



OPPORTUNITY DAY

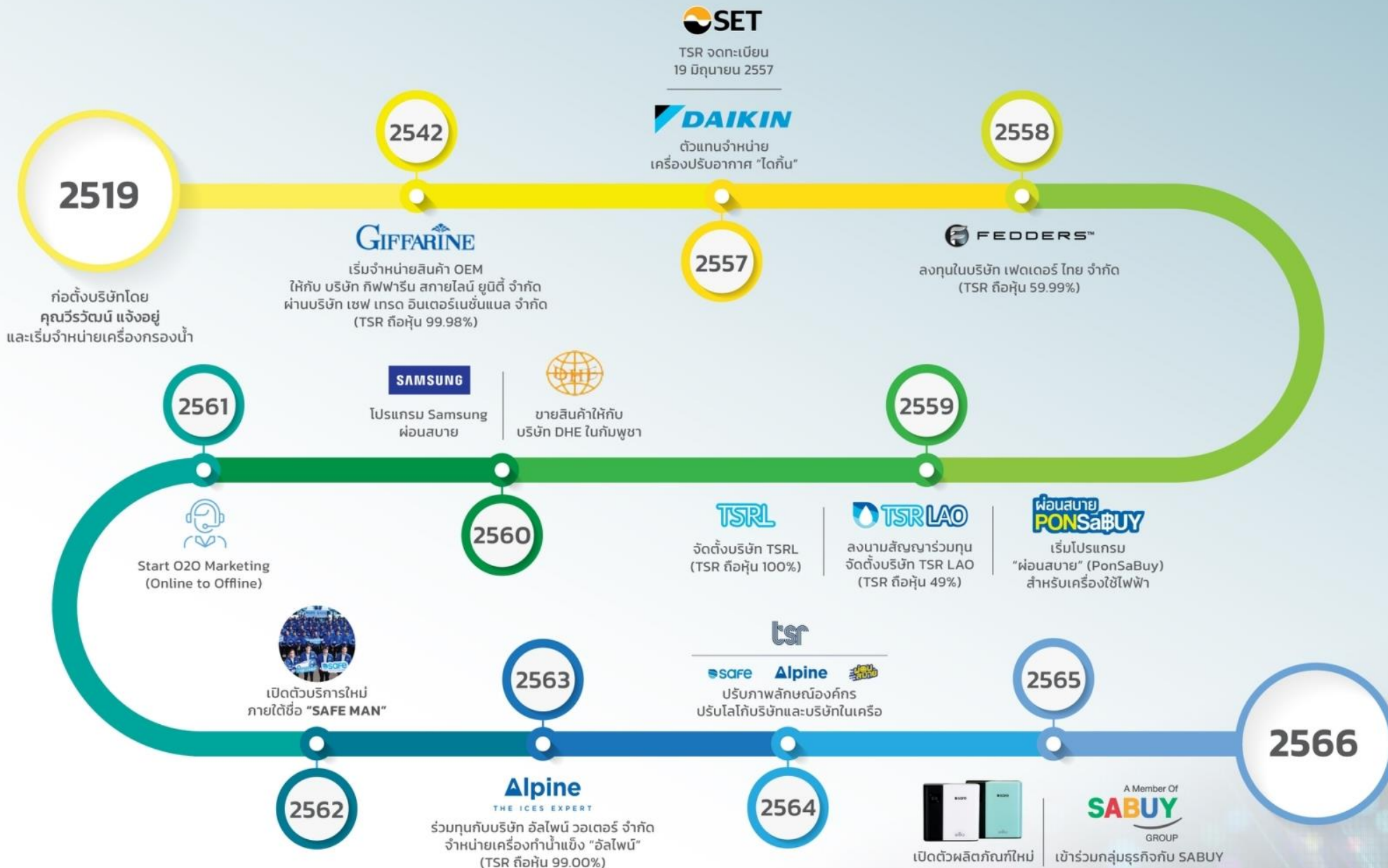
— 23 March 2023 —



วราณนท์ คงปฐุมากร

ประธานเจ้าหน้าที่บริหาร
บริษัท เรียร์สุรัตน์ จำกัด (มหาชน)







KEY HIGHLIGHTS

- **May 2022, SABUY invested in TSR.**
- **September 2022, SABUY engaging in the management of TSR,**
- **The Group set the sales channels into 3 business groups :**
 - Direct sales group
 - Online & O2O sales group
 - B2B group
- **Developing and expanding of TSRL business, i.e. Floor plan, Hire purchase of trucks and SMEs loans**
- **The Group continued its strong performance in the fourth quarter, due to the use of the SABUY Ecosystem**

กิตติพล ฐานะสิทธิ์

ประธานเจ้าหน้าที่บริหาร
สายงานบัญชีและการเงิน
บริษัท เรียร์สุรัตน์ จำกัด (มหาชน)



The background is a dark blue field filled with vibrant, out-of-focus light spots in shades of cyan, magenta, and yellow. Diagonal streaks of light, primarily in blue and purple, sweep across the frame from the bottom left towards the top right, creating a sense of dynamic movement and depth.

FINANCIAL HIGHLIGHTS

REVENUE



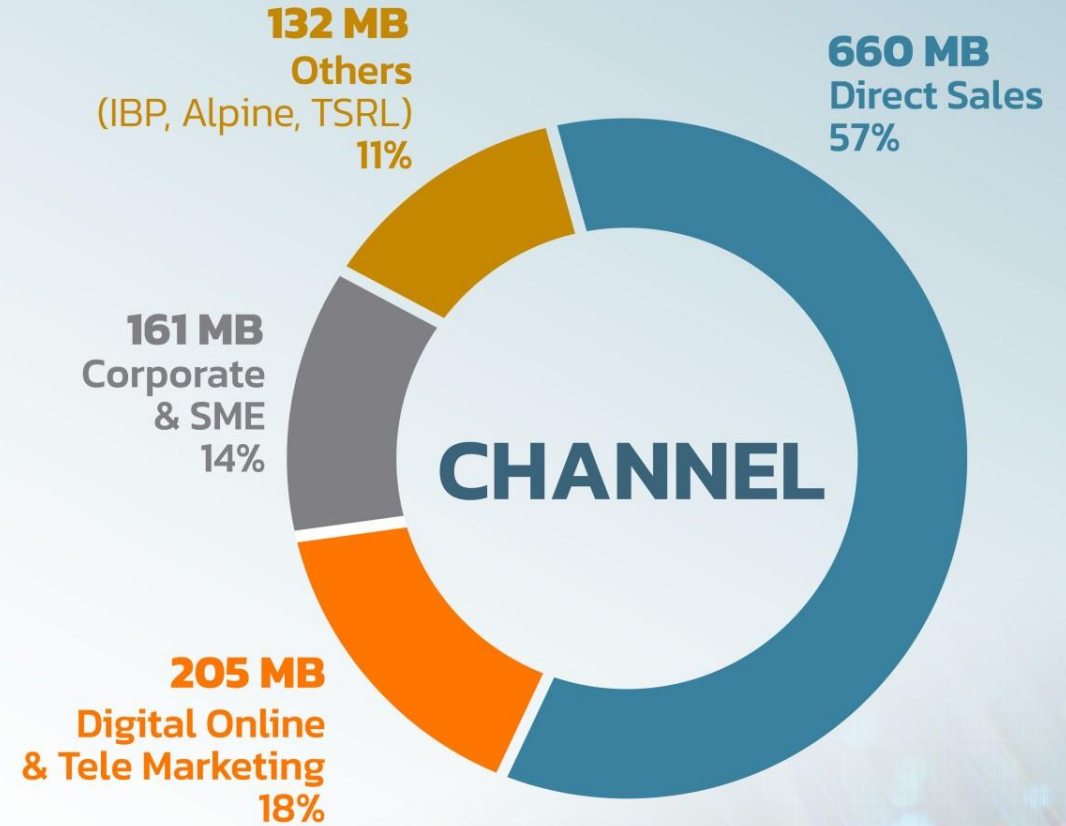
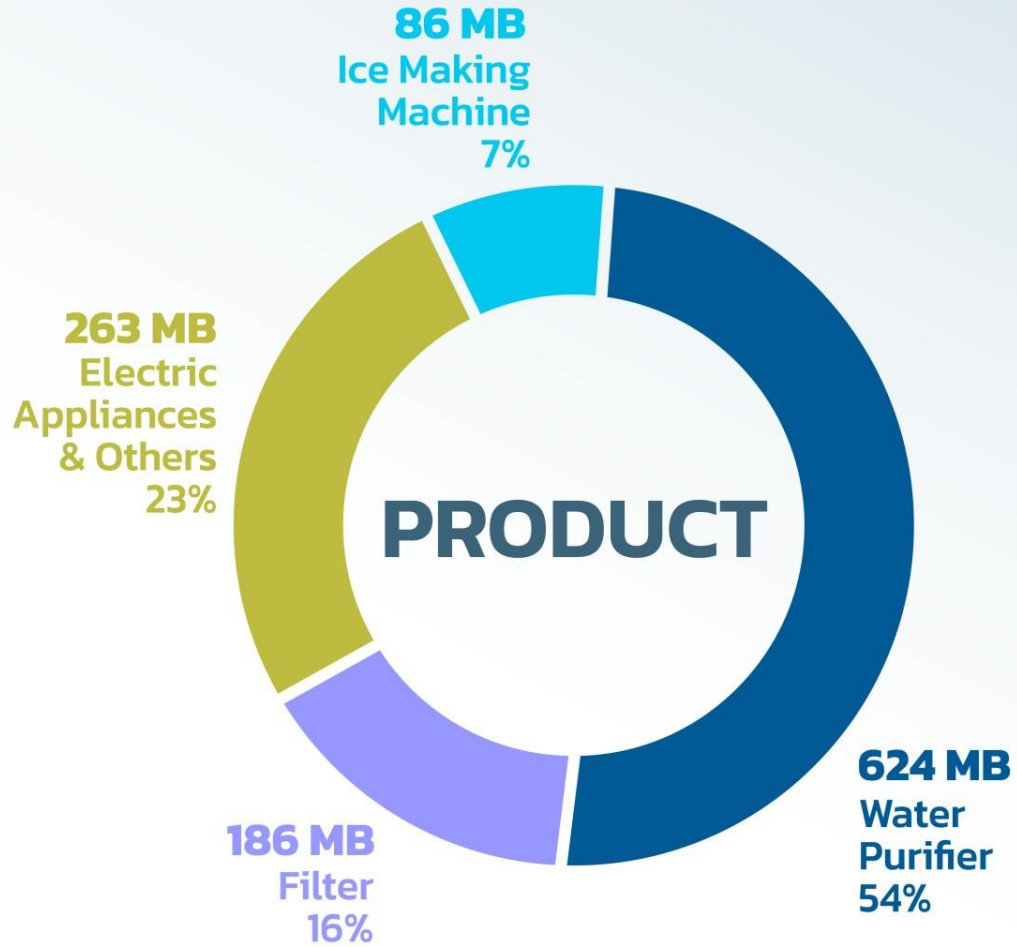
PROFIT

110.2% YoY

17.4% YoY
52.3% QoQ



Y2022 SEGMENT REVENUE



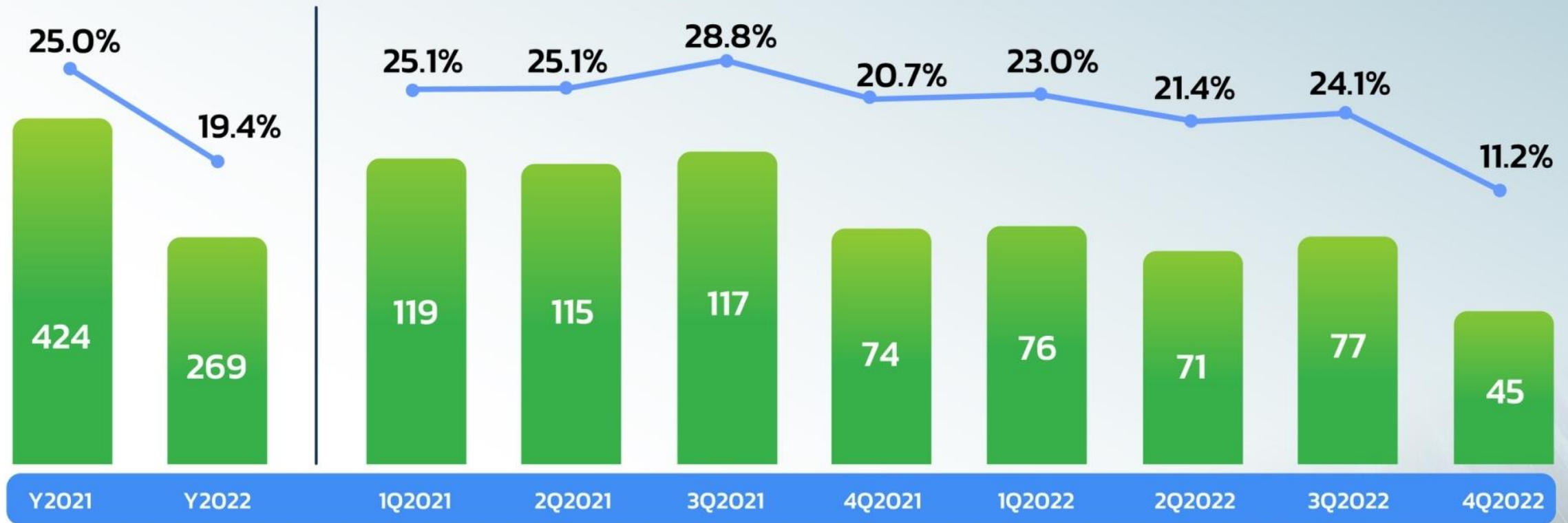
SELLING EXPENSE



 Selling and distribution expense
 % Selling and distribution expense

Unit : Million Baht

ADMINISTRATIVE EXPENSE



 Administrative expense
 % Administrative expense

Unit : Million Baht

DEBT & EQUITY



ROA & ROE



The background is a dark blue field filled with vibrant, out-of-focus light streaks and bokeh in shades of blue, purple, yellow, and red. These light patterns create a sense of depth and movement, resembling a cosmic or digital space. The overall texture is grainy, giving it a high-tech or artistic feel.

BUSINESS OVERVIEW & OUTLOOK



TARGET GROWTH



To **4.0**
Billion

From
1.4
Billion

With **20%** MARKET SHARE



OPPORTUNITY

28 
M I L L I O N
Thailand households

7.6 
M I L L I O N
Water Users

1 
M I L L I O N
TSR Customers

KEY STRATEGY



New Customer Expansion



Develop New Innovative Products (IOT) e.g. Water Solution & Lifestyle



Increase more than 50% Water Filter Sales



Build "SAFE" Brand to be Top of Mind



Improve Financial Services to Satisfy Various Customer Needs



Penetrate into the CLMV Countries



Support Business Operations to Achieve Excellence

- Operation Excellence
- Service Excellence
- Human Capital

PRODUCT LINE



Water Purify



Water Filter



Dispenser



Watermate



Water Machine



Ice Maker

PRODUCT LINE



Water Purify



Water Filter



Dispenser



Watermate



Water Machine



Ice Maker



Air Solar



Water Heater



Electronic



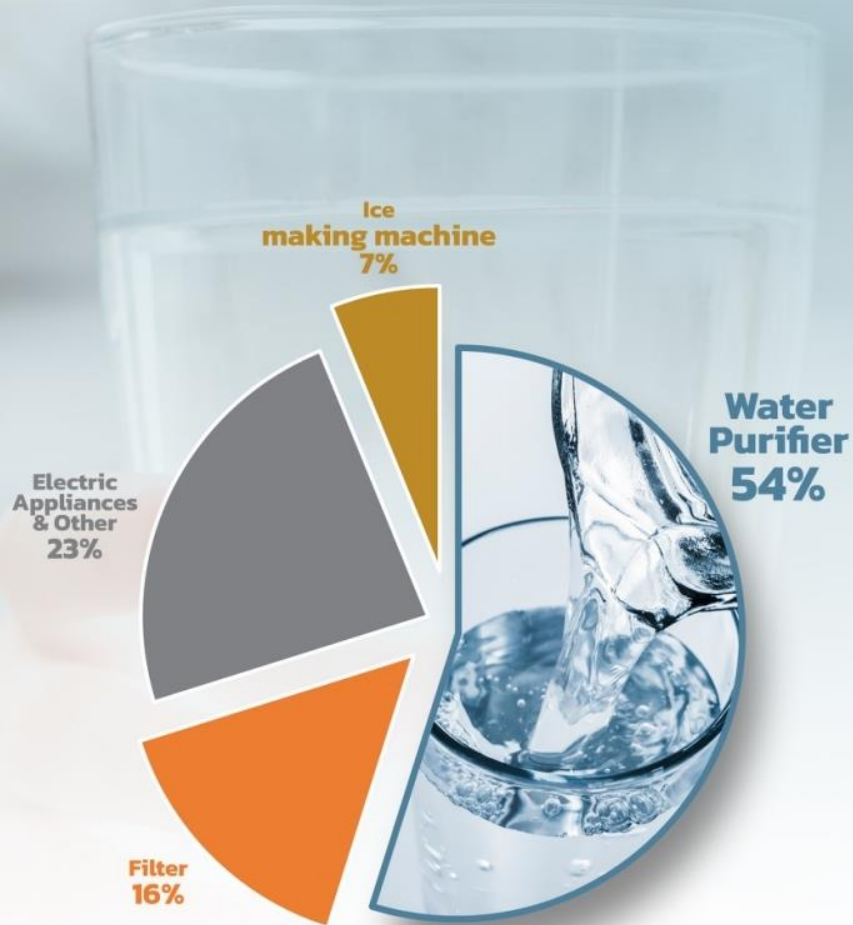
EV Charger



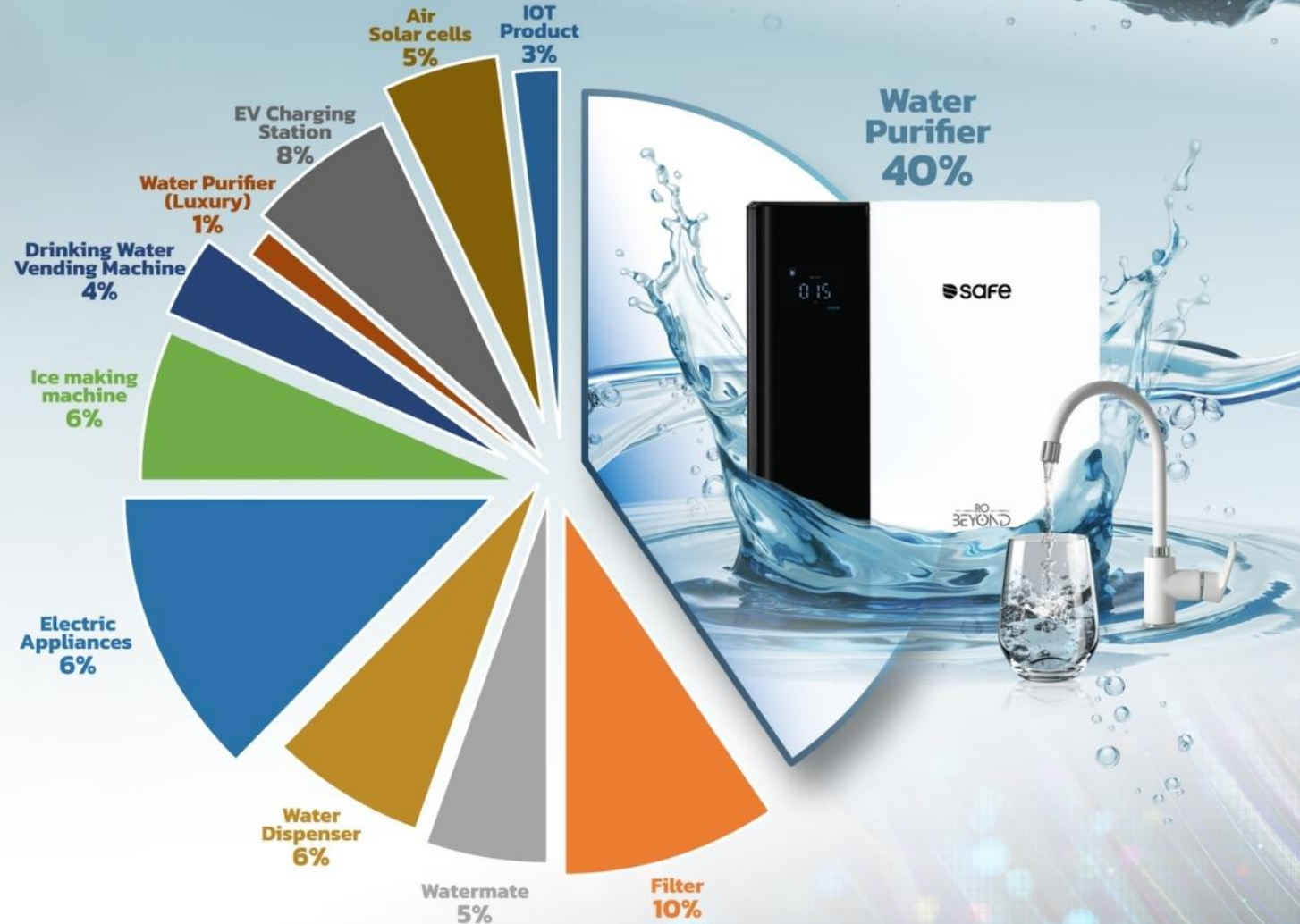
Air Purifier



HI-End Home



Y2022

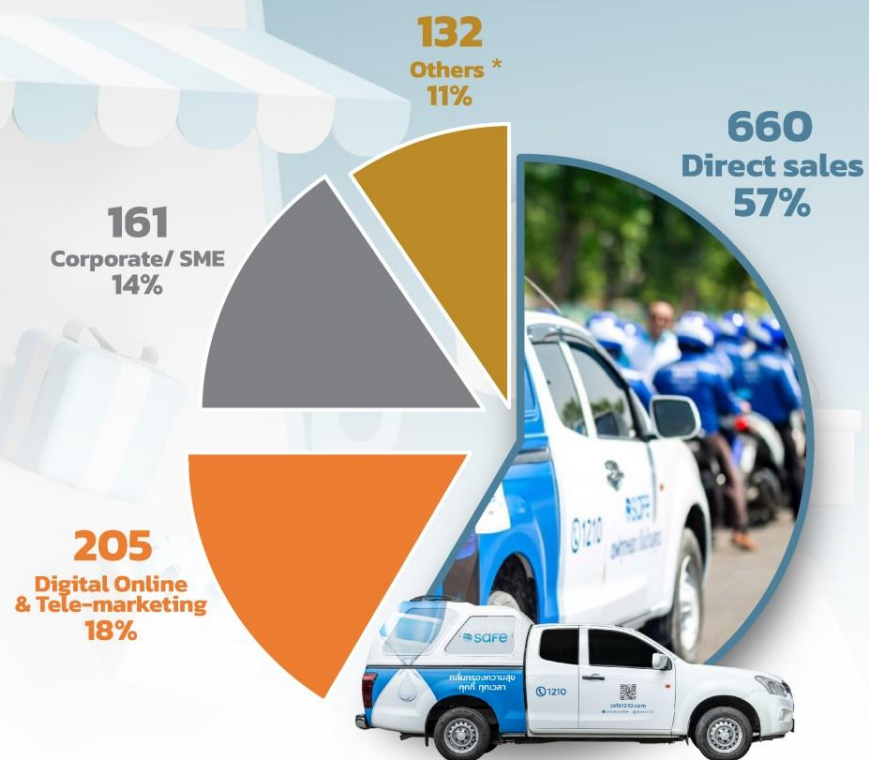


Y2023

CHANNELS

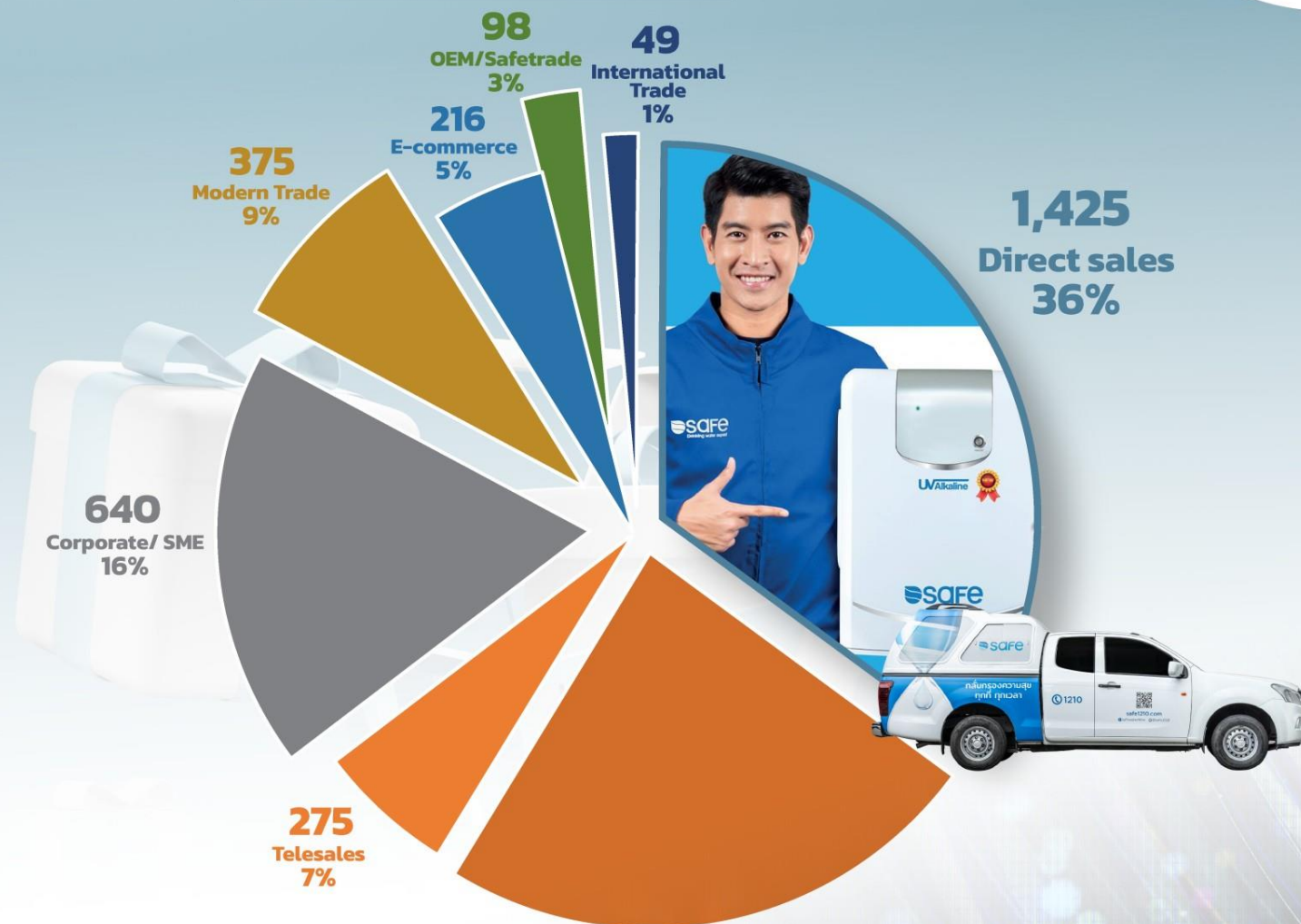


CHANNEL



Y2022

*Others = IBP, Alpine, TSRL



Y2023

SYNCHRONIZE IN **SABUY** GROUP

Leading to continuous growth
1,000,000 Houses + 500,000 touchpoint



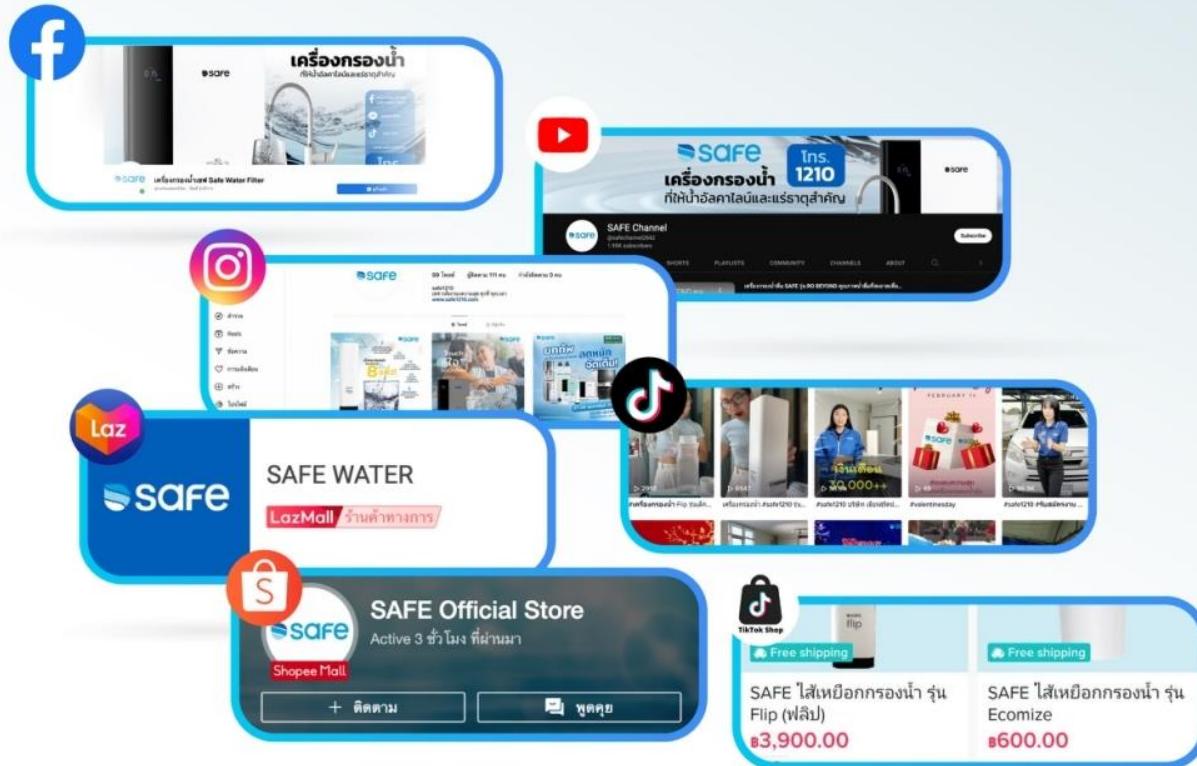


360 MARKETING STRATEGY COMMUNICATION

ADVERTISING



POP UP STORE



360 MARKETING STRATEGY COMMUNICATION

เครื่องกรองน้ำ SAFE รุ่น Flip
มินิมอล ติดตั้งง่าย ได้น้ำสะอาดมีแร่ธาตุ

เริ่มต้นความอร่อยทุกมื้ออาหาร
จากน้ำที่สะอาดจากเครื่องกรองน้ำ SAFE RO BEYOND



อาตี้ รีวิว ✓
ผู้ติดตาม 4.95 แสน คน



myquest_official
MyQuest_Official



360 MARKETING STRATEGY COMMUNICATION

เครื่องกรองน้ำที่ป่าตองไวไว

SAFE RO BEYOND

คนเราต้องดื่มน้ำวันละ 6 หรือ 8 แก้วกันแน่

มั่นใจดื่มน้ำที่มีคุณภาพด้วย SAFE UV BEYOND TOUCH

tueslove
TUESLOVE



dr.birdybird
Bird : หมอเป็นคนตลก



The background is a vibrant, abstract composition. It features a dark blue base with a fine, light-colored grid pattern. Overlaid on this are numerous out-of-focus light spots (bokeh) in shades of blue, purple, yellow, and red. Diagonal streaks of light, primarily in blue and purple, sweep across the frame from the top left towards the bottom right. A bright, multi-colored light flare is visible in the upper right corner.

**THANK
YOU**