



RS Public Company Limited

Opportunity day

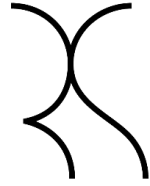
Quarter 1/2023



Agenda

- Financial Results & Performance 1/2023.
- Investment in Pet Medical group (HATO).
- Q&A.

Purpose
Life Enriching



RS GROUP

2023 Business Structure

Business Model
Entertainmerce

Commerce

Entertainment

Investment

● ————— ● ————— ●

RS **LiveWell** RS **Connect.** RS **pet all.**

Health and wellness enriching People connection enriching Love Enriching

RS **Mall** **ULife**

well u *lifemate* De **Beste**

vitanature+ **CAMU C**

60%

Revenue contribution

● ————— ●

RS **MULTI MEDIA** RS **MUSIC**

Sensory entertainment enriching Moment enriching

COOL fahrenheit **RSIAM**

8 **kəmikəze**

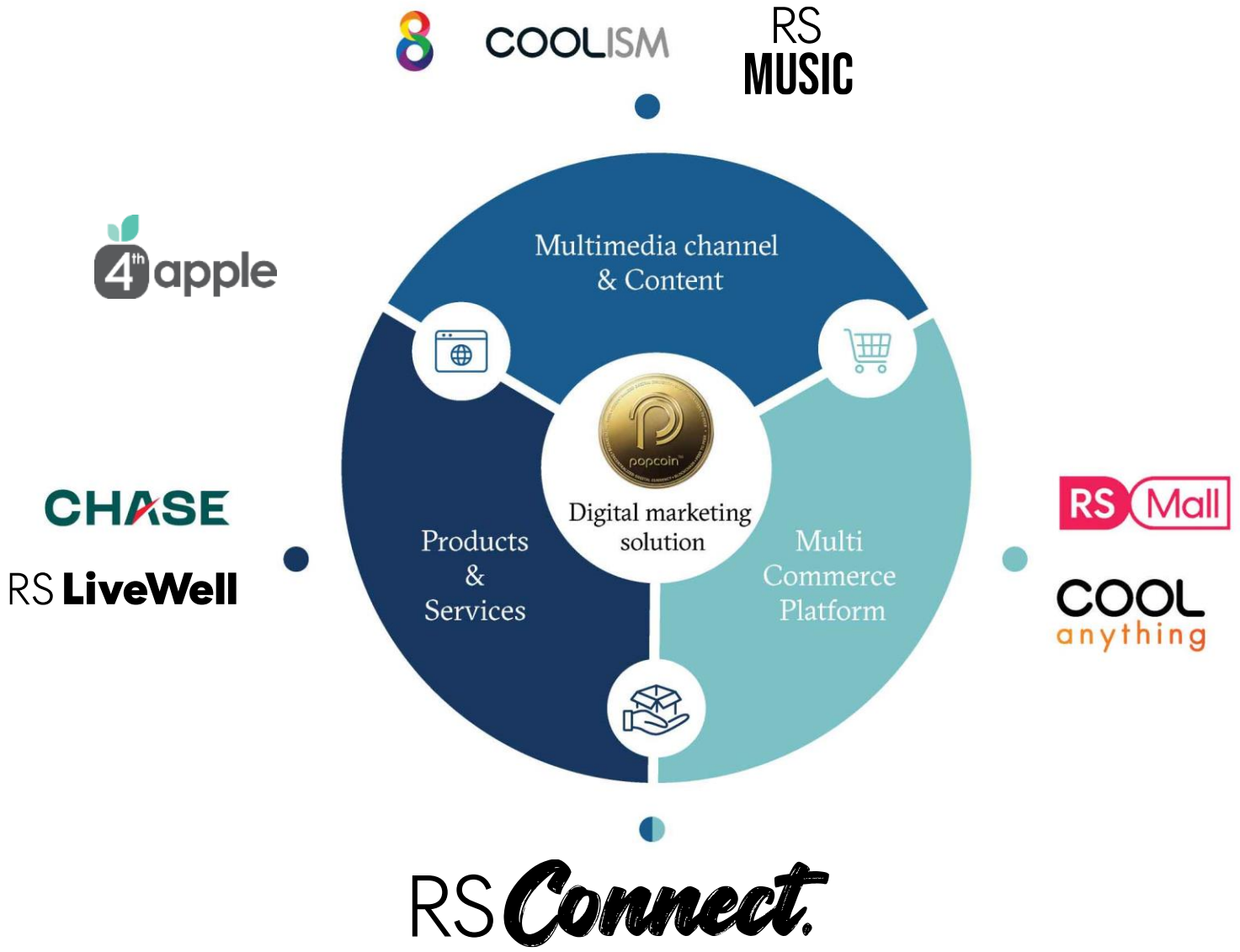
RoseSound

apple

40%

Revenue contribution

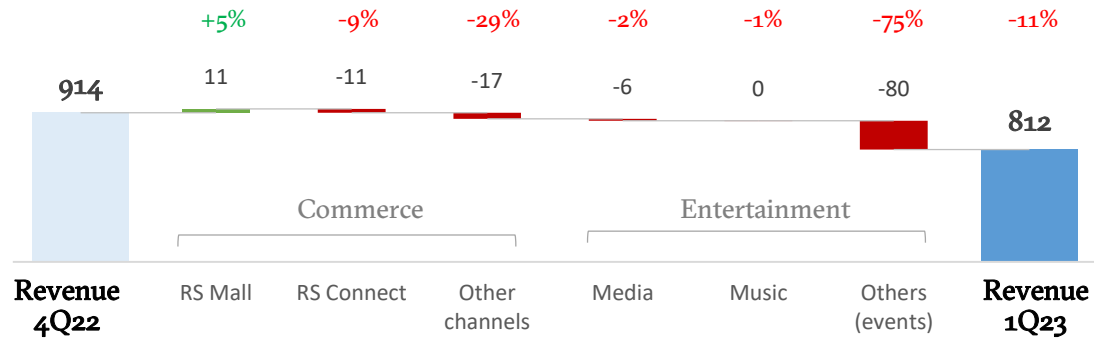
4 key drivers under RS GROUP



Focusing on cost and expenses management to raise efficiency during low season

Revenue

Unit : million baht

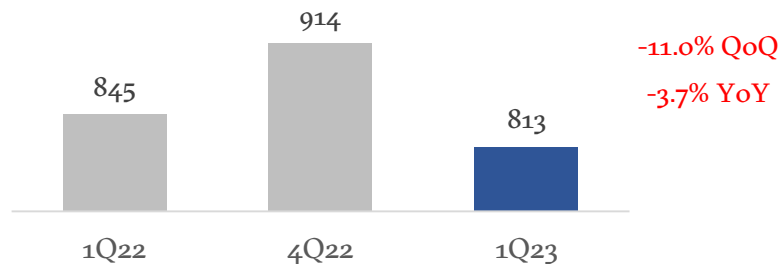


*Other channels was from online and mass market

11% decline in revenue 1Q23 mainly from low season of entertainment activities, while concerts and sponsorship activities are scheduled to kick off from 2Q23 onwards.

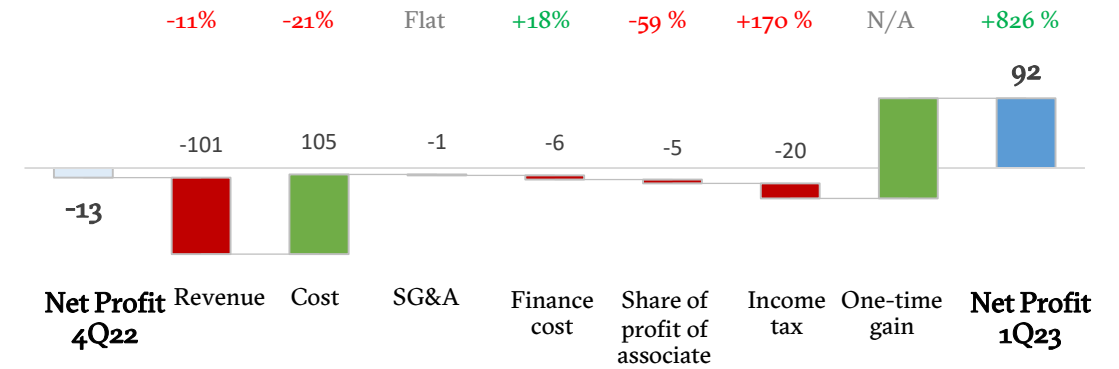
Total revenue QoQ , YoY comparison

Unit : million baht



Net Profit

Unit : million baht

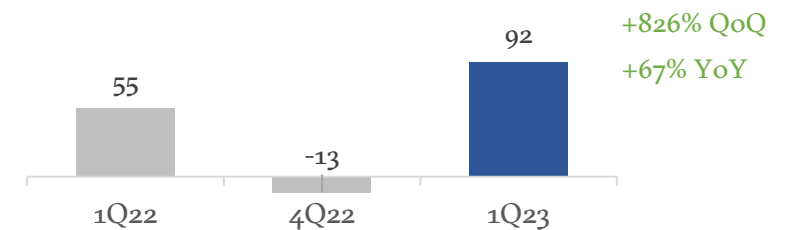


Cost of good sold dropped following lower sale on commerce, while the media business has managed its production cost on TV along with low season revenue. Lower SG&A was due to decline in marketing and employee related expenses.

Approx. THB 92 mil. one-time gain was realized from divestment of CHASE.

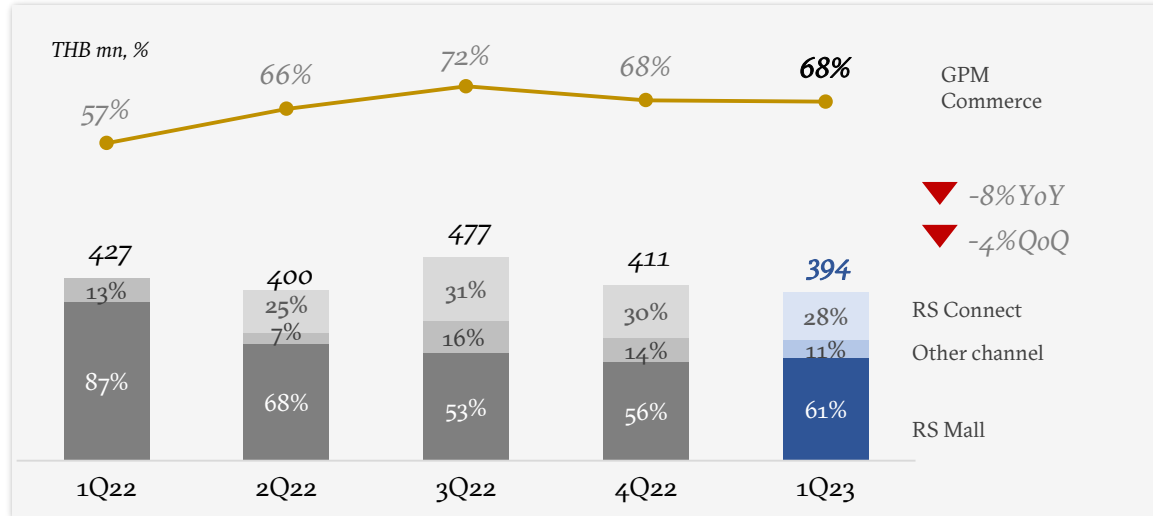
Net Profit QoQ , YoY comparison

Unit : million baht



Introduce new business model and channels to grow commerce business

Commerce : Revenue & GPM

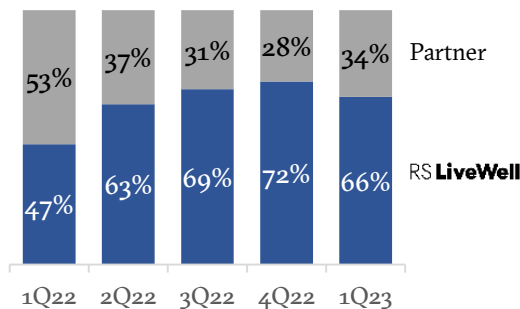


Key focus for Commerce Business

#LifeEnriching
ยกระดับทุกมิติของการใช้ชีวิต

- New Business Models
- New Products
- New Target Groups

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



68%

GPM commerce

High GPM maintained despite higher proportion of partner's products



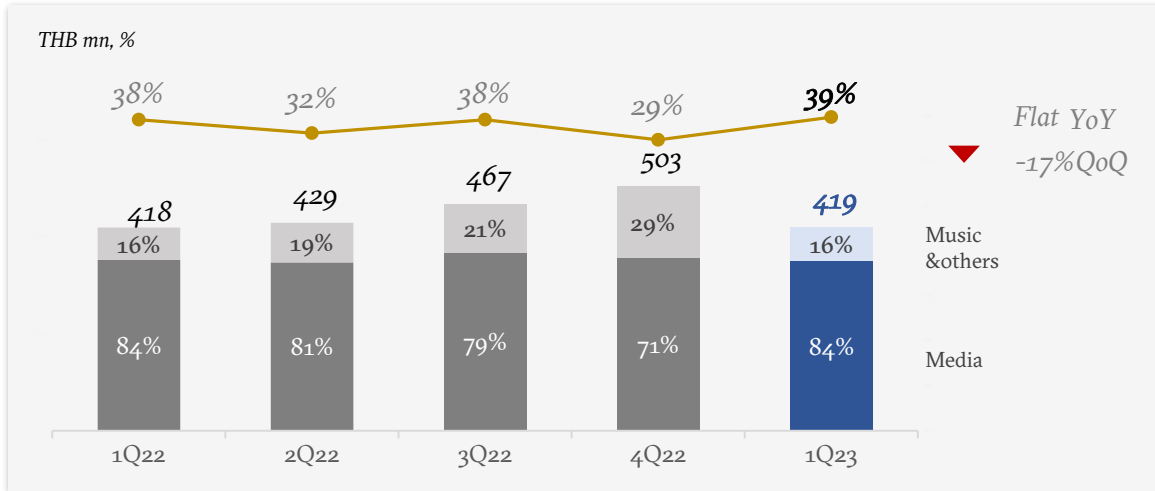
- Diversifying its product portfolio for household and electrical appliances



- New subscription model under "Pinto" brand

Declining in 1Q23 revenue from entertainment activities , but seeing improved media demand in Mar23

Entertainment : Revenue & GPM



Continue to enhance TV content with 2 magnet on news and sport



News contents led by K. Putha on 3 prime time period as pillars to raise audience reach across the board

Entertainment activities to kick off in 2Q2023 and throughout 2023

Timeline of entertainment activities:

- 2Q23**
 - Concert
 - RS Hit journey
 - Festival
 - Cool Summer Fest.
- 3Q23**
 - Concert
 - D2B
 - Grammy RS (1, 2)
- 4Q23**
 - Concert
 - Kamikaze Party
 - คน พันธุ์ ร็อค
 - Grammy RS (3)
 - Festival
 - Cool Urban Fest.

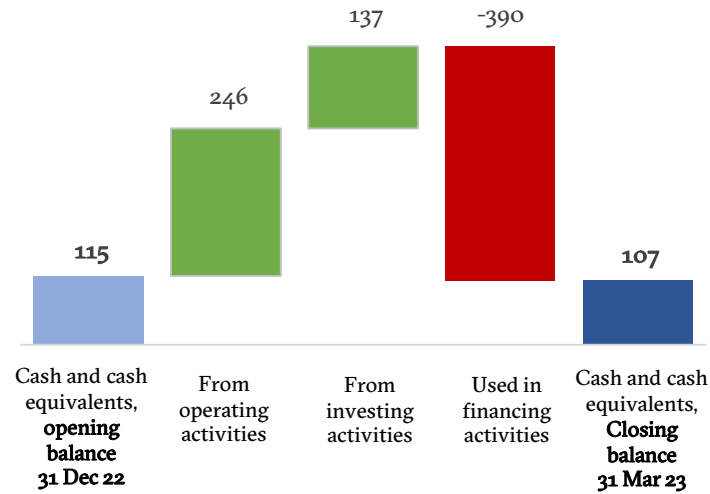


Sport program:
"LWC Super Champ"
on Sat, 17:30 - 20:00 hrs.

Leverage was normalized, providing room for future expansion

Bank borrowing been repaid after divestment in CHASE and treasury stock

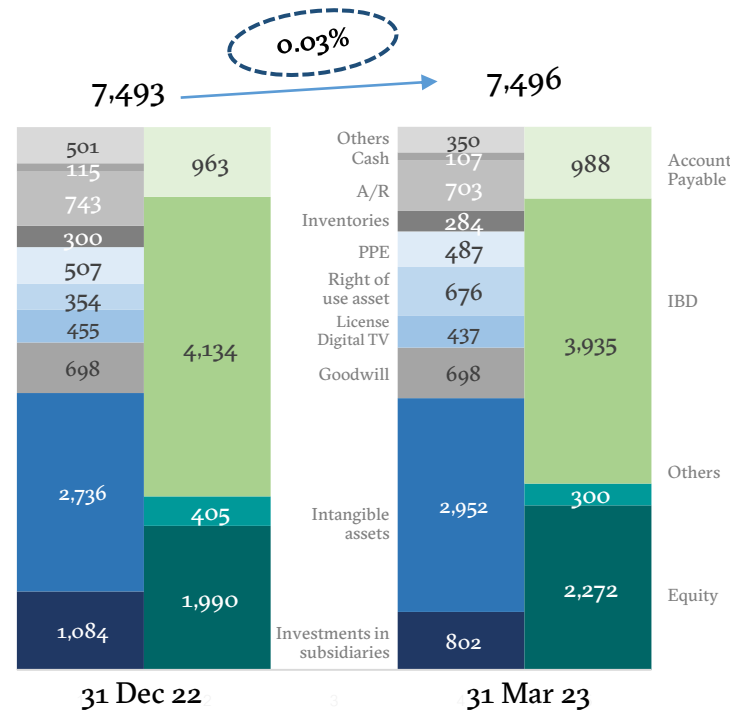
Unit : THB million



THB 518 mil. of short and long term borrowing had been repaid with funding from CHASE divestment and sale of treasury stock.

Healthier balance sheet as shareholder's equity grew from divestment

Unit : THB million

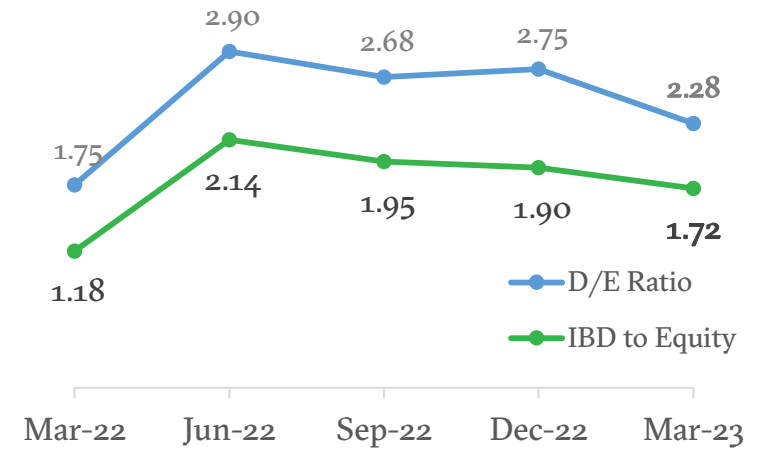


Assets remained flat as no new investment in the period

Liabilities decreased from short term and long term loans repayment

Equity increased from improved retain earning

Leverage ratio began to decline as financial performance improving



IBD to Equity ratio and D/E ratio began to decline from bank loan repayment coupled with higher retain earning.



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Investment overview: Pet Wellness

Transaction Summary

Type of transaction:	Investment in newly issued share
% of share holding:	51% of total shares
Total investment :	Not exceeding 117 million Baht (for 51% stake)
Source of fund :	Bank Loans

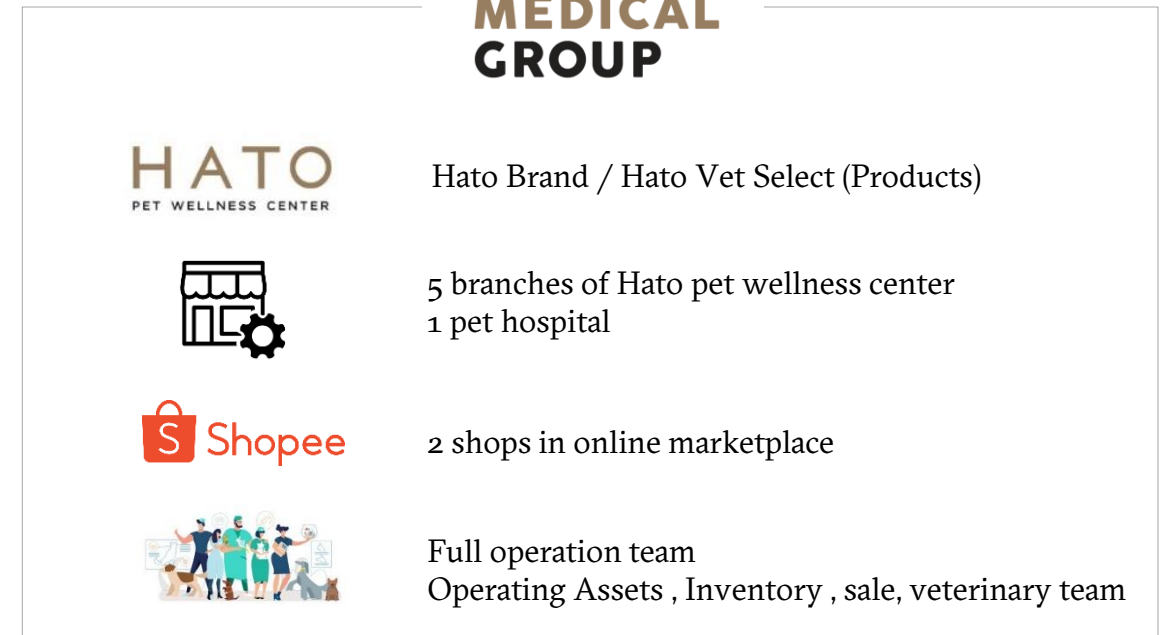
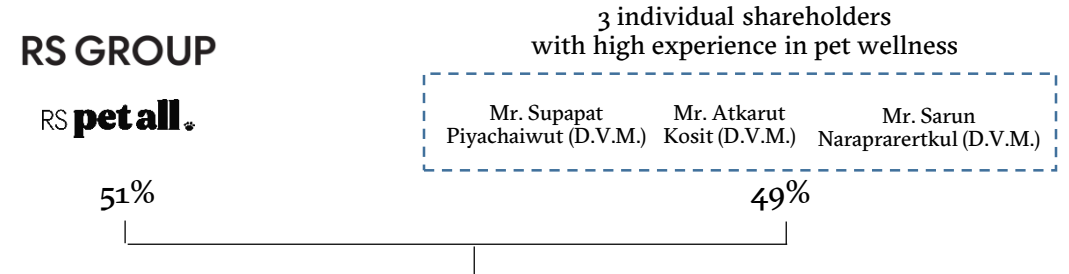
Rationale and synergies of the investment

- ▶ Instant access to pet hospital and wellness
- ▶ Acquire “Hato”, a leading brand of premium pet wellness and medical services segment.
- ▶ Obtain highly experienced management team in pet health and wellness
- ▶ Enlarge ecosystem of RS Group in pet-related business, adding competitive edge for “Lifemate”, our pet care brand
- ▶ Strive to be one-stop service provider for pet medical center



Estimated annual revenue 2023 of approx. 100 mil. Baht

Shareholding structure



Hato pet wellness's products & services

Pet Wellness Center & Hospital

Hato Pet Wellness Center (“Preventive”)

- Sukhumvit 39
- Central Eastville
- Central Westgate
- Hato Cat
- Hato Home Sukhumvit 71

Pet Animal Hospital (“Health”)

- Bangkok Chaiyapruerk Animal Hospital

Services:

- Grooming
- Clinic

Services

51% Revenue contribution

HATO VET SELECT

(Owned brand & Imported products)



HATO SHAMPOO

ที่ฟองนุ่มมาก สะอาดล้างออกแสนง่าย
ส่วนผสมประกอบจากธรรมชาติ 99.3%

HATO Signature Bubble Bath

สเปาสำหรับสัตว์เลี้ยง



Products

49% Revenue contribution

Online Marketplace



+15k Followers



Hato Pet Wellness Center

Premium products
High price



paw's shop

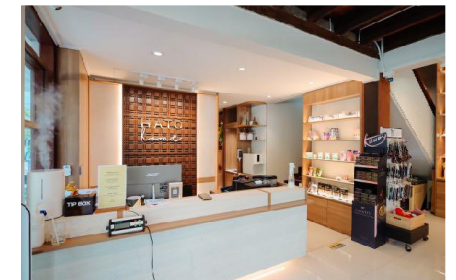
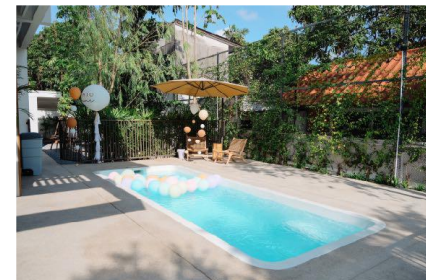
Mass products
Affordable price

5 branches of Hato pet wellness in key area

Hato pet wellness Sukhumvit 39



Hato home Sukhumvit 71



5 branches of Hato pet wellness in key area

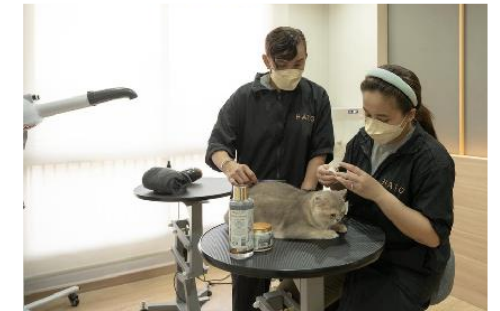
Hato pet wellness, Central Eastville



Hato pet wellness, Central Westgate



Hato cat wellness, Rama XI Bangkok



The first branch of Bangkok pet hospital chain and keep expanding



โรงพยาบาลสัตว์
กรุงเทพ-ชัยพฤกษ์



Hato's Brand Positioning

HATO
MEDICAL CENTER

HATO
PET HOSPITAL

Premium


HATO CAT WELLNESS CENTER HATO home HATO PET WELLNESS CENTER

Pet Hospital

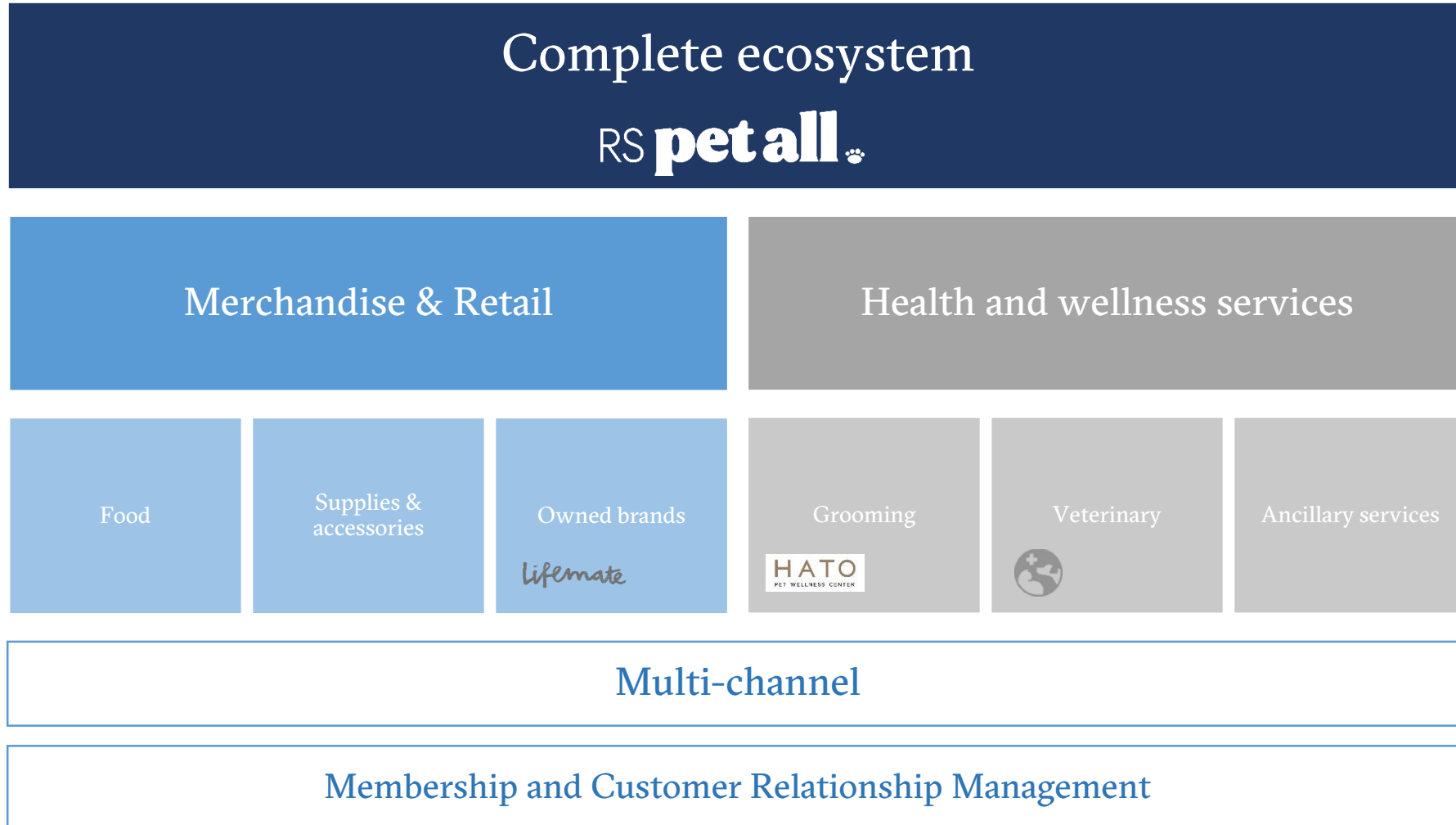
Wellness



Mass



Continue to fulfill complete ecosystem for pet wellness





Agenda

Financial Results & Performance 1/2023·

Investment in Pet Medical group·


Q&A·



RS Investor Relations & Sustainable Development


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[Appendix](#)

