



KOOL : OPP DAY Q1/2016



KOOL's Overview



KOOL's Performance Q1/2016



KOOL's Strategies and Key Investments



KOOL's Risk Management



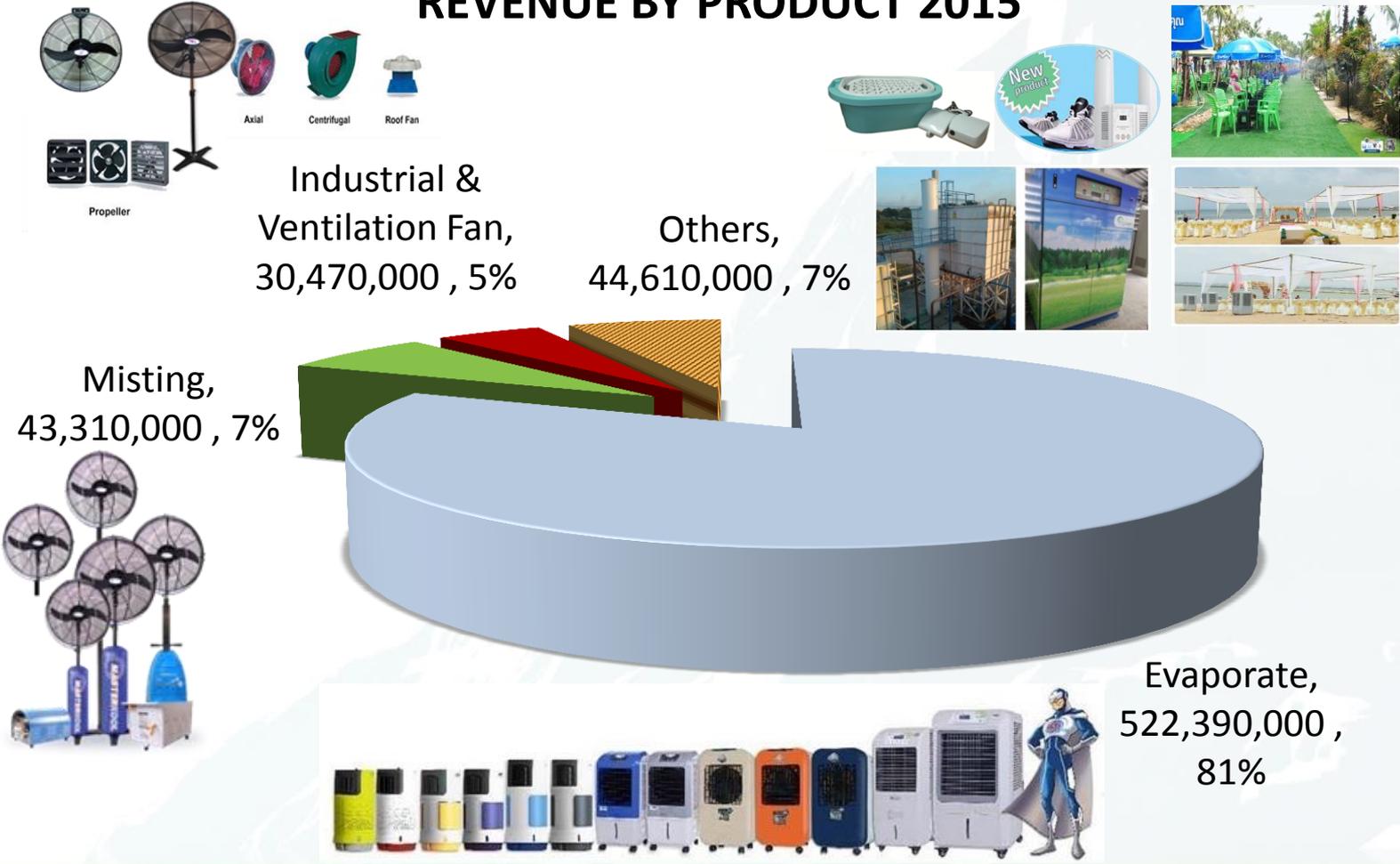
KOOL 's OVERVIEW

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 ผู้นำความเย็นยุคใหม่...
เย็นได้ใจ ประหยัดได้จริง”**

Product Proportion

REVENUE BY PRODUCT 2015

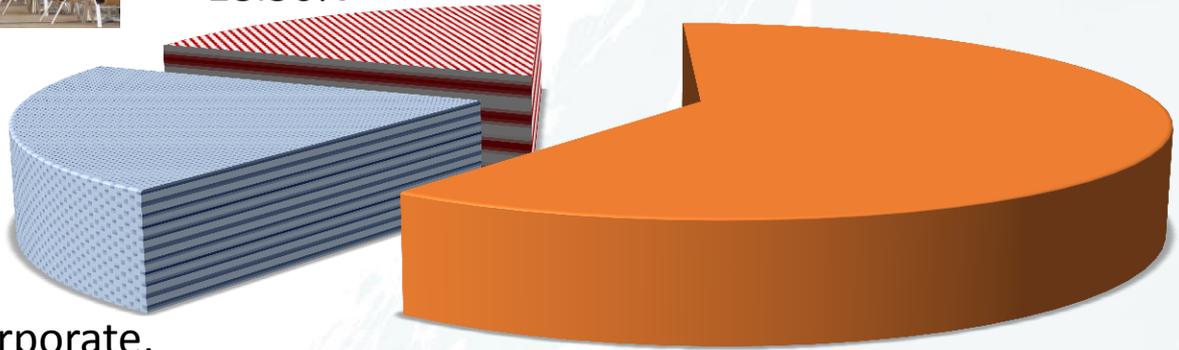


Customer Proportion

REVENUE BY CUSTOMER 2015



Export,
117,750,000 ,
18.50%



Corporate,
136,770,000 ,
21.49%



Retail,
381,890,000 ,
60.01%

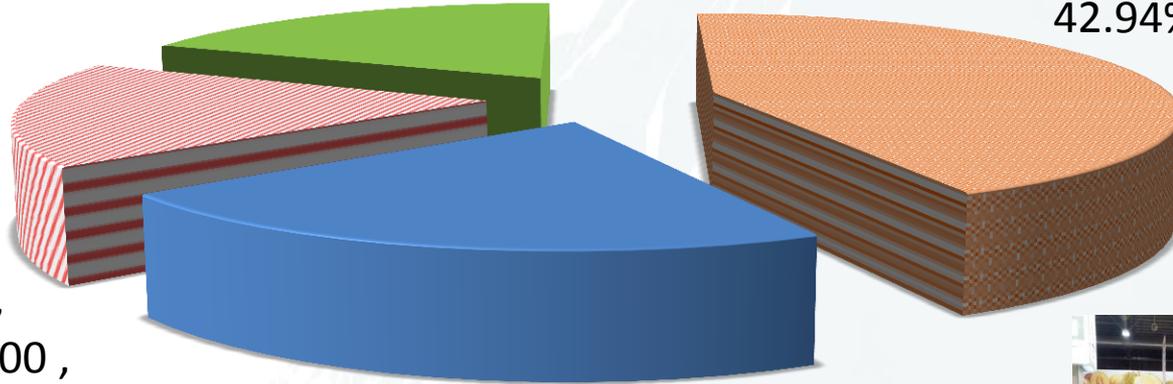
Sales Channel Proportion



REVENUE BY CHANNEL 2015

Export,
117,750,000 ,
18.50%

Modern
Trade,
273,280,000 ,
42.94%



Dealer,
108,610,000 ,
17.07%

Direct,
136,770,000 ,
21.49%



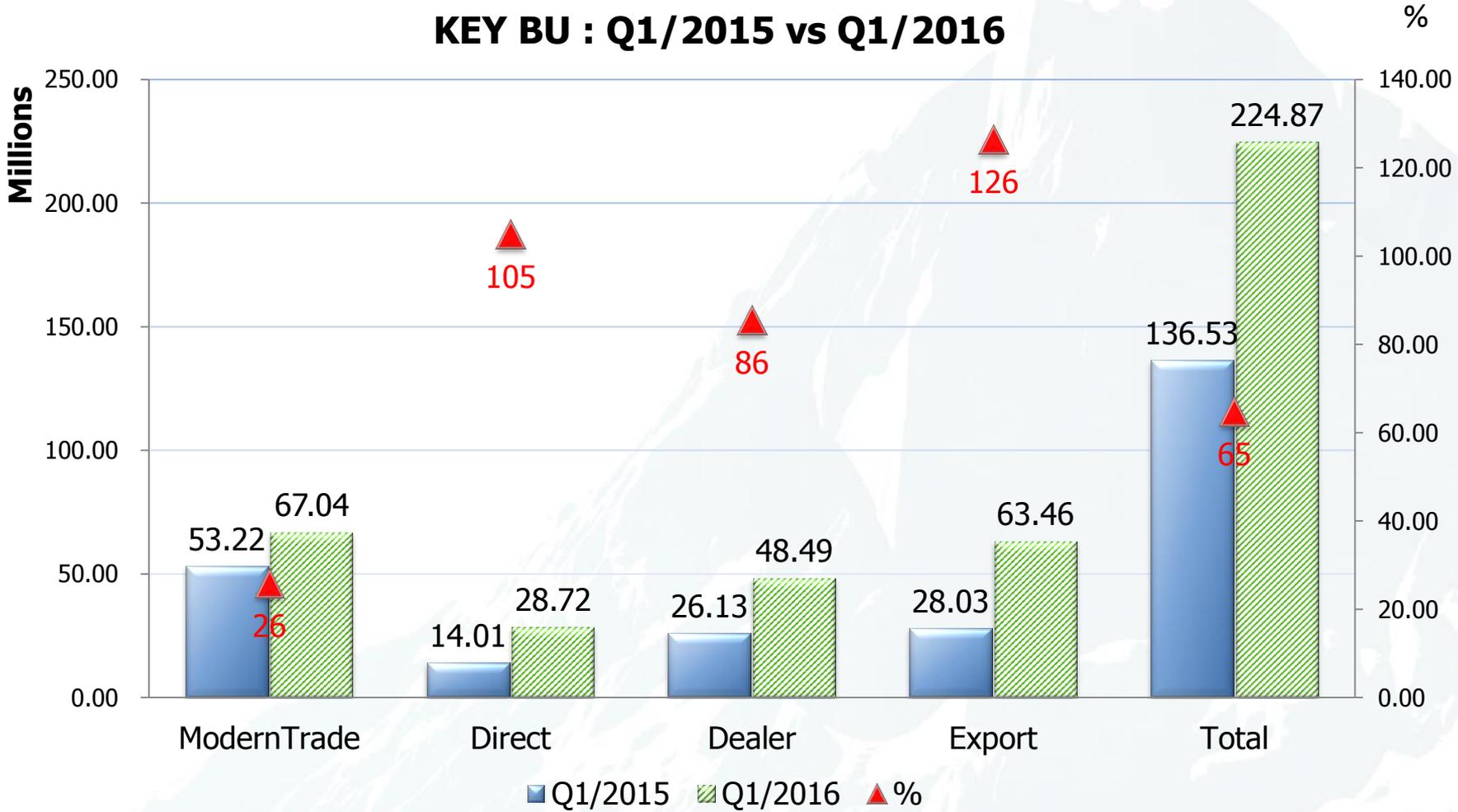


KOOL's PERFORMANCE Q1/2016

Financial Performance

Statement of Comprehensive Income (MB.)	3M/2016 (01/01/16 -31/03/16)	3M/2015 (01/01/15 -31/03/15)	%	2015 (01/01/15 -31/12/15)	2014 (01/01/14 -31/12/14)
Sales	225.36	139.01	62.12	636.41	458.65
Other Income	3.34	2.43	37.45	4.37	4.84
Total Revenues	228.69	141.44	61.69	640.78	463.49
COGs	143.45	83.02	72.79	373.01	259.95
SG&A	60.8	60.11	1.15	238.26	150.87
Total Expenses	207.28	145.6	42.36	624.69	419.07
EBITDA	24.71	-2.1	1076.67	25.19	52.29
Depre. & Amor.	3.3	2.06	60.19	9.1	7.86
EBIT	21.41	-4.16	414.66	16.09	44.42
Net Profit	16.6	-6.31	163.07	8.03	31.4
EPS (B.)	0.04	-0.02	100.00	0.02	0.1

KEY BU : Q1/2015 vs Q1/2016



▪ **Revenue growth 65%**
Q on Q

- Export growth 126%
- Corporate growth 105%
- Dealer growth 86%
- Modern trade growth 26%

▪ **Summer heat at its peak**

▪ **New partner & Extending distributor channel**

▪ **Market : Widely open, Wider acceptance**

EFFICIENT SG&A MANAGEMENT

- No currency exchange risk

- Lower sales and marketing expenditures

2016: 46.98MB (20.63%)

vs

2015: 47.33MB (33.54%)

- Keep office and administrative expenses in lines

2016: 15.63MB (6.86%)

vs

2015: 13.77MB (9.76%)

- **EBIT GROWTH**



2016: 21.41MB (9.36%)
VS
2015: -4.16 MB (-2.94%)

- **NET PROFIT GROWTH**



2016: 16.60MB (7.26%)
VS
2015: -6.31 MB (-4.46%)



KOOL 's STRATEGIES & KEY INVESTMENTS

Q2

- Peak quarter of KOOL performance and expect longer summer in the year 2016

Q3-Q4

- Sales drop in retail market
- Sales focus in corporate market, export and INGREEN business
- Efficient SG&A management

A large iceberg floats in a deep blue sea. The iceberg's peak is jagged and white, contrasting with the dark blue sky and water. The water's surface is calm, reflecting the iceberg and the sky. A semi-transparent white horizontal band is positioned across the middle of the image, containing the text.

KOOL 's RISK MANAGEMENT

Economics

- Costs and Expenses control

Counterfeit Goods

- Legal approach

Competitive Environment of New Entrants

- Positive ► Market awareness in air cooler product highly expanded

A large, jagged iceberg floats in a calm, deep blue sea. The iceberg's surface is textured with various ridges and peaks. The water is still, creating a clear reflection of the iceberg. The sky is a gradient of light blue. In the center of the image, the text 'Q&A' is written in a bold, blue, sans-serif font with a slight shadow effect.

Q&A

A large, jagged iceberg floats in a deep blue sea. The iceberg's surface is textured with shadows and highlights, suggesting its massive scale. The water is calm, creating a clear reflection of the iceberg. A semi-transparent white horizontal band runs across the middle of the image, serving as a background for the text.

Thank you