

# OPPORTUNITY DAY PRESENTATION

21 Mar 2025



# WELLNESS WELLBEING

“สุขภาพและคุณภาพชีวิตดี ที่ทุกคนเข้าถึงได้”



## 01 Company Overview

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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

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Displays the Company's financial performance of the latest quarter

## 04 2024 Outlook

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

# GETTING TO KNOW SCM



▶ **1<sup>st</sup>**

**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

## 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)”



## VISION

### วิสัยทัศน์

องค์กรชั้นนำ  
แห่งการพัฒนาคุณค่า  
และคุณภาพชีวิตผู้คน



## MISSION

### พันธกิจ

การสร้างผลกระทบ  
เชิงบวกเพื่อเปลี่ยนแปลง  
คุณภาพชีวิตผู้คน

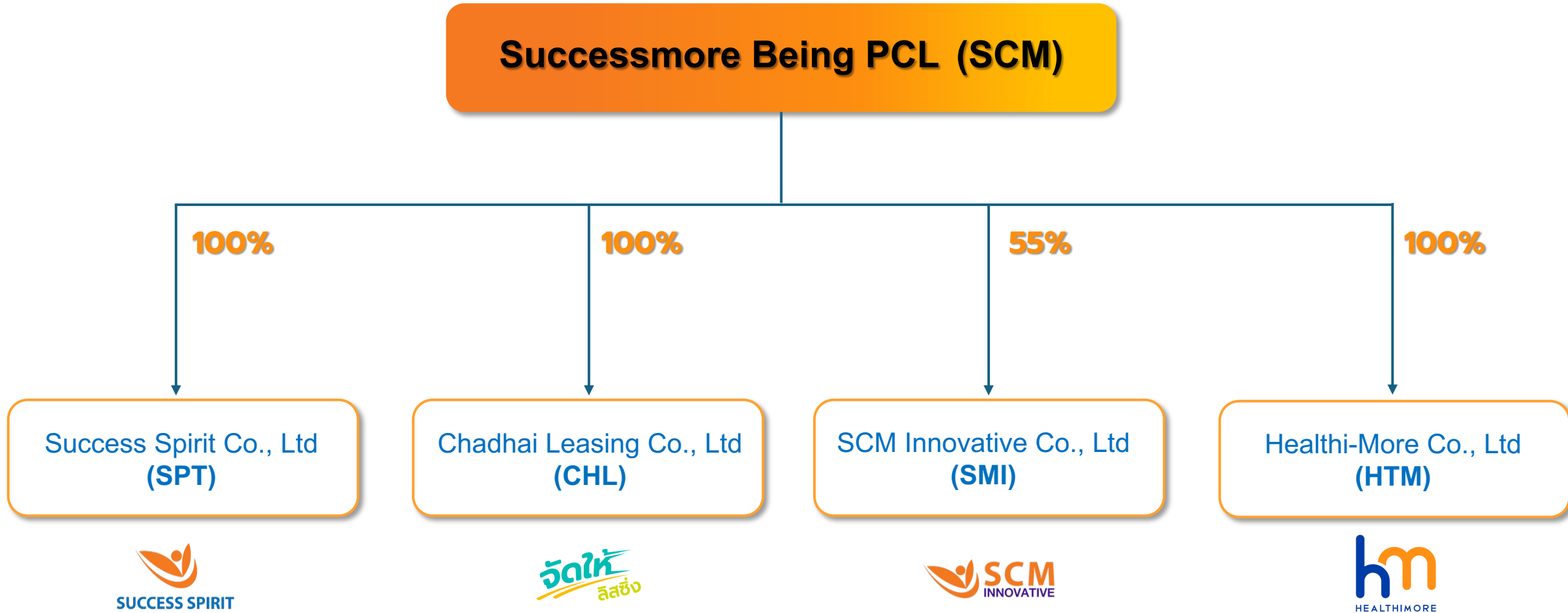


## BRAND POSITION

### ตำแหน่งแบรนด์

สุขภาพ  
และคุณภาพชีวิต  
ดีที่เข้าถึงง่าย

# 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**

1

**82%**

of total  
revenue



## **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

2

**\*\***

**9%**

of total  
revenue



## **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

3

**\*\***

**8%**

of total  
revenue



## **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

4

**1%**

of total  
revenue



## **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



**SUCCESS SPIRIT**

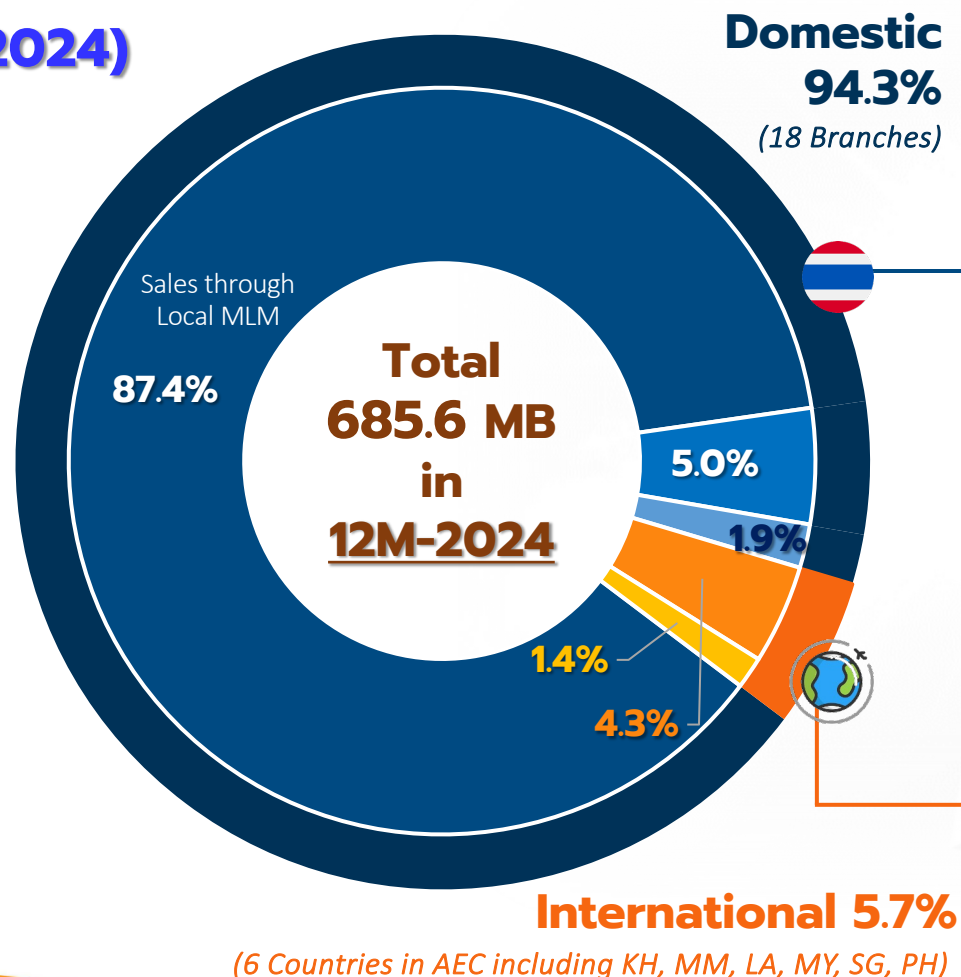


# SCM's REVENUE STREAMS : DOMESTIC / INTERNATIONAL

## Revenue Structure by Business Unit

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

**(Y2024)**



### **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**

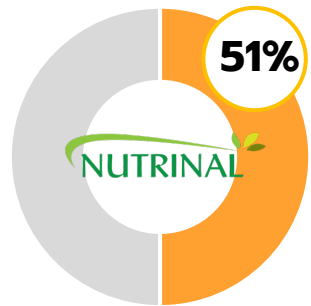
Using brands of the overseas dealers that have managed branches and businessman by themselves.



# SUCCESSMORE PRODUCT PORTFOLIO (Y2024)

## Revenue Structure by Brand

 : New Product in Y2024



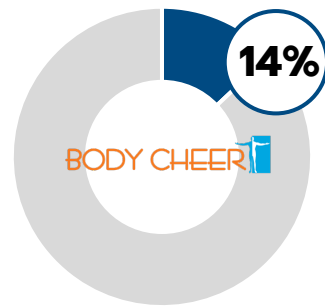
**Nutrinal**

Dietary Supplementary



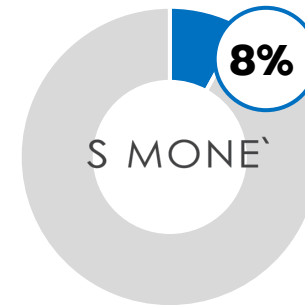
**Growing More**

Agricultural Products



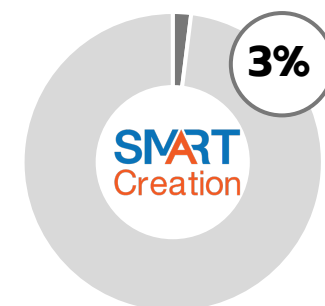
**Body Cheer**

Daily Use Products



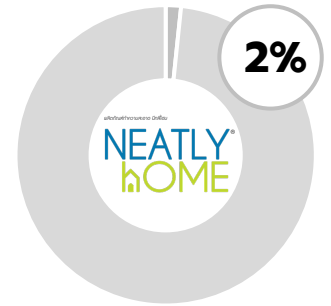
**S Mone'**

Facial Skin Products



**Smart Creation**

Modern Innovative



**Neatly Home**

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

โดยไม่ได้มุ่งเน้นเพียงแค่การลดน้ำหนัก แต่ให้ความสำคัญกับความสมดุลของระบบต่างๆ ในร่างกาย ทั้งระบบเผาผลาญ ระบบขับถ่าย และระบบฮอร์โมน เพื่อให้ร่างกายทำงานได้อย่างมีประสิทธิภาพ และมีสุขภาพดี

# AGE REVERSAL

## ชะลอวัย คืนฟูความอ่อนเยาว์ ด้วยสารอาหารจากธรรมชาติ

ดูแลลึกถึงระดับ DNA มุ่งเน้นการฟื้นฟูเซลล์และอวัยวะต่างๆ ที่เสื่อมสภาพตามวัย ช่วยปรับสมดุลฮอร์โมนบำรุงผิวพรรณ คืนความแข็งแรงและอ่อนเยาว์

# OPTIMAL WELLNESS

## ดูแลสุขภาพ อย่างตรงจุด สู่สุขภาพองค์รวมที่สมบูรณ์

มุ่งเน้นการดูแลสุขภาพแบบองค์รวม โดยเชื่อว่าสุขภาพที่ดี คือผลลัพธ์ของการทำงานที่ประสานสอดคล้องกันของทุกระบบในร่างกาย การดูแลสุขภาพจึงไม่ใช่แค่การแก้ปัญหาเฉพาะจุด แต่เป็นการดูแลที่ครอบคลุมทุกด้าน เพื่อให้ร่างกายกลับมาทำงานได้อย่างสมดุลและมีประสิทธิภาพสูงสุด

# PRODUCTIVITY BOOSTER

## เพิ่มประสิทธิภาพชีวิตให้สมบูรณ์แบบ โดยการลดขั้นตอน มุ่งเน้น คุณภาพ และเพิ่มผลผลิตโดยรวม

เพิ่มประสิทธิภาพในการใช้ชีวิตให้คุ้มค่าและเกิดประโยชน์สูงสุด ไม่ว่าจะเป็นการทำงาน การใช้ชีวิตส่วนตัว หรือแม้แต่การดูแลพืชผลทางการเกษตร โดยประยุกต์ใช้กับสินค้าในหลากหลายหมวดหมู่ เพื่อตอบสนองความต้องการของผู้บริโภคแบบครบวงจร

# BODY BALANCE



# OPTIMAL WELLNESS



# AGE REVERSAL



# PRODUCTIVITY BOOSTER



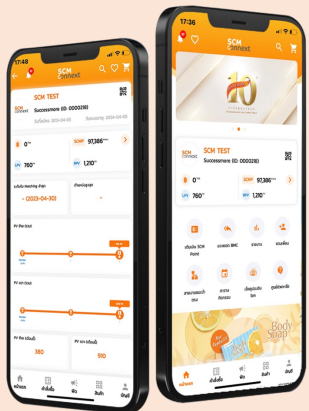
# ONLINE MARKETING

- 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**

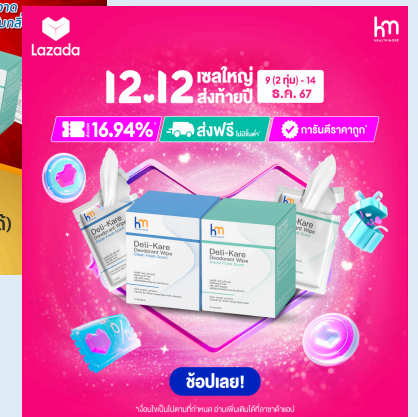


- In the studying and market testing process to expand New Business Model to Indonesia and Vietnam

## 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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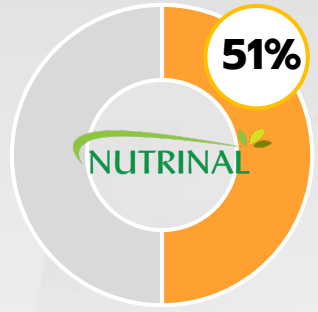
## 04 2024 Outlook

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

# Y2024 Financial Highlights

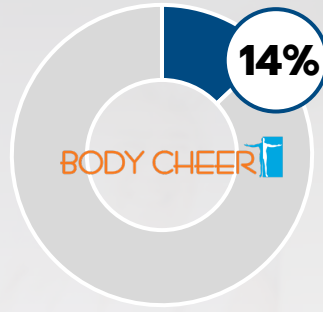
Revenue from Sales = **628.9 MB** ▼ **31.4% YoY**



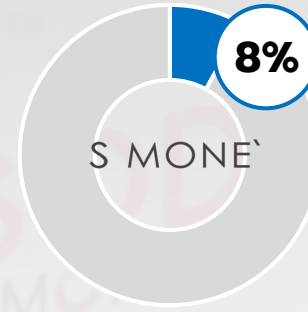
**324.8 MB** ▼ **18.2%**



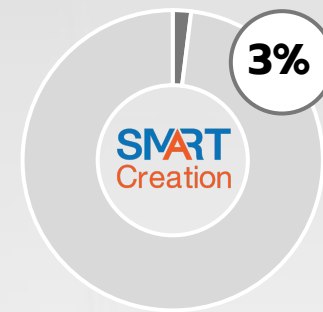
**142.4 MB** ▼ **56.8%**



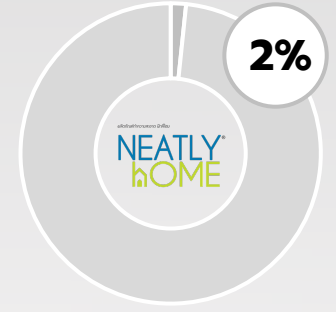
**90.3 MB** ▼ **8.6%**



**47.9 MB** ▼ **12.7%**



**16.4 MB** ▼ **12.2%**



**12.9 MB** ▼ **27.3%**

## Gross Profit Margin

**65.8%**

## Net Profit Margin

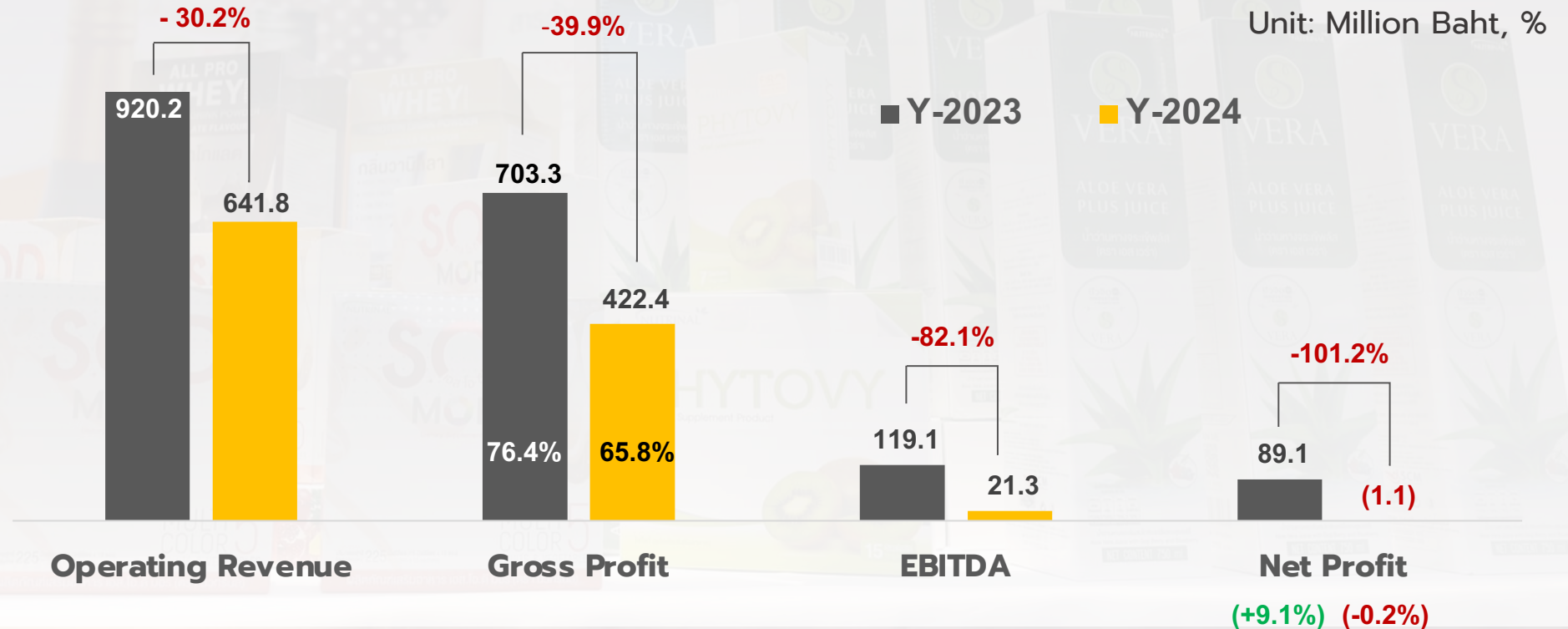
**-0.2%**

## ROA

**0.8%**

## ROE

**0.1%**



# 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.

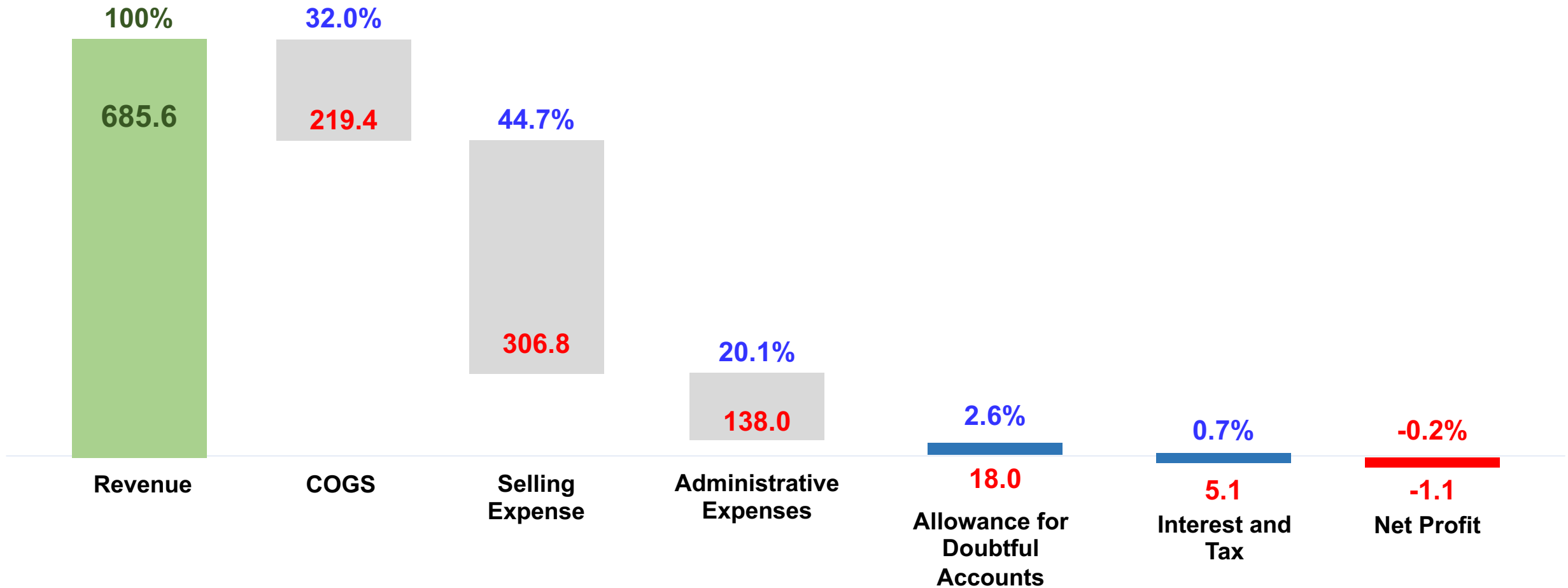
% Selling expense decreased



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

% Net Profit Margin increased QoQ

# Revenue to Profit in Y2024

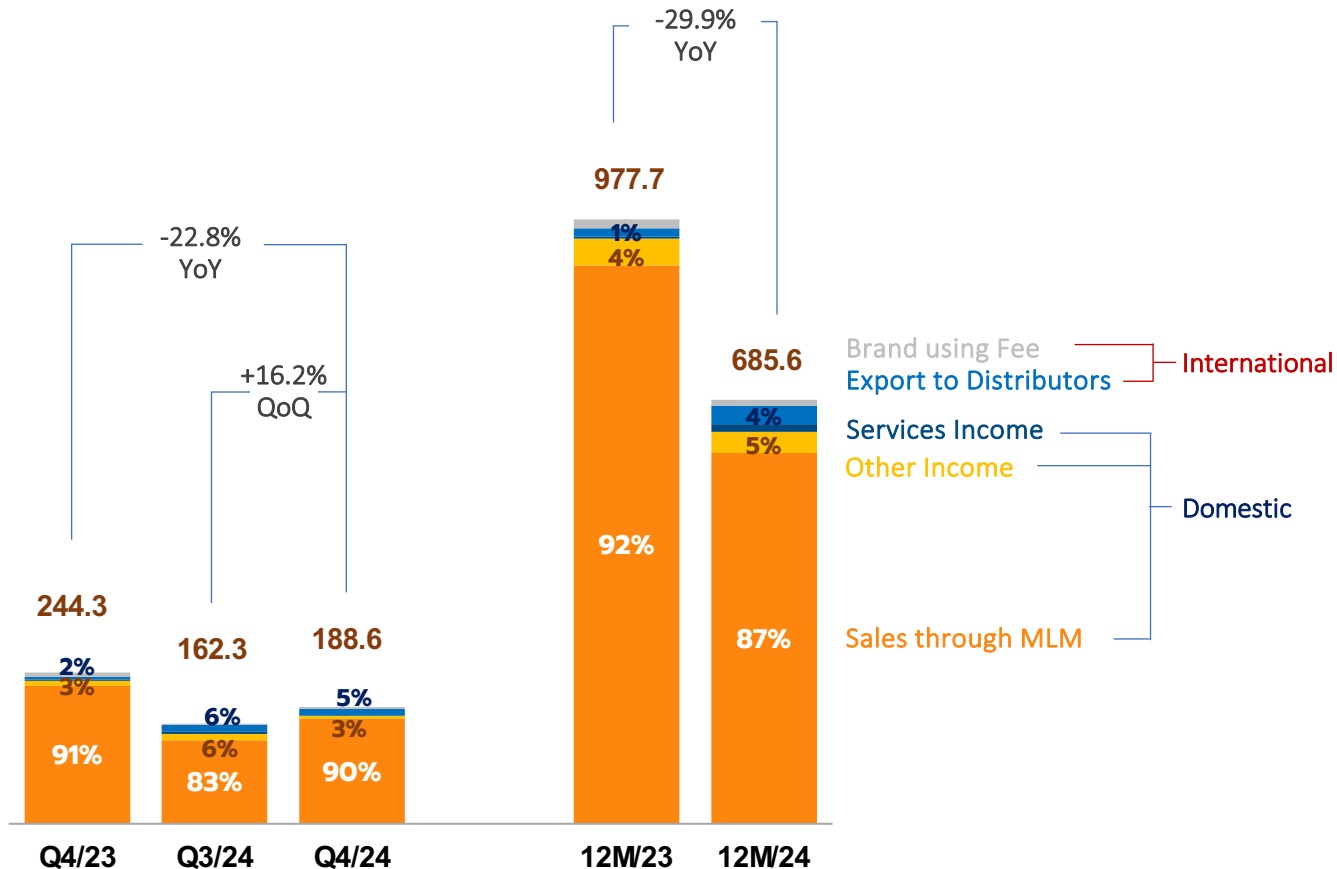


The company has a total revenue of Baht 685.6 million and a total cost structure of 96.8% of total revenue, with cost of goods sold accounting for 32.0% of total revenue and other costs accounting for 64.8%. As a result, the company generates a Net Loss of Baht 1.1 million, or -0.2% of total revenue.

1

# 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**

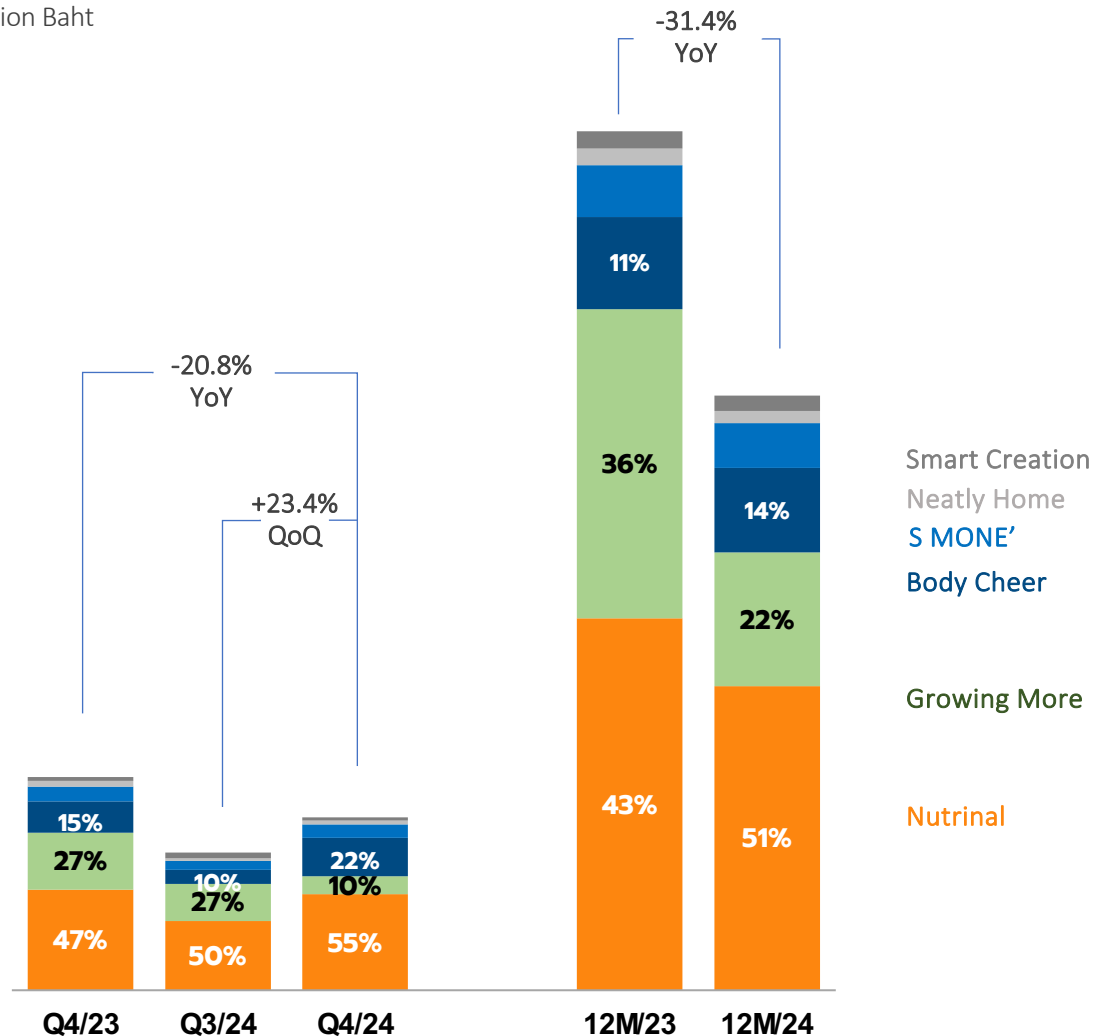
Total revenue in Y2024 was decreased by THB 292.0 Mln from Y2023

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

## 2

# Revenue from Sales Breakdown by Brand

Unit: Million Baht



Remark: Only revenue from selling through MLM and Export to distributors

**+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

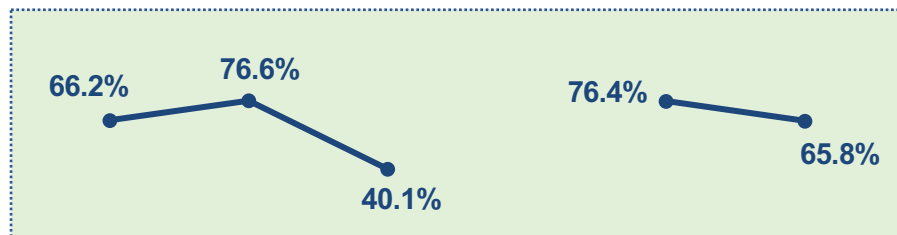
- **Nutrinal** : Decreased by Baht 4.9 million (-4.6%)
- **Growing More** : Decreased by Baht 42.1 million (-68.6%)

**-31.4% 12M YoY** : **Y2024 vs Y2023**

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

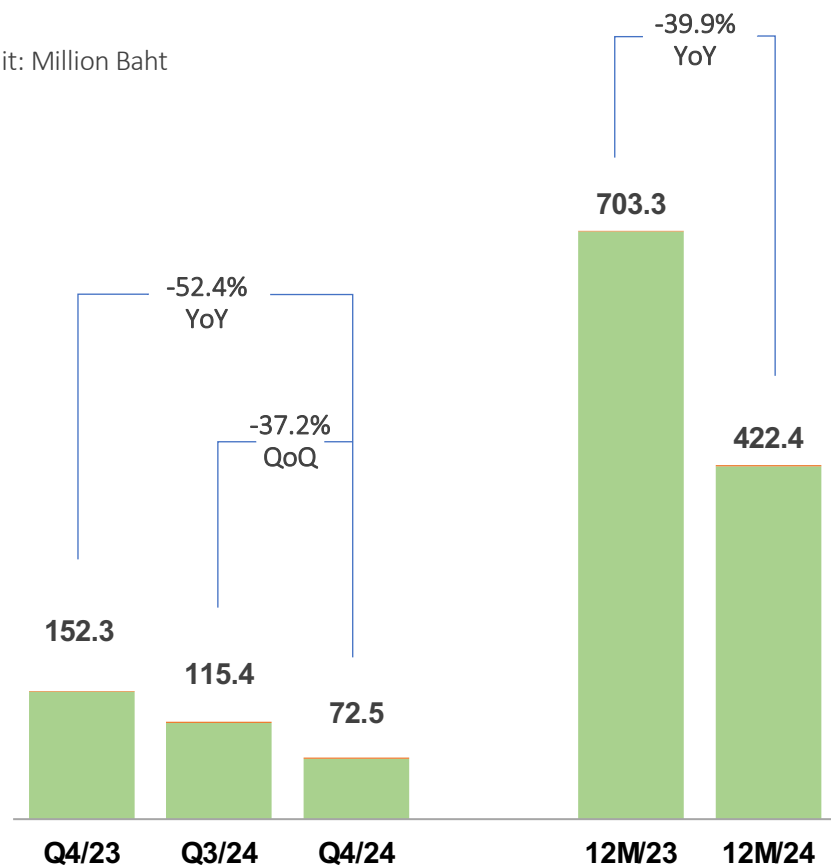
- **Nutrinal** : Decreased by Baht 72.5 million (-18.2%)
- **Growing More** : Decreased by Baht 187.3 million (-56.8%)

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



Gross Profit Margin

Unit: Million Baht



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

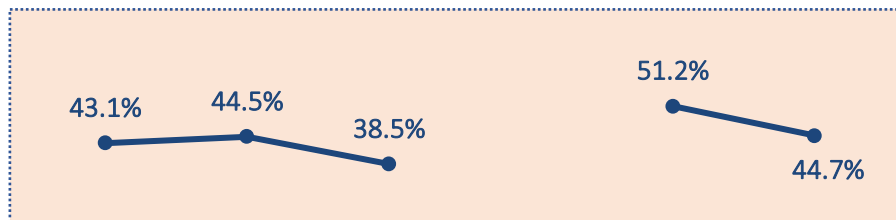
**-52.4%** YoY : Q4-24 vs Q4-23

- **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

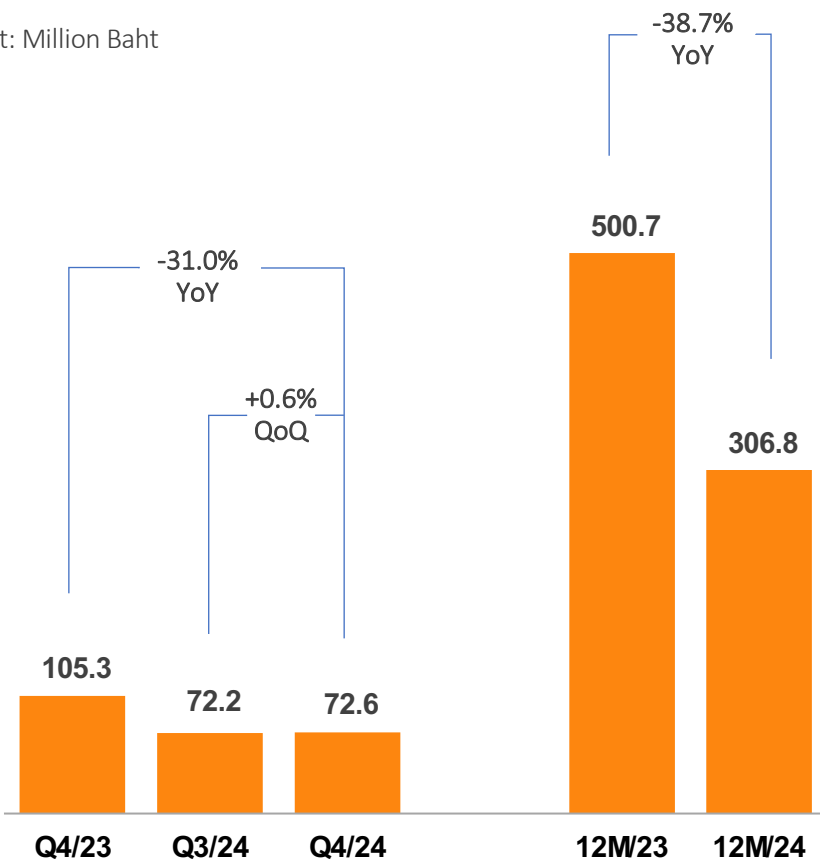
- **Gross Profit :** Decreased by THB 280.9 Mln (-39.9%) from 703.3 Mln in Y2023 to 422.4 Mln in Y2024
- **Gross Profit Margin :** Decreased from 76.4% in Y2023 to 65.8% in Y2024

## 4 Selling and Distribution Expenses



Selling and Distribution Expenses to Total Revenue

Unit: Million Baht



Selling and Distribution Expenses

**+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

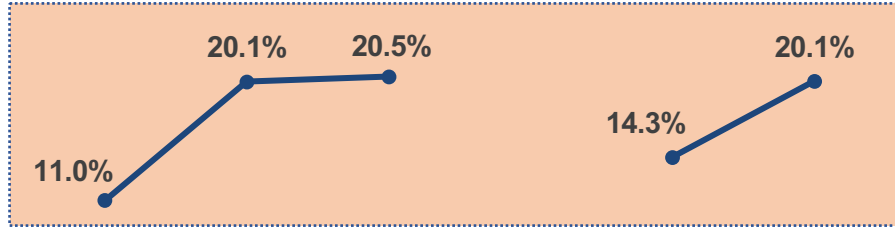
**-31.0%** YoY : **Q4-24 vs Q4-23**

- **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

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

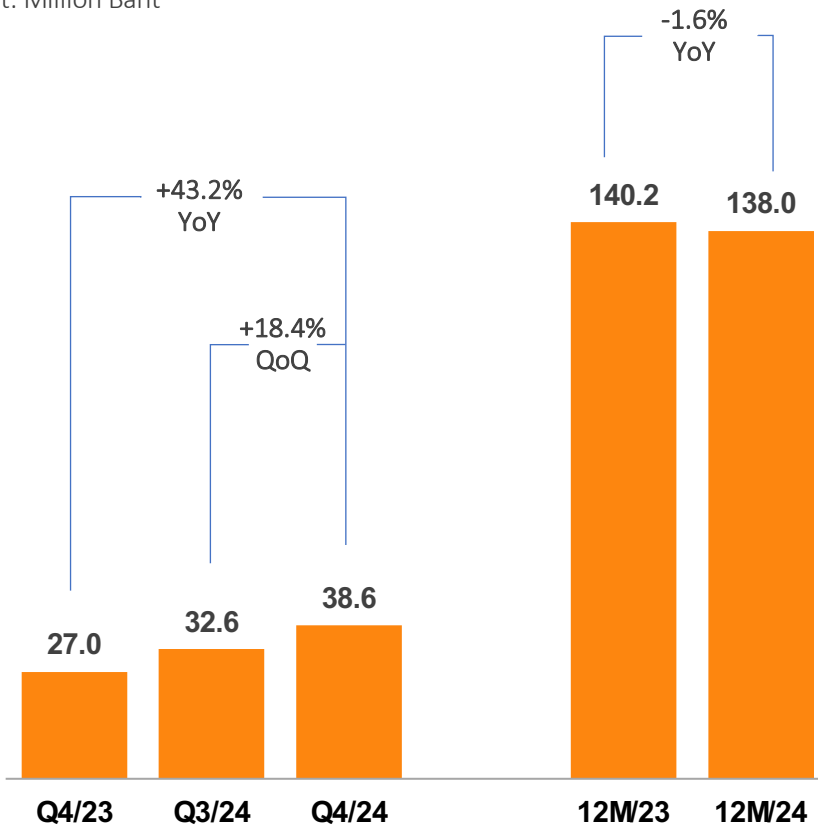
- **Admin Expense** : Increased by THB 6.0 Mln (+18.4%) from 32.6 Mln in Q3-24 to 38.6 Mln in Q4-24
- **% Admin Expense** : Increased from 20.1% in Q3-24 to 20.5% in Q4-24

**+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

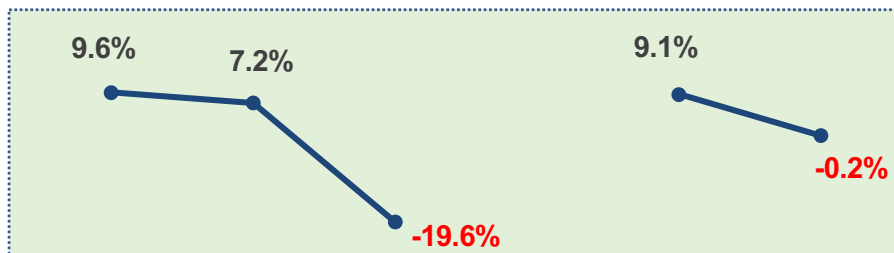
**-1.6% 12M YoY** : **Y2024 vs Y2023**

- **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



Administrative Expenses

## 6 Net Profit and Net Profit Margin (%)

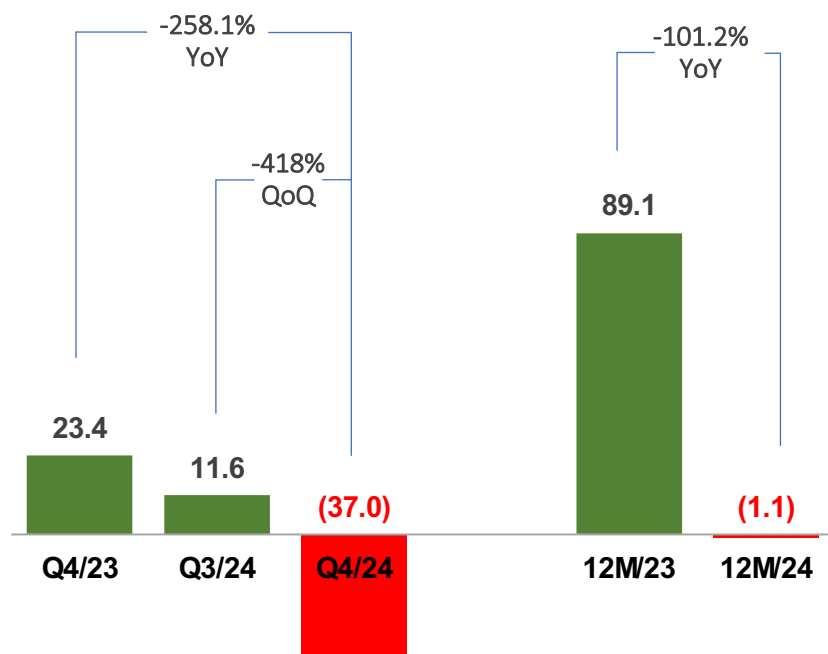


Unit: Million Baht

Net Profit Margin

**-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



Net Profit

**-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

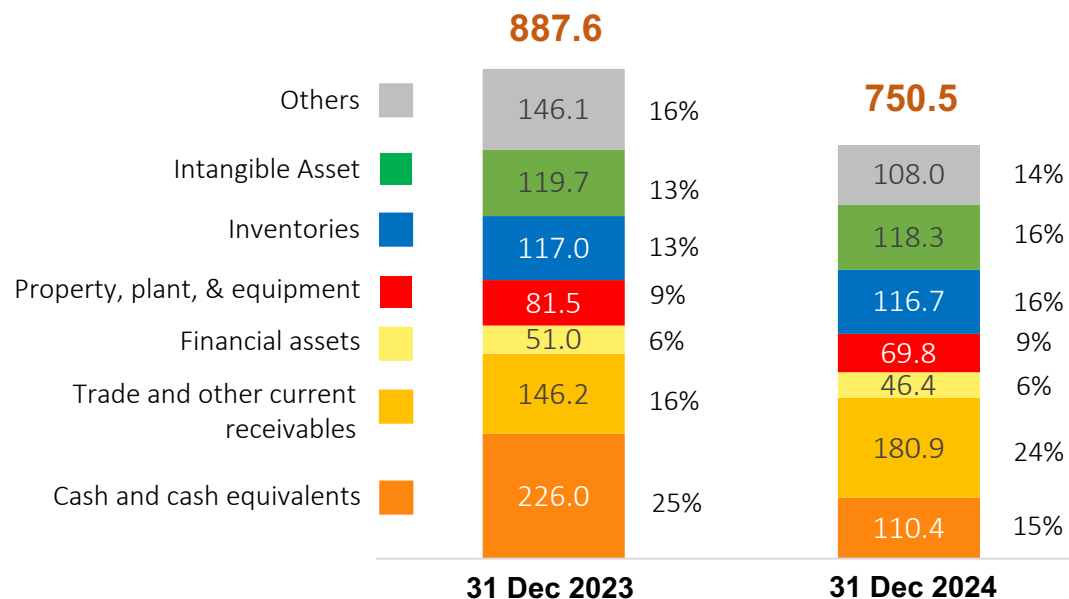
**-101.2% 12M YoY** : **Y2024 vs Y2023**

- **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

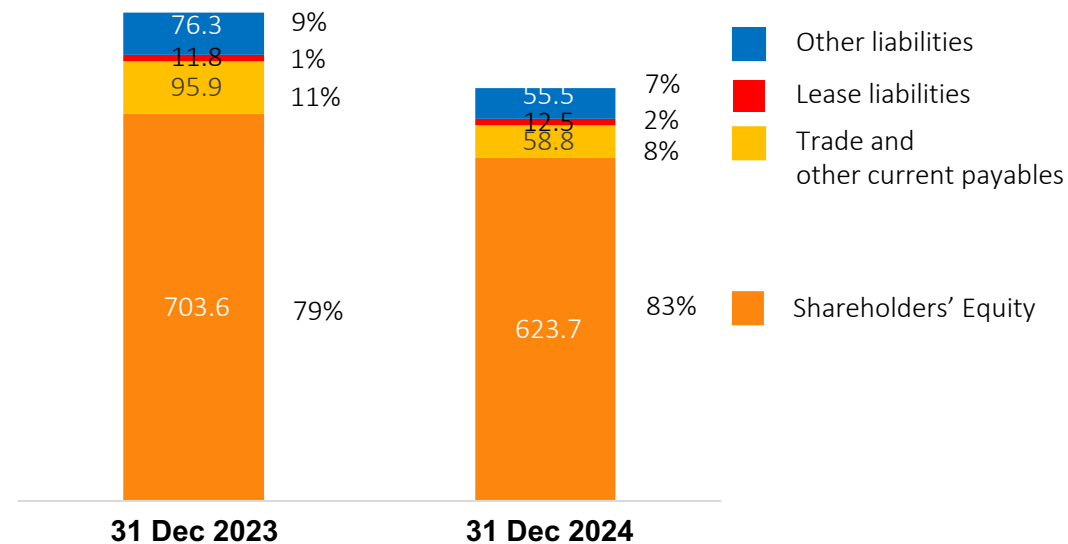
# STATEMENT OF FINANCIAL POSITION

Unit: Million Baht, %

## ASSETS



## LIABILITIES & EQUITY



**-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%**

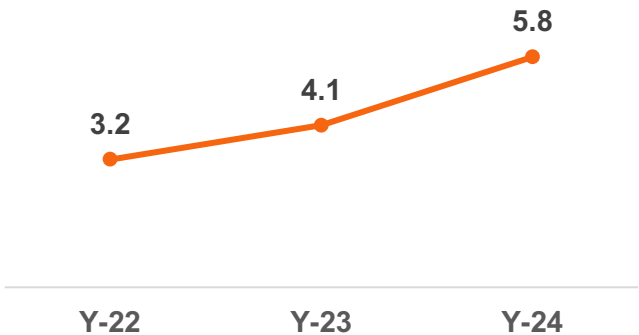
## SHAREHOLDERS' EQUITY

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

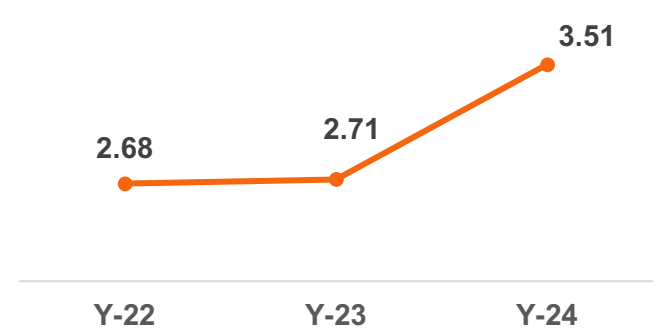
## Current Ratio

Unit: Times



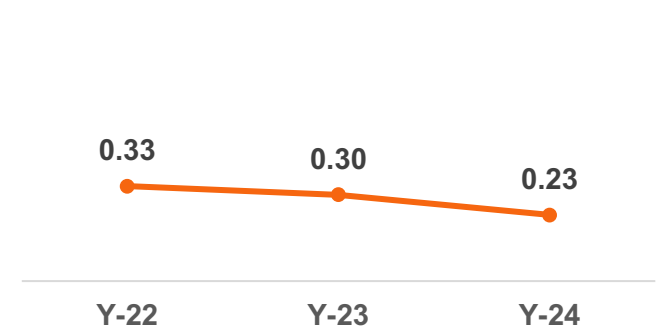
## Quick Ratio

Unit: Times



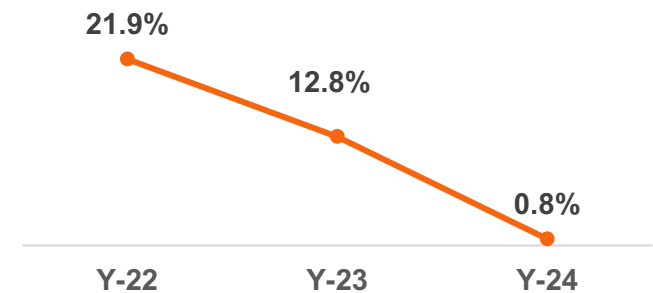
## D/E Ratio

Unit: Times



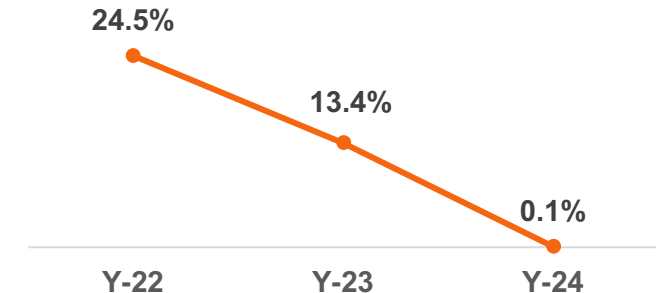
## ROA

Unit: %



## ROE

Unit: %





## 01 Company Overview

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

## 02 Strategic Direction & Strategy

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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

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

# พลังของผลิตภัณฑ์ **Successmore** ปี 2025

ผลิตภัณฑ์ที่มีคุณภาพ + การให้ความรู้ที่ถูกต้อง  
= การสร้างเครือข่ายที่แข็งแกร่ง



# Y2025 OUTLOOK

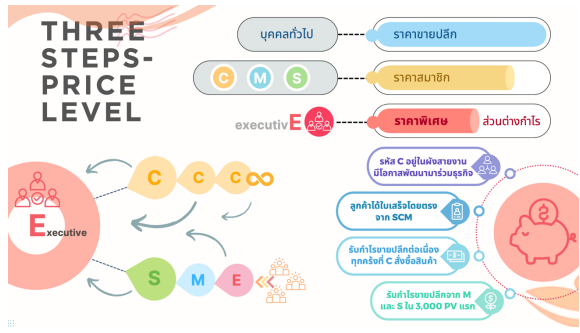
**targets 15% growth in 2024 with the theme “Wellness Wellbeing”**



## 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**).



- Expand **New Business Model** to **new countries in AEC**.



Indonesia



## Vietnam

# Thank You



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