

**Malee**<sup>®</sup>



***Malee Sampran  
Opportunity Day Q3/2015***

***16 November 2015***

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***“Investment for the future”***

## 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**<sup>®</sup>

- **Business Overview**
- 2015 Business Update
- Financial Highlights in Q3/2015
- Forward Looking in Q4/2015 and 2016



# Business Overview

# Malee®

## Group of Companies



<sup>1/</sup>MMBC is the joint venture partnership with Monde Nissin Corporation. The company will be set up in Q4/2015

## Corporate Information

Industry and Sector	Agro & Food Industry / Food and Beverage	
Secondary Market	The Stock Exchange of Thailand	
Listed Shares (MN. Shares)	140	
Par Value	1 THB/Share	
Listing Date	13 Mar 1992	
Major Shareholders	Abico Holding PCL	25.5%
	Kamolchat Jeungrungreungkit	16.3%
	Pichai Chirathivat	9.2%



# Business Overview

# Malee®

**Malee** Sampran is a leading  
canned fruit, fruit juice &  
beverages manufacturer and  
distributor in Thailand.

**Brand Business**

*Domestic and International  
Business*

**Contract  
Manufacturing**

*Domestic and International  
Business*



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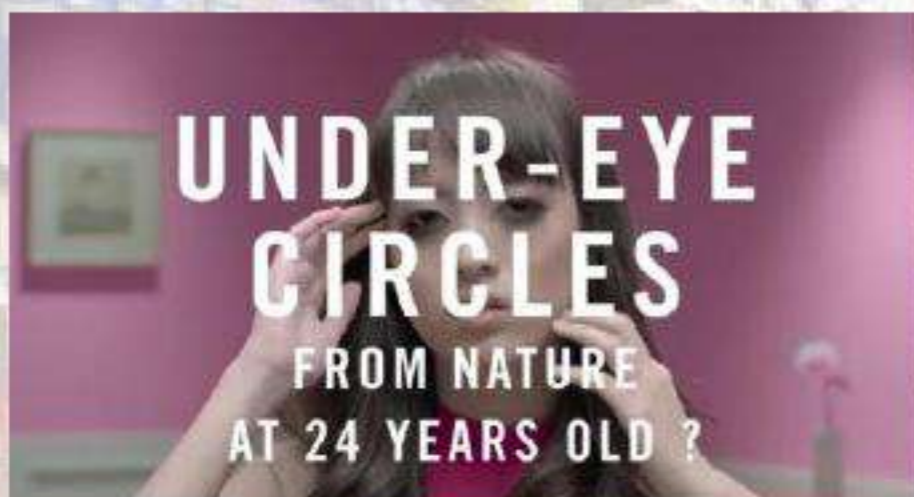


# Business Update: 2015 Marketing Activities

*"Getting closer to our customers"*

# Malee®

Digital Viral Advertising



## Malee Ad. in Mass Transit and Point of View (POV)

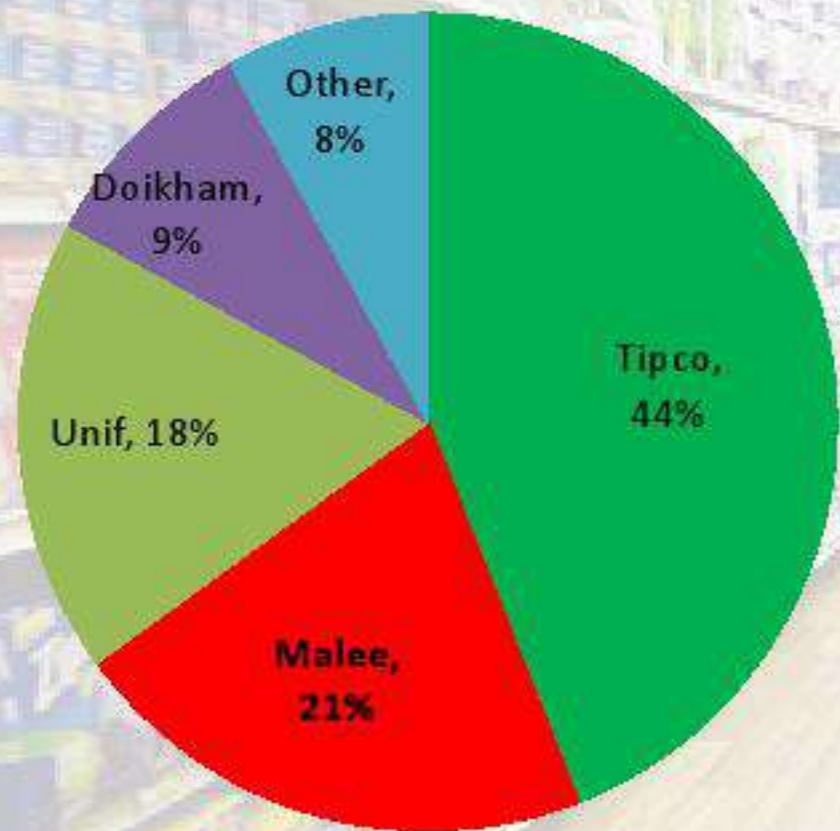


## Promotion and Campaigns

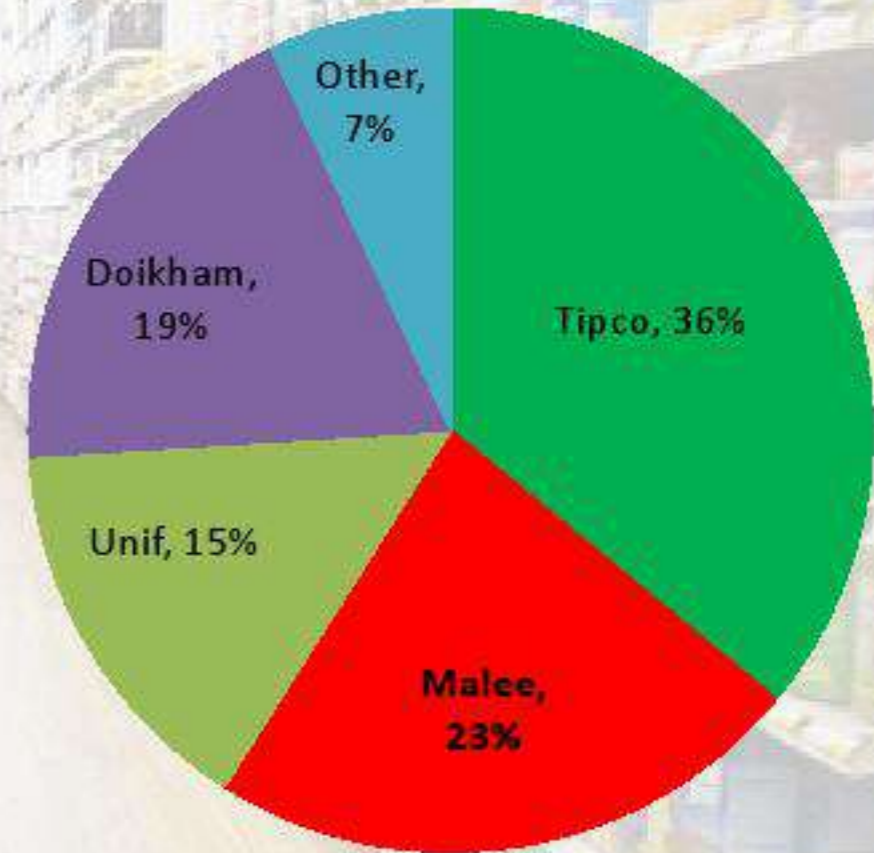


## Premium Fruit Juice UHT

Market Value 4,262 MB, (Moving Annual Total: MAT-Oct)



2014



2015

Source: AC Nielsen, as of Oct 2015



# Business Update: International Business Activities **Malee**<sup>®</sup>

*"Aiming to becoming a regional brand for non-alcoholic beverage"*

## Myanmar Market Marketing Activities



## Cambodia Market Marketing Activities



## China Market Marketing Activities



## Vietnam Market Marketing Activities



## Malaysia Market Marketing Activities



# Business Update: 2015 New Products and Variants

# Malee®

*"Capture consumer attention with innovative products"*

1H/2015

**Malee®**  
**Probiotics**



**100% Pear Juice**

**100% Cherry Blossom**



**100% Tangerine Orange Juice with Orange Pulp**

**100% Mixed Vegetable and Fruit Juice**



**Watermelon mixed Tomato Juice 100%**



**Malee® Health Plus**  
**Tomato flavor**

**Listed in 7-11**  
**Malee**  
**COCO**



2H/2015

# Agenda

**Malee**<sup>®</sup>

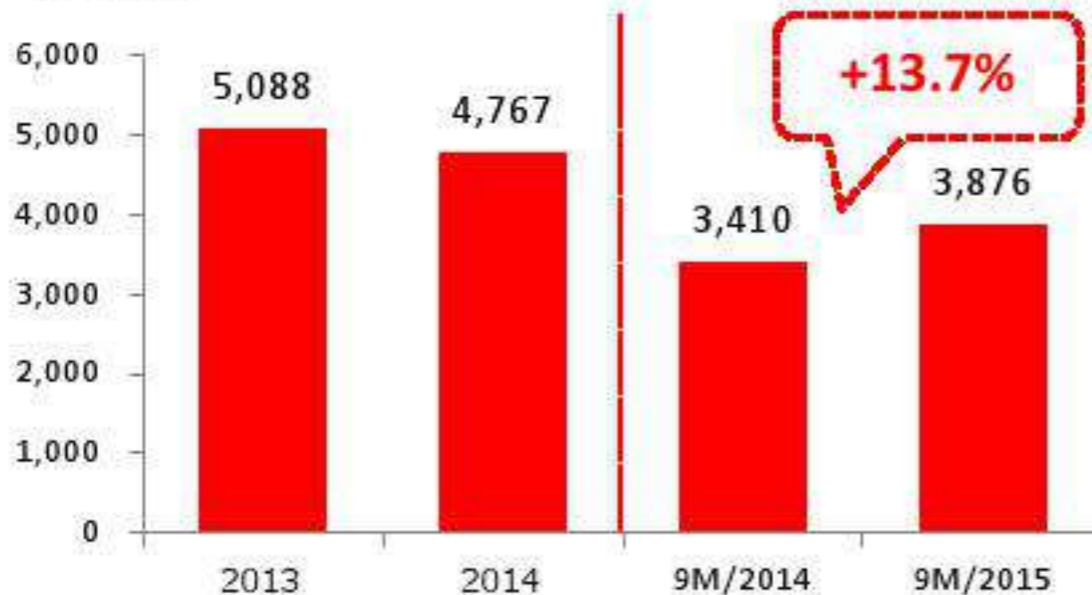
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## Financial Highlights

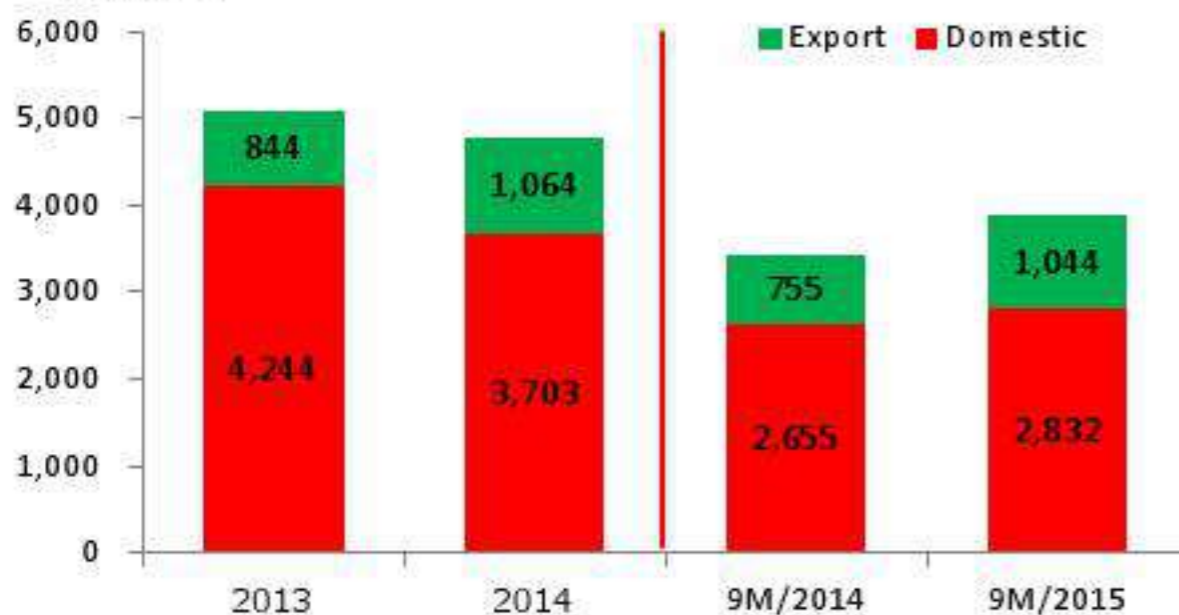
### Sale Revenues

Unit: M.TH.B



### Revenues Drivers – Geographic

Unit: M.TH.B



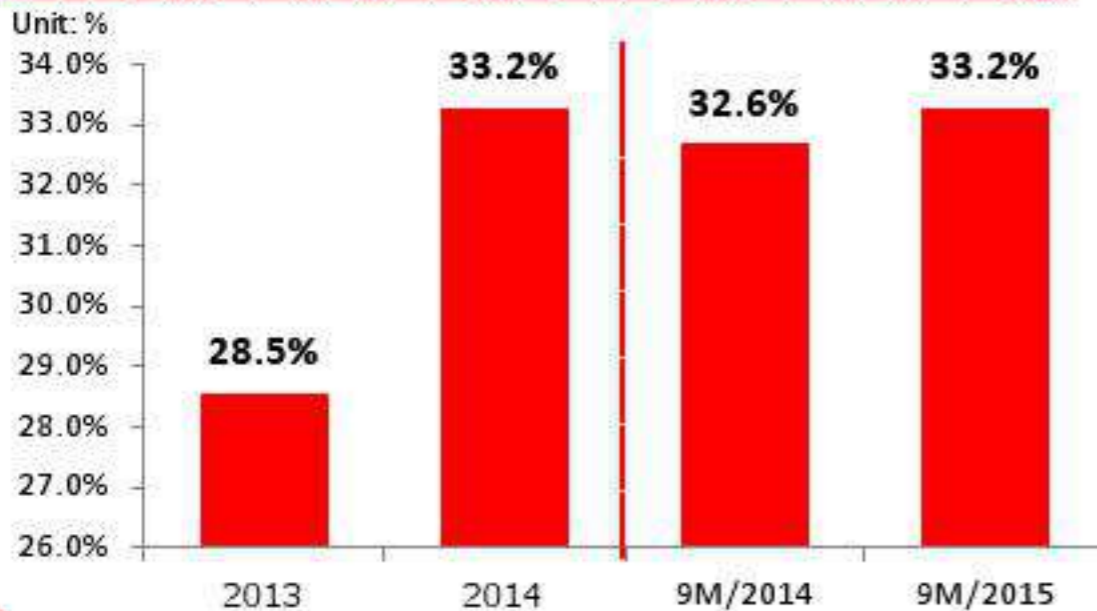
### Key Fact: 9M/2015 Revenues increase 13.7%

- 9M/2015 sale revenues increase 13.7% yoy.
  - Domestic sale revenue was 2,832 M.TH.B. or growth at 7% yoy. Domestic sale growth increase is a result of increasing revenue from domestic CMG and domestic brand business due to sale and marketing promotion in Q3/2015.
  - Export sale revenue was 1,044 M.TH.B. or growth at 38% yoy. Export sale growth sharply increase due to the success of branding business in emerging market e.g. AEC market and export revenue for contract manufacturing.
  - 9M/2015 export revenue surpassed the whole year of export in 2014. The trend for export is expected to continually in Q4/2015.

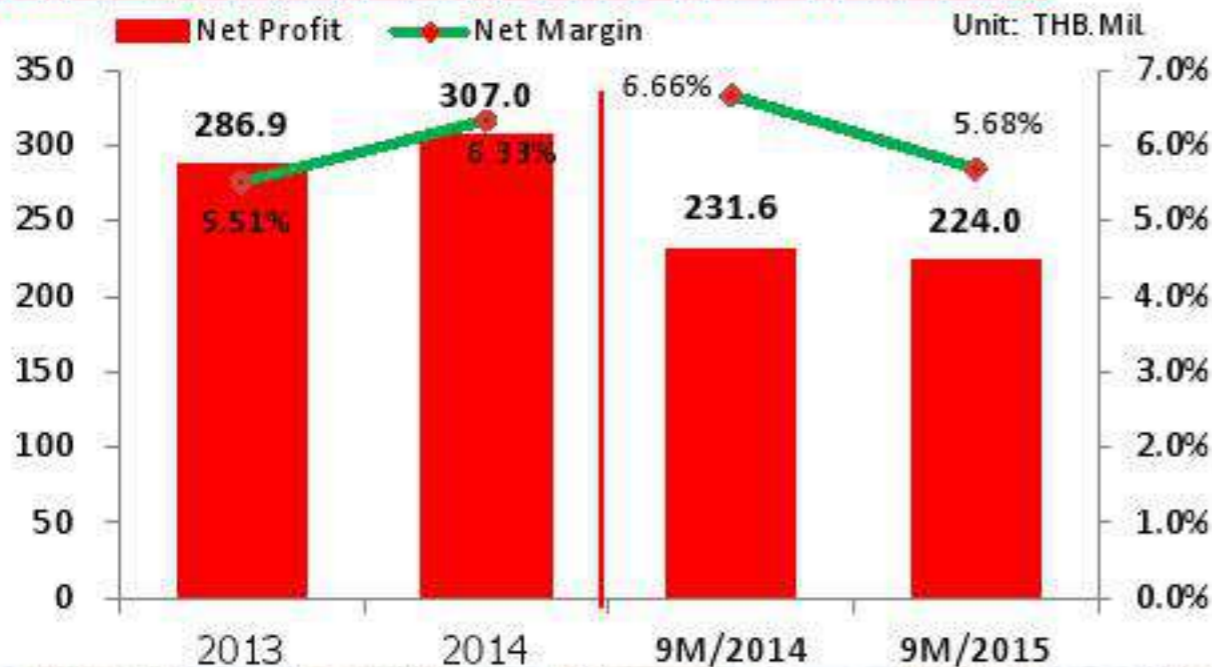


## Financial Highlights

### ↑ Gross Margin (yoy)



### ↓ Net Profit and Net Profit Margin



### Key Fact: Gross Margin Improved

- 9M/2015 Gross margin stood at 33.2% increasing, but net margin declined.
  - Gross margin improved due to cost efficiency
  - Selling expenses in Q3/2015 was 282 THB.MB. or increase 32.6% yoy. The primarily selling expenses increase was the investment for brand advertising and increasing of sell promotion in modern trade to boost up domestic sale revenues.
- Net profit margin was 5.68% declined from the previous year net profit margin

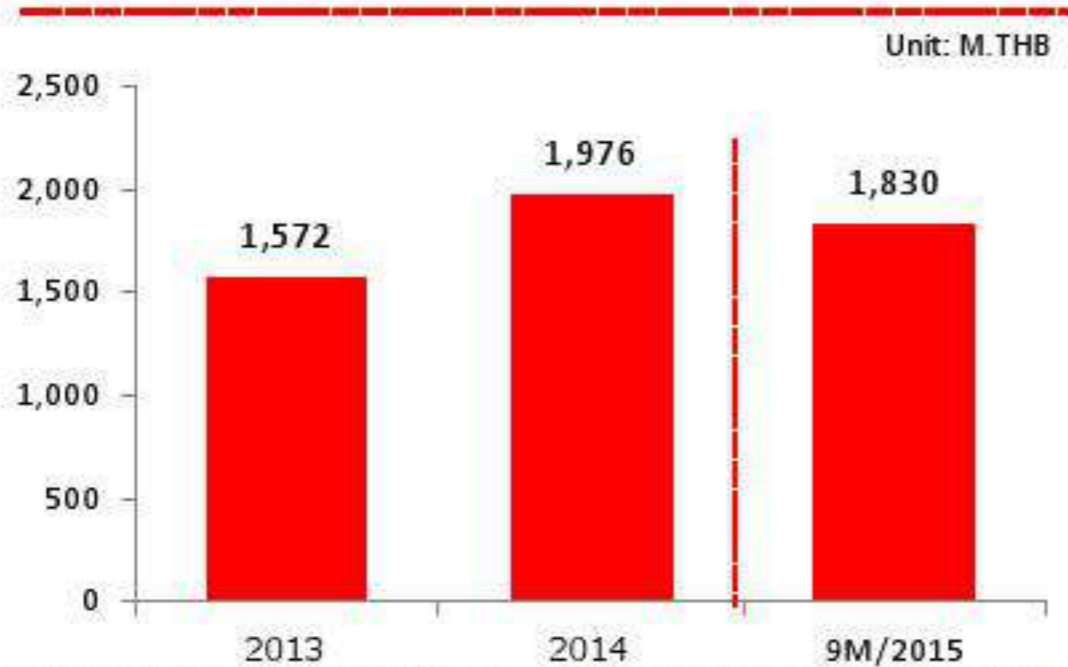


# Statement of Financial Position

## Total Assets



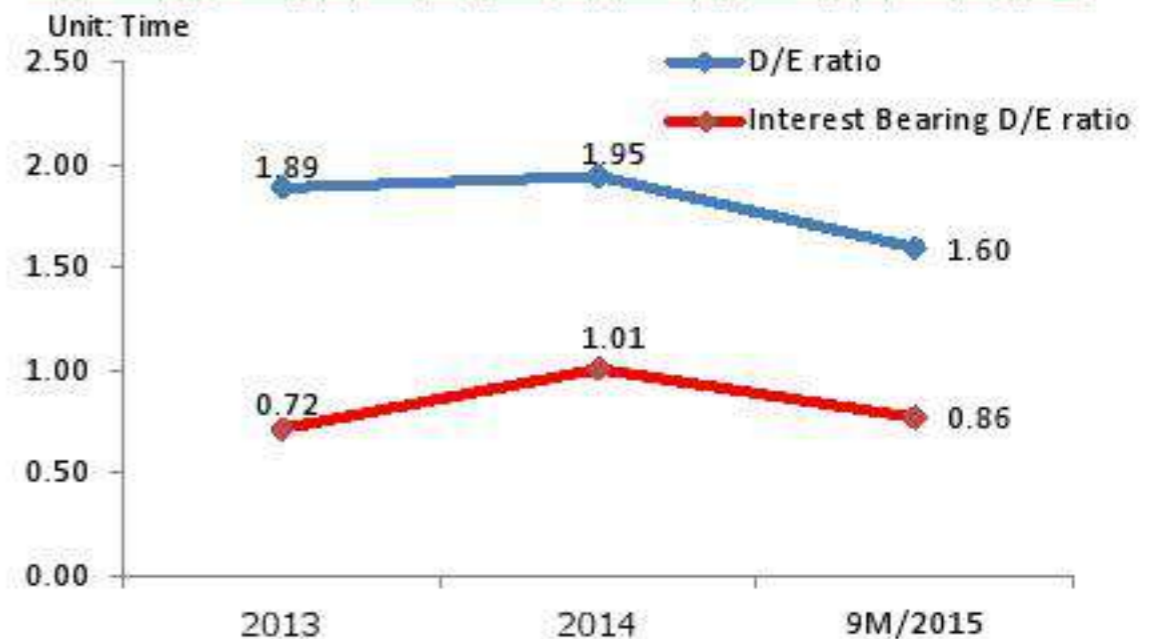
## Total Liabilities



## Key Fact: Short-term debt declined

- 9M/2015 Total assets stood at 2,977 THB.MN decrease from end of 2014 due to account receivables decrease.
- Liabilities decreased to 1,830 THB.MN. as a result of short-term liabilities repayment from cash flow from operation.
- D/E ratio was at 1.60 times and Interest Bearing D/E ratio was at 0.86 times.

## D/E and Interest Bearing D/E Ratio



**Malee**<sup>®</sup>  
Nutrient

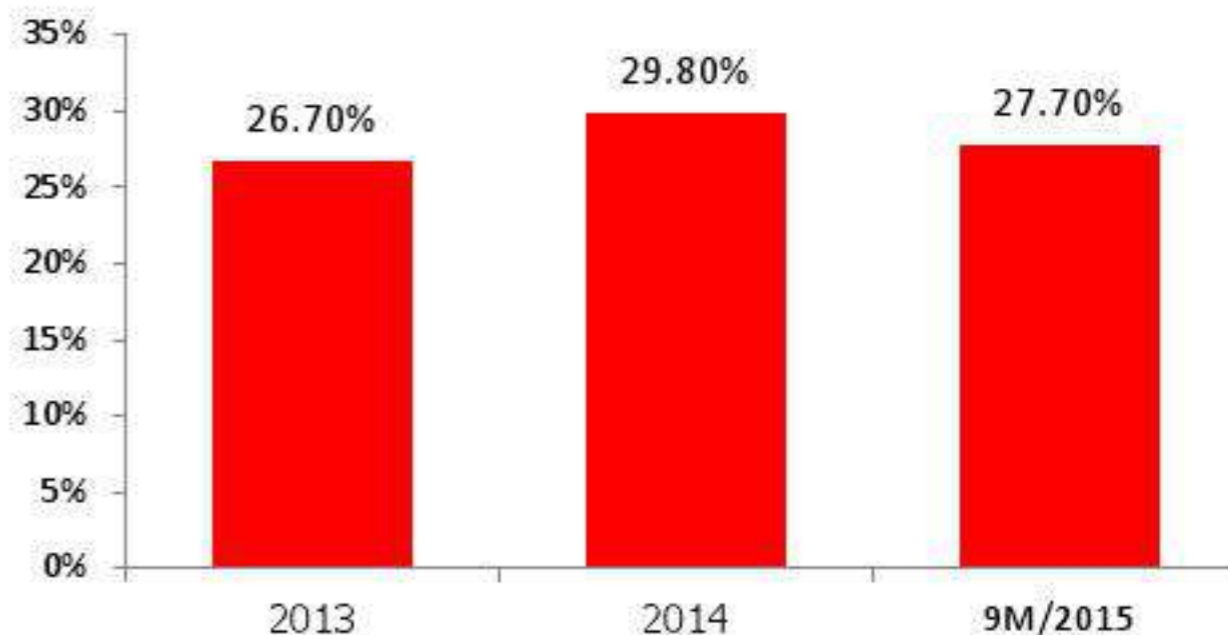
อร่อย...อิ่มท้อง เต็มคุณค่ากับ  
มาลี นิวเทรียนท์



## Return to Our Shareholders

### Return on Equity

Unit: %



### Dividend Payout

Period	Dividend/Share	Payout Ratio
1 Jan 2013 - 30 Jun 2013	0.50	52%
1 Jul 2013 - 31 Dec 2013	0.55	
1 Jan 2014 - 30 Jun 2014	0.50	50%
1 Jul 2014 - 31 Dec 2014	0.61	
1 Jan 2015 - 30 Jun 2015	0.50	42%



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# Forward Looking in Q4/2015 and 2016

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## Q4/2015 – Growth Drivers

- Domestic revenues: new potential products add in high season. Potential flavor e.g. Tomato and Coconut water show robust in demand.
- Export revenues: expect to growth at more than 20% in Q4/2015 fueled by brand export in AEC market and demand from CMG.

## 2016 Guidance

- Enhancing gross margin: Cost saving from production efficiency and supply chain management.
- Aim to be regional brand for non-alcoholic beverage..
- MMBC, JV in Philippines engages beverage business, will be the next growth engine for export sale revenue. The first product will be introduced in Q1/2016.
- Export growth remain its trend in growth rate primarily from CMG for export and brand in AEC market.



มาลี น้ำผลไม้ 100%  
ดี เพราะดูแลมาดี

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Fruit with care.



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