



Opportunity Day

Q1/2023



Agenda

- 01** Company Overview
- 02** Key Growth Driver
- 03** Financial Performance
- 04** Outlook

01

Company Overview

Warrix at a Glance

Innovation and Design

Comba + Tech
Unbreakable exclusive technology by "WARRIX"



Story Telling Design



- ปราบไตรจักรโชยานุภาพ
- Changsuek The Genesis
- NOW or NEVER
- KINGDOM
- Faith
- Unite

Strong Partnership ^{1/}

2 National Football team licenses including



4 International licenses
>30 Club licenses

5 Educational Institutions

4 Sponsorship licenses



Extensive Distribution Channel

1 Flagship Store



3 Official Stores



200+ Traditional Trade



200+ Modern Trade



10,000+ CVS/24 shopping



Wide-reaching
E-commerce Platform



Data Driven with Marketing Technology



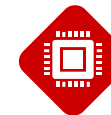
Data Marketing Analytics



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

Extendable business	Sportswear	Football 	Running 	Basketball 	Golf 	Table Tennis 	Sport Equipment 	
	Active & Lifestyle	Training 	Footwear 	Innerwear 	Streetwear 	Lifestyle 		
	Health	Running 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 (82%)

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%)

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.



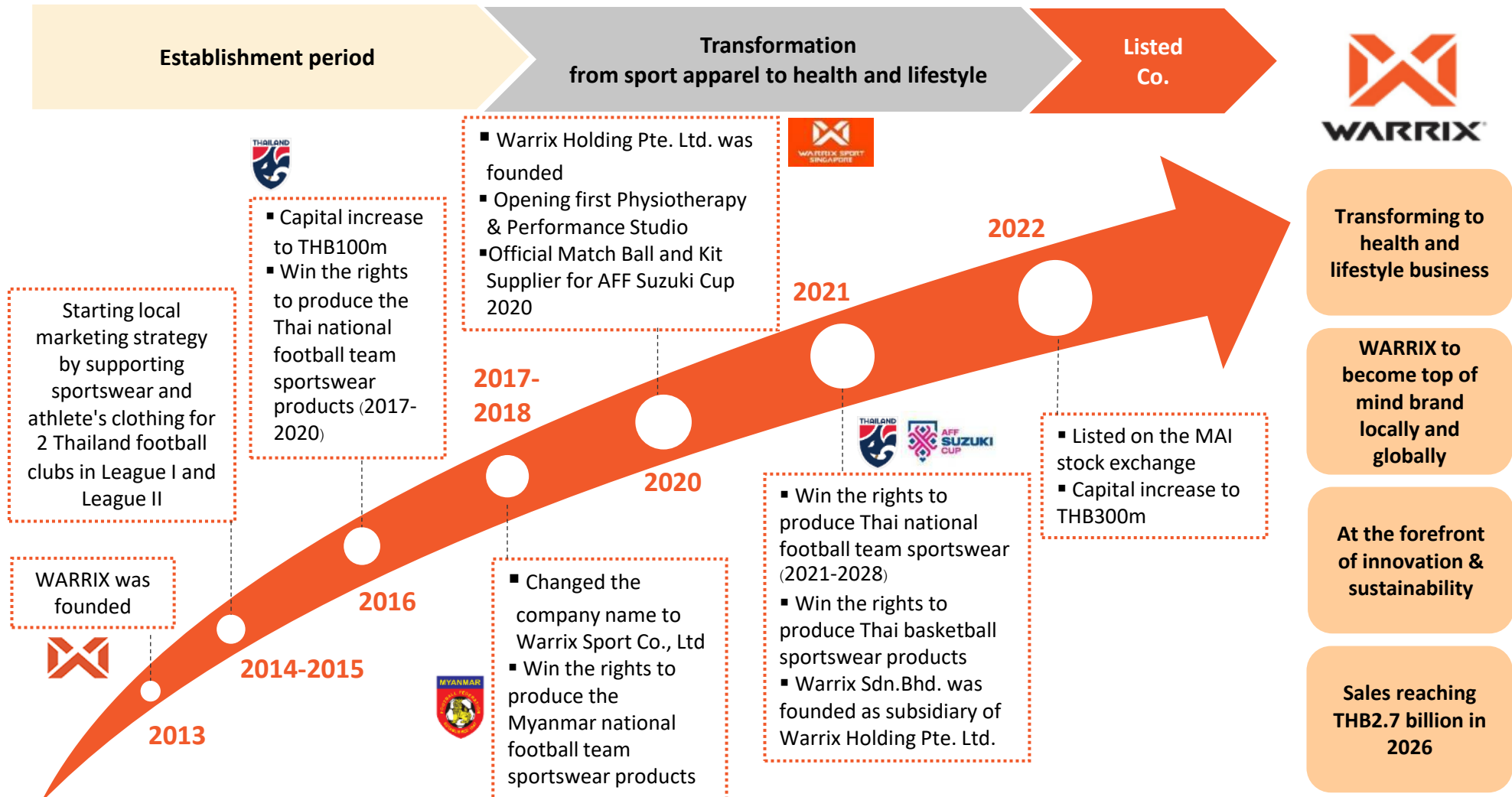
Health business (1%)

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.



Key Milestones



02

Key Growth Driver

Powerful & effective marketing strategy shaping the market trend

Partners and Sponsorships



OFFICIAL LICENSING
IN COUNTRY

COLLEGE & ACADEMY
EDUCATIONAL INSTITUTIONS

CORPORATE & PROJECT
COMPANIES, PROJECT AND EVENTS

1 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.
- New 📍 Warrix Siam Square shop, 300 sq.m.



2 > 400 Traditional trade



3 > 10,200 Modern trade



2022 - 2028

2 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 :

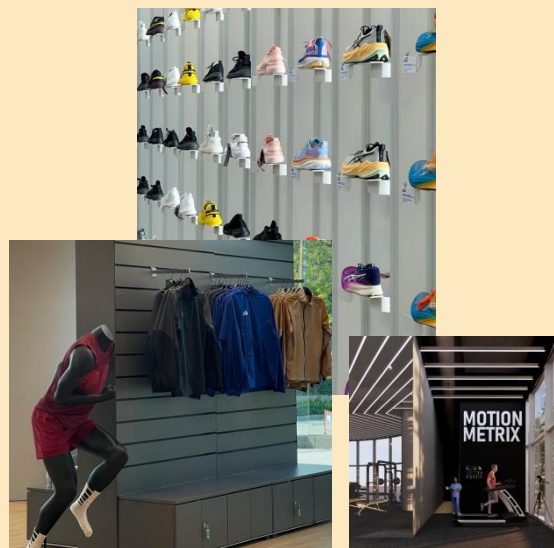
1. Physiotherapy & Performance Studio clinic located at Stadium One, Samyan

- 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 of Physiotherapy & Performance studio clinic, performance training studio and new Warrix flagship store.
- Opened in April 2023



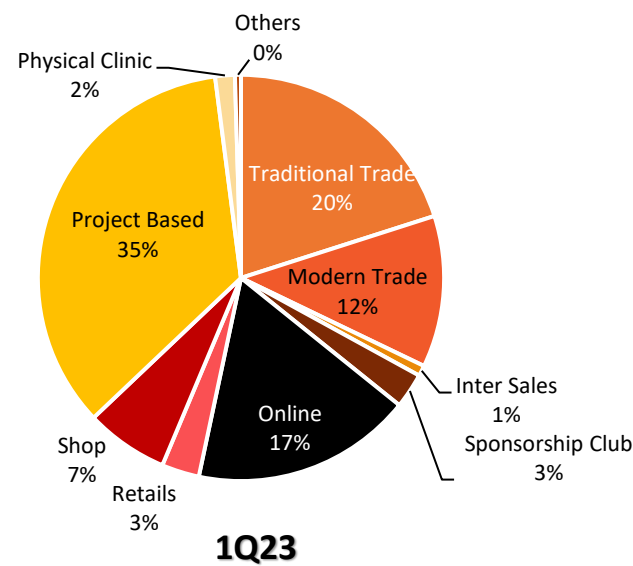
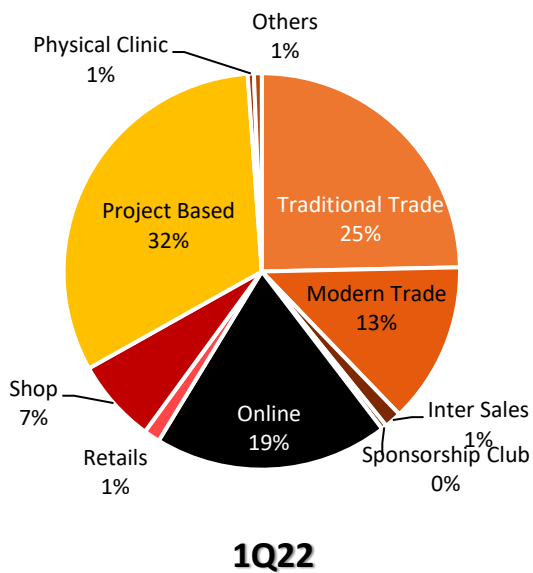
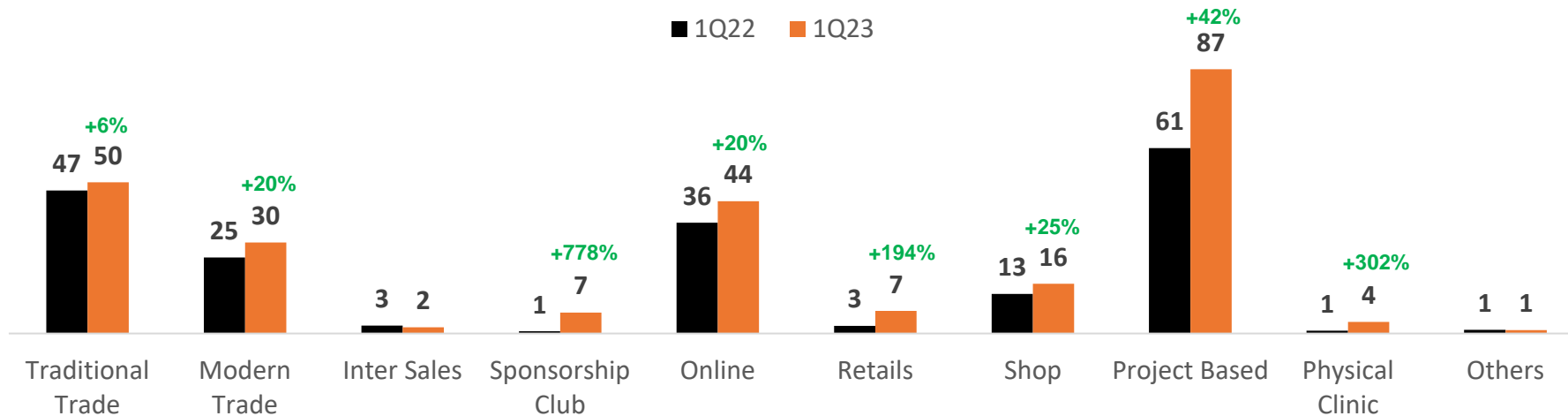
3. Acquire Fit Junction

- Acquired Fit Junction to strengthen health and sport science business



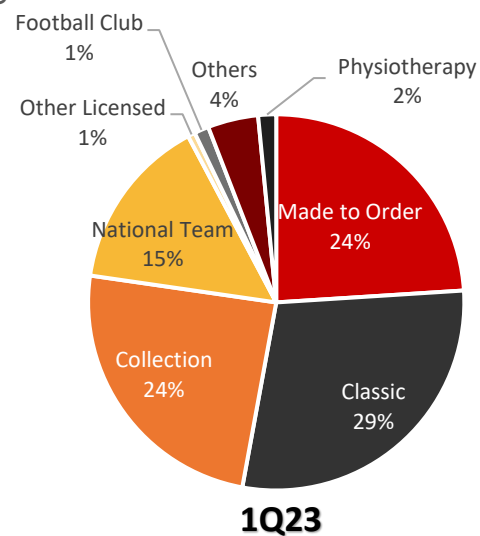
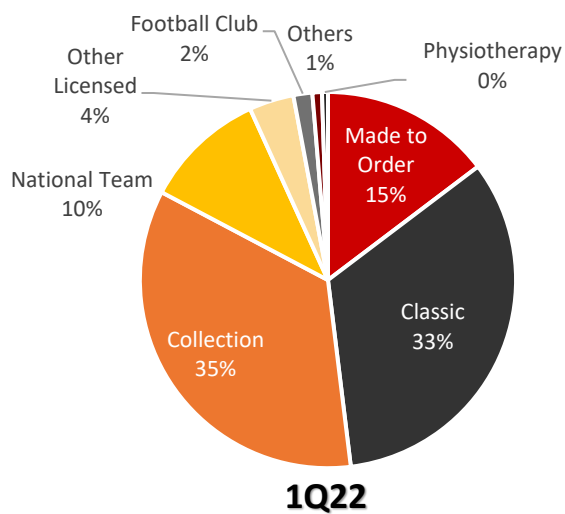
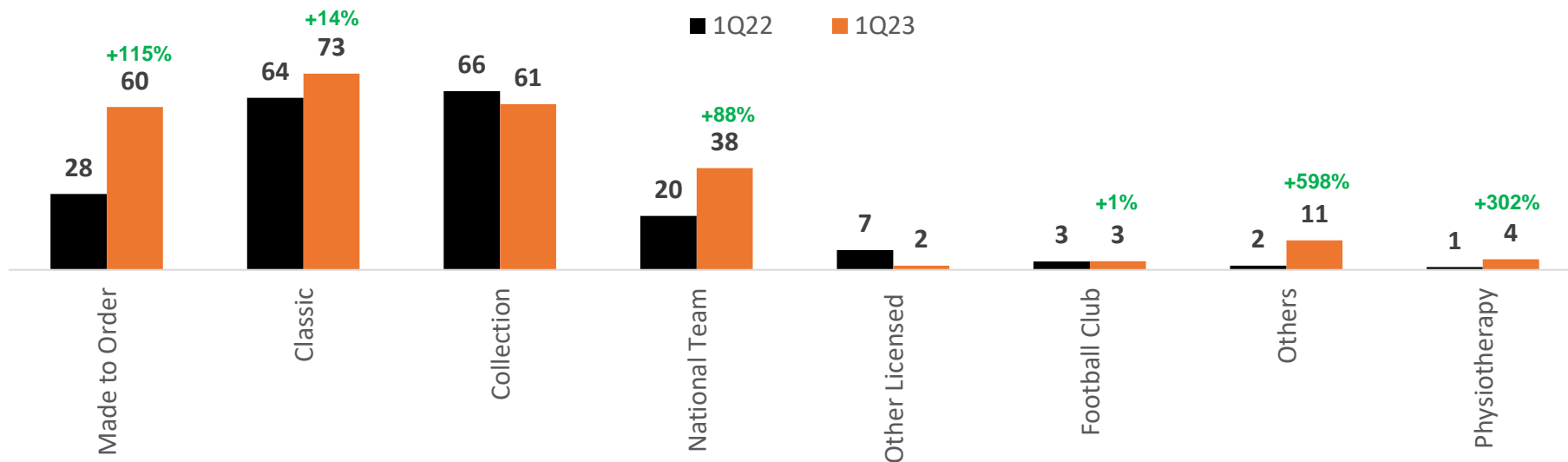
Key Growth Driver

YoY Revenues Breakdown By Channel



Key Growth Driver

YoY Revenues Breakdown By Product



03

Financial Performance

1Q23 Financial Performance

Separate Financial Performance (Company Only)

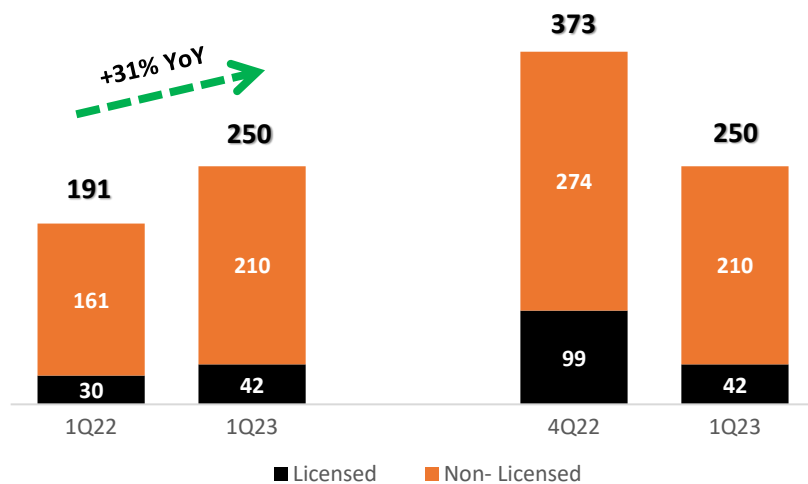
Description	1Q23		1Q22		YoY	
	THB million	%	THB million	%	THB million	%
Revenues from operation	248.20	100%	190.52	100%	57.68	30%
COGS	136.32	55%	104.98	55%	31.34	30%
Gross Profit	111.88	45%	85.54	45%	26.34	31%
Other income	9.43	4%	2.02	5%	7.41	367%
Earning before expenses	121.31	49%	87.56	64%	33.75	39%
SG&A	100.65	41%	67.43	35%	33.22	49%
Net Profit	15.55	6%	12.92	7%	2.63	20%
Adjust	-	0%	-	0%	-	-
Net Profit after Adjust	15.55	6%	12.92	7%	2.63	20%

Consolidated Financial Performance

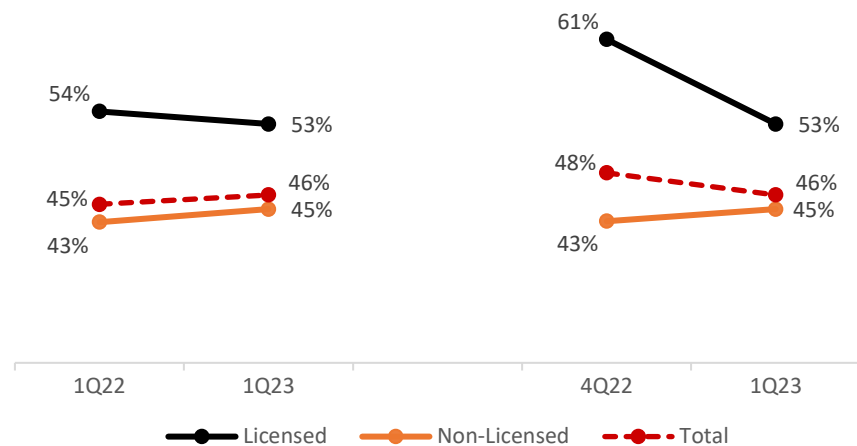
Description	1Q23		1Q22		YoY	
	THB million	%	THB million	%	THB million	%
Revenues from operation	249.82	100%	191.13	100%	58.69	31%
COGS	137.52	55%	105.15	55%	32.37	31%
Gross Profit	112.30	45%	85.98	45%	26.32	31%
Other income	9.55	4%	2.02	5%	7.53	373%
Earning before expenses	121.85	49%	88.00	64%	33.86	38%
SG&A	105.59	42%	68.29	36%	37.29	55%
Net Profit	11.07	4%	12.45	7%	(1.38)	-11%
Adjust	0.31	0%	(0.20)	0%	0.52	257%
Net Profit after Adjust	11.39	5%	12.25	6%	(0.86)	-7%

Key Financial Performance

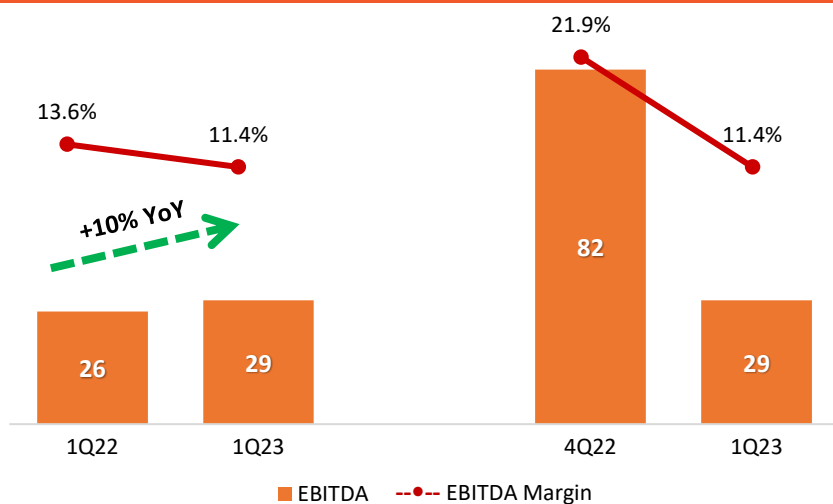
Revenues from Sales and Services



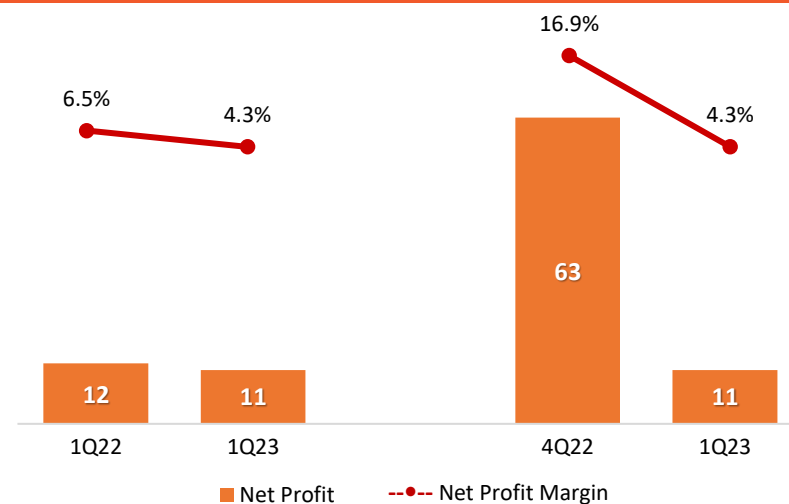
Gross Profit Margin



EBITDA

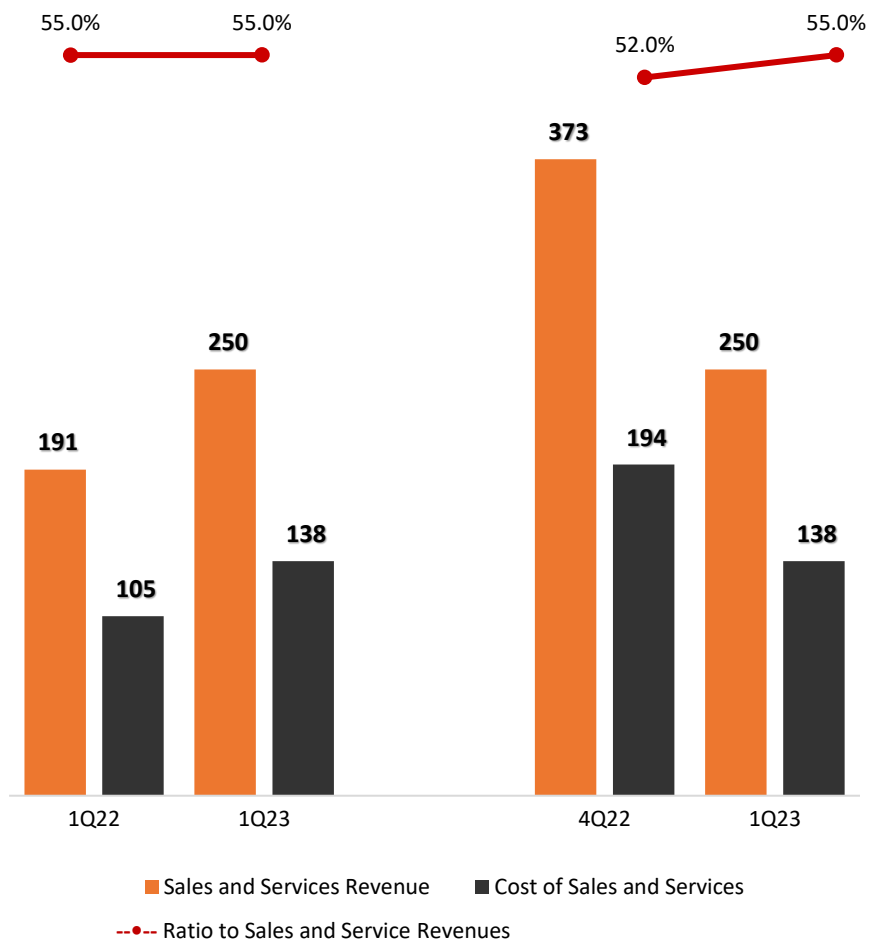


Net Profit

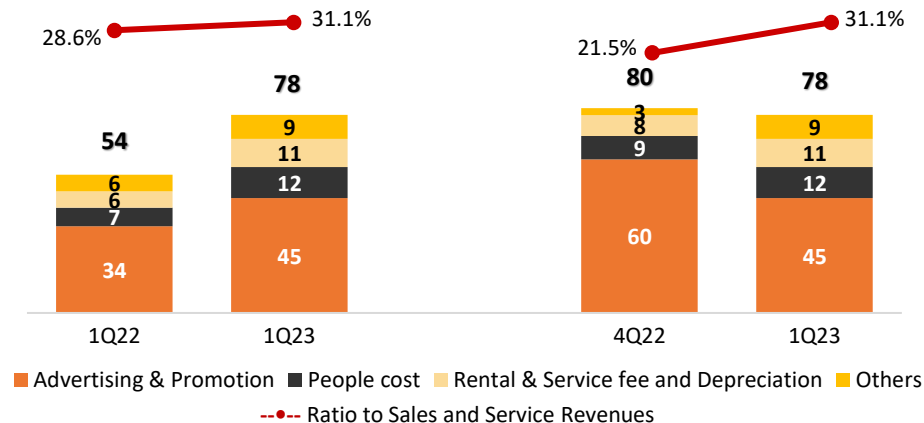


Key Financial Performance

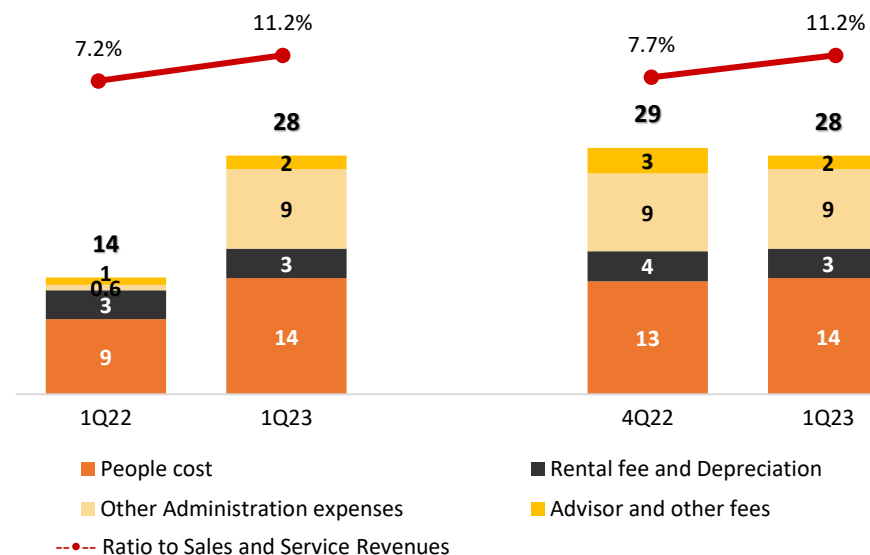
Cost of Sales and Services



Selling Expenses



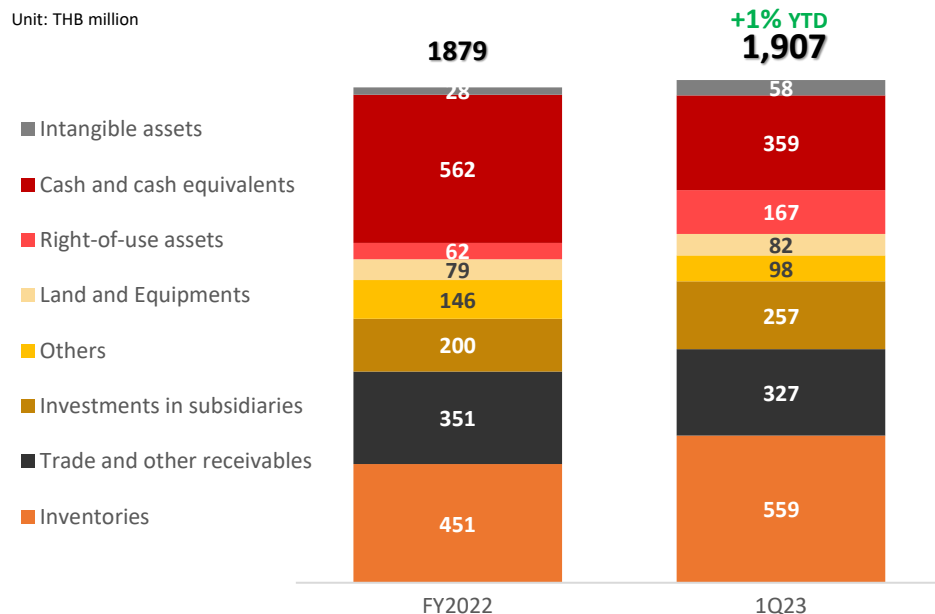
Administration Expenses



Balance Sheet

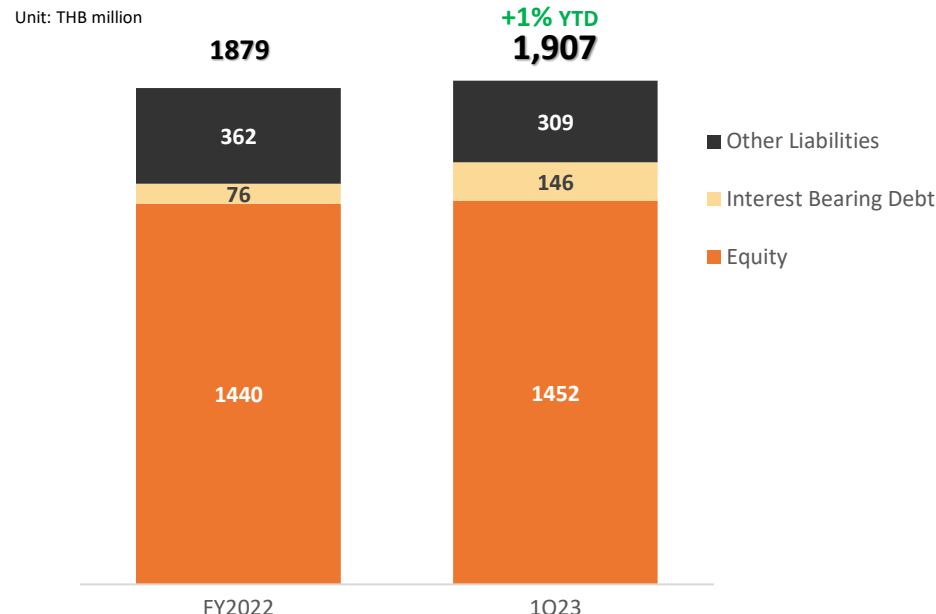
Assets

Unit: THB million



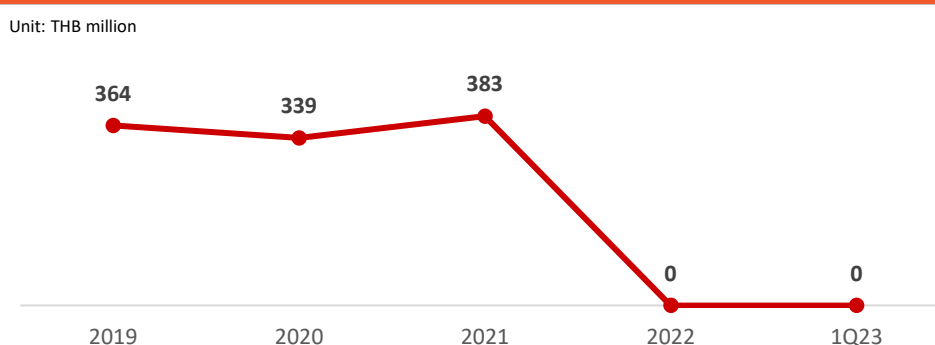
Liabilities & Equity

Unit: THB million



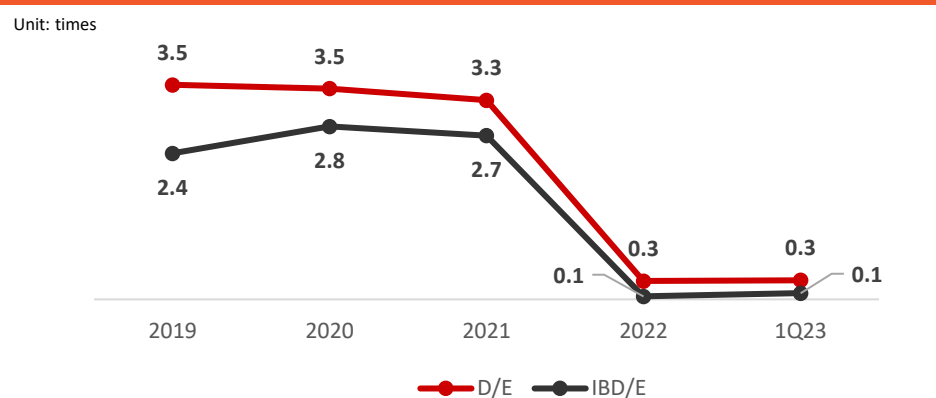
Short Term Loan

Unit: THB million



Financial Leverage

Unit: times



04

Outlook

Running Roadmap



- Trail – Camping – Music – Food
- From Beginner to Elite level
- ITRA Point for International Races
- Combine 2 growth segment (Camping and Trail Running)



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

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 Mountain2023
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

Premier Football

Football Store in SUNTEC City, Singapore



KEY TAKEAWAY :

- บริษัทฯ เข้าซื้อกิจการในช่วงไตรมาส 1 ที่เป็นช่วงปลาย Season ของสินค้าเสื้อฟุตบอล โดยสินค้าฤดูกาลใหม่จะเริ่มวางขายในช่วงไตรมาส 2 และ 3
- บริษัทจึงได้เริ่มทำแผนโปรโมชันเพื่อเพิ่มยอดขายตั้งแต่ไตรมาส 2 เป็นต้นไป โดยได้เติมสินค้า WARRIX เพื่อเพิ่มสัดส่วนการขายสินค้าของบริษัทออกสู่ภูมิภาคอาเซียนมากขึ้นเช่นกัน



FIT JUNCTIONS

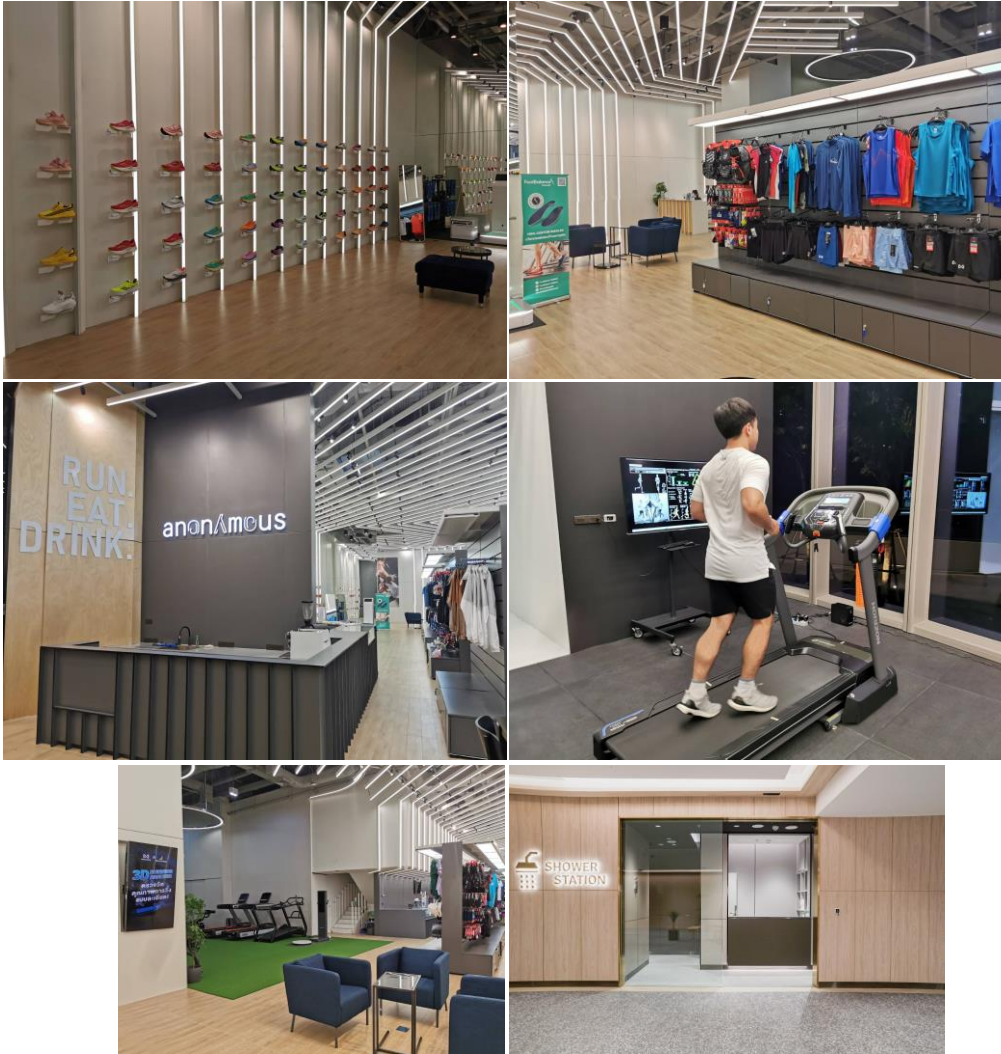
MULTI FUNNELS FITNESS & NUTRITION EDUCATOR



KEY TAKEAWAY

- ภายหลังซื้อสิทธิ์ในตราสัญลักษณ์ และได้ทีมงาน FIT JUNCTION เข้ามาบริหารธุรกิจสุขภาพ มีแนวโน้มที่ดีมียอดขายสูงขึ้น
- ปัจจุบันมีการรับรู้รายได้จากการเป็น Presenter สินค้า การจัด Workshop เข้ามา ทำให้บริษัทฯ มีรายได้เพิ่มขึ้นอย่างต่อเนื่อง

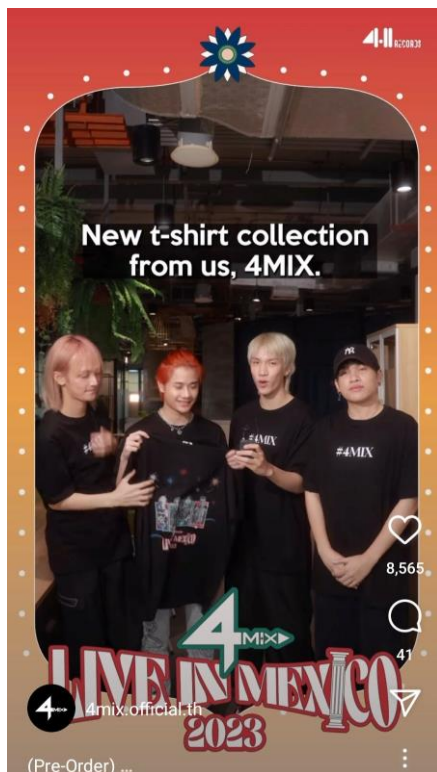
WARRIX RUN HUB



KEY TAKEAWAY

- เปิดให้บริการเต็มรูปแบบ 1 เมษายน 2566
- WARRIX RUNHUB เปิดให้บริการ 7.00-21.00 โดยมี บริการ Performance Training / Motion Metrix และ Workshop
- ห้องอาบน้ำเปิดให้บริการแล้วเวลา 6.00-20.00
- สินค้า WARRIX และ BANANA RUN เน้นกลุ่มวิ่งมี Gadget / Running Shoes และอุปกรณ์ต่างๆ
- บริษัทฯ ทำการประชาสัมพันธ์พื้นที่ให้เป็นที่รู้จักผ่านนักวิ่งกลุ่มต่างๆ รวมถึงการจัดกิจกรรม Workshop ทุกเสาร์-อาทิตย์
- WARRIX RUN HUB ออกแบบโปรแกรมเฉพาะสำหรับนักวิ่งที่เข้าร่วมงาน TETS2023 สำหรับคอร์สเทรนนิง

SIAMSQUARE PROJECT



KEY TAKEAWAY

- กลุ่มสินค้าหลักที่จะขายใน WARRIX LIFESTYLE @Siamsquare จะเป็นกลุ่มสินค้า Cotton Tee ที่มีศิลปิน ดารา Influencer ต่างๆ เตรียมโปรโมท เริ่มที่ Collection FF (Fat & Furious) ที่นำโดยกอล์ฟ พักกิ่งฮีโร่ ศิลปินจากค่าย High Cloud Entertainment เช่น พิมรี่พาย Proxie และศิลปิน 4MIX ที่เพิ่งมี Live concert (กลุ่มนี้จะมีลูกค้าเฉพาะกลุ่ม) สินค้าเริ่มวางขายเดือน 7 Exclusive ช่องทาง WARRIX เท่านั้น
- แผนการตลาดที่สอดคล้องกับการเปิดตัวสินค้า โดยใช้ศิลปินทำกิจกรรมที่ Shop เพื่อให้เกิด Community Engagement

JOINT VENTURE PROJECT



NAN YANG TEXTILE GROUP

Market Overview

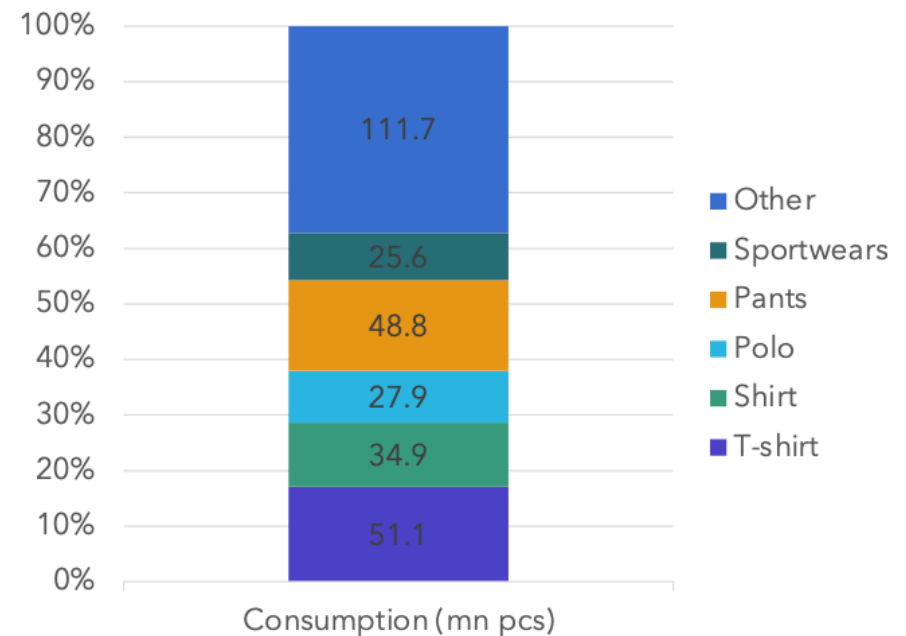
Garment annual consumption

- 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



There are 3 areas of research focus: basics, licensed, and fashion T-shirts

Basic

- Low seasonality
- Low number of fit, high number of colorways
- Key decision factor: price, feel (fabric), function, fit, color, brand equity



Licensed

- Medium seasonality
- Low number of fit, high number of prints, high number of colorways
- Key decision factor: price, association with license, brand equity



Fashion

- High seasonality
- High number of styles and colorways
- Key decision factor: price, current trend, subculture, brand equity

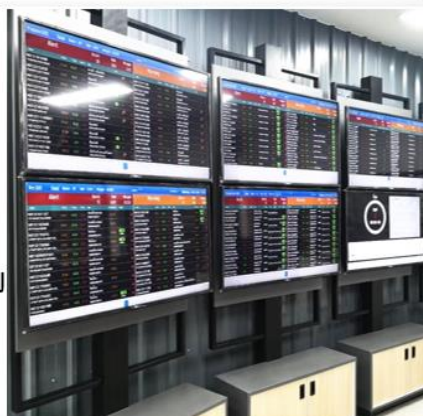


ประโยชน์ของการทำงานกับกลุ่มบริษัทชั้นนำระดับโลก



1

◀ กำลังการผลิตที่สามารถรองรับการเติบโตไปพร้อมกับแบรนด์ได้



2

◀ นวัตกรรมของสินค้าและกระบวนการผลิต

3

ความเชี่ยวชาญและประสบการณ์มากกว่า 60 ปี ▶



4

ส่งเสริมเป้าหมายความยั่งยืน ▶



The text 'Q&A' is written in a large, bold, black font. It is 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

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