



Opportunity Day

10 August 2017

REVENUE STRUCTURE CHART



Our 2016 HIGHLIGHT

2.6M

NO OF
CUSTOMERS

5.2M

SOLD TOTAL
QUANTITY

20%

15 SHOPS
RENOVATION
INCREASE
REVENUE 20%

12%

SAME STORES
SALES GROWTH

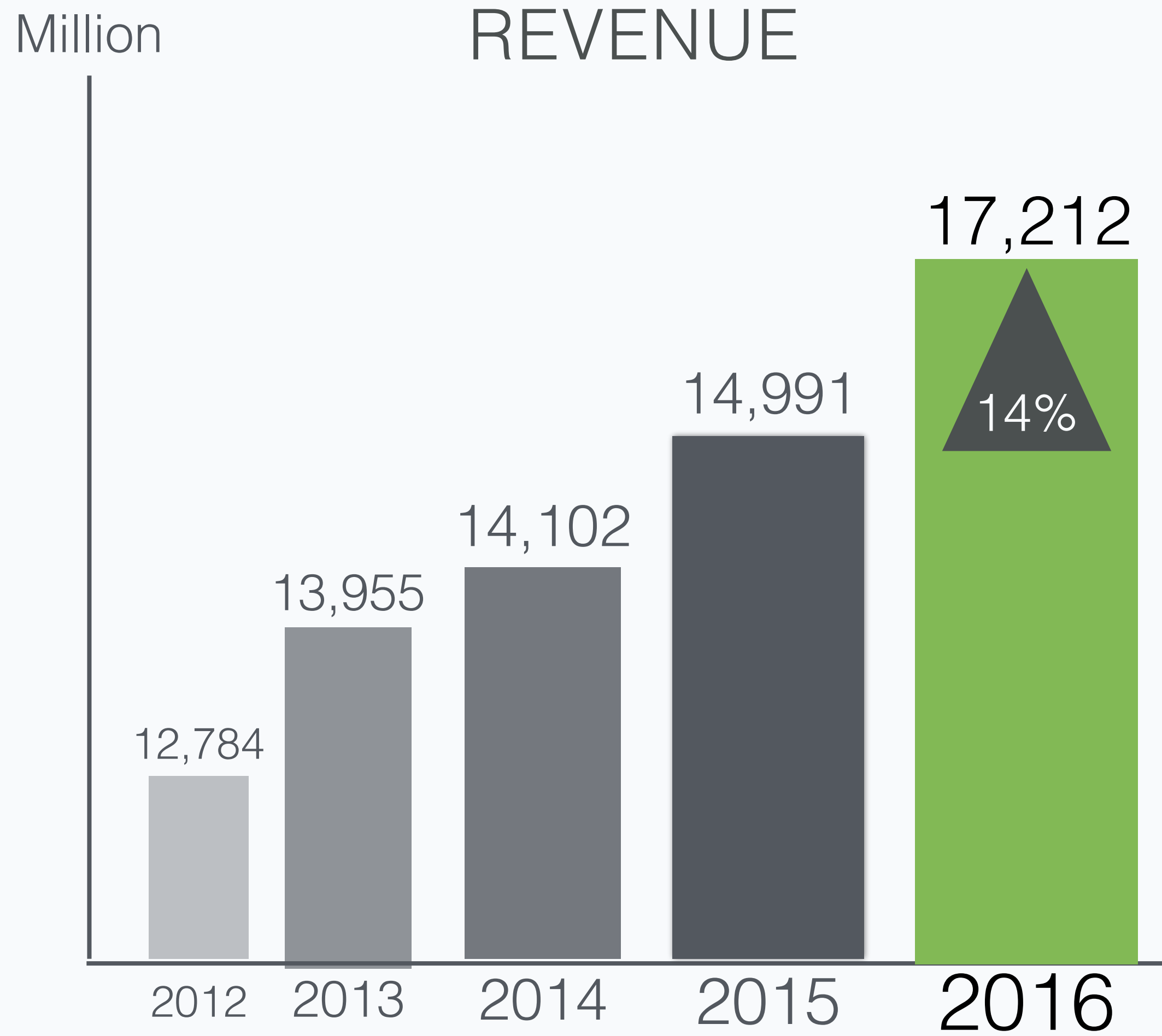
10%

AVERAGE SALE/
BILL INCREASES

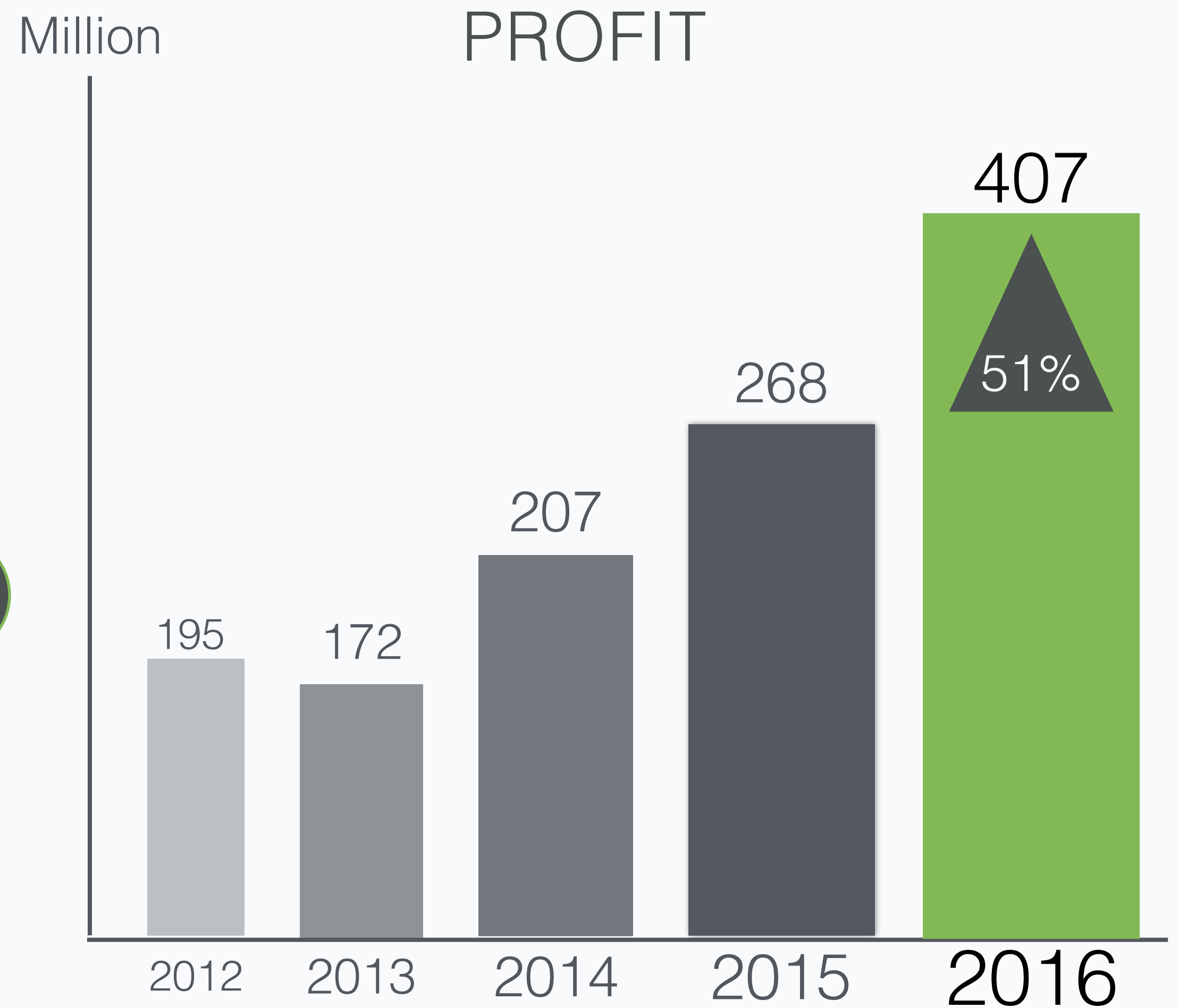
2016

APPLE BREAK
NEW HIGH

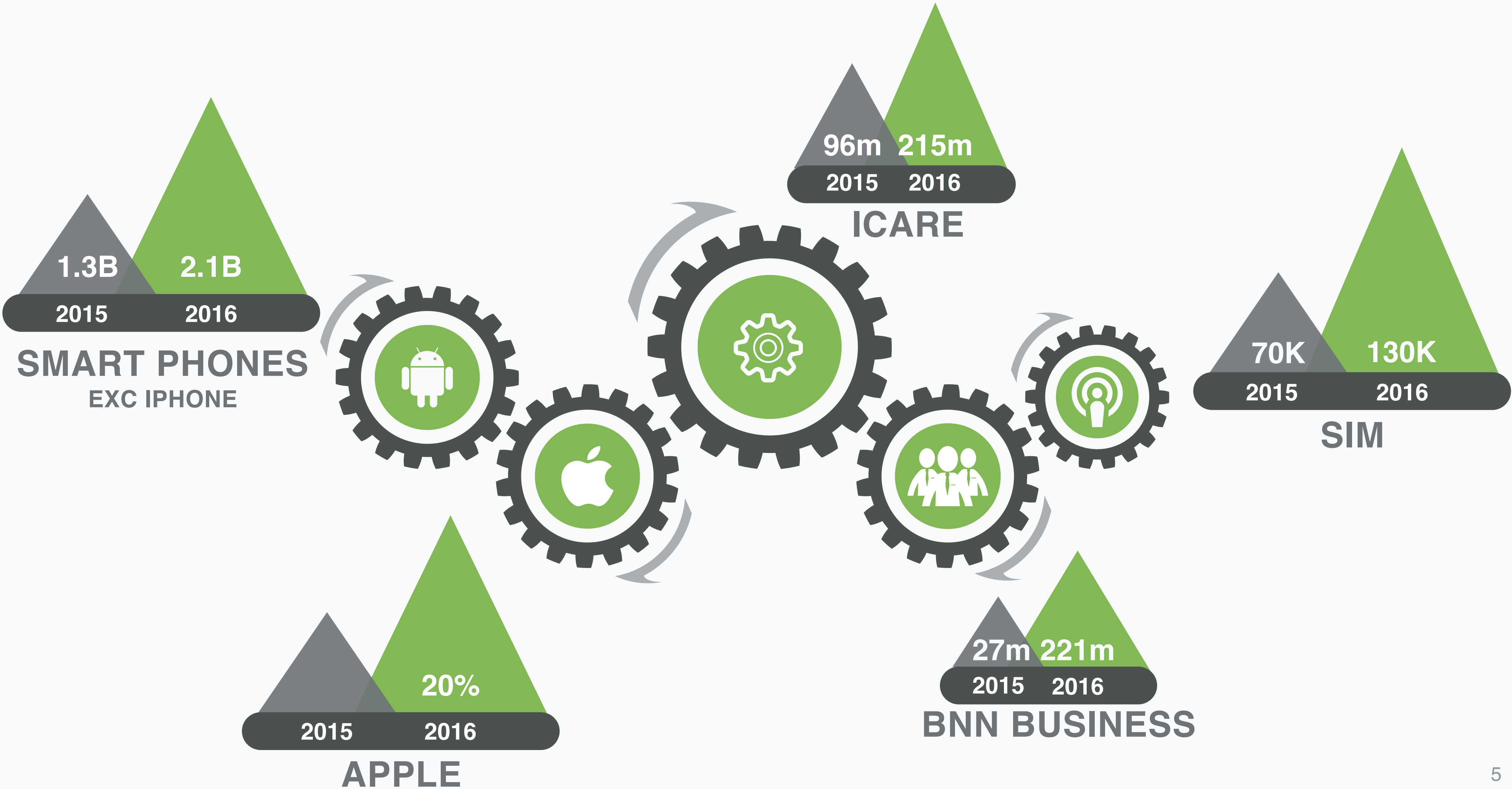
FINANCIAL HIGHLIGHT



VS

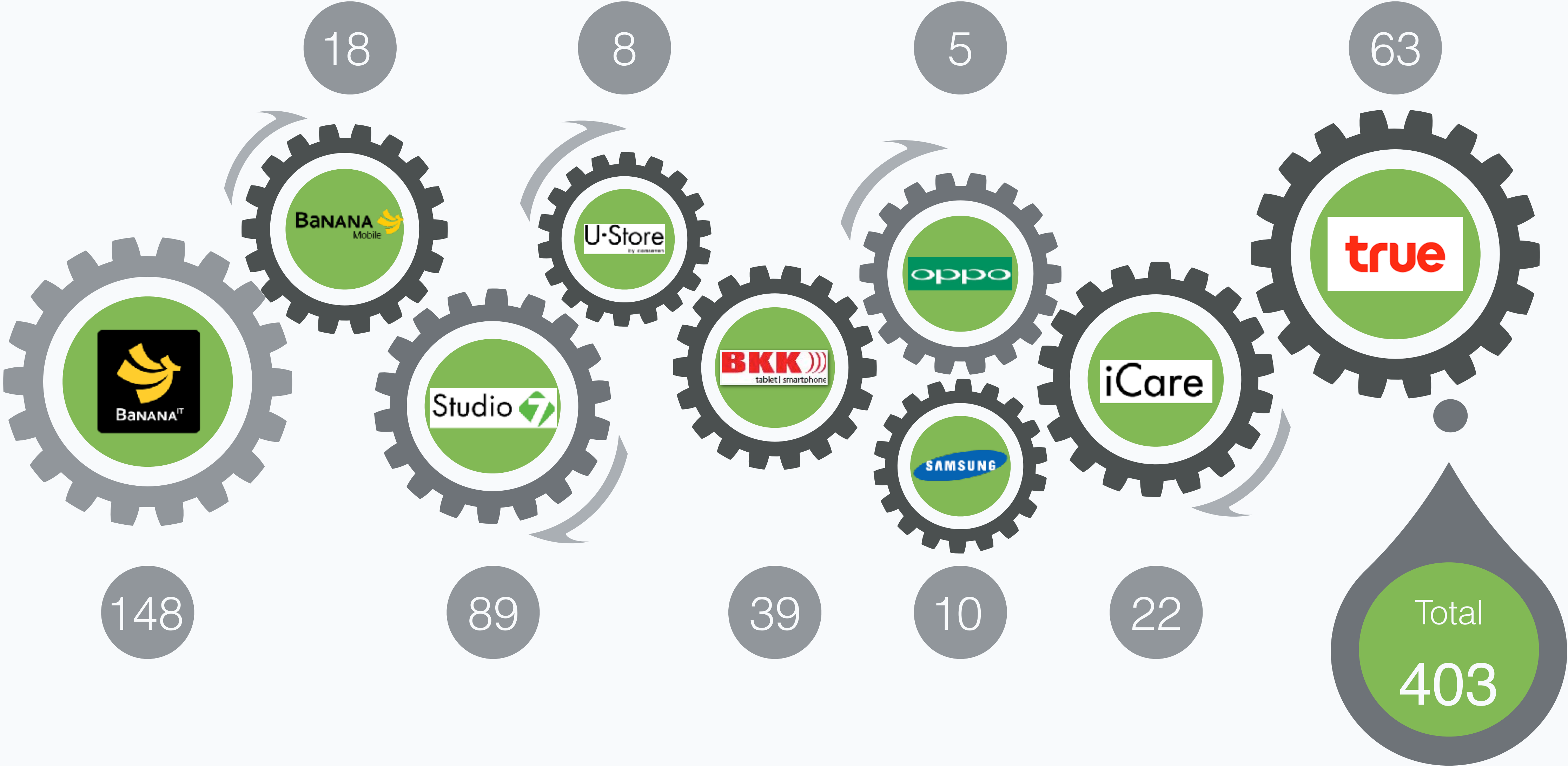


GEARING SALES & PROFITS IN 2016



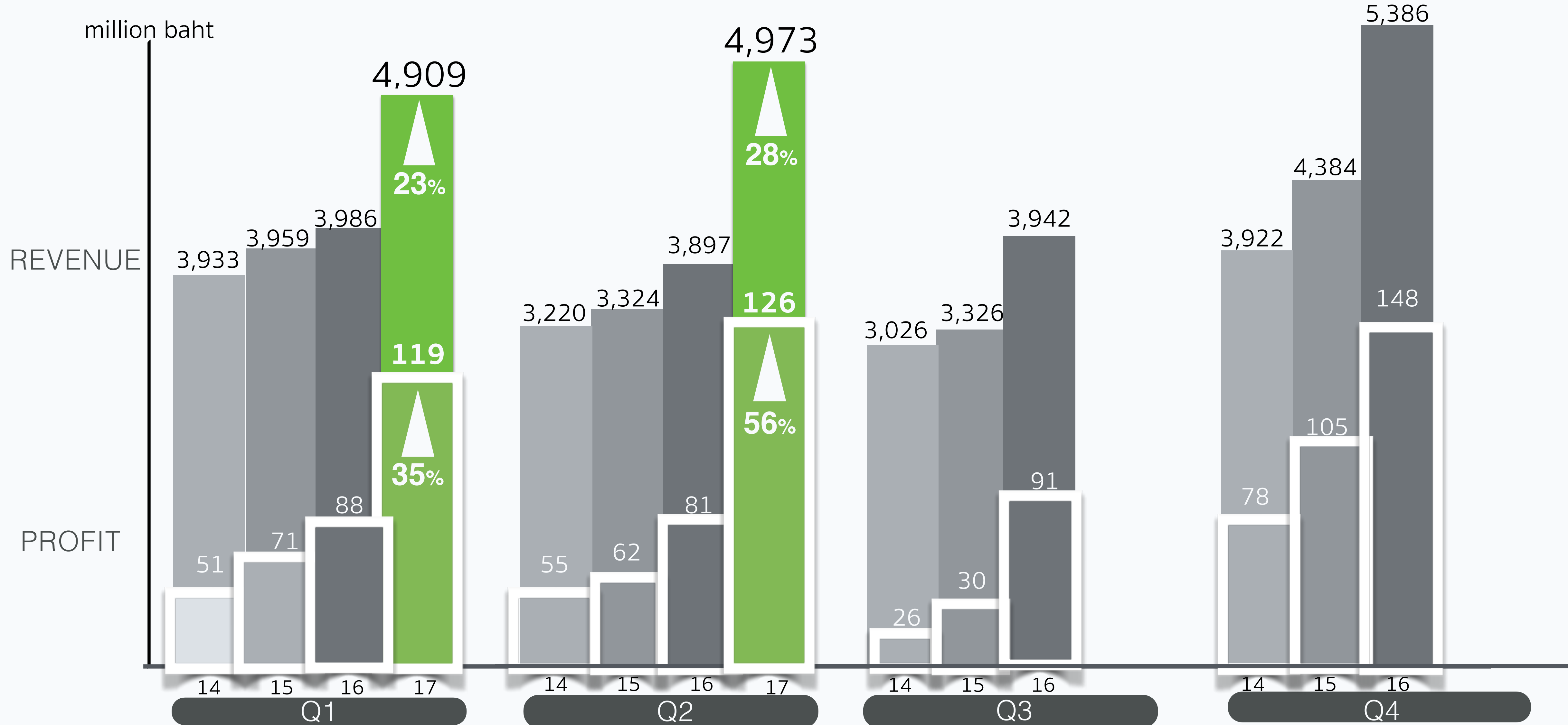
2017

MEET OUR GREAT TEAM (1st' 2017)

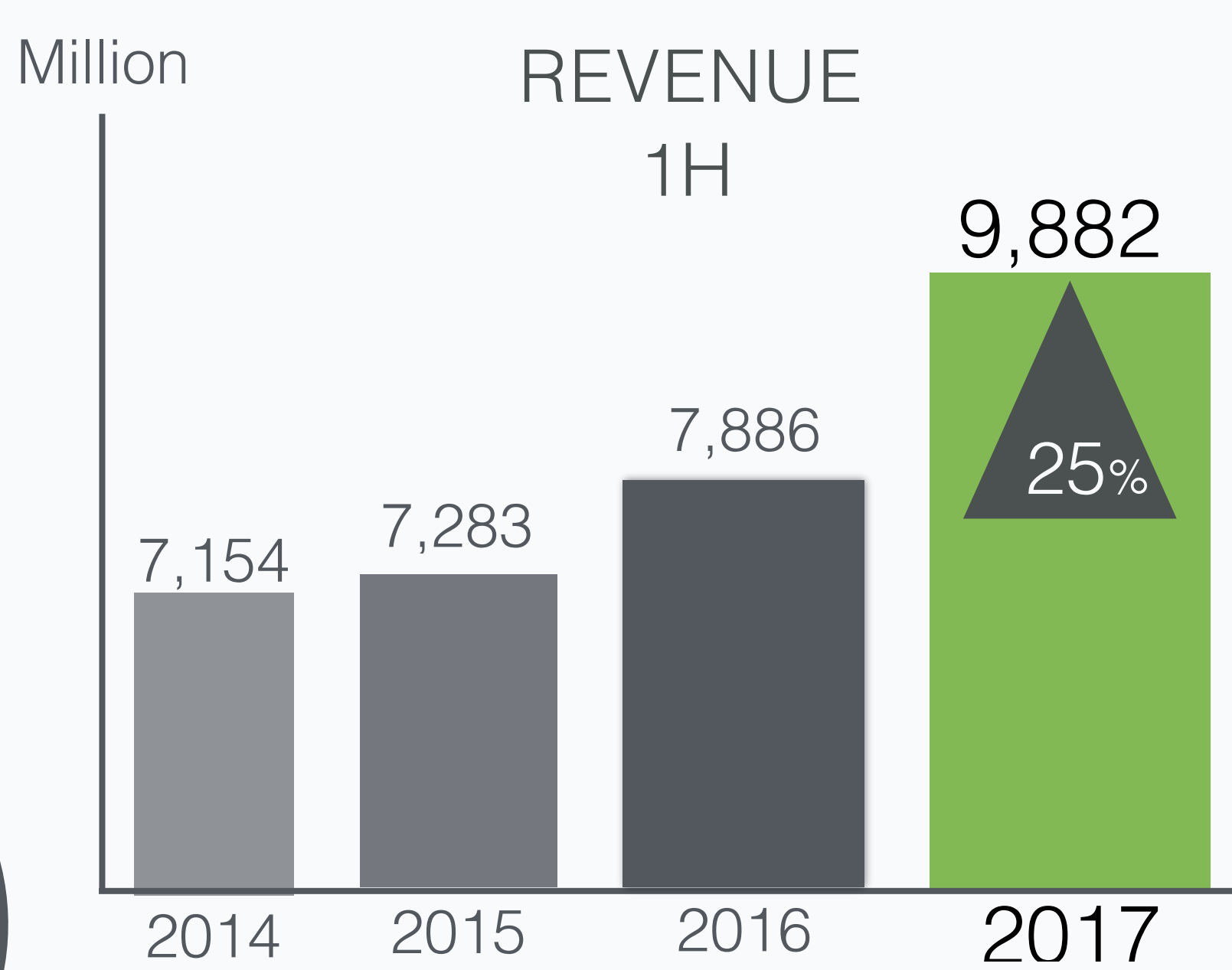
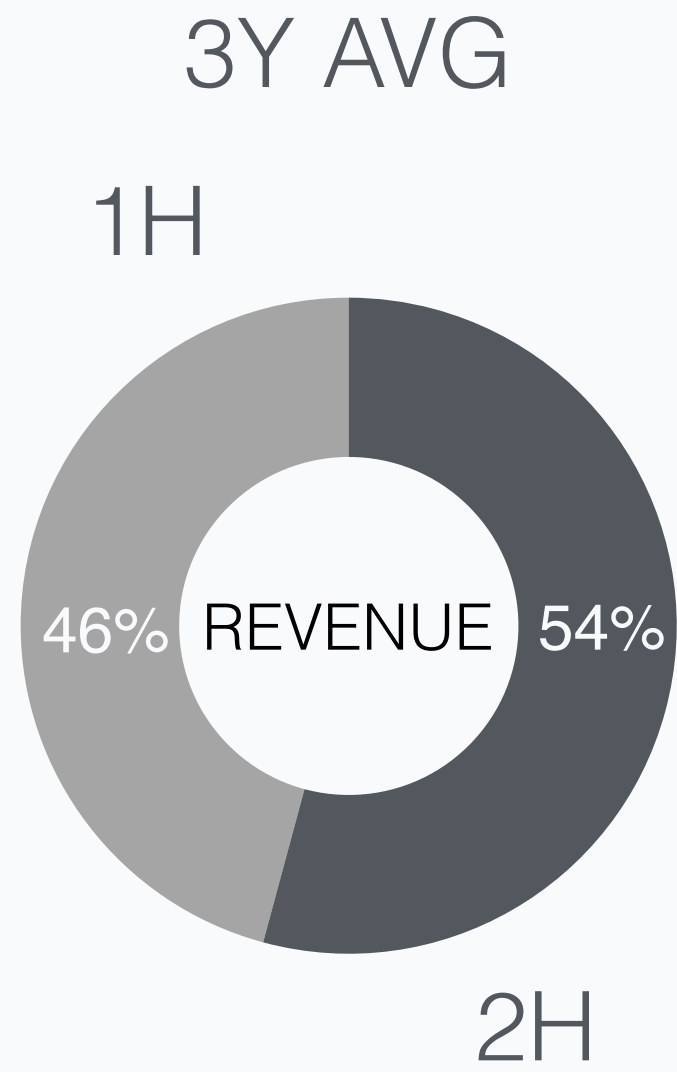


REVENUE & PROFIT TREND COMPARISON

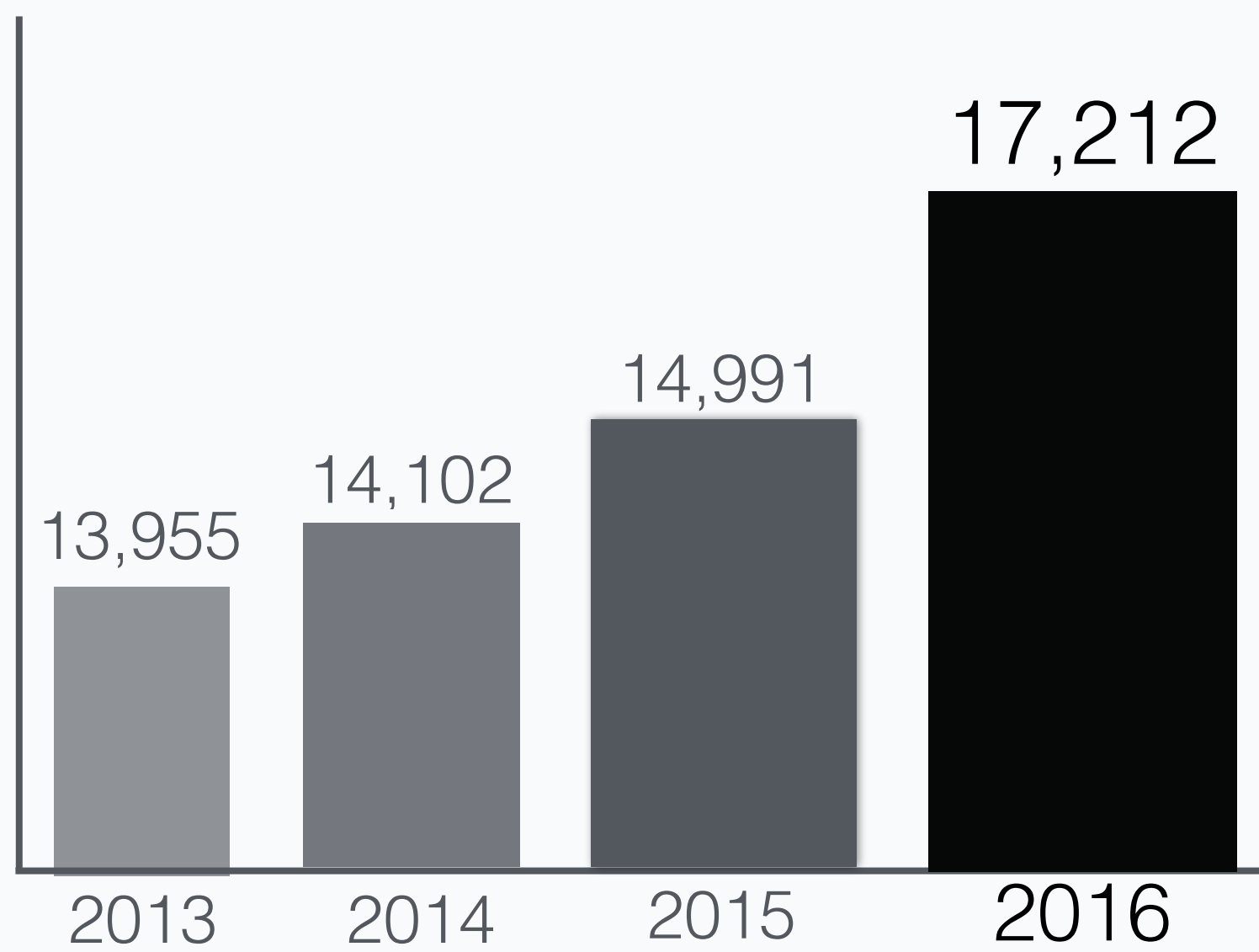
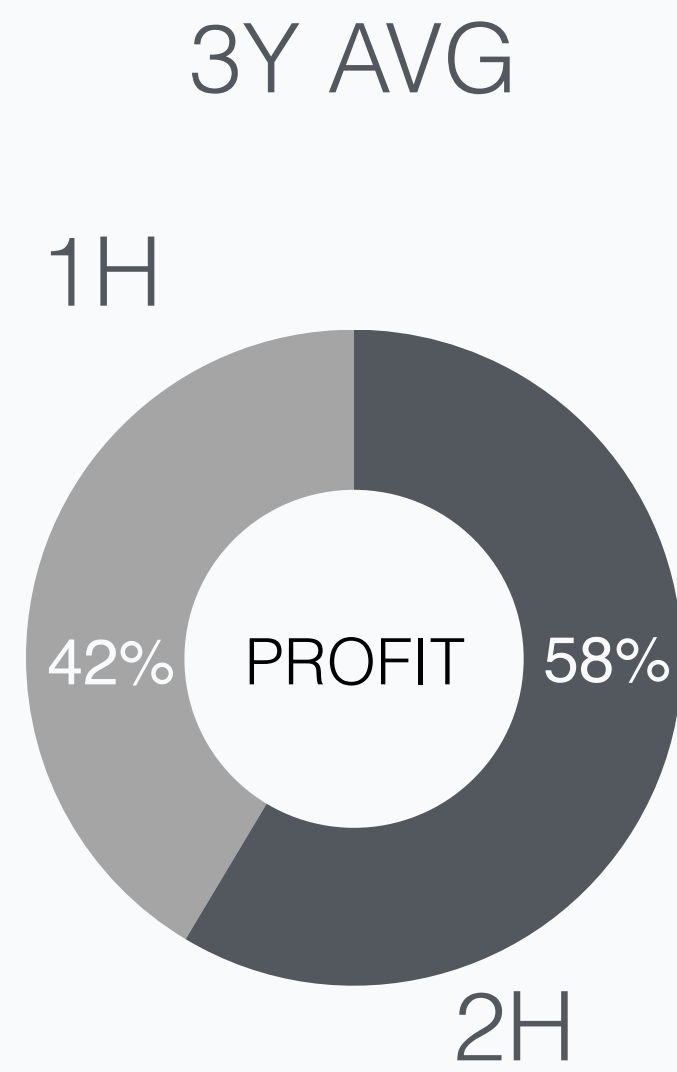
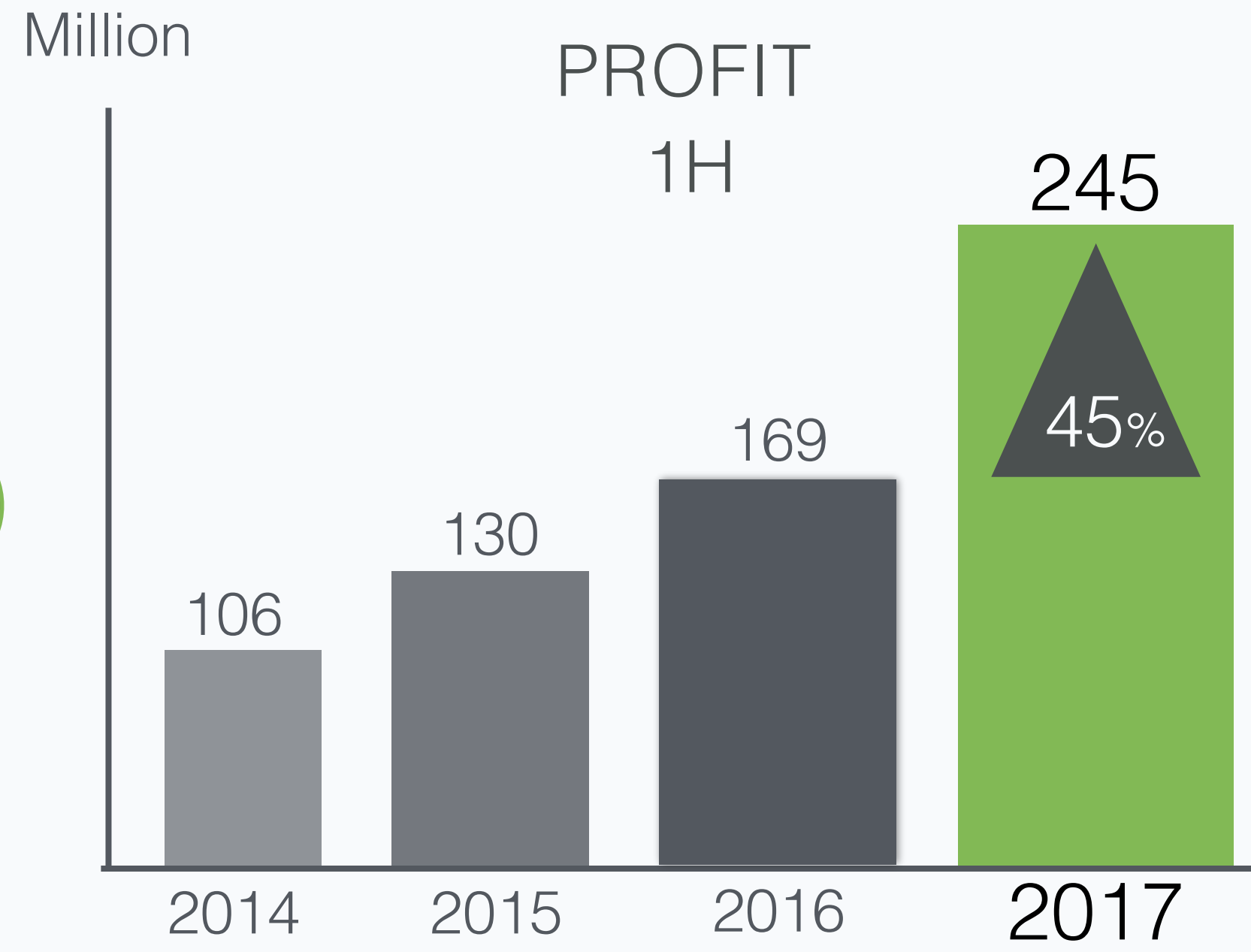
2014 2015 2016 2017



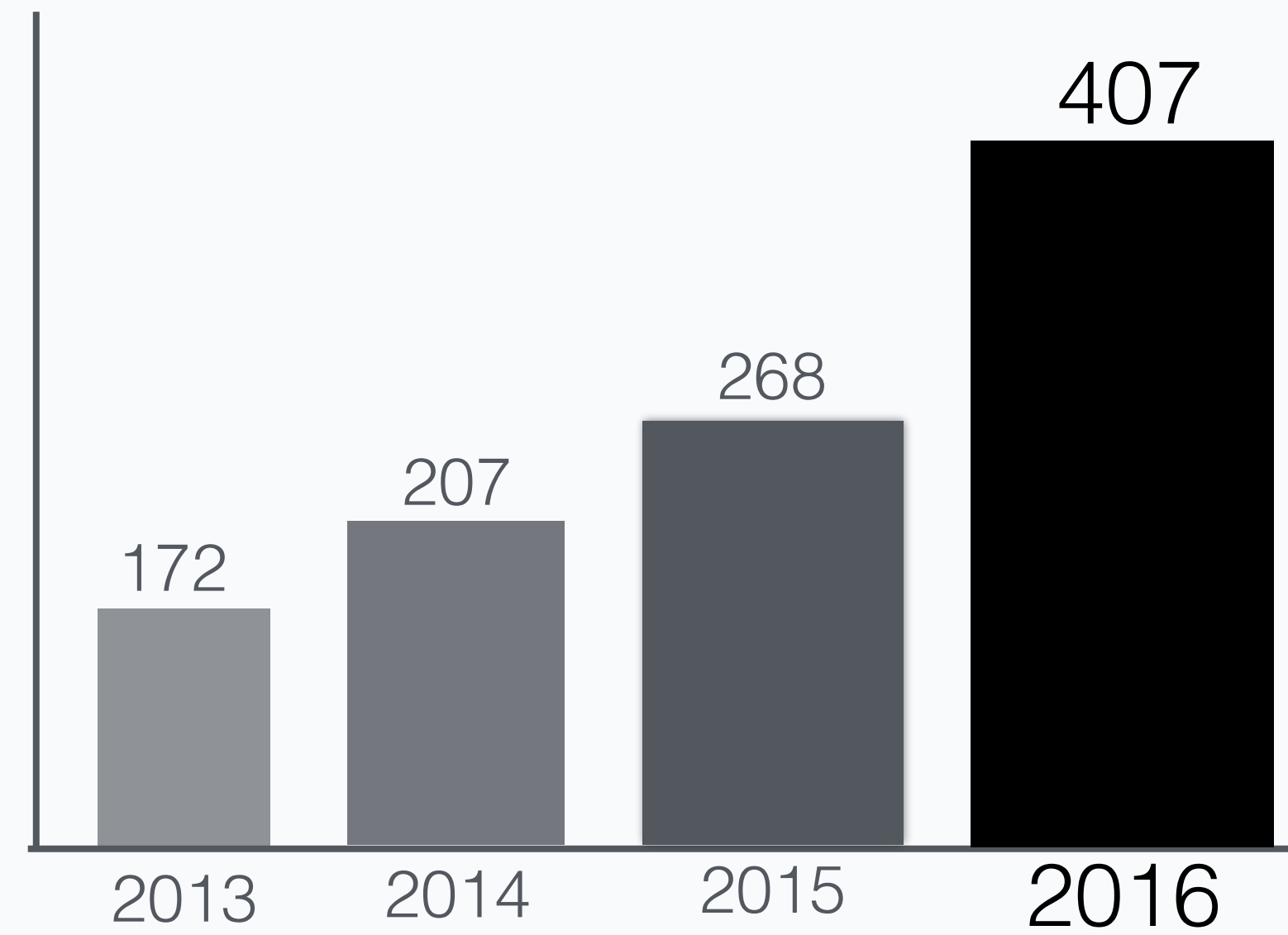
REVENUE & PROFIT COMPARISON



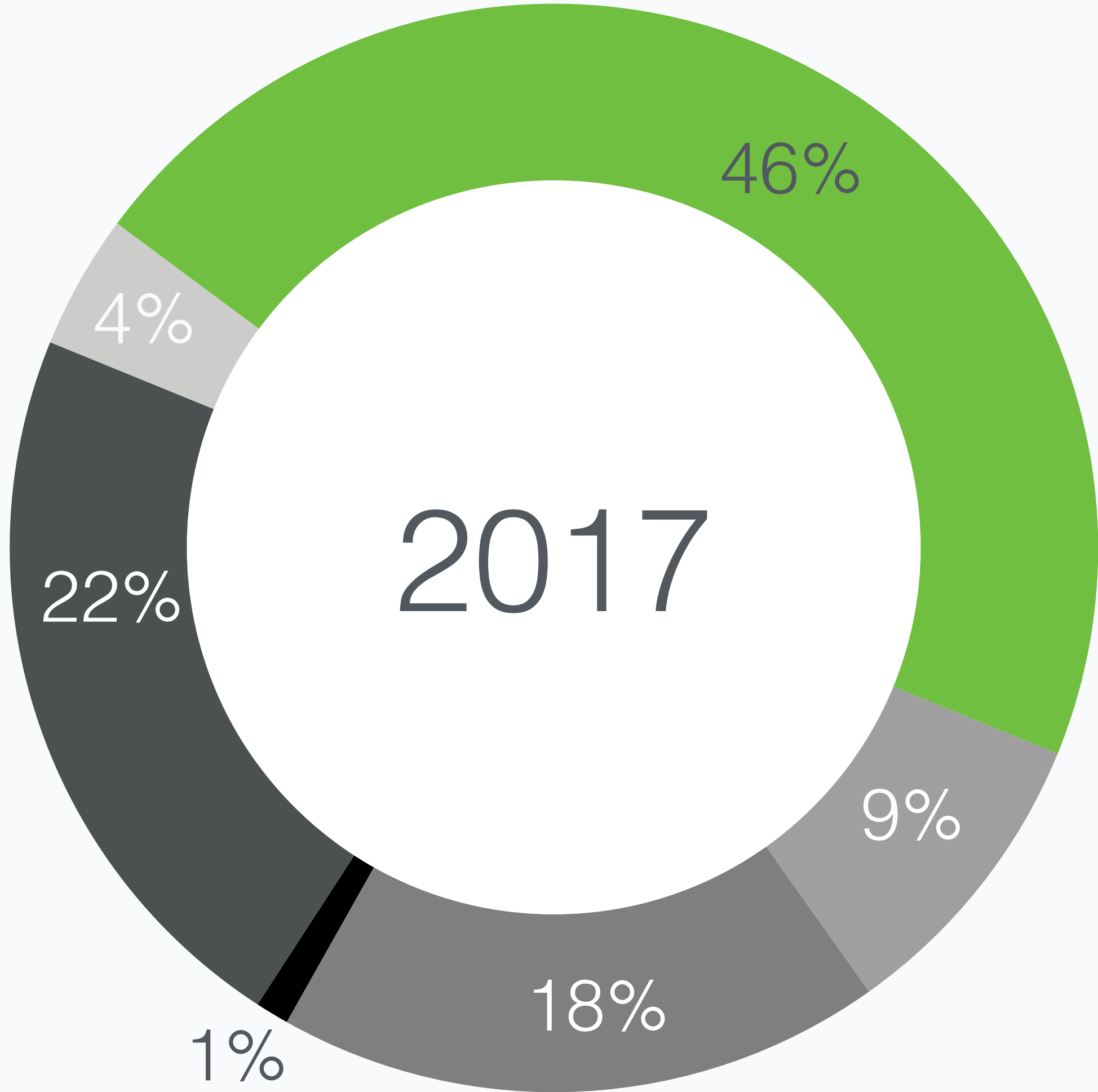
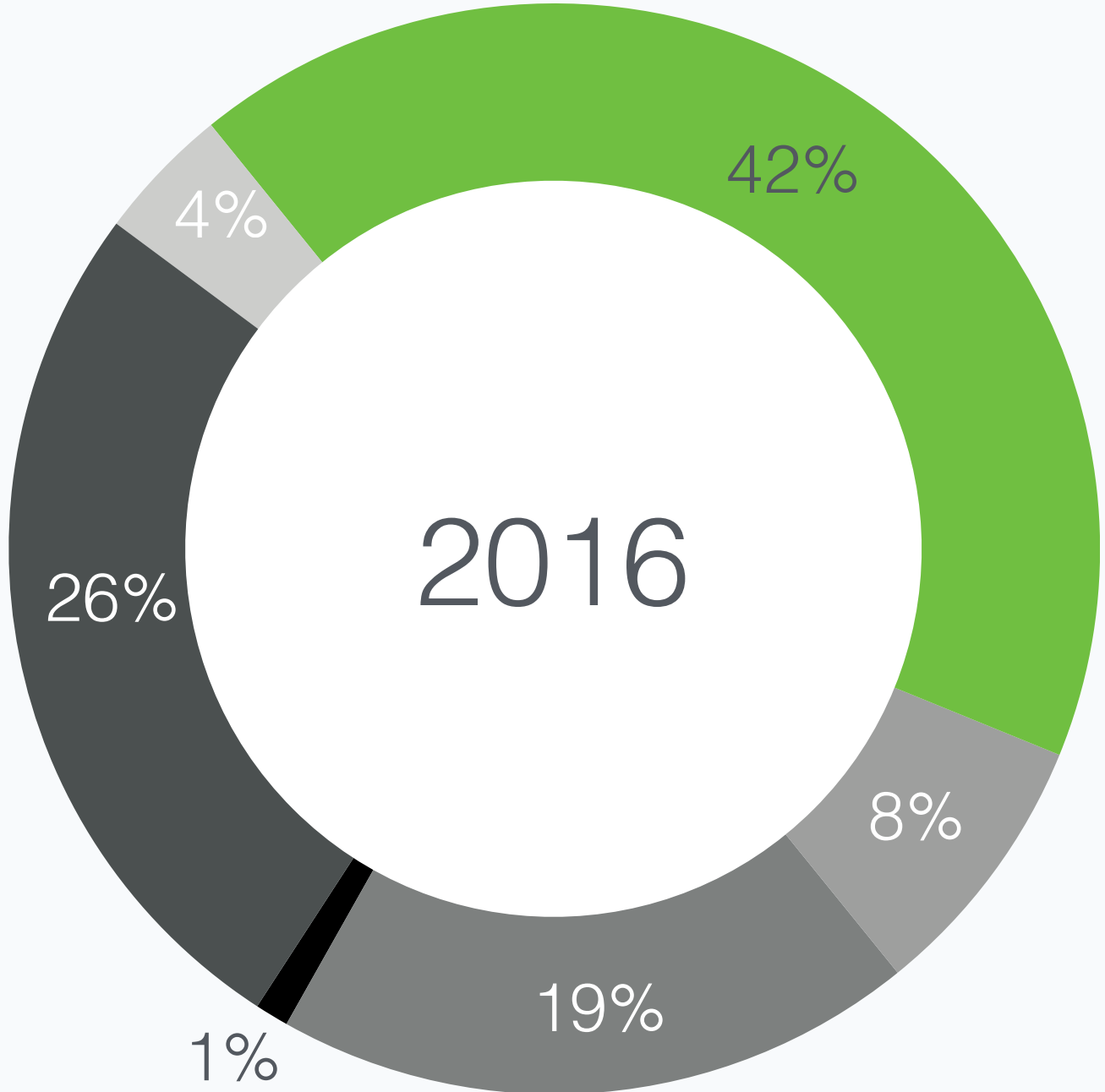
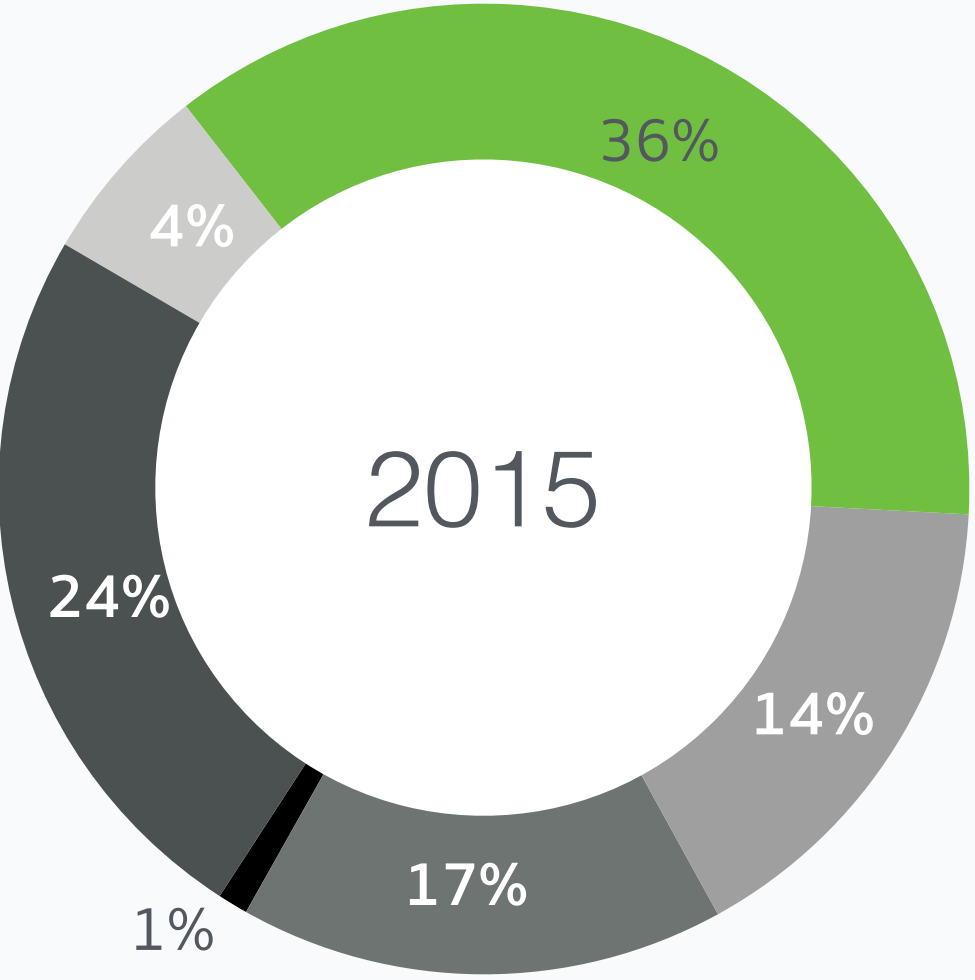
VS



VS

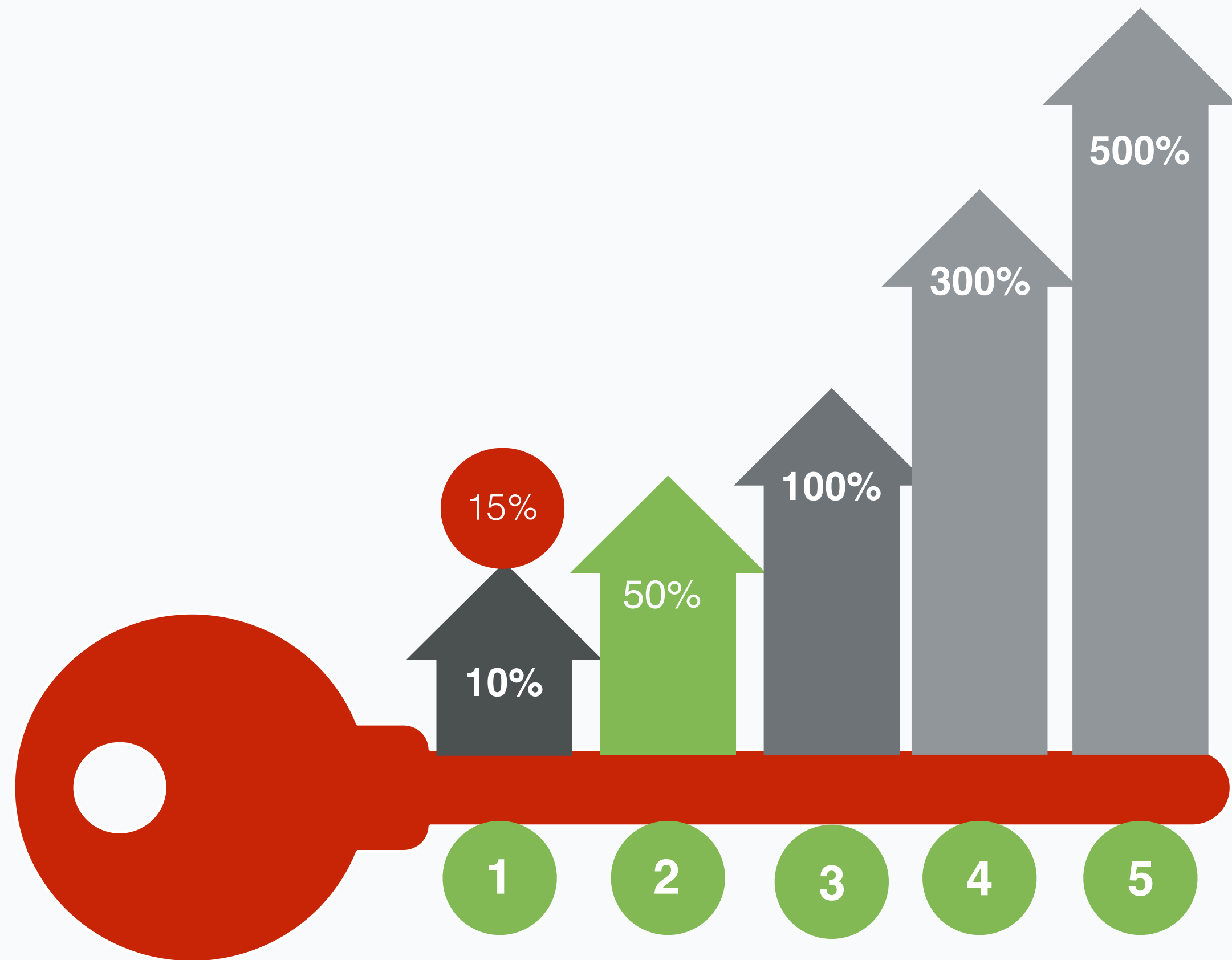


OUR PRODUCT MIX



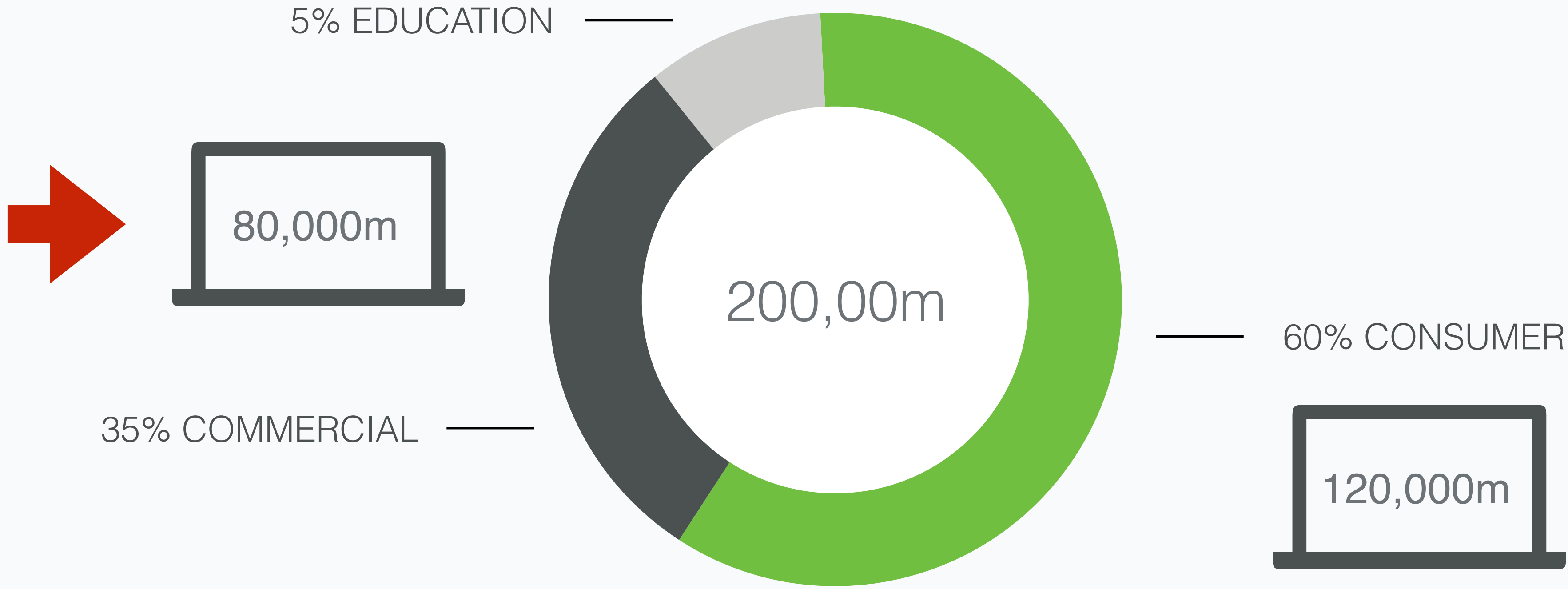
-   Mobile Phone
-   Tablet
-   Accessories
-   Service
-   Laptop
-   Desktop

KEY POINTS FOR 2017



- 1 TARGETING SALES REVENUE INCREASE 15%
- 2 TARGETING SIM INCREASE UP TO 180K
- 3 TARGETING SMARTPHONE UP TO 3B
- 4 TARGETING EDUCATION & COMMERCIAL UP TO 800M
- 5 TARGETING OMNI CHANNEL

IT MARKET SIZE



EDUCATION & COMMERCIAL

NO.1 EDUCATION TEAM (APPLE THAILAND)

40 Experts Team

U-STORE

Chulalongkorn University

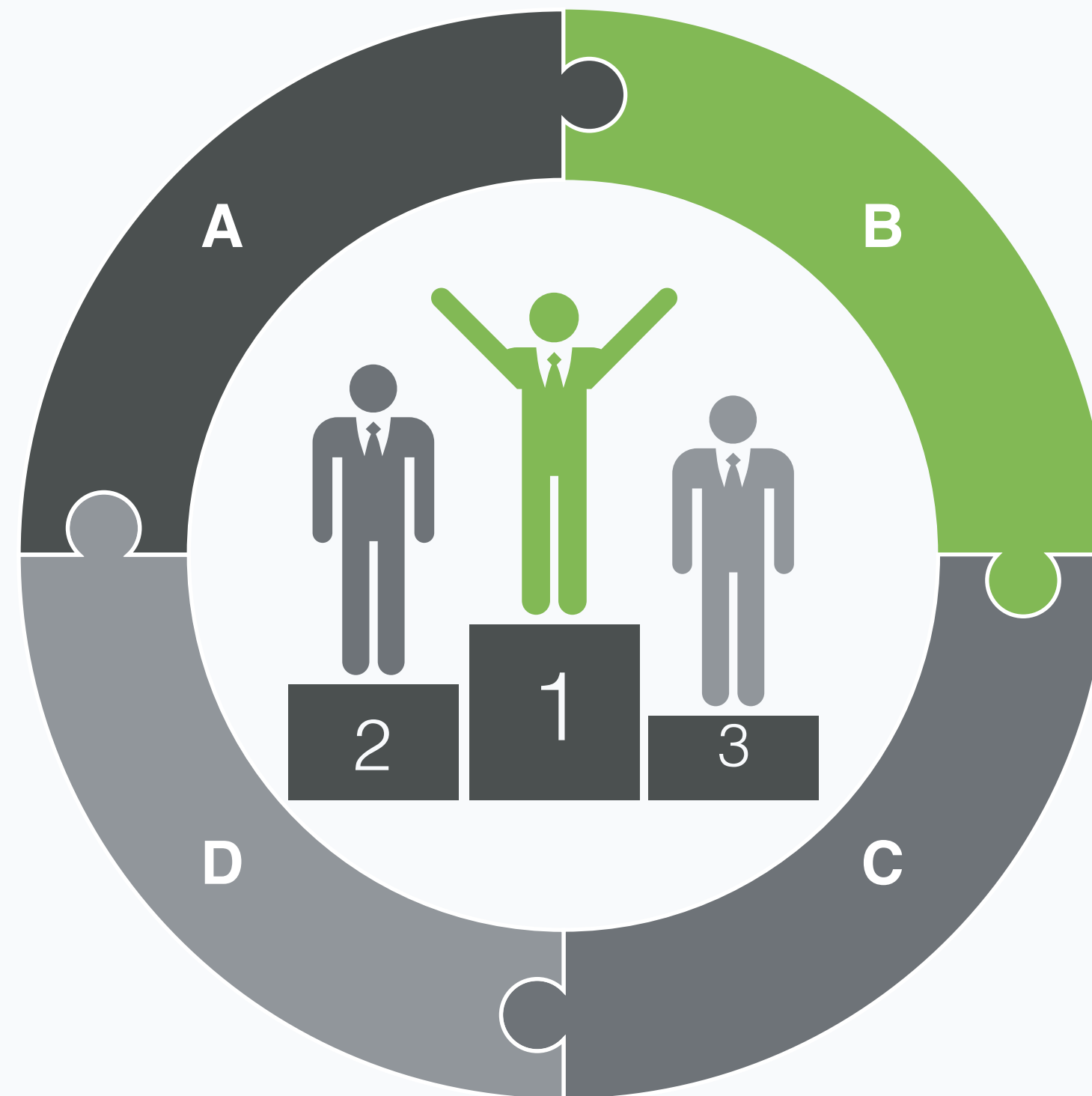
Rangsit University

King Mongkut's Institute of Technology Ladkrabang

King Mongkut's Institute of Technology Thonburi

University of the Thai Chamber of Commerce

Sripratum University



CORPORATE ACCOUNT

Leasing

Solution

EDUCATION PROJECT

PROBLEMS VS OPPORTUNITY

OPPORTUNITY LOSS
4B IN 2016

AGING & PROVISION
65M TO 80M IN 2016



ADDING PRODUCT LINE
DIGITAL CAMERA

E COMMERCE@
bananastore.com

WHAT WE DO

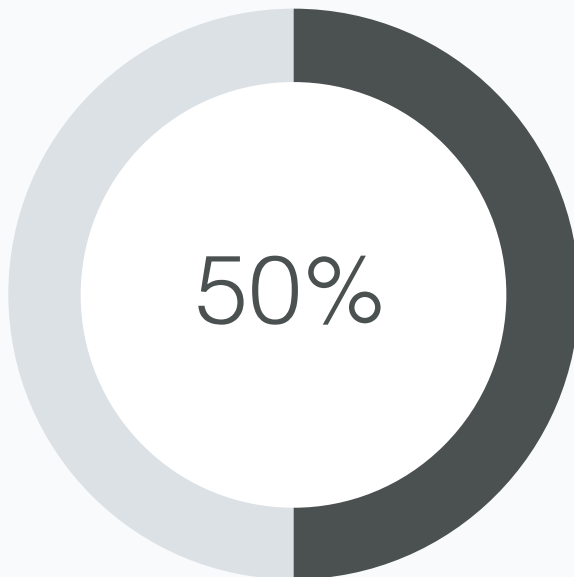
RETAIL BUY ONLINE



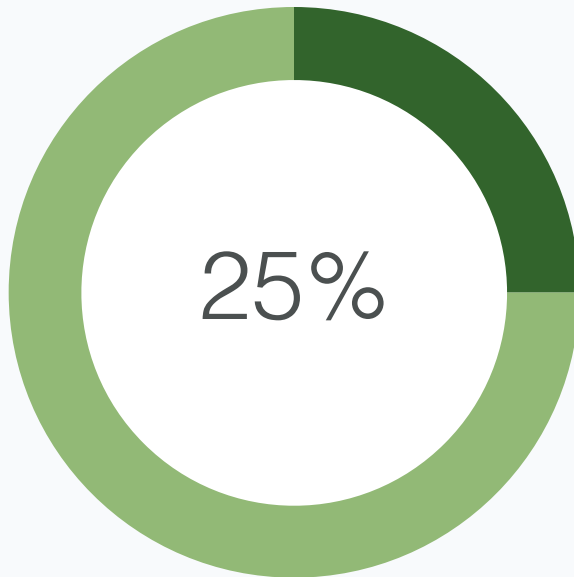
DELIVERY IN 3 HOURS

SHARE INVENTORY FROM ANY LOCATION

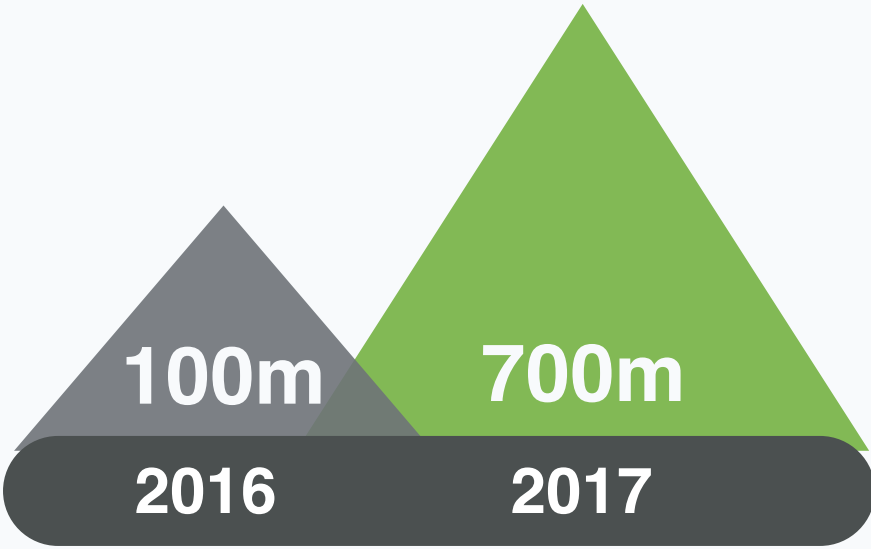
ANY PRODUCT AVAILABLE 24 HOURS NOW



AGING PROVISION



REDUCE OPPORTUNITY LOSS

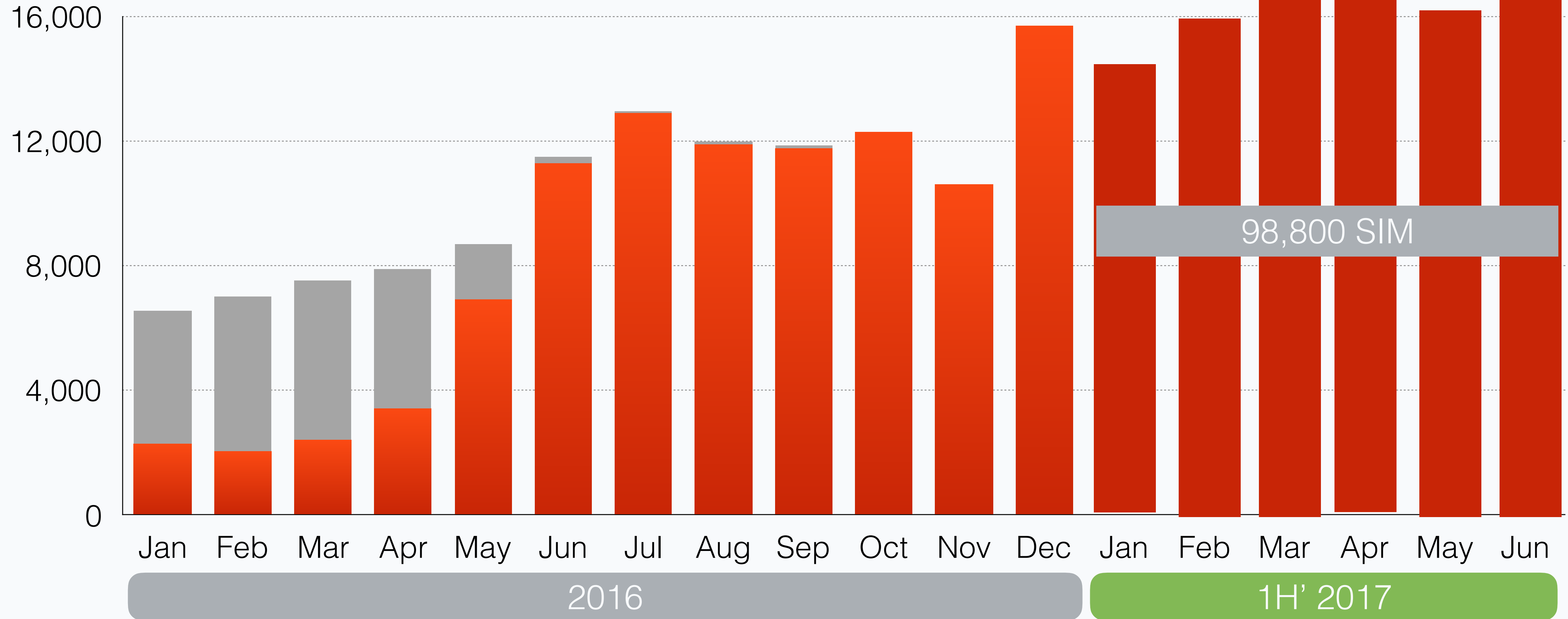
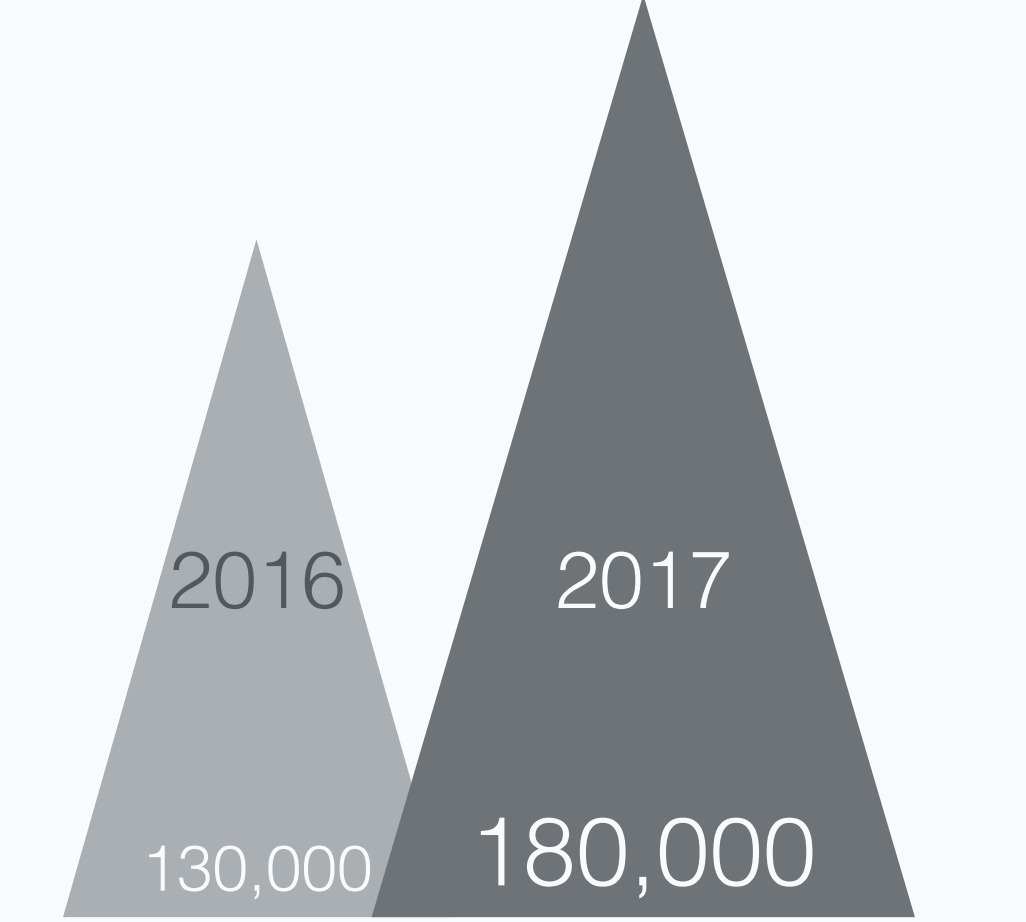


ON LINE SALE INCREASE

SIM PERFORMANCE

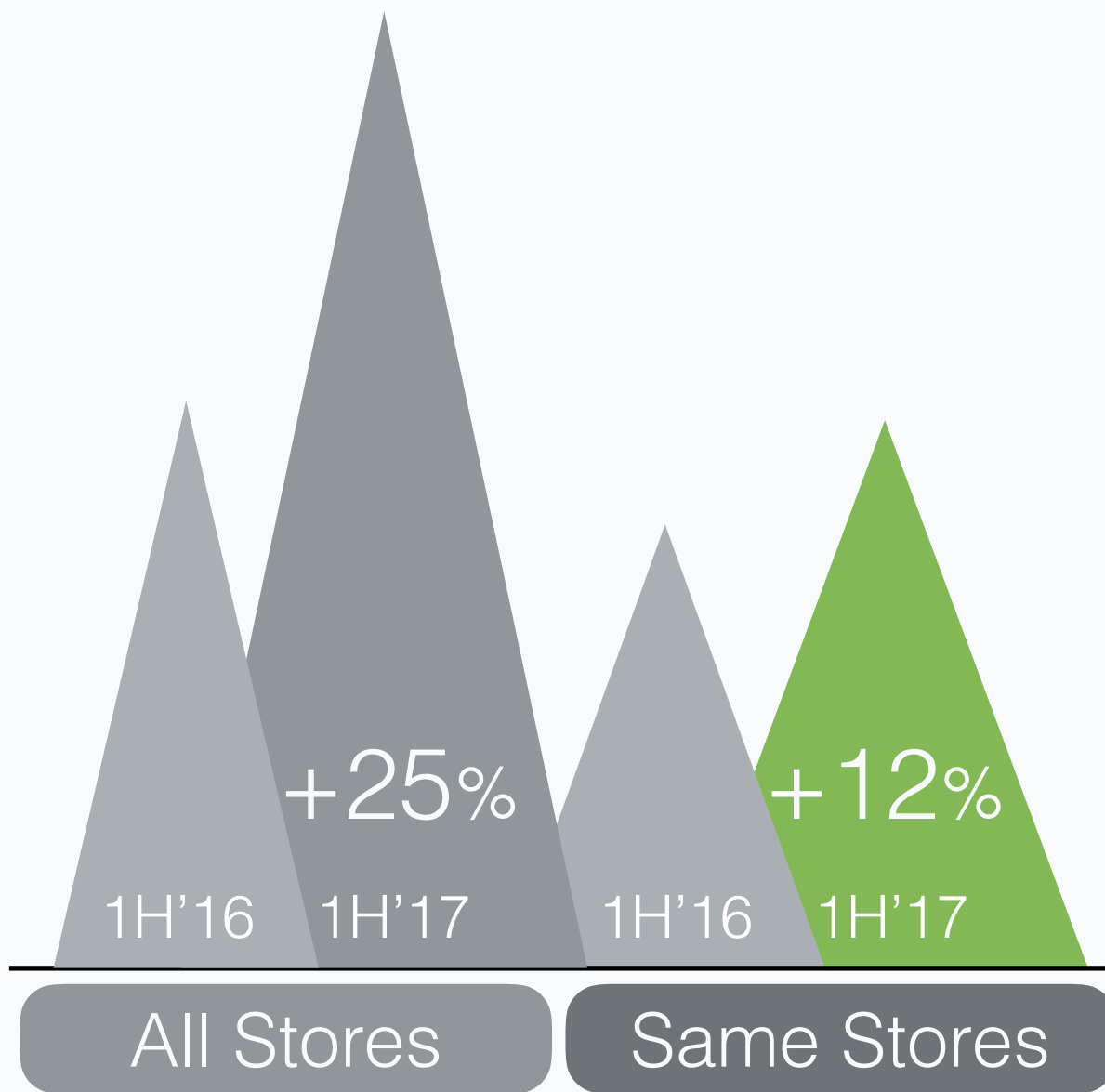
TRUE

2 Operators

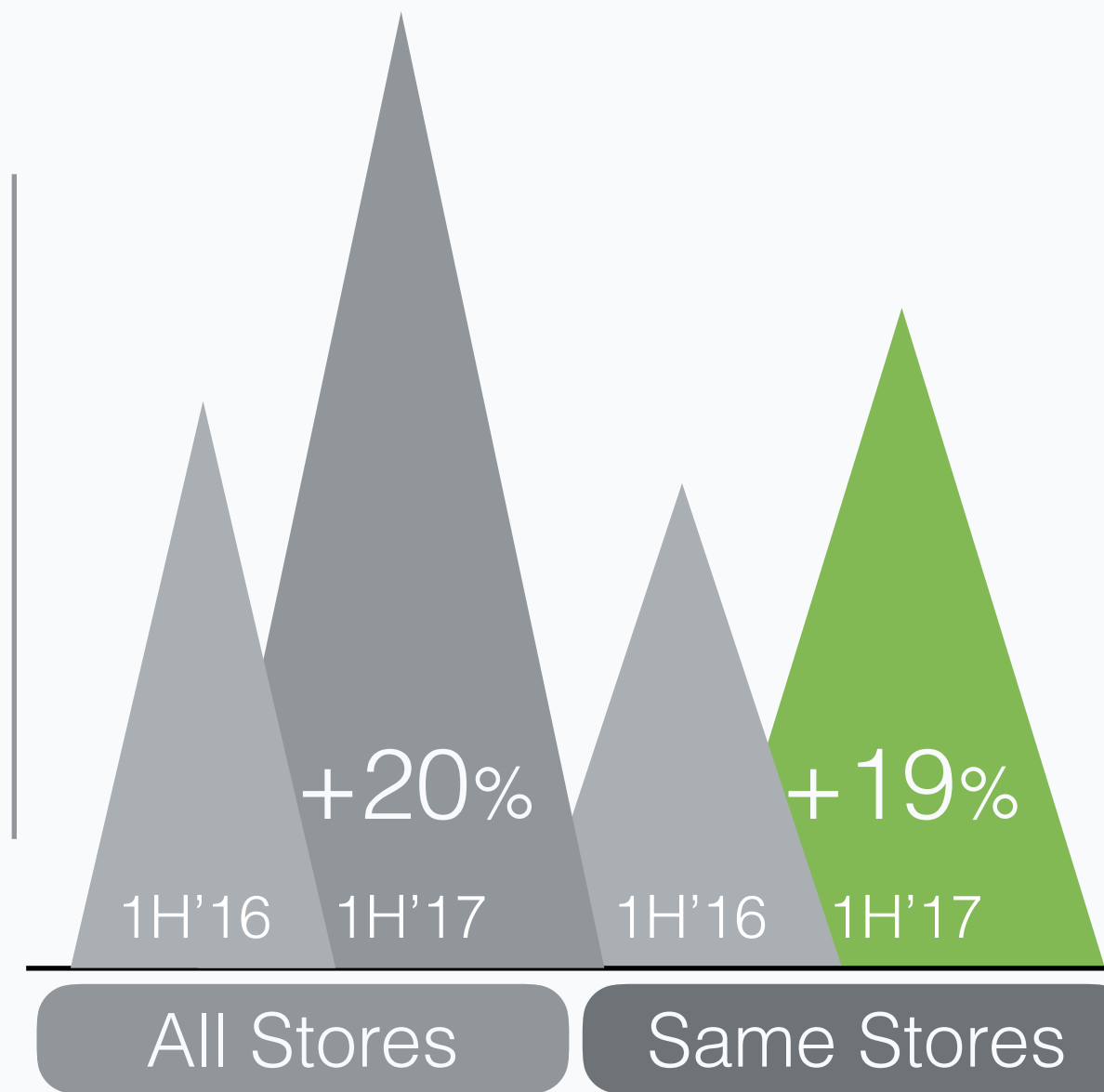


1H' 2017 CHANNEL HIGHLIGHTS

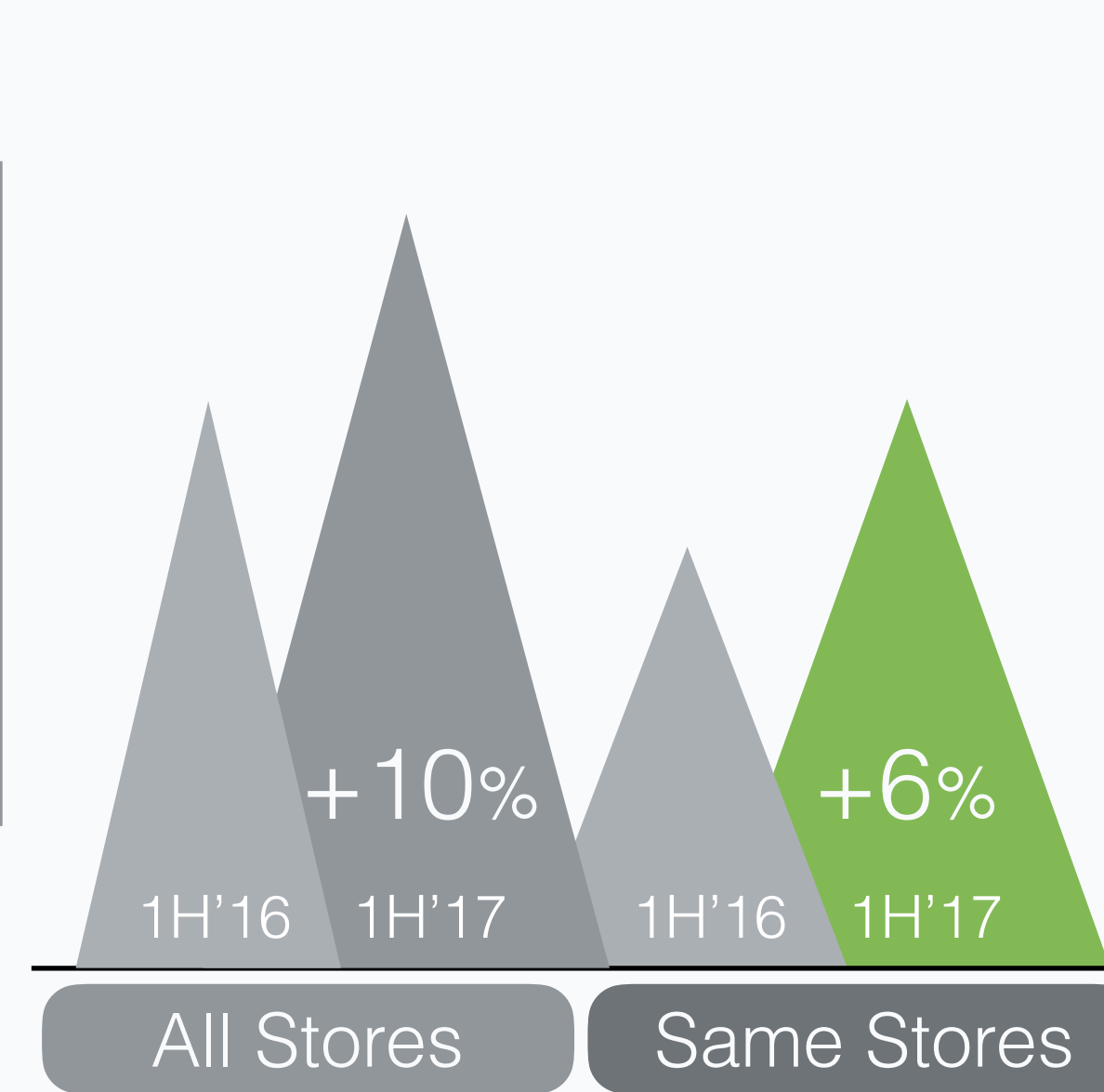
ALL Channels



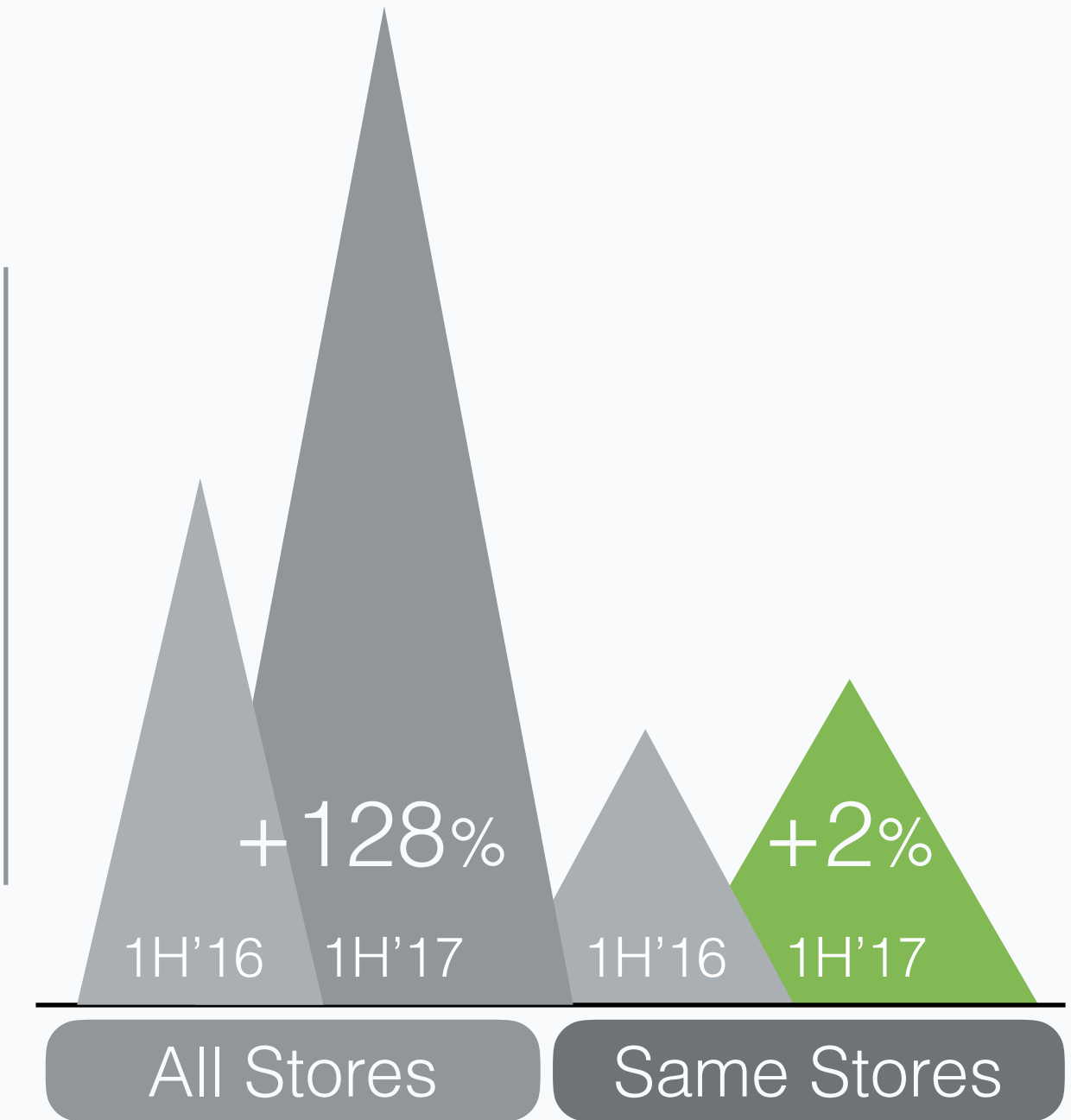
Banana



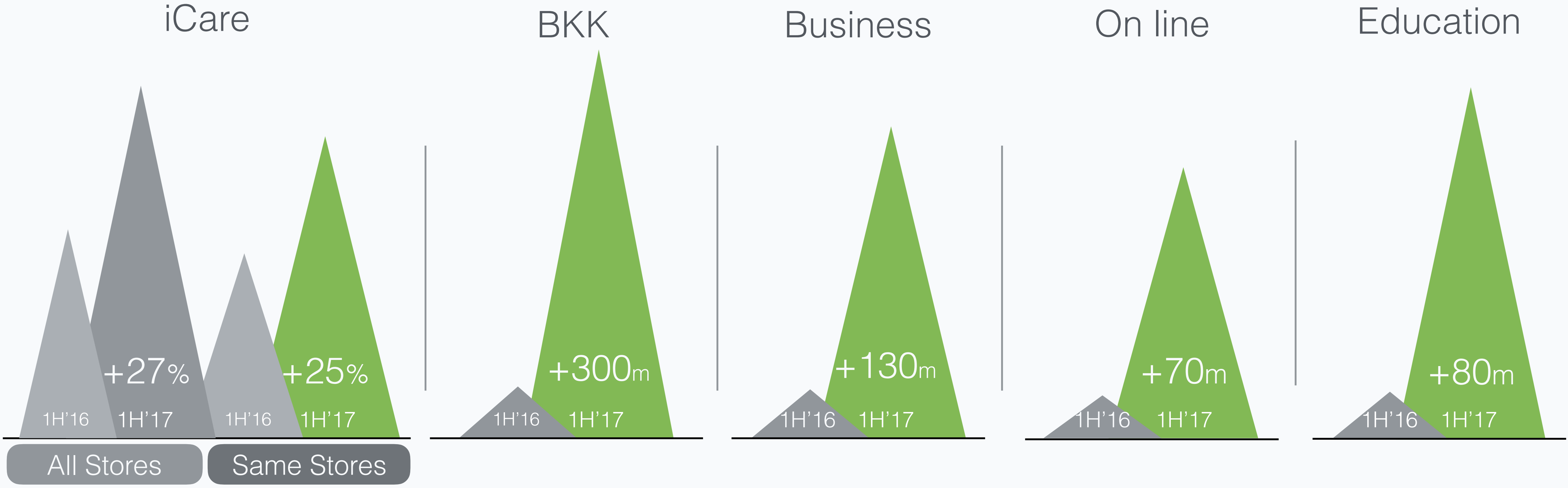
Studio 7



Brand Shops



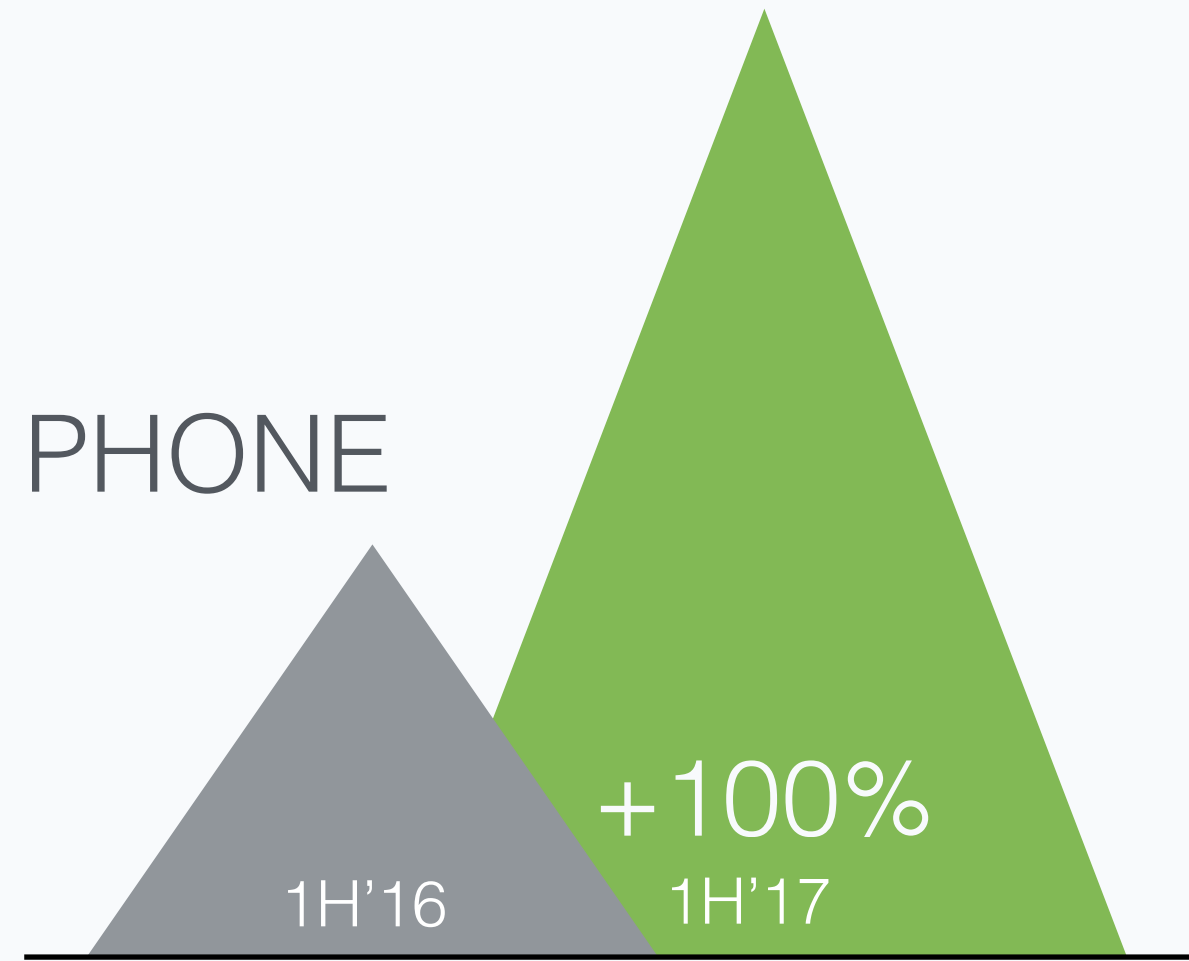
1H' 2017 CHANNEL HIGHLIGHTS



1H 2017 HIGHLIGHT

GROWTH

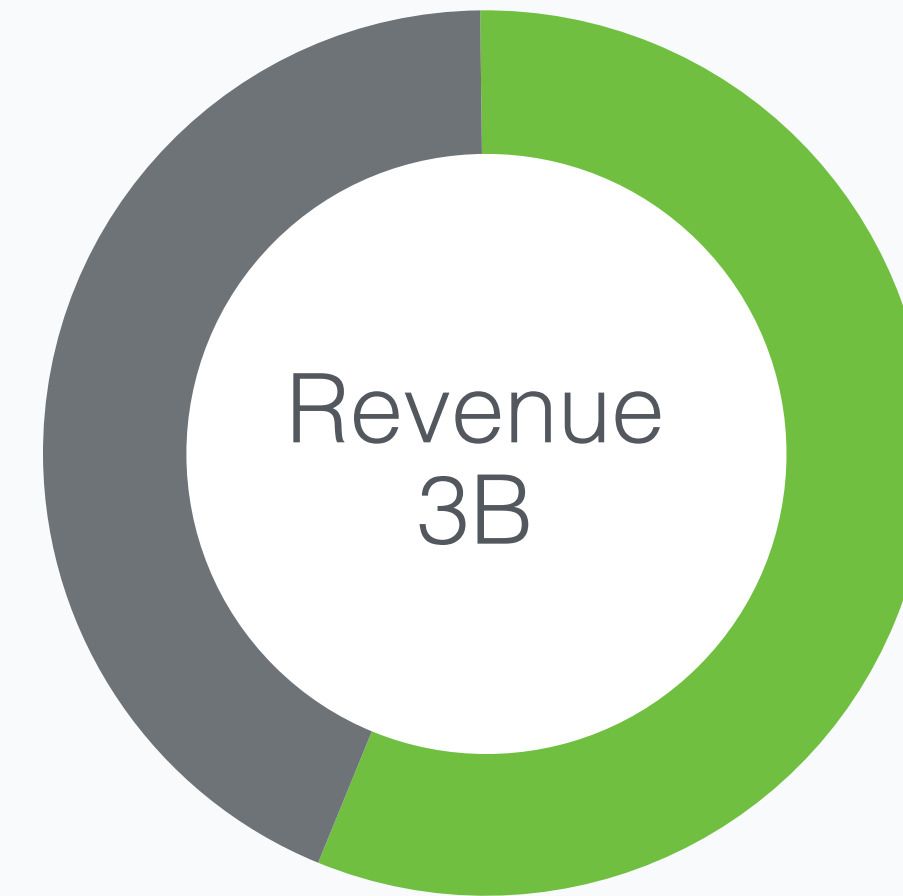
SMART PHONE



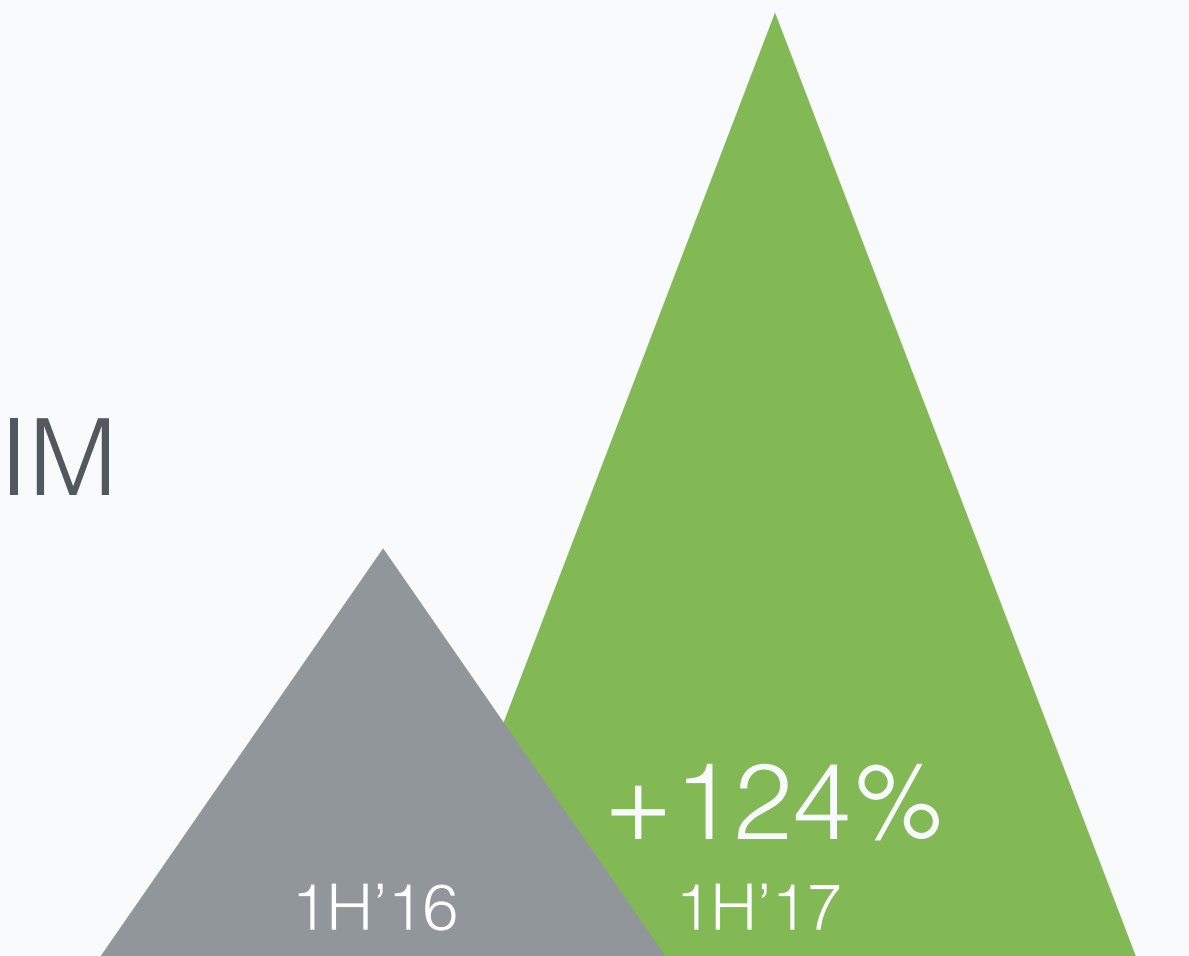
TARGET

Revenue
3B

1H'17 : 54%

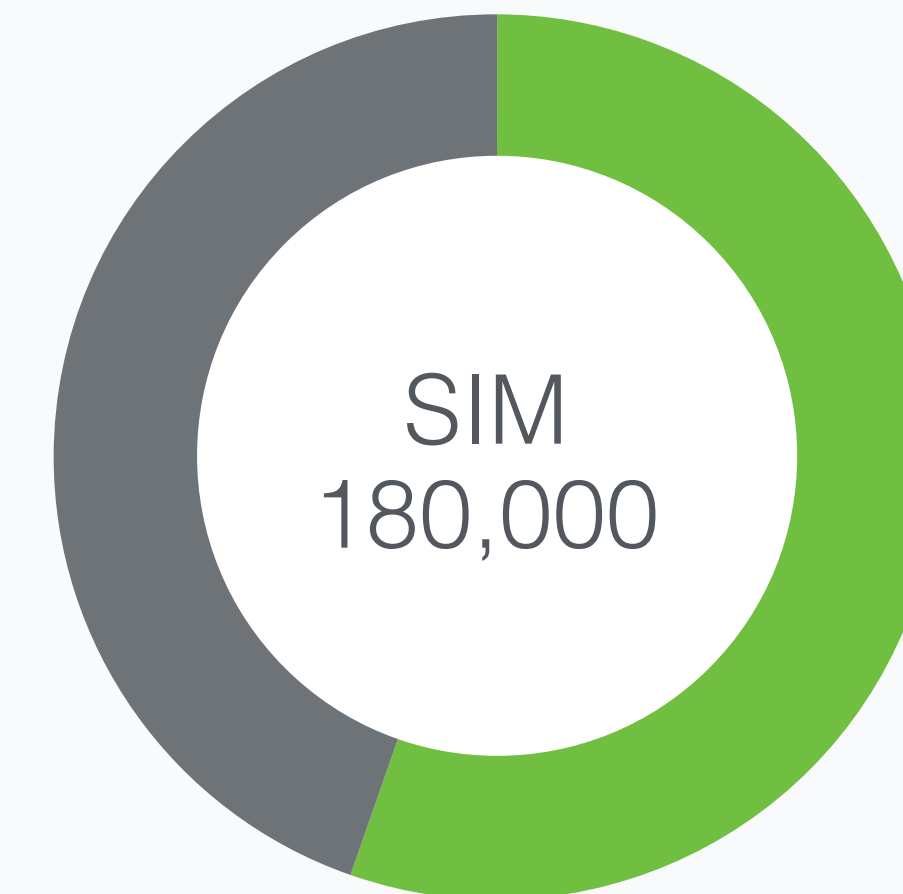


SIM



SIM
180,000

1H'17 : 98,800 sim



MEET OUR GREAT TEAM (1st' 2017)



Q4' 17

148
155

20

89
94

8

39
70

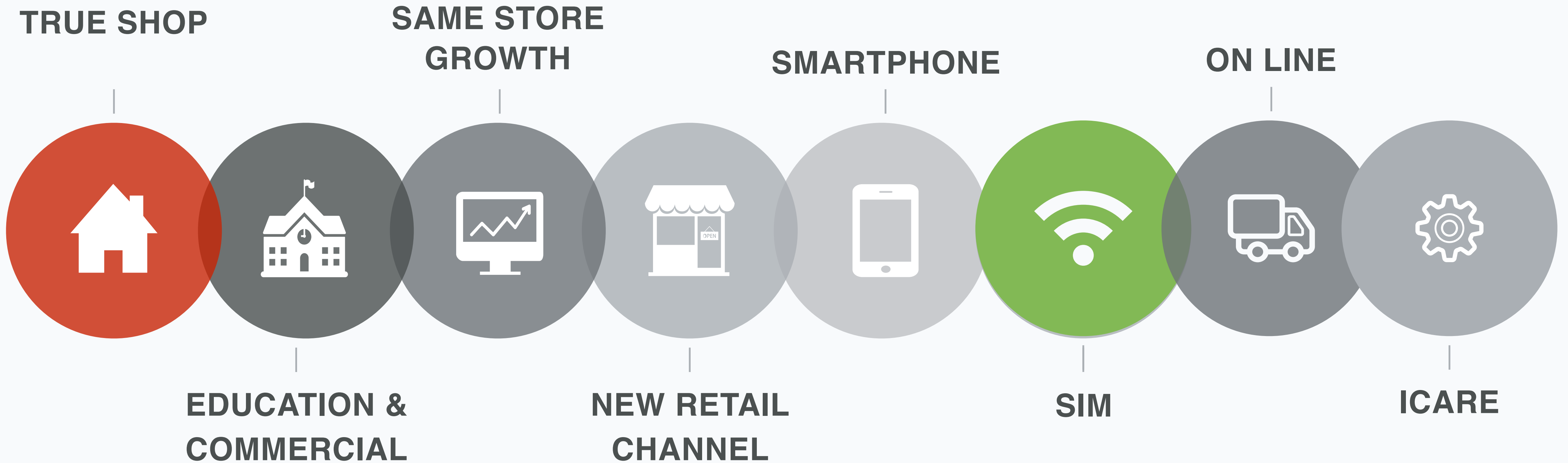
10
30

22
30

Total
403
530

Q4' 17

DEVELOPMENT PROCESS & OPPORTUNITY



Q & A