

OPPORTUNITY DAY
PRESENTATION

21 Mar 2025



WELLNESS WELLBEING

“สุขภาพและคุณภาพชีวิตดี ที่ทุกคนเข้าถึงได้”



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 2024 Outlook

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

GETTING TO KNOW SCM



INSPIRATION FOR YOUR BEING

"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 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)"

► **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**

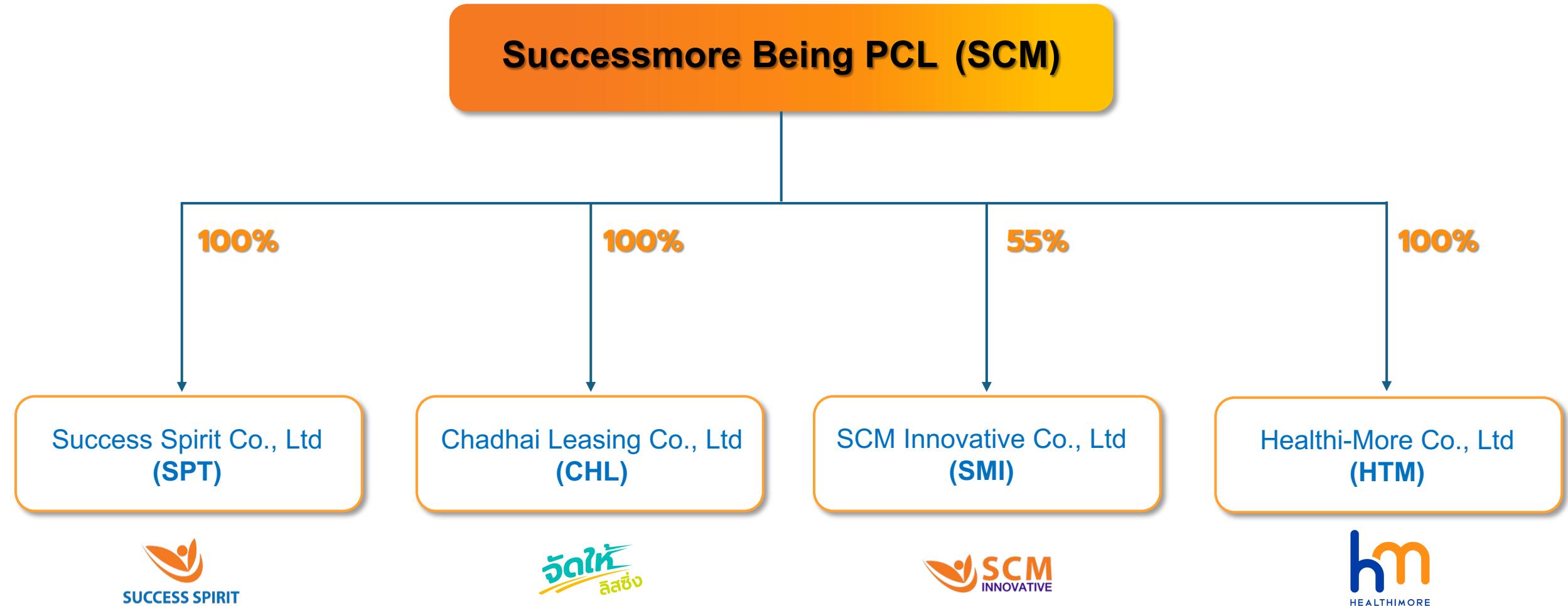
7 countries in AEC including TH + MM, LA, KH, MY, SG, PH

► **110k Active Members**

THAI = 90K | OTHER COUNTRIES = 20K



SCM Group Structure



SCM's REVENUE STREAMS : TYPE OF BUSINESS (Y2024)

** SMI and SPT are related transactions with SCM, so it has been eliminated and was not shown in financial statement

82%
of total revenue

1



Network Marketing

Distributing a variety of products through branches and overseas distribution agents

1.1 Local MLM sales	599.4
1.2 Export to distributors	29.4
1.3 Brand Using Fee	9.4
1.4 Member Fee	11.3
1.5 Souvenir products	6.1

9%
of total revenue

2 **



Manufacturing Business & Other Income

Manufacturing operated by "SMI" to manufacture products for SCM and for other customers (OEM)

2.1 SMI **66.4**
2.2 Other income 7.2

8%
of total revenue

3 **



Consulting & Services Income

Consulting operated by "SPT" to provide network business-related advice, setting up seminars & events, etc.

3.1 SPT **46.0**
3.2 Service income 13.0

1%
of total revenue

4



New Business

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

4.1 Leasing business **8.6**
(Interest Income)



SUCCESSMORE
Inspiration for your Being



SCM INNOVATIVE



SUCCESS SPIRIT



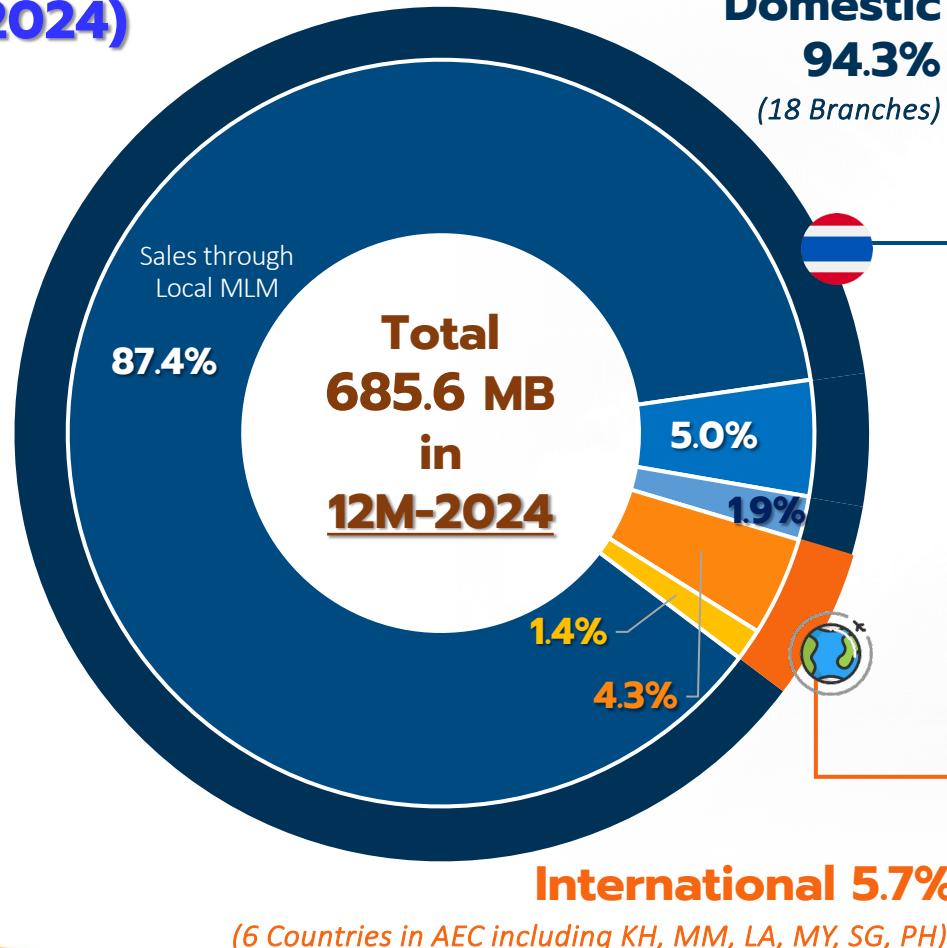
ชัยภูมิ
สีสัน

hm
HEALTHIMORE

SCM's REVENUE STREAMS : DOMESTIC / INTERNATIONAL

Revenue Structure by Business Unit

(Y2024)



** Revenue of SMI and SPT has been eliminated and was not shown in this chart

87.4%

Sales through Local MLM

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

5.0%

Other Income

Combine with incomes related to MLM business such as [1] Membership fee both for New registration and Re-new membership, [2] income from souvenir products. [3] Other income also including interest income which comes from Leasing business.

1.9%

Service Income

This service income including revenue from car insurance & life insurance commission from leasing business and revenue from debt collection.

4.3%

Export to Distributor

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

1.4%

Brand Using Fee

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

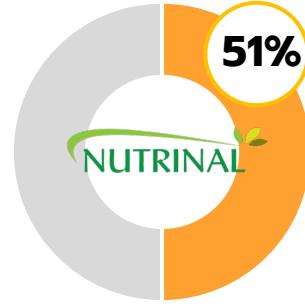


SUCCESSMORE PRODUCT PORTFOLIO (Y2024)

Revenue Structure by Brand



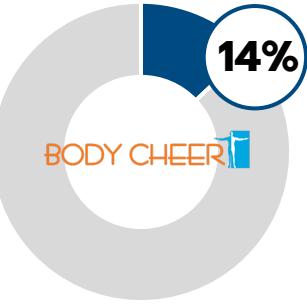
: New Product in Y2024



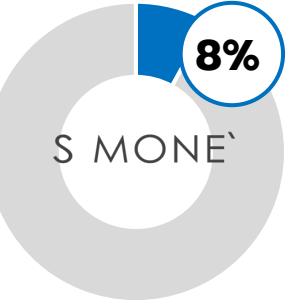
Dietary Supplementary



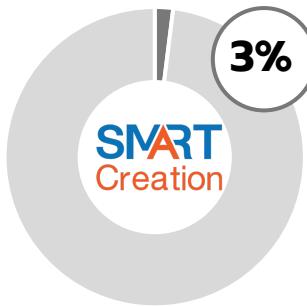
Agricultural Products



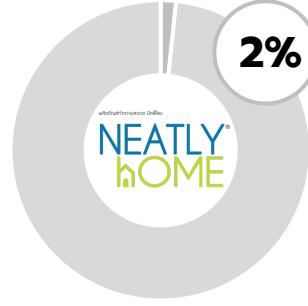
Daily Use Products



Facial Skin Products



Modern Innovative



Home Products





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2025 SCM

CORPORATE STRATEGY

01

กลยุทธ์

การเพิ่มส่วนแบ่ง
ตลาดการขยาย
ตลาดและการพัฒนา
ตลาด

02

กลยุทธ์

การสร้าง
ความแตกต่าง

03

กลยุทธ์

ขับเคลื่อน
ด้วยดิจิทัล

04

กลยุทธ์

สร้างความใกล้ชิด
ผูกพันกับลูกค้า

05

กลยุทธ์

ขยายสู่ธุรกิจ
ที่ใกล้เคียง

5 แผนงาน

การขับเคลื่อน ในปี 2025

1

ยกระดับพลัง
แบรนด์สุขภาพ
และคุณภาพ
ชีวิตที่ดี

2

เจาะกลุ่มตลาด
ตามคุณค่าของ
ผลิตภัณฑ์หลัก

3

การสร้างโอกาส
ใหม่จากช่องทาง
การตลาดดิจิทัล

4

การสร้าง
ประสบการณ์
ที่ดีของลูกค้า
ในทุกๆ
จุดสัมผัส

5

การพัฒนา
สินค้า
นวัตกรรม

BODY BALANCE

สมดุลแห่ง การดูแลรูปร่าง

โดยไม่ได้บุ้งเน้นเพียงแค่การลดน้ำหนัก
แต่ให้ความสำคัญกับความสมดุลของ
ระบบต่างๆ ในร่างกาย ทั้งระบบเผาผลาญ
ระบบขับถ่าย และระบบหอร์โมน เพื่อให้
ร่างกายทำงานได้อย่างมีประสิทธิภาพ
และมีสุขภาพดี

AGE REVERSAL

ชะลอวัย พื้นฟูความอ่อนเยาว์ ด้วยสารอาหารจากธรรมชาติ

ดูแลลีกถึงระดับ DNA บุ้งเน้นการฟื้นฟู
เซลล์และอวัยวะต่างๆ ที่เสื่อมสภาพตามวัย
ช่วยปรับสมดุลฮอร์โมนบำรุงผิวพรรณ
คืนความแข็งแรงและอ่อนเยาว์

OPTIMAL WELLNESS

ดูแลสุขภาพ อย่างตรงจุด สู่สุขภาพองค์รวมที่สมบูรณ์

บุ้งเน้นการดูแลสุขภาพแบบองค์รวม โดยเชื่อว่า
สุขภาพที่ดี คือผลลัพธ์ของการทำงานที่ประสาน
สอดคล้องกันของทุกระบบในร่างกาย การดูแล
สุขภาพจึงไม่ใช่แค่การแก้ปัญหาเฉพาะจุด แต่เป็น
การดูแลทั่วครอบคลุมทุกด้าน เพื่อให้ร่างกายกลับมา
ทำงานได้อย่างสมดุลและมีประสิทธิภาพสูงสุด

PRODUCTIVITY BOOSTER

เพิ่มประสิทธิภาพชีวิตให้สมบูรณ์แบบ โดยการลดขั้นตอน บุ้งเน้น คุณภาพ และเพิ่มผลผลิตโดยรวม

เพิ่มประสิทธิภาพในการใช้ชีวิตให้คุ้มค่าและ
เกิดประโยชน์สูงสุด ไม่ว่าจะเป็นการทำงาน
การใช้ชีวิตส่วนตัว หรือแม้แต่การดูแลพืชผล
ทางการเกษตร โดยประยุกต์ใช้กับสินค้า
ในหลากหลายหมวดหมู่ เพื่อตอบสนอง
ความต้องการของผู้บริโภคแบบครบวงจร

BODY BALANCE



AGE REVERSAL



OPTIMAL WELLNESS



PRODUCTIVITY BOOSTER

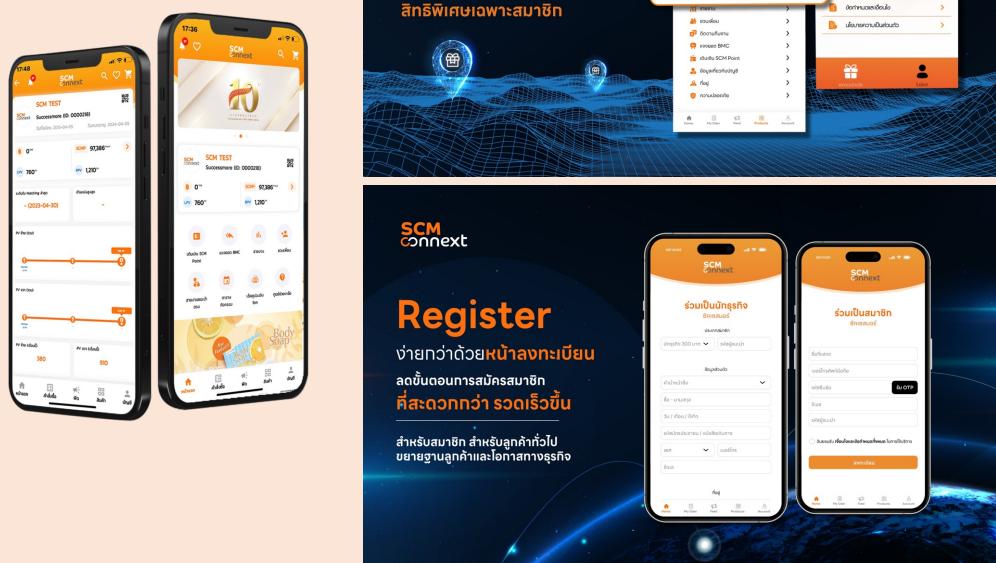


ONLINE MARKETING

- Expand from Offline to **Online Channel**



- Develop **Online Tools** for
 - ✓ Recruit
 - ✓ Retail



WELLNESS WELLBEING COMMUNITY

- **Wellness Advisory Board** : to provide advise and knowledge about SCM's products



- **Content Creator** : to create wellness wellbeing content related to SCM's products



EXPAND TO OVERSEA MARKET

- Expand **New Business Model** to **New Country** in **AEC**



- In the studying and market testing process to expand New Business Model to Indonesia and Vietnam

EXPAND TO NEW BUSSINESS

- **New Platform** : Single Level Online Marketing via new Subsidiary

(HEALTHMORE Co., Ltd : holds 100% share by SCM)



- **New Products** : continue to develop and launch new products with high quality and competitive & reasonable price



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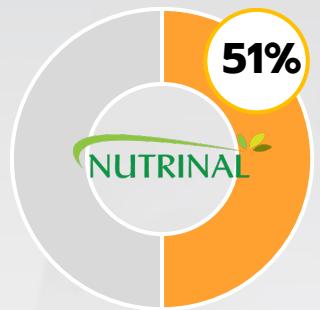
Displays the Company's financial performance of the latest quarter

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Y2024 Financial Highlights

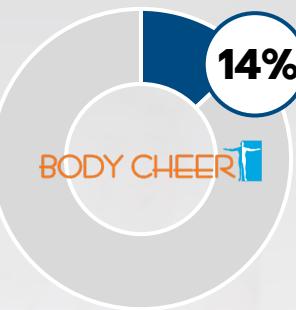
Revenue from Sales = **628.9 MB** ▼ 31.4% YoY



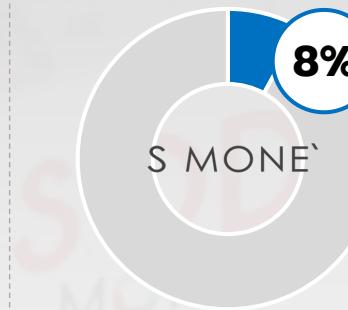
324.8 MB ▼ 18.2%



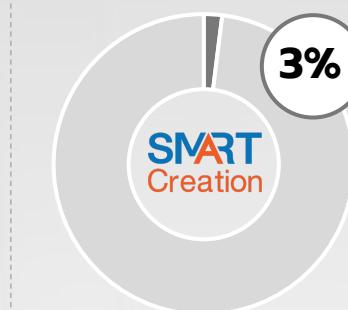
142.4 MB ▼ 56.8%



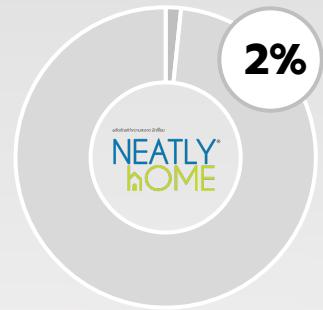
90.3 MB ▼ 8.6%



47.9 MB ▼ 12.7%



16.4 MB ▼ 12.2%



12.9 MB ▼ 27.3%

Gross Profit Margin

65.8%

Net Profit Margin

-0.2%

ROA

0.8%

ROE

0.1%

Unit: Million Baht, %

-30.2%

920.2

641.8

-39.9%

703.3

422.4

■ Y-2023

■ Y-2024

Operating Revenue

Gross Profit

EBITDA

Net Profit

(+9.1%) (-0.2%)

-82.1%

119.1

21.3

-101.2%

89.1

(1.1)

Y2024 Revenue and Cost Impact



- **Decrease in sales of agricultural products** from declining fertilizer prices in both the world market and Thailand
- **Decrease in sales of supplementary products** according to the economic slow down situation coupled with the increasing competition in the food supplement market

Impact to SCM

Revenue from sales in Y2024 dropped from Y2023



- **Selling Expense** (mainly are commission that company paid to member) in the same direction but at a rate more than the decrease in sales volume.

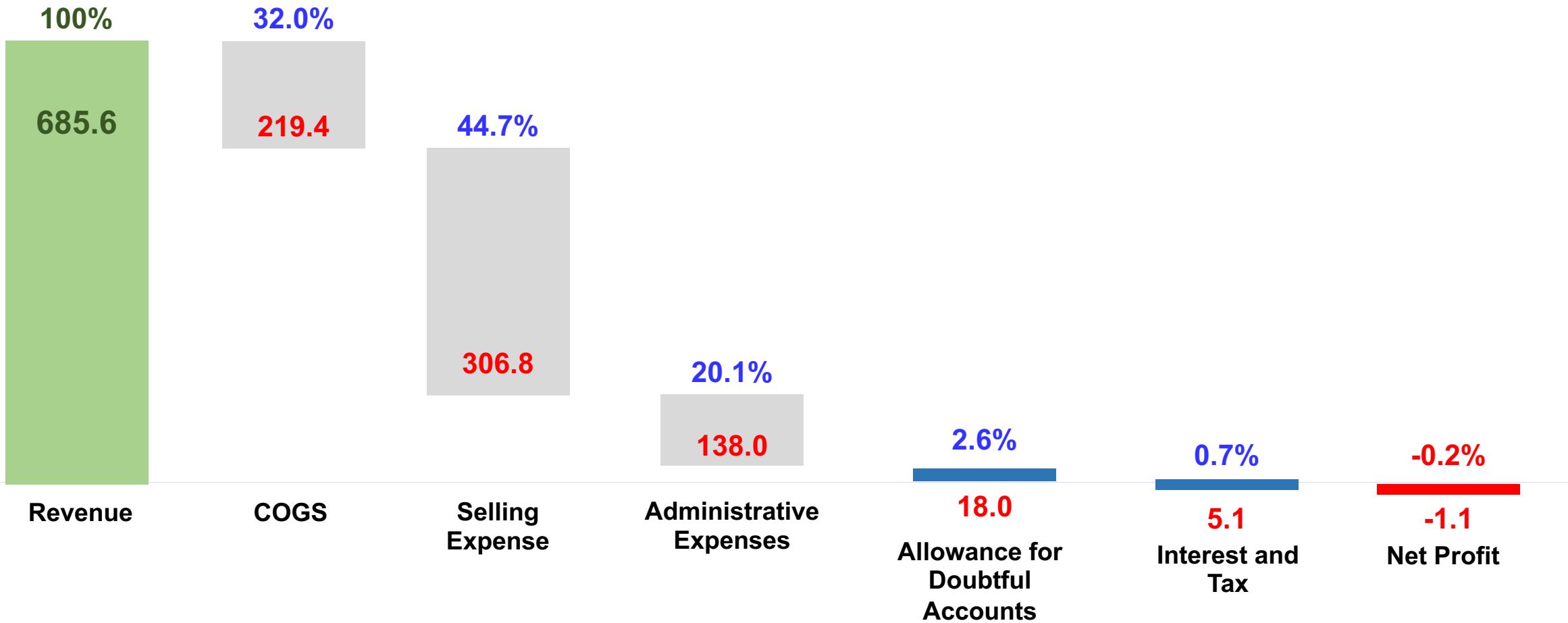
% Selling expense decreased



- **Allowance for Doubtful Accounts (Long-overdue trade accounts receivable)** according to accounting standards : TFRS9

% Net Profit Margin increased QoQ

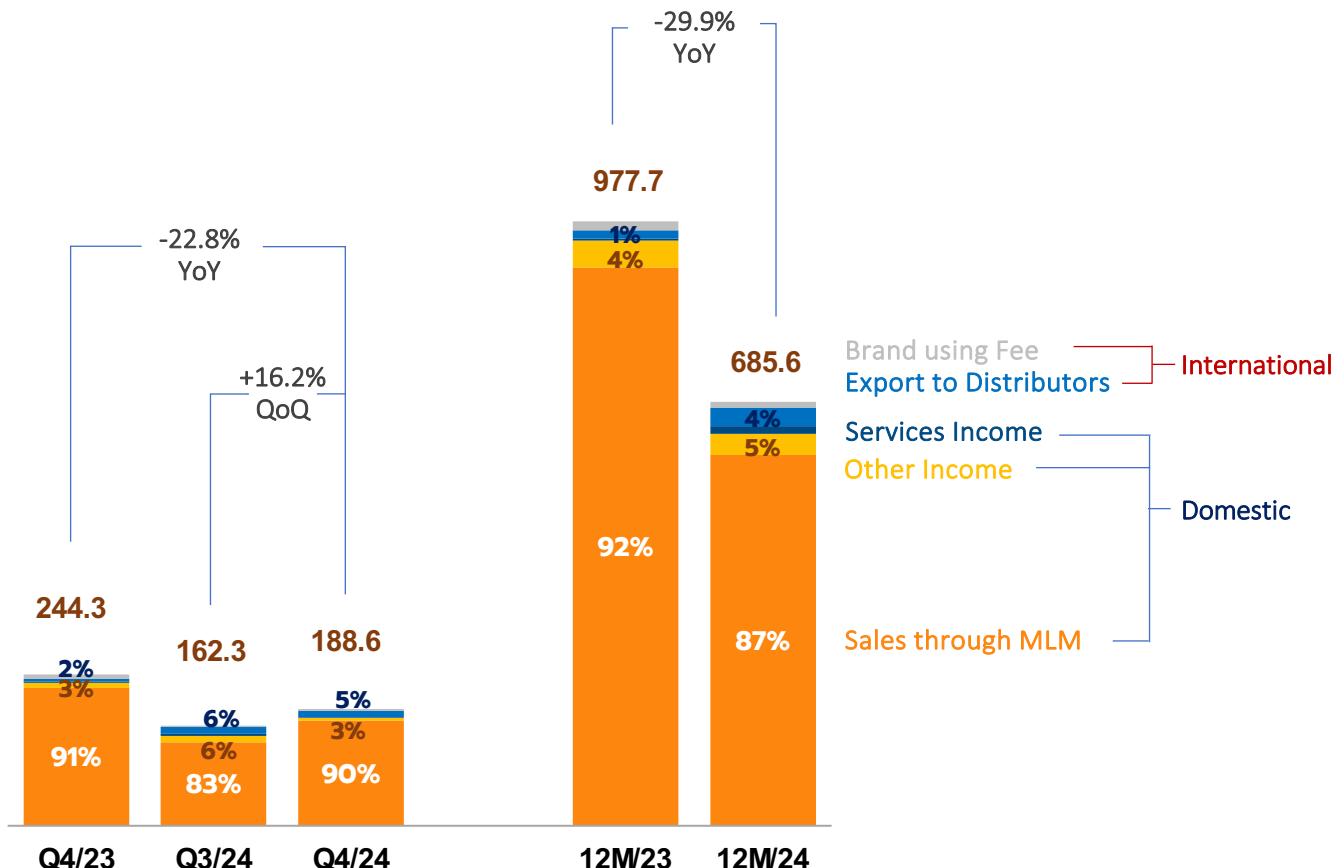
Revenue to Profit in Y2024



The company has a total revenue of Baht 685.6 million and a total cost structure of 96.8% of total revenue, with cost of goods sold accounting for 32.0% of total revenue and other costs accounting for 64.8%. As a result, the company generates a Net Loss of Baht 1.1 million, or -0.2% of total revenue.

Total Revenue Breakdown by Type of Income : Domestic / International

Unit: Million Baht



+16.2% QoQ

: Q4-24 vs Q3-24

Total revenue in Q4-24 was THB 188.6 Mln, increased by Baht 26.3 Mln from Q3-24

- Domestic revenue : Increased by Baht 25.5 million (+17.0%)
- International revenue : Increased by Baht 0.8 million (+6.9%)

-22.8% YoY

: Q4-24 vs Q4-23

Total revenue in Q4-24 was decreased by THB 55.7 Mln from Q4-23

- Domestic revenue : Decreased by Baht 58.4 million (-35.0%)
- International revenue : Increased by Baht 2.6 million (+24.6%)

-29.9% 12M YoY

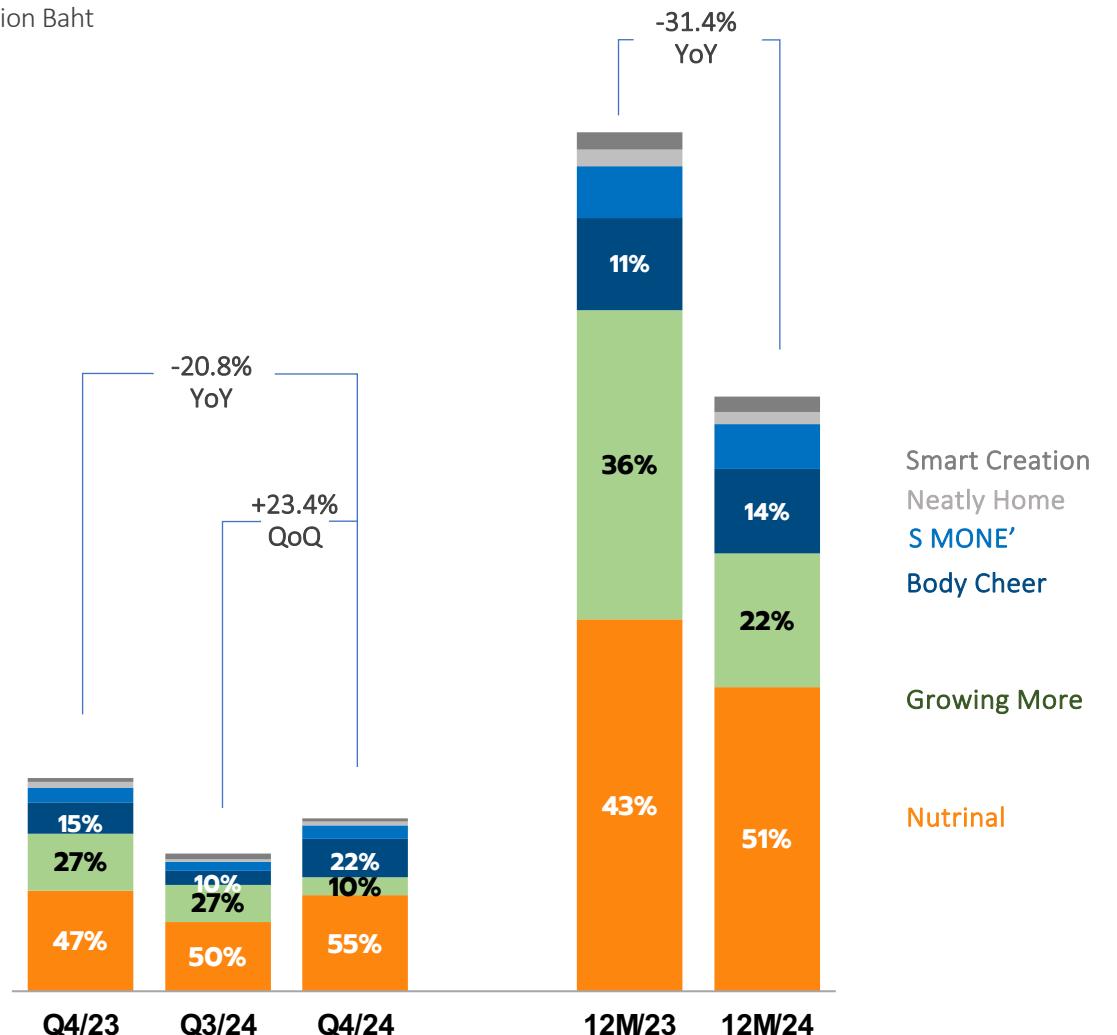
: Y2024 vs Y2023

Total revenue in Y2024 was decreased by THB 292.0 Mln from Y2023

- Domestic revenue : Decreased by Baht 302.7 million (-31.9%)
- International revenue : Increased by Baht 10.7 million (+38.2%)

Revenue from Sales Breakdown by Brand

Unit: Million Baht



+23.4% QoQ

: Q4-24 vs Q3-24

Revenue from Sales in Q4-24 was THB 180.1 Mln, increased by Baht 34.2 Mln from Q3-24

- Nutrinal : Increased by Baht 28.6 million (+38.8%)
- Growing More : Decreased by Baht 20.8 million (-52.0%)

-20.8% YoY

: Q4-24 vs Q4-23

Revenue from Sales in Q4-24 was decreased by THB 47.4 Mln from Q4-23

- Nutrinal : Decreased by Baht 4.9 million (-4.6%)
- Growing More : Decreased by Baht 42.1 million (-68.6%)

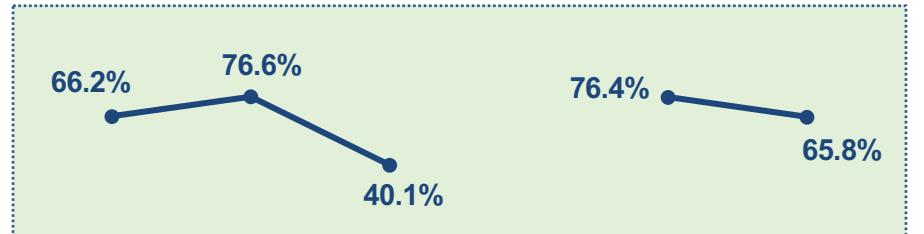
-31.4% 12M YoY

: Y2024 vs Y2023

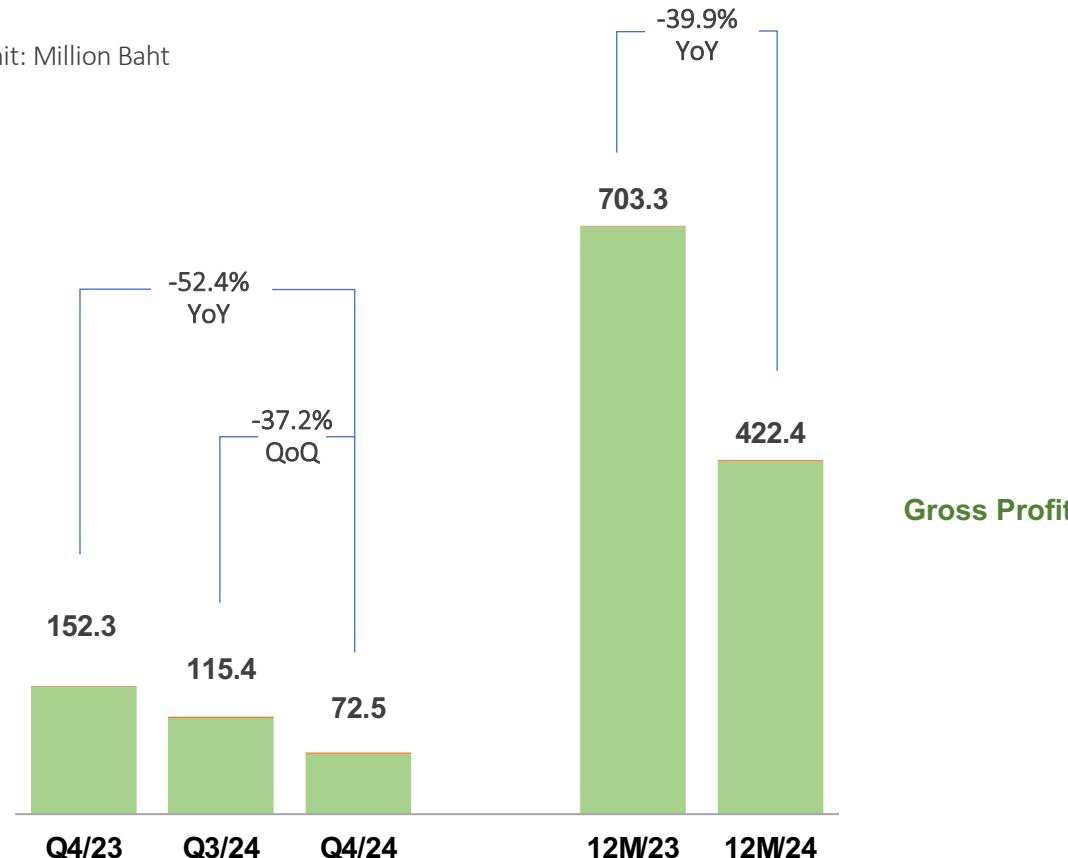
Revenue from Sales in Y2024 was decreased by THB 288.2 Mln from Y2023

- Nutrinal : Decreased by Baht 72.5 million (-18.2%)
- Growing More : Decreased by Baht 187.3 million (-56.8%)

Gross Profit (GP) and Gross Profit Margin (% GP)



Unit: Million Baht



Gross Profit Margin

Gross Profit

-37.2% QoQ : **Q4-24 vs Q3-24**

- Gross Profit : Decreased by THB 42.9 Mln (-37.2%) from 115.4 Mln in Q3-24 to 72.5 Mln in Q4-24
- Gross Profit Margin : Decreased from 76.6% in Q3-24 to 40.1% in Q4-24

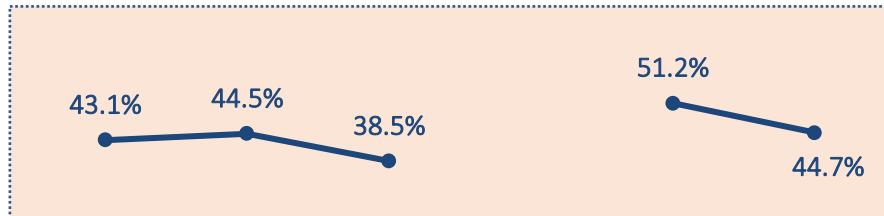
-52.4% YoY : **Q4-24 vs Q4-23**

- Gross Profit : Decreased by THB 79.8 Mln (-52.4%) from 152.3 Mln in Q4-23 to 72.5 Mln in Q4-24
- Gross Profit Margin : Decreased from 66.2% in Q4-23 to 40.1% in Q4-24

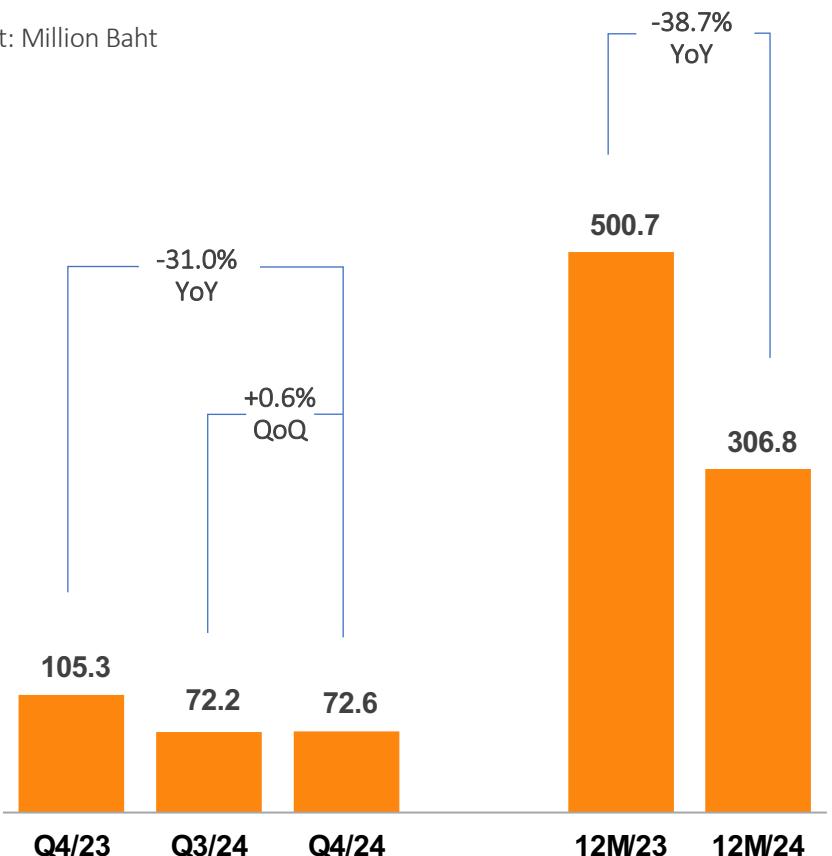
-39.9% 12M YoY : **Y2024 vs Y2023**

- Gross Profit : Decreased by THB 280.9 Mln (-39.9%) from 703.3 Mln in Y2023 to 422.4 Mln in Y2024
- Gross Profit Margin : Decreased from 76.4% in Y2023 to 65.8% in Y2024

Selling and Distribution Expenses



Unit: Million Baht



Selling and Distribution Expenses to Total Revenue

+0.6% QoQ

: Q4-24 vs Q3-24

- Selling Expense :** Increased by THB 0.4 Mln (+0.6%) from 72.2 Mln in Q3-24 to 72.6 Mln in Q4-24
- % Selling Expense :** Decreased from 44.5% in Q3-24 to 38.5% in Q4-24

-31.0% YoY

: Q4-24 vs Q4-23

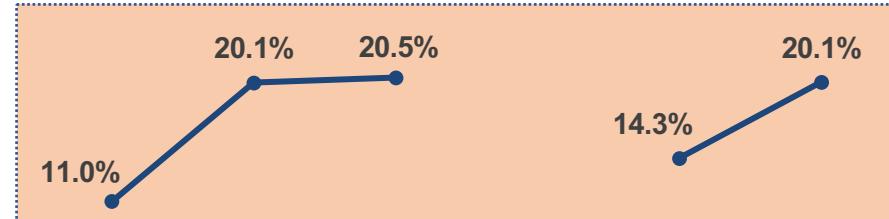
- Selling Expense :** Decreased by THB 32.6 Mln (-31.0%) from 105.3 Mln in Q4-23 to 72.6 Mln in Q4-24
- % Selling Expense :** Decreased from 43.1% in Q4-23 to 38.5% in Q4-24

-38.7% 12M YoY

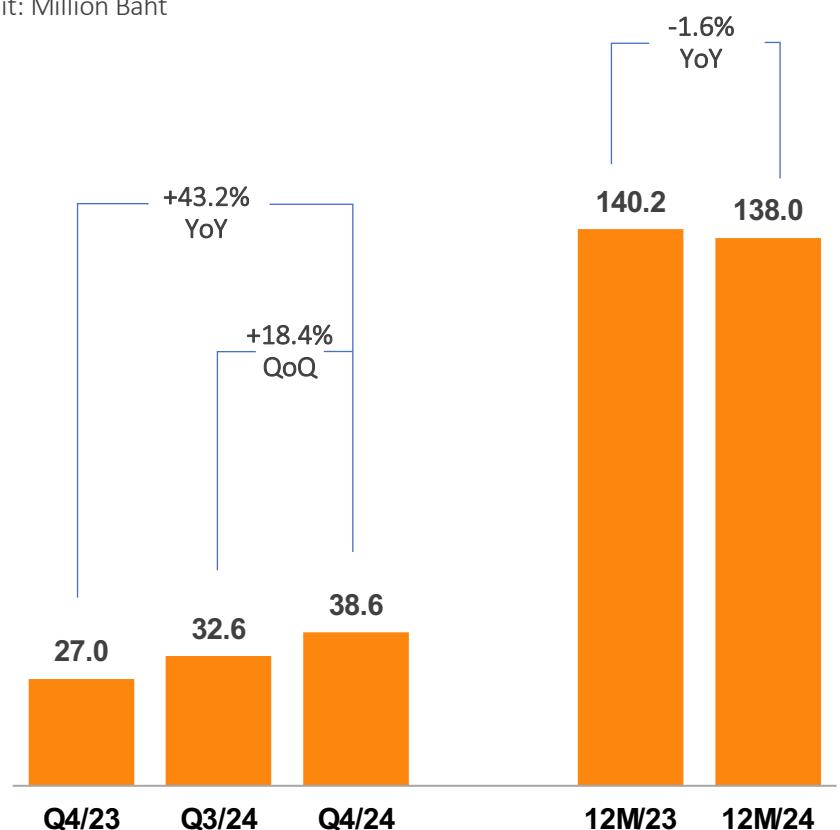
: Y2024 vs Y2023

- Selling Expense :** Decreased by THB 193.9 Mln (-38.7%) from 500.7 Mln in Y2023 to 306.8 Mln in Y2024
- % Selling Expense :** Decreased from 51.2% in Y2023 to 44.7% in Y2024

5 Administrative Expenses



Unit: Million Baht



Administrative Expenses to Total Revenue

Administrative Expenses

+18.4% QoQ : **Q4-24 vs Q3-24**

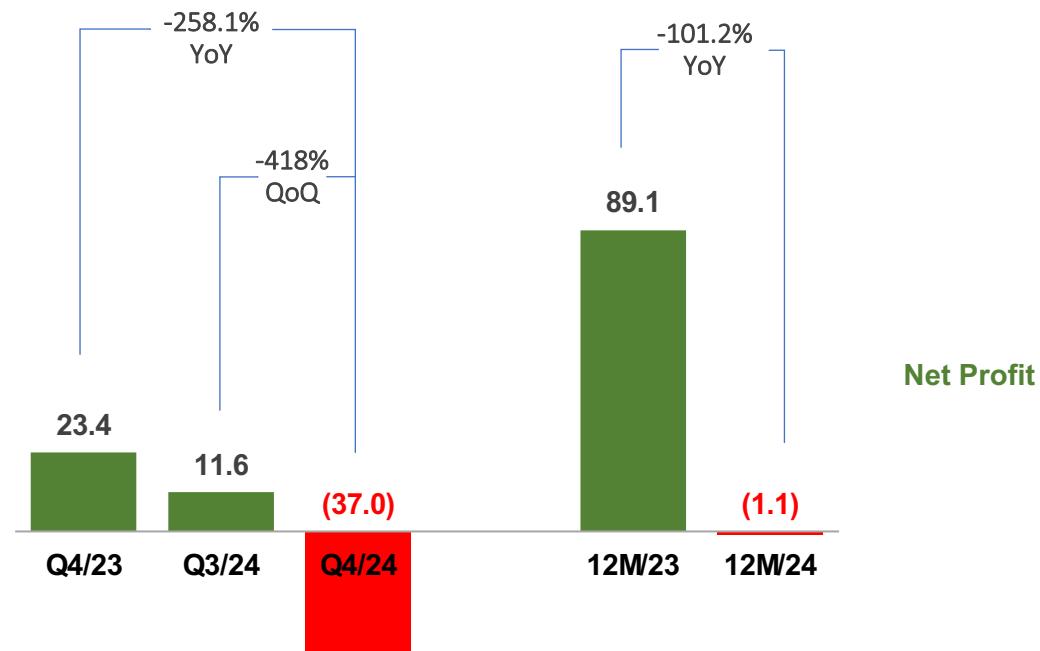
- Admin Expense : Increased by THB 6.0 Mln (+18.4%) from 32.6 Mln in Q3-24 to 38.6 Mln in Q4-24
- % Admin Expense : Increased from 20.1% in Q3-24 to 20.5% in Q4-24

+43.2% YoY : **Q4-24 vs Q4-23**

- Admin Expense : Increased by THB 11.7 Mln (+43.2%) from 27.0 Mln in Q4-23 to 38.6 Mln in Q4-24
- % Admin Expense : Increased from 11.0% in Q4-23 to 20.5% in Q4-24

-1.6% 12M YoY : **Y2024 vs Y2023**

- Admin Expense : Decreased by THB 2.2 Mln (-1.6%) from 140.2 Mln in Y2023 to 138.0 Mln in Y2024
- % Admin Expense : Increased from 14.3% in Y2023 to 20.1% in Y2024



-418.0% QoQ

: Q4-24 vs Q3-24

- Net Profit :

Decreased by THB 48.6 Mln (-418.0%) from 11.6 Mln in Q3-24 to -37.0 Mln in Q4-24

- Net Profit Margin :

Decreased from 7.2% in Q3-24 to -19.6% in Q4-24

-258.1% YoY

: Q4-24 vs Q4-23

- Net Profit :

Decreased by THB 60.4 Mln (-258.1%) from 23.4 Mln in Q4-23 to -37.0 Mln in Q4-24

- Net Profit Margin :

Decreased from 9.6% in Q4-23 to -19.6% in Q4-24

-101.2% 12M YoY

: Y2024 vs Y2023

- Net Profit :

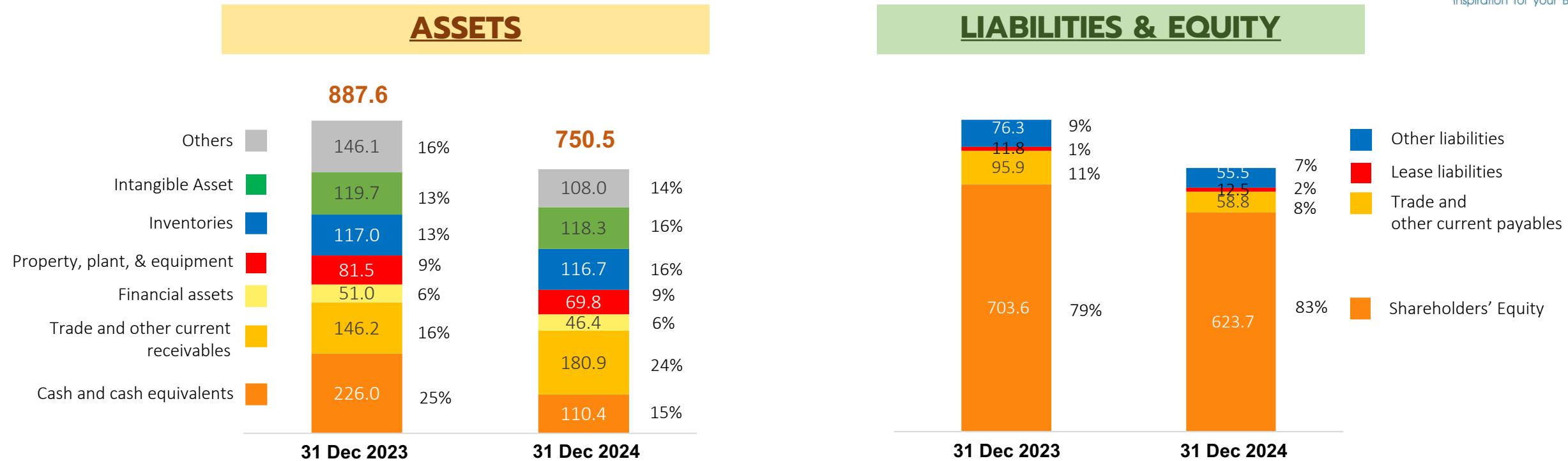
Decreased by THB 90.1 Mln (-101.2%) from 89.1 Mln in Y2023 to -1.1 Mln in Y2024

- Net Profit Margin :

Decreased from 9.1% in Y2023 to -0.2% in Y2024

STATEMENT OF FINANCIAL POSITION

Unit: Million Baht, %



-15.4% ASSETS

As of 31 December 2024, the total assets were THB 750.5 MLN, decreased by Baht 137.1 million (-15.4%) from 31 December 2023, mainly due to the decrease in cash and cash equivalents, a reduction in trade receivables, and a decrease in Property, plant & equipment.

-31.1% LIABILITIES

Total liabilities as of 31 December 2024 decreased by THB 57.2 million (-31.1%), mainly due to the decrease of trade and other current payables.

-11.4% SHAREHOLDERS' EQUITY

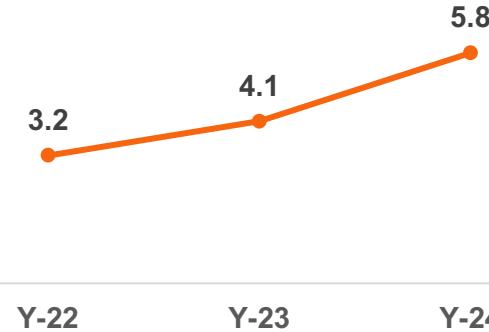
Shareholders' equity as of 31 December 2024 decreased by THB 80.0 million (-11.4%), mainly due to the decrease of retained earnings according to the company's performance.

KEY FINANCIAL RATIOS



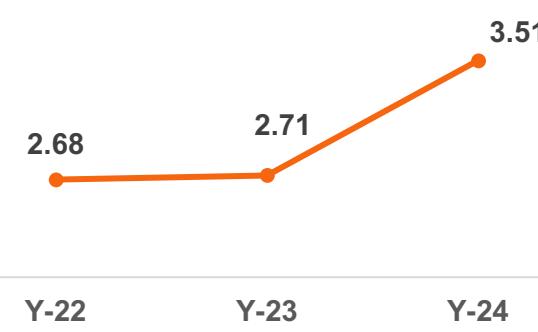
Current Ratio

Unit: Times



Quick Ratio

Unit: Times



D/E Ratio

Unit: Times



ROA

Unit: %



ROE

Unit: %





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 2024 Outlook

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



พลังของผลิตภัณฑ์ Successmore ปี 2025

ผลิตภัณฑ์ที่มีคุณภาพ + การใช้ความรู้ที่ถูกต้อง
= การสร้างเครือข่ายที่แข็งแกร่ง

Y2025 OUTLOOK

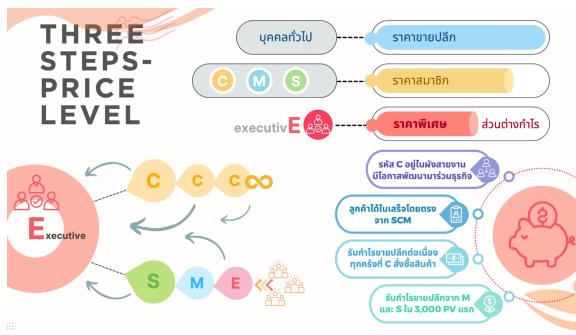
targets 15% growth in 2024 with the theme “Wellness Wellbeing”



NETWORK EXPANSION

GROWTH FROM NEW COMPENSATION PLAN BY MAKING A PROFIT FROM THE PRICE DIFFERENCE BETWEEN MEMBER PRICE AND RETAIL PRICE

- **New Compensation Plan** allows all members who pass criteria to buy products from SCM with member price (lowest price), can sell those products to their consumers and get the spread between member – retail price in their wallet automatically.



NEW PRODUCT

NEW PRODUCTS WITH COMPETITIVE PRICE

- Plans to launch **high quality products** with competitive and reasonable price in Y2025.
 - ❖ Energy Boost Coffee
 - ❖ Effective Weight Loss Supplement
 - ❖ Supplement specifically for Men
 - ❖ Supplement specifically for Women



NEW IT INFRASTRUCTURE

DEVELOPING ALL NEW IT INFRASTRUCTURE SYSTEM ALONG WITH MOBILE APPLICATION

- Develop the **entire IT infrastructure system** To increase member confidence. The new system can calculate commissions in real time basis and has key functions to support member in MLM business.
- Develop **SCM CONNEXT application** for members to use as a tool for online marketing.
- Develop **E-learning Tools & CRM system** to assist members in conducting online marketing more effectively.
- All new IT system will clearly enhance ability to **[1] Acquire new members** and **[2] Retain existing members**.



NEW OPPORTUNITY

EXPAND BUSINESS INTO NEW COUNTRY AND NEW MARKETS THAT'RE DIFFERENT FROM EXISTING

- Increase revenue from **online selling** which different from MLM business, through subsidiary company (**HTM**).

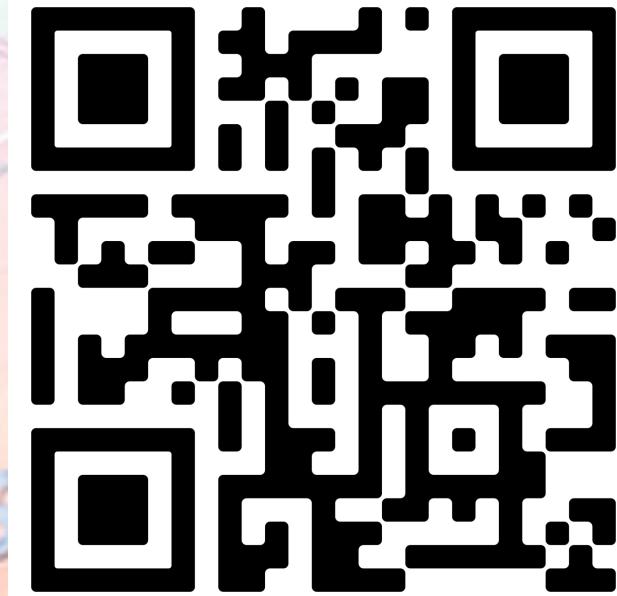


Indonesia



Vietnam

Thank You



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