



HEALTHLEAD PUBLIC COMPANY LIMITED

Financial Performance Q3/2022

Opportunity Day



|                                                                                    |                      |
|------------------------------------------------------------------------------------|----------------------|
|   | Group Structure      |
|  | Business Overview    |
|   | Industry Overview    |
|  | Future Project       |
|  | Financial Highlights |
|                                                                                    | Q&A                  |



# Part I

## Group Structure



Holding Company

Registered Capital : 136 million Baht

Paid-up Capital : 136 million Baht

100.00%

100.00%

**ICARE HEALTH**

*Healthiness*

HEALTHINESS CO.,LTD.

Pharmacy Retailer

Registered Capital : 165 million Baht

Paid-up Capital : 165 million Baht

Developer and Distributor of Health-related products

Registered Capital : 35 million Baht

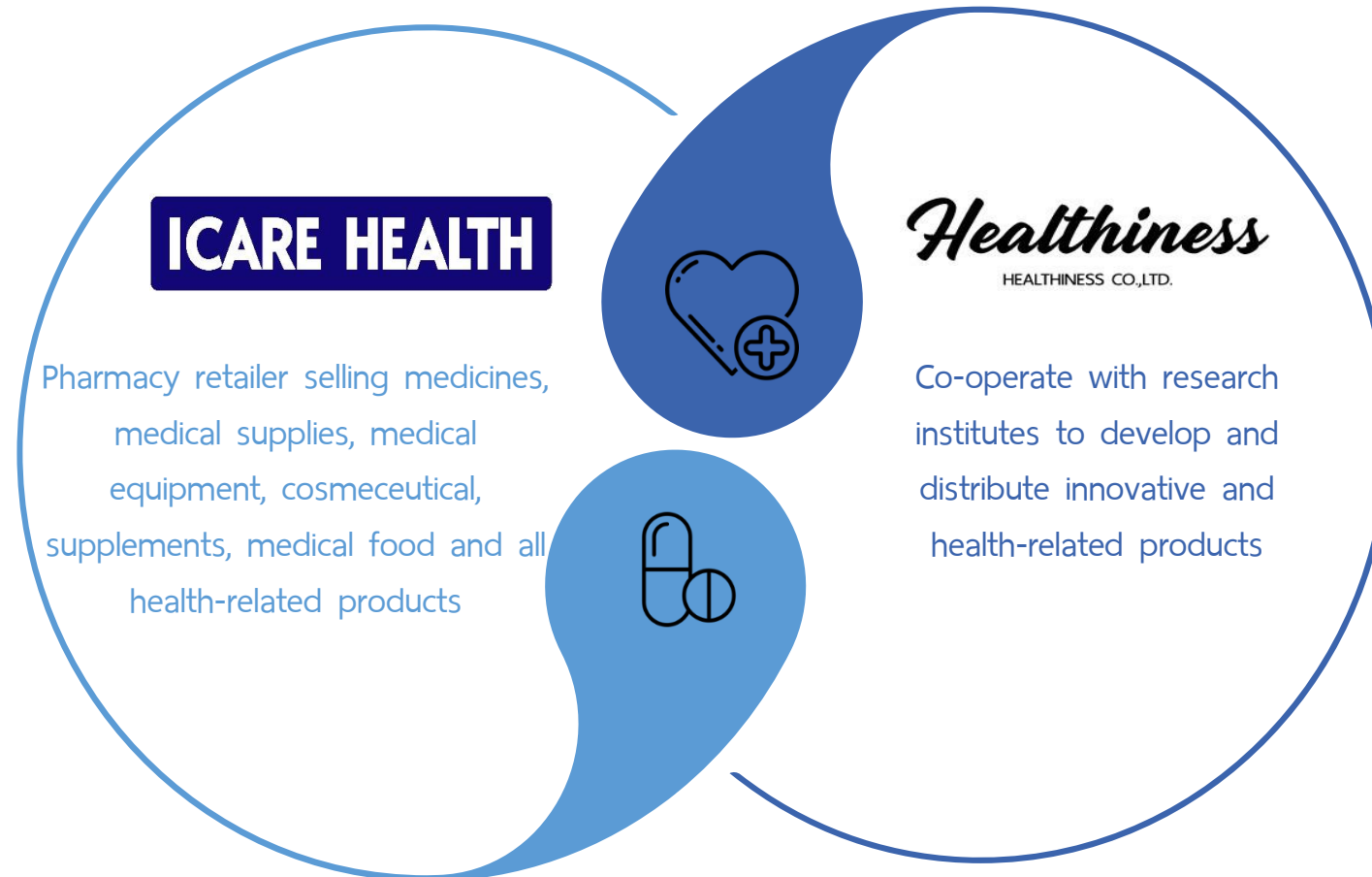
Paid-up Capital : 35 million Baht

Remark : Data as of March 31, 2022

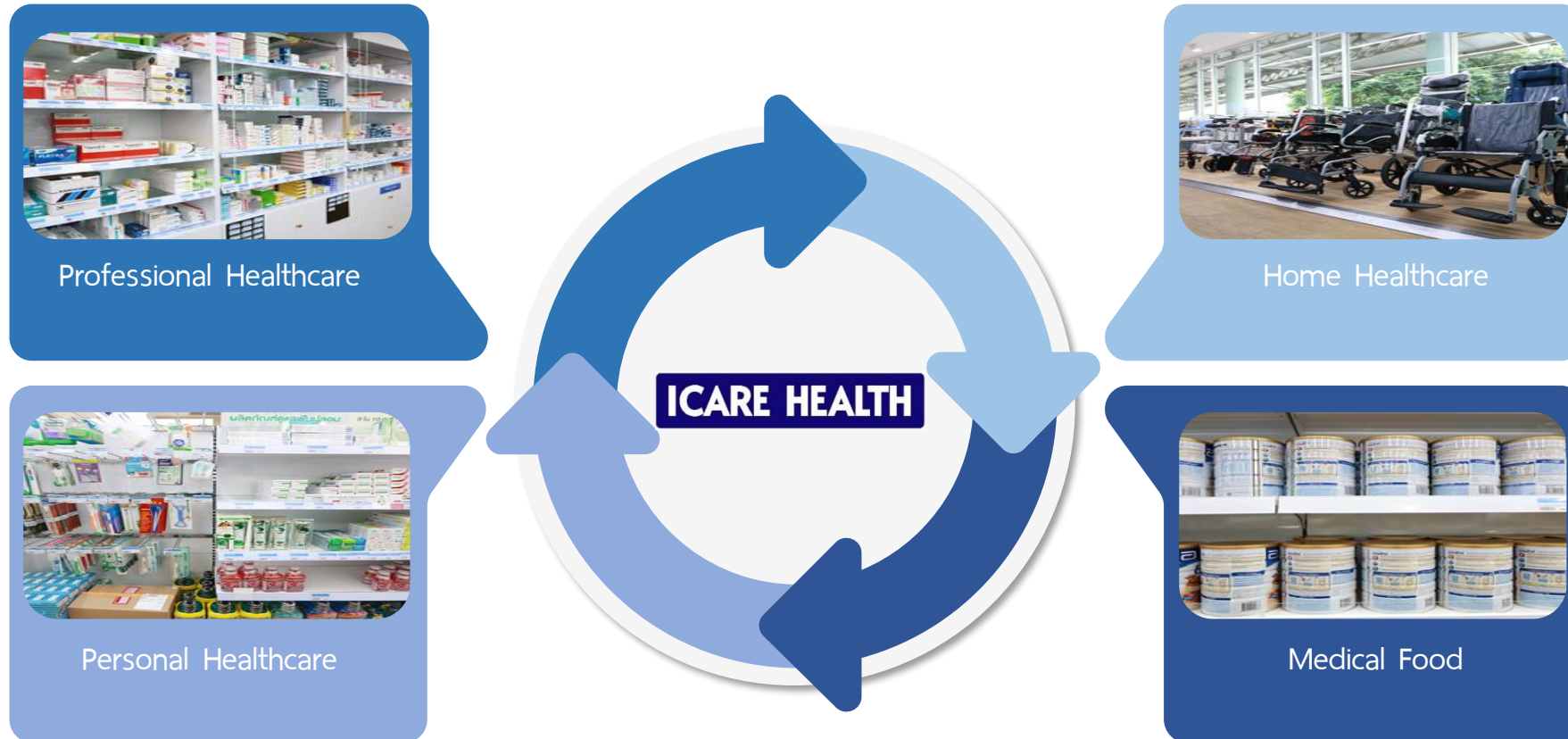


## Part II

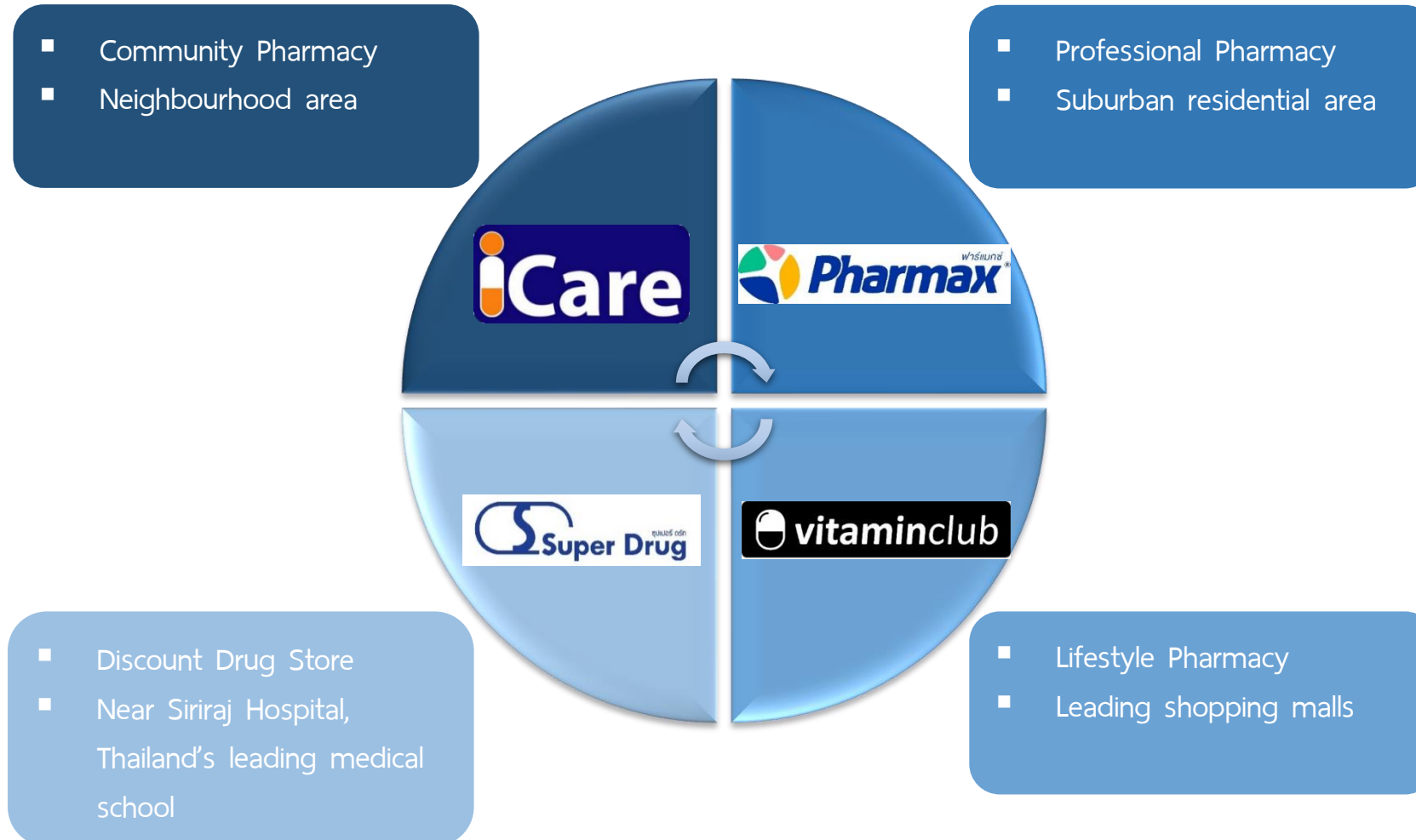
## Business Overview



Our pharmacies carry products ranging over 10,000 SKUs including medicines, cosmeceutical, supplements, medical supplies and equipment and all health-related products divided into four categories:



Consists of four brands: iCare, Pharmax, vitaminclub and SuperDrug

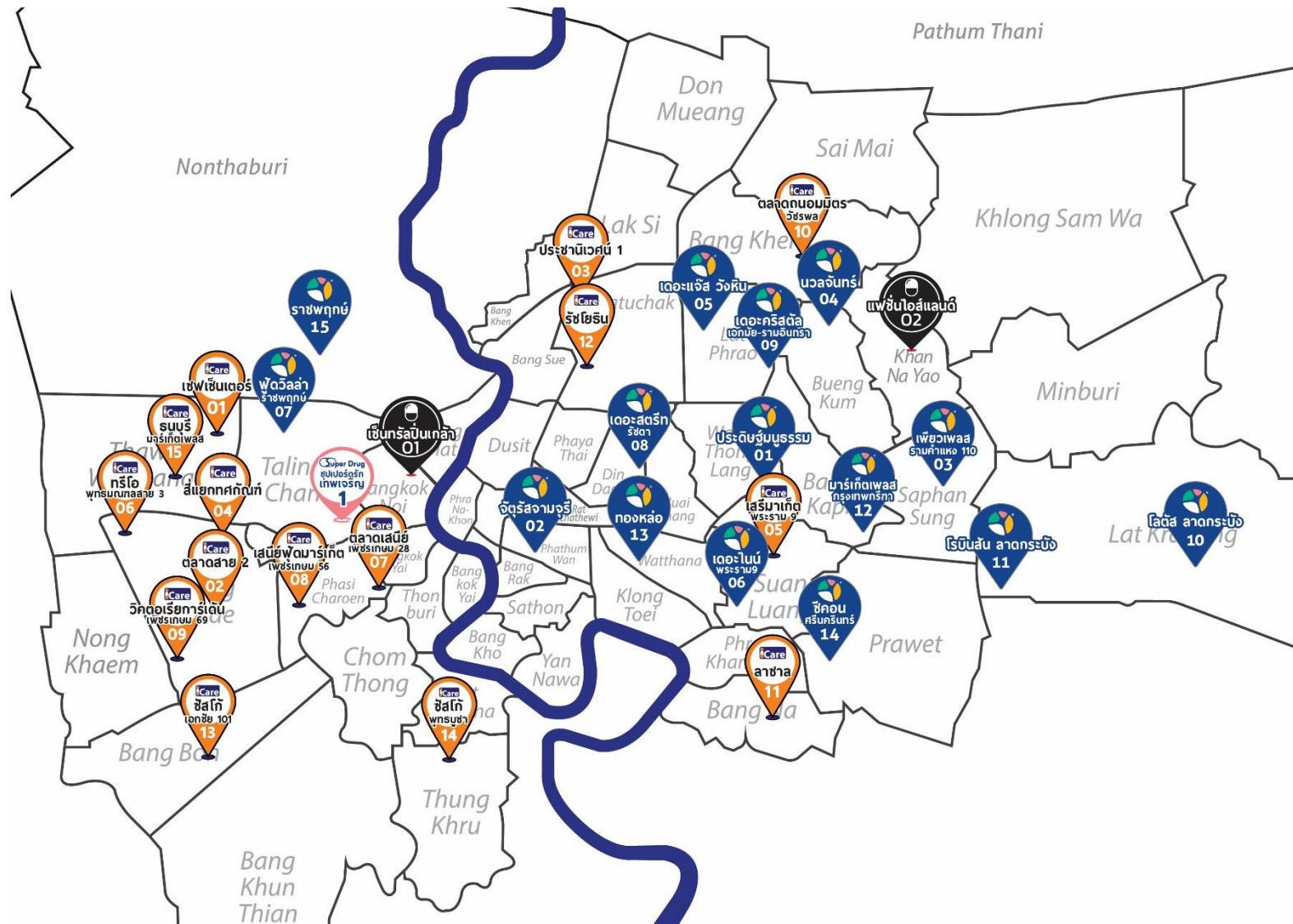


# Our Brands: Icare Health Co., Ltd.



## Current Branches: Icare Health Co., Ltd.

| Brand                                                                               | Stores | Branches & Loactions   |                             |                             |                             |                       |
|-------------------------------------------------------------------------------------|--------|------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------|
|    | 15     | Thotsakan Intersection | Save Center                 | Sai 2 Market                | Prachaniwet 1               | Seri Market Rama 9    |
|                                                                                     |        | The Trio               | Senee Market, Phet Kasem 28 | Phet Kasem 56               | Victoria Garden             | Thanormmitr Market    |
|                                                                                     |        | Lasalle                | Ratchayothin                | Susco Ekkachai 101          | Susco Phuttha Bucha         | Thonburi Market Place |
|    | 15     | Praditmanutham         | Chachuri Square             | Pure Place Ramkhamhaeng 110 | Nuan Chan                   | The Jas Wan Hin       |
|                                                                                     |        | The Nine Rama 9        | Food Villa Ratchapruek      | The Street Rathcada         | The Crystal Ekamai-Ramindra | Lotus Ladkrabang      |
|                                                                                     |        | Robinson Ladkrabang    | Krungthep Kreetta           | Thonglor 13                 | Seacon Srinakarin           | Ratchaphruek          |
|  | 2      | Central Pinklao        | Fashion Island              |                             |                             |                       |
|  | 1      | Thep Chareon Market    |                             |                             |                             |                       |



11

## Community Mall / Market

20



- Lotus Ladkrabang
- Robinson Save Center
- Seri Market Rama 9
- Senee Market, Phetkasem 28
- Phet Kasem 56
- Victoria Garden
- Thanommitr Market
- Ladkrabang

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Susco Ekkachai 101  
Susco Phuttha Bucha  
Thonburi Market Place  
Ratchayothin

**NEW!**



- Chamchuri Square
- Pure Place, Ramkhamhaeng 110
- The Jas Wang Hin
- The Nine Rama 9
- Food Villa Ratchaphruek
- The Street Ratchada
- The Crystal Ekamai – Ramindra
- Krungthep Kreetha

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Seacon Srinakarin

**NEW!**



- Thep Chareon Market

## Stand Alone

9



- Thotsakan Intersection
- Sai 2 Market
- Prachaniwet 1
- The Trio

Lasalle

**NEW!**



- Praditmanutham
- Nuan Chan

Thonglor 13  
Ratchaphruek

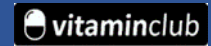
**NEW!**

### Shopping Mall / Hypermarket

4

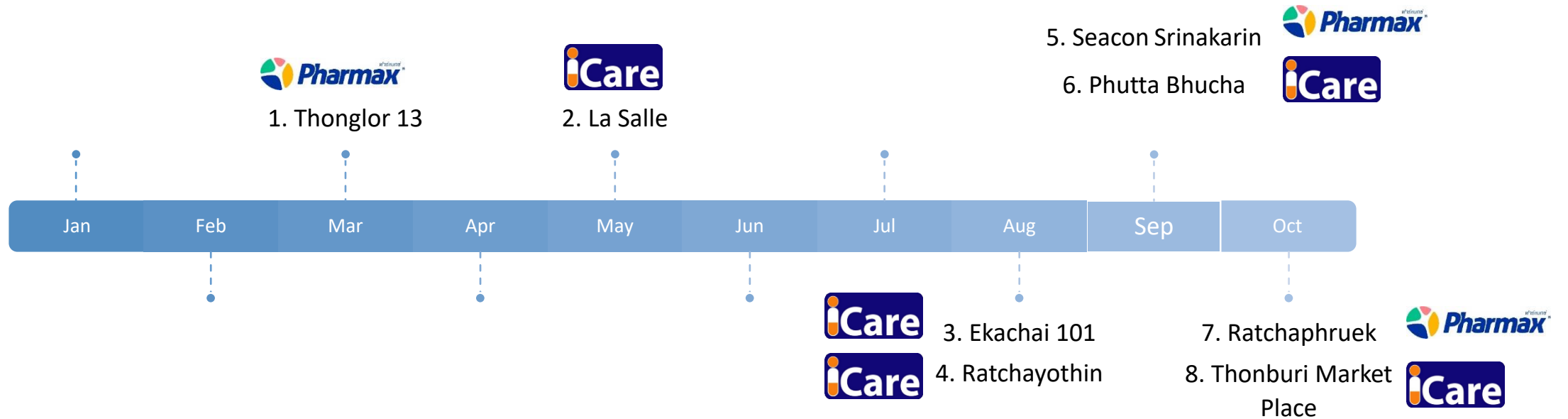


- Lotus Ladkrabang
  - Robinson Ladkrabang
- 



- Central Pinklao
  - Fashion Island
-

# New branches opened



# New Branches



## Pharmax Thonglor 13

283/3-4, Units 0101-2, 1st floor, Home Place Office Building, Soi Sukhumvit 55, Khlong Tan Nuea Subdistrict,, Watthana District, Bangkok



➤ Pharmax : Thonglor 13

(FL.1 Home Place Office Building)

Remark : Thonglor 13 opened March 6, 2022

## New Branches



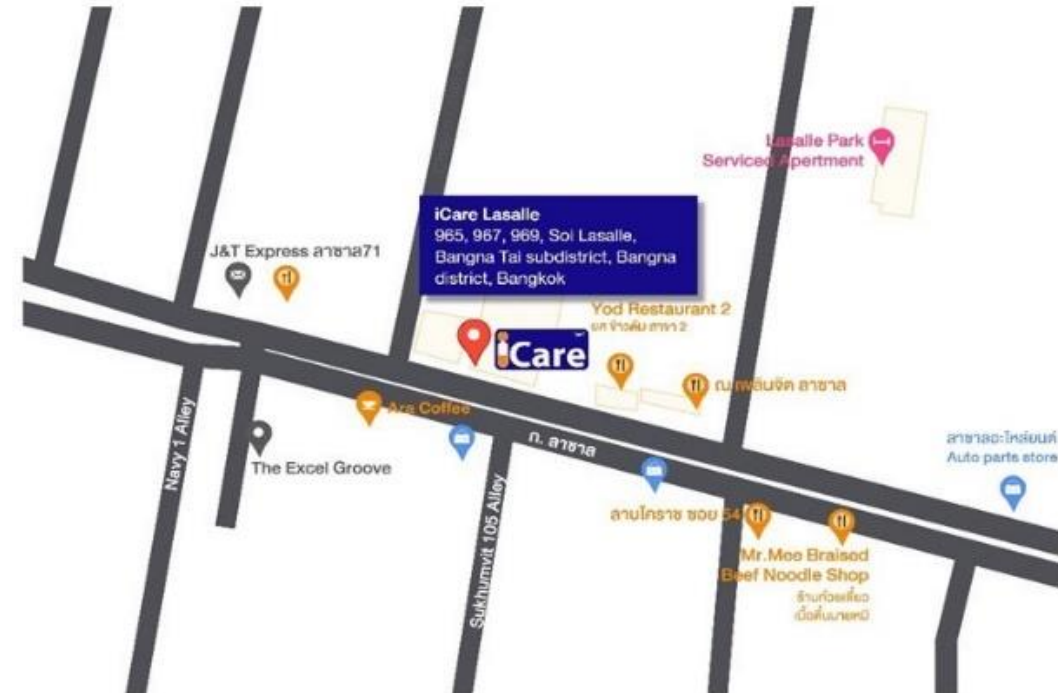
### iCare Lasalle

965, 967, 969, Soi Lasalle, Bangna Tai subdistrict, Bangna district, Bangkok



### ➤ iCare : Lasalle

(Soi Lasalle, Bangna Tai, Bangna)



Remark : Lasalle opened May 12, 2022

# New Branches



## ➤ iCare : Ratchayothin (Box Space Ratchayothin)

### i Care Ratchayothin

Ratchayothin Address : 15,15/1, B101, Box Space Ratchayothin,  
Ratchadaphisek Road, Chatuchak, Bangkok Tel : 061-391-1704



Remark : Ratchayothin opened August 17, 2022

# New Branches



## Susco Ekkachai 101

Susco Ekkachai 101 Address : 1133/1-2, B103-05,  
Susco Ekkachai Station, Ekkachai Road, Bang Bon Tai,  
Bang Bon, Bangkok Tel : 061-391-1628



- iCare : Susco Ekkachai 101  
(Susco Ekkachai Station)

Remark : Susco Ekkachai 101 opened August 18, 2022

# New Branches



## Pharmax Seacon Srinakarin

55, B0029, Seacon Square Srinakarin , Srinakarin Road,  
Nong Bon subdistrict, Prawet district, Bangkok



## ➤ Pharmax : Seacon Srinakarin

(FL.B1 Seacon Square Srinakarin )

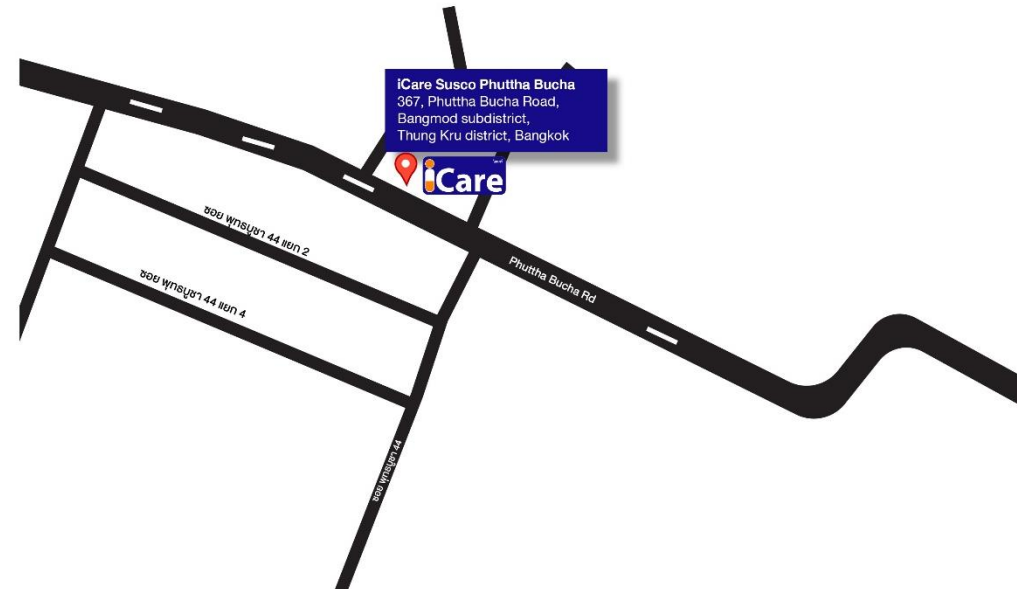
Remark : Seacon Srinakarin opened September 21, 2022

## New Branches



### iCare Susco Phuttha Bucha

367, Phuttha Bucha Road, Bangmod subdistrict,  
Thung Kru district, Bangkok



- iCare : Susco Phuttha Bucha  
(Susco Phuttha Bucha Station)

Remark : Susco Phuttha Bucha opened September 30, 2022

## New Branches



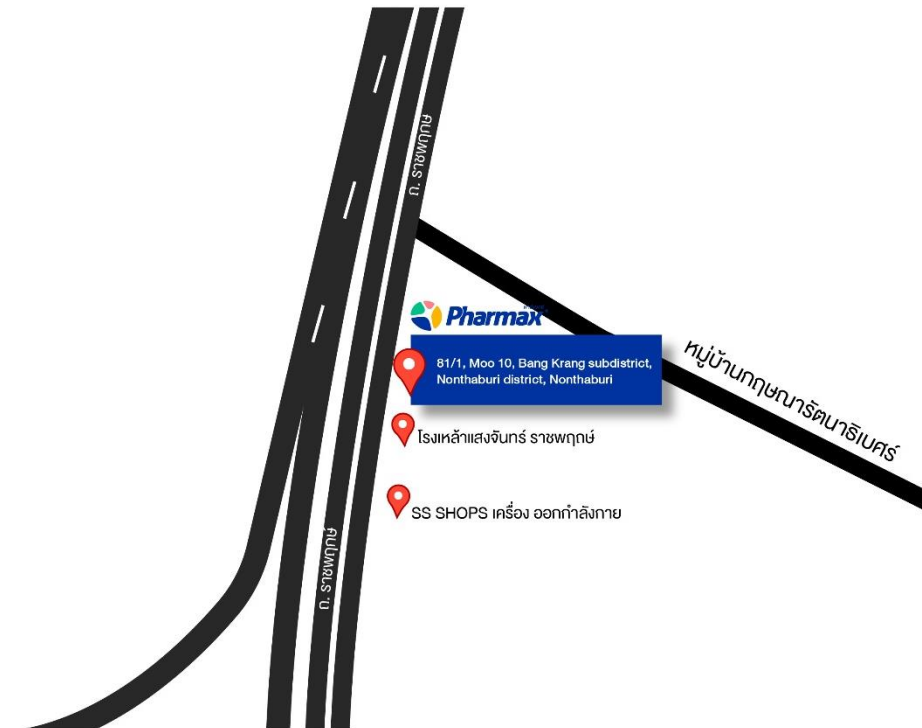
### Pharmax Ratchaphruek

81/1, Moo 10, Bang Krang subdistrict,  
Nonthaburi district, Nonthaburi



➤ Pharmax : Ratchaphruek

(Ratchaphruek)



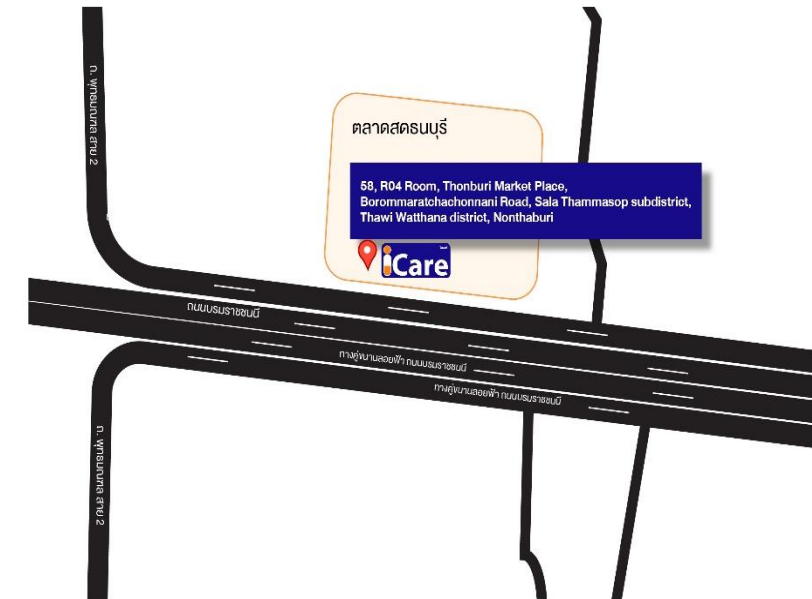
Remark : Ratchaphruek opened October 15, 2022

# New Branches



## iCare Thonburi Market Place

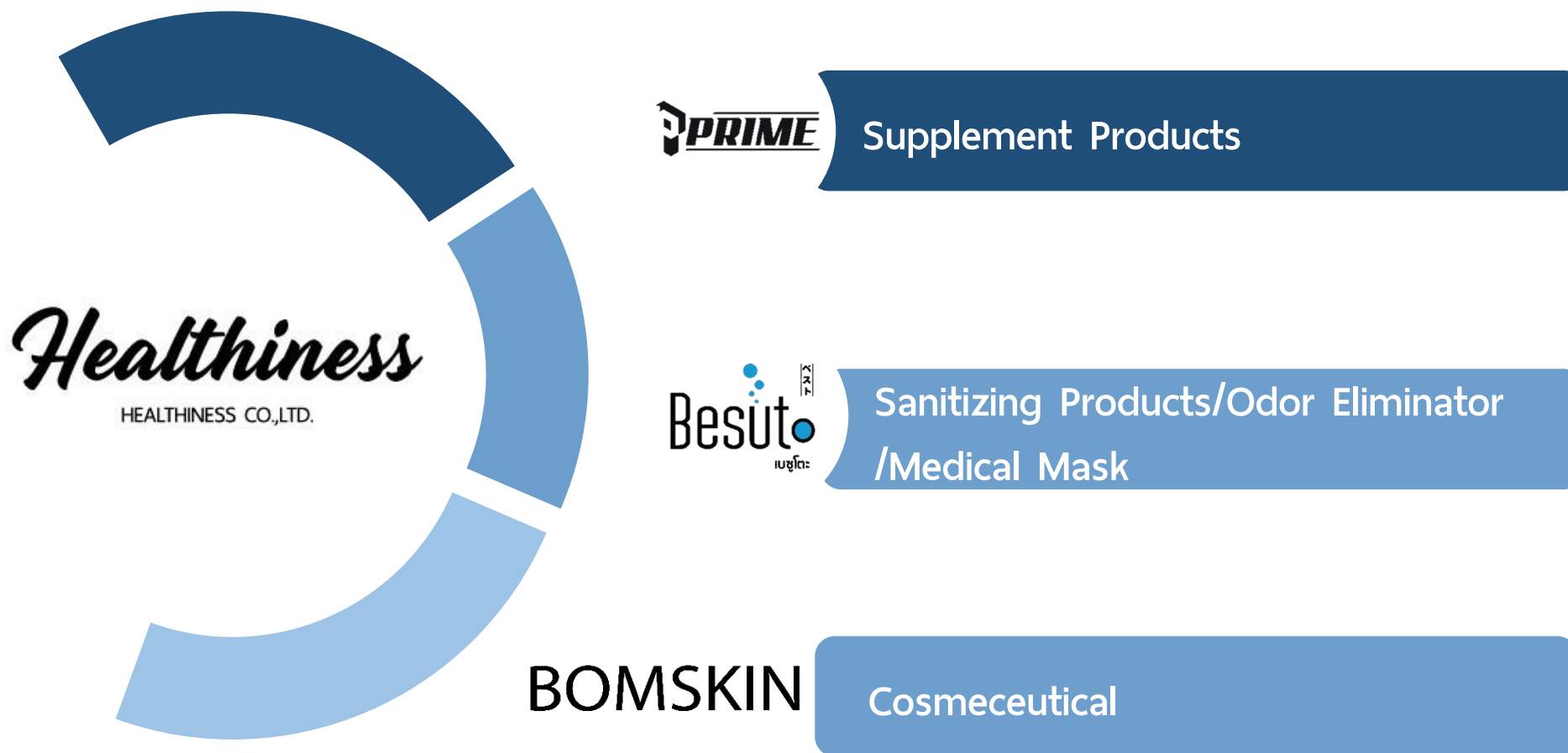
58, R04 Room, Thonburi Market Place,  
Borommaratchachonnani Road, Sala Thammasop subdistrict,  
Thawi Watthana district, Nonthaburi



## ➤ iCare : Thonburi Market Place

(Thonburi Market Place)

Remark : Thonburi Market Place opened October 21, 2022



## PRIME

- Products 26 SKUs
- Wholesale distribution through other pharmacies
- Sell through our online channels
- Such as PRIME Calcium plus D&K, PRIME Acerola Cherry



## Besuto

- Products 9 SKUs
- Wholesale distribution through other retailers
- Sell through our online channels
- Such as Besuto 12 Hand Cleansing Gel, Besuto Mask, Besuto Mouth Spray



## BOMSKIN

- Products 3 SKUs
- Wholesale distribution through other retailers
- Sell through our online channels
- Such as BOMSKIN ceramidin face cream, BOMSKIN Triple Ha Serum, BOMSKIN Triple Protection Sunscreen





## Best Innovative Company Awards



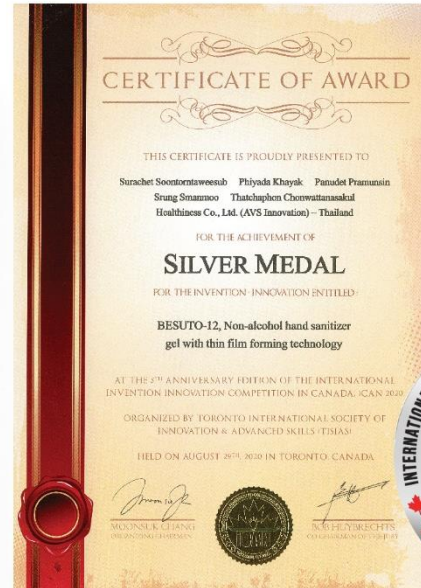
Outstanding Deal Awards :  
Capital market Fund raising deal  
(Offering size up to THB 3 bln.)



Outstanding Innovative  
Company Awards :  
Company listed on mai



**BESUTO 12**



Silver Medal for the Invention Innovation Entitled:  
BESUTO-12, Non-alcohol hand sanitizer gel with  
thin film forming technology.



The 5th International Invention Innovation  
Competition in Canada <iCAN 2020>  
held on August 29th. 2020 in Toronto, Canada



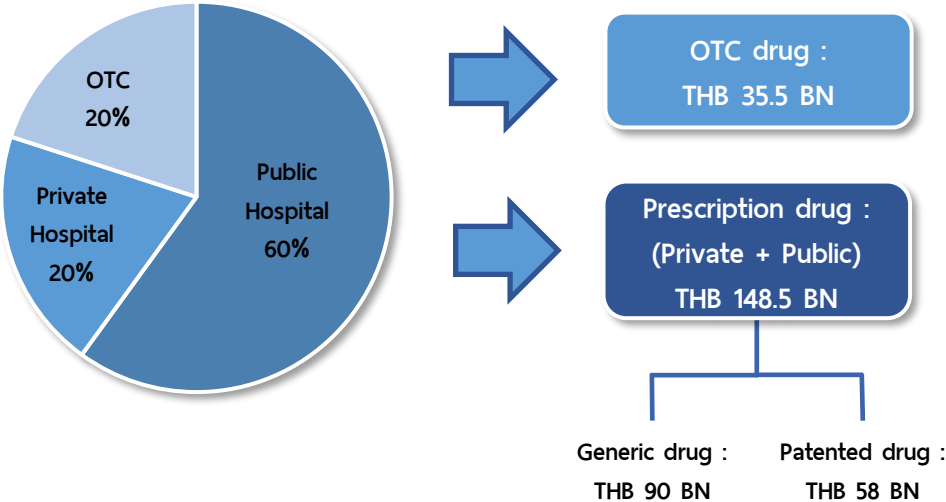




## Part III

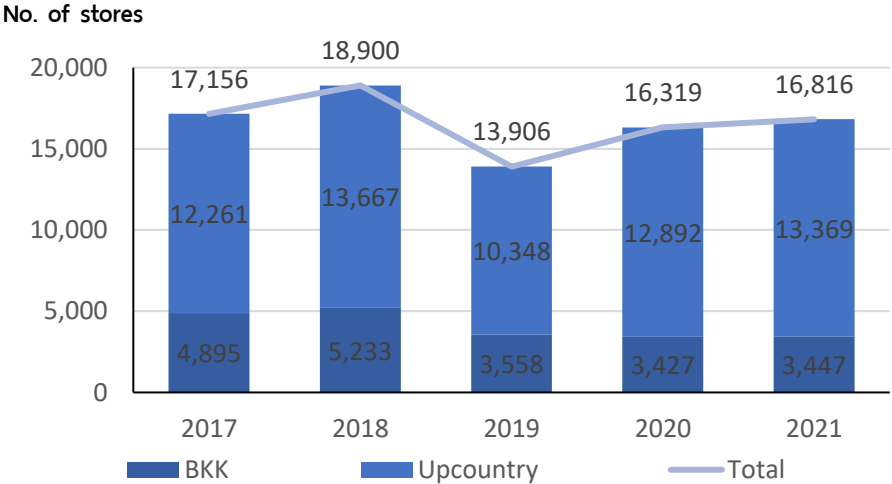
### Industry Overview

Thailand's Medicine Market Value



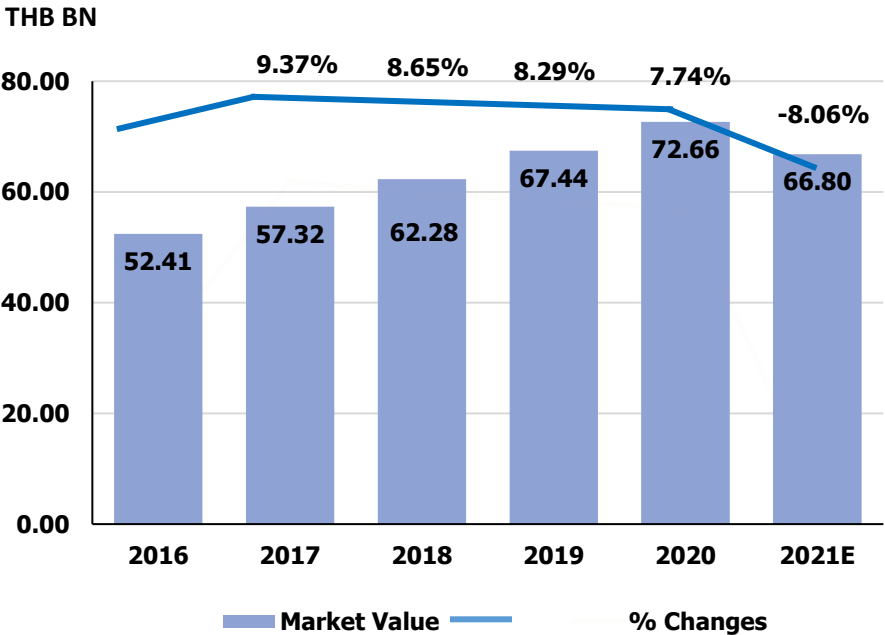
Source : Krungsri Research

Number of Drug Stores (Type : Khor Yor 1)

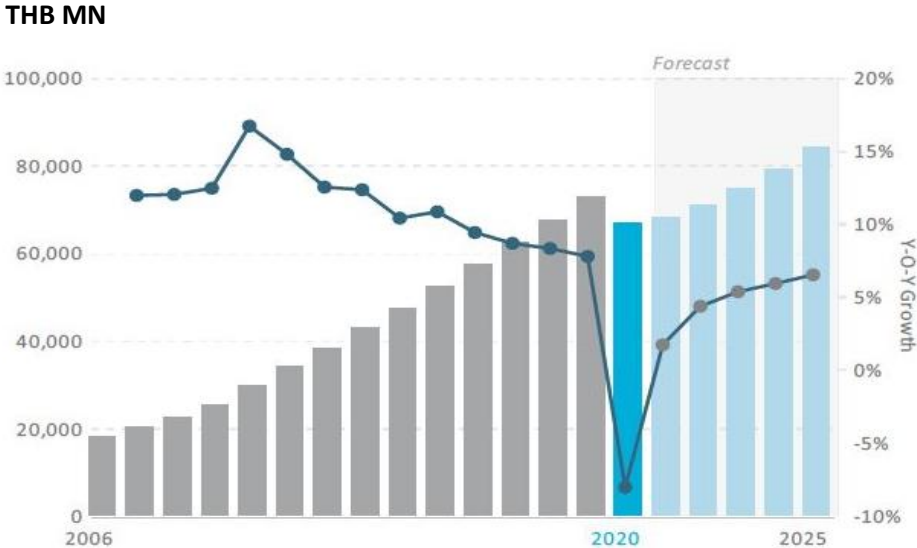


Source : Food and Drug Administration

Thailand's Vitamin and Dietary Supplements  
Market Value 2016-2021

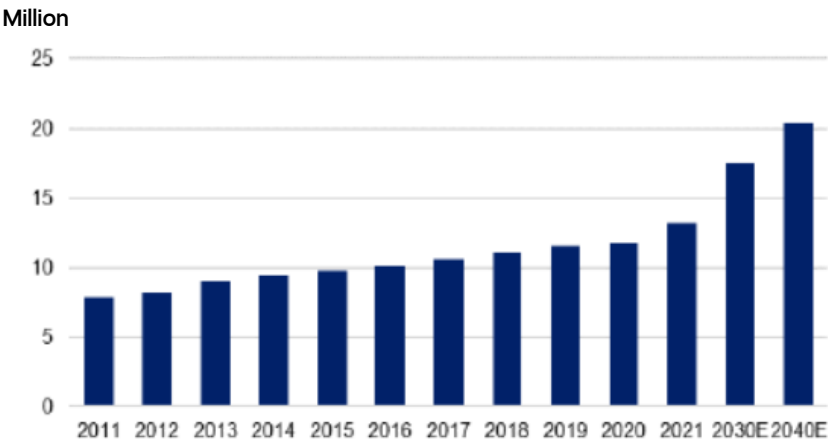


Thailand's Vitamin and Dietary Supplements  
Market Value Forecast 2006-2025

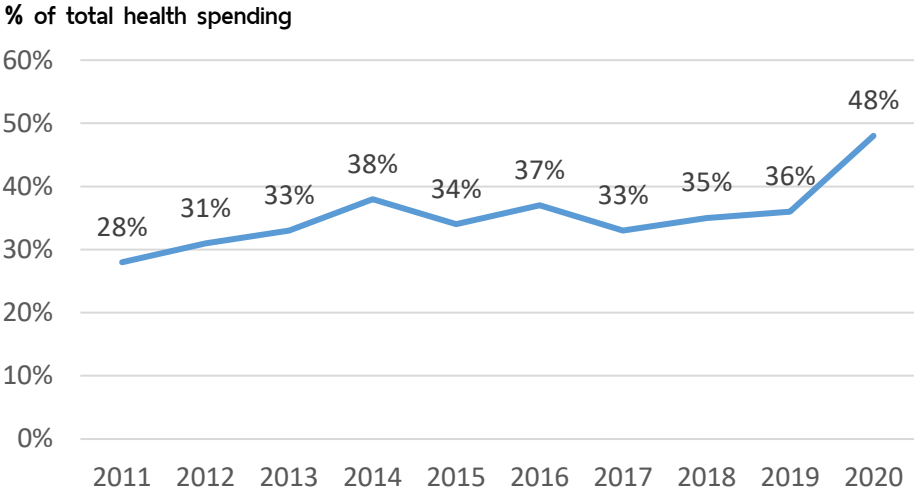


Source : Euromonitor International, November 2020 Consumer Health in Thailand

## Elderly in Thailand (>60years)



## Percentage of Medicine Spending to Total Healthcare Spending per Household

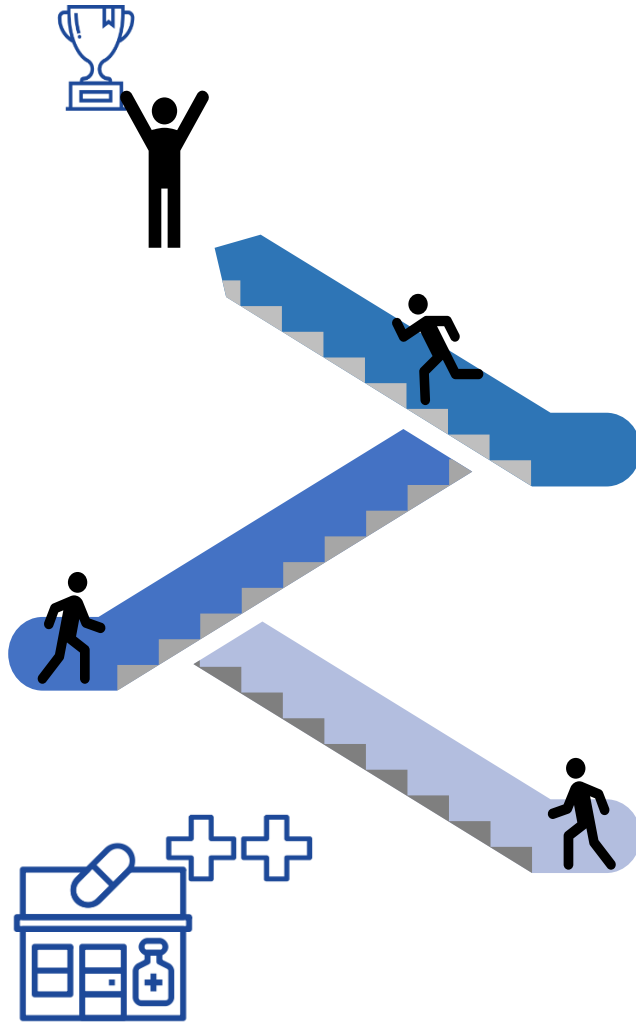


Source : National Statistical Office Thailand (NSO)

# Part IV

## Future Project





## Branch Expansion and Renovation

- HL plans to open new stores in Bangkok and Metropolitan Area and to renovate its existing branches.
- For 2022, The Board has approved revised plan that open at 11 branches in this year.
  - size of the store:
    - ☐ S (area ~ 80 sq.m.) THB 2.00 MN (plan to open 1 branches
    - ☐ M (area 80-150 sq.m.) THB 2.00-3.75 MN (plan to open 6 branches)
    - ☐ L (area 150-300 sq.m.) THB 3.75-6.00 MN (plan to open 4 branches)
- HL will expand the new innovative products into Healthiness's portfolio and expand the channel of distribution for Prime and Besuto outside the Group.

## Plan for Expansion 11 Branches in 2022

Q1/2022



✓ Thonglor 13

Q2/2022



✓ Lasalle

Q3/2022



✓ Susco Ekkachai 101  
✓ Ratchayothin

✓ Ratchaphruek  
✓ Seacon Square  
Srinagarindra



Q4/2022



✓ Susco Phuttha Bucha  
✓ Thonburi Market Place  
• Bangchak-Tha Kham  
• Ramintra Km.8  
• Lotus Nongchok

✓ opened



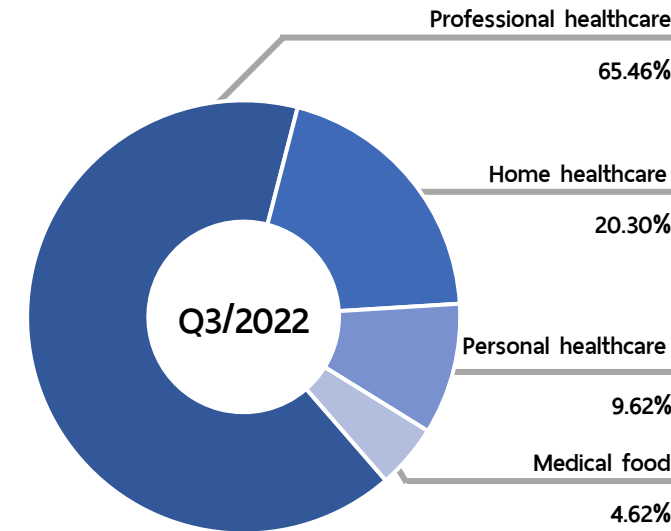
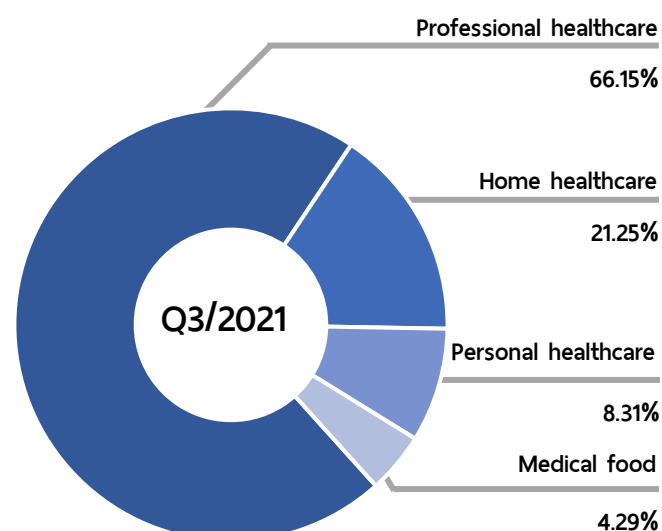
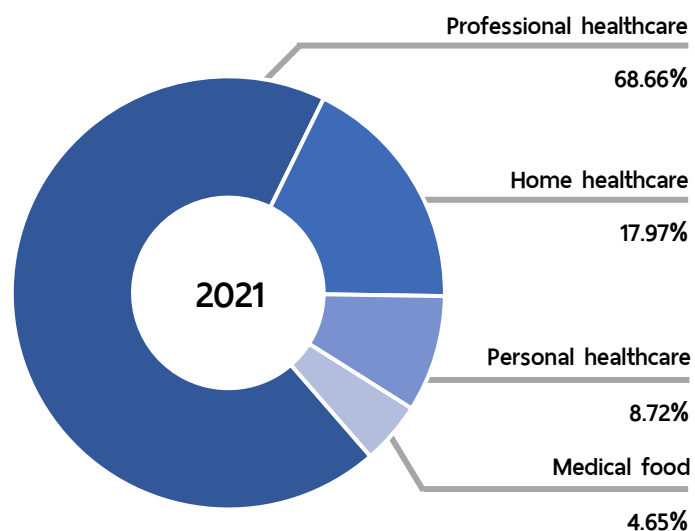
## Part V

## Financial Highlights

# Sales Breakdown by categories

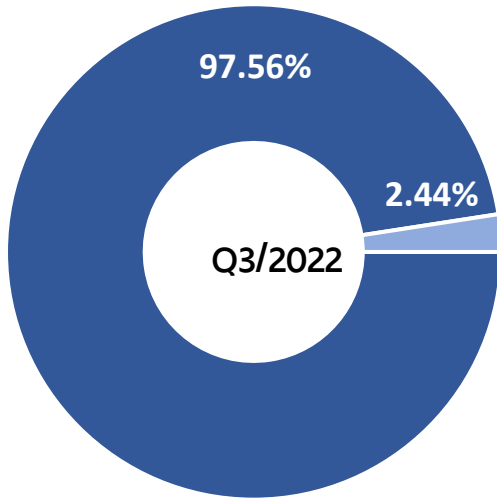
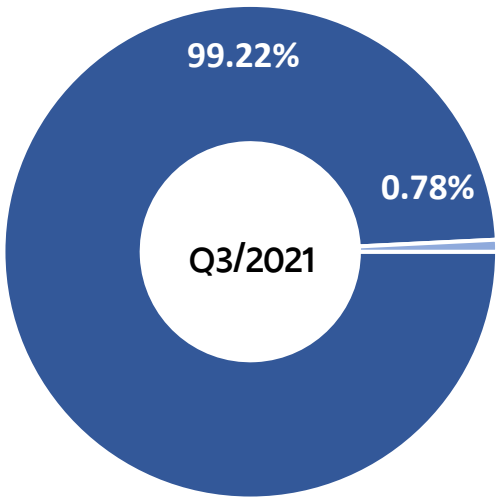
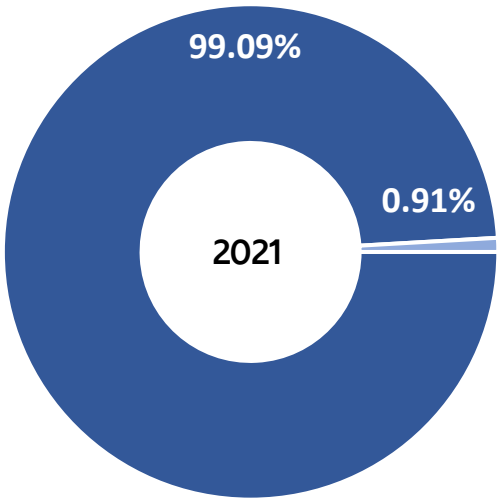
| Product Categories                    | 2019          |               | 2020            |               | 2021            |               | Q3/2021       |               | Q3/2022       |               | YoY          |              |
|---------------------------------------|---------------|---------------|-----------------|---------------|-----------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|
|                                       | MN THB        | %             | MN THB          | %             | MN THB          | %             | MN THB        | %             | MN THB        | %             | MN THB       | %            |
| Revenues from Professional healthcare | 659.46        | 72.77         | 753.19          | 70.78         | 823.00          | 68.66         | 233.00        | 66.15         | 260.24        | 65.46         | 27.24        | 11.69        |
| Revenues from Home healthcare         | 129.11        | 14.25         | 169.27          | 15.91         | 215.44          | 17.97         | 74.85         | 21.25         | 80.69         | 20.30         | 5.84         | 7.80         |
| Revenues from Personal healthcare     | 73.28         | 8.09          | 95.79           | 9.00          | 104.57          | 8.72          | 29.27         | 8.31          | 38.26         | 9.62          | 8.99         | 30.73        |
| Revenues from Medical food            | 44.37         | 4.89          | 45.84           | 4.31          | 55.77           | 4.65          | 15.11         | 4.29          | 18.38         | 4.62          | 3.27         | 21.66        |
| <b>Total Revenues</b>                 | <b>906.22</b> | <b>100.00</b> | <b>1,064.09</b> | <b>100.00</b> | <b>1,198.76</b> | <b>100.00</b> | <b>352.23</b> | <b>100.00</b> | <b>397.58</b> | <b>100.00</b> | <b>45.34</b> | <b>12.87</b> |

Note : Other income - include interest income, revenues from in-store advertisement, marketing & promotion activities and events etc.



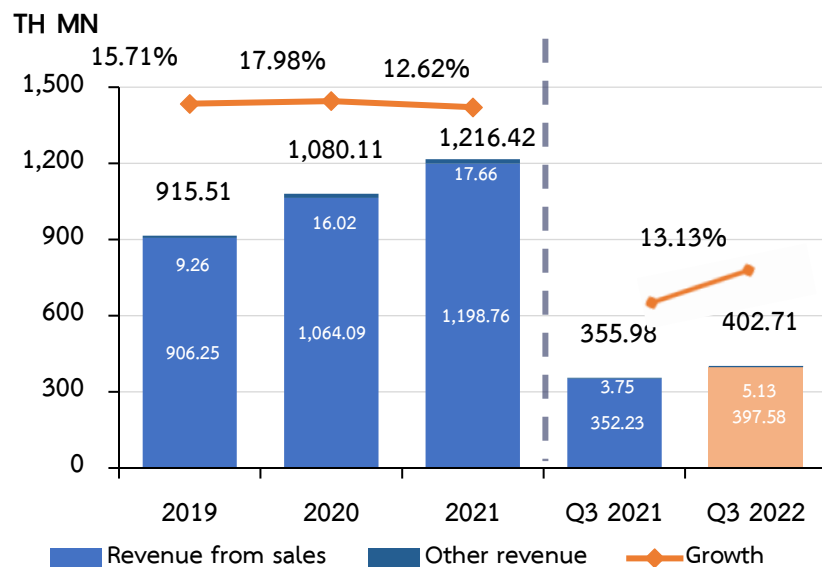
# Sales by Distribution Channels

| Distribution Channels     | 2019   |        | 2020     |        | 2021     |        | Q3/2021 |        | Q3/2022 |        | YoY    |        |
|---------------------------|--------|--------|----------|--------|----------|--------|---------|--------|---------|--------|--------|--------|
|                           | MN THB | %      | MN THB   | %      | MN THB   | %      | MN THB  | %      | MN THB  | %      | MN THB | %      |
| Revenue from Retail Sales | 876.70 | 96.74  | 1,050.99 | 98.77  | 1,187.90 | 99.09  | 349.47  | 99.22  | 387.89  | 97.56  | 38.42  | 10.99  |
| Revenue from Wholesale    | 29.52  | 3.26   | 13.10    | 1.23   | 10.85    | 0.91   | 2.76    | 0.78   | 9.69    | 2.44   | 6.93   | 250.97 |
| Total Revenue from Sales  | 906.22 | 100.00 | 1,064.09 | 100.00 | 1,198.76 | 100.00 | 352.23  | 100.00 | 397.58  | 100.00 | 45.34  | 12.87  |

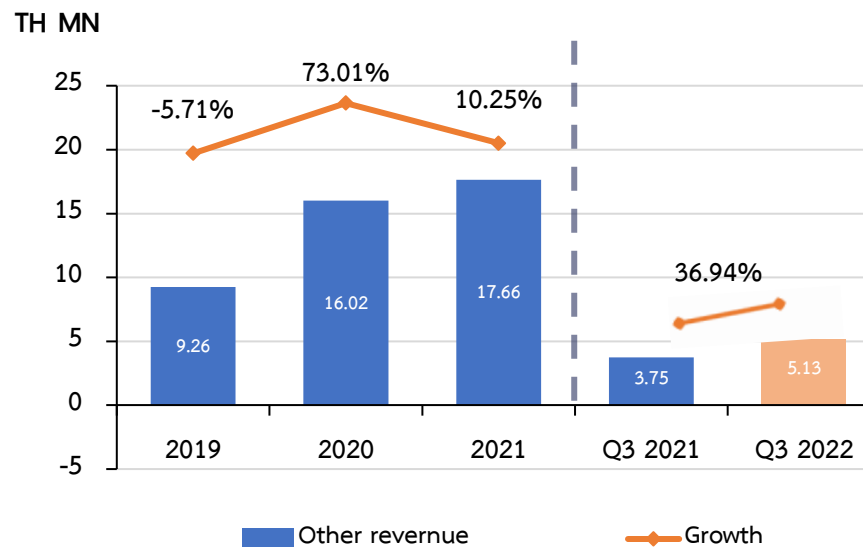


■ Revenue from Retail Sales ■ Revenue from Wholesale

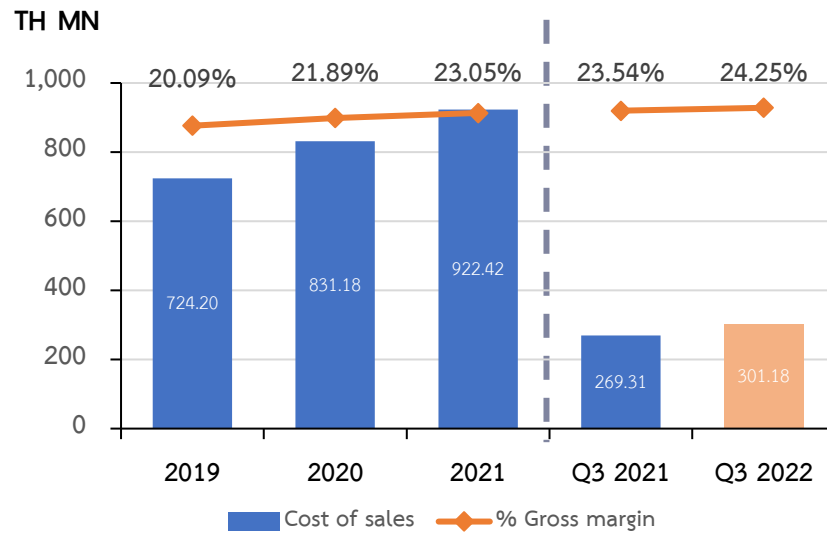
## Total Revenues



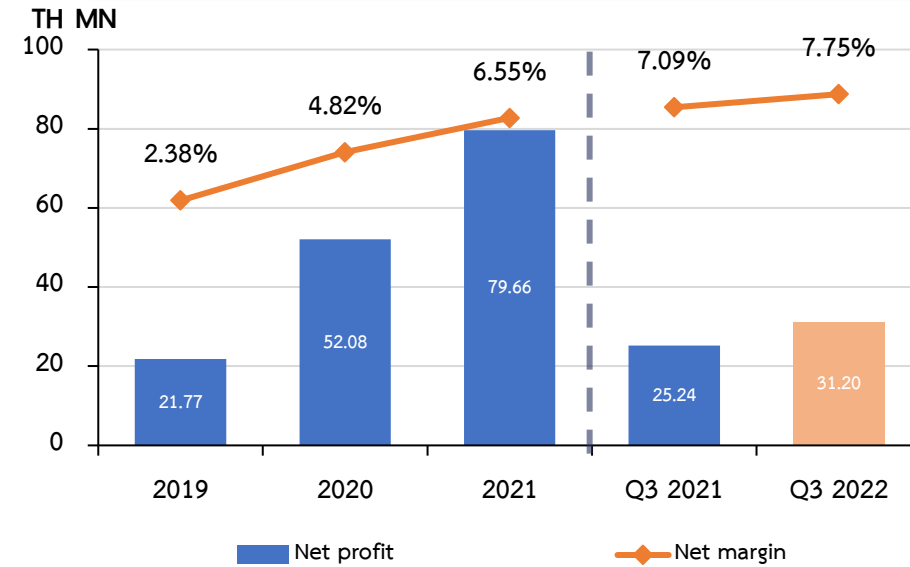
## Other income



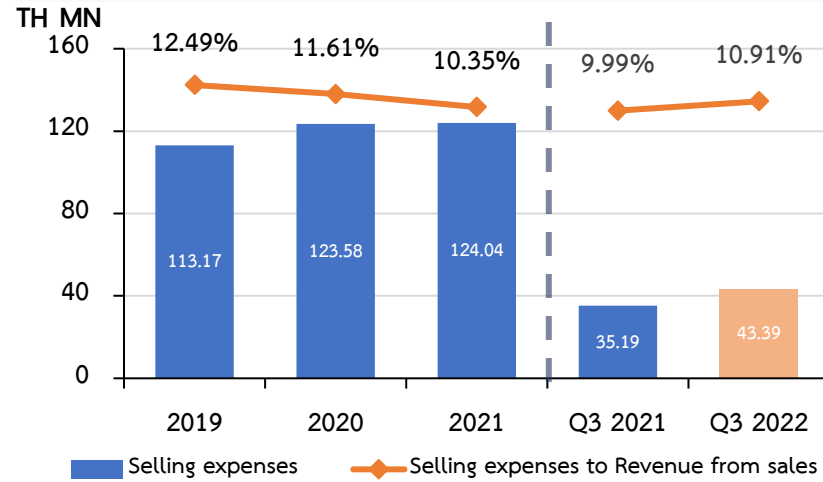
## Cost of sales and Gross margin



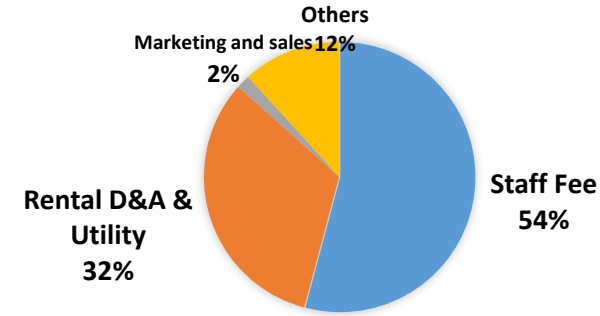
## Net profit and Net margin



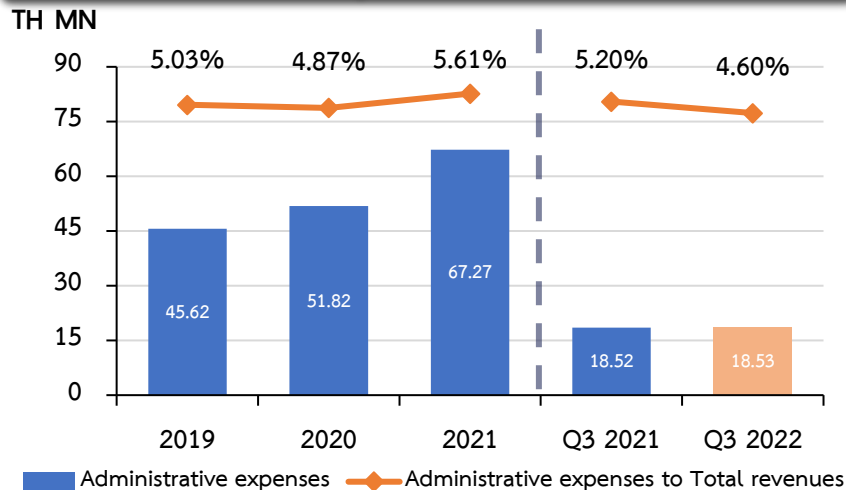
## Selling expenses to Revenue from sales



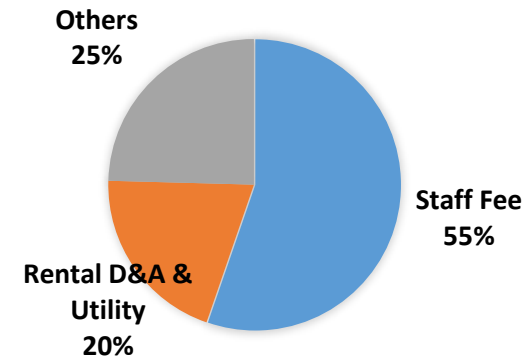
## Q3 2022 Selling expenses



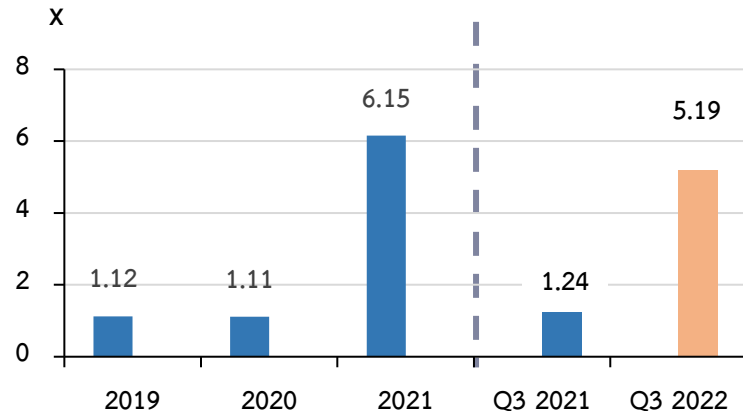
## Administrative expenses to Total revenues



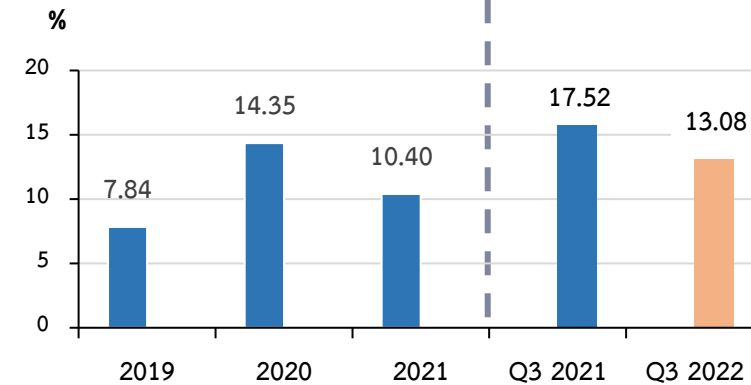
## Q3 2022 Administrative expenses



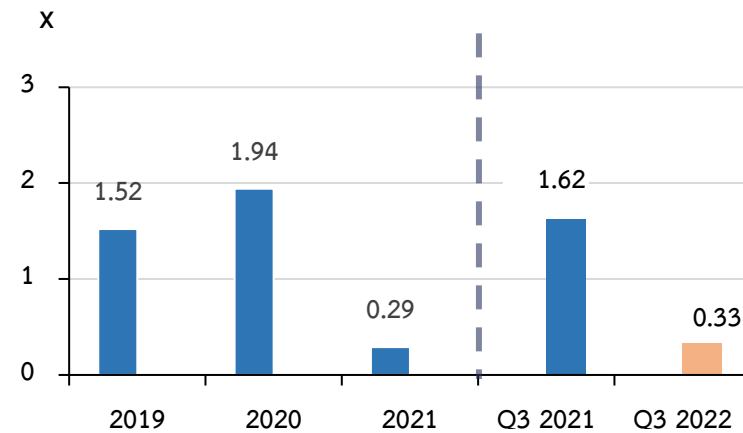
## Liquidity Ratios



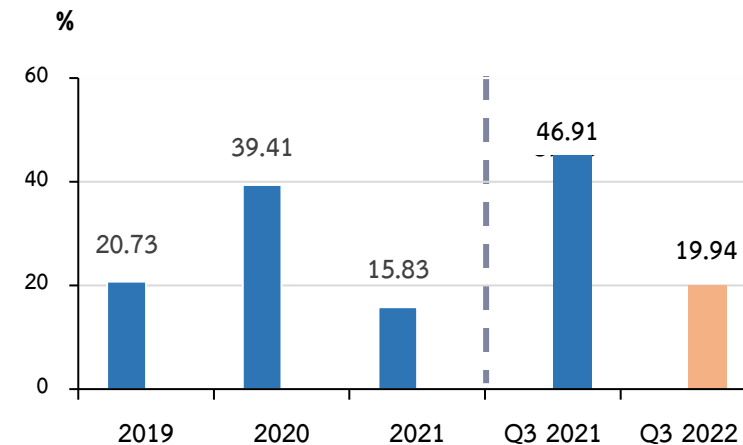
## Return on Asset



## Debt to Equity Ratio



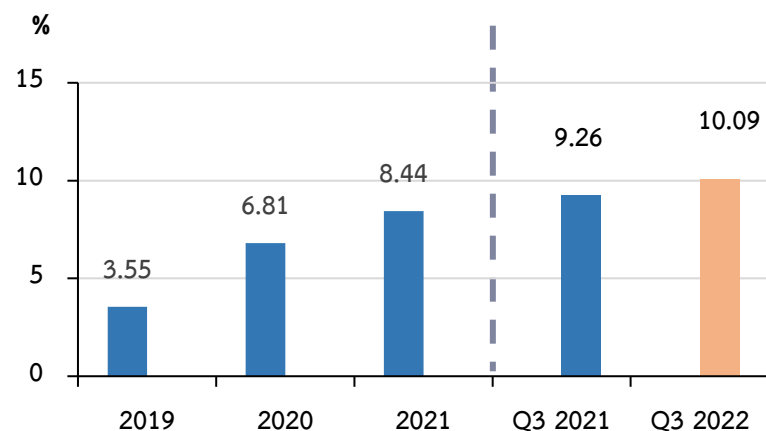
## Return on Equity



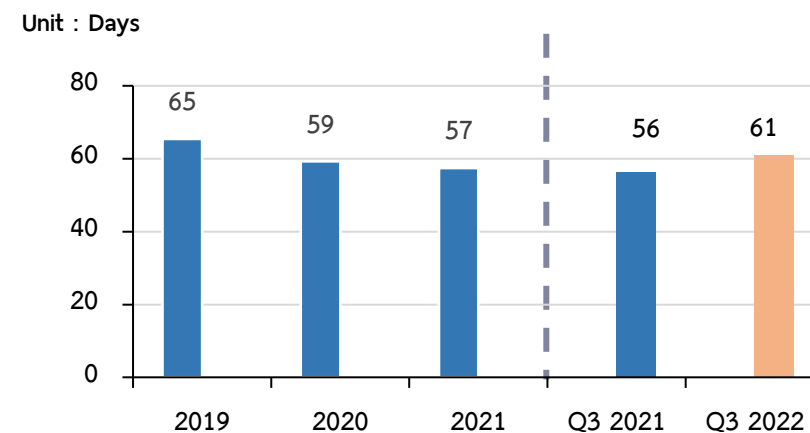
**Remark :** ROA = Trailing-12-month Net profit, to average to assets.

ROE = Trailing-12-month Net profit, to average total shareholder's equity.

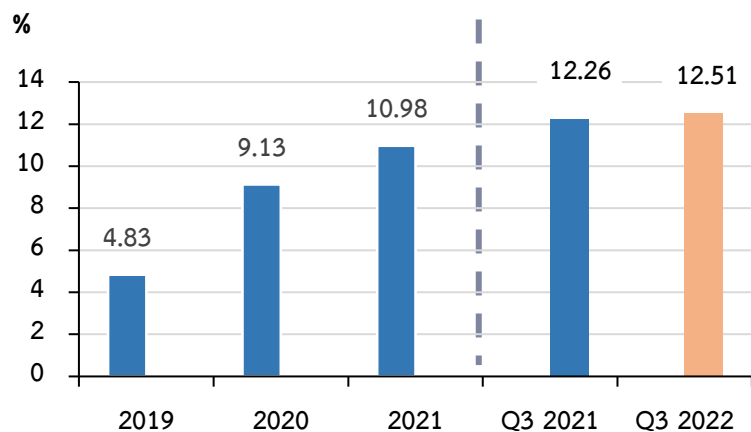
## EBIT Margin



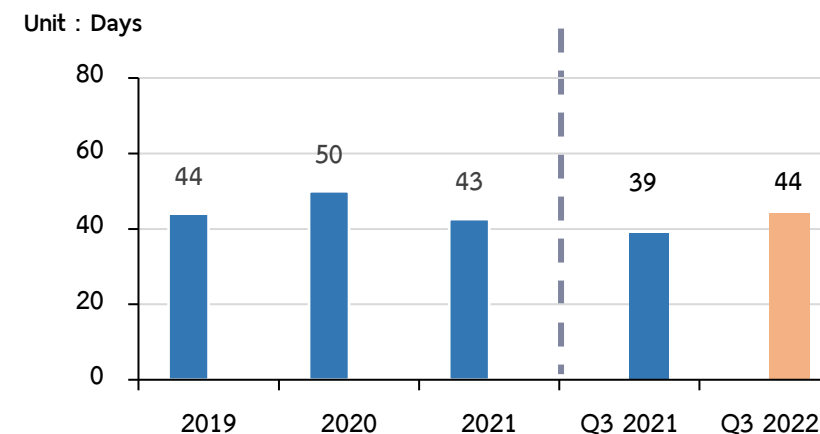
## Inventory Days



## EBITDA Margin



## Account Payable Days



## Other information

| Details                        | Y 2020 | Y 2021 | Q1/2022 | Q2/2022 | Q3/2022 |
|--------------------------------|--------|--------|---------|---------|---------|
| Same Store Sales Growth (SSSG) | 18.21% | 14.95% | 36.71%  | 10.51%  | -0.82%  |
| Sales / Ticket (All branches)  | 470    | 551    | 523     | 513     | 502     |
| Tickets / Day (All branches)   | 6,125  | 5,913  | 7,643   | 7,466   | 8,392   |

Q & A

