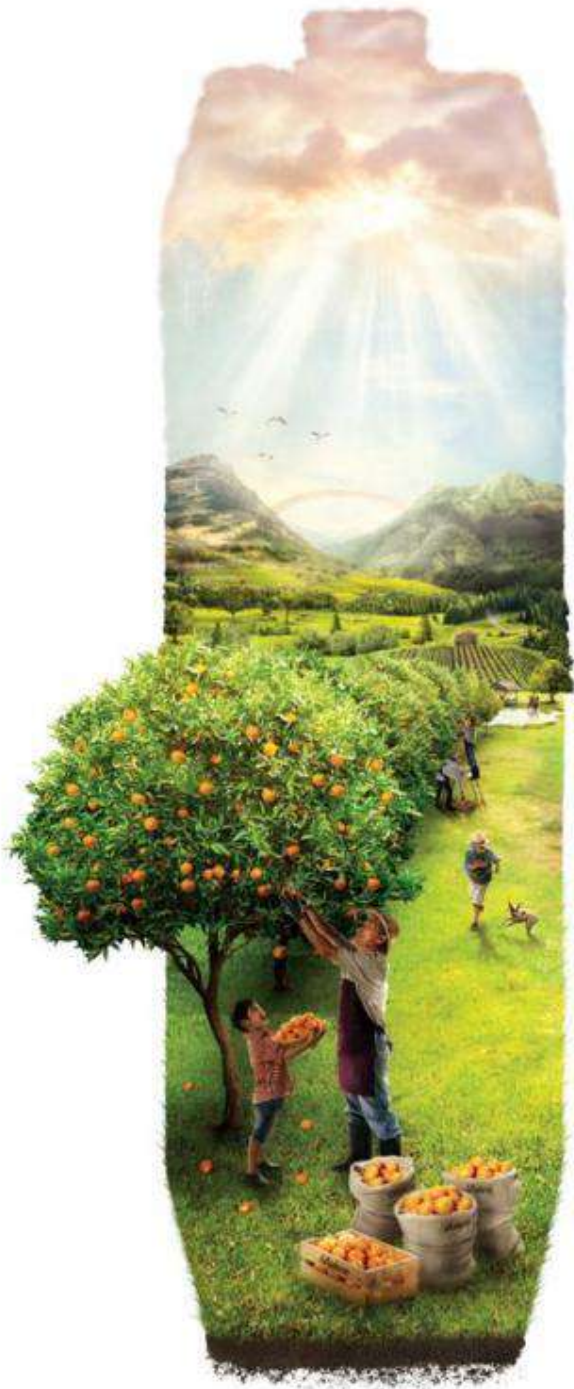
Target to be a Regional Brand by tapping AEC opportunities

Malee export sale is growing both Brand and CMG due to customers trust and high quality of production.



Healthy Awareness and Aging Society

- Malee promise to continually develop a high quality fruit juice and beverage for customer.
- Population pyramid trend is going to be an aging society.



Malee[®]

Malee Investor Relations

http://www.malee.co.th/investor_th.php

Malee moving beyond Thailand...



Sustainability, safety, and a concern for the environment peppers everything that we do. This is seen in our growing process.

Malee®

