

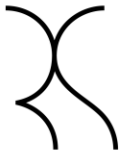
2Q20 Results Meeting & 2H20 Highlights

14 August 2020
Virtual Conference



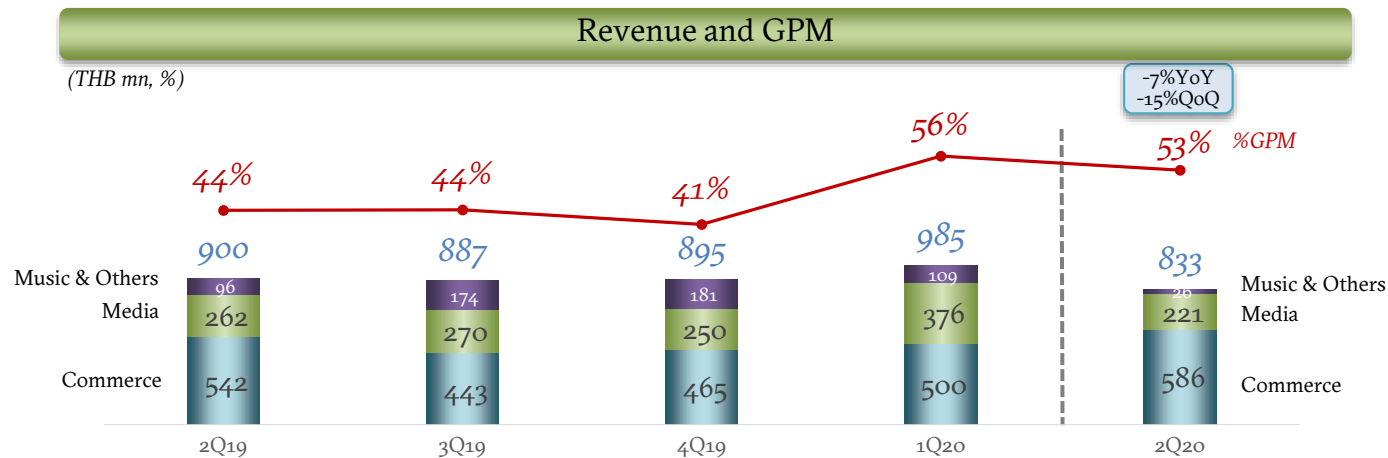
RS GROUP

2Q20 Performance Summary

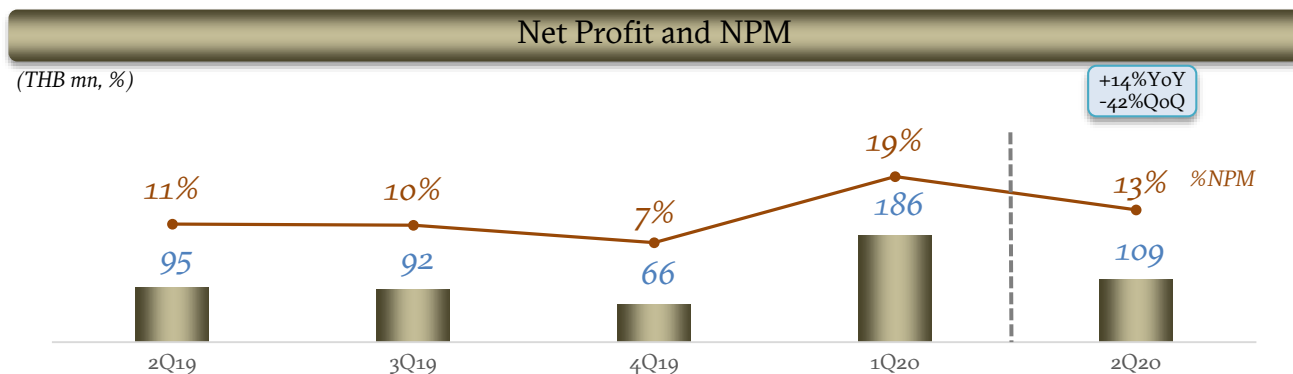


RS GROUP

Quarterly Financial Results ▪ 2Q19 - 2Q20

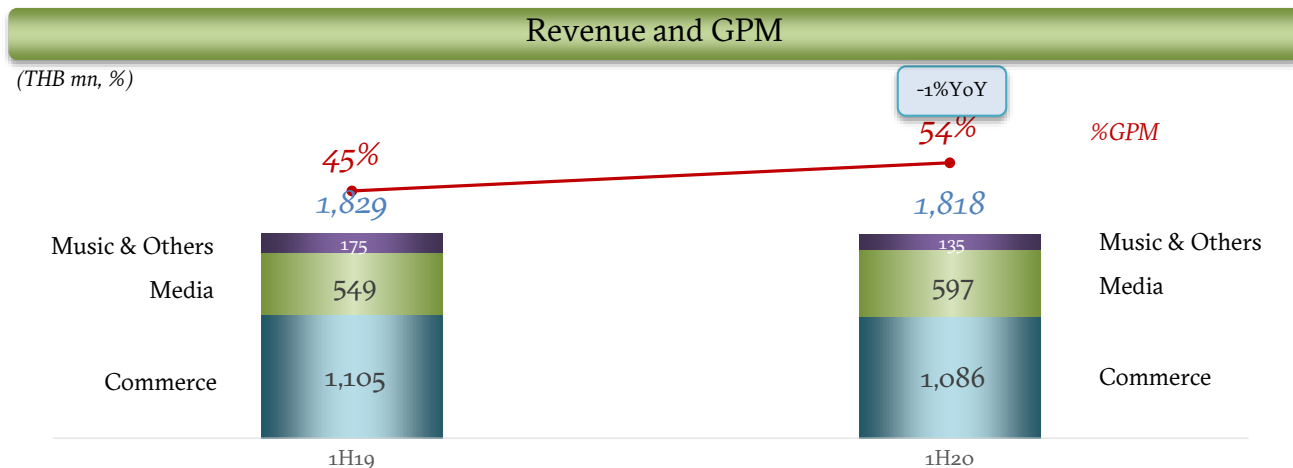


- Highest record commerce revenue from higher of every sales channels
- Lower cost of CH8 from reductions in content cost, license, USO and MUX fees

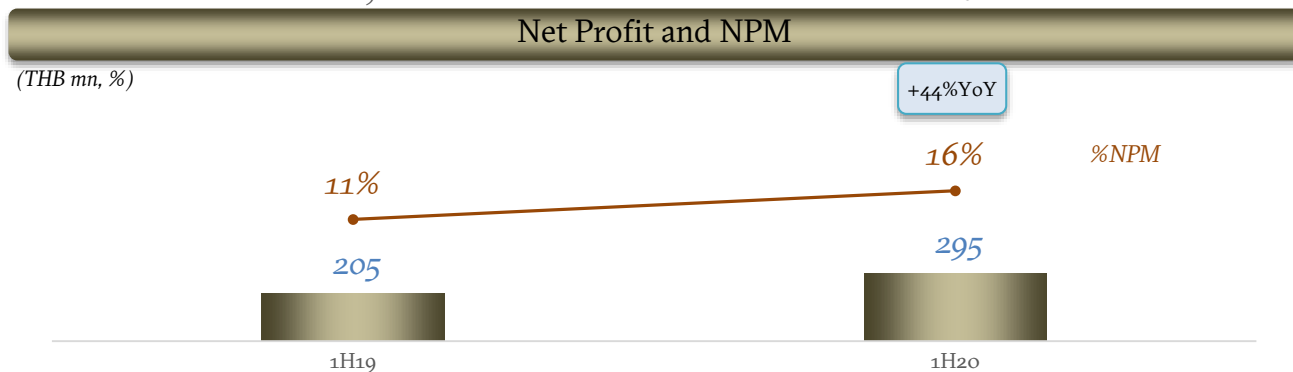


- A rise in net profit from higher GPM and well-managed expenses

6M Financial Results ▪ 1H19 vs 1H20

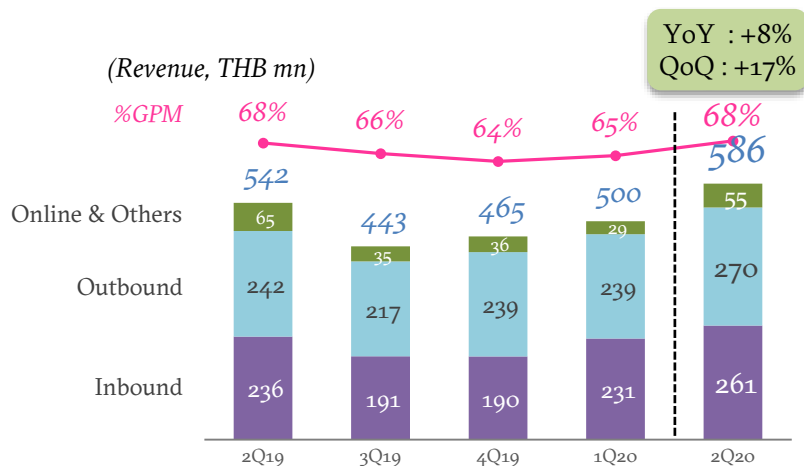


- Additional media revenue from content licensing without additional cost
- Lower cost of CH8, radio and music in proportion to a decrease in each revenue



- A rise in net profit from higher GPM and lower finance cost from disappearance of deferred interest

Commerce Performance



Key Highlights

Leverage on expanding customer base & sales channels

A fully implemented software tool

Effective marketing campaign and promotion

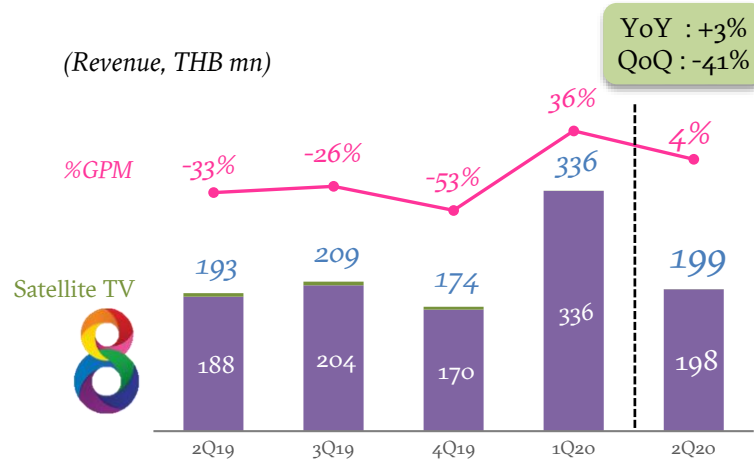
High gross margin maintained

- Improved inbound & outbound sales momentum by 13%QoQ from growing customer to 1.4m people, coupled with sales channel expansion in Q1-Q2
- Predictive Dialing System (PDS) adopted more precisely to fully enhance efficiency of the call center system in maximizing customer contact
- “RS Mall Mid Year Super Sale”, another grand sales promotion continued to boost up the sales efficiency despite the market downturn
- High GPM at 68% showing the company's ability to manage its overall product combination that most profitable and offering products that specifically address health care amid Covid-19 situation



TV Performance

(Revenue, THB mn)



Key Highlights

A huge drop in TV ADEX

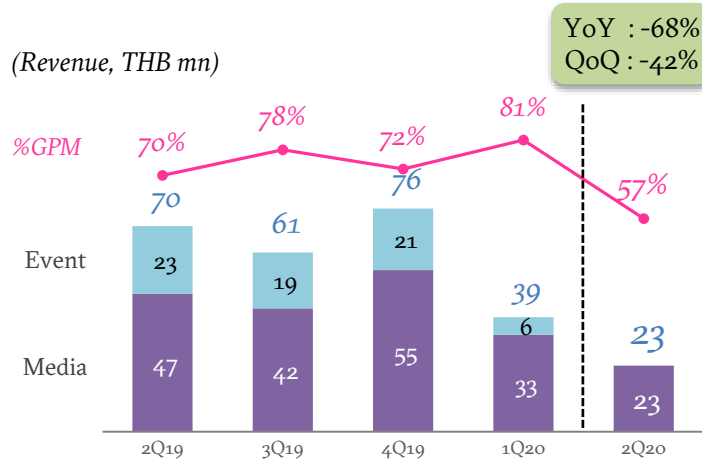
Unmatched CH8's performance

Effective cost controls & benefits

- 2Q20 TV ADEX contracted as a result of Covid-19 pandemic and weak private consumption. However, people have had to spend more time at home, resulted in an unchanged of the number of TV viewers
- Adaptability of Channel 8's sales and content production approaches, including content management in international markets and on other online platforms resulted in similar quarterly income of Channel 8 during 2019
- Content production cost plunged over 25% compared to quarterly cost in 2019 from content cost management and lower operating cost benefited from license fee waiver, a reduced rate of annual contribution to USO fund and a ceasing of MUX fee since June

Radio Performance

(Revenue, THB mn)



Radio media industry shrank and no activities-linked

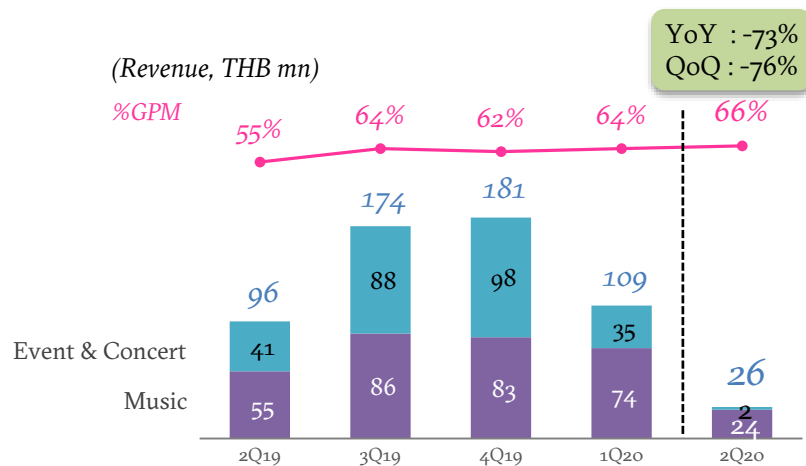
Turn online music fans into customers

Key Highlights

- “COOLfahrenheit”, No.1 radio station for Easy Listening category, showing a decrease in revenue in accordance with overall industry and no activities for listeners during Covid-19. However, both popular “COOL Outing” and “Ink Eat All Around” activities have resumed in Jul
- “COOLanything” new feature under the concept of “Enjoy music and shopping in one app”, developed to support the commerce business



Music & Others Performance



Key Highlights

Online-generated revenue

Preventive measures implemented for Covid-19

- Main revenues from YouTube, music downloading and to license music catalogue to bolster income streams
- A ceasing of events and concerts during Covid-19 measures causing a decline in other revenue



2H2o Highlights



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Entertainmerce Strategy

RS GROUP

Commerce



Media | TV



Media | Radio



Music



REACH

5M
(1.4M Customers)
Age 35-55
Urban 70%

8M
Age 40+
Urban & Rural 70%

4M
Age 25-44
BKK 65%

32M subscribers &
9M followers
Age 18-50
Nationwide

Commerce Business Highlights

Content marketing through “Storytelling”



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Campaign & Promotion



2x Inbound sales uplift

Commerce Business Highlights

Product Lineup

Life
LIFESTAR COMPANY LIMITED



S.O.M.
DTX Probiotics



S.O.M.
Probio-10



S.O.M.
Multiplus
Collagen



Meal
Replacement



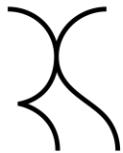
S.O.M.
OVOMOV



REJU Real
Bird Nest
Drink



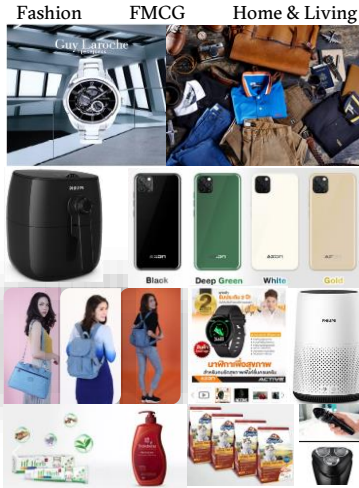
S.O.M.
Choles



RS GROUP

>20 SO per month

Partner



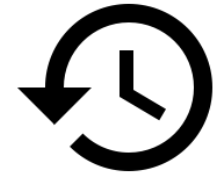
Technology Adopted



Customer

1.4 >> 1.6 M

+14%



Frequency

1.9 >> 2.5 x/Year

+32%

TV Business Highlights

New Programs



Expected THB 50m from licensing
to be booked in 2H20

TV Entertainmerce Programs



Expected THB 1m in revenue per slot

Radio Business Highlights





ปกติ 5,160.-

ราคาพิเศษ **1,190.-**

ซื้อ

Lifestyle Online Shopping ให้ทุกการช้อปปิ้ง inspire คุณ

COOL
anything

Lifestyle Online Shopping

No. of active listener : 150K per day

Product : Lifestyle & Gadget

Target customer : Age 25-44, BKK 65%

Storytelling : By COOLJ

To boost online sales by 80%YoY

Music Business Highlights

RSIAM
kəmikəze
RoseSound



To turn >30M music fans into customers, starts in Oct



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