

# 3Q20 Results Meeting & Highlights

19 November 2020  
Virtual Conference





# Agenda

- 3Q20 Financial Results & Performance
  - Business Outlook
  - Q&A

**HAPPY FAMILY**  
ตอบโจทย์สำหรับทุกคนในบ้าน

**SMART LIFE**  
รวมสินค้าไอที

**TAKE CARE**  
ดูแลกันนะ  
ดูแลกระดูกและข้อ

**Beauty**  
TOP TO TOE  
สวยสะพรั่ง..หัวจรดเท้า

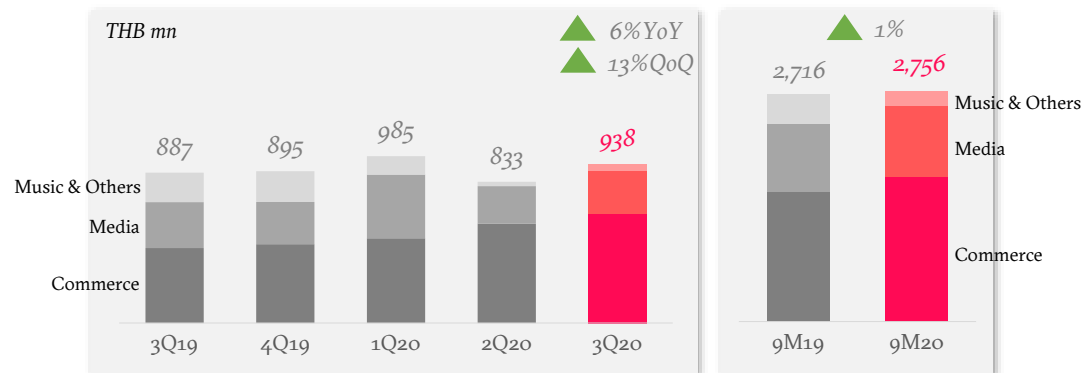
**SALE**

**RS Mall**  
เติมความสุขให้ทุกชีวิต

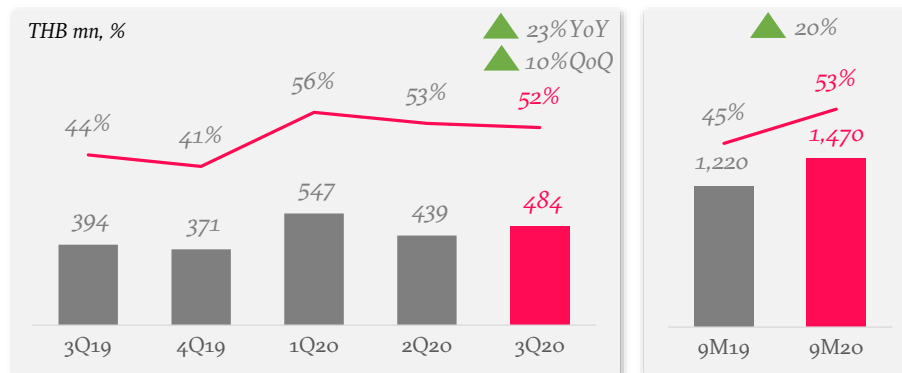
ส่งฟรีทั่วประเทศ | ช้อปเลยที่ rsmall.com

# Financial Results

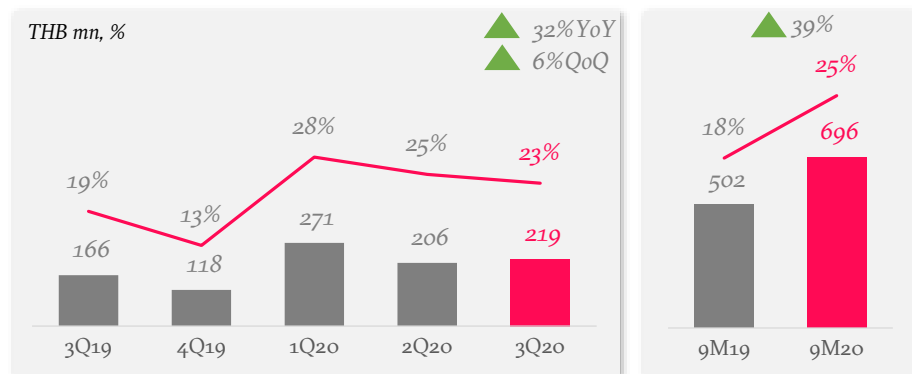
## Revenue



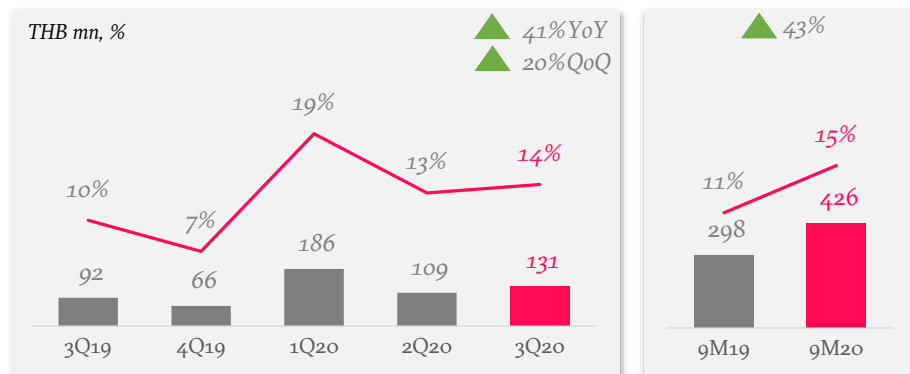
## Gross Profit & Gross Profit Margin



## EBITDA & EBITDA Margin



## Net Profit & Net Profit Margin

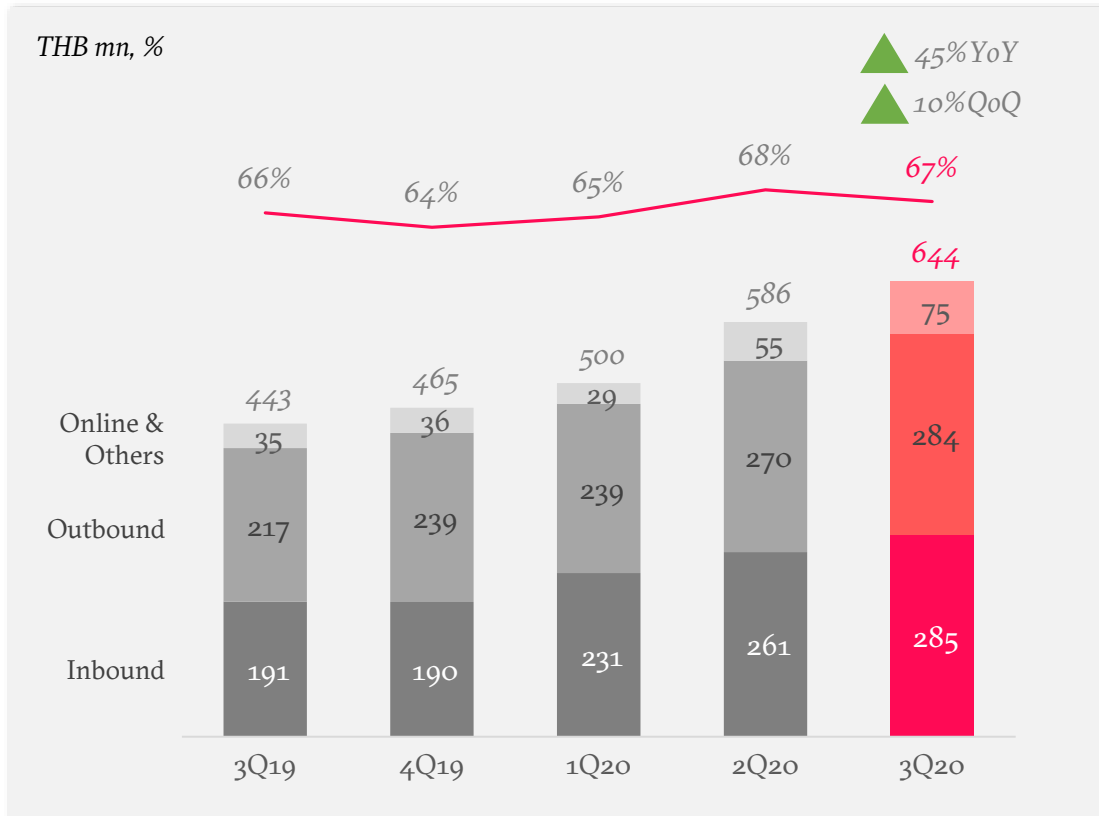


### Proven Track Record of Success

- Highest revenue from commerce business, driven by lead management, a success of ads and product offering and an increase in technology adoption.
- Additional revenue with same cost from media and music businesses.
- Though SG&A rose from commissions and new office expansion, SG&A to Sales began to decrease thanks to better ad management from commerce business.

# Commerce Performance

## Commerce : Revenue & GPM



## Key Highlights

Improved sales from all channels mainly from efficient use of ads and product offering

An expansion of implemented software tool called PDS

Effective marketing campaign and promotion

High gross margin maintained from own brand product selling



ต่อที่ 1

ซื้อสินค้า 1 เซต  
รับเพิ่มฟรี 1 ชิ้น  
ฟรีทันที!

ต่อที่ 2

จับคู่สินค้า 1,000 บาท  
รับส่วนลดทันที 100 บาท  
ฟรีทุกวัน!

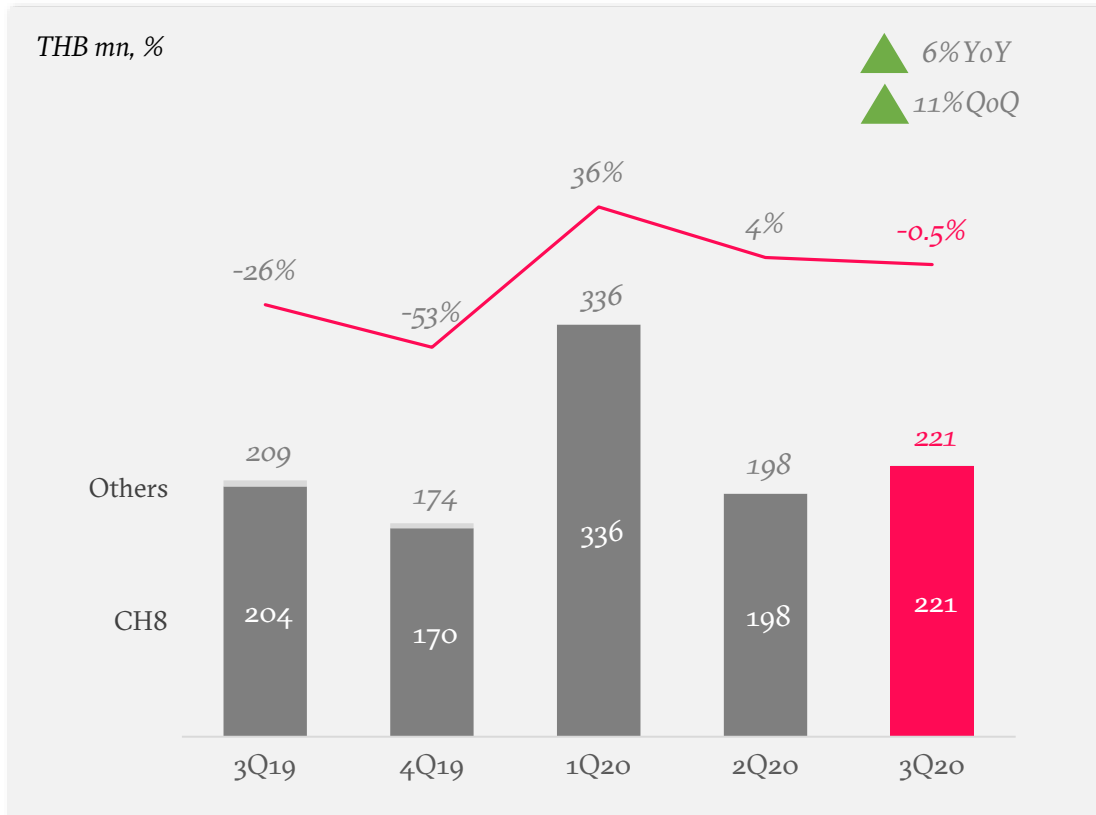
ต่อที่ 3

ลุ้นรับทองคำหนัก 1 บาท  
ฟรีทุกวัน!



# TV Performance

## TV : Revenue & GPM



## Key Highlights

While having a price competition and ADEX contraction by 12% (9M19 vs 9M20), CH8 continues to maintain sales momentum

Adaptability of Channel 8's sales and content production approaches (including content licensing of THB 50mn)

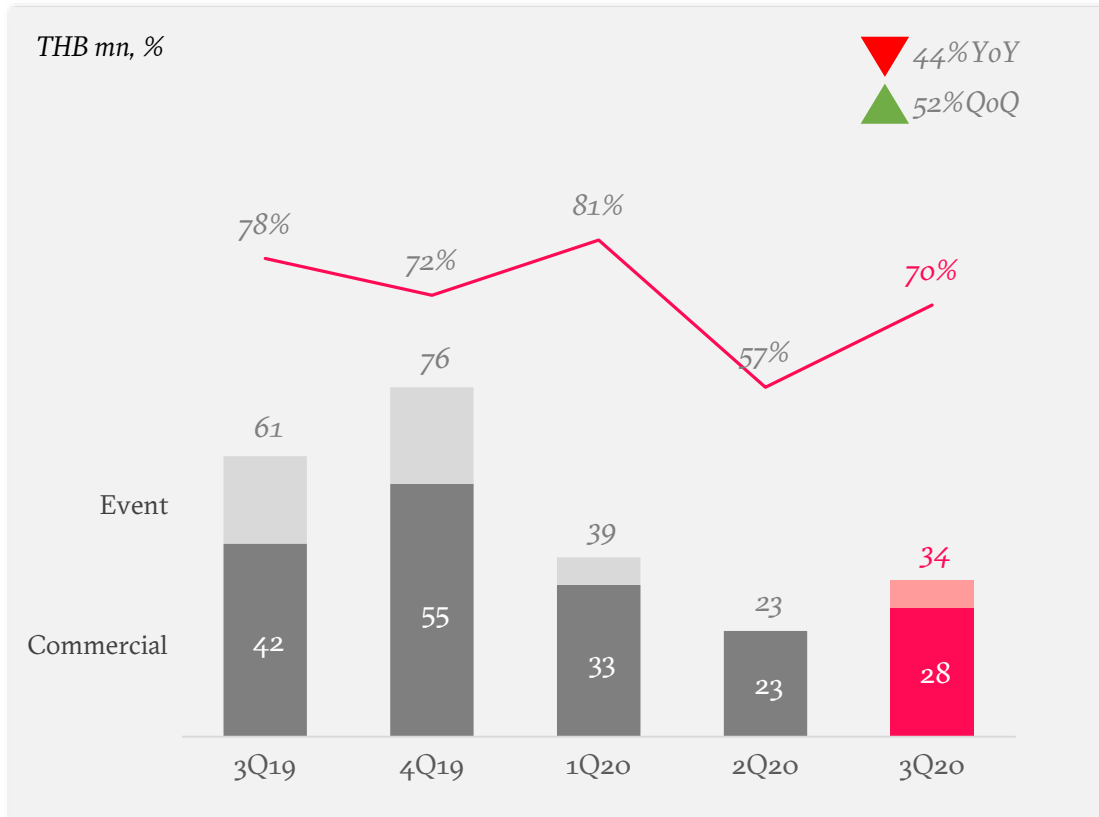
Higher production cost to boost CH8's ratings & benefits of license, USO and MUX fee reduction





# Radio Performance

## Radio : Revenue & GPM



## Key Highlights

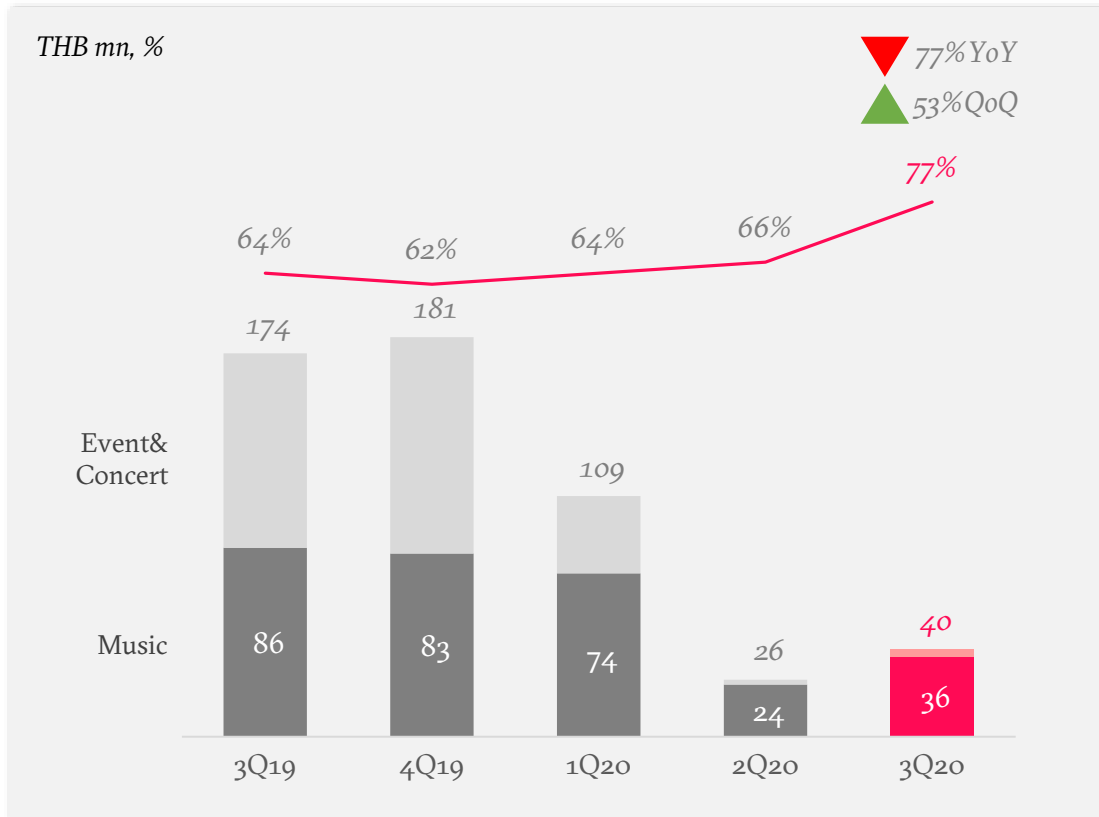
No.1 radio station for Easy Listening category and many more revenue from listener activities-related

Turning online music fans into commerce customers



# Music & Others Performance

## Music & Others : Revenue & GPM



## Key Highlights

Revenue from online platform, mainly over 50% from YouTube and follow by licensing

Benefits of resuming activities and artist management



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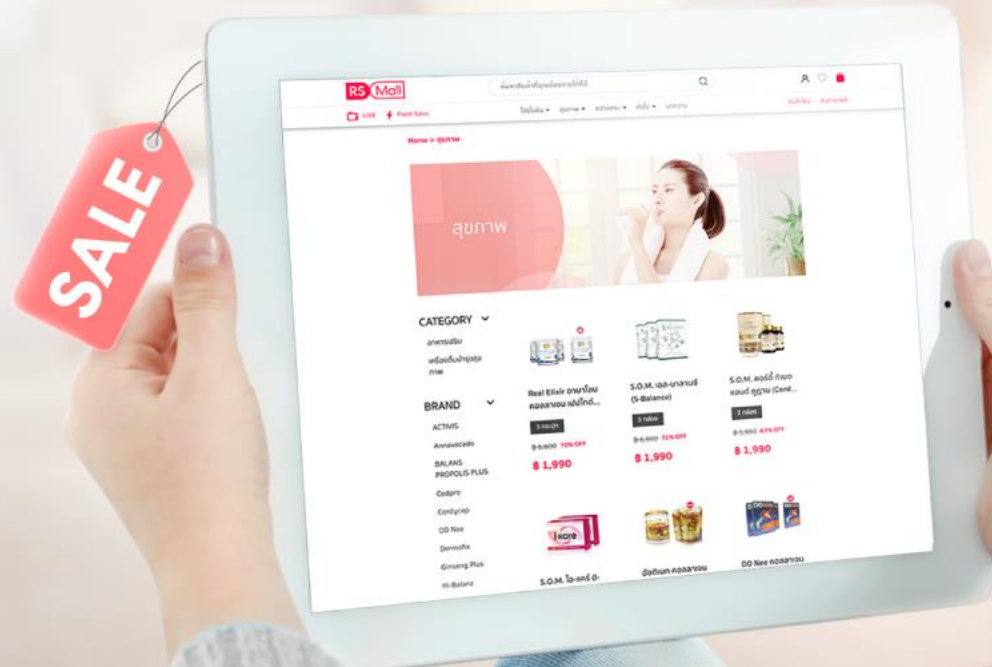


**SMART  
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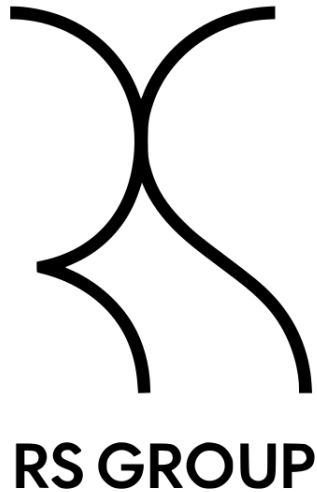
ส่งฟรีทั่วไทย | ช้อปเลยที่ [rsmall.com](https://rsmall.com)



**RS Mall**  
เติมความสุขให้ทุกชีวิต



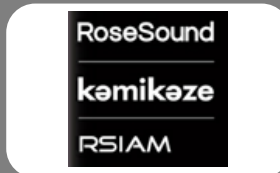
# Business Outlook



- Sales channel & platform expansion
- New potential product launch
- A full scale of PDS implementation



- Additional revenue from original content remake
- Content licensing through online local & international markets



- An introduction of new artists / influencers to complete Star Commerce model

# Commerce : Platform Expansion

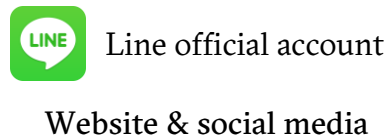
TV Commerce



RS Mall channel  
(PSI box channel 44)  
(Q4)



Online



E-Commerce



Offline



Modern trade & traditional trade



# Commerce : Product Launch



REJU Real Bird's Nest Drink (2 SKU)



Vita Nature Plus (5 SKU)



S.O.M. Nutra Well



S.O.M. Probio-10



S.O.M. Phytoblend



No. of new SKU  
per month

4Q20 : 75 SKU

2021 : 110 SKU ▲ 47%

Product Type

Health, home & lifestyle, gadget  
and beauty products



# Commerce : PDS Progress

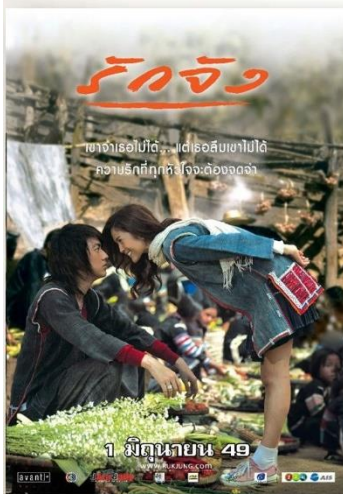
PDS Progress	3Q20	4Q20	2021
% of Reach-out customers	65%	80% ▲ 15%	100% ▲ 20%
Customer type : Purchase recency	Over 6 months to 3 years	+ 3 to 5 months	+ Grade A customers & over 3 years
Benefits	<ul style="list-style-type: none"> <li>▪ To receive quick feedbacks from customers</li> <li>▪ Heightened proper responses</li> </ul>		



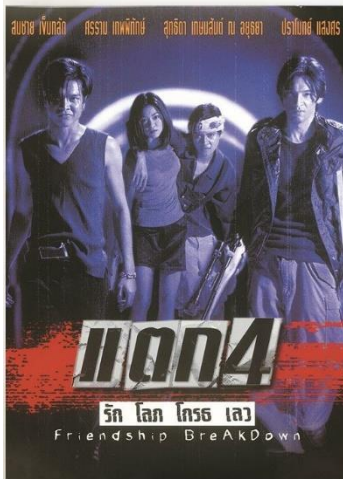
RS GROUP

# TV : Revenue Contribution through Online Platforms

## Romantic Drama



## Action Drama



Additional revenues : **20% increase** in 2021

- Additional revenue from original content remake
- Content licensing through online local & international markets e.g. China and Vietnam

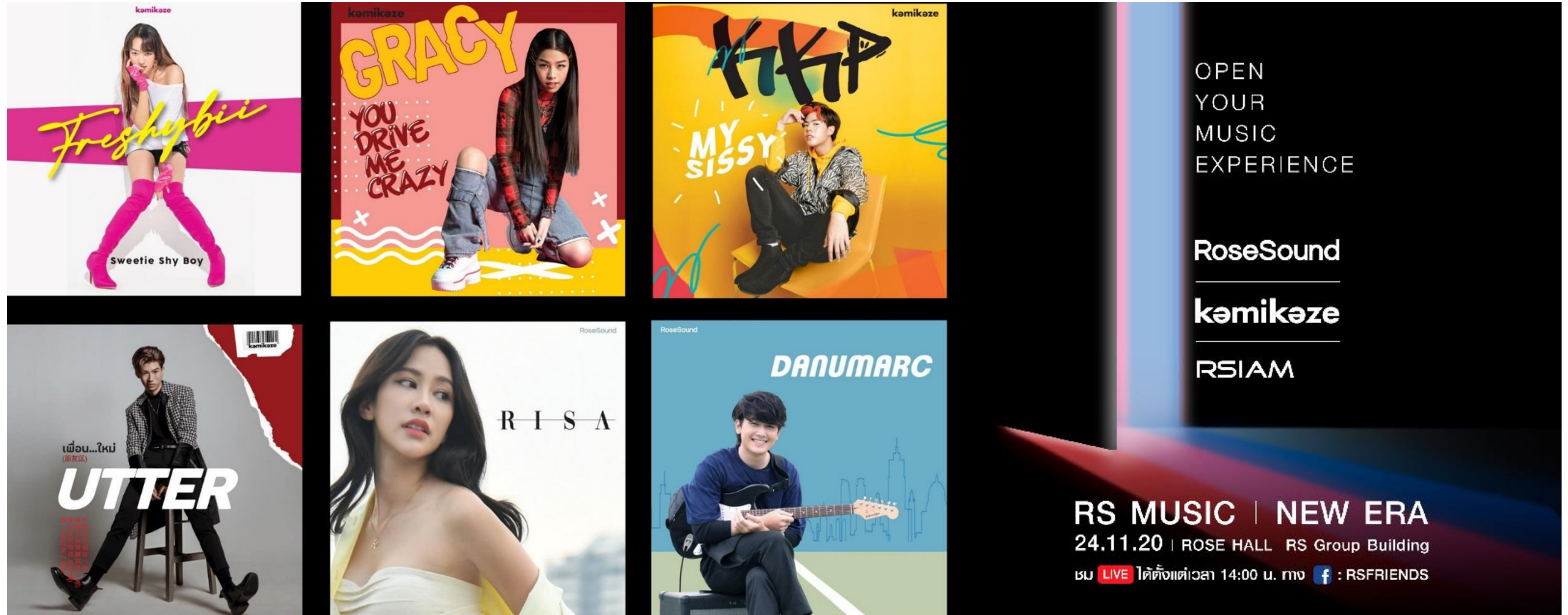
# Music : Content Management



Create **special projects** from content management **every quarter**



# Music : Star Commerce Model



2x music production : 80 singles

New artists / influencers to complete Star Commerce model

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