



KOOL : OPP DAY H1/2016



KOOL's Overview



KOOL's Performance H1/2016



KOOL's Strategies and Key Investments



KOOL's Risk Management

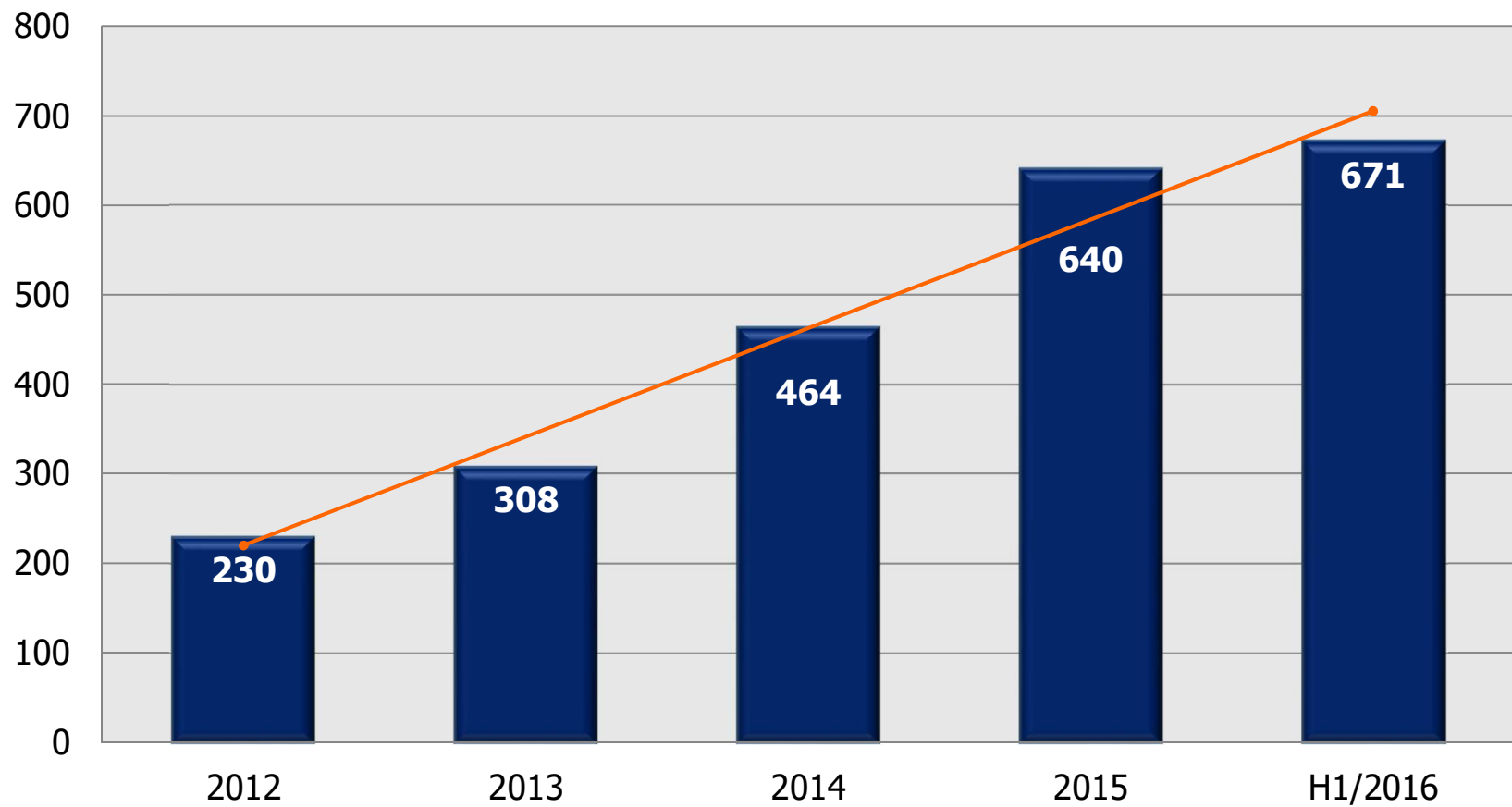
A large iceberg with a jagged, snow-capped peak floats in a calm, blue sea. The iceberg's reflection is clearly visible in the water. The sky is a clear, light blue. The text 'KOOL 's OVERVIEW' is written in a bold, blue, sans-serif font across the middle of the iceberg.

KOOL 's OVERVIEW

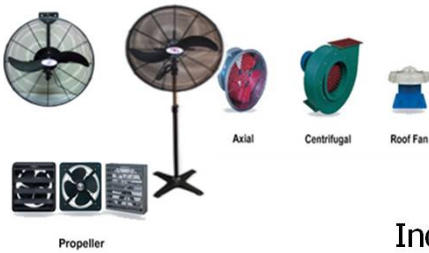
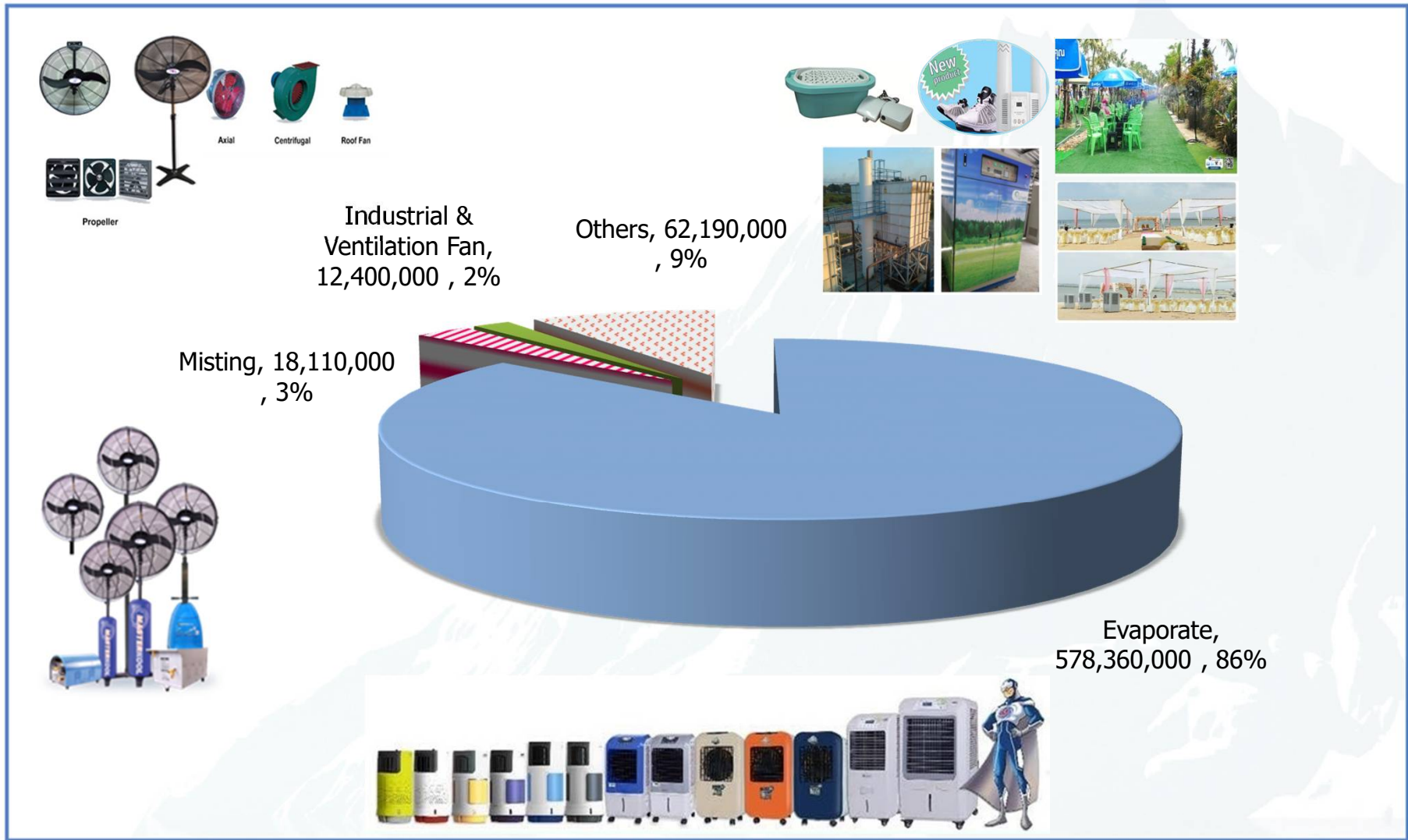
MASTERKOO^L (KOOL) is a Leader of Innovative Cooling Solutions with water evaporative cooling technology to create cool air and extremely lower power consumption than air condition.

**“มาสเตอร์คูล
ผู้นำตัวจริงความเป็นยุคใหม่
เย็นได้ใจ ประหยัดได้จริง”**

Sales



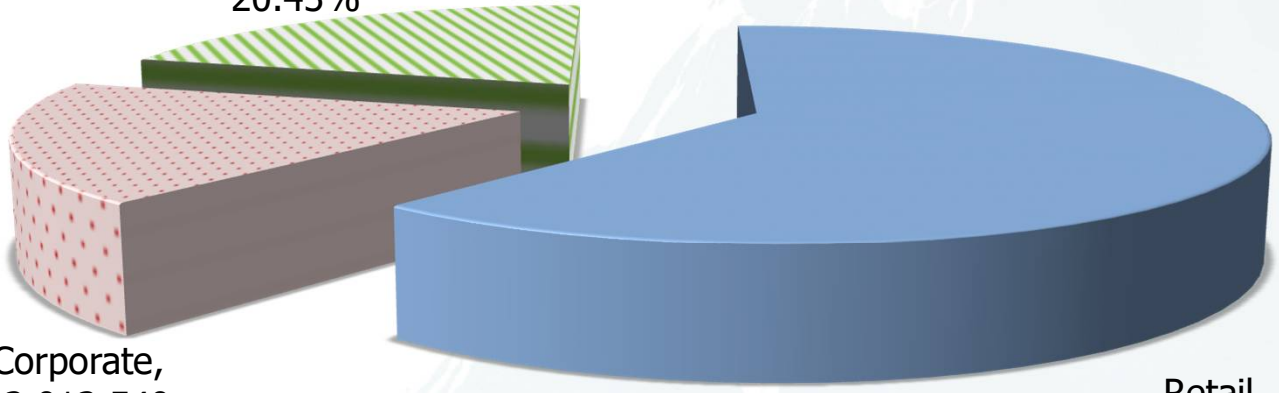
Product Proportion



Customer Proportion



Export,
137,122,062 ,
20.43%



Corporate,
122,012,540 ,
18.18%



Retail,
411,937,396 ,
61.38%



Sales Channel Proportion

REVENUE BY CHANNEL 6M/2016



Export,
137,122,062 ,
20.43%

Modern Trade,
275,139,828 ,
41.00%

Dealer,
136,797,568 ,
20.38%

Direct,
122,012,540 ,
18.18%





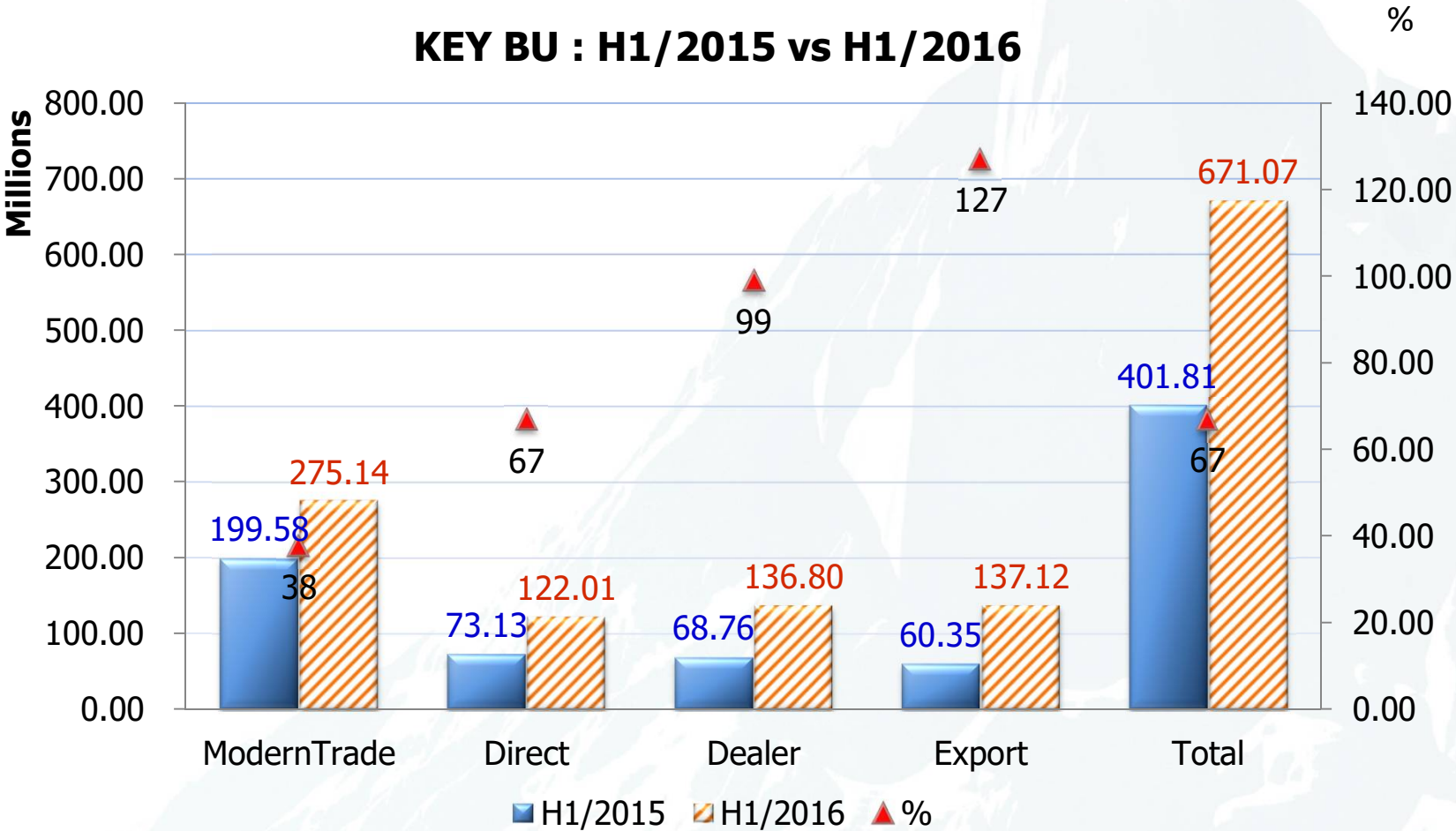
KOOL's PERFORMANCE H1/2016

Financial Performance

Statement of Comprehensive Income (MB.)	6M/2016 (01.01.16 - 30.06.16)	6M/2015 (01.01.15 - 30.06.15)	%	2015 (01.01.15 - 31.12.15)	2014 (01.01.14 - 31.12.14)
Sales	667.02	399.69	66.88	589.09	438.80
Other Income	4.05	2.12	91.04	4.37	4.84
Total Revenues	671.07	401.81	67.01	593.46	443.64
COGs	417.75	242.05	72.58	373.01	259.95
SG&A	119.09	115.96	2.69	195.26	131.41
Total Expenses	536.84	358.01	49.95	568.27	391.36
EBITDA	134.23	43.8	206.46	25.19	52.28
Depre. & Amor.	7.19	4.4	63.41	9.1	7.86
EBIT	127.04	39.4	222.44	16.09	44.42
Net Profit	101.96	27.17	275.27	8.03	31.4
EPS (B.)	0.21	0.08	162.50	0.02	0.1

KOOL Highlight H1/2016

KEY BU : H1/2015 vs H1/2016



I. BU HIGH GROWTH

REVENUE



EXPORT

127 % Growth

- Stronger Agents



MODERNTRADE

38 % Growth

- Expanding in potential new stores
Tesco Lotus , Power Buy / Power Mall



Distributors

DEALER

99 % Growth

- Expanding in potential new stores
- Strategic partner **SINGER**



DIRECT

67% Growth

- Corporate market growth

II. NEW PRODUCT: KOOLBOT



SALES 132,929,191.64 Baht



COOLING EFFICIENCY



DESIGN DIFFERENTIATION

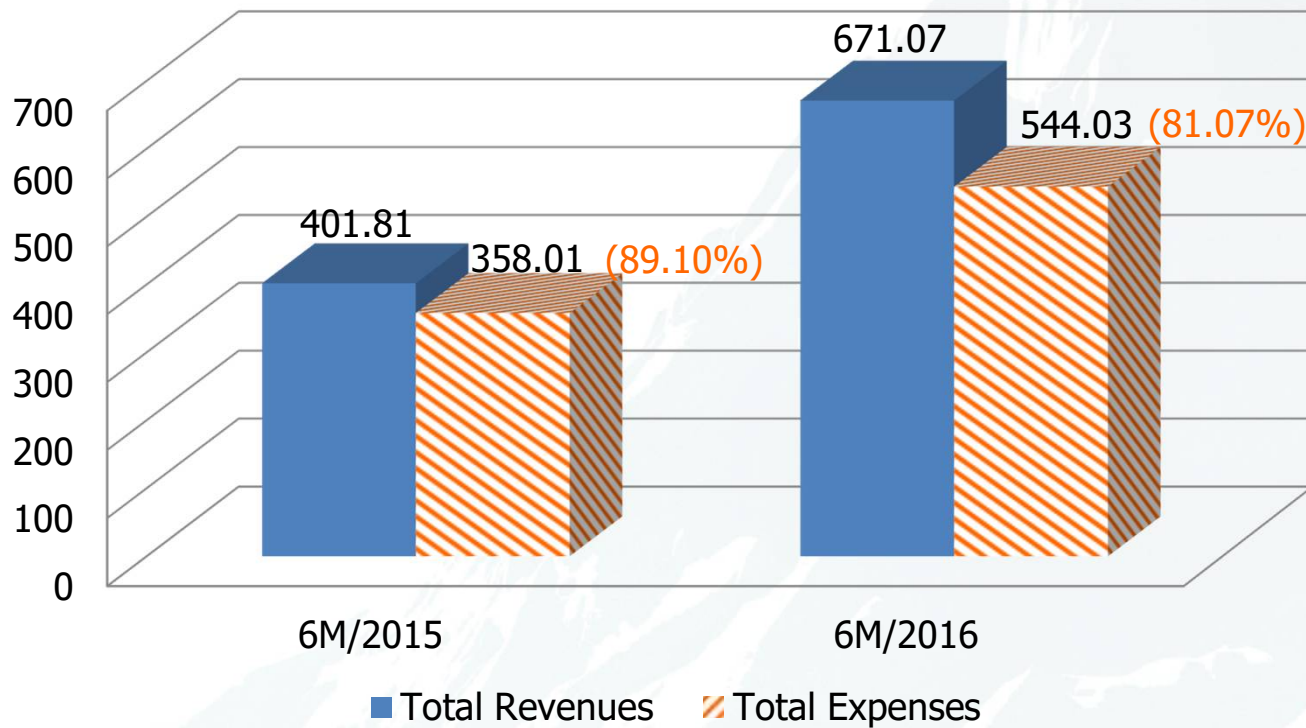


III. SUMMER HEAT

IV. MARKET: WIDER ACCEPTANCE

EXPENSE-TO-SALE RATIO DECREASES

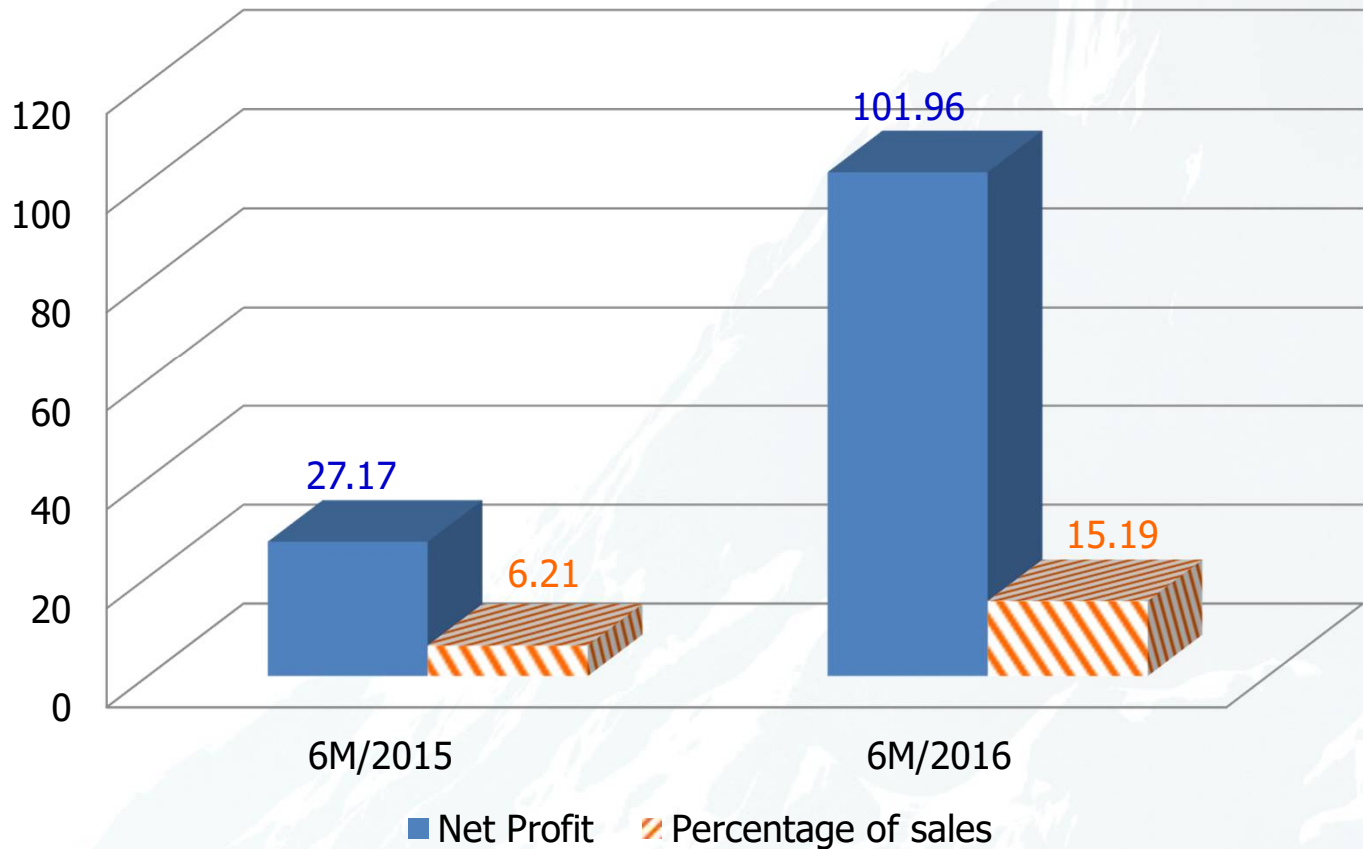
SG & A



ค่าใช้จ่ายขายและการตลาด ลดลงร้อยละ 16.73 เมื่อเทียบกับอัตราการเติบโตของยอดขาย เนื่องจาก การควบคุมค่าใช้จ่ายในช่องทางขายโมเดิร์นเทรด และค่าใช้จ่ายส่งเสริมการขาย

NET PROFIT

NP





KOOL 'S STRATEGIES & KEY INVESTMENTS

OVERVIEW

- Seasonal sales
- Cost control
- Overall profit target

REVENUES

- Export
- Corporates
- Ingreen > New business model

COST CONTROL & EFFECTIVENESS

WAREHOUSE MANAGEMENT IMPROVEMENT

**Continued high growth at 40% per year
Revenue target 3,000 MB in 2020**

Opportunities

- More hot weather to come
- Both domestic and international market upturns for innovative products
- Leading brand

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 centered across the image, containing the title text.

KOOL 's RISK MANAGEMENT

Counterfeit Goods

- Product patents

Competitive Environment of New Entrants

- Positive ► Market awareness in air cooler product highly expanded
- Strength: Cooling efficiency, lower cost and leading brand

A large iceberg floats in a calm, deep blue sea. The iceberg's jagged peaks and ridges are clearly visible, and its reflection is mirrored in the still water below. The sky is a clear, light blue, and the overall scene is serene and cold. The text 'Q&A' is centered over the iceberg, and 'Thank you' is written in the bottom right corner.

Q&A

Thank you