



RS Public Company Limited

Opportunity day

FY2022



# Agenda

Financial Results & Performance FY2022•

2023 Entertainmerce Focus •

Q&A •

# A year of ecosystem expansion with strong recovery from entertainment business

## Continued expanding commerce platform in 2022

- Jump start to direct selling business, acquiring ULife as a sale channel extension through over 150k business partners and a portfolio of global standard products.



- Extended pet product line over 40 SKUs including dry food, wet food, pet snack and pet care products, while distributing to over 600 pet shops nationwide
- Established RS Pet All as a one-stop service provider for pet related products and services.

Lifemate

RS pet all. 

## Entertainment business as a key driver after COVID-19 situation

- Instant recovery of Entertainment business from concerts, sponsorship activities and content licensing revenue
- Commerce business remained sluggish from challenging consumers spending sentiment
- Despite high growth in entertainment revenue, total revenue 2022 was pressured from commerce and declined -1.1%



## Continuous effort on expense control led to improved NPAT

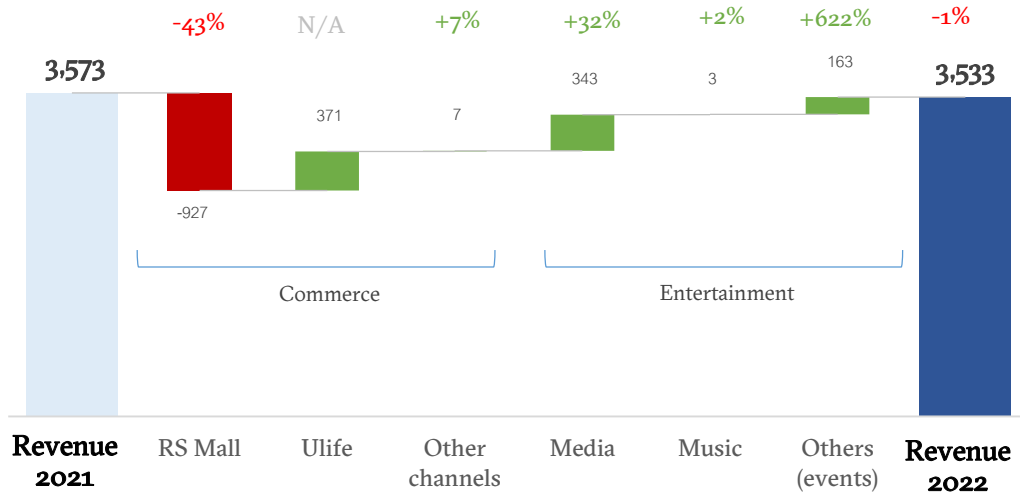
- NPAT was at 137.1 million baht increased 7.6% YoY from cost control effort and higher revenue from content licensing sale
- 10:1 stock dividend\* to be paid to reserved cash for future investment

\*Remark: Dividend payment is subjected to the approval of AGM on 10 April 2023

# FY2022 performance remained under pressure as growth driven by entertainment offset by weak commerce performance

## Revenue

Rebound in entertainment business was offset by sluggish commerce revenue.



### Commerce business

**RS Mall** sale declined as focusing on in-house products with high GPM as well as weak consumer sentiment.

**Ulife** had recognized revenue for 8 months as its transaction completed in May 22

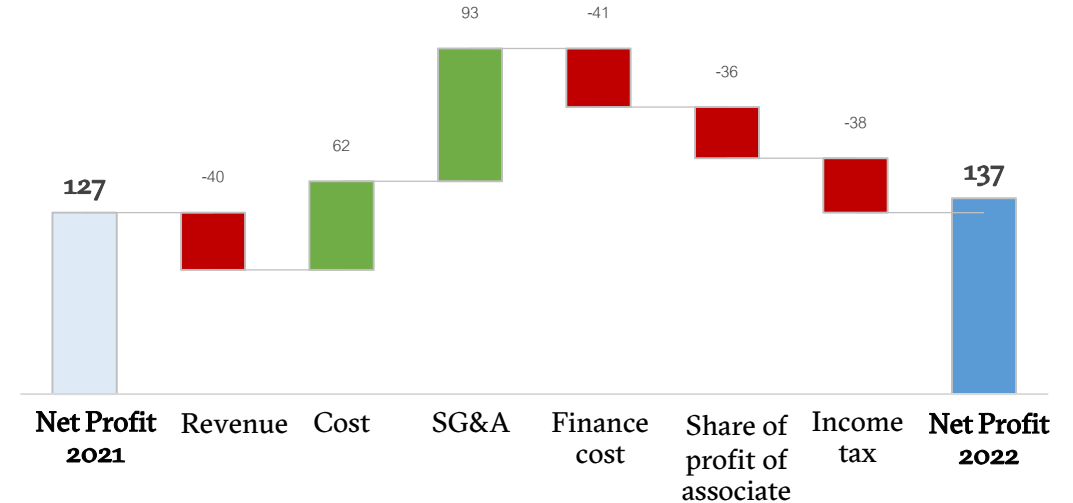
### Entertainment business

**Media** grew mainly from content licensing revenue and rebound of advertising revenue

**Others revenue** surged from concert and on-ground activities

## Net Profit

NPAT improved due to recovery in entertainment business as well as enhanced expense management efficiency.



### Cost and expenses

**Cost of products and services** declined from lower cost of good sold following lower commerce revenue.

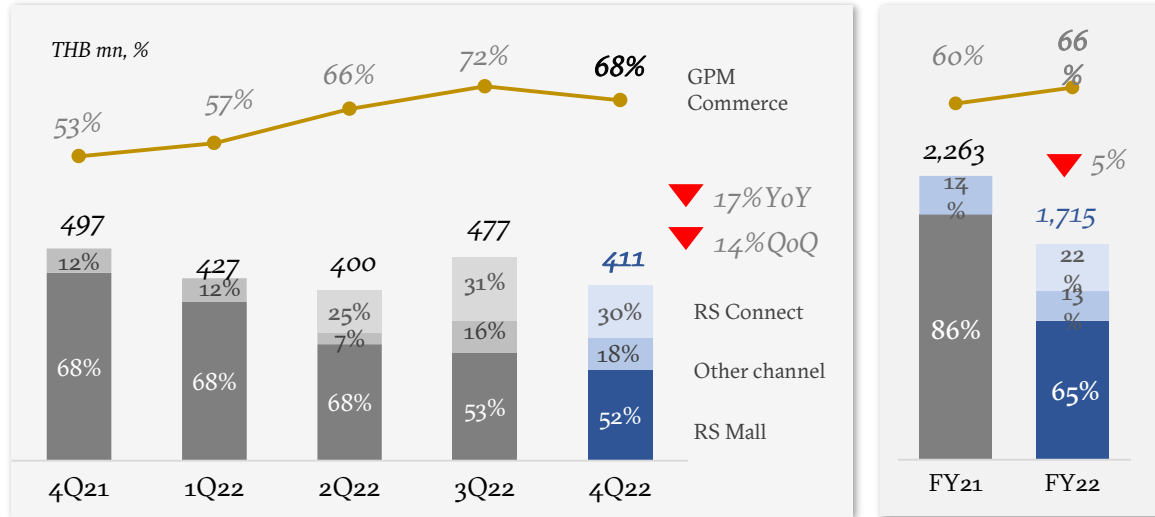
**SG&A** decreased due to better efficiency on marketing expenses.

**Financial cost** increased from borrowing to fund M&A investment

**Share of profit from investment** was mainly recognized from Chase Asia.

# Strategic priorities set to recover commerce revenue

## Commerce : Revenue & GPM



## Strategic priorities in 1Q23 to grow Commerce revenue

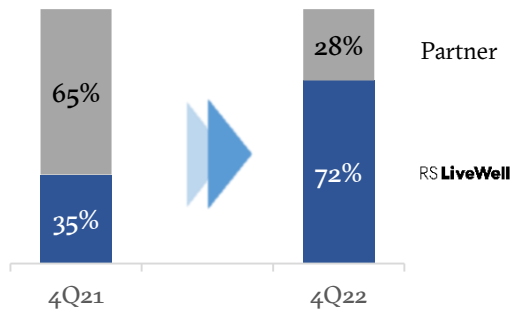


- Immediately expand pet business ecosystem through partners or M&A to gain access across value chain



- Diversify products selection from partners to boost sale revenue.
- Expecting proportion of in-house to partners to be optimized around 65:35

## Proportion of in-house to partner products on RS Mall channel



68%

GPM commerce

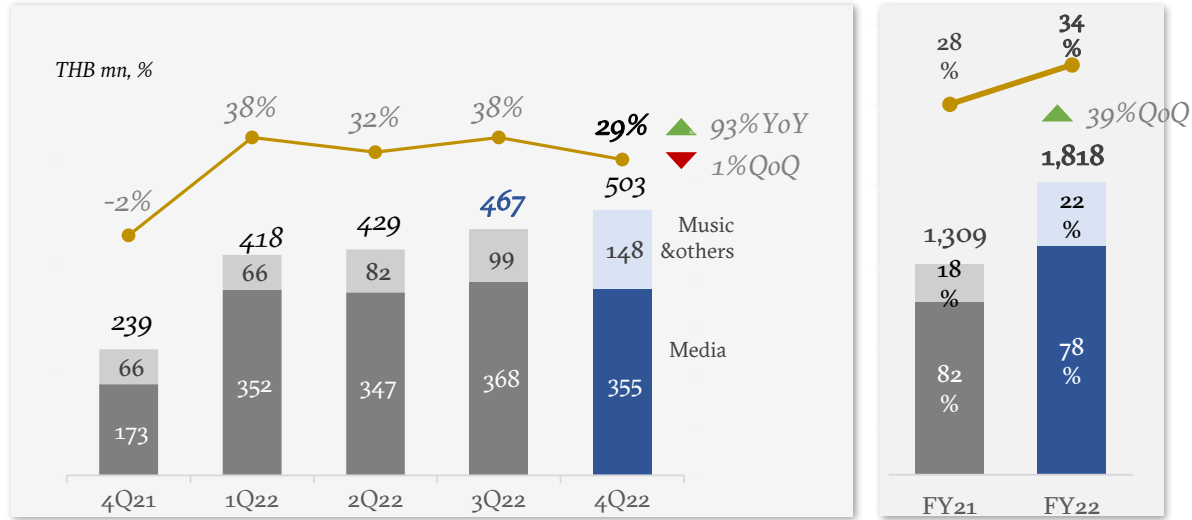
GPM increased to 68% compared from 53% in 4Q21



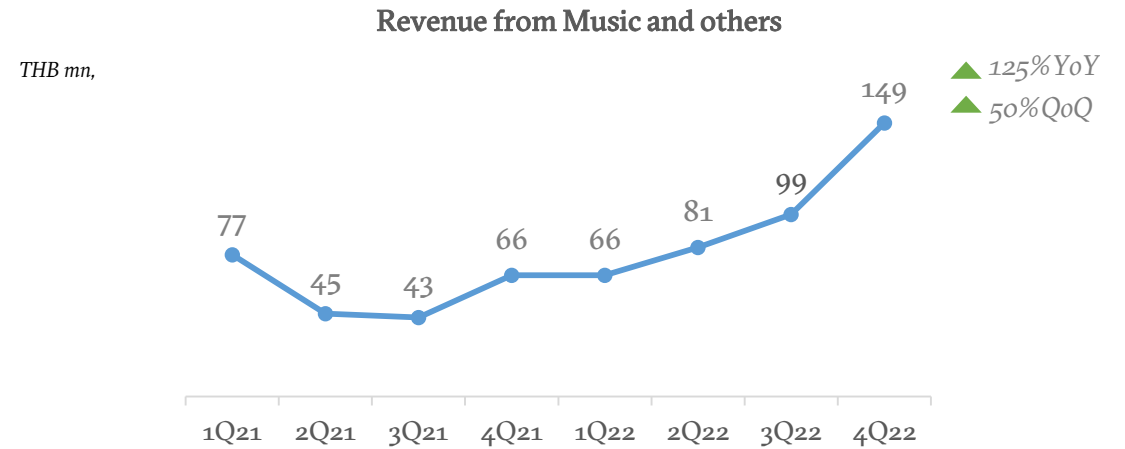
- Continue to develop a new business model by utilizing its expertise on people network and product development capabilities

# Resilient entertainment revenue despite low season in 4Q22

## Entertainment : Revenue & GPM



## Surge in revenue from music and others segment



Continuous growth momentum on events and concerts in 2022

## Outgrow media industry with one-stop solution provided by MSM

**MEDIA SALES & MARKETING**

- Raise efficiency of marketing campaigns for brands with diversified media across RS GROUP
- Offer greater benefits from extensive media exposure

## Capture pended up demand with full line up throughout 2023

**COOLive 2023**

**Concerts**

- RS HITS JOURNEY
- O2B
- kami kaze party
- RS MEETING DANCE VENTURE

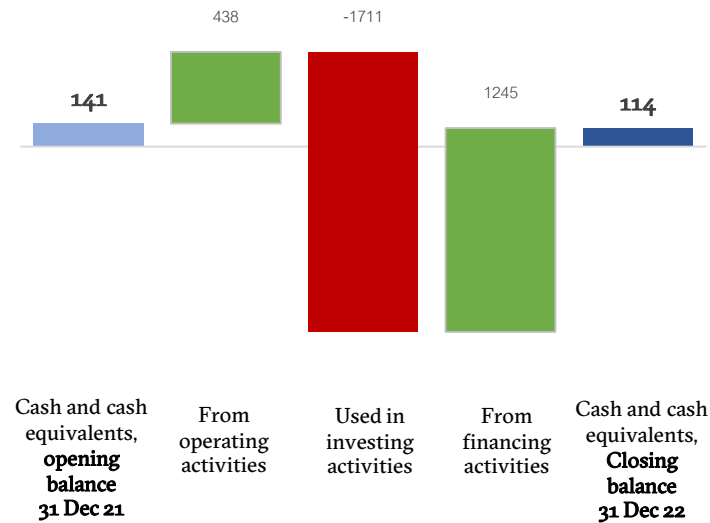
**Festivals**

- COOL Summer FEST 2023
- COOL Rainy Fest
- COOL URBAN Fest
- COOL WINTER FEST

# High leverage from M&A, divestment began in 1Q23 to generate cash and normalize leverage level

## Bank borrowing drawn down to fund investment activities

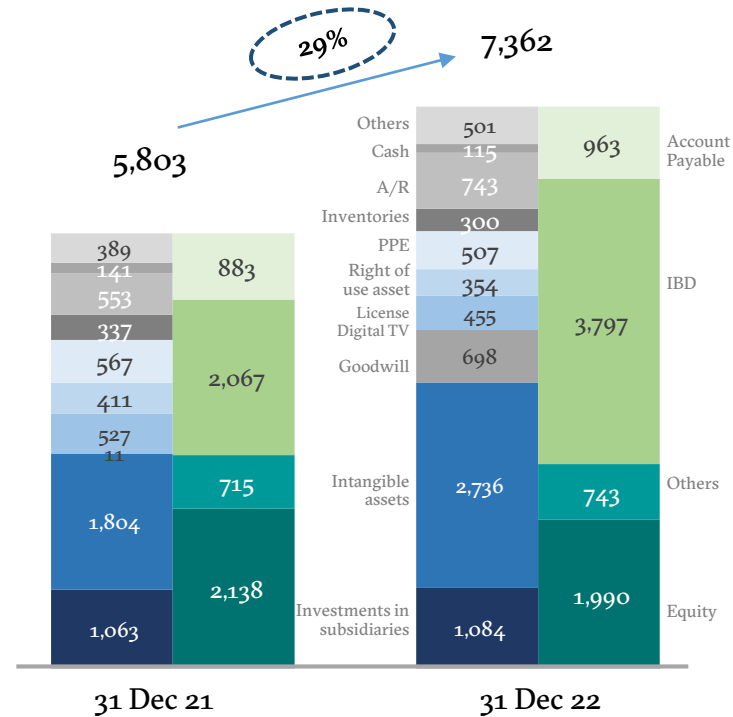
Unit : THB million



Cash outflow for investing in ULife and international contents, long term loan were drawn down to fund the transaction.

## Growing assets and interest bearing debt following new investment

Unit : THB million

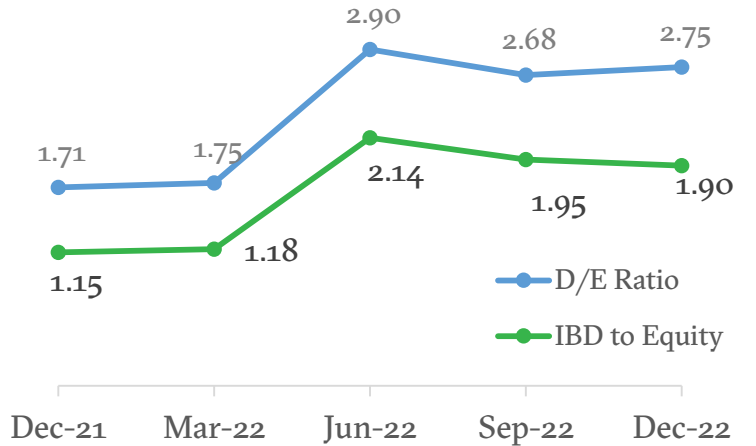


**Assets** increased from the investments in M&A and intangible asset from purchasing international contents

**Liabilities** increased from short term and long term loans for funding M&A

**Equity** decreased from dividend payment in 2022

## Leverage ratio began to decline as financial performance improving



IBD to Equity ratio and D/E ratio reached the peak at ending 2Q22 from bank borrowing drawdown coupled with dividend payment, then slightly decrease in 3Q22.

D/E Ratio expected to decline in 1Q23 from divestment of CHASE's share and RS' treasury stock to obtain cash approximately THB 621 mil.



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# Life Enriching

ยกระดับทุกมิติของการใช้ชีวิต



RS GROUP

## Organization Structure 2023

RS **MULTI  
MEDIA**



**COOL**  
fahrenheit

- Media
- Talent Management
- OTT
- Concert
- Event
- Showbiz

RS **MUSIC**

RSIAM

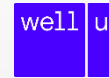
**kəmikəze**

RoseSound



- License & Publishing
- Marketing
- Talent Management
- Concert
- Event
- Showbiz
- Digital Marketing Platform
- Online Content

RS **LiveWell**



**CAMU C**

*lifemate*

- Health & Wellness Platform
- Products

RS **Connect.**

**ULife**

De Beste

- Multi-Level Marketing
- Subscription Marketing
- Online Marketing

RS **pet all.**

- Manufacturing
- Products
- Retail
- Wellness

R**ALLIANCE**

**CHASE**

- Investment

```
graph LR; A((Business expansion)) --> B((Spin-off)); B --> C((Affiliates listed on SET));
```

Business  
expansion

Spin-off

Affiliates  
listed on  
SET

# 2023 Entertainmerce Focus

Mass

#LifeEnriching

ยกระดับทุกมิติของการใช้ชีวิต



New One-Stop  
Marketing Solutions



New Synergy

New Business Models



New Products



New Target Groups



New Contents



Accessibility

Business Direction 2023



# 2023 Entertainmerce Focus

Mass

#LifeEnriching

ยกระดับทุกมิติของการใช้ชีวิต



New One-Stop  
Marketing Solutions



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New Contents 

Accessibility

# RS *Connect.*

**ULife**

De Beste

ປ້ຳນຳ

PROMPT

# RS pet all



Manufacturing



Products



Retail



Wellness

# Product Lineup 2023

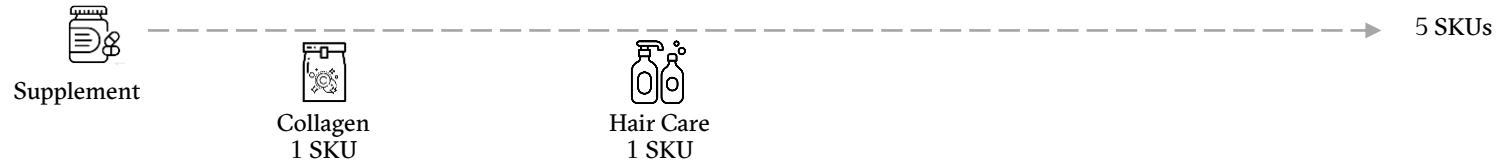
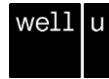
1Q 2023

2Q 2023

3Q 2023

4Q 2023

Total 45 SKUs

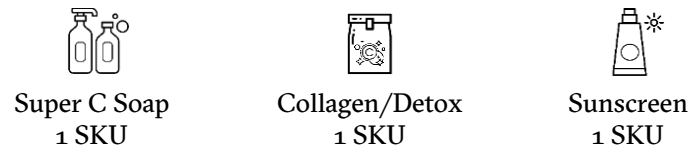


RS LiveWell



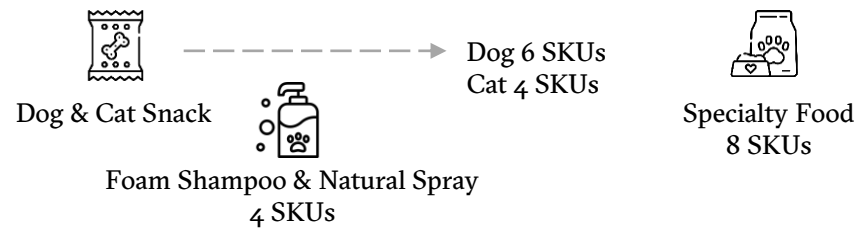
- Supplement 6 SKUs
- Collagen 1 SKU
- Drink 6 SKU
- Personal Care 10 SKUs

RS Connect.



- Supplement 1 SKU
- Collagen 2 SKU
- Personal Care 2 SKUs

RS petall.



- Specialty Food 8 SKU
- Dog & Cat Snack 10 SKU
- Foam Shampoo & Natural Spray 4 SKU



## Gen X

Muay Thai

Drama

## Gen Y

International Series

MMA & Fighting Sport

Online Contents

## Gen Z

International Series

Online Contents



COOL  
fahrenheit

Radio

Events & Concerts by COOLive

Radio

Events & Concerts by COOLive

Online Streaming




RS  
MUSIC

RS Home Coming

RS Home Coming

RS New Comers

RS New Comers



4<sup>th</sup> apple

Online Contents

Online Contents

Vibe House

Vibe Square

# Online Contents

Channel 8 offers a variety of online contents to suit diverse tastes  
of younger generation

SCENE

จึ้งมากกก

พร้อมอย่างซึบทุกวงการ

เร็วๆนี้ที่ช่อง 8 ออนไลน์

ไอพีวีรี่ไพรวัลย์

1 EP / WEEK  
VIDEO Format 8-15 นาที

3 สาว เพื่อนซี้ 3 โลก ดิกริษะนิมิต

มาถอดมวงลึงความลับหลังโต๊ะทำงาน

ละครสั้นสองใจ  
เรื่องความรักของหนุ่มสาวออฟฟิศ  
ที่ตบของจะหักมุมในแบบที่ทุกคนคิดไม่ถึง

พร้อมรับพลังดวงใจคุณบ๊องจาก RS  
ที่เข้ากันเหตุการณ์จะเหลือเกิน

1 EP / WEEK  
VIDEO Format 5-10 นาที

GOGO GAY

ว่าดีก็ต้องเที่ยวที่พาเหล่าเกย์ไปทำภารกิจแบบๆกันแบบแต่งตัวจัดเต็ม

คนใจดี

สิงโต นำโชคจะถึงที่ดาร์  
พันมาสะพายกระต๊อบไปหา "ลุงโกลบ้าน"  
ชวนกวางเหินฮิว พุดคุย ถกเรื่องราวชีวิต  
ค้นหาเป้าหมายที่จากมา

REAL ESAN FUNNY!

เกาะติดชีวิตผู้รัก ชาวต่างชาดี-ชาวอีสาน  
ที่ต้องมาใช้ชีวิตแบบบ้านตามหัวไร่  
ความม่วนหลาย" จึงบังเกิด

1 EP / WEEK  
VIDEO Format 3-5 นาที

8 แข่งกัน รวย

# 2023 Entertainmerce Focus

Mass

#LifeEnriching

ยกระดับทุกมิติของการใช้ชีวิต



New One-Stop  
Marketing Solutions



New Synergy

Accessibility

New Business Models



New Products



New Target Groups



New Contents





# Enhanced one-stop marketing solutions for brands

- Raise efficiency of marketing campaigns for brands with diversified media across RS GROUP
- Better serve clients' needs as a one-stop marketing service provider
- Offer greater benefits from extensive media exposure

# RS MUSIC



# RS Homecoming



# RS Newcomers





# R ALLIANCE

# CHASE

Successfully IPO  
on 21 Feb 2023



# Summary of 2023 M&A Execution Plan

Target

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2-3 deals

Investment size

---

THB 300-600 Million

Key Focus

To strengthen RS's Entertainmerce model;

- Product diversification
- Platform extension
- Content portfolio expansion
- Digital business

# 2023 Estimate Revenue

## THB 5,500 Million

### Commerce

#### THB 3,100 Million

THB 1,800 Million

RS LiveWell  
(RS Mall, well u, Vitanature+,  
Camu C & Lifemate)

THB 900 Million

RS Connect

THB 400 Million

RS Pet All

### Media & Entertainment

#### THB 2,400 Million

THB 1,450 Million

RS Multimedia  
(Channel 8 & COOLISM)

THB 400 Million

RS Music

THB 550 Million

Concert, Event & Others

GPM 48-50%

NPM 11-13%



# Agenda

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RS Investor Relations & Sustainable Development


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 <http://www.rs.co.th/investor.html>

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 <https://www.facebook.com/RSInvestorRelations/>

 [https://twitter.com/rs\\_ir](https://twitter.com/rs_ir)

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[Appendix](#)

