SET OPPORTUNITY DAY

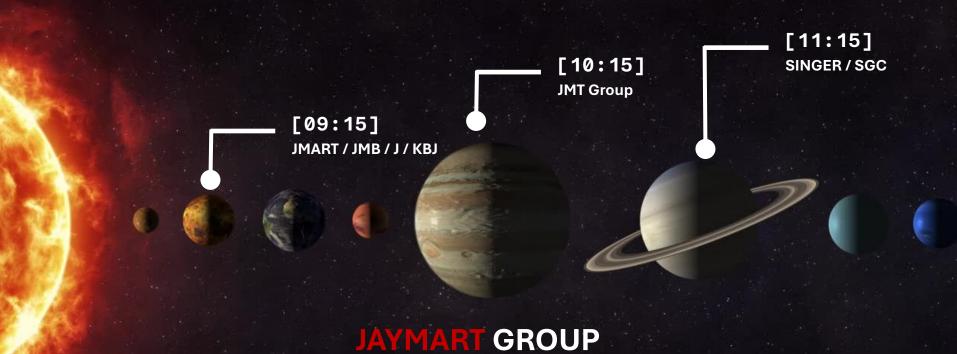
Jaymart Group Holdings

2024 Earnings Results and Future Outlook
3 MARCH 2025



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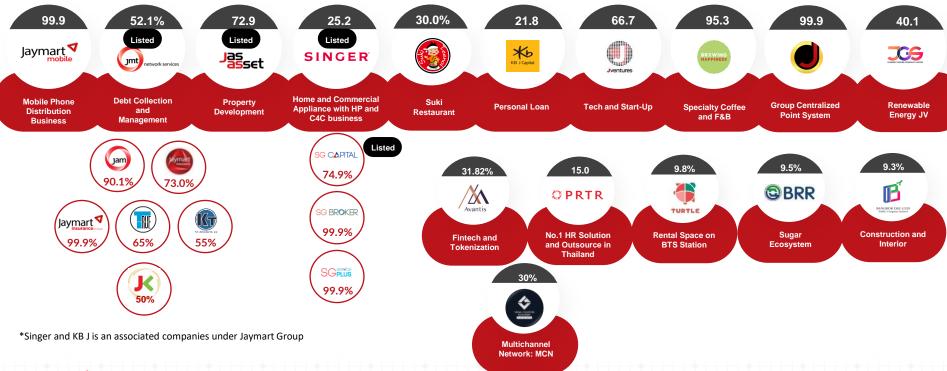
Opportunity Day Presentation FS 2024 TimeLine

3 Mar 2025

• Jaymart Group JMT Network Services Jaymart Mobile JAS Asset J Ventures Singer Thailand



JAYMART GROUP HOLDINGS





TECH INVESTMENT HOLDING COMPANY

Commerce















Finance









Digital Frist



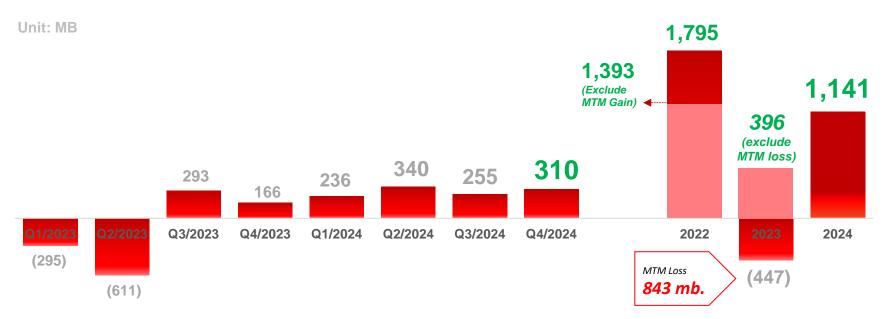








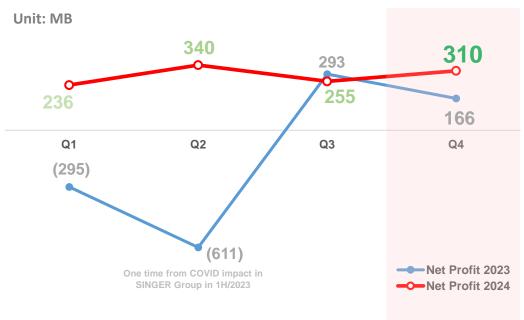
WE CONFIRM OUR GUIDANCE: RECOVERY TO THE GROWTH PATH IS WELL ON TRACK.



^{*}Unrealized Gain/Loss in MTM of BRR and SGC

Q4/2024 GROUP PERFORMANCE & Q1/2025 OUTLOOK

2024 Earnings Growth Path



Q4/2024 Results

- 1. **JMB** achieved its highest sales performance in Q4 2024, driven by new products and the expansion of SG Finance+.
- JMT effectively controlled ECL in the second half of 2024 as planned.
- 3. KBJ Capital Expands Portfolio through Samsung Finance+
- 4. Singer and SGC SG Finance+ Portfolio Expansion
- 5. Suki Teenoi Branches High Season

Q1/2025 Outlook

- 1. **JMB** benefited from government policy, the Easy E-Receipt 2.0 initiative, and the launch of the new Samsung S25 and other new products release.
- 2. JMT Core Earnings Positive momentum
- 3. KBJ Expands Portfolio through Samsung Finance+
- Singer repaid debentures, cutting funding costs. In 2024, it paid 206 million THB in interest—none expected in 2025.
- **5. SGC** SG Finance+ expands by 60K+ devices monthly, with risk management reflected in ECL.
- 6. Suki Teenoi Branches Upcountry Branches Expansion

2025 KEY GROWTH DRIVERS: 4 DEFINING STORY LINE



Investment & Partnership





Locked Phone









JMT Core Earnings





Technology & GEN2





Jaymart Group
 JMT Network Services
 Jaymart Mobile
 JAS Asset
 J Ventures
 Singer Thailand

JAYMART GROUP HOLDINGS

DOMINATING THE MARKET SHARE OF LOCKED PHONES IN THA!LAND



Platform





1.23 million

343,889

customer



Remark: Number of Customer as end of 2024



Performance Target

2025

STRONG IN BALANCE SHEET



Consolidated Balance Sheet (IBD/E 0.65)

as of 30 DEC 2024

59,953 m.THB

(-3.7% from ending 2023)

Disposing of Other Financial Assets, Including Money Market Funds in Treasury, to Repay Debentures. 25,839 m.THB

Liabilities

(12.4% from ending 2023)

Repayment of debentures

34,115 м.тнв

Equities

(+4.2% from ending 2023)

Net Profit Growth Driven by Enhanced Operational Performance



CASH FLOW AND DEBENTURES MATURING WITHIN 1 YEAR





OVERVIEW OF COMMERCE AND FINANCE

Commerce



SINGER









Finance











Center of Excellence

OPPORTUNITY DAY



Center of Excellence (COE)

"Fueling Jaymart's Growth with Innovation"



TO BE JAYMART'S CATALYST...

for transformative innovation, driving sustainable growth, and redefining industry standards through new practices, innovative business models, and strategic expertise.



Mission

TO EMPOWER JAYMART...

by fostering a culture of continuous improvement and agile experimentation, transforming traditional business models into innovative frameworks that fuel future growth and ensure Jaymart Group's long-term success.



Center of Excellence (COE)



COE Milestones 3-Year Plan



- Complete implementing One ID with Jaymart Group
- Primary Focus: Comm Tech & Insure Tech
- Form a squad talent team for new working culture

2026

- Create financial impact from COE portfolio
- NPD to drive exponential growth (Fin & Comm Tech)

2027

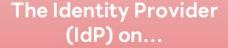
- Capture the market by strengthening COE businesses
- Enhance JPoint to be recognized as a top 10 CRM point system in Thailand

Mid term

Enhance the profitability of the P&L with a commitment to driving at least 30% revenue growth for the Jaymart Group

Highlights 2025





the NDID Platform "One ID"
ensures security and connects
with service providers using
block chain technology via facial
recognition, convenient and fast
identity verification process.
(DX)





The Insure Tech revolutionize the insurance industry by leveraging technology to deliver seamless, personalized, and affordable insurance solutions.



THE DIGITAL FIRST

Premium Mass Coffee enhanced with Technology & CRM System, making every cup personal, accessible, and memorable, wherever our customers.

Partner Ecosystem Mr.FOX **Touchpoints** Personal SUPERTURTLE **JMART** Executives eddu Marriage **Touchpoints ■ SANSIRI** BLACKSMITH ANANTARA JMART's SANGA Digital App SENERA SENIDA WELLNESS CHAIN Freelancer Jasset ANANTARA & transportation สุขใจ้ Jam Sign up Public utility Communities บ้านบ้าน Sign up Telco Collect prescription medicines NFT Certificate CASA LAPIN Promotional events, Social connect Online White collar Tele med enrollment Make a medic SG BROKER Property valuation Apply for scholarship Webinars and appointment workshops Pass away **Participate** Apply for Jaymartinsu Make a rance.co.th reservation Finance and Insurance Jaymart 🔻 **Jaymartins** Claim Management Branch urancebrok Fly Food er.co.th Insurance comparing JIB ไรใจประกัพกัน Deposit Lending Smart Promotion Security Farming Notification -Location base Weather Index jmt Singer Farmer E-Commerce **Payment** Commerce Wealth as a services SAMSUNG Salary advance Cash on del Finance+ JP2P SIT Avantis Treasury Services Credit lending SGFINANCE+ JDID **ø**ricult **BRR** th (th) Auto I Loan Credit Credit Scoring Card Debt Debt collection crowdfunding Virtual credit Buy now card Pay later Klock@@ Student * CARRE KU Account Risk **JDGF** Contractor Management Management SGC Online Parking fee SME shooping Access office klaiklai buildings Maintenance JGS Infrastructure Insourcing services Make a Renovation SINGER services reservation Our ecosystem can serve Claim Sub-contract & Children the customer needs VGI prtr



PARTNERSHIP COLLABORATION

YTD JAN-DEC 2024





20M THB.



0.97M THB.



0.42M THB.





© PRTR

Pah Advance (Loan)





Burn J Point : 3.28M(pts)







The total venue rental, area for 6 JAS Community malls is 3,614 sq.m.

INVESTMENT RETURN

2025 EXPECTED CASH DIVIDEND RETURN



Expected Cash Dividend Receive in 2025

800++ mb.



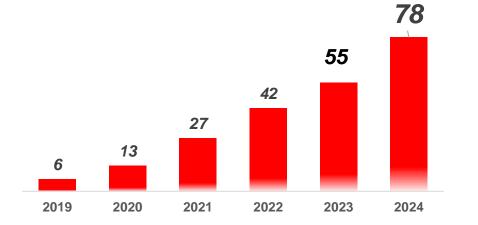
2024 Earning



TEENOI GROWTH STRATEGY

TEENOI BRANCHES EXPANSION

No. of Branches





CHAINMAI

New Branches in Jan 2025







MAHA

TEENOI GROWTH STRATEGY

BUSINESS PERFORMANCE



Outstanding Business Performance

"Industry-Leading Net Profit Margin"

	2022	2023	2024
Revenues (m. THB)	3,977	5,244	7,029
Net Profit (m.THB)	591	912	1,169
Net Profit Margin (%)	15%	17%	17%

SYNERGY TOGETHER IN 2025

JAS Green Village KUBON - 28 Jan 2025











TEENOI GROWTH STRATEGY

BUSINESS UPDATE: BBQ

















JAYMART GROUP COMMERCE FINANCE TECHNOLOGY Q

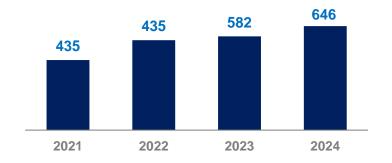
JAS ASSET

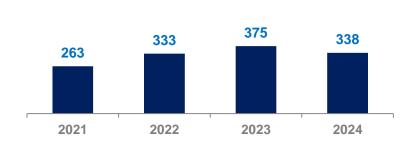


JAS Asset

2024 BUSINESS PERFORMANCE

Unit: MB Unit: MB





Total Revenues

2024 increase from new Community Mall, JAS Green Village Prawet and Ramkhamhaeng



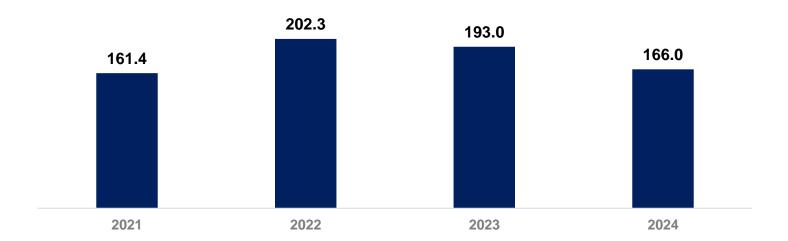
EBIT decrease from higher cost of good sold



JAS Asset

2024 BUSINESS PERFORMANCE: NET PROFIT

Unit: MB





KEY BUSINESS DRIVEN















Jas Green Village Prawet Grand Opening 28 June 2024











Jas Green Village Ramkhamhaeng

Grand Opening 20 September 2024













Lotus's

Jas Green Village Prawet Grand Opening 29 November 2024



TEENOI BBQ

Jas Green Village Kubon Grand Opening 28 January 2025



BigC foodplace

The Jas Ramintra
Grand Opening 28 June 2025









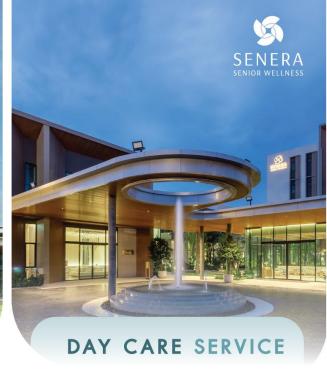












ACTIVE LIVING

COMPRISING OF 49 UNITS WITH ONE AND TWO-BEDROOM TO SERVE ACTIVE AGING GROUPS WHO ARE STRONG AND HEALTHY AND LOVE TO IMPROVE THEIR SKILLS AND JOIN VARIOUS ACTIVITIES. THESE ACTIVITIES ARE DESIGNED FOR THE ELDERLY OF DIFFERENT AGES TO ENHANCE THEIR SKILLS AND RECOVER THEMSELVES PHYSICALLY, MENTALLY, AND EMOTIONALLY.

COMPRISING OF 78 BEDS WITH SINGLE ROOM AND SHARING. THIS BUILDING SERVES THOSE WHO NEED TO BE UNDER THE CARE OF TELEMED FOR 24 HOURS. IT IS WELL-DESIGNED TO FACILITATE THE ELDERLY OF ALL AGES AND AIMS TO ENHANCE THEIR SKILLS AND RECOVER THEMSELVES PHYSICALLY, MENTALLY, AND EMOTIONALLY

NON-ACTIVE LIVING

FEATURING ALTERNATIVE MEDICINES SUCH AS
PAIN CLINIC, ANTI-AGING. THE DAYCARE BUILDING
OFFERS FULLY EQUIPPED FITNESS USING ONE OF
THE WORLD'S BEST FITNESS EQUIPMENT FROM
TECHNOGYM. SENERA LOUNGE IS A RELAXATION
AREA FOR BOTH RESIDENT GUESTS AND MEMBERS.
PRIVATE ROOMS AND MULTI-FUNCTIONAL ROOMS ELEVATE
THE PLEASANT EXPERIENCE THROUGHOUT THE STAY.



SERVICE

ดูแลผู้สูงอายุรายวัน / ดูแลผู้สูงอายุระยะสั้น / ดูแลผู้สูงอายุระยะยาว / พักฟื้นหลังผ่าตัด / กายภาพบำบัดและฟื้นฟู / ใช้ชีวิตหลังเกษียณที่ซีเนร่า



• ดูแลผู้สูงอายุระยะยาว



• ใช้ชีวิตหลังเกษียณที่ซีเนร่า



• ดูแลผู้สูงอายุระยะสั้น



• กายภาพบำบัดและฟื้นฟู



• ดูแลผู้สูงอายุธายวัน



พักฟิ้นหลังผ่าตัด

2 LOCATIONS

WITH EASY ACCESS TO COMMUNITY MALL (JAS GREEN VILLAGE)





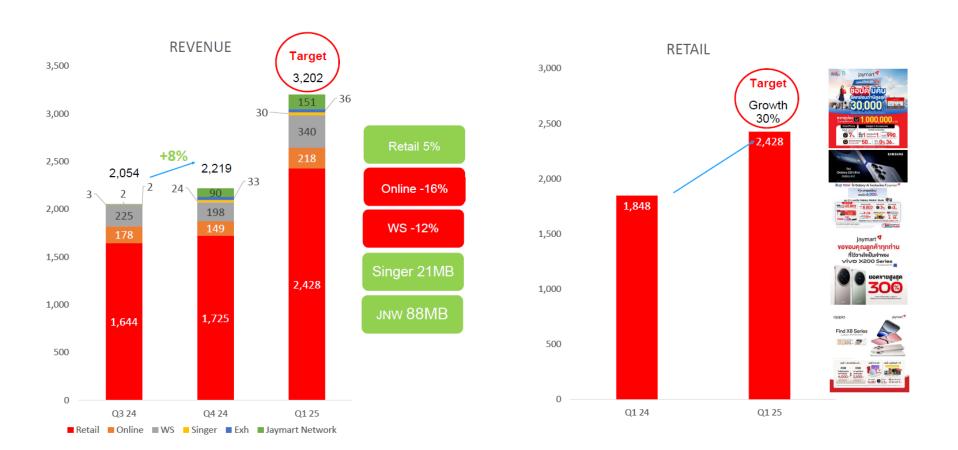


JAYMART GROUP COMMERCE FINANCE TECHNOLOGY Q

JAYMART MOBILE



SALE REVENUE COMPARISON



KEY STRATEGY 2025







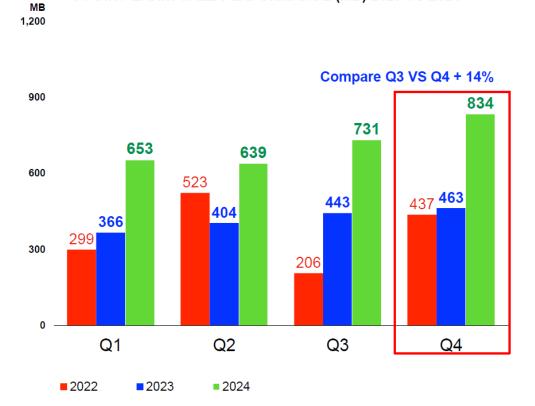


BUSINESS OUTLOOK

J POINT USAGE PERFORMANCE

YOY +90%

J POINT EARN: SALE PERFORMANCE (MB) 2023 VS 2024







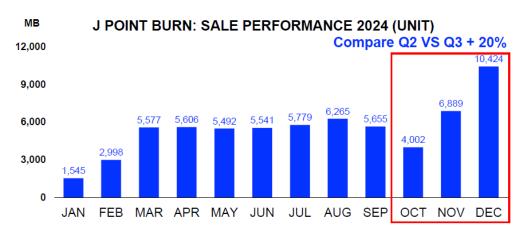


Quotery	2022 Sale (MB)	2023 Sale (MB)	Growth	2024 Sale (MB)	Growth
Q1	299	366	22%	653	78%
Q2	523	404	-23%	639	58%
H1Y2024	822	770	-6%	1,292	68%
Q3	206	443	115%	731	65%
Q4	437	463	6%	834	80%
H2Y2024	643	906	41%	1,900	110%
Grand Total	1,465	1,676	14%	3,192	90%



J POINT USAGE PERFORMANCE



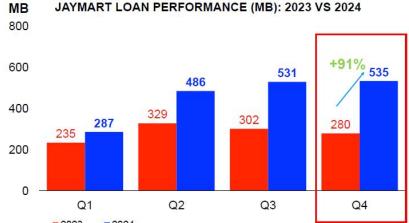


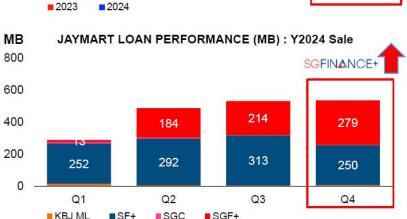


Quotery	2024 Sale (MB)	Growth
Q1	102	
Q2	182	78%
H1Y2024	284	
Q3	193	6%
Q4	204	6%
H2Y2024	397	
Total	681	



FINANCIAL DESTINATION











YOY +91%







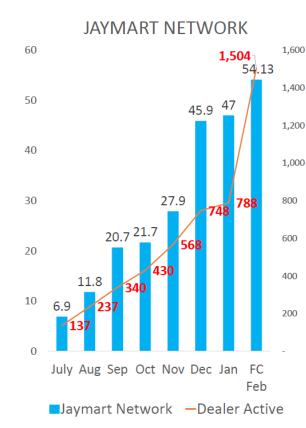
FINANCIAL DESTINATION

***NEW CHANNEL

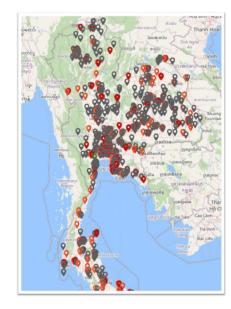








COVERAGE



2,000 Shops (Dealers)

69 Province / 427 District



JAYMART GROUP COMMERCE FINANCE TECHNOLOGY Q

KB J Capital



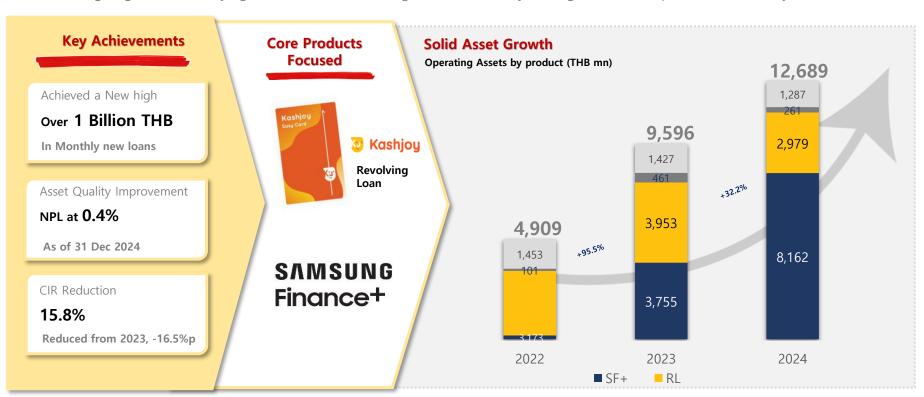




Kashjoy 2024 Key Performance Indicators



Restructuring Organization: Laying the Foundation for Long-Term Profitability Through Cost and Operational Efficiency in 2024







Business Performance 2024: SF+ is the main growth driver



KBJ Achieves Record Monthly New Loan Sales of 1.25 Billion THB in 2024

Key Programs

Stable Growth in Samsung Finance +

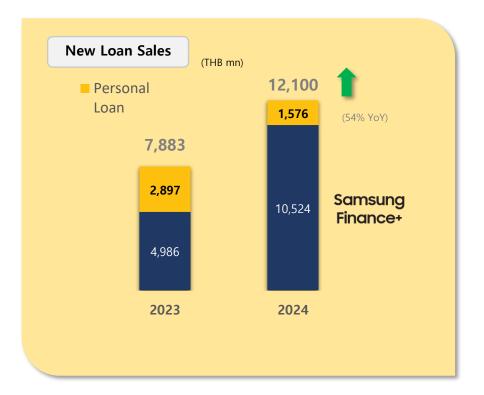
 Compared to 2023, SF+ grew by 111%, Moreover as of December 2024, the number of dealer shops handling SF+ has increased to 5,553. (from 4,409 Shop in 2023)

Shift Towards RL Operations Targeting High-Quality Customers

 Despite tightened credit evaluation standards similar to those of banks, KBJ successfully attracted new middle- and high-income customers.

Focus Main Product

 KBJ focused on two main products. the H4C Business and the C4C Business was discontinued.



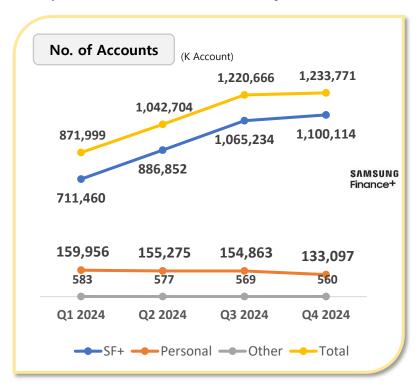


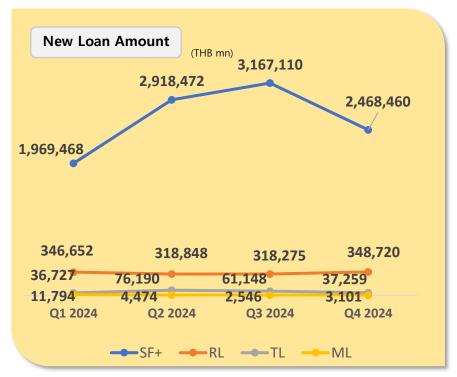


Business Performance 2024



KBJ acquired over 1 million customers by the end of Q2 2024, driven by strong SF+ sales growth





Remark: H4C business has been discontinued since Q3. 2023, and the C4C business has been discontinued since Q1 2024.





Business Performance 2024



Building a Strong Foundation for Collection Operations and Clearing All Bad Debt by the End of 2024

Key Programs

Establishment and Launch of the RL Loan Review Program

- Establishing a regular monthly process for continuous limit controls
- Implementing prepayment notices and limit reduction measures

Enhancing Efficiency of Debt Collection Operations

• Enhancing debt collection capabilities and distribution efficiency

Write off Bad Debt

 Existing NPL customers with a total principal of 923 million THB fully written off by the end of December 2024







Business Performance 2024



SF+ growth drove significant revenue expansion, while cost optimization efforts improved CIR to a record low

Key Programs

Revenue Led by SF+

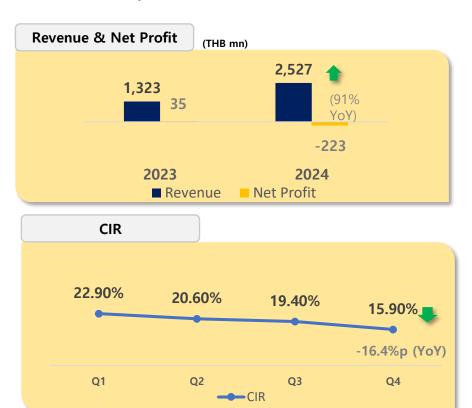
 SF+ growth drove exceptional revenue expansion, with total revenue surging from 1,323 million THB in 2023 to 2,527 million THB in 2024, marking a 91% YoY increase

Reduce CIR

 Anticipating a sharp increase in credit costs, SG&A expenses were proactively reduced throughout the year, leading to a 16.4 percentage point improvement in CIR compared to the previous year

Efforts After End of Debt Relief Measures During the COVID-19 Pandemic

- Throughout the year, KBJ completed the digitalization and enhancement of the debt collection process. In December, a largescale write-off was executed, fully clearing non-performing loans just one year after the Debt Relief Measures project ended
- Despite these efforts, higher credit costs led to a net loss of THB 223 million



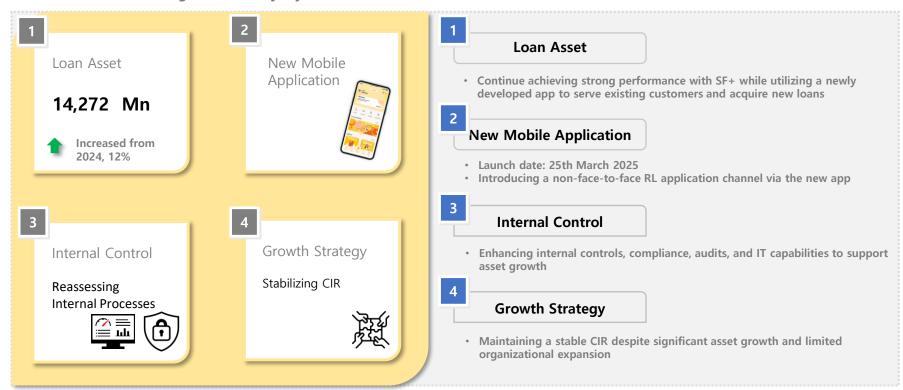




Kashjoy 2025 Key Performance Indicators



Key Agenda and Action Plans: Enhancing profitability through core products while strengthening asset quality, stabilizing IT infrastructure, and fostering customer loyalty



COMMERCI

FINANC

TECHONOLOG'

Q

THANK YOU!

Q For more information

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