



WARRIX®



Agenda

- 01** FY23 Financial Performance
- 02** 2024 Key Strategies
- 03** Outlook

01

FY23 Financial Performance

FY23 Financial Performance (Separate)

Unit: THB million

Separate P&L Statement	4Q22	3Q23	4Q23	% QoQ	% YoY	FY22	FY23	% YoY
Revenues from core operation	369	317	387	22%	5%	1,058	1,208	14%
COGS	194	160	204	27%	5%	571	631	10%
Gross Profit	175	157	184	17%	5%	487	578	19%
Other Income	4	4	9	153%	133%	11	28	154%
SG&A	107	102	114	12%	7%	331	413	25%
EBITDA	79	70	93	33%	18%	216	276	28%
Net Profit	61	45	61	37%	1%	128	149	16%
Adjust	-	-	(1)	-100%	-100%	-	(1)	-100%
Net Profit after Adjust	61	45	60	35%	-0.4%	128	148	16%

Key Financial Ratio	4Q22	3Q23	4Q23	% QoQ	% YoY	FY22	FY23	% YoY
% Gross profit	47.4%	49.5%	*47.4%	-2.0%	0.1%	46.1%	*47.8%	1.8%
% SG&A	29.1%	32.3%	29.5%	-2.8%	0.4%	31.3%	34.2%	2.8%
% EBITDA	21.5%	22.1%	24.1%	2.0%	2.6%	20.4%	22.8%	2.5%
% NI	16.5%	14.1%	15.8%	1.7%	-0.6%	12.1%	12.3%	0.2%

* When exclude THB 13.76 million of the provision for obsolete slow-moving inventory (mask), GPM in 4Q23 and FY23 will rise to 51.0% and 49.0%, respectively.

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Action plan for obsolete slow-moving inventory



- Transform mask into tote bag with a collaboration of Thailand Institute of Justice, Nonthaburi Prison, and other foundation/ organization.
- To give opportunities to society; develop skills for occupational and prepared to return to labor market after being released from prison.
- To donating opportunities to society; provide financial support for children who lack financial resources, for deaf people, and for foundation.
- Distribute both mask and tote bag through all sales channels along with marketing campaign.

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WARRIX HOLDING 2023 SUMMARY

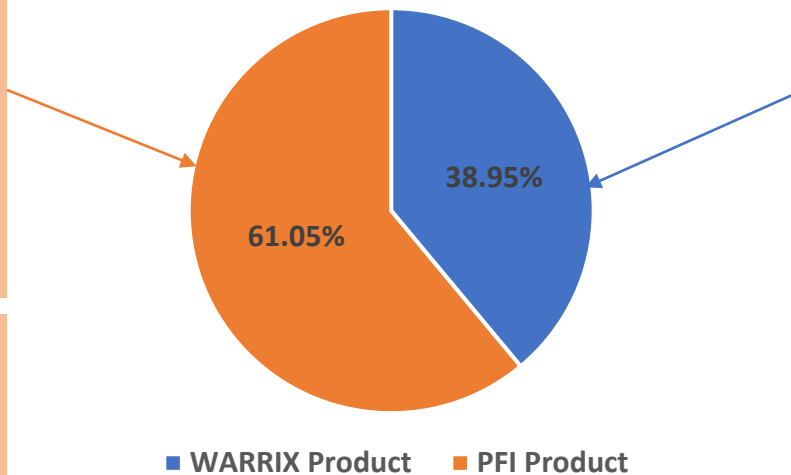
PFI Revenues

- Wholesales
 - Domestic
 - Overseas
- E-commerce
 - E-Marketplace
 - Website
- Retail Store
 - Suntec Shop

Expenses

- Shop Rental Fee
- Office & Warehouse Rental Fee
- PFI Staff Salary
 - Admin HR & Accountant
- Audit Fee
- Marketing Expense
- Website License

WARRIX HOLDING SALES PERFORMANCE 2023



WARRIX Product	10,312,249.00
PFI Product	16,160,463.00
TOTAL	26,472,712.00

WARRIX HOLDING Revenues

- Project Sales
 - Corporate
 - Football Club
- E-commerce
 - E-Marketplace
- Retail Store
 - Suntec Shop

Expenses

- Fulfillment Storage Fees
- WARRIX Holding Staff Salary
 - Admin HR & Accountant
- Audit Fee
- Marketing Expense



WARRIX HOLDING 2024

1. Inventory Management

1.1 Merge inventory and move to 3rd Party Fulfillment create more efficiency

2. Flagship Store Optimization:

2.1 Enhance in-store customer experience at the Suntec City flagship store, incorporating interactive displays and personalized jersey printing services.

2.2 In-Store Events: Host events such as meet-and-greets with football celebrities, product launches, and live match screenings to increase foot traffic.

3. Online Marketing Campaigns

3.1 Increase investment in digital marketing, targeting football fan communities and utilizing SEO and social media advertising to drive online sales.

3.2 Leverage Lazada and Shopee Presence: Optimize the stores on Lazada and Shopee with exclusive online promotions, flash sales, and loyalty programs.

4. B2B Relationship Building:

4.1 Develop deeper relationships with corporate clients and local B2B customers through personalized service and bulk order discounts

	Q1	Q2	Q3	Q4
1.1 Merge inventory and move to 3 rd Party Fulfillment create more efficiency	✓			
2.1 Enhance in-store customer experience at the Suntec City flagship store, incorporating interactive displays and personalized jersey printing services.	✓	2.1 Continuous process		
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Partnership with Tampines Rovers Club (S.League)



3rd Party Fulfillment

FY23 Financial Performance (Consolidated)

Unit: THB million

Consolidated P&L Statement	4Q22	3Q23	4Q23	% QoQ	% YoY	FY22	FY23	% YoY
Revenues from core operation	373	325	393	21%	5%	1,063	1,225	15%
COGS	194	166	203	23%	5%	571	639	12%
Gross Profit	179	160	190	19%	6%	492	585	19%
Other Income	4	4	9	151%	113%	12	29	143%
SG&A	109	110	126	15%	15%	335	441	32%
EBITDA	82	67	89	33%	9%	196	227	15%
Net Profit	63	40	55	36%	-13%	128	127	-1%
Adjust	(1)	1	(2)	-334%	-279%	0	(0)	-143%
Net Profit after Adjust	63	41	53	28%	-15%	129	127	-1%

Key Financial Ratio	4Q22	3Q23	4Q23	% QoQ	% YoY	FY22	FY23	% YoY
% Gross profit	48.0%	49.1%	*48.3%	-0.8%	0.3%	46.3%	*47.8%	1.5%
% SG&A	29.2%	33.7%	32.0%	-1.7%	2.7%	31.5%	36.0%	4.5%
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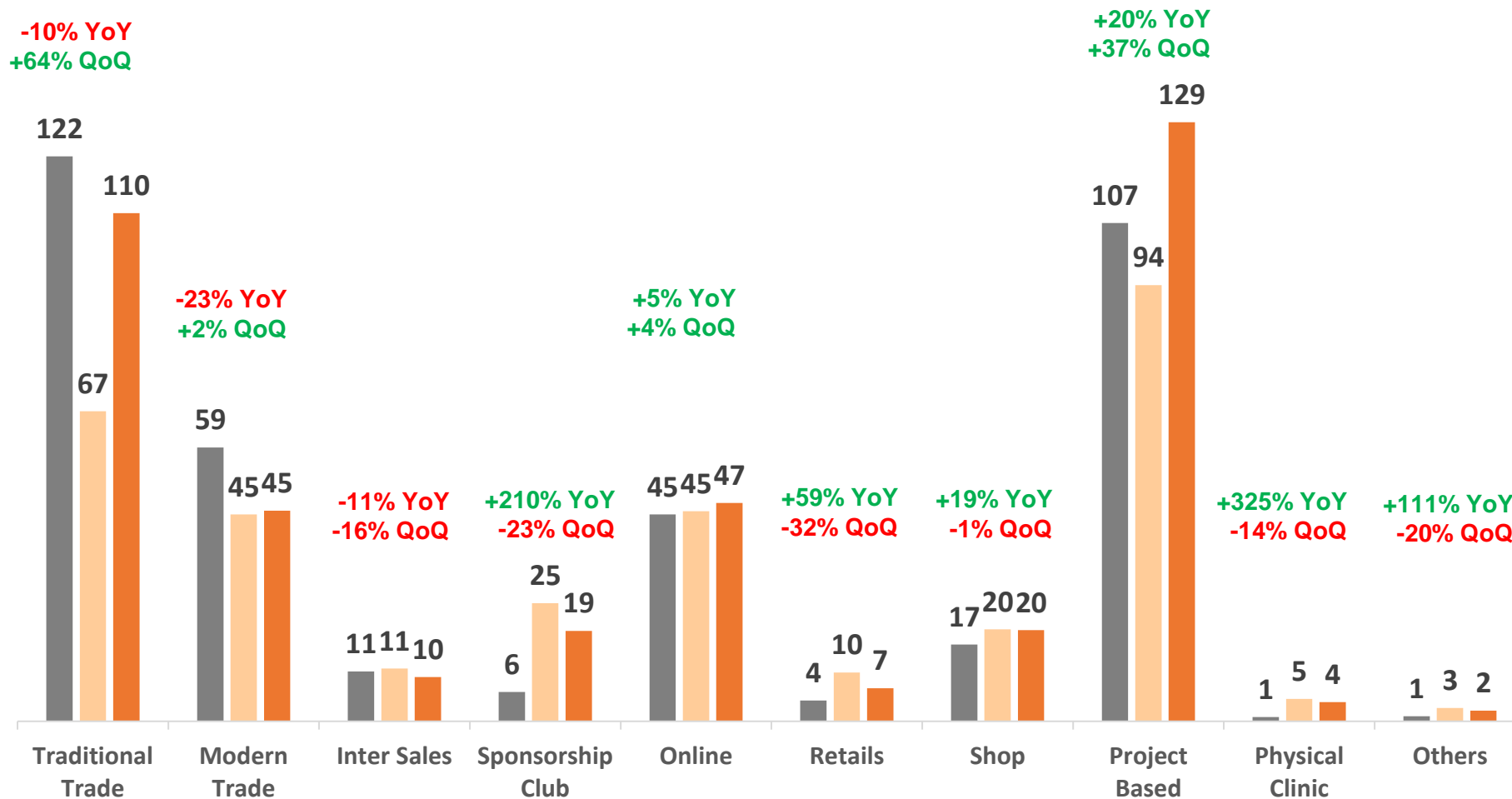
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Key Financial Performance

Revenues Breakdown By Channel

4Q23 YoY & QoQ Growth by Channel

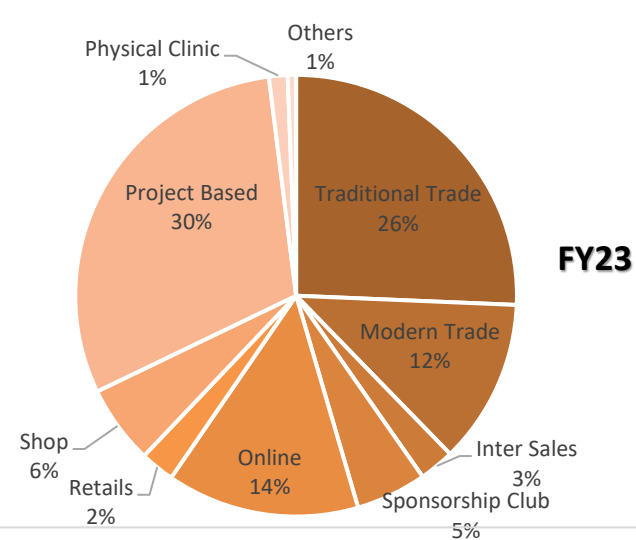
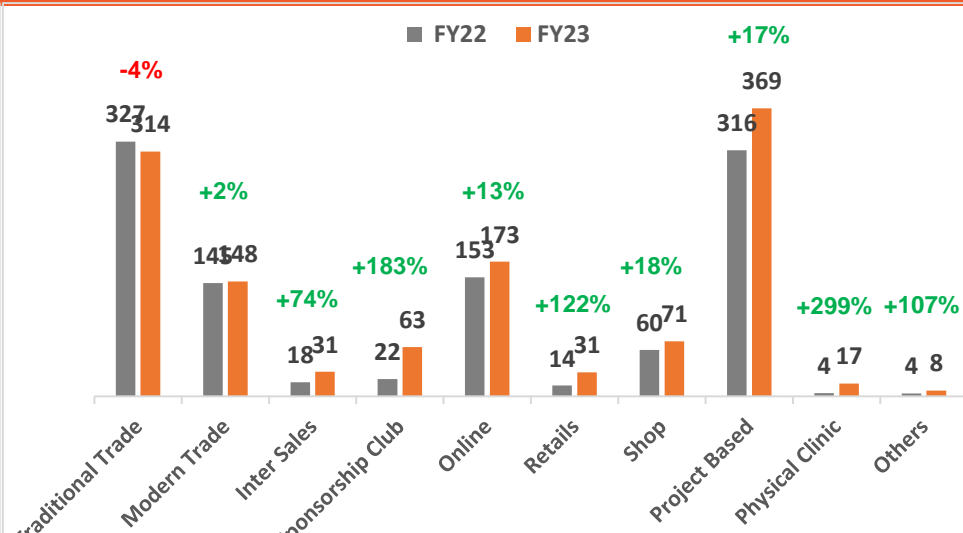
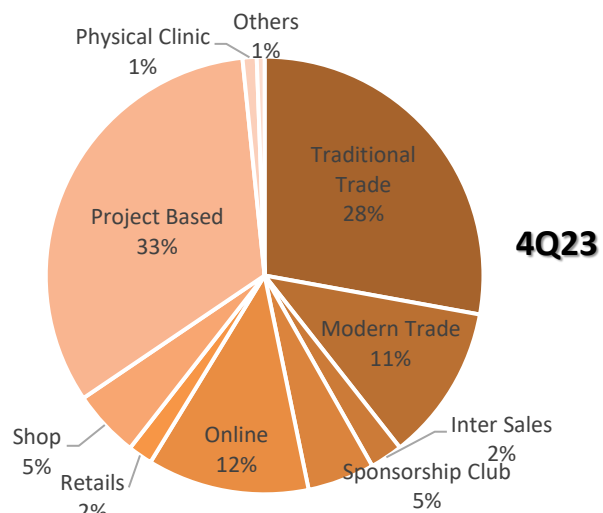
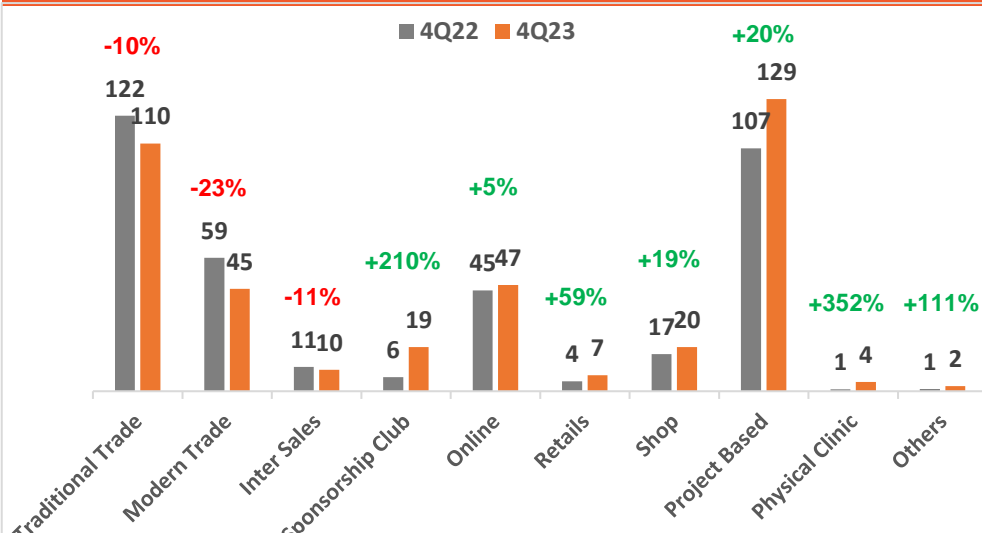


Unit: THB million

■ 4Q22 ■ 3Q23 ■ 4Q23

Key Financial Performance

Revenues Breakdown By Channel

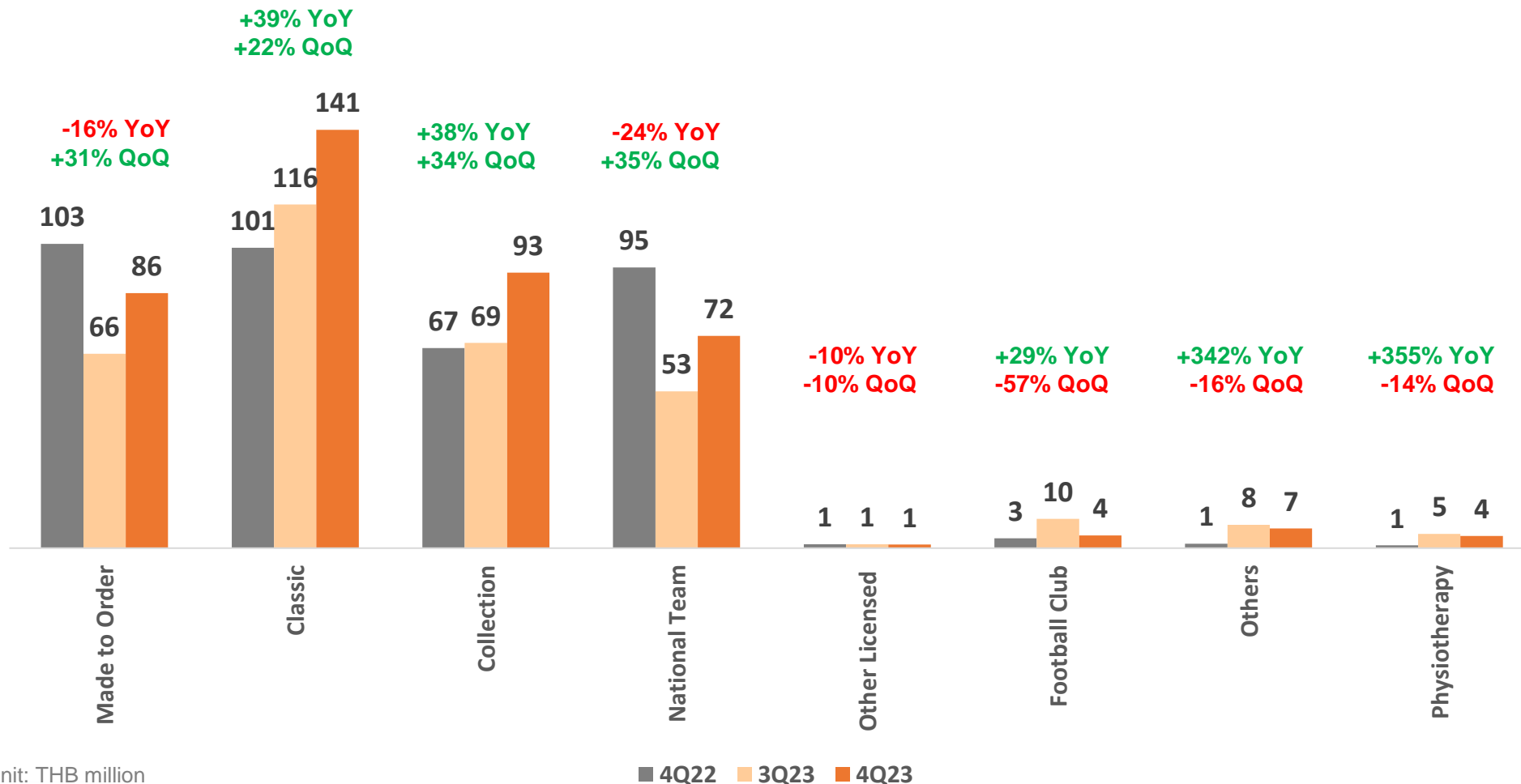


Unit: THB million

Key Financial Performance

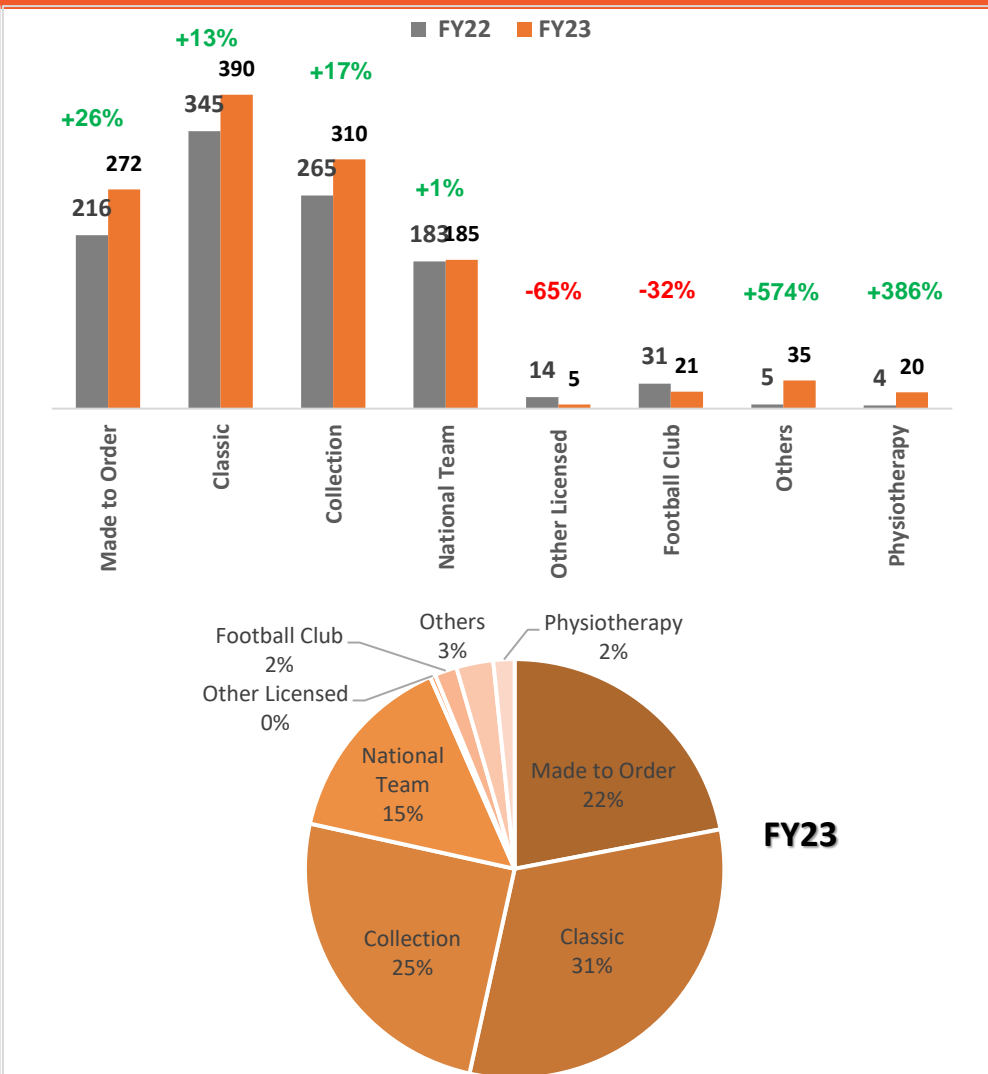
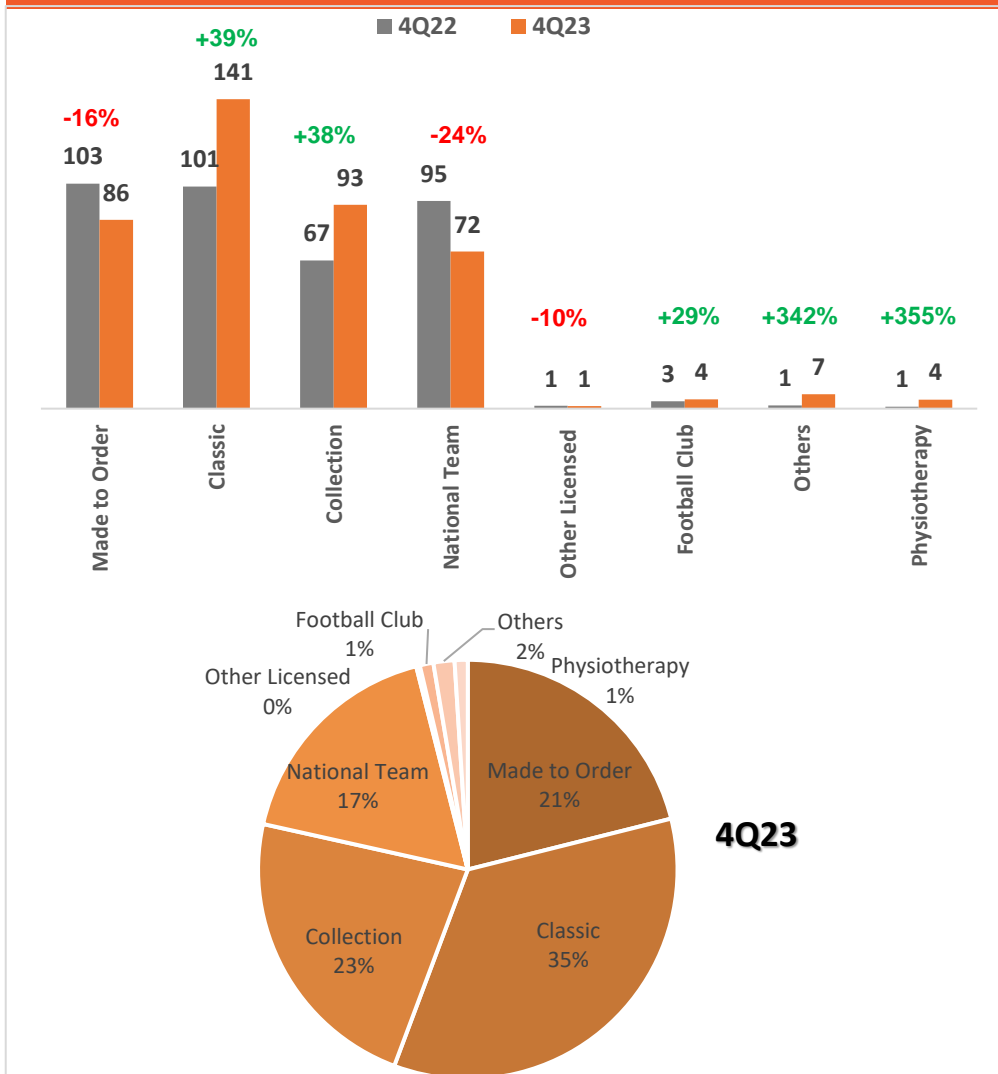
Revenues Breakdown By Product

4Q23 YoY & QoQ Growth by Product



Key Financial Performance

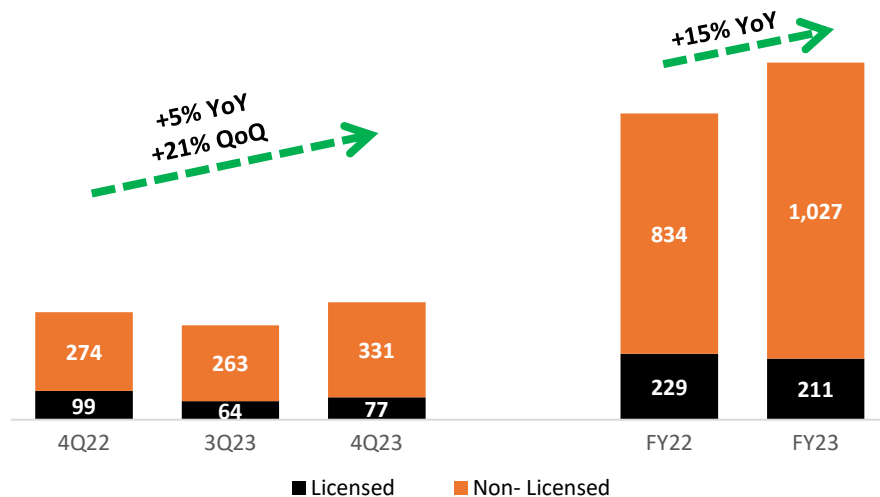
Revenues Breakdown By Product



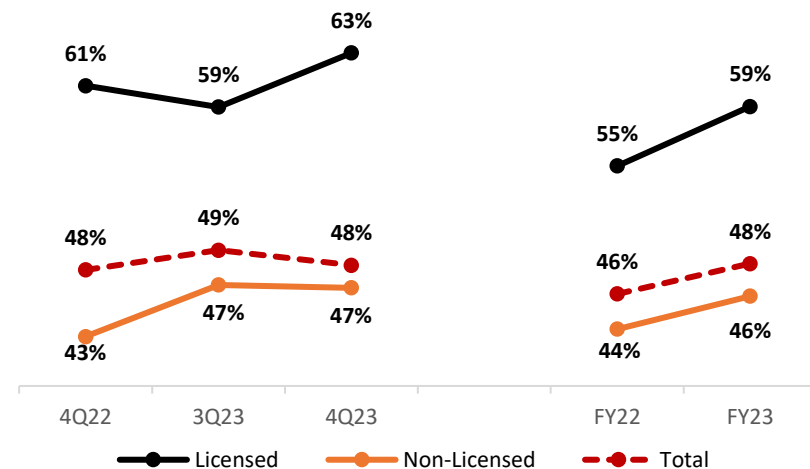
Unit: THB million

Key Financial Performance

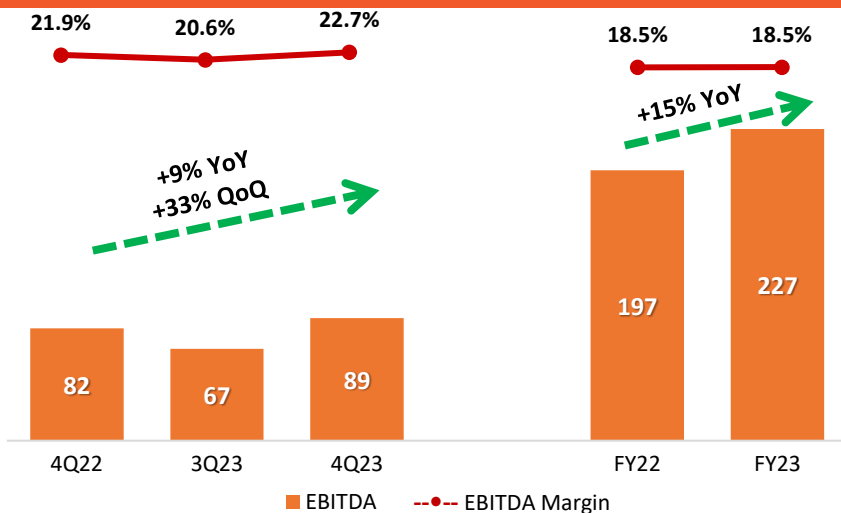
Revenues



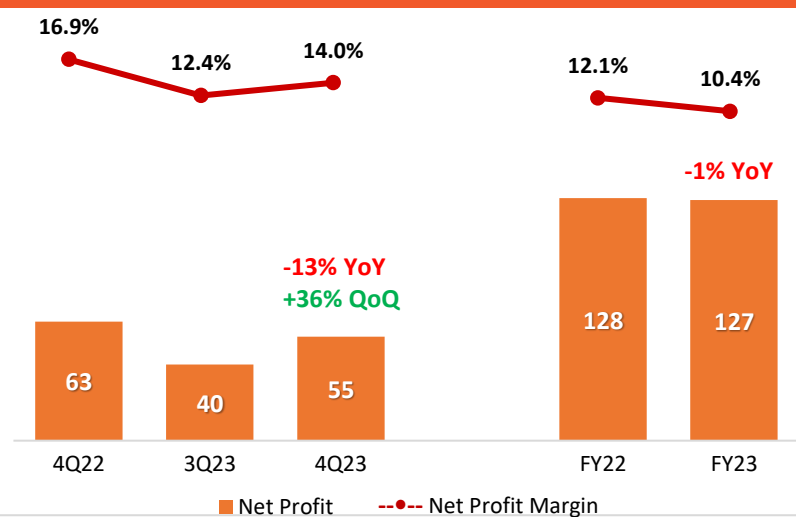
Gross Profit Margin



EBITDA



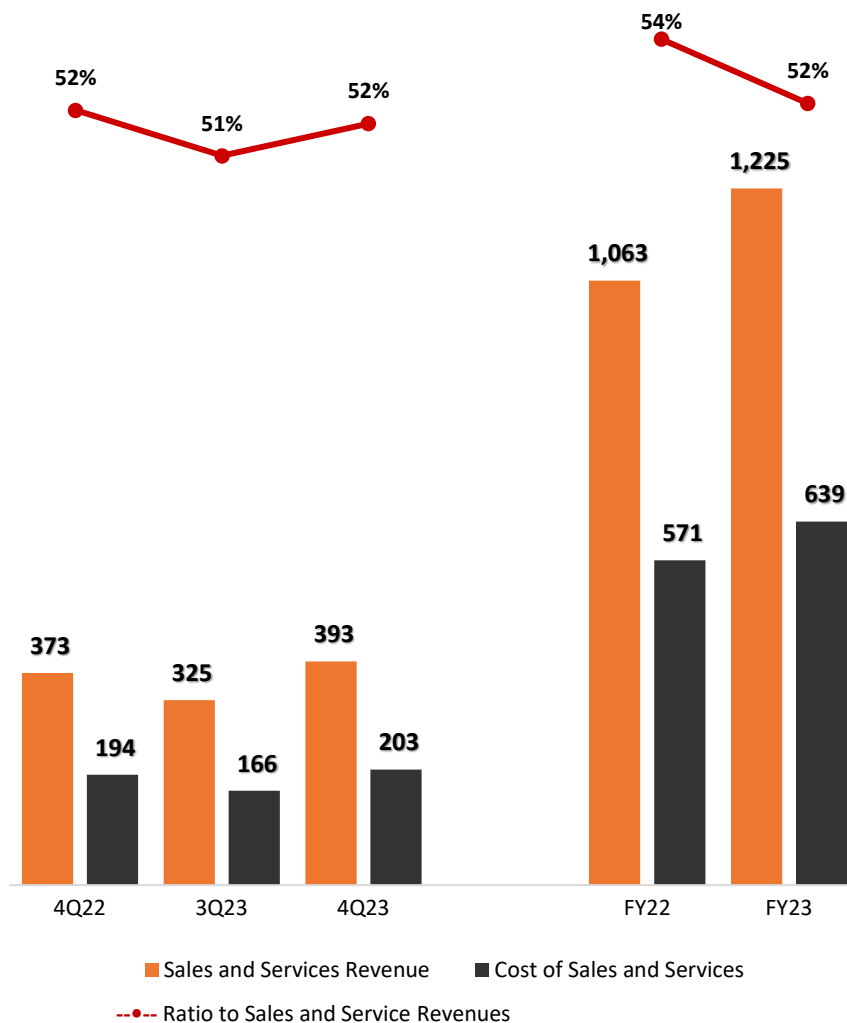
Net Profit



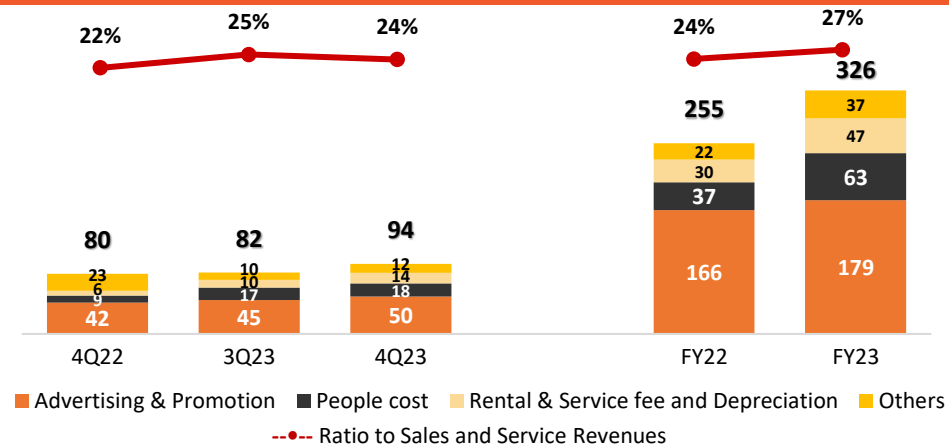
Unit: THB million

Key Financial Performance

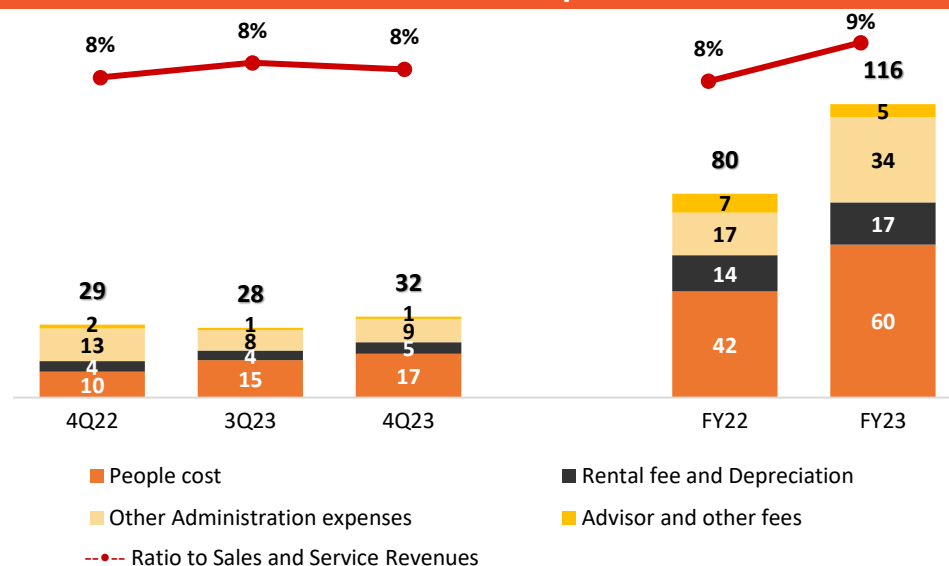
Cost of Sales and Services



Selling Expenses



Administration Expenses

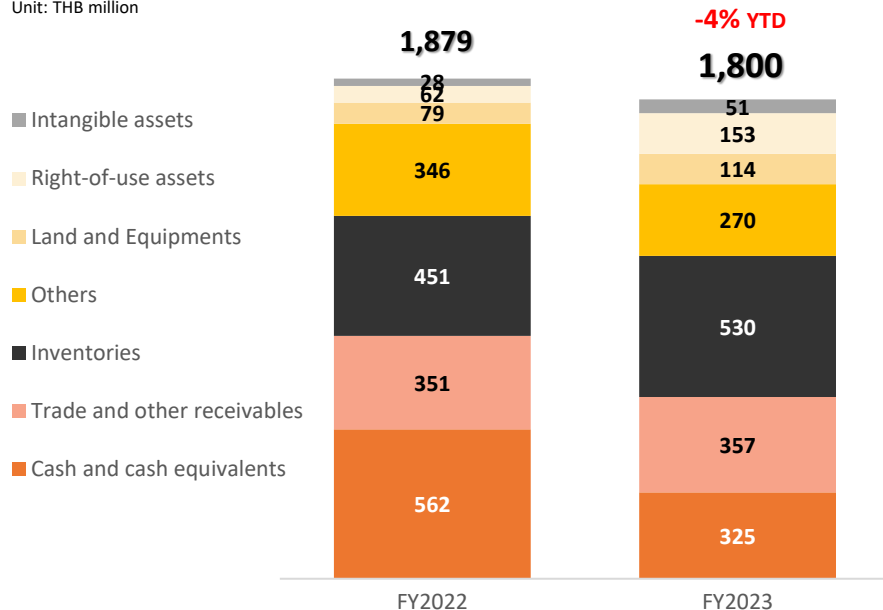


Unit: THB million

Balance Sheet

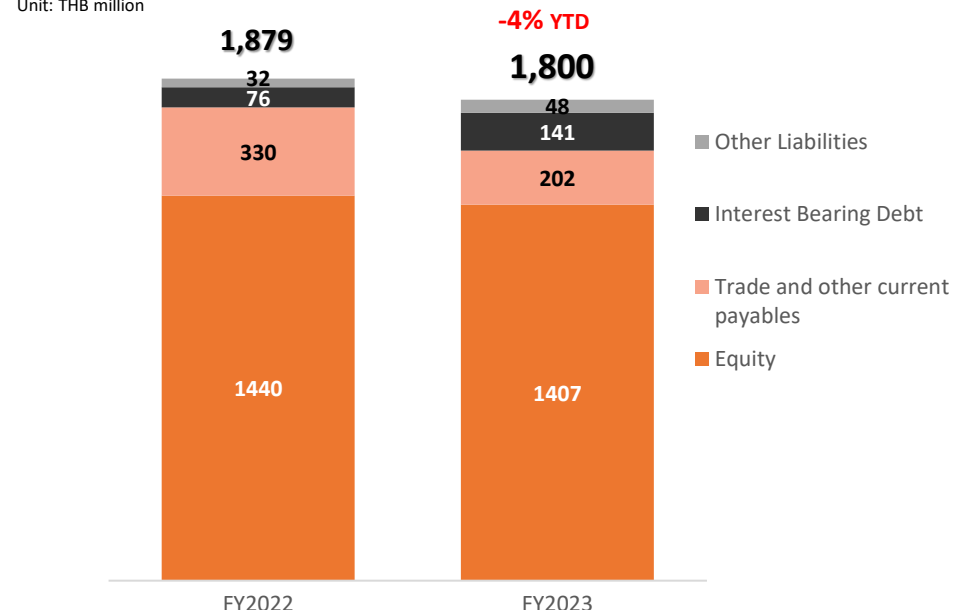
Assets

Unit: THB million



Liabilities & Equity

Unit: THB million

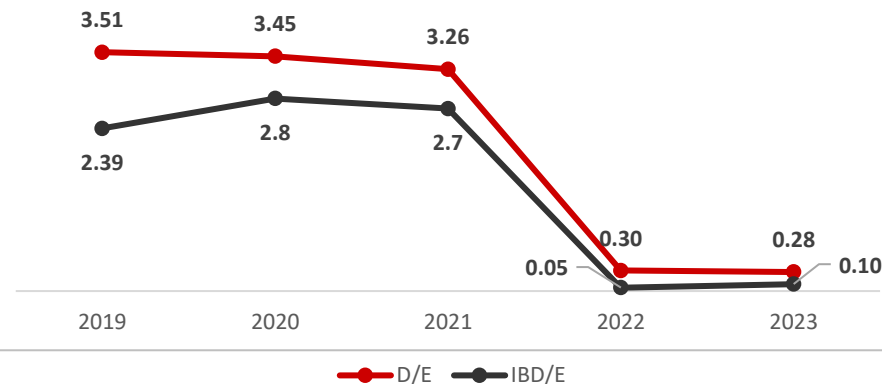


Key Financial Ratio

Key Financial Ratio	4Q22	1Q23	2Q23	3Q23	4Q23
Current ratio (Times)	3.70	3.98	5.99	3.66	5.39
Inventory Turnover (days)	190	335	378	301	243
AR Turnover (days)	70	124	102	83	81
AP Turnover (days)	117	199	143	89	86
Cash Cycle (days)	143	259	338	295	239

Financial Leverage

Unit: times



02

2024 Key Strategies

2024 Key Strategies



Brand Building

- Stretch brand awareness to regional active & lifestyle brand.
- Brand building with strong partnership & brand ambassadors growing brand awareness of its non-license products.



Cost Management

- 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



Focus on Direct to Customer (Own Channels from 54% in 2023 to 65% in 2024)

- Expand distribution channel, mainly focus on own channels; shop, retail, online, and project based.
- Increasing high margin product mix.
- Human resource development in every touch point for better customer experience.



New Partnership

- Expand new partnership through licensing strategy to diverse customer target groups in SEA.
- Potential new business expansion related to health and lifestyle.

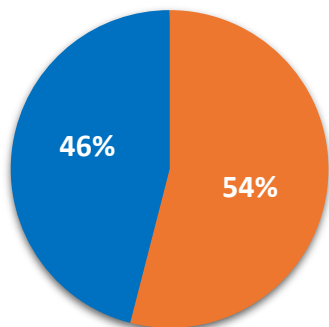
2024 Key Strategies



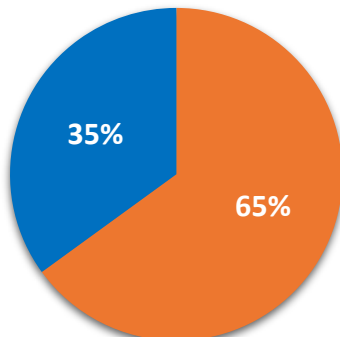
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2023A



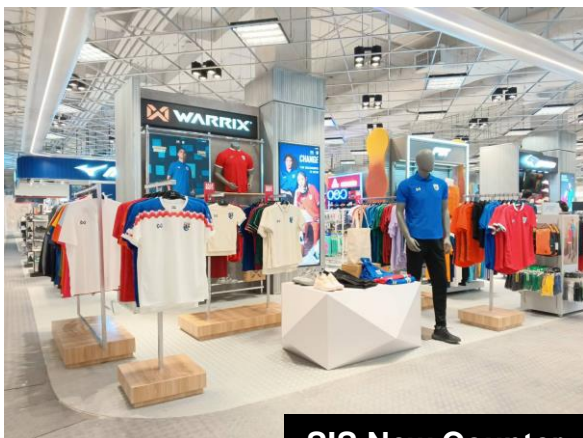
2024F



■ Owned Channel
 ■ Non-owned Channel



WARRIX SHOP SPORT & LIFESTYLE @THE MALL



SIS New Counter

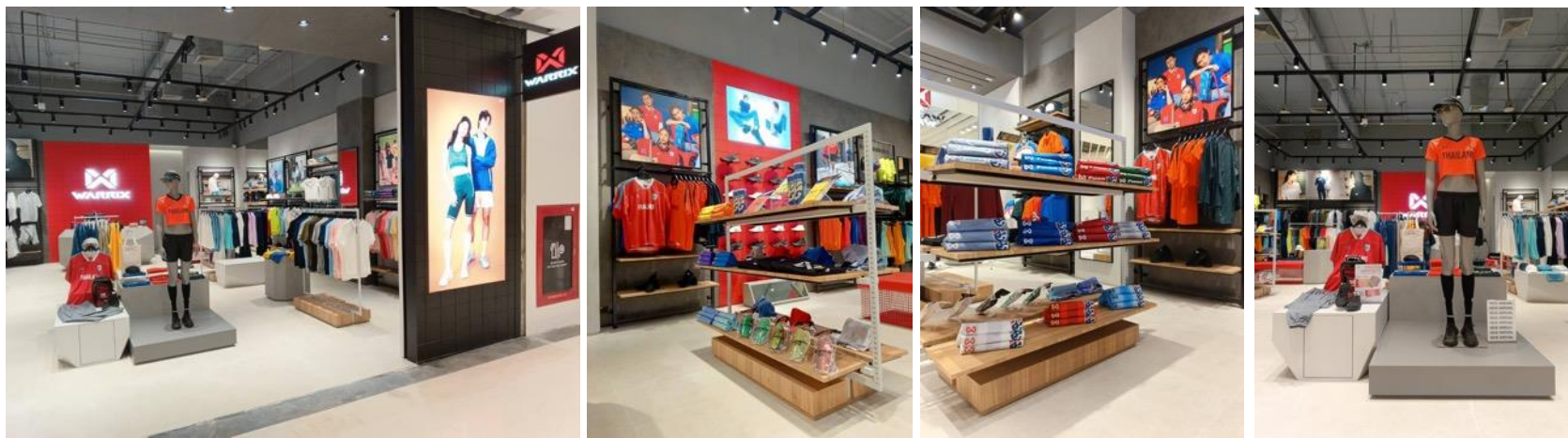


New Shop - The Mall Bangkhae



- **Location : The Mall Bangkhae, 1st FL. (No. 153)**
- **Size : 110 Sqm. (Sale Area : 98.2 sqm., Stock Area : 9.35 sqm., Fitting Room : 2.47 sqm.)**
- **Opening Date : 27/10/ 23**

New Shop - The Mall Bangkapi



- **Location : The Mall Bangkapi, 1st FL. (No. 131 – 132)**
- **Size : 140 Sqm. (Sale Area : 114.6 sqm., Stock Area : 22.8 sqm., Fitting Room 2.57 sqm.)**
- **Opening Date : 7/11/ 23**

New Pop-up Store

Warrix's 3 new pop-up store mainly focus on lifestyle collection and lifestyle oversize jersey.



OUTCAST STORE M FL.



OUTCAST STORE 1st FL. Zone I "Comma & nd"



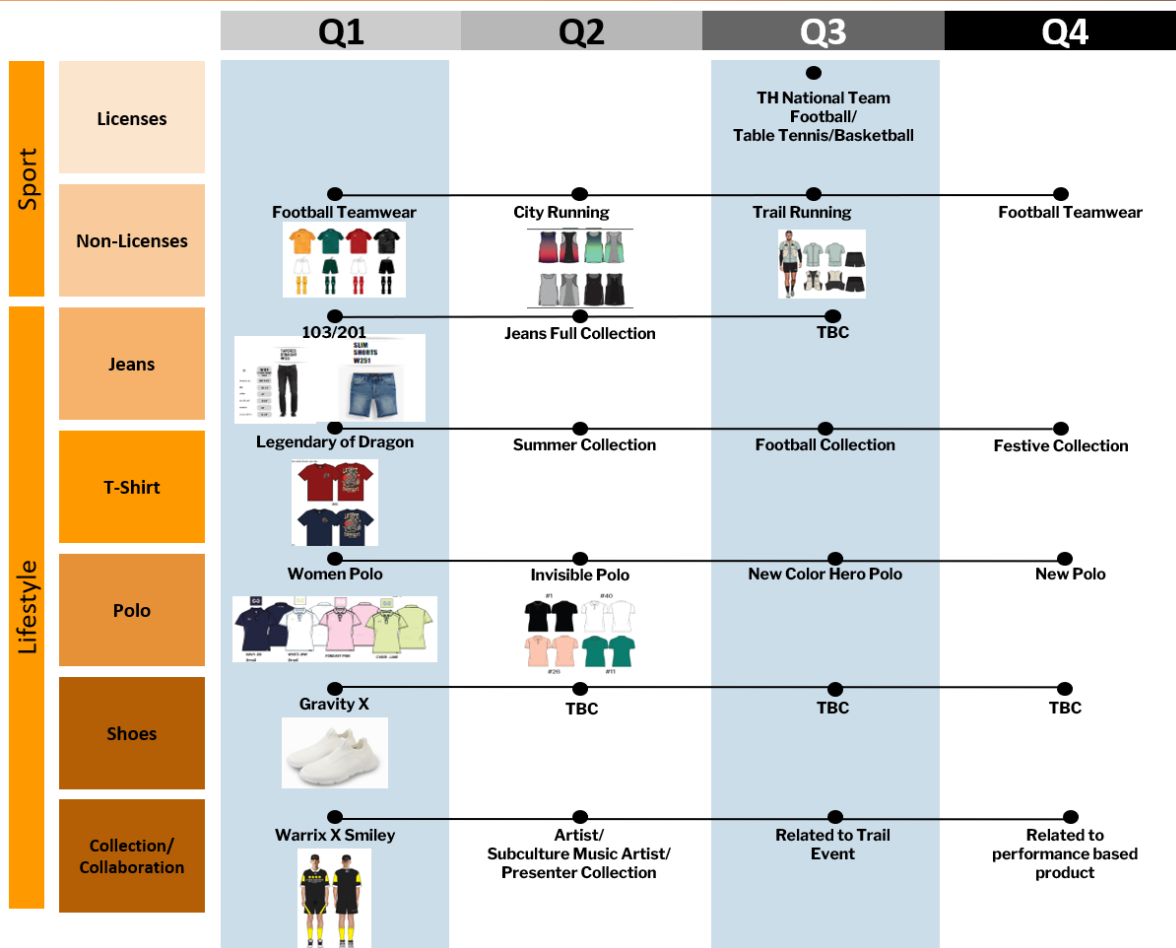
Central Zone 2nd FL.

2024 Key Strategies



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2024 Product Highlight

		Q1	Q2	Q3	Q4
Sport	Licenses			● TH National Team Football/ Table Tennis/Basketball	
	Non-Licenses	● Football Teamwear 	● City Running 	● Trail Running 	● Football Teamwear
Lifestyle	Jeans	● 103/201 	● Jeans Full Collection	● TBC	
	T-Shirt	● Legendary of Dragon 	● Summer Collection	● Football Collection	● Festive Collection
	Polo	● Women Polo 	● Invisible Polo 	● New Color Hero Polo	● New Polo
	Shoes	● Gravity X 	● TBC	● TBC	● TBC
	Collection/ Collaboration	● Warrix X Smiley 	● Artist/ Subculture Music Artist/ Presenter Collection	● Related to Trail Event	● Related to performance based product

Warrix Jeans



ยีนส์สัญชาติไทย แปรนด์ไทย

ที่ได้รับแรงบันดาลใจจากหลักแนวคิดของญี่ปุ่น

ความน่าอัศจรรย์ในลักษณะพิเศษของสัตว์

ตามหลักความเชื่อวัฒนธรรมญี่ปุ่นนำมาสู่กางเกงยีนส์ที่ประณีต

ด้วยการเลือกผ้า การตัดเย็บ ผสานกับเทคโนโลยีทันสมัยมาตรฐานวอริกซ์



WARRIX®

ウォリックス

- PRIORITIZING COMFORT
- INFUSED WITH ATHLETICISM
- EMBODIMENT OF JAPANESE DENIM CRAFTSMANSHIP
 - EXQUISITE CRAFTSMANSHIP
 - SELVEDGE INFLUENCE
 - RICH DEEP INDIGO DYEING
 - METICULOUS ATTENTION TO DETAIL
- CONTEMPORARY DESIGN
- DIVERSE RANGE OF FITS

WARRIX®
ウォリックス



W103

TAPERED STRAIGHT
PANSA
パンサー

TAPERED
STRAIGHT
W103



パンサー
PANTHER เสื้อดำ

**CLASSIC
SLIM
W201**



WARRIX®
ウォリックス



W201

CLASSIC SLIM
WASHI
ワシ

ワシ
EAGLE อินทรี

Warrix Jeans



แรงบันดาลใจอันแรงกล้า

วอริกซ์สะท้อนวิถีความเป็นมืออาชีพ ด้วยการศึกษารูปลักษณ์ตัวตนกลุ่มลูกค้าปัจจุบัน รวมถึงเป้าหมายใหม่ มาตลอดระยะเวลา 3 ปี ต่อยอดคุณภาพสินค้าให้สมบูรณ์แบบเสมอคู่การถอดแนวคิดรังสรรค์ "วอริกซ์ยีนส์" ผลงานดีไซน์อย่างพิถีพิถัน และประณีตมากที่สุดในทุกขั้นตอน เพื่อเติมเต็มกลิ่นอายเสน่ห์อันน่าหลงใหลของลูกค้าเราทุกกลุ่ม



สู่กระบวนการรังสรรค์

แรงบันดาลใจจากลักษณะพิเศษของสัตว์ตามหลักความเชื่อวัฒนธรรมญี่ปุ่นแต่ละอิริยาบถ มีวิถีชีวิตต่างกัน เจกเช่นเดียวกับกลุ่มลูกค้าของเรา แต่ในจุดร่วมสำคัญคือ "วอริกซ์ยีนส์" ผลิตต้นแบบคิดและปรับโฉมให้สอดคล้องกับการออกแบบไลฟ์สไตล์ของคุณ ผสานองค์ประกอบการตัดเย็บที่ประณีต ความเป็นตัวเองในเวอร์ชันที่ดีที่สุด และมีคุณค่า เช่นเดียวกัน

こだわり



Warrix Jeans



จนเป็นกางเกงยีนส์ที่เหมาะสมกับกลุ่มลูกค้า

จากแนวความคิดการพัฒนาตัวเอง ตามมุมมองสัญชาตญาณ และกลุ่มลูกค้า นำมาสู่ "วอริกซ์ยีนส์" ซีรี่ย์กางเกงยีนส์ที่ออกแบบมาเพื่อยกระดับความโดดเด่นของตัวตนผู้สวมใส่ ผ่านการเล่าเรื่องราว อีริยาบกลักษณะพิเศษของสัตว์ตามแบบฉบับวัฒนธรรมญี่ปุ่น ผลลัพธ์คือ "วอริกซ์ยีนส์" ให้ความงดงามอย่างสมบูรณ์แบบ



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พัฒนาตลอดเวลา

ให้กางเกงยีนส์เป็นยีนส์ที่ทุกคนอยากใส่ทุกวัน

ไม่เพียงแต่นำเสนอแนวความคิดเรียนรู้จากตัวเอง แบบไม่มีสิ้นสุด "วอริกซ์ยีนส์" เปิดรับคำติชม ข้อผิดพลาดจากทุก ๆ ดีไซน์ พร้อมพัฒนาให้สมบูรณ์แบบอยู่เสมอ เพื่อพลิกโฉมประวัติศาสตร์วงการกางเกงยีนส์ ที่รังสรรค์มาต่อใจทุกคน สะท้อนเจตนารมณ์ เพื่อคุณภาพที่ดีที่สุด ของแต่ละดีไซน์ต่อไป

2024 Key Strategies



New Partnership

- Expand new partnership through licensing strategy to diverse customer target groups in SEA.
- Potential new business expansion related to health and lifestyle.



Outlook:

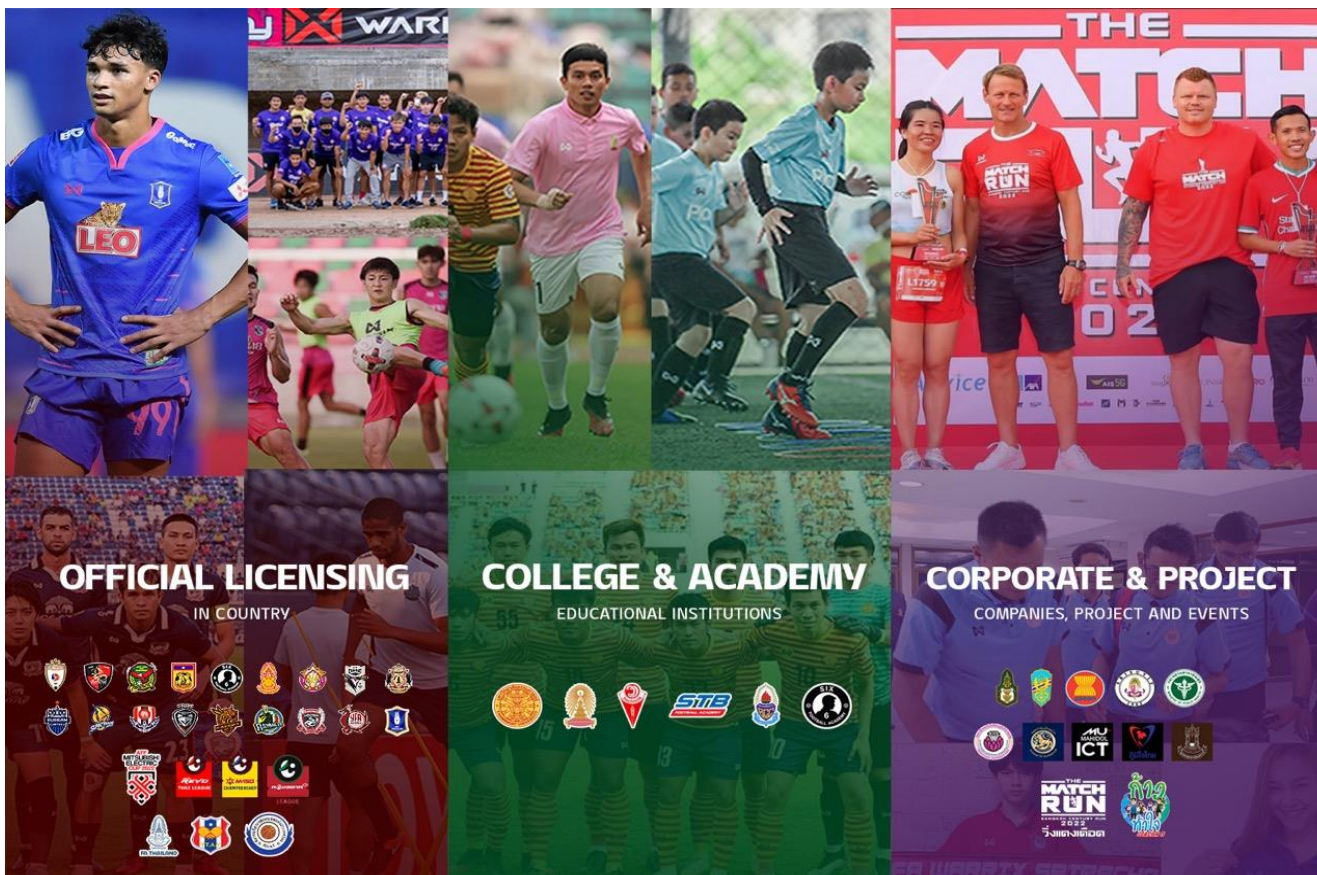
- Warrix as a New official apparel partner of Tampines Rover FC, a winner of S.League more than 5 times, Singapore Cup more than 4 times, and ASEAN Club Championship in 2005.
- To boast Warrix's unique Combatec Technology and grow brand awareness in the regional market.

2024 Key Strategies



New Partnership

- Expand new partnership through licensing strategy to diverse customer target groups in SEA.
- Potential new business expansion related to health and lifestyle.



03

Outlook

WARRIX participating in Thailand's Easy E-Receipt 2024 Domestic spending stimulus program



EASY E-RCIEPT CAMPAIGN (1 Jan – 15 Feb 2024)

EASY E-RECEIPT

1 ม.ค. 67 - 15 ก.พ. 67

ซื้อสินค้าลดหย่อนภาษี
สูงสุด 50,000 บาท

เฉพาะใบเสร็จ/ใบกำกับภาษีแบบอิเล็กทรอนิกส์เท่านั้น
(e-Tax Invoice, e-Receipt)

รับเงินคืนภาษี
สูงสุด 17,500 บาท

เงื่อนไขเป็นไปตามที่กรมสรรพากรกำหนด

สุขภาพดี ลดหย่อนภาษีได้
E-TAX

ลดหย่อนภาษีสูงสุด
50,000 บาท
(ตั้งแต่ 1 ม.ค. 67 - 15 ก.พ.67)

รับสิทธิลดหย่อนภาษีตามจริงสูงสุด 17,500 บาท
*เงื่อนไขเป็นไปตามที่กรมสรรพากรกำหนด

บริษัทฯ ขอสงวนสิทธิ์ในการออกใบกำกับภาษีเต็มรูปแบบภายในวันที่ซื้อสินค้าเท่านั้น
กรณีข้ามวันไม่สามารถออกใบกำกับภาษีเต็มรูปแบบได้ในทุกกรณี

Warrix Health @Warrixhealth สาขา สดเด็มนว 099-082-0777 สาขา ศูนย์สิรินธร 083-031-7742

สุขภาพดี ลดหย่อนภาษีได้
E-TAX

ลดหย่อนภาษีสูงสุด
50,000 บาท
(ตั้งแต่ 1 ม.ค. 67 - 15 ก.พ.67)

รับสิทธิลดหย่อนภาษีตามจริงสูงสุด 17,500 บาท
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Fit Junctions @Fitjunctions สาขา สดเด็มนว 099-082-0777 สาขา ศูนย์สิรินธร 083-031-7742



Easy E-Receipt Campaign to accelerate sales in 1Q24

- Warrix products: at warrix shop and online channel
- Health Services: personal training, sport massage, visbody, motion metrix
- FJ: online course, e-book

Activity Roadmap 1Q24

JAN

FEB

MAR



"Building Momentum: Activation Events & Product Launches"

1. AFC Asian Cup Success:

"Capitalizing on the AFC Asian Cup, the Thailand national team's exceptional performance while donned in our exclusive 3rd jersey sparked significant interest and pride nationwide. This pivotal moment allowed us to strategically sell jerseys during the event, leveraging the team's success to enhance our brand visibility and fan engagement."

2. Community Engagement with BKK Runners:

"At the heart of our brand ethos is community building. Our initiative with Bangkok runners at the Warrix Run Hub has further solidified our commitment to fostering a supportive and vibrant running community. This ongoing effort not only strengthens our brand loyalty but also encourages a healthy lifestyle among our customers."

3. Own Jaturamitr Basketball Event to Generate Recurring Income:

"Setting the stage for the final round of the prestigious Jaturamitr Basketball event, we've once again demonstrated our dedication to supporting local sports. This initiative underscores our commitment to nurturing young talent and providing platforms for athletes to showcase their skills, while simultaneously elevating our brand presence in the basketball community."

4. CU – TU Unity Football Match 2024:

"The launch of the CU-TU Cheer Event marks a significant milestone in our journey to support and celebrate university sports. By fostering a spirit of camaraderie and competition, this event not only amplifies our engagement with the youth demographic but also showcases our innovative product lines designed to meet the dynamic needs of young athletes and supporters alike."

5. Thai Women's League 2024

AFC Asian Cup Success



CHANGE ROAD TO WORLD CUP

ROAD TO WORLD CUP

เสียงเชียร์ไทย ไปบอลโลก

ไทย	VS	จีน
16 พฤศจิกายน 2566		
สิงคโปร์	VS	ไทย
21 พฤศจิกายน 2566		
เกาหลีใต้	VS	ไทย
21 มีนาคม 2567		
ไทย	VS	เกาหลีใต้
26 มีนาคม 2567		
จีน	VS	ไทย
6 มิถุนายน 2567		
ไทย	VS	สิงคโปร์
11 มิถุนายน 2567		

Outlook:

"Capitalizing on the AFC Asian Cup, the Thailand national team's exceptional performance while donned in our exclusive 3rd jersey sparked significant interest and pride nationwide. This pivotal moment allowed us to strategically sell jerseys during the event, leveraging the team's success to enhance our brand visibility and fan engagement."

AFC Asian Cup Success



FIFA MEN'S RANKING ASEAN ZONE

--2/2024--
(Update: Feb 15)

Rank	Team	Points	+/-
101	THAILAND	1207 (+29.97)	+12 ▲
105	VIETNAM	1195(-41.00)	-11 ▼
132	MALAYSIA	1110 (-12.70)	-2 ▼
139	PHILIPPINES	1086(0)	+1 ▲
142	INDONESIA	1073 (+8.65)	+4 ▲
156	SINGAPORE	1020 (0)	0
162	MYANMAR	1000 (0)	0
179	CAMBODIA	931 (0)	0
189	LAOS	890(0)	0
194	BRUNEI	871(0)	0
200	TIMOR LESTE	821(0)	0

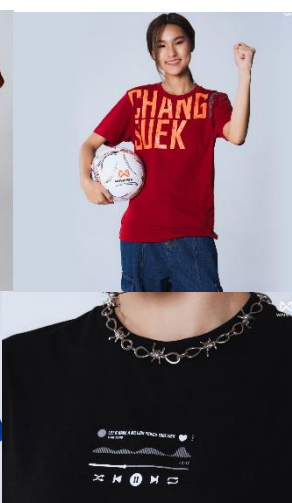
/aseanfootball
 @theaseanfootball
 @theaseanball



Outlook:

"Capitalizing on the AFC Asian Cup, the Thailand national team's exceptional performance while donned in our exclusive 3rd jersey sparked significant interest and pride nationwide. This pivotal moment allowed us to strategically sell jerseys during the event, leveraging the team's success to enhance our brand visibility and fan engagement."

AFC Asian Cup Success



Community Engagement with BKK Runners



Outlook:

- At the heart of our brand ethos is community building. Our initiative with Bangkok runners at the Warrix Run Hub has further solidified our commitment to fostering a supportive and vibrant running community. This ongoing effort not only strengthens our brand loyalty but also encourages a healthy lifestyle among our customers.
- Founded Warrix Run Club to engage with runners community through events which are held every weekend with collaboration of running coach / running fan page / KOL / special guests:
 - Morning Run in the park / City Run
 - Stretching Workshop
 - Motion Metrix Workshop
 - Training / Trail Workshop



Own Jaturamitr Basketball Event to Generate Recurring Income



Outlook:

- Setting the stage for the final round of the prestigious Jaturamitr Basketball event, we've once again demonstrated our dedication to supporting local sports. This initiative underscores our commitment to nurturing young talent and providing platforms for athletes to showcase their skills, while simultaneously elevating our brand presence in the basketball community."
- WARRIX own sports event "Basketball Jaturamitr Samakkee" which will be held every year to generate recurring income and create brand awareness for new product category.
- Tournament period during September to December 2023.
- Selling license t-shirt & sport wear, souvenir, and merchandise for 4 schools.



CU – TU Unity Football Match 2024

TEAM CHULA
CU - TU
UNITY FOOTBALL MATCH 2024
 31 March 2024
 at National Stadium
 ชมสดพร้อมกันได้ที่

|
BAKA PINK
 SHIRT
 งานฟุตบอลสนามสัมพันธ์
 จุฬาลงกรณ์ - ธรรมศาสตร์ ปี 2567
 วันที่ 30 มีนาคม 2567
 รับส่งของสินค้าได้ทั่วประเทศ (เริ่มจัดส่งสินค้าวันที่ 28 กุมภาพันธ์ 67)
 ทุกไซส์
 ราคา **350.-**

PRE-ORDER

|
GOLDEN SEED
 POLO SHIRT
 งานฟุตบอลสนามสัมพันธ์
 จุฬาลงกรณ์ - ธรรมศาสตร์ ปี 2567
 วันที่ 31 มีนาคม 2567
 รับส่งของสินค้าได้ทั่วประเทศ (เริ่มจัดส่งสินค้าวันที่ 28 กุมภาพันธ์ 67)
 ทุกไซส์
 ราคา **350.-**
 ราคาได้ส่วนลดจากการขายเสื้อตรงส่งมอบเป็นรูปในการจัดงาน

PRE-ORDER
2 - 12 มี.พ. 2567

วางจำหน่ายสินค้าพร้อมกัน วันที่ 4 มีนาคม 2567
 เชิญดูจากป้ายโฆษณา "Pick up of store" ภายใน

Outlook:

- Warrix as the official apparel of sports events.
- The launch of the CU-TU Cheer Event marks a significant milestone in our journey to support and celebrate university sports. By fostering a spirit of camaraderie and competition, this event not only amplifies our engagement with the youth demographic but also showcases our innovative product lines designed to meet the dynamic needs of young athletes and supporters alike.

ฟุตบอลสนามสัมพันธ์จุฬาลงกรณ์-ธรรมศาสตร์ 2024

 BINA

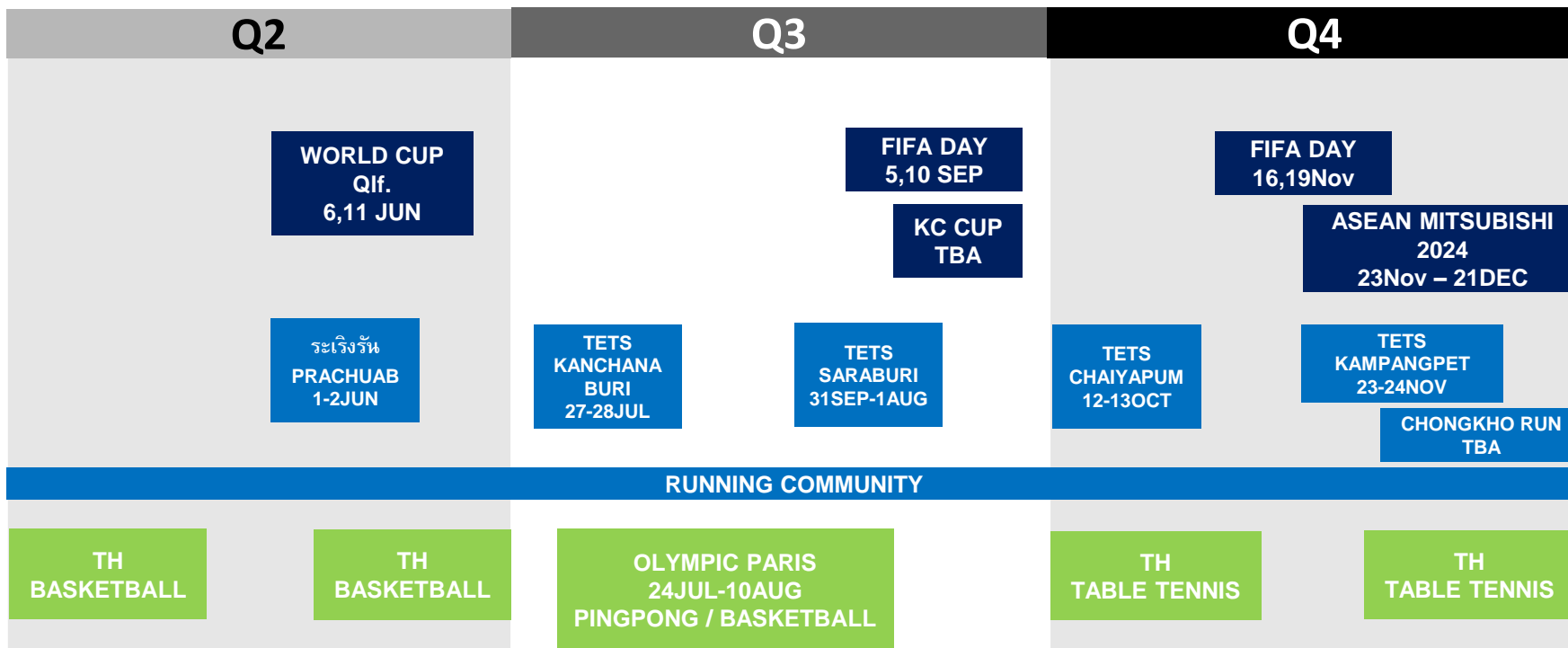
Thai Women's League 2024



Outlook:

- Raise brand awareness through the Thai Women's League, event sponsored by Warrix. Encourage Thai women athlete to become 2027 FIFA Women's World Cup champion. Leveraging the team's success to enhance our brand visibility and fan engagement.

Activity Roadmap Q2-Q4/2024



Own Running Event to Generate Recurring Income

THAILAND EARTH TRAIL 2024

TRAIL OF THE YEAR

2023

งานวิ่งเทรลที่ดีที่สุดแห่งปี

Voted by **ULTRAHOLIC** members



The Best Trail Running Event of the Year
Ranking #1: WARRIX PRESENTED THAILAND EARTH TRAIL SERIES 2023

The newly launched trail running event in 2023, emphasizing conservation, made a remarkable debut and receiving an enthusiastic response from participants. This eco-friendly competition spanned four provinces: Saraburi, Rayong, Chaiyaphum, and Suphanburi.

The race offered varieties of distances, ranging from short sprints (8 km - 10 km) to ultra distances (50 km - 60 km), ensuring both excitement and challenges. Each race location in the four provinces presented a diverse blend of trail running, community engagement, camping, and food & music festivities. This unique fusion captivated many, making it the top choice for numerous enthusiasts who fell in love with the course. This earned it the prestigious title of the best trail running event of the year.



Own Running Event to Generate Recurring Income

THAILAND EARTH TRAIL 2024

ระยอง รัศมี
2024 Series
Prachuab.



Thailand Earth Trail
2024 Series
Kanchanaburi



Thailand Earth Trail
2024 Series
Chaiyaphum



Q1

Q2

Q3

Q4

Outlook:

- Announce 1 Road Race and 5 Trail Race series
- 3 New Races and 3 remaining Races (Target 10,000 Participants)
- **Brand Alignment:** It aligns with Warrix Sport's branding as an innovator and leader in the sports industry, emphasizing the brand's commitment to pushing boundaries.
- **Community and Inclusivity:** It acknowledges the collective effort and community spirit, reinforcing the message that this journey is shared with participants, supporters, and the wider community.



Thailand Earth Trail
2024 Series
Saraburi



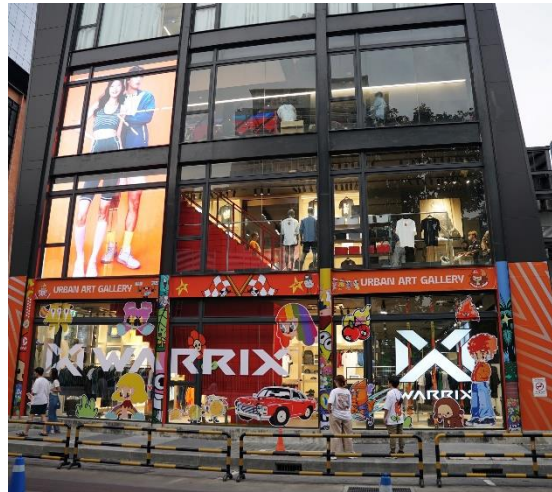
Thailand Earth Trail
2024 Series
Kampanghet



Thailand Earth Trail
2024 Series
Suphanburi

Expand Product Portfolio to Active & Lifestyle Segment

WARRIX LIFESTYLE @Siam Square



4Q23 Update and Outlook:

- Fully opening in late-August 2023.
- Launched “Legend of Dragon” Collection.
- Launched New T-shirt “Warrix Tee Oversize”, License T-shirt “Jaturamitr Collection”, and T-shirt Limited Edition “Urban Art Collection”, an exclusive collaboration with Thai artists.
- Launch new Thailand National Team Jersey 23/24 in late-August and Oversize Jersey 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



Expand Product Portfolio to Active & Lifestyle Segment

WARRIX LIFESTYLE @Siam Square



Expand Product Portfolio to Active & Lifestyle Segment

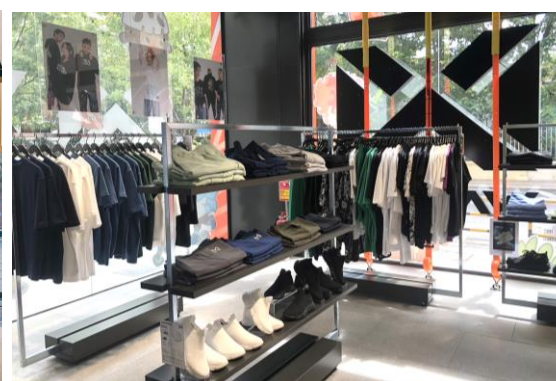


WARRIX LIFESTYLE @Siam Square



Expand Product Portfolio to Active & Lifestyle Segment

WARRIX LIFESTYLE @Siam Square

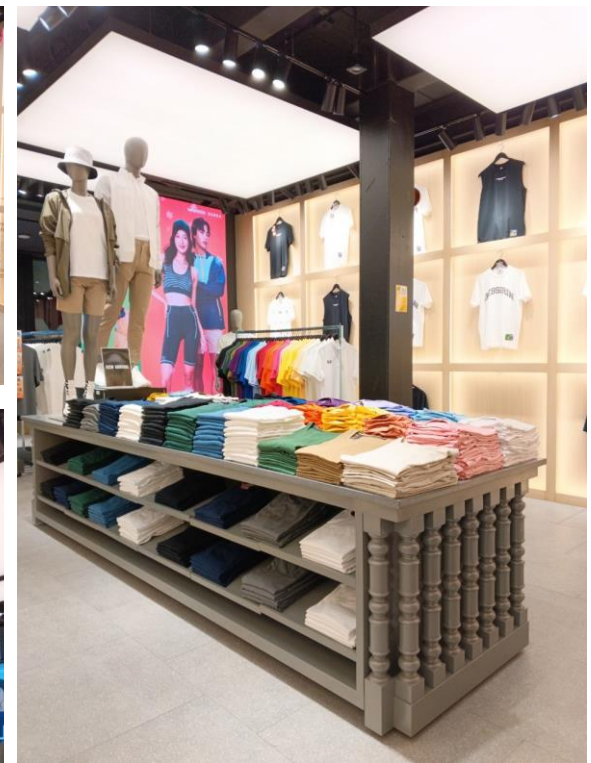


1st Floor: Warrix Lifestyle Collection

- New launched collection
- T-shirt & License T-shirt
- Lifestyle polo / polyester shirt

Expand Product Portfolio to Active & Lifestyle Segment

WARRIX LIFESTYLE @Siam Square



1st Floor: Warrix Lifestyle Collection

- New launched collection
- T-shirt & License T-shirt
- Lifestyle polo / polyester shirt

Expand Product Portfolio to Active & Lifestyle Segment

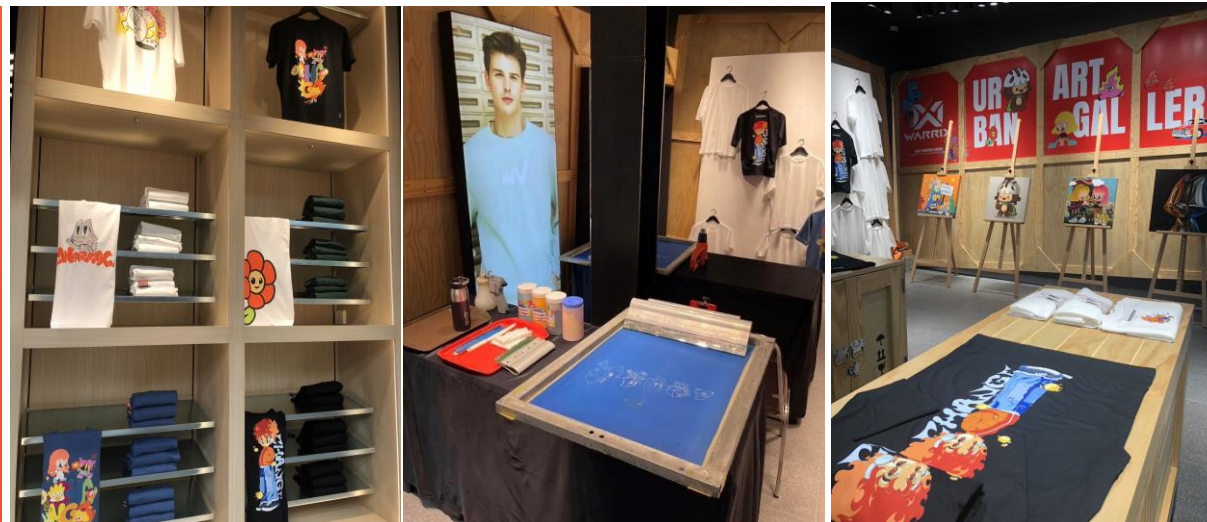
WARRIX LIFESTYLE @Siam Square

WARRIX URBAN ART GALLERY
SHOP WARRIX SIAM SQUARE BLOCK 1

WARRIX X ARTIST COLLECTION	SNEAKER RESALE POP-UP ONLY FRI-SUN	CUSTOM TEE BY NWL. 25 - 26 NOV	STREET KOL ศิลปิน 9 - 10 DEC
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GROUP EXHIBITION 5 ARTISTS
CHEESE ARNON / THE JUM / KNN.5
KRATAI DUDU/BAKUMBAA

24 NOV
10 DEC 2023



2nd Floor:
Lifestyle products exclusively collaboration with artists, influencers, and iconic fashion & lifestyle brand.

Event Footage: <https://fb.watch/oLQGIm1BOb/>

Expand Product Portfolio to Active & Lifestyle Segment

WARRIX LIFESTYLE @Siam Square

990.-

WARRIX

Bakumbaa

NORMAL

OVERSIZE

990.-

WARRIX

The JUM

OVERSIZE

990.-

WARRIX

Cheese Arnon

OVERSIZE

990.-

WARRIX

Kratay DuDu

NORMAL

OVERSIZE

990.-

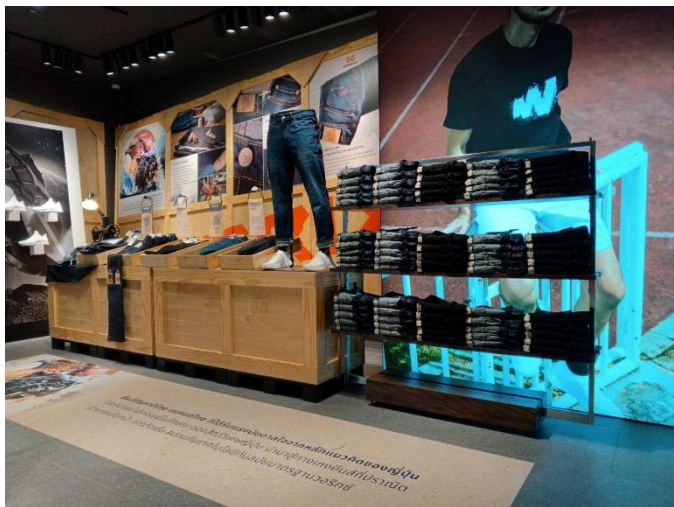
WARRIX

Knn.5

OVERSIZE

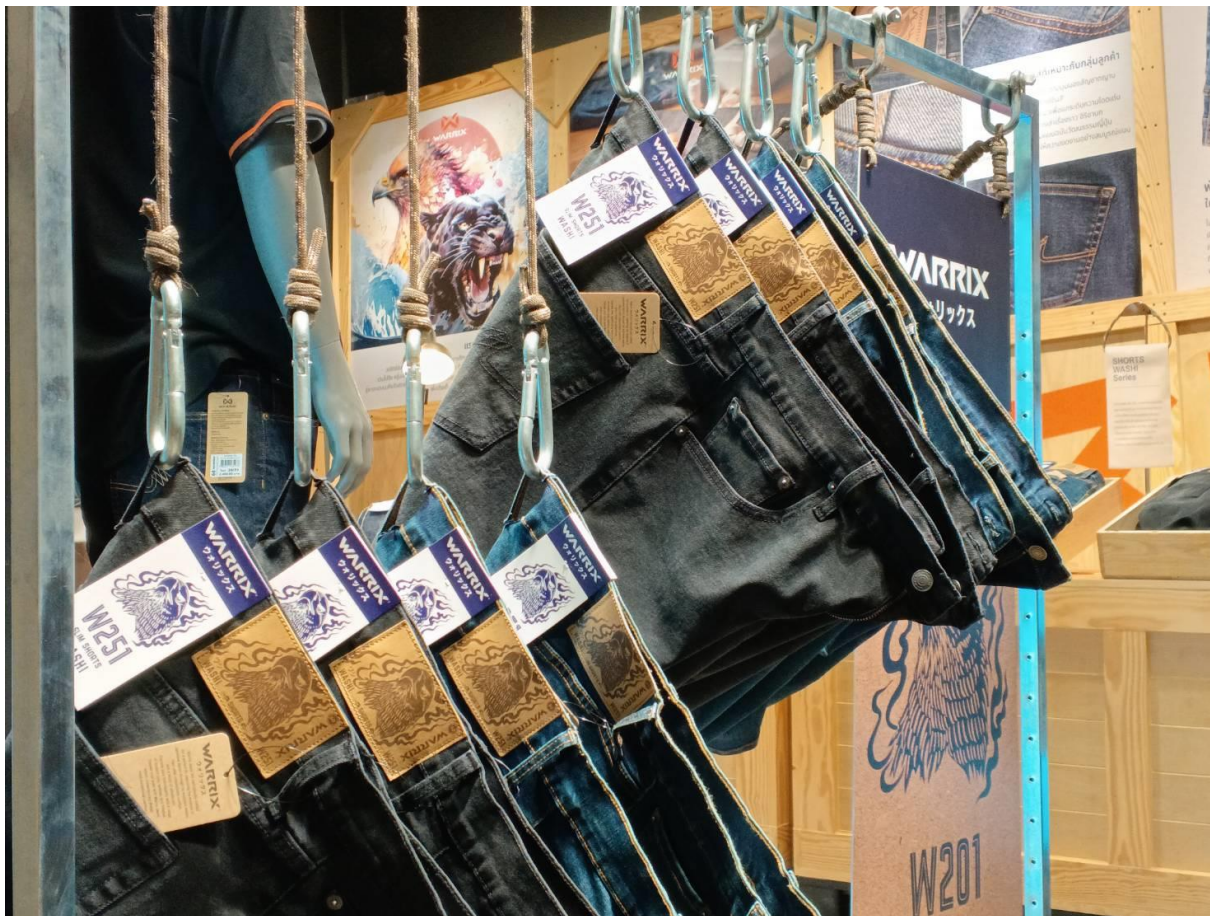
Expand Product Portfolio to Active & Lifestyle Segment

WARRIX LIFESTYLE @Siam Square



Expand Product Portfolio to Active & Lifestyle Segment

WARRIX LIFESTYLE @Siam Square



Expand Product Portfolio to Active & Lifestyle Segment

WARRIX LIFESTYLE @Siam Square



3rd Floor: Activity area and exhibition.
- Thai National Team Kit display

Warrix x Workpoint



Outlook:

- Warrix x Workpoint to promote the concept of Good Content + Good Product and to become an initiator of marketing through entertainment business.
- We provide clothing support for news reporter and costume used in variety shows, series/dramas/sitcoms:
 - 'ข่าวเช้าเวิร์คพอยท์'
 - 'ข่าวเช้าเวิร์คพอยท์ สุดสัปดาห์'
 - 'สดข่าวเที่ยง'
 - 'บรรจงชงข่าว'
 - 'ตั้งข่าว สุดสัปดาห์'
 - 'ซินสแกนโกง'
 - 'หาฉากรับจรรย์'
 - 'MJ หม่า แจ็ส โซร์'
 - 'Gen Wit'

NEVER STOP

Warrix x Workpoint

12/02/2024 06:51:20 Workpoint 23



01/03/2024 17:47:26 Workpoint 23



25/02/2024 08:23:02 Workpoint 23



18/02/2024 09:29:51 Workpoint 23



Create Brand Awareness Through Music Industry

Ed Sheeran '+ - ÷ x' Mathematics Tour Bangkok 2024



< Ed Sheeran Thailand
9m · 🌐

มาไทยที่รอบพีก็ไม่พลาด
มาไทยที่ถูกต้อง ก็ต้องช้างศึกนะสิ! 🇹🇭
ใครอยากซื้อมาสักตัวก็ Warrix ได้เลย
#EdSheeranBKK
cr รูปปีก่อนจากศาลานุกรมฟุตบอลไทย



... ballthai_com ...



❤️ 💬 📌

305 likes

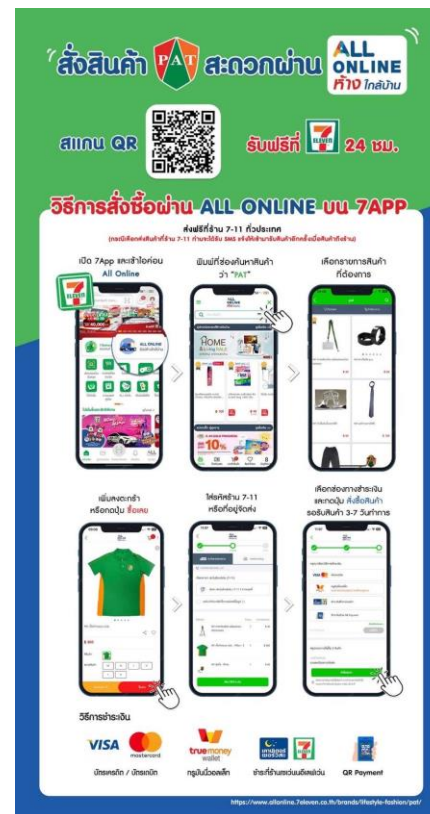
ballthai_com เรียกได้ว่าได้ใจแฟนบอล ไปเลยทีเดียวนะ สำหรับ Ed Sheeran (เอ็ด ชี แรน) ศิลปินนักร้องชื่อดังระดับโลก เจ้าของผลงานเพลงดังอย่างเช่น Shape of You, Perfect หรือ Photograph ที่ได้เดินทางมา ทัวร์คอนเสิร์ต และได้ทำการแสดงที่ ประเทศไทย ในคอนเสิร์ต Ed Sheeran '+

Create Brand Awareness Through Music Industry

Bodyslam Live Concert



Marketing Innovation to distribute nationwide

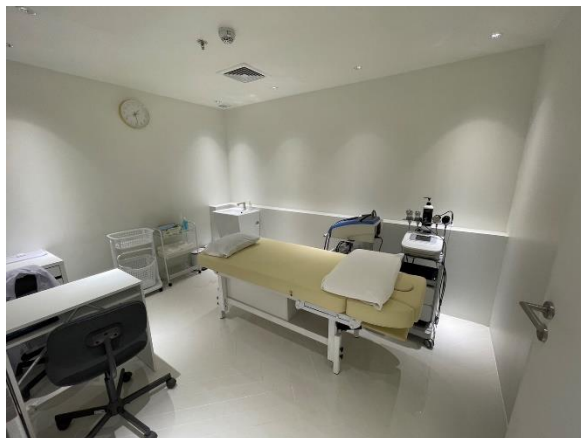
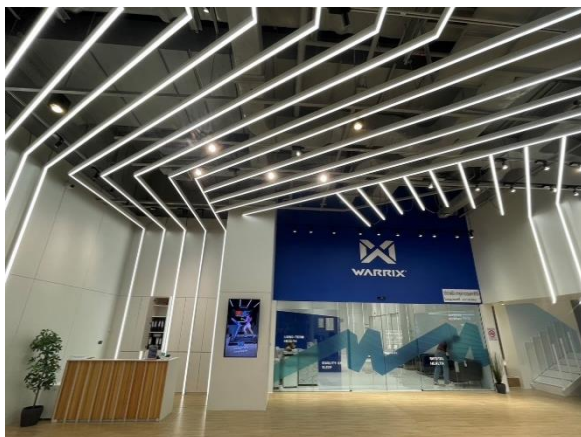


Outlook:

- Warrix's marketing innovation to distribute Thailand National Team Jersey nationwide.

QSNCC PROJECT

WARRIX RUN HUB : Physiotherapy Clinic



WARRIX HEALTH

GRAND OPENING

ฉลองเปิดสาขาใหม่

PHYSIOTHERAPY ทายาท 1 แถบ 1 ในราคาเพียง 2,200 บาท (เฉพาะลูกค้าใหม่)	PERSONAL TRAINING ทดลองเทรนฟรี มูลค่า 1,800 บาท (เฉพาะสำหรับ 1 ครั้งในกรณีสมัครสมาชิก)
SPORT MASSAGE ครั้งละ 1,200 บาท จากปกติ 1,800 บาท สำหรับ 15 นาที ถึง 1 ชั่วโมง พร้อม ด้วยเทคนิคการนวดพิเศษ	MOTION METRIX ครั้งละ 1,500 บาท จากปกติ 2,000 บาท มาตรฐาน 1500 ชั่วโมงการวิ่ง มาตรฐานโดยใช้อุปกรณ์เฉพาะ

PHYSIOTHERAPY

PERSONAL TRAINING

MOTION METRIX

Run Hub ศูนย์บริการลูกค้า WARRIX HUB ชั้น G (ใหม่) HALL 4 | @warrixhealth | 063-031-7742

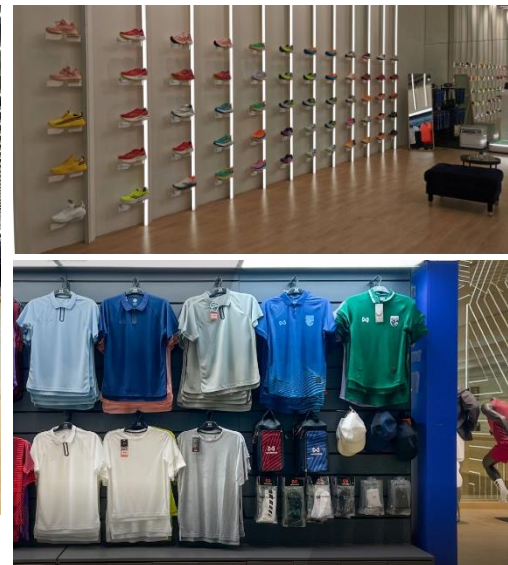
4Q23 Update and Outlook:

- Physiotherapy Clinic opening in December 2023
- Organized events at the shop to enhance health and exercise community.

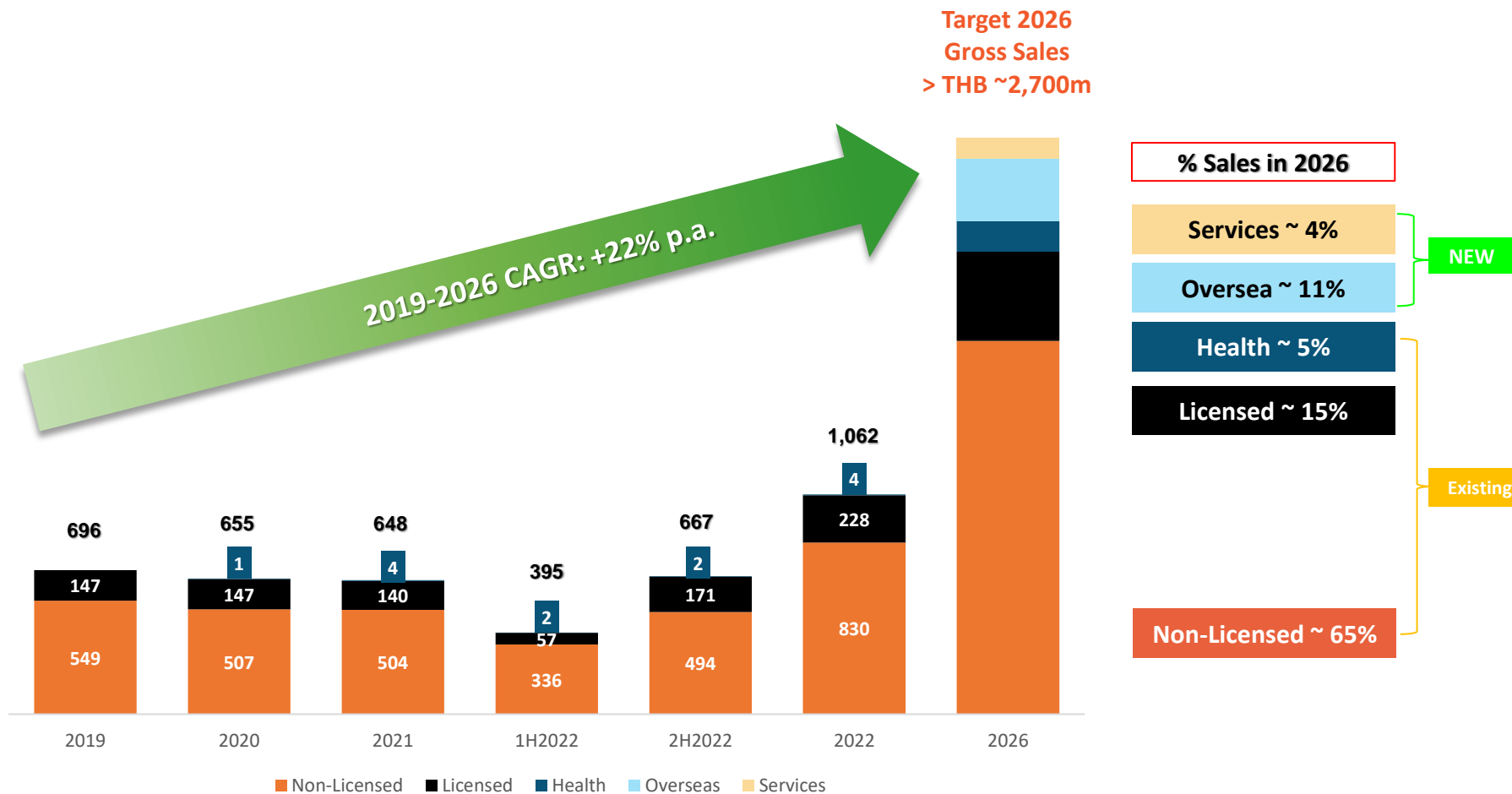
Overview: <https://www.facebook.com/warrixhealth/videos/367835112604661>

QSNCC PROJECT

WARRIX RUN HUB



2026 Sales Target



The text 'Q&A' is written in a large, bold, black font, centered over a yellow, textured brushstroke graphic that resembles a map of Thailand.

For more information, please contact IR Department
ir@warrix.co.th or 094 310 7103

Disclaimer

The information contained in this presentation is for information purposes only and does not constitute an offer or invitation to sell or purchase for share in Warrix Sport Public Company Limited (“WARRIX”). No part of this presentation shall be relied upon directly or indirectly for any investment decision-making for any purposes.

This presentation may include information which is forward-looking based on management’s current views and assumption including, but not limited to, prevailing economic and market conditions. These statements involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ from the results, performance or achievements expressed or implied by such forward-looking statements. Such statements are not, and should not be constructed as representation as to future performance of WARRIX. In particular, such targets should not be regarded as a forecast or projection of future performance of WARRIX. It should be noted that the actual performance of WARRIX may vary significantly from such targets.

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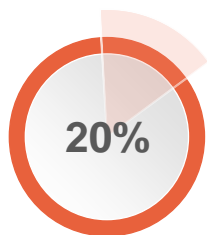
04

Appendix

Sport Apparel Industry Outlook

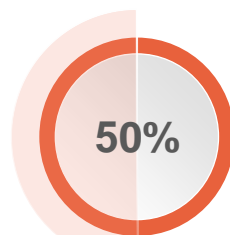
- The sport apparel goods market in Thailand is **worth approximately THB 30 billion**.
- **Recovered to pre-COVID-19 level, and on an uptrend with prospect to grow 15-20% per year** premised on increasing in health awareness as more people are committed to leading healthier and more active lifestyle.
- 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



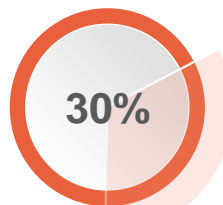
Discounted/Mass market

Import product by Thai company, no brand and cheap price



Middle market

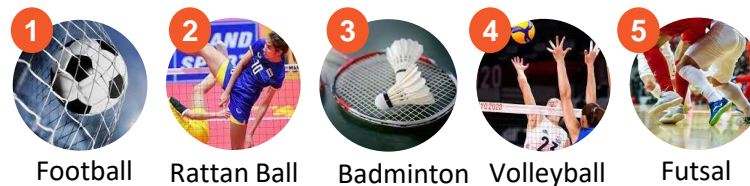
Thai brand produce by Thai company



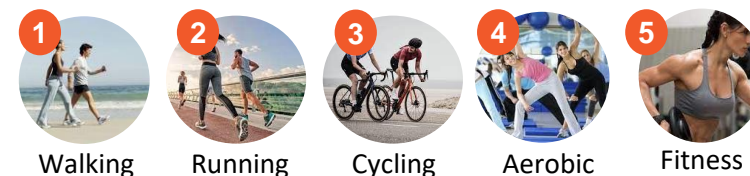
Global market

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

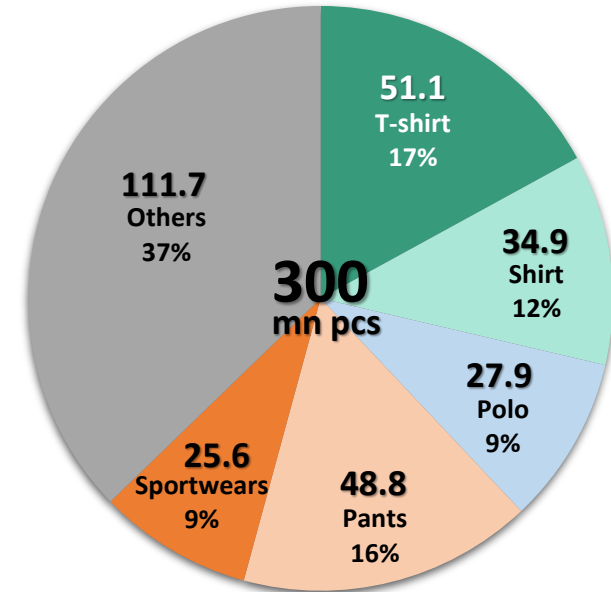
Thailand Annual Garment Consumption

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 (mn pcs)

4Q23 Financial Performance

Warrix Sport PCL

Ratio performance 4Q23

Unit : Million Baht	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23
Total A/R	141.0	153.5	221.7	351.0	327.2	245.9	344.3	357.1
Total Inventory	339.6	352.8	356.4	450.7	558.8	540.3	555.2	529.9
Total A/P	267.0	144.7	166.0	330.4	270.2	144.1	180.0	202.4
Total Assets	861.0	812.1	931.1	1878.9	1906.6	1658.9	1735.7	1799.7
Interest Bearing Debt	449.1	411.3	454.0	76.0	146.0	129.6	126.7	141.5
Total Liabilities	740.6	572.0	649.8	438.4	454.7	299.2	334.8	392.3
Total Equity	120.5	240.1	281.4	1440.5	1451.9	1359.7	1400.9	1407.5
EBITDA	26.0	26.6	61.9	80.9	28.5	41.8	66.9	89.3
CPLTD	21.9	30.1	23.8	16.9	17.9	18.2	19.5	25.6

Current ratio (Times)	0.91	1.04	1.09	3.70	3.98	5.99	3.66	5.39
D/E (Times)	6.15	2.38	2.31	0.30	0.31	0.22	0.24	0.28
IBD/E (Times)	3.73	1.71	1.61	0.05	0.10	0.10	0.09	0.10
Inventory Turnover by days	296	283	202	190	335	378	301	243
AR Turnover by days	66	66	58	70	124	102	83	81
AP Turnover by days	173	169	88	117	199	143	89	86
Cash Cycle (days)	188	181	171	143	259	338	295	239

05

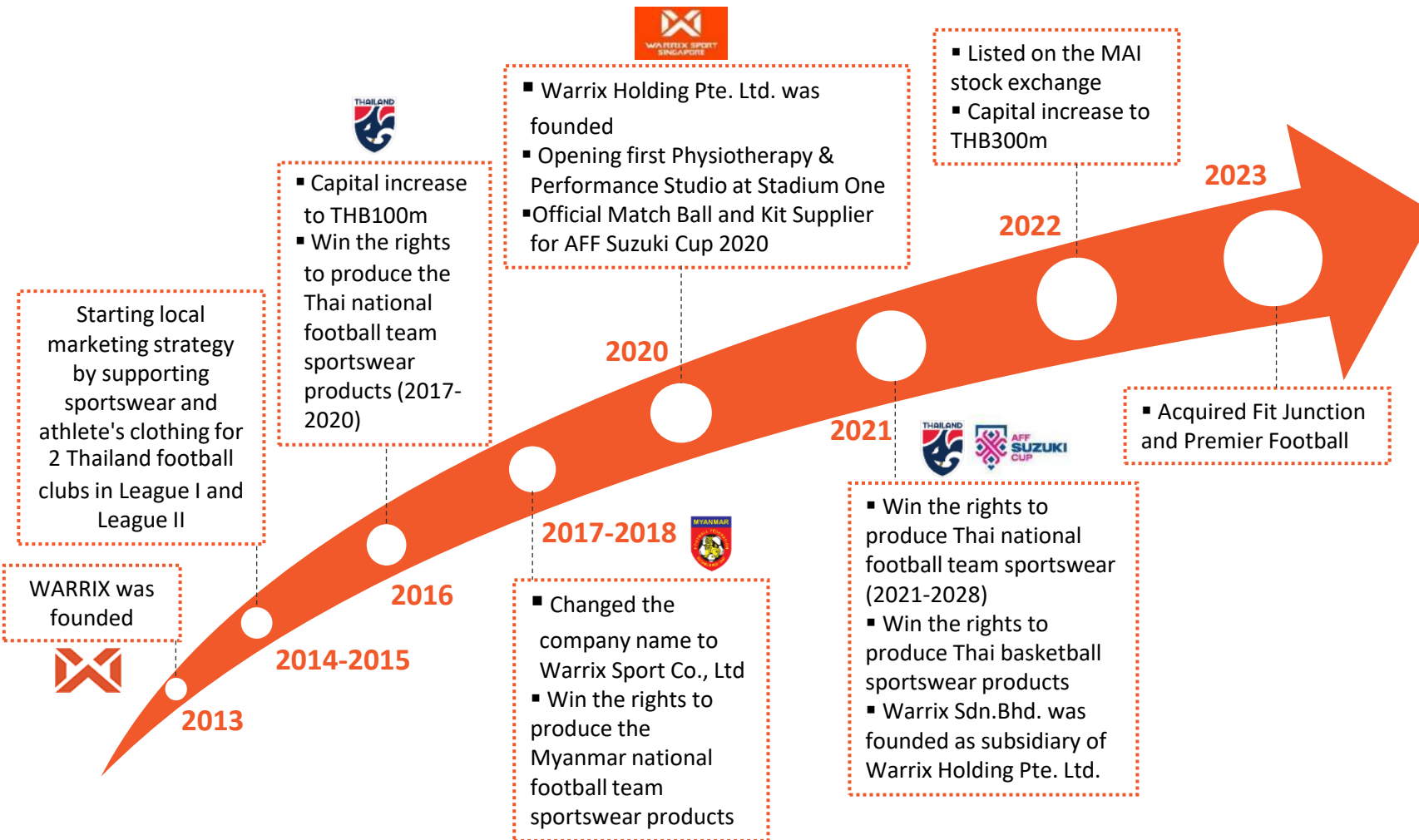
Company Overview

Key Milestones

Establishment period

Transformation from sport apparel to health and lifestyle

Listed Co.



WARRIX was founded

Starting local marketing strategy by supporting sportswear and athlete's clothing for 2 Thailand football clubs in League I and League II

2014-2015
 2016
 Capital increase to THB100m
 Win the rights to produce the Thai national football team sportswear products (2017-2020)

2017-2018
 Changed the company name to Warrix Sport Co., Ltd
 Win the rights to produce the Myanmar national football team sportswear products

2020
 Warrix Holding Pte. Ltd. was founded
 Opening first Physiotherapy & Performance Studio at Stadium One
 Official Match Ball and Kit Supplier for AFF Suzuki Cup 2020

2021
 Win the rights to produce Thai national football team sportswear (2021-2028)
 Win the rights to produce Thai basketball sportswear products
 Warrix Sdn.Bhd. was founded as subsidiary of Warrix Holding Pte. Ltd.

2022
 Listed on the MAI stock exchange
 Capital increase to THB300m

2023
 Acquired Fit Junction and Premier Football



Transforming to health and lifestyle business

WARRIX to become top of mind brand locally and globally

At the forefront of innovation & sustainability

Sales reaching THB 2.7 billion in 2026

Warrix at a Glance

Innovation and Design

Comba + Tech

Unbreakable exclusive technology by "WARRIX"



Comba Cool



Strong Partnership

2 National Football team licenses including



4 International licenses

>30 Club licenses

5 Educational Institutions

6 Sponsorship licenses



Extensive Distribution Channel

3 Flagship Store



5 Official Stores



200+ Traditional Trade



340+ Modern Trade



14,000+ CVS/24 shopping



Wide-reaching E-commerce Platform



Data Driven with Marketing Technology



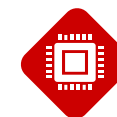
Data Marketing Analytics



Content marketing



Decentralized Advertising



Programmatic Advertising



Social Media Marketing

"5P Marketing"

- Product
- Price
- Place
- Promotion
- Partnership

Warrix Key Product Portfolio

Expanding portfolio and products

Extendable business

	Football	Running	Basketball	Golf	Table Tennis	Sport Equipment
Sportswear						
Active & Lifestyle	Training	Footwear	Innerwear	Streetwear	Lifestyle	
Health	RUN HUB	Physiotherapy & Performance Studio				
Explorer	Trail / Marathon event	Running event	Music event	Food event	Camping	Web 3.0

Warrix Product Portfolio at a Glance

Non - Licensed products (81%)

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 (17%)

National Team, Football Club, and Other Licensed

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



Health business (2%)

Physiotherapy and Performance Studio & Warrix Run Hub

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.



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

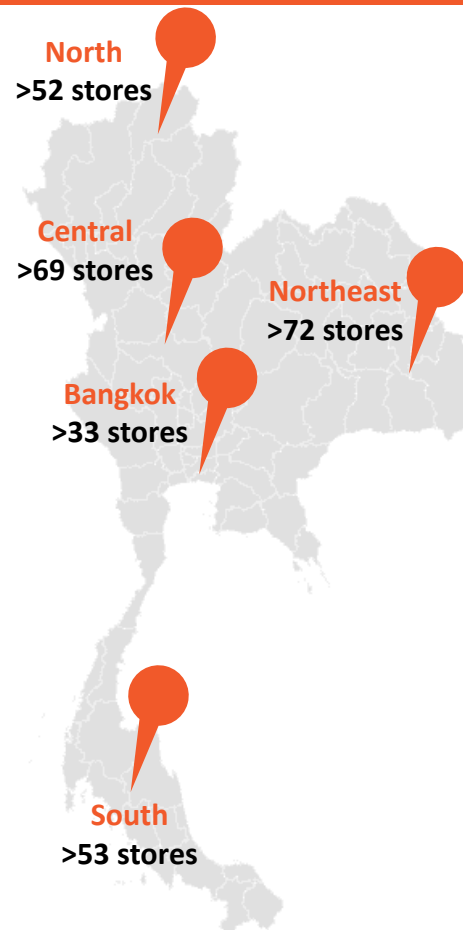
8 Retail branches (Warrix Shop)

- 📍 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 Outlet at Stadium One
- 📍 Warrix Lifestyle at Siam Square, 300 sq.m.
- 📍 Warrix Shop at The Mall Bang Khae
- 📍 Warrix Shop at The Mall Bang Kapi

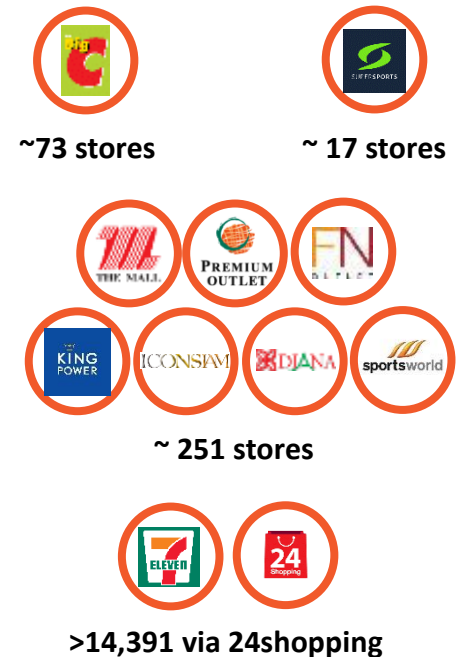
} New



> 200 Traditional trade



> 14,700 Modern trade



2022 - 2028



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



E-Commerce¹



Website: www.WARRIX.co.th
> 500,000 members



Facebook: WARRIX
>760,000 followers



Lazada: WARRIX
>240,200 followers



Shopee: WARRIX
>832,000 followers



Instagram: warrix_official
>73,800 followers



Line: WARRIX
>165,000 followers



Tiktok: warrixthailand
>30,700 followers



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 :

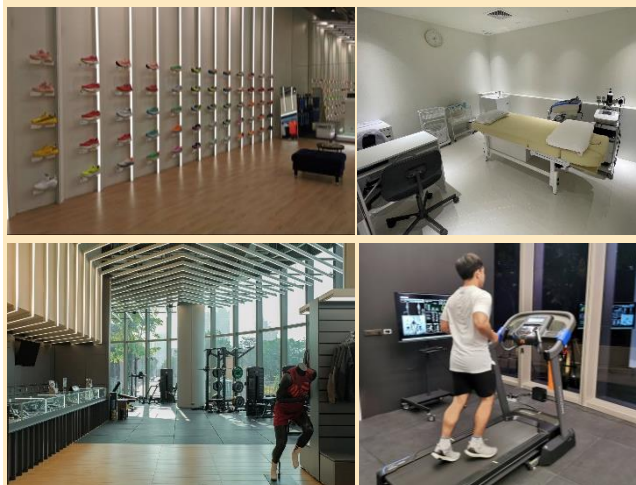
1. Physiotherapy Clinic & Performance Studio located at Stadium One, Samyan

- Providing physiotherapy treatment & rehabilitation, sleep test, weight control, 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.

