

 **ROJUKISS**
INTERNATIONAL

3Q
2023

SET
Opportunity Day

28th Nov 2023



Financial Highlight



9M 2023 Revenue and Net profit grew by 14.9% and 20.1% YoY, Continued momentum in Consumer Beauty

- Domestic Sales increased by +26% YoY, driven by core business from Rojukiss and Sis2Sis brand.
- E-commerce demonstrated strong growth of 103% since the aggressive implementation of live streaming platform since Q2 2023 onwards.
- KISS recorded a net profit of THB 104 million, with Net Profit margin of 15.2%

Business Highlight



Rojukiss in-market sales in a growing trend with the highest-ever market share in July 2023

- Rojukiss sell-out Q3'23 +32% YoY vs. facial moisturizer market +11% YoY, maintaining no.6 brand leader position, after top 5 international brands
- Indonesia still faces extremely aggressive competition challenges from huge number of new players since mid-2022. Improving trend for 4Q 2023.

Development Highlight



Innovation – Strong NPD performance from Rojukiss Clinical Grade mainly
 - Rojukiss Face Eye Neck Cream has been rated as Rojukiss's best-selling SKU
 - Vit C 17% Serum has won "BEST BRIGTENING SERUM" from the Sudsapda Beauty Awards 2023

Investing for long term – Build brand awareness and promote products in many channels, especially digital media.

E-commerce – Accelerate growth in E-commerce channel with live streaming, social commerce etc.

International – China e-commerce, New international market



AGENDA



FINANCIAL PERFORMANCE



2023 Outlook



Q&A

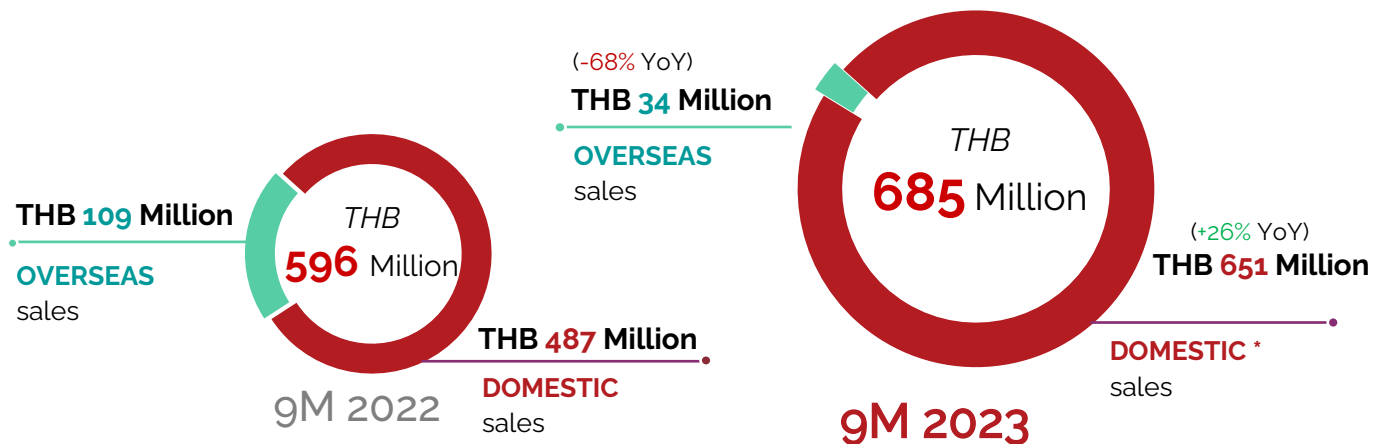
FINANCIAL OVERVIEW

(THB mn, %)	3Q 2023	%	3Q 2022	%	YoY (%)	2Q 2023	%	QoQ (%)	9M 2023	9M 2022	% gr.
Revenue from sales and service	239.0	100.0	234.9	100.0	1.8	238.5	100.0	0.2	684.6	595.8	14.9
COGS	(116.4)	(48.7)	(119.9)	(51.0)	(2.9)	(107.1)	(44.9)	8.7	(322.2)	(286.6)	12.5
Gross profit	122.6	51.3	115.0	49.0	6.6	131.4	55.1	(6.7)	362.3	309.2	17.2
EBITDA	44.7	18.7	47.1	20.0	(5.1)	41.1	17.2	8.7	145.2	119.2	21.8
Net Profit	32.2	13.5	36.9	15.7	(12.9)	31.4	13.2	2.4	104.3	86.8	20.1
Profit Attributable to the Company*	30.2	12.6	33.6	14.3	(10.1)	27.4	11.5	10.2	84.6	84.6	0.0
Basic Earnings per Share (Baht)	0.05		0.06			0.05			0.14	0.14	

Note: * Excluding Non-controlling interest (NCI)

9M 2023 Operating Revenue Breakdown Contribution

(Unit: THB mm, %)



Note: * Domestic sales includes revenue from Hibiocy (Nasal spray product)

Key Performance Factors

- **KISS's operating revenue for 9M 2023 reached Baht 684.6 million, an increase of 14.9% YoY**, mainly from domestic sales increased to 25.7% from 1) NPD launch, led by Rojukiss and Sis2Sis 2) expansion of distribution channels & instore product visibility and 3) focusing to an online approach.
- **Altogether, KISS reported Net profit for 9M 2023 of Baht 104.3 million, an increase of 20.1% YoY** while a net profit margin stood at 15.2%, up from 14.6% last year from strong sales growth and effective cost and selling and administrative expenses management.



AGENDA



Financial Performance



2023
Outlook



Q&A

3Q2023 MARKET SHARE PERFORMANCE : Total Thailand

ROJUKISS Brand continued to grow sales and market share; 3X Outgrew the Market in 3Q2023

Facial Moisturizer Category : Total Thailand – Value % Share

% Sales Growth YoY	Q1'23	Q2'23	Q3'23	YTD'23
Facial Moist Category	+25%	+15%	+11%	+17%
Rojukiss	+8%	+23%	+32%	+21%

Source : Nielsen Retail Audit 3Q2023

Rojukiss grew +21% YTD'23 , faster than the market since Q2'23

Since starting full marketing in March 2023, Rojukiss skincare sales has increased by 23% and 32% in Q2'23 and Q3'23, outperformed market growth

- Maintained rank No.6 for market share behind International brands
- Ranked No.3 share leader in CVS

Continue good momentum of sell-out growth

- ✓ **New product innovation launches**
 - Rojukiss Face Eye Neck
 - Rojukiss PDRN Treatment Ampoule Serum
 - Rojukiss Vit C 17%
 - Rojukiss White Poseless Skin Reset Ampoule

✓ **Fully Integrated Marketing Investment**

Rojukiss displays effective marketing activities both offline and online corresponding to the relaxation of COVID-19 and market rebounded

Offline – through TV commercials, TV programs, Out of Home media, and product launch events.

Online – through KOL (Key Opinion Leaders), Online Advertising, and E-commerce Live.



COMMERCIAL PLAN FOR GROWTH IN 4Q 2023

Accelerate growth outlook

ROJUKISS CLINICAL GRADE RANGE

This section displays a grid of social media posts from various platforms including Facebook, X, and Instagram. The posts feature user-generated content such as product reviews, before-and-after photos, and direct images of the Rojukiss Clinical Grade Range products. The posts are in Thai and show high engagement, with view counts ranging from 15.3K to 3.9K and numerous likes and comments.



BEST KOREA REVAMPED WITH NEW PRODUCTS WITH WINNING VALUE PROPOSITION

This section features a collage of promotional and user-generated content for the Best Korea Revamped line. It includes images of product packaging, promotional graphics with prices (e.g., 49, 549), and social media posts in Thai. The posts highlight the 'winning value proposition' of the new products, showing them being used by customers and displayed in retail settings.



Accessible Innovation: effective product range at the most affordable price in sachet format



Digital KOL Reviews: be strong present on online channels such as Facebook, Instagram, X and etc.

The Rojukiss Clinical Grade campaign successfully generated 3 million impressions across social media channels in a week, achieving a double industry average engagement rate.

9M2023 E-COMMERCE GROWTH +103% YoY

+70%
Sales Growth
9M2023

Ramping up e-com sales & capability on Live Streaming and Affiliate Programs across e-com platforms; In-house Live, Presenter Live, Affiliate Live



1. LIVE STREAMING



9.9 Campaign



10.10 Campaign



11.11 Campaign

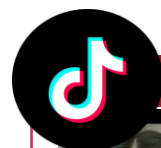


Mid Month

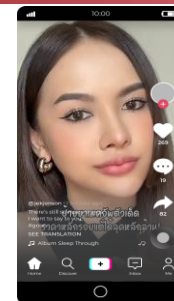
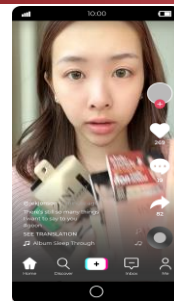
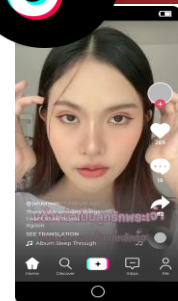


Pay Day

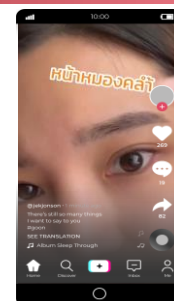
2. AFFILIATE REVIEW & LIVE



Affiliate Reviews



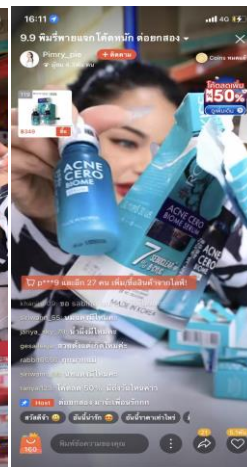
SIS2SIS 씨스투씨스



ROJUKISS 의사제안

Affiliate Lives 10.10

Presenter Live



4Q 2023 FULLY ACTIVATE ROJUKISS IN TIKTOK PLATFORM

THROUGH KEY DRIVERS – Live Streaming, Affiliate, KOL & KOC



1. LIVE STREAMING

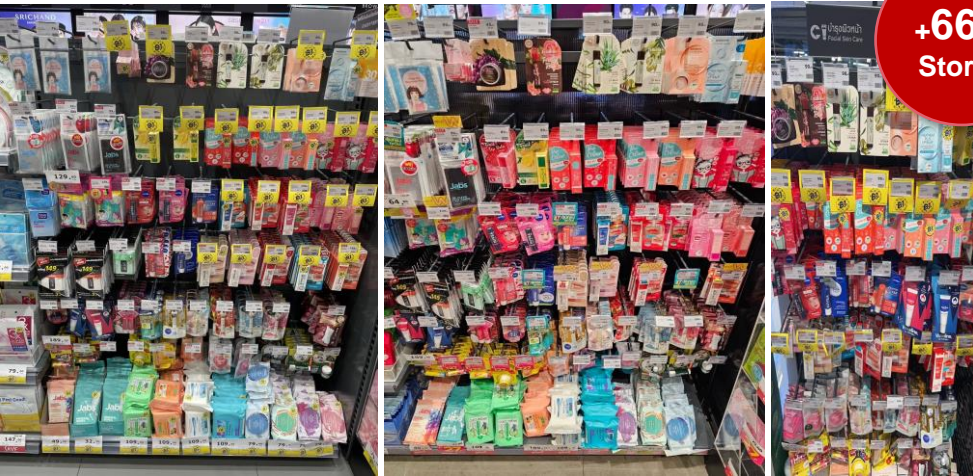
2. AFFILIATE Programme

3. KOL & KOC

AGGRESSIVELY EXPAND COVERAGE & CATEGORY

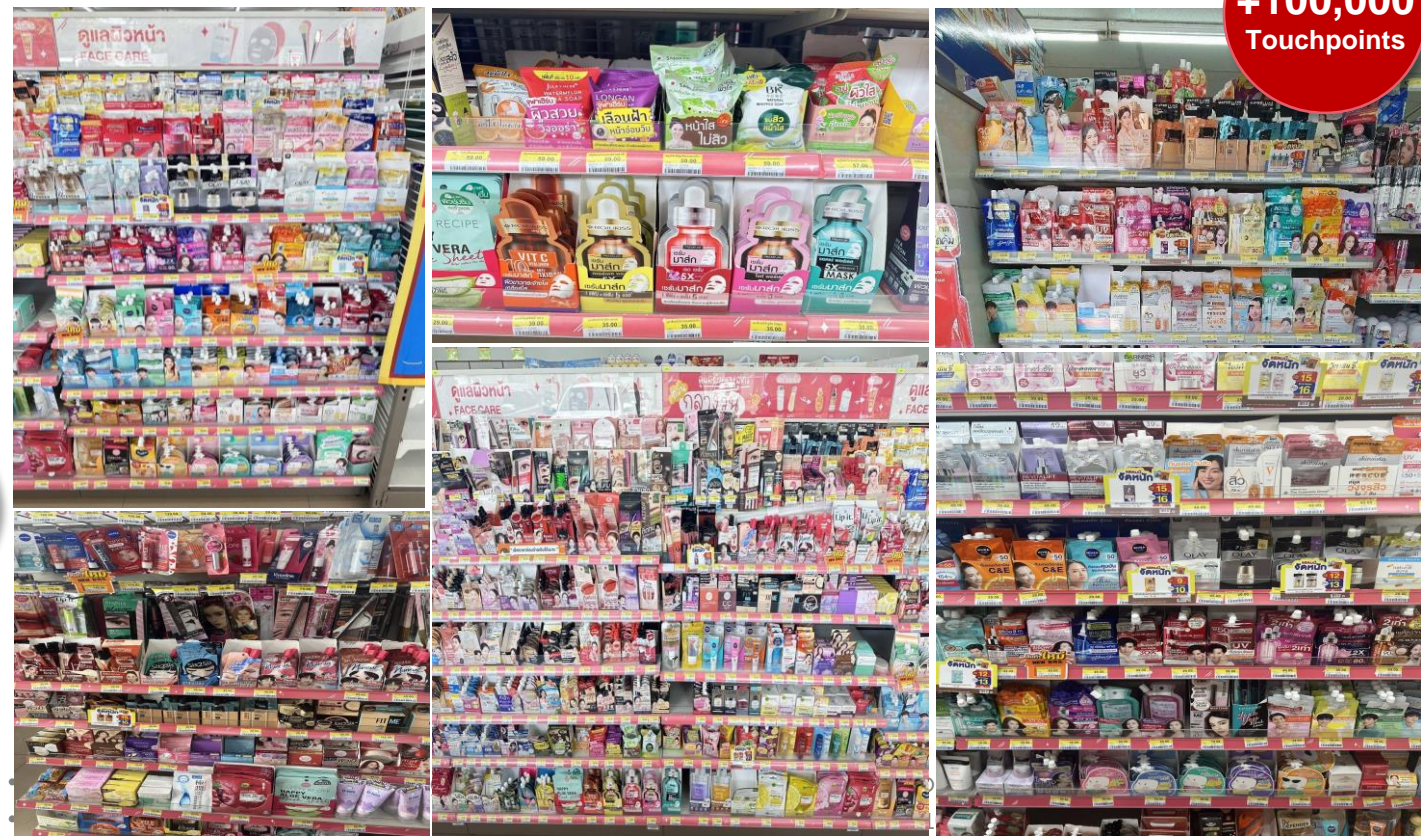
Expansion across selling channels

1) H&B Store Expanded into new category Lip Care



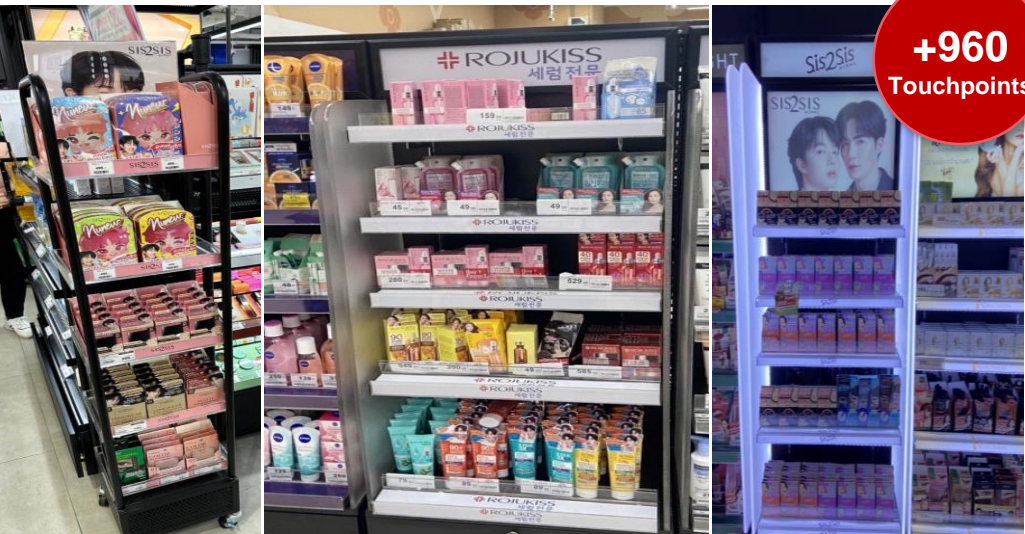
+668 Stores

3) Convenient Store Rojukiss + Sis2Sis assortment of 13 new products



+100,000 Touchpoints

2) Hypermarket store Rojukiss + Sis2Sis shelf expansion



+960 Touchpoints

4Q2023 NEW MARKET EXPANSION TO CHINA

ROJUKISS EXPANSION TO CHINA VIA E-COMMERCE PLATFORMS



LAUNCH ROJUKISS OFFICIAL STORE AT TMALL and DOUYIN (TIKTOK CHINA)

天猫国际
TMALL.HK

ROJUKISS
세럼전문

本店所有商品 | 首页

5X PORELESS MASK
5X粉色面膜 25ml/片

5倍强化血清, 治疗顽固性暗沉、黑斑问题, 深层滋养, 明亮肤色, 减轻黑斑、痤疮痕迹、太阳黑斑和老年斑, 首次使用后皮肤更明亮、更清晰、更容光焕发。由韩国皮肤科医生开发和推荐。

提亮肤色 均匀肤色

了解更多+

15分钟 密集修护
8.9 一片面膜≈5瓶精华

15分钟 密集修护
10.9 一片面膜≈10瓶精华

15分钟 密集修护
8.9 一片面膜≈5瓶精华

ROJUKISS韩国进口熬夜应急安瓶 精华嫩白提亮紧致肌肤修复屏障 总销量: 1

ROJUKISS10X面膜抗皱淡化细纹 痘印控油嫩白补水保湿熬夜应急 总销量: 30

ROJUKISS5X面膜补水保湿嫩白去 黄气暗沉淡化痘印控油熬夜急救 总销量: 53

抖音

综合 | 用户 | 商品 | 视频 | 直播 | 全

直播
ROJUKISS 海外旗舰店
粉丝: 1503
店铺账号
关注

ROJUKISS | 抖音双11
保价双11 囤货就现在
买正装送正装+洗面奶 1号链接 拍1到手11件

ROJUKISS | 官方旗舰店
感知肌肤微妙变化
一片面膜≈五瓶精华

Rojukiss5倍精华面膜

抖音官方旗舰店 100%正品保证
假一赔十 | 韩国原装进口 | 过敏包退



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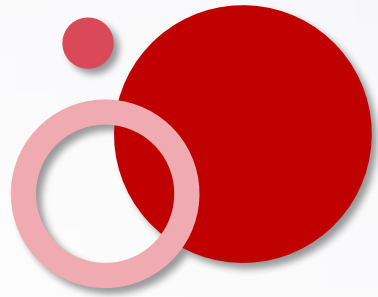
Financial Performance



2023 Outlook



Q&A



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Please add Line : KISS IR**



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Thank You

