



Opportunity Day



COM7 BUSINESS MODEL

RETAIL



70 OF 77
PROVINCES

B2B



COMMERCIAL
EDUCATION

SERVICE



AFTER SALE SERVICE
RETENTION

ON LINE



BNN.in.net
OMNI CHANNEL

RETAIL IS **DETAIL**



No of customers



AVG Sale/bill

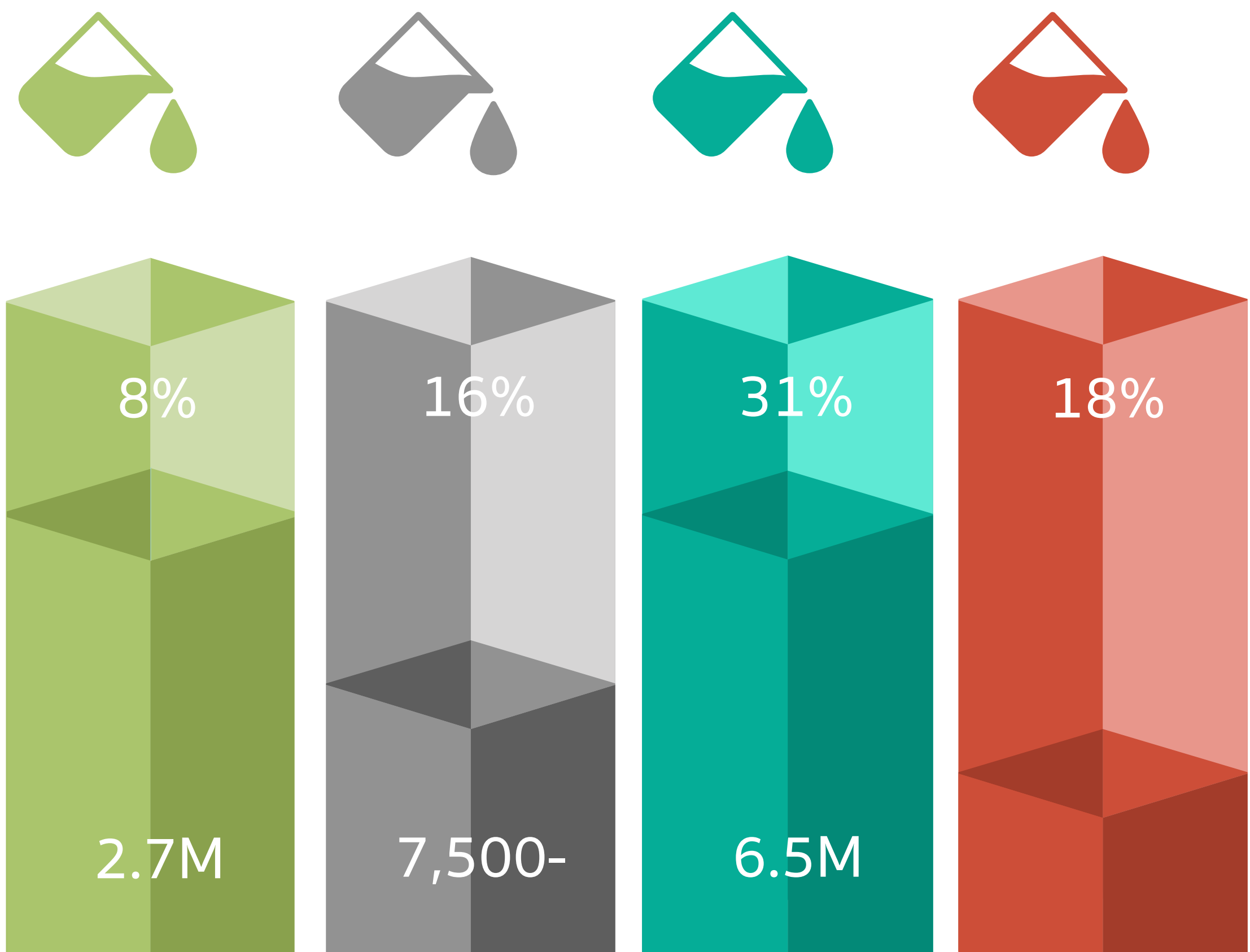


Units

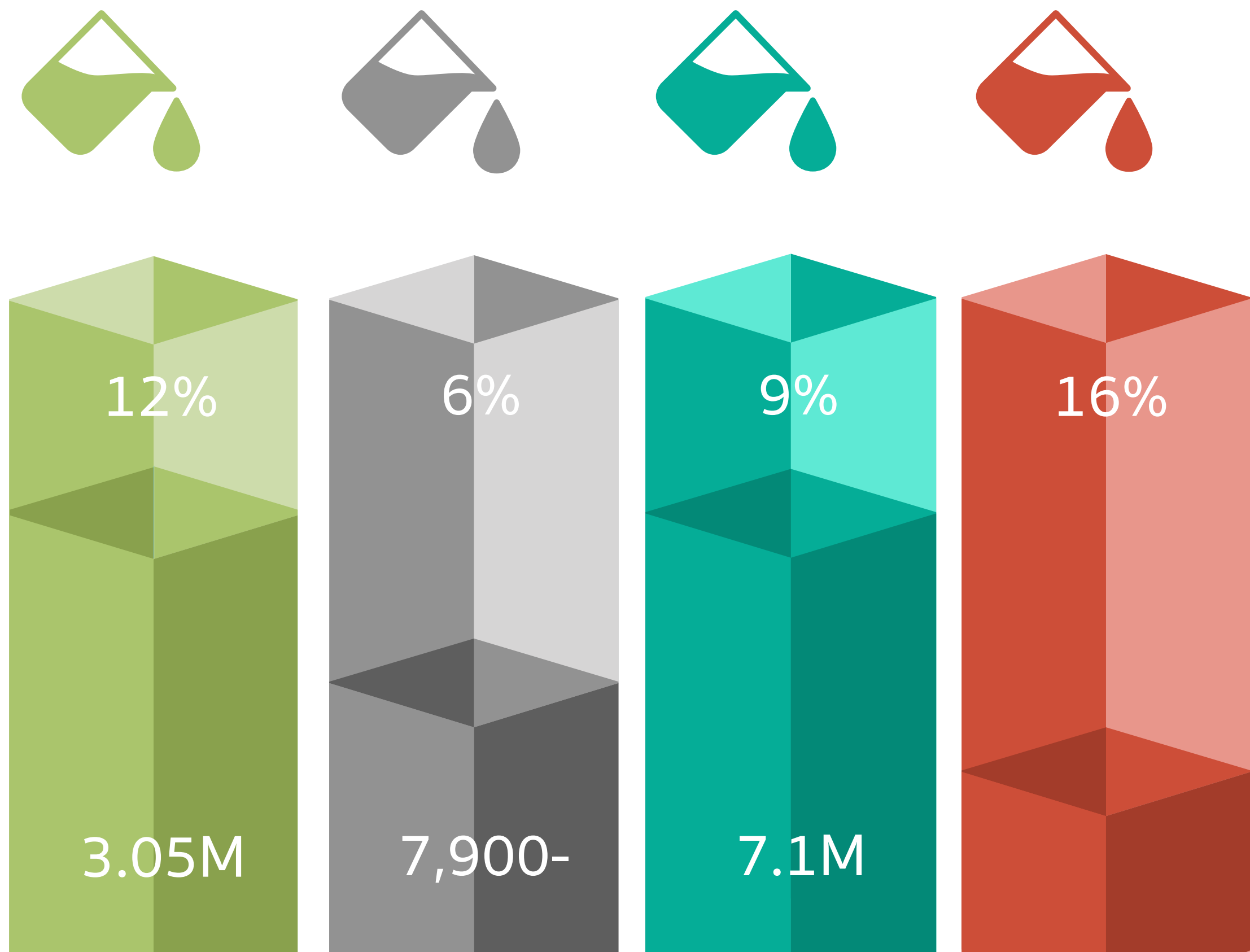


SSS Growth

2016 vs 2017

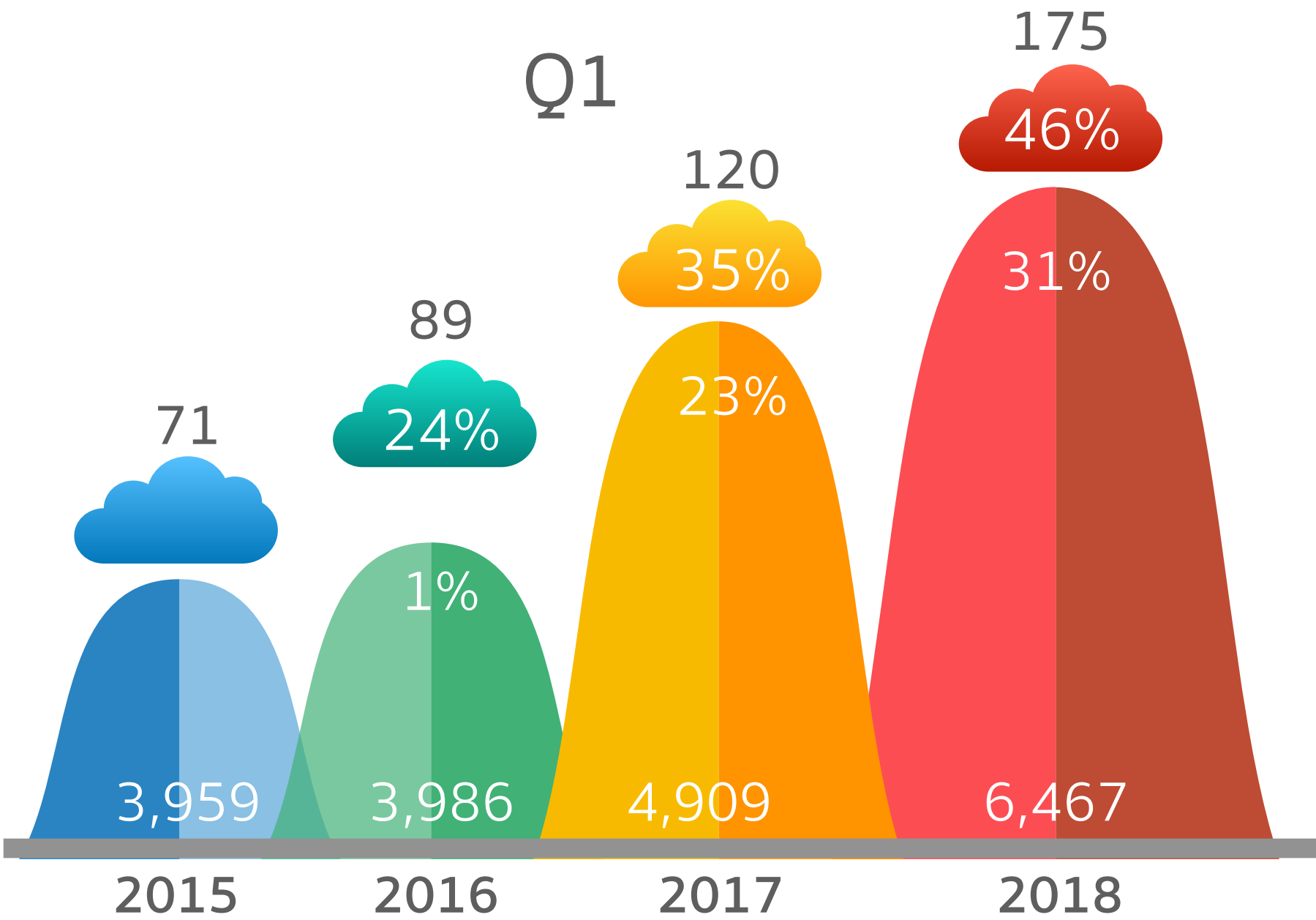


2017 vs 2018

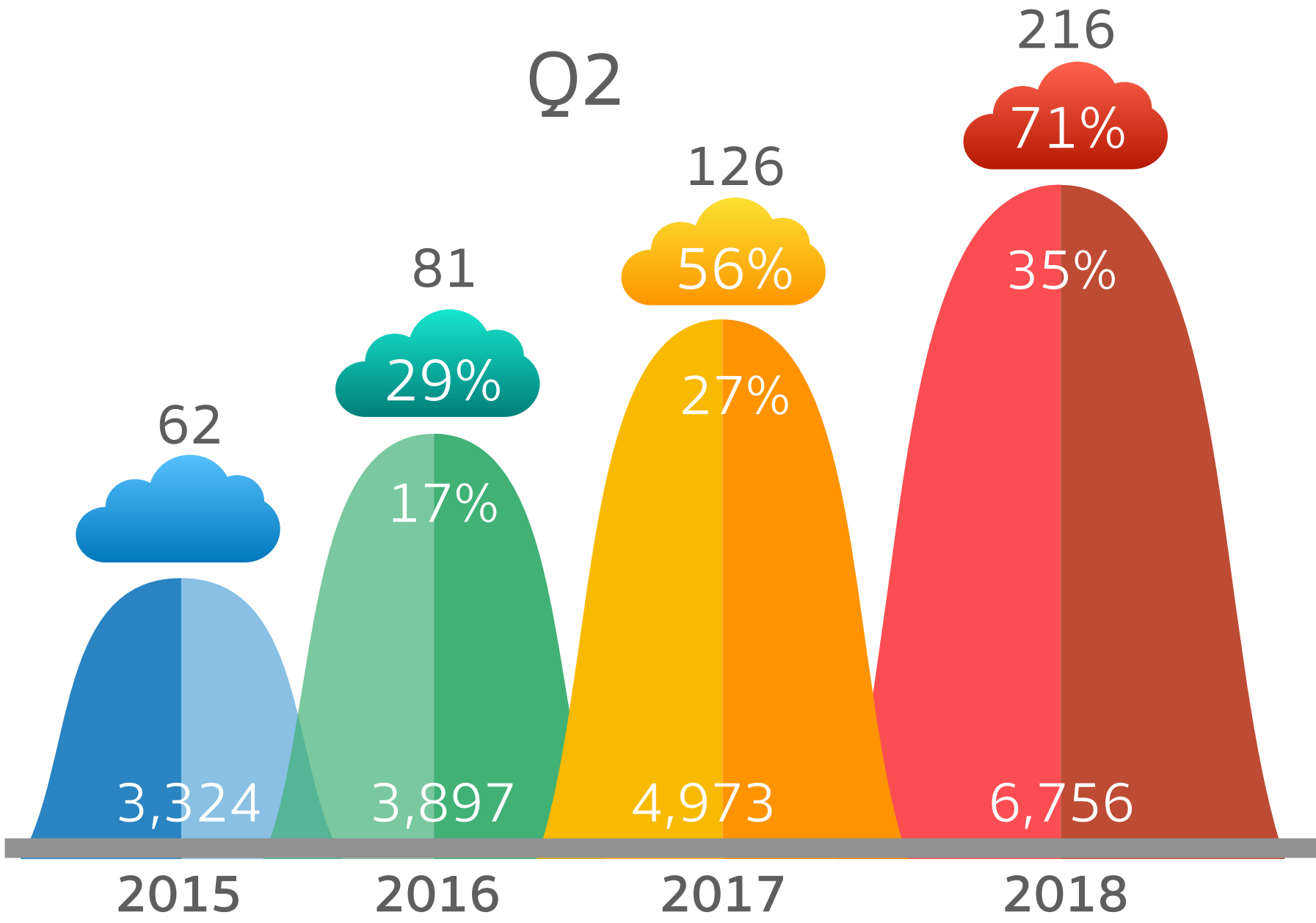


REVENUE & PROFIT COMPARISON by QUARTER

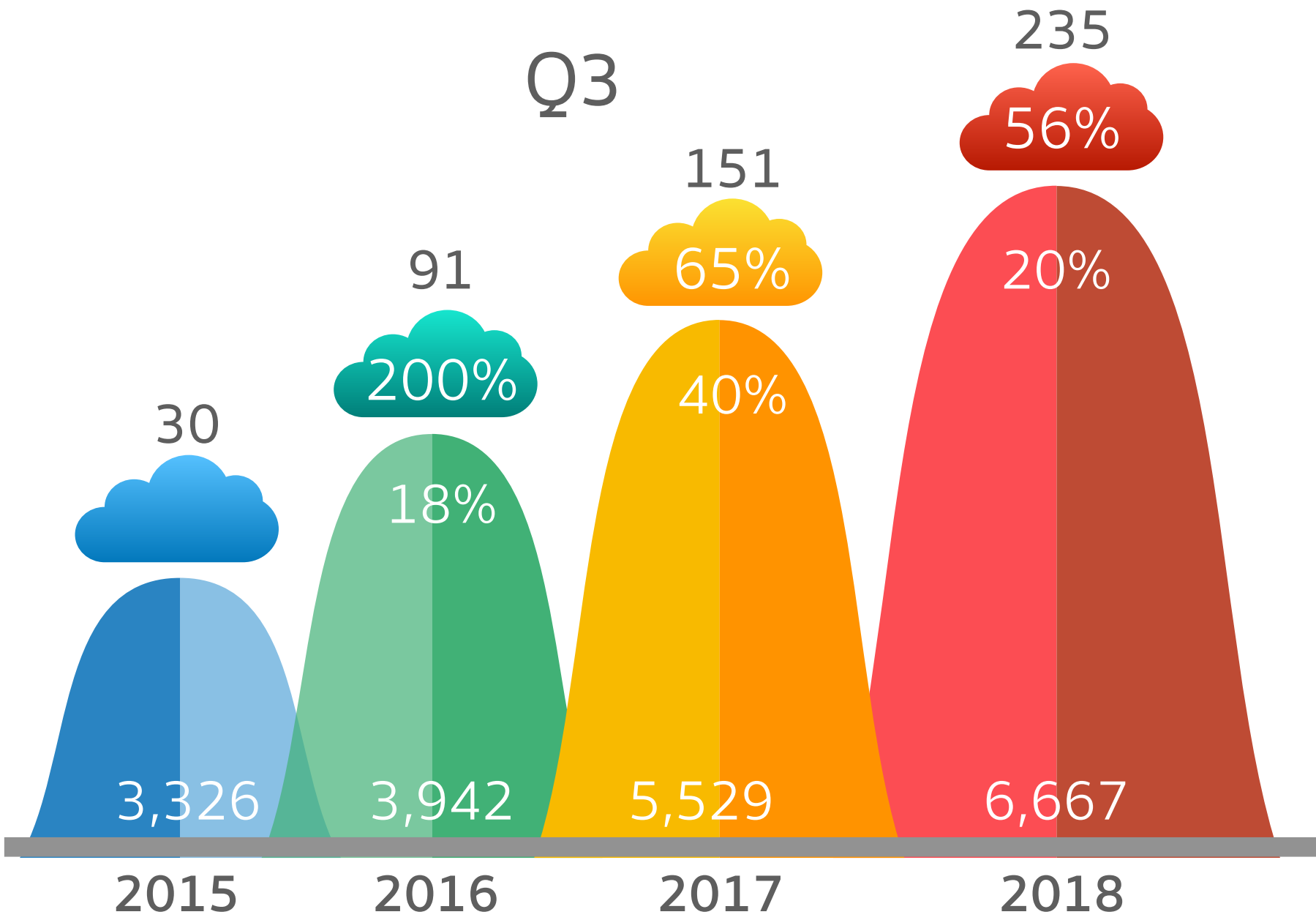
Q1



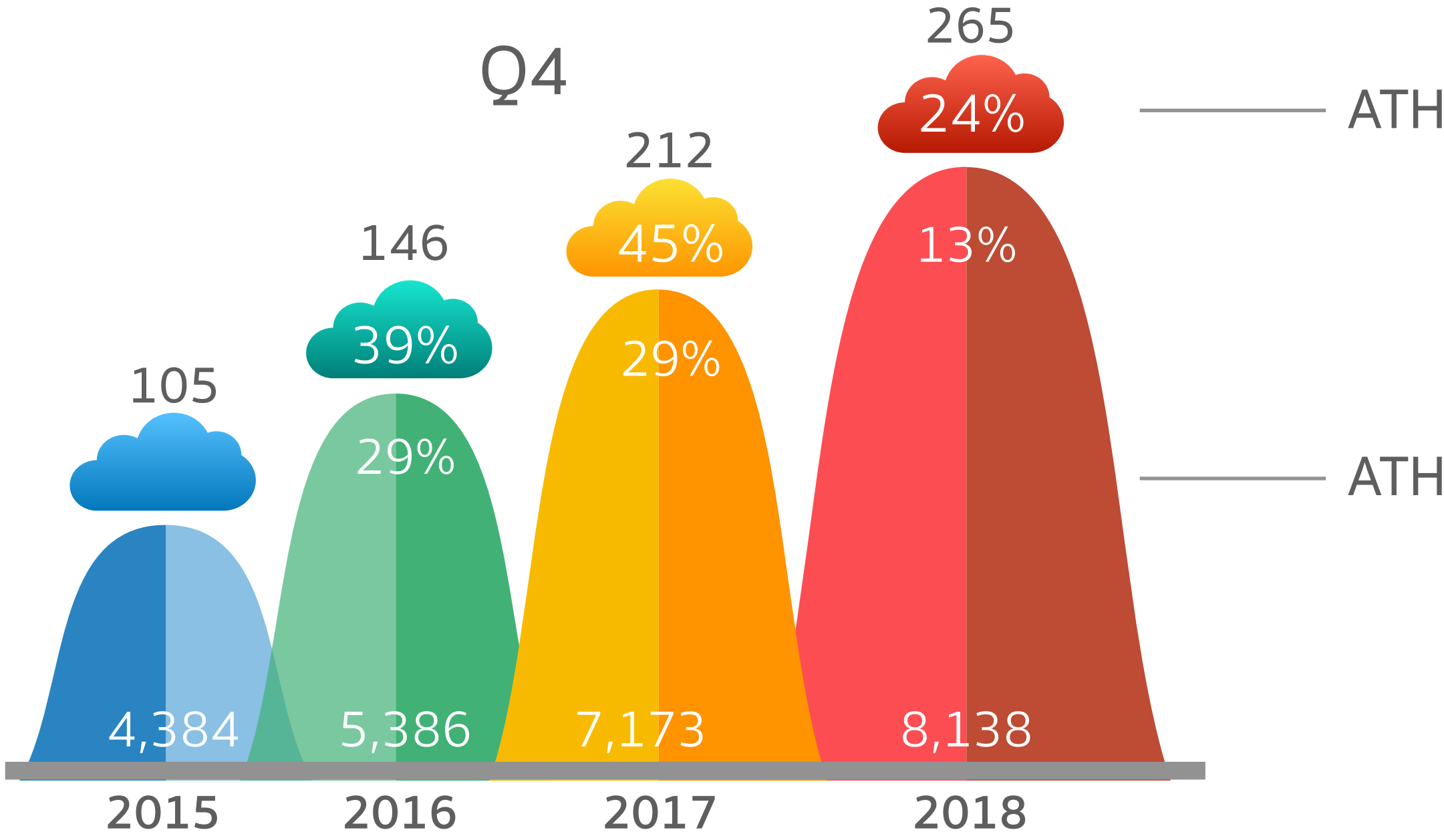
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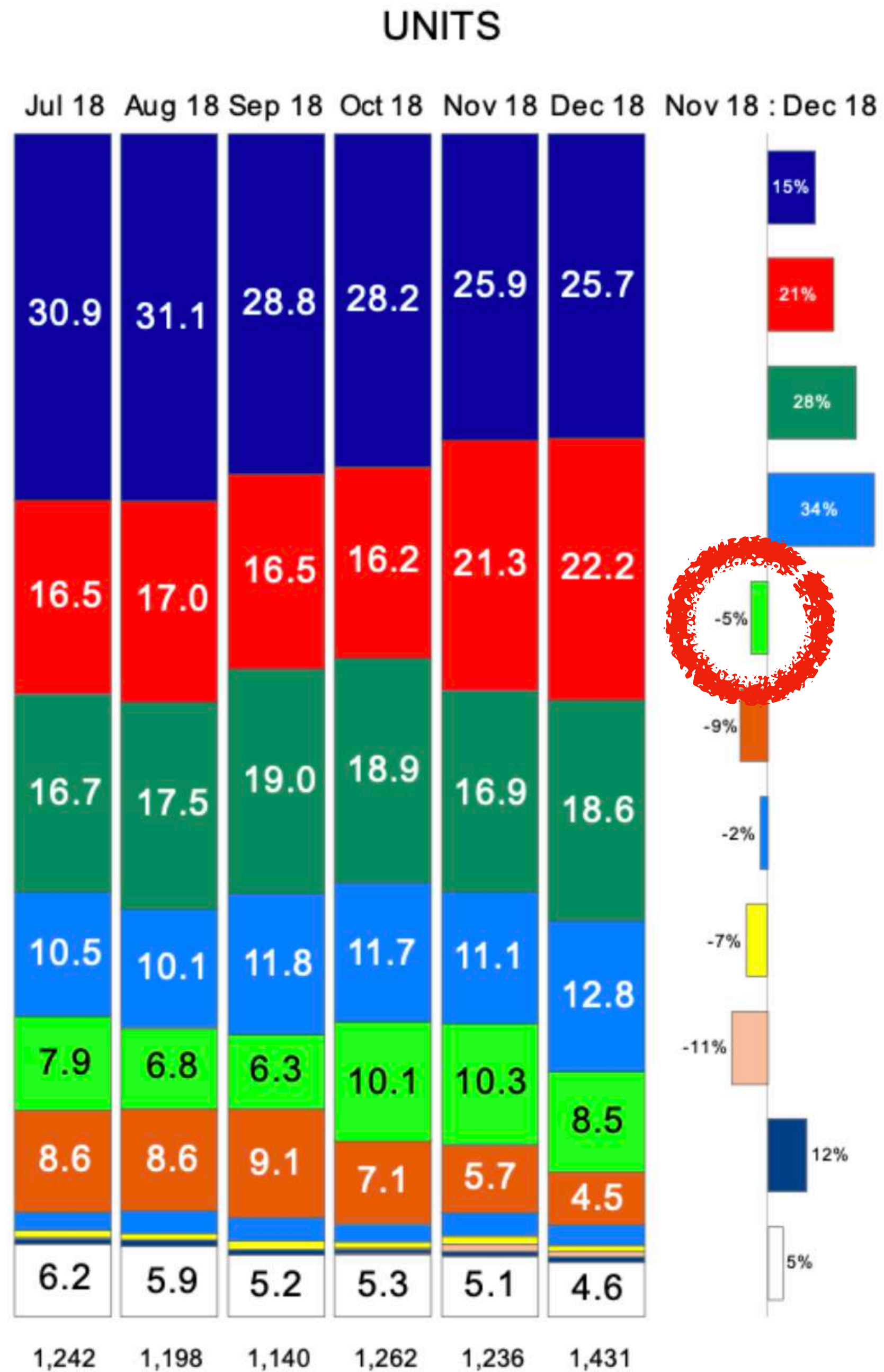
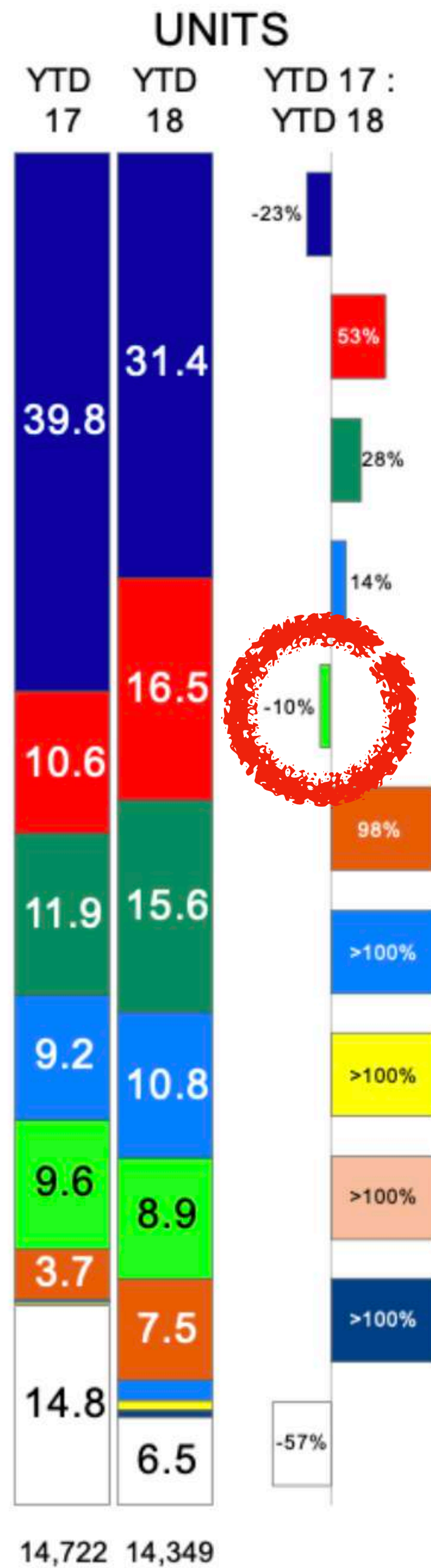
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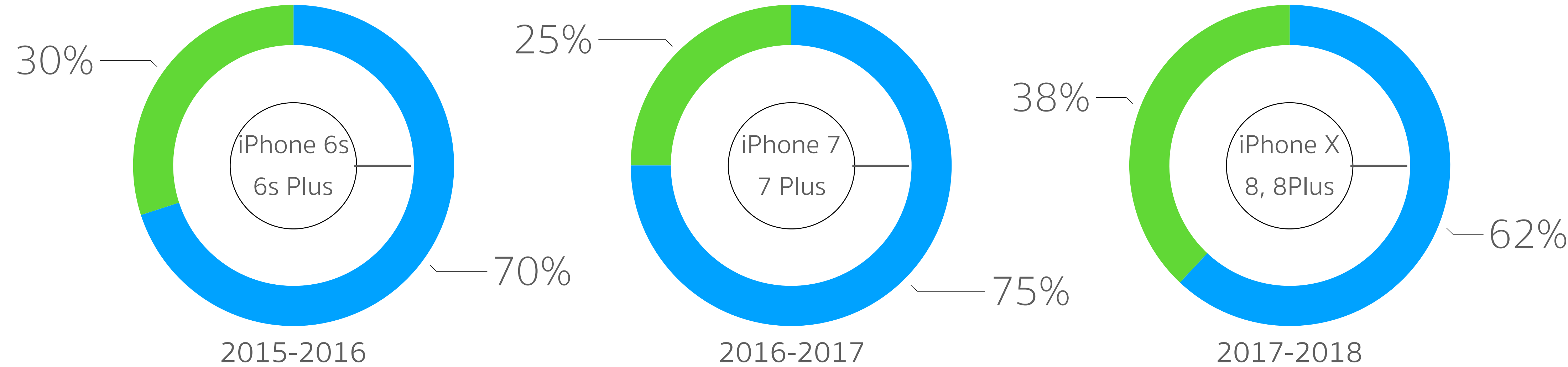
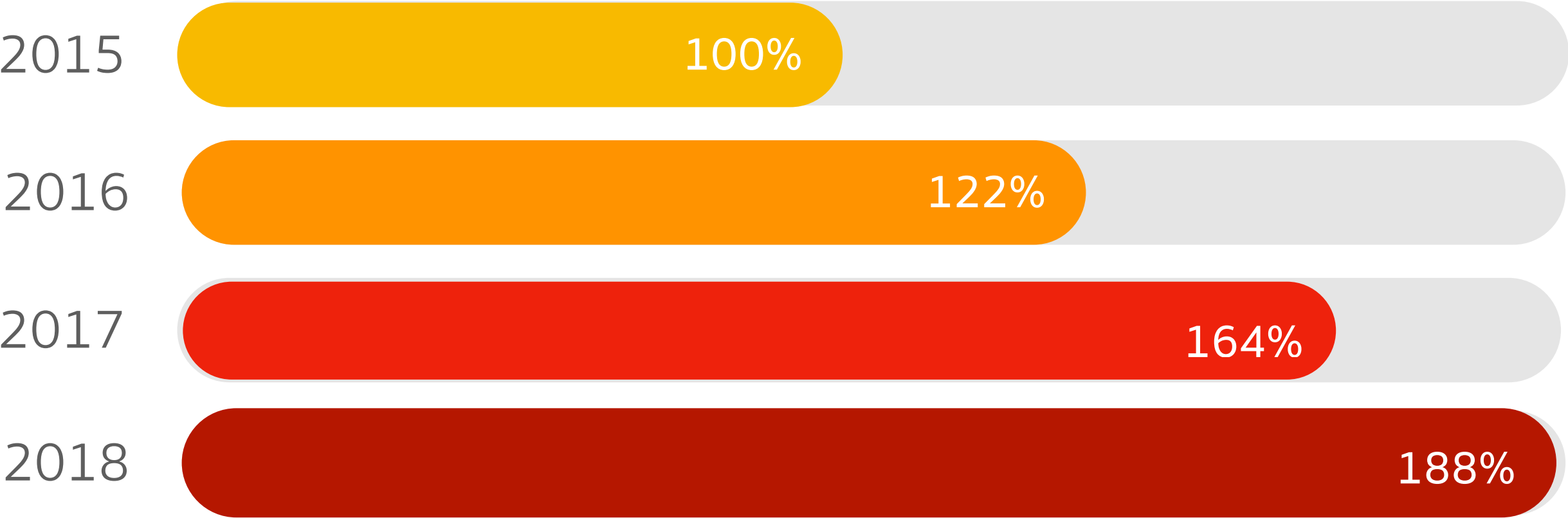
Q4







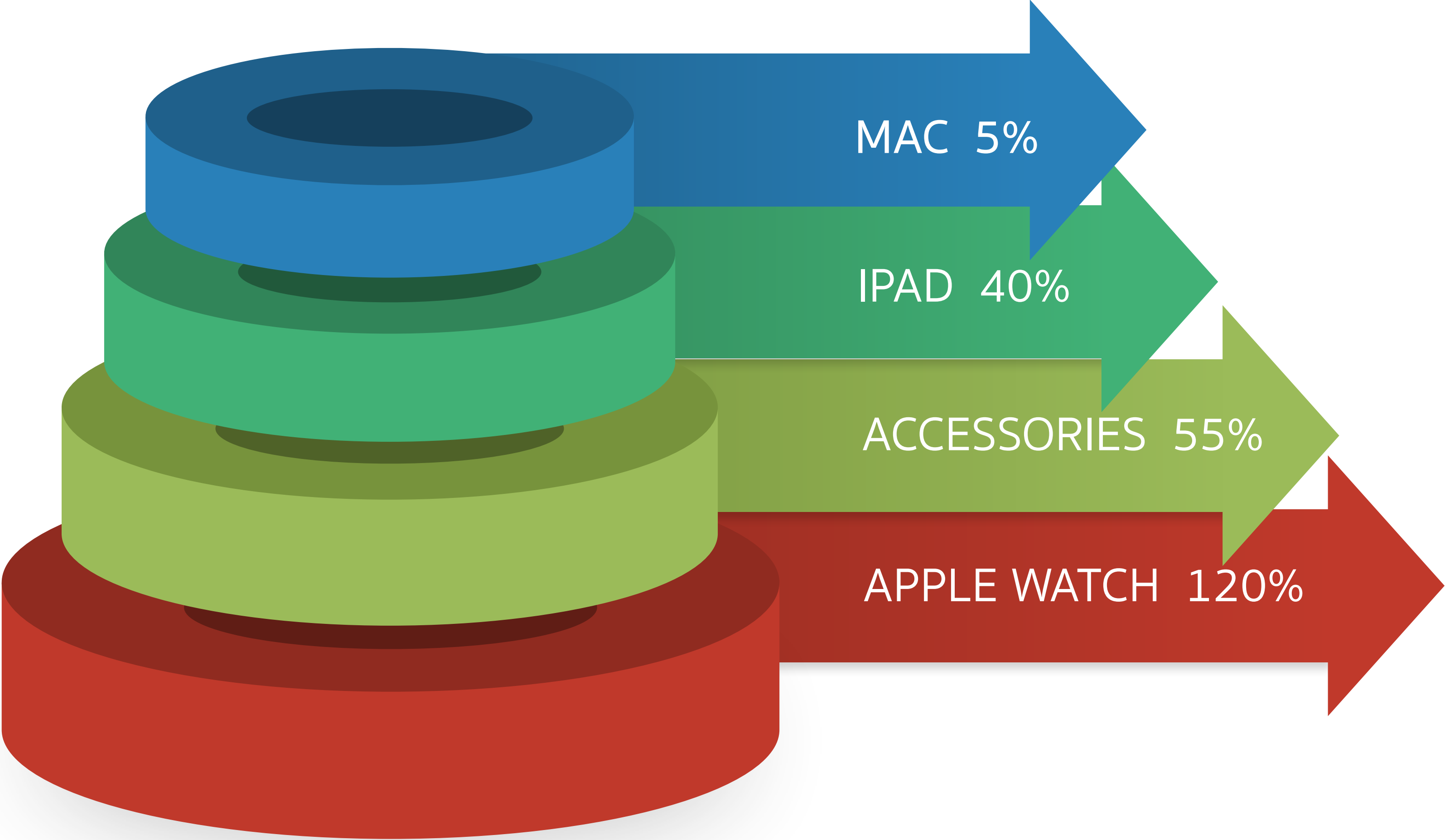
iPhone in COM 7



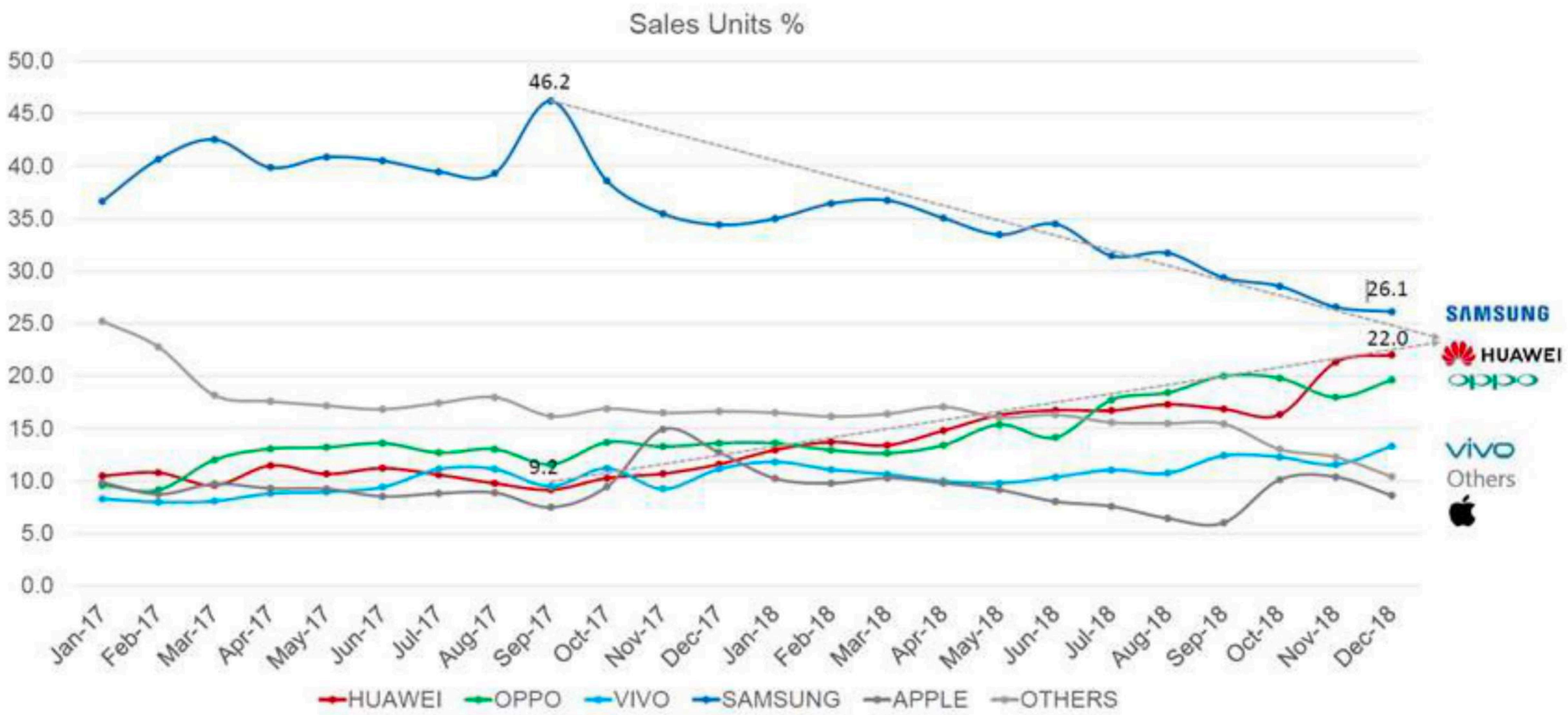
LETTER FROM TIM COOK TO APPLE INVESTORS

Wearables grew by almost 50 percent year-over-year, as Apple Watch and AirPods were wildly popular among holiday shoppers; launches of MacBook Air and Mac mini powered the Mac to year-over-year revenue growth and the launch of the new iPad Pro drove iPad to year-over-year double-digit revenue growth.

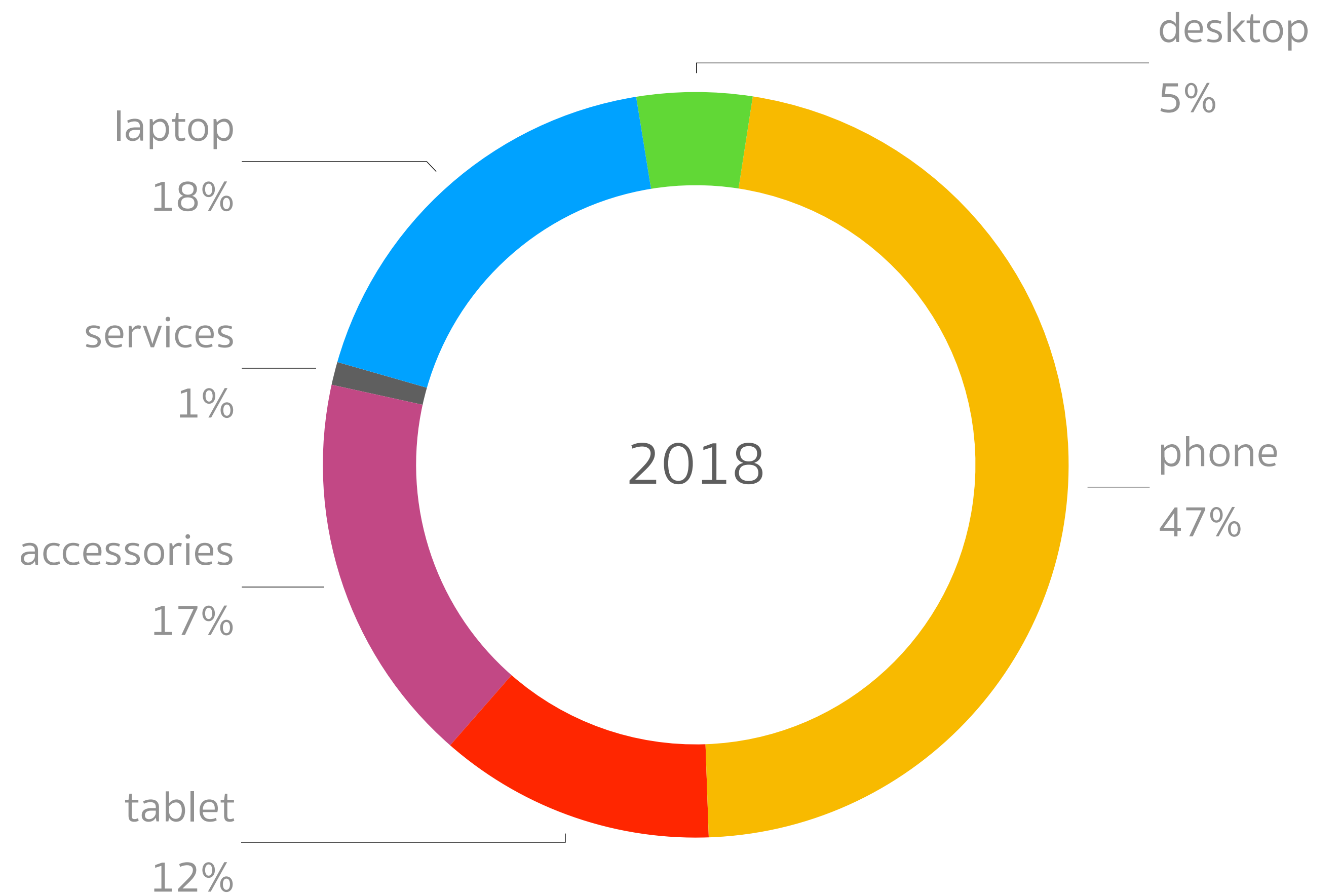
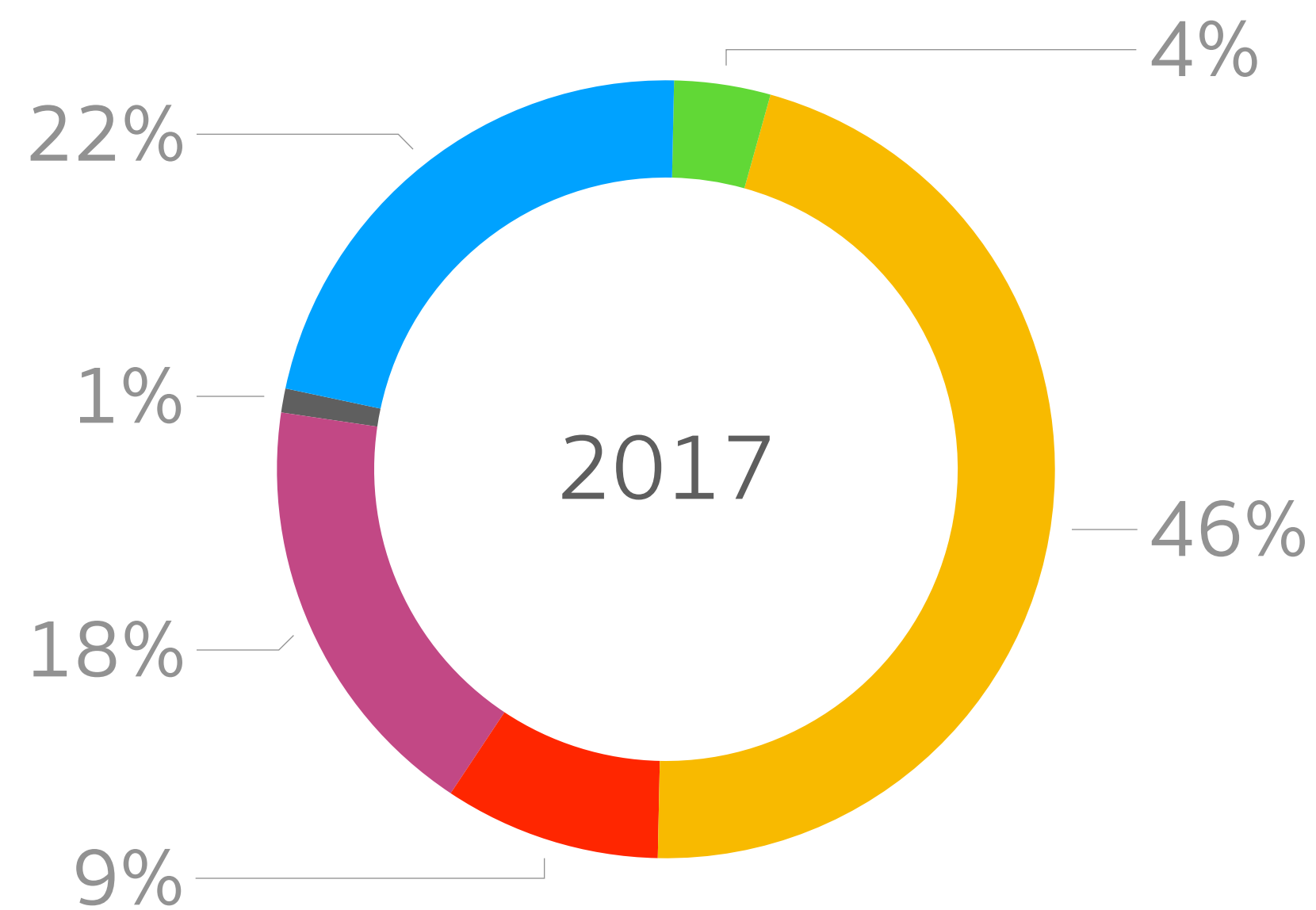
APPLE BUSINESS AT COM7 2017 VS 2018



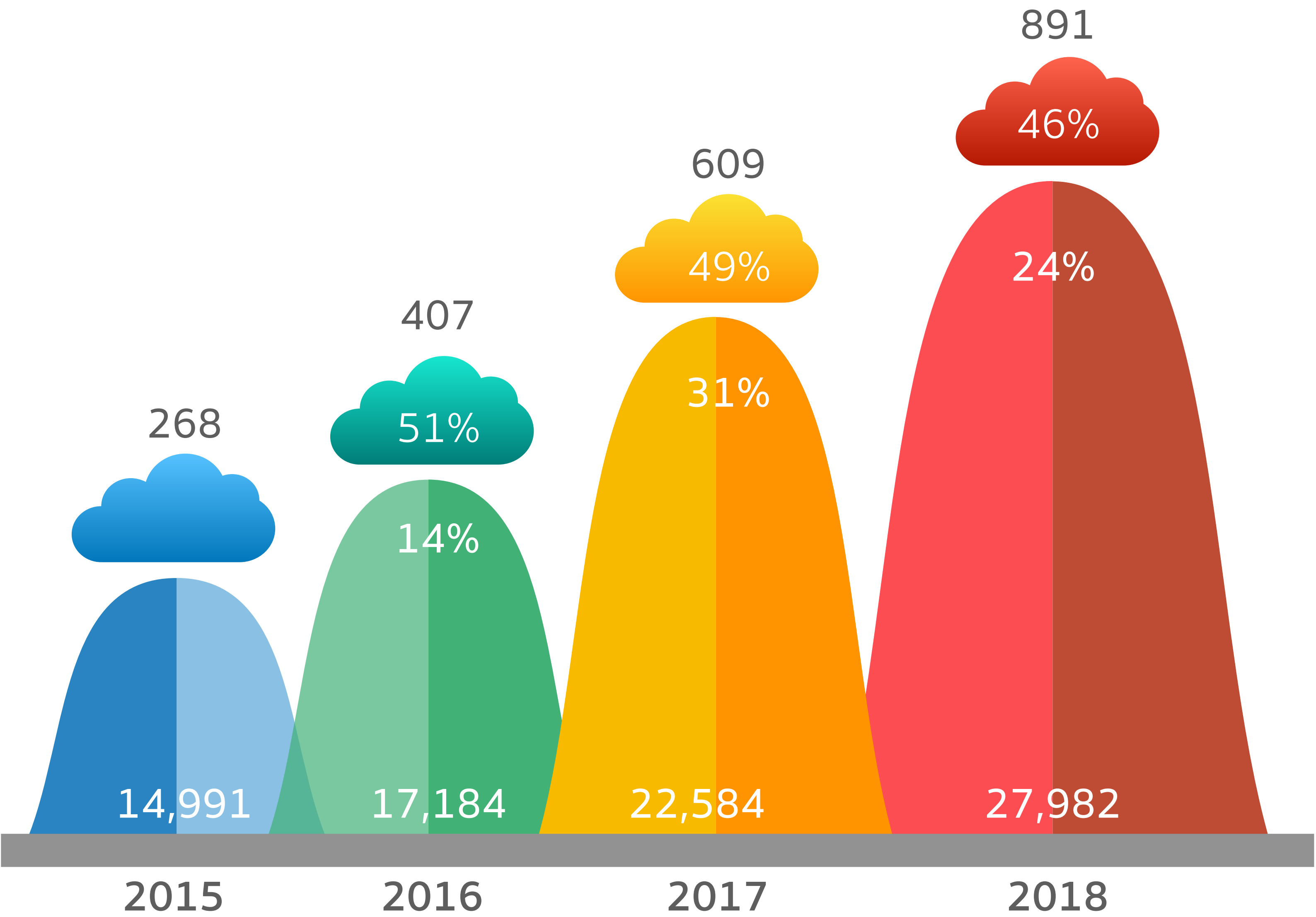
OTHER SMARTPHONES



PRODUCTS MIX



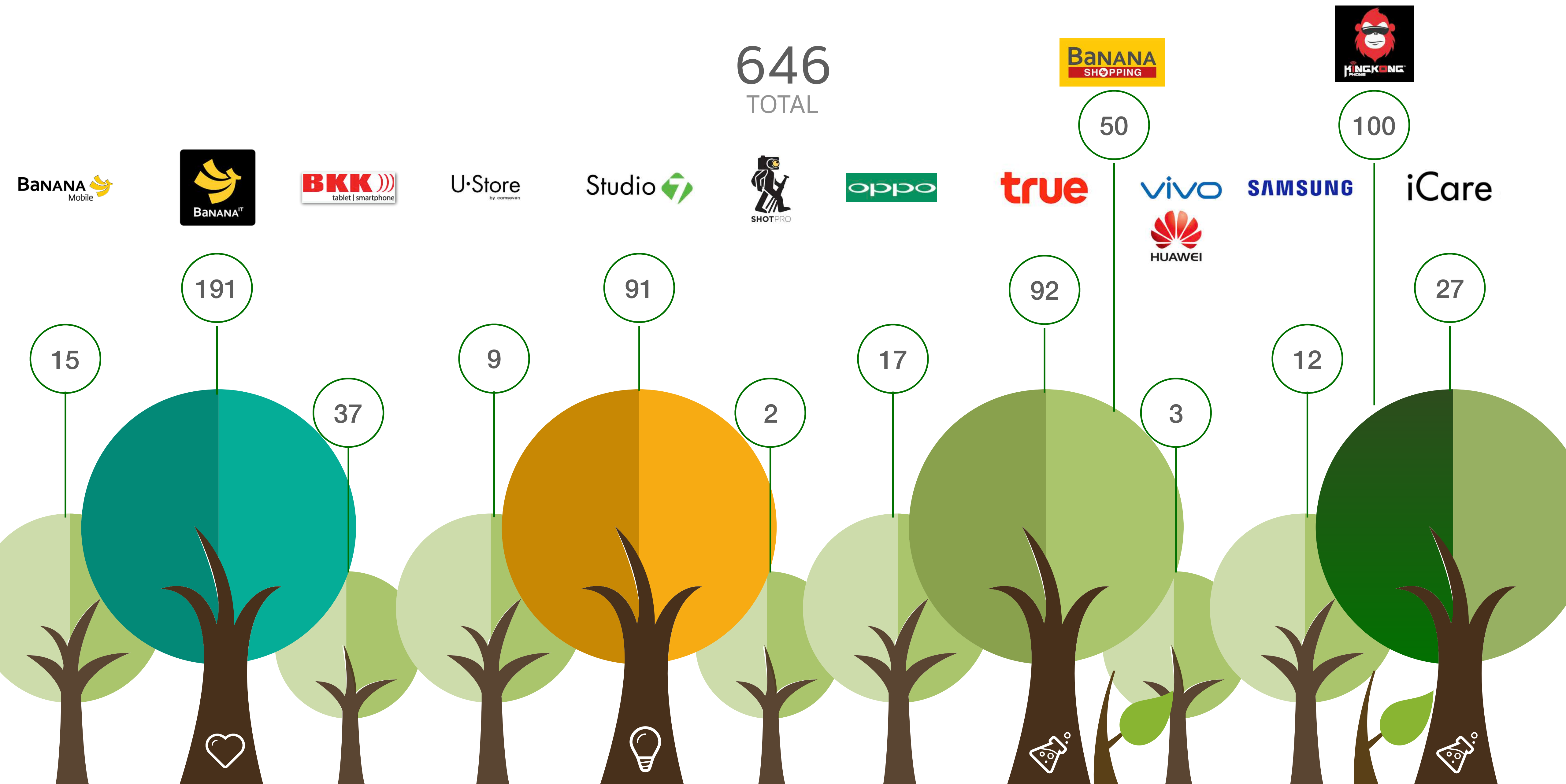
REVENUE & PROFIT COMPARISON ANNUALLY



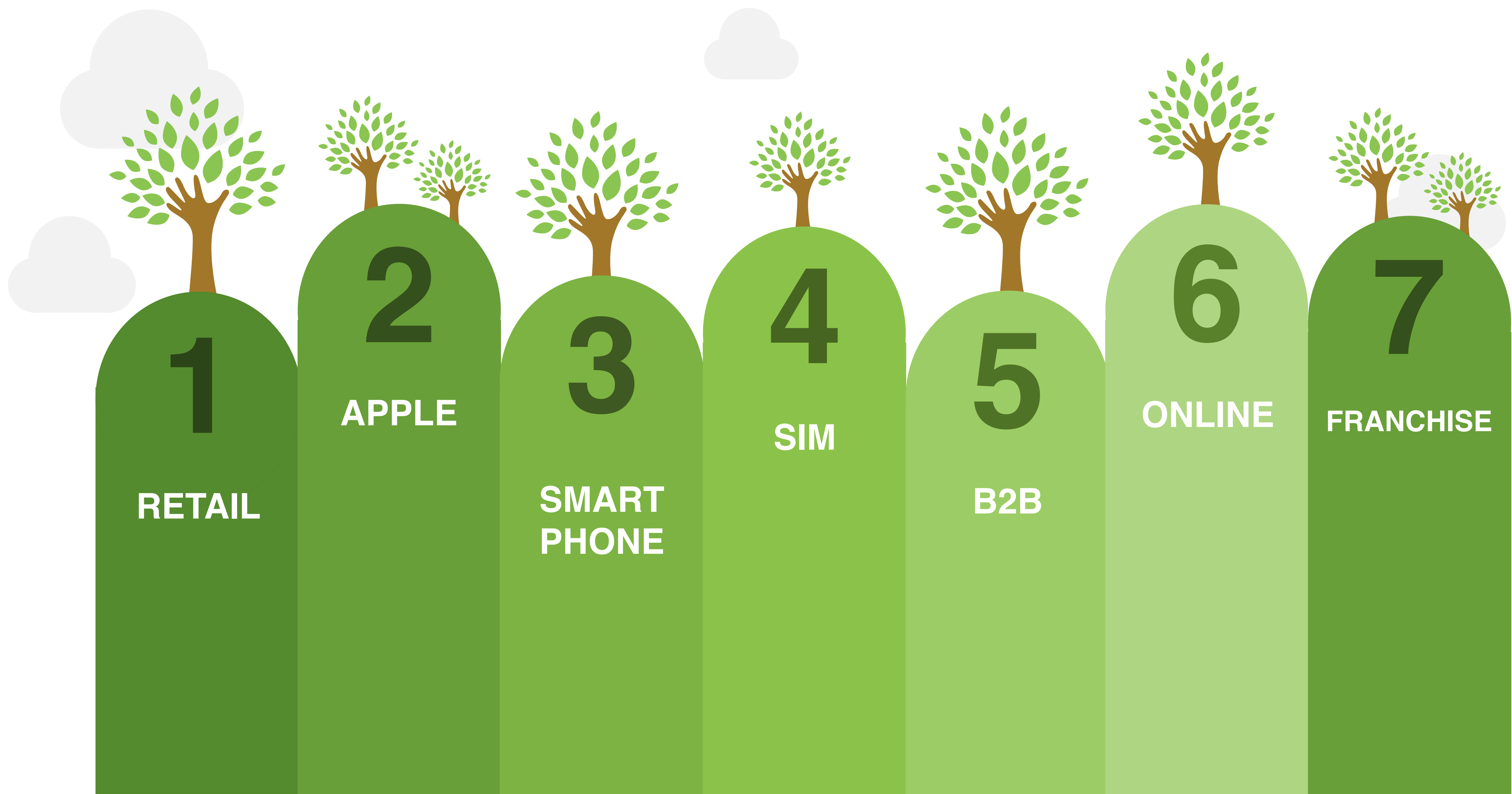
FINANCIAL SPOTLIGHT

	2017	2018
REVENUE	22,584	27,982
GROSS PROFIT	13.4%	13.0%
SG & A	10.1%	9.1%
ACCOUNT PAYABLE	3,067	2,905
ACCOUNT RECEIVABLE	693	922
INVENTORY PROVISION	83	151
INVENTORY	4,089	3,844
NET PROFIT	2.6%	3.2%

OUR RETAIL CHANNEL (AS OF DEC 31' 2018)



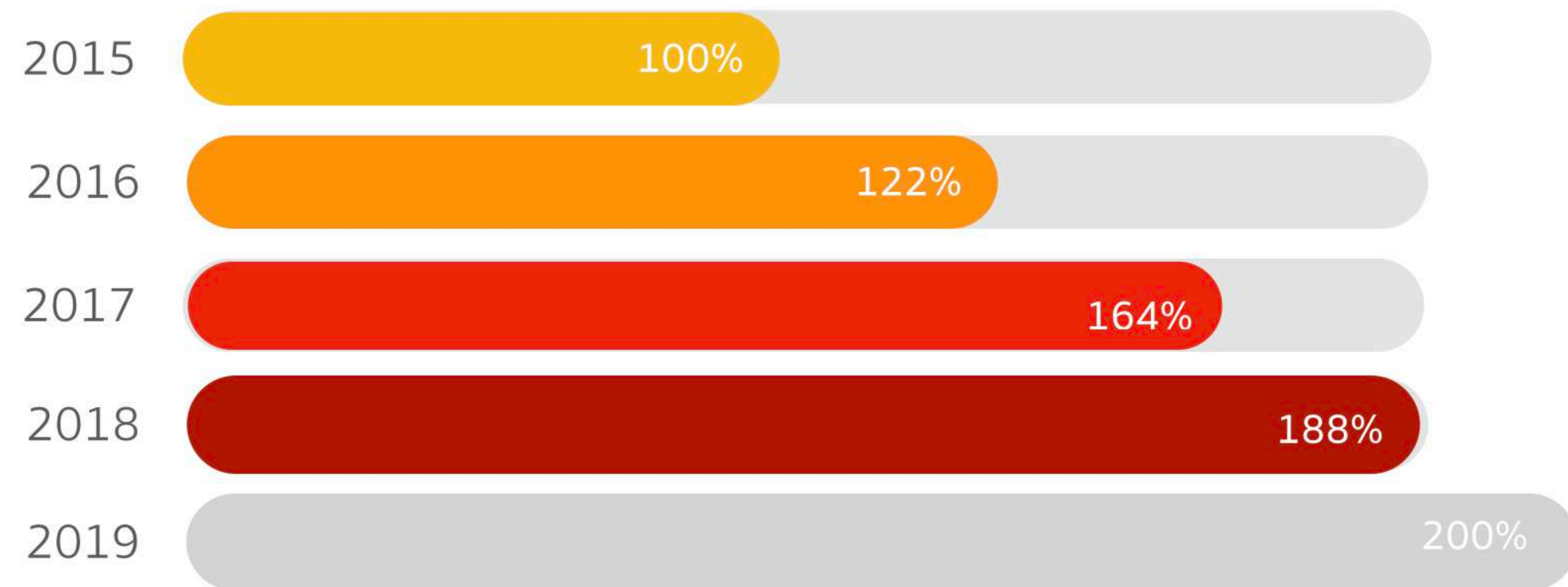
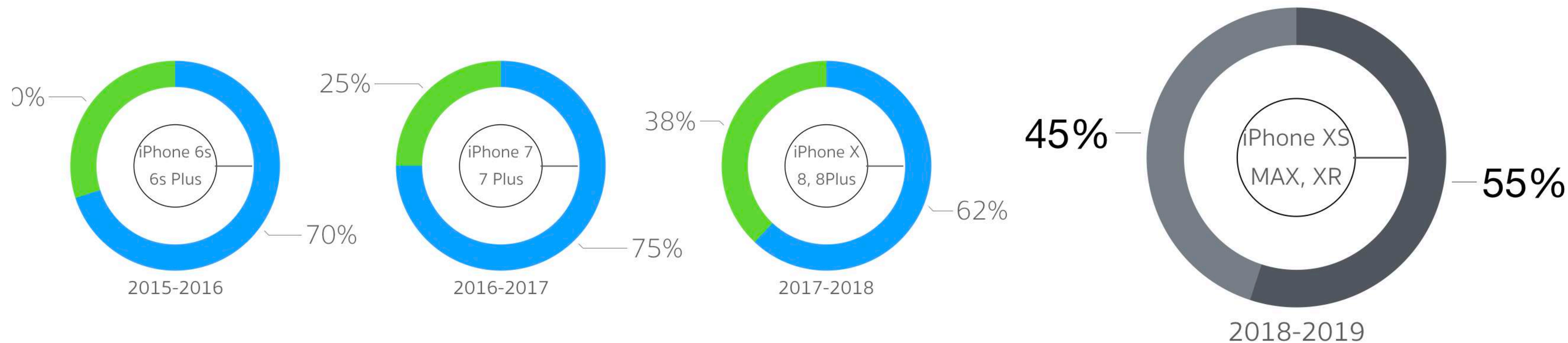
2018 KEY DRIVER





ANOTHER GREAT YEAR

2019 HIGHLIGHT



2019 HIGHLIGHT

SMARTPHONE

15M
Unit

130,000M
Baht

THAILAND

2019 HIGHLIGHT



BNN

2019 HIGHLIGHT

[Promotions](#)[Special Products](#)[D.I.Y](#)[Sign In](#)[Create an Account](#)[Track Order](#)[EN](#) **BNN****CATEGORIES**

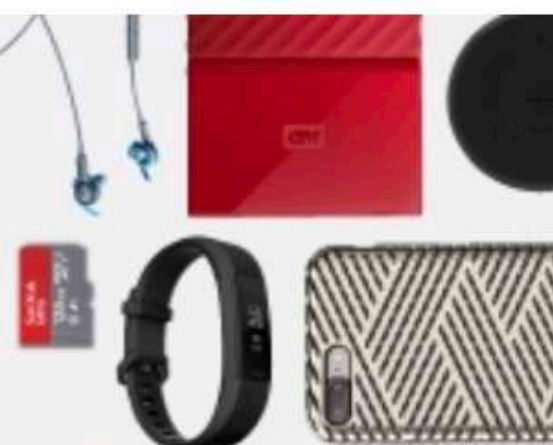
Search entire store here...

Search**BanANA**
SHOPPING.COM

โปรฯเด็ด
ประจำเดือน
ลดสูงสุด **70%** UP TO

Shop Now ▶**SPECIAL
PRICE**

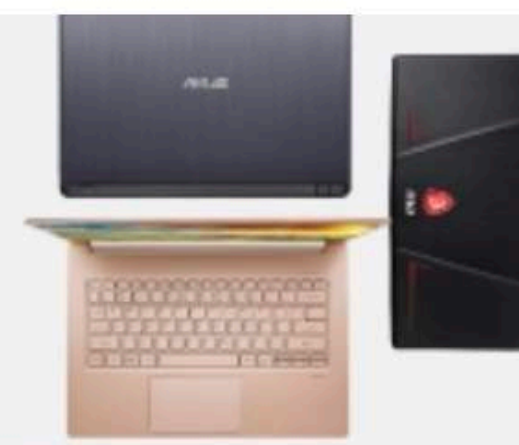
สินค้าไอที ลดสูงสุด

70%**Shop Now ▶****SMARTPHONE
SPECIAL DEAL**

พร้อมแถม สูงสุด 6 รายการ

ลดสูงสุด
5,000.-**Shop Now ▶****NOTEBOOK
TOP 20**

20 อันดับรุ่นขายดี

ลดสูงสุด
3,000.-**Shop Now ▶****PS4
PLAYSTATION
FAMILY**มันใจ
รับประกันศูนย์ทุกชิ้น**Shop Now ▶****SPECIAL
PRICE**

สินค้าไอที ลดสูงสุด

70%**Shop Now ▶**

true

2019 SPOTLIGHT

FRANCHISE



2019 HIGHLIGHT

FRANCHISE



2019 HIGHLIGHT

FRANCHISE



2019 HIGHLIGHT

FRANCHISE

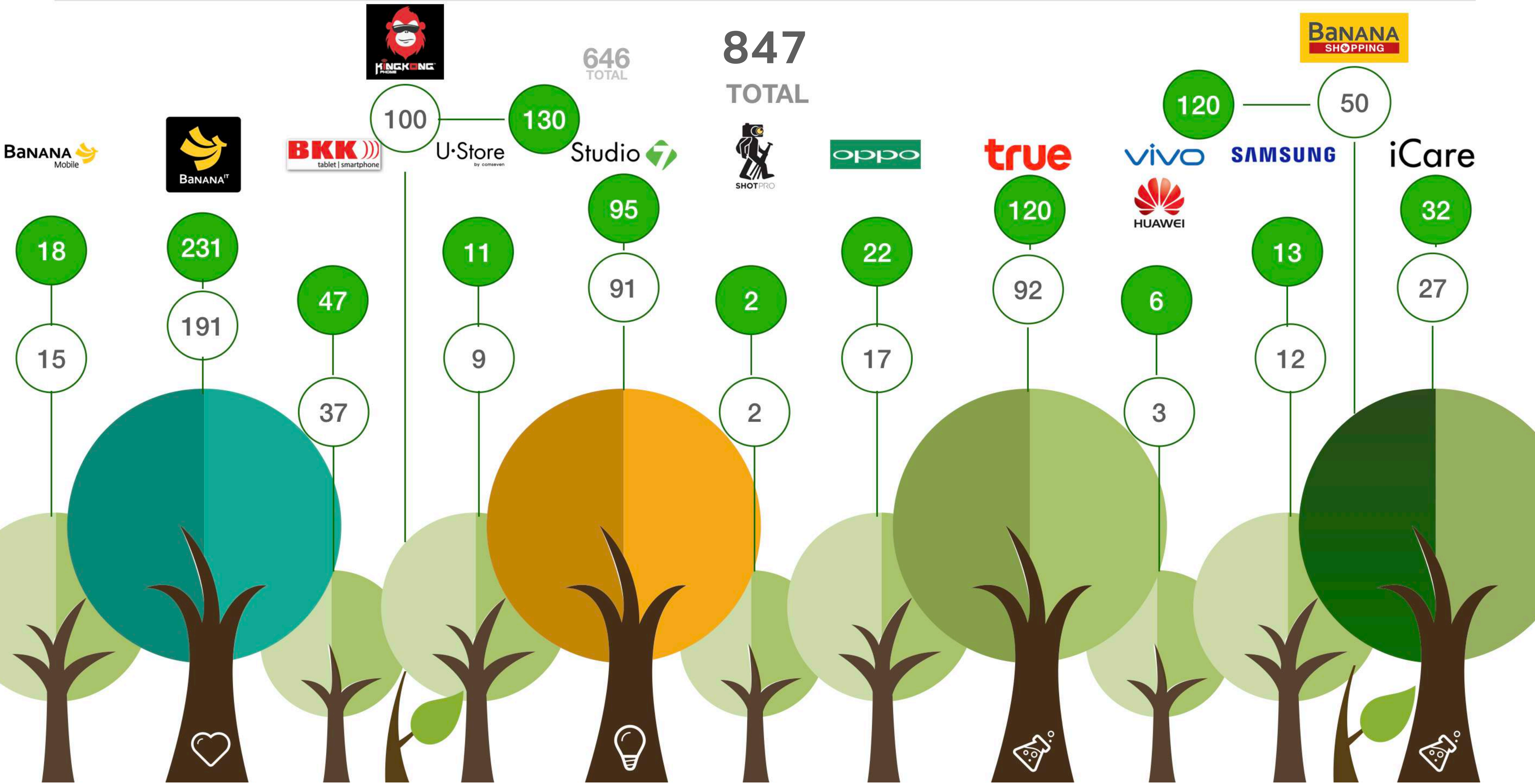


2019 HIGHLIGHT

FRANCHISE

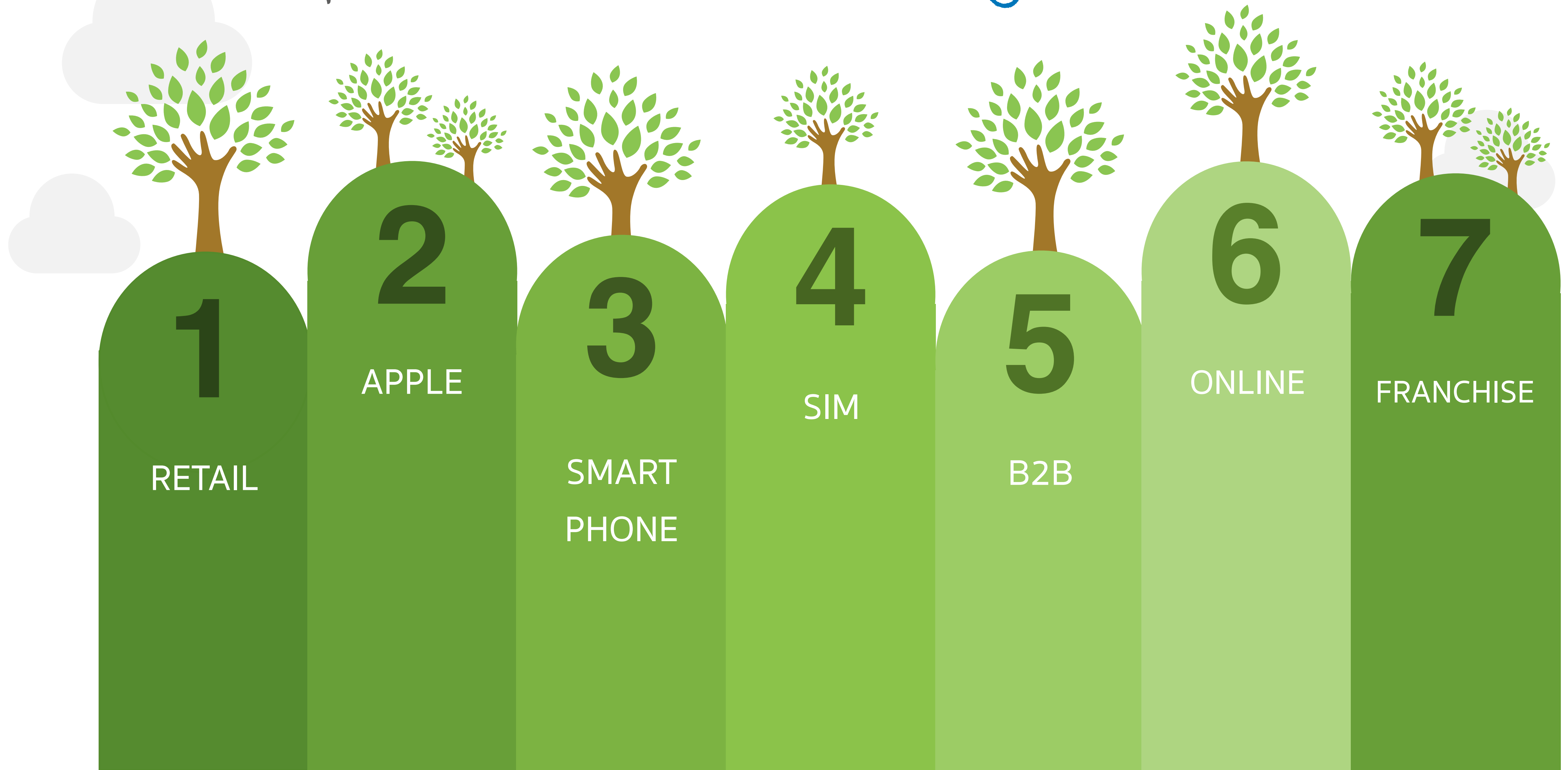


OUR RETAIL CHANNEL (FORECAST DEC 31' 2019)



2019

KEY SUCCESS is *the ability to REPEAT IT.*





THANK YOU