



T.A.C.C. Consumer PCL :2Q2019 Operating Results

17.9.2019

Major Shareholders

Major Shareholder	#Shares	% Shares
1. Mr.Chatchawe Vatanasuk	180,459,643	29.681
2. Mr.Thanutum Kiatphaibool	67,300,943	11.069
3. Thai NVDR Company Limited	20,479,308	3.368
4. Thai Life Insurance PCL	17,179,900	2.826
5. Mr.Chanaphan Piriyaphan	15,128,700	2.488
6. Mr.Nuthajak Liengchayetz	13,000,000	2.138
7. Mrs.Nantana Suwanparin	8,933,572	1.469
8. Mr. Petch Phaewphraikul	8,739,371	1.437
9. Mrs.Pinporn Tumtibcharoon	7,736,400	1.272
10.Mr. Wasin Dechkijvigrom	7,150,000	1.176

As of Aug 27, 2019

Total Shareholders

5,436

- **Thai Shareholders**
- **Foreign Shareholders**

5,441

22

**% Shares of Minor Shareholders
(% Free float) = 56%**

Agenda

- **Our Business**
- **2Q2019 Financial Figures**
- **2019 Strategic Direction**

Agenda

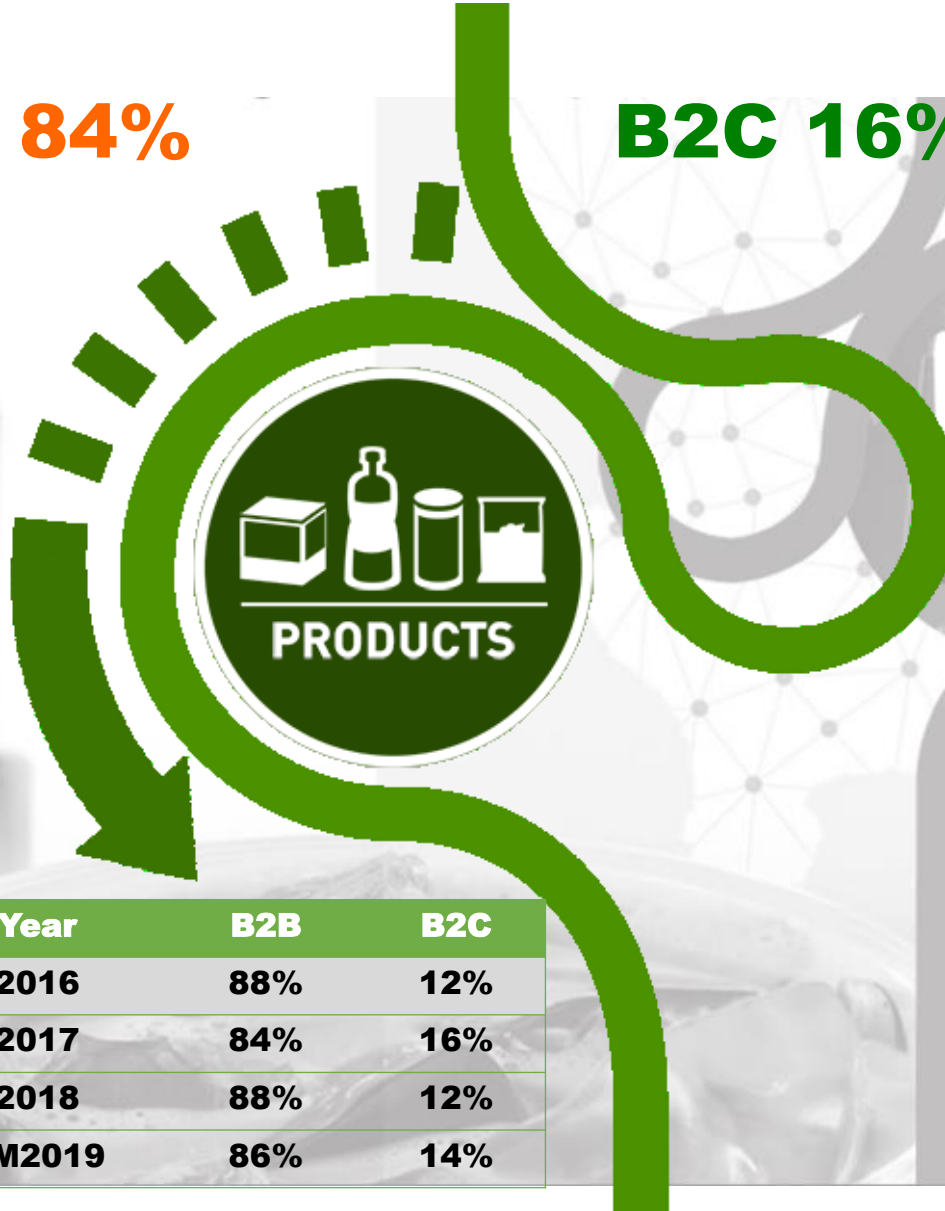
- **Our Business**
- 2Q2019 Financial Figures
- 2019 Strategic Direction



Our Business IN 2Q2019

B2B 84%

B2C 16%



Year	B2B	B2C
2016	88%	12%
2017	84%	16%
2018	88%	12%
6M2019	86%	14%



Our Business IN 2Q2019

B2B 84%

B2C 16%



TACC B2B business

B2B(Exclusive for 7-Eleven)



covers **3** segments in beverages

1

Cold Beverage Dispenser



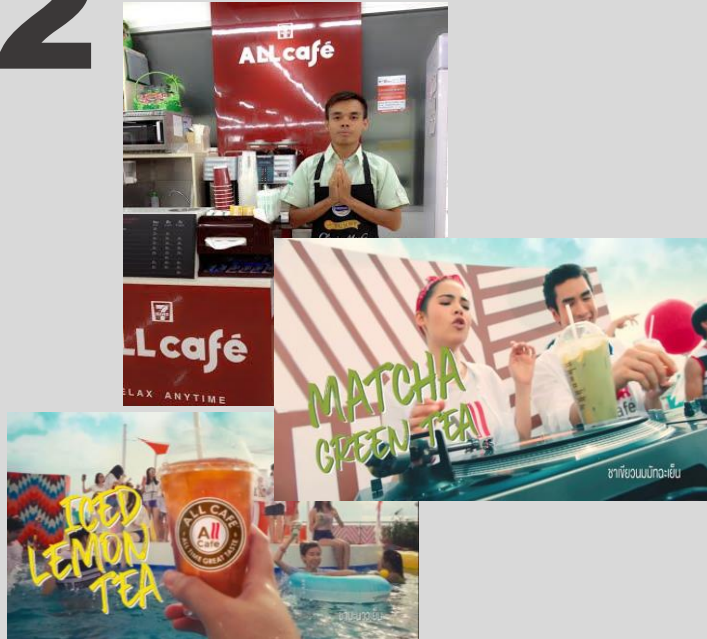
2018
Core Flavor : Espresso,
Latte, Milk Tea
Optional core : Hershey's
Seasonal Flavor : Lychee
berry, Thai coffee



10,000++ outlets

2

Non Coffee Menu @ All Café coffee corner



2018
Core Flavor : Thai Milk Tea, Matcha Green
Tea, Lemon Ice Tea
Optional core : Fruit Yogurt
Seasonal Flavor : Lychee berry, Unicorn and
Topping project



6,500++ outlets

3

Hot Beverage Dispenser



618 outlets

B2C Business IN 2Q2019

B2B 84%

B2C 16%




TACC B2C business

B2C(TACC own brand)

covers 4 segments in category

1 **Character business**



The image shows the Rilakkuma character business logo at the top, featuring the character and the text "San-X" and "Rilakkuma SAN-X CO., LTD.". Below the logo is a large illustration of Rilakkuma, Korilakkuma, and Sumikko Gurashi characters. At the bottom, there is a smaller illustration of a cafe scene with characters sitting at a table. The text "すみっこぐらし" (Sumikko Gurashi) is visible at the bottom right of the illustration.

2 **Bakery Business**



The image displays two packages of bakery products from the "a smile" brand. The left package is for "SNOWY TWIST DONUT" and the right package is for "DONUT POP WITH STRAWBERRY DIPPING". Both packages feature the "a smile" logo and illustrations of donuts.

3 **RTD Beverage**
Instant Mix Beverage



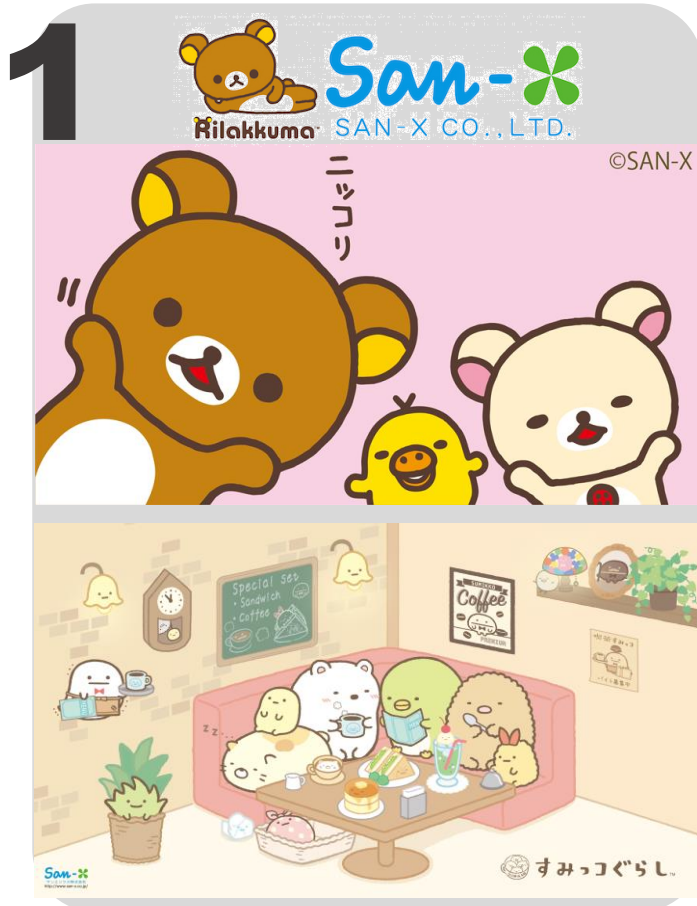
The image shows a large bag of ARUN RTD Beverage and a box of Instant Mix Beverage. The RTD beverage is a dark brown liquid, and the instant mix beverage is a yellow powder mix.

4 **Stationary business**

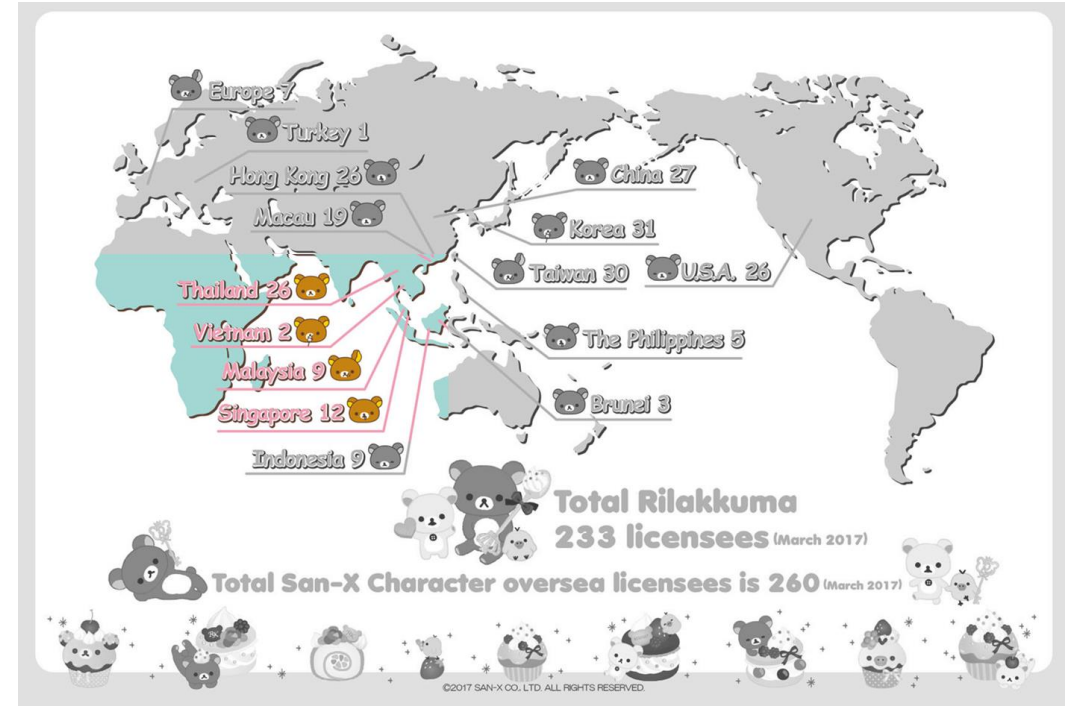


The image displays various stationery items from the Sumikko Gurashi brand, including notebooks, pens, and markers. The text "Sumikko Gurashi" and "T.A.C.C. stationery" is visible.

TACC B2C business



B2C(TACC own brand)



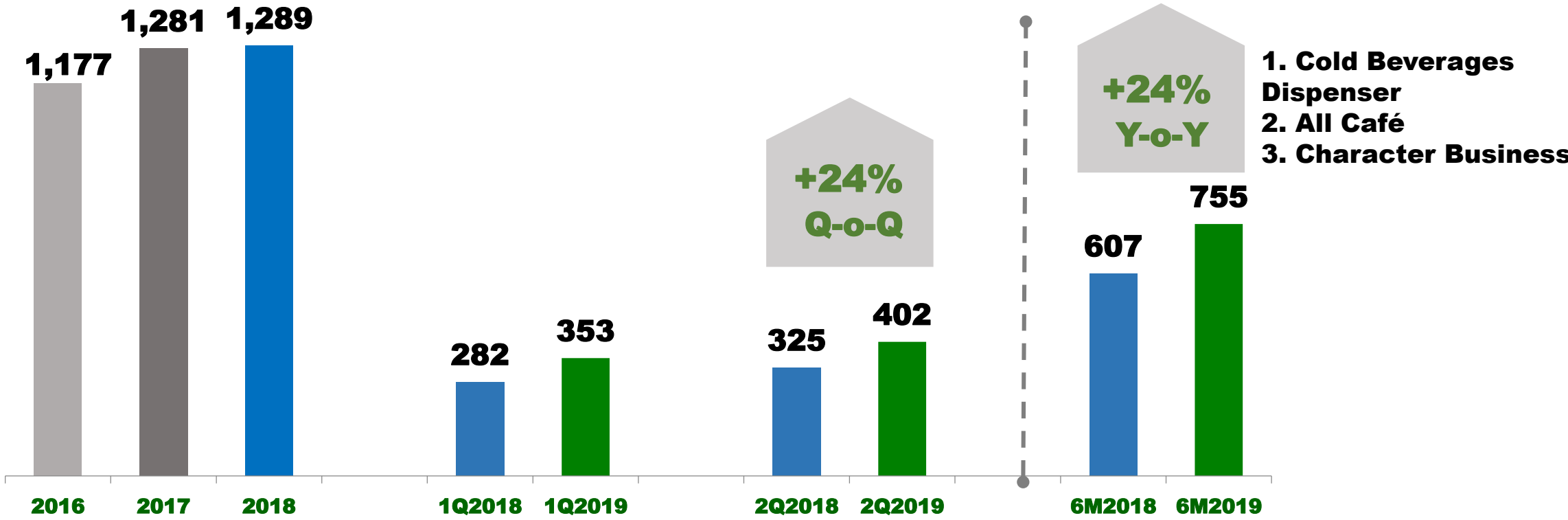
5 years Contract : 2018-2022
7 countries territory : CMLV + Thailand + Sing/ Mal

Agenda

- 
- Our Business
 - **2Q2019 Financial Figures**
 - 2019 Strategic Direction

TACC 2019 1H operation result : Sales Revenue

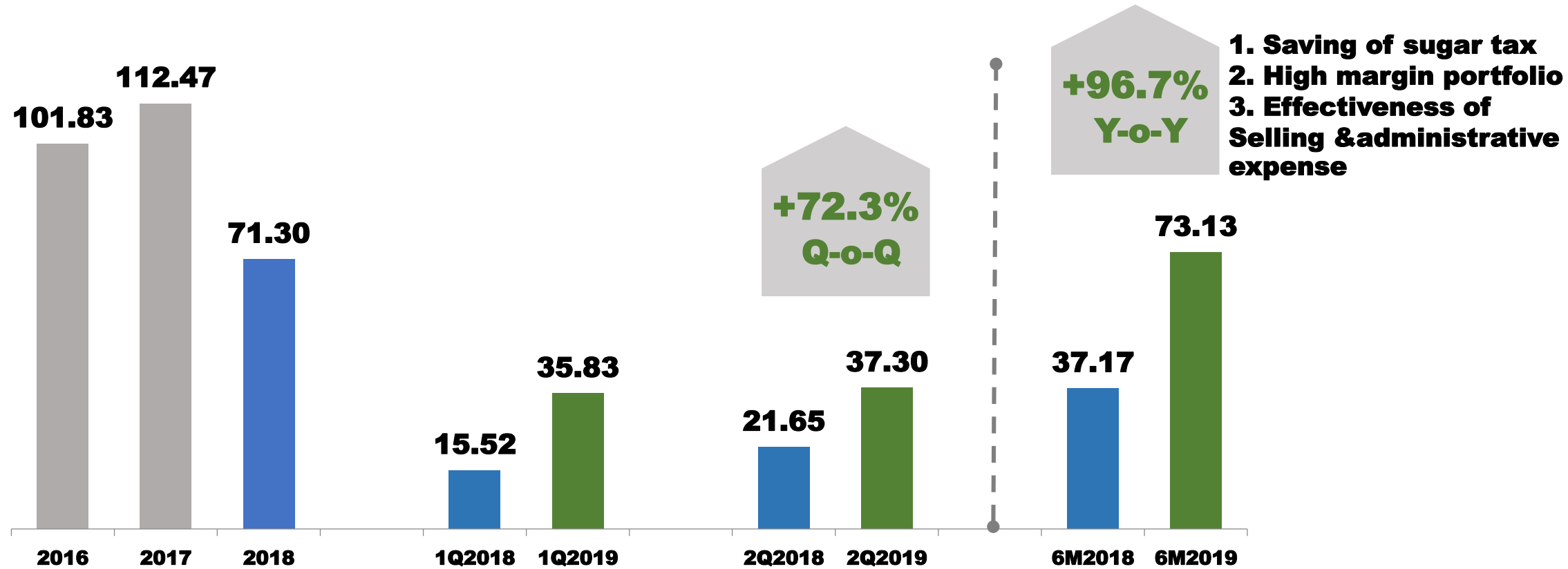
Million Baht



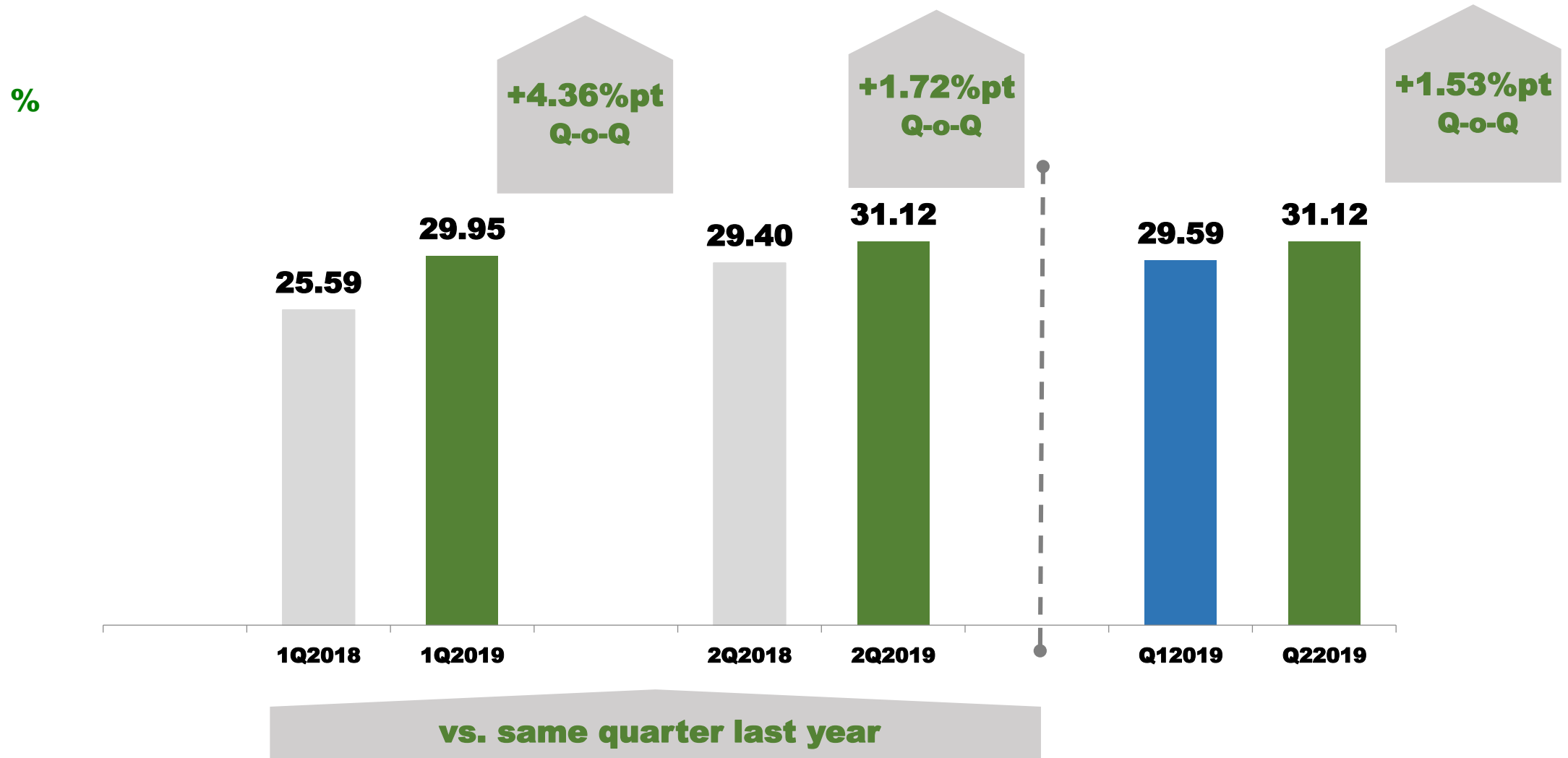
TACC 2019 1H operation result : Net Profit

	2016	2017	2018	1Q2019	2Q2019
%Net Profit Margin	8.60%	8.78%	5.50%	10.10%	9.23%

million baht



TACC 2019 1H operation result : Gross Profit

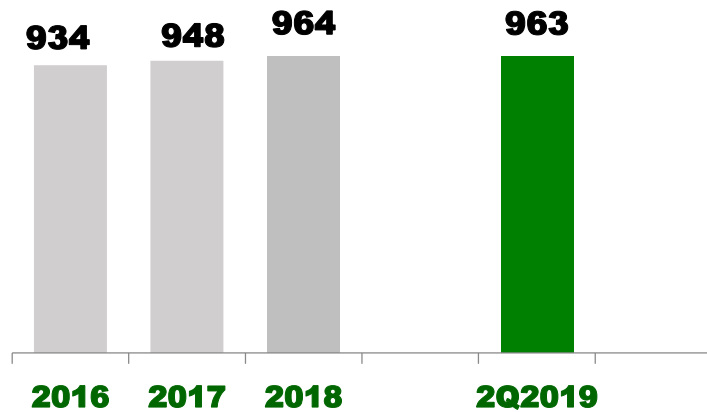


TACC 2019 1H operation result :

Total Asset , Total Liability and Equity

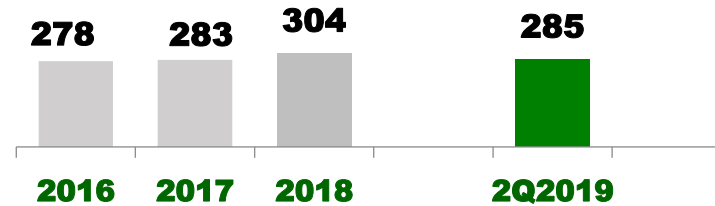
Total Asset (Million baht)

ส่วนใหญ่เกิดจาก
ลูกหนี้การค้าจากการรับ
ชำระเงินจากลูกหนี้
การค้า และสินค้า
คงเหลือลดลง



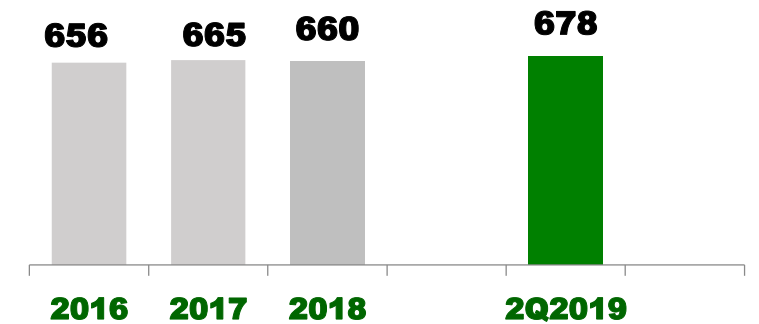
Total Liability (Million baht)

ส่วนใหญ่เกิดจาก.
เจ้าหนี้การค้าและ
เจ้าหนี้อื่น จากยอด
เจ้าหนี้การค้าที่ถึง
กำหนดชำระ



Total Equity (Million baht)

เกิดจากกำไรสะสมใน
ครึ่งปีแรก

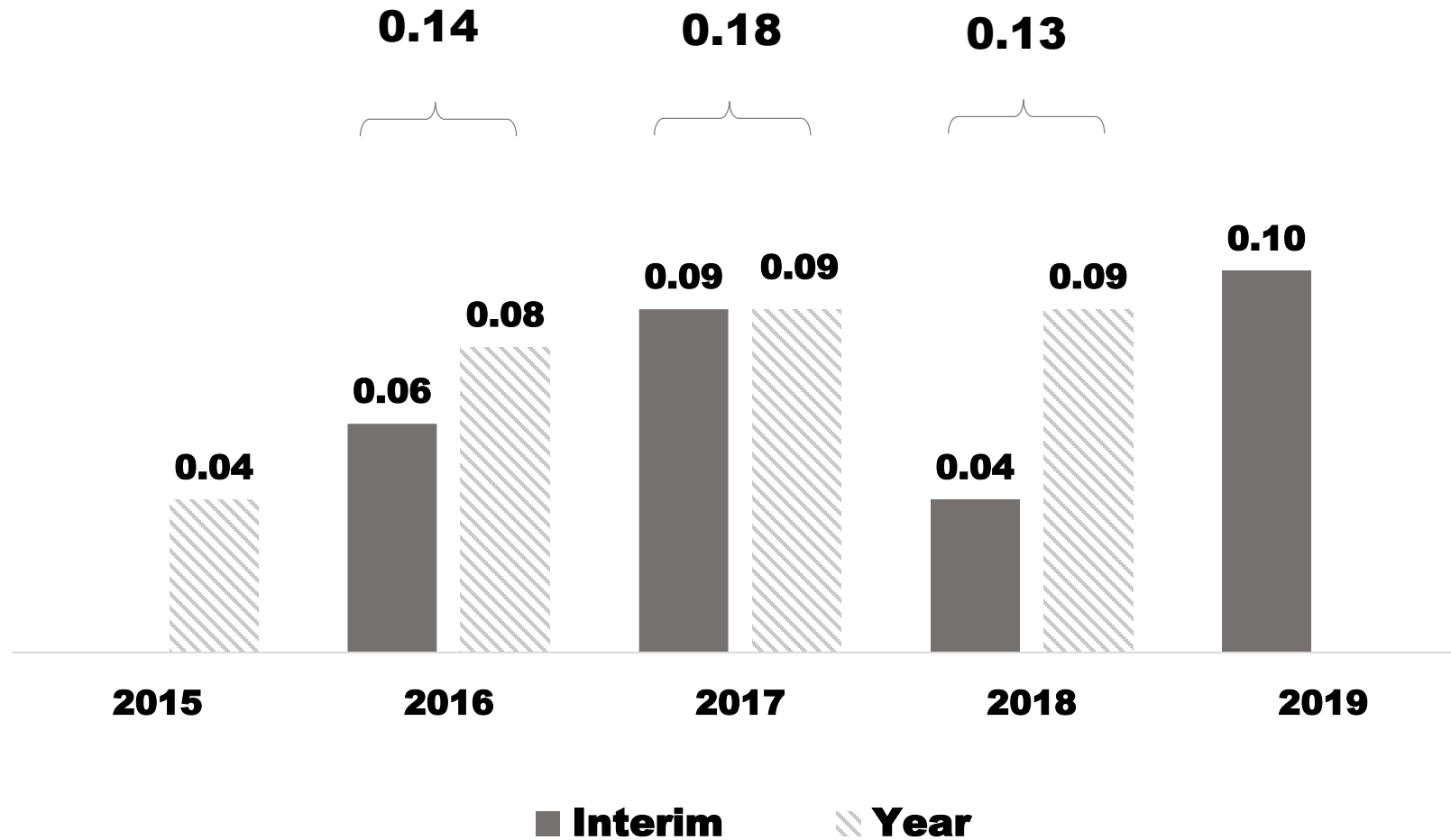


TACC 2019 1H operation result : TACC's Financial Ratio

Financial Ratio	KBis 2019	6M 2019	3M2019	2018
Liquidity Ratio				
Current Ratio (time/X)	> 2	3.10	3.43	2.97
Quick Ratio (time)	> 1	2.95	3.12	2.74
Average Collection Period (days)	Credit term 45-75	68	71	91
Average Payment Period (days)	Credit term cash- 60	60	62	73
Average Sale Period (days)	< 15	12	20	16
Profitability Ratio				
Gross Profit Margin (%)	> 29 %	30.40 %	29.59 %	28.76 %
Net Profit Margin (%)	> 9 %	9.64 %	10.13 %	5.50 %
EBITDA (%)	> 11 %	13.21 %	13.88 %	8.84 %
Return on Equity (%)	> 16%	21.86 %	21.72 %	10.76%
Return on Assets (%)	> 11%	15.17 %	14.94 %	7.46%
Financial Policy Ratio				
Debt to Equity Ration (time)	< 1.0	0.42	0.45	0.46

TACC 2019 1H operation result : Dividend payment

(Baht per share)



Agenda

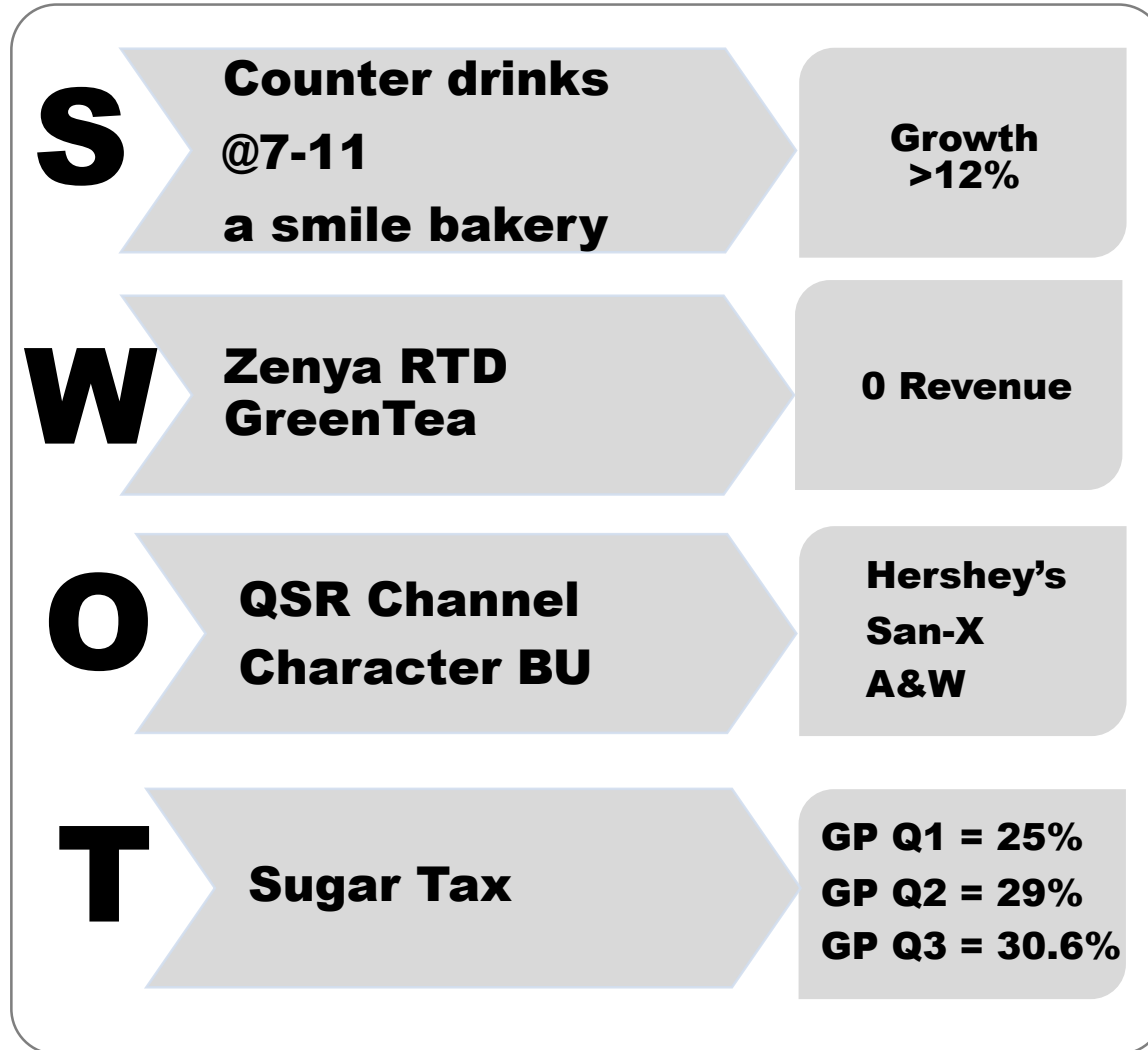
- Our Business
- 2Q2019 Financial Figures
- **2019 Strategic Direction**



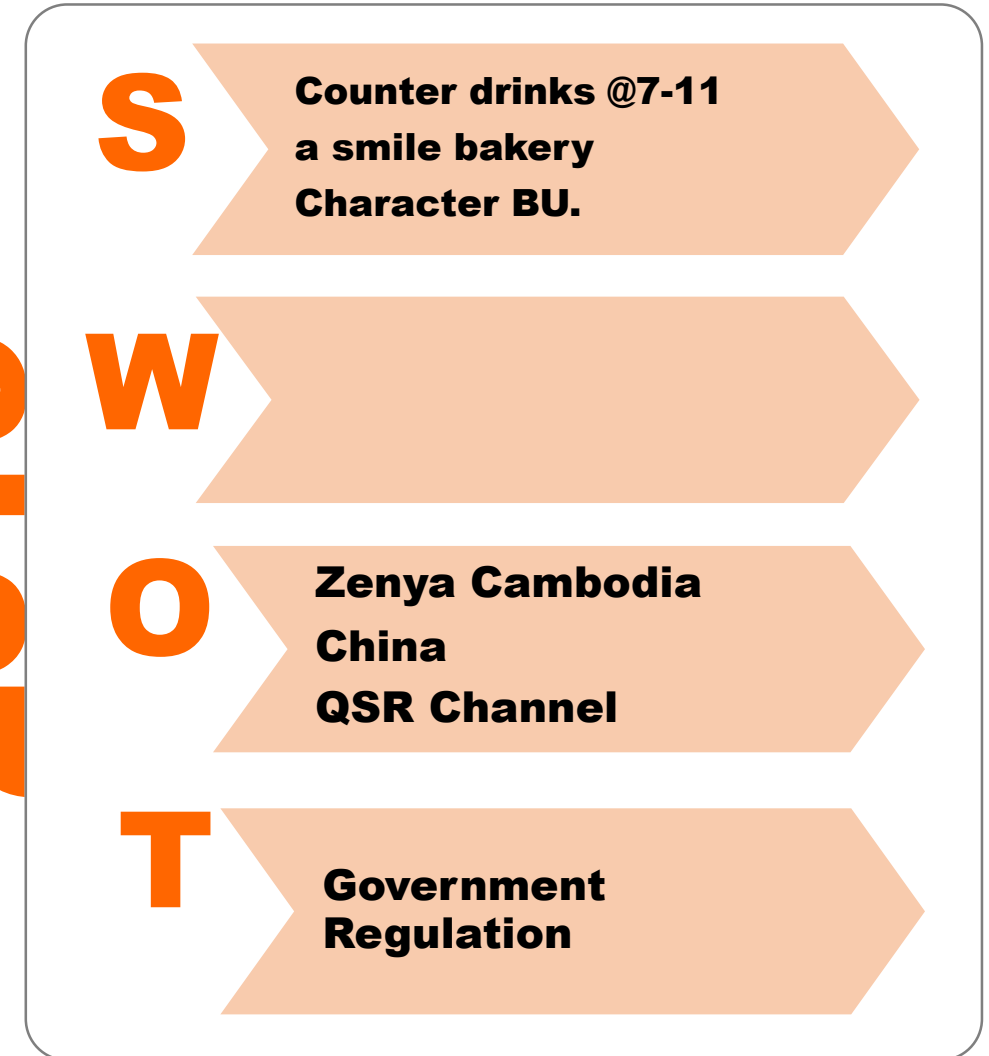
2019
Target to revenue
grow by 15%

SWOT

2018



2019



2019 TACC Business

Continue the success of 2018 B2B and aggressively drive B2C business

B2B

B2C





Drive category excitement via new news

1 Cold Beverage Dispenser



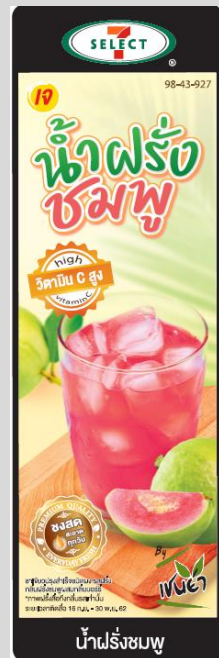
Jan



Q1 : Summer



Q2



Sept 19

2 Non Coffee Menu @ All Café coffee corner



**Tapioca : CPR



Sept 19

Drive DISPENSER category equity via global brand

Optional core at 7-11 nationwide



Optional core: รสชาติที่วางขายตลอดทั้งปี
เฉพาะสาขาที่มีจำหน่าย

TACC
is a Representative
Agent
of Hershey's
Beverage
in CP group
HORECA+QSR
channel

Leveraging B2B expertise to café business



Thailand 210 outlets



Thailand 3 outlets
Cambodia 10+ outlets



Thailand 14 outlets





**At the end of 2Q19
Total 11,528 outlets**

Non 7-Eleven



Thailand 210 outlets



Thailand 14 outlets



**Thailand 3 outlets
Cambodia 10+ outlets**



135 outlets

Total ~500 outlets

2H 2019 B2C Business

2019 Business strategy pillars
Continue to solidify strength & expand to potential.

3 Key characters



4 Focus Countries



5 Business industry

Consumer merchandising

Food

Non-Food

Retail Business

CVS

Hypermarket

Institution : Banking, Credit card

Transportation

Entertainment & Café

2H 2019 B2C Business



1

Number of Licensee

33



58%



11%



9%



7%



7%



4%



4%

2

Type of License

Merchandising

79%

Premium

21%

3

Proportion of Character



62%



12%



14%



12%

4

New Licensee (Q3)

4 Licensees

2H 2019 B2C Business

5 Business industry

Consumer merchandising

Food

Non-Food

Retail Business

CVS

Hypermarket

Institution : Banking, Credit card

Transportation

Entertainment & Café



ช้อปเพลินๆ...ได้กระเป๋าเดินทาง
Rilakkuma
It's a relaxing time in the paradise
©San-X

วันนี้ เพียงสมัครและใช้จ่าย

- ✓ **รับฟรี!** กระเป๋าเดินทาง Rilakkuma ขนาด 20 นิ้ว 1 ใบ เมื่อใช้จ่ายผ่านบัตรเครดิต 15,000 บาทขึ้นไป ภายใน 60 วัน
- ✓ **รับฟรีอีกต่อ!** กระเป๋าเดินทางขนาดกระเป๋า Rilakkuma ขนาด 12 นิ้ว 1 ใบ เมื่อใช้จ่ายเพิ่มขึ้นอีก 5,000 บาทขึ้นไป ภายใน 60 วัน (ใช้บัตรเครดิต 20,000 บาท)
- ✓ **ฟรีเงิน ฟรีดอกเบี้ย 0% 30 วัน***

สมัครวันนี้ที่ 8 พฤษภาคม - 31 สิงหาคม 2562

www.gob.or.th | Call Center 1115

สิ้นสุด 6 เดือน ก่อนหมดวันให้ใช้แทน

2H 2019 B2C Business

COPYRIGHT REPRESENTATIVE AGREEMENT (between TACC and dogplease)

Executed at T.A.C. Consumer PCL. Bangkok
Date 1 September 2019

This Copyright Representative Agreement is made on September 1st, 2019 ('effective date'), by and between T.A.C. Consumer PCL. with its main office locating at 23rd Floor, UM Tower, 9/231-233 Ramkhamhaeng Road, Suanluang, Bangkok 10250, Thailand (hereinafter will be referred to as 'TACC'); and

Mr. Nathawee Limpanichart, the creator and copyright holder of all Dogplease Character (หมาจ๋า), a person residing at 10 Soi Chakpra 20 Talingchan Bangkok 10170, Thailand (hereinafter referred to as 'Licensor').

WHEREAS, TACC is an experienced copyright representative company currently representing multiple copyrights works from various creators. TACC wishes to represent the Licensor for copyright work as describes in this agreement by sublicensing the copyrighted material to (hereinafter will be referred to as 'licensing client')

WHEREAS, the Licensor is a creator and copyright holder of all drawings and character design called dogplease (หมาจ๋า); and such drawings, character concept, and design shall be referred to as 'copyrighted material' in this agreement. The Licensor wishes an agent representing its work for the territory describes in this agreement.

THEREFORE, both parties agree to enter into the agreement as follows:

1. OBJECTIVES

The Licensor hereby appoints TACC as its copyright representative and TACC agrees to act as representative of the Licensor.

The Licensor agrees to license all its copyright materials with restriction describes in this agreement to TACC. TACC agrees to seek a licensing client, for the Licensor, which is to license the copyrighted material in exchange for a licensing fee. The compensation of the Licensor shall be on an income sharing basis.

2. SCOPE OF LICENSE

'Licensor' grants to 'TACC' a license to be its representative agent of all copyright material including Gigi, Viking, and the future character that 'Licensor' may create within the contract period. License shall be granted in accordance with the stated objectives and within the following restrictions:

3. TERM

The term of this Agreement shall commence on the Effective Date and shall remain in full force and effect for 2 years from September 1st 2019 to August 31st 2021.

If neither party intended to terminate the Agreement at the expiration of this Agreement by submitting the termination notice to the other party before the expiration of this agreement or the extension expiration; the Agreement shall be extended for 1 year each.

The termination of this agreement shall not cease the licensing of a specific product which the licensing contract is secured prior to the expiration of this agreement or its extension thereof; provided that TACC is able to prove the existence of the agreement with the licensing client.

4. ROYALTY FEE

TACC as the representative agent agrees to pay a royalty to Licensor 50% of gross receipts from the Licensee, reported quarterly within thirty (30) days close period of sales of all product. TACC takes responsibility to deduct withholding tax 3% for Licensor.

The royalty fee payable to the Licensor shall be accompanied with the payment document paid by the licensing client to TACC. All detailed of the transaction between TACC and its licensing client shall be submitted to the Licensor upon request.

5. TRANSFER OF COPYRIGHT

Both parties agree that this Agreement shall not constitute any basis to transfer the copyright of the copyrighted material from the licensor to TACC. Both parties acknowledge that no provision or article or paragraph or interpretation in this agreement intended to transfer the copyright of copyrighted material from the licensor to TACC or its licensing client.

6. NON-EXCLUSIVE LICENSING

The licensing of the copyrighted material in this agreement is non-exclusive licensing which the licensor shall be able to exercise the right to manage and use the copyrighted material, either partial or whole. The Licensor may also produce, marketing and sell any type of product under its own name, brand or company without licensing to a third party.

7. GOVERNING LAW, JURISDICTION, AND VENUE

Any doubtful point deriving from this 'Agreement' shall be construed and enforced in accordance with the laws of Thailand. The court of Thailand shall have jurisdiction for all disputes arising from this agreement.

8. BREACH AND TERMINATION

This 'Agreement' may be terminated by either party in the event of a direct or indirect breach of its provisions, provided that the injured party shall first give written notice to the breaching party allowing a reasonable opportunity to remedy the damages.

Either party may terminate this 'Agreement' without cause at any time provided that the terminating party gives a written notice of intention to terminate at least 3 (three) months prior termination.

9. ASSIGNMENT

Each party agrees that it will not assign any right or obligation under this 'Agreement' to a third party without the written consent of the other party.

10. CONFIDENTIALITY

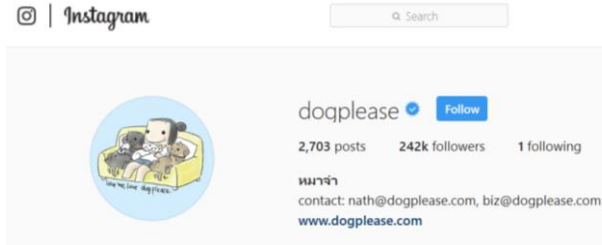
Each party acknowledges that in the course of performance of its obligations pursuant to this Agreement, it may obtain certain Confidential Information of the other party. Each party hereby agrees that all Confidential Information communicated to it by the other party, its subsidiaries or Customers, whether before or after the Effective Date, shall be and was received in strict confidence, shall be used only for purposes of this Agreement, and shall not be disclosed without the prior written consent of the other party. The duty of this section shall survive the termination of this contract and shall be effective for 5 years from the Effective Date.

11. ENTIRE AGREEMENT

This Agreement contains the entire understanding of the parties relating to the subject matter contained herein and supersedes all prior agreements and understandings, written or oral, related to the subject matter hereof. This Agreement shall not be modified, amended or terminated except in a writing signed by both parties.

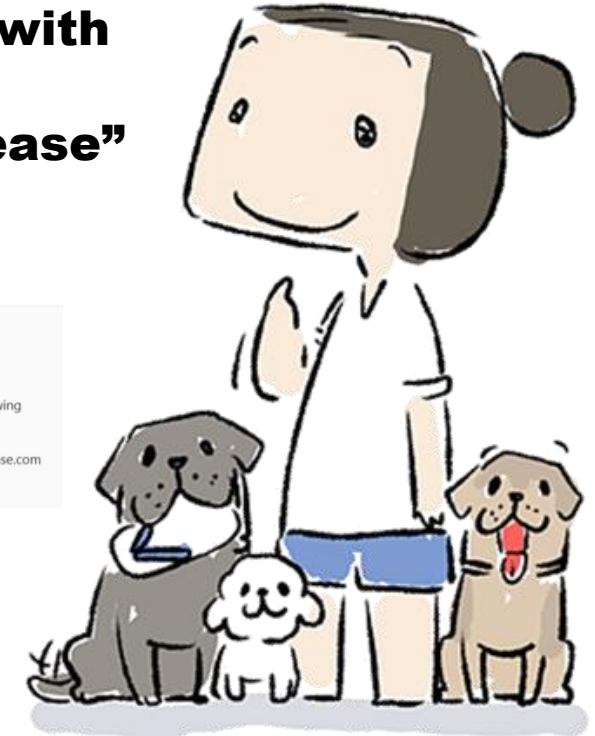


Sticker line, wearing apparel, calendar, and Book.



Licensor agrees to refrain from licensing the copyrighted material which granted to TACC as describes in this agreement to a third party for the period of this Agreement and its extension thereof.

3. TERM
4. ROYALTY FEE
5. TRANSFER OF COPYRIGHT
6. NON-EXCLUSIVE LICENSING
7. GOVERNING LAW, JURISDICTION, AND VENUE
8. BREACH AND TERMINATION
9. ASSIGNMENT
10. CONFIDENTIALITY
11. ENTIRE AGREEMENT



This 'Agreement' is made in two copies with identical content. In Witness Whereof, the parties have already read and understood all the contents of the 'Agreement' and have signed their names in the presence of witnesses.

(Signed)  Mr. Nathawee Limpanichart Licensor

(Signed)  Representative Agent
Mrs. Chirapan Khotchart Choosang
Deputy Managing Director
T.A.C. Consumer PCL.

(Signed)  Witness
Mr. Panyatayong Sung'oong

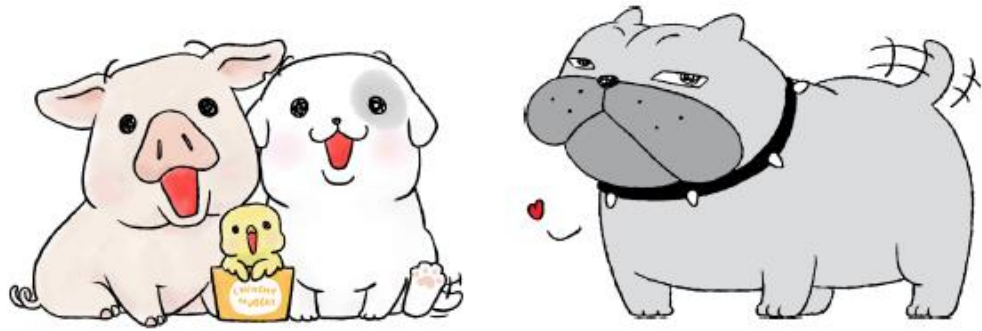
(Signed)  Witness
Mrs. Suveeraya Ansavananda



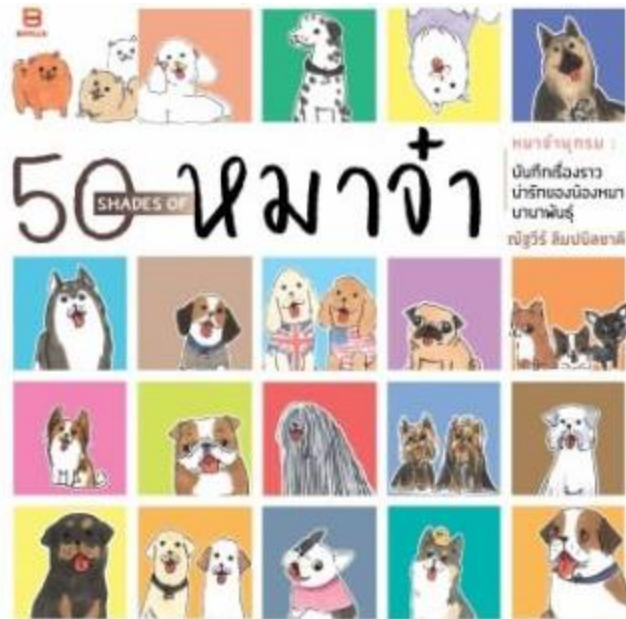
2H 2019 B2C Business

One of the most popular on line platform for dog and cat lover property driven by the deep insightful insiaht

character design



Main Character



Viking puppy & Friend (The Soi dog)



Pudding (The happy dog)



GiGi (The mean dog)



Cat please (The dog that disguise to be cat)

Dog please merchandising and premium



Happy Rainy Day
With a Trendy Umbrella
@ Mercury Ville

พรีเซนต์ แอชฟอร์ด แจกร่ม ฟรี!

มีของให้
ลุ้นรางวัลรับ แอชฟอร์ด
รวม 2,000 บาท (รวม
แอมพูน) "The Mercury Trends Umbrella"
1 ส.ค. - 15 ก.ย. 58

แอมพูน & พรีเซนต์ แจกร่ม
รวม 1,000 บาท

Mercury Ville
@ Chiang Mai

ครั้งแรกของโลก!
Casar Sign X นหมาจำ

ร: ส่วนอื่น ตก: เป้า นหมาจำ-นหมาจำ นหมาจำ นหมาจำ
พรีเซนต์ แจกร่ม ฟรี! รวม 399 บาท



พรีเซนต์ แจกร่ม ส่วนอื่น ตก: เป้า นหมาจำ-นหมาจำ นหมาจำ นหมาจำ
รวม 1,000 บาท (รวม แอมพูน) "The Mercury Chic Mug"
15 พ.ย. - 31 ธ.ค. 57
แอมพูน & พรีเซนต์ แจกร่ม
รวม 500 บาท

the mercury ville



UNDONE X นหมาจำ

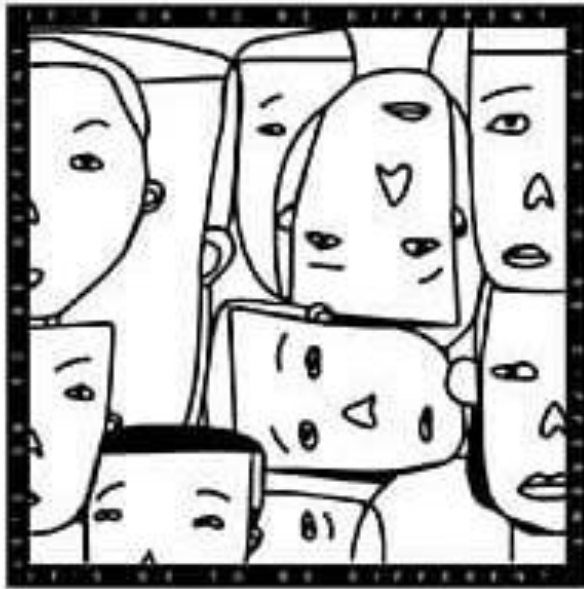
หมาจำ x CMU CHIANG MAI MARATHON

จำหน่ายแล้ววันนี้ !!!
พรีออเดอร์ ถึงวันที่ 14 ธันวาคม 2561 นี้เท่านั้น
หมาจำ

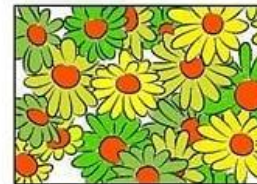
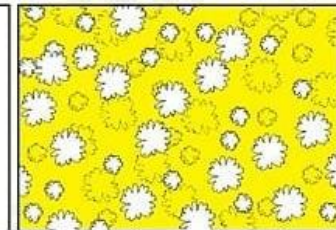
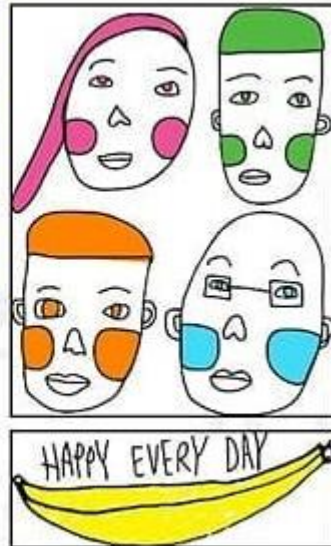
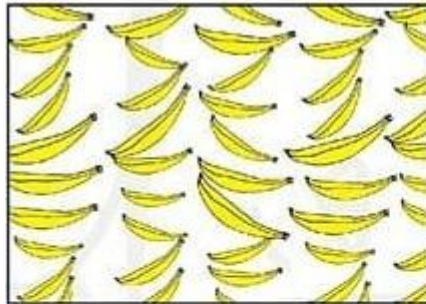
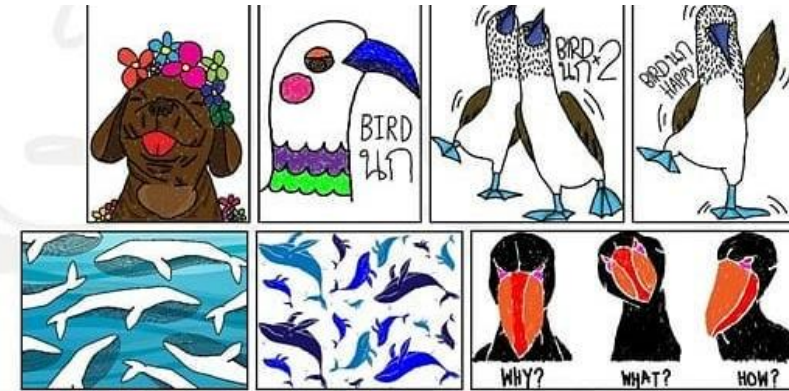
Pre-order NOW !!!

2H 2019 B2C Business

Incorporate with Artstory by Autistic Thai to promote and commercialize their art work without as non profit CSR initiative



ART STORY is a social enterprise business for autistic individuals and other exceptional persons. Together, we create many products using "Art" as our inspiration. The products themselves are unique and extraordinary! Art Story supports by Thai Autism Vocational Center under the Autistic Foundation which enhance people with special needs to gain their self development with dignity.



Art story merchandising and premium



jennie_panha



2019
Target to revenue
grow by 15%

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



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Email : ir@tacconsumer.com

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

Q & A



แบบสำรวจความคิดเห็น
กิจกรรมนักลงทุนสัมพันธ์ (TACC)

