



WARRIX ANALYST MEETING & PRESS CONFERENCE

ครั้งที่ 1 วันอังคารที่ 7 มีนาคม พ.ศ. 2566
ณ โรงแรมเรเนซองส์ กรุงเทพฯ ราชประสงค์



Presenters



**WISAN
WANASAKSRISAKUL**

Chief Executive Officer
(คุณวิศัลย์ วนะศักดิ์ศรีสกุล)



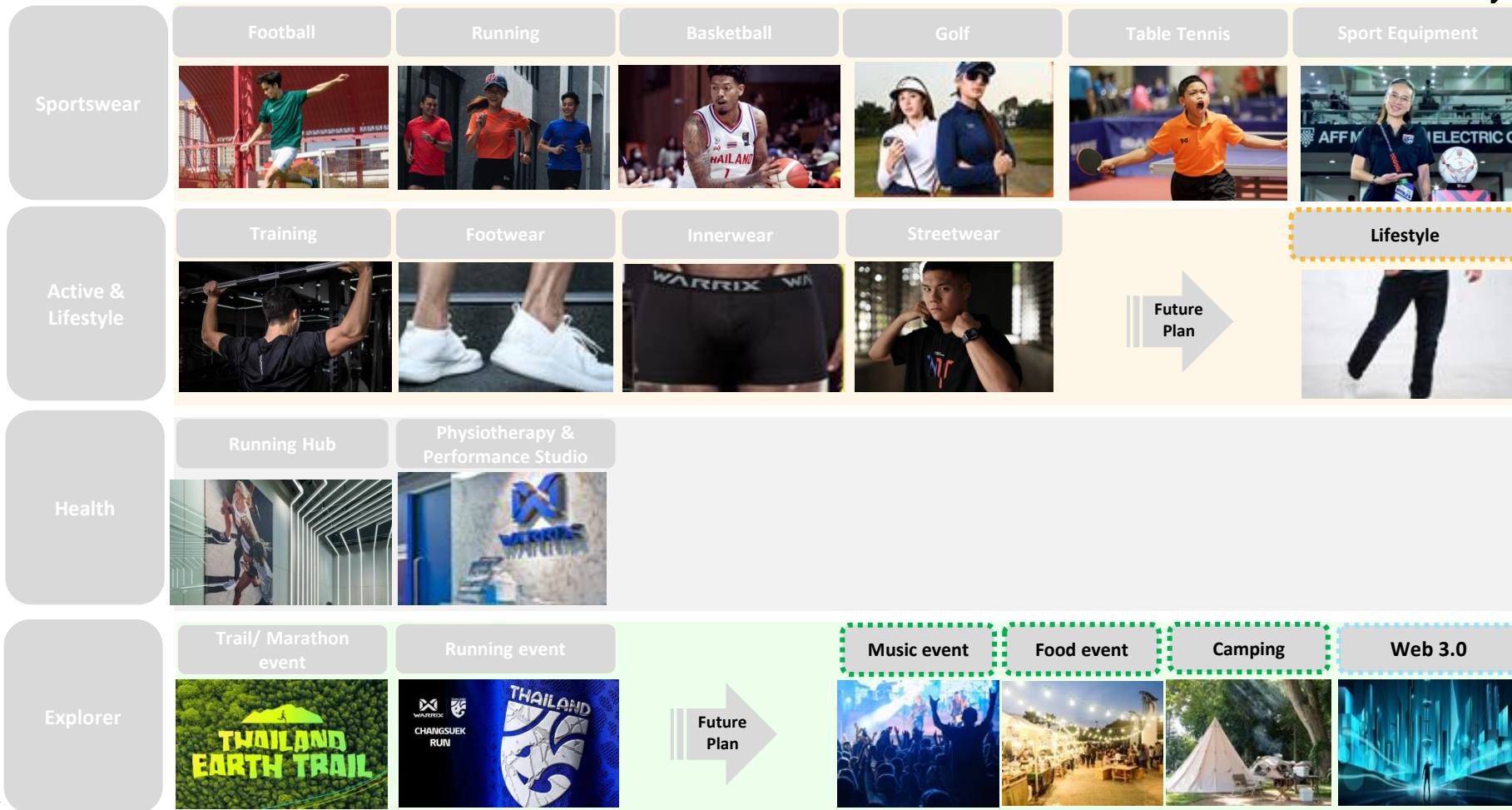
**SURATHAI
RAJATANAVIN**

Chief Financial Officer
(สุรไท รัชตะนาวิน)

Warrix Key Product Portfolio

Expanding portfolio and products

Extendable business

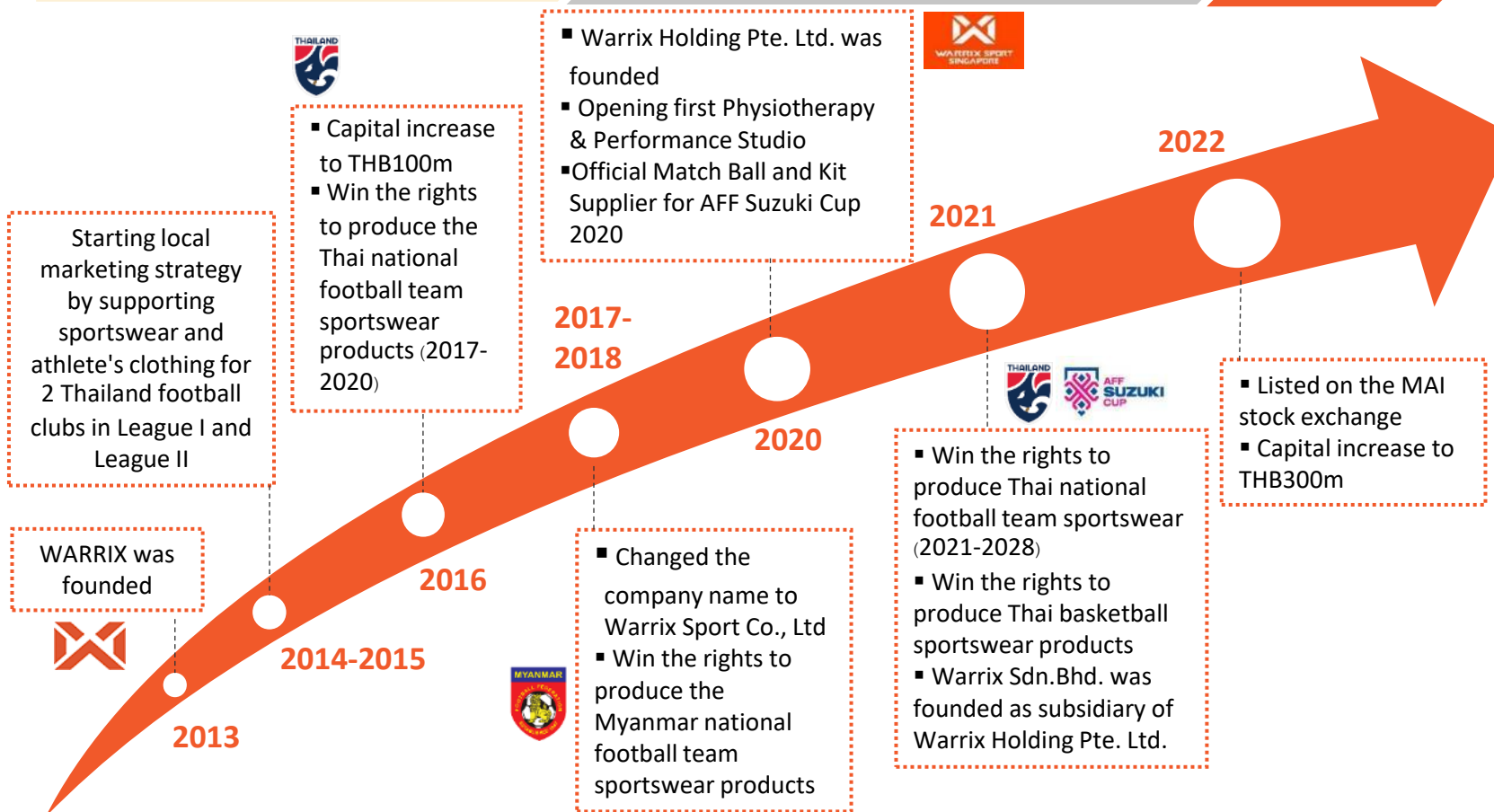


Key Milestones

Establishment period

Transformation
from sport apparel to health and lifestyle

Listed
Co.



Transforming to health and lifestyle business

WARRIX to become top of mind brand locally and globally

At the forefront of innovation & sustainability

Sales reaching THB2.7 billion in 2026

Warrix Product Portfolio as a Glance^{1/}

Non - Licensed products (78%)

Classic product

Product with simple design, wear in classic and trendy ways for every occasion i.e. Polo T-shirt, short pants.



Collection product

More variety, seasonal and fashionable products to meet all lifestyles and needs of customer, designed based on the periodic popularity, changing in fashion era/ season.



Made to order and sport equipment product

Customize design and origination of individual customer own product for various events i.e. sport events, organization, corporate.



Licensed products (21%)

Warrix exclusive products with the official right to support the National Thailand football club team and other licensed product for organization, education institutions for various activities.



Health business (1%)

Physiotherapy & Performance Studio

Providing advice and knowledge on physical and nutrition including professional trainers with modern medical equipment and specialized courses for athletes and the general public by professional and experience team.



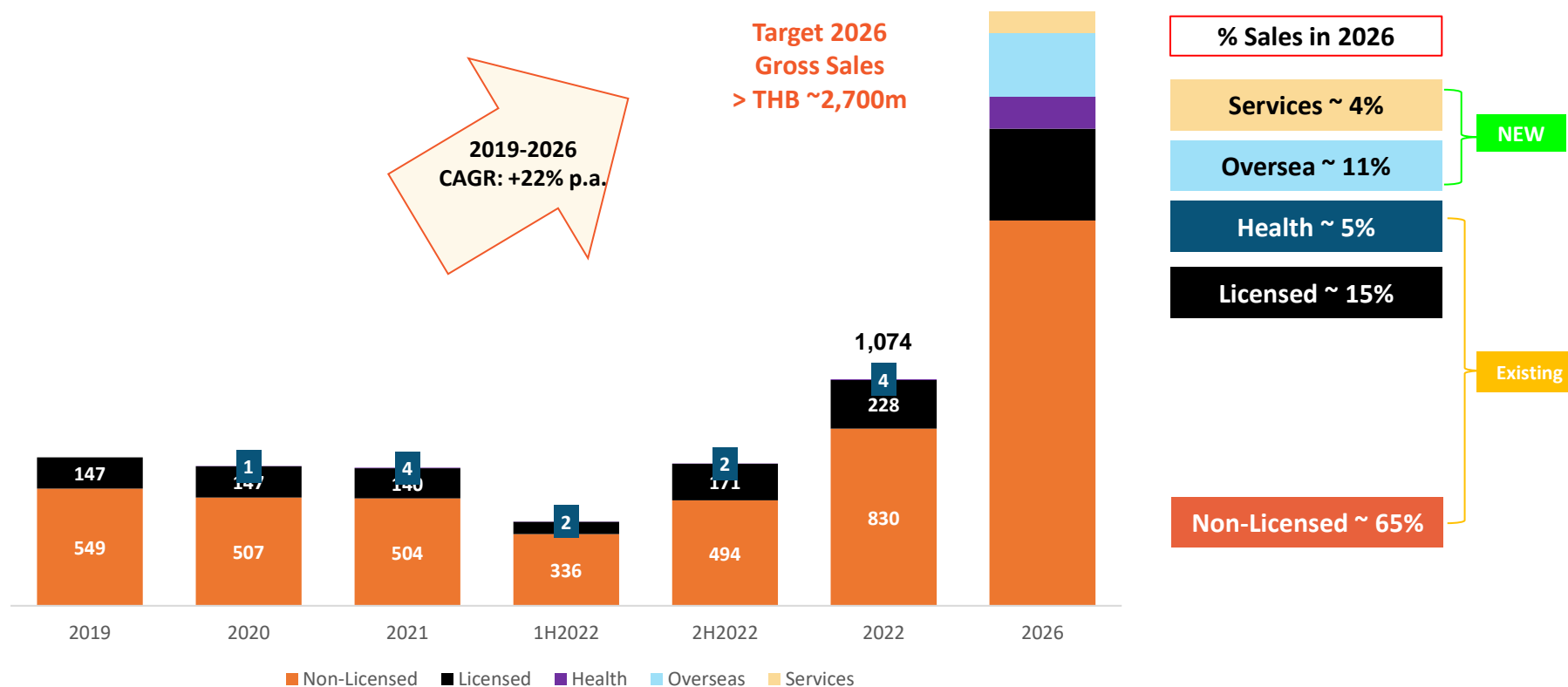
Remark : /1 as of 2021FS Sales breakdown by product types based on Warrix's filing

Key Enabling Strategies and 2026 Sales Target

Key Enabling Growth

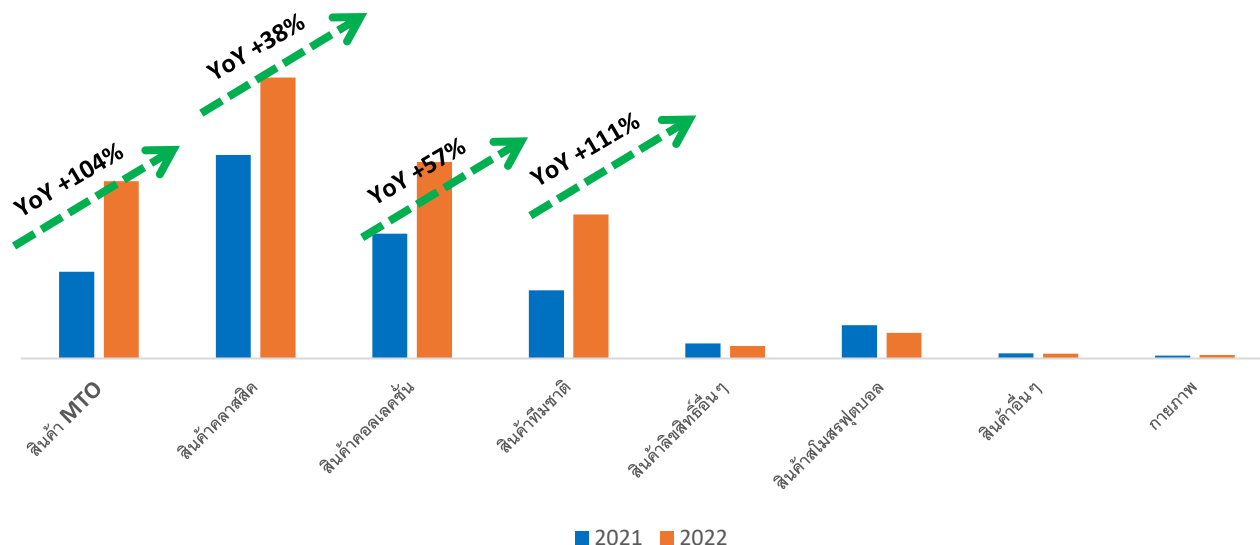
1. After Covid Situation

- Event Activity , Sport Activity return. Relate on offline sales Channel
- Home football Match for AFF Mitsubishi Tournament. Can increasing sales at Q4
- Increase non-licensed products sales through better brand awareness

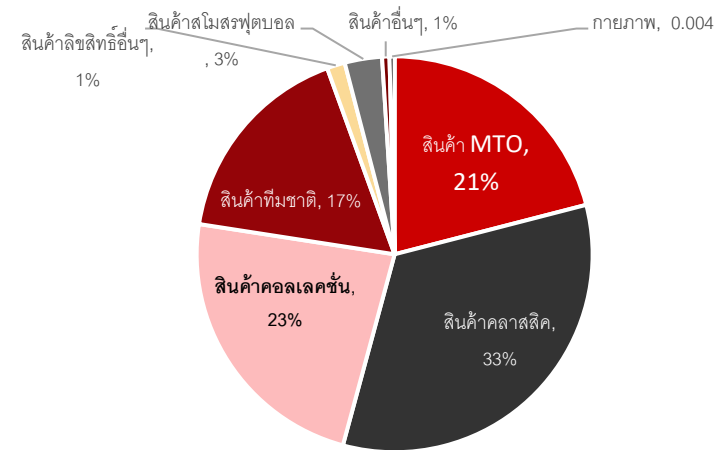


2022 Key Growth Driver

2021 vs 2022 Category



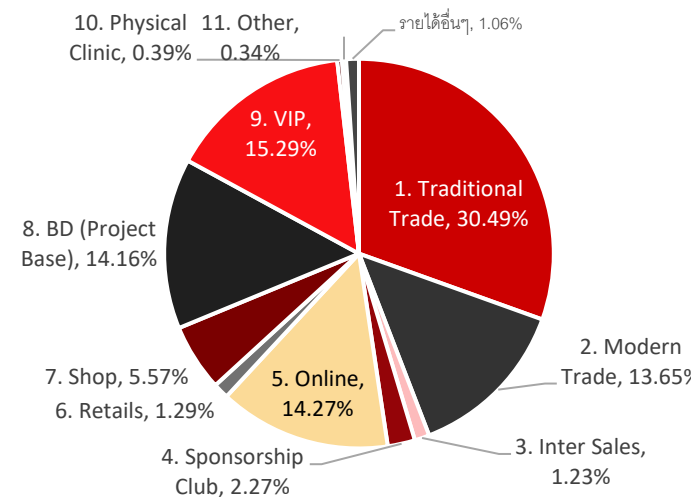
By Product Category



YoY Offline Channel Growth



By Channel



Running Roadmap



Buriram Marathon 2023



Running Hub @ QSNCC



Thailand Earth Trail 2023 Series Saraburi



Thailand Earth Trail 2023 Series Rayong



Thailand Earth Trail 2023 Series Chaiyaphum



Q1

Q2

Q3

Q4



PINK BLUE RUN

Pink Blue Run 2023



Business Outlook for 2023

- **42 %** of Thai population exercise regularly. Mostly was Walking and Running
- **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 Running events. (Sales from Products and Services)



Thailand Earth Trail 2023 Series Suphanburi

Premier Football

Football Store in SUNTEC City, Singapore



1. Company Overview

- Founded in 2005 as a specialist retailer of football fan merchandise.
- core product focus now being :- Football Replica Jerseys Names, Numbers and Sleeve Badge Printing Souvenirs Teamwear Equipment
- The company is well known to be Singapore's No.2 football merchandise retailer
- Only 1 of 2 direct Adidas wholesale accounts for football products in Singapore.

2. Business Overview

- The company has 3 verticals in its business model.
Retail – Through its 1 Flagship Store in Suntec City
Online Retail – Through its e-commerce enabled Website & Lazada and Shopee
Stores Wholesale – Through Corporate Sales, Local and Overseas B2B customers.
- In 2022, the mix was about 76% / 12% / 12%.
- For 2023, the forecast is approx 70% / 15% / 15%. In line with the company's direction to increase online sales as a percentage of overall sales.
- The customer base of the company is the captive market in Singapore of Football Fans, mainly those who watch or follow English Premier League, La Liga Spanish and Serie A Italian Football.
- Premier Football is also well known regionally, with many tourists coming to patronise the store.
- The approx local and overseas Mix of customers is about 50% / 50%.

MULTI FUNNELS FITNESS & NUTRITION EDUCATOR



FIT JUNCTIONS®

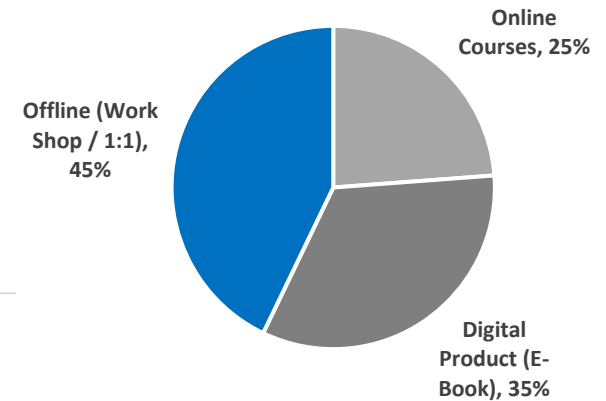
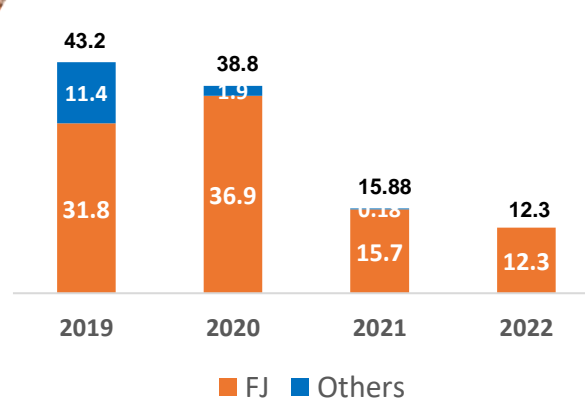
1. Company Overview

"Good body is the foundation of everything in life." Fit Junctions (FJ) was founded in 2014 by a health and fitness educator, Fasai Puengudom.

With a background in quantitative data and research, FJ aims to improve health literacy in Thailand by providing science-based content and services focusing on sustainable and practical behavioral changes.

This innovative approach has impacted the lives and bodies of more than 2 million fans, and it is still counting.

2. Business Overview



FIT JUNCTIONS

“Multi-funnels fitness and nutrition educator”

2,000,000

Total followers and subscribers
from all social media platforms

1500+

Fitness, nutrition related content
created (video and articles)

41

Ebooks (Digital products)

30+

Courses and certifications
with recurring model and LMS

Watch Free Content



Ebooks



Online & Offline Courses



PT Certification Tutorship



1-1 Training

Data-oriented, agile and
innovative company DNA

10 years of
R&D and Knowhow

WARRIX HEALTH

“Helping you relief pain and achieve the body of your dream”

Services

TREAT

“Physiotherapy service”

TRAIN

“Personal training and nutrition lifestyle coaching”

RELEASE

“Better than massage!”

SLEEP

“Teach you how to breathe and change your lifestyle”

Value Proposition

- Lose Fat
- Gain Muscle
- Fix Pain
- Improve Performance
- Improve Health
- Get all this, faster and safer!

Competitive Advantage

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.

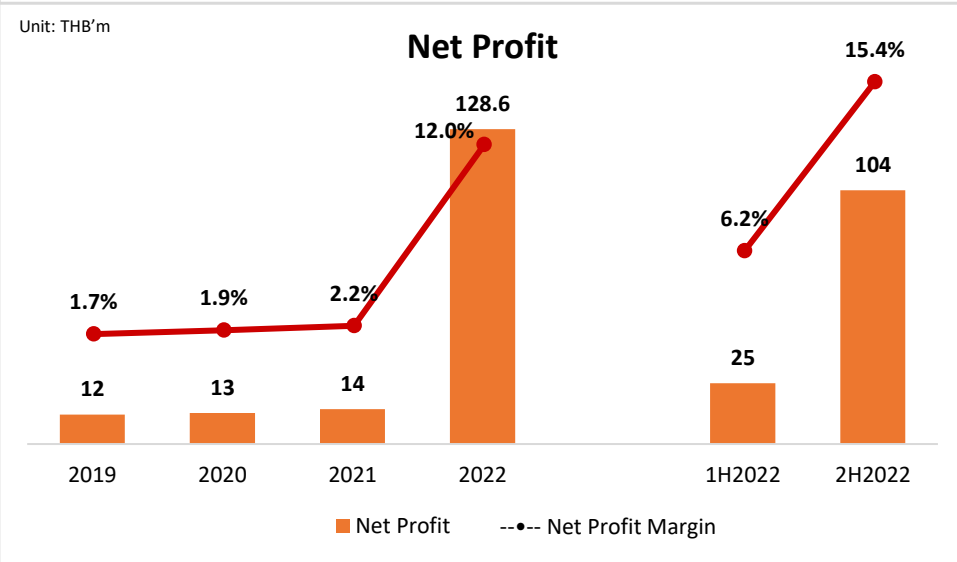
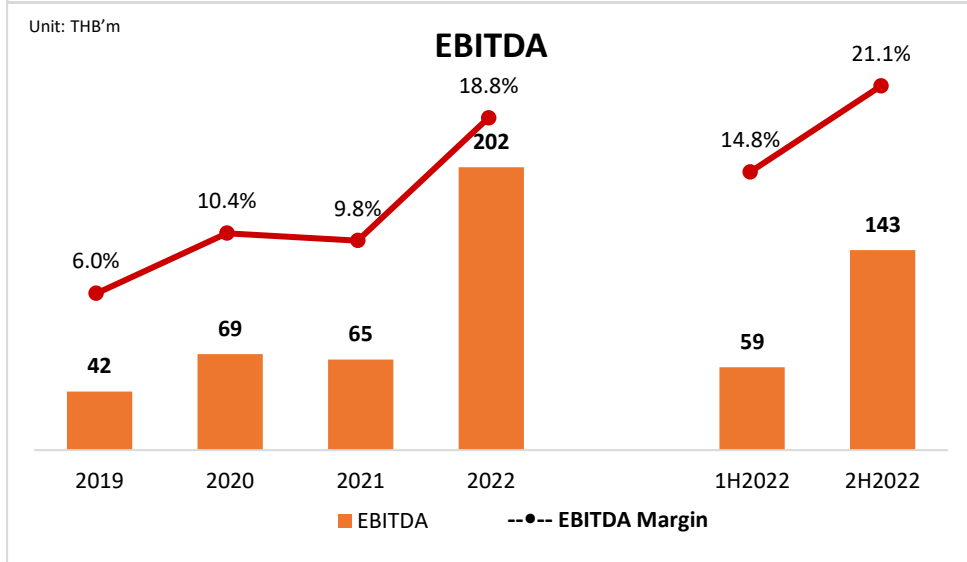
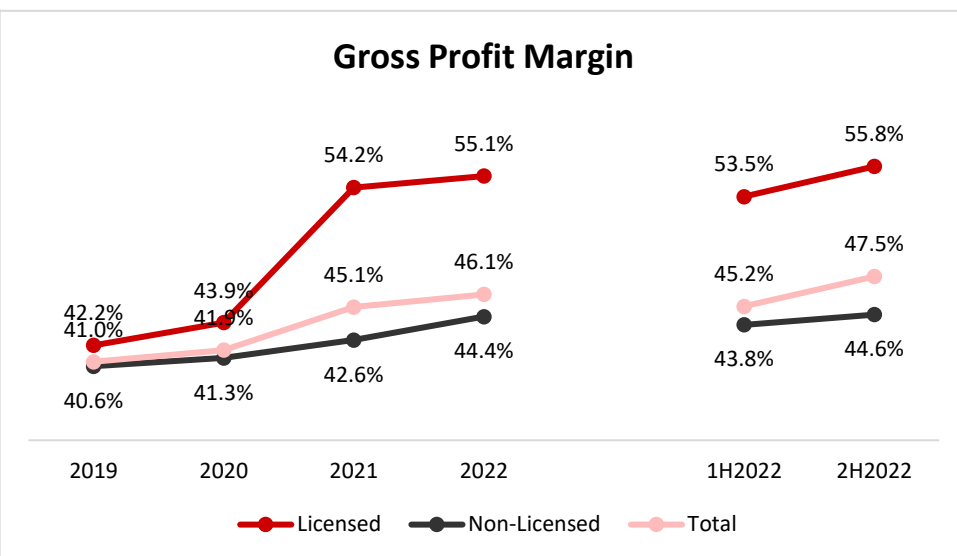
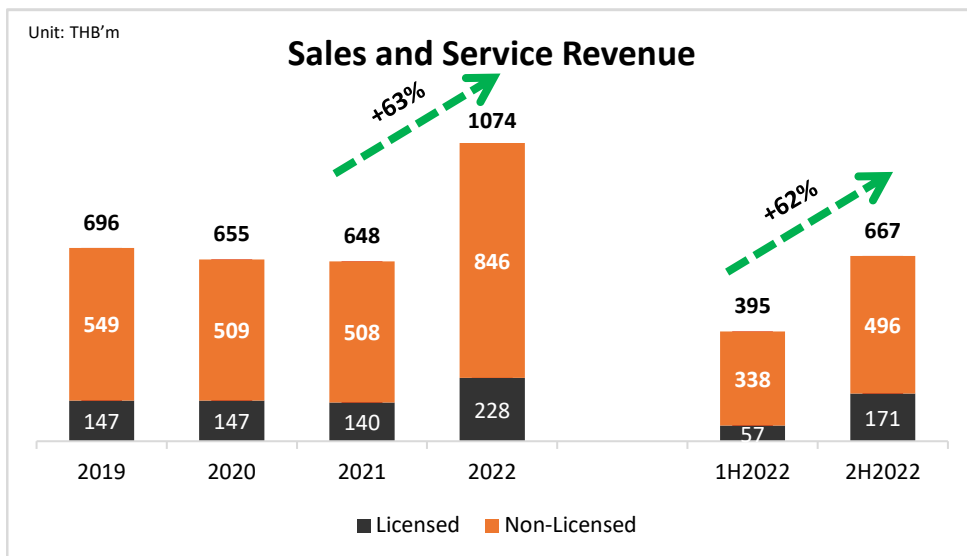
QUICK WIN ORIENTED!
FOR SUSTAINABLE RESULT!

HOW DO WE GROW?

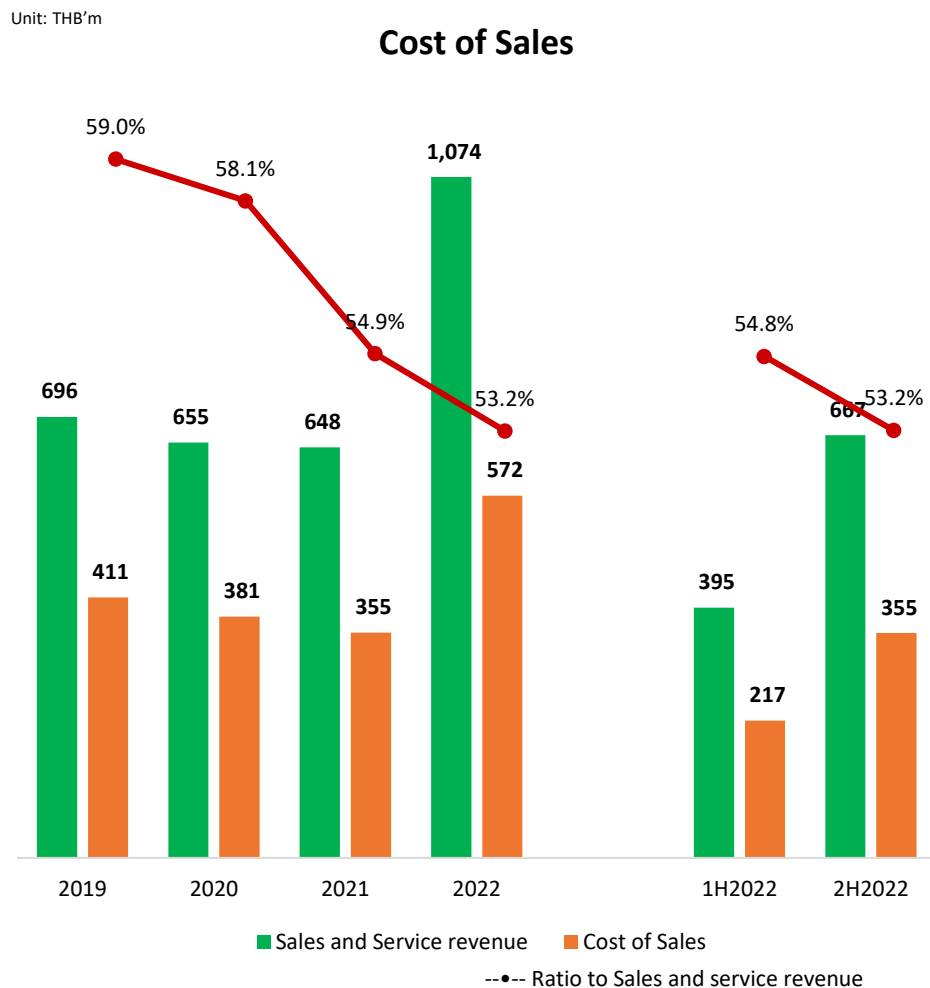
“Building solid foundation for exponential growth and sustainable revenue stream”



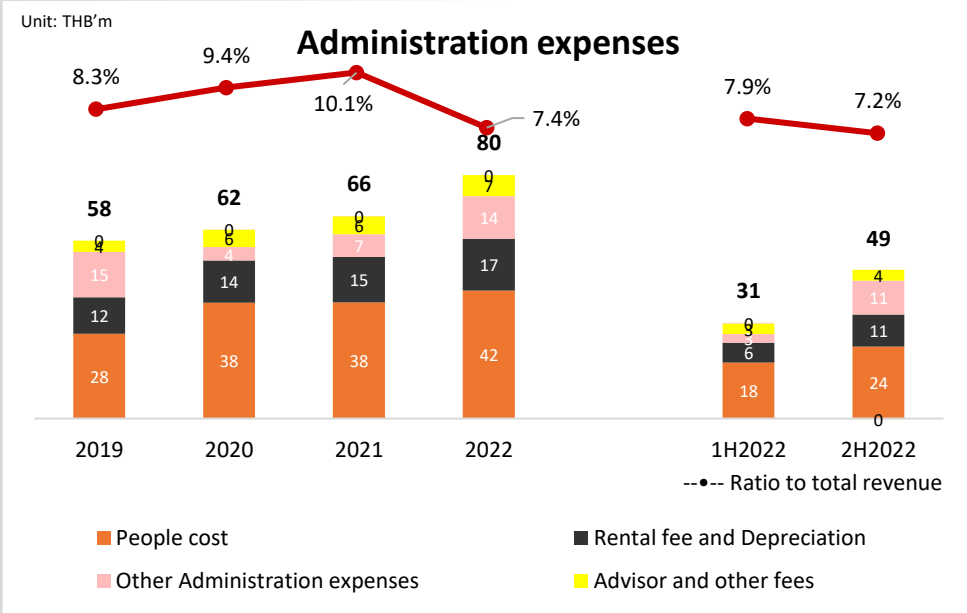
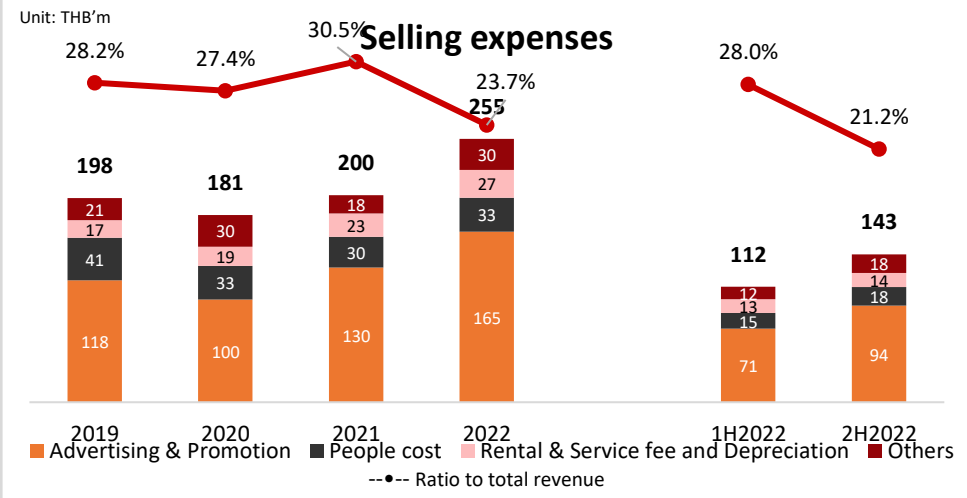
Key Financial Performance



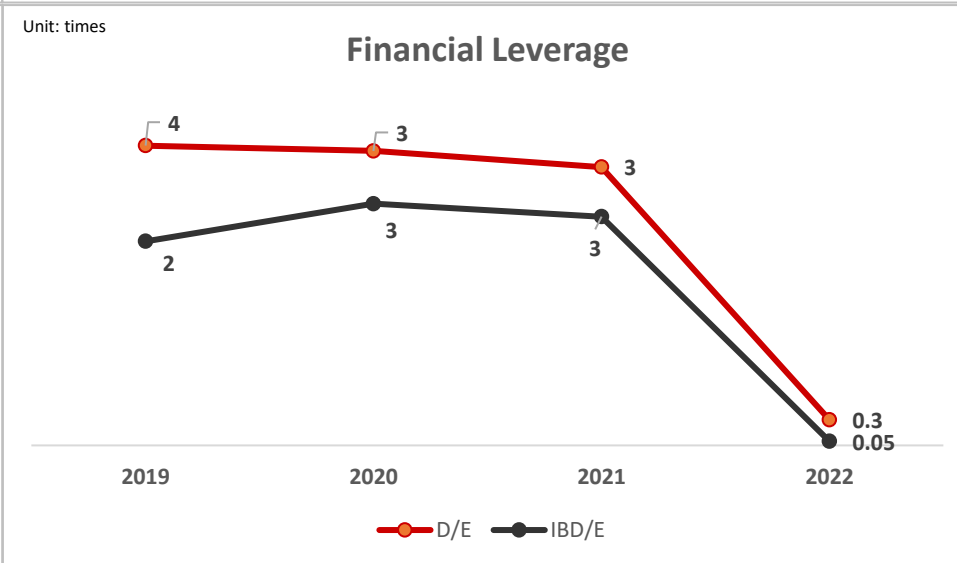
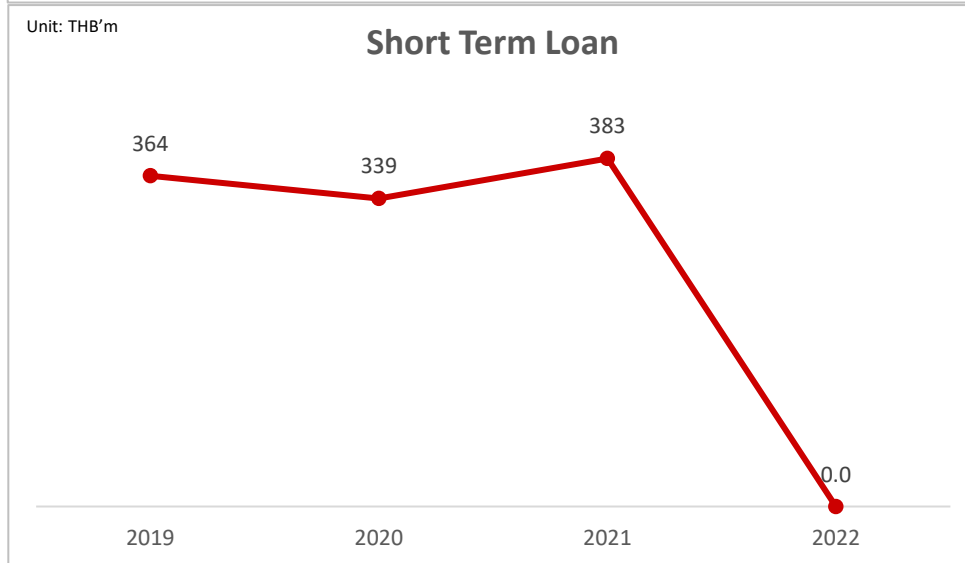
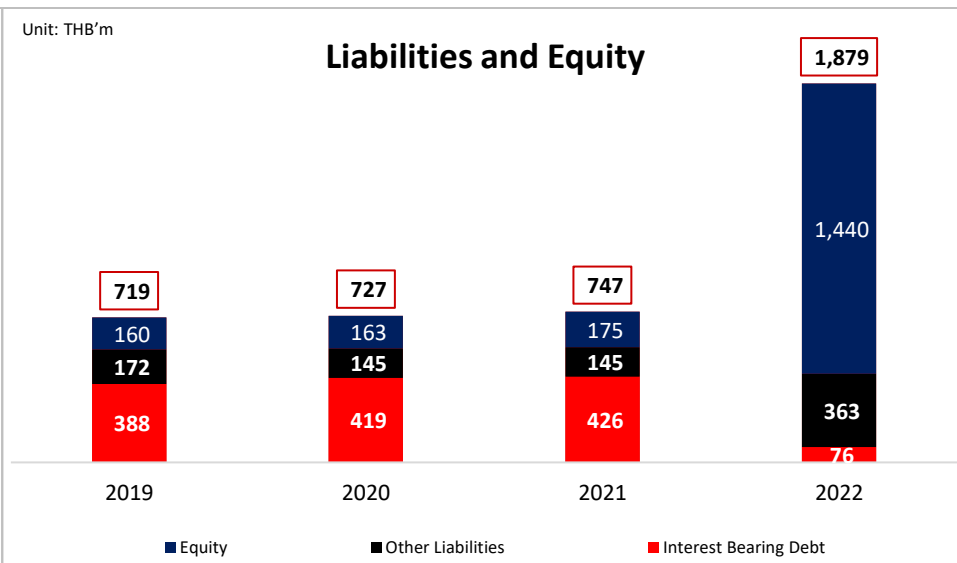
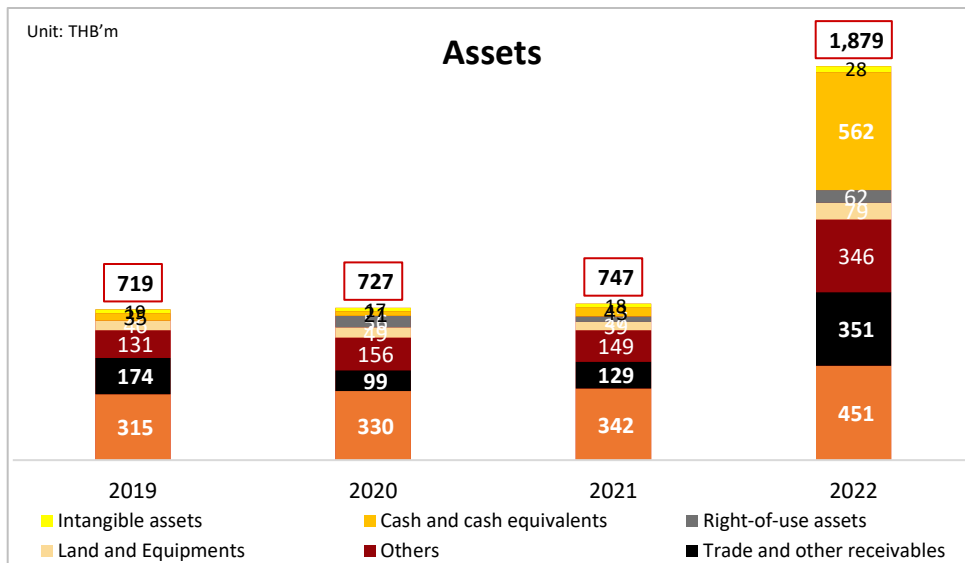
Key Financial Performance



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



Balance Sheet



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