

Q1
2023

**Opportunity
Day**

30th May 2023



Q1
2023

KEY HIGHLIGHTS

KISS Maintained Performance in Q1/2023 with growth in Domestic



- KISS reported total revenue Baht 207 million (+22.5% YoY) increased mainly from domestic sales, driven by the launch of new products (NPDs) and marketing activities
- Net Profit significantly increased from last year from higher sales growth, maintaining its gross profit margins, and gain from allowance for doubtful accounts reversal

Consistent Innovation of New Products Launch



- During Q1/2023, KISS successfully released 23 NPDs as planned and is on track for target of 50-53 NPDs in 2023
- Uplift Rojukiss brand positioning to **Clinical-Grade**

Continuously invested in full marketing activities both online and offline



- Mass marketing investment via TVC by using presenters with mass coverage and consumer impact
- Digital advertisement on YouTube and Facebook to increase online visibility and support campaign results

AGENDA



FINANCIAL
PERFORMANCE



2023 Outlook



Q&A

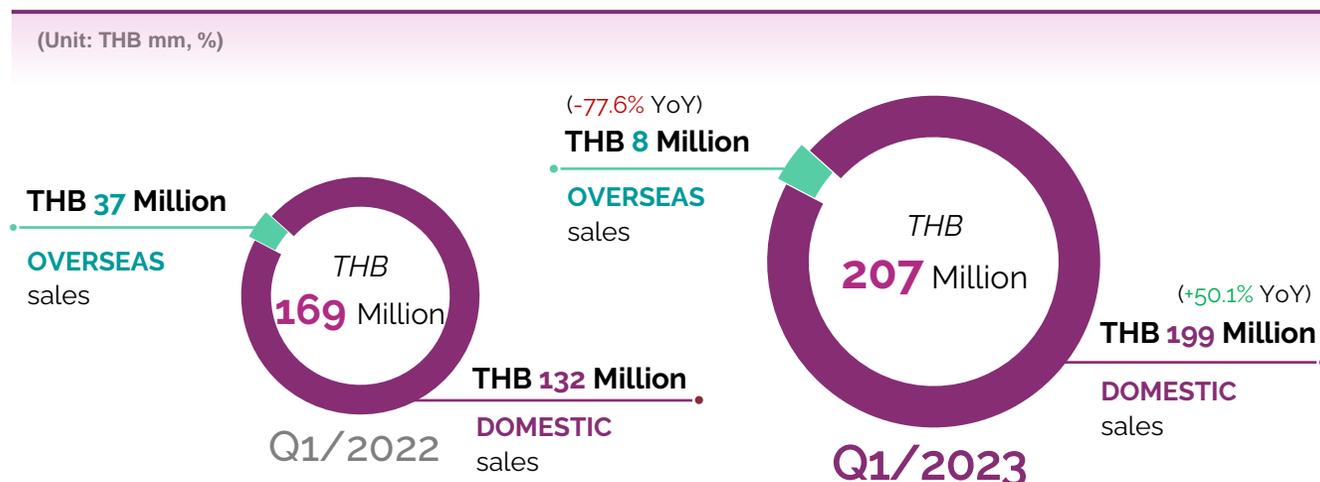
Q1/2023

FINANCIAL OVERVIEW

(THB mn, %)	Q1/2023	%	Q4/2022	%	QoQ (%)	Q1/2022	%	YoY (%)
Revenue from sales and service	207.0	100.0	336.5	100.0	(38.5)	169.0	100.0	22.5
COGS	(98.7)	(47.7)	(161.2)	(47.9)	(38.8)	(80.4)	(47.6)	22.7
Gross profit	108.3	52.3	175.3	52.1	(38.2)	88.6	52.4	22.3
EBITDA	53.6	25.9	78.9	23.4	(32.0)	27.4	16.2	95.9
Profit for the Period	40.8	19.7	61.1	18.1	(33.2)	19.3	11.4	111.8
Net Profit Attributable to the Company*	26.9	13.0	39.1	11.6	(31.1)	19.3	11.4	37.5
Basic Earnings per Share (Baht)	0.04		0.07			0.03		

* Excluding Non-controlling interest (NCI)

Q1/2023 Operating Revenue Breakdown Contribution

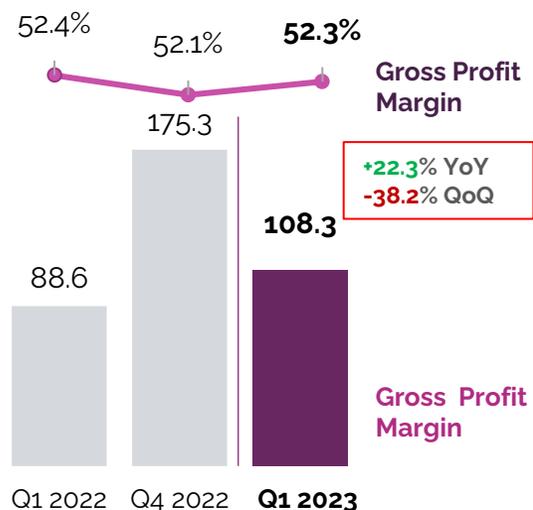


Key Performance Factors

- KISS's operating revenue for Q1/2023 reached Baht 207.0 million**, representing an increase of Baht 38.0 million or 22.5% compared to Q1/2022. However, VS Q4/2022 decreased by Baht 129.5 million or 38.5% due to seasonal effects, slower sales of nasal spray, and overseas sales.
- Net Profit attributable to the Company for Q1/2023 reached Baht 26.9 million**, improved YoY mainly due to higher sales growth, maintaining its gross profit margins, and gain from reversal of allowance for doubtful accounts as it was partially settled by customer amounting to Baht 8 million. While QoQ drop from seasonal effect, and slower sales growth of nasal sprays.

FINANCIAL SUMMARY

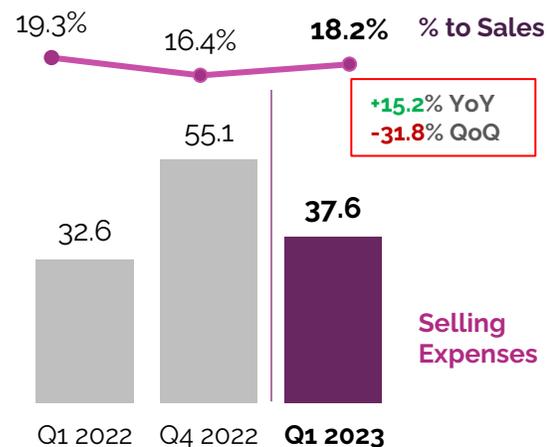
GROSS PROFIT



Gross Profit increased by 22.3% YoY but decreased by 38.2% QoQ

While Gross Margin was 52.3% (Q1/2022: 52.4%, Q4/2022: 52.1%); The gross profit margin was close to the previous level.

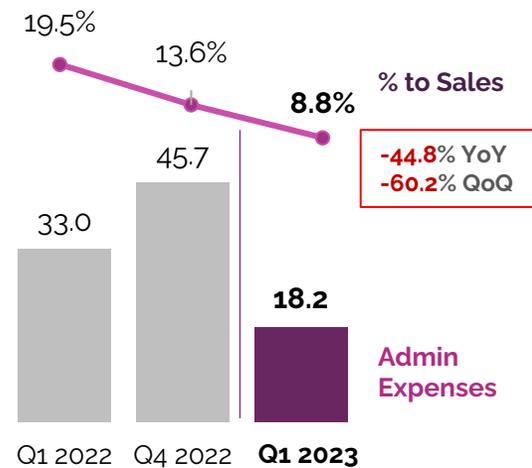
SELLING EXPENSES



Selling Expenses increased by 15.2% YoY but decreased by 31.8% QoQ due to:

- Started full marketing activities at the end of Q1/2023
- However, the company continues to remain its planned marketing expenditures throughout Q2/2023

ADMINISTRATIVE EXPENSES



Administrative Expense decreased by 44.8% YoY and 60.2% QoQ

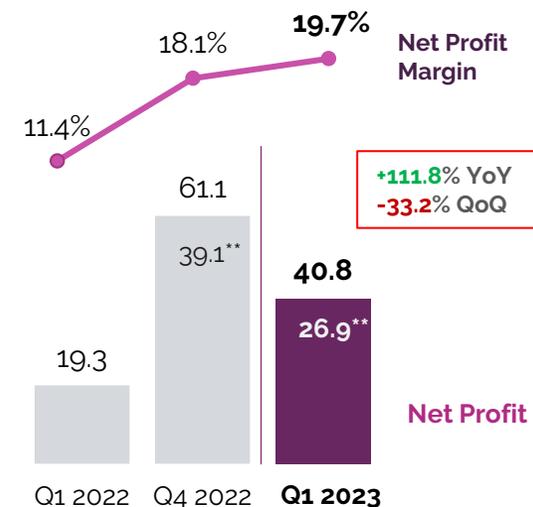
YoY due to;

- Partial payments from accounts receivable in Indonesia which were fully provisioned in 2022, amounting to baht 8 million, while in Q1/2022, there was Baht 7 million of allowance for doubtful account

QoQ due to;

- Partial payment as above mentioned and additionally from both the parent company and its subsidiaries, including legal advisory fees and other advisory fees, etc., have decreased

NET PROFIT*



Net Profit	Q1/2022	Q4/2022	Q1/2023
Include NCI	19.3	61.1	40.8
Exclude NCI	19.3	39.1	26.9

Net Profit increased by 111.8% YoY but decreased by 33.2% QoQ

YoY due to;

- Higher sales growth and maintaining its gross profit margins

QoQ due to;

- Seasonal effect and slower sales growth of nasal sprays
- Partially doubtful accounts receiving of 8 million baht, and a decrease in administrative expenses

AGENDA



Financial Performance



2023
Outlook



Q&A

KISS STRATEGY

Expand to H&B with Winning Brand Portfolio

- Drive Rojukiss to be a Powerhouse brand in Beauty
- Build 2nd / 3rd pillar brands in Beauty
- Enter into Health

'Champion Thailand, Expand Asia'

- Accelerate growth in Indonesia and Vietnam
- Strengthen Cross Border distribution including exploring China



Lead 'Convenience H&B' Innovation

- Continuously launch NPDs – Accessible with high value for money

Solidify 'Selling Channels & Coverage'

- Grow distribution points and share of shelf across channels
- Aggressively expand presence on-line

KISS STRATEGIC DIRECTION



2022

Strengthen Foundation for Growth

- ✓ Invest in Marketing with priority on Rojukiss & skincare
- ✓ Enter (Serious) Health with medical device innovation
- ✓ Expand Online E-com channel
- ✓ Explode Indonesia



2023

Enhancing Strong Growth



2024

Fully Expand and Diversify

- ✓ Rojukiss to reach Baht 1 Bn
- ✓ Diversified Beauty Portfolio
- ✓ Expand Health – skus and geography
- ✓ Balanced Distribution Channels offline and online (15% sales target)
- ✓ Fully expand Overseas focused Indonesia and Vietnam

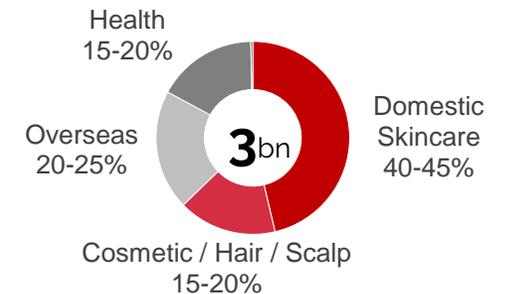


Sales
3 Billion Baht

2026

Health and Beauty Solution in SEA

By Business Line



By Channels



2023

OUTLOOK

 **ROJUKISS**
INTERNATIONAL



Fully Invest in **ROJUKISS** to be **Top of Mind Brand** & Build **2nd Pillar brand** in skincare



Unleash **Sis2Sis** beyond **CVS** to all channels



Grow **Offline** channels & **Accelerate E-com** social commerce, marketplace



Settle for **overseas business model** to invest and grow sustainably



Fully Expand & Market **COVITRAP Anti-CoV Nasal Spray**

PRIORITY 1

CREAT STRONG BEAUTYCARE BRAND PORTFOLIO

Fully Invest in ROJUKISS to be Top of Mind Brand

Uplift ROJUKISS brand with Clinical Grade NPDs

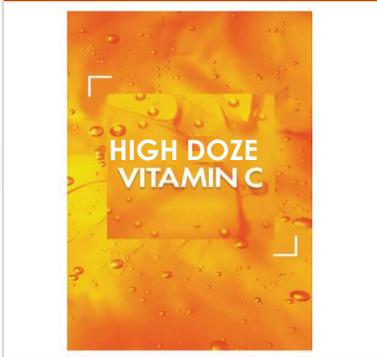


AGING POPULATION



ANTI-AGING WITH COLLAGEN & MORE

VITAMIN HOLISTIC APPROACH



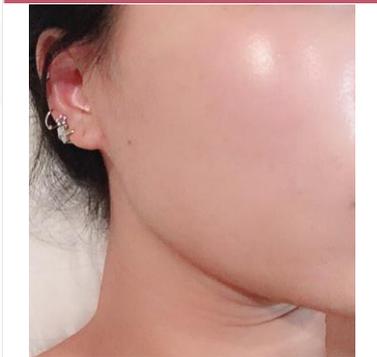
ANTI-OXIDANT WITH KING OF VITAMIN

TREND OF BIOME



ACNE CARE WITH BIOME SERUM

NEW DEFINITION OF HEALTHY SKIN



KOREAN SKIN WITH 3X DEEP CARE

STILL TOUGH SKIN PROBLEM



PORE & BEYOND BETTER & MORE PERFECT PORELESS

CLINICAL GRADE - 1Q



ENDAMIC BACK TO NORMAL - 1Q



TOTAL Y2023

New Product

53

SKUs

CREAT STRONG BEAUTYCARE BRAND PORTFOLIO

Fully Invest in ROJUKISS to be Top of Mind Brand

Mass Marketing Investment By Using Effective Communication Tools



CREAT STRONG BEAUTYCARE BRAND PORTFOLIO

Fully Invest in ROJUKISS to be Top of Mind Brand

New products and key activities from March onwards



VIT C 17% ANTI-OXIDANT POWER SKIN RENEWAL SERUM

ROJUKISS
세럼전문

สูงสุด* วิตามิน C 17%

Give the brightening & Clear, Firm and Smooth Skin within **7 Days**

Gentle with Dermatologically test Clinical Test by skin care specialist

CLINICAL GRADE

VIT C 17% ANTI-OXIDANT POWER

*เมื่อเทียบกับกลุ่มผลิตภัณฑ์ในกลุ่มผิวของจริง
*ผลการประเมินทางคลินิกและความพึงพอใจในผู้ทดลองใช้ 32 คน อายุ 18-40 ปี นั้มีไว้ 7 วัน Spincontrol Asia Co., Ltd. ประเทศไทย เขตุน มี.ก. 2566 เมื่อไม่ใช้มีนระจ่างพาดอดดอ พลลพฟที่ไว้มีนงผู้ันสภาพพวองดงดงนง

Rojukiss Sponsored

เซรัม Vit.C ที่ไบเฟิร์นเล็อกต้องให้วิทซีสูงสด!
ไบเฟิร์นเล็อก 🍓โรจุกิส เซรัมวิทามีน C สูง 17% สูง
ที่สดแบบที่ใครก็ให้ไม่ถึง ให้ผลลัพท์ ...see more

shopee.co.th
โรจุกิสวิทซีสูงสด17% ผิวขาว
เฟิร์นโบรท์ **Shop now**



REACH 6M

IMPRESSION 14.0 M

VIEW 6.5 M

REACH 19M

IMPRESSION 82.2 M

VIEW 712 k

rojukiss Sponsored

ชาวกระจ่าง
เคลียร์ใส
เฟิร์นโบรท์
ไร้รอย

Shop Now

37,379 views
rojukiss เซรัม Vit.C ที่ไบเฟิร์นเล็อกต้องให้วิทซีสูงสด!
ไบเฟิร์นเล็อก 🍓โรจุกิส เซรัมวิทามีน C สูง 17%... more

ROJUKISS
FACE-EYE-NECK CREAM

ROJUKISS
CLINICAL GRADE

พืชม 7-11
แบบซอง **35.-** บาท 49.-
วันที่ 23 มี.ค. 2566

สมาชิกที่ใช้เหรียญช่ยง / สมาชิก All member แลก 1 คอบเน รัน M-COUPON ส่วนลดสินค้า 14 บาท

Anti-Gravity FACE EYE NECK

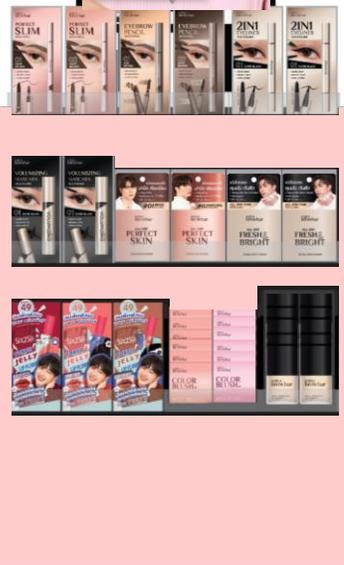
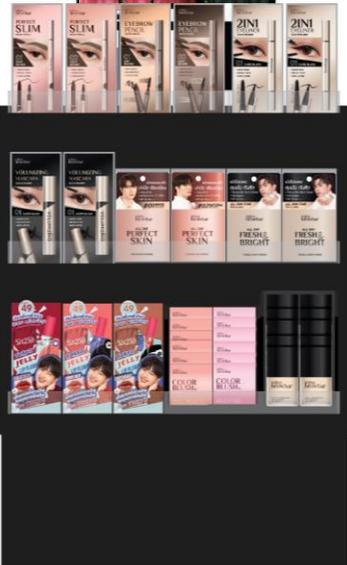
DRIVE ACCESSIBILITY OF PRODUCTS

Accelerate Sis2Sis expansion from CVS to all channels

Launch SIS2SIS Full-sized Range with Brand Premiumization and Distribution Expansion



New shelf in 135 stores Watsons



Standee in Small Format / CVS

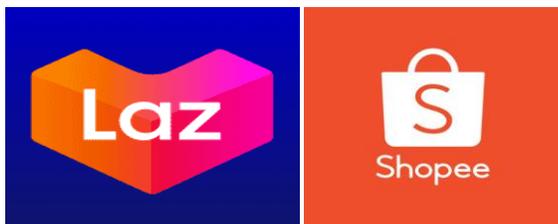


BUILD STRONG TEAM, ACCELERATE GROWTH ON E-COM AND MODERN TRADE



E-com Sales Target 10% of total sales by 2024

Sis2Sis Grand Opening @ EveandBoy



รับรูปไพรเวทจำนวน 20 ใบ
พร้อมแชสท์ห้อง
อีกรอบ 1,299 บาท/ออเดอร์

ติดตาม Rojukiss กดติดตามเพื่อดูวีดีโอเพิ่มเติม

0616827010: 发中文的铁子们，你们是从淘宝来的吗

lazada_th

LazLive ROJUKISS
พบกับ ชี ยูนิว
Rojukiss Summer Duo ผิวใสไม่kiss
29 เม.ย. 66 12.00 - 13.30 น.

Lazada Thailand @LazadaTH - GH
พบกับ #ZeePruk และ #NuNew ในไลฟ์สุดพิเศษ
#Rojukiss Summer Duo ผิวใสไม่kiss กับ #ZeeNuNew
29 เม.ย. 66 12.00 - 13.30 น.
Summer Duo Set จาก #ชียูนิว จากไลฟ์เท่านั้น
#โรจูคิสส์ ในไลฟ์ #RojukissZeeNuNew #LazLiveRojukissZeeNuNew

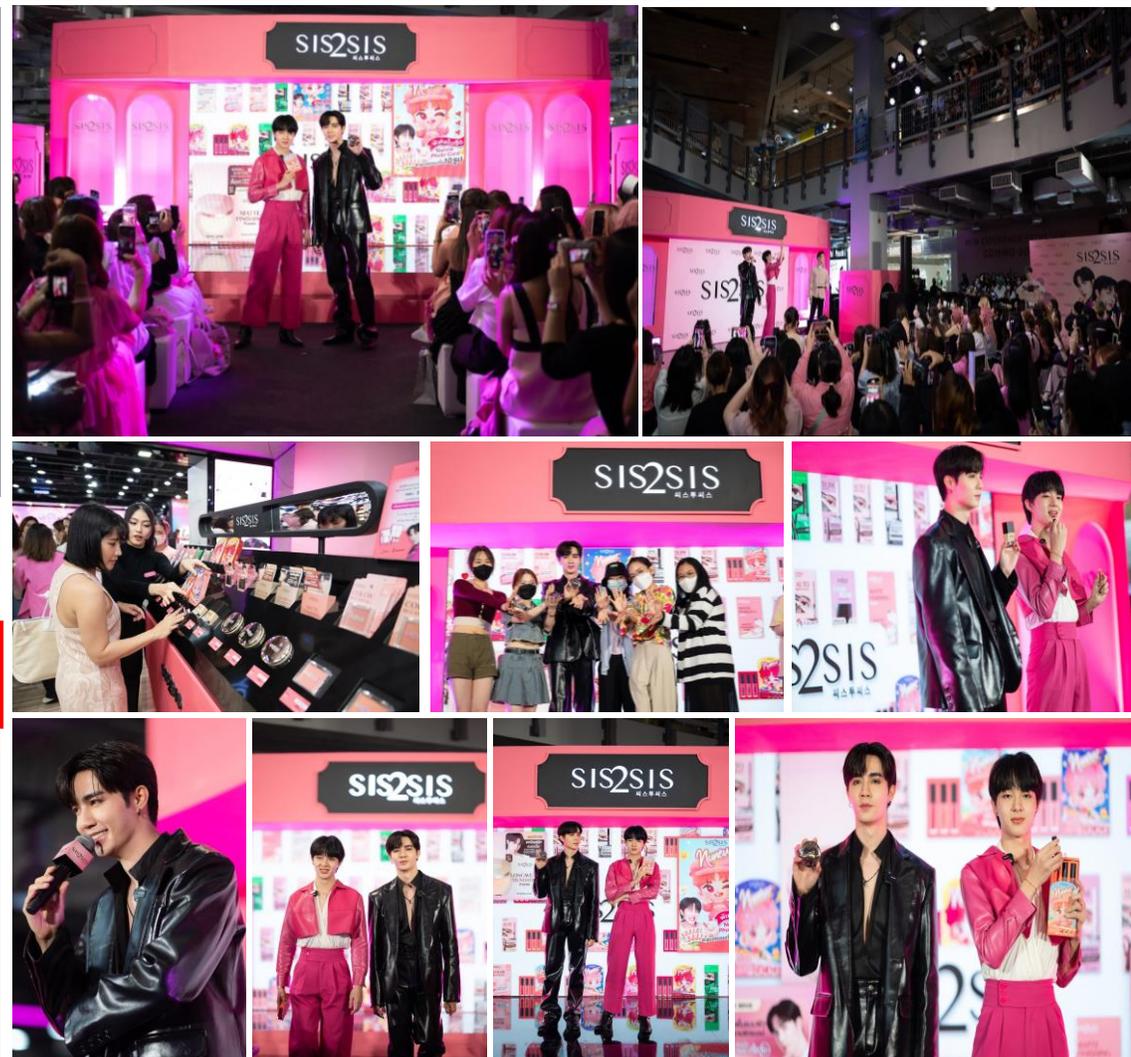
LazBEAUTY

bioderma

ROJUKISS SUMMER DUO ผิวใสไม่kiss
฿69% + ฿10%
฿8,29 เม.ย. 66

LazBEAUTY Exclusive Membership

LazFlash





Please scan below to provide us with your feedback



IR Contact Email
ir@rojukiss.com

Thank You