



# KOOL : OPP DAY Q1/2016



**KOOL's Overview**



**KOOL's Performance Q1/2016**



**KOOL's Strategies and Key Investments**



**KOOL's Risk Management**

A large iceberg with a jagged, snow-capped peak floats in a calm, blue sea. The iceberg's reflection is clearly visible in the water. The sky is a clear, light blue. The text 'KOOL 's OVERVIEW' is written in a bold, blue, sans-serif font across the middle of the iceberg.

# **KOOL 's OVERVIEW**

MASTERKOOOL (KOOL) is a Leader of Innovative Cooling Solutions with water evaporative cooling technology to create cool air and extremely lower power consumption than air condition.

**“มาสเตอร์คูล ผู้นำความเย็นยุคใหม่...  
เย็นได้ใจ ประหยัดได้จริง”**



# Product Proportion

## REVENUE BY PRODUCT 2015



# Customer Proportion

## REVENUE BY CUSTOMER 2015



Export,  
117,750,000 ,  
18.50%

Corporate,  
136,770,000 ,  
21.49%



Retail,  
381,890,000 ,  
60.01%



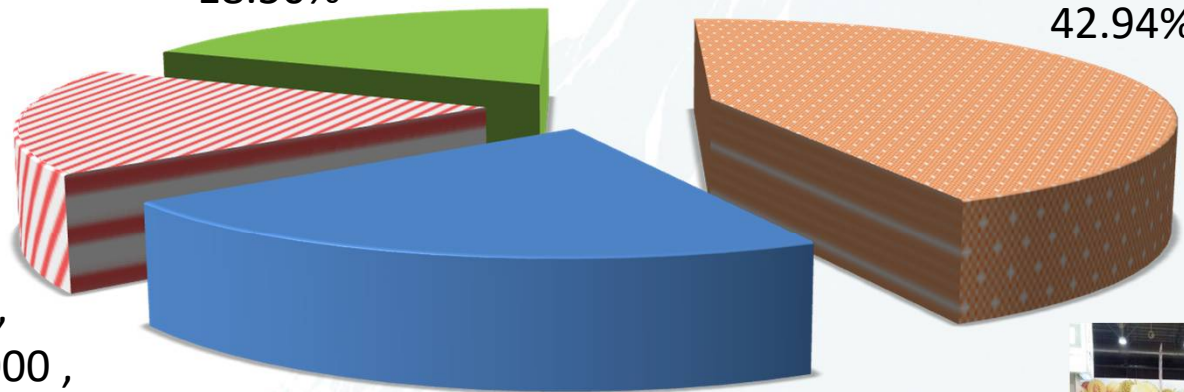
# Sales Channel Proportion



## REVENUE BY CHANNEL 2015

Export,  
117,750,000 ,  
18.50%

Modern  
Trade,  
273,280,000 ,  
42.94%



Dealer,  
108,610,000 ,  
17.07%

Direct,  
136,770,000 ,  
21.49%







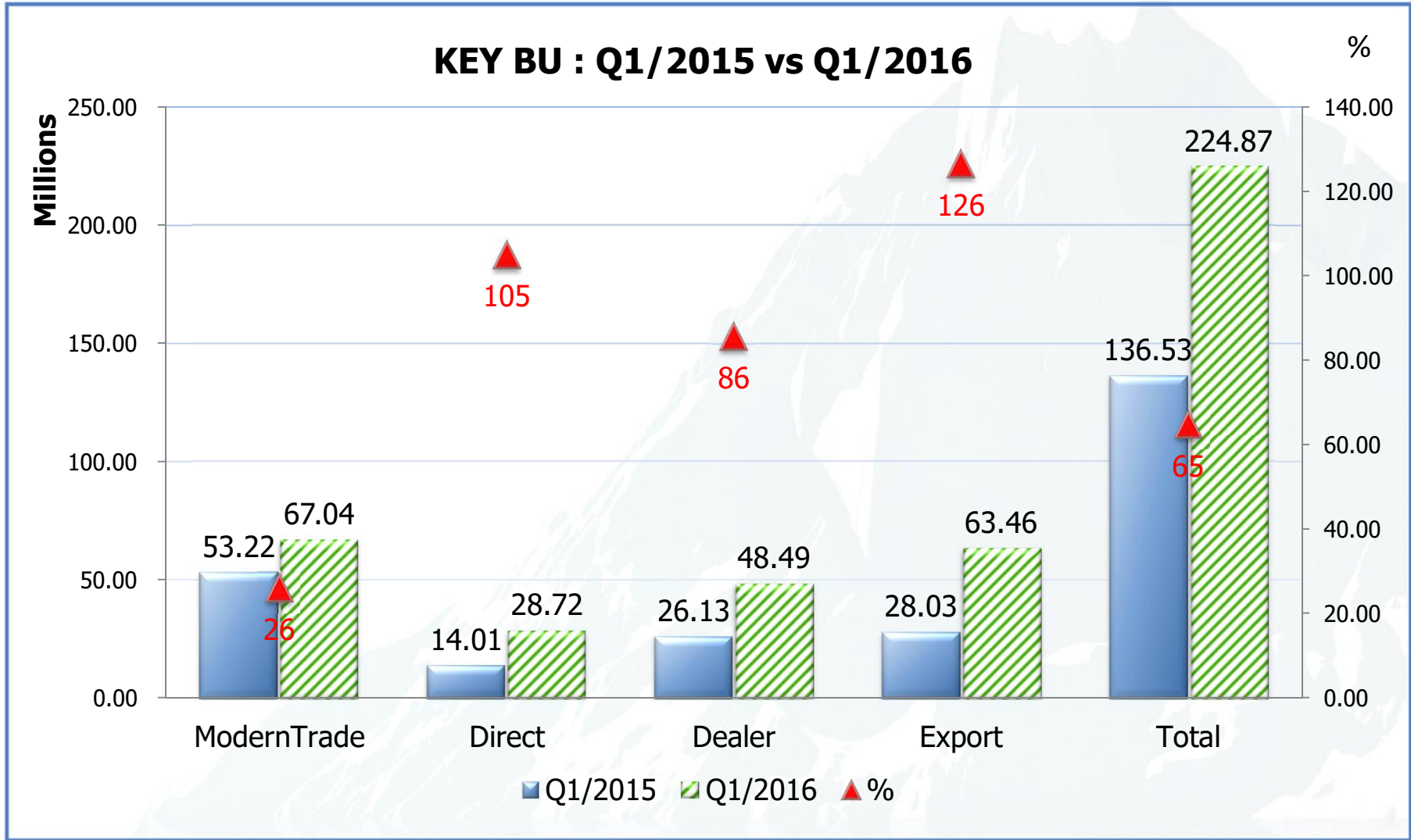
# **KOOL's PERFORMANCE Q1/2016**



## Financial Performance

Statement of Comprehensive Income (MB.)	3M/2016 (01/01/16 -31/03/16)	3M/2015 (01/01/15 -31/03/15)	%	2015 (01/01/15 -31/12/15)	2014 (01/01/14 -31/12/14)
Sales	225.36	139.01	62.12	636.41	458.65
Other Income	3.34	2.43	37.45	4.37	4.84
Total Revenues	228.69	141.44	61.69	640.78	463.49
COGs	143.45	83.02	72.79	373.01	259.95
SG&A	60.8	60.11	1.15	238.26	150.87
Total Expenses	207.28	145.6	42.36	624.69	419.07
EBITDA	24.71	-2.1	1076.67	25.19	52.29
Depre. & Amor.	3.3	2.06	60.19	9.1	7.86
EBIT	21.41	-4.16	414.66	16.09	44.42
Net Profit	16.6	-6.31	163.07	8.03	31.4
<b>EPS (B.)</b>	<b>0.04</b>	<b>-0.02</b>	<b>100.00</b>	<b>0.02</b>	<b>0.1</b>

# KOOL Highlight Q1/2016



▪ **Revenue growth 65%**  
**Q on Q**

- Export growth 126%
- Corporate growth 105%
- Dealer growth 86%
- Modern trade growth 26%

▪ **Summer heat at its peak**

▪ **New partner & Extending distributor channel**

▪ **Market : Widely open, Wider acceptance**



### EFFICIENT SG&A MANAGEMENT

- No currency exchange risk

- Lower sales and marketing expenditures



**2016:** 46.98MB (20.63%)

vs

**2015:** 47.33MB (33.54%)

- Keep office and administrative expenses in lines



**2016:** 15.63MB (6.86%)

vs

**2015:** 13.77MB (9.76%)

- **EBIT GROWTH**



**2016:** 21.41MB (9.36%)

VS

**2015:** -4.16 MB (-2.94%)

- **NET PROFIT GROWTH**



**2016:** 16.60MB (7.26%)

VS

**2015:** -6.31 MB (-4.46%)



# **KOOL 'S STRATEGIES & KEY INVESTMENTS**



### Q2

- Peak quarter of KOOL performance and expect longer summer in the year 2016

### Q3-Q4

- Sales drop in retail market
- Sales focus in corporate market, export and INGREEN business
- Efficient SG&A management

A large iceberg floats in a calm, deep blue sea. The iceberg's jagged, white and light blue peaks are reflected in the still water below. The sky is a clear, dark blue. A semi-transparent white horizontal band is positioned across the middle of the image, containing the title text.

# **KOOL 's RISK MANAGEMENT**

## Economics

- Costs and Expenses control

## Counterfeit Goods

- Legal approach

## Competitive Environment of New Entrants

- Positive ► Market awareness in air cooler product highly expanded



A large iceberg floats in a deep blue sea under a clear blue sky. The iceberg's jagged peaks and ridges are reflected in the calm water. A semi-transparent white horizontal band is positioned across the middle of the image, containing the text 'Q&A' in a bold, blue, sans-serif font.

# Q&A

A large iceberg with a prominent peak is shown floating in a calm, blue ocean. The iceberg's surface is textured with snow and ice. The sky is a clear, light blue. The words "Thank you" are written in a red, cursive font across the middle of the iceberg. The entire scene is reflected in the water below.

*Thank you*