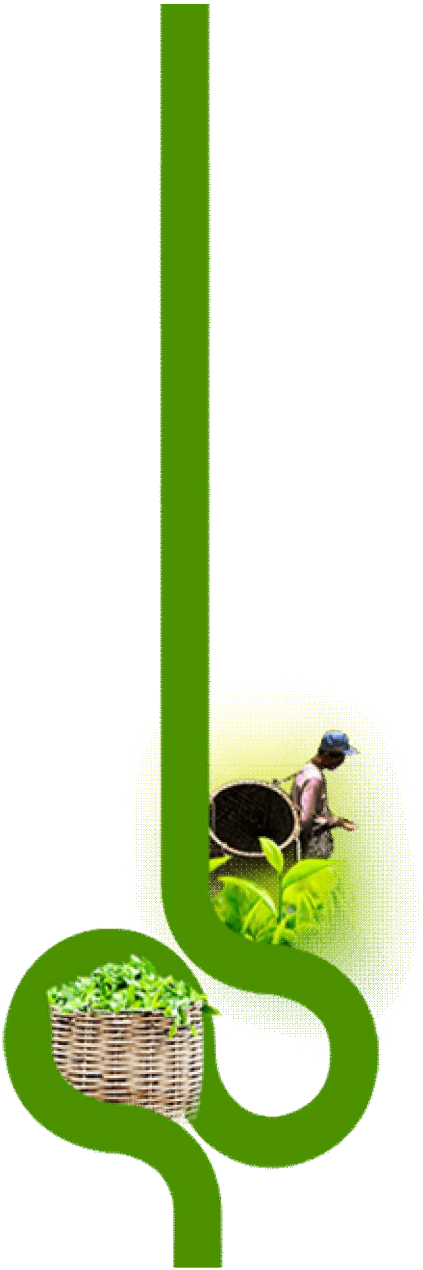




T.A.C. Consumer PCL

Operating results 2017

Opportunity Day



21.3.2018

VISION

“To be a leading company in ASEAN offering beverages and lifestyle products to promote everyone’s well-being”

MISSION

TACC is committed to become a leading company offering beverages and lifestyle products, both in B2B and B2C model focusing on CLC group of countries-Cambodia, Laos and China. We will solidify our position as a leader by contributing 4 types of benefits as follows:

- 1. Benefits to customers, by creating high quality products with reasonable price to satisfy consumers.**
- 2. Benefits to trading partners, by emphasizing on sustainable and long term trading relationships.**
- 3. Benefits to the society, by taking part of improving community and society’s quality of lives and the environment.**
- 4. Benefit to organization, by providing satisfactory return to shareholders and compensation to employees.**

First Trade Date: 2 December 2015



Major Shareholders

Major Shareholder	#Shares	% Shares
1. Mr.Chatchawe Vatanasuk	179,914,143	29.591
2. Mr.Thanutum Kiatphaibool	64,590,843	10.459
3. Thai Life Insurance PCL	19,385,000	3.188
4. Mr.Chanaphan Piriyaphan	15,027,000	2.472
5. Mr.Chanit Suwanparin	14,888,572	2.449
6. Mr.Nuthajak Liengchayetz	14,500,000	2.385
7. Mr.Petch Phaewphraikul	12,267,771	2.018
8. Mr Chaiyachet Sriwaleephan	10,822,210	1.780
9. Thai NVDR Company Limited	8,593,412	1.413
10. Mrs.Pinporn Tubtimjaroon	7,631,700	1.255

As of 9 March 2018

Total Shareholders	5,178
• Thai Shareholders	5,175
• Foreign Shareholders	3

**% Shares in Minor Shareholders
(% Free float) = 52.52%**



Agenda

- **Our Business 2017**
- **Financial Figures**
- **2018 Direction**



Agenda

- **Our Business 2017**
- **Financial Figures**
- **2018 Direction**

%Mix between of B2B (OEM for 7-Eleven) & B2C (TACC's Brand)

84%

B2B (OEM for 7-Eleven)

Counter Drinks:

- 1. Cold Beverage Dispenser**
- 2. All Café**
- 3. Hot Beverage Dispenser**

ลดการพึ่งพิงแหล่งรายได้ที่เดิมมีเฉพาะ
Cold Beverage Dispenser ใน 7-Eleven

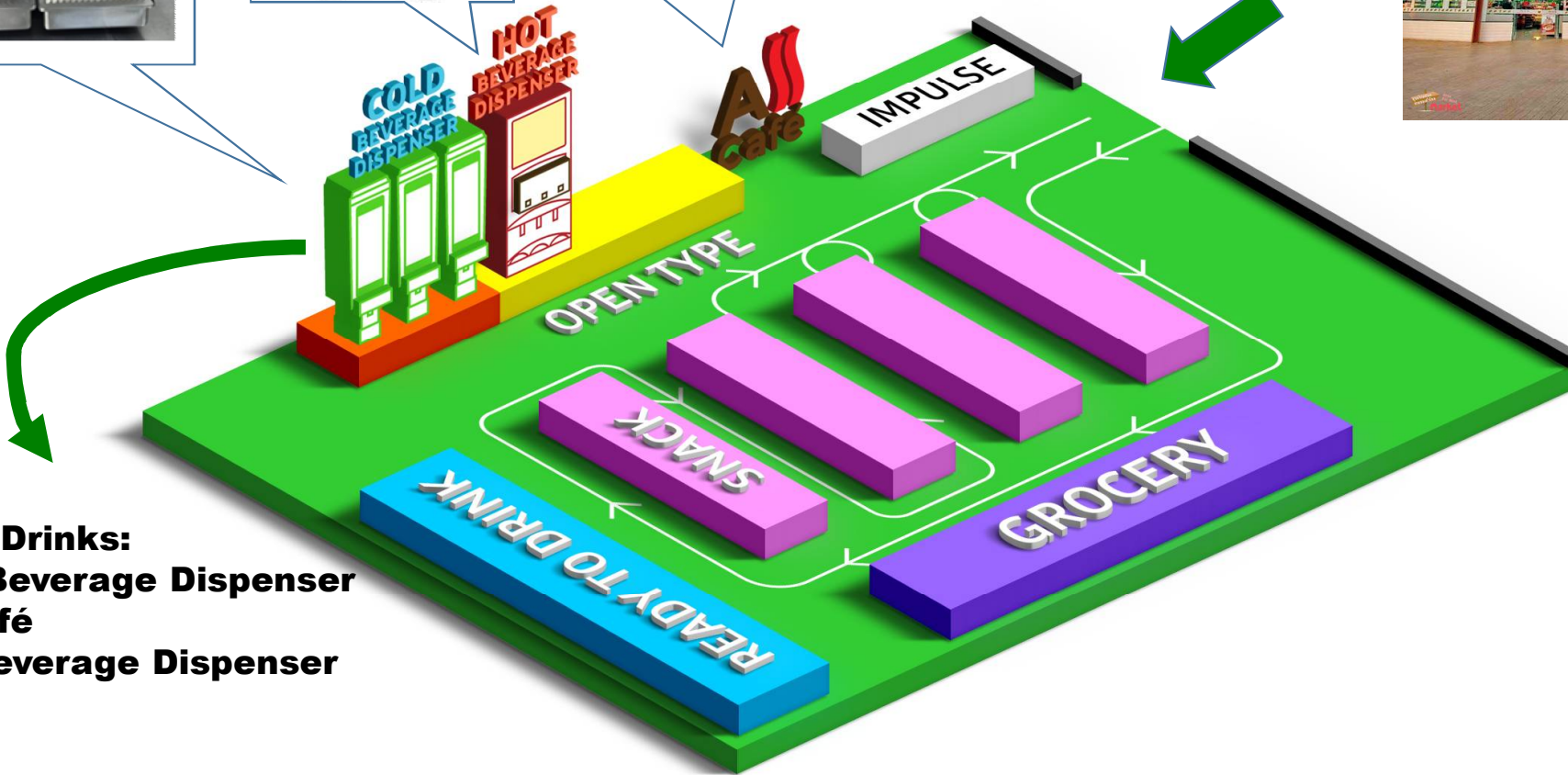
16%

B2C (TACC's Brands)

- **Vslim**
- **Character Business**
- **A Smile, Bakery**
- **Zenya**
- **Sawasdee**
- **Na-Arun**

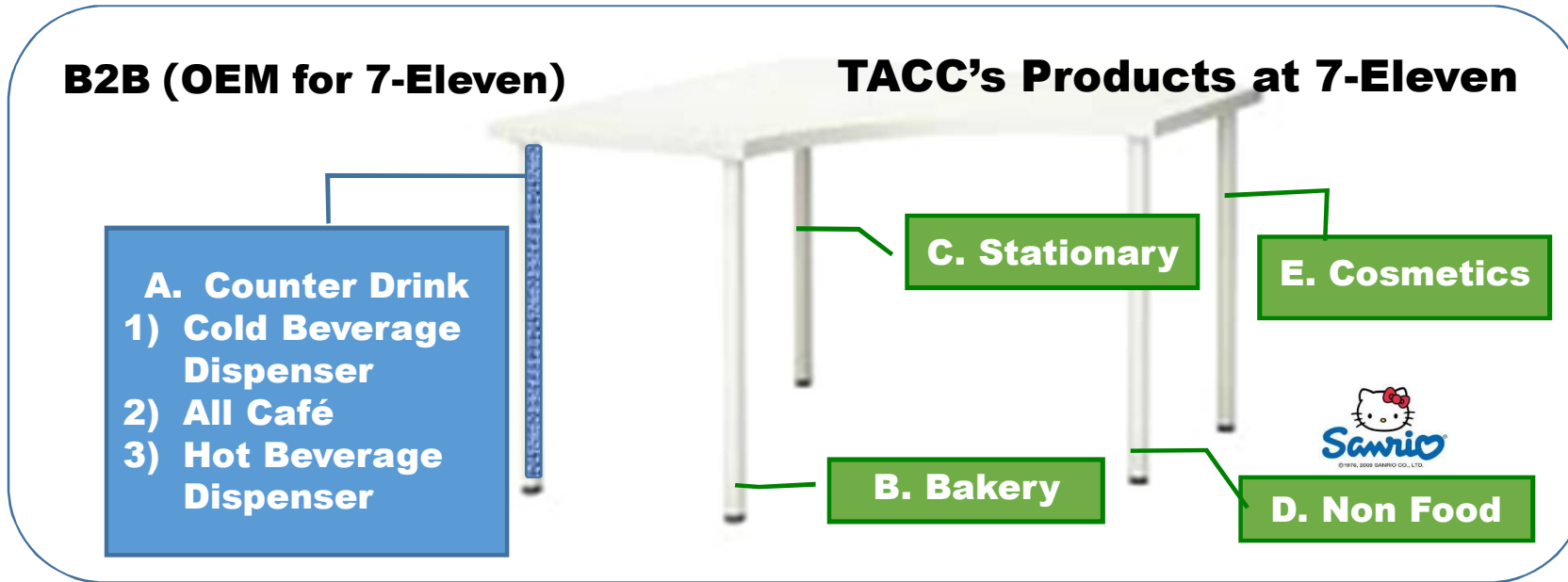


B2B (OEM for 7-Eleven)



- Counter Drinks:**
1. Cold Beverage Dispenser
 2. All Café
 3. Hot Beverage Dispenser

2017



- **7-Eleven is a dominant CVS in Thailand with over 10,000 outlets nationwide.**
- **TACC has covered 4 additional categories in 7-Eleven (B, C, D, E) as one of TACC's tools under Risk Management strategy.**

B2B (OEM for 7-Eleven)

A. Counter Drinks

TACC covers 3 segments in beverages

1 Cold Beverage Dispenser



Core Flavor : Espresso, Latte, Milk Tea
Seasonal Flavor : Thai black coffee, Honey lemon Hershey's Freeze etc.

2 Non Coffee Menu @ All Café coffee corner



3 Hot Beverage Dispenser



2017 = 618 units
-C Store =252
-G Store =366
+Q2/2018 =45

B2B (OEM for 7-Eleven)

Easy Dip



Sour Cheese



Korea Spicy



Chocolate

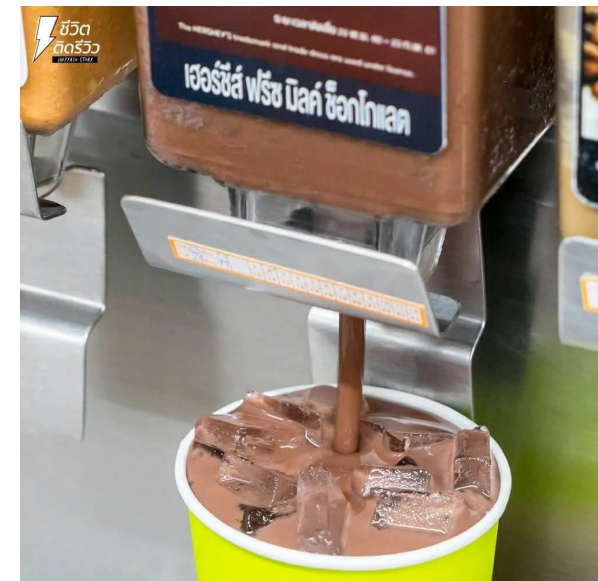


TACC's Products at 7-Eleven

A. Counter Drinks

2017 Highlights

Hershey's Freeze Milk Chocolate



TACC's Products at 7-Eleven

B. Bakery

TACC's Bakery: Leveraging TACC's strength to capture new valued business, Bakery Business.

Snowy Twist Donut



Price 15 Baht

TACC's Products at 7-Eleven

C. Stationery



**Post it Brand
“TACC Stationary”**

TACC's Products at 7-Eleven

D. Non Food

7 Skus



Bottle



Cotton buds box



Magnet



E. Cosmetics

7 Skus



Hand Cream



Lip Balm

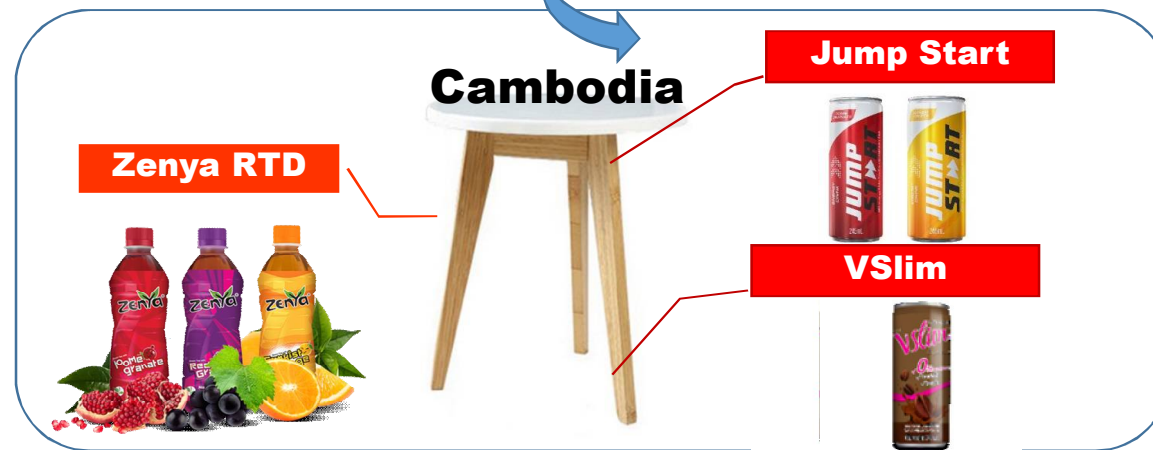
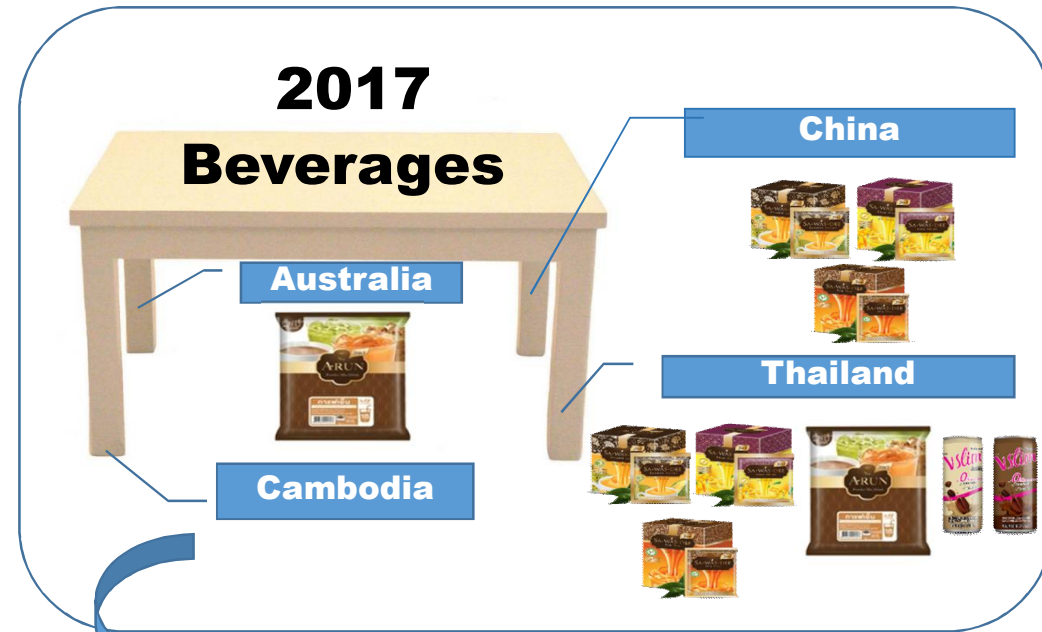


Hand Gel

B2C (TACC's Brands)

B2C (TACC's Brands)

We focus on beverage mainly because of our experience for over 15 yrs.



Zenya

B2C (TACC's Brands)



Real prizes from Zenya, you may be the next lucky one.



Zenya

B2C (TACC's Brands)



Zenya vs Competitors

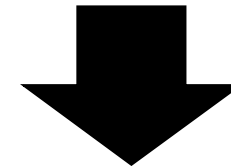
B2C (TACC's Brands)



Competitor
#1

Competitor
#2

**Competitor #2
started to raid Cambodia
Market in 2H2017.**



**PRICE
WAR**

Jump Start

B2C (TACC's Brands)



“TOTAL” Gas Station in Phnom Penh



JUMP START

ចាក់សាំងនៅស្ថានីយប្រេងឥន្ធនៈ
TOTAL ឥឡូវនេះ
នឹងទទួលបានកេសធុ: Jump Start
ដោយឥតគិតថ្លៃ:
2 កំប៉ុង សម្រាប់រថយន្ត
1 កំប៉ុង សម្រាប់ម៉ូតូ

ធីលីតធីលតុណាកាពខ្ពស់ពី

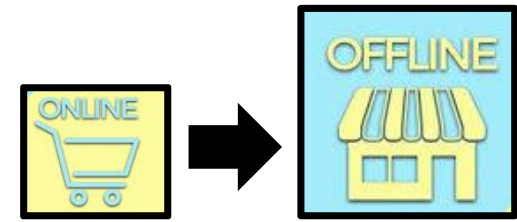
zena

Sawasdee

B2C (TACC's Brands)

Sawasdee Market T-Mall

三者石（上海）实业有限公司
公司简介
Three Stone (Shanghai) Co., Ltd.



The MOU between TACC & Quanjian Group Co., LTD.



Summary of MOU

- 1. Both parties agree to jointly run research and development to meet the foreseen demand**
- 2. TACC will import and distribute QJ's products in Thailand and Cambodia.**
- 3. QJ will import and distribute TACC's products in China, Lao, Myanmar and Vietnam.**

Key Milestones 2017-2018

2017

2018



AGM Checklist
2017



CGR 2017



Jan

Feb

Mar

Apr

Jun

Jul

Aug

Oct

Nov

Dec

Jan-Feb
18



Innovation
Organization
2017



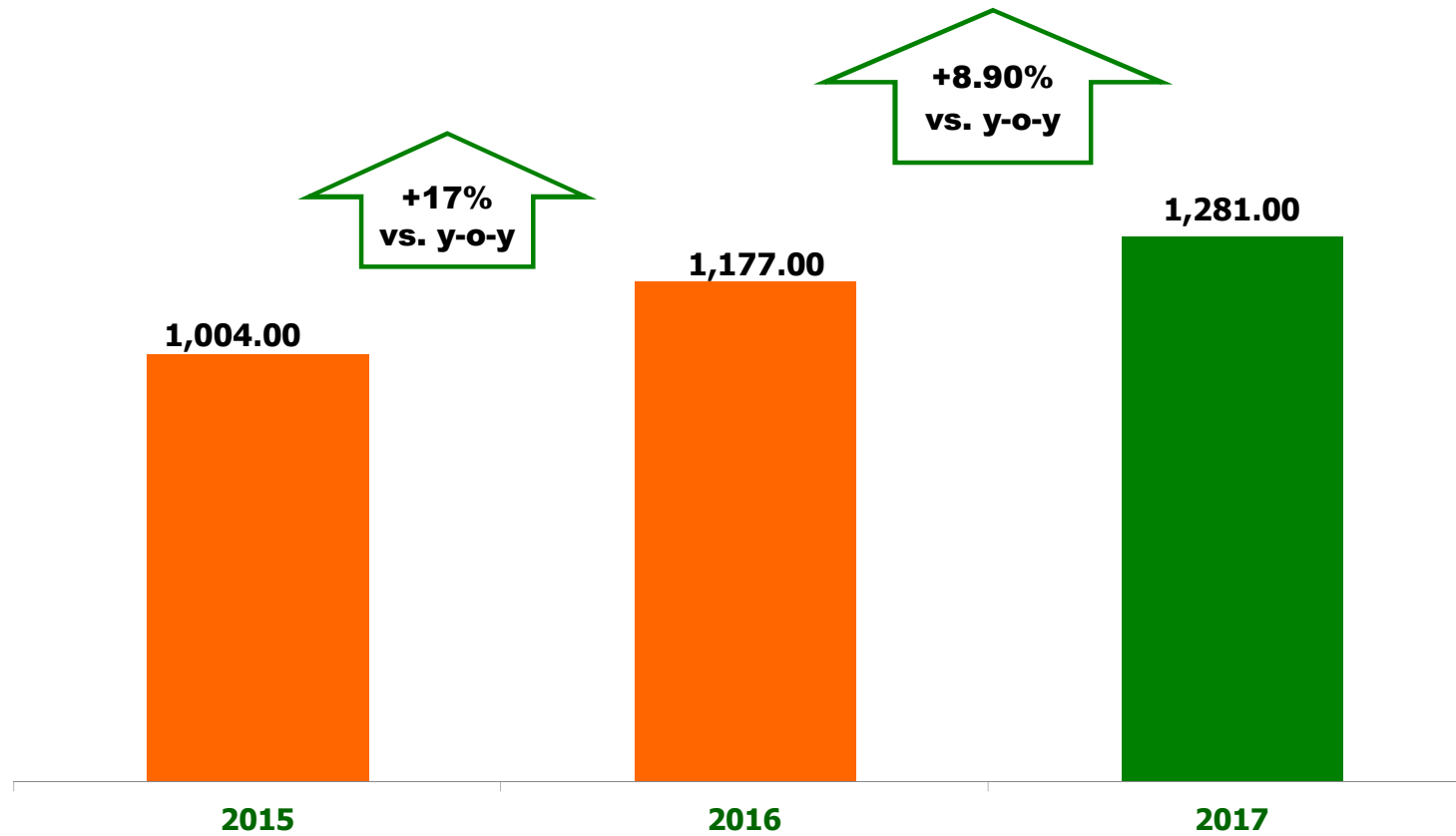


Agenda

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Sales Revenue

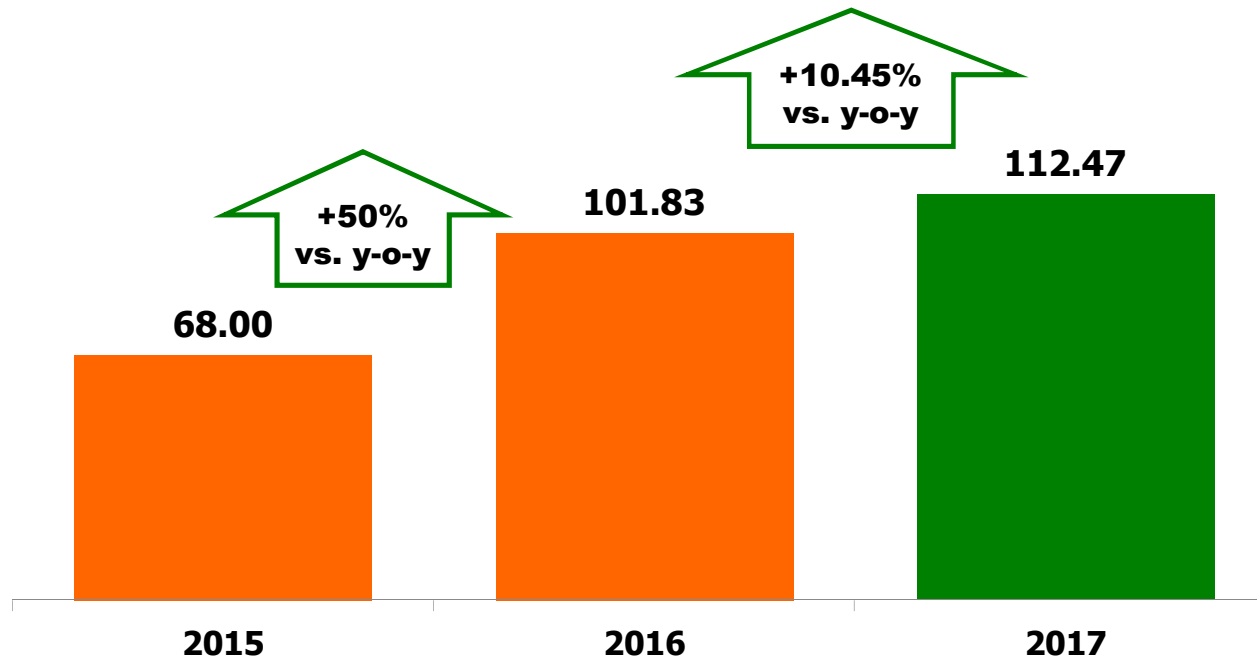
Million Baht



Net Profit

	2015	2016	2017
%Net Profit to Sales Revenue	6.75%	8.60%	8.72%

million baht



Gross Profit Margin (%)

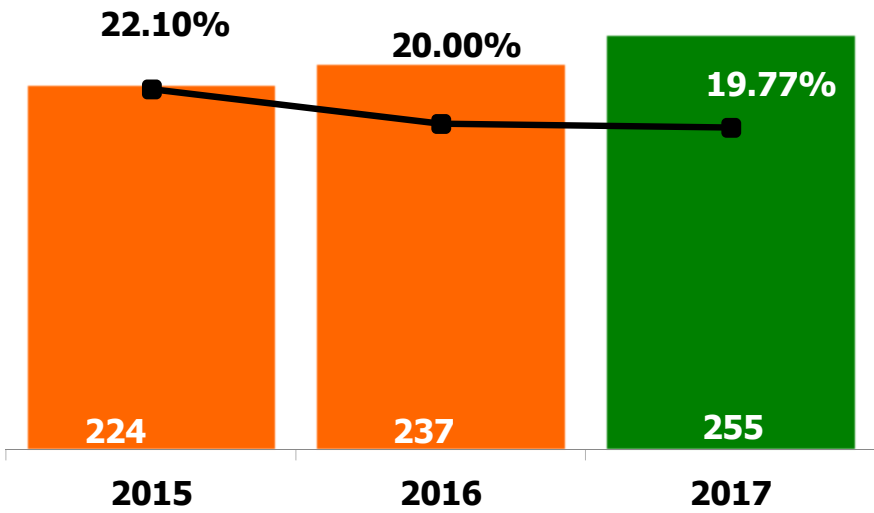


2015

2016

2017

%Selling and Administrative Expenses to total revenue



224

237

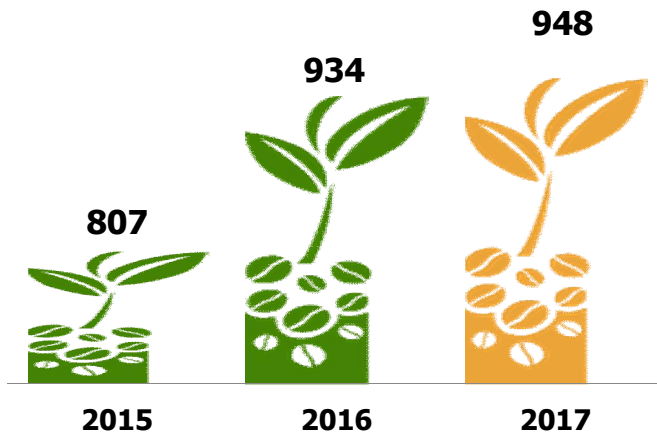
255

2015

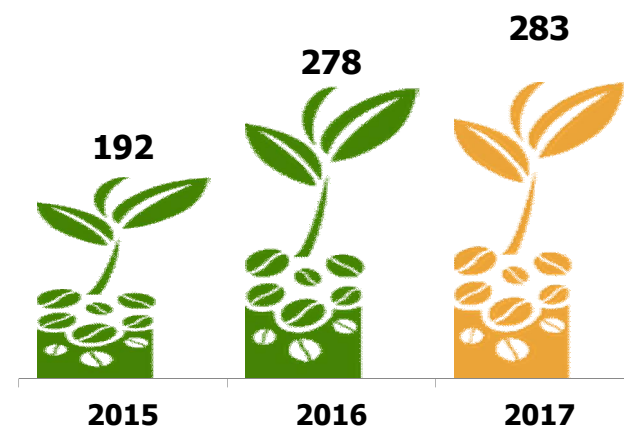
2016

2017

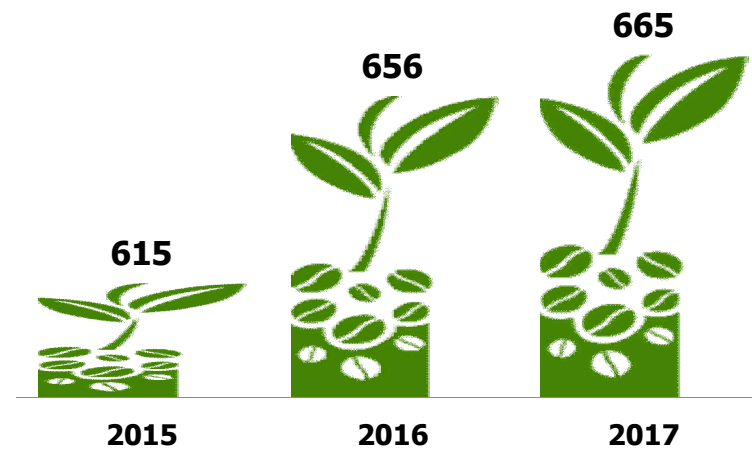
Total Asset (Million baht)



Total Liability (Million baht)



Equity (Million baht)



TACC's Ratio

สรุป อัตราส่วนทางการเงินอยู่ในเกณฑ์ที่เหมาะสม (เกณฑ์ ตั้งจากฐานปี 2559)

Financial Ratio	เกณฑ์	ปี 2560	ปี 2559
อัตราส่วนสภาพคล่อง (Liquidity Ratio)			
อัตราส่วนสภาพคล่อง/Current Ratio (เท่า/X)	> 2	3.05	3.06
อัตราส่วนสภาพคล่องหมุนเร็ว/Quick Ratio (เท่า)	> 1	2.83	2.91
ระยะเวลาเก็บหนี้เฉลี่ย/Average Collection Period (วัน)	เครดิตเทอม 45-60	81	61
ระยะเวลาชำระหนี้/Average Payment Period (วัน)	เครดิตเทอม cash-60	68	60
ระยะเวลาขายสินค้าเฉลี่ย/Average Sale Period (วัน)	< 15	11	9
อัตราส่วนแสดงความสามารถในการหากำไร (Profitability Ratio)			
อัตรากำไรขั้นต้น/ Gross Profit Margin (%)	> 30%	30.22%	30.35%
อัตรากำไรสุทธิ/ Net Profit Margin (%)	> 8.0%	8.72%	8.60%
EBITDA (%)	> 10.0%	12.24%	11.80%
อัตราผลตอบแทนผู้ถือหุ้น/ Return on Equity (%)	> 16%	17.03%	16.02%
อัตราผลตอบแทนจากสินทรัพย์/ Return on Assets (%)	> 11%	11.95%	11.70%
อัตราส่วนวิเคราะห์นโยบายทางการเงิน (Financial Policy Ratio)			
อัตราส่วนหนี้สินต่อส่วนของผู้ถือหุ้น/ Debt to Equity Ration (เท่า)	< 1.0	0.42	0.42



Agenda

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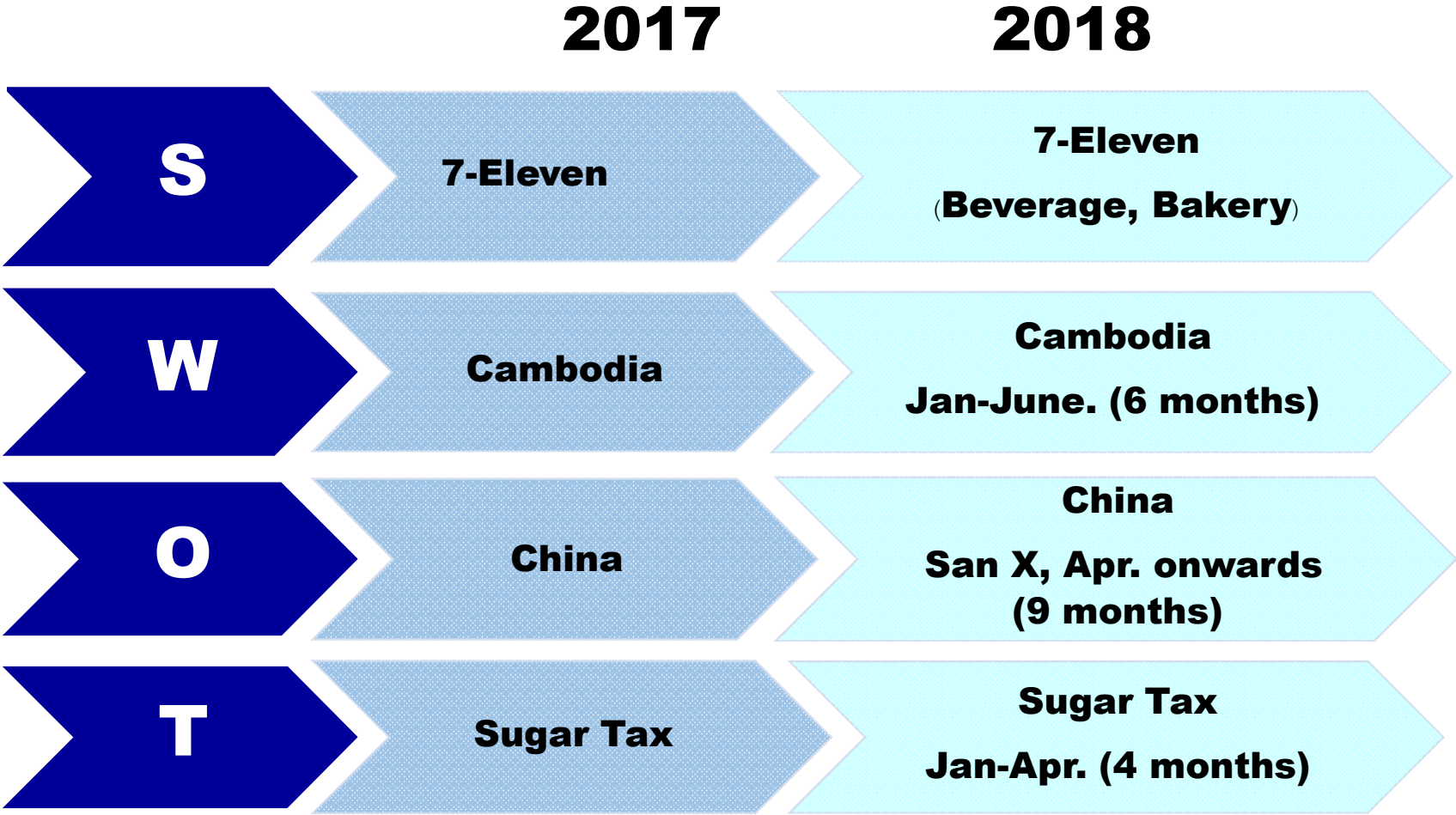
TACC in 2018



ROAD TO VISION 2020

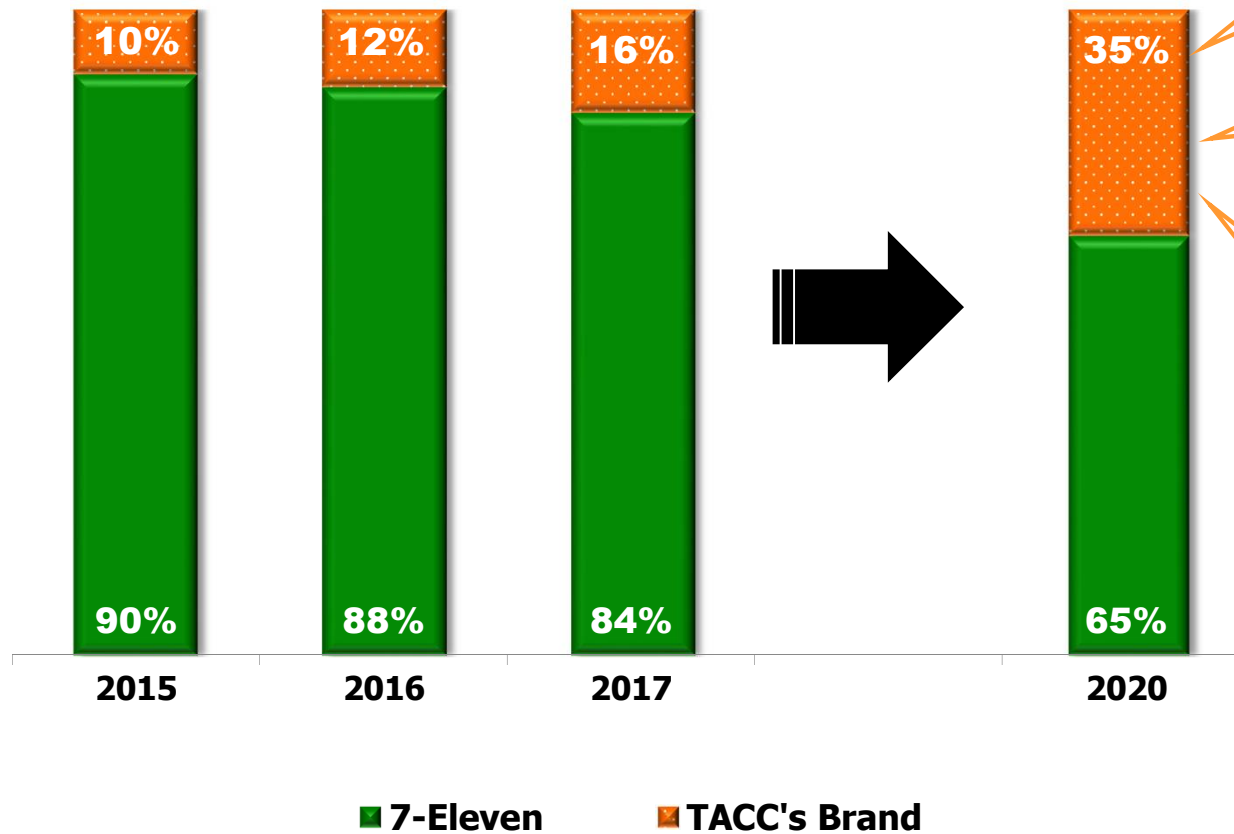
We will be one of the leading lifestyle products and beverage companies in ASEAN which promptly delivers customer satisfaction and establishes mutual benefits and long lasting relationship with all key stakeholders.

SWOT



TACC in 2020

%Mix between of B2B (OEM for 7-Eleven) & B2C (TACC's Brand)



China



Cambodia



**Representative
Agent of San-X
(Rilakkuma)**

Character Business



Character Business

Thailand sets world-beating pace of 26% growth in licensing market THE NATION

business April 05, 2017 15:43
By The Nation



GROWTH IN Thailand's licensing market - 25.9 per cent in 2015 - was the fastest in the world, and at Bt18 billion, it ranked 37th globally, according to the International Licensing Industry Merchandisers' Association (LIMA)

For a brighter future, the country should develop its own unique story for successfully accessing the global licensing market, Lima said.

Charles Riotto, president of LIMA, the trade organisation for the global licensing business with over 1,100 members worldwide, said in a special lecture at the Bangkok International Digital Content Festival that licensing is a powerful tool for marketing and makes people realise more about brands.

If successful, it will play a significant role in generating more income and strengthening customer's loyalty to the brands.

According to the global licensing market survey completed in 2015, the market reached US\$251.7 billion, or more than Bt8 trillion, making it a giant business in the world.

Copyright owners rejoiced in collecting over \$13.9 billion in fee and licensing rental income.

Some Fact about Licensing business

**Global market value
8 trillion THB
(8,000,000,000,000thb)**

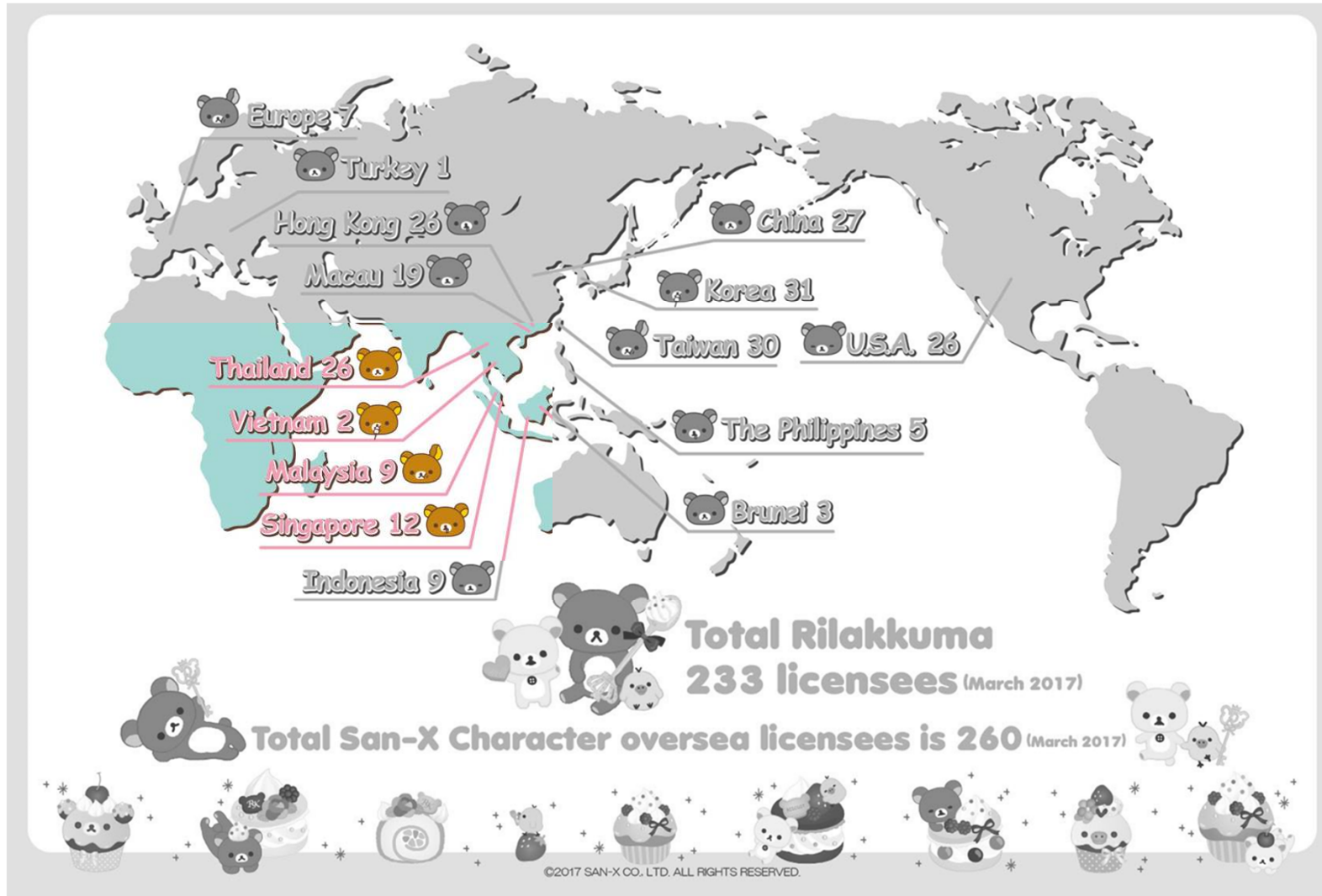
**Thailand license market at
18 billion (18,000,000,000thb)**

**Thailand licensing market
Ranked # 37th of the world**

**Fastest growth at 25.9% of the
world**

**Estimate License fee market
value (6%) at 1,080,000,000thb**

TACC's official licensing agent for SEA & Sing/mal





TACC is a San-X 's licensing agent who provides professional and effective development and support of character licensing in the territories of Thailand, Cambodia, Myanmar, Laos, Vietnam, Singapore and Malaysia.

We will explore licensing opportunities in order to build and expand our business for various, high-quality and unique merchandising opportunities. As we wish to meet the needs and to maximize the potential of each property we represent to our licensees and the licensor.

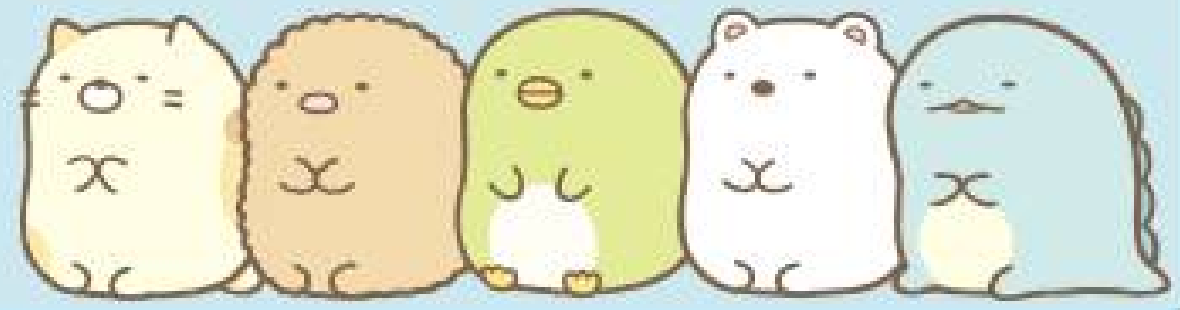
Being a partner with TACC, together we will grow successfully!



Rilakkuma®

すみっぐらし™

Sumikko gurachi



Sentimental Circus.



mamegoma



しあわせかも。

かものはしかも™
こなかんじで、まあいいかも。

Kamonohashikama

Character Business



22 Licensee list such as:

- **Asia Marketing Corporation Co., Ltd. (Cosmetics)**
- **Bearron Gift Co., Ltd (Stationary)**
- **Bluelight Industrial Co., Ltd. (Luggage)**
- **Carrot Taniya Co., Ltd. (Home Décor & Textiles)**
- **Gift Land Co., Ltd. (Gift Products & Stationary)**
- **Papa Childrenwear (2013) Co., Ltd (Baby Accessory)**
- **Hawley & Hazel Chemical Co, Singapore (Premium Promotion item)**
- **Ocean Toys Ltd. (Toys&Home Products)**



Character Business



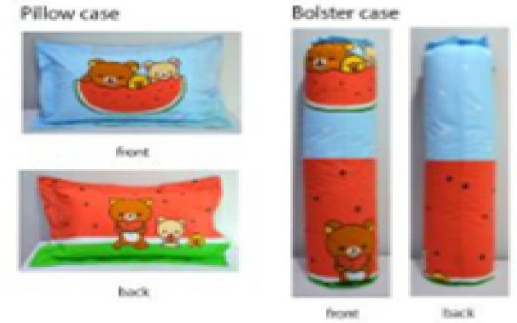
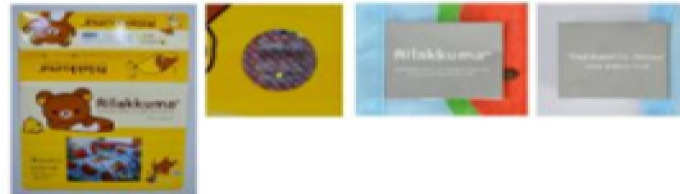
Suwikko Gurashi Final for approval
 Licensee : CARROT TANIYA CO.,LTD.
 Item: Key chain
 Product no. : GSC008-005
 Status : 1st Final
 Final Sample Submission:



Rilakkuma Final for approval
 Licensee : Wand Design
 Item : Seat Belt Cover
 Product no. : BRK-005-A2
 Status : 1st Final
 Final Sample Submission:



Rilakkuma Final for approval
 Licensee : Thai Chamnan Bedding Co.,Ltd.
 Item: Bedding set (Bedsheet , Pillow case , Bolster case)
 Product no.: RK0010
 Status : 1st Final
 Final Sample Submission:



Bedding sets (Double)



B2B (OEM for 7-Eleven)

2018

Jan-Feb 18

A. Counter Drinks

Cold Beverage Dispenser

Q1/2018

98-30-904

วิตามินซีสูง
หอม หวาน ลงตัว

ลิ้นจี่ เบอร์รี่ ทวิส

All Cafe

Q1/2018

ชาชีส
เมนูเครื่องดื่มของ
All Cafe
45.-
16 oz.

ชาเขียวมัทฉะ
ชาชีส
ชาเขียวมัทฉะ

ลิ้นจี่ โรส โยเกิร์ตปั่น
35.-
16 oz.

B. Bakery

TACC's Bakery

Snowy Twist Donut Strawberry



**Price 15 Baht
On shelf 5 February 2018**

T.A.C. Consumer PCL
9/231-233 Ramkhamhaeng Road,
Suanluang, Bangkok 10250

www.tacconsumer.com
<https://www.facebook.com/TACConsumer>

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Fax : +66-2-717-2899
Email : ir@tacconsumer.com

Q & A



Thank you

