



T.A.C.C. Consumer PCL : 2019 Operating Results

Major Shareholders

Major Shareholder	#Shares	% Shares
1. Mr.Chatchawe Vatanasuk	180,459,643	29.681
2. Mr.Thanutum Kiatphaibool	67,859,943	11.161
3. Thai NVDR Company Limited	21,705,608	3.570
4. Mr.Chanaphan Piriyaphan	14,968,700	2.462
5. Mr.Nuthajak Liengchayetz	13,000,000	2.138
6. Thai Life Insurance PCL	10,842,200	1.783
7. Mrs.Nantana Suwanparin (Mr.Chanit)	8,933,572	1.469
8. Mrs.Pinporn Tumtibcharoon	7,373,800	1.213
9. Mr. Wasin Dechkijvigrom	7,150,000	1.176
10.Mr. Chai Manopas	6,888,000	1.133

As of Feb 6, 2020

Total Shareholders	5,375
• Thai Shareholders	5,361
• Foreign Shareholders	14

% Shares of Minor Shareholders
(% Free float) = 55.96%

Agenda

- **Our Business**
- **2019 Financial Figures**
- **2020 Strategic Direction**

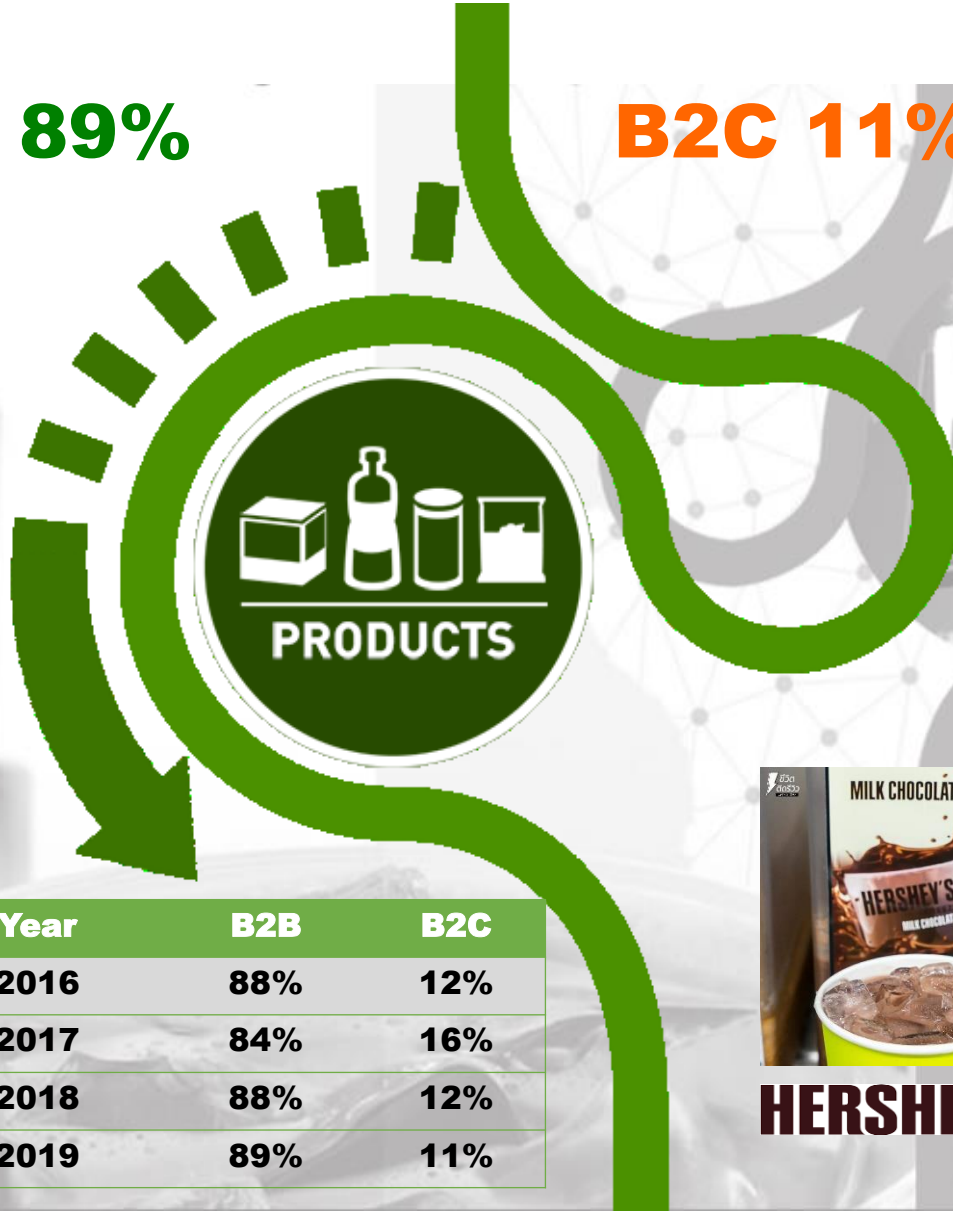
Agenda

- 
- **Our Business**
 - 2019 Financial Figures
 - 2020 Strategic Direction

Our Business IN 2019

B2B 89%

B2C 11%



Year	B2B	B2C
2016	88%	12%
2017	84%	16%
2018	88%	12%
2019	89%	11%



HERSHEY'S



Our Business IN 2019

B2B 89%

B2C 11%



HERSHEY'S



TACC B2B business

B2B(Exclusive for 7-Eleven)



covers **3** segments in beverages

1

Cold Beverage Dispenser



2019

Core Flavor : Espresso, Latte, Milk Tea
Optional core : Hershey's Seasonal Flavor : Strawberry Cookie&Cream, Aunchan Honey Lemon, Melon Latte, Brown Sugar Milk Tea



11,000++ outlets

2

Non Coffee Menu @ All Café coffee corner



2019

Core Flavor : Thai Milk Tea, Matcha Green Tea, Lemon Ice Tea, Taiwan Milk Tea
Optional core : Fruit Yogurt
Seasonal Flavor : Raspberry, Mango Summer, Blue Lychee, Salted Eggs, Unicorn and etc.



7,300++ outlets

3

Hot Beverage Dispenser



637 outlets

2019 B2B new Flavor



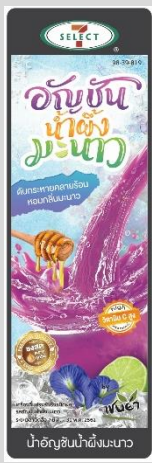
Drive category excitement via new news

1

Cold Beverage Dispenser



Jan



Q1



Q2



Q3



Nov 21

2

Non Coffee Menu @ All Café coffee corner



**Tapioca : CPR

B2C Business IN 2019

B2B 89%

B2C 11%



HERSHEY'S



T.A.C.C.
stationery

TACC B2C business

B2C(TACC own brand)

covers 4 segments in category

1

Character business



Maa ja



Art Story

2

RTD Beverage Instant Mix Beverage [Na-Arun, Sawasdee]



3

Stationary business



T.A.C.C.
stationery

4

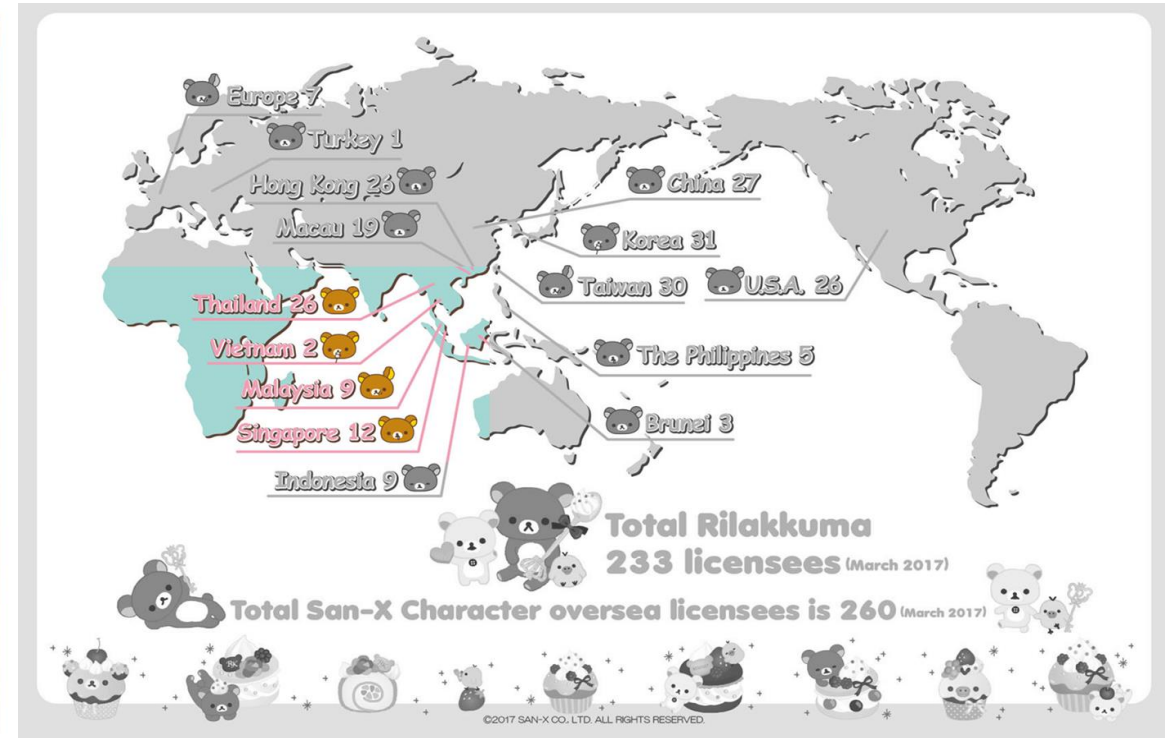
Hershey's



HERSHEY'S

1

B2C (TACC own brand)



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

B2C Business



1

Number of Licensee

34



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 **4** Licensees

B2C Business

5 Business industry

Consumer merchandising

Food

Non-Food

Retail Business

CVS

Hypermarket

Institution : Banking, Credit card

Transportation

Entertainment & Café



Snack (7-11)



เกาะแก้วของคุณ



TACC B2C business

1 Maa ja

COPYRIGHT REPRESENTATIVE AGREEMENT (between TACC and dogplease)

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

Strengthen TACC character license business with local popular character.

TACC is now representative agent of "Dog Please" 2 years, 7 countries : Thai, CLMV, Sin / Mal

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, but not limited to, 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.



Sticker line, wearing apparel, calendar, and Book.

Instagram



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.

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

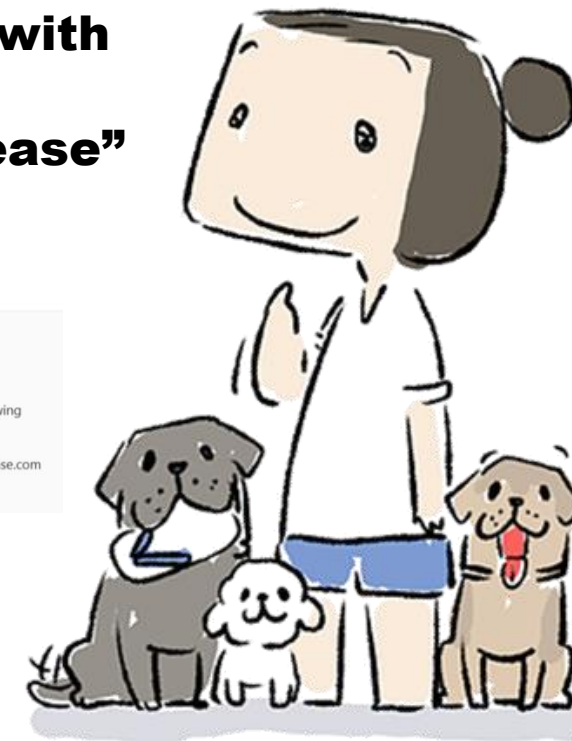
Each party agrees that it will not assign any right or obligation under this 'Agreement' to a third party without the written consent of the other party.

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, relating to the subject matter hereof. This Agreement shall not be modified, amended or terminated except in a writing signed by both parties.



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

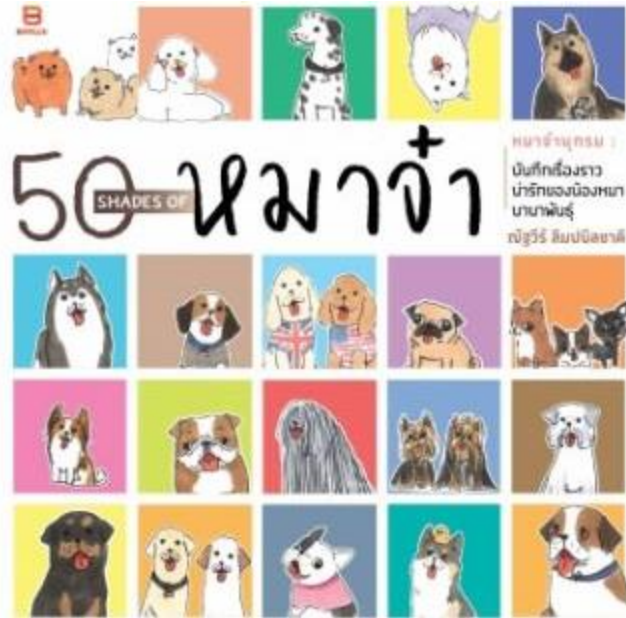
(Signed)  Representative Agent
Mrs. Chirapan Khotchart Choosang
Deputy Managing Director
T.A.C. Consumer PCL.

(Signed)  Witness
Mr. Panyat Hiyong Sung'oong

(Signed)  Witness
Mrs. Suveeraya Ansavananda



Main Character



Viking puppy & Friend (The Soi dog) Pudding (The happy dog)



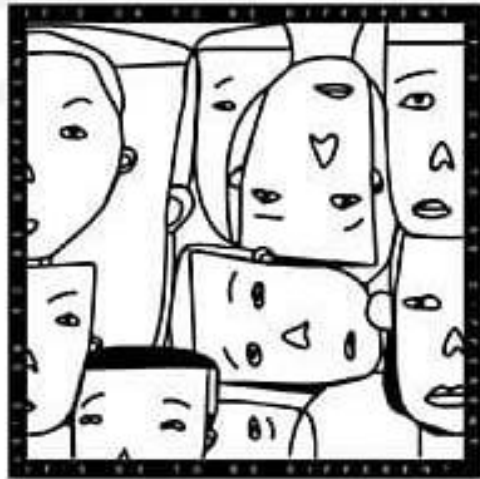
GiGi (The mean dog)



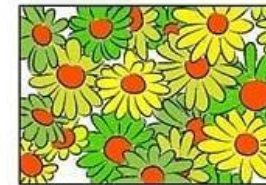
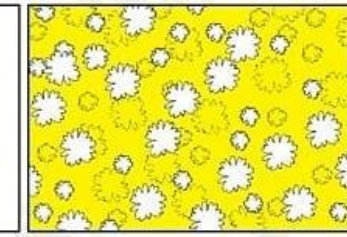
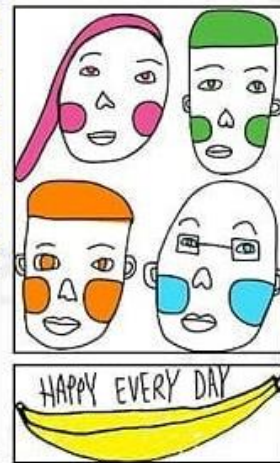
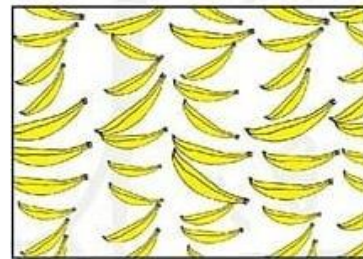
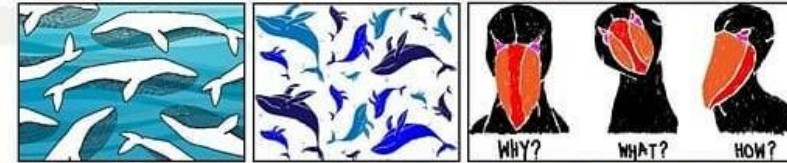
Cat please (The dog that disguise to be cat)

1 Art Story

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.



Leveraging B2C expertise to café business



Thailand 210 outlets



Thailand 14 outlets



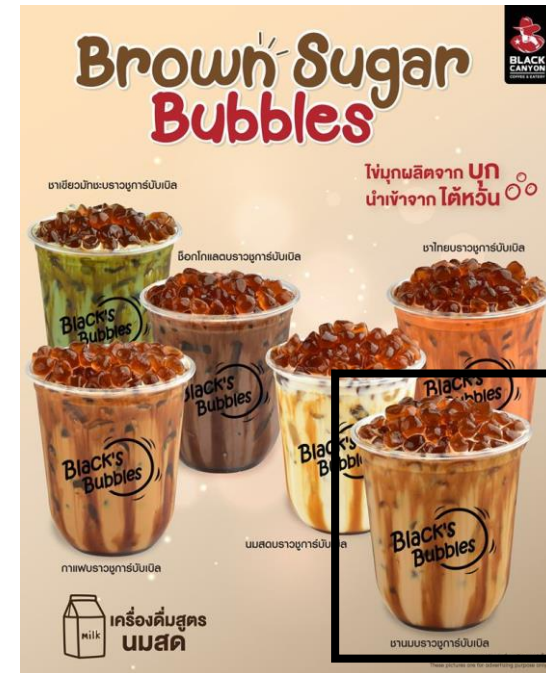
ARABITIA | CAFE



Thailand 3 outlets
Cambodia 10+ outlets



Thailand 350 outlets



U.T.A.C.C.



Nov 1

B2C Business



Thailand 210 outlets



Thailand 14 outlets



**Thailand 3 outlets
Cambodia 10+ outlets**



135 outlets



350 outlets

Total ~ 850 outlets

Agenda

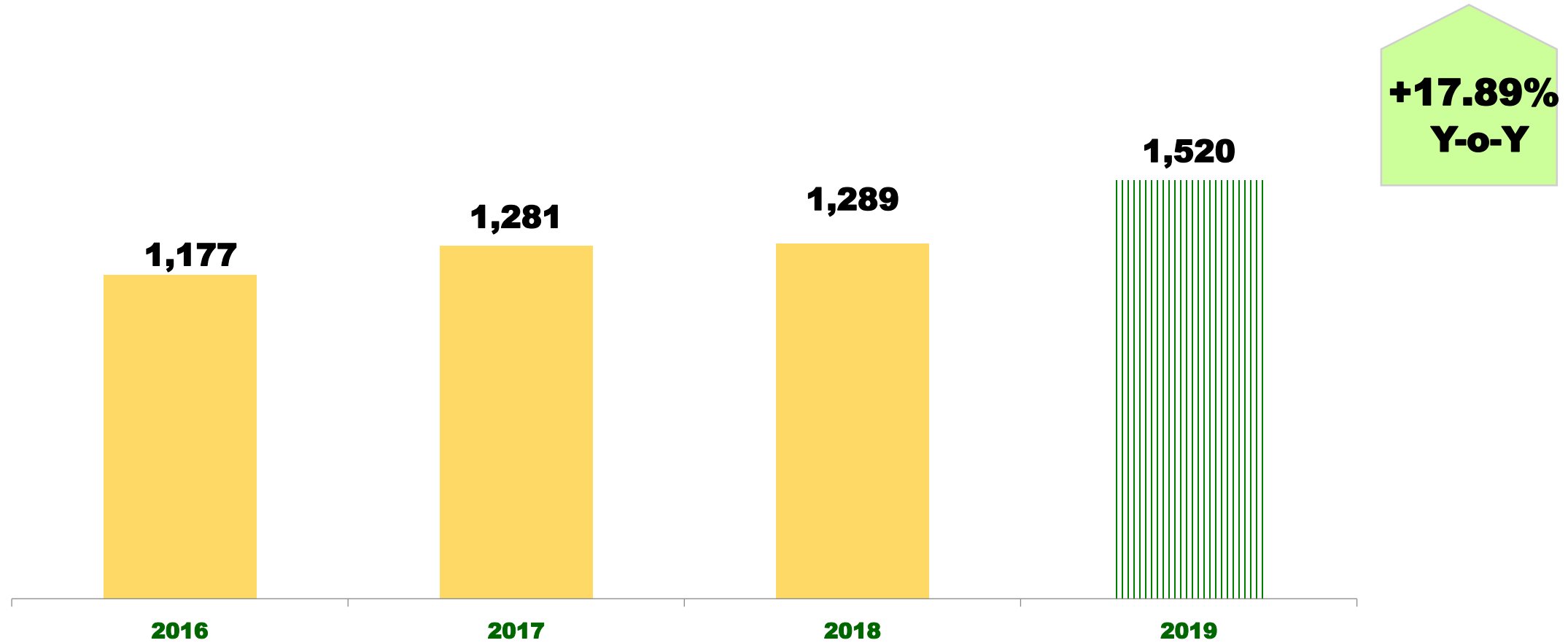
- Our Business
- **2019 Financial Figures**
- 2020 Strategic Direction



TACC 2019 operation result : Sales Revenue

Million Baht

- 1. Cold Beverages Dispenser
- 2. All Café
- 3. Character Business

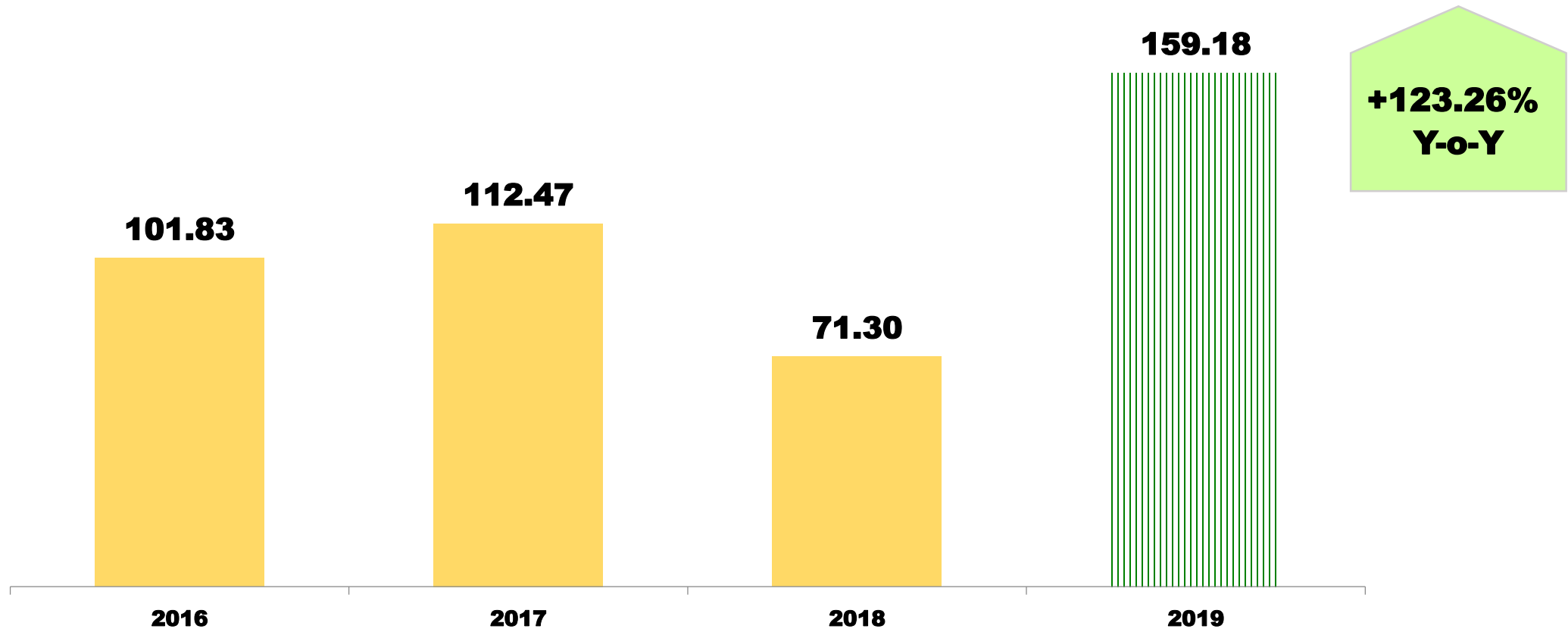


TACC 2019 operation result : Net Profit

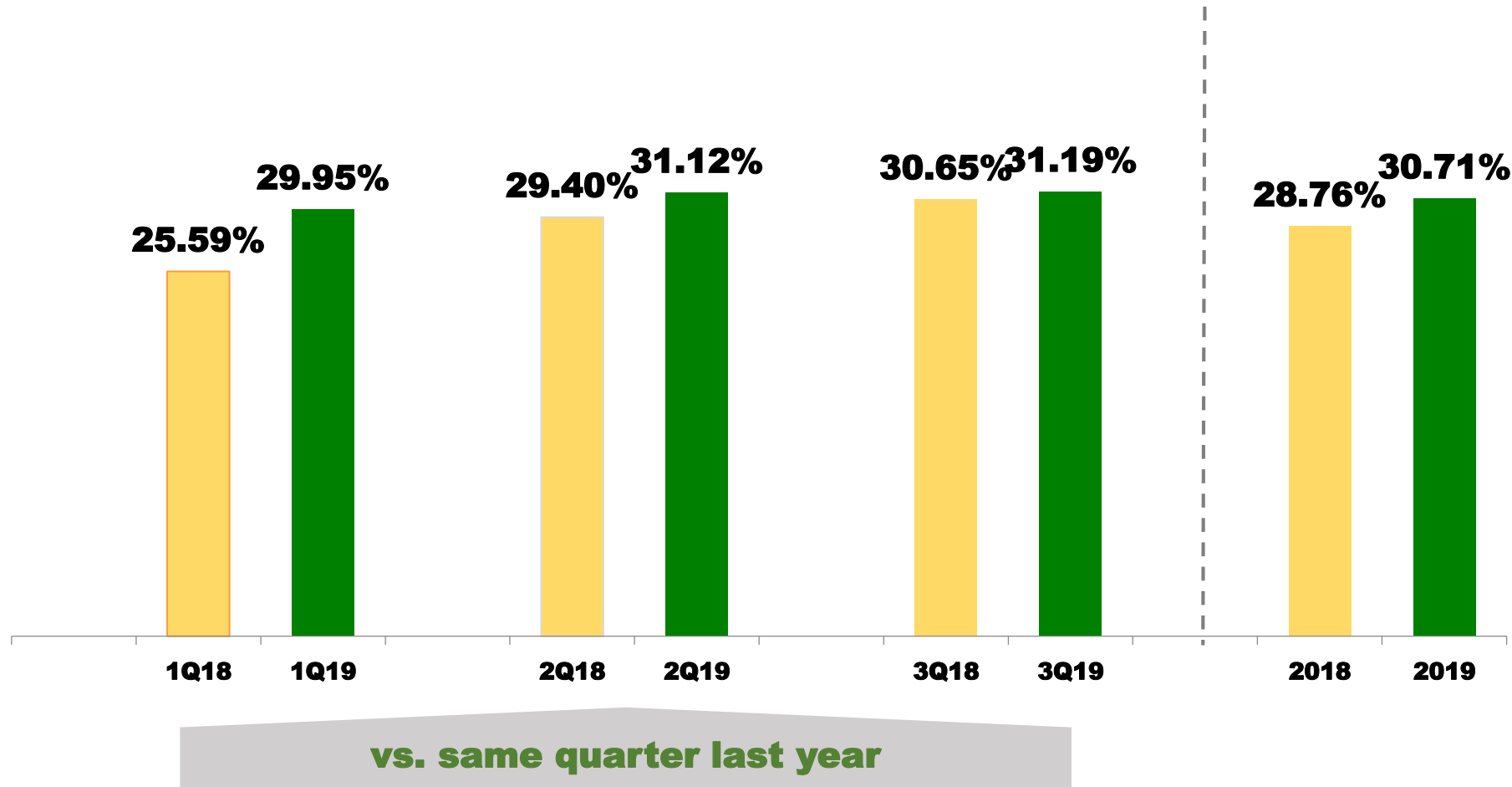
	2016	2017	2018	2019
%Net Profit Margin	8.60%	8.78%	5.50%	10.41%

- 1. Higher gross margin from decline of the cost of sugar tax**
- 2. Increase in portion sale of high margin products mix**
- 3. In 2018, had write off in bad debt of oversea account receivables**

million baht

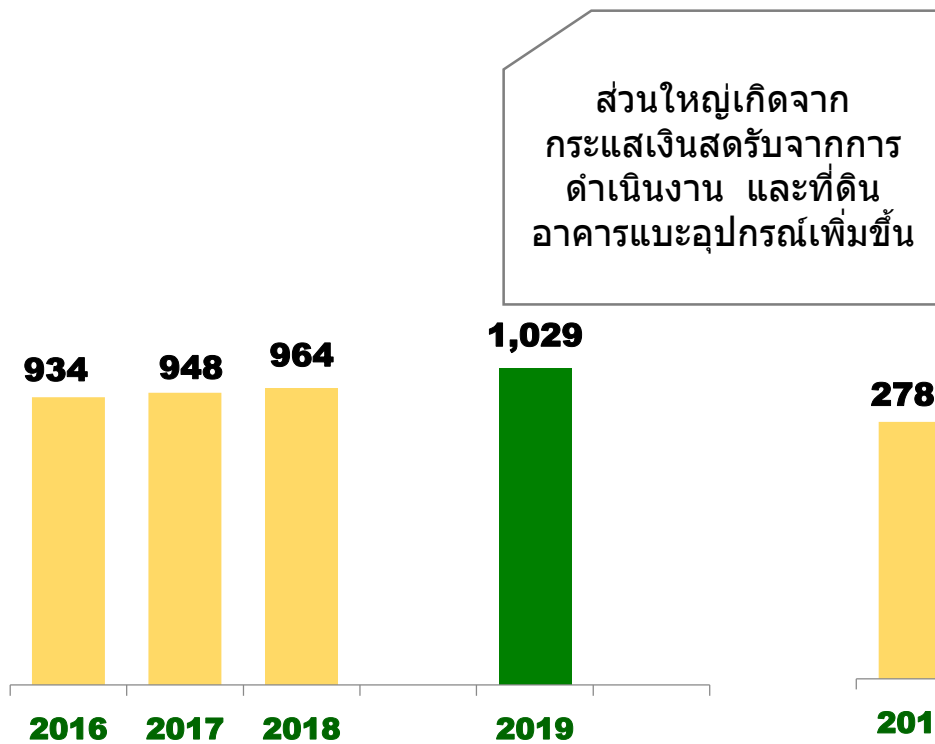


TACC 2019 operation result : Gross Profit

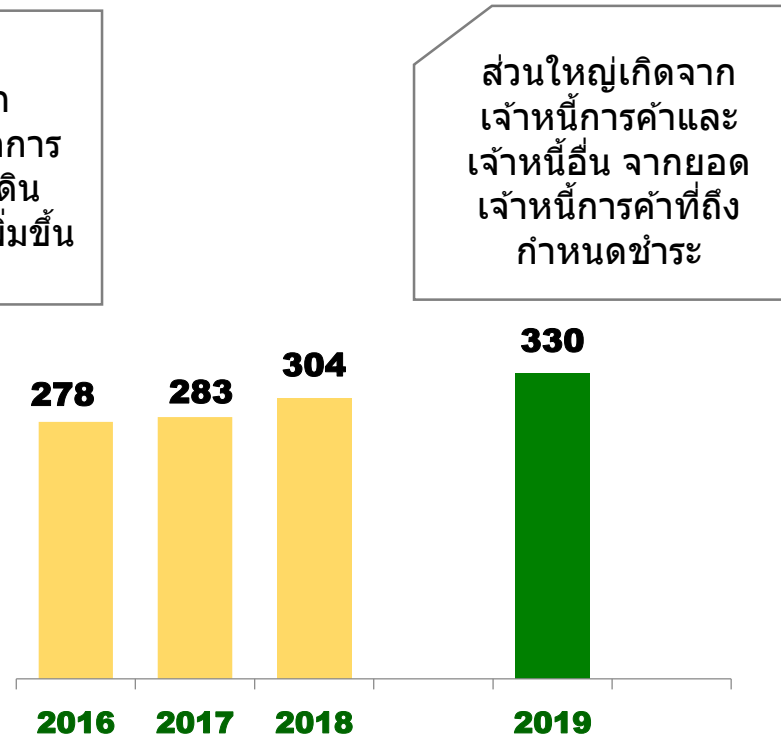


TACC 2019 operation result : Total Asset , Total Liability and Equity

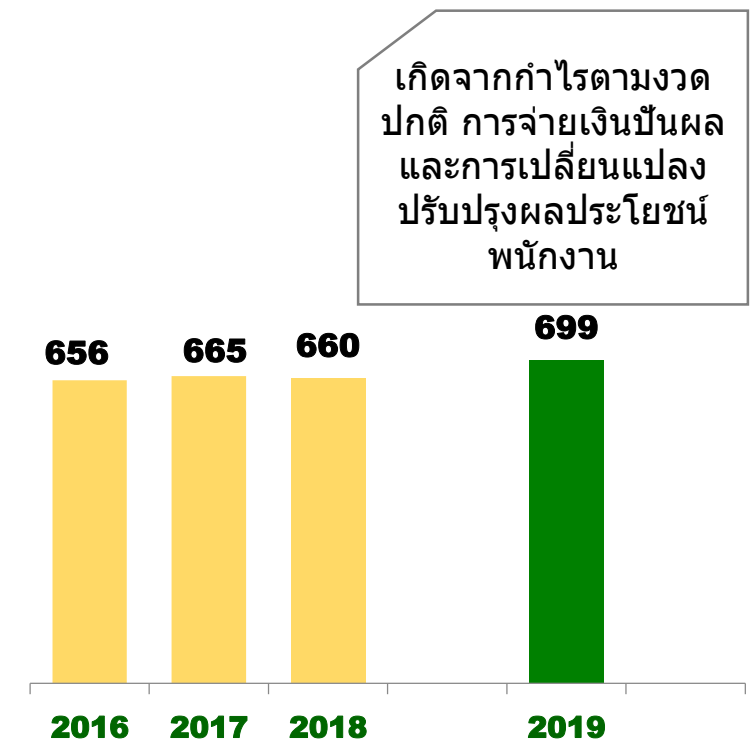
Total Asset
(Million baht)



Total Liability
(Million baht)



Total Equity
(Million baht)

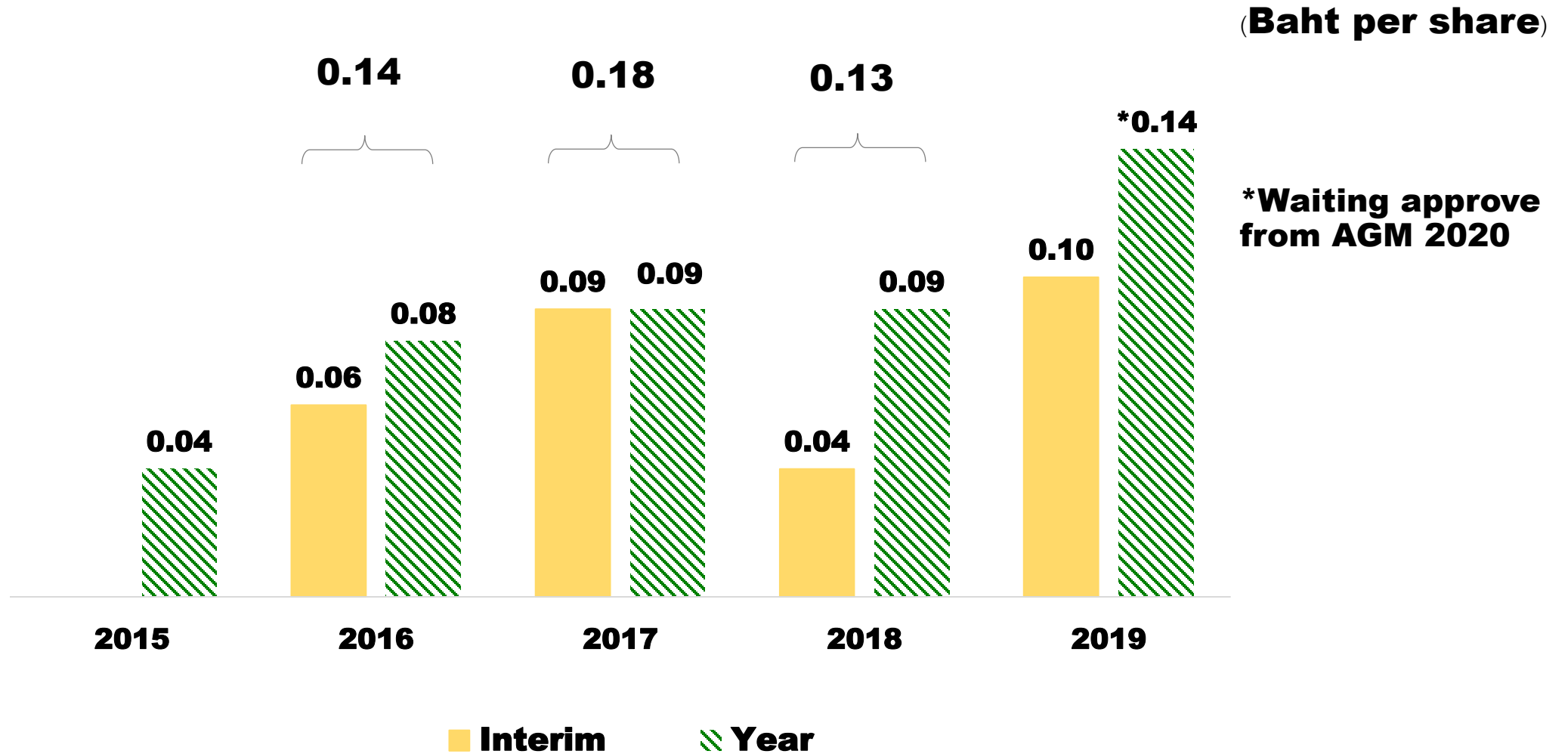


TACC's Financial Ratio

Financial Ratio	เกณฑ์ 2562	ปี 2562	ปี 2561
อัตราส่วนสภาพคล่อง (Liquidity Ratio)			
อัตราส่วนสภาพคล่อง/Current Ratio (เท่า/X)	> 2	2.94	2.97
อัตราส่วนสภาพคล่องหมุนเร็ว/Quick Ratio (เท่า)	> 1	2.80	2.74
ระยะเวลาเก็บหนี้เฉลี่ย/Average Collection Period (วัน)	เครดิตเทอม 45-75	71	91
ระยะเวลาชำระหนี้/Average Payment Period (วัน)	เครดิตเทอม cash-60	63	73
ระยะเวลาขายสินค้าเฉลี่ย/Average Sale Period (วัน)	< 15	15	16
อัตราส่วนแสดงความสามารถในการหากำไร (Profitability Ratio)			
อัตรากำไรขั้นต้น/ Gross Profit Margin (%)	> 29 %	30.71 %	28.76 %
อัตรากำไรสุทธิ/ Net Profit Margin (%)	> 9 %	10.41 %	5.50 %
EBITDA (%)	> 11 %	14.37 %	8.84 %
อัตราผลตอบแทนผู้ถือหุ้น/ Return on Equity (%)	> 16%	23.44 %	10.76%
อัตราผลตอบแทนจากสินทรัพย์/ Return on Assets (%)	> 11%	15.97%	7.46%
อัตราส่วนวิเคราะห์นโยบายทางการเงิน (Financial Policy Ratio)			
อัตราส่วนหนี้สินต่อส่วนของผู้ถือหุ้น/ Debt to Equity Ration (เท่า)	< 1.0	0.47	0.46

สรุป โดยภาพรวมอัตราส่วนทางการเงินอยู่ในเกณฑ์ที่กำหนด

Dividend payment



Agenda

- Our Business
- 2019 Financial Figures
- **2020 Strategic Direction**





2020

Target to grow revenue by creating value of existing portfolio and continue creating new product in high %growth & potential markets

2020 TACC Business

Continue the success of 2020 B2B and aggressively drive B2C business

B2B

B2C



HERSHEY'S



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



IR Contact :
Tel : +66-2-717-2898#77
Fax : +66-2-717-2899
Email : ir@tacconsumer.com

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

Q & A