



Carabao Group Public Company Limited

Opportunity Day 2Q18





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Financial Summary



YTD ENDING 30 JUNE 2018

NET SALES

₱6,977mn

▲ 13%YoY

CLMV
SALES

₱2,589mn

▲ 70%YoY

TOTAL
DOMESTIC
SALES

₱3,783mn

▲ 3%YoY

SALES Via
CASH VAN*

₱26,499

/van/ day

▲ 28%YoY

46%
from
OVERSEAS
SALES



GET
READY TO

BRING IT ON!

6M18 AT A GLANCE

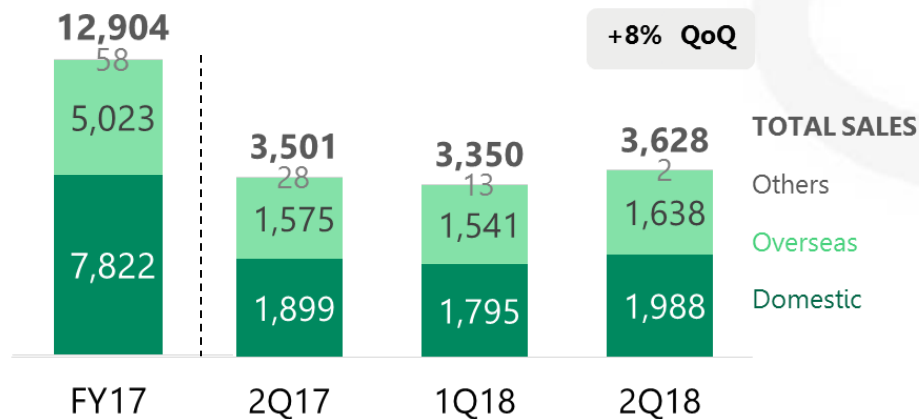
Financial Highlight

Total Revenue from Sales

Unit: THB million

+4% YoY

+8% QoQ

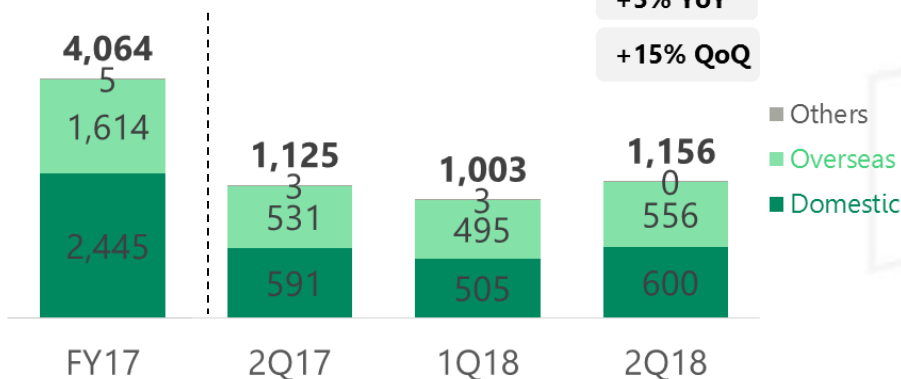


Total Gross Profit

Unit: THB million

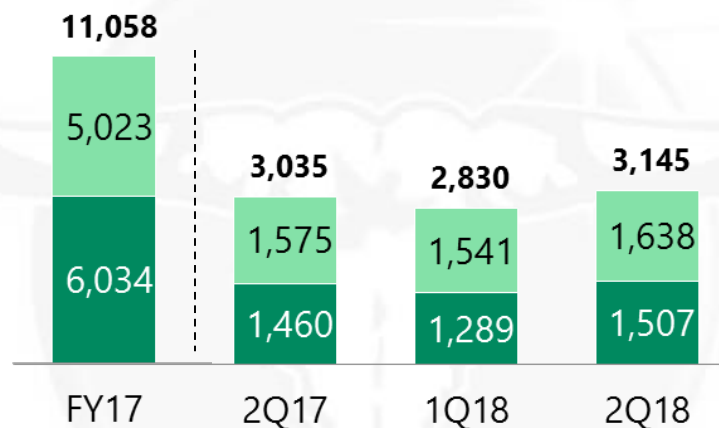
+3% YoY

+15% QoQ

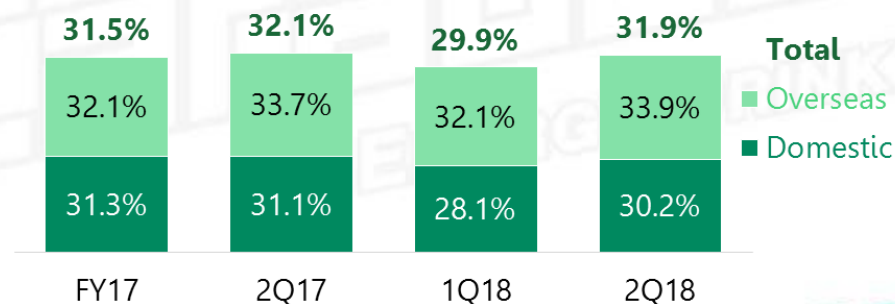


Total Sales from Energy Drink

Unit: THB million

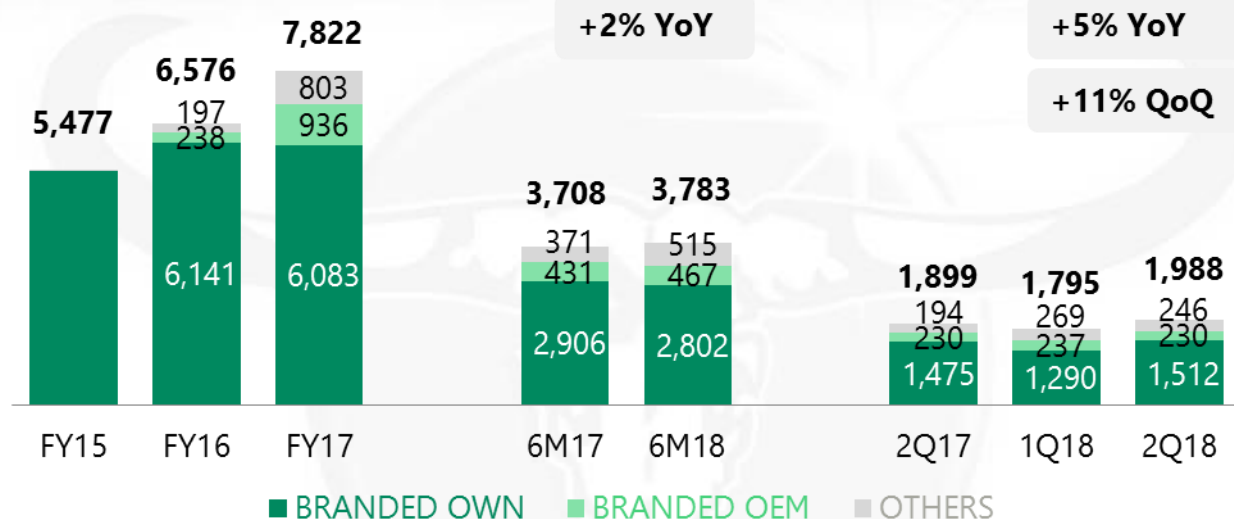
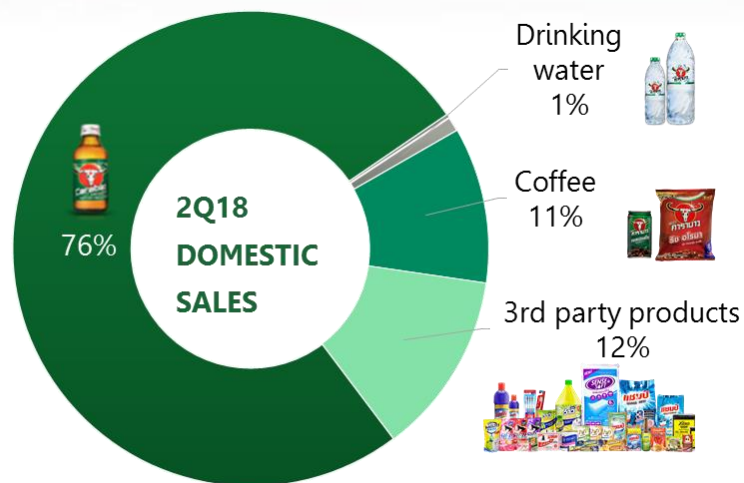


Total Gross Profit Margin

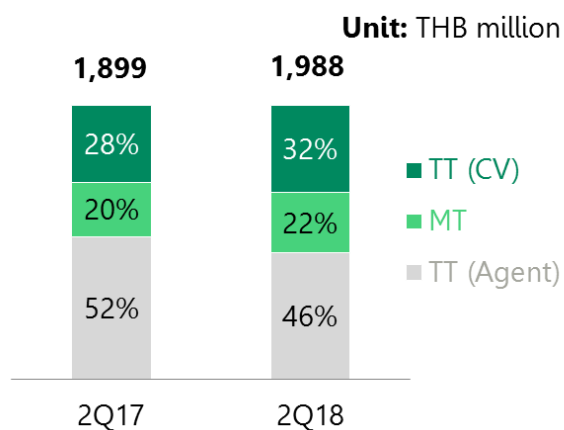


Domestic sales

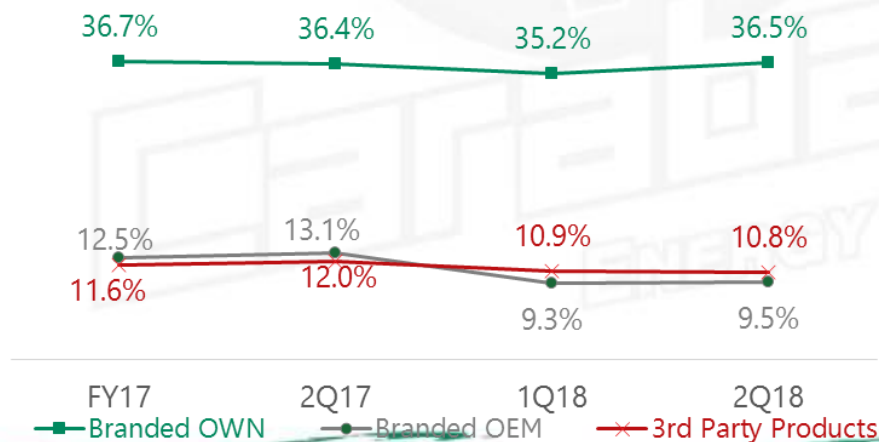
Domestic more products diversification



DOMESTIC SALES BY CHANNEL



BREAKDOWN OF DOMESTIC GPM BY BUSINESS

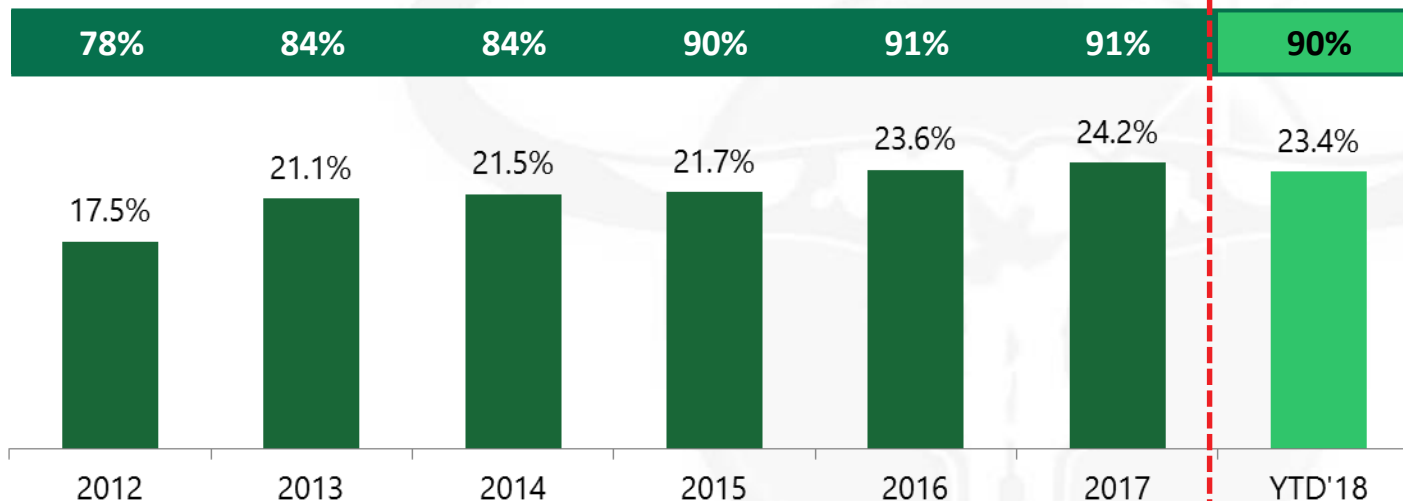


Significant share of Thai energy drink market

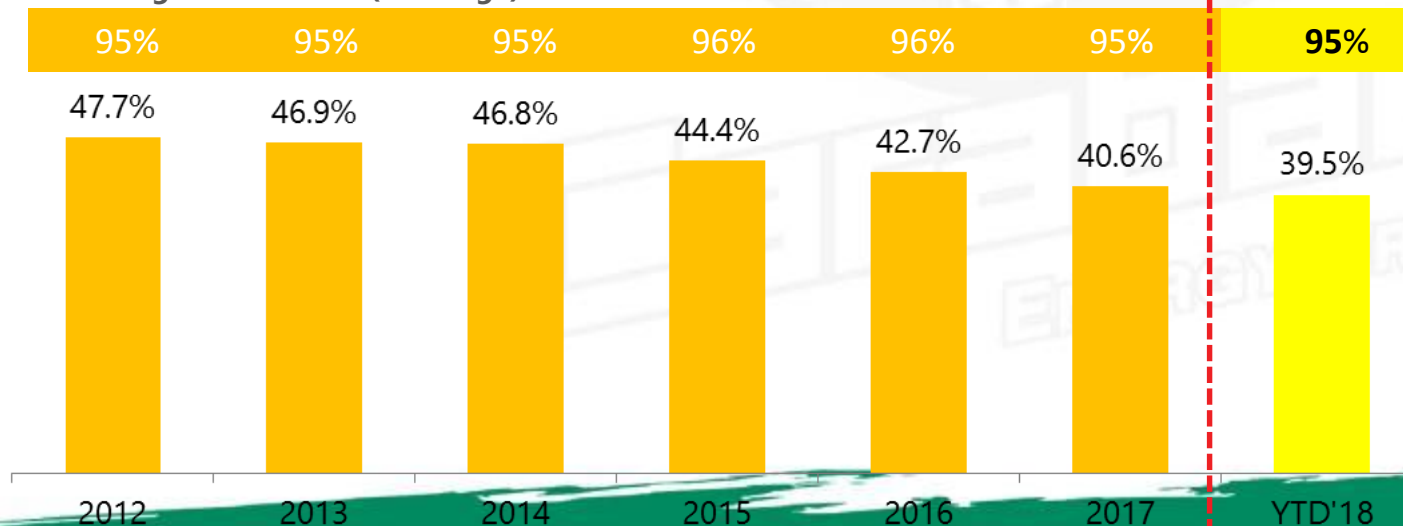
Energy drink market showed a sign of improvement, leading to a less slowdown of -2%yoy in 6M18 vs -4%yoy in 3M18



Selling Distribution (Coverage)

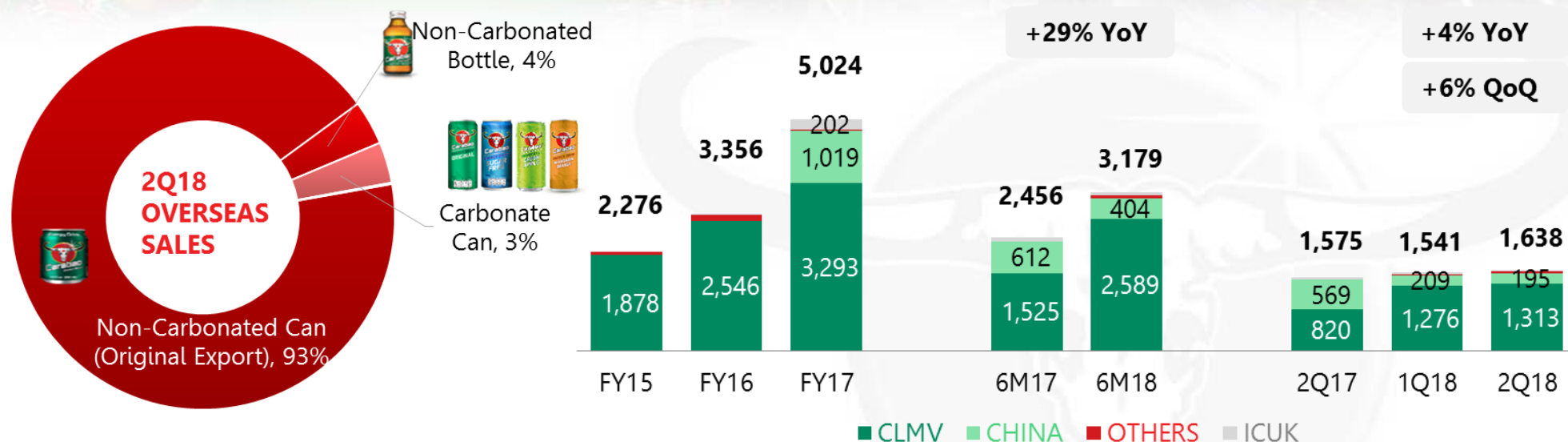


Selling Distribution (Coverage)



Overseas sales

Overseas CLMV continue to perform well above expectation

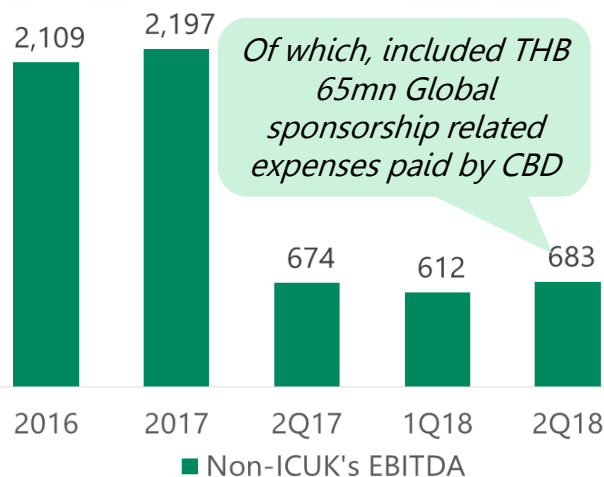


	THB mn	FY15	FY16	FY17	2Y-CAGR	6M17	6M18	%YoY
Cambodia		1,547	2,074	2,489	27%	1,146	1,995	74%
Myanmar		223	279	422	38%	228	342	50%
Vietnam		98	173	356	91%	140	237	70%
Yemen		167	202	225	16%	43	38	-10%
Afghanistan		164	481	257	25%	196	30	-85%
China		-	-	1,019	n/a	612	404	-34%
Others		77	132	53	-17%	21	68	226%
Overseas sales from CBD		2,276	3,340	4,821	46%	2,384	3,113	31%
Overseas sales from ICUK		-	16	202	n/a	71	66	-7%
Total		2,276	3,356	5,024	49%	2,456	3,179	29%

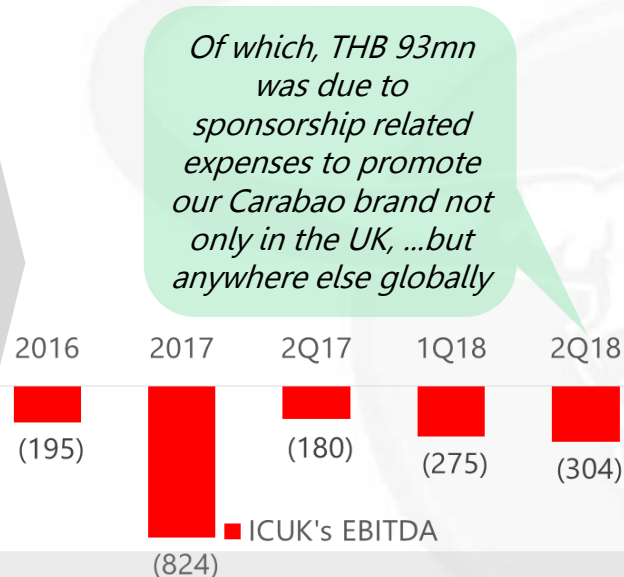
Financial Highlight: Non-ICUK vs ICUK (2/2)

EBITDA

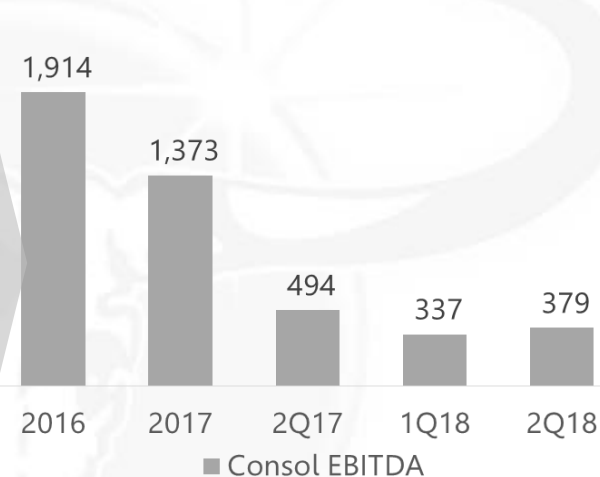
Non-ICUK (THBmn)



ICUK (THBmn)



Consolidation (THBmn)



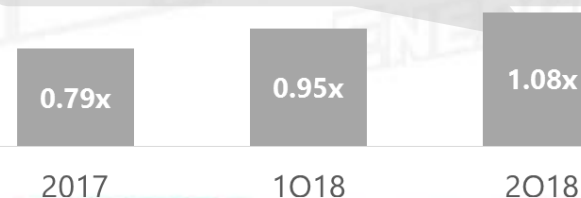
Key indicator of consolidated debt profile

Interest bearing debts / Total Equity



Total Liabilities / Total Equity

Strong rise on the funding side to support our expansion projects; but still well below our group policy i.e. 2.0x



Statement of financial position

STATEMENT OF FINANCIAL POSITION				Unit: THB million			
ASSETS	Dec-17	Jun-18	Change	LIABILITIES	Dec-17	Jun-18	Change
Current Assets				Current Liabilities			
Cash, Cash Equivalents	147	292	146	Bank overdrafts&short-term loans from financial institution	845	660	(185)
Current Investments	7	-	(7)	Trade and other payable	1,897	2,270	373
Trade and other receivable	960	1,031	71	Current portion of long-term loans from financial institutio	300	125	(175)
Inventories	656	816	160	Other current liabilities	164	170	6
Other current assets	389	545	155	Total Current Liabilities	3,207	3,225	19
Total Current Assets	2,159	2,685	525	Long-term loan from financial institutions	2,190	1,680	(510)
				Debentures	-	2,416	2,416
				Other non-current liabilities	118	129	11
				Total non-current liabilities	2,308	4,225	1,917
Non-Current Assets				Total Liabilities	5,515	7,450	1,936
Long-term Investment	-	-	0	SHAREHOLDERS' EQUITY			
Investment Properties	103	102	(1)	Issued and fully paid up share capital	1,000	1,000	0
Property, plant & equipment	9,609	10,908	1,299	Premium on shares	3,963	3,963	0
Intangible Assets	67	70	3	Retained earnings	1,775	1,665	(110)
Deferred Tax Assets	31	37	5	Other components of shareholders' equity	376	- 7	1
Other non-current assets	15	13	(2)	Equity attributable to owners of the Company	7,114	6,621	(493)
Goodwill	535	529	(7)	Non-controlling interests of the subsidiary	- 108	271	380
Total Non-Current Assets	10,361	11,658	1,297	Total shareholders' equity	7,005	6,892	(113)
Total Assets	12,520	14,342	1,822	Total liabilities and Equity	12,520	14,342	1,822

Statement of comprehensive income

Unit: THB million	2015	2016	2017	2017 %sales	2Q2017	2Q2018	Change YoY	2Q2017 %sales	2Q2018 %sales	6M2017	6M2018	Change YoY
Revenue from sales	7,753	9,943	12,904	100.0%	3,501	3,628	3.6%	100%	100.0%	6,184	6,977	12.8%
Costs of goods sold	4,893	6,388	8,840	68.5%	2,376	2,472	4.0%	67.9%	68.1%	4,181	4,818	15.2%
Gross profits	2,860	3,555	4,065	31.5%	1,125	1,156	2.8%	32.1%	31.9%	2,003	2,159	7.8%
Selling expenses	1,120	1,462	2,379	18.4%	568	715	25.8%	16.2%	19.7%	1,132	1,342	18.6%
G&A expenses	395	553	741	5.7%	168	204	21.2%	4.8%	5.6%	338	387	14.6%
Operating profits	1,380	1,540	945	7.3%	389	237	-38.9%	11.1%	6.5%	534	430	-19.5%
Other incomes	121	147	164	1.3%	49	29	-40.5%	1.4%	0.8%	84	71	-16.4%
EBIT	1,466	1,687	1,109	8.6%	437	266	-39.1%	12.5%	7.3%	618	500	-19.1%
EBITDA	1,702	1,914	1,372	10.6%	494	379	-23.4%	14.1%	10.4%	731	716	-2.1%
Interest expenses	2	4	48	0.4%	5	27	391.3%	0.2%	0.7%	10	51	398.5%
EBT	1,465	1,683	1,061	8.2%	432	240	-44.5%	12.3%	6.6%	608	449	-26.1%
Income tax expenses	209	278	261	2.0%	105	82	-22.0%	3.0%	2.3%	158	161	1.9%
Net profits for the period	1,256	1,405	801	6.2%	327	158	-51.7%	9.3%	4.4%	450	288	-35.9%
Equity Holder of the Company	1,256	1,490	1,246	9.7%	426	210	-50.7%	12.2%	5.8%	647	390	-39.7%

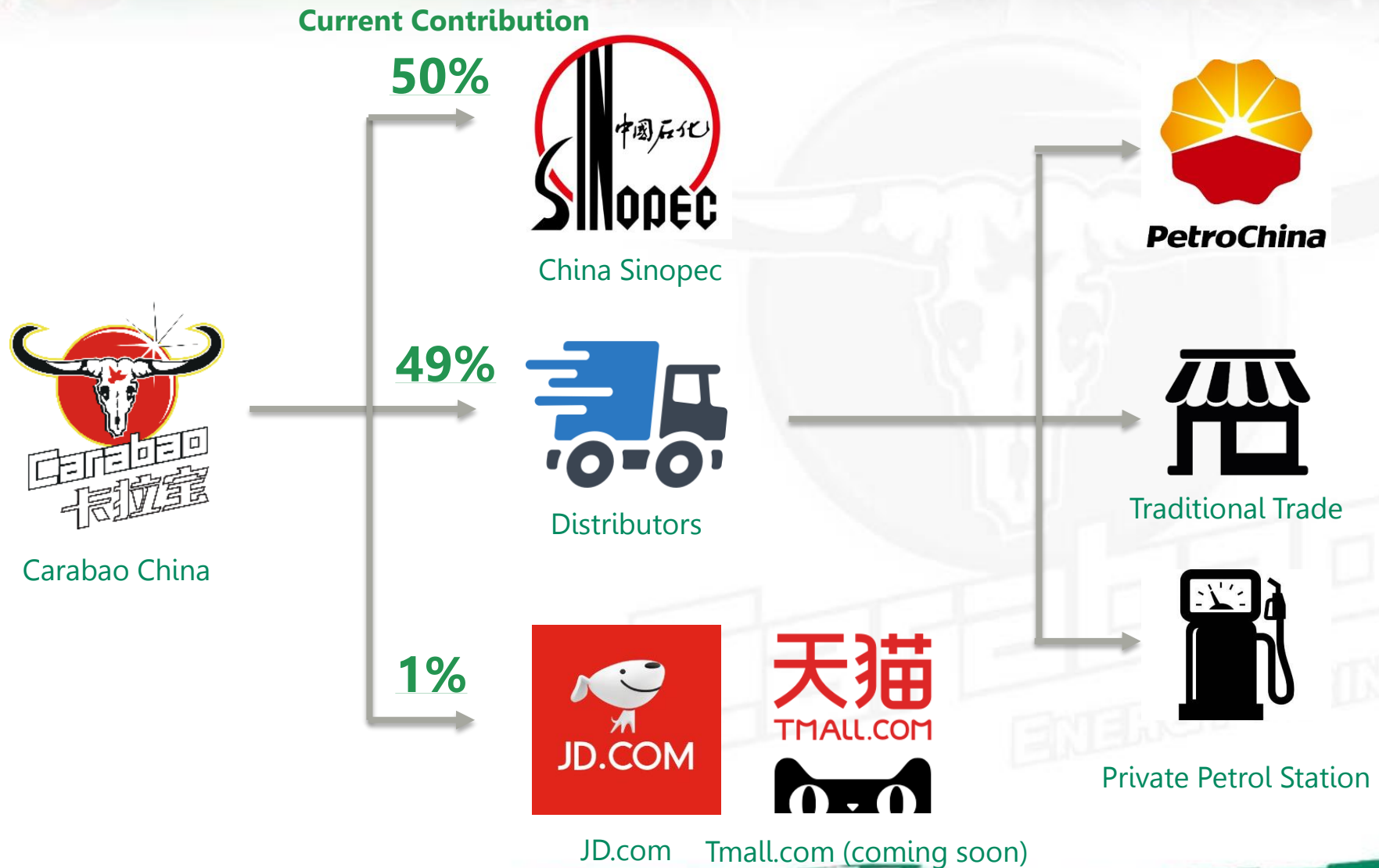


2018 Business Updates



China Business Update: (1/ 9)

Focus Sales Channels



China Business Update: (2/ 9)

Highly Competitive Product



- ✓ Natural/ Green Energy
- ✓ Great Tasting Product
- ✓ Made in Thailand
- ✓ International Brand

世界级品牌 世界级能量饮料

卡拉宝是畅销全球24个国家和地区的国际知名能量饮料品牌，全部产品均由“**功能饮料之乡**”**泰国原装进口**，正宗品质保证。在泰国，卡拉宝的**销量是红牛的两倍**，也是泰国唯一上市的功能饮料品牌。

提高运动、学习能力，增强耐力，抵抗疲劳，保护心肌及肝脏

集中注意力，增强记忆及平衡感

牛磺酸

维生素B12

维生素B6

分解糖原，释放葡萄糖，为身体提供能量

天然健康，不易成瘾，无副作用

不含人工咖啡因

出众的口感
口味清甜
果香浓郁
回味持久

卡拉宝采用产自巴西的天然“神果”**瓜拉纳**提取物，美国萃取。含有天然咖啡因，持久缓和的刺激神经，对人体无副作用。

为细胞提供能量来源
葡萄糖
脂肪酸
氨基酸

减缓细胞衰老，调节血液循环
茶碱 可可碱

China Business Update: (3/ 9)

On-ground activation to drive trial and sale



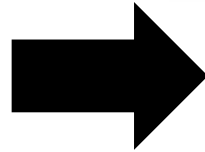
China Business Update: (4/ 9)

Improving Manpower



350

Carabao Promoters



1500

Carabao Promoters

Between 5 – 10 cases per person per day

China Business Update: (5/ 9)

Below-the-line marketing spearhead



China Business Update: (6/ 9)

Ring Pull: Consumer Promotion



卡拉宝 (Carabao) 京东旗舰店

绿色能量 多到想不到



[首页](#) [全部分类](#) [品牌故事](#) [活动说明](#)



绿色闪电
红包立现!

抽奖赢

4999元大红包

泰国原装进口

综合中奖率**86%**



关注有惊喜

China Business Update: (7/ 9)

E-commerce

卡拉宝维生素果味饮料

⚡ 维生素 **B6、B12**
及**牛磺酸**等满足
人体能量需求。

源自泰国
原装进口

🌿 源于自然
匠心萃取

不含
不含人工
合成咖啡因



泰国原装进口 开盖有
礼

畅饮装 即刻唤醒

6罐



¥38元

经典套装即刻充电

卡拉宝罐装 250ml * 6

立即抢购 ▶

China Business Update: (9/ 9)

E-commerce



卡拉宝(Carabao)京东

进店逛逛

关注店铺

店内搜索

关键字:

价格: 到

搜索

店内分类

罐装

瓶装

店铺热销

热门关注



ยอดขายดี
ตั้งแต่ 1 สิงหาคม

1 热销7409件

¥6.50

商品介绍

规格与包装

售后保障

商品评价(5700+)

本店好评商品

加入购物车

商品评价

好评度

99%



此商品暂时还没有买家印象哦~

99% Positive Review

มากกว่า 5,700 รีวิวบนเว็บ JD.com
ตั้งแต่วันที่ 1 สิงหาคม

全部评价(5700+)

晒图(77)

追评(8)

好评(5700+)

中评(10+)

差评(8)

☐ 只看当前商品评价

推荐排序



j***4

PLUS会员

★★★★★

凑单买的，一块钱，口味还行，喝了玩吧，铁罐子比较硬

250ml 2018-08-06 23:08

举报

0

0



流***3

PLUS会员

★★★★★

很快，很好。以前基本没有认真评价过，不知道浪费了多少积分，这个福利真的不错，妥妥每次都写一百字，这是第N次在京东上买东西了，棒棒棒，好厉害好东西便宜而且质量好物美价廉，买的放厉害心，用的开心，感觉都买上瘾了，买买买，根本停不下来，东西品种多而且又特别全，划算，方便，而且实惠，包装很好，而且没有任何损坏，会一直支持下去的，服务还可以。这是一个好评模板，因为本仙女很懒，不想每个产品都写好评，所以特地模仿一位网友写下这个模板，但是这个产品无论是质量还是外形肯定都是仙女喜欢的，如果不喜欢的话，仙女收到东西会很生气，然后这个模板就会变成仙女喋喋不休的抱怨书，自然不可能撒下这个好评，这里写下，也给各位 淘友一个参考，这个物品还是值得购买的。来自一位懒惰的只爱购物不爱写评语却想换积分的仙女

250ml 2018-08-13 20:51

举报

0

0



放棄世邂逅

PLUS会员

★★★★★

京东物流很快，送货上门！这是赠送的饮料，喝起来还不错！

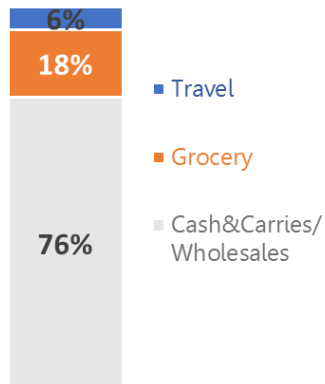
UK Business Update (1/6) : Current Business Status



Distribution

Focus on quality channels

Channel Mix

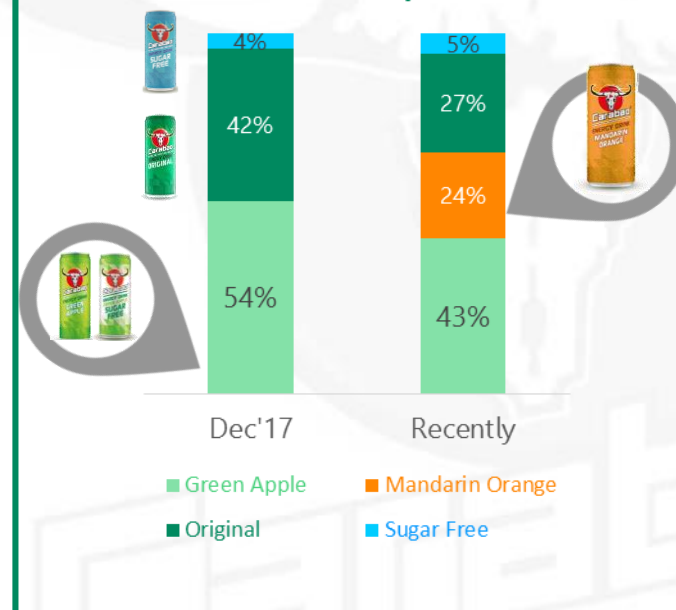


Quality Product

To expand facings and visibility on shelf

Flavors

Volume Sold by Flavor



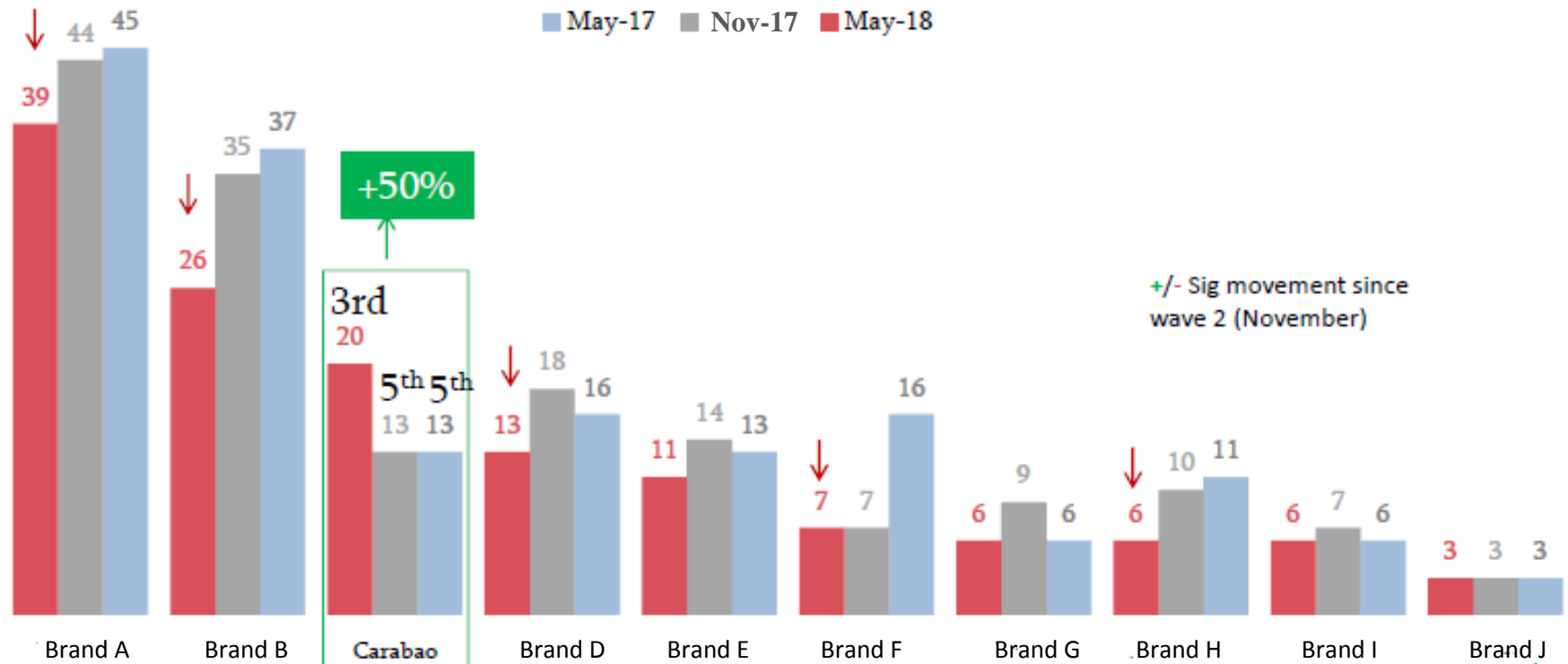
UK Business Update (2/6) : 2018 Investment Phase to Create Fans



Nationwide Marketing Activation:

Brand awareness is getting improved since we implemented the nationwide Bonker ads

Which, if any of these, have you seen or heard anything about recently?



Q18. Which, if any of these, have you seen or heard anything about recently? Base: All, n = 1265

**Only top 10 brands displayed

UK Business Update (3/6) : 2018 Investment Phase to Create Fans



Strong plan activation in Q3:

Consumer marketing activations of Win A Million Can



On-shelf



In-store



Out-store

UK Business Update (4/6) : 2018 Investment Phase to Create Fans



Organized sampling plan:

To change consumers' behavior and boost rate of sales in key focus channel



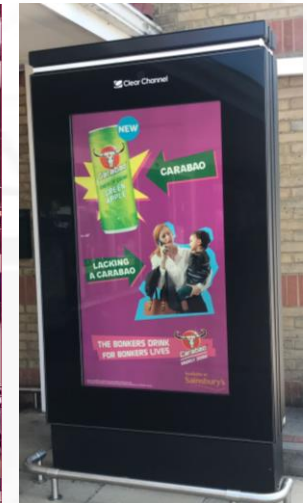
Sampling

UK Business Update (5/6) : 2018 Investment Phase to Create Fans



Increase availability and visibility:

To drive brand awareness



Visibility



Availability

UK Business Update (6/6) : 2018 Investment Phase to Create Fans



Align activation to tap into every customer journey:

Driving distribution, awareness and trial

Filter by

Search results: carabao

6 products Sort within categories, Favourites first

Featured

- Popchips Sea Salt & Vinegar 85g £1.50 64-78
- Popchips Barbeque 85g £1.50 64-78
- Popchips Sour Cream & Onion 85g £1.50 64-78

Drinks » Energy & Sports » Energy Drinks » Stimulation

Drinks » Energy & Sports » Energy Drinks » Glucose Energy

Recommended to you

- Red Bull Sugarfree 4 x 250ml £4
- Monstero Source Sugar Free 6 x 250ml £2
- Robinson's Lemon Ice 500ml 87p

Carabao Energy Drink Sugar Free Green Apple 330ml

Carabao Energy Drink Sugar Free 330ml

Carabao Energy Drink Green Apple 330ml

Carabao Energy Drink Original 330ml

Carabao Energy Drink Original 4 x 330ml

Online Outreaching



In-store

Collect 200 bonus Nectar points with Carabao

Hello %PF_COLLECTOR_NAME%,

Sainsbury's has teamed up with Carabao to give you the chance to collect 200 bonus Nectar points*.

These low-sugar energy drinks** have been formulated to taste just like a soft drink. So while you'll get the same energy boost you expect from an energy drink, you'll be treated to a lightly sparkling and refreshing flavour.

How to enter

To be in with a chance of winning, just follow the steps below

- 1 Click on the 'Enter now' button
- 2 Buy any Carabao Energy Drink 330ml in store or online at sainsbury's.co.uk for delivery before 12 June 2018
- 3 Remember to swipe your Nectar card in store or enter your card number at the Sainsbury's online checkout

Enter now

Rewarding you

Keep swiping your Nectar card whenever you shop in store or online to collect points to spend on exciting rewards

Nectar app

Download the Nectar app for new ways to collect and spend points

Email

Cambodia Business Updates (1/2):

Various Tools of Marketing Activations





ខាតាបា

បរិយាកាស 70 ឆ្នាំ

ថែកប្លង់ពិត!

ខាតាបា ជួយកែប្រែជីវិតលោកអ្នកក្លាយជាមហាសេដ្ឋីក្លាមា



ប្លង់នៅមានច្រើនទៀត អ្នកក៏ក្លាយជាមហាសេដ្ឋី

សូមបញ្ជាក់ ប្លង់ 70 ឆ្នាំនេះ មានស្រាប់ 50 ប្លង់ ម៉ូតូ Honda Dream 50 ប្លង់ iPhone 8 50 ប្លង់ កំពុងចែកចាយ ដោយលោកអ្នកត្រូវតែពិនិត្យសម្រេច: ខាតាបា ហើយពិនិត្យមើលប្រព័ន្ធប្រព័ន្ធ លោកអ្នកនឹងមានឱកាសៈ



លោក គង់ ស្រីមុំ
មានមុខរបរជា កម្មករវិនិយោគិន



លោក គង់ ស្រីមុំ
មានមុខរបរជា កម្មករវិនិយោគិន



លោក គង់ ស្រីមុំ
មានមុខរបរជា កម្មករវិនិយោគិន



លោក គង់ ស្រីមុំ
មានមុខរបរជា កម្មករវិនិយោគិន



តើសូម្បីប្រាក់អ្នកណា?

ខាតាបា អ្នកក៏ស្មើអស្ចារ្យ

Cambodia Business Updates (2/2)

Consumer promotional campaign continued throughout the year





**WORLD CLASS
PRODUCT**

**WORLD CLASS
BRAND**

Investor Relations

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