



**WARRIX®**



# Today's agenda

- 01** 2Q23 Financial Performance
- 02** Key Growth Driver
- 03** Outlook

# 01

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## 2Q23 Financial Performance

## 2Q23 Financial Performance

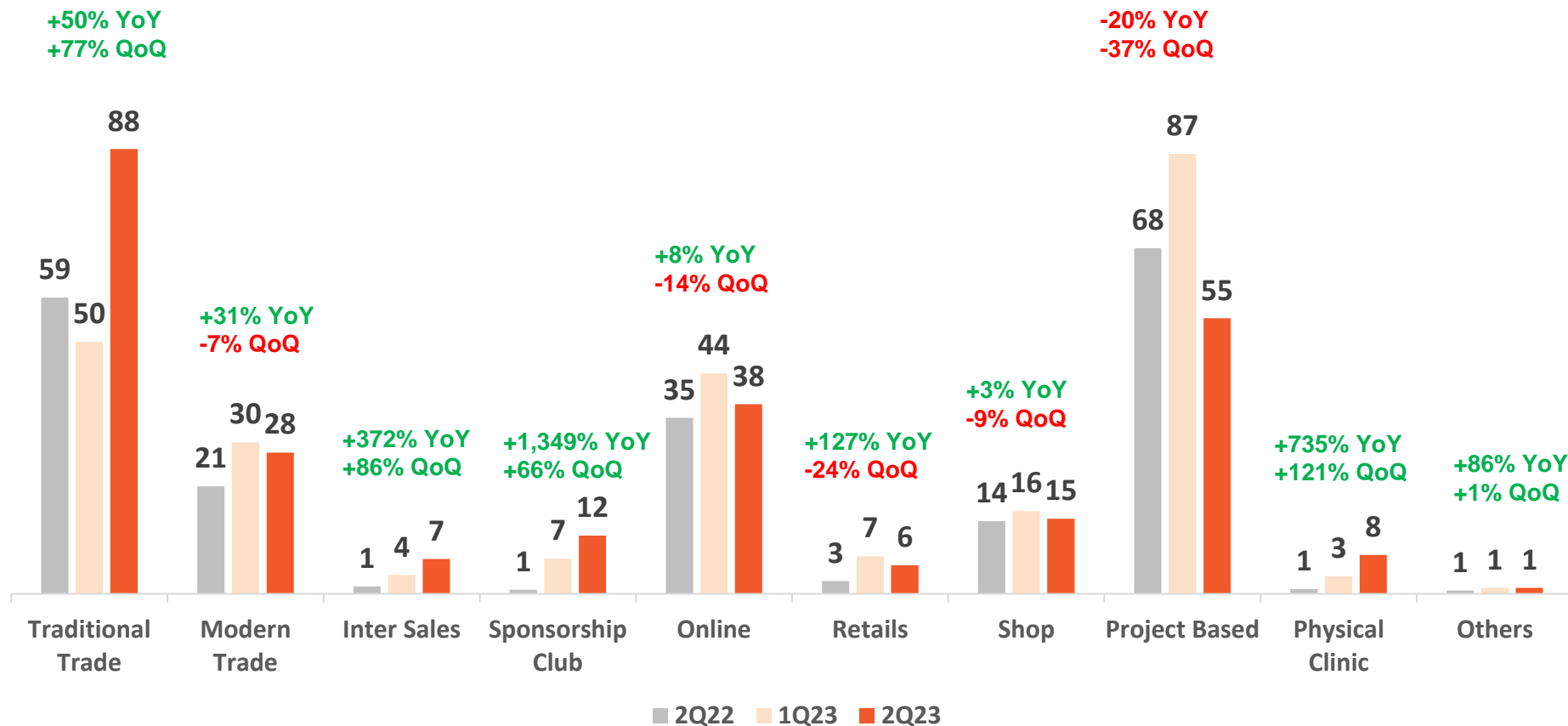
2Q23 Consolidated	2Q23		2Q22		YoY		1Q23		QoQ	
	THB mn	%	THB mn	%	THB mn	%	THB mn	%	THB mn	%
Revenues from operation	256	100%	204	100%	52	26%	250	100%	6	3%
COGS	133	52%	111	55%	21	19%	138	55%	(5)	-4%
Gross Profit	124	48%	93	45%	31	34%	112	45%	11	10%
Other income	6	2%	2	1%	4	266%	10	4%	(3)	-36%
Earning before expenses	130	51%	94	46%	35	38%	122	49%	8	6%
SG&A	100	39%	75	37%	25	34%	106	42%	(5)	-5%
EBIT	29	11%	19	9%	10	52%	16	7%	13	80%
Net Profit	21	8%	12	6%	9	69%	11	4%	10	89%
Adjust	1	0%	0.2	0%	1	363%	0.3	0%	1	164%
Net Profit after Adjust	22	9%	13	6%	9	73%	11	5%	10	91%

6M23 Consolidated	6M23		6M22		YoY	
	THB mn	%	THB mn	%	THB mn	%
Revenues from operation	506	100%	395	100%	111	28%
COGS	270	53%	217	55%	53	25%
Gross Profit	236	47%	179	45%	57	32%
Other income	16	3%	4	1%	12	325%
Earning before expenses	252	50%	182	46%	69	38%
SG&A	206	41%	143	36%	63	44%
EBIT	46	9%	39	10%	7	17%
Net Profit	32	6%	25	6%	7	29%
Adjust	1	0%	(0.02)	0%	1	-5524%
Net Profit after Adjust	33	7%	25	6%	8	34%

# Key Financial Performance

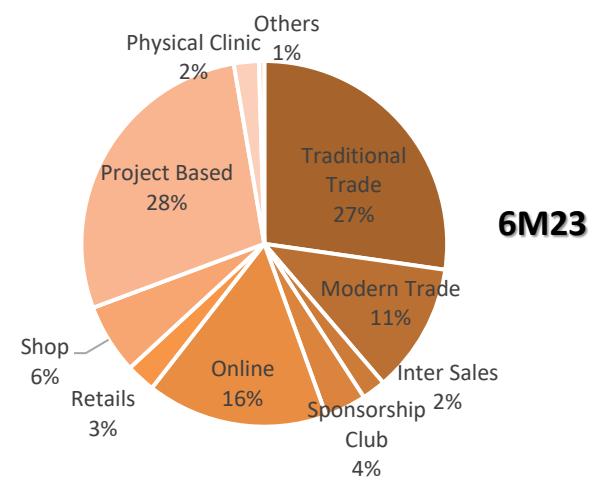
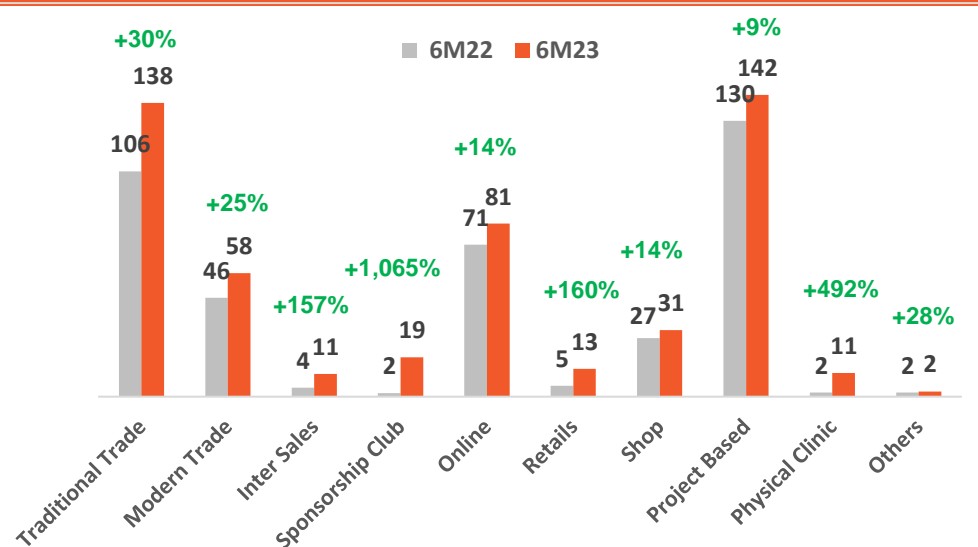
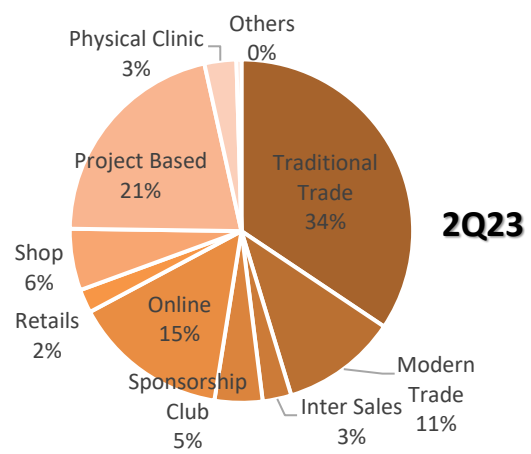
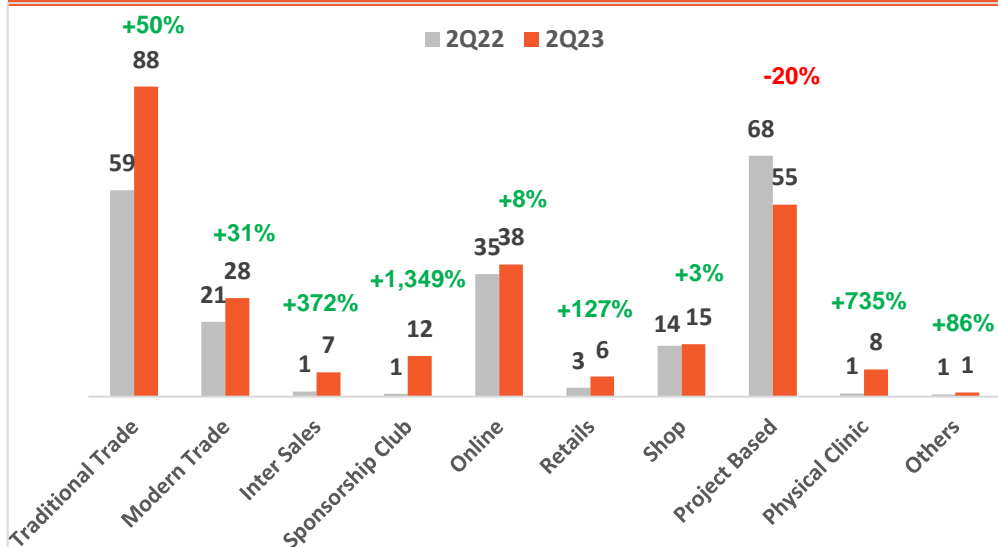
## Revenues Breakdown By Channel

### 2Q23 YoY & QoQ Growth by Channel



# Key Financial Performance

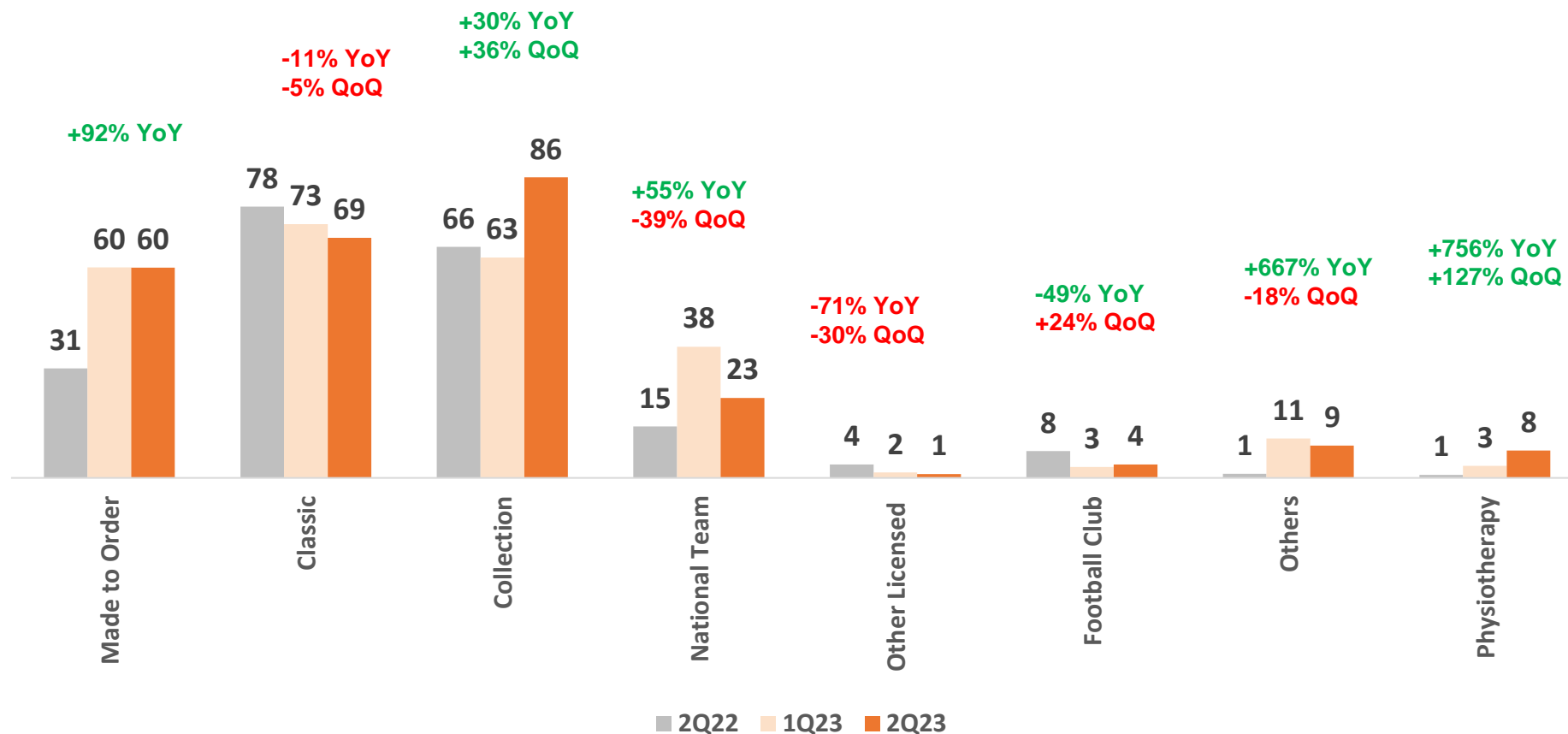
## Revenues Breakdown By Channel



# Key Financial Performance

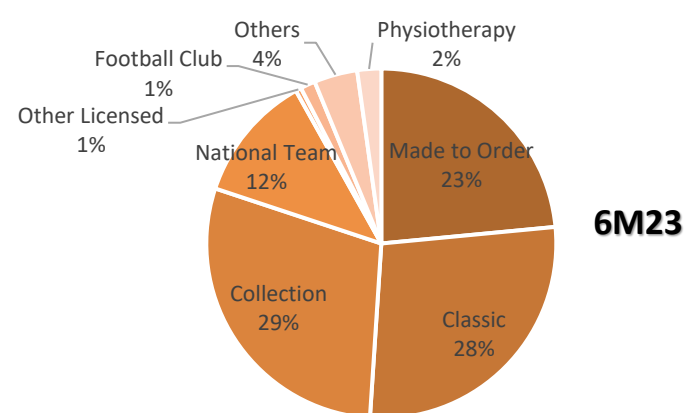
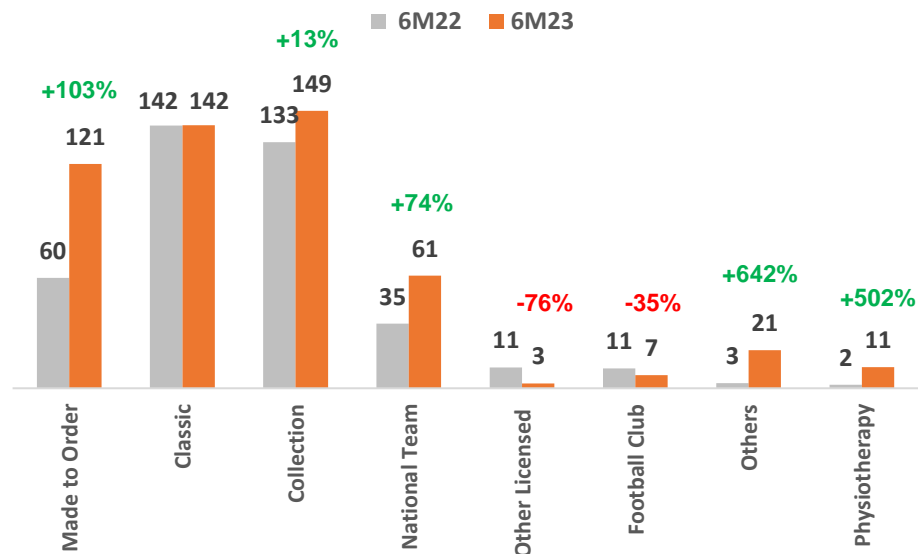
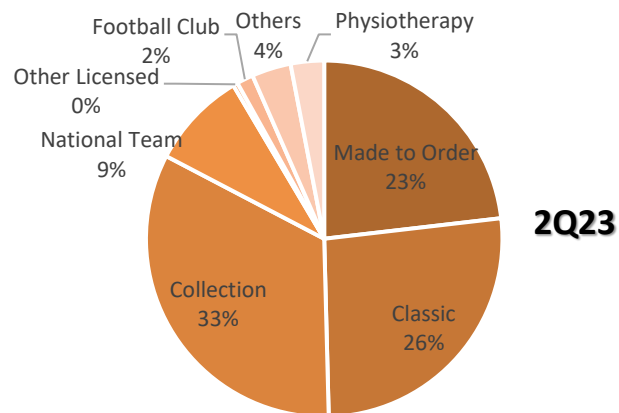
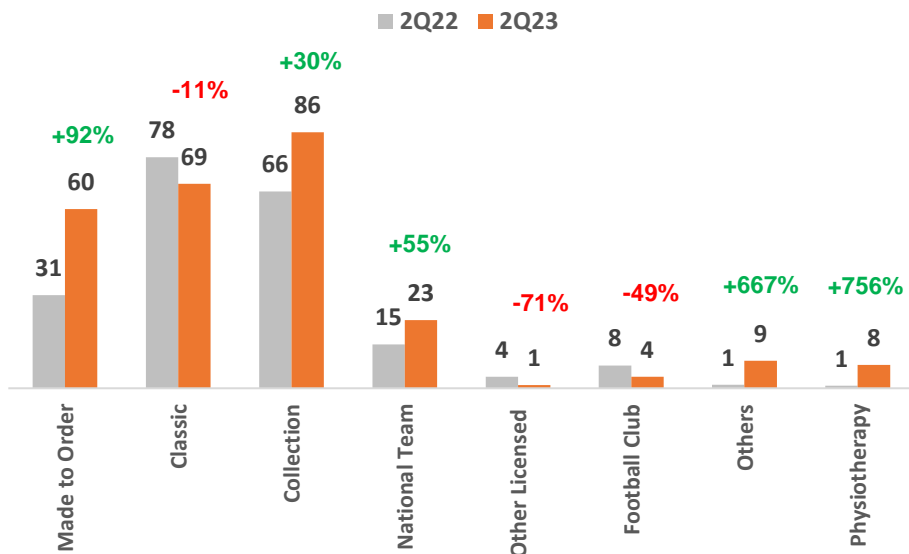
## Revenues Breakdown By Product

### 2Q23 YoY & QoQ Growth by Product



# Key Financial Performance

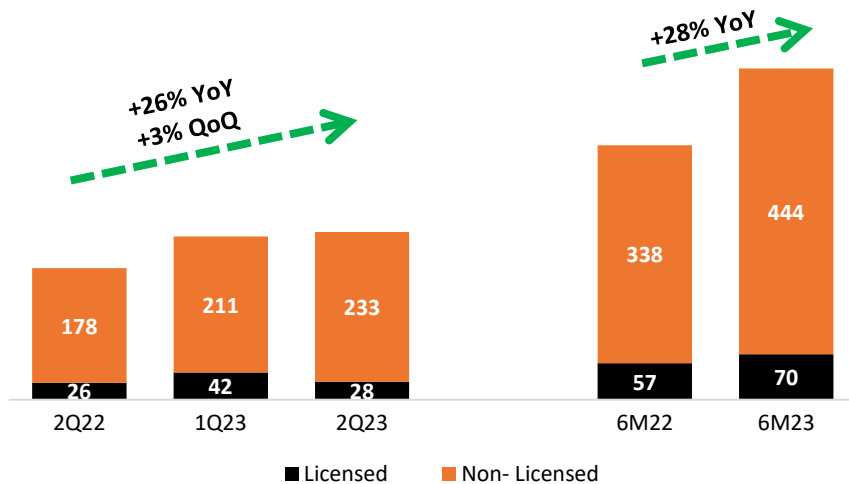
## Revenues Breakdown By Product



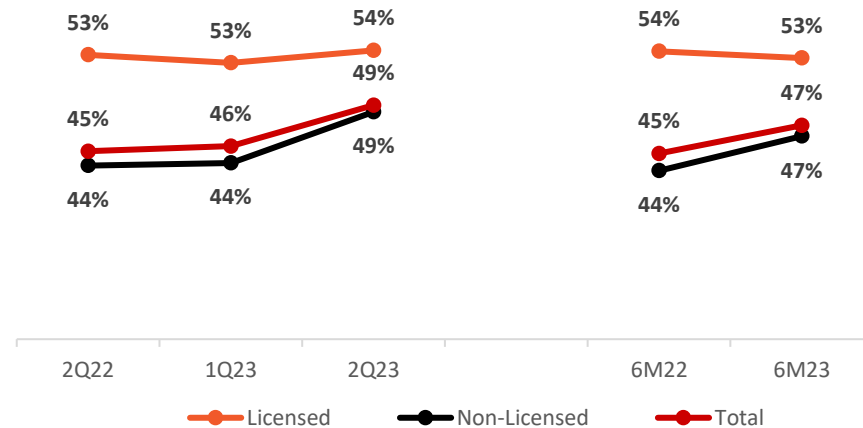


# Key Financial Performance

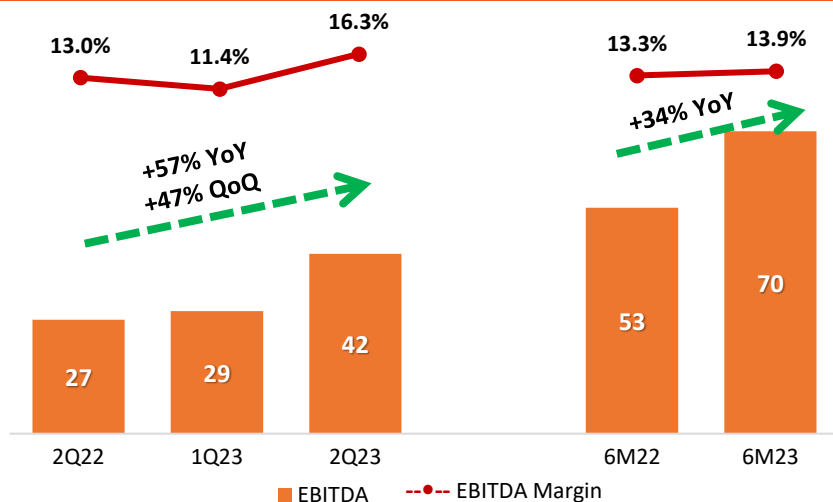
## Revenues from Sales and Services



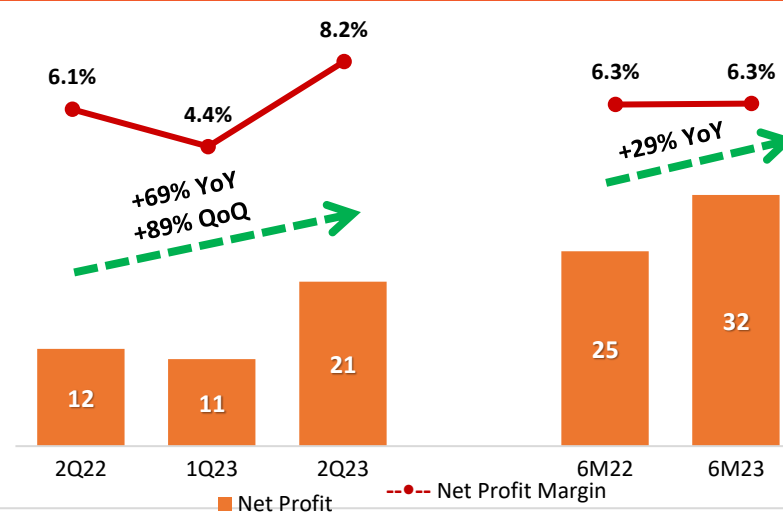
## Gross Profit Margin



## EBITDA

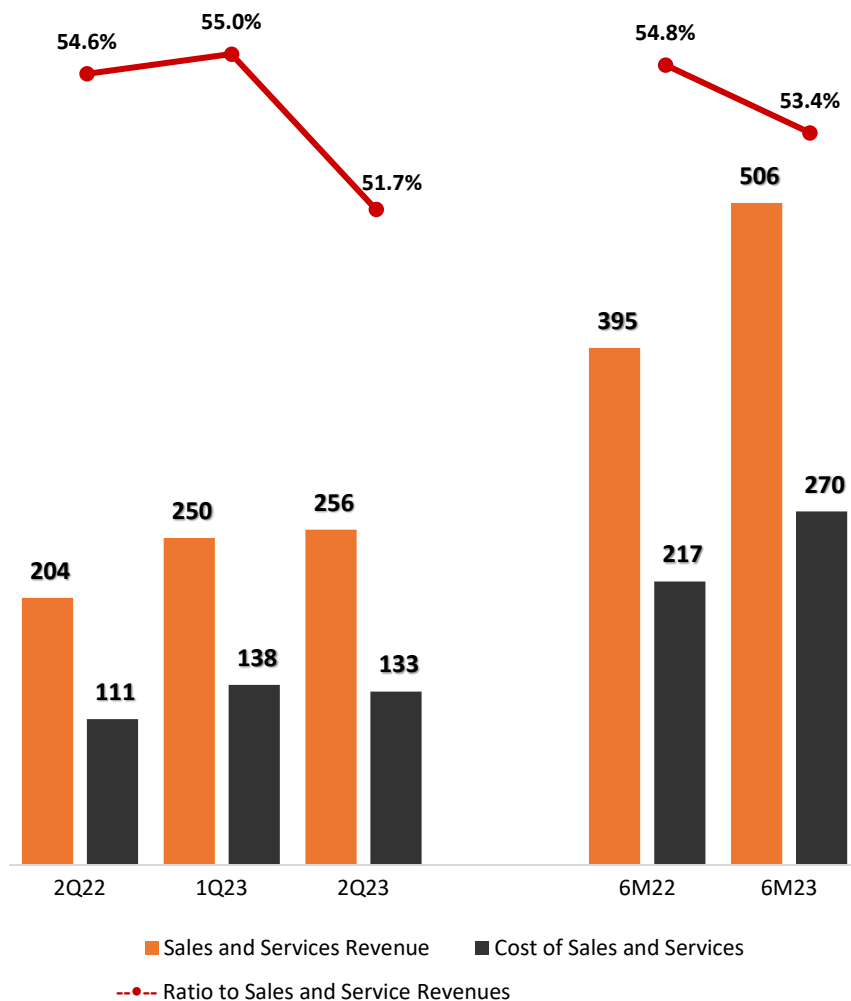


## Net Profit

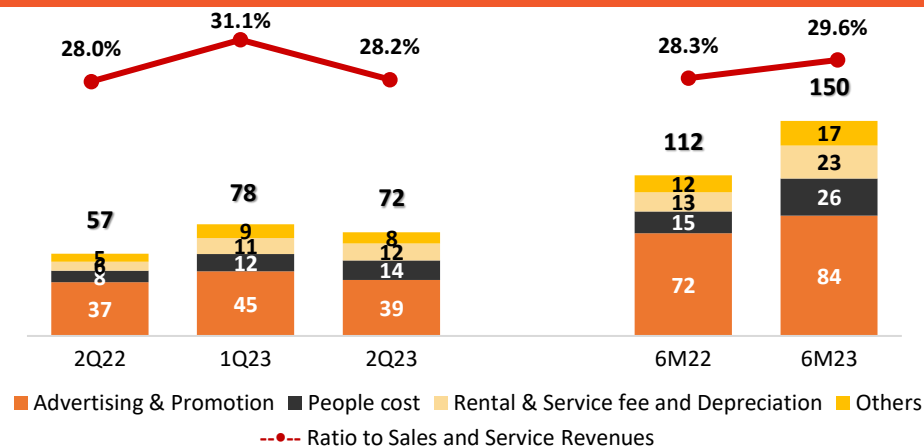


# Key Financial Performance

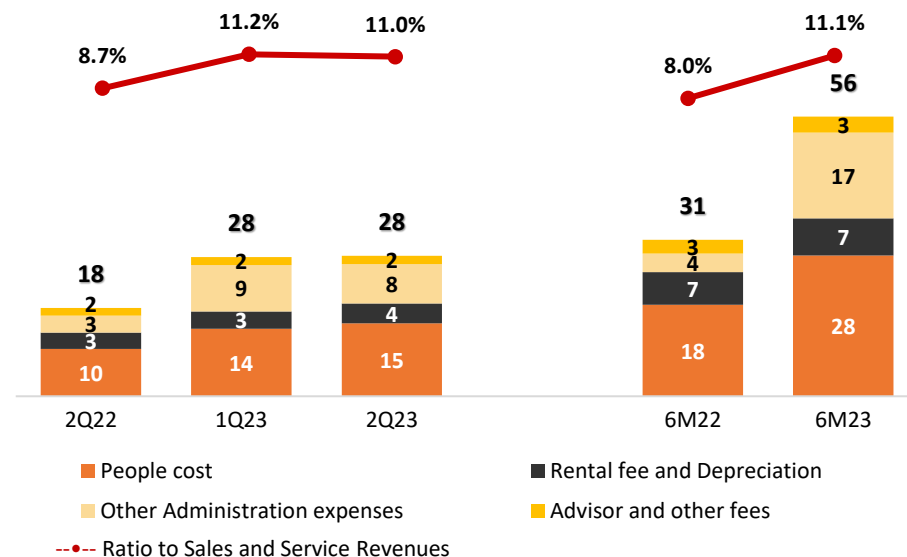
## Cost of Sales and Services



## Selling Expenses



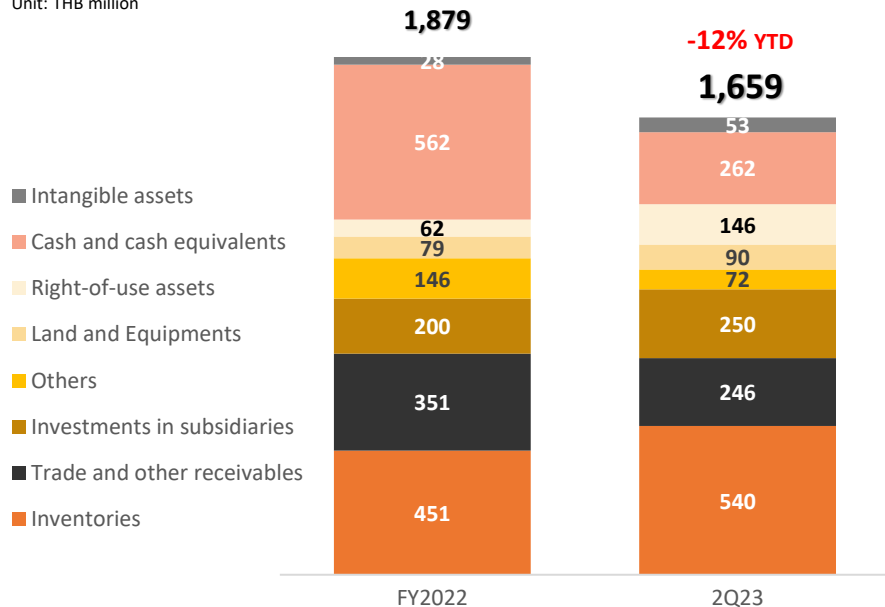
## Administration Expenses



# Balance Sheet

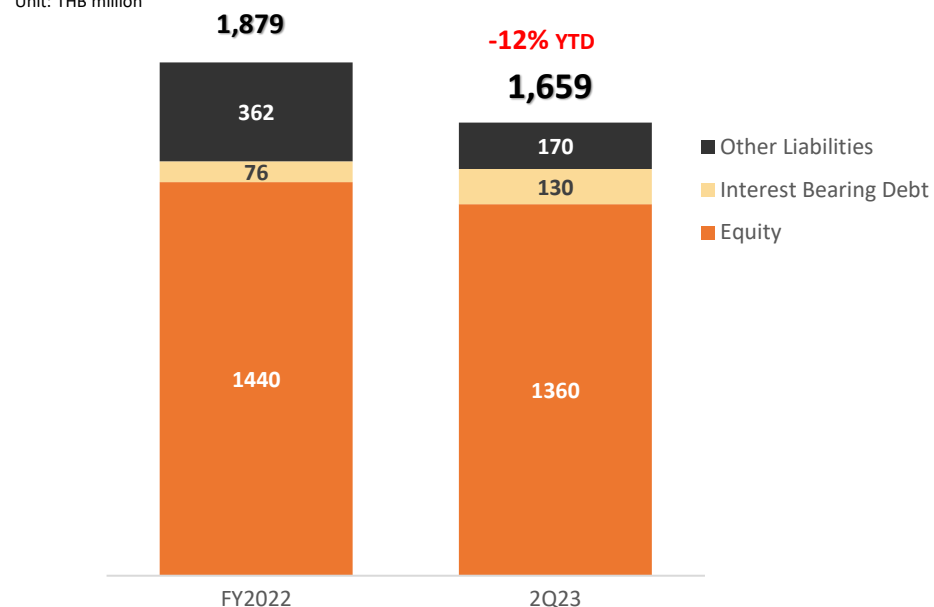
## Assets

Unit: THB million



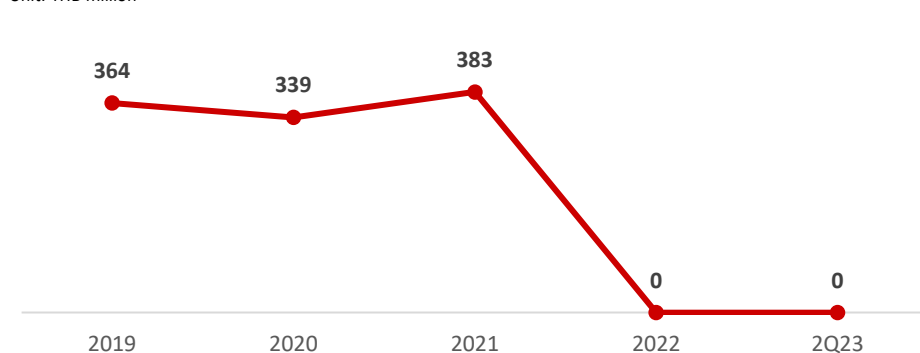
## Liabilities & Equity

Unit: THB million



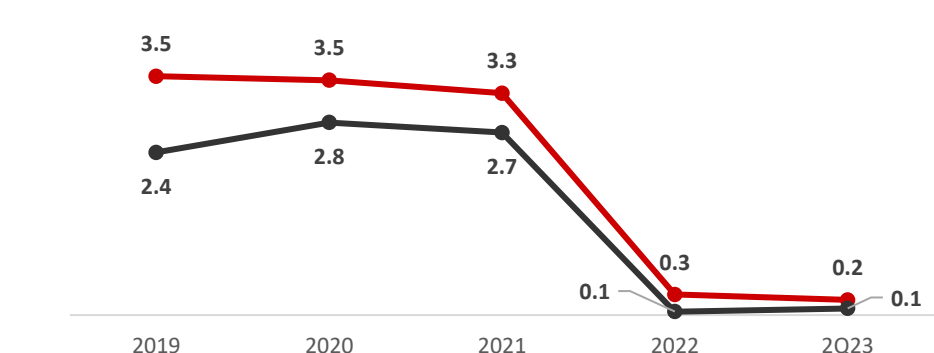
## Short Term Loan

Unit: THB million



## Financial Leverage

Unit: times



—●— D/E —●— IBD/E

# 02

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**Key Growth Driver**

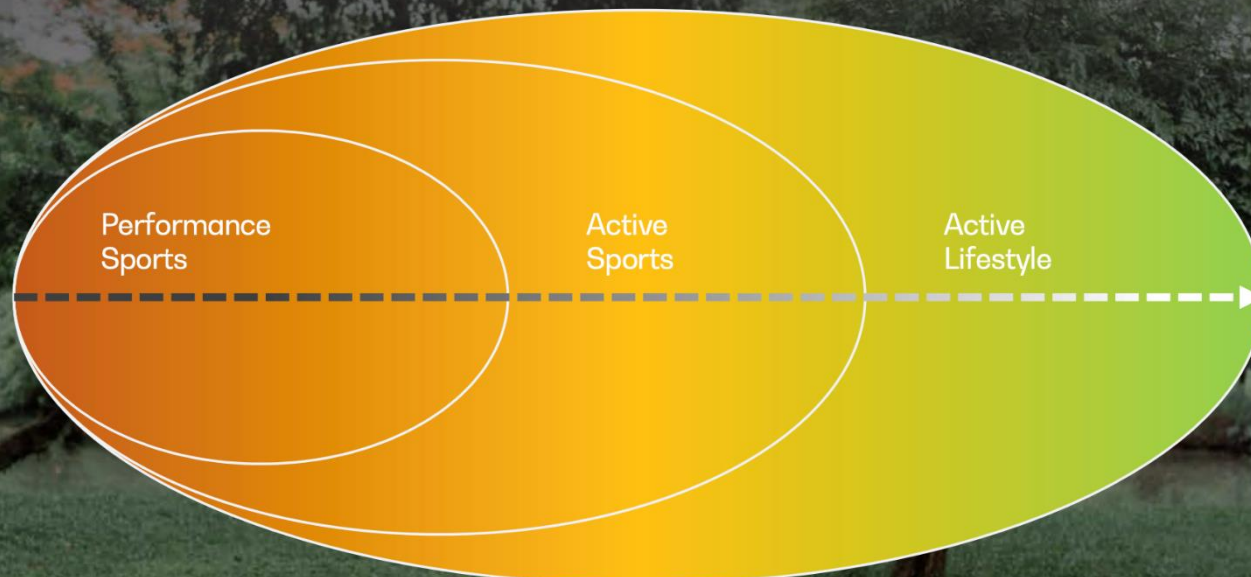
# Brand Building – Brand Direction

EXPERIENCE ROADMAP PRESENTATION

**WINNING DIRECTION**  
SELECTED STRATEGY GOING FORWARD



**"TRIUMPH  
ALWAYS"**



## **BUILD ON BRAND ASSET**

of providing accessible  
high-quality sporting  
goods to people aspire to  
be active

## **EXTEND BRAND TERRITORY**

beyond football /  
performance sports, and  
make brand appeal to  
broader market

## **ASPIRING IDENTITY**

that are appealing &  
relevant to current  
sporting lifestyle  
consumers

# Key Growth Drivers



- New license opportunity
- Growing brand awareness of its non-license products
- Improve pricing strategy
- Product development
- Launching new collection and product categories
- Sales growth and minimize loss sales from increasing in working capital



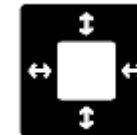
- Increasing high margin product mix
- Cost improvement from higher bargaining power with suppliers and better value chain management
- Efficient inventory management i.e. using data analytic program for inventory forecast, SKUs refurbishment
- Optimizing distribution Channel
- Rising economy of scale and contribution margins amid higher scales given majority of cost is fixed



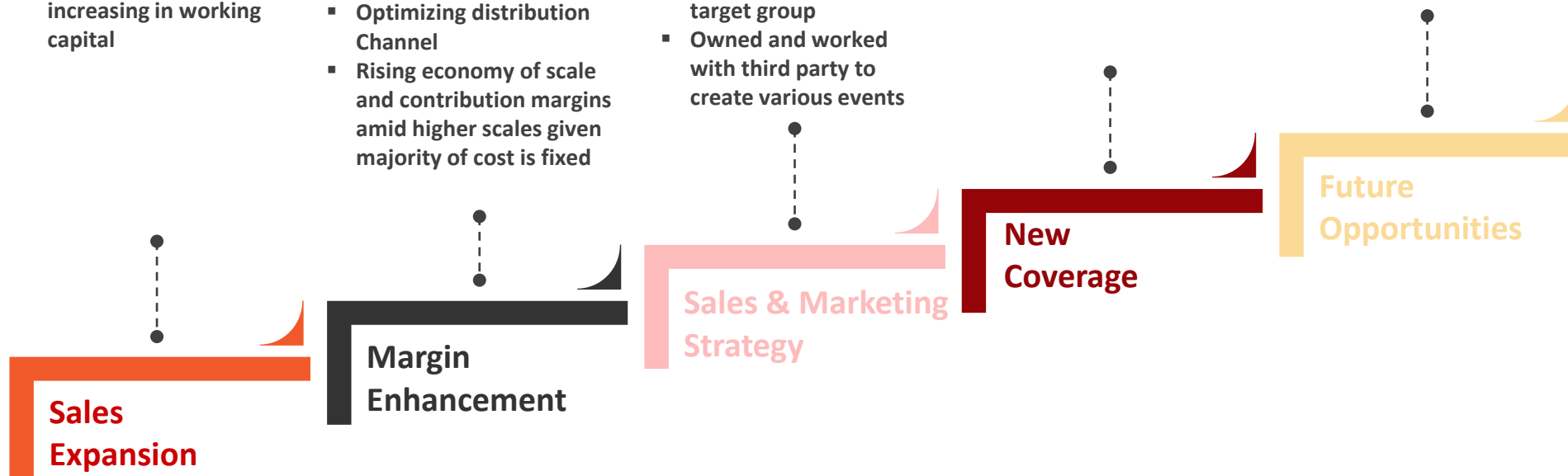
- Escalating brand awareness
- Expand new partnership through sport licensing strategy to diverse customer target groups
- Data driven technology & AI to analyze customer behavior to match products with target group
- Owned and worked with third party to create various events



- Expand more and optimization of distribution platforms
- Expand new flagship /landmark branches both domestic and overseas
- Leveraging technology and trend to reach wider audiences



- Potential new business expansion through new partnership
- New business expansion related to health and lifestyle
- Web 3.0



# Product development with effective marketing strategy



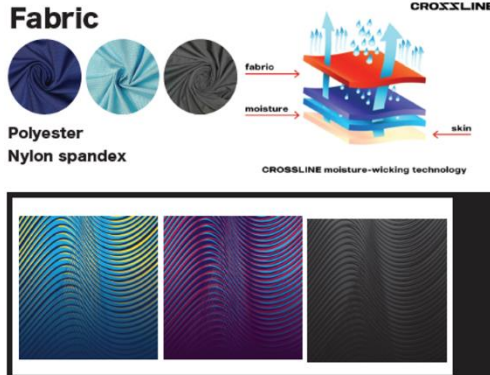
**Sleeveless**



**T-Shirt**



**Shorts pants**



# 03

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## Outlook



# THAILAND EARTH TRAIL 2023



Facebook reach  
2,579,646 peoples



Visited Profile  
122,971 peoples



Likes / Followers  
3,915 likes / 4,646 peoples

## Thailand Earth Trail

4.1K likes • 4.9K followers

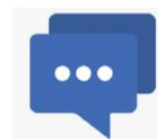


4 Race 4 Destination

สนามเทรลน้องใหม่ หัวใจสีเขียว  
รอคุณมาสัมผัส..ออกเดินทางไปด้วยกัน



Likes and reactions  
39,493 peoples



Comments  
6,482 comments



Share  
2,226 shares



Link clicks  
39,278 clicks



1. TETS2023 EVENT (ชา-อม, สระบุรี)  
reach 444,437 peoples



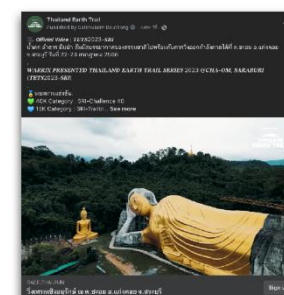
2. OPENS REGIS CHA-OM  
reach 401,404 peoples



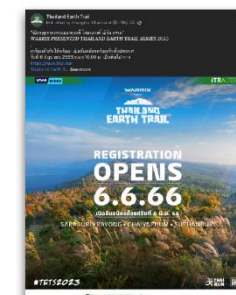
3. SAVE THE DATE CHA-OM  
reach 298,678 peoples



4. OPENS REGIS RAYONG  
reach 221,323 peoples



5. OFFICIAL VIDEO CHA-OM  
reach 148,458 peoples



6. เป็ดฤดูหนาวsa  
reach 144,433 peoples

# Running Roadmap



## 6 MONTHS

# 2023 AGENDA

Jul

Aug

Sep

Oct

Nov

Dec

**THAILAND EARTH TRAIL**  
Thailand Earth Trail@Cha-Om  
22-23 Jul. 2023

**THAILAND EARTH TRAIL**  
Thailand Earth Trail@Rayong  
19-20 Aug. 2023

**THAILAND EARTH TRAIL**  
Thailand Earth Trail@Chaiyaphoum  
7-8 Oct. 2023

**THAILAND EARTH TRAIL**  
Thailand Earth Trail@Suphanburi  
25-26 Nov. 2023

TANAOSRI TRAIL  
30 June-2 July 2023  
10/ 20/ 30/ 50 / 110K

Brooks Run Happy @ จังหวัด นครนายก  
8-9 July 2023  
7/ 15 /25 /50K

อัลตราเทรลแหวกหลังบ้าน @ เขาค้อ เพชรบูรณ์  
8-9 July 2023  
11/ 22/ 33/ 55K

Evil Trail @ ภูหินร่องกล้า, พิษณุโลก  
15-16 July 2023  
13/ 34/ 57K

Columbia Trail Masters  
15-16 July 2023  
10/ 26/ 50K

UltraTrail Phrae 15-16 July 2023  
10/ 20/ 50/ 100K

CM6 21-23 July 2023  
18/ 39/ 58/ 72/ 98/ 131/ 149.7K

Doi Chang Trail 29-30 July 2023  
9/ 15/ 35/ 45/ 65K

AKHA Trail @ ทุ่งหญ้า เชียงราย  
5-6 August 2023  
15/ 30/ 55/ 78K

Spartan Race Thailand (Trail)  
5-6 August 2023  
10-50K

Bala Trail Running @ นครราชสีมา  
19-20 August 2023  
10/ 25/ 50K

Ultra-Trail CHIANGMAI  
1-3 September 2023  
13 / 20/ 33/ 65/ 105/ 160K

Ultra-Trail Khao Eto  
1-3 September 2023  
5 / 11/ 25/ 33/ 58/ 72K

The Fog Trail Phu Ruea  
9-10 September 2023  
10 / 20/ 40/ 50K

MUSER100 @Tak Thailand  
23-24 September 2023  
20 / 40/ 65/ 100K

The Legendary Trail Series  
1 October 2023  
3 / 10/ 25/ 50K

Dongmaifai Trail  
15 October 2023  
5 / 10/ 22/ 50K

Ultra-Trail Chiangrai  
19-22 October 2023  
16 / 24/ 55/ 111/ 156/ 250K

Ultra-Trail Nan100  
28-29 October 2023  
15 / 30/ 50/ 70/ 100K

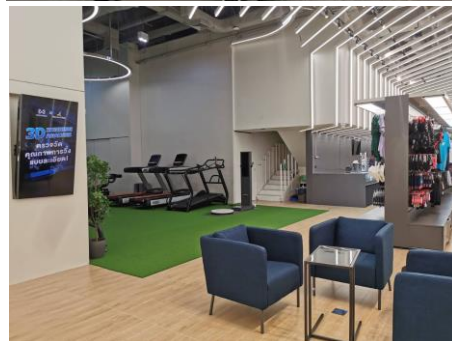
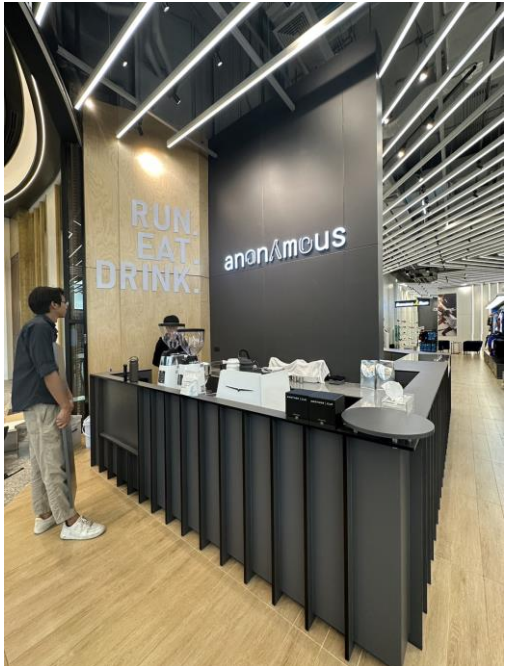
Inthanon KING of Mountain 2023  
15 November 2023  
16 / 46 K

Mae Salong Trail1  
18-19 November 2023  
8 / 20/ 35/ 60 / 110K

Doi nhok trail  
24-26 November 2023  
5/ 14/ 35/ 58/ 80/ 124/ 160K

Thailand by UTMB  
7-9 December 2023  
10 / 20/ 50/ 100/ 160K

## WARRIX RUN HUB



### 2Q23 Update and Outlook:

- Fully opened since 1 April 2023 (operation hour: 7 a.m. - 9 p.m.)
- Physiotherapy Clinic tentative opening in Q3/2023.
- Opened Anonymous Coffee Shop.
- Marketing campaign with Banana Run to facilitate sales.
- Organized events to enhance health and exercise community, such as Spartan Race Thailand, Women Active Run.
- Promoted among runners and through workshop which held every weekends.
- WARRIX RUN HUB designs special training programs for runners participating in TETS2023.

## WARRIX RUN HUB



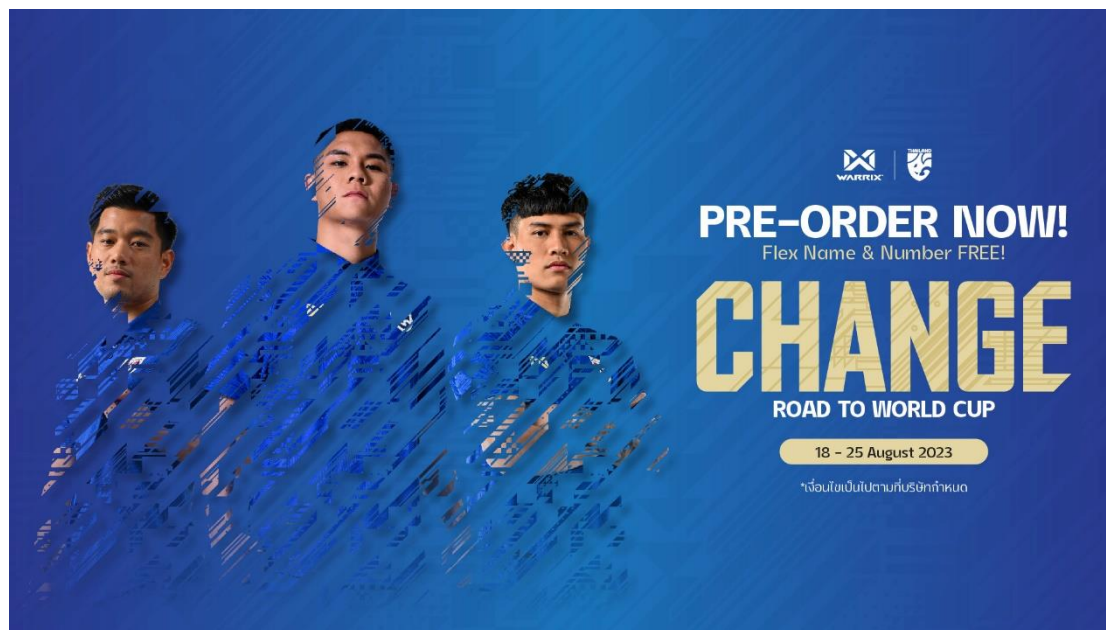
Spartan Race Thailand



Women Active Run by สสส

# Launch New Thailand National Team Jersey

Thailand National Team Jersey 2023/24



## 2H23 Outlook:

- Thailand National Team Jersey Grand Opening Event at Warrix Lifestyle, Siam Square in 26 August 2023.
- Facilitate sales through marketing campaign in line with sport events in 2H23:

Sep

- 49th King's Cup 2023

Oct

- FIFA Day

Nov

- AFC World Cup 2026 Qualification Round 2

# Expand Product Portfolio to Active & Lifestyle Segment

## WARRIX LIFESTYLE @Siam Square



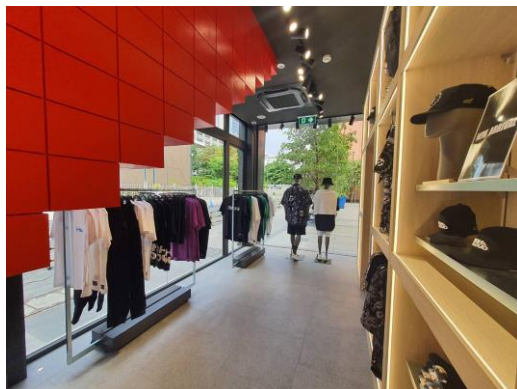
### 2Q23 Update and Outlook:

- Soft opening 1<sup>st</sup> & 2<sup>nd</sup> Floor in July and mid-August 2023, respectively. Fully opening in late-August 2023.
- Launched “Fat & Furious” and “Wealthy” Collection, a collaborated project with Golf Fucking Hero of High Cloud Entertainment. The products are exclusively distributed by WARRIX.
- Schedule to launch new Thailand National Jersey 23/24 in late-August to attract sports fans to purchase lifestyle products.
- Marketing plans in line with product launches by organizing events at the shop to enhance community engagement.

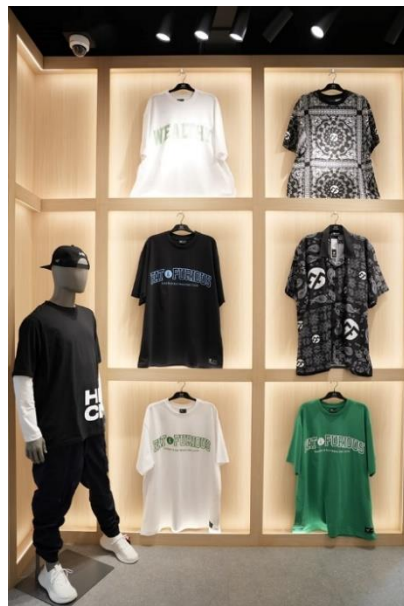


# Expand Product Portfolio to Active & Lifestyle Segment

## WARRIX LIFESTYLE @Siam Square

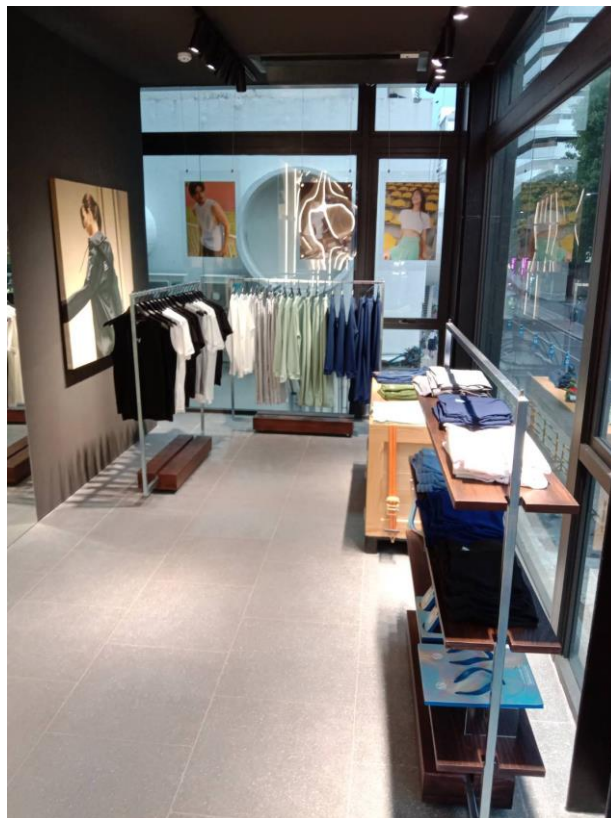
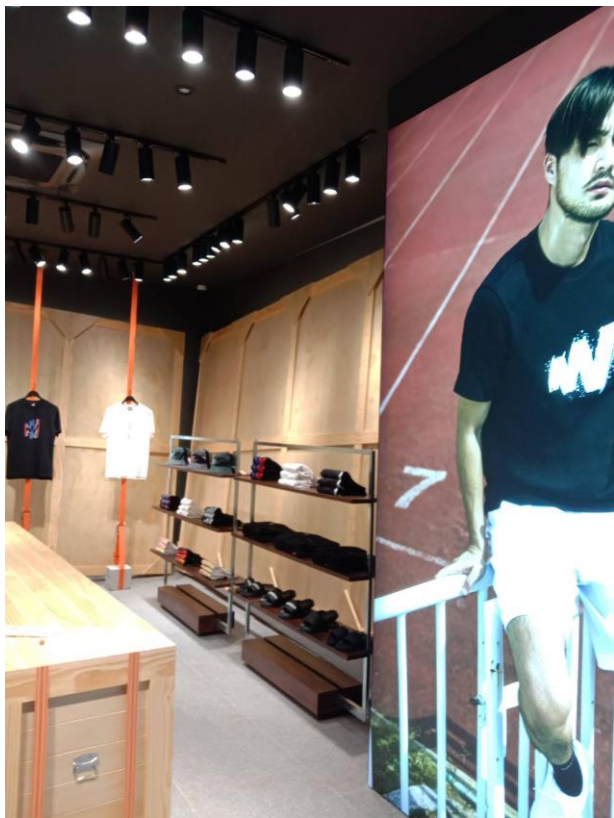


**1<sup>st</sup> Floor:**  
lifestyle products exclusively collaboration with artists, influencers, and iconic fashion & lifestyle brand.



# Expand Product Portfolio to Active & Lifestyle Segment

## WARRIX LIFESTYLE @Siam Square



**2<sup>nd</sup> Floor:**  
WARRIX lifestyle collection.



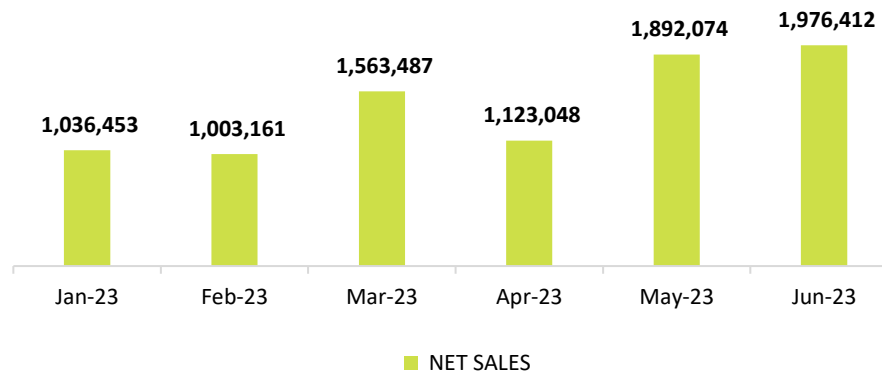
# International Business – Premier Football SG

## Premier Football in SUNTEC City, Singapore



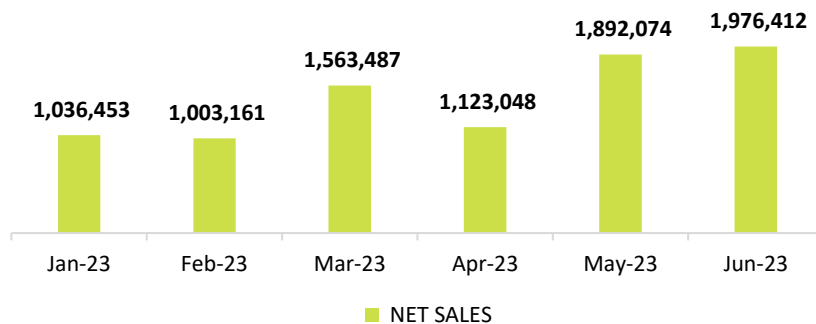
### 2Q23 Update and Outlook:

- Start to sell WARRIX's products on March 2023. (Football Tee was on top selling)
- Launch new football jersey season 23/24 in May 2023.
- H2 will increase sales from WARRIX's products on E-commerce and stores. (teamwear with flex and numbering).

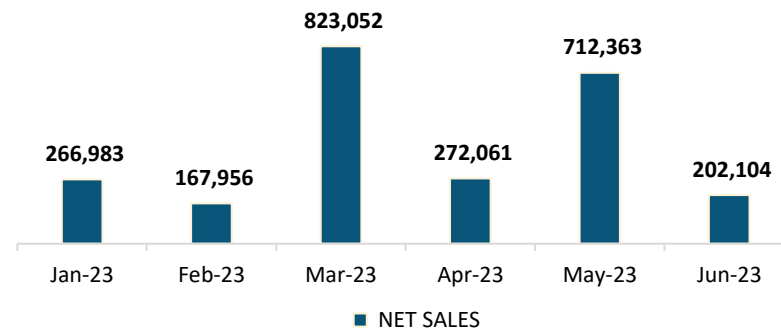


# Penetrate to Regional Market

## Premier Football



## WARRIX HOLDING PTE. LTD.



### 2Q23 Update and Outlook:

- Start MTO project with school, football club/academy and corporate sales.
- Start E-commerce on WARRIX.com Shopee and Lazada for SG Market.
- On-going to promote brand awareness via online and offline channel.

# Penetrate to Regional Market

## Official Apparel : Phnom Penh Crown FC

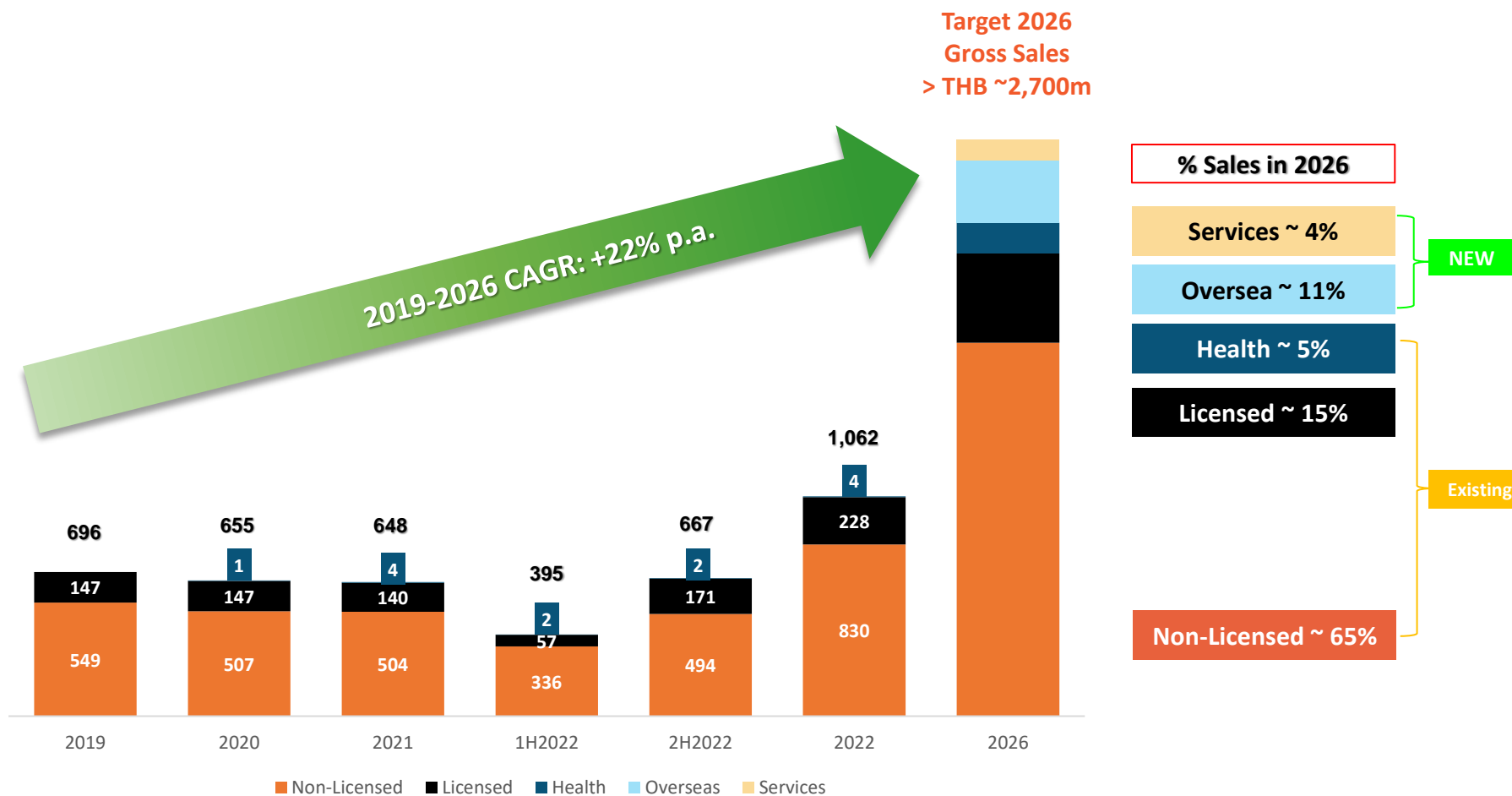


### 2Q23 Update and Outlook:

- Start local marketing strategy by supporting 23/24 sportswear and equipment for Phnom Penh Crown FC.
- Enhance brand awareness among Cambodian customers.



# 2026 Sales Target



The text 'Q&A' is written in large, bold, black letters, centered over a yellow, brush-stroke-like graphic that resembles a map of Thailand.

# Q&A

For more information, please contact IR Department  
[ir@warrix.co.th](mailto:ir@warrix.co.th) or 094 310 7103

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# 04

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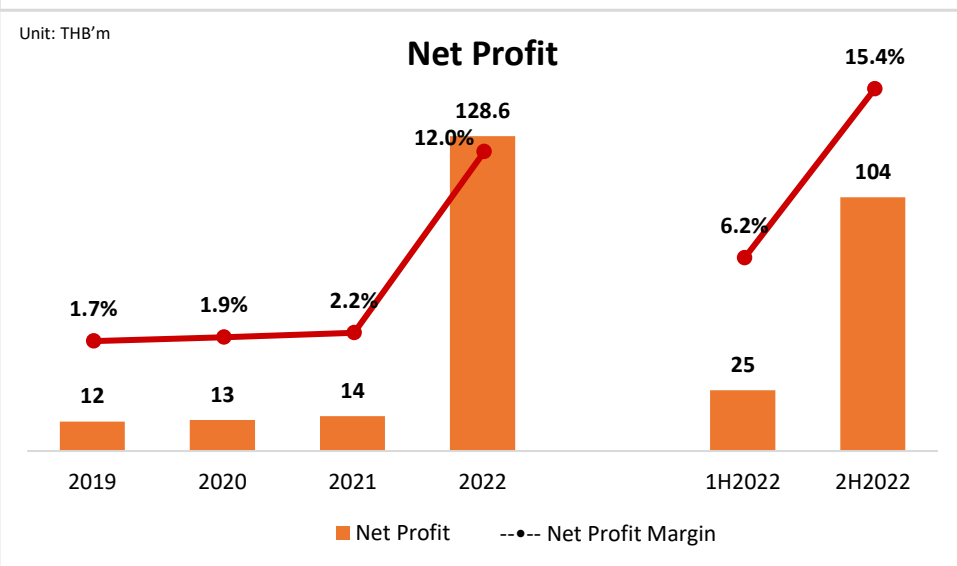
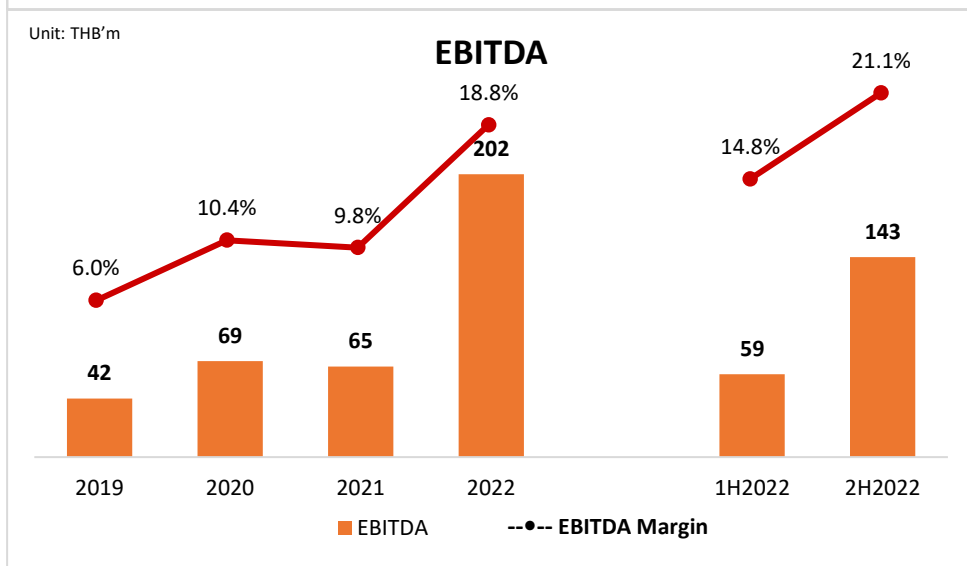
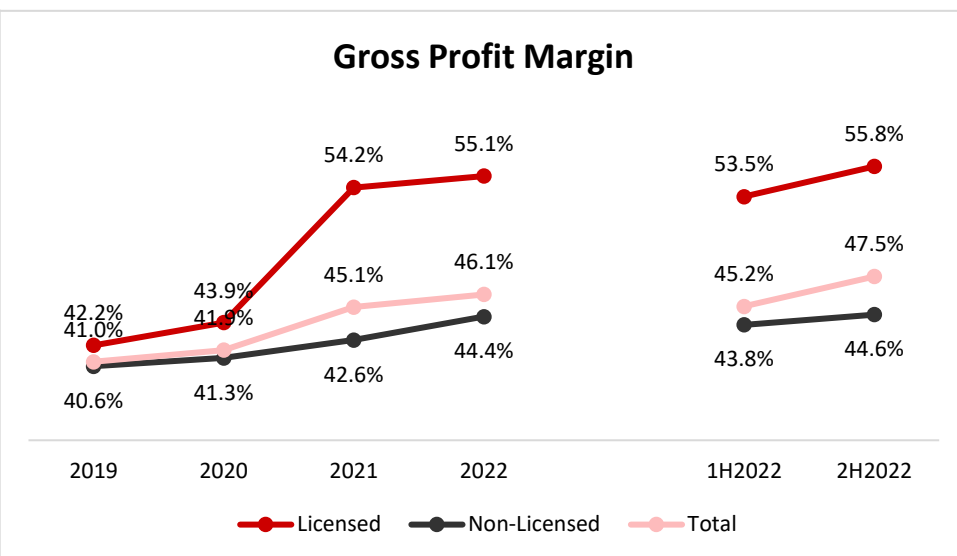
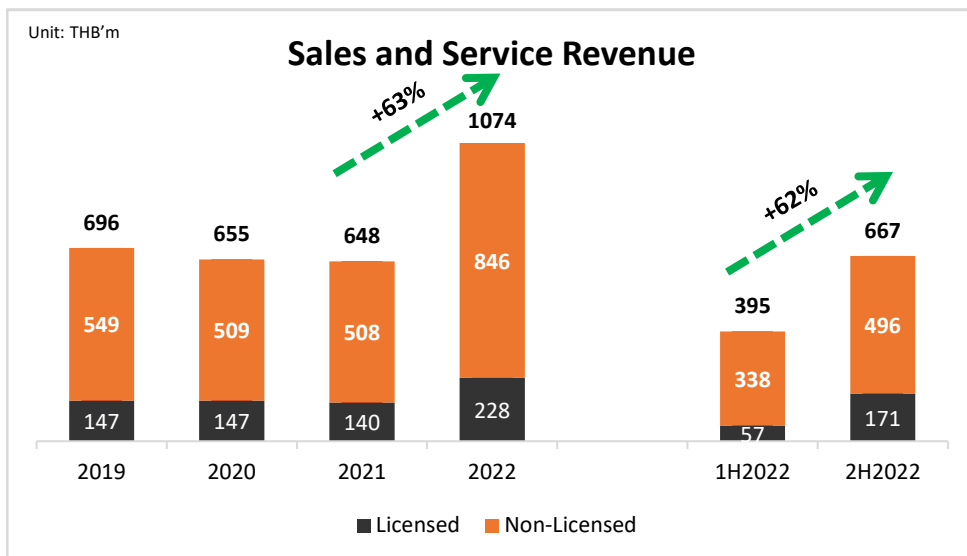
## Appendix

## 2Q23 Financial Performance

2Q23 Separate	2Q23		2Q22		YoY		1Q23		QoQ	
	THB mn	%	THB mn	%	THB mn	%	THB mn	%	THB mn	%
Revenues from operation	256	100%	204	100%	52	26%	248	100%	8	3%
COGS	131	51%	111	55%	19	17%	136	55%	(6)	-4%
Gross Profit	126	49%	93	45%	33	36%	112	45%	14	12%
Other income	6	2%	2	1%	5	293%	9	4%	(3)	-35%
Earning before expenses	132	51%	94	46%	38	40%	121	49%	10	9%
SG&A	96	37%	74	36%	21	29%	101	41%	(5)	-5%
EBIT	36	14%	20	10%	16	82%	21	8%	15	75%
Net Profit	27	11%	13	6%	14	111%	16	6%	12	76%

6M23 Separate	6M23		6M22		YoY	
	THB mn	%	THB mn	%	THB mn	%
Revenues from operation	504	100%	394	100%	110	28%
COGS	267	53%	216	55%	51	23%
Gross Profit	238	47%	178	45%	59	33%
Other income	16	3%	4	1%	12	335%
Earning before expenses	253	50%	182	46%	71	39%
SG&A	196	39%	142	36%	55	38%
EBIT	57	11%	40	10%	17	42%
Net Profit	43	9%	26	7%	17	66%

# Key Financial Performance

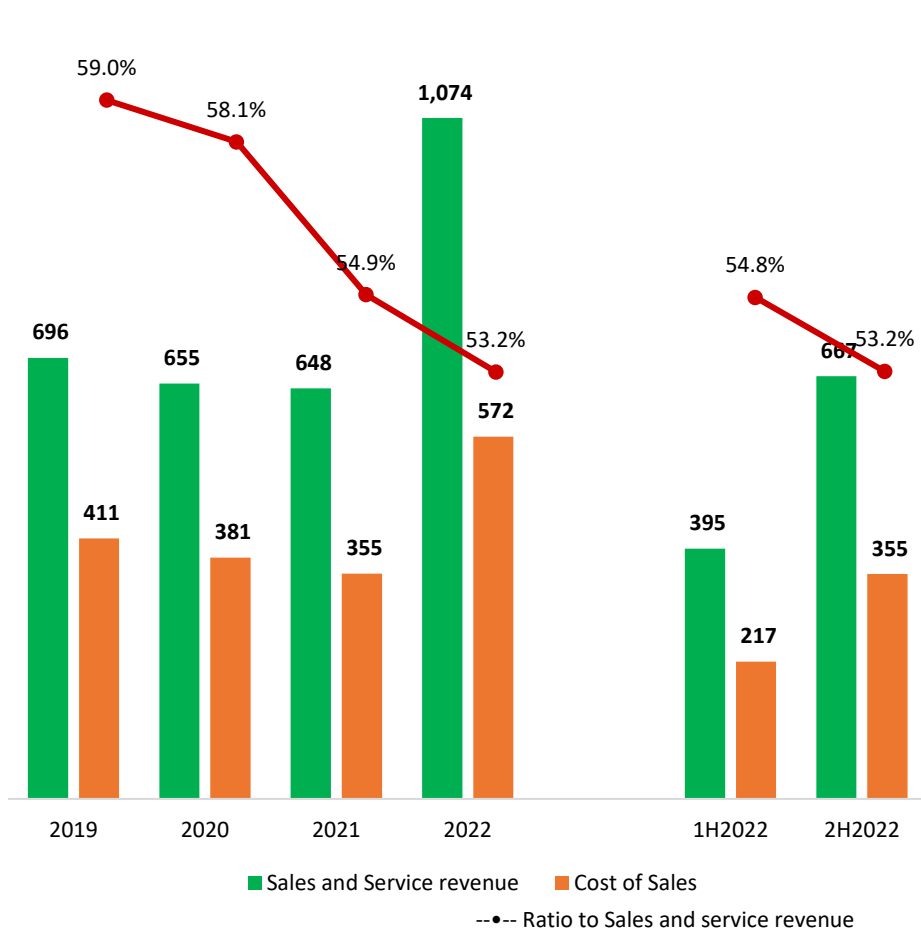




# Key Financial Performance

Unit: THB'm

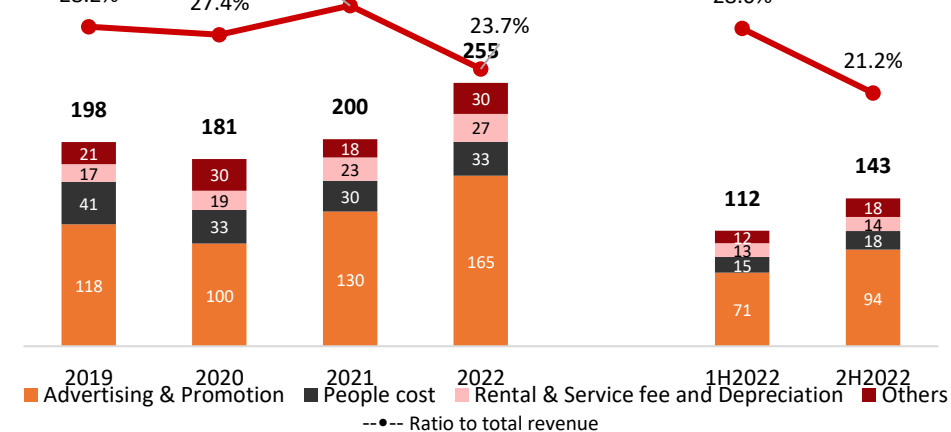
## Cost of Sales



**Cost to sales % is declining given more balanced product mixed, higher value chain and efficient stock management.**

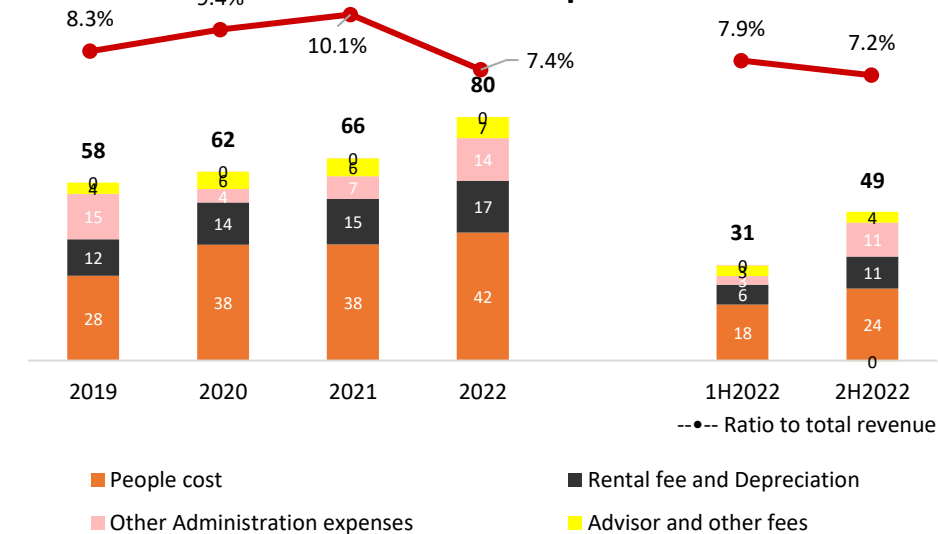
Unit: THB'm

## Selling expenses

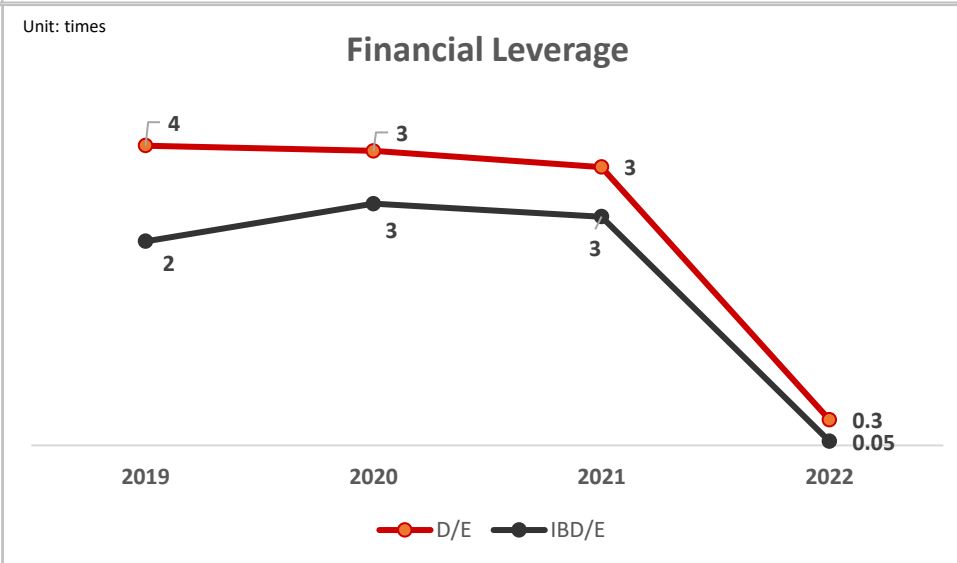
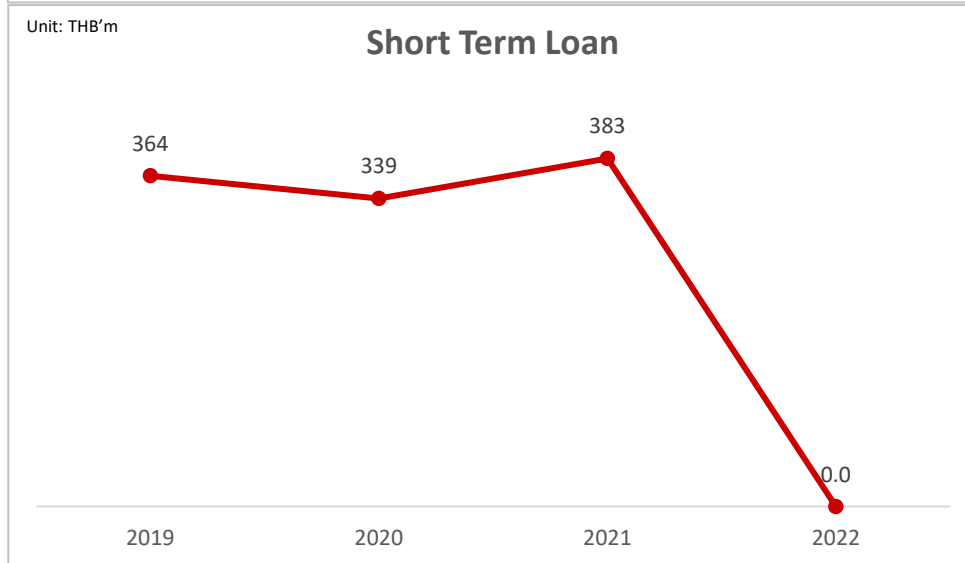
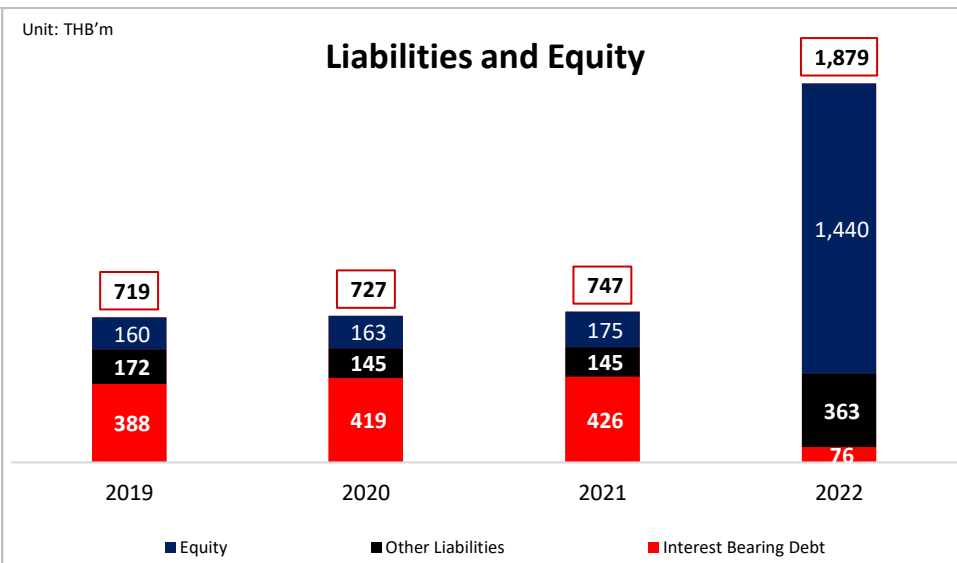
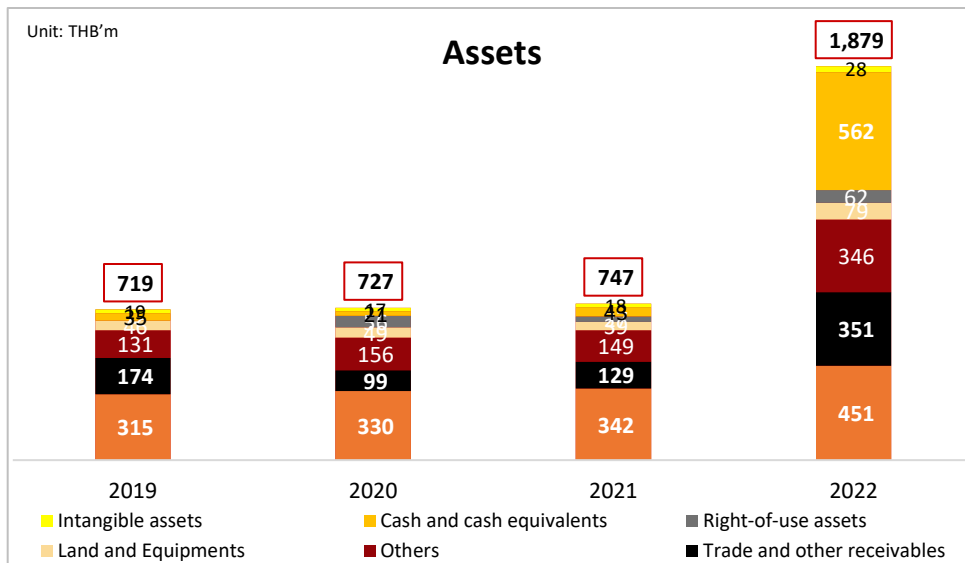


Unit: THB'm

## Administration expenses



# Balance Sheet



# Robust trajectory for growth in the enduring wave of healthier and fitter lifestyle

Warrix continuously expand the distribution channel to cover many areas in local and global. Currently, there are 5 mains channels, which consists of

## 1 5 Retail branches (Warrix Shop)

- CHANGSUEK Flagship Store at stadium one, 1,000 sq.m.
- Warrix shop at Muang Thong Thani, 100 sq.m.
- Warrix BCC shop, 20 sq.m.
- Warrix Run Hub at QSNCC, 557 sq.m.
- Warrix Siam Square Shop, 300 sq.m.

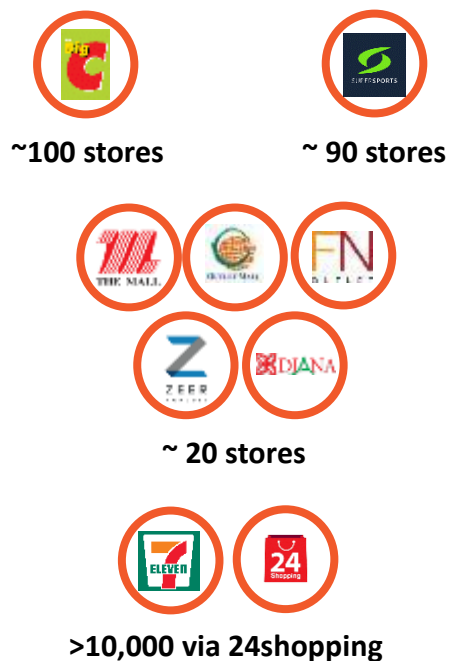
New



## 2 > 400 Traditional trade



## 3 > 10,200 Modern trade




2022 - 2028


# Robust trajectory for growth in the enduring wave of healthier and fitter lifestyle


## 4 E-Commerce<sup>/1</sup>


 Website: [www.WARRIX.co.th](http://www.WARRIX.co.th)  
> 500,000 members


 Facebook: WARRIX  
>660,000 followers

 Lazada: WARRIX  
>180,000 followers

 Shopee: WARRIX  
>460,000 followers

 Instagram: warrix\_official  
>72,000 followers

 Line: WARRIX  
>16,000 followers

 Tiktok: warrixthailand  
>7,000 followers



## 5 Project Base



### MADE TO ORDER



POLO SHIRT



SPORT WEAR



T-SHIRT



PANTS



UNIFORM



JACKET

# Robust trajectory for growth in the enduring wave of healthier and fitter lifestyle

- Continue development in other businesses related to health and lifestyle.
- One stop service for supporting related sport event and to be a leader in sport-health and lifestyle business.



## Warrix's active health businesses :

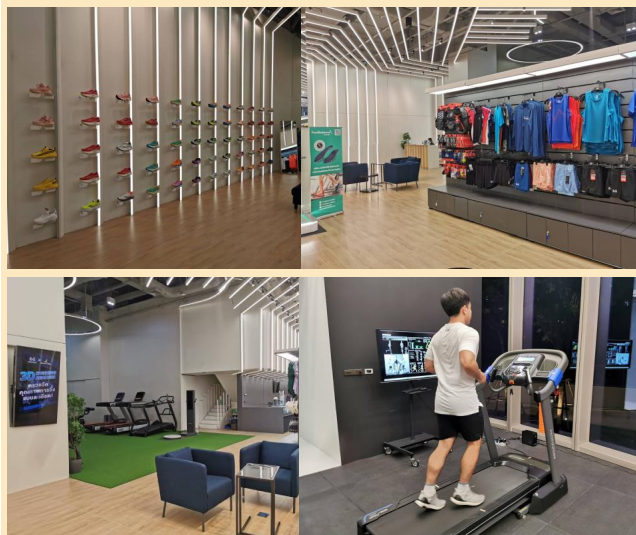
### 1. Physiotherapy & Performance Studio clinic located at Stadium One, Samyan

- Providing advice and knowledge on nutrition including professional trainers with modern medical equipment
- Sport specialized courses for football, marathon, golf, cycling and office syndrome such as physical analysis, sport massage and performance training for athletes and general public.



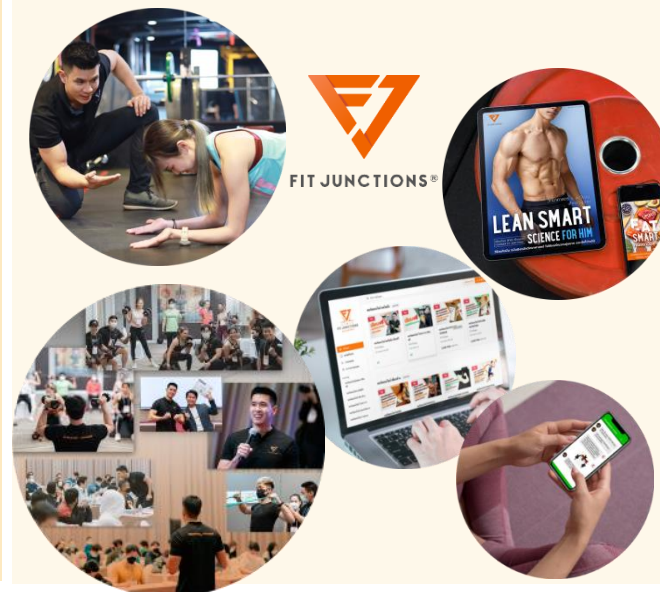
### 2. Warrix Run Hub located at QSNCC

- Warrix Run Hub provides full facilities for athletes, general public and runners in Benjakitti Park.
- Including 3 main facilities:
  - 1) Performance Training: Motion Metrix Analysis and Exercise & Training Workshop.
  - 2) Flagship store for running products of WARRIX & BANANA RUN: running/training shirts, running shoes, running gadgets and equipment.
  - 3) Physiotherapy clinic.



### 3. Fit Junction

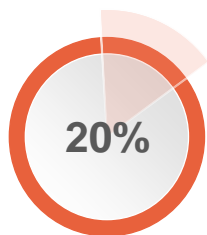
- Multi-funnels fitness and nutrition educator: Online Courses, E-book, Workshop, 1 on 1 Training.
- More than 2M of total followers and subscribers from all social media platforms.
- Using 10 years worth of R&D, SOP, customer base and data from FJ to build strong foundation and boost exponential growth for Warrix Health.



# Sport Apparel Industry Outlook

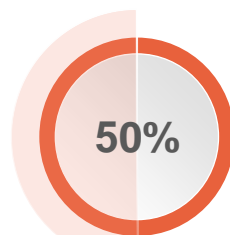
- The sport apparel goods market in Thailand is **worth approximately THB 30 billion**.
- **Recovered to pre-COVID-19 level, and on an uptrend with prospect to grow 15-20% per year** premised on increasing in health awareness as more people are committed to leading healthier and more active lifestyle.
- Along with huge opportunities from the resuming of large sports events including **FIFA World Cup in 2022, AFF Mitsubishi Electric Cup 2022, and the Olympics in 2024 etc.**
- **An ongoing rise in popularity of outdoor and home-based sports** (running, cycling, home exercise and yoga are becoming more popular).

## The sport apparel goods market in Thailand



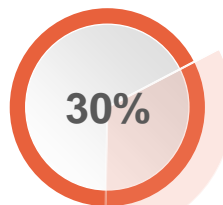
### Discounted/Mass market

Import product by Thai company, no brand and cheap price



### Middle market

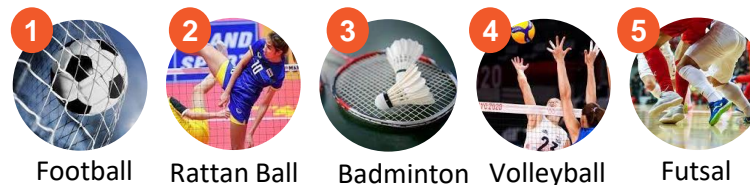
Thai brand produce by Thai company



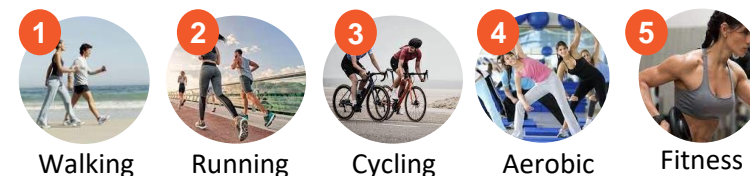
### Global market

Global brand, both import and export

## Top 5 most popular sports in Thailand



## Top 5 most popular exercise activities in Thailand



**~THB 30 billion**

of sport apparel goods market in Thailand

**42 %**

of Thai population exercise regularly

**>70%**

of Thai people who exercise regularly are middle to high income

**8 %**

of Thai population playing sport regularly

# Thailand Annual Garment Consumption

## Garment annual consumption

- According to a study by UTCC, Thailand 2020 annual garment consumption is estimated at 300mn pieces
- The estimated T-shirt consumption is ~51mn pieces annually, contributing ~17% of all garment consumption and slightly higher than annual pants consumption at ~49mn pieces

## Fashion macro trend

- According to UN, number of garment purchased per capita between 2000 and 2014 increased by about 60 percent, while each item is kept for only half as long. Hence people wants to buy more and spend less per piece

Thailand annual garment consumption, 2020

