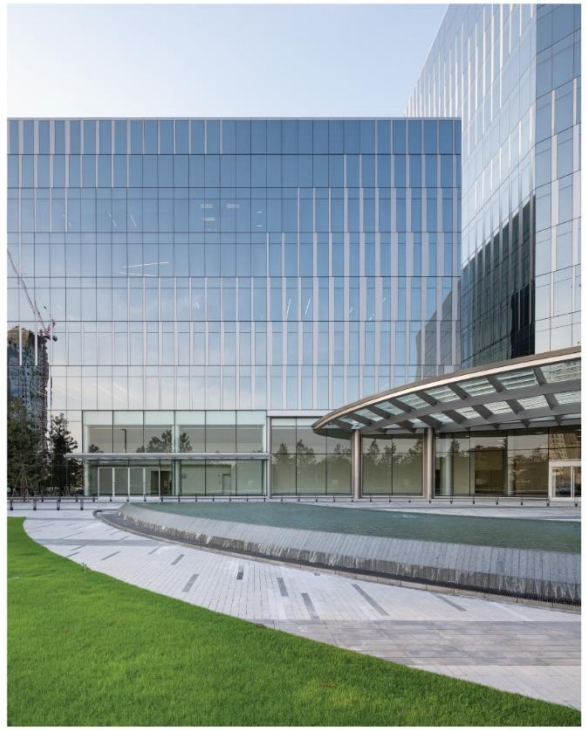
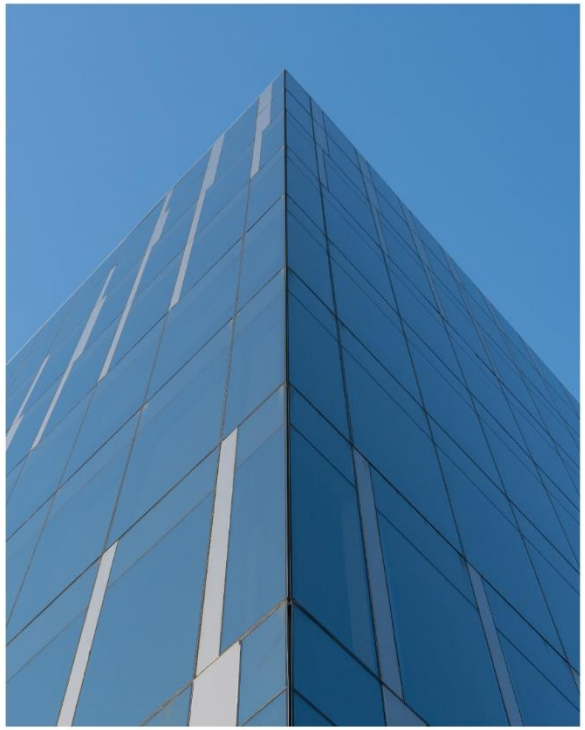
RS GROUP

RS PUBLIC COMPANY LIMITED COMPANY PROFILE 2021





OUR MISSION

Inspire and fulfill people with valuable entertainment and solutions.

CORE VALUES

- INSPIRING
- PASSIONATE
- INQUISITIVE
- GOAL-ORIENTED

MILESTONES

1982 | 1999 | 2002 | 2007 | 2009 | 2014 | 2016 | 2020

1982

Triumphed the music business under RS Sound.

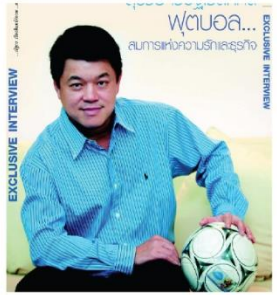
1997

Grew into an entertainment provider with notable **films, television** drama **series, variety** programs.

2003

Listed in the Stock **Exchange of Thailand** (RS) - RS Public Company Limited.

2007



Ventured into international broadcasting and sports management with FIFA World Cup Football 2010 2014, and UEFA Euro 2008.

2014

Became a total entertainment company with own media brands like Channel 8 digital TV and COOLISM / CoolFahrenheit radio.

2016

Advanced into the **health and beauty** sector with a subsidiary product company - Lifestar.

2019

Harnessed media for direct-to-consumer commercial sales with exceptional growth and switched from 'Media & Publishing' to 'Commerce' in the stock exchange.

2020

RS rebranded as RS Group, and RS Mall brand was born to declare the company's new era of entertainmerce.

AN EXEMPLARY STORY OF BUSINESS TRANSFORMATION

CHALLENGE

Supply increase in the digital TV industry followed by the digital disruption driven by social media and the internet had put Thai media businesses in a difficult trial. Slumping ad budgets and shifting consumer behavior further drove many into closure, including several key digital TV operators.

SOLUTIONS

2014 | MEDIA FOR D2C COMMERCE

Against declining TV advertising budgets, RS Group turned own media assets into direct-to-consumercommerce POS. Lifestar, a products & services subsidiary, Shop1781 (Now RS Mall), along witha telemarketing unit, came to life. A growing database paved a turning point for RS Group.

2017 | COMMERCE REVENUE GROWTH

RS Group commerce business grew 6 times since 2014, and still doubled in the year after. This is a result of optimizing our database to understand customer segment and behavior. An important success factor is our mindset to welcome change and tackle challenge as a company.

2019 | FIRST MOVER ADVANTAGE

RS Group became a leader in media commerce with own ecosystem and a complete value chain. The business model maturity has allowed for partnerships that further expand database growth. RS Group switched category from Media & Publishing to Commerce in the Stock Exchange of Thailand.

2020 | ROBUST MODEL

RS Group introduced the Entertainmerce business model that strives for a seamless fusion of commerce and media. With this unique proposition, RS Group managed to deliver an all-time high quarterly financial performance in 2020 despite a global economic downturn and Covid-19.

PERFORMANCE AS OF 31 DECEMBER 2020

Total Asset as of 31 Dec 2020 Accounts for

THB 4.5 Billion

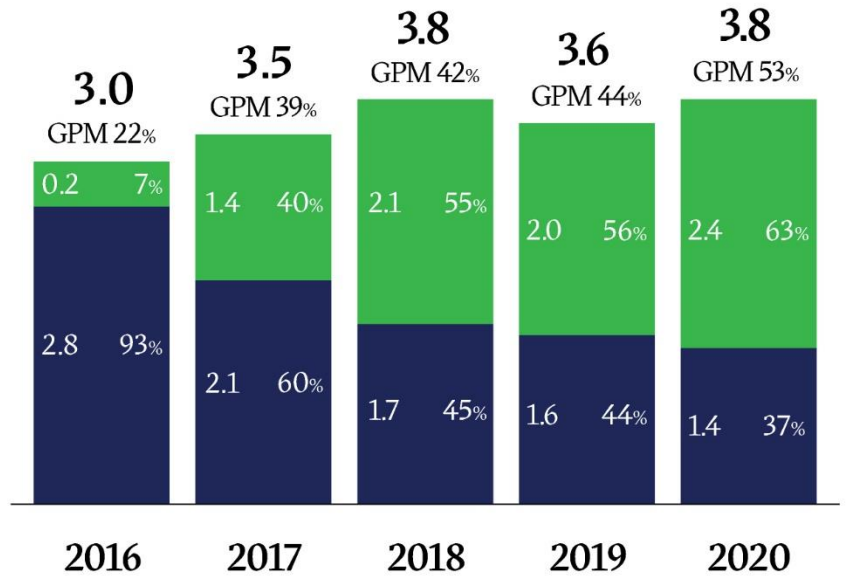
Market Capitalization as of 10 Feb 2021 Accounts for

THB 25.8 Billion

From media and entertainment, RS Group transformed into a fully integrated commerce business with high gross profit margins.

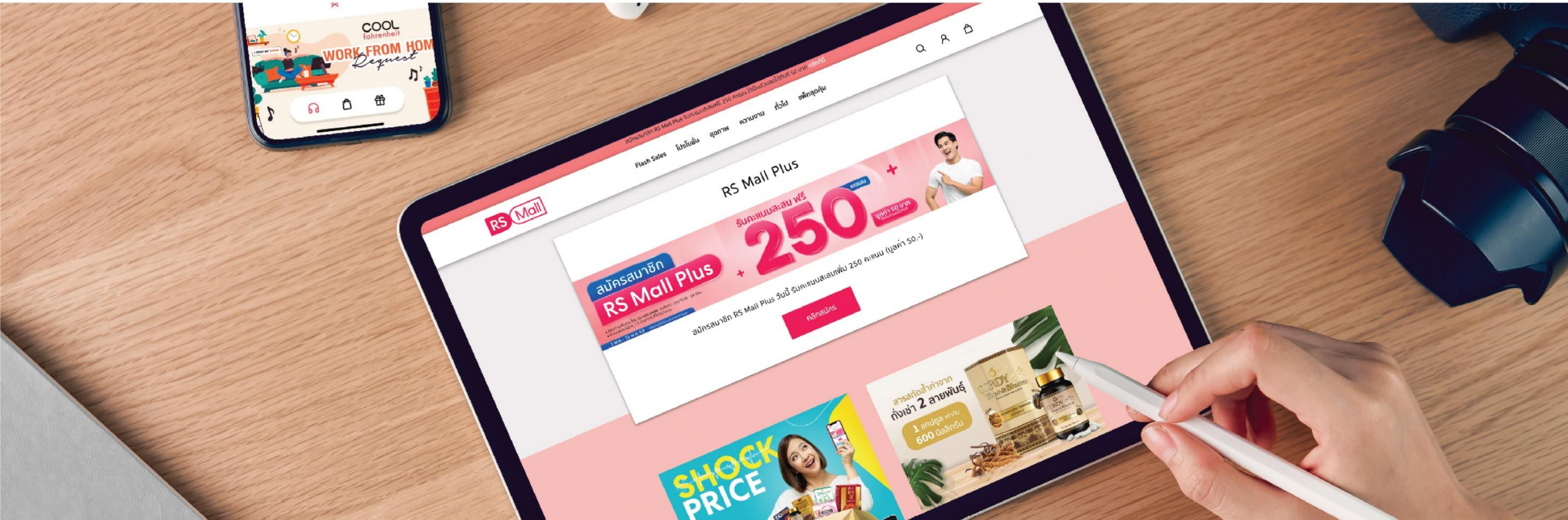
2021 Expected Revenue

THB 5.7 Billion



5 - Year Revenue (THB Billion)

Business Highlights



RS GROUP STRUCTURE

RS Group has 3 main core businesses which consist of Commerce, Media, and Music businesses. In Mar 2021, we acquired 35% stake in Chase Asia, diversifying to financial solution and services

	Life / RS Mall	COOLISM		RoseSound / kamikaze / RSIAM	CHASE
% of Ownership	99.99%	99.99%		99.99%	35%
Type of Business	Commerce	Media		Music	Financial Services
Product & Service	Advertising and selling own & partner's products through offline & online media and retail stores. We continue to expand into other channels and online platforms to roll out over 100 product SKU/month	Digital TV, Channel 8, among the top TV channels in Thailand	No.1 easy listening category radio station under Coolism	Upstream business to RS Group and as a talent pool to RS's commerce & media business, focusing on online platform	Debt Tracking, Collections Service Business, AMC & Personal lending
Revenue Contribution	65%	30%		5%	N/A*
Channel	TV, Web&Social Media, Line O/A, Telesales and Retail Stores	Digital TV	Radio, Online App & Web	Digital, Concert, Artist Management and Copyright	Telesales
Target Group	Age 35-55 Urban 70%	Age 40+ Urban & Rural 70%	Age 25+ BKK 60%	Age 18-50 Nationwide	Age 25+ Nationwide
Customer Reach	5 Million (1.6 Million on customer database)	8 Million	4 Million	32M Subscribers 9M Followers	400K Accounts

* Profit contribution from equity income

Commerce
65%

RS Mall

COOL anything

Life
LIFESTAR COMPANY LIMITED

Media & Entertainment
35%

COOLISM

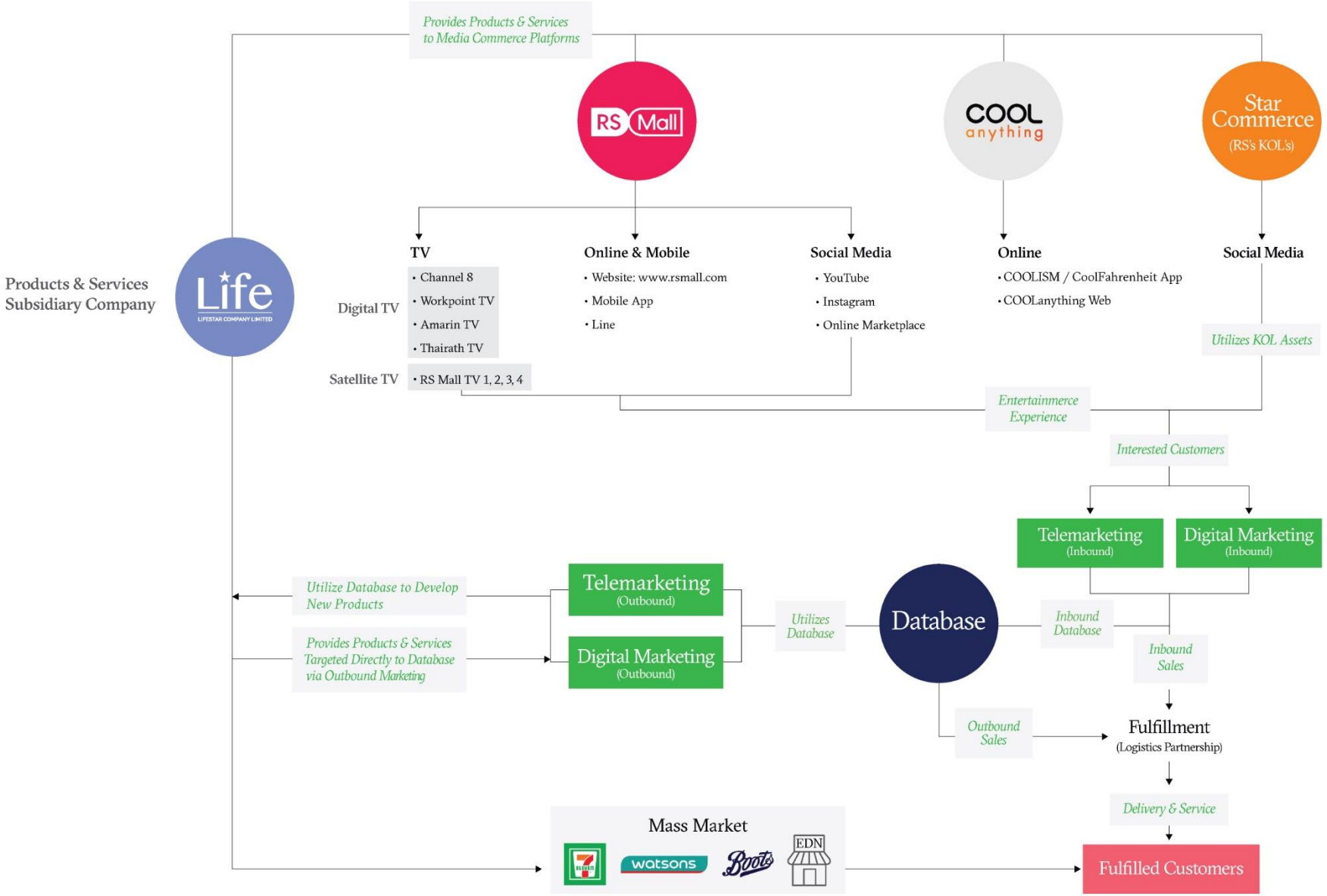
RSIAM

kamikaze

Rose Sound

COMMERCE BUSINESS MODEL

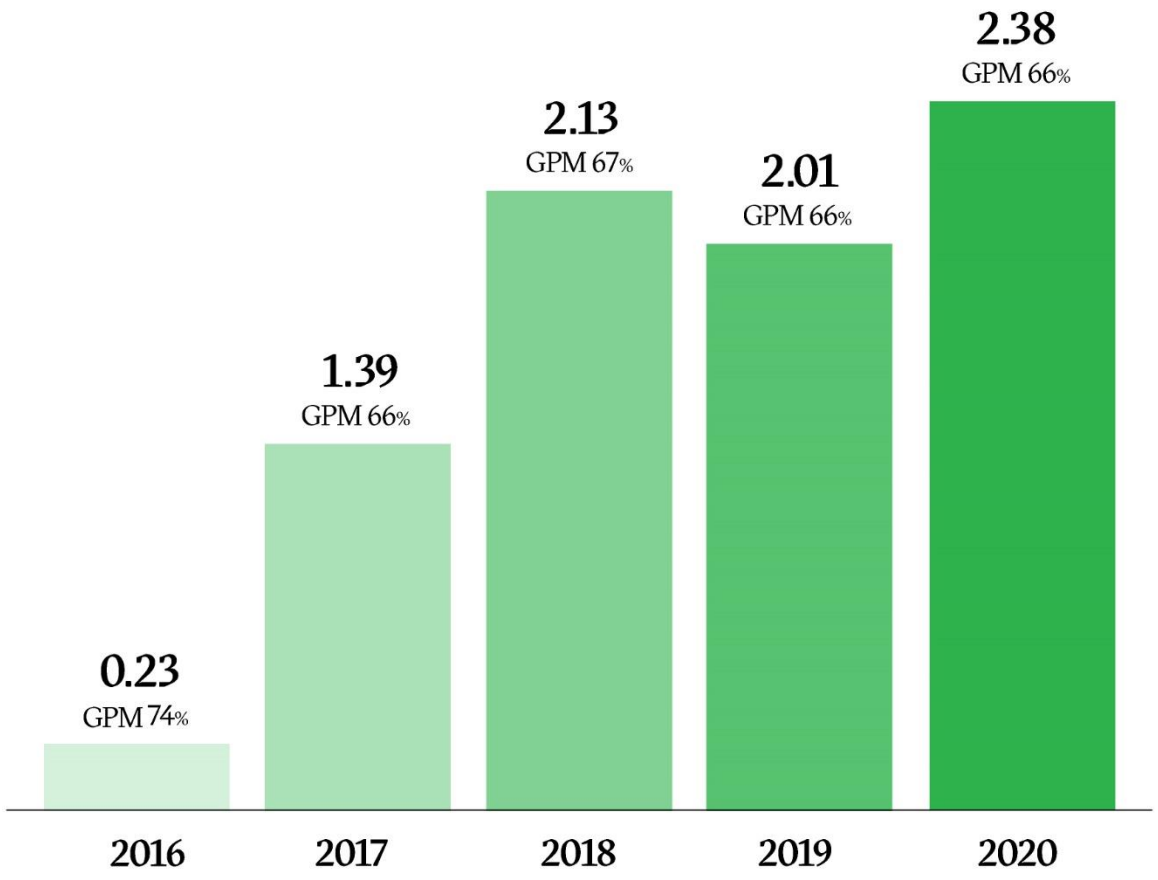
RS GROUP



COMMERCE

With storytelling as a key differentiator, RS Group converts viewership into a D2C sales model via multiple shopping platforms that provide products and services in unique, memorable, and valuable ways - with our own product company and a complete fulfillment loop.

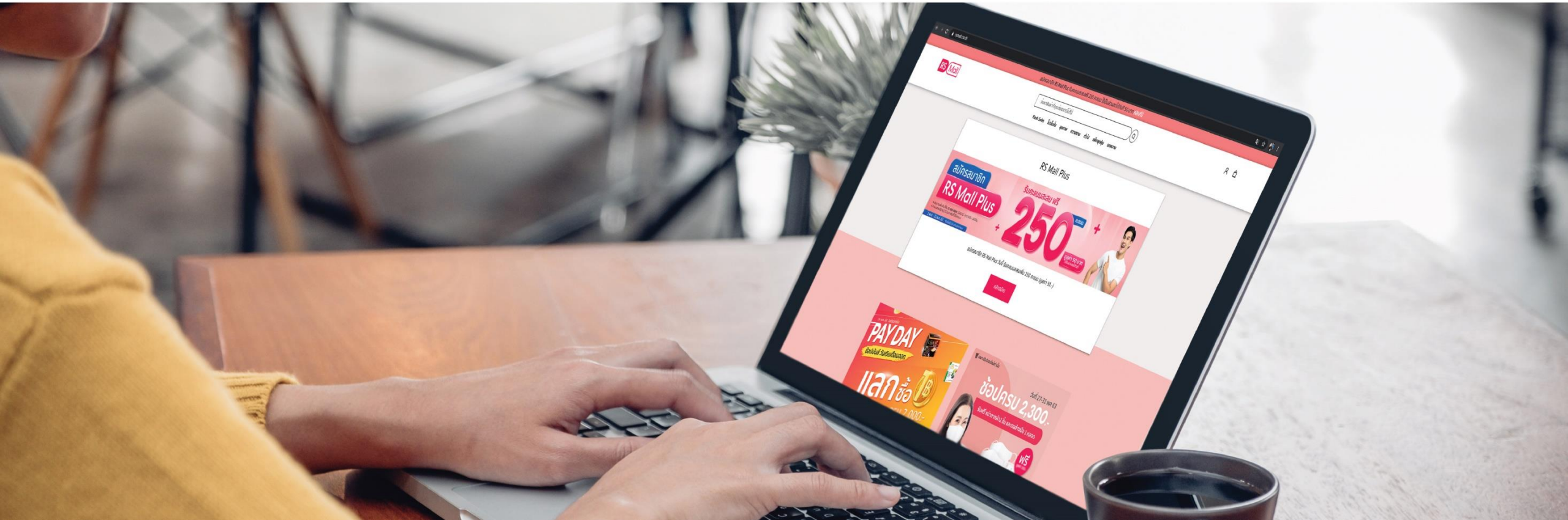
Even though the Covid-19 has unpredictably affected all sectors in 2020, but our commerce business was able to adapt quickly and responded to the situation in a timely manner with suitable plans. Therefore, it generated a new high performance consecutively in every quarter.



5 - Year Revenue (THB Billion)

Consolidated Basis

RS Mall


RS Mall Plus
สมัครสมาชิก
RS Mall Plus
+250
PAYDAY
แลกซื้อ
ช้อปครบ 2,300.

RS MALL

RS Mall is a virtual mall, featuring selected quality health & wellbeing products.

Its direct-to-consumer touchpoints include digital TV (Channel 8), satellite TV (RS Mall TV 1-4), and online (rsmall.com website, mobile app, line and social media).

"Fulfill Your Happiness"

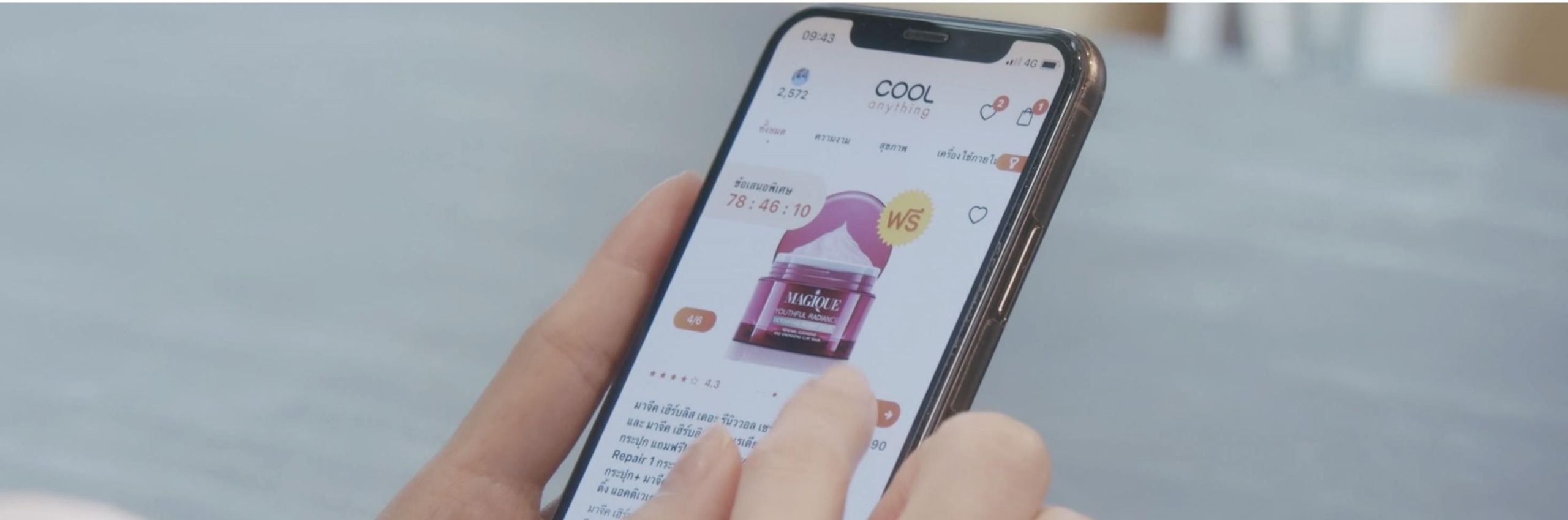
5 Million
Customers Reach / Day

31 - 55 Years Old
Females in Urban Areas

2,190 THB
Spending / Bill

1.6 Million
Customers

COOL anything



COOL anything

RS GROUP

Music x Shopping in One App

COOLanything

A Shopping platfrom from COOLISM that is a lifestyle companion for urban generation audiences.

3.7 Million

Listener-Turned-Customes via COOLfahrenheit

175,000

Listener Traffic / Day

3 Hours / Day

Average Sessions

3.8 Hours / Day

Average Sessions on iOS

Life

LIFESTAR COMPANY LIMITED

Life
LIFESTAR COMPANY LIMITED

LIFESTAR

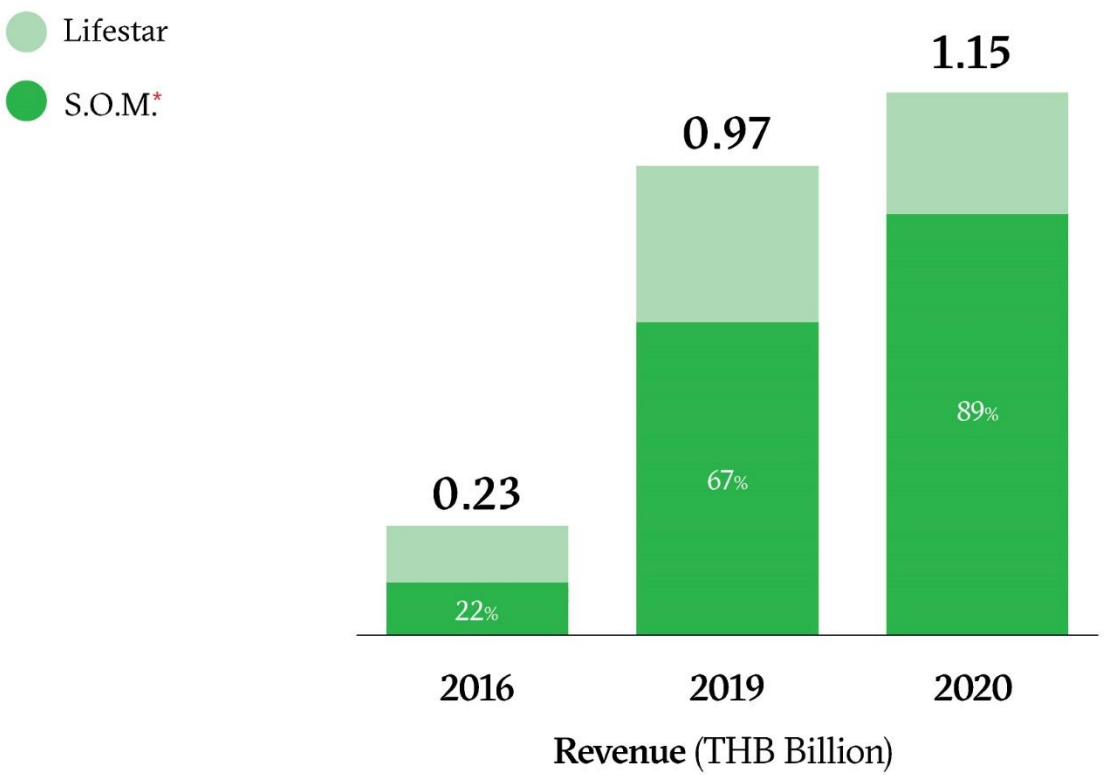
A products and services company that constantly curates and develops new health and beauty innovations and solutions to deliver quality and value for customers.

Business Strategies in 2021

· New product categories: functional drink, beverage & pet food

· Establish foothold in new market segments and distribution channels

· New global partners in innovative healthcare



*S.O.M. is the fastest growing brand of dietary supplement under Lifestar Company.

CORDY Tibet & Bhutan	MULTIPLUS+ COLLAGEN	CMAX	i-kare	S-BALANCE
354	41	19	15	8
THB Million	THB Million	Million	Million	Million
in Sales	within 5 months	Cups Sold	Capsules Sold	Capsules Sold within 1 year

STRATEGIC GROWTH THROUGH DATABASE IN 2020

RS GROUP

Key Strategy

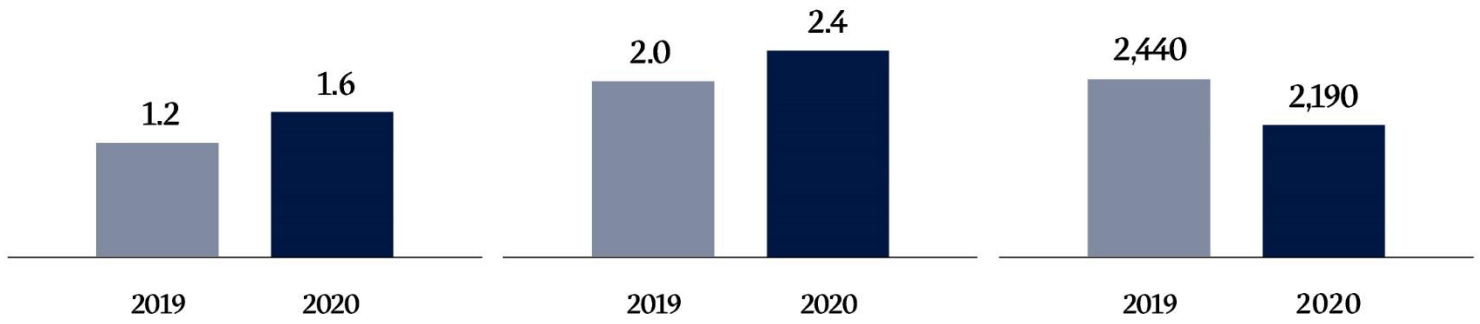
There are 2 key growth strategies: database expansion via media partnerships and optimizing database with CRM.

Our goal is to use data insights to personalize customer experience to further grow database pool, purchase frequency, and spending per bill.

Customer Data Optimization

- Cross-selling
- Up-selling
- Rewards & Redemption
- Lead Management

Target



Customer Database (Million)

Purchase Frequency (Time / Year)

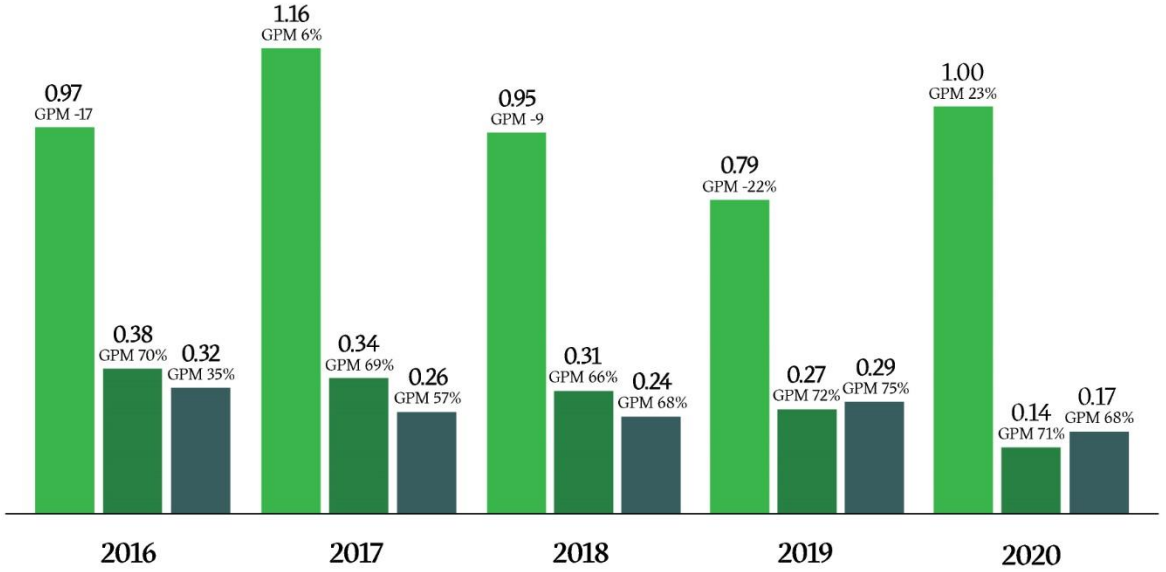
Spending / Bill (THB)

MEDIA & ENTERTAINMENT

RS Group utilizes media & entertainment channels as D2C database acquisition and growth strategy.

COOLISM

RSIAM
kamikaze
RoseSound



5 - Year Revenue (THB Billion)

Consolidated Basis

CHANNEL 8

A digital TV channel that captivates audiences nationwide with flavorful content ranging from popular drama series, easy-to-digest news, and no.1 Muay Thai programs.

Gen X (Age 35+)
Male, Female/Mass Consumers

30,000 THB
Household Salary / Month

56 Million
Accumulative Viewership Reach

Source : Nielsen (Thailand)

CH8 Social Media

28 Million Followers

13M Followers

472K Followers

15M Subscribers

192K Followers

COOLISM

COOLISM

RS GROUP

COOLISM

COOLFahrenheit by COOLISM is an all-time no.1 music station trusted by Thai urban generations that not only curates easy-listeing playlists but also lifestyle content that speak to travel, dining, and health and beauty aspirations.

No.1
Urban Music Station in Asia

1 Billion Minutes
Listenership / Month

Music & Lifestyle
Brand Positioning

Urbanista
Working Professionals

40,000 THB
Salary / Month

26 Million Times
Online Listenership / Month

12 Million Times
Listenership on Website / Month

10 Million Times
Listenership on iOS / Month

4 Million Times
Listenership on Android / Month

Source : Shoutcast

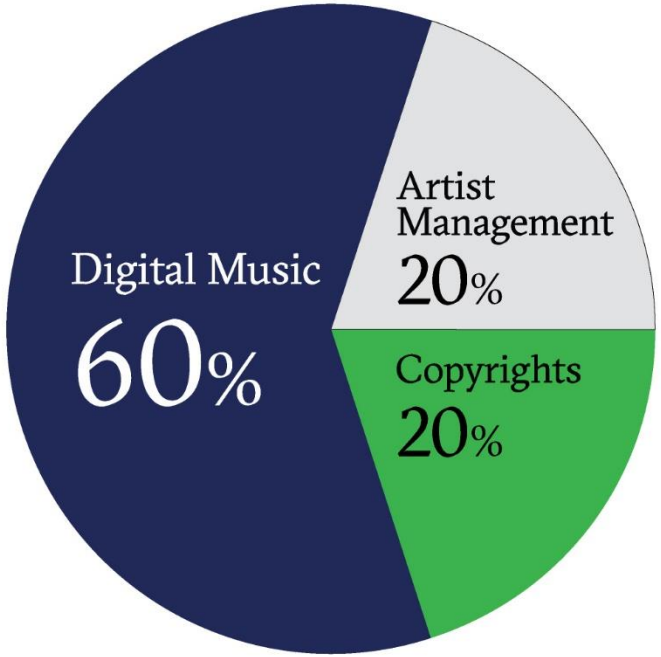
RS MUSIC

RSIAM
kəmikəze
RoseSound

RS MUSIC

RS GROUP

REVENUE PROPORTION



RSIAM

Most Famous Thai Country Music Label

18 - 50 Years Old
Mass Audience

15,000 - 50,000
Salary THB / Month

6.6 Million Followers

16.2 Million Subscribers

kəmikəze

Trendsetting Young-Generation Music Label

Young Urban
Social Media Users

25,000 - 50,000
Salary THB / Month

3 Million Followers

9.2 Million Subscribers

Rose Sound

A Signature Thai Pop Original Music Label

25 - 35 Years Old
Young Professionals

30,000 - 65,000
THB / Month

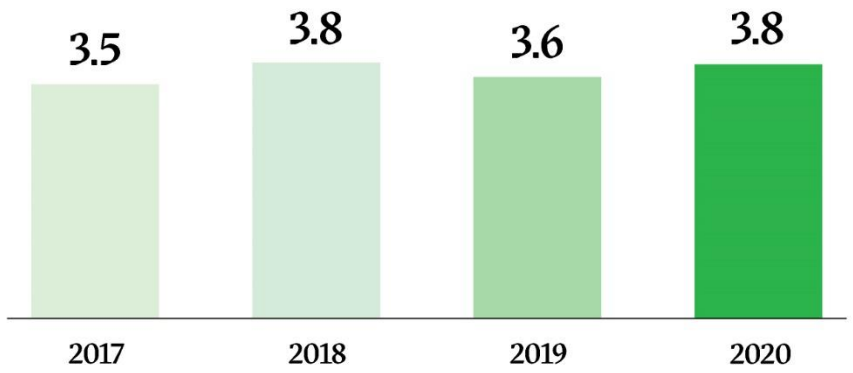
4* Million Followers

8.7* Million Subscribers

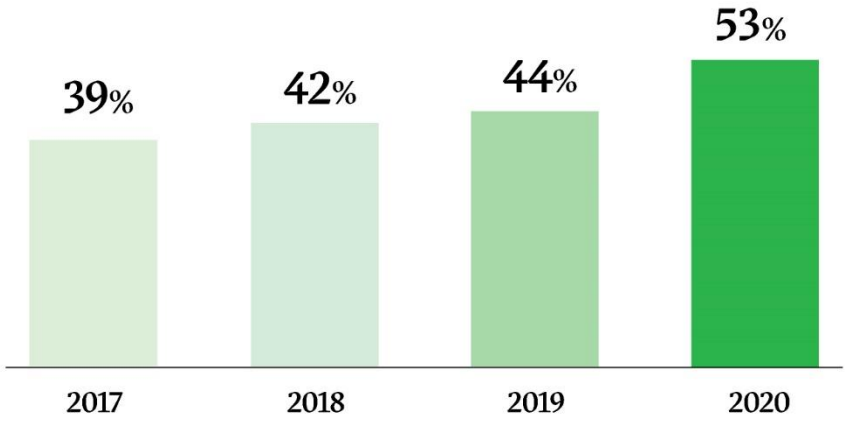
*Rose Sound social media is currently under RSfriends

FINANCIAL HIGHLIGHTS

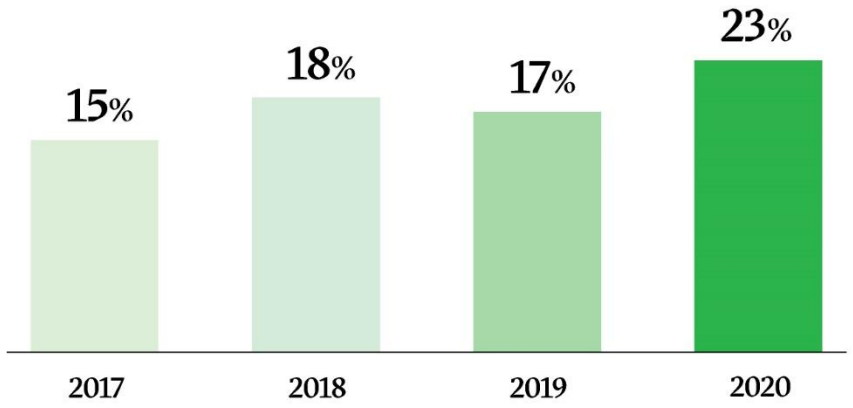
AS OF 31 DECEMBER 2020



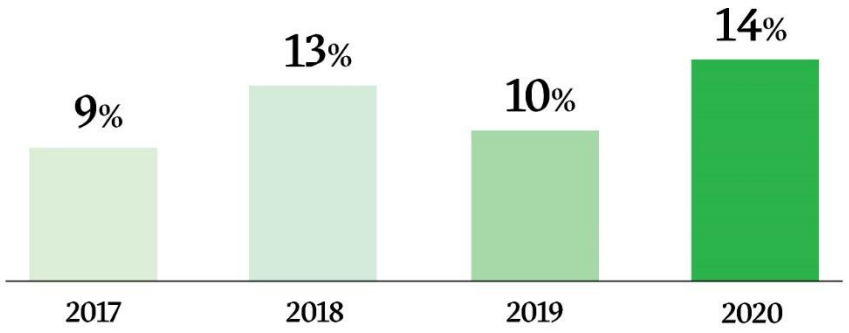
Revenue from Sales and Services (THB Billion)



Gross Profit Margin (%)



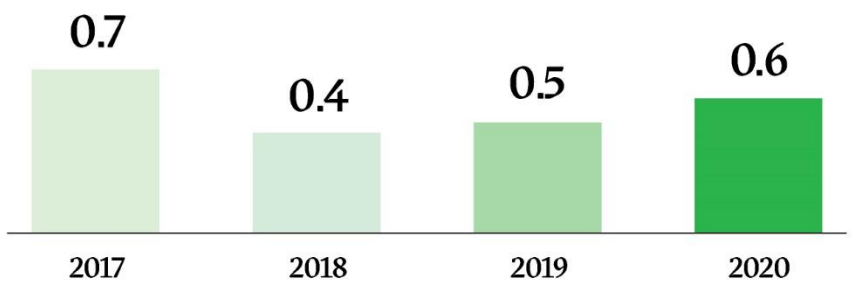
EBITDA Margin (%)



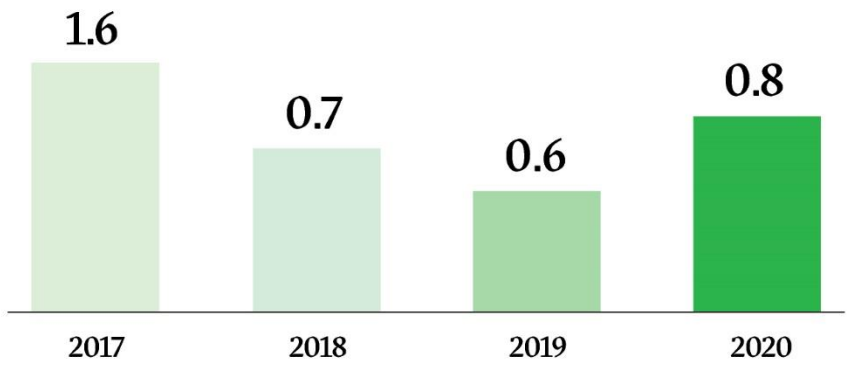
Net Profit Margin (%)

FINANCIAL HIGHLIGHTS

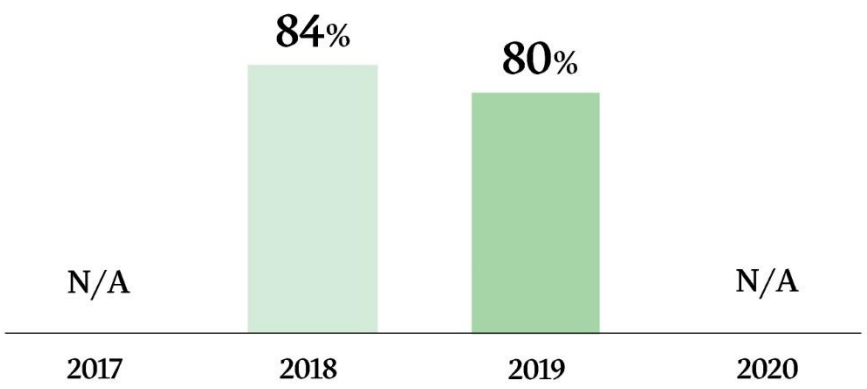
AS OF 31 DECEMBER 2020



Interest Bearing Debt-to-Equity Ratio (X)



Net Interest Bearing Debt-to-EBITDA Ratio (X)

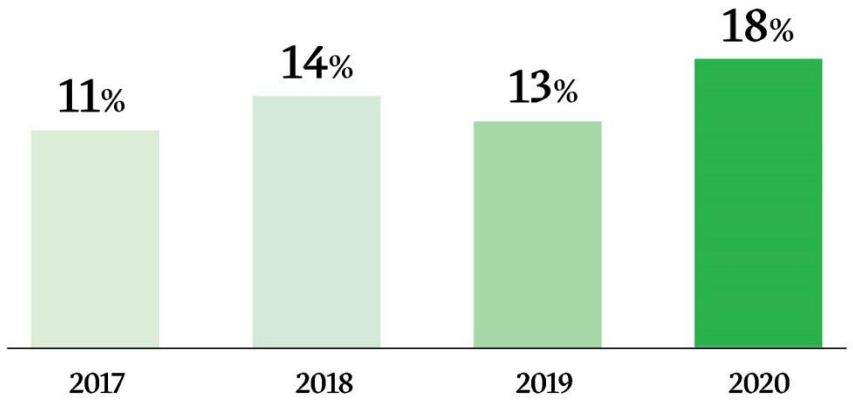


Dividend Payout Ratio (%)

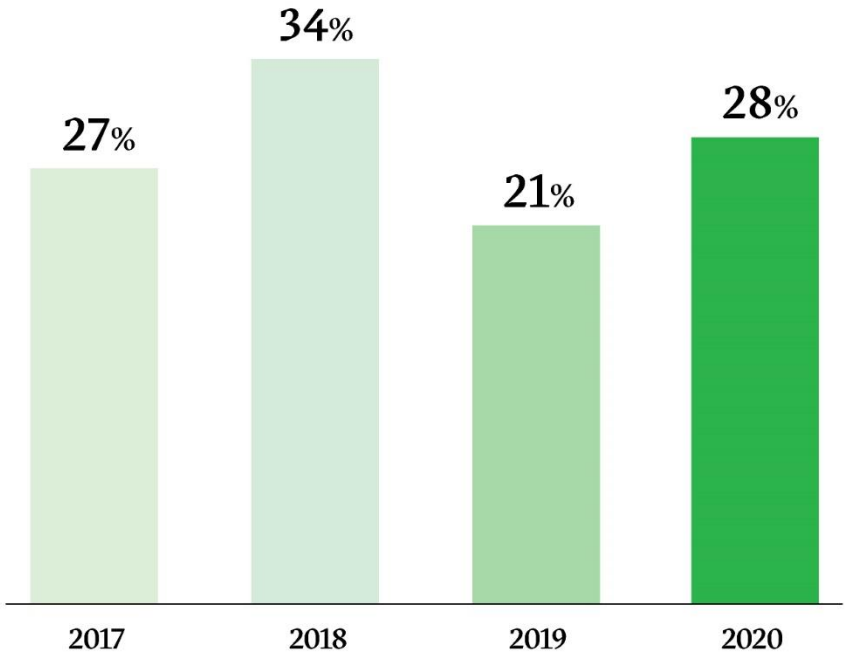
FINANCIAL HIGHLIGHTS

AS OF 31 DECEMBER 2020

RS GROUP



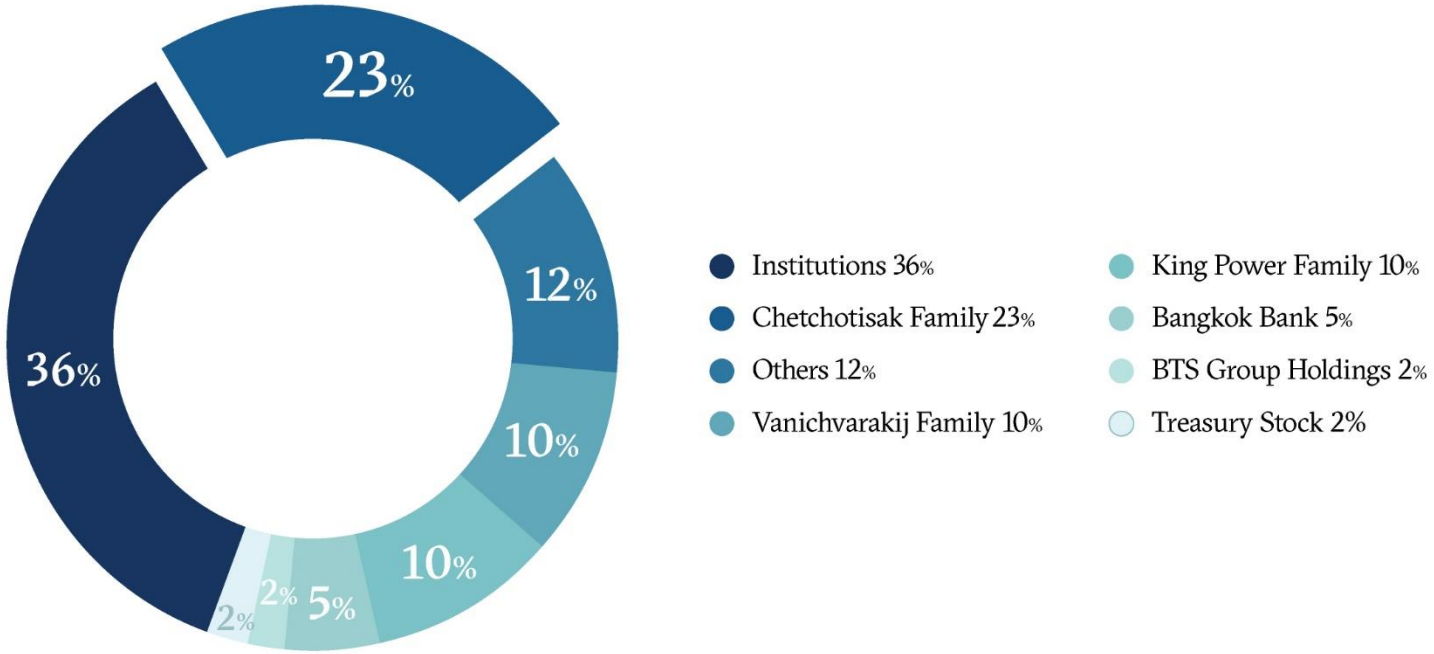
Return on Assets (%)



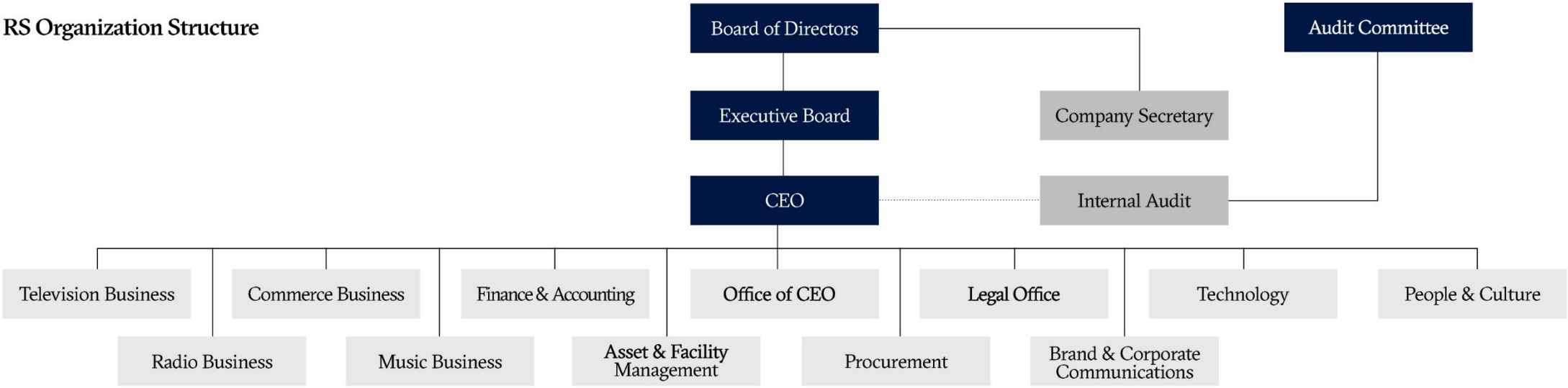
Return on Equity (%)

SHAREHOLDING & ORGANIZATION STRUCTURE

RS Shareholding Structure
(as at December 2020)



RS Organization Structure



2021 ESTIMATED PERFORMANCE

RS GROUP

Revenue

5,700 THB Million

Commerce

4,000 THB Million

Existing channel (RS Mall & Coolanything)	3,000 THB Million
New product lines & New channels	1,000 THB Million

Media & Entertainment

1,700 THB Million

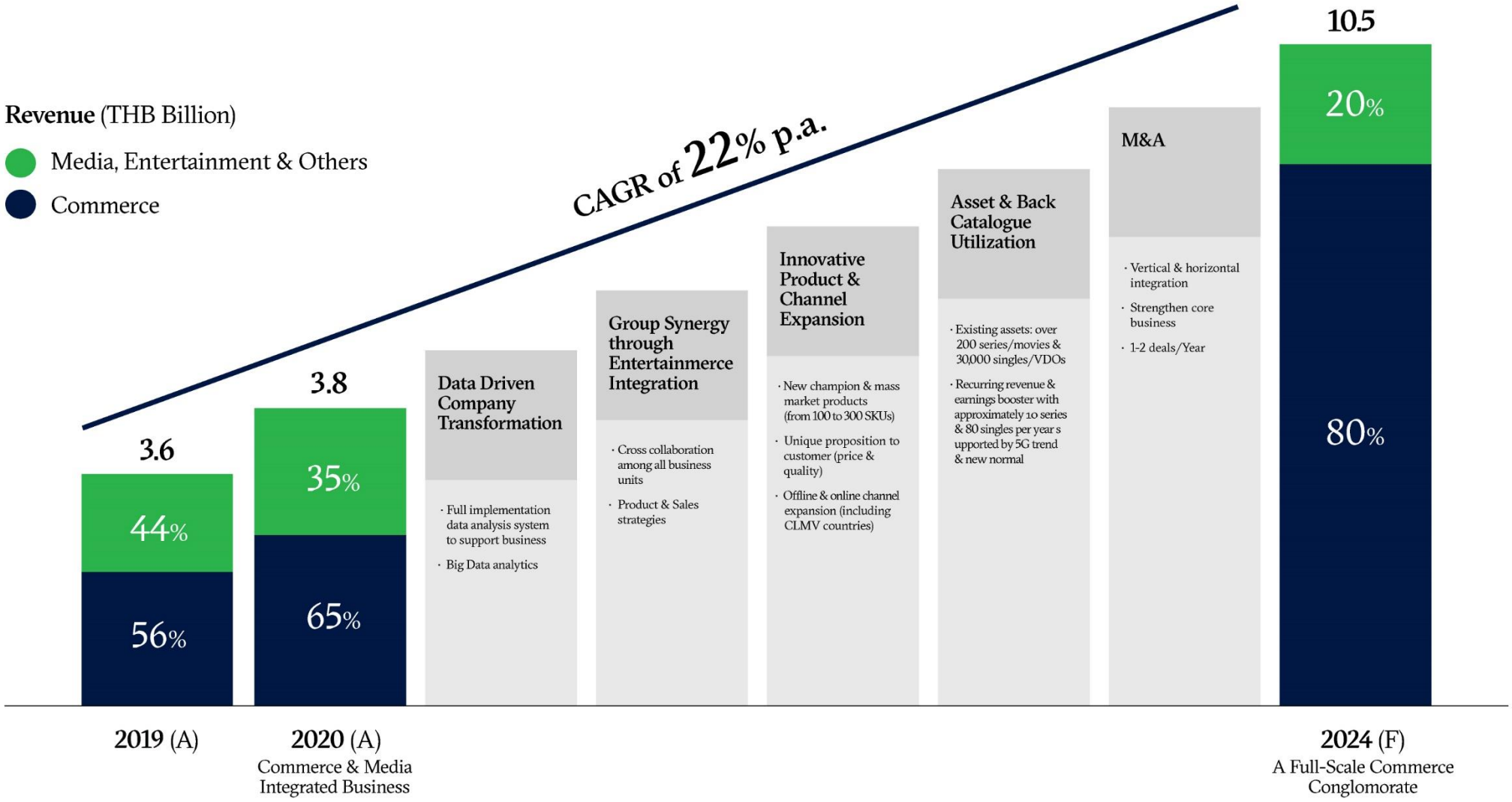
Digital TV (CH8)	1,000 THB Million
Radio (Coolism)	200 THB Million
Music (Rose Sound, Kamikaze & RSiam)	300 THB Million
Concert & Event	200 THB Million

50-52% GPM

12-14% NPM

ROADMAP

RS GROUP



rs.co.th