

# Opportunity Day Q2 & 6M 2023

Sep 22<sup>nd</sup> , 2023

CREATE  
**QUALITY**  
OF LIFE FOR ALL

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# Agenda

- ☐ **Corporate Overview**
- ☐ Financial Highlight
- ☐ Outlook 2023
- ☐ Q&A



## Create quality of life for all

# Health and wellness

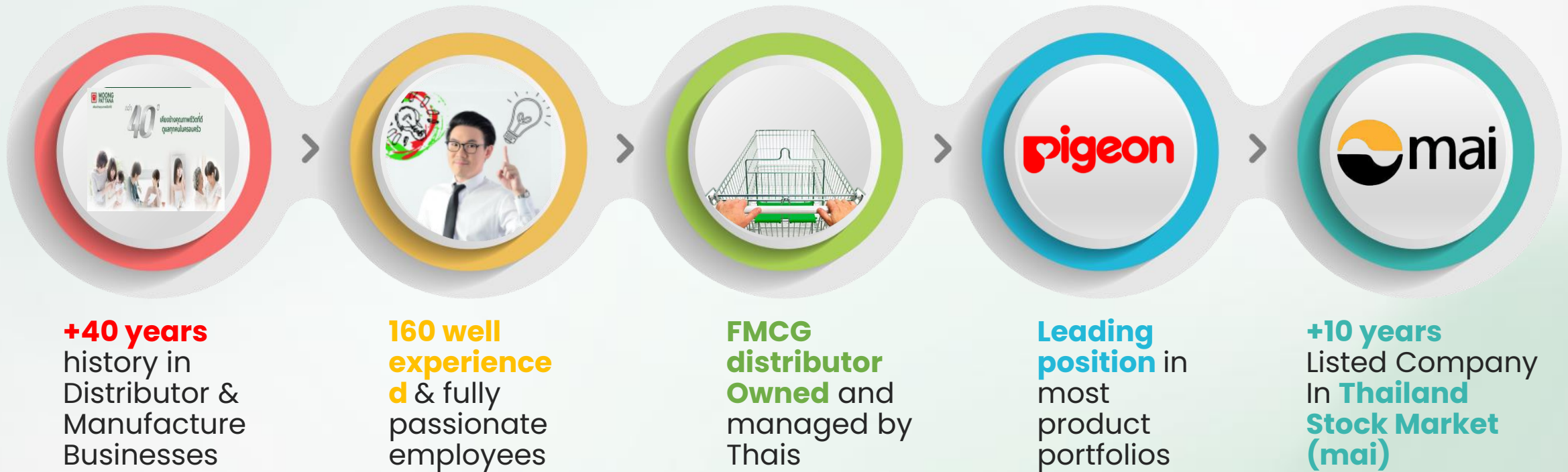
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“ We takes great care to offer superior-quality products in response to consumer needs to enhance the well-being of the whole family. our core competency is marketing and distribution with the network in all channels.”

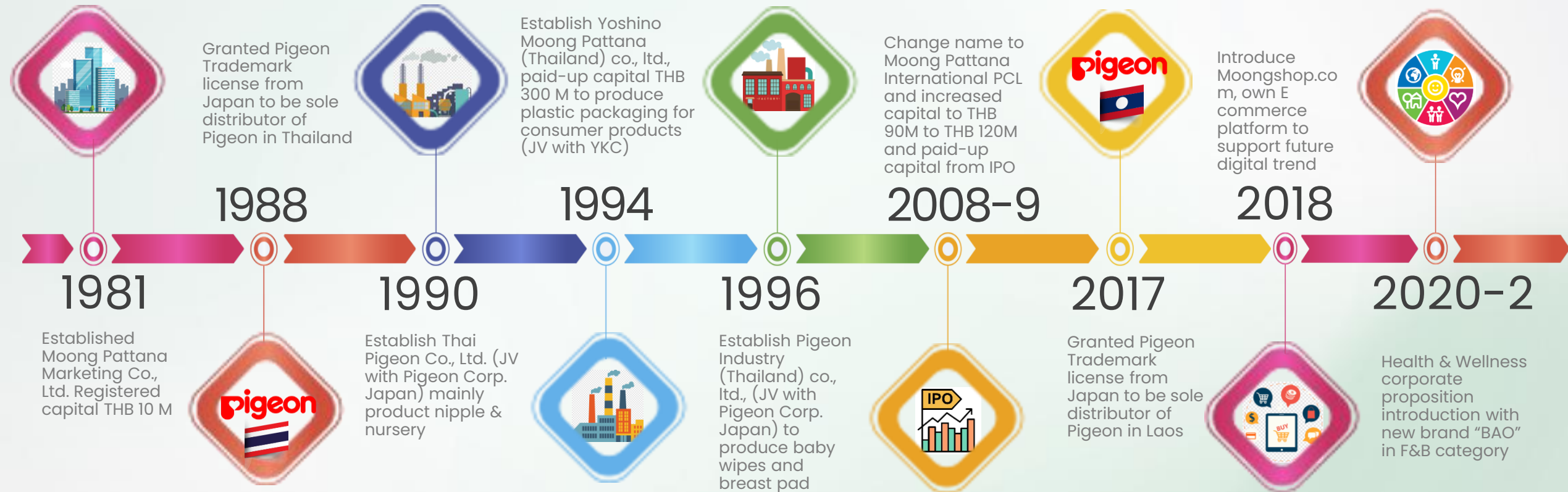
เราคัดสรรสิ่งที่ดีที่สุดสำหรับทุกช่วงวัยให้กับ  
คนที่คุณรักและห่วงใย



# WHO ARE WE



# Our Milestones



# Awards and recognitions

We have  
recognized in key  
areas of  
excellences



# Awards of Excellence



**Re-certification by Thailand's  
Private Sector Collective Action  
Coalition against Corruption (CAC)**

บริษัท มุ่งพัฒนา อินเตอร์เนชั่นแนล จำกัด  
(มหาชน)

ได้รับการประเมินด้านการกำกับดูแล  
กิจการที่ดีในระดับ "ดีเลิศ"



**Received an Excellent CG  
rating of 5 stars since 2019**



**The Stock Exchange of Thailand :  
The Best CEO Award of Mai-listed  
firms presented to K. Suwanna  
Chokdee-Anand MOONG is in top 3  
companies in Outstanding  
Company Performance Awards.**



**SET Awards 2022  
Business Excellence –  
Outstanding Investor  
Relations Awards**

# Year 2019-2022 Winner's Award



## Amarin Baby & Kids Awards 2022



Strictly confidential



# กรอบการพัฒนาอย่างยั่งยืน (ESG Framework) ตามแนวทาง SDGs

คัดสรรสิ่งที่ดีที่สุดสำหรับทุกช่วงวัยให้กับคนที่คุณรักและห่วงใย

*Create Quality Of Life for All*



สร้างจิตสำนึกด้านการ  
อนุรักษ์สิ่งแวดล้อม

- Process Efficiency (Zero Waste)
- Eco Friendly
- Waste Management
- Green sourcing (Product & Packaging)
- Green logistic

พัฒนาศักยภาพและคุณภาพ  
ชีวิตที่ดีของทุกคน

- Employee engagement
- Work life balance
- Compensation & benefit
- Learning development
- Human rights
- Social development
- Community engagement

มุ่งมั่นเป็นส่วนหนึ่งของ  
เศรษฐกิจหมุนเวียน

- Good governance organization
- Health and Wellness Products
- Innovation & sustainable products
- Customer centric & insight
- Brand loyalty



ด้านสิ่งแวดล้อม (Environment)

- การดำเนินนโยบายสิ่งแวดล้อม อนุรักษ์ การลดใช้พลังงาน ทรัพยากร และการลดของเสีย
- โครงการปลูกป่าทดแทน



ด้านสังคม (Social)

- การดูแลและปฏิบัติต่อพนักงานอย่างเป็นธรรม
- การดูแลความปลอดภัยและอาชีวอนามัยในการปฏิบัติงาน
- การพัฒนาบุคลากรในองค์กรอย่างสม่ำเสมอ
- การดำเนินงานด้านพัฒนาศักยภาพสังคม และสาธารณประโยชน์อื่นๆ
- การเคารพสิทธิมนุษยชน



ด้านธรรมาภิบาล (Governance)

- การดำเนินธุรกิจตามหลักการค้ากับคู่หลักกิจการที่ดี
- การยึดลูกค้าเป็นศูนย์กลาง (Customer Centric)
- การบริหารความเสี่ยงอย่างมีประสิทธิภาพ

# Health and Wellness Portfolio

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We give the highest priority to  
delivering value to consumers



# Health and Wellness Portfolio

## Baby & Mom

- +Breastfeeding support
- +Mother care/BW
- +Baby development
- +Oral care
- +Baby Toiletries
- +Baby pad



## Personal Care

- +Cotton
- +Adult wipe
- +Toiletries
- +Oral Care (Toothbrush and Herbal Toothpaste)
- +Foggy
- +Household products



## Food and Beverage

- +Healthy snack
- +Herbal drink
- +Baby food
- +Mineral water



## Senior Product

- +Diaper and wipe
- +Adult pad
- +Toiletries



Strictly confidential



# Own Brand Portfolio

## Personal Care, Household, Food & Beverage



Strictly confidential

# Distribution Business

Principal's Brand Portfolio

## Baby & Mom



## Food & Beverage



## Personal care & Household



## Senior





# Distribution Networks Both Offline and Online



## General Trade Coverage

- +WS / Semi-WS
- +Local Super
- +Minimarts
- +Drug Stores
- +Baby Shops
- +Mom & Pop Store



## Modern Trade Cover 100%

- +Department Store
- +Cash & Carry
- +Hyper/Sup Market
- +Chain Drug Stores
- +Beauty stores
- +CVS/Gas Station
- +On-line



## Special & Food Service

- +HORECA
- +Industrial
- +Hospitals
- +Dental Clinics

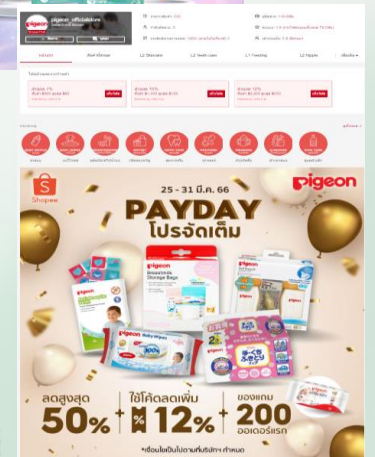
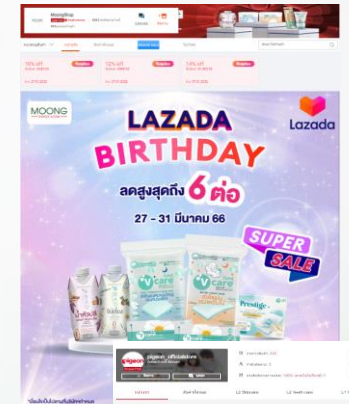
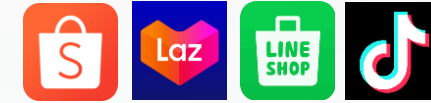


## Channel & Coverage

Mass to premium channel coverages domestic and CLMV

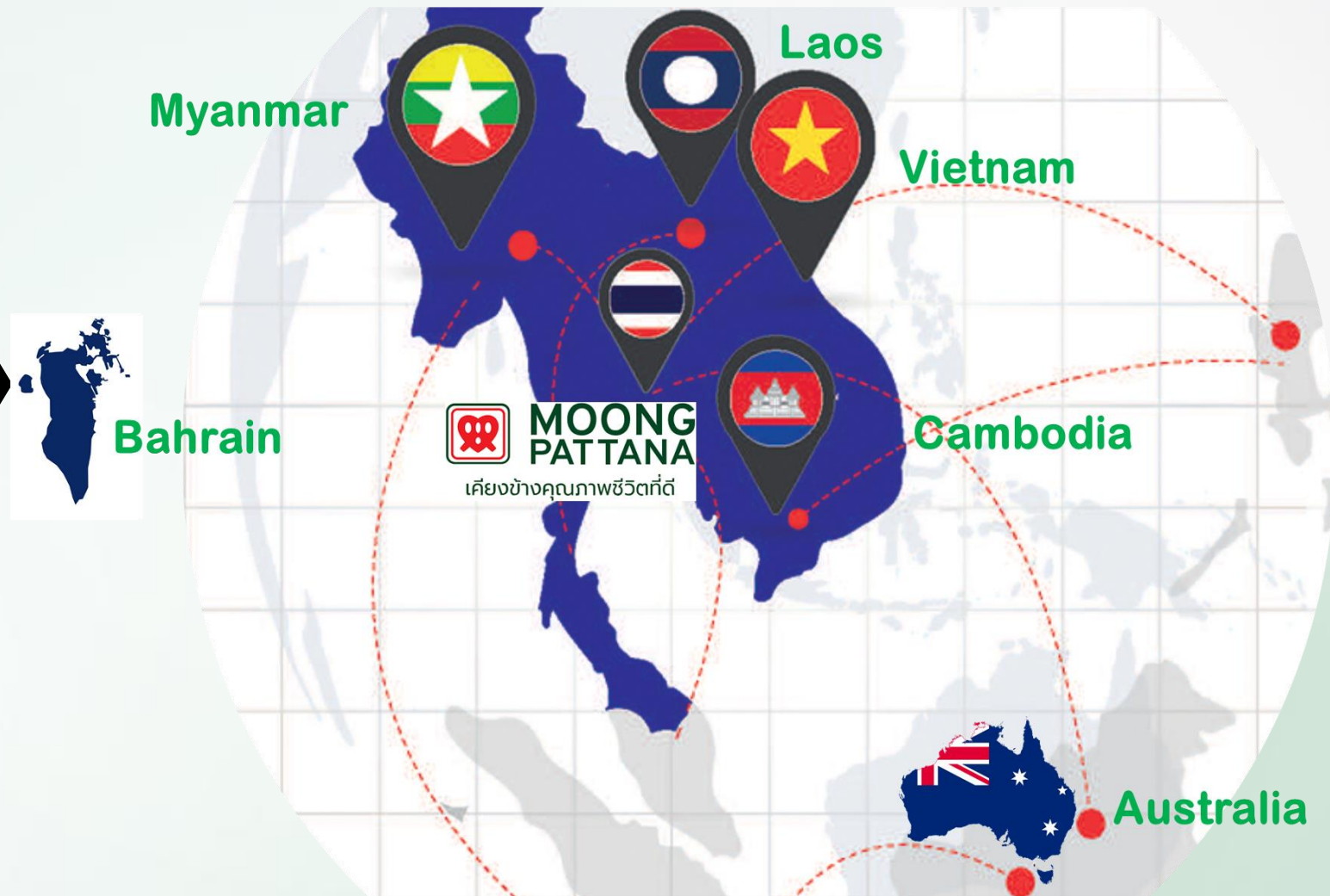
Baby shops & Department stores coverage is making us widen networks vs others

Own website, Online & Social platform





# International Market Expansion



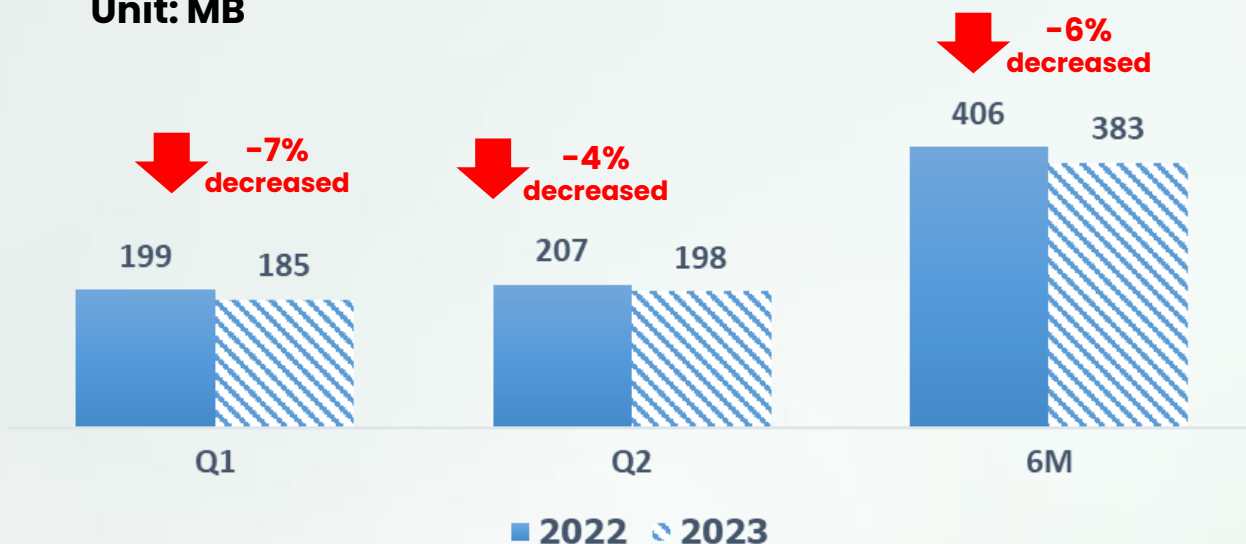
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# Revenue From Operation Q2 & 6M 2023

Q2 core business revenues gradually recovered from the impact of non profitable products discontinued since Q1

Unit: MB



Food & Beverage



Senior



Personalcare & household



Baby & Mom



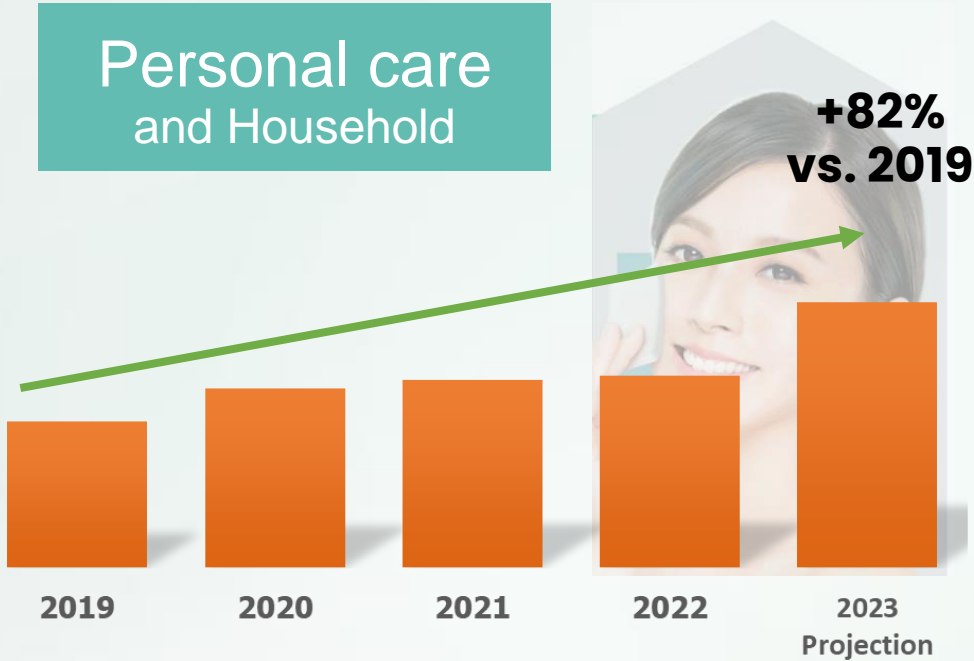
- 6M 2023 sales dropped vs. last year impact from balancing portfolio, discontinued the non profitable products, however, gradually rebounded in Q2.
- Key potential categories of F&B double digit growth, and new products launched minimize the negative impact of discontinued sales lost.



# Potential Categories are The Key Growth Engine

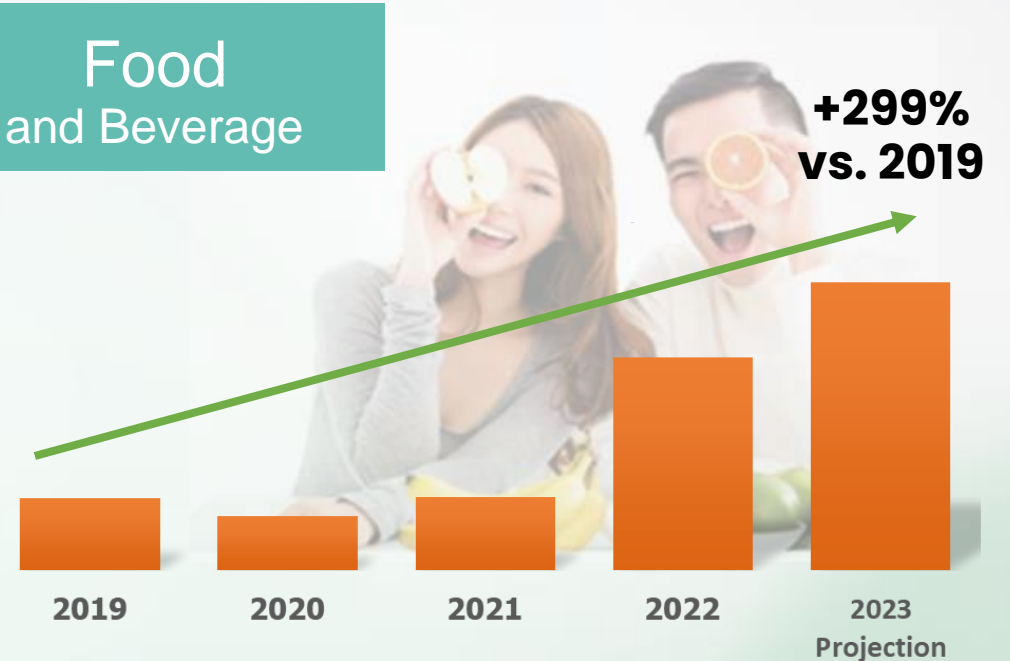
New products and channel expansion are the key success

## Personal care and Household



**Personal care and household** expect to grow + 38% in Y2023 vs. last year or +82% vs. Y2019, new products and new businesses launched last year are the key drivers.

## Food and Beverage



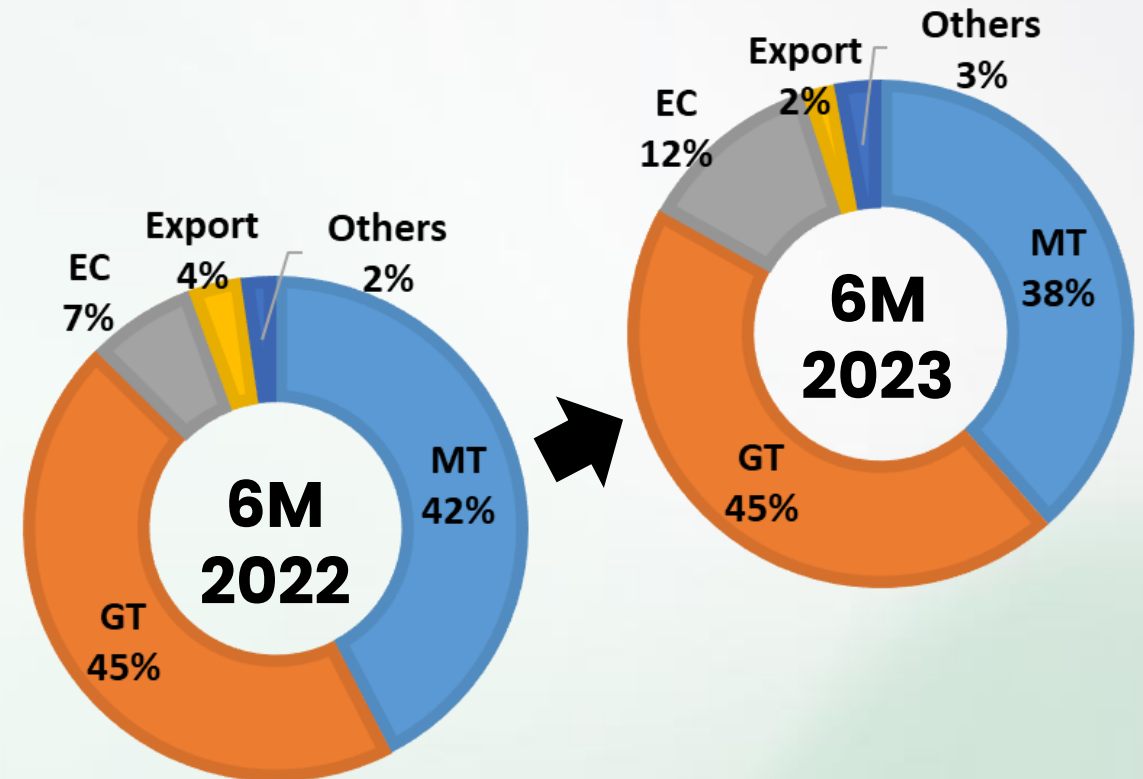
**Food & beverage** continues growing and expects to achieve growth of +35% in Y2023 vs. last year or +299% vs. Y2019. BAO is growth driven and well-accepted by consumers.

# Channel Contribution

## E-Commerce is continue growing

Unit: MB

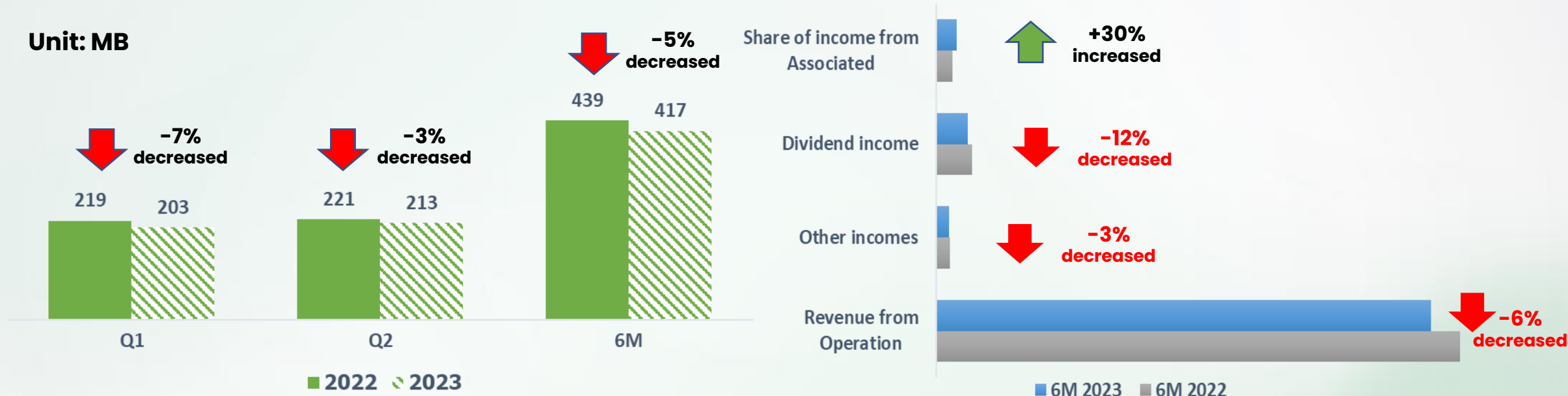
**E-Commerce**  
exponential growth



- Export contribution dropped due to the high inflation and low purchasing power in Laos.
- E-commerce significantly grew positively 60% vs last year and its contribution has increased from 7% to 12% resulting from investing on media, promotion and expansion to new social platforms.

# Total Corporate Revenue Q2 & 6M 2023

The total revenue declined by 5% vs last year

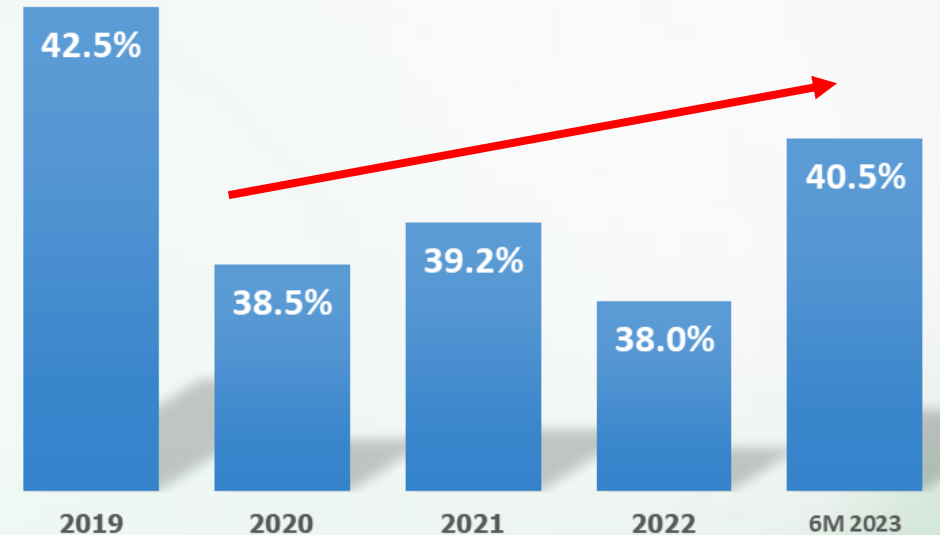
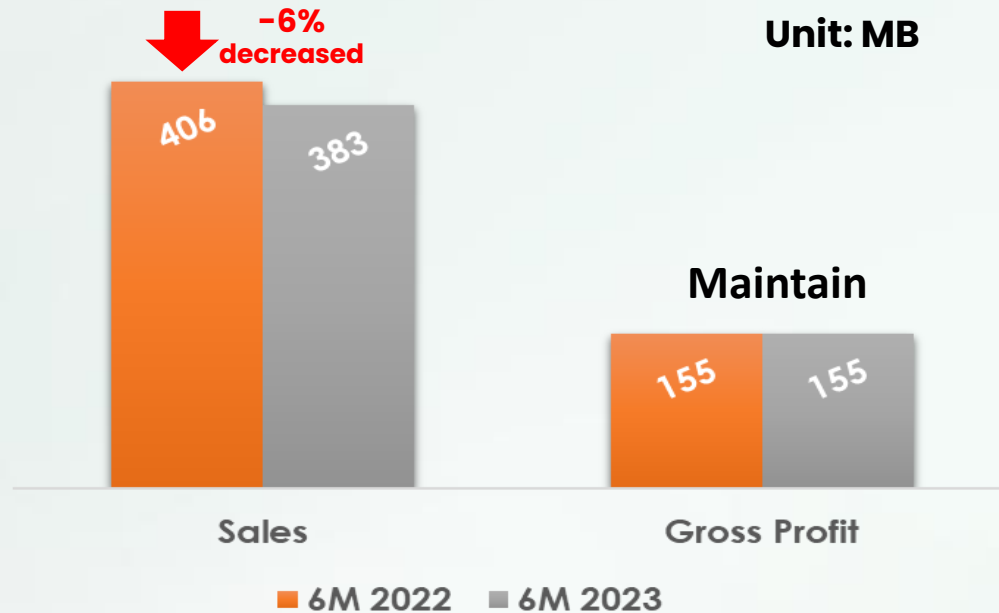


- Core business operation consisting of sales revenue decreased by -6%, and income from 3PL service increased by 6%
- Share of income from associated company increased by 30% and dividend income dropped 12%.



# % Gross Profit Margin Rebound to 40.5%

Well Balance product portfolio improving %GP



- Sales declined by 6.0% while the gross profit maintained, well managed product portfolio mix improving the gross profit.
- Discontinue some low-margin products impact sales loss but better overall margin.
- 6M 2023 % GP rebounded to 40.5% even though the product cost increased.

# Key Performance Indicators – Strong Financial Position (Cash & Liquidity)



## Asset Performance

Cash Cycle	6M/2023	6M/2022	2022
A/R Turnover (Times)	4.52	4.67	4.33
Avg. Collection Period (Days)	81	78	84
Inventory Turnover (Times)	5.45	5.54	6.15
Avg. Inventory Period (Days)	67	66	59



## Profitability Performance

Ratios	6M/2023	6M/2022	2022
Gross Profit Margin (%)	40.49	38.18	37.96
EBIT Margin (%)	6.32	5.96	4.84
Net Profit Margin (%)	5.68	5.29	4.3



## Company Performance

Ratios	6M/2023	6M/2022	2022
ROE (%)	3.38	6.56	3.35
ROA (%)	2.95	5.45	2.96



## Debt Performance

Ratios	6M/2023	6M/2022	2022
Current Ratio (X)	1.84	1.82	1.93
D/E (X)	0.28	0.28	0.26



## Earning Performance

	6M/2023	6M/2022	2022
* EPS (B.)	0.07	0.07	0.11

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# Secure The Good Performance in 2023



Pigeon as No. 1 in Feeding market share with new products to ensure the growth of baby & mom category

**Catch up the growth of other potential categories in BB & mom**  
**Grow new brands and new segment of F&B and senior**



**Speed up E-Commerce sales, export market expansion, launching of new products and new business including keep exploring M&A opportunity to grow Top-line**



**Manage risk factors impact to Gross Profit and effectively expenses control to secure bottom line**



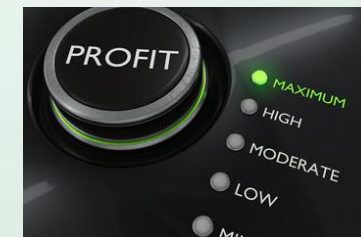
# Key Challenges and Priorities 2023

## Birthrate declining and uncertainty situation i.e, politics, global economics, inflation

- Top line growth by capturing other opportunity growing categories, channel and new business, balancing portfolio of 4 key categories
- Successful launch of new feeding nipple and bottle
- Product portfolio shift and transition with new product launch in F&B, Personal care and Senior to balance sales lost of nonprofitable products to maximize GP. Topline will gradually grow during the shift
- New business pipeline 2-3 businesses in Q3
- Focus to grow business in Cambodia, Vietnam and new market for “Bao” beverage product expansion
- Continue exploring M&A project

## Manage risk factors impact to EBIT

- Cost saving project, especially logistic/transportation
- Control SG&A to balance the top line growth
- Digital in working process to increase productivity



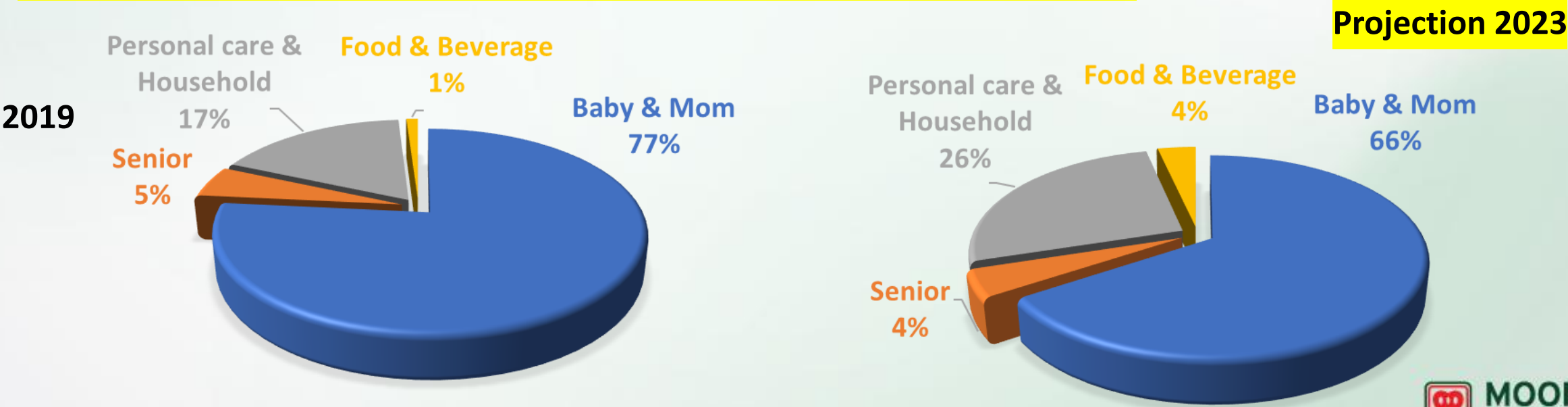


# Promising Growth Trend of Strategic Focus Categories

## Especially F&B achieving triple size in 2022 and continue growing

	2019	2020	2021	2022	2023 Projection	% Growth LY	% Growth vs 2019
Personal care & Household	135.00	165.34	173.57	177.10	245.20	38%	82%
Food & Beverage	8.09	6.00	8.23	23.89	32.29	35%	299%

Project to grow contribution of these 2 categories from 18% to 30% in 2023



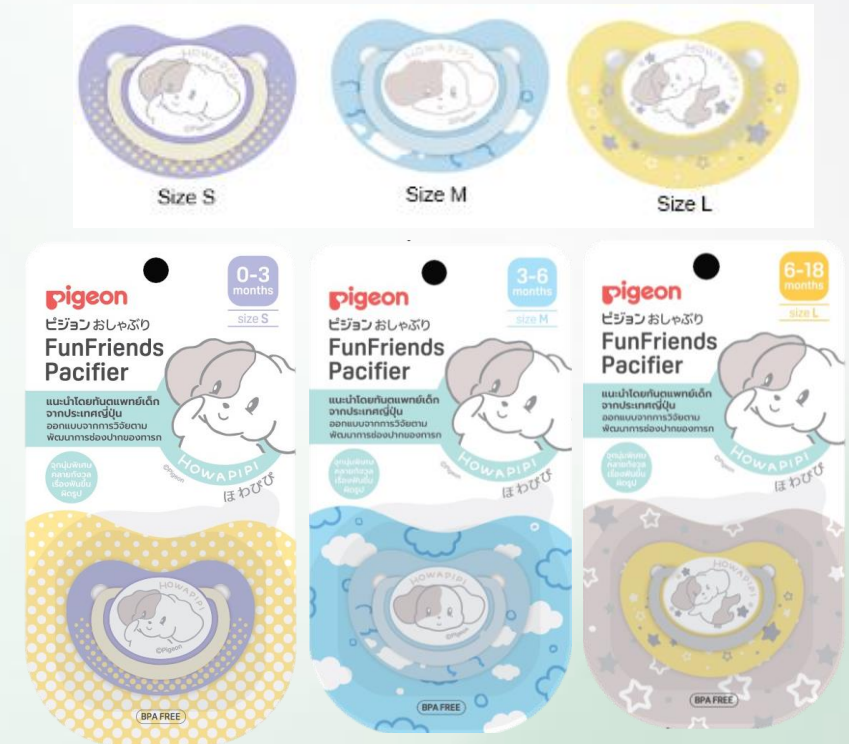
# Pigeon New Products Launched in Q3'2023



**Premium Disposable Pad**



**ขวดนม PPSU Animal**



**จุกหลอกสำหรับทารก Pacifier Howapipi**

# New Product Distributor: Thantawan



- Sunbin, Sunzip Term-Boon, Zipper Bag, Sun Straw, Sun Glove, Sun Zip
- Tentative launch : Sep'2023





# New Business in Q3 – Q4 2023



ชีวาดี



Tigerplast



Strictly confidential

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# CONTACT US



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# THANK YOU



**MOONG  
PATTANA**

เคียงข้างคุณภาพชีวิตที่ดี

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