



KOOL : OPP DAY Q1/2016

Agenda



KOOL's Overview



KOOL's Performance Q1/2016



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 white and jagged, while the much larger submerged part is also white and jagged, illustrating the concept of an iceberg metaphor. The text 'KOOL's OVERVIEW' is centered over the visible tip of the iceberg.

KOOL's OVERVIEW

KOOL Overview

MASTERKOOOL (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

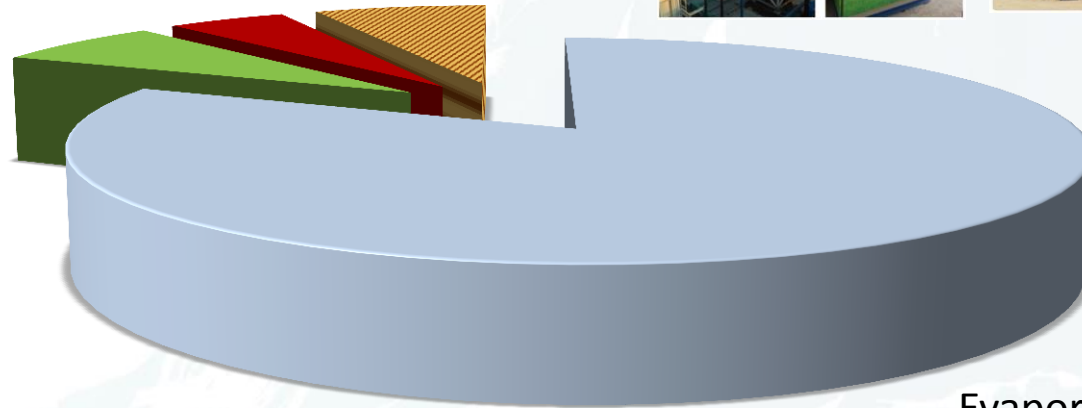


Industrial &
Ventilation Fan,
30,470,000 , 5%

Others,
44,610,000 , 7%



Misting,
43,310,000 , 7%



Evaporate,
522,390,000 ,
81%



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%



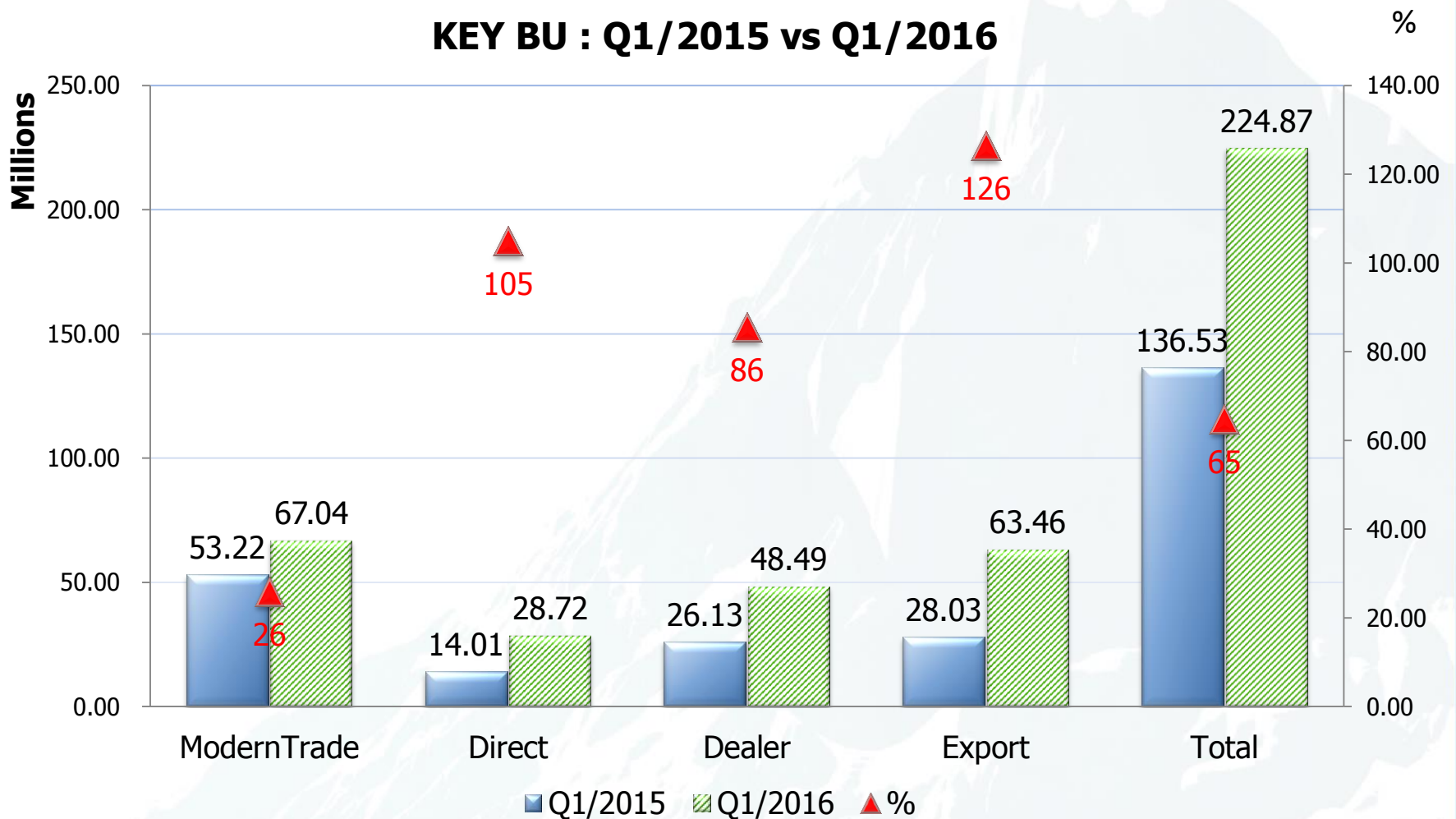
A large iceberg floats in a deep blue sea under a dark blue sky. The iceberg's jagged, white peak is visible above the water, while its much larger, submerged base is visible below the surface, illustrating the concept of hidden performance. The water is calm, reflecting the iceberg and the sky.

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



KOOL Highlight 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%)

KOOL Highlight Q1/2016

- **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%)

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 STRATEGIES & KEY INVESTMENTS' is overlaid on the image, with 'KOOL' in large blue letters and the rest in smaller blue letters. The text is positioned across the middle of the image, partially covering the submerged part of the iceberg.

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 calm, blue sea. The visible tip of the iceberg is jagged and white, while the much larger, submerged portion is also visible beneath the water's surface. The sky is a clear, deep blue. The text "KOOL 's RISK MANAGEMENT" is overlaid on the image, with "KOOL" in large, bold, blue letters and "'s RISK MANAGEMENT" in smaller, blue letters. The text is centered horizontally and partially overlaps the submerged part of the iceberg.

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 iceberg floats in a deep blue sea under a dark blue sky. The iceberg's surface is jagged and textured, with its reflection clearly visible in the calm water. A semi-transparent white horizontal band crosses the middle of the image, containing the text 'Q&A' in a bold, dark blue font.

Q&A

A large iceberg floats in a deep blue sea under a dark blue sky. The iceberg's jagged peak and smaller ice chunks are visible above the water, while a much larger, submerged portion is visible below the surface. The words "Thank you" are written in a red, cursive script across the middle of the image, overlaid on a semi-transparent white horizontal band.

Thank you