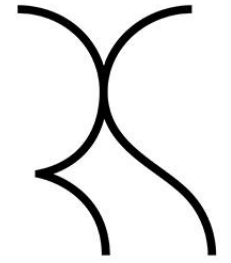


RS Group

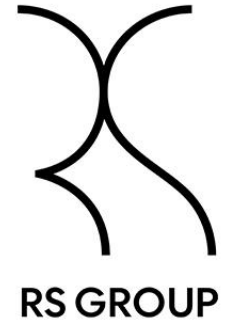
Opportunity Day 2Q23



RS GROUP

Agenda

- Financial Results & Performance 2Q2023
- New RS Group structure
- Revised revenue guidance 2023
- Q&A



Key Highlights 2Q23

2Q23 Performance summary



Entertainment business seeing continuous recovery with 50% and 47% growth QoQ and YoY as a result of improving ad spending and pre-covid level of activities

RS *Connect.*

Business transformation for RS Connect been achieved, subscription-based platform became a key revenue generator.

RS Mall

RS Mall actively diversifying type of products, while expanding its online marketing platform and target customers



Cost and SG&A under well management; Flat cost of service on media in spite of news contents upgrade, while increasing cost of service on activities following higher no. of concerts and activities.



NPAT2Q23 was at 92.6 million baht, increased +855% QoQ (excluding one time gain 1Q23)

Development for future growth of RS Group



Business unit restructure

to enhance management effectiveness for sustainable long-term growth, improving flexibility and open opportunities for partnership



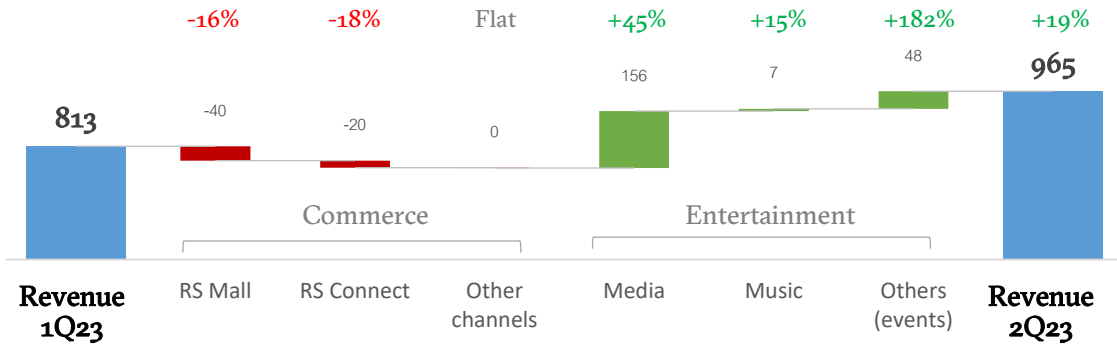
Collaboration UMG

to strengthen RS Music ready for spin-off

Entertainment business outgrew the industry, driving net profit 2Q23 to rebound

Revenue

Unit : million baht

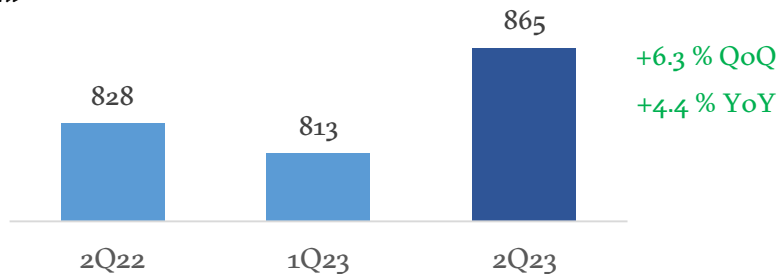


*Other channels was from online and mass market

19% increased in revenue 2Q23 mainly from Entertainment business from media, concert and sponsorship activities

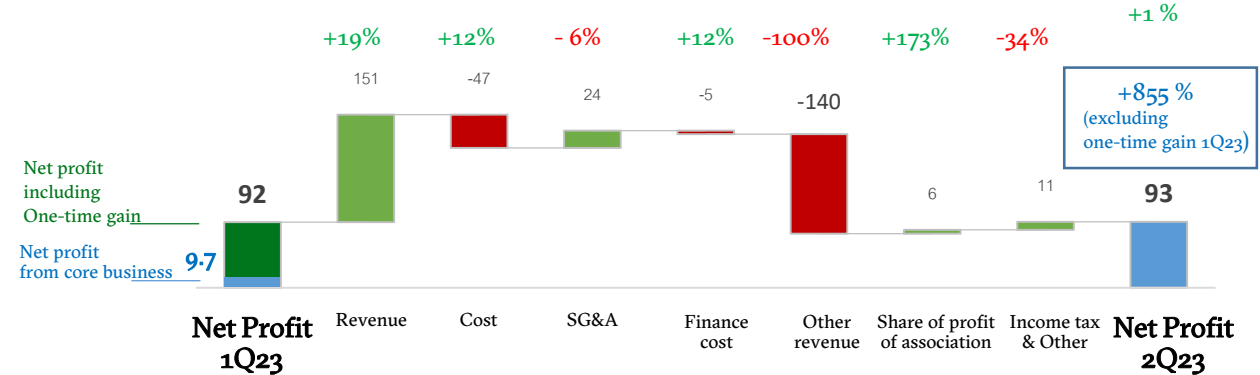
Total revenue QoQ , YoY comparison

Unit : million baht



Net Profit

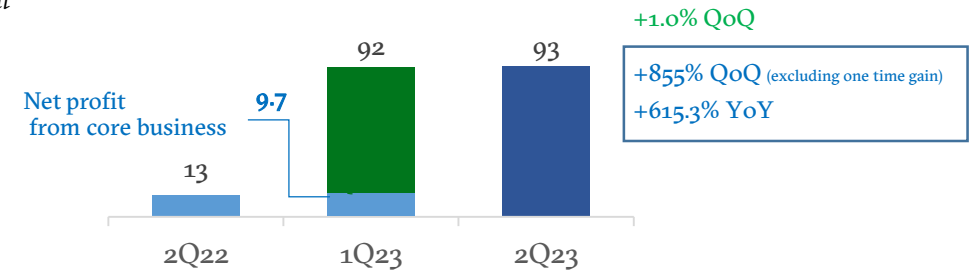
Unit : million baht



Cost of services increased following entertainment activities; concerts and on-ground events.
Lower SG&A was due to decline in marketing expense and one-time expense recognized in 1Q23

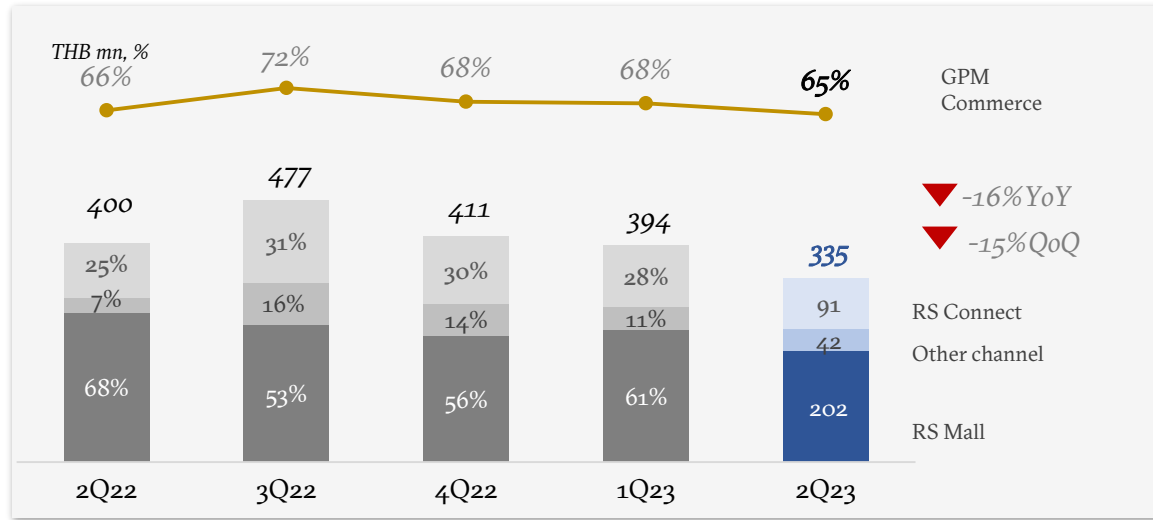
Net Profit QoQ, YoY comparison

Unit : million baht



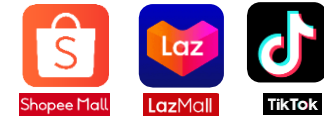
RS Connect completed its business model transformation, while RS Livewell expanding to new target and online marketing channels

Commerce : Revenue & GPM



RS Livewell: Growing online market and expanding customer base

RS LiveWell

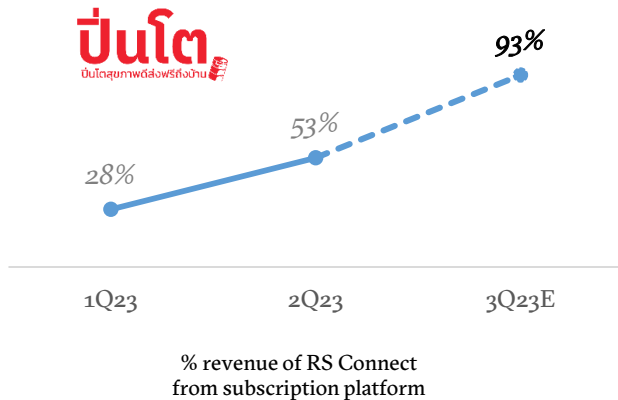


Sales channels expansion to online platforms and social commerce



Seeking new target of customers through partners

RS Connect: Subscription model as a main revenue generater



Over 50% of RS Connect's revenue 2Q23 was from "Pinto" subscription platform

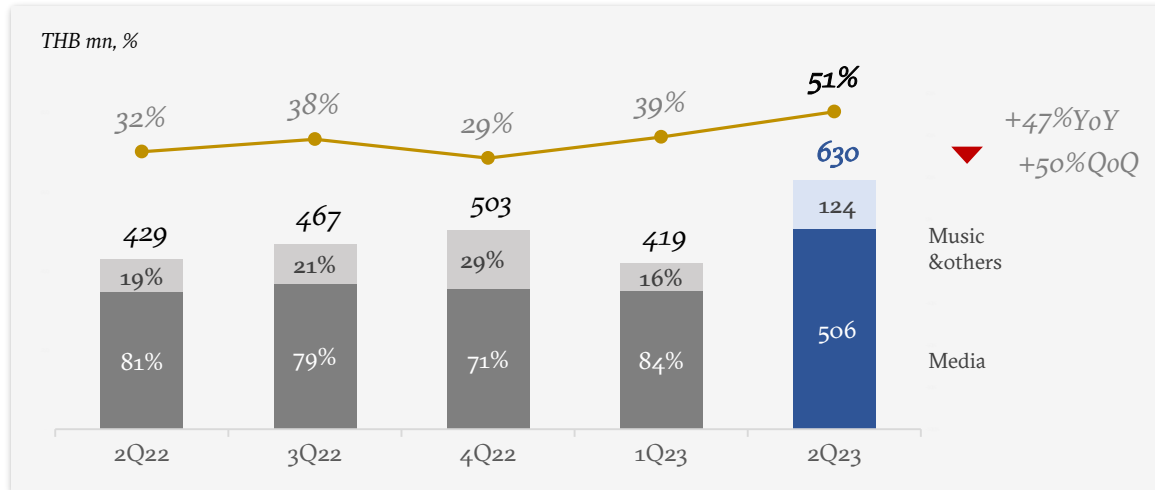
RS Petall: First M&A transaction completed and continue to expand



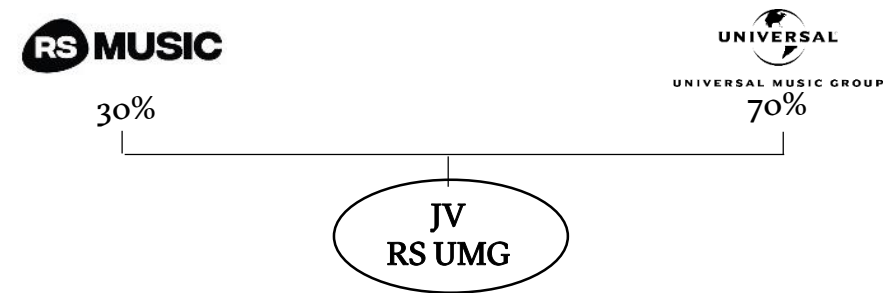
- Begin to consolidate HATO's P&L from Aug 2023
- Pet all my love expected to launch its 1st pet shop in 4Q23

High revenue growth across all business units of Entertainment

Entertainment : Revenue & GPM

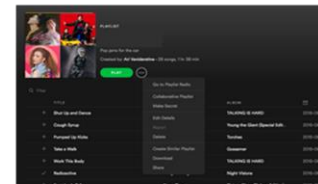


New Joint venture established to manage back catalogues



Key collaborations to create synergies

Online revenue optimization



Expect 30-40% jump in return under UMG management

Expand distribution channel through global market



Penetrate new streaming market and platform

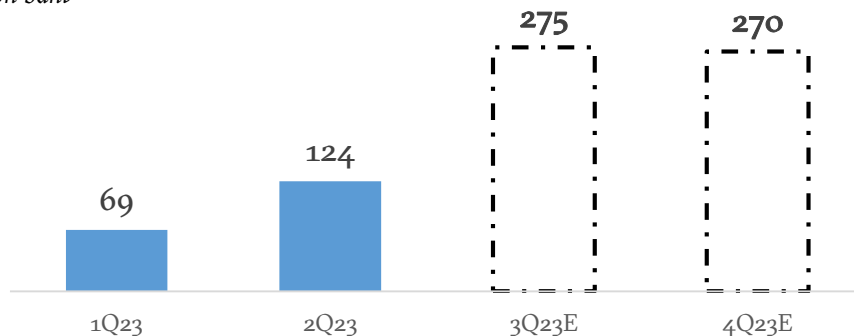
Utilizing UMG global resources to develop RS Music's artist



Deploy data analytics to provide audiences' insight

Expected Music & others revenue to deliver high growth with full line-up of concerts and activities

Unit : million baht

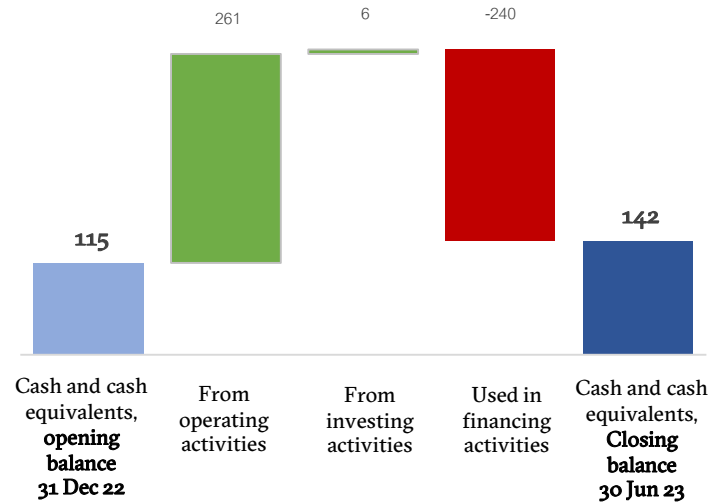


- ▶ Instant gain from music asset divestment of approx. THB 1.59 bil., and obtain cash of THB 1.61 bil. To be recognized on P&L 3Q23

Leverage expected to be normalized with debt repayment plan in 3Q23

Bank borrowing been repaid after divestment in CHASE and treasury stock

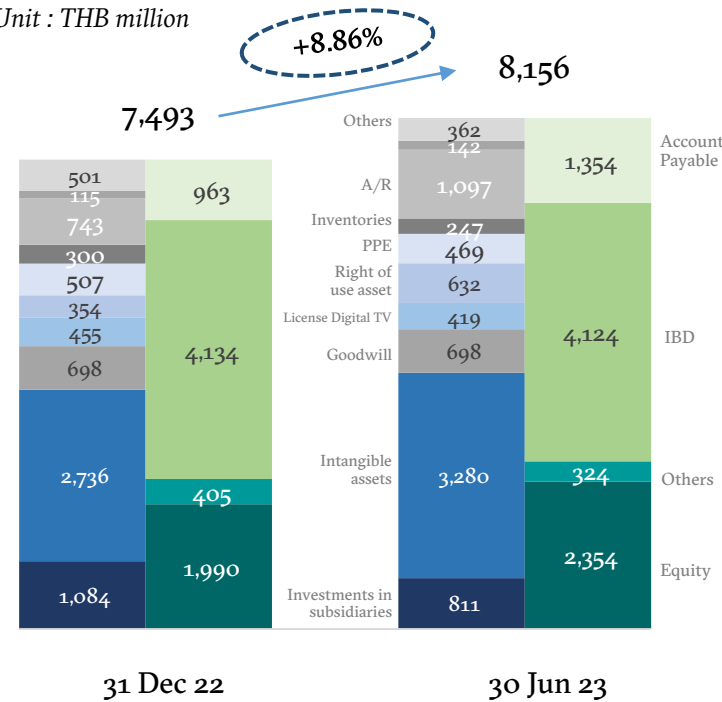
Unit : THB million



Bank borrowing had been repaid with funding from CHASE divestment and sale of treasury stock in 1Q23 .

Healthier balance sheet as shareholder's equity grew from improved financial performance

Unit : THB million

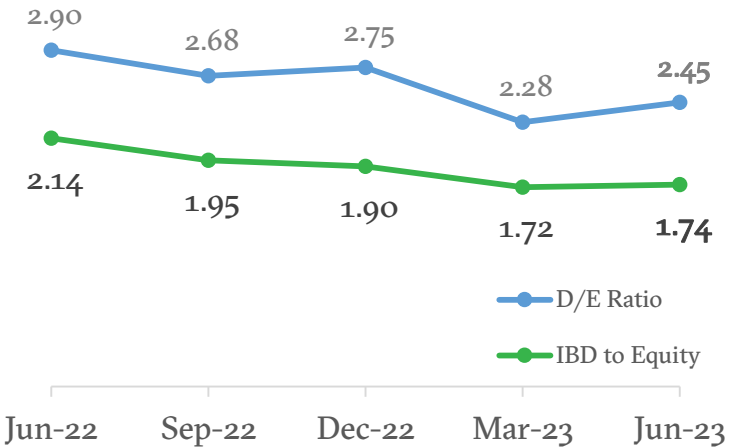


Assets increased from account receivable and intangible assets on

Liabilities increased from account payable and short-term borrowing from bank

Equity increased from improved retain earning

Leverage ratio remains on downward trend

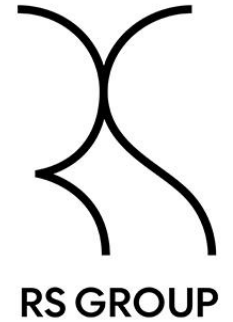


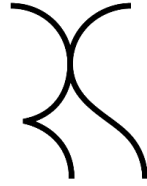
IBD to Equity ratio and D/E ratio declined compared to 2022 from bank loan repayment, but slightly increased in 2Q23 due to higher leasing for fixed assets and short-term borrowing

Expecting leverage ratio to significantly drop after receiving proceed from JV of RS Music-UMG

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RS GROUP

2023 Business structure

Entertainment

Commerce



Music asset & Showbiz



Diversified media & Contents



Product company & Commerce platform



Comprehensive pet products & services



Partner



50%

Revenue contribution

50%

Revenue contribution

Key business highlights

1 Modernized music model as a new growth engine for entertainment business



Partners for music business

2 Revamped multimedia business structure to enhance capability & unlock the hidden value



4 drivers under multimedia business

3 Complete ecosystem of commerce business under one roof, ready to expand



Multi-channel commerce and direct selling

4 Establishment of pet business to capture high growth of pet humanization trend

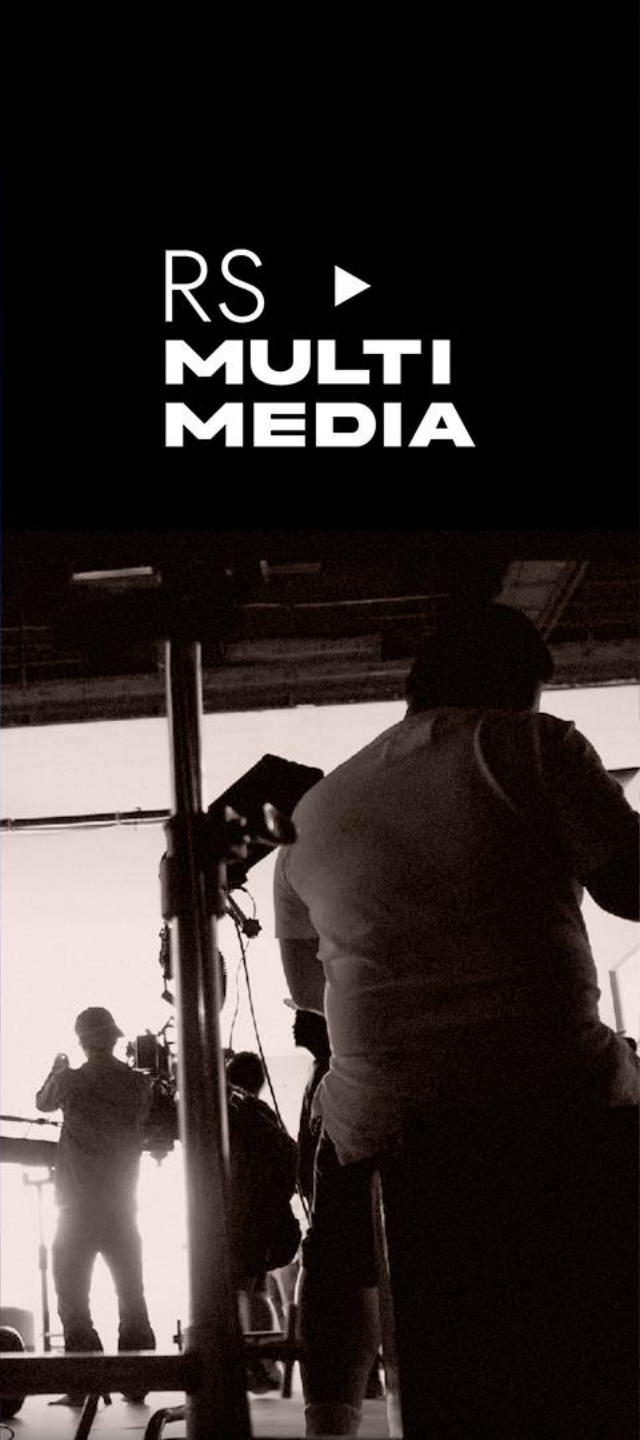


Pet related brands under RS group

RS MUSIC



**RS ▶
MULTI
MEDIA**



RS LiveWell



RS pet all. 🐾



RS MUSIC



RS  **MULTI MEDIA**



RS **LiveWell**



RS **pet all.** 



RS music structure



UNIVERSAL MUSIC GROUP

The world leader in music-based entertainment

#1 Global market share in recorded music
>3 Million song portfolio

50% Across the Universe JV

30% New JV Co. (Back music catalogues until 2022)

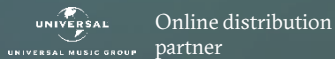
100% Thai Copyright Collection Co, Ltd. (TCC)



Digital Monetization

(New music assets from 2023 onwards)

- Online and streaming revenue



Copyrights

- Offline and on-ground revenue



Marketing & Brand Engagement

- Marketing campaigns utilizing music to drive engagement for brands



Showbiz & Concerts

- Activities, events, festivals and concerts

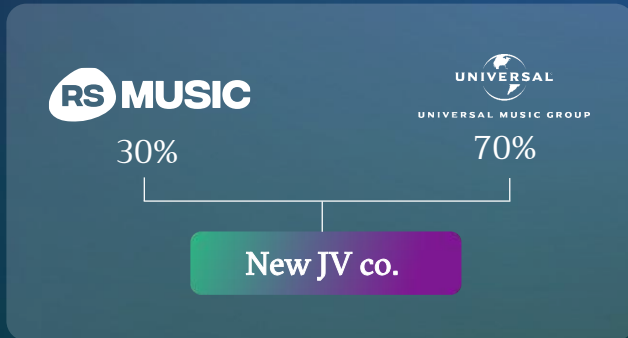


Talent Management

- Artist management and development

Strengthen distribution platforms for RS Music

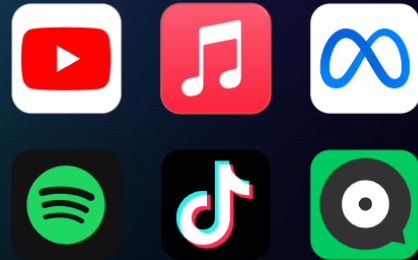
New joint venture established to manage back catalogues



- ▶ Strategic partnership with global leader in music industry to strengthen RS Music
- ▶ Assets under New JV
 - Copyright of music back catalogues until 2022 (over 13,000 songs)

THB 1.6 Billion gain to be recognized on P&L 3Q23

Collaboration on distribution



X



Copyright Collection

Exclusive distribution on all existing and future **Digital Streaming Platforms** (DSPs) Music back catalogues and new releases of RS Group

- ▶ B2C (*Pubs, Bars, Restaurants, Karaoke, etc.*)
- ▶ B2B
- ▶ On-ground activities
- ▶ Music marketing campaigns

THAILAND & WORLDWIDE

THAILAND

Focus on investing in new music catalogues to expand revenue potential



Online distribution through UMG

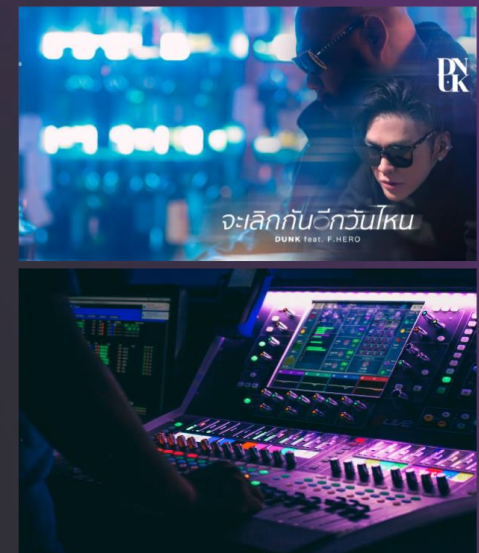
Expect to invest over 100 songs and related assets for 2023



RS Homecoming



RS Newcomers



Collaboration Projects

Enhance revenue from various sources

Key potential areas to grow revenue

Marketing & Brand Engagement



Target THB 1-3 Million/project
to co-create a new song for
brand engagement

Showbiz & Concerts



Over 10 large concerts and
sponsorship events

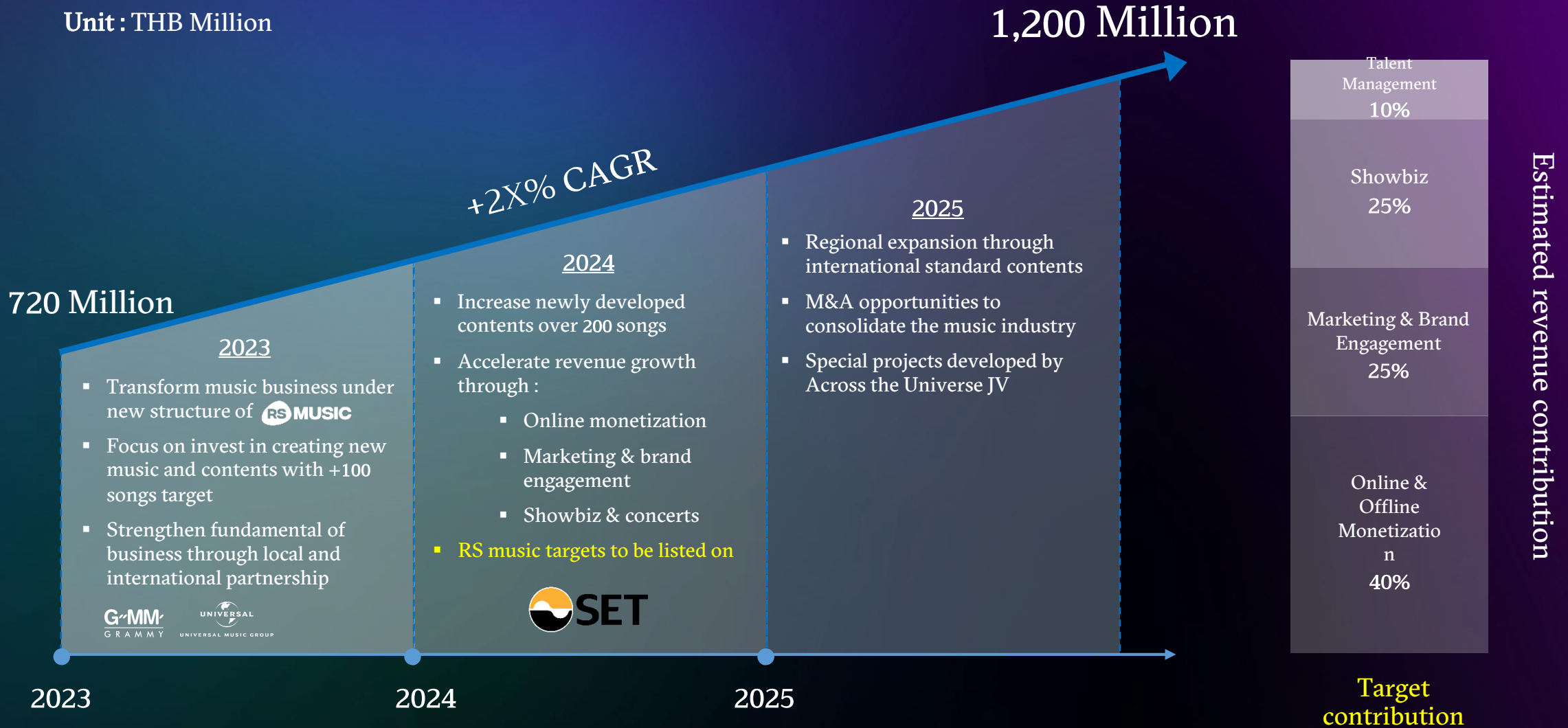
Talent Management



Expect over 7 new artists
and in-house artists as key
revenue generators

RS music milestone

Unit : THB Million



RS MUSIC



**RS ▶
MULTI
MEDIA**



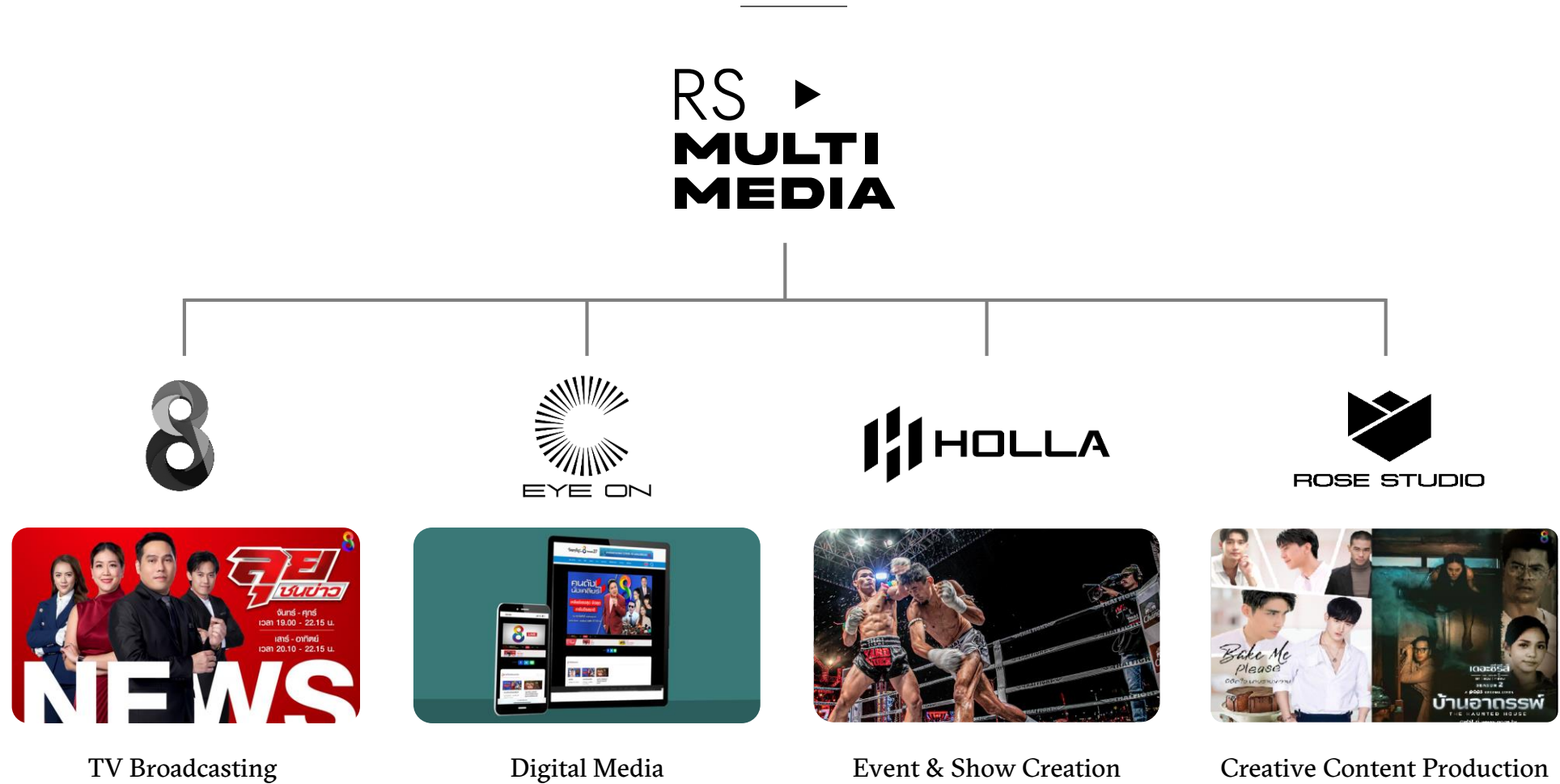
RS LiveWell



RS pet all. 🐾



RS Multimedia current structure



We are a dynamic multimedia company
that seamlessly integrates the above to create immersive & captivating experiences for audiences.

RS MUSIC



**RS ▶
MULTI
MEDIA**



RS LiveWell



RS pet all. 🐾



RS LiveWell

Business structure

Innovative product company and multi-platform shopping destination for health and wellness

Products



Product development & Brands



Export market launch in 2H23

Platforms



RS MUSIC



RS ▶
MULTI
MEDIA



RS LiveWell

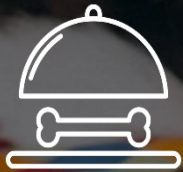


RS **pet all.** 🐾



RS pet all.

Comprehensive services and products for pet wellness



Products

Lifemate



Wellness

HATO
PET WELLNESS CENTER



Hospitals

 โรงพยาบาลสัตว์
กรุงเทพฯ-ชัยพฤกษ์

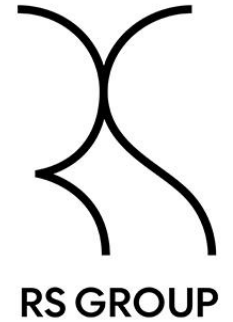


Retail

 **PET ALL**
MY LOVE

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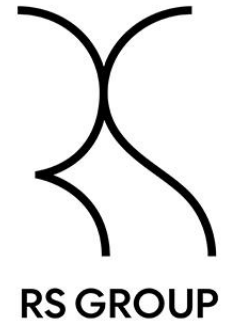


Revised revenue 2023 still expecting 25% growth YoY

New Guidance	Revised 2023	% Growth YOY (2022/2023)	Rational
Total Revenue (MB)	4,400	25%	
Commerce Business (MB)	1,750	2%	
▶ RS Livewell	1,200	-11%	<ul style="list-style-type: none"> RS Livewell expected to rebound from new target expansion, online channel and growth from lifemate products.
▶ RS Connect	450	22%	<ul style="list-style-type: none"> RS Connect completed its business transformation to subscription model and continues to focus new member acquisition
▶ RS Pet all	100	-	<ul style="list-style-type: none"> RS Pet all begin to consolidate HATO's P&L from Aug 2023, while Pet all my love petshop expected to launch in 4Q23
Entertainment Business (MB)	2,650	46%	
▶ RS Multimedia	1,900	45%	<ul style="list-style-type: none"> Recovery on advertising spending as a tailwind to accelerate revenue growth across all businesses RS Multimedia expected to deliver 35%YOY growth driven by enhanced news contents, new centralized media sale team (MSM)
▶ RS Music	200	-4%	<ul style="list-style-type: none"> Lower online monetization revenue after transferring back catalog to JV
▶ Concert, Event & Other	550	192%	<ul style="list-style-type: none"> High season for entertainment activities in 2H Full line up of concert and music festival from RS and JV in 2H23, expecting to deliver full year revenue of THB 300 mil.
GPM (%)	48-50%		
NPM (%)	9-11%		

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RS Investor Relations & Sustainable Development



+662 037 8128



www.rs.co.th



ir@rs.co.th



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https://twitter.com/rs_ir



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