The background features a marbled pattern in shades of blue, teal, and purple, overlaid with two large, overlapping white circles on the left side.

RS GROUP

Investor presentation

FY2023

Online meeting
Mar 1, 2024
10.30-11.30 am

Investor relations



Agenda

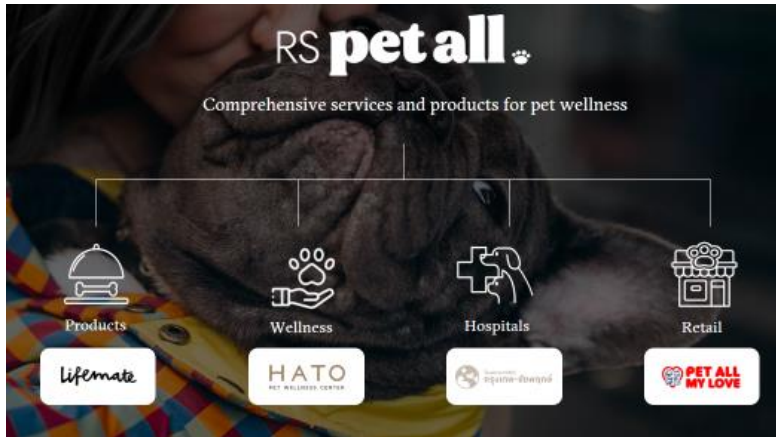
Financial Results & Performance FY2023 ·

Development of Entertainment 2024 ·

Q&A ·

A year of ecosystem expansion with strong recovery from entertainment business

Development of Commerce



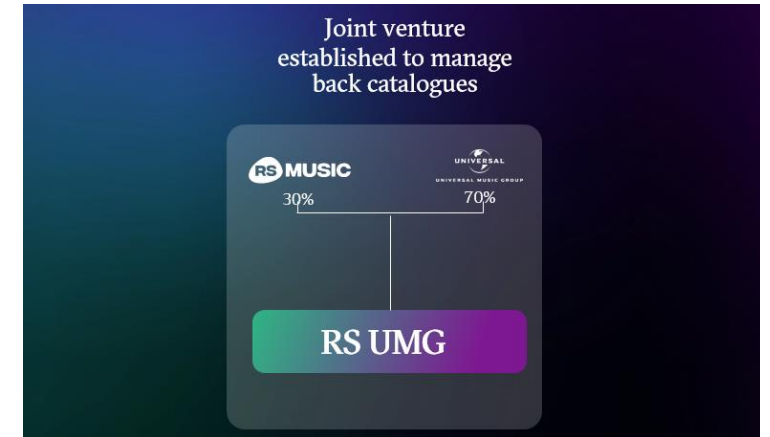
Complete ecosystem of Pet products and services

Entertainment on full operation



Full line-up of concerts and activities

Universal Music Group, a global partner to strengthen RS Music

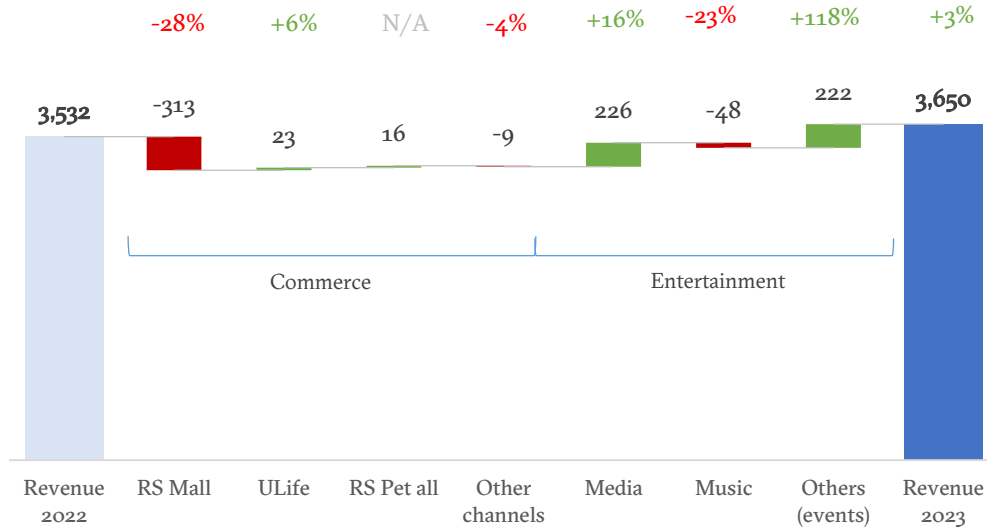


Extra revenue of 1.64 bil. Baht gained from this transaction

Full recovery of Entertainment, offset by weak commerce from home shopping platform

Revenue

High growth in entertainment business due to full year of normal operation after COVID-19



Commerce business

RS Mall slowed down from home shopping channel

ULife recognized its full year revenue in 29023

Petall began to recognized revenue of Hato pet wellness from Sep 23

Entertainment business

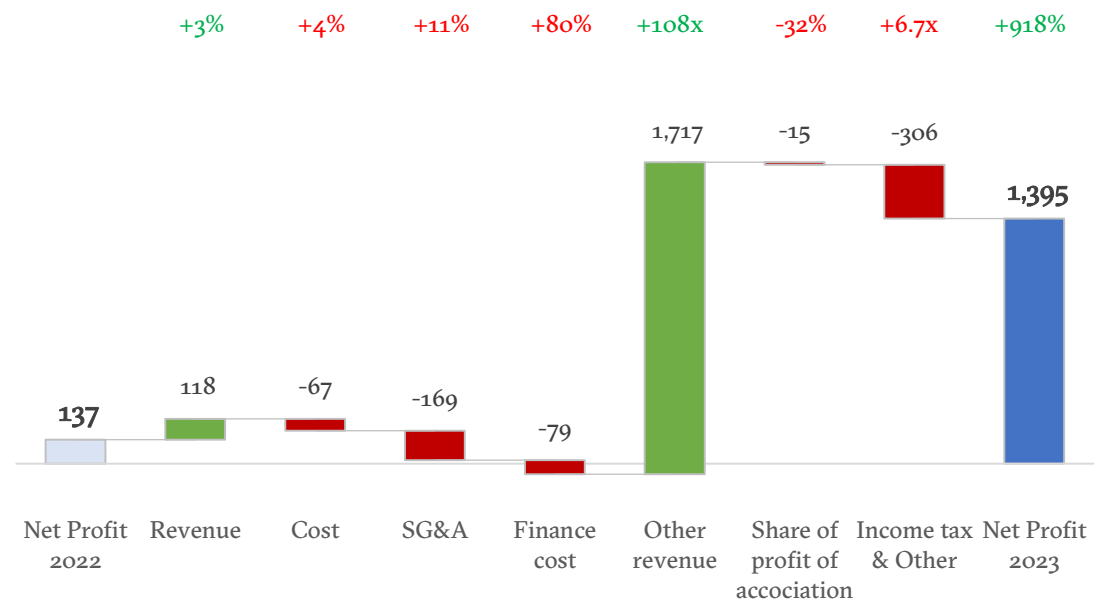
Media grew mainly from rebound of advertising revenue and efficient sale team under centralized sale unit

Music declined due to lower sale of copyright for B2B

Others revenue surged from concert and on-ground activities

Net Profit

NPAT driven by extra revenue from RS UMG of 1,637 mil. Baht



Cost and expenses

Cost of products and services increased from higher no. of entertainment activities

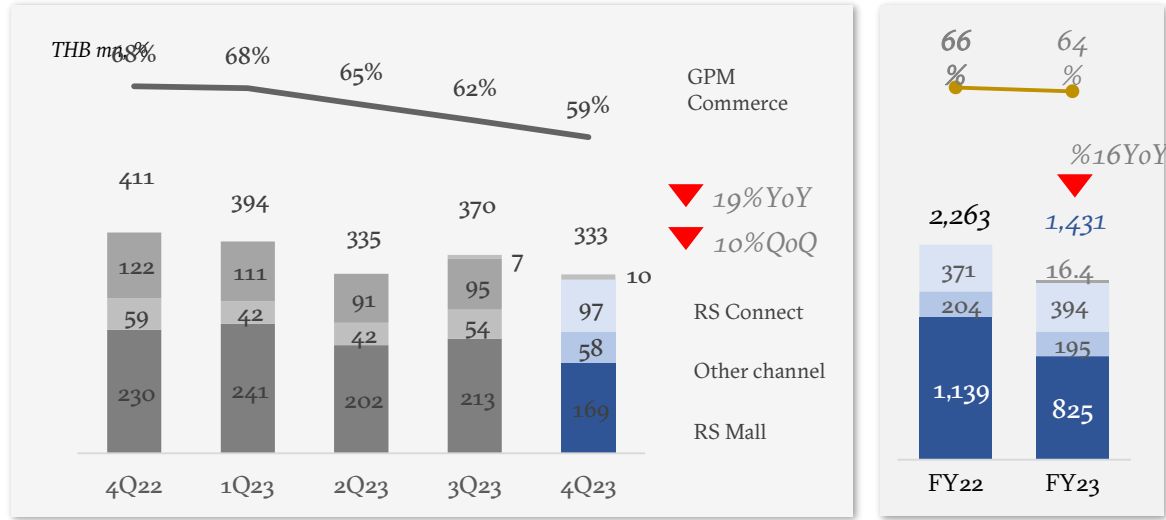
SG&A excluding extra expense increase 7.6% due to business expansion and marketing expense for brand building

Financial cost increased from higher interest rate and fee related to RS UMG transaction

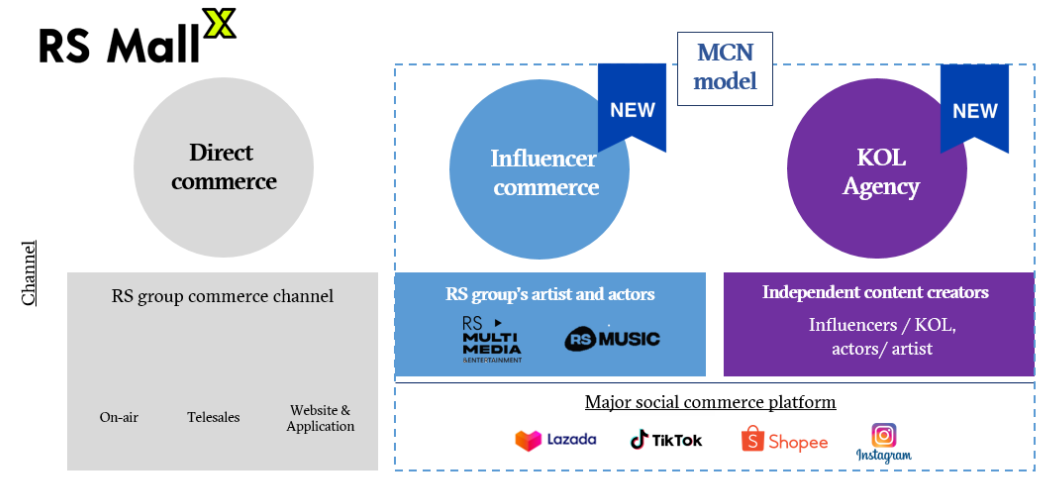
Share of profit from investment was mainly recognized from Chase Asia.

New model as a catalyst to transform RS multi-platform commerce

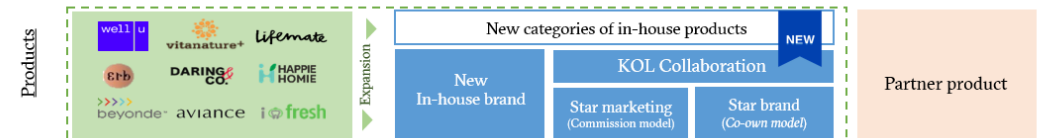
Commerce : Revenue & GPM



Initiate new model to offset decline in home shopping platform



RS LiveWell - Star commerce



Continue to expand our commerce ecosystem throughout 2023



- Acquire “Hato”, a leading brand of premium pet wellness and medical services segment
- Enlarge ecosystem of pet-related business



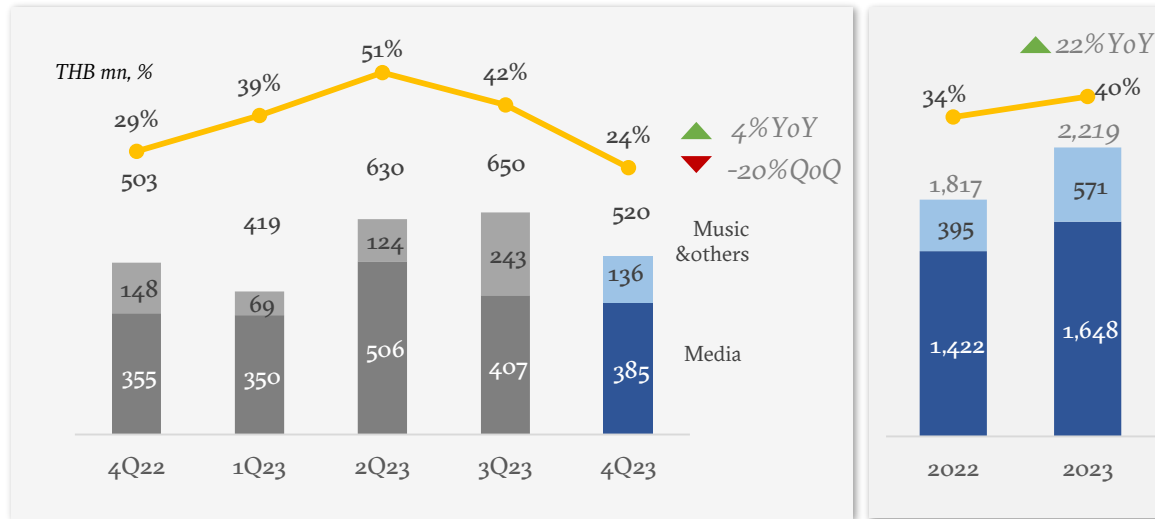
- To acquire 60% of ERB with 72 mil. Baht*
- Access to solid Thai brand of spa and wellness products

*Transaction to be completed in 1Q24

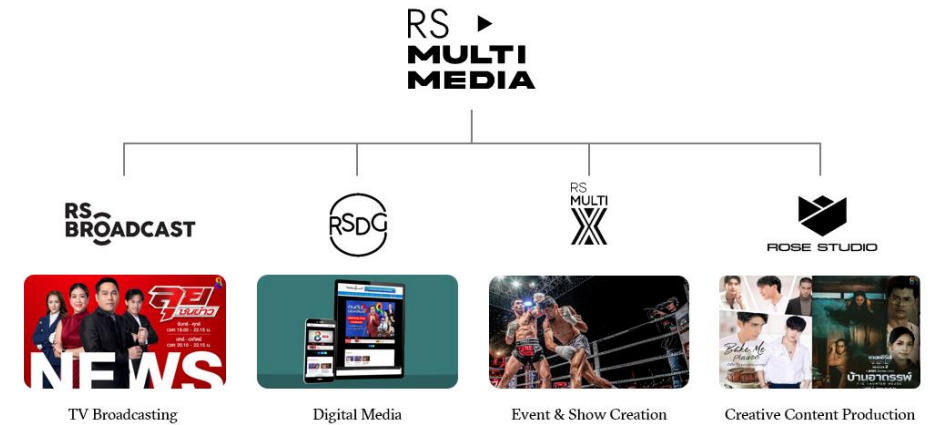
- RS Mall to be expand Influencer commerce utilizing KOL under RS group to draw new demand
- RS Livewell to introduce “Star Commerce”, collaborating with celebrity to reach new targets

Restructuring entertainment for new potential

Entertainment : Revenue & GPM



Unlock value of Entertainment business



We are a dynamic multimedia company

that seamlessly integrates the above to create immersive & captivating experiences for audiences.

Continue to enhance contents across all media in 2023



News
Online / CH8



Fighting sport
CH8



Inter series
CH8



LGBTQ series
OTT / CH8

RS MUSIC
GMM GRAMMY
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
 - Online distribution partner
- 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



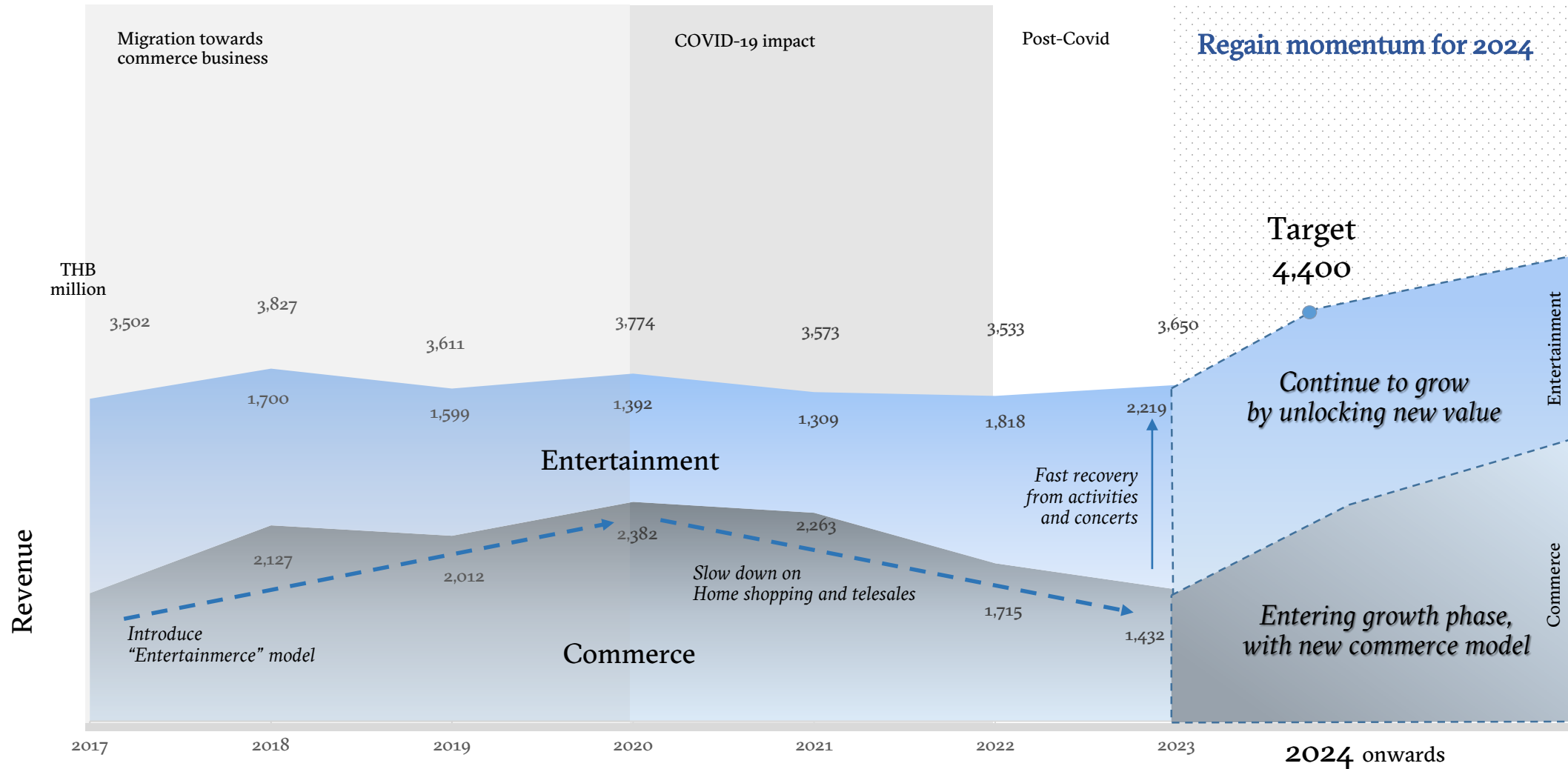
Agenda

Financial Results & Performance FY2023 ·

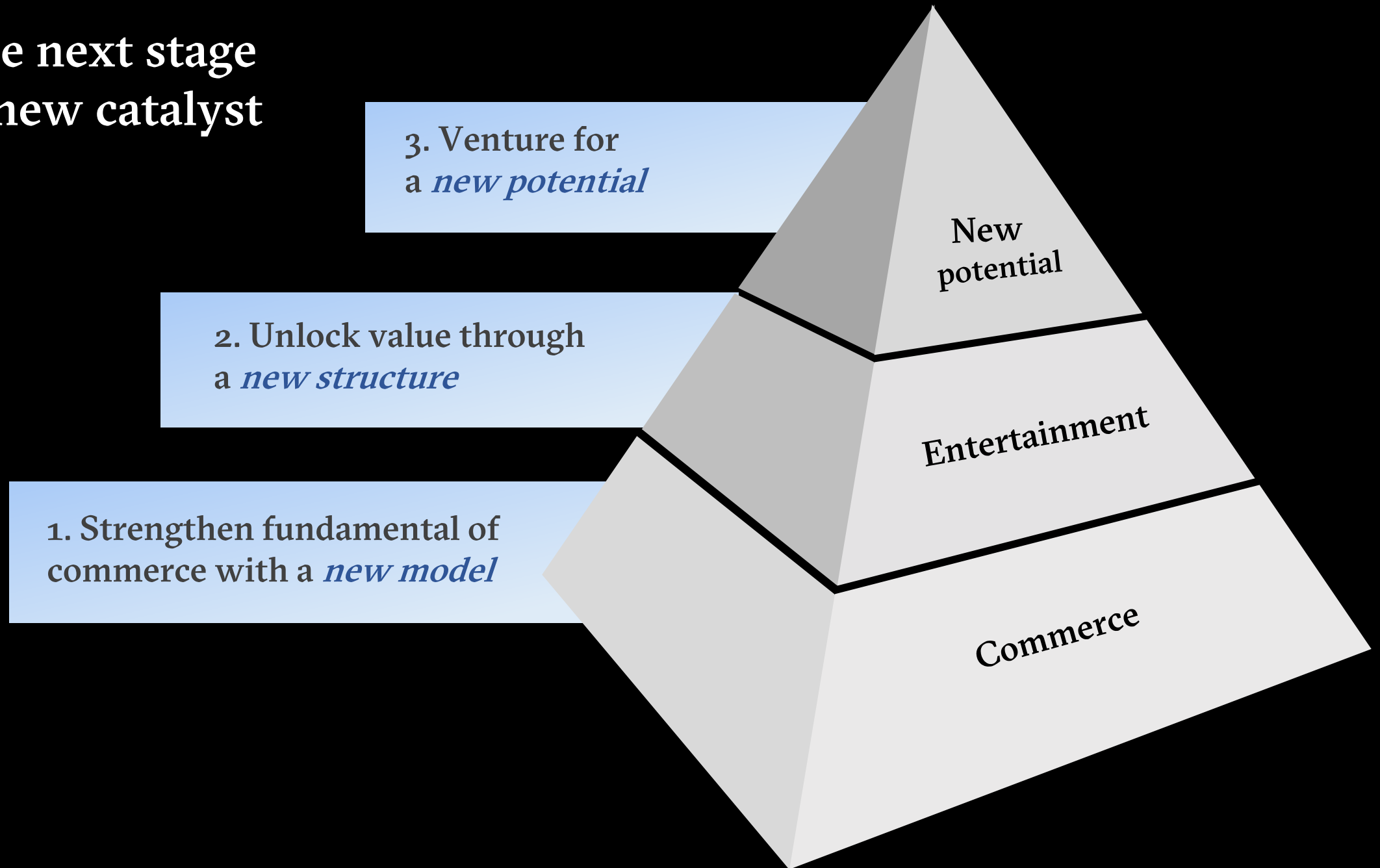
Development of Entertainment 2024 ·

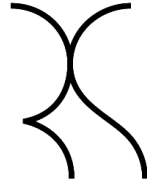
Q&A ·

Development of “Entertainmerce” ...



.. to the next stage
with new catalyst





RS GROUP

2024 Business structure

Entertainment

Commerce



Music asset & Showbiz



Diversified media & Contents



Product company & Commerce platform



Comprehensive pet products & services

RSIAM
kəmikəze
RoseSound

COOL
fahrenheit
COOLive

Partner

G-**MM**
GRAMMY

UNIVERSAL
UNIVERSAL MUSIC GROUP

RS
BROADCAST

RS
MULTI

RSDG

ROSE STUDIO

well u

RS Mall^X

vitanature+

ULife

DARING
CO.

ErB

lifemate

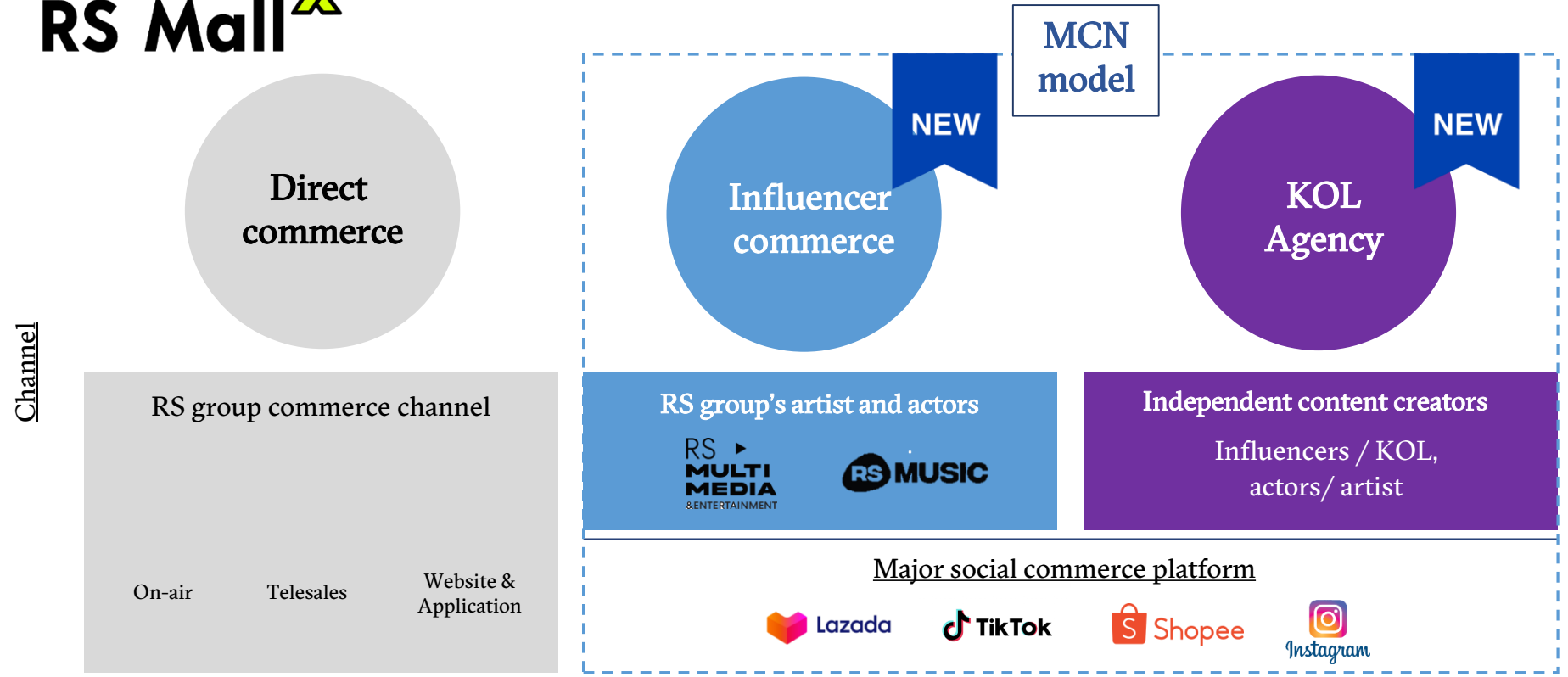
HATO
PET WELLNESS CENTER

PET ALL
MY LOVE

New model through social commerce

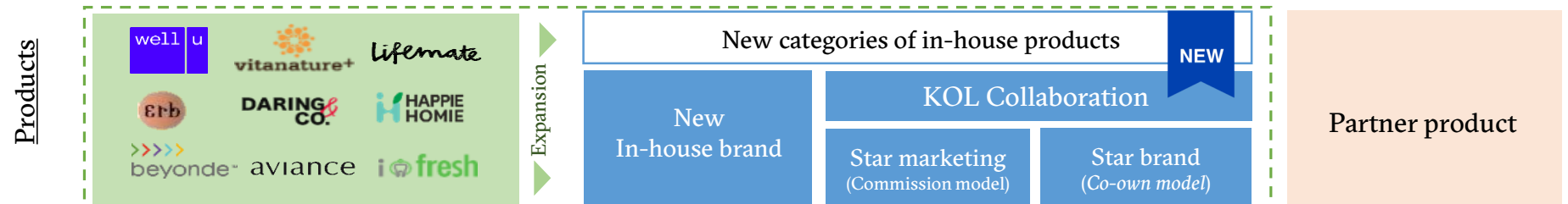
RS GROUP

RS Mall^X

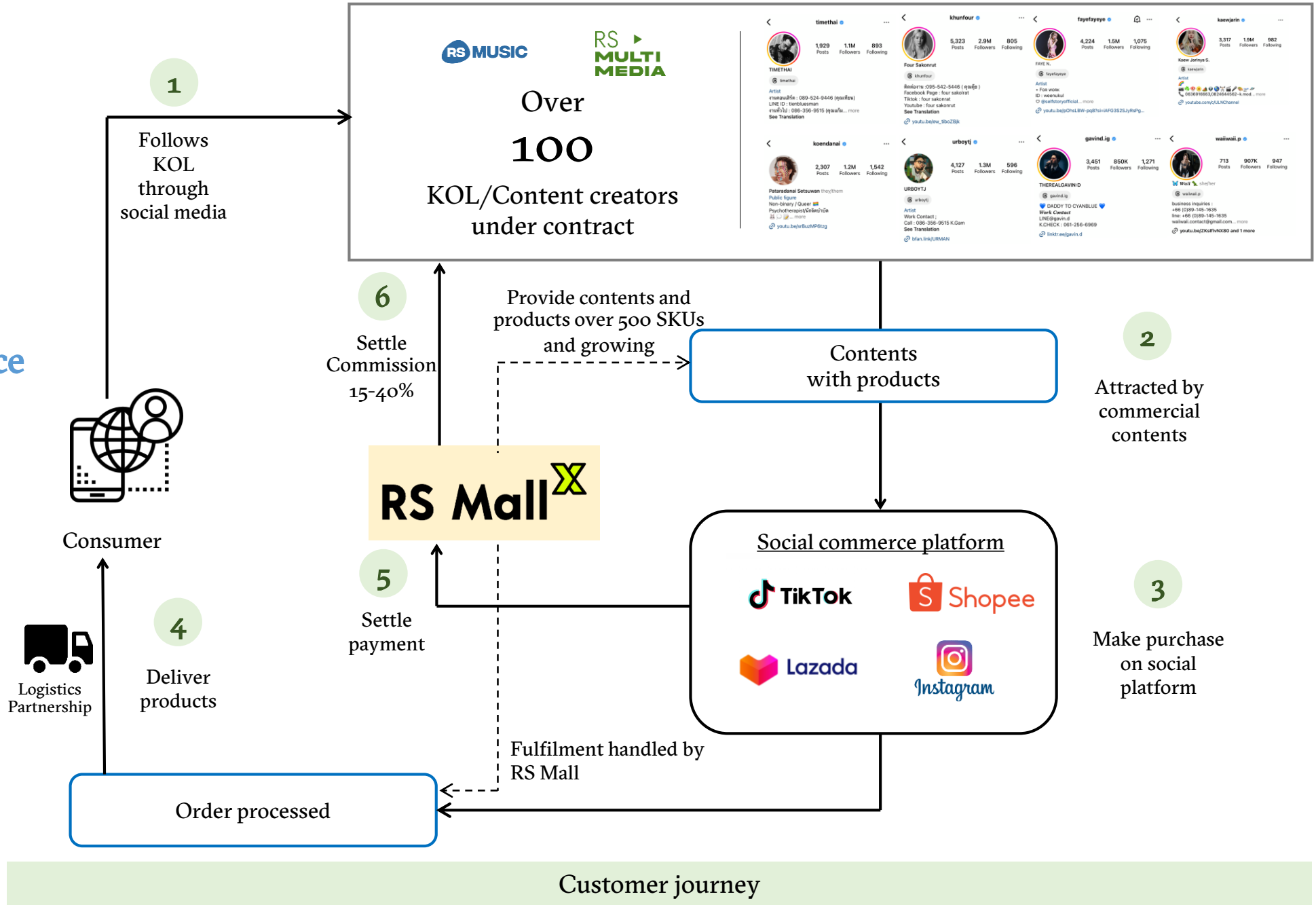


1. Strengthen fundamental of commerce with a new model






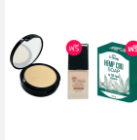




















RS LiveWell - Star commerce







Influencer commerce under MCN model



Expand varieties of products to fit with wide-range of target

		RS LiveWell	RS LiveWell	RS LiveWell	RS LiveWell	RS LiveWell	RS LiveWell
		Food supplement	Skin care & Cosmetic	Accessories and others	Food & snack NEW	Fashion NEW	Services NEW
Existing 	Age	25-60	<i>For silver age</i>  Nutrition  Anti-aging  Smart phone  Herb extract  Make up set  Amulet <i>Exiting products portfolio</i>	 Condiment น้ำปลาร้า  Collab x brand clothing  Check-up voucher  Chili paste น้ำพริก  Lady bag  Wellness voucher	Average ticket	1,500-2,000 Baht	
	% female	70%					
Social commerce target 	Age	15-40	 Collagen for skin  Lip sick  IT gadget  Dietary meal  Serum  Women accessories  Jelly snack  Snack (แคปหมู)  Clothing accessories  Innerwear  Restaurant voucher  Meet&Greet voucher <i>New products and services categories to expand for wider target</i>	Average ticket	200-800 Baht		
	% female	53%					

Leverage an advantage of social commerce platform

	1	Lower fixed cost for media expenses	Pay commission as percentage of revenue, on success sale transaction
	2	Measurable performance	On key indicators; reach, engagement, conversion, re-purchase
	3	Wider coverage of massive target	Reach over 76% of population, 57 mil. people with all consumer segmentation
	4	Quick expandable on various platform	Replicate and expand to new trending platform to catch new traffic

RS Mall^x, Value beyond online MCN agency



Fulfillment

Seamless supply chain from inventory management, warehouse, delivery to customers



Content production

Full function of production facilities and hand-on support for live streaming to enhance quality of contents



Product portfolio

Target over 500 SKUs of in-house to match any creators' target, and continue to add more.



Connection

Relationship with leading brand, access to latest trending products, gain better commission scheme



KOL under contracts

Over 100 content creators under long term contracts, covering over 5 mil. followers

Over 100 rising star

under RS Group's contract



Instagram icon

โอห์ม
@OHM_THITIWAT
1.8 M FOLLOWERS

Profile picture: A silhouette of a man's head.

Grid of 6 photos: A man with a blue balloon, a man with a green surfboard, a man with a dog, a man in a suit, a man in a white shirt, and a man in a red shirt.



Instagram icon

ไค้
@GUIDE.KC
113 K FOLLOWERS

Profile picture: A man in a suit.

Grid of 6 photos: A man in a white shirt, a man in a white shirt, a man in a white shirt, a man in a white shirt, a man in a white shirt, and a man in a white shirt.



Instagram icon

ชอมพู
@CHOMPU_ATHITA
213 K FOLLOWERS

Profile picture: A woman in a black top.

Grid of 6 photos: A woman in a blue top, a woman in a black top, a woman in a black top, a woman in a black top, a woman in a black top, and a woman in a black top.



Instagram icon

เจมส์
@_JAMESPRESCOTT_
211 K FOLLOWERS

Profile picture: A man in a white shirt.

Grid of 6 photos: A man in a white shirt, a man in a white shirt, a man in a white shirt, a man in a white shirt, a man in a white shirt, and a man in a white shirt.



Instagram icon

ปุม
@POOMPPS
113 K FOLLOWERS

Profile picture: A man in a white shirt.

Grid of 6 photos: A man in a white shirt, a man in a white shirt, a man in a white shirt, a man in a white shirt, a man in a white shirt, and a man in a white shirt.

Plus varieties of KOLs

from RS Group



Star Commerce

Celebrity to co-create products

under co-owner scheme



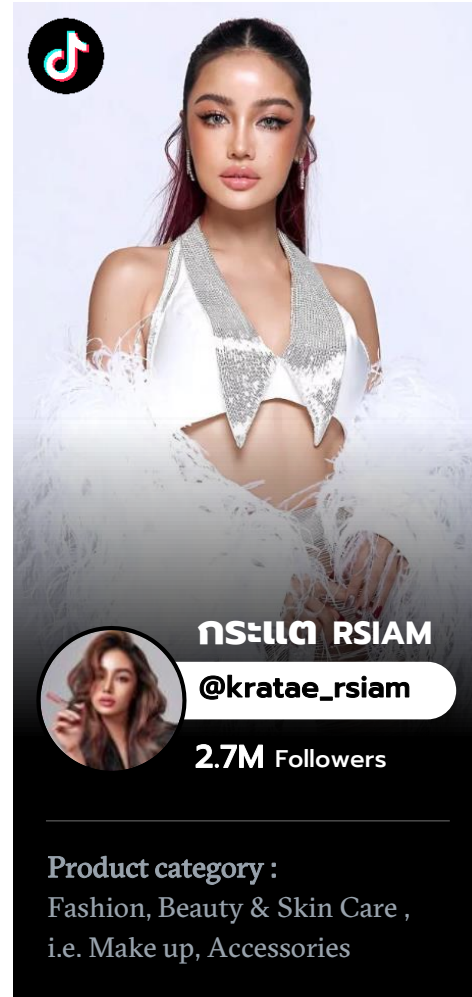

อ.ยิ่งศักดิ์
@yingsakfood
206.3K Followers


Product category :
Food, Snack



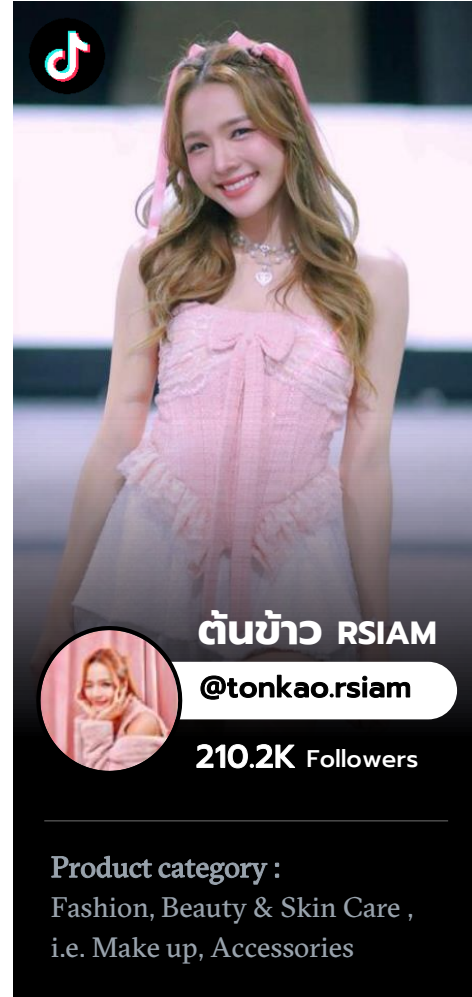

ไชยา มิตรชัย
@chaiyamitchai
226.9K Followers


Product category :
Food, Condiments




กระแต RSIAM
@kratae_rsiam
2.7M Followers

Product category :
Fashion, Beauty & Skin Care ,
i.e. Make up, Accessories




ต้นข้าว RSIAM
@tonkao.rsiam
210.2K Followers

Product category :
Fashion, Beauty & Skin Care ,
i.e. Make up, Accessories




รัญญา RSIAM
@tanyarsiam
3.9M Followers

Product category :
Fashion, Beauty & Skin Care ,
i.e. Make up, Accessories

Capture soft power trend

Food

Contents

Fighting sports

Thai culture



Contents



Music



Activities / Events

2. Unlock value through new structure

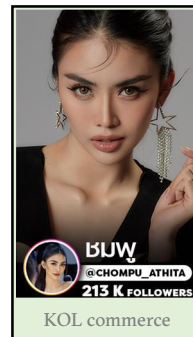
Revenue model



Online media



OTT/copyright



KOL commerce



Talent management



Brand engagement



Event / Concert



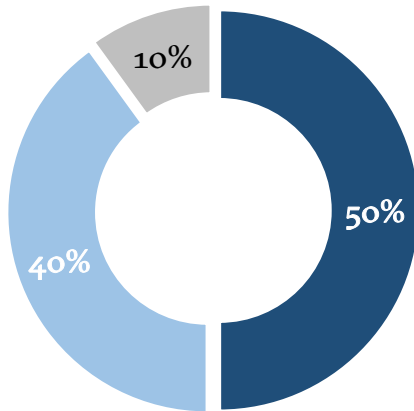
Commerce expo



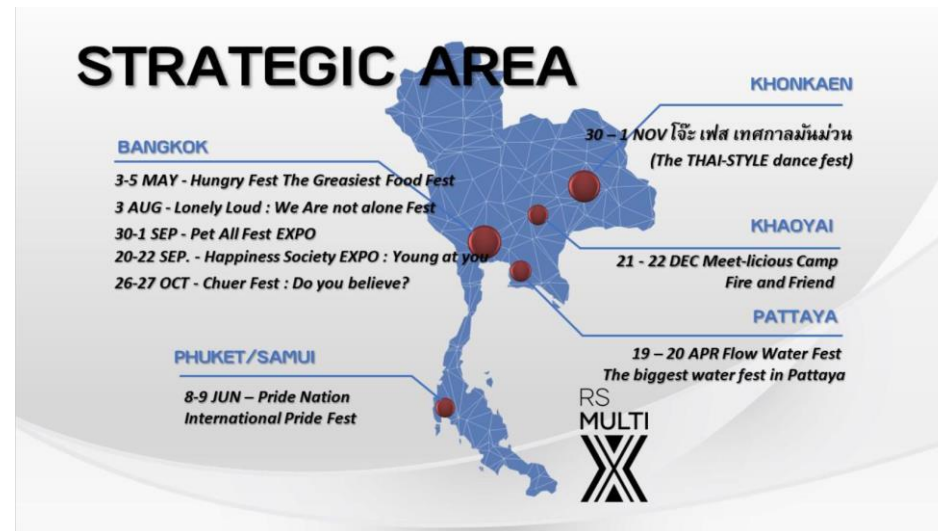
Sport event

Creativities activities: Capture new targets and revenue

Diversified revenue from various sources;



■ Sponsorship ■ Ticketing ■ Others



8

Creative Event In 2024

Initiate new activities in new area across Thailand, not rely on Bangkok demand.

Flow Day

PATTAYA 2024
WATER FESTIVAL

FLOW DAY *Flow Day*

WATER FESTIVAL สุดมันแห่งปี ใหญ่ที่สุดในพัทยา
เติมเต็ม ประสบการณ์ Water Fest ให้เต็มที่
งานที่ใหญ่ รวมทุกความสุข เข้ามาใช้ด้วยกัน (MUSIC , PARTY , EFFECT , TECHNIC)

19-20 เมษายน 2567 (2 วัน)
2 วัน 2 คืน กับเทศกาลน้ำสนุกไม่มีหยุด

PATTAYA 2024
WATER FESTIVAL



SPLASH CAR DJ STAGE

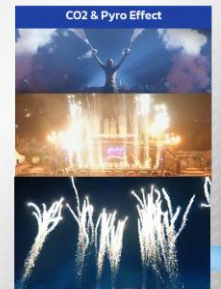
DJ STAGE + SPLASH CAR



Splash Car DJ Stage ที่ฉีดน้ำ ฟันควัน
ไปได้โดยรอบงาน ในรูปแบบ สุด Crazy

SPECIAL EFFECT

กับ WATER Effect และ FIRE EFFECT แบบเต็มรูปแบบ ครั้งแรกในงานวันไหล





PRIDE NATION

INTERNATIONAL PRIDE FESTIVAL

PRIDE DANCE PARTY

ปาร์ตี้กับ ดัจ และ ศลปิ่น ซ้อมถึง สาย LGBTQ

DRAG INTERNATIONAL SHOW

PERFORMANCE SHOW

สนุกกับโชว์พิเศษ ภายในงาน

Contents: Unlock new target of B2B and audiences, outside digital TV area

Full scope of services



Variety of contents



Execution following clients' need



Expand viewership base to regional and inter market

Open for any form of collaboration

Government project

- Tourism campaign
- Food & culture promotion

Original series

- Specific target; LGBTQ+, Chinese market

Brand Marketing

- Brand awareness
- Engagement activities
- Sale conversion

Oversea licensing

- Contents export

Contents Unlock new target of B2B and audiences, outside digital TV area

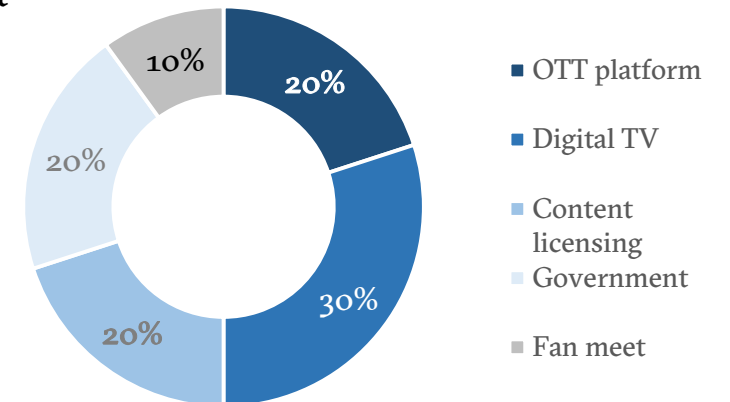


Durian in Love

Content type: Series
Genre: Romantic Comedy
Target audience: All gender, all age
Revenue model:

1. Online monetization (OTT)
2. Digital TV Ad.
3. Licensing – Southeast asia, China
4. Government budget

Event



Build solid footprint for new territories

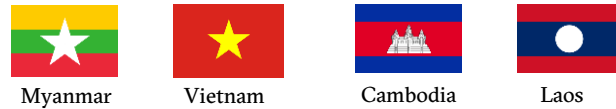
3. Venture for a new potential

Expand through distributors

Increase coverage of distributors



Deploy *Star Commerce* model in CLMV region



Establish new footprint

Collaboration / JV

- Partnership with leading distributors with high experience in Thai product (Philippines market)

Retail opportunities

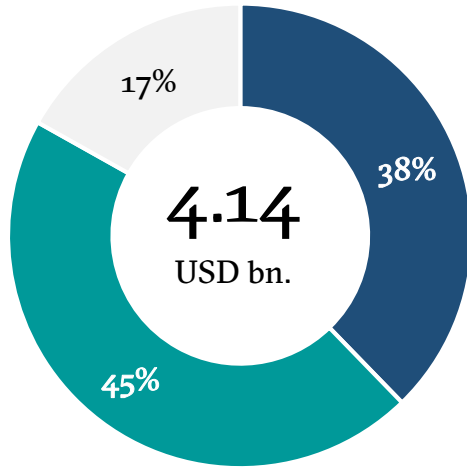
- Retail space
- Online platform

Opportunities to health & beauty business in SEA

Philippines, our first market to explore



Personal care market
2022



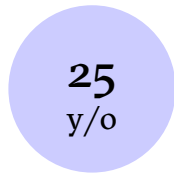
■ Hair & body care ■ Food supplement ■ Others ■



Population



GDP growth



Median age

Source: Euromonitor

Key strategies to penetrate the market

Collaboration / JV for quick win



Leverage on local partners' expertise on market understanding and distribution coverage

Over USD 17 mn/year of Thai brand products distributed by our partner

KOL marketing



Focus on social commerce and becoming partner-of-choice by KOLs, celebrities, and media

Build branding assets



Form a strong foundation for long term with opportunity to retail shop

2024 Estimate Revenue THB 4,400 Million

Commerce
THB 2,050 Million

THB 1,750 Million

RS LiveWell

THB 300 Million

RS Pet All

Media & Entertainment
THB 2,350 Million

THB 1,700 Million

RS Multimedia

THB 650 Million

RS Music

GPM 52-55%

RS Investor Relations & Sustainable Development



+662 037 8126



www.rs.co.th



ir@rs.co.th



RSInvestorRelations



https://twitter.com/rs_ir



ir_rs

