

Malee®



Malee Sampran

SET Opportunity Day

Q1/2015 Results

19 May 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.



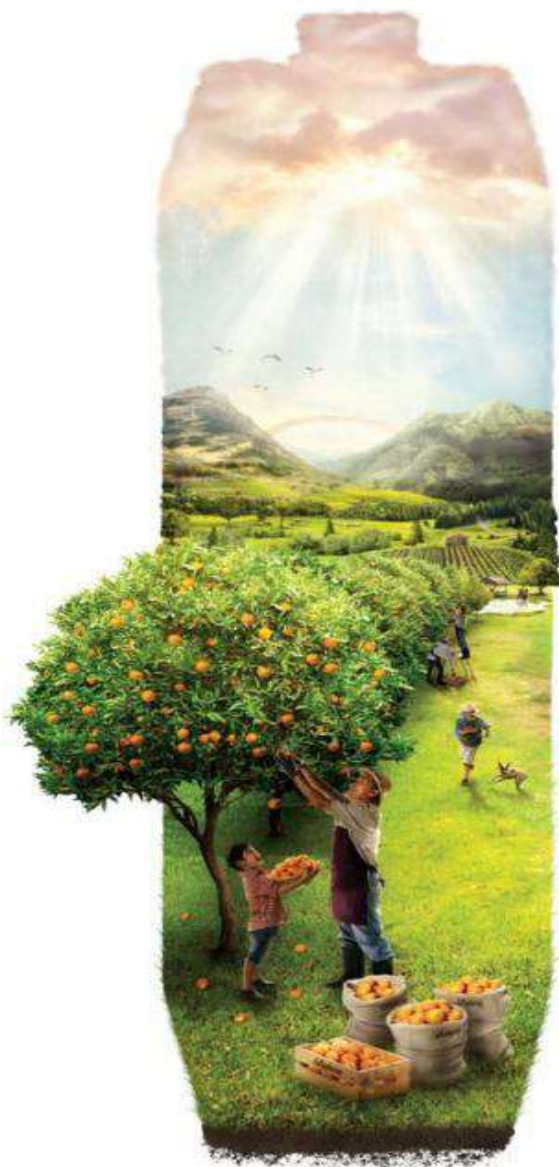
Agenda

Malee®

- **Corporate information and Brand Architecture**
- Business Update in Q1/2015
- Financial Highlights in Q1/2015
- Business Outlook in 2015



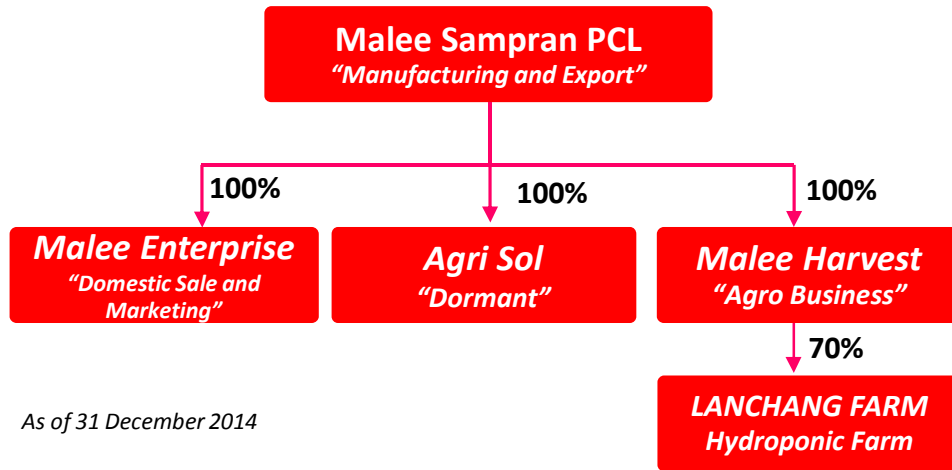
Corporate Information:



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	
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	16.1%
	Pichai Chirathivat	9.4%
Market Capitalization ^{1/} (MN.THB)	4,585 (as of 15 May 2015)	
Average Daily Trading Value ^{2/} (MN.THB)	12.64 (YTD as of 15 May 2015)	
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

Vision:

Innovative and Healthy products leveraged through environmentally-friendly production processes dedicated to our customers' sustainable well-being.



Brand Architecture



Daily Nutrition



Functionality

Tactical



Fruit & Dessert

Fruit & Dessert

Snack & Dessert



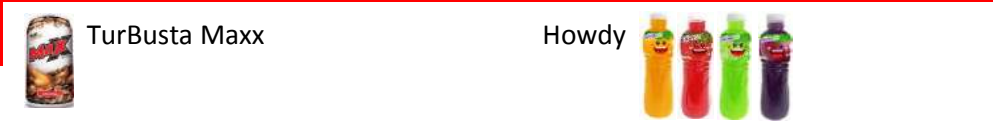
Non - Malee

Diary Product

Chokchai Farm^{1/}



Other Beverages



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Business Update: New Products



Malee®

100% Pear Juice
High Vitamin C



100% Cherry
Blossom



200ml & 1,000ml
100% UHT Juice

Malee® Probiotics

230ml & 1,000ml
100% Pasteurize Juice with Probiotic



125ml UHT RTD Milk
"Hi Calcium"

Business Update in Q1/2015: Innovation Center @ Malee Sampran



Innovation Center

New Products R&D for Malee and CMG Clients



Business Update in Q1/2015: New Warehouse



The larger warehouse allows the company to support the future business growth to reduce transportation cost and to improve warehouse management system efficiency.



Business Update in Q1/2015: New Product Distribution: E-Commerce



Domestic

Supermarket and Hypermarket



Convenient Store (CVS)



MDD, Horeca and E-Commerce



Export



CSR In Process: Production towards Zero Waste

“Environment Friendly and Social Responsibility”



Project development –
using waste water and
waste vegetable in
development of biogas into
electrical power UASB
Ponds



Breeding fish in processed
waste water – through our
waste water treatment
system. The company
enabled to breed more
than 9,999 fish and release
them to ThaCheen River

Laboratory project-join hand
with Bioscience Research
Department of Thailand
Institution of Scientific and
Technological Research plant
the algae with waste water
from fruit juice factory.



Agenda

Malee[®]

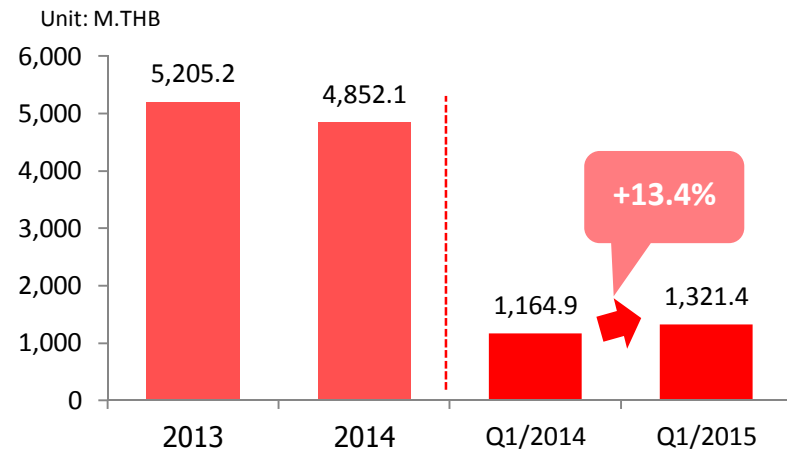
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Financial Highlights



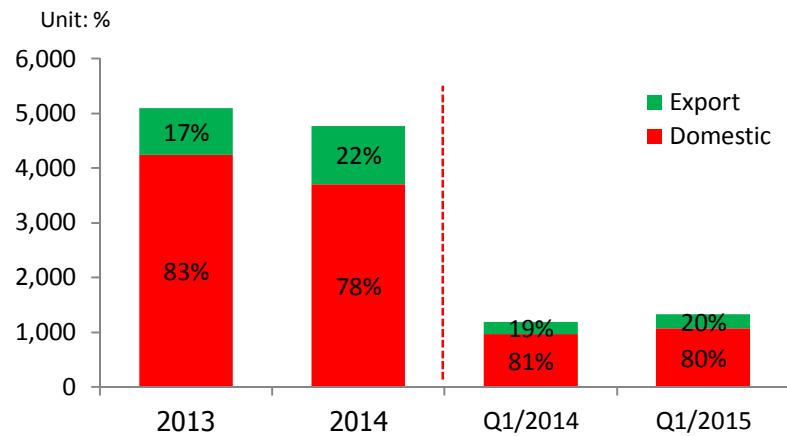
↑ Total Revenue



Key Fact: Q1/2015 Sales up 13.4% (yoy)

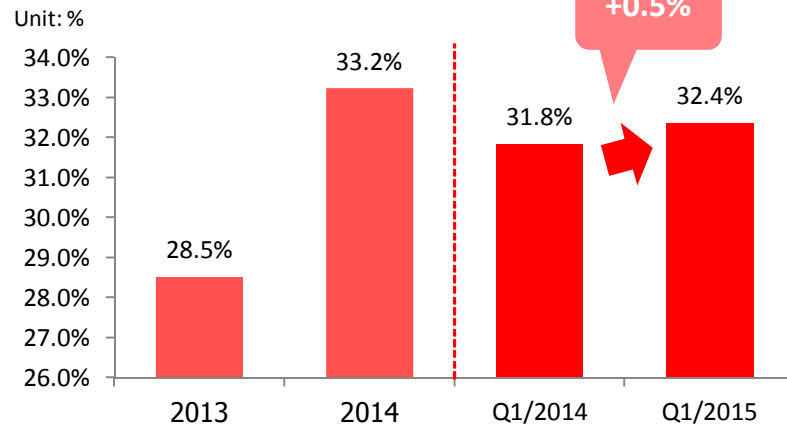
- Q1/2015 total revenue is 1,321.4 THB million, increased by 156.4 million or 13.4% (yoy).
- Q1/2015 sale revenue also increase at 12.7% (yoy).
- Domestic sales related to CMG business and export sale for Malee brand and CMG increased.

Geographic Revenue Breakdown

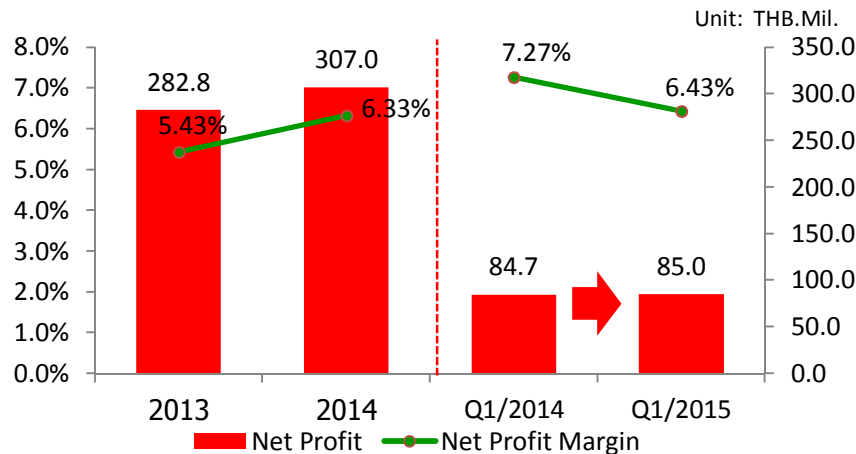


Financial Highlights

↑ Gross Margin (yoy)



Net Profit and Net Profit Margin



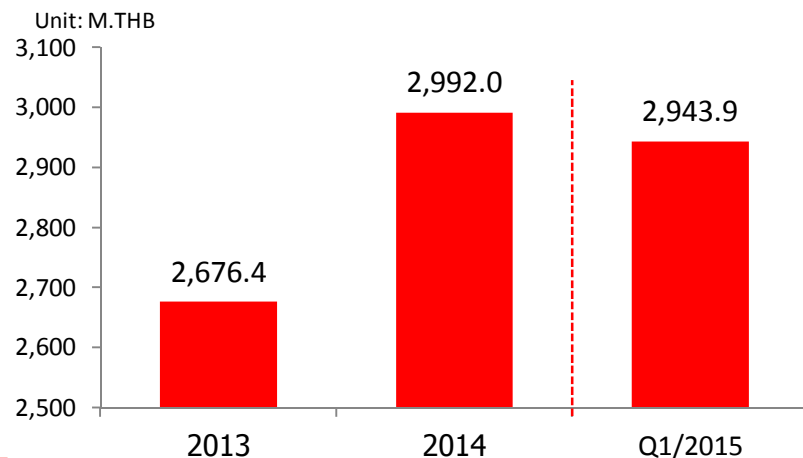
Key Fact: **Gross Margin improved yoy**

- Q1/2015 the Company's Gross margin went up to 32.4% or increase 0.5% due to our capabilities to the cost of production and raw material cost.
- However, during Q1/2015 selling expenses increase 16.6% due to increase advertising and promotion and selling expenses of new products and existing product in domestic market.
- Net profit for Q1/2015 is 85.0 THB million which increased by 0.4% yoy. Net profit margin stood at 6.43%.

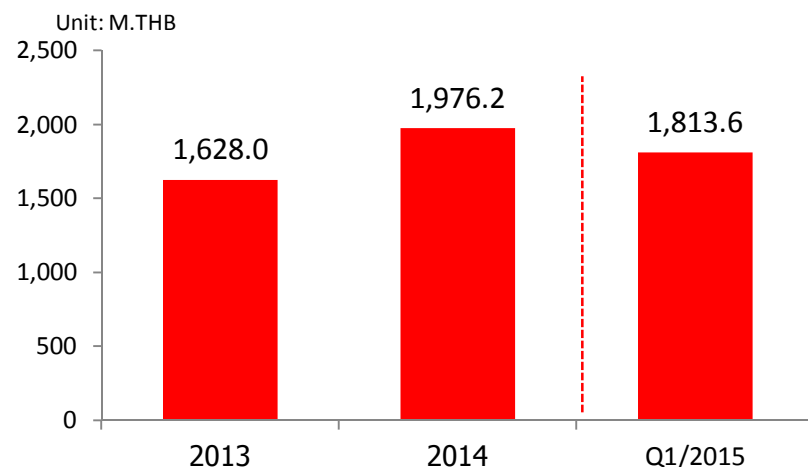


Statement of Financial Position

↓ Total Asset



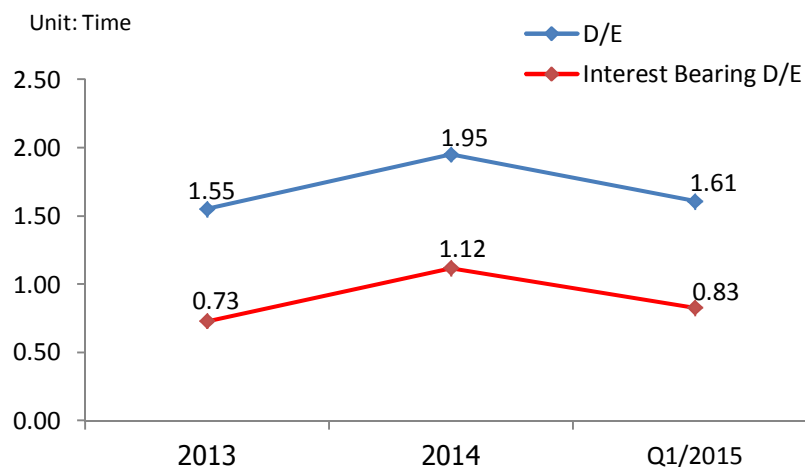
↓ Total Liabilities



Key Fact: *Short-term liabilities decreased*

- Total Asset decreased to 2,943.9 THB million due to trade receivables and inventory declined.
- Total Liabilities down to 1,813.6 THB million. This is because the repayment of short-term debt.
- O/D and other short-term debt down 205.5 THB million.
- D/E ratio went stood at 1.61 times and Interest Bearing D/E ratio was 0.83 times.

D/E and Interest Bearing D/E Ratio



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Business Guidance in 2015



Domestic Market



- Brand business for sustainable growth
- Brand business is a key growth driver in domestic market
- Increase more sale from existing products; 100% fruit juice to gain the domestic market share.
- New products launch to capture healthy consumer trend.
- New distribution channel introduced E-commerce and increase no. of new outlet.



Export Market

- Focus on market which has high growth potential: CLMV market
- Localized products, taste and packaging, to serve local market.

Durian and Mango Milk
Chokchai Brand
First launched in China



CMG

- Provide world class quality to our clients .
- Working on cost efficiency and up-to-date technology in beverage production



มาลี...
น้ำผลไม้ที่ห่วงใยคุณ

Visit us: at www.malee.co.th
Investor Relations

Malee in LAZADA.co.th



http://www.lazada.co.th/malee/

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LAZADA CO-TH

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Filter By

BRAND: MALEE CLEAR ALL

Browse By

ALL CATEGORIES (33)

Beauty & Health (33)

Food Supplements & Weight Management (33)

BRAND CLEAR

Search brand...

Malee (33)

GENDER

Unisex (17)

PRICE

Product Name	Description	Available from Seller	Price
Malee มาลีเฮลตี้พลัส ยูส(12กล่อง)+มาลีเฮลตี้พลัส เลมอนโซล	ชายยกลิ้ม! Malee เครื่องดื่มน้ำนมข้าวโอ๊ตผสมลูกเต๋อย2ถัง(24)	480฿	504 ฿
Malee น้ำนมข้าวสาลีผสมสมาต้า (12กล่อง)+น้ำนมข้าวโอ๊ตผสมลูก	ชายยกลิ้ม! Malee น้ำส้มสายน้ำผึ้ง 100% ขนาด 1000มล. (12)	828฿	624 ฿
Malee	Malee	480฿	408 ฿
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Malee	Malee	828฿	624 ฿

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Malee @ Thaifex 2015: 20 – 24 May 2015

Malee®

Malee Thaifex 2015



Malee Booth (Challenger 3) NO. J 01

งานแสดงสินค้าอาหารครั้งยิ่งใหญ่
THAIFEX-World of Food Asia
2015

May 20 - 22, 2015
10.00 - 18.00 hrs. (Trade)
May 23 - 24, 2015
10.00 - 20.00 hrs. (Public)

AT Challenger Hall 1,2,3 and Impact Forum Hall 9
IMPACT Exhibition Center BANGKOK, THAILAND

ในเวลา 12:30 - 13:30 น.

23 พฤษภาคม 2558 (พบกับกิจกรรมเปิดตัว Malee Probiotics)



เผยเคล็ดลับไม่ลับกับ Malee

ดื่ม Malee Probiotics 14 วัน ติดต่อกัน

สุขภาพท้องดี...ดี ### รู้ยังคะ

นางเอกหุ่นดี

เอสเธอร์ สุปรีย์ลีลา

มานะ... แล้วเจอกัน

