



Opportunity Day

3Q2020 *Performance*

ICHITAN GROUP PLC.

8th December, 2020

@ 11:15 hrs.

**@Live via Electronic Device
through SET Channel**

Disclaimer

The following presentation may contain forward looking statements by executive of Ichitan Group Public Company Limited (the Company), related to financial or other tendency for future periods, compared with the results for previous periods. Some of the statements contained in this presentation that are not historical facts but these are statements of future estimations with respect to the financial conditions, results of operations and businesses, and related plans and objectives. Disclaimer information is based on management's current views and assumptions 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that could cause actual results, performance or events to differ materially from those in the statements as originally made. Such statements are not, and should not be constructed as a representation as to future performance of the Company. In addition, such statements should not be regarded as a forecast or projection of future performance of the Company. It should be noted that the actual performance of the Company may vary significantly from such statements in this presentation.

TVC: เครื่องดื่มสุขภาพแห่งปี
วิตามินวอเตอร์ C200 (C+E) โดย อิชิตัน



อิชิตัน น้ำด่าง 8.5 ผสมวิตามินบีรวม



ปรับสมดุล เสริมสร้างภูมิคุ้มกัน
วิตามินบี ดีต่อระบบประสาทและสมอง



Agenda

- 01 Corporate Overview
and Financial Highlight
- 02 Business Information
- 03 Indonesia
- 04 ICHITAN STRATEGY : 3N
(NEW Product/Market/Business)

Corporate Overview

Stock symbol

ICHI

The Company's name

Ichitan Group Pcl.

"EXCELLENT" CGR

Corporate Governance
(Yr.17/Yr.18/Yr.19/Yr.20)



Certified CAC



Registered capital
(Fully Paid)

1,300 million Baht

Market/Index

SET

Industry/ Sector

Agro & Food Industry /
Food & Beverage

Free Float

41.89% (as of March,2020)

Market Cap.

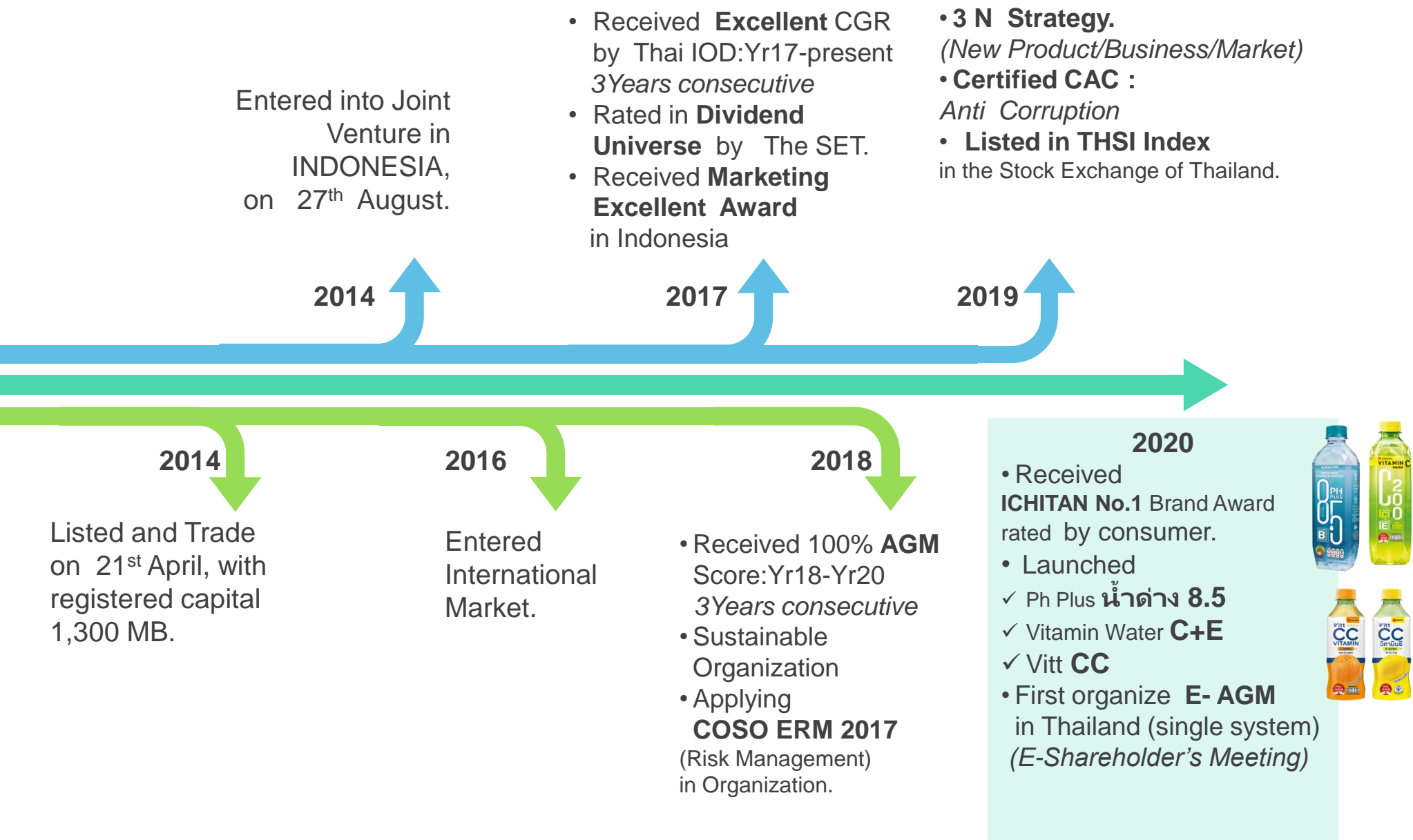
14,560 MB. (as of 3rd December,2020)



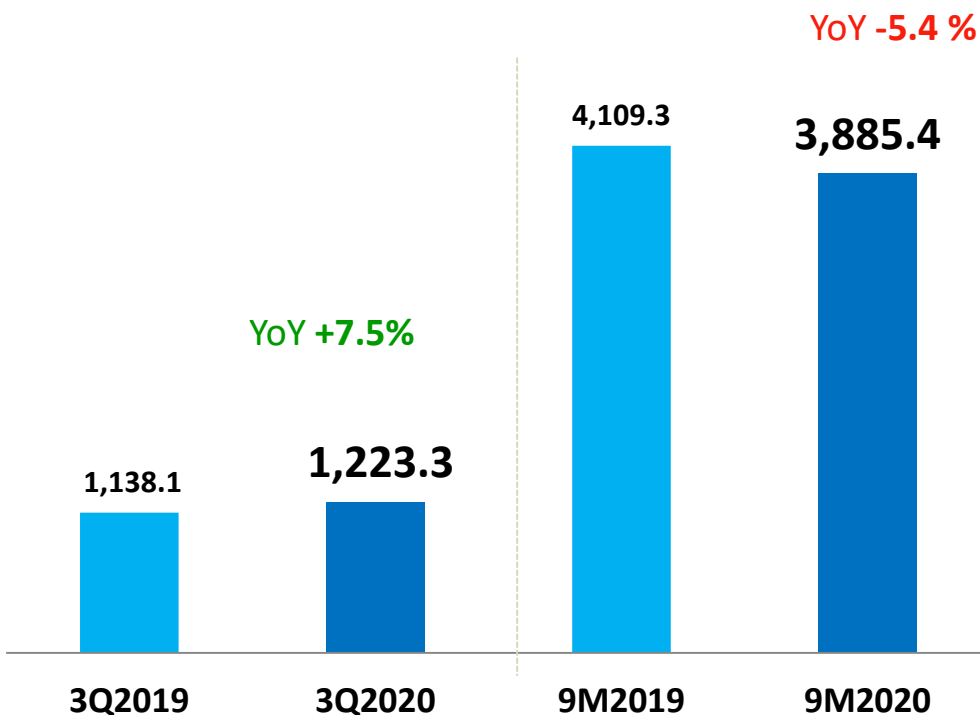
Dividend Policy

No less than 40% of net profits after taxes and legal reserve considering from consolidated financial statements (with additional conditions)

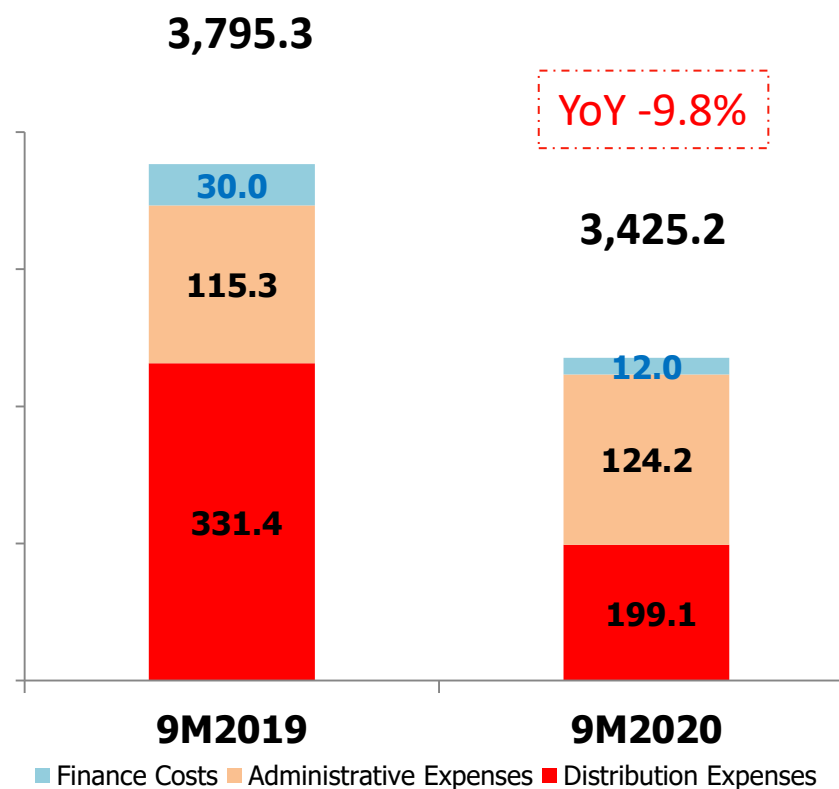
Yearly Highlight



Total Revenue

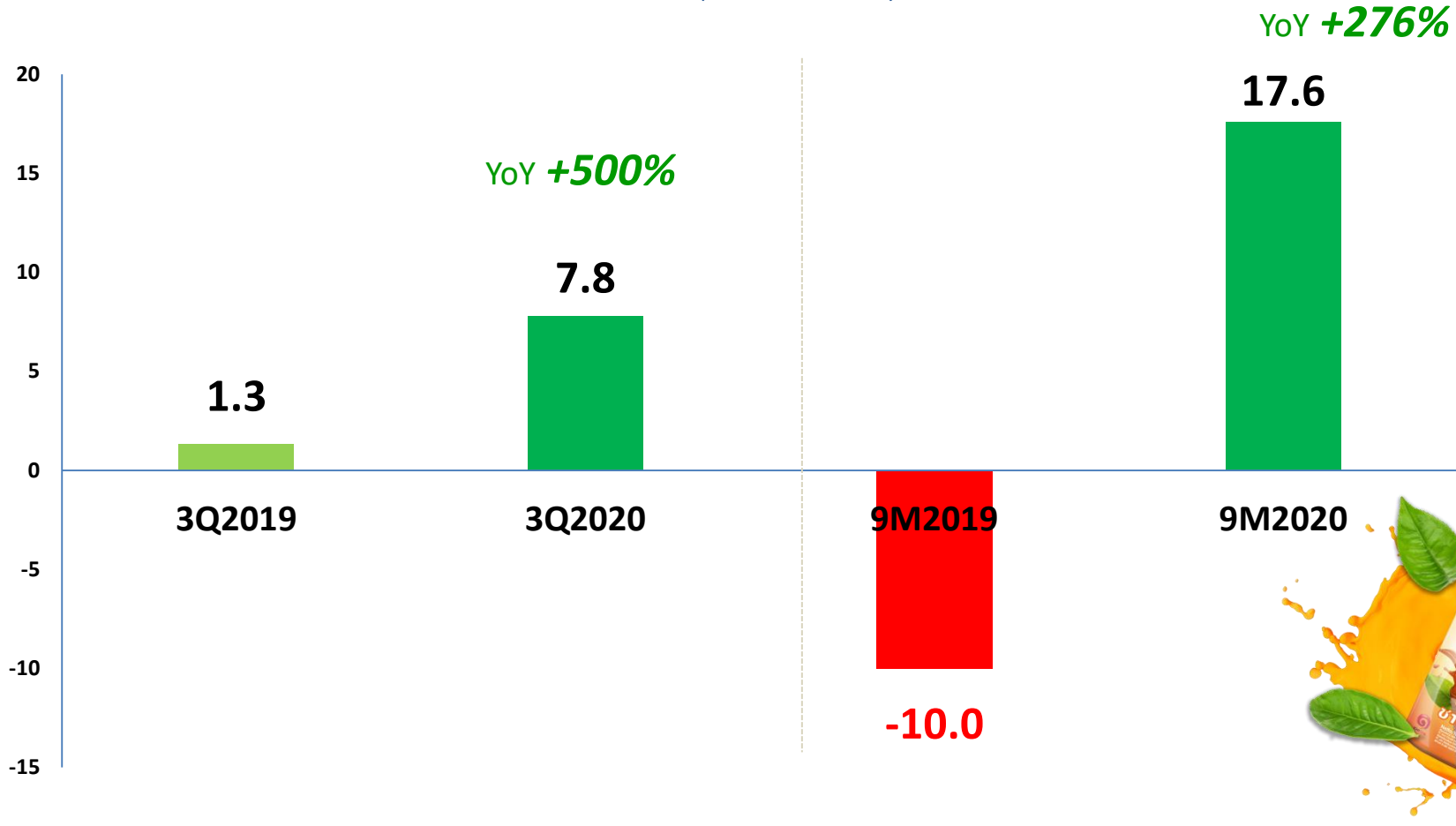


Total Expense



Share of Profit (Loss) in JV

(Unit: million THB)

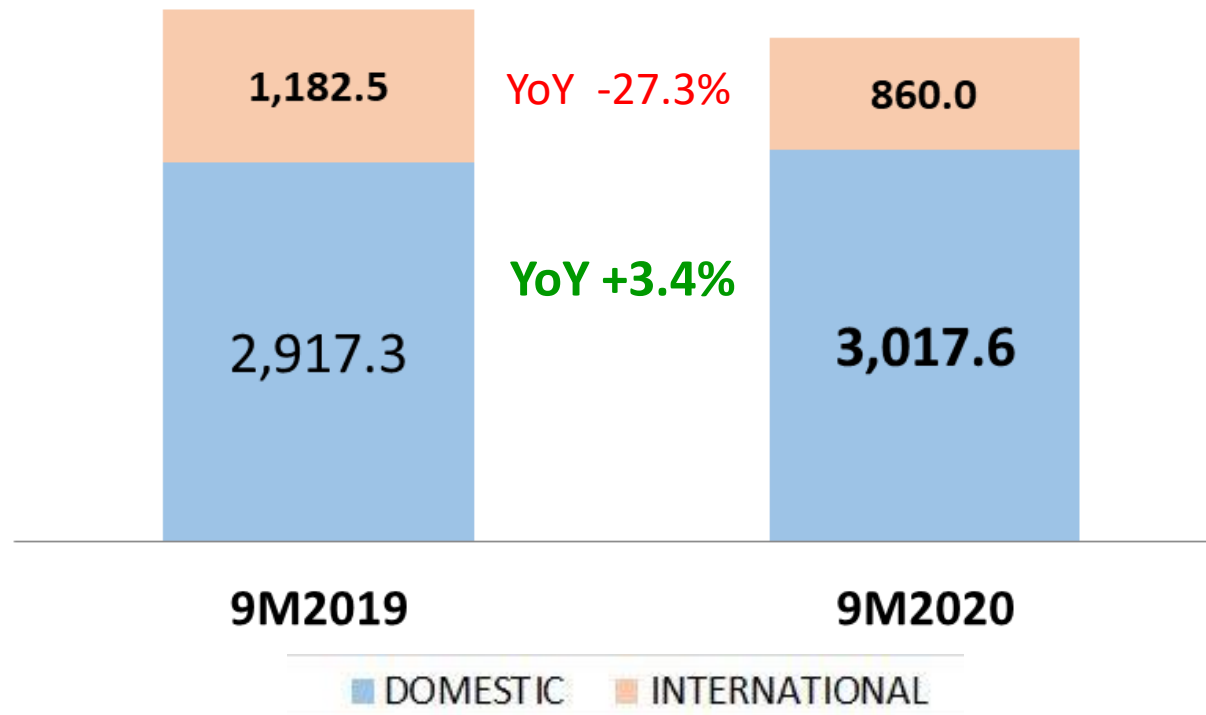


Remark: Growth from distribution channel strategy and success in new product.

FINANCIAL HIGHLIGHT *(Consol.)*

Revenue of Domestic and International

(Unit: million THB)	3Q2019	3Q2020	YoY
DOMESTIC	825.4	1,022.9	+23.9%
INTERNATIONAL	310.0	199.2	-35.7%



Noted:

- Economic Slowdown in foreign country
- COVID19 Pandemic in global.

FINANCIAL HIGHLIGHT *(Consol.)*

(Unit : million Baht)	Consolidated Financial Statements						
	2Q2020	3Q2019	3Q2020	YoY%	9M2019	9M2020	YoY%
Revenues from sale of Goods	1,370.0	1,135.4	1,222.1	7.6%	4,099.8	3,877.6	-5.4%
Total Revenues	1,374.1	1,138.1	1,223.3	7.5%	4,109.3	3,885.4	-5.4%
Cost of Sell of Goods	1,075.9	931.4	981.0	5.3%	3,318.6	3,089.9	-6.9%
Distribution Expenses (incl. Marketing & Promotion cost)	72.9	91.2	63.8	-30.0%	331.4	199.1	-39.9%
Administrative Expenses	41.3	38.2	39.9	4.5%	115.3	124.2	7.7%
Finance Costs	3.7	8.1	2.9	-63.0%	30.0	12.0	-60.1%
Total Expenses	1,193.9	1,068.9	1,084.7	1.8%	3,795.3	3,425.2	-9.8%
Share of loss of investment In Joint venture	1.4	1.3	7.8	500.0%	-10.0	17.6	276.0%
EBITDA	332.5	224.0	295.7	32.0%	762.3	933.4	22.4%
Gross Profit	294.1	204.0	241.1	18.2%	781.2	787.6	0.8%
Net Profit (Loss)	149.3	72.6	122.9	69.3%	323.6	431.5	33.3%
Profitability Ratio							
Selling (%)	5.3%	8.0%	5.2%		8.1%	5.1%	
Admin (%)	3.0%	3.4%	3.3%		2.8%	3.2%	
Gross Profit Margin (%)	21.5%	18.0%	19.7%		19.1%	20.3%	
Net Profit Margin (%)	10.9%	6.4%	10.1%		7.9%	11.1%	
EBITDA (%)	24.3%	19.7%	24.2%		18.6%	24.1%	

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(NEW Product/Market/Business)

Beverage Industry Update

Trend

- Healthy Product
- Premium Tea
- Health Consciousness
- Online Shopping

Strength & Opportunity

- Vitamin Water
- New Product Development
- OEM

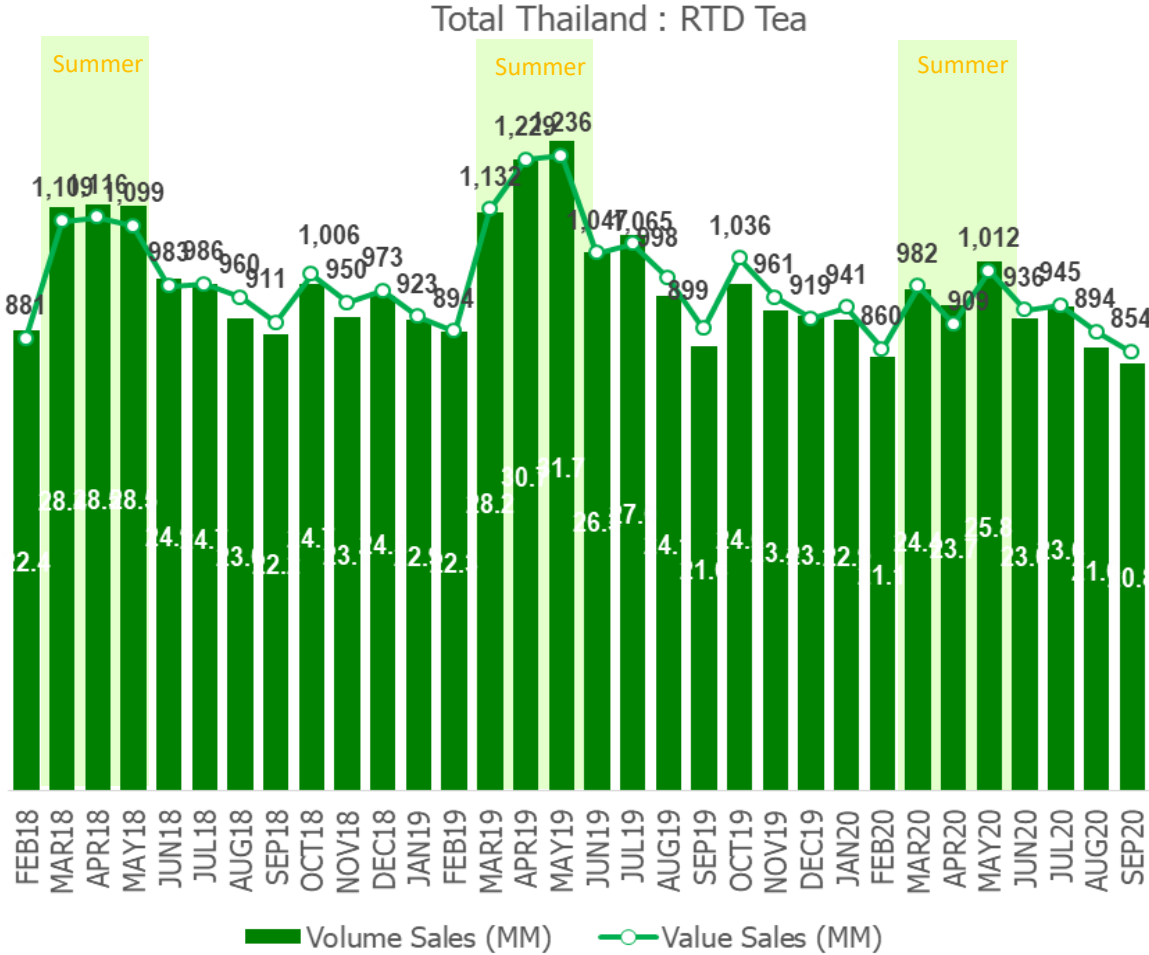
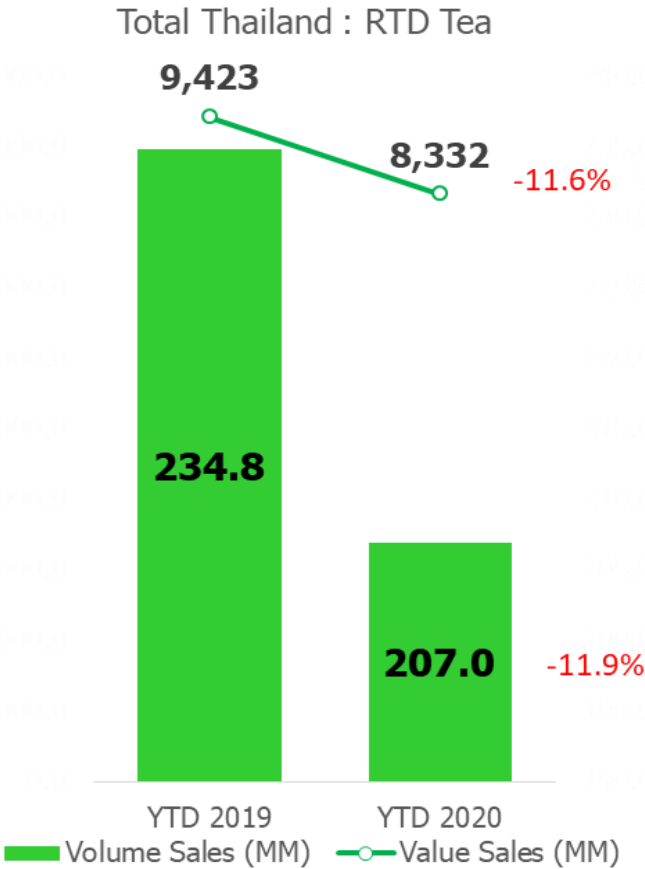
Obstacle

- High competition
- External factor
- Covid - 19 Pandemic



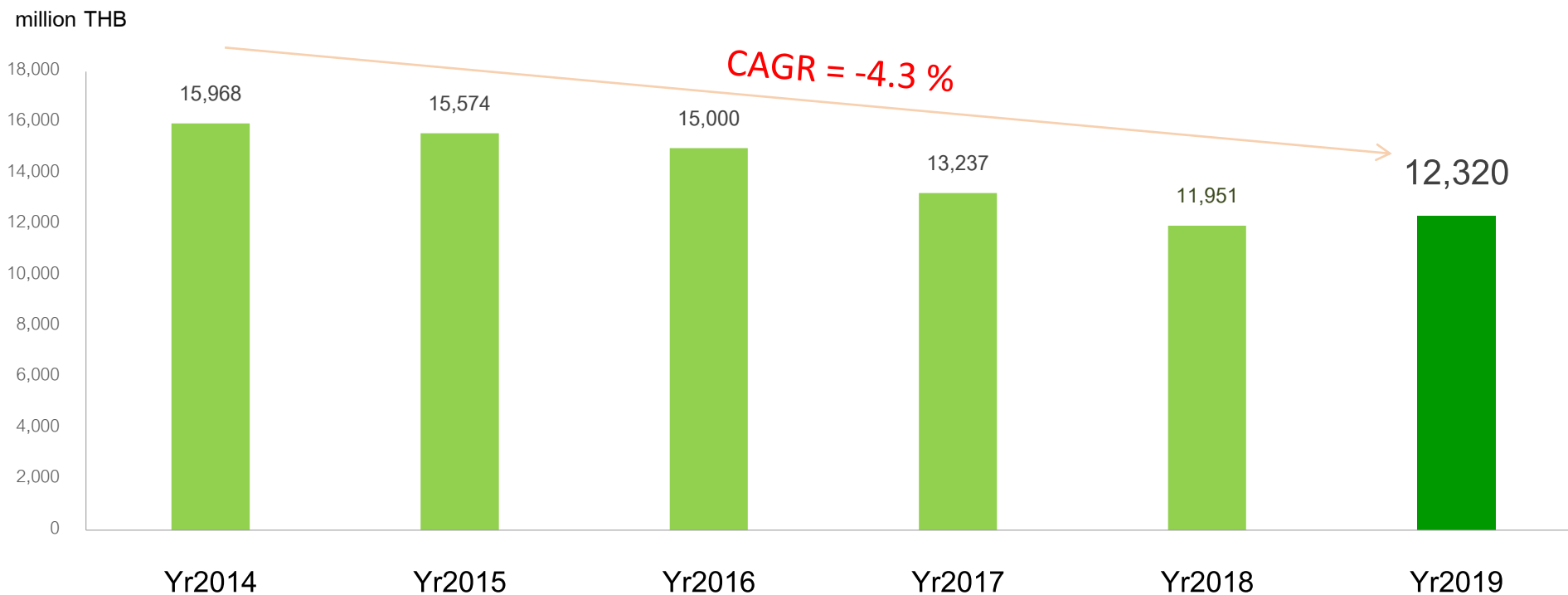
RTD Tea Market Size & % Growth: YTD

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
+1.95%	-3.38%	-13.3%	-26.4%	-18.1%	-10.6%	-11.3%	-10.4%	-5.0%
Value	Value	Value	Value	Value	Value	Value	Value	Value



RTD Tea Market Update

Market value of RTD Tea in Thailand

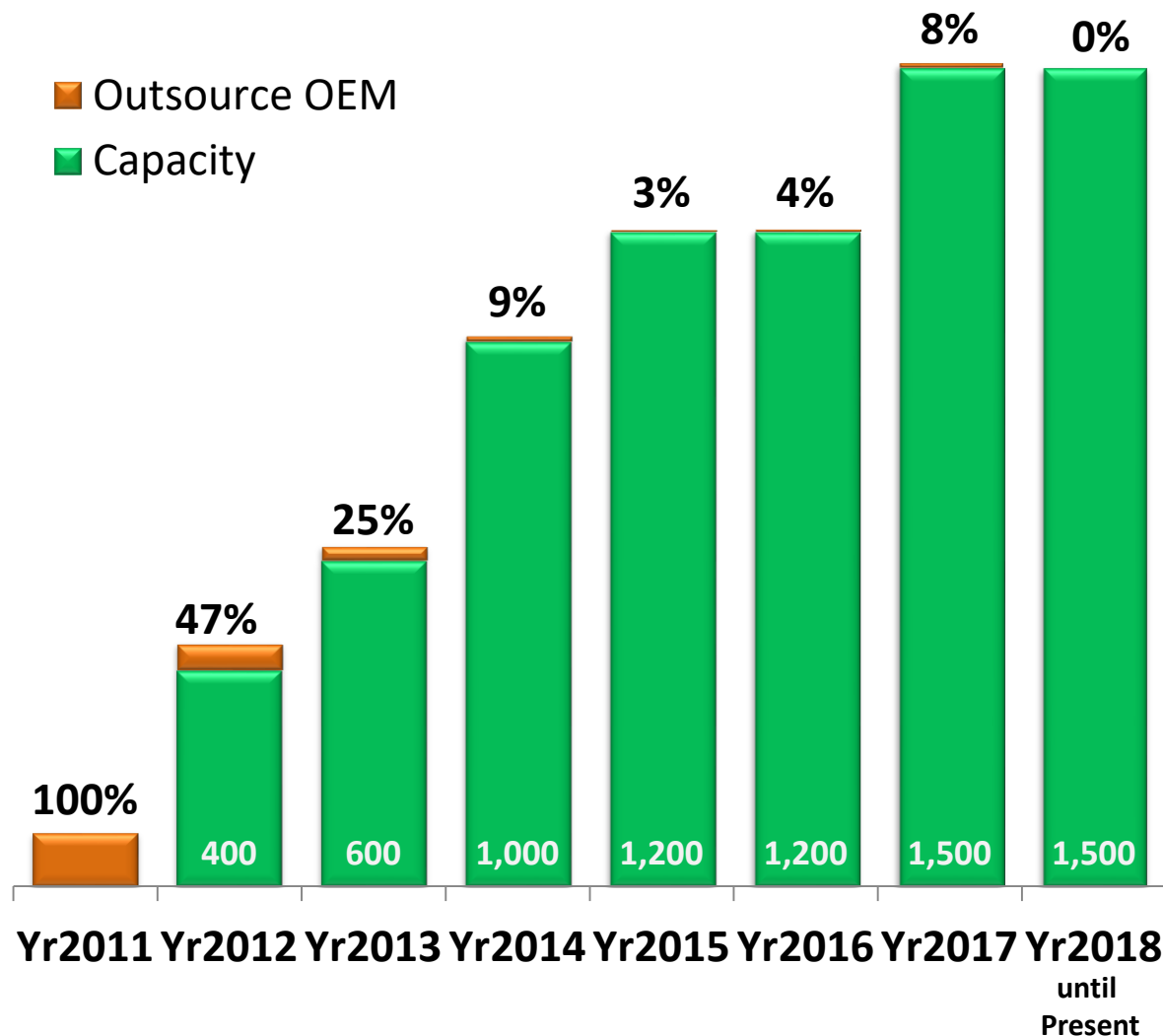


- RTD tea market value Year 2018 was 11,951 million Baht.
- RTD tea market value Year 2019 was 12,320 million Baht.
- **RTD tea market CAGR -4.3 % during year 2014-2019**

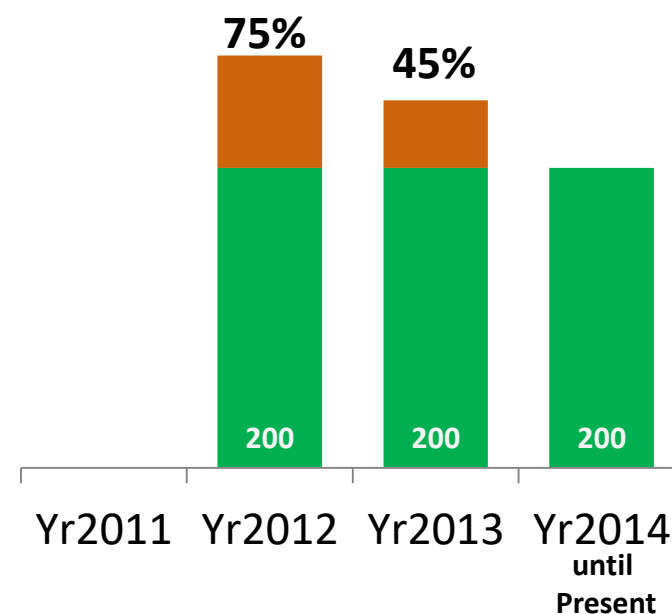


Production capacity to 1,500 million Bottles/year

PET Production (million Bottles/year)



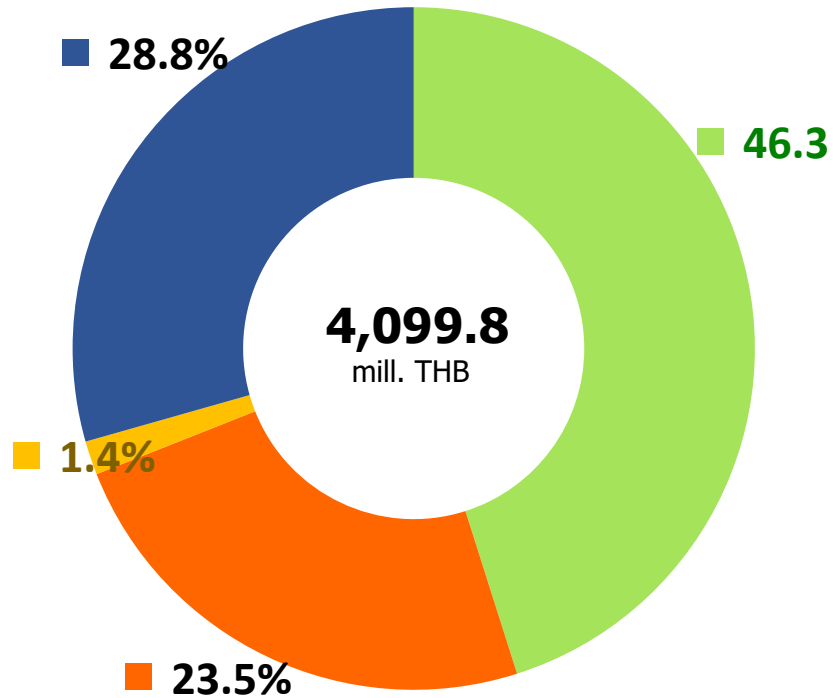
UHT Production (million Bricks/year)



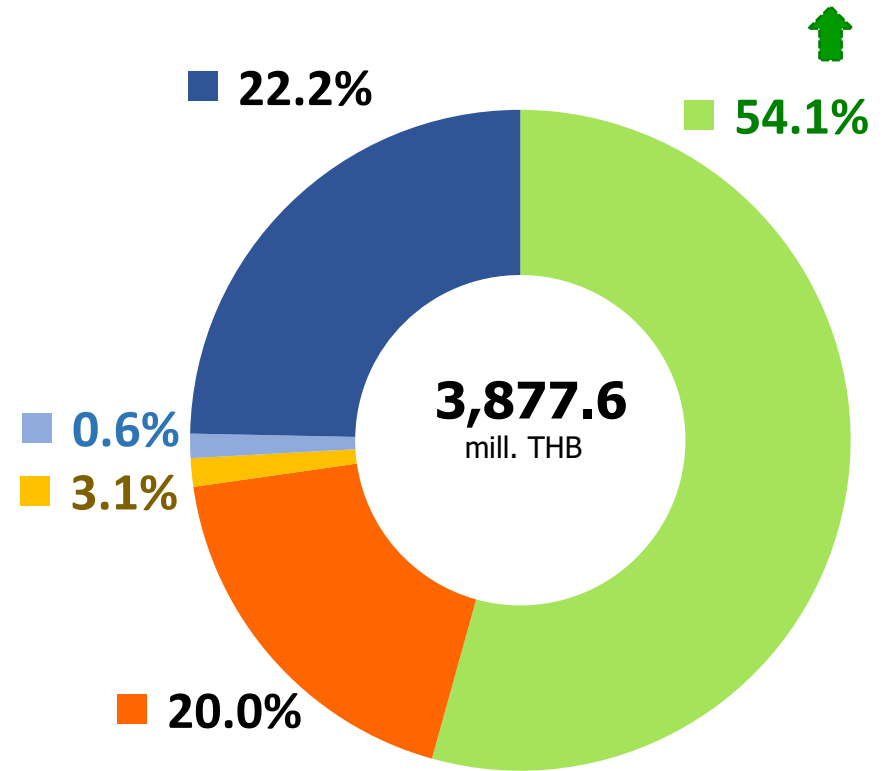
Average utilization in 1H20 was 52% which increased by 3% from Year 19.

ICHITAN Sales by Brand / International

9M2019



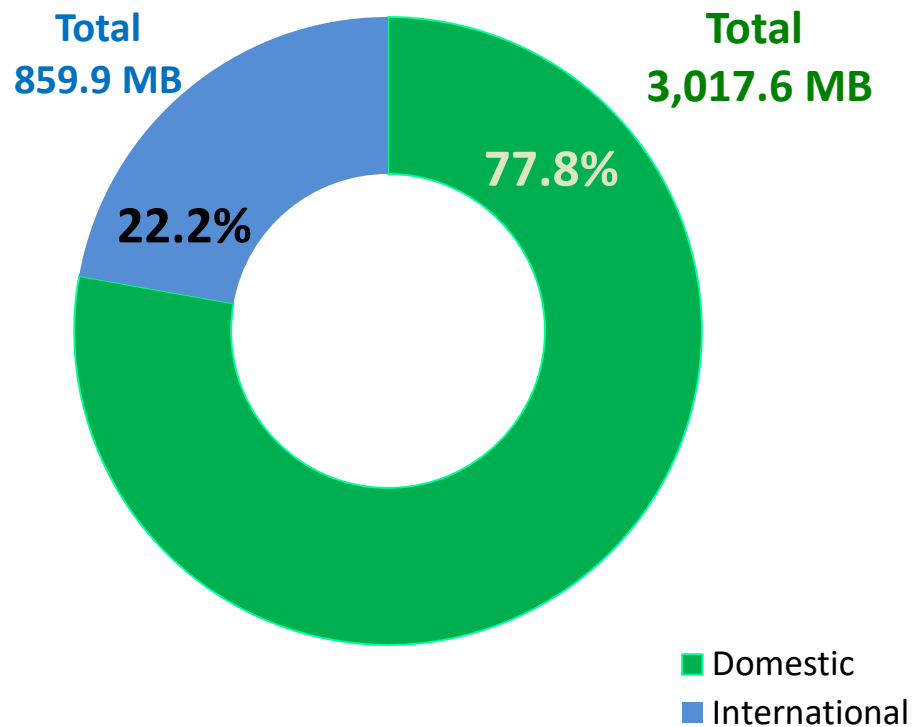
9M2020



■ GT
 ■ YY
 ■ Other
 ■ OEM
 ■ International

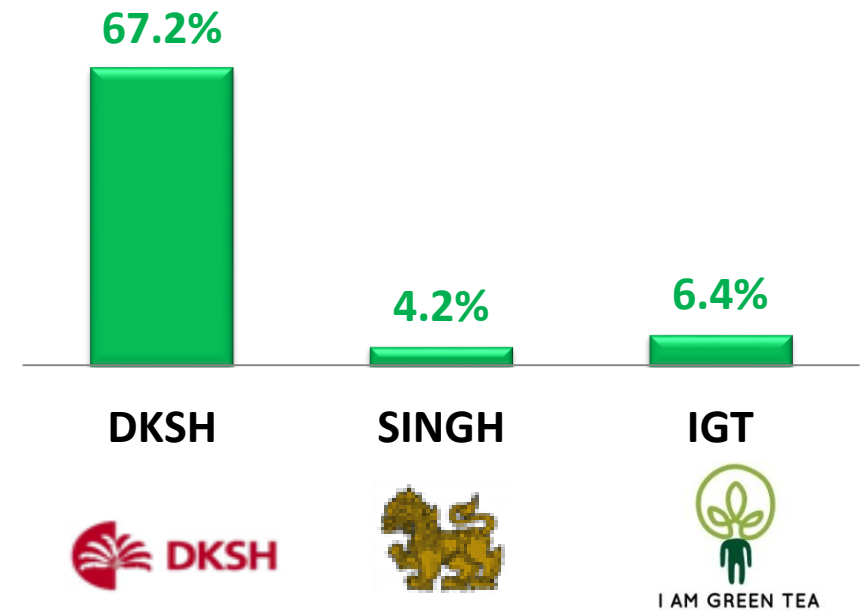
Distribution Channel : 9M2020

Proportion of Distribution Channel



Domestic

- 1) Modern Trade 40.8%
- 2) Traditional Trade 37.0%



Take note: % from total sales of beverage

○ Main International Market: Cambodia, Lao PDR, Myanmar, Vietnam, etc.

Strategy in Second Half, 2020

FY 2020 : Collaboration with Strategic Partners

ICHITAN x True



ระยะเวลาแคมเปญ 1 ธ.ค. 63 – 8 ก.พ. 64

YenYen x Dragon Ball Z



ระยะเวลาแคมเปญ : 1 พ.ย. 63 – 20 ม.ค. 64

อิชิตัน น้ำด่าง 8.5 ผสมวิตามินบีรวม



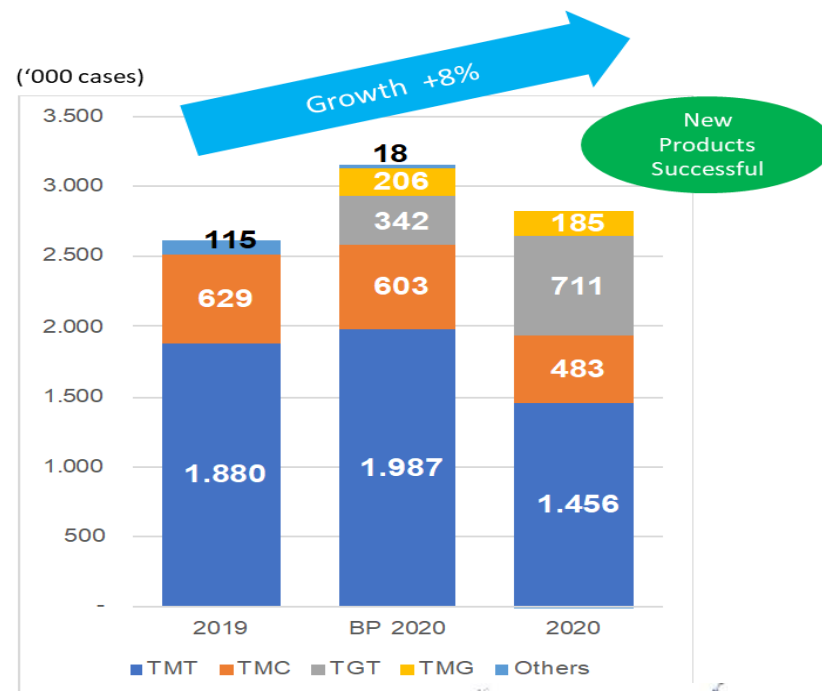
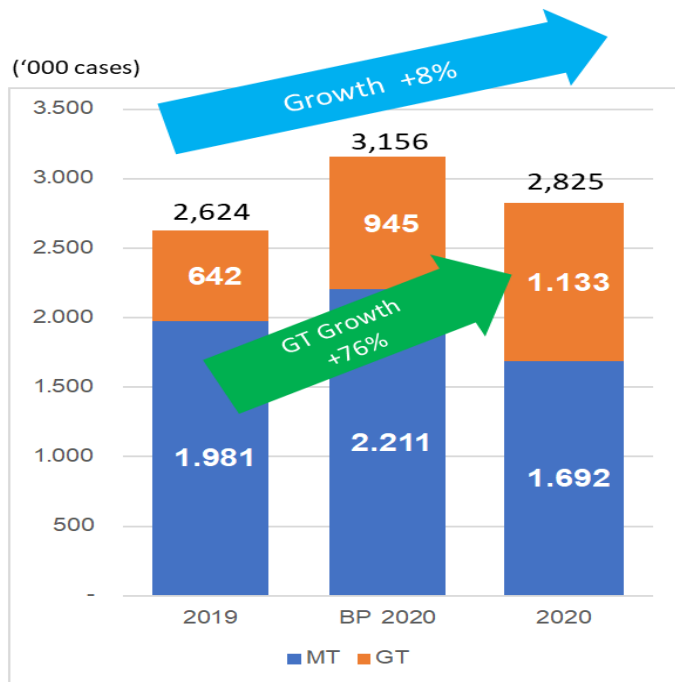
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ICHITAN INDONESIA Sales performance: 9M2020



- Even though seriously affected from COVID,19 compared to YoY, there was an **increase in sales by 8%**.
- GT channel goes well and the **growth is 84%**.
- By Total SKU, we gain more sales from 2020, from new SKU as **Thai Milk Green tea**.
- 2 New products : **Thai Milk Green Tea & Thai Milk Mango** go well successfully and covered.
- **Thai Milk Green tea** is now become **2nd Best seller product** of Ichitan Indonesia.

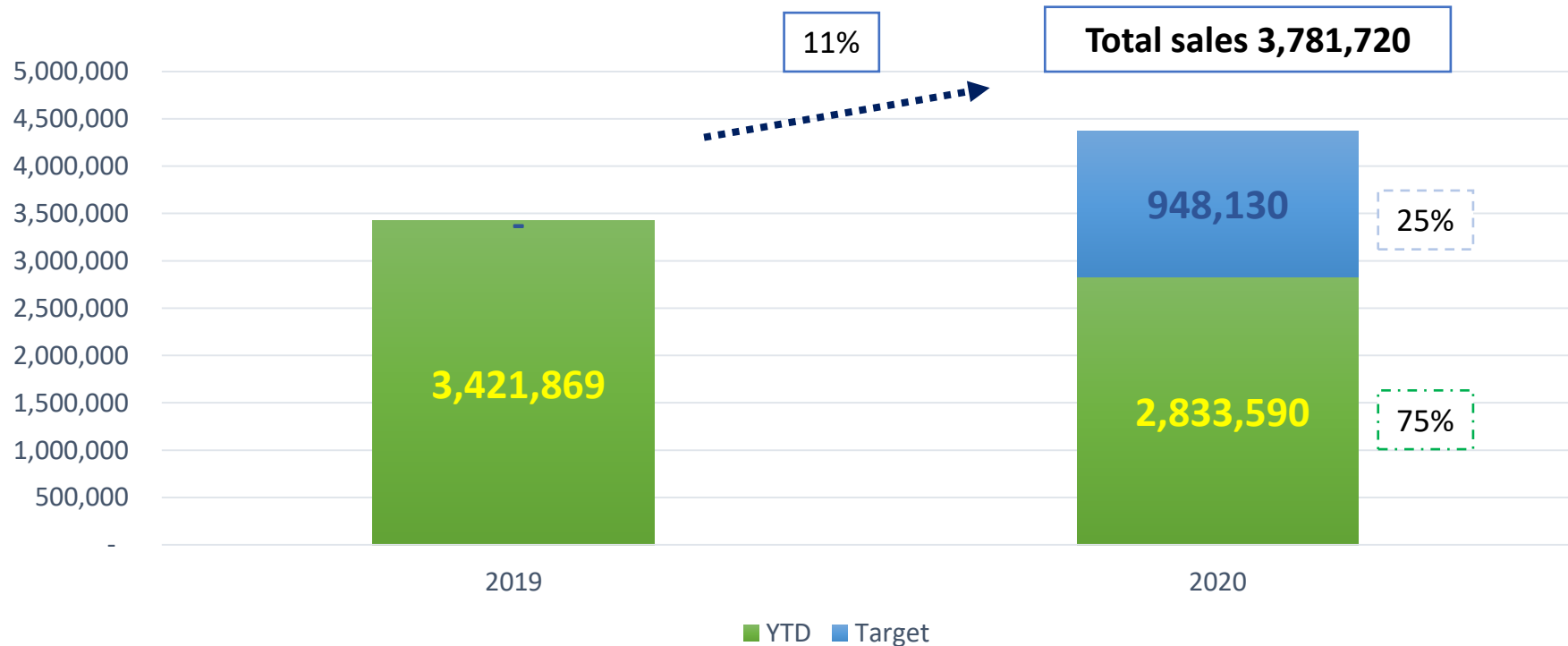


ICHITAN INDONESIA

Sales Estimation Year 2020



(Unit : mil. THB)



- YTD already achieved 75% from 2020 Target. Best estimated we could achieve **3,781,720** in the end of year. This is will increase total sales about 11% as compare to last year.

ICHITAN INDONESIA

Key Strategy

ONLINE CHANNEL

Extending distribution to the online channel such as e-commerce and home delivery service via WhatsApp

LOCAL ACTIVATION

Deploying local and tailored consumer activation in key strategic areas

ONLINE EVENT

Engage in some online event to maintain online presence and relevancies with consumers



BUNDLING

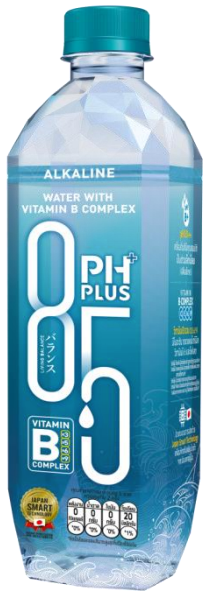
Bundling with essentials/staple products such as bread and instant noodle to maintain position in customer's basket

LOCAL KOL

Engage with local Key Opinion Leaders to strengthen relevancies in key strategic areas

ONLINE COOPERATION

Partnering with strong online platforms (Go-Food, Alfacart) to create attractive promotions for consumers



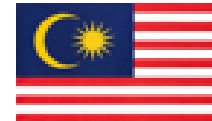
ICHITAN INDONESIA Strategy

➤ Up to date

Launch new product line up to response Healthy living trend as Ph Plus 8.5 water and Tea without sugar.

➤ Extension

New product category to grab consumer segment as Coconut Juice which bring Thai signature concept present the uniqueness.



➤ New Market

We expand new market which started to sell to Malaysia on June, 2020 and will start to distribute to Philippine on March , 2021.

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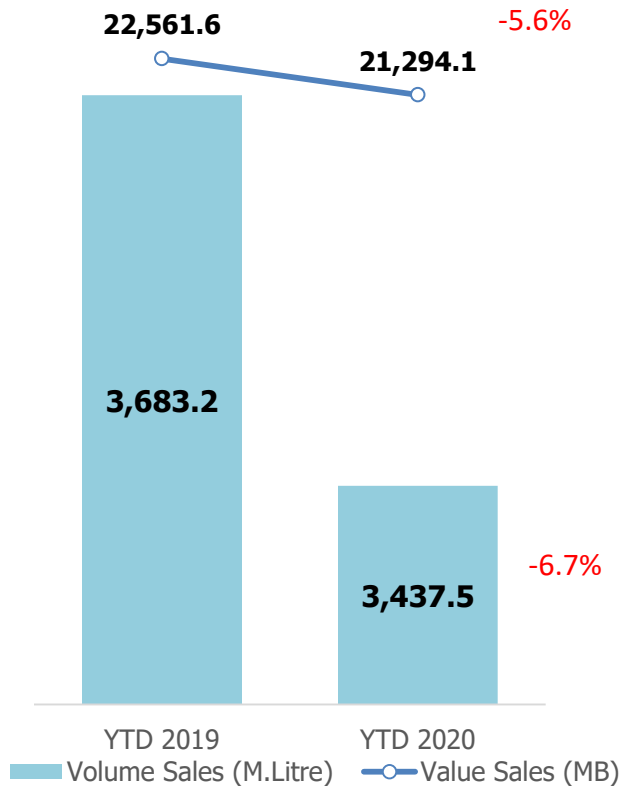
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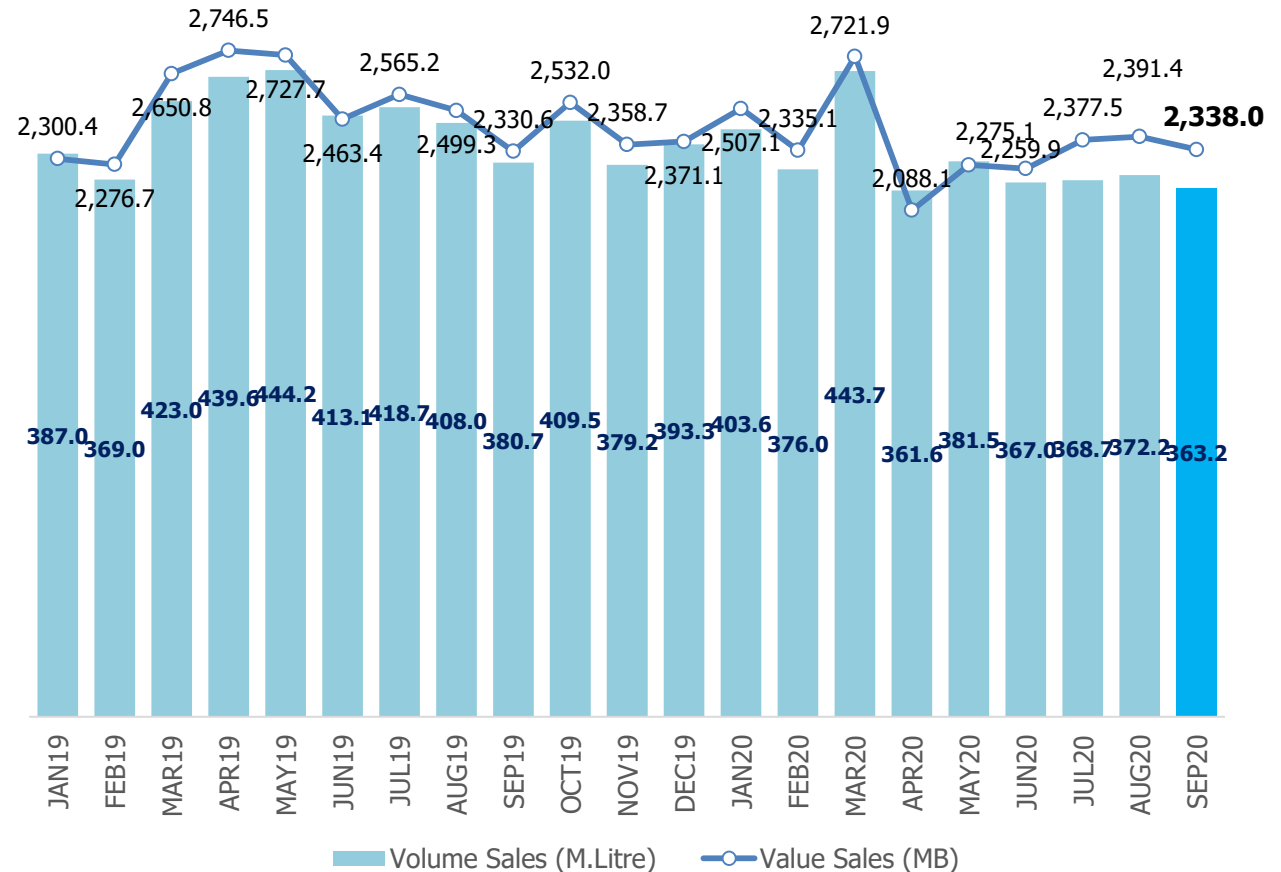
RTD Flavored Plain Water Market Overview

Drinking Water Market Size & % Growth

Total Thailand : RTD Drinking Water



Total Thailand : RTD Drinking Water



YTD SEP. by Segment by Channel – Drinking Water

Unit: Mil.Baht

Channel Contribution

YTD 2019 100%

YTD 2020 100%

Change%

16.44%

18.10%
+1.7% ↑

48.43%

45.93%
-2.5% ↓

35.13%

35.96%
+0.8% ↑

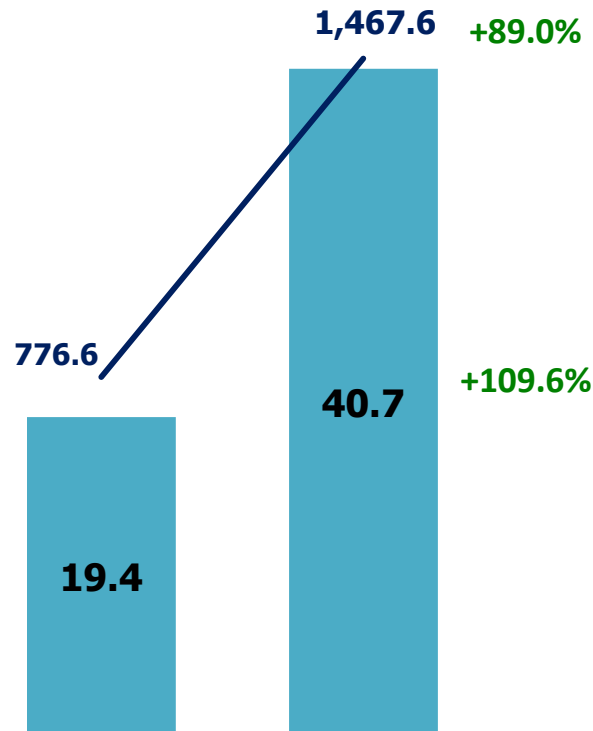


Total Thailand		S/H		CVS		Traditional Trade	
Unit: Mil. baht		Unit: Mil. baht		Unit: Mil. baht		Unit: Mil. baht	
Drinking Water	22,562 21,294 -5.6%	Drinking Water	3,754 3,928 +4.6%	Drinking Water	11,267 10,011 -11.1%	Drinking Water	7,540 7,355 -2.5%
Plain Water	19,058 18,634 -2.2%	Plain Water	3,046 3,228 +6.0%	Plain Water	8,548 8,098 -5.3%	Plain Water	7,464 7,308 -2.1%
Plain Water - Non-Flavored	18,281 17,166 -6.1%	Plain Water - Non-Flavored	3,008 3,108 +3.3%	Plain Water - Non-Flavored	7,848 6,884 -12.3%	Plain Water - Non-Flavored	7,426 7,174 -3.4%
Plain Water - Flavored	777 1,468 +89.0%	Plain Water - Flavored	38 120 +216.1%	Plain Water - Flavored	700 1,215 +73.4%	Plain Water - Flavored	38 133 +247.7%
Mineral Water	3,504 2,660 -24.1%	Mineral Water	708 700 -1.2%	Mineral Water	2,719 1,913 -29.7%	Mineral Water	76 47 -38.0%
■ YTD Sep 19 ■ YTD Sep 20		■ YTD Sep 19 ■ YTD Sep 20		■ YTD Sep 19 ■ YTD Sep 20		■ YTD Sep 19 ■ YTD Sep 20	

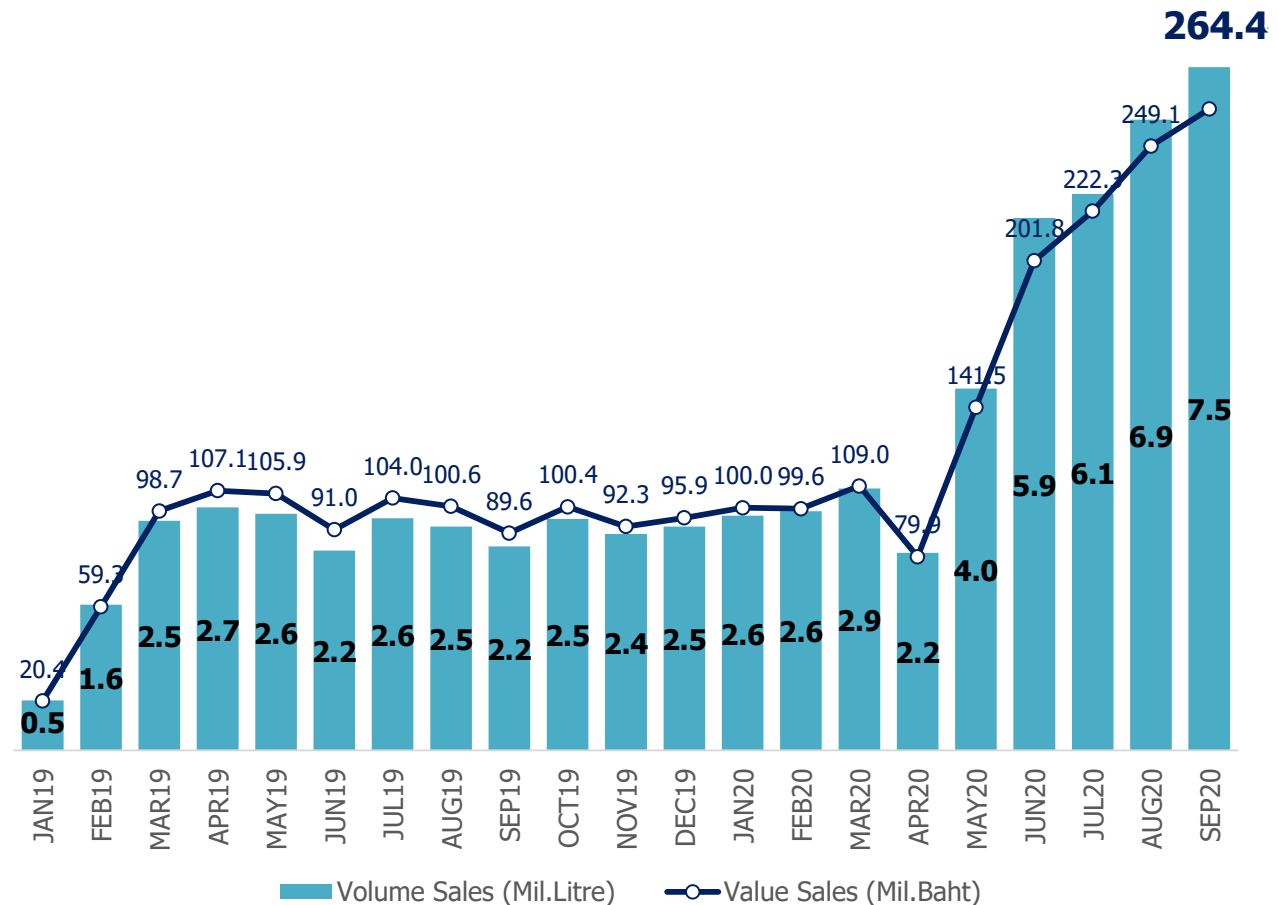
In the end of year 2020, we estimated Drinking Water Market size at least 2,300 MB, for the next year we projected the value of this industry over 3,500 MB.

Flavored Plain Water Market Size & % Growth

Total Thailand : RTD Flavored Plain Water



Total Thailand : RTD Flavored Plain Water



Source : Nielsen Retail Audit

In the end of year 2020, we estimated Vitamin Water Market Size at least 2,300 MB, for the next year we projected the value of this industry over 3,500 MB.

Highlight: Healthy Drink Product Category, for year 2020



**Product : Ichitan - Ph8.5 water
Mixed B Complex**

Channel : Nationwide
**Size : 550 ml., price 20 THB/Bottle
350 ml., price 10 THB/Bottle**

Product : Ichitan-Vitamin Water C+E



Channel: Nationwide

Size: 550 ml. , price 20 THB/Bottle
350 ml. , price 10 THB/Bottle

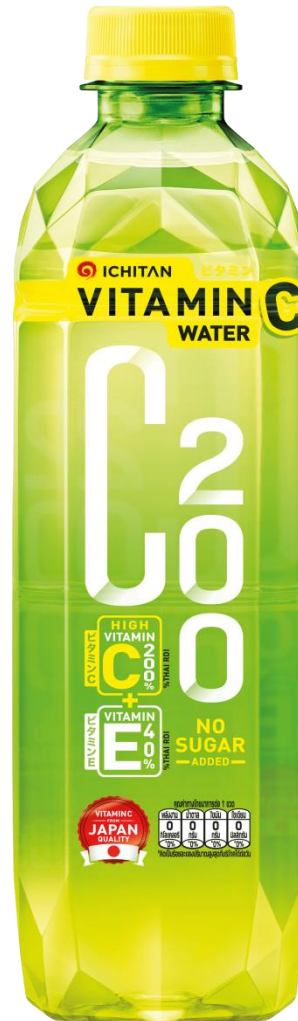
“เสริมภูมิต้านทาน
ป้องกันไข้หวัด เสริมผิวสวย”

Product Highlight

ครั้งแรกที่
เครื่องดื่มรวม
Vitamin C + E
เข้าด้วยกัน

0 calories
0 Sodium
No sugar added

Vitamin C & E
ทำงานร่วมกัน
เพิ่มประสิทธิภาพ
ของ **Vitamin C**
ได้ดีที่สุด



วิตามิน 
คุณภาพจาก
ประเทศ ญี่ปุ่น

ขวดสีเขียวช่วย
เก็บรักษา
คุณภาพวิตามิน
ได้ดีกว่าขวดใส
75%

มากกว่า **75%**
ผู้บริโภค
ชื่นชอบรสชาติ
หลังจากได้ลอง
ดื่มจริง

New Product : New Category

Product : Ichitan- Vitt CC Highly Vitamin C drinks

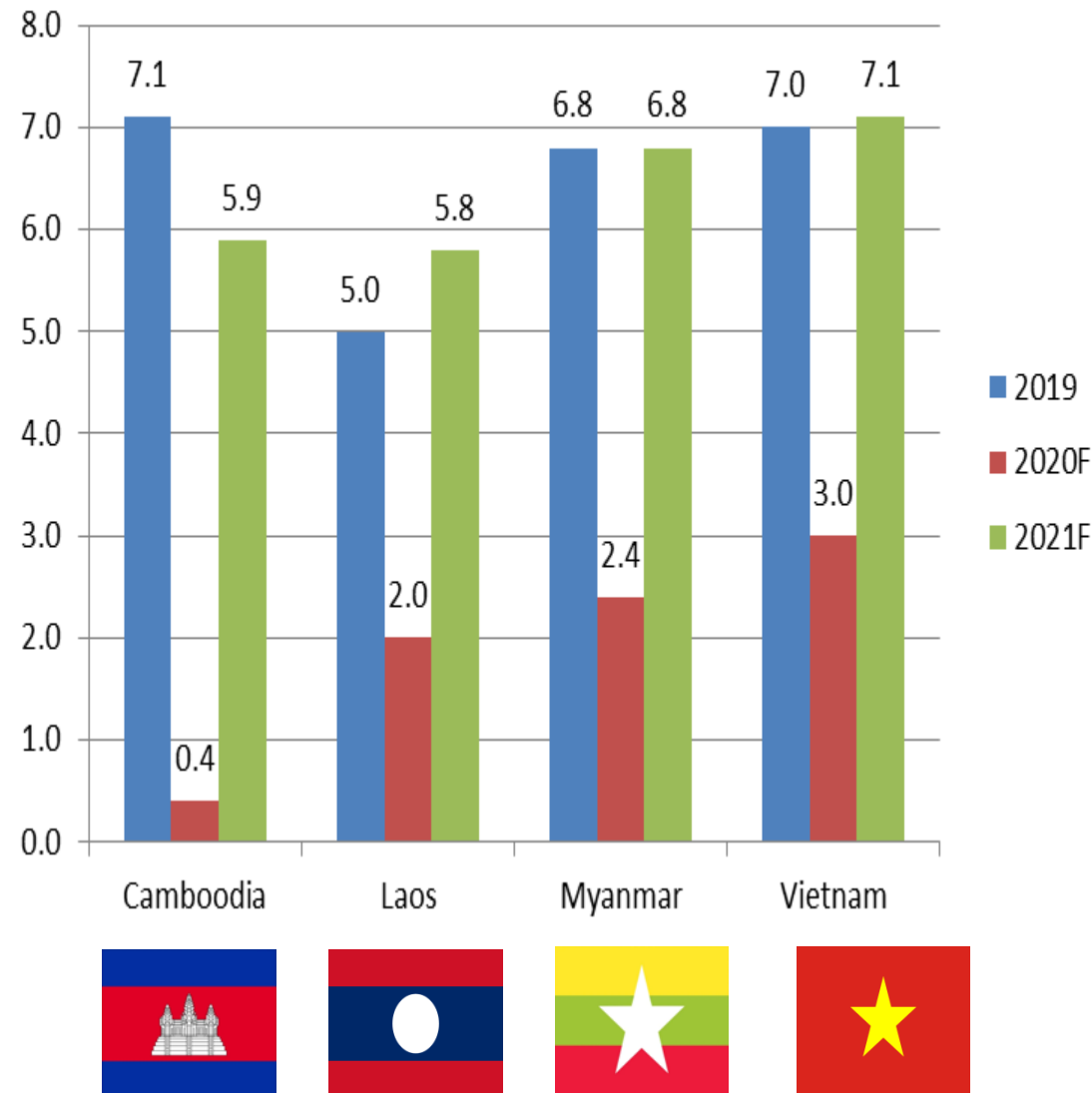
Channel : TT & Makro

Price : 15 THB / Bottle

Size : 280 ml.

Launch : September, 2020





Cambodia:

- Severely impacted by the Covid-19 pandemic
- EU to withdraw part of tariff preferences to Cambodia under EBA
- More than 250 garment factories employing 130,000 workers suspended operations
- Economies impacted by lockdown

Laos:

- Severely impacted by the Covid-19 pandemic
- High proportion of public debt denominated in foreign currency and held by foreigners, as well as the sizable current account deficit

Myanmar:

- Severely impacted by the Covid-19 pandemic
- The garment sector suffered from weak demand abroad and supply-chain disruptions, causing factories to suspend operations.

Vietnam:

- Economic growth is expected to slow notably on weaker exports and lower tourist arrivals.

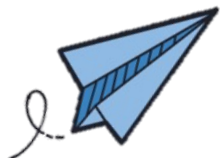
CLMV is still the strategic area with major potential market.



Even though the EU withdraw part of tariff preferences to Cambodia under EBA* and negative impact on flash floods, we can still maintain our market coverage and market share in the territory.



We succeed to enter Myanmar market in 3Q2020.
Even though with the second wave of pandemic, we could distribute to major outlets in Yangon and Mandalay.



We launch **pH Plus Water 8.5** to Laos in 3Q2020 and succeed to expand our distribution to the southern part.

Remark: EBA* : Everything But Arms that is an initiative of the European Union under which all imports to the EU from the Least Developed Countries are duty-free and quota-free, with the exception of armaments.

ช้อยกลัง



550 ml.

ขนาด 20 บาท

ALKALINE PH PLUS WATER WITH VITAMIN B COMPLEX

อิชิตัน น้ำด่าง 8.5 ผสมวิตามินบีรวม

กดสั่งเลย



350 ml.

ขนาด 10 บาท

ALKALINE PH PLUS WATER WITH VITAMIN B COMPLEX

อิชิตัน น้ำด่าง 8.5 ผสมวิตามินบีรวม

กดสั่งเลย



350 ml.

ขนาด 10 บาท

ALKALINE VITAMIN C WATER

อิชิตัน วิตามินซีและอี ผสมวิตามินบีรวม

กดสั่งเลย

ใหม่

www.ichitanoneshop.com

“น้ำที่มากกว่าน้ำเปล่า”

อิชิตัน วิตามินวอเตอร์





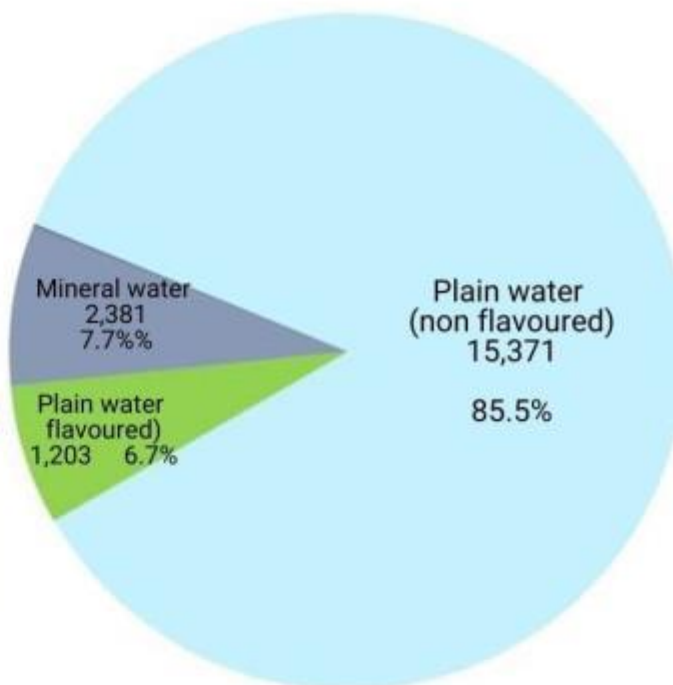
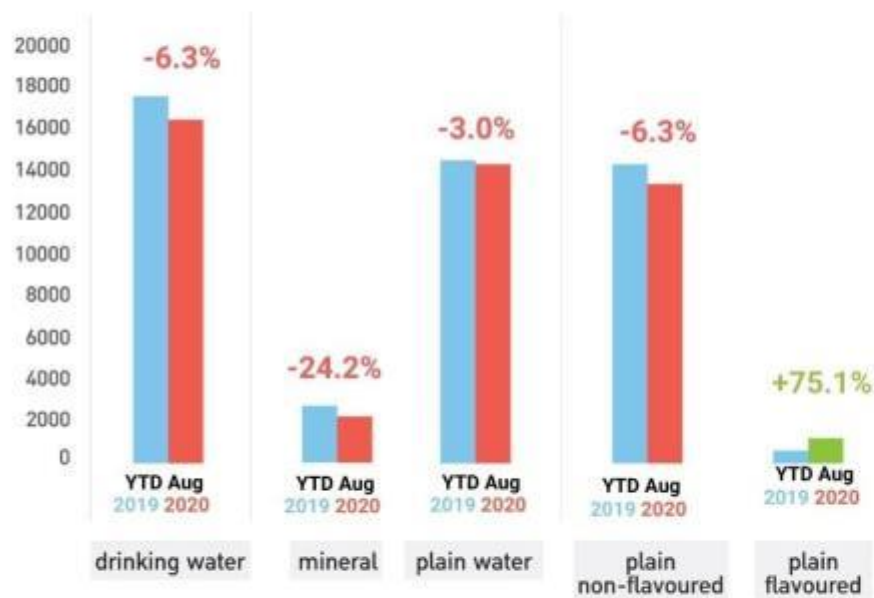



IR Contact :

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 Facebook: www.facebook.com/ir.ichi24

APPENDIX

ทิศทางตลาดน้ำดื่ม มค. - สค. 2020



มูลค่าตลาดน้ำดื่มประเทศไทย มค.-สค.2020 : 18,956 ล้านบาท