



SUCCESSMORE

Inspiration for your Being

OPPORTUNITY DAY PRESENTATION

Q2/2023

22 Aug 2023



Q2/2023 KEY HIGHLIGHTS



APPROVAL OF DIVIDEND PAYMENT FROM OPERATING RESULTS

- Approvement of the dividend payment for the operating results in 2022 at the rate of Baht 0.11 per share, with the dividend payment date set on May 22, 2023, for a total of Baht 66.0 million.
- Approvement of the interim dividend payment for the operating results in 2023 at the rate of Baht 0.10 per share, with the dividend payment date set on September 5, 2023



NEW PRODUCT LAUNCHED TO CAPTURE HEALTH AND BEAUTY TREND

- “Body Sheer Body Soap” and “Sweet Night” products launched to expand the product line to new target groups and respond to the growing health and beauty trend
- New collection of foundation powder and foundation, **ALL DAY PERFECT SKIN**, aiming for 10% growth in the S MONE’ product group in 2023



RECEIVED “WFDSA GLOBAL CODE OF ETHICS INITIATIVE GOLD AWARD”

- Successmore received the “WFDSA Global Code of Ethics Initiative Gold Award” from TDSA Award 2023. This confirms the company's business standards and ethical excellence



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01 COMPANY OVERVIEW

Displays the business nature of the Company with breakdown of product and service portfolio

02 Strategic Direction & Strategy

Illustrates the growth direction of the Company and how the Company is planning on achieving the target

03 Financial Performance

Displays the Company's financial performance of the latest quarter

04 2023 Outlook

Outlines the Company's growth target and activities for the upcoming quarter and year

GETTING TO KNOW SCM



► **1st** Network Marketing Company Listed on SET

• Among the 32 Network Marketing Companies in Thailand, SCM is the *only one that listed in SET*

► **7** Countries of Operation

• 7 countries in AEC including KH, MM, LA, VN, MY, SG, PH

INSPIRATION FOR YOUR BEING

► **175k** Active Members

"We believe every change will lead to success in upgrading your status in terms of wealth, happiness and lifetime achievements"



HAPPINESS

- Creating inspiration for the soul
- Health Conscious



WEALTH

- Obtaining Income
- Better way of Living



LIFETIME ACHIEVEMENT

- Prioritize the success of our SCM member
- Human development: mind-set and skill-set for members to create unity and be successful with the company through "SCM Leadership Academy (SLA)"

SCM CORE VALUES & SKILL

95.0%

of total
revenue



Network Marketing

Distributing a variety of products through branches and overseas distribution agents

- Local sales
- Export to distributors
- Brand Using Fee

5.0%

of total
revenue



Manufacturing Business (OEM)

Operated by “SMI” to manufacture products for the company group's customers.

- Other income

0.05%

of total
revenue



Consulting Services

Operated by “SPT” and “SPM” to provide network business-related advice.

- Service income



New Business

Finding new business opportunities to fulfill SCM's ecosystem and drive more growth

- Power Agrotech (new business)
- Other business

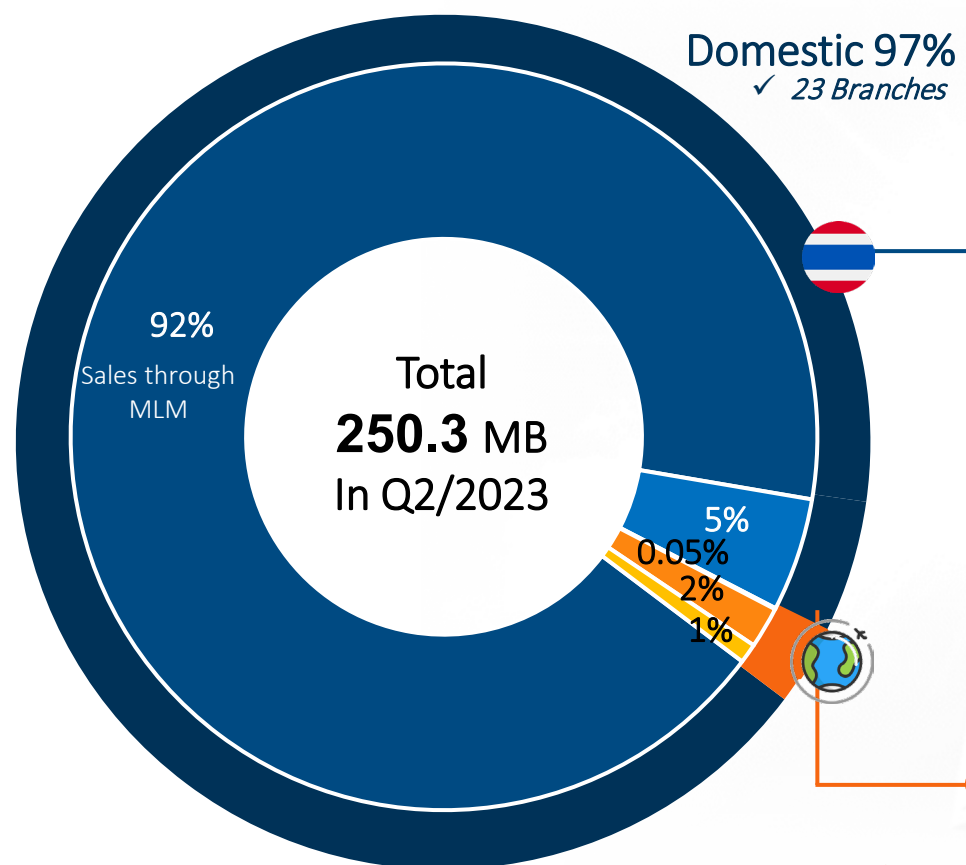


GROWING BUSINESS AS AN ECOSYSTEM

Leveraging Members

BUSINESS OVERVIEW BY BUSINESS UNIT

Revenue Structure by Business Unit



Domestic 97%
✓ 23 Branches

92%

Sales through MLM

Network Marketing: Networking business to distribute nutritional products and consumer products which is the main business of the group of companies.

5%

Other Income

Manufacturing Business: Manufacturing business that has been operated by SMI. It has a production capacity of approximately 120,000 pieces per month, Consists of dietary supplements 15 SKUs, and cosmetic product 1 SKU

0.05%

Service Income

Consulting Services for Networking Business Operation and Seminar Organization: Consulting services business in operating networking business is operated by SPT and SPM to provide network business-related advice.

2%

Export to Distributor

Distributing products through a network of overseas dealers which include 6 countries, Cambodia, Laos, Myanmar, Vietnam, Malaysia, and Singapore.

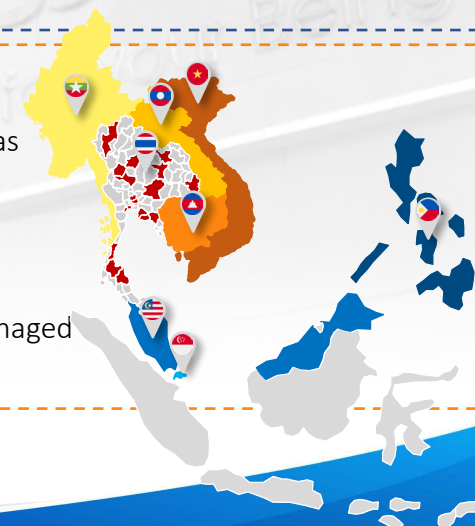
1%

Brand Using Fee

Using brands of the overseas dealers that have managed branches and businessman by themselves.

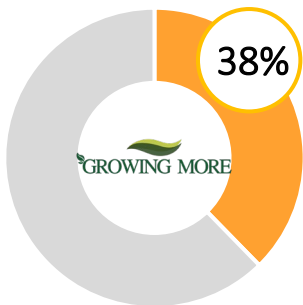
International 3%

✓ 7 countries in AEC including KH, MM, LA, VN, MY, SG, PH



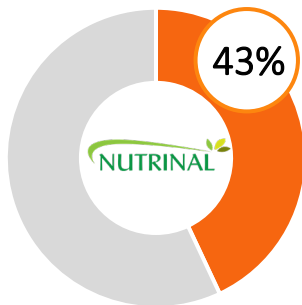
SUCCESSMORE PRODUCT PORTFOLIO

Revenue Structure by Brand



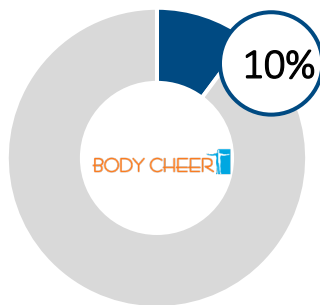
Growing More

Agricultural Products



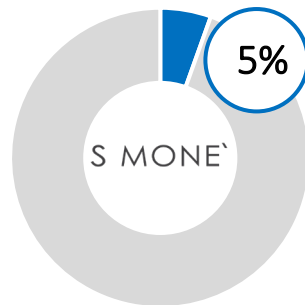
Nutrinal

Dietary Supplementary Products



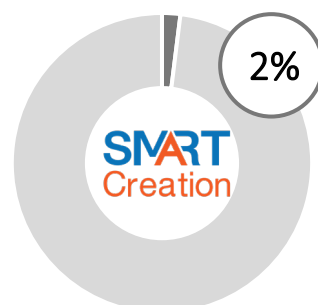
Body Cheer

Daily Products



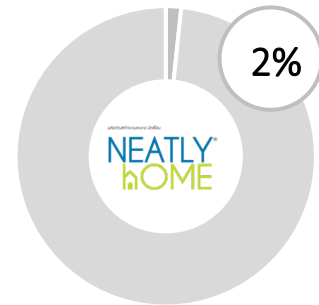
S Mone'

Facial Skin Products



Smart Creation

Modern Innovative Products



Neatly Home

Home Products



Product Examples:



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03 Financial Performance

Displays the Company's financial performance of the latest quarter

04 2023 Outlook

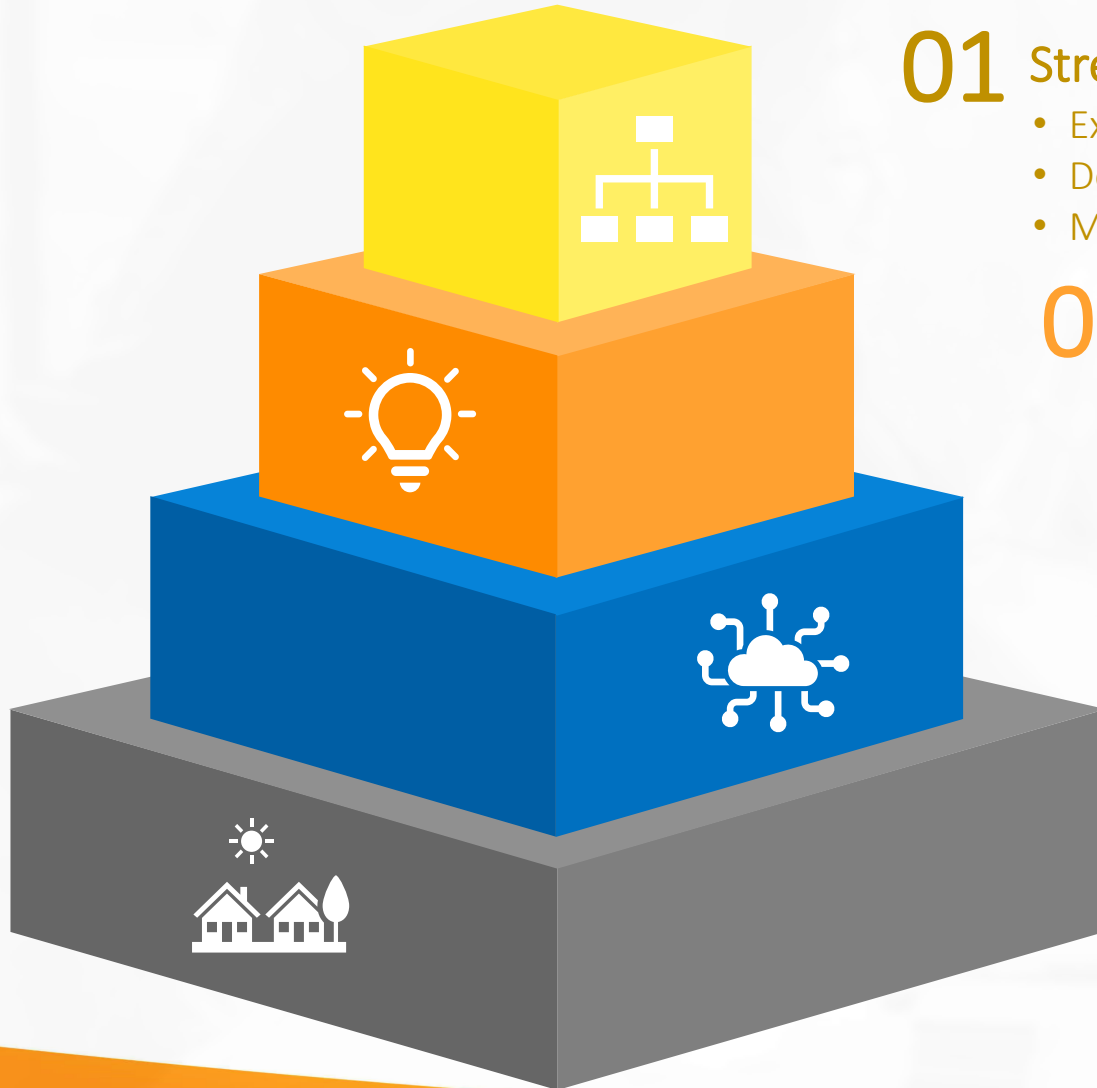
Outlines the Company's growth target and activities for the upcoming quarter and year

SCM STRATEGIC DIRECTION

Network to build success, happiness and goal achievement



SCM Strategy



01 Strengthening Core business

- Expanding membership base domestically and internationally
- Developing quality of members
- Maximizing order size

02 Seek for new businesses

- Leveraging existing customer base for new business
- Identify new investment opportunities for growth

03 Technological Intelligence

- Applying Big Data to MLM business to expand market and penetrate tech-savvy customers

04 Continuous care for community

- CSR activities
- Recognized as a sustainable Company



1. Strengthening Core Business Through 3 Core Pillars (1/3)

SCM plans to grow MLM business through expanding membership community as well as increasing performance per member



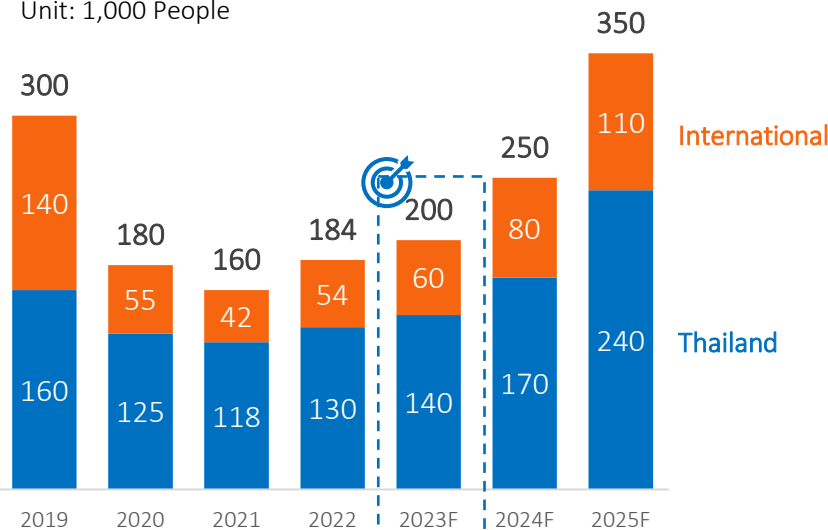
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X: EXPANDING MEMBERSHIP

01

Number of Members

Unit: 1,000 People



✓ Total 175,000 members as of Q2/23

- ✓ Expand sales channel to online with supportive system
- ✓ Attractive Incentive Schemes
- ✓ Increase Awareness of Brands
- ✓ Retention schemes

Y: RELATIONSHIPS

02

Quality of Members

SUCCESSMORE LEADERSHIP ACADEMY

Human Development System

SCM has a leadership development institute called "Successmore Leadership Academy : SLA" to educate a correct mindset and strong leadership to our staff and businessmen

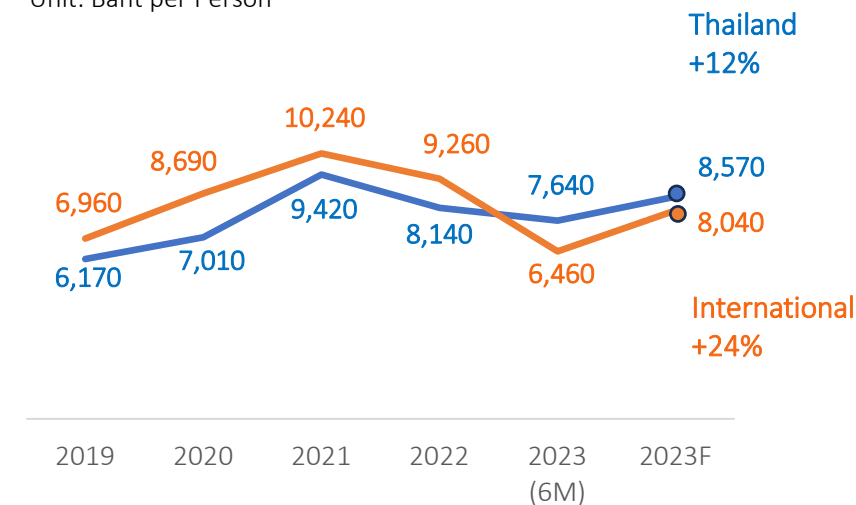
- ✓ Consistent training
- ✓ Enhancing Leadership
- ✓ Digital Marketing Practices
- ✓ Increasing Quality of Members through Leadership Programs

Z: MAXIMIZE ORDER SIZE

03

Average Sales Value per Member

Unit: Baht per Person



✓ Average sales value per member as of Q2/23

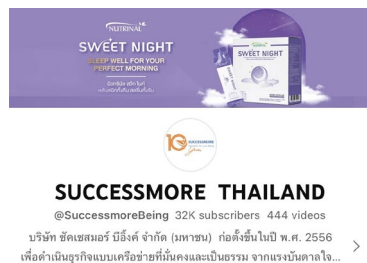
- Thailand : 7,640 Baht per person
- International : 6,460 Baht per person
- ✓ Introducing new products Increasing Product Mix: Expanding Agricultural and the Silver Age Market

Strengthening Domestic Team and Networks: 10-15 teams per Region

1. Strengthening Core Business Through 3 Core Pillars (2/3)

Expand to online platforms

- Expand from offline strategies to digital platforms by training members to be influencers to reach customers effectively



Successmore Thailand



@successmore_thailand

1 2096 12.4K
กำลังติดตาม ผู้ติดตาม ถูกใจ

ข้อความ

Successmore มลิตภัณฑ์เพื่อคุณภาพชีวิต Better Life Living

www.successmore.com

ร้านค้า Instagram เพิ่ม

SCMAcademy

18K likes • 34K followers

Successmore Leadership Academy

สถาบันพัฒนาสุขภาพ พัฒนาทักษะการบริหาร ภาวะผู้นำ เพื่อขับเคลื่อนความสำเร็จ

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บริษัท ซัคเซสมอร์ บิโงค์ จำกัด (มหาชน) 10/1-2 ถนนรัชดาภิเษก แขวงจตุจักร เขตจตุจักร, Bangk...



Positioning corporate brand as a "Hero Brand"

- Be a hero brand to grow and become top-of-mind for consumers

"SCM Hero Life Hero Run"

Every step of your run will turn into a contribution to the National Cancer Institute Foundation and the Paralympic Foundation of Thailand



1. Strengthening Core Business Through 3 Core Pillars (3/3)

Developing team potential and members' skills

- Provide coaching and training courses for members to become leaders and achieve long-term goals

“Successmore Leadership Academy (SLA)”



Committed to be the leader in the agricultural product segment

- Continue launching high-quality fertilizer products under the "Growing More" brand in order to help farmers enhance crop quality and sales.





2. Seek For New Businesses


SCM holds a 25% of share in Power Agrotech in Q3/23 and is continuously exploring new business to generate growth




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Power Agrotech

Agricultural drone business that provides a one-stop service for agricultural businesses



 Agricultural drone distribution

 Spray services for B2C

Upcoming projects

- Establish and manage a drone academy 
- Spray services for Siam Pattana Starch Company (B2B)

SCM Opportunities

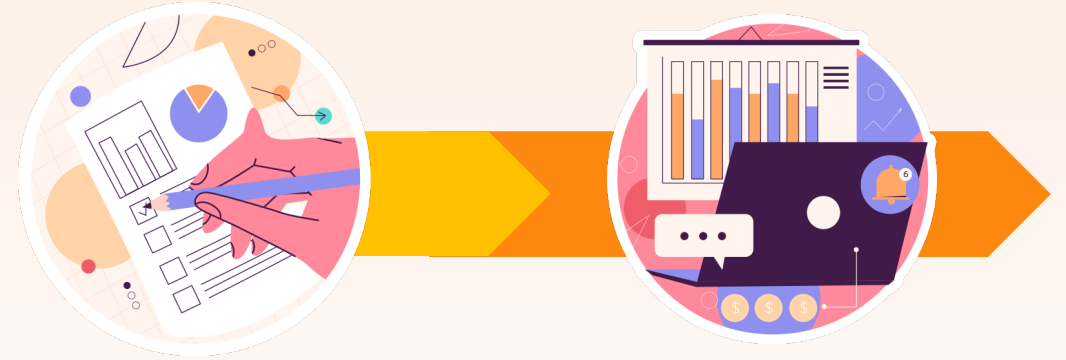
- ✓ Increase  sales 
- ✓ SCM's credit sale benefits (studying process)
- ✓ Long-term sustainable growth for SCM
- ✓ Market Opportunities



Create sustainable agriculture

-  Time Savings
-  Precision Management
-  Reduced Labor Costs
-  Minimized Loss
-  Improved Quality

Explore other opportunity



- ✓ Build brand awareness and expand customer base through online-to-offline marketing
- ✓ Focus on increasing Growing More's sales growth
- ✓ Exploring other potential new businesses that have synergy with SCM by leveraging existing members and utilizing the skills of employees to generate an additional revenue stream
- ✓ Considering seeking collaboration with strategic partners in related business



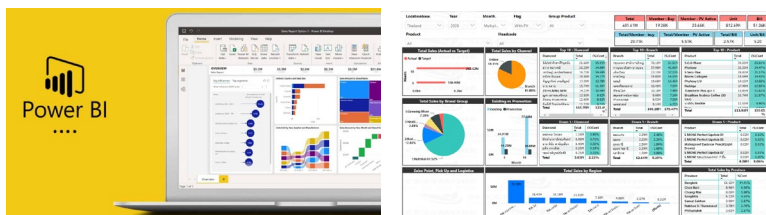
3. Technological Intelligence

SCM developed a big data system and has used it in sales planning and management since 2021. This is an important factor that will boost SCM's sales value, including using a warehouse management system to increase SCM's long-term competitiveness



Analytics for Marketing Strategies

- ✓ Using big data for customer relationship management and analyzing marketing and sales
- ✓ Using Big Data to analyze and create a good brand experience for customers

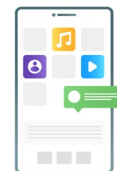


Warehouse Management System (WMS)

- ✓ The system used for controlling goods entering and leaving the warehouse by using web application platform, handheld computer, and QR code tracking



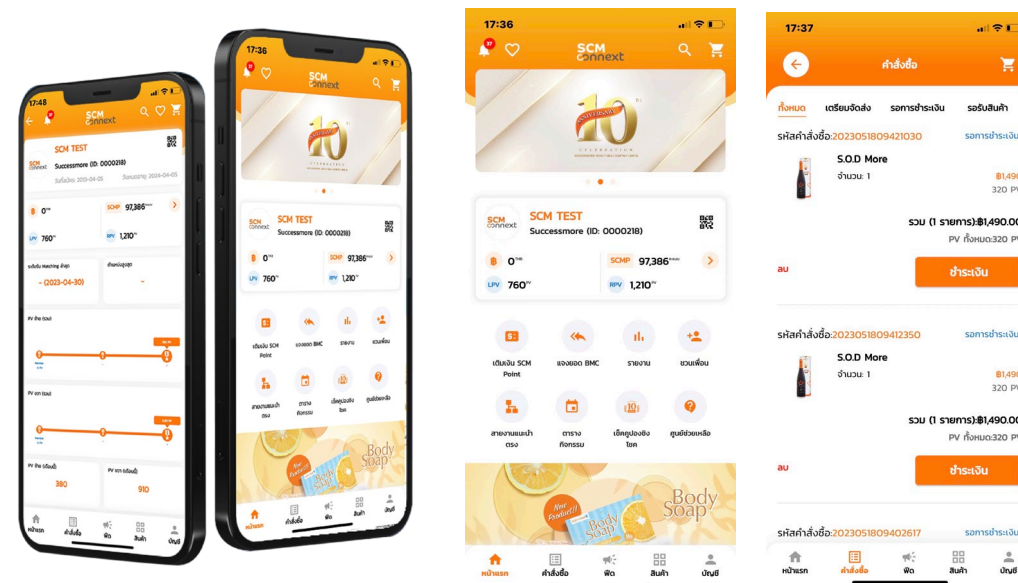
- Plan product distribution and storage
- Reduce shipping problems
- Calculate the warehouse management cost
- Check inventory and shelf life of products



Application Development

“SCM CONNEXT”, a sales platform on Mobile Application to increase convenience to members in purchasing products and receiving news

“My Success Shop”, is an online store system that helps members boost sales through sharing on various social media and trading 24 hours a day.





4. Continuous Care for Community

SCM conducts business with transparency and accountability to the community and environment.

Environmental

- ✓ SCM conducts its business by prioritizing the **environment** and avoiding activities that can have a negative impact on the surrounding communities.



"Won" project

- Joining with PBTI to donate stretchy plastic (PE) to create plastic circular productions in the economy as much as possible as well as to prevent leakages of waste into the environment.

Social

- ✓ SCM focused on delivering value through personal **development** through the Successmore Leadership Academy



- CEO gave a special lecture on the topic "The Power of Thoughts Conquers Life" aimed at inspiring people and encouraging a growth mindset



Governance

- ✓ SCM has been certified by various agencies as an **anti-corruption organization**.
- ✓ SCM was assessed at the level of "Excellent" from the Good Corporate Governance Assessment.
- ✓ SCM obtained a **full score of 100 points** from the assessment of the **quality of the 2022 Annual General Meeting of Shareholders** by the Thai Investors Association.
- ✓ SCM received "WFDSA Global Code of Ethic: Gold Award" by Thai Direct Selling Association





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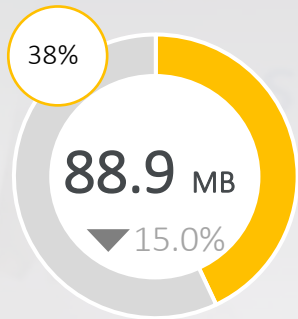
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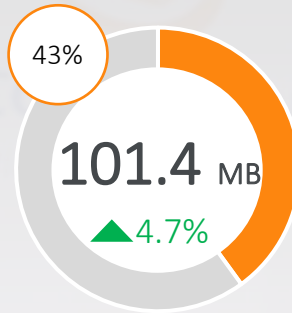
Outlines the Company's growth target and activities for the upcoming quarter and year

Q2/2023 Financial Highlights

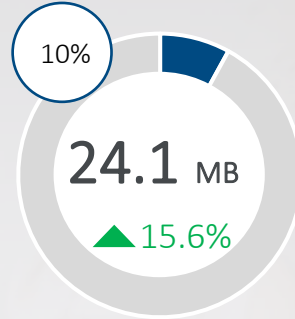
Total Q2/2023 Sales 235.8 MB



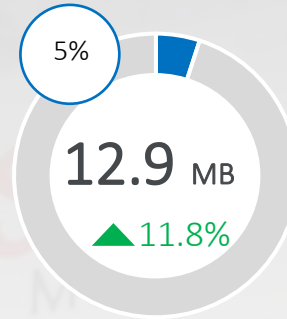
Growing More



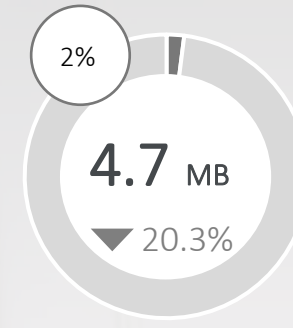
Nutrinal



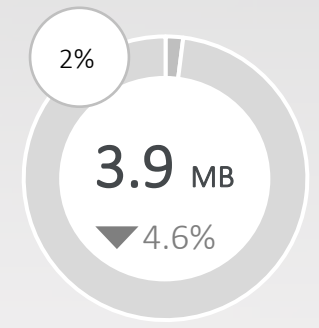
Body Cheer



S Mone'



Smart Creation



Neatly Home

GPM

77.5%

NPM

10.2%

ROA

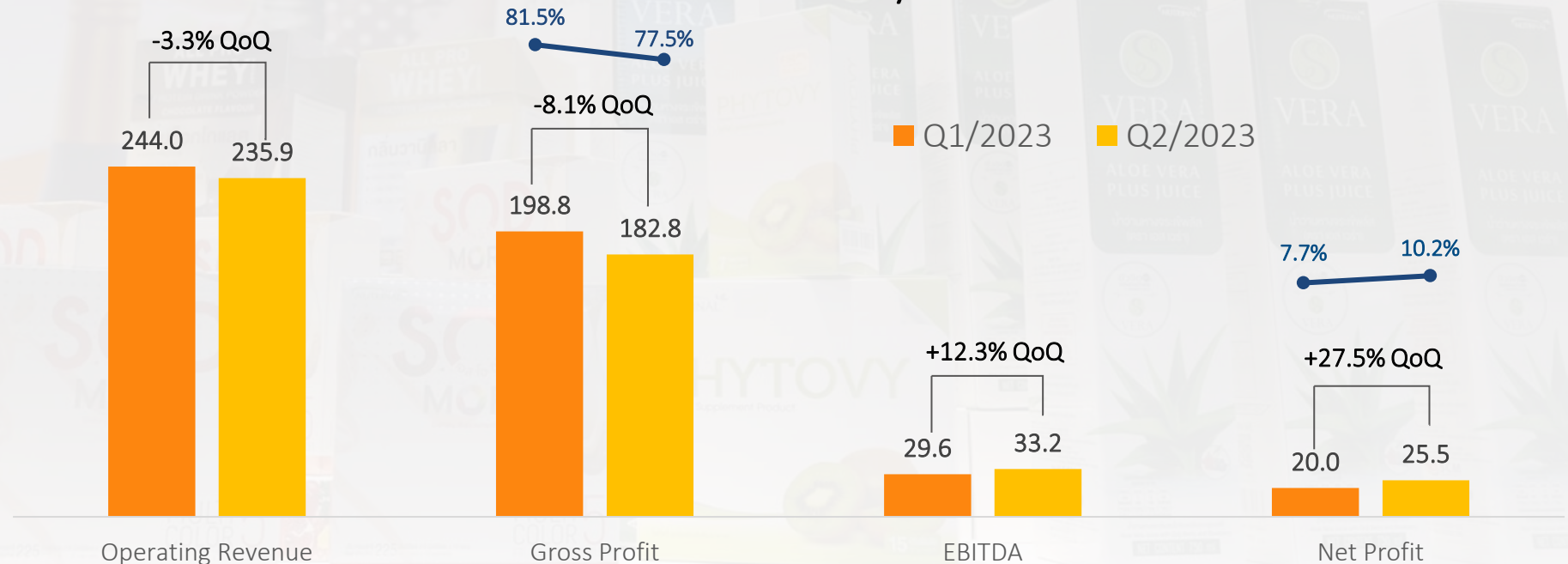
17.1%

ROE

18.0%

Unit: Million Baht, %

Financial Summary



Q2/2023 Revenue and Cost Impact



- Decrease in sales of agricultural product from declining fertilizer prices in both the world market and Thailand

Impact to SCM

Revenue from sales in Q2/23 dropped from Q1/22



- Marketing cost by using celebrities as brand presenter to promote brand awareness and product sales
- Training and seminars organizing cost to enhance members capabilities

Ongoing Marketing activities from Q1/23 to Q3/23 will stimulate better sales performance in later quarters of the year



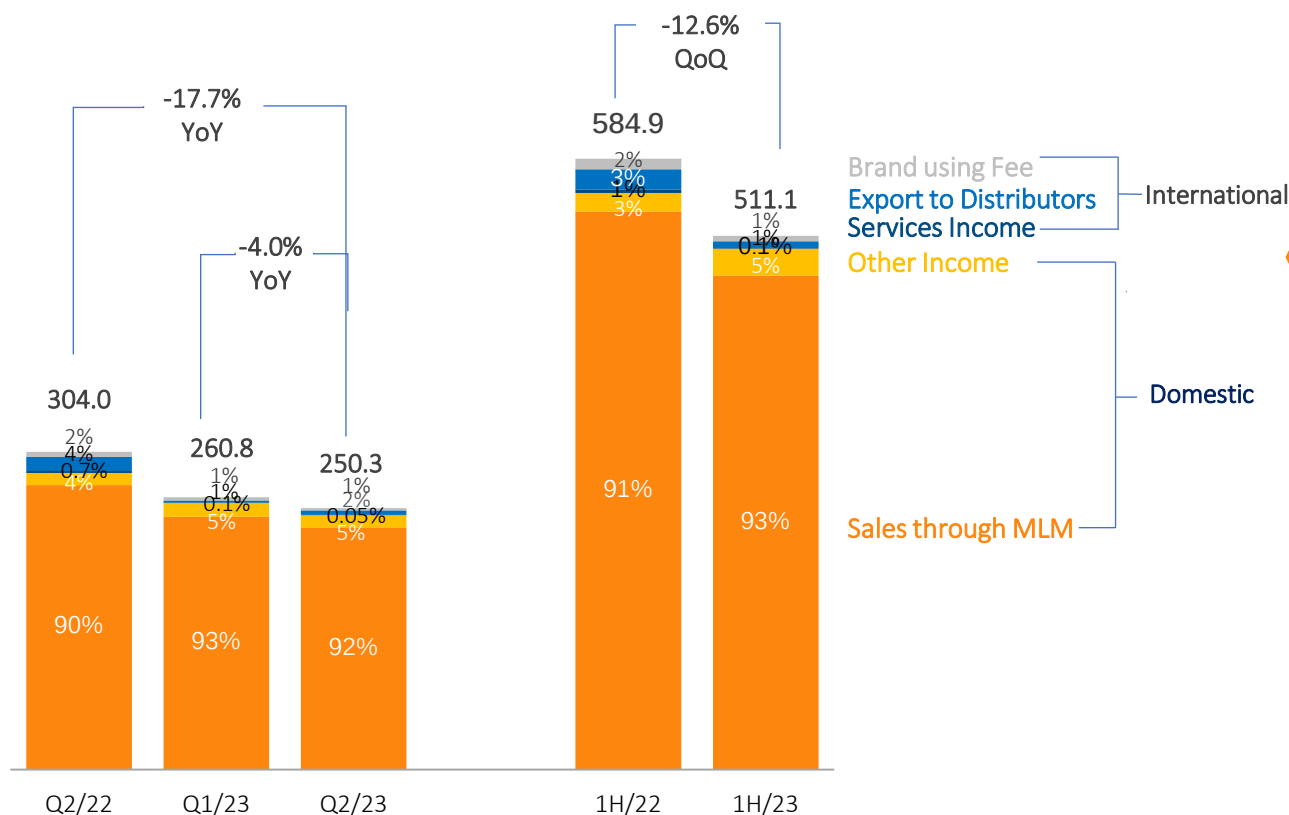
- Decrease in Employee-related expenses for Chadhai Leasing Co., Ltd. from reducing the number of leasing employees

Decreased in administration expenses in Q2/21 compared to Q1/23

Total Revenue Breakdown by Type of Income

Revenue Breakdown by Type of Income

Unit: Million Baht



-17.7% YoY : Q2/2023 vs Q2/2022

Operating revenue was Baht 250.3 million, decreased by Baht 53.7 million or 17.7% mainly due to:

- Domestic revenue:** decreased by Baht 42.0 million, mainly due to the decrease in revenue from supplementary products according to the economic slowdown situation and the purchasing power of consumers as well as the increasing competition in the market, while the sales of agricultural products decreased since the situation of decrease in fertilizer prices.
- International revenue:** decreased by Baht 11.6 million, mainly due to the decrease in export sales to distributors, causing the number of new orders from Thailand to be reduced according to the economic slowdown situation and the purchasing power of consumers in each country. Along with the reducing of service fees in 2022 to encourage overseas distributors to access more online marketing activities and a decrease in brand using fee.

-4.0% QoQ : Q2/2023 vs Q1/2023

Operating revenue was Baht 250.3 million, decreased by Baht 10.5 million or 4.0% mainly due to:

- Domestic revenue:** decreased by Baht 11.9 million, mainly due to the decrease in revenue from agricultural products since the situation of decrease in fertilizer prices, while the revenue from supplement products increased.
- International revenue:** increased by Baht 1.4 million, mainly due to the increase in export sales to distributors in Singapore, causing the number of new orders from Thailand to be increased.

-12.6% YoY : 1H/2022 vs 1H/2023

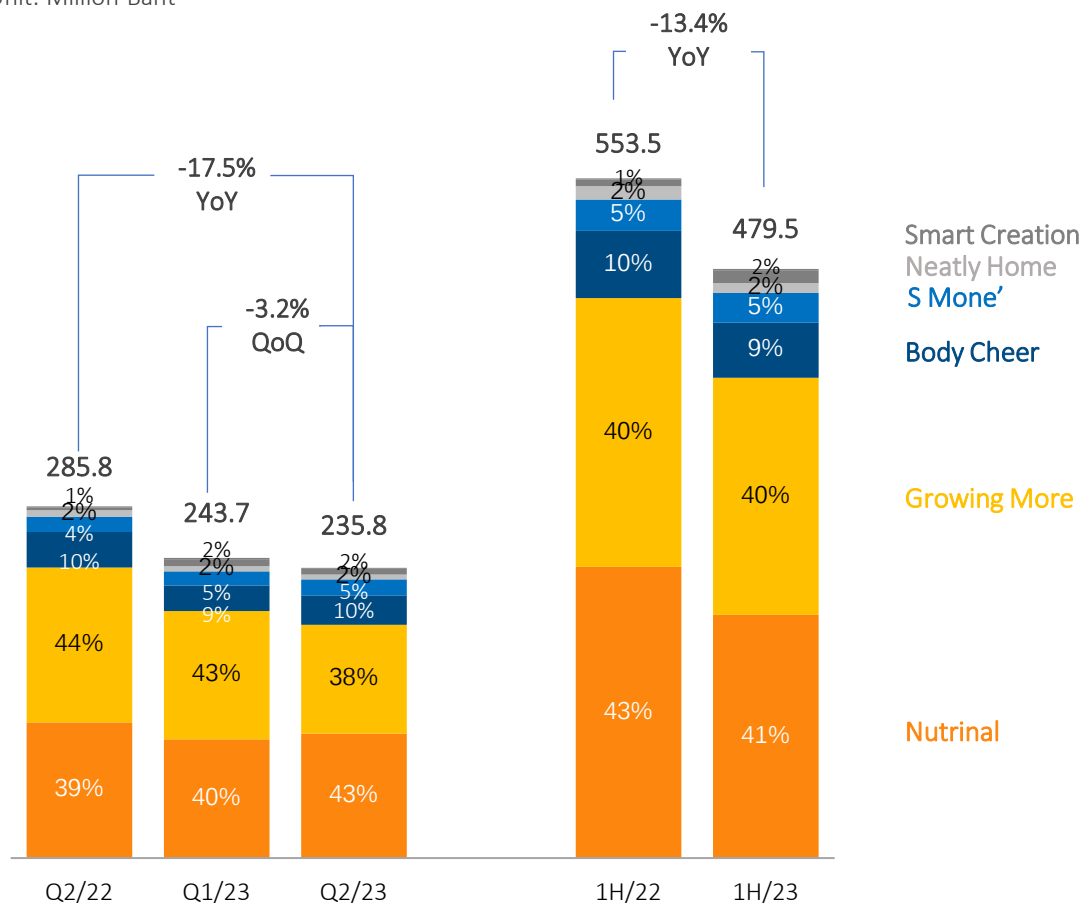
Operating revenue was Baht 511.1 million, decreased by Baht 73.8 million or 12.6% mainly due to:

- Domestic revenue:** decreased by Baht 56.2 million, mainly due to the decrease in revenue from supplementary products according to the economic slowdown situation and the purchasing power of consumers as well as the increasing competition in the market, while the sales of agricultural products decreased since the situation of decrease in fertilizer prices.
- International revenue:** decreased by Baht 17.6 million, mainly due to the decrease in export sales to distributors, causing the number of new orders from Thailand to be reduced according to the economic slowdown situation and the purchasing power of consumers in each country. Along with the reducing service fees in 2022 to encourage overseas distributors to access more online marketing activities and a decrease in brand using fee.

Operating Revenue Breakdown by Brand

Operating Revenue Breakdown by Brand

Unit: Million Baht



-9.0% YoY : Q2/2023 vs Q2/2022

Operating revenue was Baht 235.8 million, decreased by Baht 50.0 million or 17.5% mainly due to:

- **Nutrinal**: decreased by Baht 9.0 million, mainly due to the slowdown economic situation and the decrease in the purchasing power of consumers as well as the increasing in competition in the market.
- **Growing More**: decreased by Baht 37.6 million, due to the declining fertilizer prices in both the world market and Thailand, resulting in the company's agricultural products price becoming higher than the same product in the market.

-3.2% QoQ : Q2/2023 vs Q1/2023

Operating revenue was Baht 235.8 million, decreased by Baht 7.9 million or 3.2% mainly due:

- **Nutrinal**: increased by Baht 4.6 million, mainly due to the company's marketing promotion activities in Q2/2023.
- **Growing More**: decreased by Baht 15.7 million, mainly due to the declining fertilizer prices in both the world market and Thailand, resulting in the company's agricultural products price becoming higher than the same product in the market.

-13.4% YoY : 1H/2023 vs 1H/2022

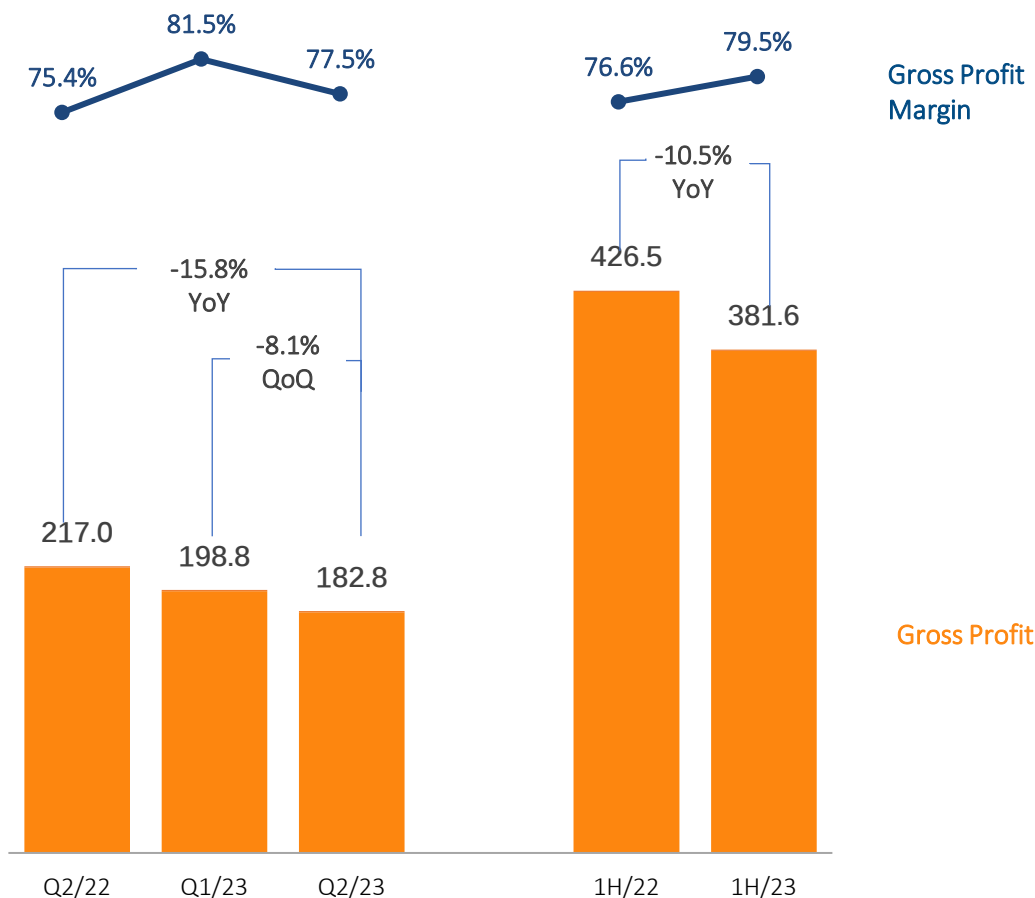
Operating revenue was Baht 479.5 million, decreased by Baht 74.0 million or 13.4% mainly due to:

- **Nutrinal**: decreased by Baht 39.2 million, mainly due to the slowdown economic situation and the decrease in the purchasing power of consumers as well as the increase in competition in the market.
- **Growing More**: decreased by Baht 25.8 million, due to the declining fertilizer prices in both the world market and Thailand, resulting in the company's agricultural products price becoming higher than the same product in the market.

Gross Profit

Gross Profit and Gross Profit Margin (GPM)

Unit: Million Baht, %



-15.8% YoY : Q2/2023 vs Q2/2022

- Gross Profit was Baht 182.8 million, decreased by Baht 34.2 million or 15.8% mainly due to the decrease in both domestic and export sales.
- Gross Profit Margin** was 77.5% increased from 75.4%, mainly due to The company's distribution channels expansion leading to an increase in the high-margin customer segment.

-8.1% QoQ : Q2/2023 vs Q1/2023

- Gross Profit was Baht 182.8 million, decreased by Baht 16.0 million or 8.0% mainly due to the decrease in domestic sales.
- Gross Profit Margin** was 77.5% decreased from 81.5%, mainly due to the decrease in sales of high-margin products from agricultural products since the situation of decrease in fertilizer prices, while the revenue from supplement products increased.

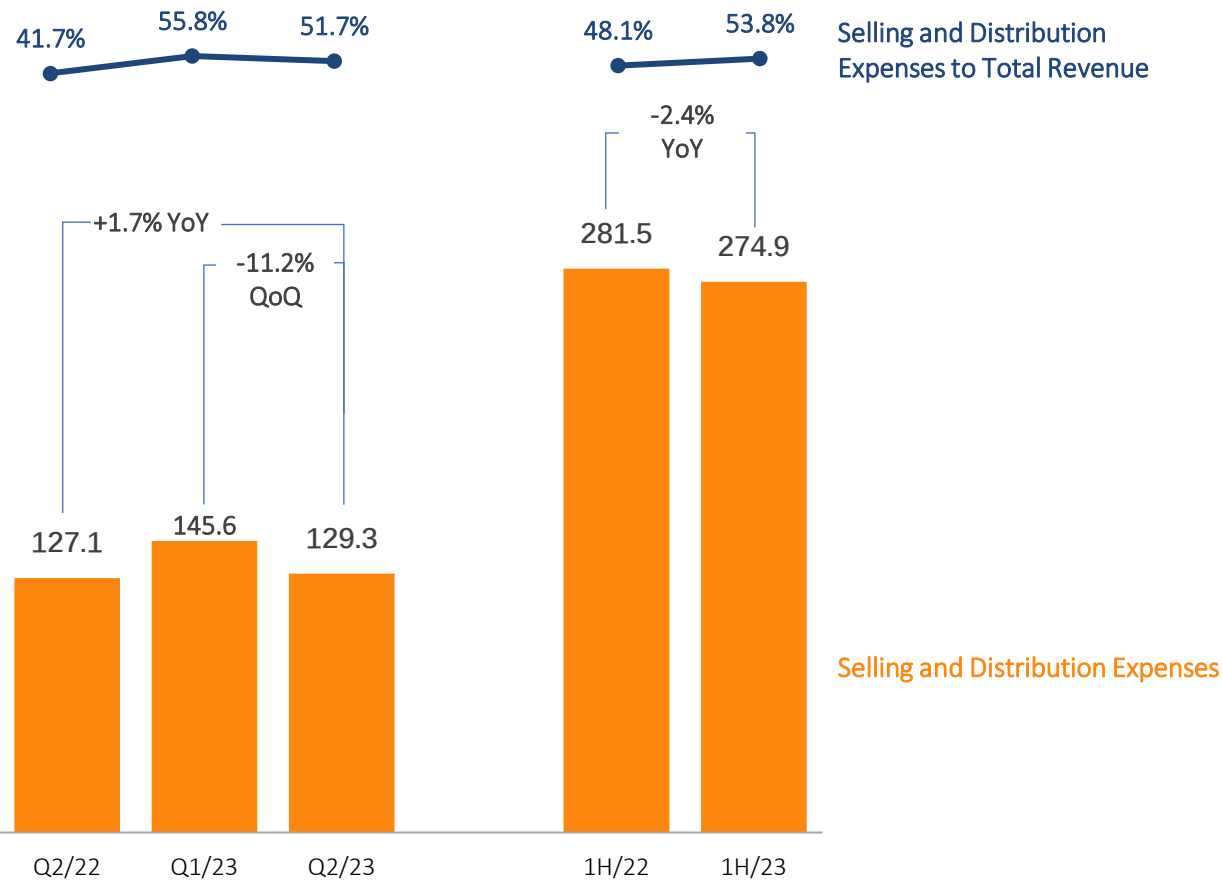
-10.5% YoY : 1H/2023 vs 1H/2022

- Gross Profit was Baht 381.6 million, decreased by Baht 44.9 million or 10.5% mainly due to the decrease in both domestic and export sales.
- Gross Profit Margin** was 79.5% increased from 76.6%, mainly due to The company's distribution channels expansion leading to an increase in the high-margin customer segment.

Selling and Distribution Expenses

Selling and Distribution Expenses

Unit: Million Baht, %



+1.7% YoY : Q2/2023 vs Q2/2022

- **Selling and Distribution Expenses** was Baht 129.3 million, increased by Baht 2.2 million or 1.7% due to the increase in marketing promotion, advertising expenses and costs associated with hiring famous people, while commissions decrease according to the decrease in sales.
- **Selling and Distribution Expenses to Total Revenue** was 51.7%, increased from 41.7%, mainly due to marketing promotion, advertising expenses, and costs associated with hiring famous people to be presenters to create awareness of the company's products.

-11.2% QoQ : Q2/2023 vs Q1/2023

- **Selling and Distribution Expenses** was Baht 129.3 million, decreased by Baht 16.3 million or 11.2% mainly from the decrease in commission fees according to the decrease in sales.
- **Selling and Distribution Expenses to Total Revenue** was 51.7%, decreased from 55.8%, mainly due to the decrease in commission fees according to the decrease in sales.

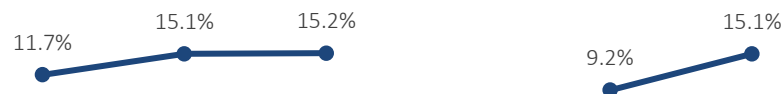
-2.4% YoY : 1H/2023 vs 1H/2022

- **Selling and Distribution Expenses** was Baht 274.9 million, decreased by Baht 6.6 million or 2.4% mainly due to the decrease in commission fees according to the decrease in sales.
- **Selling and Distribution Expenses to Total Revenue** was 53.8%, increased from 48.1%, mainly due to the increase in marketing promotion, advertising expenses, and costs associated with hiring famous people to be presenters to create awareness of the company's products, while sales decrease.

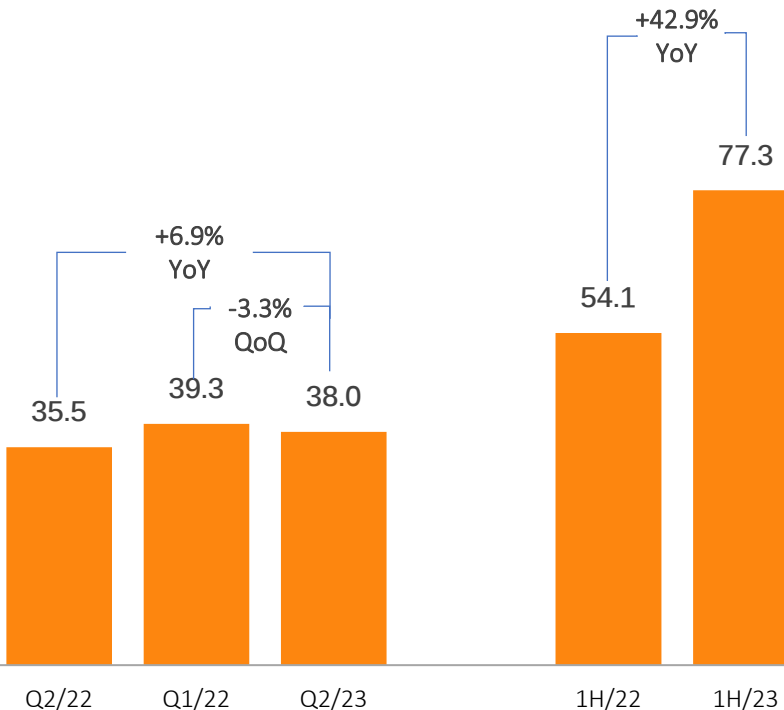
Administrative Expenses

Administrative Expenses

Unit: Million Baht, %



Administrative Expenses to Total Revenue



Administrative Expenses

+6.9% YoY : Q2/2023 vs Q2/2022

- **Administrative Expenses** was Baht 38.0 million, increased by Baht 2.5 million or 6.9% mainly due to the increase in employee-related expenses and the record allowance for expected credit losses of hire-purchase receivables of Chadhai Leasing Co., Ltd., which starts business in Q4/2022.
- **Administrative Expenses to Total Revenue** was 15.2%, increased from 11.7%, mainly due to the increase in employee-related expenses and the record allowance for expected credit losses of hire-purchase receivables

-3.3% QoQ : Q2/2023 vs Q1/2023

- **Administrative Expenses** was Baht 38.0 million, decreased by Baht 1.3 million or 3.3%, mainly due to the decrease in employee-related expenses from reducing the number of leasing employees.
- **Administrative Expenses to Total Revenue** was 15.2%, increased from 15.1%, mainly due to the record allowance for expected credit losses of hire-purchase receivables and the decrease in revenue.

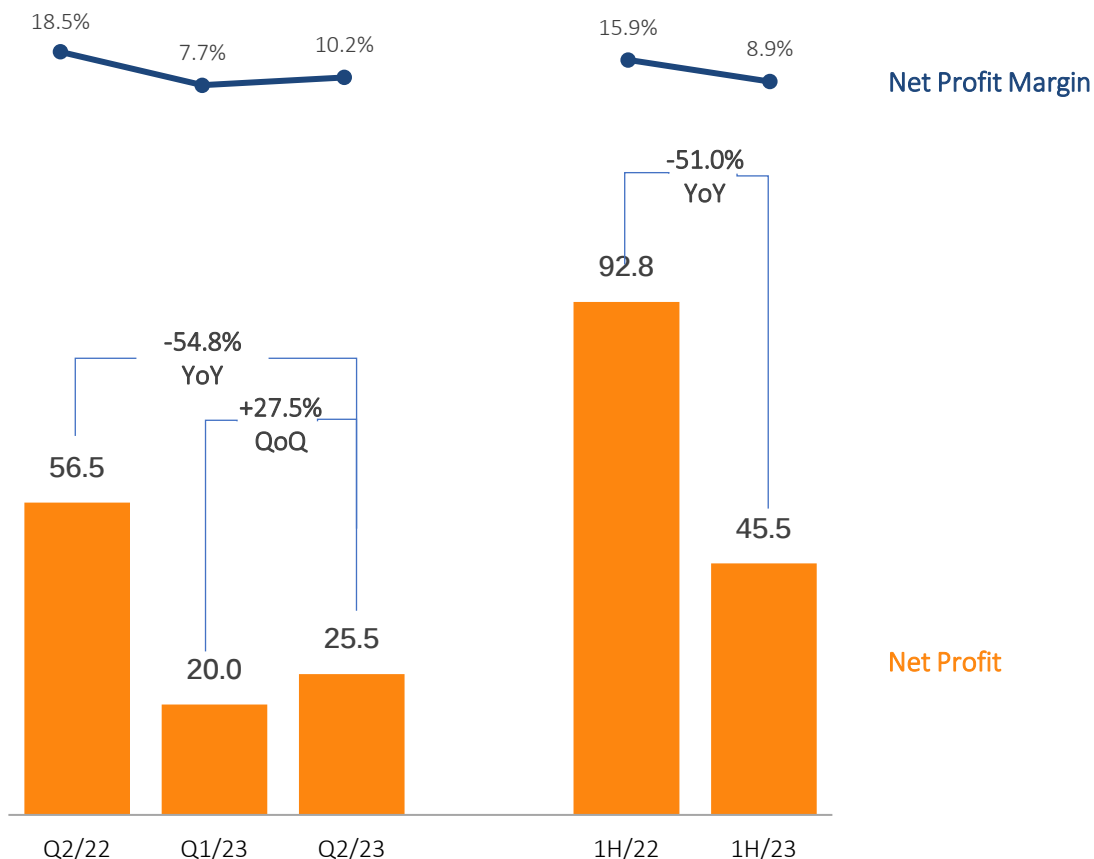
+42.9% YoY : 1H/2023 vs 1H/2022

- **Administrative Expenses** was Baht 77.3 million, increased by Baht 23.2 million or 42.9% mainly due to the increase in employee-related expenses, and the record allowance for expected credit losses of hire-purchase receivables of Chadhai Leasing Co., Ltd., which starts business in Q4/2022.
- **Administrative Expenses to Total Revenue** was 15.1%, increased from 9.2%, mainly due to the increase in employee-related expenses and the record allowance for expected credit losses of hire-purchase receivables.

Net Profit

Net Profit and Net Profit Margin

Unit: Million Baht, %



-54.8% YoY : Q2/2023 vs Q2/2022

- Net Profit** was Baht 25.5 million, decreased by Baht 31.0 million or 54.8%, mainly due to the decrease in sales and the increase in selling and administration expenses from marketing promotion, advertising expenses, and costs associated with hiring famous people as well as employee-related expenses and the record allowance for expected credit losses of hire-purchase receivables.
- Net Profit Margin** was 10.2%, decreased from 18.5%, mainly due to the decrease in sales and increase in selling and administration expenses

+27.5% QoQ : Q2/2023 vs Q1/2023

- Net Profit** was Baht 25.5 million, increased by Baht 5.5 million or 27.5% mainly due to the decrease in selling expenses from commission fees according to the decrease in sales and the decrease in administration expenses from employee-related expenses.
- Net Profit Margin** was 10.2%, increased from 7.7%, mainly due to the decrease in selling and administration expenses.

-51.0% YoY : 1H/2023 vs 1H/2022

- Net Profit** was Baht 45.5 million, decreased by Baht 47.3 million or 51.0%, mainly due to the decrease in sales and the increase in administration expenses from employee-related expenses and the record allowance for expected credit losses of hire-purchase receivables.
- Net Profit Margin** was 8.9%, decreased from 15.9%, mainly due to the decrease in sales and increase in administration expenses.

Statement of Financial Position

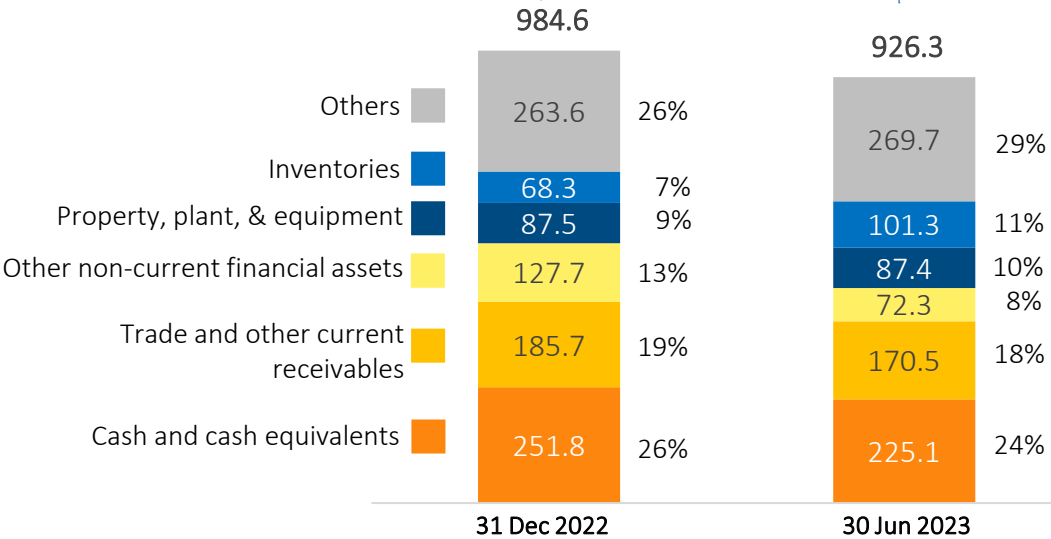


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Unit: Million Baht, %

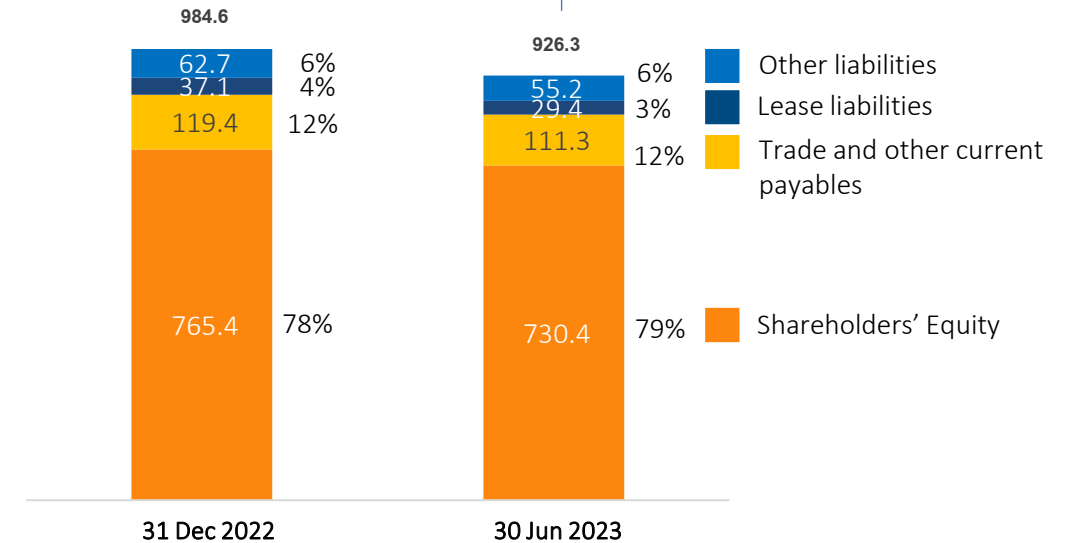
Assets

-5.9%
YoY



Liabilities and Equity

-5.9%
YoY



+4.2%

Total Assets

As of 30 June 2023, the total assets were Baht 926.3 million, decreased by Baht 58.3 million from 31 December 2022, mainly due to:

- **Cash and cash equivalents:** decreased by Baht 26.7 million, due to cash received from the sale of the debentures being used for dividend payment on 22 May 2023.
- **Financial assets:** decreased by Baht 55.4 million, due to the sale of the debentures.
- **Trade and other current receivables** decreased by Baht 15.2 million from a decrease in account receivables of Chadhai Leasing Co., Ltd.,

+9.6%

Total Liabilities

As of 30 June 2023, the total liabilities were Baht 196.0 million, decreased by Baht 23.2 million from 31 December 2022, mainly due to:

- **Trade and other current payables:** decreased by Baht 8.1 million, due to the decrease in accounts payable and corporate income tax payable.
- **Lease liabilities:** decreased by Baht 7.7 million, due to the decrease in lease liability related to lease term.

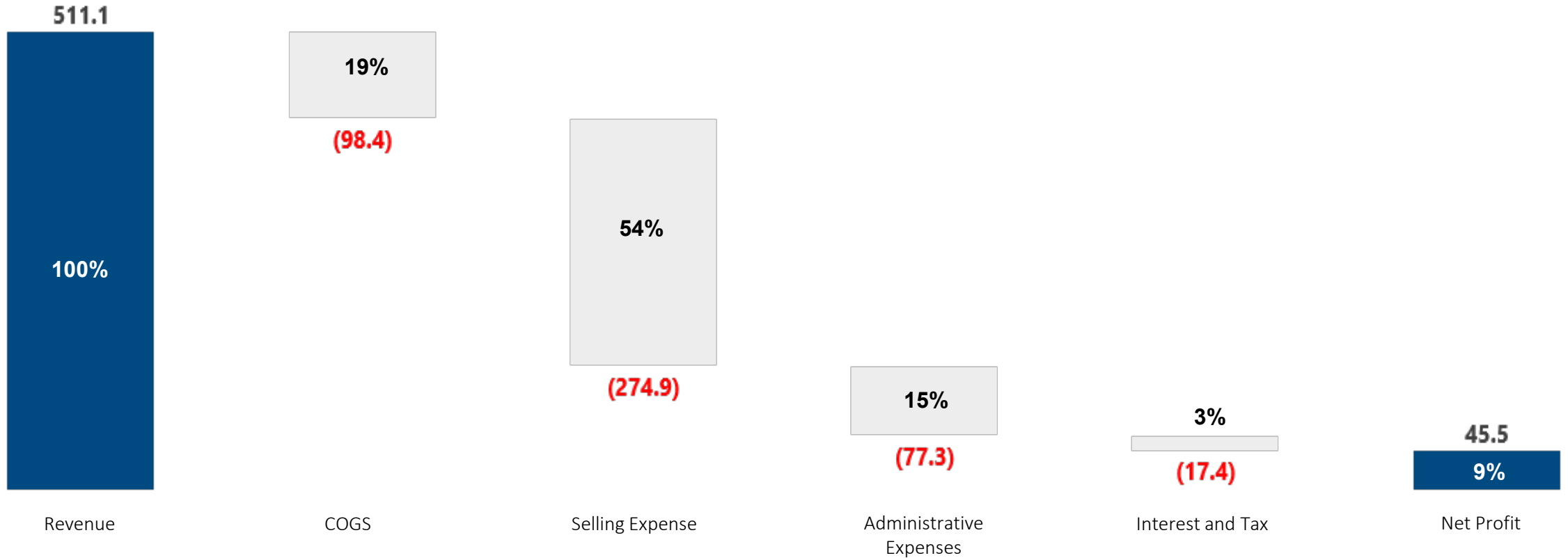
+2.7%

Total Shareholders' Equity

As of 30 June 2023, the total shareholders' equity was Baht 730.4 million, decreased by Baht 35.0 million from 31 December 2022, mainly due to:

- **Retained earnings:** decreased from dividend payment for a total of Baht 66.0 million on May 22, 2023, according to the company's performance.

Revenue to Profit in 1H/2023

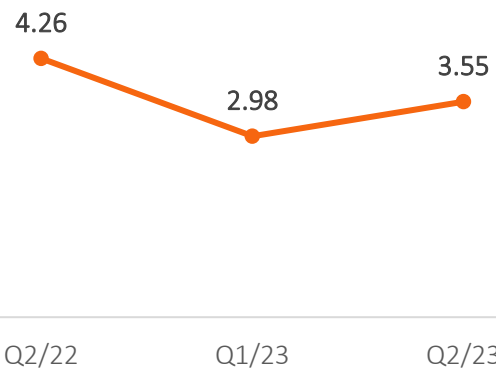


- The company has a total revenue of Baht 511.1 million and a total cost structure of 91% of total revenue, with cost of goods sold accounting for 19% of total revenue and other costs accounting for 72%. The company's cost structure demonstrates its ability to manage costs efficiently. As a result, the company generates a net profit of Baht 45.5 million, or 9% of total revenue.

Key Financial Ratios

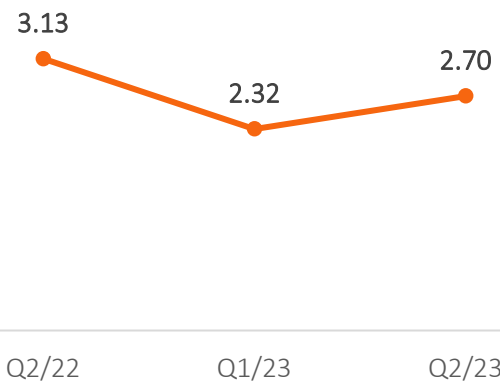
Current Ratio

Unit: Times



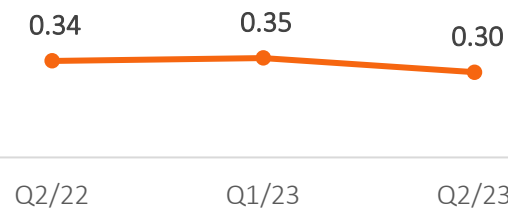
Quick Ratio

Unit: Times



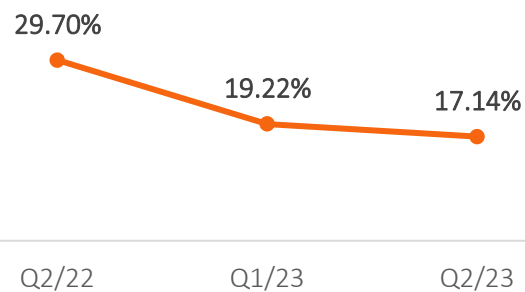
D/E Ratio

Unit: Times



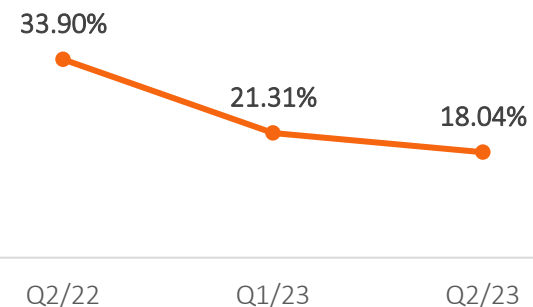
ROA

Unit: %



ROE

Unit: %





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01 Company Overview

Displays the business nature of the Company with breakdown of product and service portfolio

02 Strategic Direction & Strategy

Illustrates the growth direction of the Company and how the Company is planning on achieving the target

03 Financial Performance

Displays the Company's financial performance of the latest quarter

04 2023 OUTLOOK

Outlines the Industry landscape, Company's growth target and activities for the upcoming quarter and year

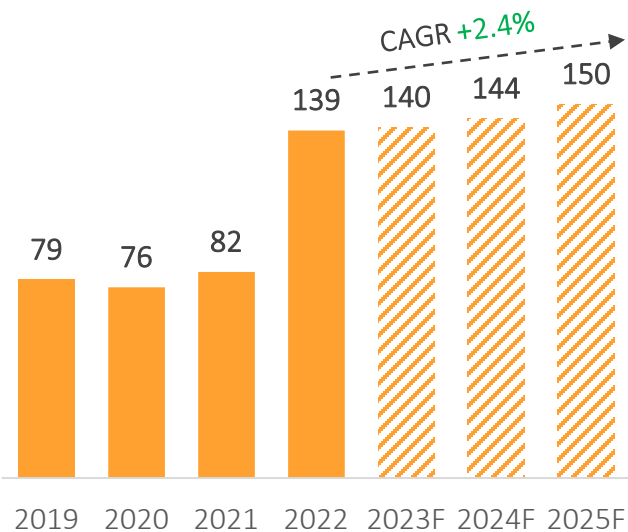
The fertilizers market is expected to grow by 2.4% between 2022 and 2025, generating several opportunities for SCM

Fertilizer Market Value in Thailand

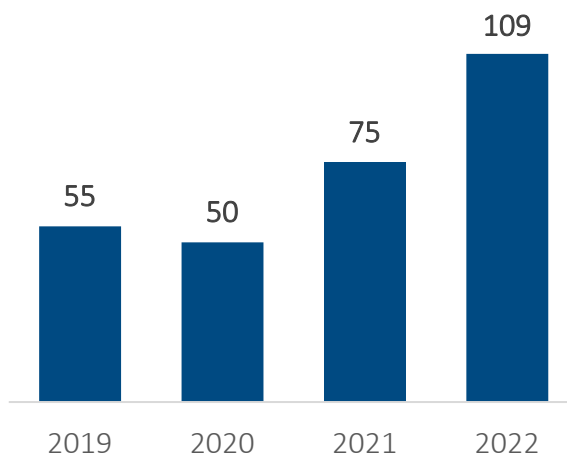
Unit: THB Billion

Unit: THB Billion

Fertilizers Consumption Value



Fertilizers Import Value



Remark: Average sale price is baht 23,000 during 2023-2025

- Between 2022-2025, the fertilizers consumption value in Thailand is **expected to grow by 2.4%, reaching baht 150 billion in 2025** while the fertilizers import value expected to reach baht 109 billion in 2025. This is an opportunity for the Company to capture the domestic market and expand agricultural product line.

Key Driving Factors:



High farmgate prices



Government policies and measures of agricultural market



Thailand's economic growth



Favorable weather conditions



SCM Opportunity



SCM has produced **high-quality fertilizer products** which **enhance crop quality and farmers' sales**.



SCM has a stake in **the agricultural drone business, which is expected to grow** in the future as it helps reduce costs and increase the efficiency of operations in the field

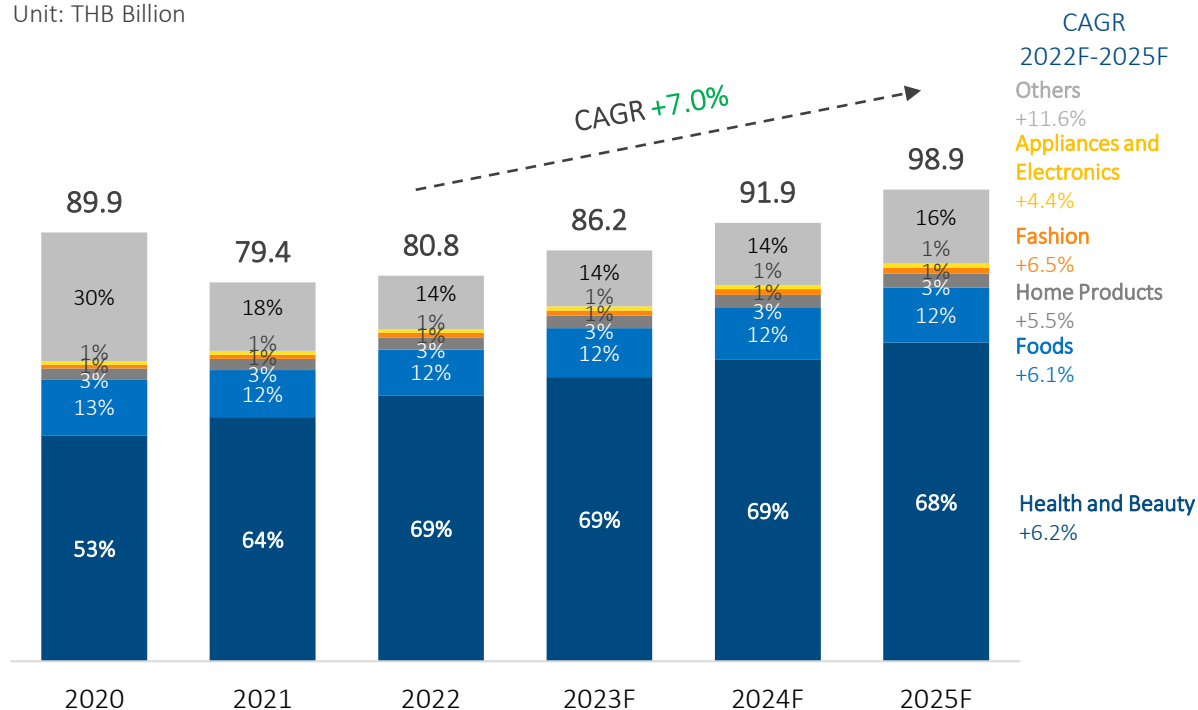


Expand agricultural product line in order to expand customer base and capture new target customer

Direct Selling Business is expected to grow, especially Health and Personal care products from the aging society, health consciousness and beauty trend

Direct Selling in Thailand

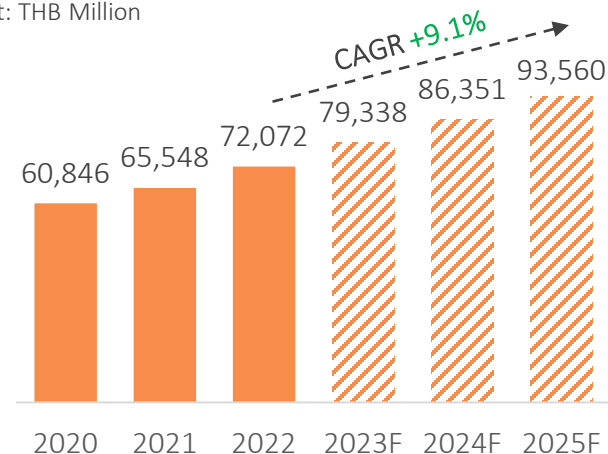
Unit: THB Billion



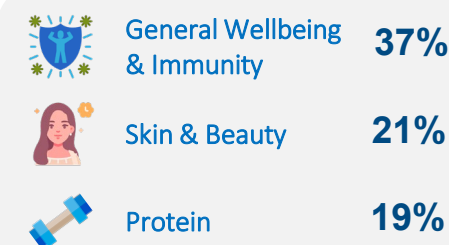
- Direct Selling Market in Thailand is expected to grow by 7.0% between 2022-2025
- There is a change in consumer behavior in Thailand over the past few years, with a greater focus on self-care, especially in terms of health and beauty

Vitamins and Dietary Supplements in Thailand

Unit: THB Million



2022 Value share by benefit



- Vitamins and Dietary supplements Market in Thailand is expected to grow by 9.1% between 2022-2025
- The aging society and health consciousness, along with beauty trend have resulted in an increased demand for dietary supplements among consumers in Thailand.

SCM Opportunities

Future Trend:

- ✓ Higher Health Concern
- ✓ Beauty Trend
- ✓ Aging society

Opportunity

SCM has several high margin healthcare products with the best quality.

SCM 2023 Outlook

SCM targets **15%** growth in 2023



Branch & Network Expansion

TEAM/ NETWORK EXPANSION (INTANGIBLE GROWTH)

- Generating 500 team leaders with high capabilities to support business growth and culture in all regions in Thailand
- Develop and train members to be customers' advisors rather than salesmen to provide knowledge about products to customers



Product Mix

CONTINUOUS LAUNCH OF NEW PRODUCTS

- Q1/23
- ✓ NPK 2 formulas
 - ✓ B4 (Burn Build Boost Balance)
 - ✓ Multi Vitamin and Mineral
- Q2/23
- ✓ Sweet Night
 - ✓ Body sheer Body Soap
 - ✓ S MONE' (foundation and powder)
 - ✓ T-Chloro plus (supplement)

Q3/23

- Nutrial NUMAX



Q4/23

- S MONE' Cleansing



New Country

CONTINUOUSLY EXPANDING INTO NEW COUNTRIES

- Expand dealerships into the Philippines, currently in the process of applying for FDA approval.



- Plans to expand to another Middle Eastern country while the team is also exploring opportunities in other major countries in Asia



Others

FINDING ADDITIONAL SOURCE OF INCOME

- On June 27, 2023, Shareholders resolved to **approve the offer and issue of warrant** (SCM-W2)

Offering Ratio

7.50 : 1

existing SCM-W2
shares

Exercise price

2

Baht/share

Term

2

years

Thank You



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SCM Group Structure



History and Key Milestones



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