



KOOL : OPP DAY H1/2016

Agenda



KOOL's Overview



KOOL's Performance H1/2016



KOOL's Strategies and Key Investments



KOOL's Risk Management

A large iceberg floats in a deep blue ocean under a dark blue sky. The visible tip of the iceberg is jagged and white, while the much larger submerged part is also visible below the water line. The text 'KOOL's OVERVIEW' is centered over the iceberg's tip.

KOOL's OVERVIEW

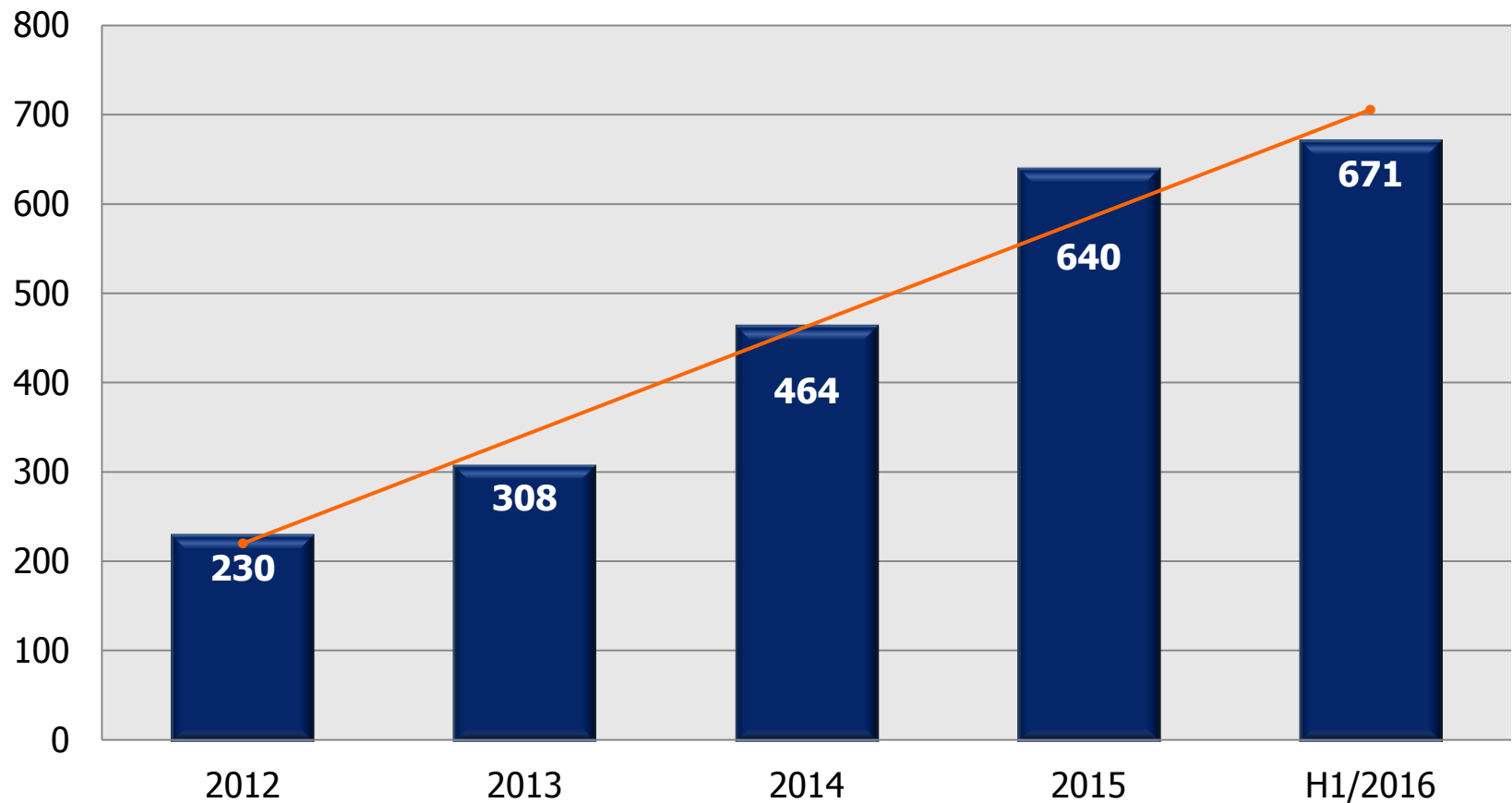
KOOL Overview

MASTERKOOL (KOOL) is a Leader of Innovative Cooling Solutions with water evaporative cooling technology to create cool air and extremely lower power consumption than air condition.

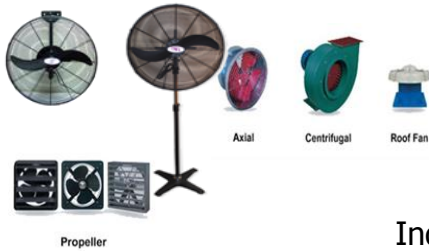
**“มาสเตอร์คูล
ผู้นำตัวจริงความเป็นยุคใหม่
เย็นได้ใจ ประหยัดได้จริง”**

Business Growth

Sales



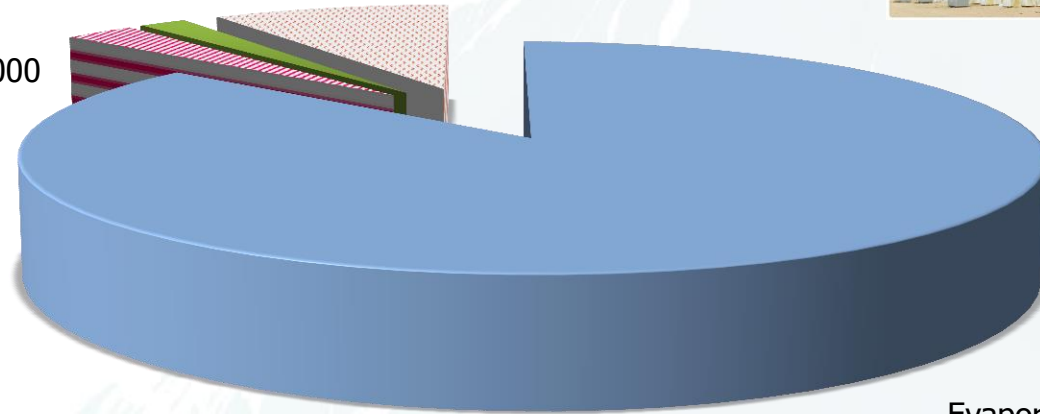
Product Proportion



Industrial &
Ventilation Fan,
12,400,000 , 2%

Others, 62,190,000
, 9%

Misting, 18,110,000
, 3%



Evaporate,
578,360,000 , 86%

Customer Proportion



Export,
137,122,062 ,
20.43%

Corporate,
122,012,540 ,
18.18%



Retail,
411,937,396 ,
61.38%



Sales Channel Proportion

REVENUE BY CHANNEL 6M/2016



Export,
137,122,062 ,
20.43%

Modern Trade,
275,139,828 ,
41.00%



Dealer,
136,797,568 ,
20.38%

Direct,
122,012,540 ,
18.18%



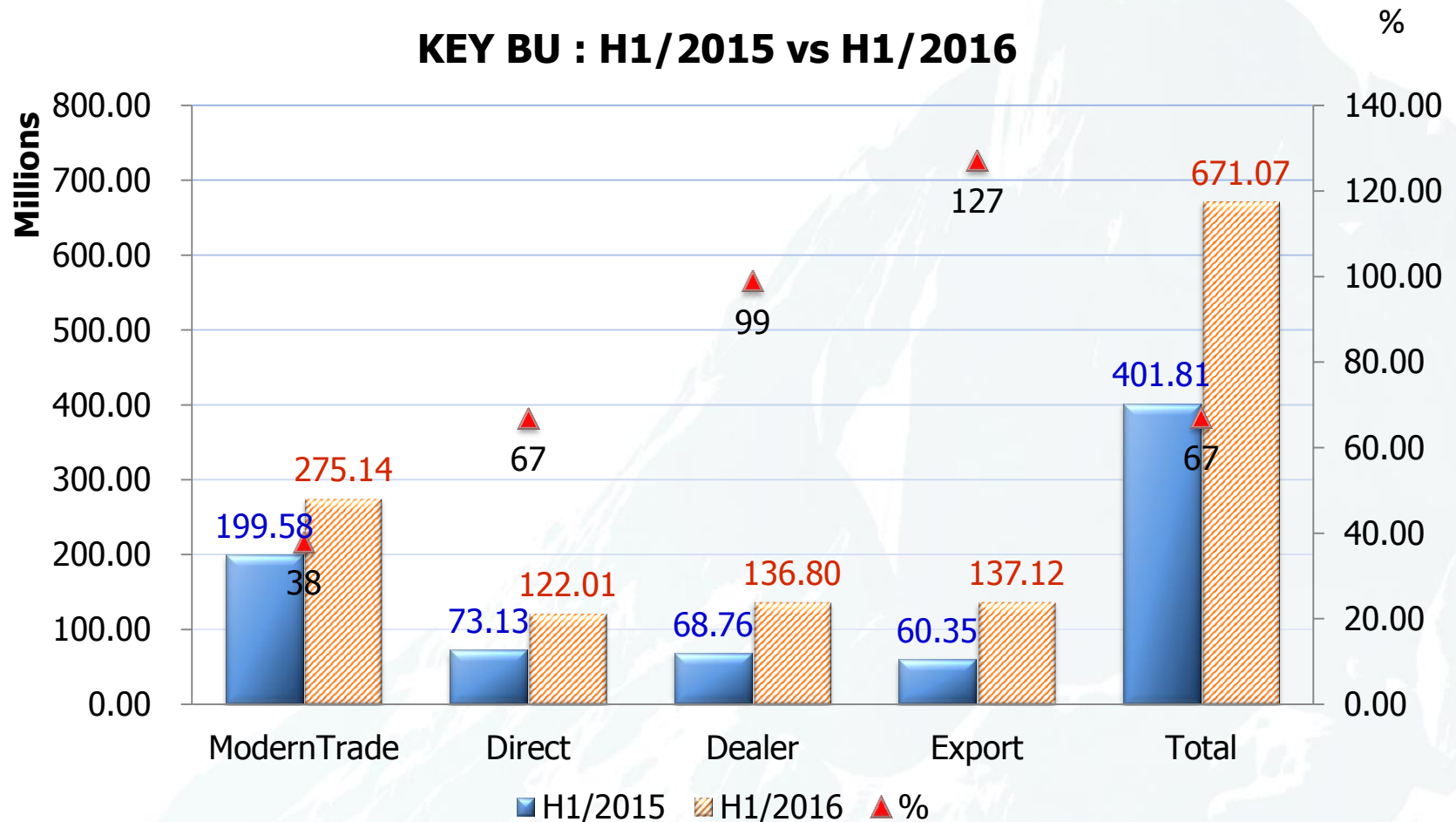
A large iceberg floats in a deep blue sea under a dark blue sky. The iceberg's jagged, white and light blue peaks are visible above the water, while its much larger, submerged base is visible below the surface, creating a powerful visual metaphor for hidden potential or performance. The water is calm, reflecting the iceberg and the sky.

KOOL's PERFORMANCE H1/2016

Financial Performance

Statement of Comprehensive Income (MB.)	6M/2016 (01.01.16 - 30.06.16)	6M/2015 (01.01.15 - 30.06.15)	%	2015 (01.01.15 - 31.12.15)	2014 (01.01.14 - 31.12.14)
Sales	667.02	399.69	66.88	589.09	438.80
Other Income	4.05	2.12	91.04	4.37	4.84
Total Revenues	671.07	401.81	67.01	593.46	443.64
COGs	417.75	242.05	72.58	373.01	259.95
SG&A	119.09	115.96	2.69	195.26	131.41
Total Expenses	536.84	358.01	49.95	568.27	391.36
EBITDA	134.23	43.8	206.46	25.19	52.28
Depre. & Amor.	7.19	4.4	63.41	9.1	7.86
EBIT	127.04	39.4	222.44	16.09	44.42
Net Profit	101.96	27.17	275.27	8.03	31.4
EPS (B.)	0.21	0.08	162.50	0.02	0.1

KEY BU : H1/2015 vs H1/2016



I. BU HIGH GROWTH

REVENUE



EXPORT

127 % Growth

- Stronger Agents



MODERNTRADE

38 % Growth

- Expanding in potential new stores
Tesco Lotus , Power Buy / Power Mall



Distributors

DEALER

99 % Growth

- Expanding in potential new stores
- Strategic partner **SINGER**



DIRECT

67% Growth

- Corporate market growth

II. NEW PRODUCT: KOOLBOT



SALES 132,929,191.64 Baht



COOLING EFFICIENCY



DESIGN DIFFERENTIATION

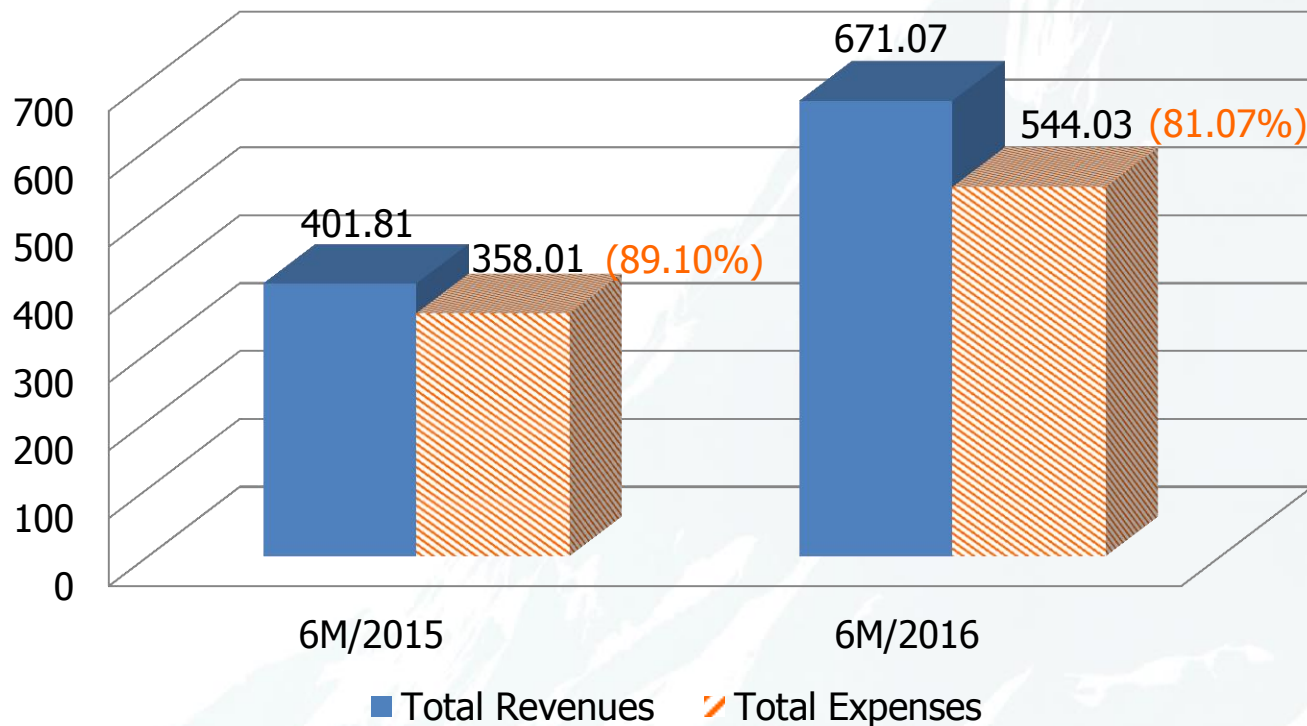


III. SUMMER HEAT

IV. MARKET: WIDER ACCEPTANCE

EXPENSE-TO-SALE RATIO DECREASES

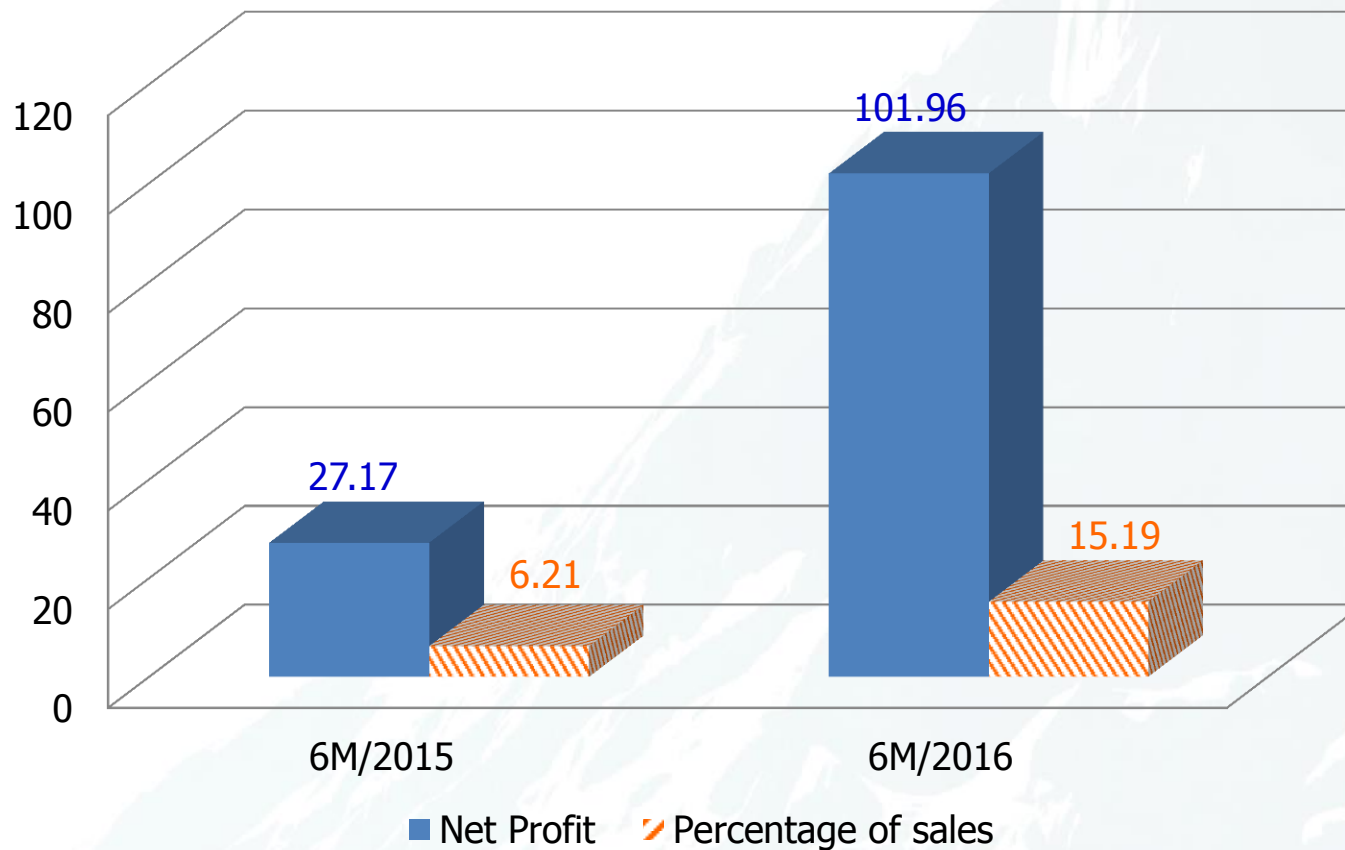
SG & A



ค่าใช้จ่ายขายและการตลาด ลดลงร้อยละ 16.73 เมื่อเทียบกับอัตราการเติบโตของยอดขาย เนื่องจาก การควบคุมค่าใช้จ่ายในช่องทางขายโมเดิร์นเทรด และค่าใช้จ่ายส่งเสริมการขาย

NET PROFIT

NP



A large iceberg floats in a calm, blue sea. The tip of the iceberg is visible above the water, while a much larger, jagged mass of ice is submerged below the surface. The scene is set against a clear blue sky. The text "KOOL'S STRATEGIES & KEY INVESTMENTS" is overlaid on the image, with "KOOL" in a large, bold, blue font and the rest in a smaller, blue font. The text is positioned across the middle of the image, partially covering the submerged part of the iceberg.

KOOL'S STRATEGIES & KEY INVESTMENTS

OVERVIEW

- Seasonal sales
- Cost control
- Overall profit target

REVENUES

- Export
- Corporates
- Ingreen > New business model

COST CONTROL & EFFECTIVENESS

WAREHOUSE MANAGEMENT IMPROVEMENT

**Continued high growth at 40% per year
Revenue target 3,000 MB in 2020**

Opportunities

- More hot weather to come
- Both domestic and international market upturns for innovative products
- Leading brand

An iceberg floating in a blue sea under a dark blue sky. The visible tip of the iceberg is white and jagged, while the much larger submerged part is also white and jagged, illustrating the concept of hidden risks. The text 'KOOL's RISK MANAGEMENT' is overlaid on the image in a bold, blue, sans-serif font.

KOOL's RISK MANAGEMENT

Counterfeit Goods

- Product patents

Competitive Environment of New Entrants

- Positive ► Market awareness in air cooler product highly expanded
- Strength: Cooling efficiency, lower cost and leading brand

A large iceberg floats in a deep blue sea under a dark blue sky. A horizontal white band passes through the middle of the iceberg. The text "Q&A" is centered on this band. The iceberg's reflection is visible in the calm water.

Q&A

Thank you