WARRIX

3Q26 EARNINGS CALL



WARRIX SPORT PUBLIC COMPANY LIMITED

25 November 2026

Agenda

01 Company Overview

02 3Q26 Financial Performance

03 Key Growth Pillars

04 Outlook



01

Company Overview



Establishment period | Transformation from sport apparel to active and lifestyle | Go Public

Key Milestones

2013
WARRIX was founded

2014–2015
Starting local marketing strategy by supporting sportswear and athlete's clothing for 2 Thailand football clubs in League I and League II

2016
- Capital increase to 100 MB
- Win the rights to produce the Thai national football team sportswear products (2017-2020)

2017–2018
Win the rights to produce the Myanmar national football team sportswear products

2020
- Warrix Holding Pte. Ltd. was founded
- Opening 1st 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 national basketball team sportswear
- Warrix Sdn. Bhd. was founded as subsidiary of Warrix Holding Pte. Ltd.

2022
- Listed on the mai stock exchange
- Capital increase to 300 MB

2023
Acquired Fit Junction and Premier Football

2025
Established a subsidiary, KSL & WARRIX Co., Ltd.

Transforming to "Active & 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 & Design

Unbreakable Jersey
Exclusive technology by WARRIX



Strong Partnership

2 National Football team licenses

4 International licenses

>30 Club licenses

6 Educational licenses

6 Sponsorship licenses

Extensive Distribution Channel

4 Flagship Stores / Hub



17 Official Stores



400+ Traditional Trade



350+ Modern Trade

15,000+ 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
- Local Marketing

WARRIX key product portfolio

Expanding portfolio and products

Extendable business

Sport wears

Football



Running



Basketball



Golf



Table Tennis



Sport Equipment



Active & Lifestyle

Training



Footwear



Innerwear



Lifestyle



Health

Warrix Run Hub



Physiotherapy & Performance Studio



Explorer

Trail / Marathon event



Running event



Music Event



Food Event



Camping



WARRIX product portfolio contribution

As of 31 Dec 2025

83% Non – Licensed products

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.



16% Licensed products

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.



1% Health Business

Physiotherapy and Performance Studio & Warrix Run Hub

Providing physiotherapy treatment & rehabilitation, pre-post ACL operation, weight control, height increase, advice, and knowledge on nutrition. Personalized program by doctors, physical therapists, and professional trainers with modern medical equipment.





02

3Q26 Financial Performance

3Q26 Financial Performance (Separate)

Unit: THB million

Separate P&L Statement	3Q25	2Q26	3Q26	%QoQ	%YoY	9M25	9M26	%YoY
Revenues from core operation	**418**	**417**	**433**	**4%**	**4%**	**1,014**	**1,191**	**17%**
COGS	212	211	209	-1%	-1%	523	602	15%
Gross Profit	**206**	**206**	**224**	**9%**	**9%**	**491**	**588**	**20%**
Other Income	3	4	4	11%	25%	11	13	23%
SG&A	177	226	247	9%	39%	483	667	38%
Impairment Loss on Assets	-	13	4	-67%		-	62	
EBITDA	**52**	**(6)**	**(0.2)**	**96%**	**-100%**	**76**	**(58)**	**-177%**
Net Profit	**24**	**(37)**	**(23)**	**39%**	**-195%**	**9**	**(121)**	**-1389%**

Separate P&L Statement	3Q25	2Q26	3Q26	%QoQ	%YoY	9M25	9M26	%YoY
% Gross profit	49.3%	49.3%	51.7%	2.3%	2.4%	48.4%	49.4%	1.0%
% SG&A	42.4%	54.1%	57.0%	2.9%	14.6%	47.6%	56.0%	8.4%
% EBITDA	12.3%	-1.4%	-0.1%	1.3%	-12.4%	7.5%	-4.9%	-12.4%
% NI	5.6%	-8.8%	-5.2%	3.6%	-10.8%	0.9%	-10.1%	-11.0%

Key factor affecting 3Q26 Performance:

- Revenue growth driven by Non-Licensed collection products, the new 2026/27 Thailand national team kit, football club, and other licensed products.
- Online sales continued to grow, particularly through TikTok Live, alongside higher shop and retail sales. However, weaker TT, MT, project-based, and inter sales partly offset growth.
- GPM improved due to higher owned-channel sales mix, better management of cost and discount.
- Net profit was pressured by higher operating expenses, including online variable costs, store operating expenses, personnel expenses and Business Transformation costs.
- 6.16 MB of obsolete inventory provision, 2.54 MB of ECL, and 4.19 MB of impairment loss on assets.

Key factor affecting 9M26 Performance:

- Revenue growth driven by Non-Licensed classic and collection products, supported by Polo Campaign.
- Licensed products sales were boosted by Thailand national team kit launch and promotion, as well as student football matches sponsorship, additional educational institution partnerships, which supported football club and other licensed sales.
- Online, shops, retail, and health business recorded growth.
- Realized royalty fee income from China (Himaxx) since 1Q26.
- GPM improved due to channel mix, better cost and discount management.
- Net profit was pressured by higher operating expenses, 23.70 MB of obsolete inventory provision, 8.76 MB of ECL, 62.30 MB of impairment loss on assets, and 4.74 MB of litigation expenses.

3Q26 Financial Performance (Consolidated)

Unit: THB million

Consolidated P&L Statement	3Q25	2Q26	3Q26	%QoQ	%YoY	9M25	9M26	%YoY
Revenues from core operation	**460**	**436**	**463**	**6%**	**1%**	**1,107**	**1,263**	**14%**
COGS	241	222	219	-1%	-9%	587	627	7%
Gross Profit	**219**	**214**	**244**	**14%**	**11%**	**520**	**636**	**22%**
Other Income	3	5	6	21%	73%	12	17	46%
SG&A	200	258	270	5%	35%	527	750	42%
Impairment Loss on Assets	-	-	(1)			-	2	
EBITDA	**45**	**(15)**	**4**	**128%**	**-90%**	**67**	**(29)**	**-144%**
Net Profit	**16**	**(36)**	**(19)**	**46%**	**-221%**	**(4)**	**(93)**	**-2464%**
Adjust	(1.0)	(1.2)	0.5	144%	154%	0.1	0.9	884%
Net Profit after Adjust	15	(37)	(19)	49%	-226%	(4)	(92)	-2507%

Consolidated P&L Statement	3Q25	2Q26	3Q26	%QoQ	%YoY	9M25	9M26	%YoY
% Gross profit	47.7%	49.1%	52.7%	3.6%	5.0%	47.0%	50.3%	3.4%
% SG&A	43.4%	59.3%	58.4%	-0.9%	15.0%	47.5%	59.4%	11.8%
% EBITDA	9.7%	-3.5%	0.9%	4.5%	-8.7%	6.0%	-2.3%	-8.3%
% NI	3.5%	-8.1%	-4.2%	4.0%	-7.6%	-0.3%	-7.3%	-7.0%

Key factor affecting 3Q26 Performance:

- Revenue growth driven by Non-Licensed collection products, the new 2026/27 Thailand national team kit, football club, and other licensed products.
- Online sales continued to grow, particularly through TikTok Live, alongside higher shop and retail sales. However, weaker TT, MT, project-based, and inter sales partly offset growth.
- GPM improved due to higher owned-channel sales mix, better management of cost and discount.
- Net profit was pressured by higher operating expenses, including online variable costs, store operating expenses, personnel expenses and Business Transformation costs.
- 7.69 MB of obsolete inventory provision, and 2.08 MB of ECL.

Key factor affecting 9M26 Performance:

- Revenue growth driven by Non-Licensed classic and collection products, supported by Polo Campaign.
- Licensed products sales were boosted by Thailand national team kit launch and promotion, as well as student football matches sponsorship, additional educational institution partnerships, which supported football club and other licensed sales.
- Online, shops, retail, and health business recorded growth.
- Realized royalty fee income from China (Himaxx) since 1Q26.
- GPM improved due to channel mix, better management of cost and discount.
- Net profit was pressured by higher operating expenses, 27.64 MB of obsolete inventory provision, 26.88 MB of ECL, 2.48 MB of impairment loss on assets, and 4.74 MB of litigation expenses.

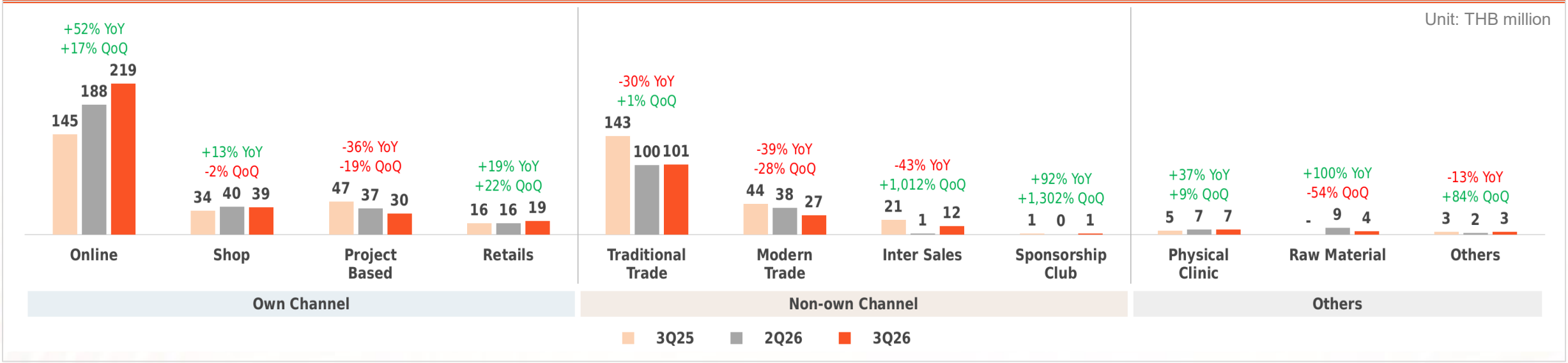
Normalized Earnings (Consolidated)

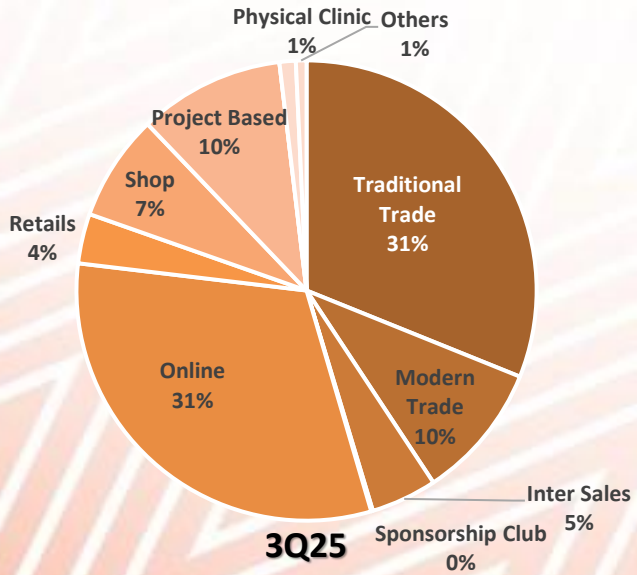
Unit: THB million

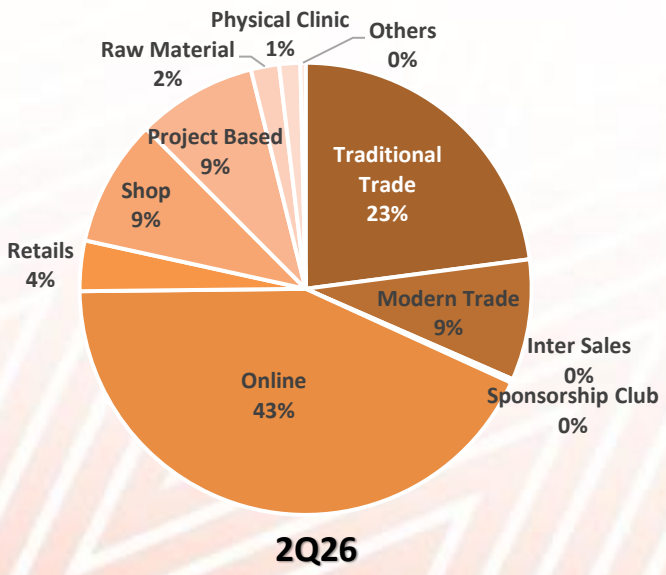
Normalized Earnings	3Q25	2Q26	3Q26	%QoQ	%YoY	9M25	9M26	%YoY
Revenues from core operation	**460**	**436**	**463**	**6%**	**1%**	**1,107**	**1,263**	**14%**
Reported Gross Profit	**219**	**214**	**244**	**14%**	**11%**	**520**	**636**	**22%**
Gross Profit Margin	*47.7%*	*49.1%*	*52.7%*	*3.6%*	*5.0%*	*47.0%*	*50.3%*	*3.4%*
Add: Obsolete Inventory Provision	4	6	8	33%	74%	14	28	96%
Adjusted Gross Profit	**224**	**220**	**252**	**14%**	**12%**	**534**	**663**	**24%**
Adjusted Gross Profit Margin	*48.7%*	*50.5%*	*54.4%*	*3.9%*	*5.7%*	*48.3%*	*52.5%*	*4.3%*
Reported Net Profit	**16**	**(36)**	**(19)**	**46%**	**-221%**	**(4)**	**(93)**	**-2464%**
Net Profit Margin	*3.5%*	*-8.1%*	*-4.2%*	*4.0%*	*-7.6%*	*-0.3%*	*-7.3%*	*-7.0%*
Add: Obsolete Inventory Provision	4	6	8	33%	74%	14	28	96%
Add: Impairment Loss on Assets (Reversal)	-	-	(1)			-	2	
Add: Expected credit loss (ECL)	1	15	2	-86%	209%	2	27	1199%
Add: Provision for Litigation	-	-	-			-	5	
Adjusted Net Profit	**21**	**(15)**	**(11)**	**29%**	**-151%**	**13**	**(32)**	**-353%**
Adjusted Net Profit Margin	*4.6%*	*-3.4%*	*-2.3%*	*1.1%*	*-6.9%*	*1.1%*	*-2.5%*	*-3.6%*

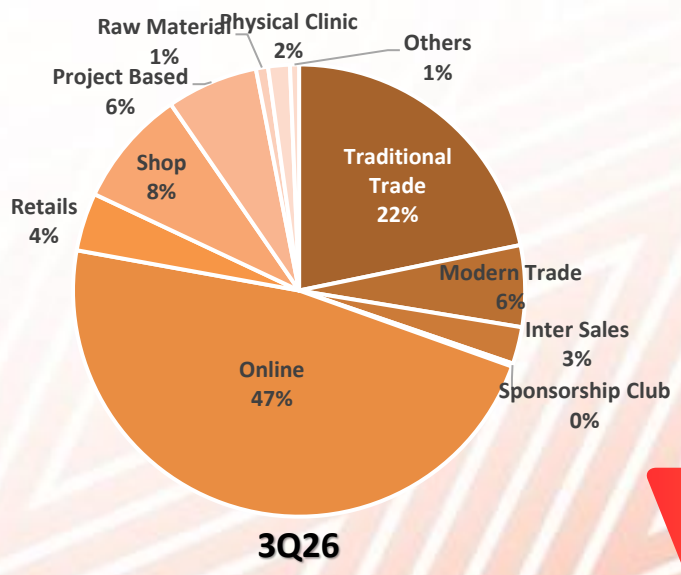
Key Financial Performance

Revenues Breakdown By Channel



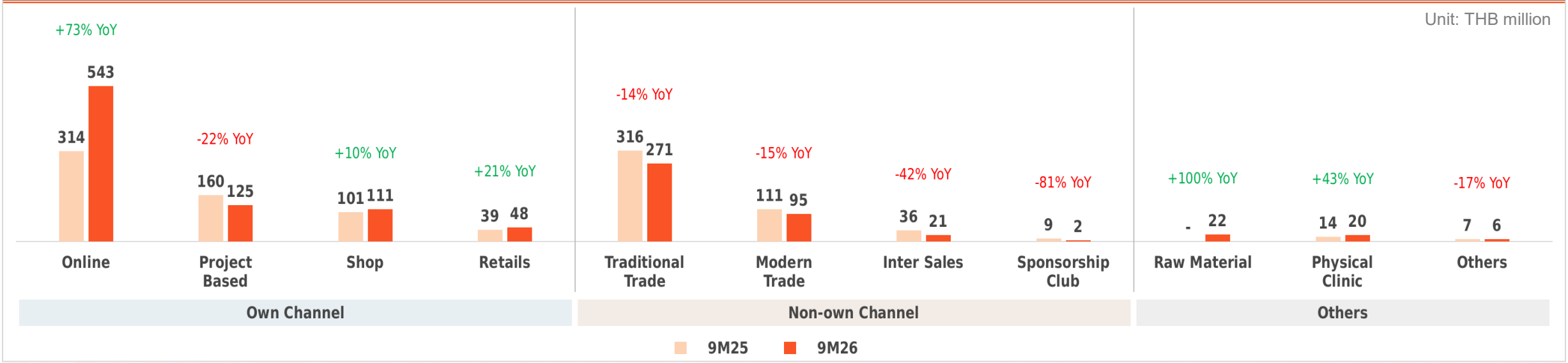


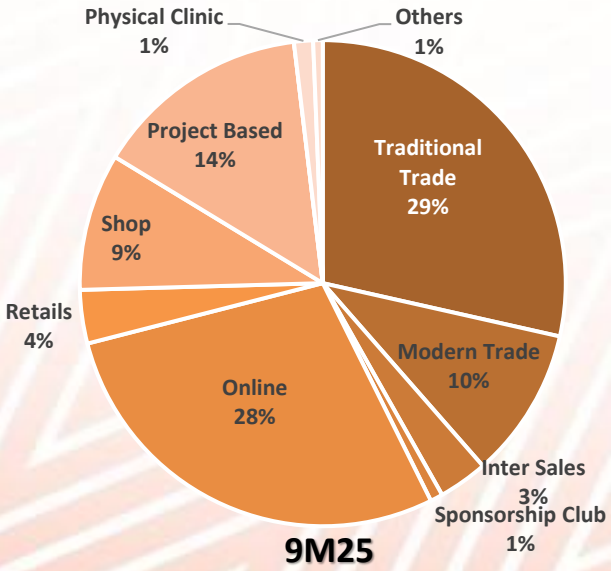


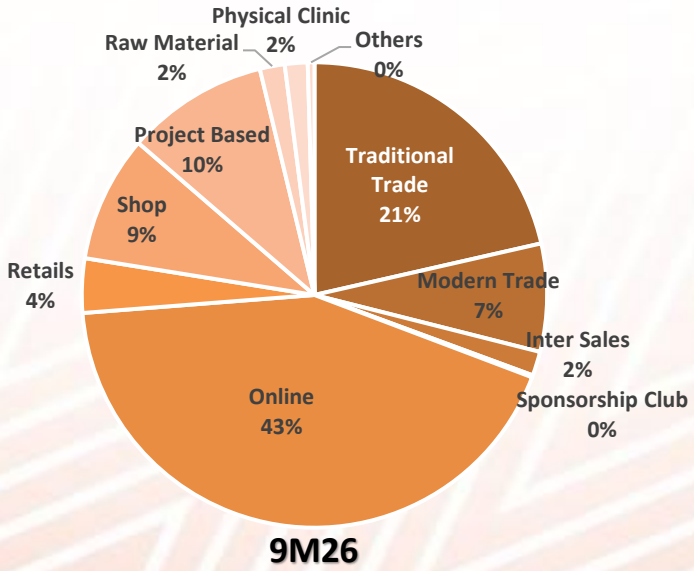


Key Financial Performance

Revenues Breakdown By Channel

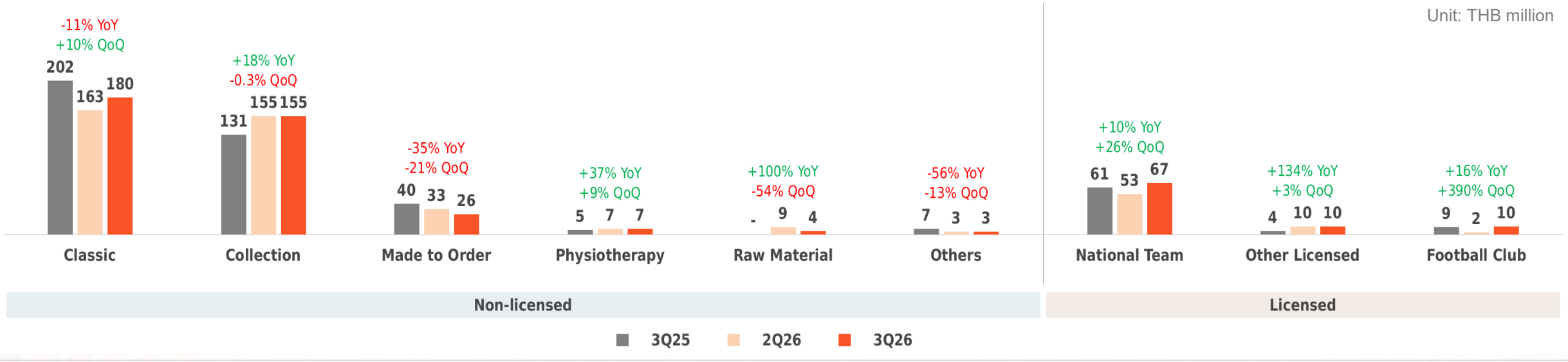


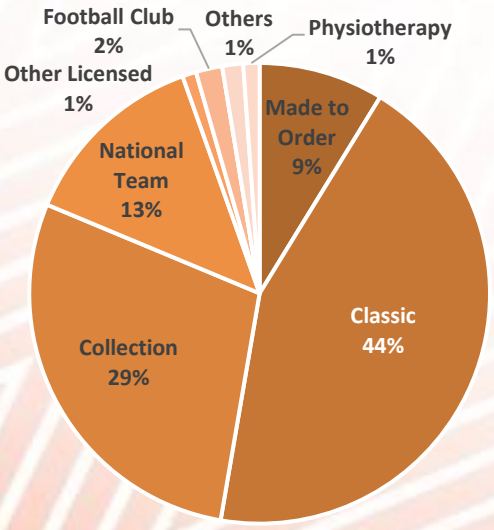


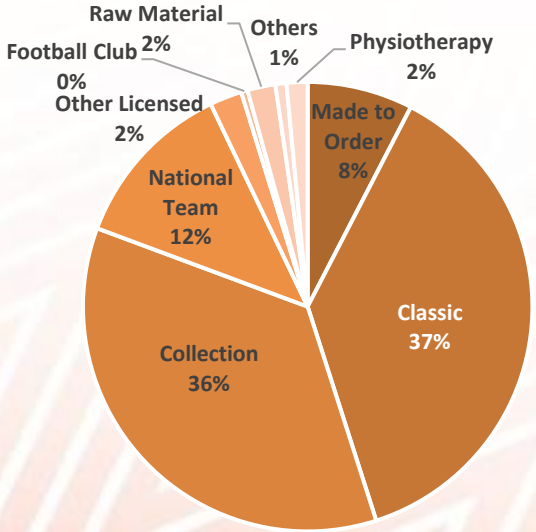


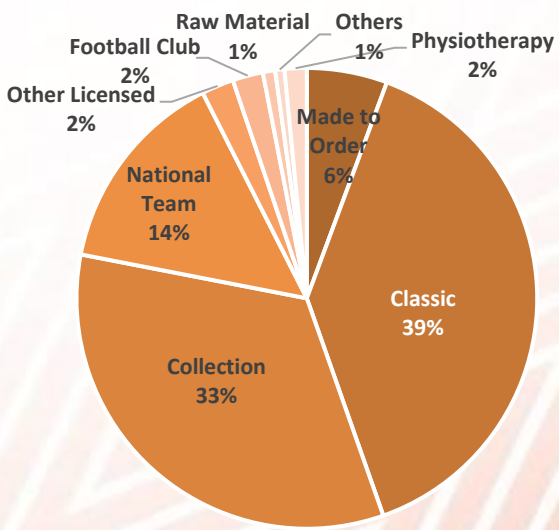
Key Financial Performance

Revenues Breakdown By Product



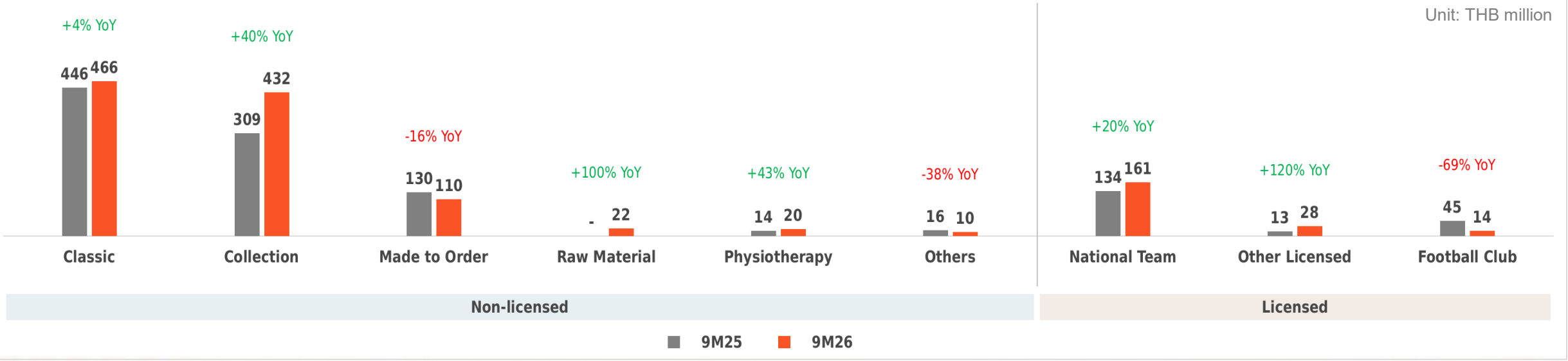


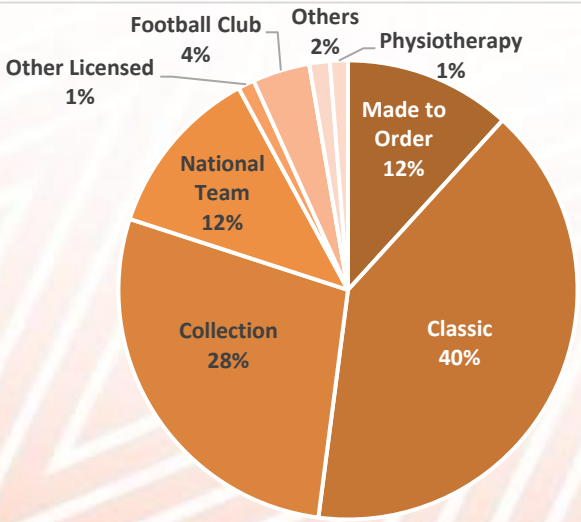




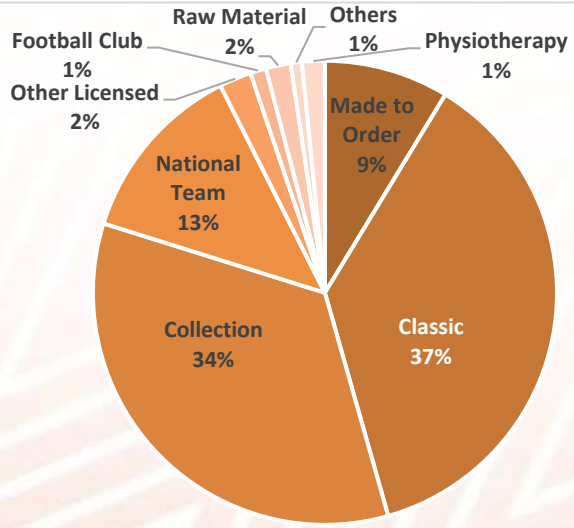
Key Financial Performance

Revenues Breakdown By Product





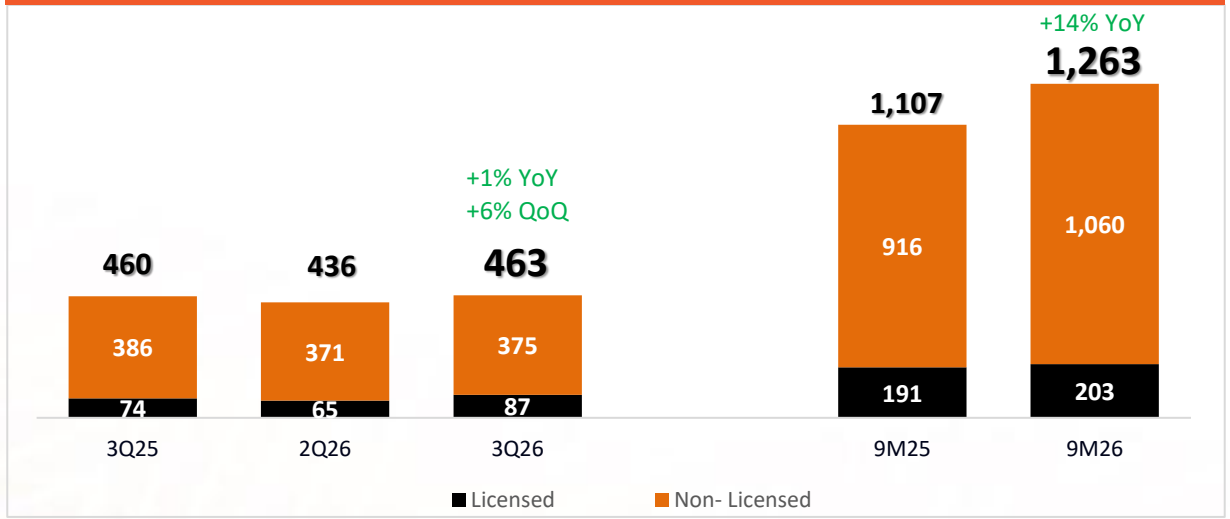
9M25



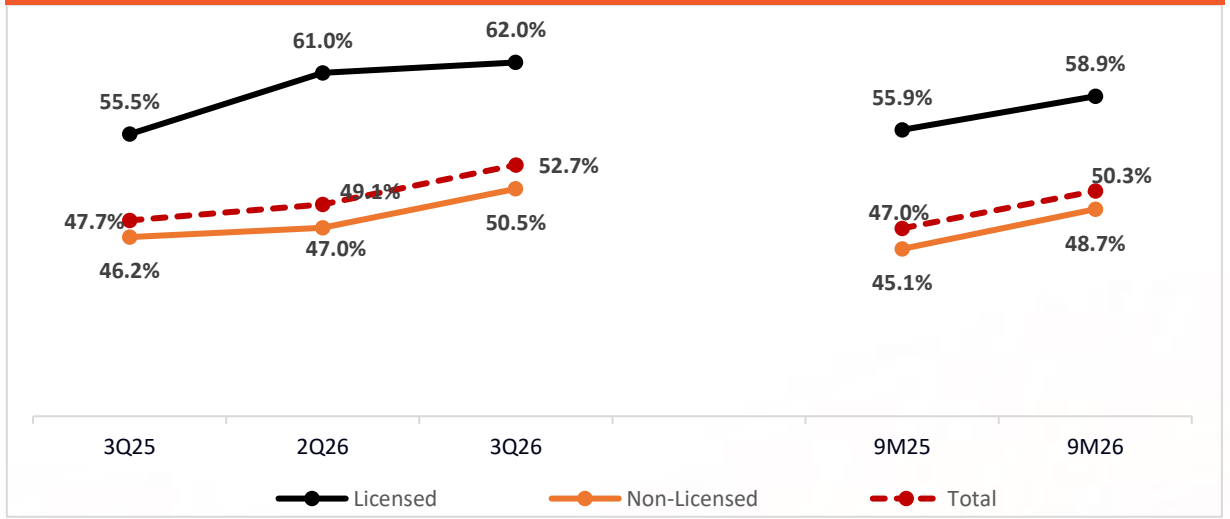
9M26

Key Financial Performance

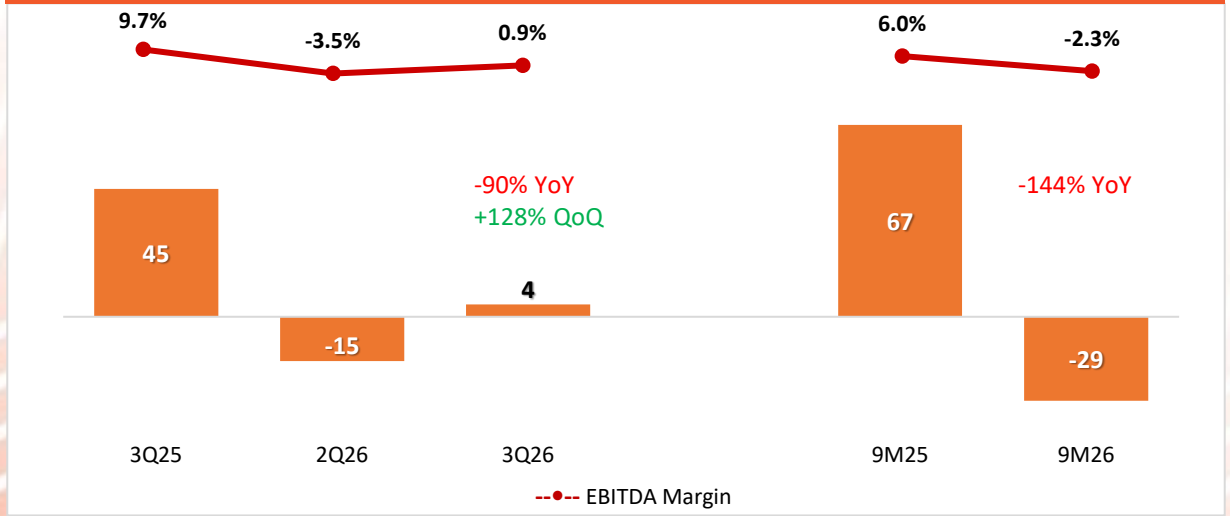
Revenues



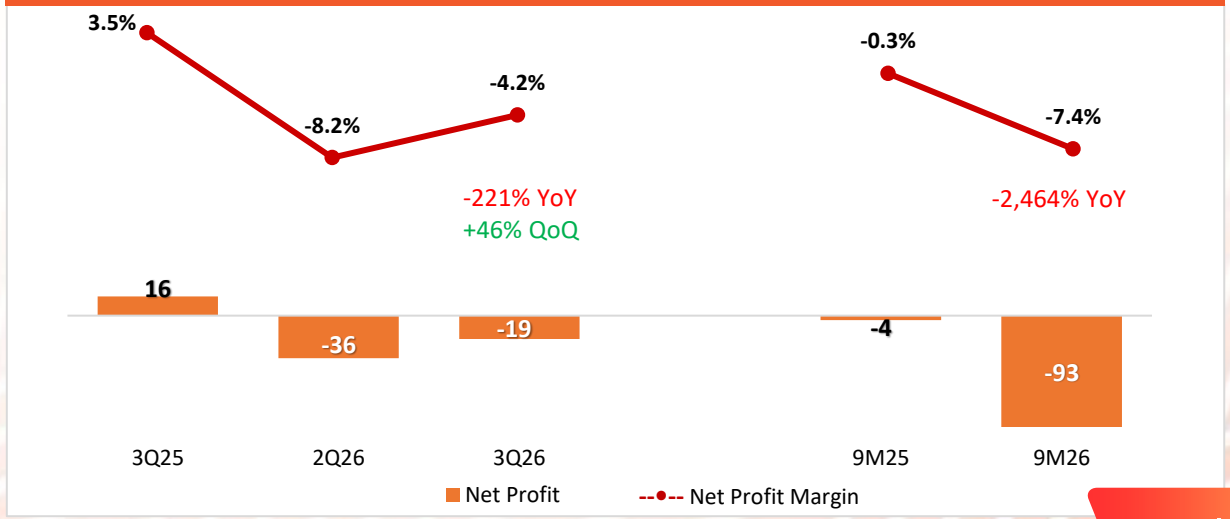
Gross Profit Margin



EBITDA



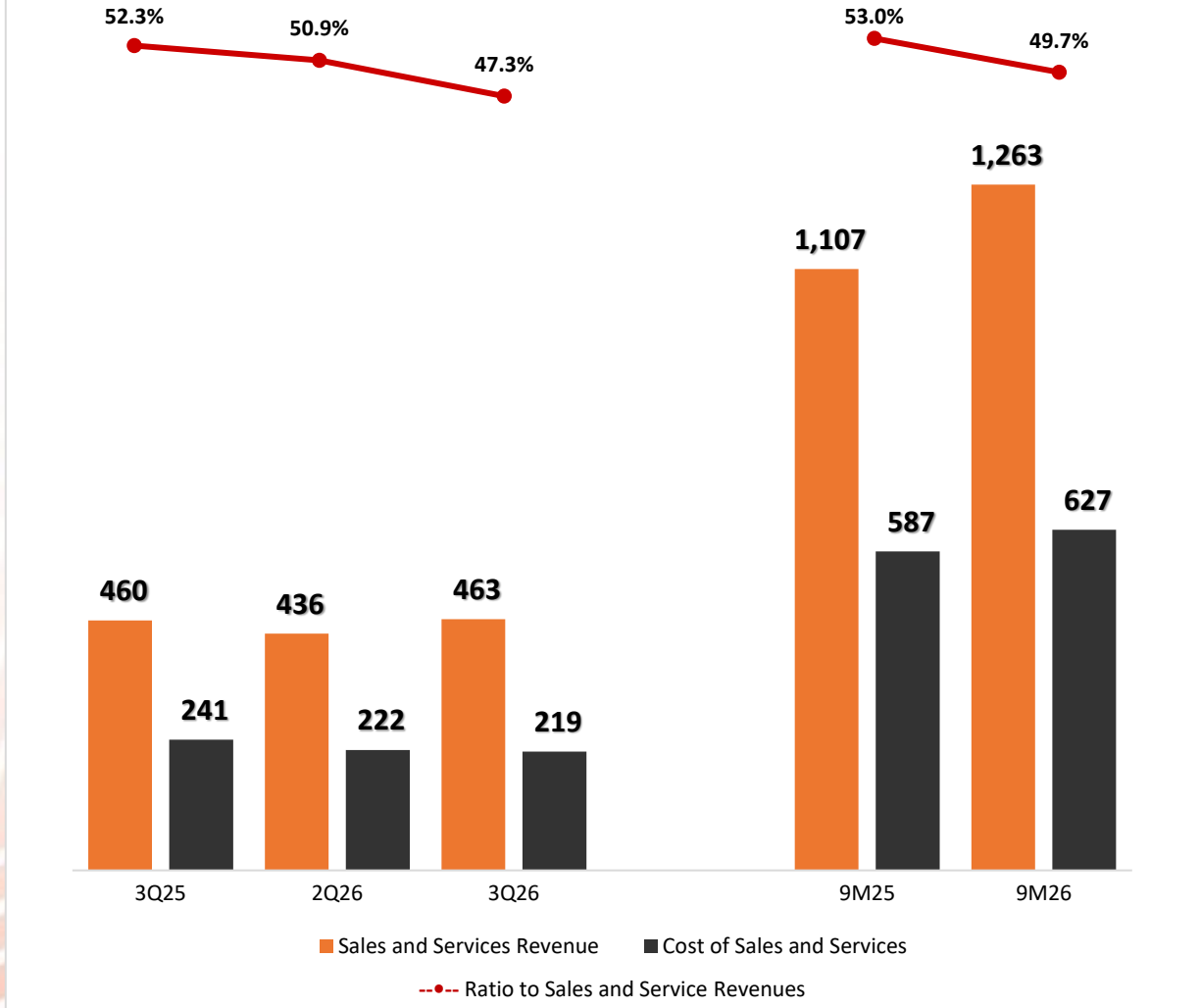
Net Profit



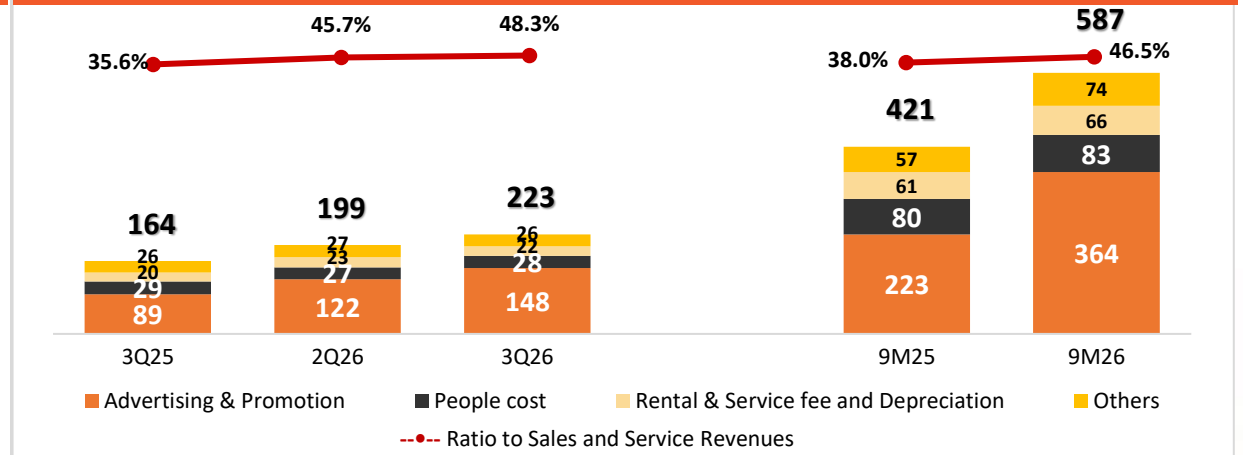
Unit: THB million

Key Financial Performance

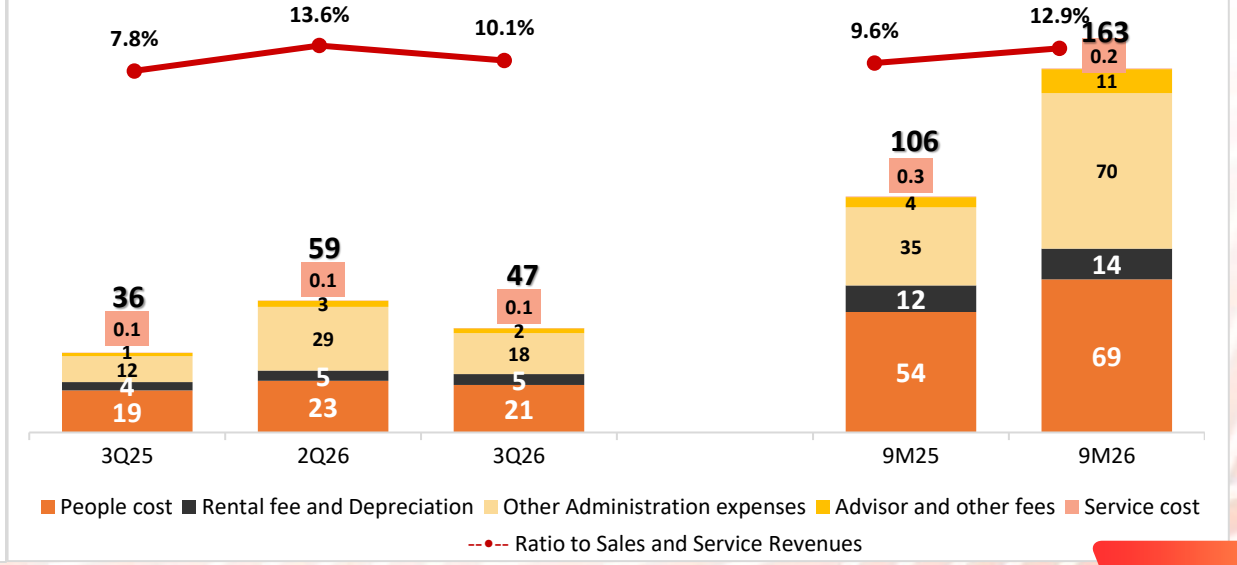
Cost of Sales and Services



Selling Expenses



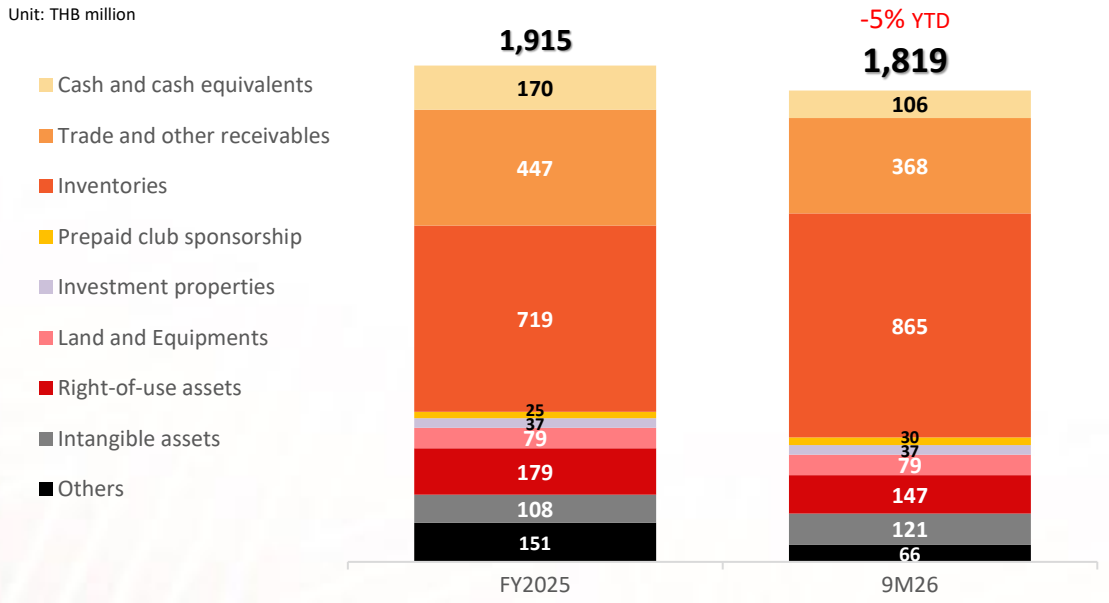
Administration Expenses



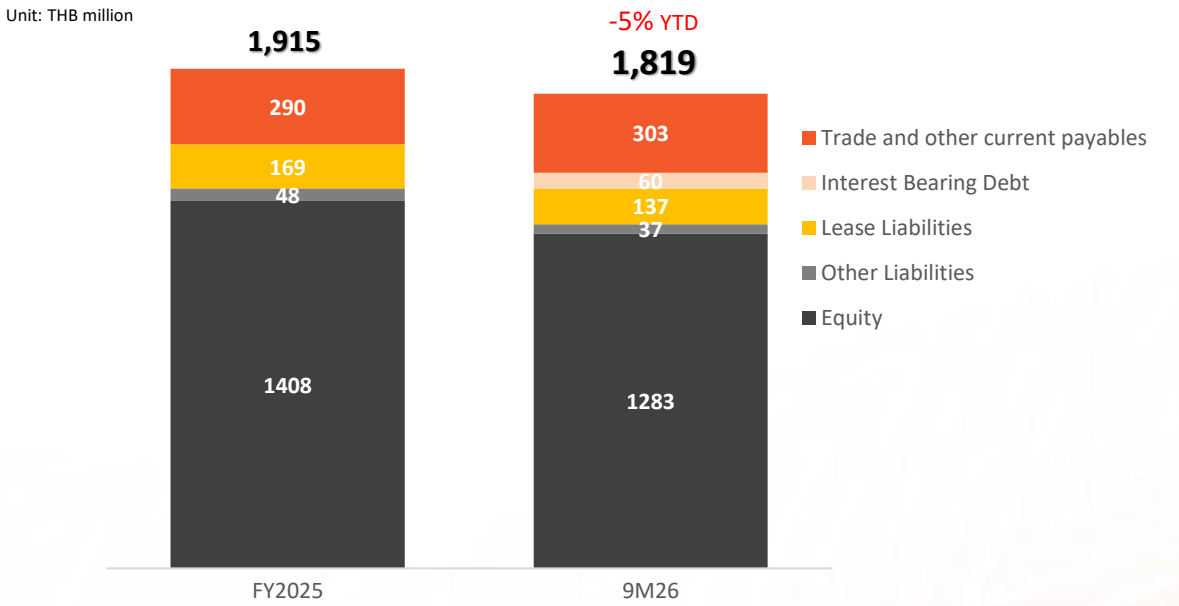
Unit: THB million

Balance Sheet

Assets



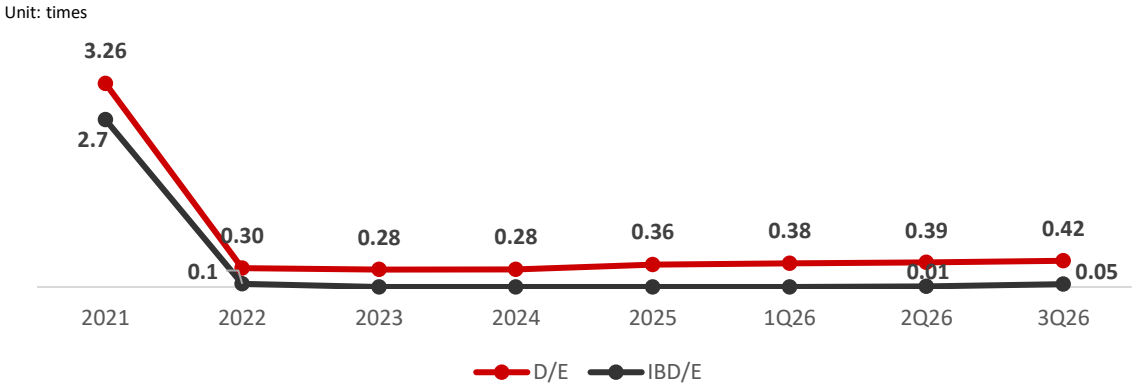
Liabilities & Equity



Key Financial Ratio

Key Financial Ratio	3Q25	4Q25	1Q26	2Q26	3Q26
Current ratio (Times)	4.14	3.95	3.67	2.88	3.22
Inventory Turnover (days)	275	217	374	335	350
AR Turnover (days)	90	70	106	86	78
AP Turnover (days)	109	85	147	128	128
Cash Cycle (days)	255	201	334	293	300

Financial Leverage



03

Key Growth Pillars



Key Growth Pillars



1

Brand Building



2

Direct-to-Customer Ecosystem



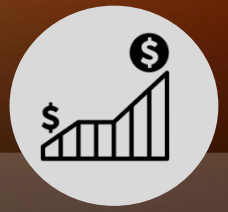
3

Partnerships for Growth



4

International Growth Through Strategic Partnerships



5

Margin Improvement and Cost Optimization

Key Growth Pillars

1 Brand Building to Strengthen Active & Lifestyle Brand Positioning

Improve brand positioning: stretch brand awareness to regional active & lifestyle brand to capture new-wider target groups and growing brand awareness of its non-license products.

Build on core products and expand the Active & Lifestyle portfolio

Core & Hero product:

- Focus on Polo, T-shirt, Running, Teamwear

New Product Development:

- Expand the sports range products
- Broaden the lifestyle range products
- Footwear
- Accessories
- Lifestyle Sub-brand





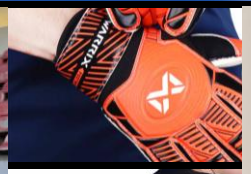




















Key Growth Pillars

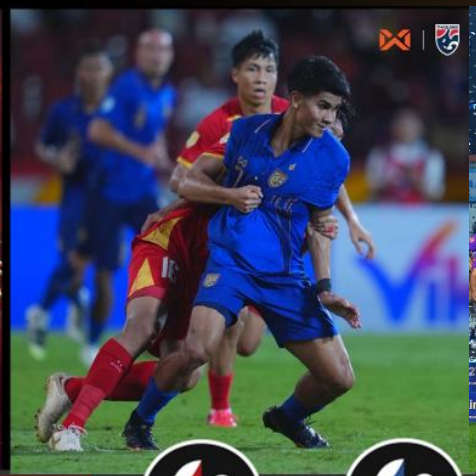
1 Brand Building to Strengthen Active & Lifestyle Brand Positioning

Improve brand positioning: stretch brand awareness to regional active & lifestyle brand to capture new-wider target groups and growing brand awareness of its non-license products.

Football: Building Brand Visibility Through License Marketing

- Strengthen WARRIX's football credentials through official kit sponsorships
- Expand brand visibility in Thailand and across SEA through national team and club competition
- Driving fan engagement and licensed-product sales through new kit launches, match-day promotions and activation









Jul - Aug	Sep - Oct	Sep - Dec	Nov	Aug - Dec	Sep - Dec
ASEAN Championship Hyundai Cup 2026	FIFA ASEAN Cup 2026	BYD Sealion 6 League I / BYD Seal 5 League II	52nd King's Cup 2026	Liga Super	Singapore Premier League

Key Growth Pillars

1 Brand Building to Strengthen Active & Lifestyle Brand Positioning

Improve brand positioning: stretch brand awareness to regional active & lifestyle brand to capture new-wider target groups and growing brand awareness of its non-license products.

Football: Strengthening Thailand Football Ecosystem from Grassroots to National Stage

- Supporting grassroots & youth football development
- Expanding brand visibility through nationwide school tournaments
- Building long-term engagement with next-generation athletes















4 Sports Series – 7HD Championship 2026

3 years partnership with 7HD and Chulalongkorn University, to support student sports competitions, covering football, basketball, volleyball, and sepak takraw

Key Growth Pillars

1 Brand Building to Strengthen Active & Lifestyle Brand Positioning

Improve brand positioning: stretch brand awareness to regional active & lifestyle brand to capture new-wider target groups and growing brand awareness of its non-license products.

Non-Football: Expanding Reach Across Multi-Sport Communities

- Non-football activities broaden Warrix's customer base and reduce dependence on football seasonality
- Diversifying into high-engagement sports communities
- Increasing engagement with younger customers













แชมป์กีฬา 7HD 2026

4 Sports Series – 7HD Championship 2026

3 years partnership with 7HD and Chulalongkorn University, to support student sports competitions, covering football, basketball, volleyball, and sepak takraw

Key Growth Pillars

1 Brand Building to Strengthen Active & Lifestyle Brand Positioning

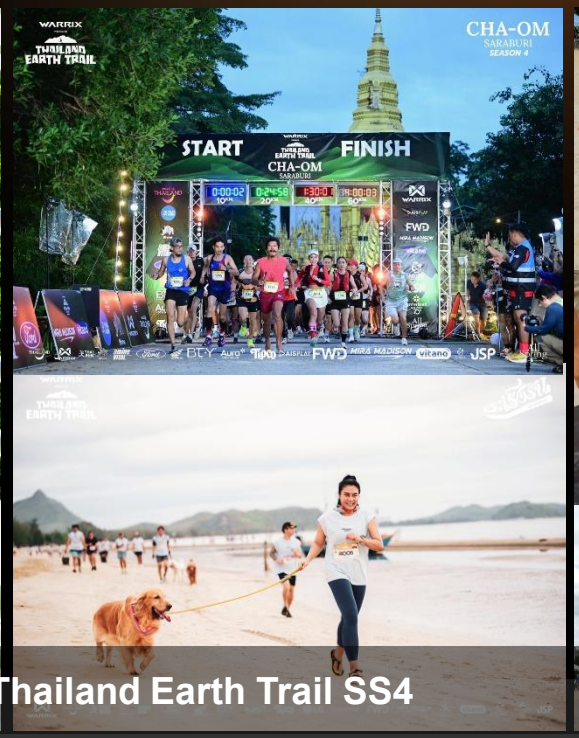
Improve brand positioning: stretch brand awareness to regional active & lifestyle brand to capture new-wider target groups and growing brand awareness of its non-license products.

Non-Football: Expanding Reach Across Multi-Sport Communities

- Non-football activities broaden Warrix's customer base and reduce dependence on football seasonality
- Diversifying into high-engagement sports communities
- Increasing engagement with younger customers









Thailand Earth Trail SS4

- Expanding customer engagement through sports tourism events that combines exercise, travel, food, music, and local community engagement.
- The event features family-friendly and volunteer activities, welcoming all ages participants while also supporting local tourism and local income distribution.

Key Growth Pillars

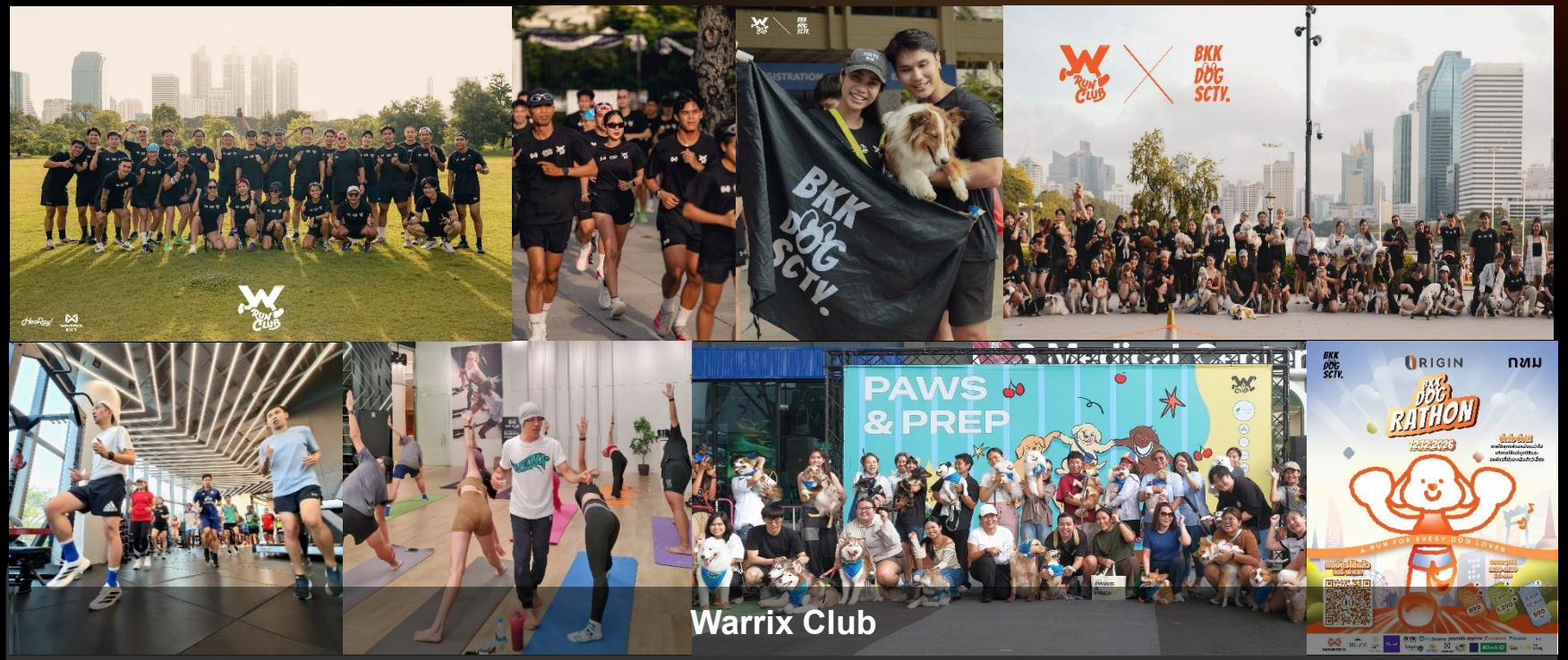
1 Brand Building to Strengthen Active & Lifestyle Brand Positioning

Improve brand positioning: stretch brand awareness to regional active & lifestyle brand to capture new-wider target groups and growing brand awareness of its non-license products.

Non-Football: Expanding Reach Across Multi-Sport Communities

- **Health & Wellness:** Encourage everyday health through wellness workshops and activities.
- **Fitness & Exercise:** Bring people together through running clubs, group workouts and training classes.
- **Pets & Family:** Reach new customers through pet event that families can enjoy together.





Warrix Club

From running and group workouts to wellness workshops and pet-friendly events, WARRIX brings people together and gives them opportunities to experience its products & services and to connect with the brand.

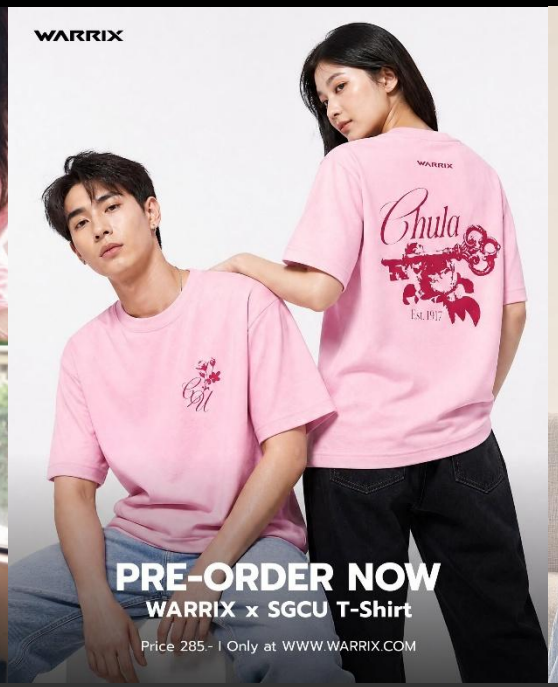
Key Growth Pillars

1 Brand Building to Strengthen Active & Lifestyle Brand Positioning

Improve brand positioning: stretch brand awareness to regional active & lifestyle brand to capture new-wider target groups and growing brand awareness of its non-license products.

Lifestyle: Connecting with the Next Generation









Leveraging alumni/university collaborations and educational licenses to expand lifestyle product offerings, engage younger consumers, and build long-term brand affinity.

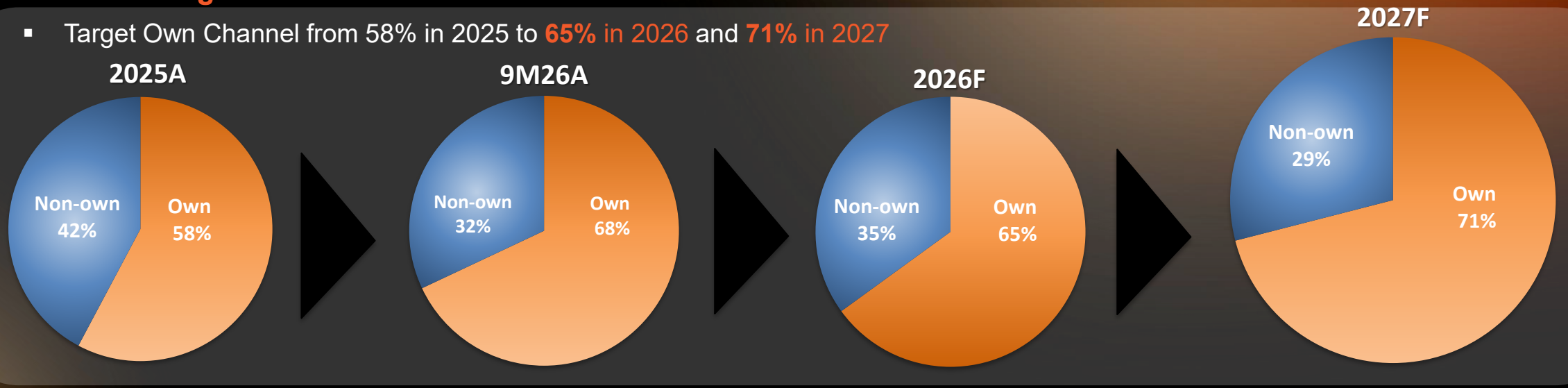
Key Growth Pillars

2 Direct-to-Customer Ecosystem

strengthening direct-to-consumer ecosystem to improve profitability and enhancing Omnichannel retail experience

Increasing the contribution of owned channel

- Target Own Channel from 58% in 2025 to **65%** in 2026 and **71%** in 2027



Offline

- Improving Customer Experience
- Prioritizing Profitability
- Local Market Penetration
- Offline Expansion in 3 formats

Online

- Live Commerce
- Online-Exclusive Products
- From Marketplace to Warrix's platform
- Utilize CRM

Key Growth Pillars

2 Direct-to-Customer Ecosystem

strengthening direct-to-consumer ecosystem to improve profitability and enhancing Omnichannel retail experience

Offline

Improving Customer Experience
- Enabling virtual try-on, seamless ordering, and supporting scalable store formats.
- Offer customization at shops and at events.

Prioritizing Profitability
- Close underperforming stores and streamline consignment.
- Strengthen existing shop and use pop-up/retail event formats.

Local Market Penetration
- Improve customer coverage across all channels.
- Capture local government budgets and access regional demand opportunities.

Offline Expansion in 3 formats
- **Regional Store Hubs:** relocatable store hubs across region.
- **Retail Mobile Sales Units:** to local events and high-traffic locations.
- **Community space:** partnership with MT to increase traffic and customer journey.

Online

Live Commerce
- Expand live studios to support cross-border e-commerce.
- Borden affiliate network.

Online-Exclusive Product
- Offer online exclusive products to improve margins.

From Marketplace to Warrix.com
- Migrate marketplace customers to Warrix's owned platform.

Utilize CRM
- CRM improvement for leveraging customer data to enable targeted marketing and repeat purchases.

Customer Experience



Smart Mirror



Custom Club

Retail Mobile Sales Unit





Online Exclusive Product









Key Growth Pillars

3 Partnerships for growth

- ***Expand new partnership through licensing strategy to diverse customer target groups in SEA.***
- ***Potential new business expansion through JV or M&A***

Official Licenses

Thailand National & Thai League

International Football Club

Other Sport Licenses

(New)

and more 1-2 club

(New)

Educational & Academy Licenses

(New)

(New)

(New)

International Distributor

UNIVERSAL SPORTS

Himaxx

Corporate & Project

Partnership

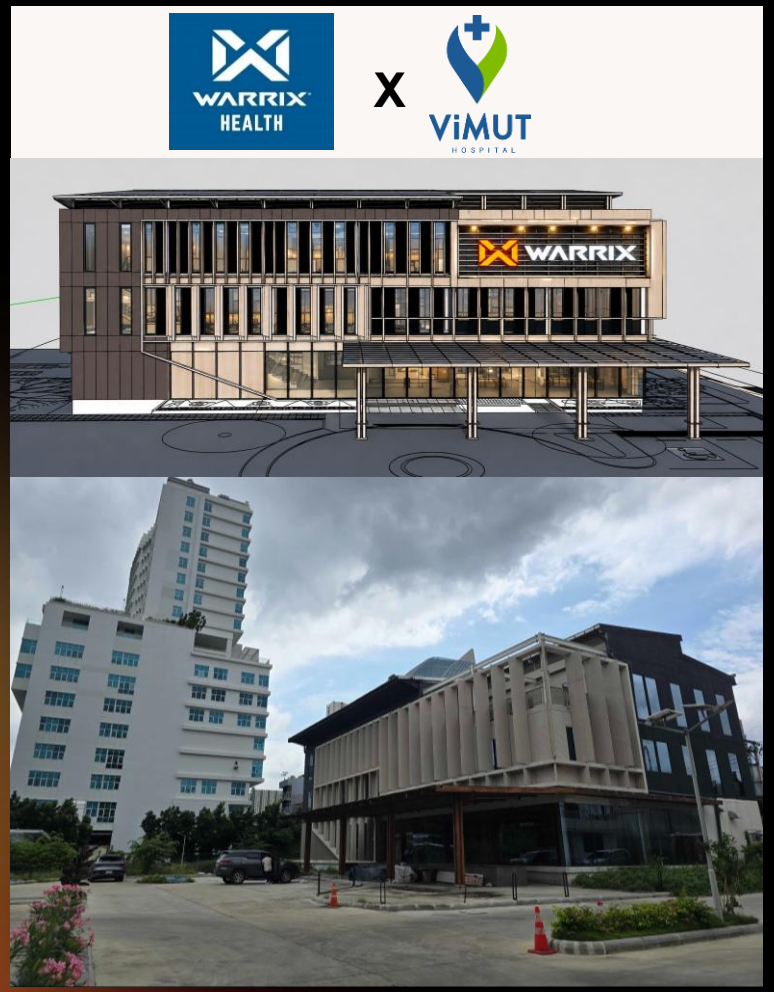
and more

(New)

(New)

Key Growth Pillars

3 Partnerships for growth



Warrix Health × ViMUT Partnership

Referral and Cross-Service Growth:

- Hospital referrals bring patients into Warrix Health's rehabilitation programs, while coordination across medical care, physiotherapy and performance training supports continuity of care and creates opportunities for repeat visits and ongoing training.

Warrix Health 3rd Branch expansion:

- With Warrix excellent in sports science, from recovery to peak performance.
- Key services:

Physiotherapy | 1:1 Performance Training & Pilates | Motion Metrix | Special Medical Services | Longevity

Key Growth Pillars

4 International Growth Through Strategic Partnerships

Warrix expands internationally through a partnership-driven model, allowing the company to scale globally while maintaining a capital-light structure.

Strategic Partnership with Himaxx (China) : 1) Trademark Licensing

As of December 2025
56
Stores with WARRIX apparel
(+40 stores YoY)

As of December 2025
62
Stores with WARRIX footwear
(+62 stores YoY)



Cross border products from
China
to Thailand





As of September 2026
69
Stores with WARRIX apparel
(+13 stores YTD)

As of September 2026
80
Stores with WARRIX footwear
(+18 stores YTD)

Realized royalty income
5.11 MB
in 9M26

2026 Target
30-35
New store opening

Target for higher growth on
footwear
walking - running - trail

New royalty revenue stream from
online
Platform









Key Growth Pillars

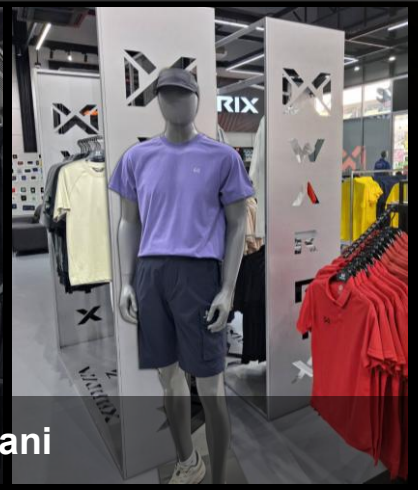
4 International Growth Through Strategic Partnerships

Warrix expands internationally through a partnership-driven model, allowing the company to scale globally while maintaining a capital-light structure.

Strategic Partnership with Himaxx (China) : 2) Cross border products from China to Thailand

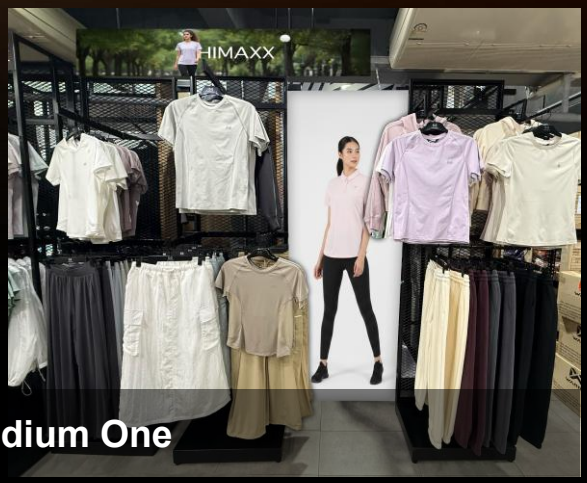
- Faster product expansion and market testing
- Leverage economies of scale of production and R&D costs, resulting in better COGS management





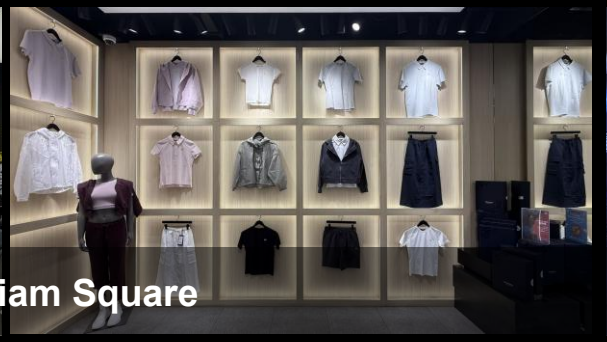
Outlet Muang Thong Thani





Flagship Stadium One






Flagship Siam Square

Key Growth Pillars

4 International Growth Through Strategic Partnerships

Establish Warrix China to Expand Reach in Southeast Asia.

Group structure upon incorporation

Warrix Sport Public Company Limited

WARRIX China (Shanghai) Co., Ltd. China	100%
KSL & Warrix Co., Ltd. Thailand	51.00%
Warrix Holding Pte. Ltd. Singapore	99.99%
Warrix Sdn. Bhd. Malaysia	100%

Registered capital
RMB 1 million

Expected commercial revenue
Within 2027

Establishment objectives

- Set up a sourcing and export hub in Shanghai for everyday apparel, sportwear and equipment.
- Sell Himaxx-made WARRIX products via cross-border e-commerce platform to Thailand, Singapore, Malaysia, Philippines, and Vietnam.
- Explore distributing products under brands owned by Himaxx and working with other Chinese brands.

Expected benefits

- Improve sourcing efficiency and product cost management.
- Reach more customers through new online sales channels in SEA.
- Serve overseas markets without holding local inventory.

Key Growth Pillars

5 Margin Improvement and Cost Optimization

Warrix has implemented several initiatives to improve profitability and control operating costs.



Channel margin optimization

- Increase owned-channel contribution
- Cutdown unprofitable shop/modern trade
- Strengthen discount policy across all channels to reduce price competition and support margin improvement
- Strengthen CRM and repeat purchases through owned platforms to reduce marketplace commission costs



Product mix optimization

- Expand product portfolio to increase basket size
- Expansion of higher-margin lifestyle products
- Own channel exclusive products



Vertical integration for core products

- Vertical integration of classic polo production
- Improve cost control across the production process
- Ensure consistent product quality, align production volumes with market demand

04

Outlook



2026 Activity Roadmap

2026 Activity Roadmap	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FOOTBALL		FIFA International Window (Women's) Type II 24Feb-7Mar		FIFA International Window (Women's) Type I 1-9Apr		FIFA International Window's (2Matches) 1-9 Jun			FIFA International Window's (1Match) 21Sep-6Oct		FIFA International Window's (2Matches) 9-17Nov	
			FIFA International Window (1 Match) ลบเครื่อง 23-31Mar	FIFA International Window (Women's) Type II 7-18Apr						FIFA International Window (Women's) Type I 5-13Oct	FIFA International Window (Women's) Type II 24Nov-5Dec	
	AFC: U23 (Saudi Arabia) 8-14 Jan	Sukhothai FC vs Uthai Thani FC 1 Feb	AFC Asian Cup Saudi Aribia 2027 Qualifiers Round MD6 Thailand vs Turkministan 31 Mar	AFC: U20W (Thailand) 1-18 Apr	AFC: U17 Finals 14-31 May		Final Competitions of AFC Women's Asian Cup 13Jul-23Aug		AFC: U20 Asian Cup 2027Q 19-27 Sep	AFC: U17 Asian Cup 2027 Q 17-25Oct		
	AFC: Futsal (Indonesia) 27-31 Jan			AFC: U17W(China) 30Apr-17May			ASEAN HYUNDAI CUP 24Jul-26Aug		U23 International Friendly Match 21Sep-6Oct			
					AFC: Futsal (Indonesia) 14-31 May				King's Cup Football Tournament 21Sep-6Oct			
						WORLD CUP 2026 USA			ASIAN GAME 2026			
RUNNING	BURIRAM MARATHON 24 Jan 26				Ra Rueng Run 16-17 May		TETS Cha-Om 25-26 Jul			TETS Saiyok 10-11 Oct		
BASKETBALL		3x3 Basket Boy (Workpoint) Season 2					FIBA U18 Asia Cup 2026		FIBA U18 Woman's Asia Cup 2026			
		FIBA Asia Cup 2026 2nd Round Qualifiers		FIBA 3x3 Asia Cup 2026 1-5 Apr	FIBA 3x3 Youth Nations League 2026 (U23)							
			FIFB 3x3 Champions Cup 2026 13-15 Mar		FIBA 3x3 Women's Series 2026							
						Basketball Thai League 2026						
ICE HOCKEY	Hong Kong Tournament U18 30Dec-2Jan	IIHF World Women's Team @Croatia 23Feb-3Mar		IIHF World Men's Team @South Africa 13-19Apr								
	IIHF World U20 Men's Team@Bulgaria 15-29Jan	IIHF World U18 Men's Team @Bosnia and Herzegovina 13-19Feb										
	IIHF World U18 Women's Team@Thailand 29Jan- 4Feb											
LIFESTYLE		Branding / Lifestyle Campaign Launch Product : T-shirt / Polo								Branding / Lifestyle Campaign Launch Product : Jeans		

2027 Activity Roadmap

	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FOOTBALL EVENT		CU-TU Traditional Football Match (TBC)	FIFA Day		Coke Cup	FIFA Day	DPE Football U18 Inter Clubs League	Thai League	FIFA Day DPE Football U16		Jaturamitr Samakkee Football Match 7HD 4Series: Football	AFC 2027 7HD 4Series: Football
RUNNING EVENT	Buriram Marathon 2027	Run Club			Ra Rueng Run	Run Club			Thailand Earth Trail SS5		Thailand Earth Trail SS5	Run Club
OTHER SPORT EVENT			Basketball TH Open	Ice Hockey Men		7HD 4Series: Basketball		7HD 4Series: Volleyball	TU Freshy Games	7HD 4Series: Takraw	Ice Hockey Women	
LIFESTYLE EVENT			Event				CU Freshy			Mahidol Fair Saha Group Fair Sriracha		Event

Q&A

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

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WARRIX
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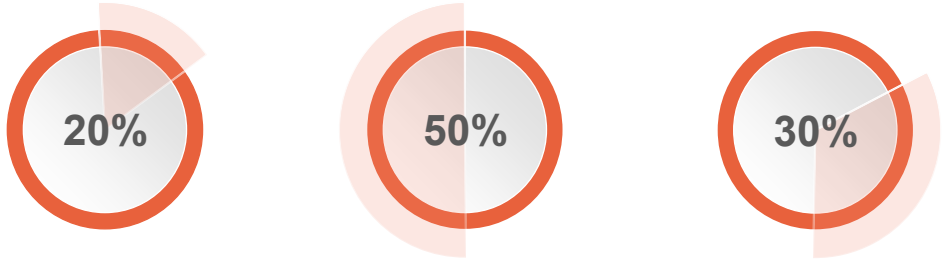


06
Appendix

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



Football | Rattan Ball | Badminton | Volleyball | Futsal

Top 5 most popular exercise activities in Thailand



Walking | Running | Cycling | Aerobic | Fitness

~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

Sources : Mckinsey sporting goods 2021-2022 report, Manager Daily news the mall group research 2018, Marketeer online

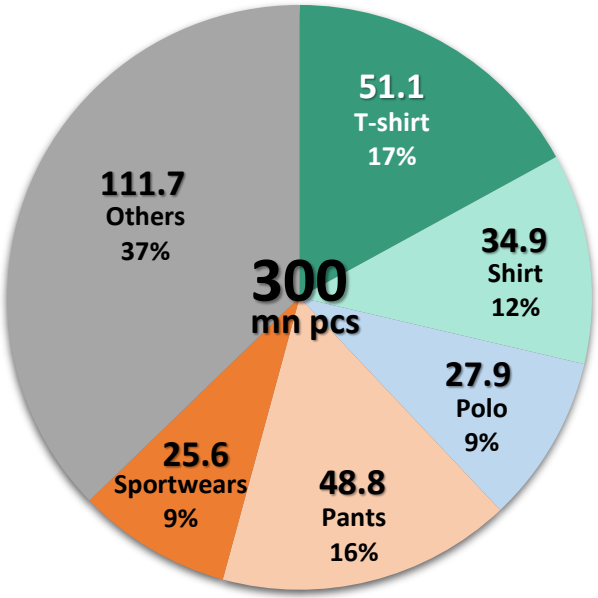
Thailand Annual Garment Consumption

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



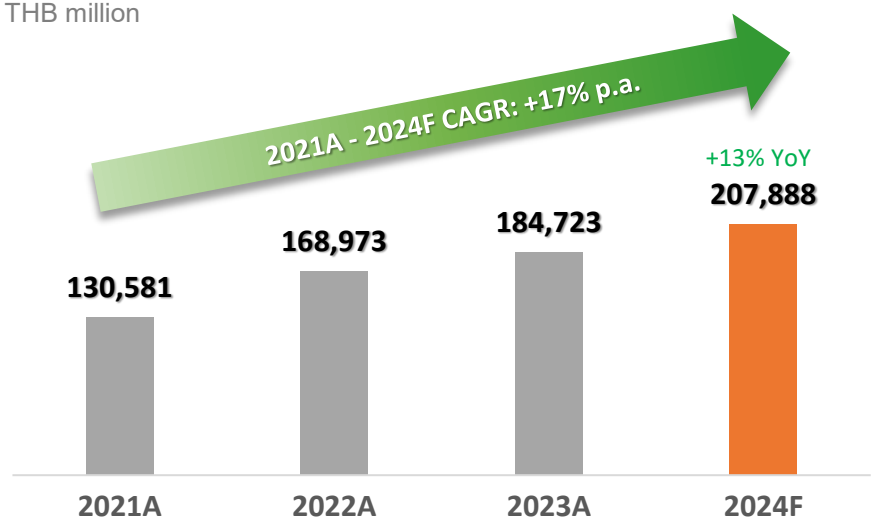
Thailand Annual Garment Consumption 2020 (mn pcs)

Sources : Mckinsey sporting goods 2021-2022 report, Manager Daily news the mall group research 2018, Marketeer online

Industry Outlook

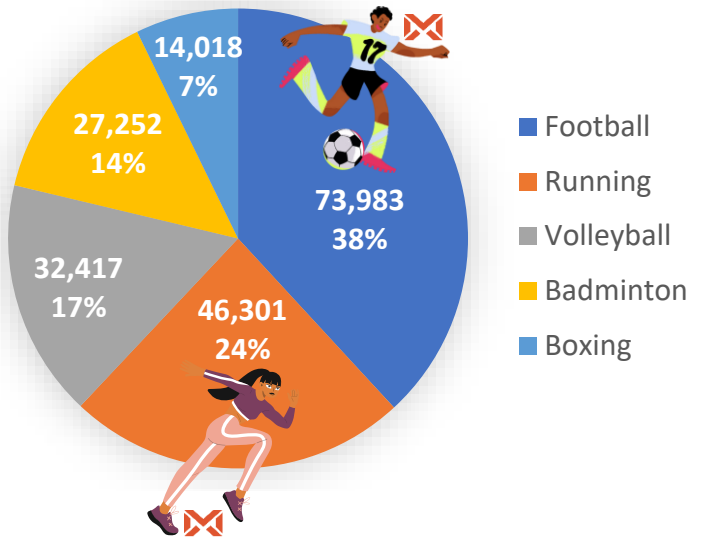
Thailand's Sports Industry

Unit: THB million



Top 5 Sports Contributing to the Industry in 2023

Unit: THB million



Sports-Related Expenditure per Person in 2023

Average	Sports Shoes	Food and Beverages during watching, competing, playing sports	Sportswear	Sports Equipment	Tickets and Fees
					
7,055 THB/person	**2,093** THB/person	**1,299** THB/person	**948** THB/person	**815** THB/person	**391** THB/person

Source: Ministry of Tourism and Sports, Marketeer Online, 2023