



# Thiensurat Public Company Limited

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**16 March 2015**

# Agenda

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- **KEY HIGHLIGHTS**
- **OPERATIONAL HIGHLIGHTS**
- **FINANCIAL HIGHLIGHTS**
- **OUTLOOK (YEAR 2015)**



บริษัท เอียร์สูรด์น จำกัด (มหาชน)

# Key Highlights

## Key Highlights FY2014

<b>Operation</b>			YoY
Sales Volume (Units)			
Water Purifiers	107,491	▼	0.7%
Replacement Filters	63,209	▲	23.3%
<b>Financial (Million Baht)</b>			
Revenues from Sales	996.83	▲	10.5%
Total Revenues <sup>1/</sup>	1,125.25	▲	11.2%
Gross Profit	917.41	▲	11.3%
Net Profit	93.72	▲	39.8%
Total Assets	1,083.05	▲	38.4%
Total Liabilities	274.96	▼	13.5%

2/

Note: 1. Total revenues includes Revenue from sales of goods and Realized interest under hire purchase.

2. In Q1/13, the Company recognized THB 10.25 million share-based payments to employees. With no regard of this expense, the Net profit for FY13 would have been THB 77.30 million, and net profit for FY14 would rose by 21.3% year-on-year.

3 . Compared to the results for FY2013.



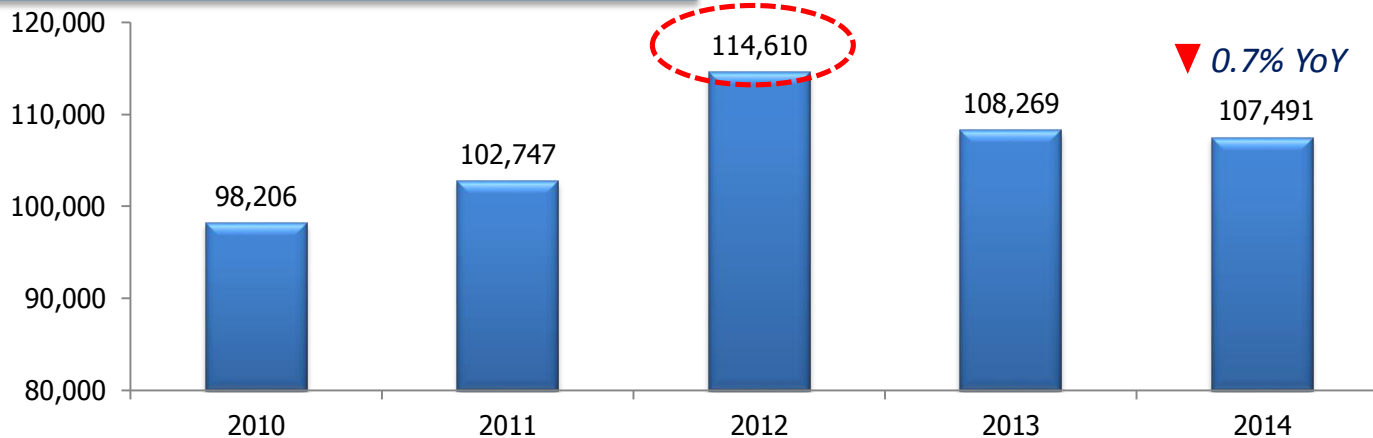
บริษัท ไทยรสุมิต จำกัด (มหาชน)

# Operational Highlights

## Sales volume (units)

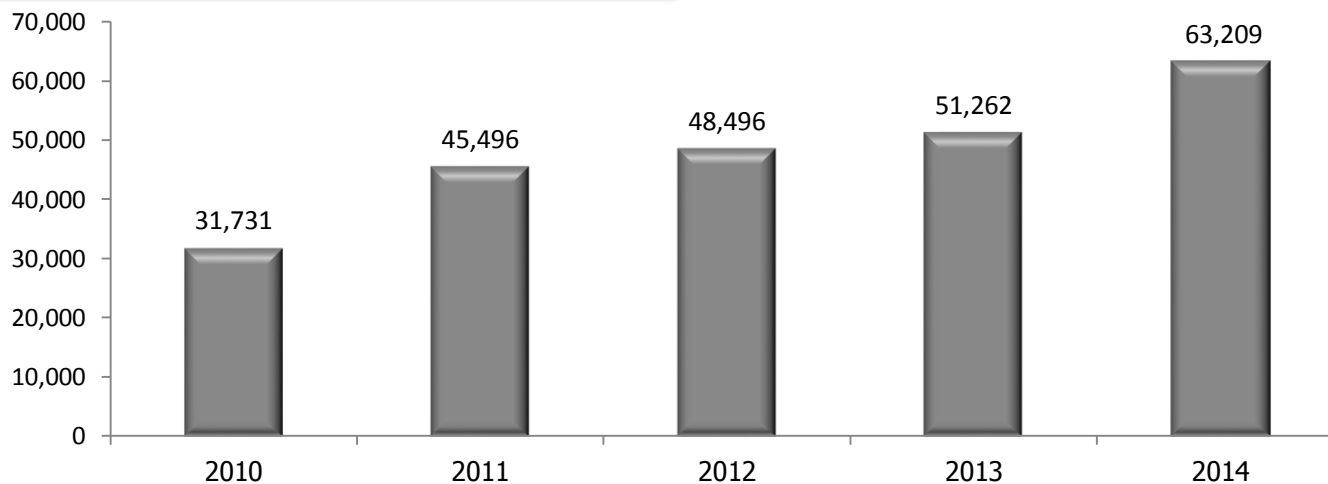
### Water purifier

Rapid growth in 2012 resulting from 2011 mega flood crisis in Thailand



### Replacement Filter

▲ 23.3% YoY



# Products Development & Segmentation

Product Launch

Before 2014

2014

Dec 2014

Jan 2015

P Health



Super Alkaline



Alkaline Plus



UV Plus



RO Mineral Plus



2 yrs/20,000 Lt.

RO MA Alkaline Plus



3 yr/20,000 Lt.

Alkaline Deluxe



1 yr/10,000 Lt.

Ecomize



6 mths/1,000 Lt.

Alkaline Mini



1 yr/10,000 Lt.

TSR  
Segmentation

Family

Upcountry

Upcountry &  
Office

Office &  
Apartment

Condominium

# OEM via Subsidiary



**Extra Pure New**



**Alkaline Compact**



**Safe Plus Alkaline**



**Replacement Filter**





# Expansion for Production Capacity

## Factory 1



Existing Production Capacity  
of 2 factories is

15,000 units/month

## Factory 2



## New Factory

Total production capacity of new  
factory in Patum Thani and existing  
factories will be

more than 30,000 units/month



**Construction completed  
in early 2015**





## Sales personnel

บริษัท เทียร์สตรีน จำกัด (มหาชน)  
 ปรารถนาขยายผลและจำหน่ายเครื่องกรองน้ำ  
 ที่มียอดเยี่ยมสูงสุดในประเทศไทย

**ร่วมงานกับเรา**

โอกาสทางธุรกิจที่มั่นคงและเติบโตอย่างก้าวไกล  
 บริษัท - มีผลิตภัณฑ์และงานบริการที่โดดเด่น  
 มีประสบการณ์ 10 ปี - มีทีมงานที่มีคุณภาพ  
 (มั่นคงและ)

ตำแหน่งที่ต้องการ:

- ตำแหน่งพนักงานขาย (ภาคกลาง)

สมัครงานด่วน พร้อมเอกสารการสมัคร  
 วันที่ 29 กรกฎาคม 2557  
 ตั้งแต่เวลา 08.30 - 12.00 น.  
 ณ ห้องประชุม อาคาร 1  
 บริษัท เทียร์สตรีน จำกัด (มหาชน)  
 อาคารพาณิชย์ 10 ชั้น 10  
 โทร. 02-819-8888 ต่อ 406  
 092-348-5700  
 E-mail : recruit@tiersurat.co.th



<http://www.tiersurat.co.th/>

<https://www.facebook.com/safewaterfilter>  
 กดปุ่ม Like กดปุ่ม Share

**นวัตกรรม**  
 เครื่องกรองน้ำดีเอสแอลไลน์พลัสธรรมชาติ  
 ปลอดภัย สะอาด เหมือนน้ำ  
 บอด้การดี คอยดูแลคุณ



Safe by TSR

Super Alkaline  
 EcoMix  
 Alkaline Mini

มีงานเปิดรับสมัครพนักงานขาย  
 ตั้งแต่วันที่ 19 มิถุนายน 2557  
 ถึงวันที่ 23 มิถุนายน 2557

## PC (Modern Trade)



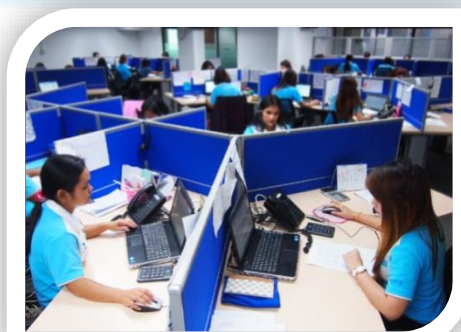
## Existing Channels

### Direct sales



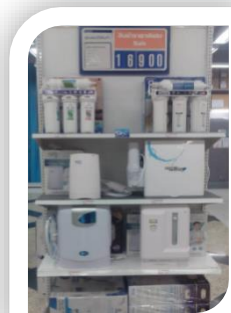
### Telesales

(for Filters & Air Conditioners)



## New Channels

### Modern Trade



### E-commerce, online & catalog

<http://www.safealkaline.com/>



OfficeMate  
make things easier

### Dealers

PDA, MOT, Others



## Building sales teams image

- Uniform & Sales kits
- Van wraps



## Provide education about Alkaline's benefits

- Advertorial through magazine
- Free books



## Advertising & PR

- Sponsorship for TV programs
- Online media
- Printing media
- Billboard

<http://www.safealkaline.com/>



## Magazine Ad



Radio spot  
COOL93°



# New Business: Air Conditioners (Daikin)

TSR has made new business partners in order to sell air conditioners in late 2014.



## Telesales

70 Telesales staffs

(Increased from 21 persons last year)



## Air Condition dealers



Good record customers  
recommended by  
TSR's Collectors



เครื่องกรองน้ำ เซฟ  
รุ่น ซูเปอร์ อัลคาไล

แค่บัตรประชาชนใบเดียว  
ก็ผ่อนได้ง่ายๆ สบายกระเป๋า  
นานสูงสุด **25 เดือน\***

เครื่องปรับอากาศ 1.5HP

TSR DAIKIN

\*เงื่อนไขขึ้นไปตามบริษัทฯ กำหนด



บริษัท เที่ยรสุรัตน์ จำกัด (มหาชน)

# Financial Highlights



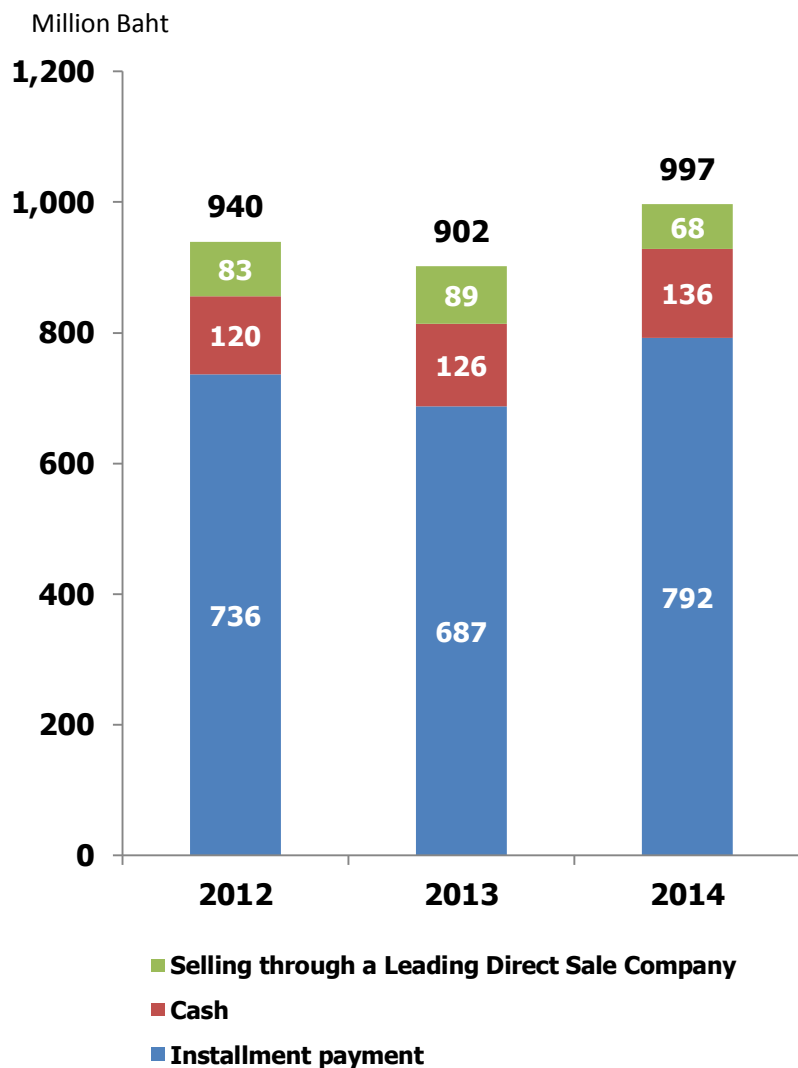
# Financial Highlights

(Million Baht)	2012		2013		2014		Y13 vs Y14
	Amount	%	Amount	%	Amount	%	%YOY
Revenue from sales of goods	940	89.0%	902	89.1%	997	88.6%	10.5%
Realized interest under hire purchase	116	11.0%	110	10.9%	128	11.4%	16.7%
<b>Total revenues</b>	<b>1,056</b>	<b>100.0%</b>	<b>1,012</b>	<b>100.0%</b>	<b>1,125</b>	<b>100.0%</b>	<b>11.2%</b>
Cost of sales <sup>1/</sup>	183	17.4%	175	17.3%	201	17.9%	15.3%
Financial cost	16	1.5%	14	1.3%	7	0.6%	(51.8%)
<b>Gross profit</b>	<b>856</b>	<b>81.1%</b>	<b>824</b>	<b>81.4%</b>	<b>917</b>	<b>81.5%</b>	<b>11.3%</b>
Other income	28	2.7%	17	1.7%	35	3.1%	102.1%
Selling expenses <sup>1/</sup>	553	52.4%	525	51.9%	564	50.2%	7.5%
Administrative expenses <sup>1/</sup>	139	13.1%	168	16.6%	191	17.0%	13.6%
Bad debt and doubtful accounts	72	6.8%	60	5.9%	82	7.2%	36.8%
Income tax expenses	29	2.7%	22	2.1%	22	2.0%	1.0%
<b>Net profit</b>	<b>93</b>	<b>8.8%</b>	<b>67</b>	<b>6.6%</b>	<b>94</b>	<b>8.3%</b>	<b>39.8%</b>
<b>Total assets</b>	<b>746</b>		<b>782</b>		<b>1,083</b>		<b>38.4%</b>
<b>Total liabilities</b>	<b>383</b>		<b>318</b>		<b>275</b>		<b>(13.5)%</b>
<b>Total Shareholders' equity</b>	<b>362</b>		<b>465</b>		<b>808</b>		<b>73.9%</b>

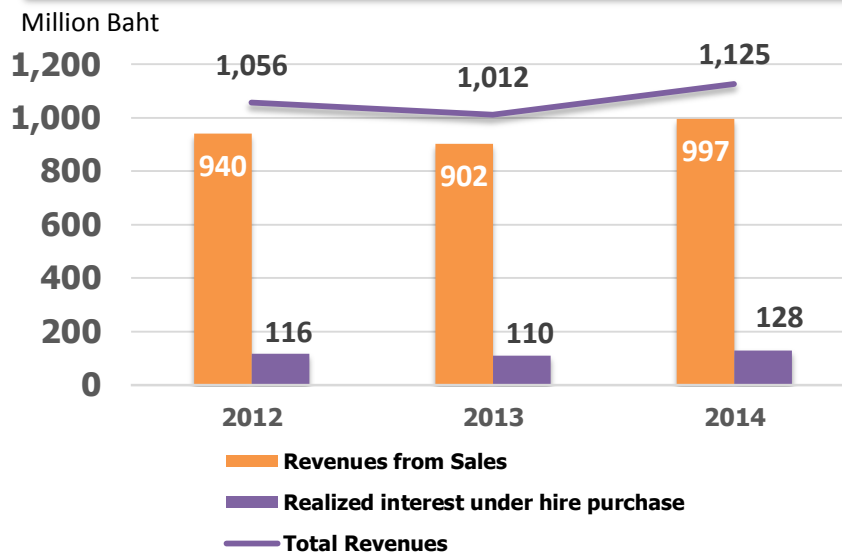
**Note:** 1. The figures have been reclassified for comparison purpose (see details of Year2013 in note 34 to the financial statements for the year ended 31 December 2014).

# Financial Results

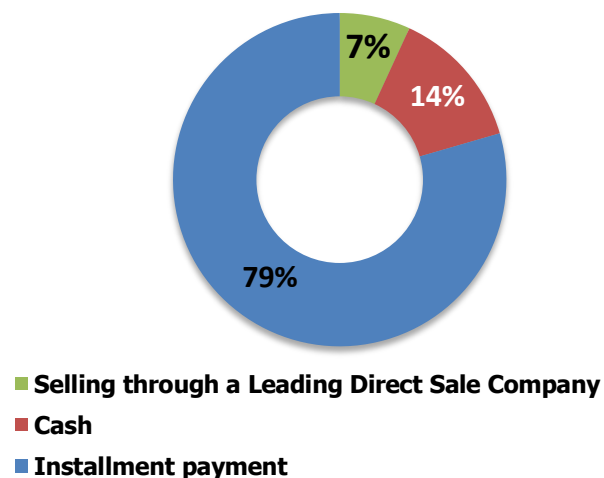
## Revenues from Sales



## Total Revenues

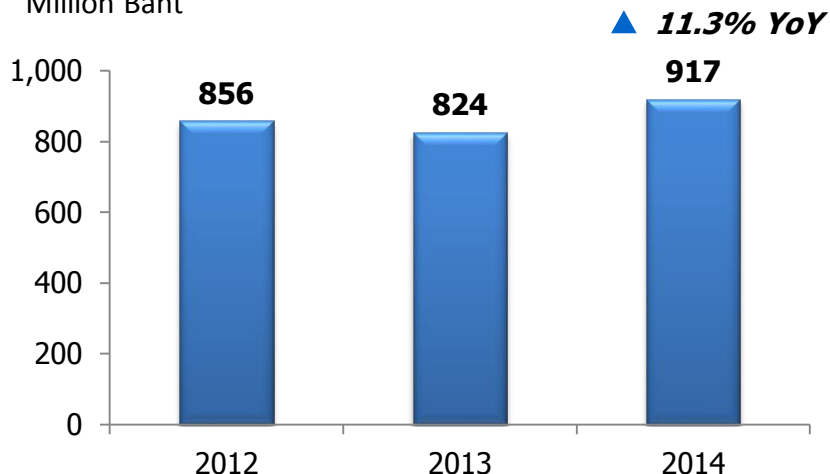


## Revenues from Sales (FY2014)

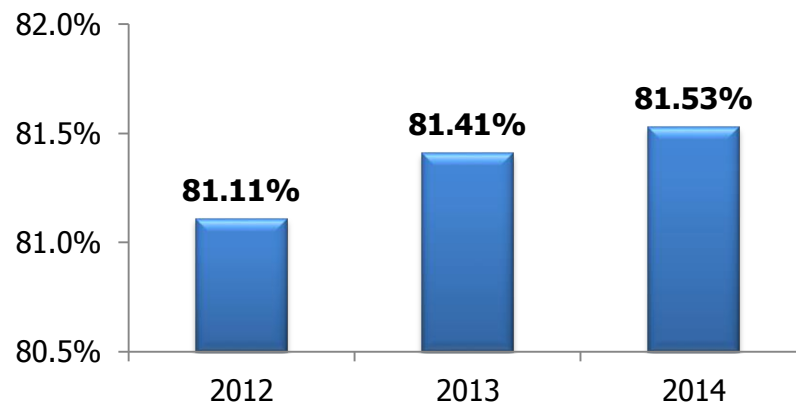


## Gross profit

Million Baht

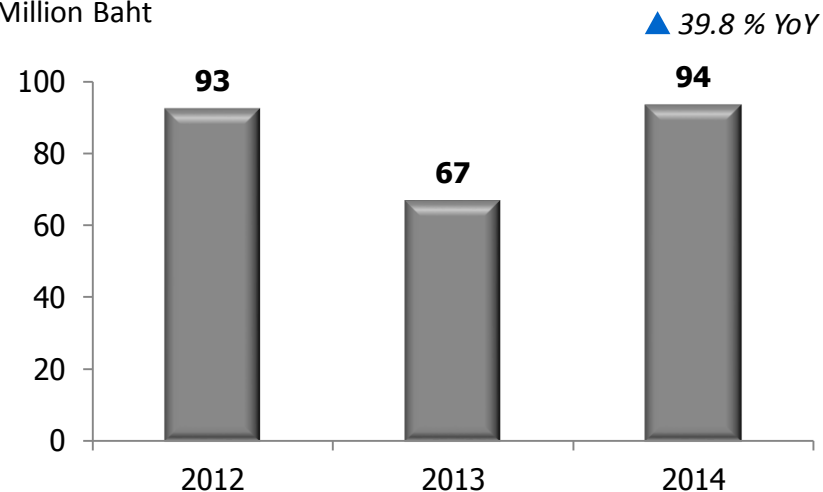


## Gross profit margin

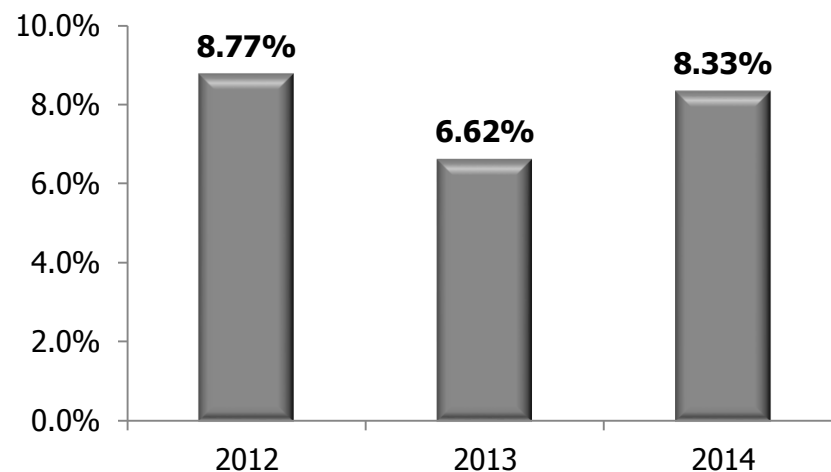


## Net profit

Million Baht



## Net profit margin

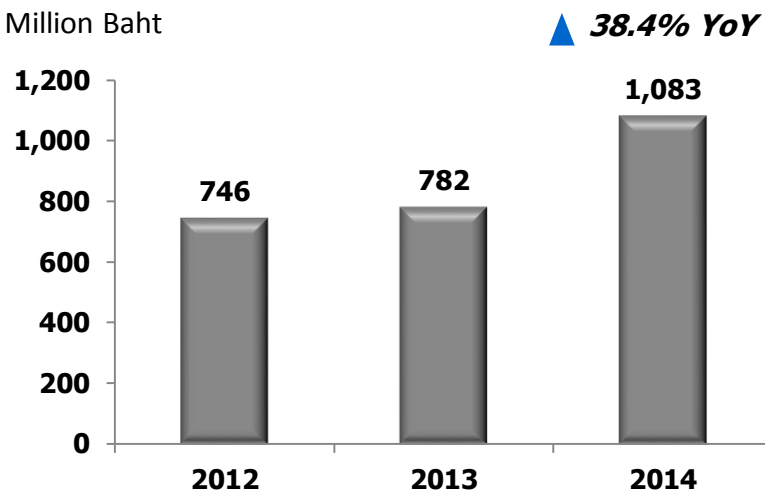


Note: \* In Q1/13, the Company recognized THB 10.25 million share-based payments to employees. With no regard of this expense, the Net profit for FY13 would have been THB 77.30 million, and net profit for FY14 would rise by 21.3% year-on-year.

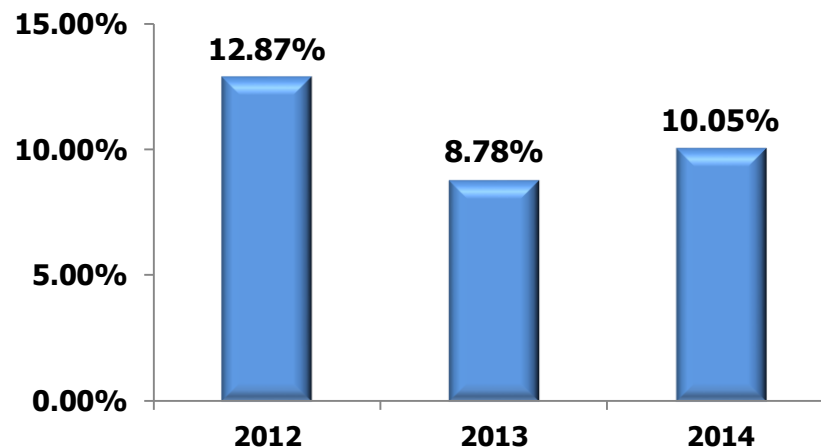
# Financial Highlights (Cont.)

## Assets

Million Baht



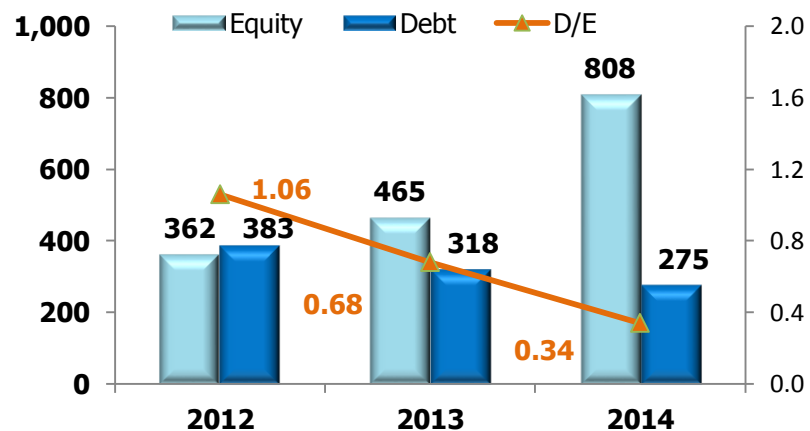
## Return on Assets



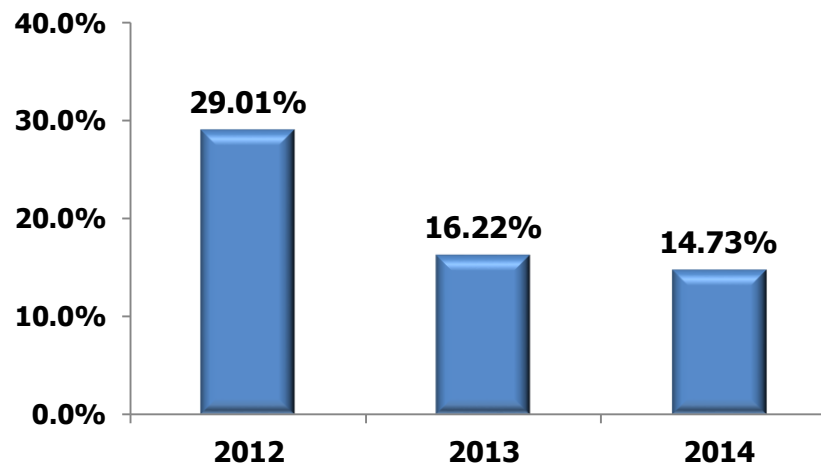
## Debt and Equity

Million Baht

D/E(Times)



## Return on Equity



(By aging and Allowance for doubtful accounts)	Hire Purchase receivables <sup>1/</sup>				Allowance for doubtful accounts			
	As at		As at		As at		As at	
	31 Dec 2014		31 Dec 2013		31 Dec 2014		31 Dec 2013	
	THB million	%	THB million	%	THB million	%	THB million	%
Current	329.78	85.2	234.51	85.7	3.30	1.0	-	0.0
1 period past due	30.64	7.9	20.16	7.4	1.84	6.0	1.01	5.0
2 periods past due	11.15	2.9	8.01	2.9	3.34	30.0	1.20	15.0
3 periods past due	6.36	1.6	4.68	1.7	3.18	50.0	1.40	30.0
More than 3 periods past due	9.27	2.4	6.22	2.3	9.27	100.0	6.22	100.0
<b>Total</b>	<b>387.20</b>	<b>100.0</b>	<b>273.58</b>	<b>100.0</b>	<b>20.93</b>	<b>-</b>	<b>9.83</b>	<b>-</b>

2/

3/

Note: 1. Receivable less unrealized interest income-net

2. The proportion of hire purchase receivables (over due more than 3 periods), reported at the end of FY13 and FY14 were stable.

3. In the year 2014, the Company revised the policy on allowance for doubtful accounts in order to reflect the current economic situation and in accordance with the conservative basis under the Generally Accepted Accounting Principles (GAAP).



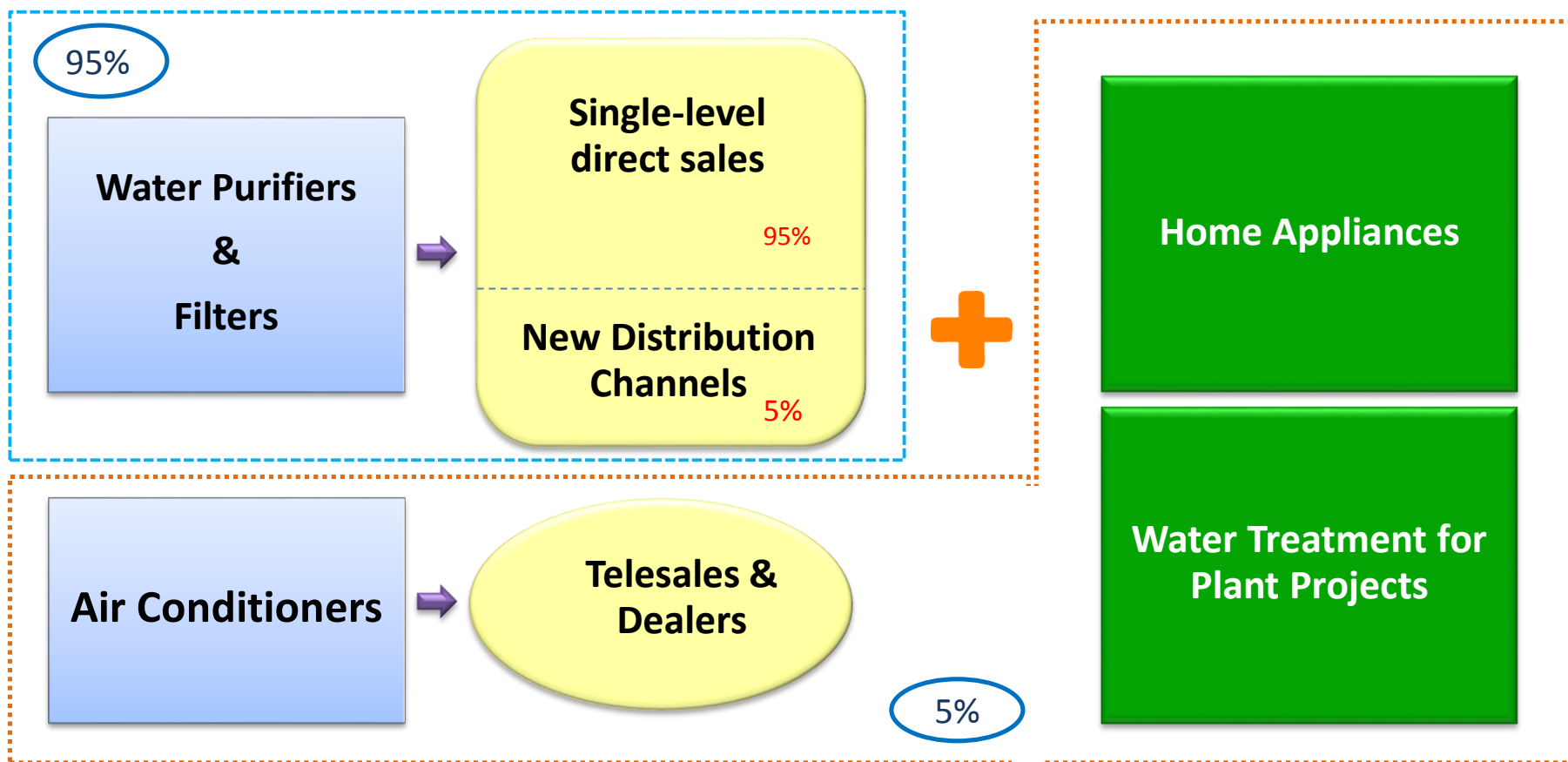
บริษัท เอียร์สตรัทส์ จำกัด (มหาชน)

# Outlook 2015

**Target in Year 2015 : Expect to Achieve THB 1,500 million in Total Revenues**

## Existing Business

## New Business



## Existing Business

### Water Purifiers & Filters

### Filters, Air Conditioners (and Home Appliances)

#### Single-level direct sales

- Focus on selling RO model rather than SA model

Selling price per unit:

SA: 8,500 Bt.

RO: 16,900 Bt. 

- Target to have 19 branches across the country in Year 2015

#### New Distribution Channels

- Modern Trade – Home Pro
- E-commerce, Online and Catalog  
([www.safealkaline.com](http://www.safealkaline.com) , Facebook, OfficeMate, LAZADA, Friday catalog, KTC and 7-catalog)
- Dealer – PDA, MOT, etc.

(\*End of program for some catalogs)

#### Telesales

- Increase no. of Telesales staffs

Feb 2015: 70 seats

Y2015: 100 seats

(challenge : 150 seats)



## Product Variety

- Develop product variety in order to increase coverage to all customer segments
- 9 models of water purifiers in current market

## Production Capacity

- Total production capacity of new factory in Patum Thani and existing factories will be more than 30,000 units/month

## Marketing

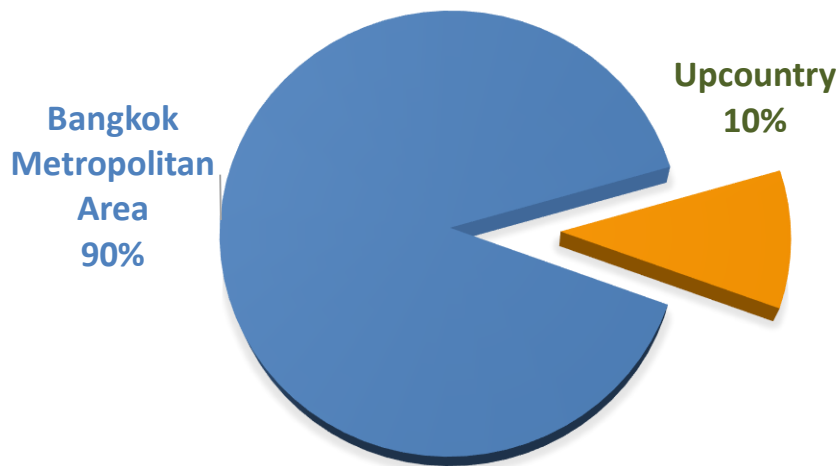
- Branding
- Advertising and PR
- Marketing activities

## IT Systems


- Mobile (for sales and bill collector teams)
- CRM (Useful customers information for further business)
- GIS (Information for Analysis)


# Outlook: Expand Service Across the Country

## CUSTOMERS PROPORTION



Target customers proportion  
Bangkok Metropolitan area : Upcountry  
from  
90:10  
to  
**80:20**  
in Y2015

 Provide excellent after-sales services

 Acquire new customers across the country



Songkla Branch



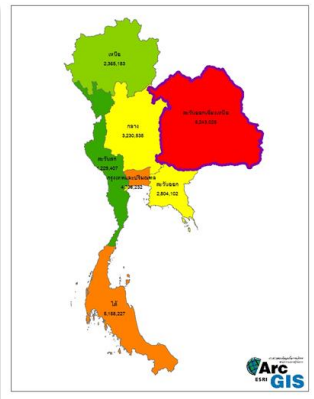
Udon Thani Branch



# Outlook: Expand Service Across the Country (Cont.)

Target 19 branches in Year 2015

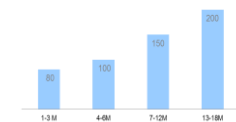
- Develop existing service centers to become a full-service branches
- Set up New Branches



- Household Density
- Customer Segmentation
- Survey target area



Break even analysis



## Modern Trade

- **Home Pro**
- Mega Home
- Thai Watsadu
- Baan & Beyond
- Global House
- Do Home
- Drug Store

## E-commerce, Online & Catalog

- Website/Facebook
- E-commerce:  
[www.safealkaline.com](http://www.safealkaline.com)
- OfficeMate
- Online shop: LAZADA
- Catalog: Friday, KTC, 7-catalog

(\*End of program for some catalogs)

## Dealers

- PDA
- MOT
- Others

- The information contained in our presentation is intended solely for your personal reference only. In addition, such information contains projections and forward-looking statements that reflect the Company's current views with respect to future events and financial performance. These views are based on assumptions subject to various risks.
- No assurance is given that future events will occur, that projections will be achieved, or that the Company's assumptions are correct. Actual results may differ materially from those projected. Investors are, however, required to use their own discretion regarding the use of information contained in this presentation for any purpose.



# Questions & Answers

Investor Relations

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