



# Metro Systems Corporation, Plc

## OPPORTUNITY DAY

1H2023



# COMPANY PROFILE

Metro Systems Corporation Public Company Limited was founded on [January 6, 1986](#), to operate as a sales representative of computers and equipment under IBM product brand and began trading common shares in the Stock Exchange of Thailand on May 9, 1996, with a registered and paid-up capital of 360 million baht. Currently, the company has expanded the scope of business operations toward presenting comprehensive IT solutions and services with coverage of the world's leading IT products such as products from [IBM](#), [HP](#), [Lenovo](#), [Dell](#), [Acer](#), [Microsoft](#), [CISCO](#), [Solidworks](#), [AWS](#), [Huawei](#), [Apple](#) and others in order to meet customers' need

## HISTORY

01

### Established in 1986

- Registered Capital: 4 MB
- Appointed as the First IBM Partner in Southeast Asia

02

### 1989 - 2004

- Established Subsidiary & Associated Companies
- First Trade to SET on May 9, 1996
- Appointed as Microsoft Trade Partner
- Registered Capital increase to 360 MB

03

### 2011 - 2019

- Certified of ISO9001, ISO20000-1 & ISO270001
- Established the Disaster Discovery Center (BCS) & Security Operation Center (MiCSC)
- Appointed as AWS Cloud Trader Partner

04

### 2020 - Present

- Launched the MSC IP under the name of the Superapp
- Apple Authorized Distributor
- Appointed as Huawei Trade Partner
- Metro Cloud
- Certified & Reward: THSI, CGR & CAC



# MSC Group



**Digital Printing  
Group**



**Digital Solutions  
Group**



**Solutions Integration  
Group**

**MSC**



**Metro Connect**  
IBM / HPE Distributor

**99.99%**



**Metro Professional Products**  
Systems Integrator

**99.99%**

**Subsidiaries**



**HIS MSC**  
Hotel Software

**49.97%**



**JBCC (Thailand)**  
Japanese Customer

**20.00%**

**Associated**



# MSC BUSINESS STRUCTURE



## Digital Printing Solution

- Supplies & Printer
- Contractual
- Printing Services



## Digital Transformation

- App Modernization Service
- Robotic Workflow Process
- Analytic for Bigdata
- Superapp
  - CRM & IoT
  - E-Commerce



## Infrastructure Solution

- Hardware & Software Systems
- Backup & DR
- Network Systems
- Multi-Cloud Service



## Information Security

- End Point & Networks Security
- Server & Mobility Security
- Data Security (PDPA)
- SOC Center

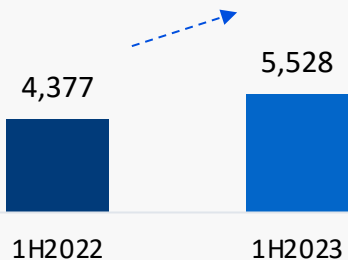
# FINANCIAL RESULTS



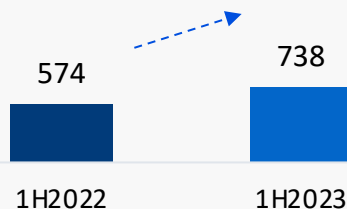
Metro Systems Corporation, Plc.

# FINANCE PERFORMANCE

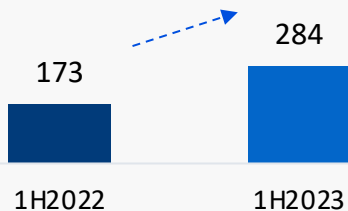
## Revenue



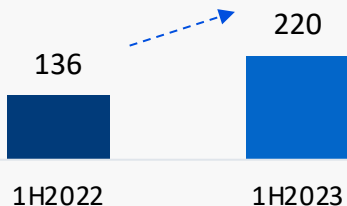
## Gross Profit



## EBIT



## Net Profit



## Revenue Growth

**+26%** YoY

Increase 1,151 MB

## Gross Profit Growth

**+29%** YoY

Increase 164 MB

## Net Profit Growth

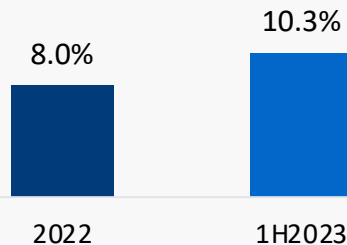
**+62%** YoY

Increase 84 MB

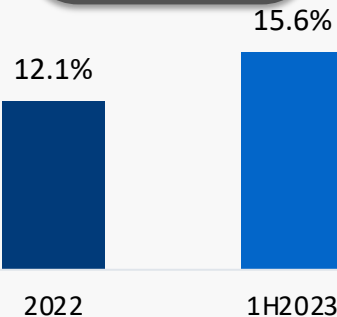


# FINANCE RATIO

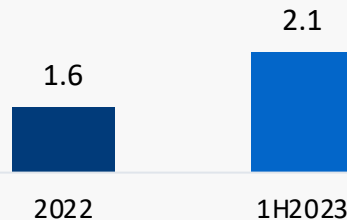
## ROA



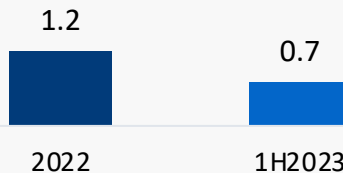
## ROE



## Current Ratio



## D/E Ratio



## Assets

**3,690 MB**  
Decrease 878 MB

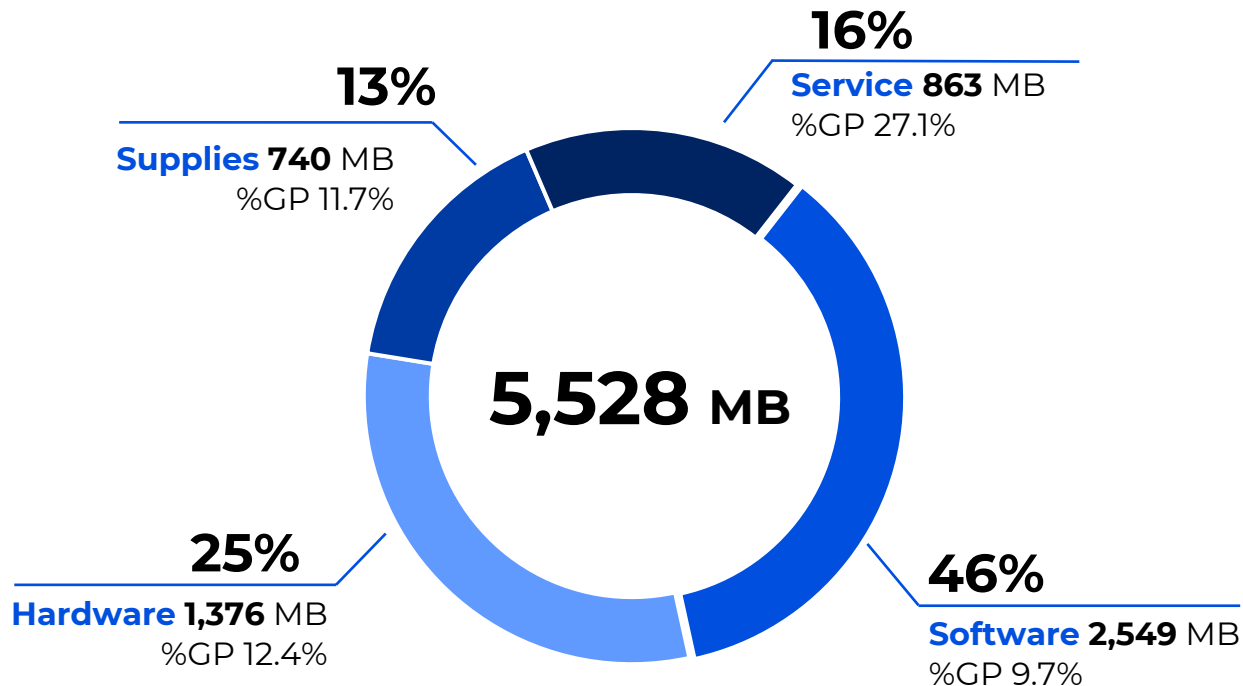
## Liabilities

**1,538 MB**  
Decrease 954 MB

## Equity

**2,152 MB**  
Increase 77 MB

# REVENUE BREAKDOWN 1H2023



## Revenue Growth

**+26%** YoY

Increase 1,151 MB

Hardware ▲ 54%

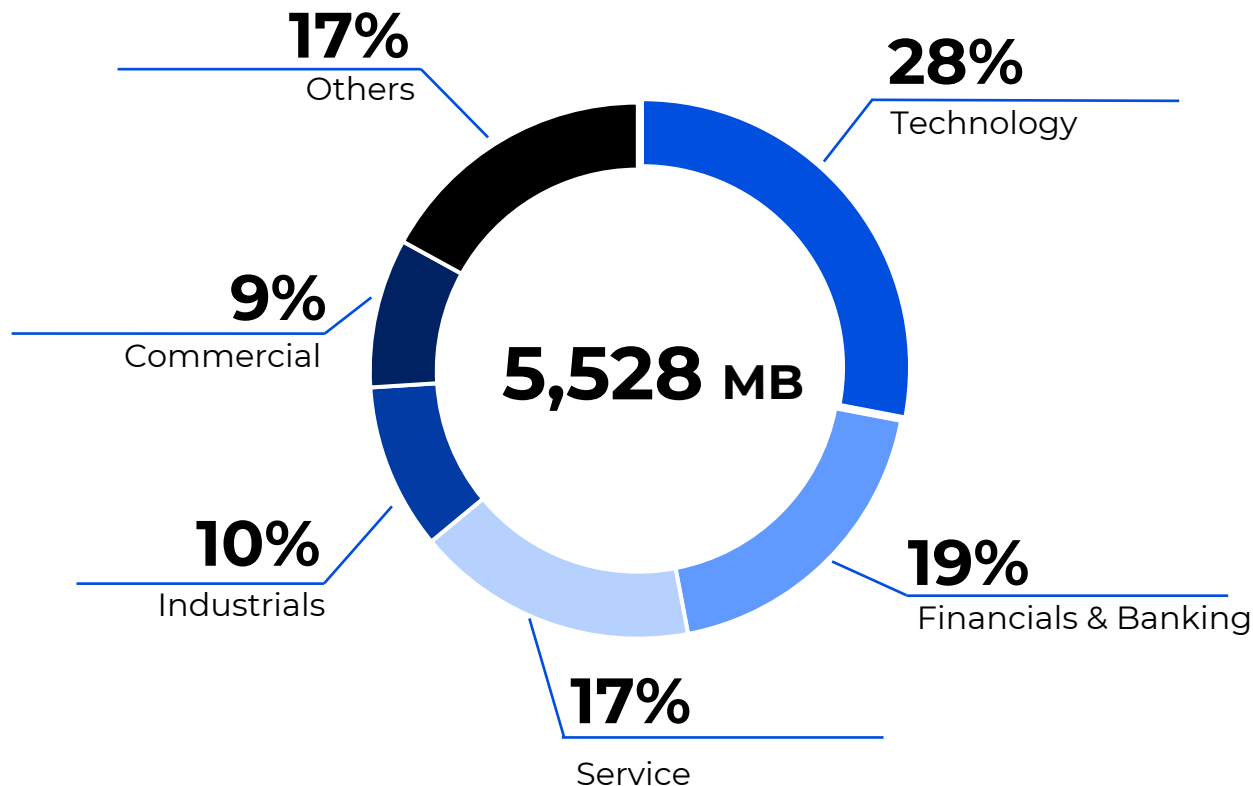
Service ▲ 33%

Software ▲ 23%

Supplies ▼ 2%



# REVENUE BY SEGMENT 1H2023



## Revenue Growth

**+26%** YoY

Increase 1,151 MB

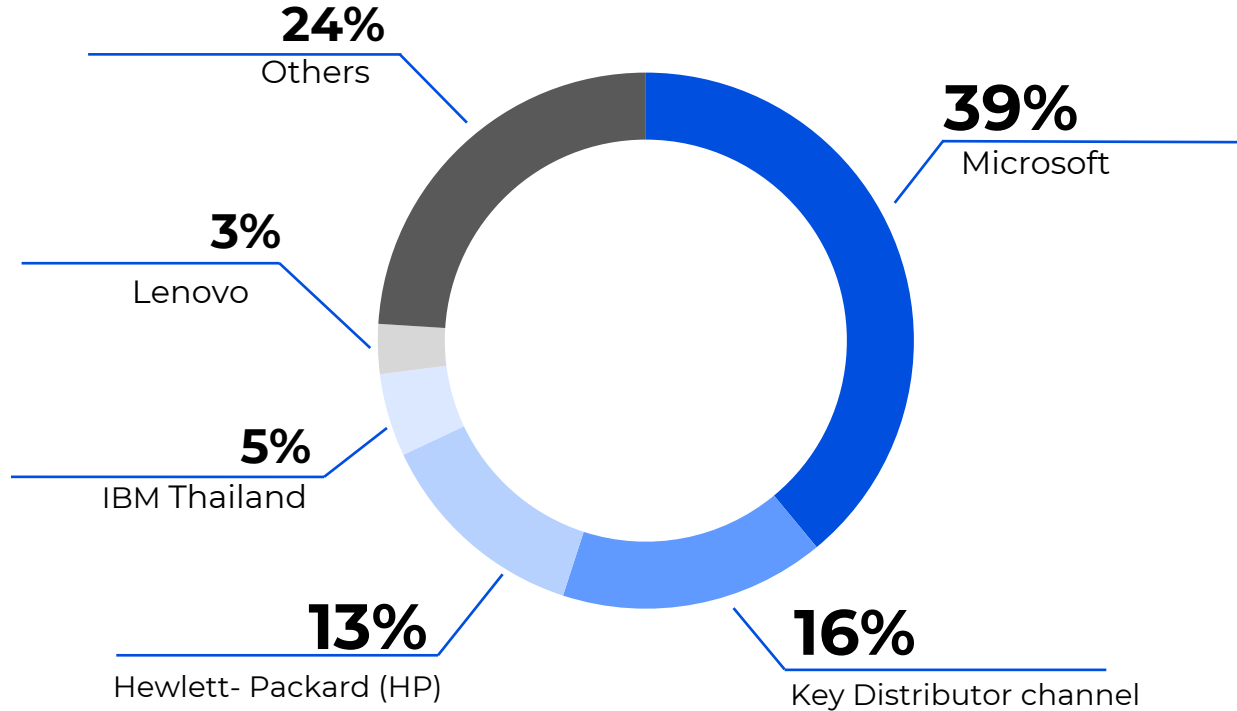
Service

▲ 105%

Technology

▲ 52%

# KEY VENDOR 1H2023



**Supplier**

**84%**

**Distributor**

**16%**

# STRATEGIES FORESIGHT



Metro Systems Corporation, Plc.

Key Corporate Strategy

Solution as a Service  
Intelligence Managed Service

Digital  
Transformations

Business Alliance  
MSC IP

*Growth and  
Stable High Profit*



*Sustainable in the  
Digital Economy Era*



People  
Excellence



Digital  
Transformation  
Excellence



Product & Service  
Excellence



Customer  
Excellence



Collaboration  
Excellence

Infrastructure  
Solution

Managed  
Service

Solution Focus

Cloud Solution

Cyber Security

Data Fabric

The  
Superapp

The  
Superapp IOT

# MSC Offers for Customer Cloud Journey

*Think Big, Start Small, and Move Fast!*

Well Architected Reviews  
Cost Optimization



Cloud Growth 1H2023

62.3%

Solution

Adoption Stage

- Licensing and Optimization Assessment

- Account Setup
- Multi Account Environment
- Complaint Landing Zone

- Ransomware Protection
- Disaster Recovery
- Server Migration
- Database Migration
- App Modernization
- Cloud Managed Services

- DevOps
- Cloud Native
- Data Analytics and AI
- Data Governance
- Business Applications - SuperApp (CRM, ERP, IoT, E-Commerce)



On-Premises

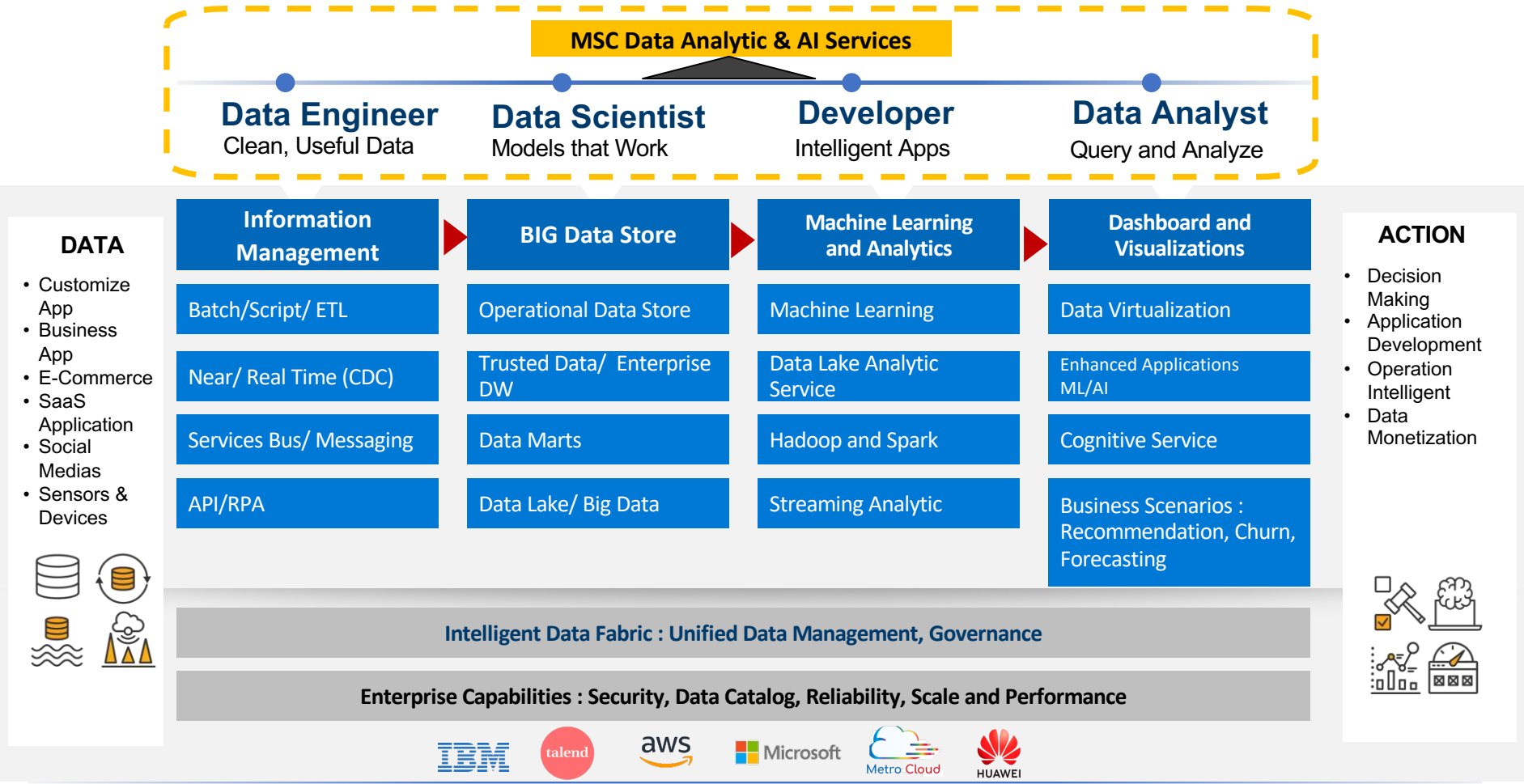
Foundation

Migration

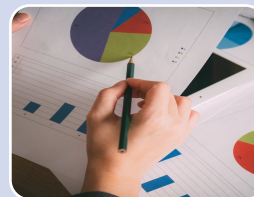
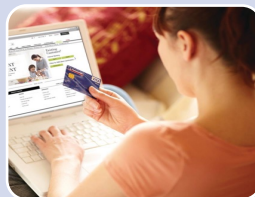
Reinvention

CLOUD-NATIVE

RETIRE TECH DEBT



# THE SUPERAPP SUITE



## The Superapp Marketing

Customer Segments  
Campaigns & Distributions  
Responses & Review Marketing ROI



## The Superapp Sales

Sales Engagement & Activities  
Sales Review, Pipeline Prospecting, & Forecast  
Sales AI Recommendation



## The Superapp Commerce

Channel of B2B Ordering  
Customer Portal  
Dealer Campaign, Promotions, Rebates & Loyalty  
Dealer Stock Planning & Replenishing



## The Superapp Customer Service & Field Service

After-Sales Service & Case Management  
Service Queuing System with Priority & SLA  
Field Service Management & Route Plan



## The Superapp IoT

Production Monitoring Tool  
Realtime OEE and Route Causes  
Integrated with Machine Sensors  
ML/AI with Predictive Maintenance and Anomaly Detection



## The Superapp ERP

Finance and Accounts  
Inventory and Distribution  
Localization & Taxation  
Management and Legal-Required Reports



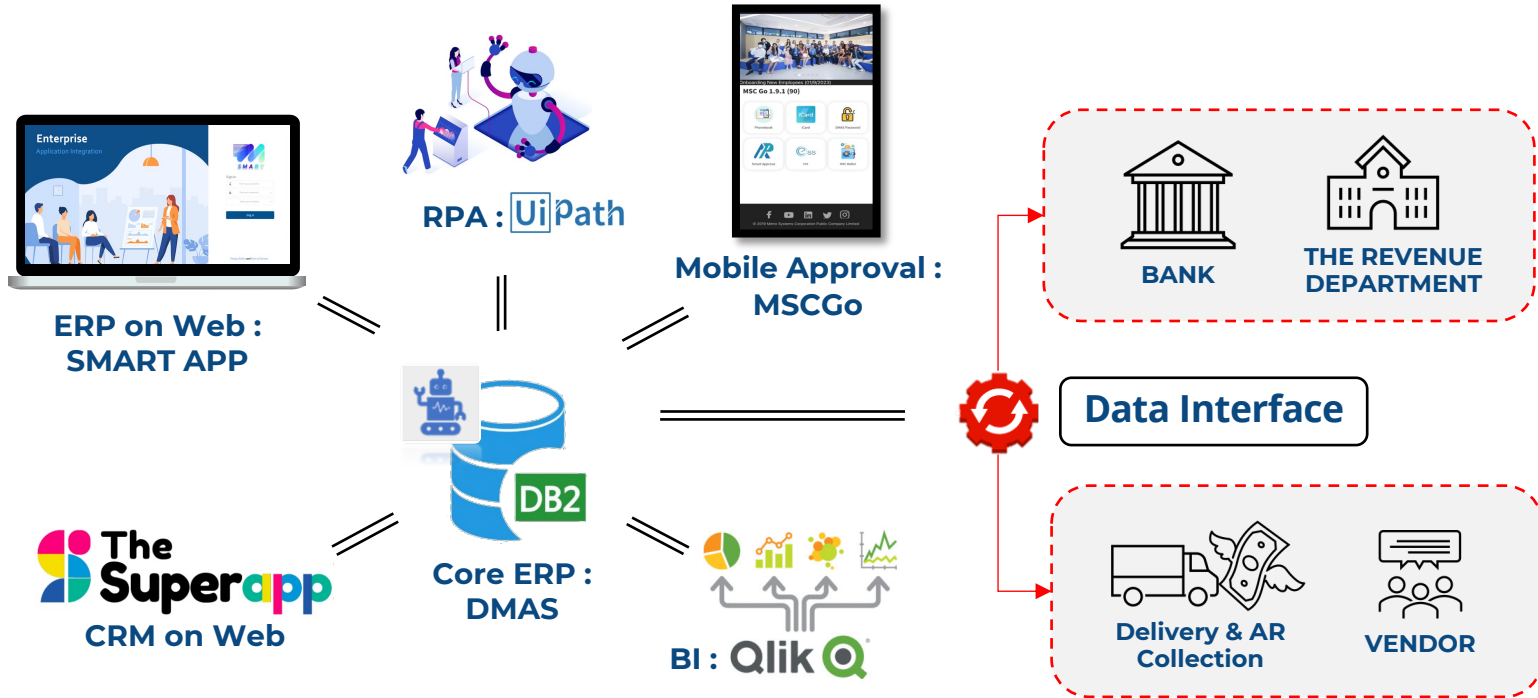
# Number of Customers and Business Value From Recent 2 Years

## Total Business Values: 85.4 MB

- **The Superapp CRM:** 10 Customers (17.5 MB)
- **The Superapp Commerce:** 5 Customers (49.9 MB)
- **The Superapp IoT:** 1 Customer (1.4 MB)
- **The Superapp ERP:** 4 Customers (16.6 MB)



## INTERNAL OPERATION

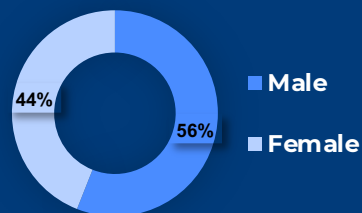
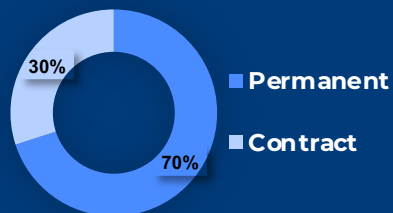


# PEOPLE EXCELLENCE

No of Employees



**1,056 H/C**



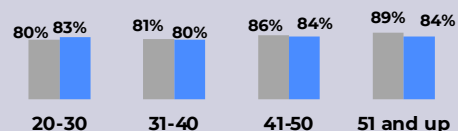
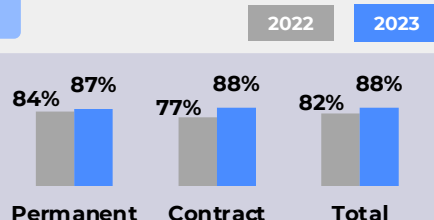
As of August 31, 2023

## Employees' Engagement

**2023 Overall Employee Engagement Result**



**Top 3 Highest Engagement Factors**



## Strategic Action



**Salary & Benefit Competition**



**Reward & Recognition**



**Activities**

## MSC COMMUNITY



# MSC SUSTAINABILITY

**VISION:** We will be a model organization for sustainability in business operation, along with economic, social and environmental concern

**Mission:** To be a sustainable company in the digital economy era as well as developing a learning society

## Environment



## Social



## Governance



## Employee



# THANK YOU



[IR@metrosystems.co.th](mailto:IR@metrosystems.co.th)



[www.metrosystems.co.th](http://www.metrosystems.co.th)



[www.facebook.com/metrosystemscorp](https://www.facebook.com/metrosystemscorp)



**Metro Systems Corporation**  
*PUBLIC COMPANY LIMITED*