



HEALTHLEAD PUBLIC COMPANY LIMITED
Financial Performance Year End 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

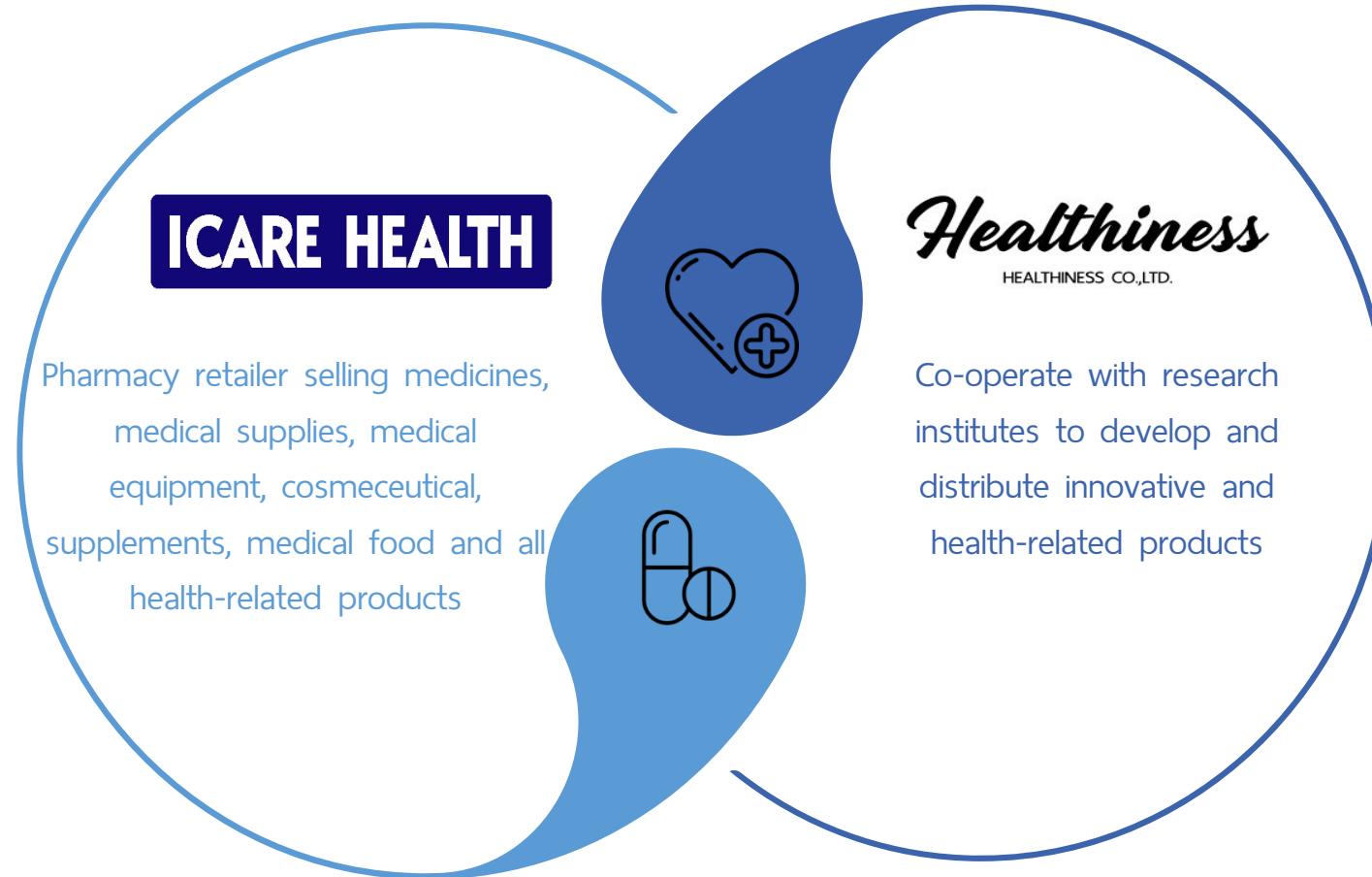
Paid-up Capital : 35 million Baht

Remark : Data as of March 31, 2022

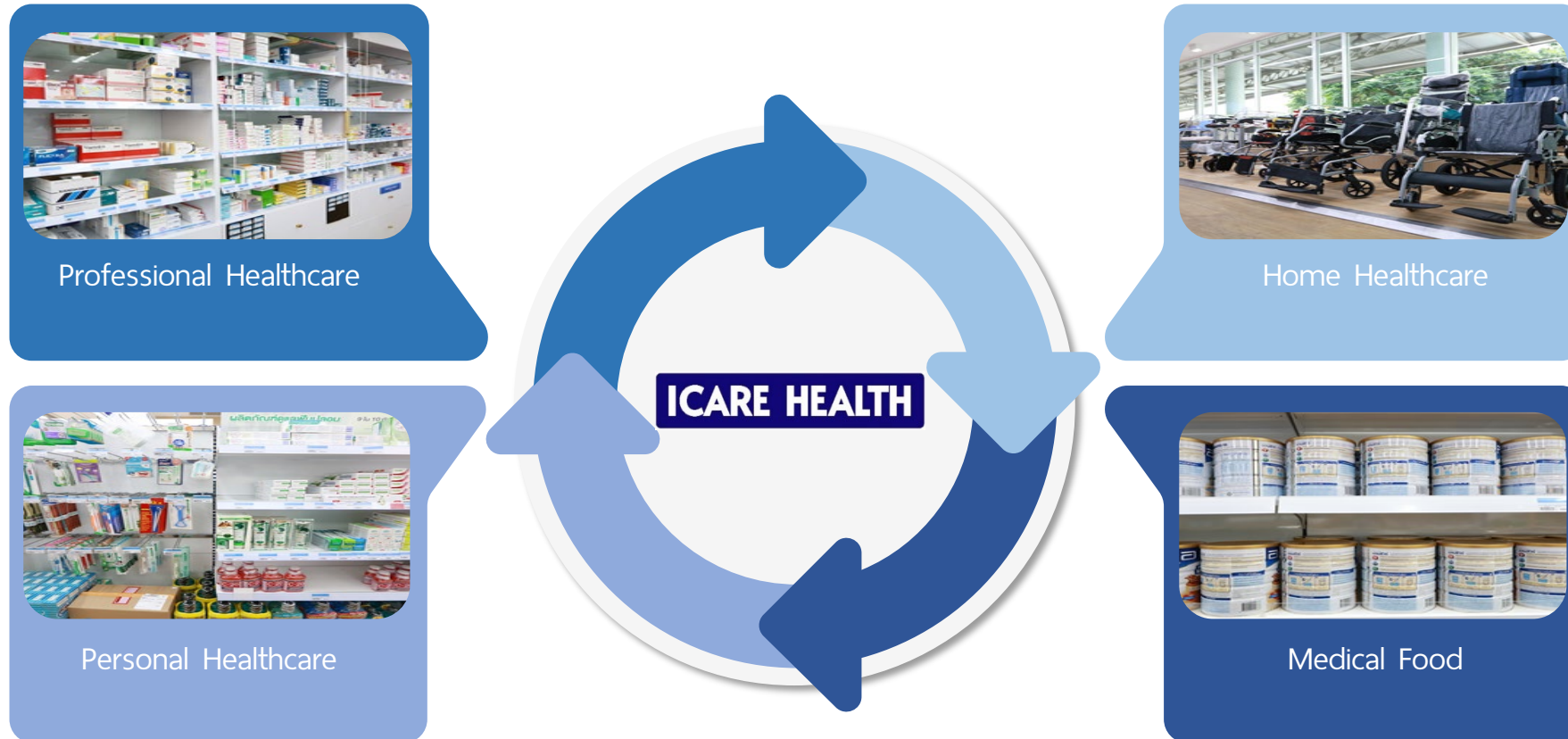


Part II

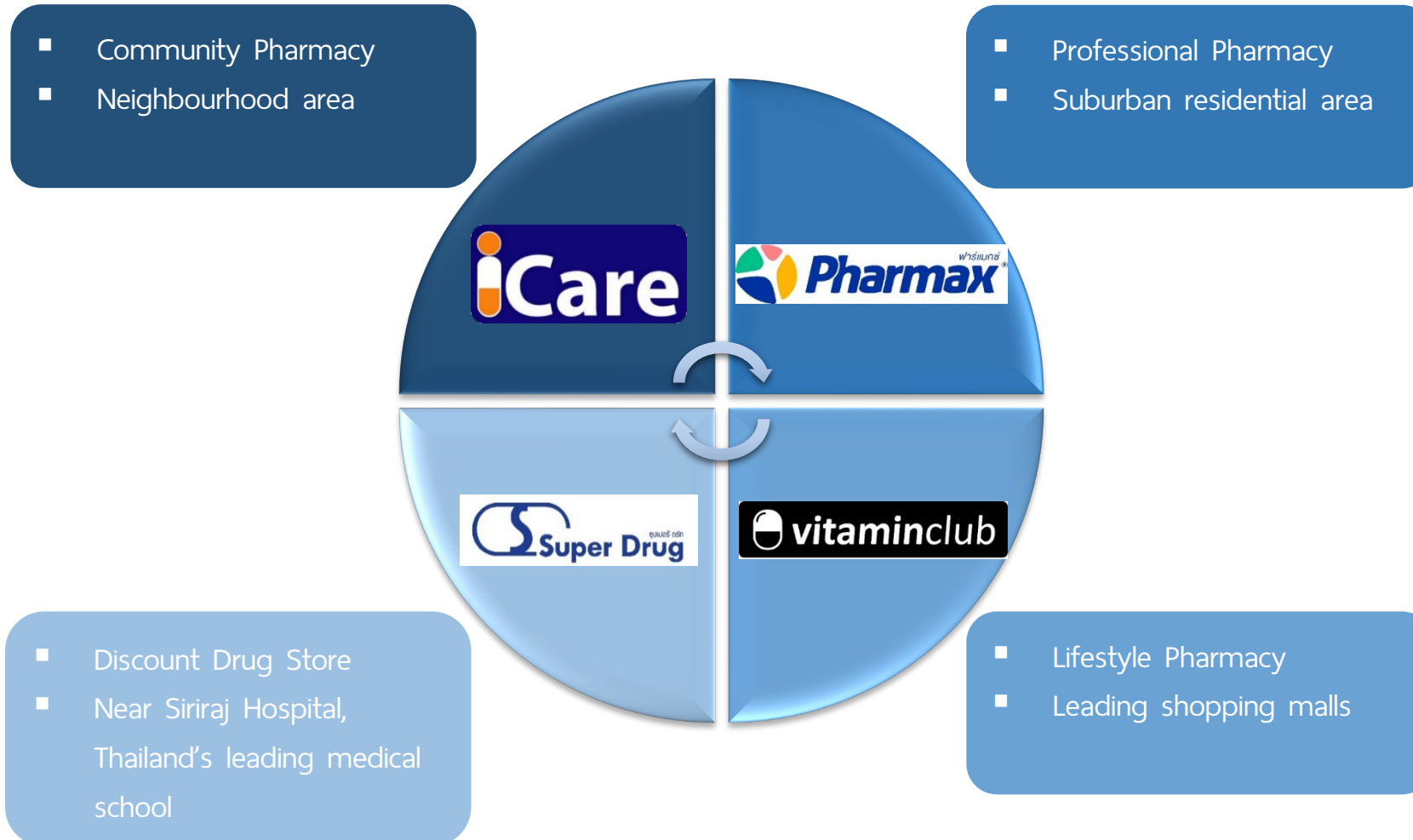
Business Overview



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



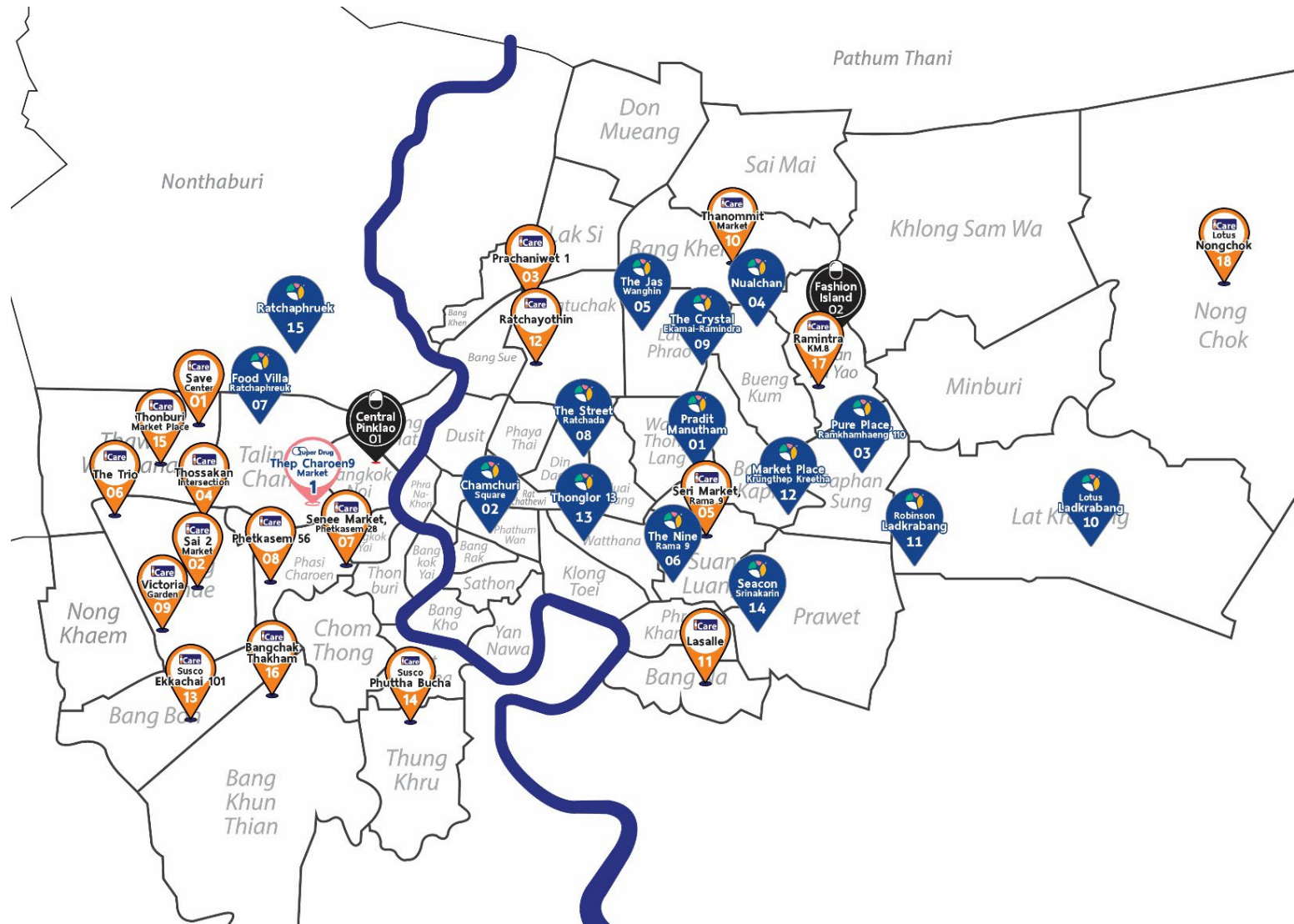
Our Brands: Icare Health Co., Ltd.



Current Branches: Icare Health Co., Ltd.

Brand	Stores	Branches & Loactions				
	18	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
		Bangchak Thakham	Ramintra KM.8	Lotus Nongchok		
	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 Kreeta	Thonglor 13	Seacon Srinakarin	Ratchaphruek
	2	Central Pinklao	Fashion Island			
	1	Thep Chareon Market				

Current Branches on Map: Icare Health Co., Ltd.



Remark : Data as of December 31, 2022

Community Mall / Market

22



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

Susco Ekkachai 101
Susco Phuttha Bucha
Thonburi Market Place
Ratchayothin
Bangchak Thakham
Ramintra KM.8

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

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

5



- Lotus Ladkrabang
- Robinson Ladkrabang

Lotus Nongchok

NEW !



- Central Pinklao
- Fashion Island

New branches opened 2022-2023



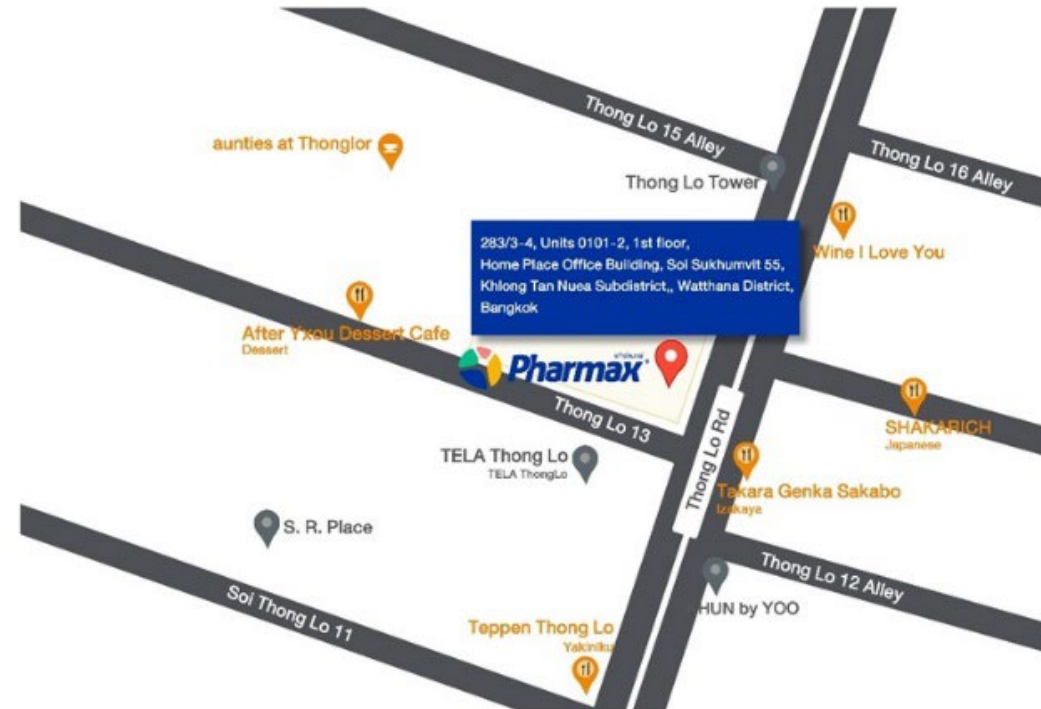
Remark : Data as of March 1, 2023

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



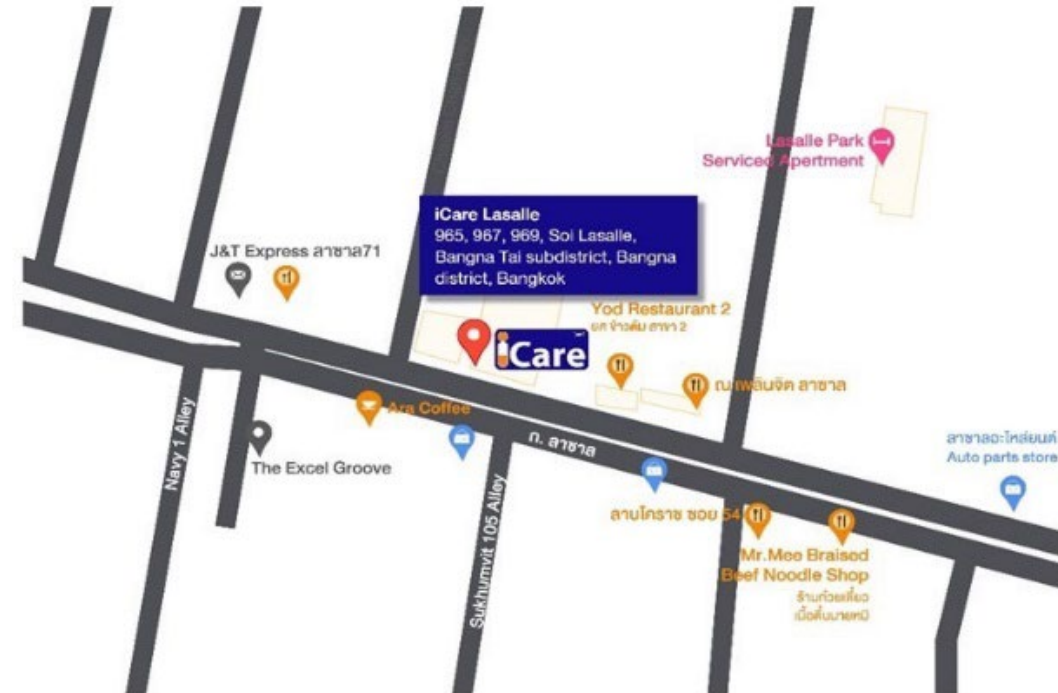
iCare Lasalle

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



➤ iCare : Lasalle

(Soi Lasalle, Bangna Tai, Bangna)

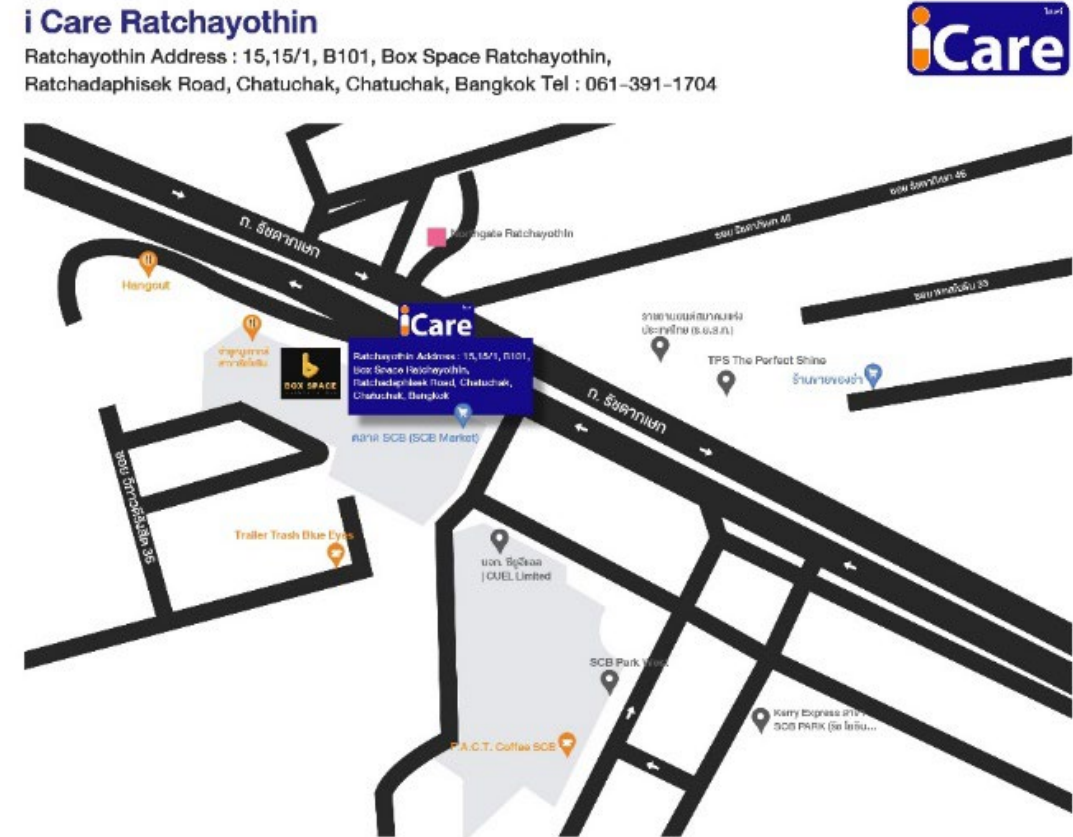


Remark : Lasalle opened May 12, 2022

New Branches



➤ iCare : Ratchayothin (Box Space Ratchayothin)



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)

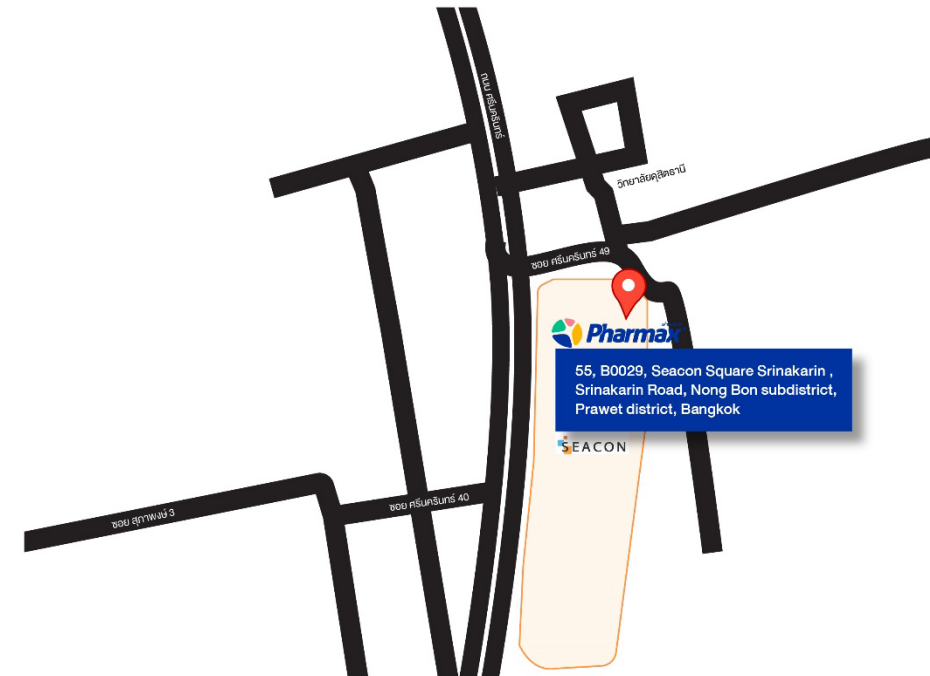
Remark : Susco Ekkachai 101 opened August 18, 2022

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)

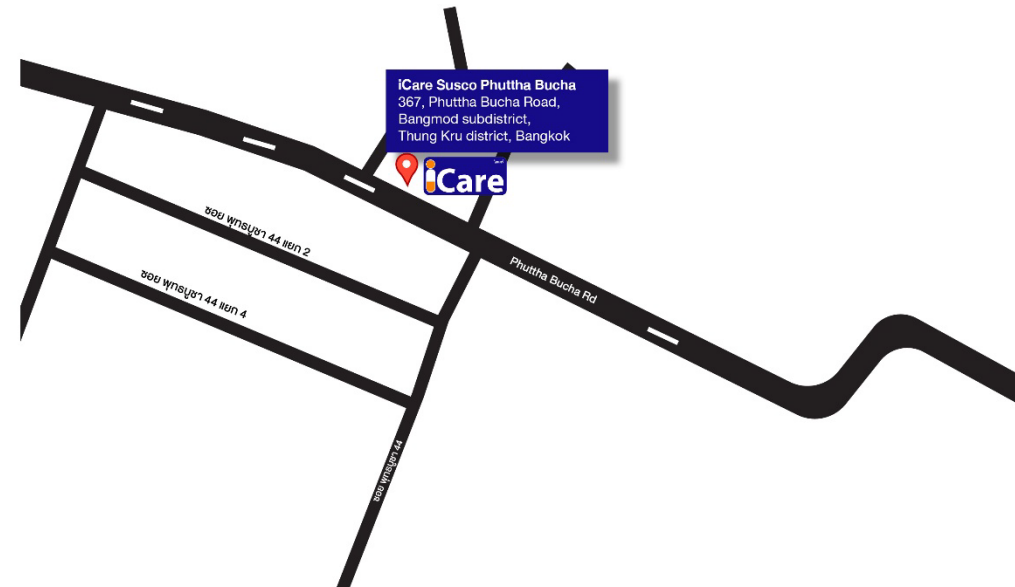
Remark : Seacon Srinakarin opened Septermber 21, 2022

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



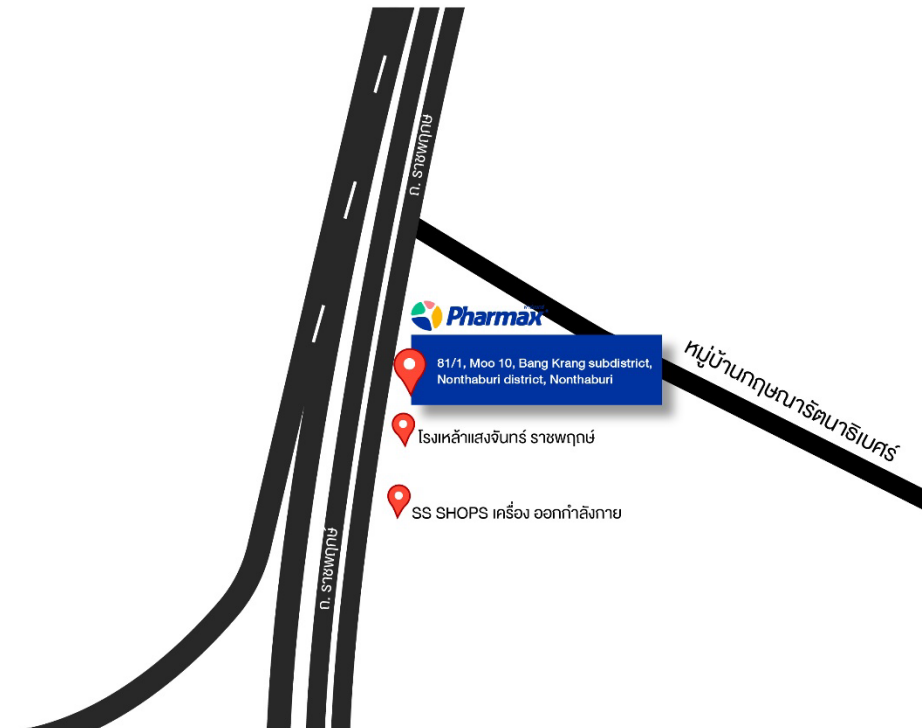
Pharmax Ratchaphruek

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



➤ Pharmax : Ratchaphruek

(Ratchaphruek)



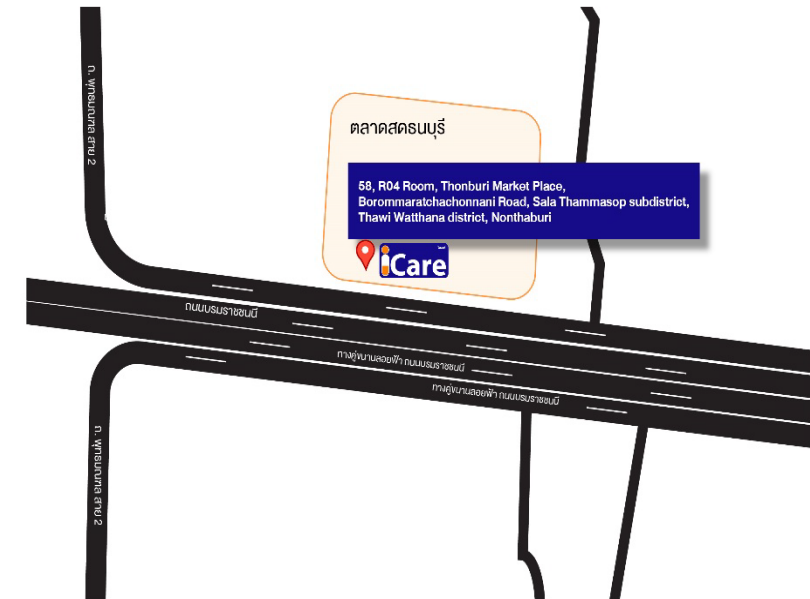
Remark : Ratchaphruek opened October 15, 2022

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

New Branches



iCare Bangchak Thakham

8/4, A02, A03 Room, 1st floor, A building,
Bangchak Thakham Bangchak station, Thakham road,
Samae Dam district, Bang Khun Thian subdistrict, Bangkok



➤ iCare : Bangchak Thakham

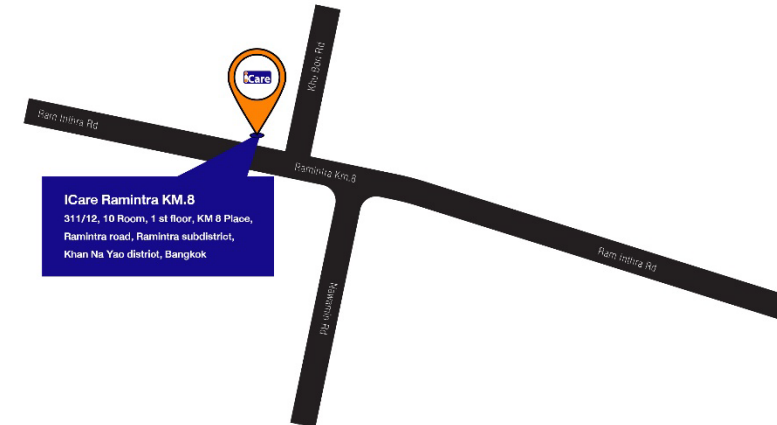
Remark : Bangchak Thakham opened December 20, 2022

New Branches



iCare Ramintra KM.8

311/12, 10 Room, 1 st floor, KM 8 Place, Ramintra road,
Ramintra subdistrict, Khan Na Yao district, Bangkok



➤ iCare : Ramintra KM.8

Remark : Ramintra KM.8 opened December 22, 2022

New Branches



iCare Lotus Nongchok

46, PG052 Room, Lotus Nongchok, Chuemsampan road,
Krathum Rai subdistrict, Nong Chok district, Bangkok



➤ iCare : Lotus Nongchok

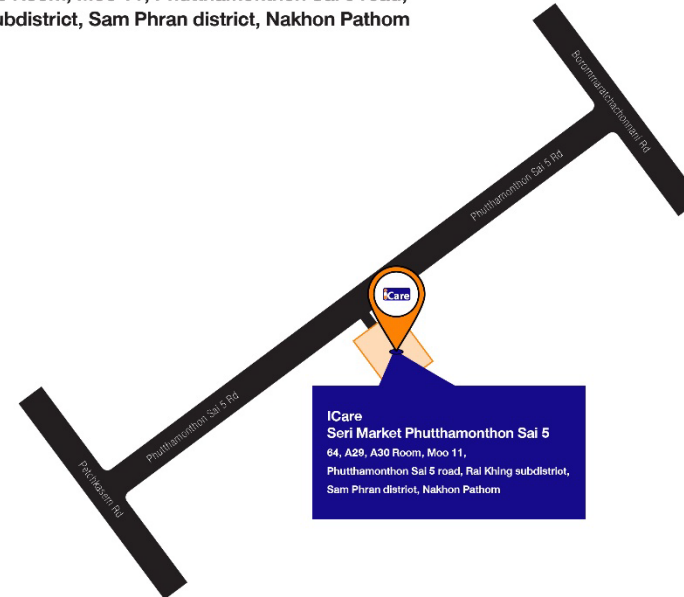
Remark : Lotus Nongchok opened December 29, 2022

New Branches - 2023



iCare Seri Market Phutthamonthon Sai 5

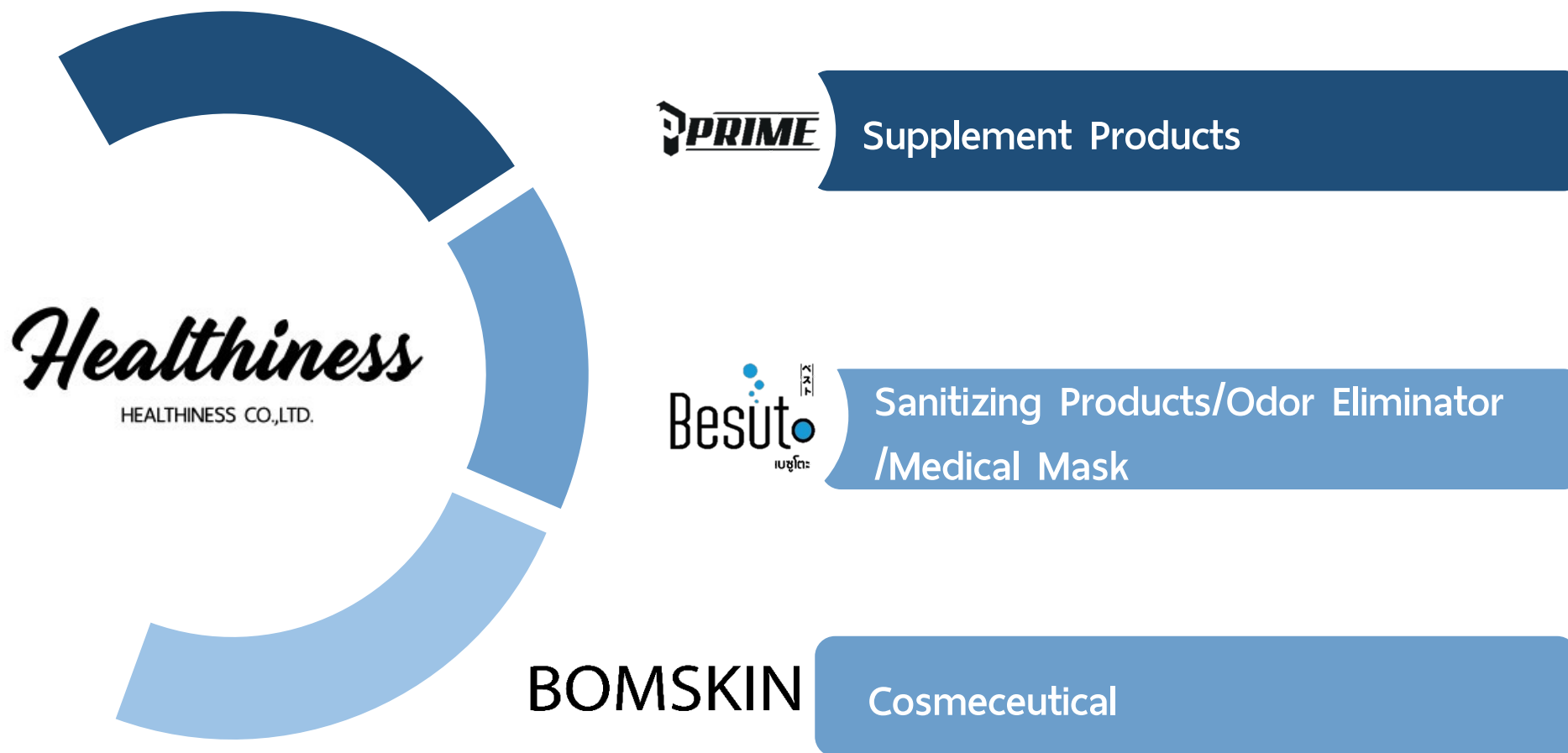
64, A29, A30 Room, Moo 11, Phutthamonthon Sai 5 road,
Rai Khing subdistrict, Sam Phran district, Nakhon Pathom



➤ iCare : Seri Market Phutthamonthon Sai 5

(Seri Market)

Remark : Seri Market Phutthamonthon Sai 5 opened March 1, 2023



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



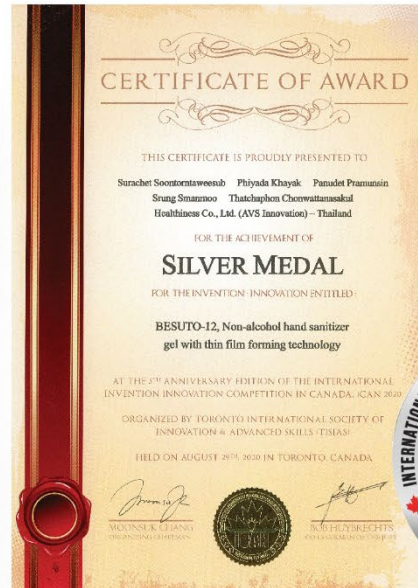
Outstanding Deal Awards :
Capital market Fund raising deal
(Offering size up to THB 3 bln.)



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

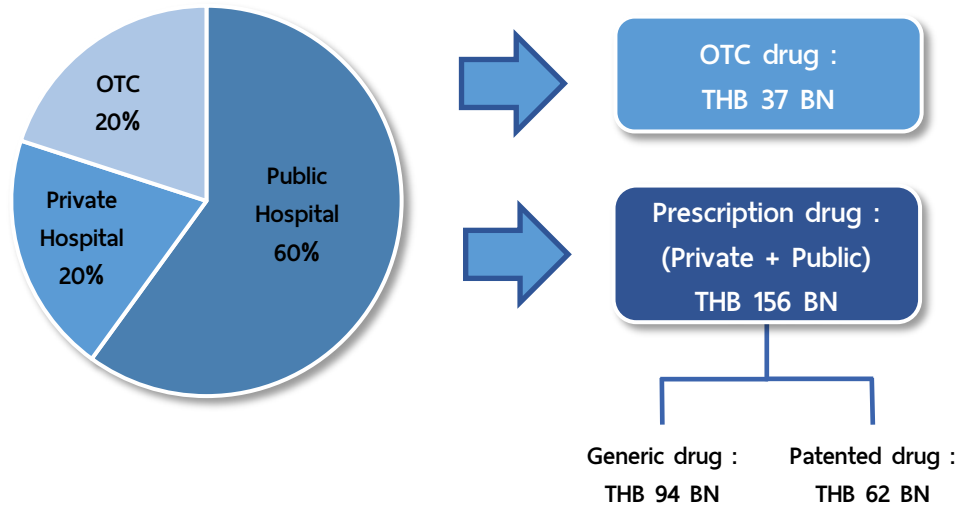




Part III

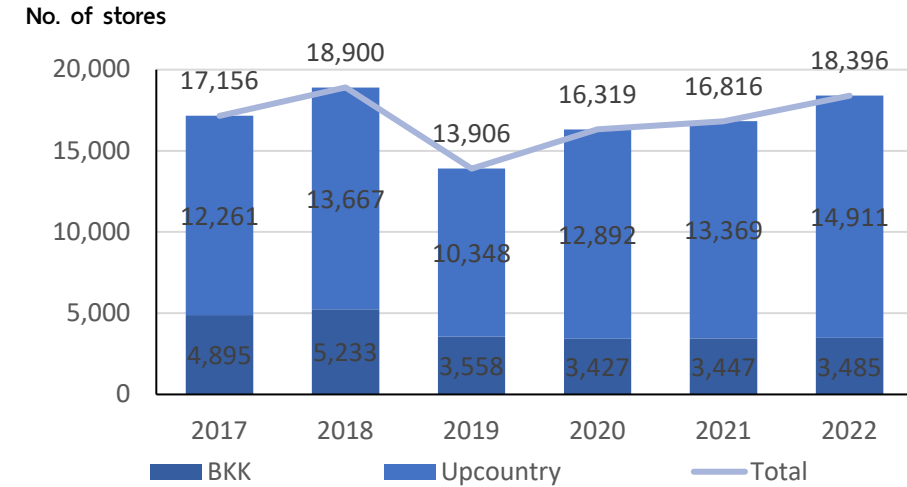
Industry Overview

Thailand's Medicine Market Value 2021



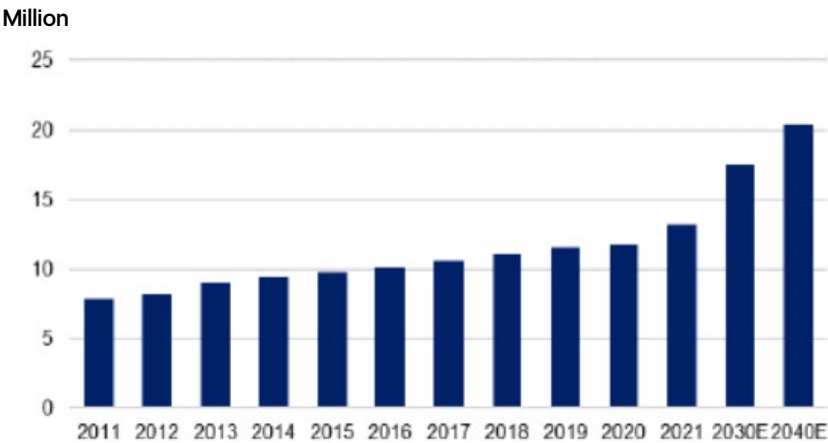
Source : Krungsri Research
(data as of December 6, 2022)

Number of Drug Stores (Type : Khor Yor 1)

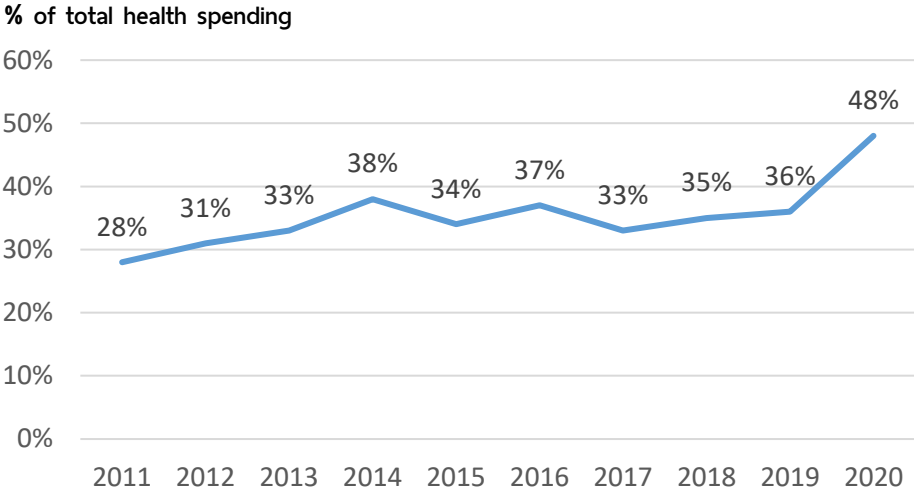


Source : Food and Drug Administration
(data as of December 23, 2022)

Elderly in Thailand (>60years)



Percentage of Medicine Spending to Total Healthcare Spending per Household

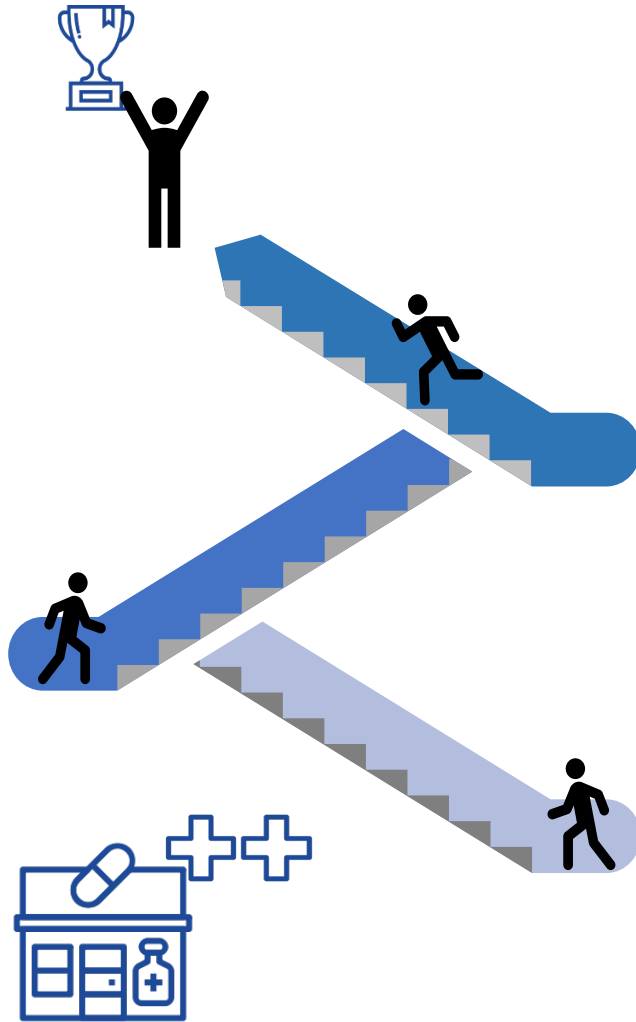


Source : National Statistical Office Thailand (NSO)



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 2023, The Board has approved revised plan that open at 14 branches in this year.
 - size of the store:
 - ☐ S (area ~ 80 sq.m.) THB 2.00 MN
 - ☐ M (area 80-150 sq.m.) THB 2.00-3.75 MN
 - ☐ L (area 150-300 sq.m.) THB 3.75-6.00 MN
- 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 14 Branches in 2023



✓ opened

Remark : Data as of March 1, 2023

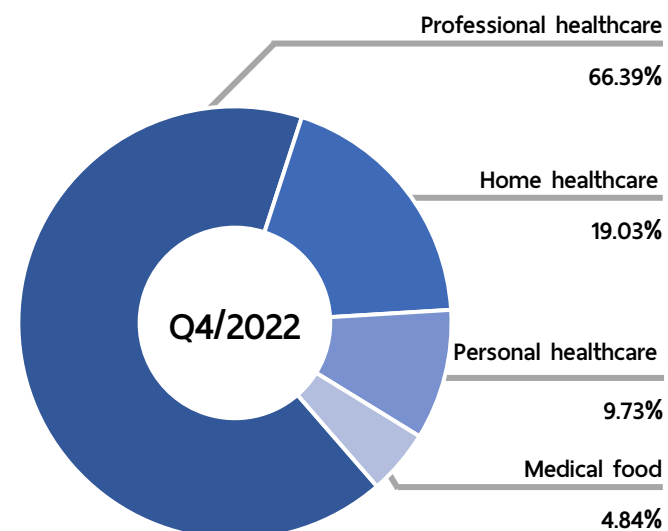
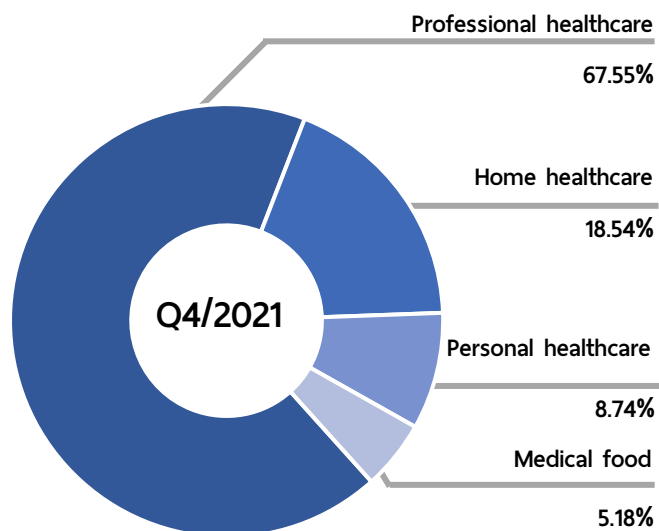


Part V

Financial Highlights

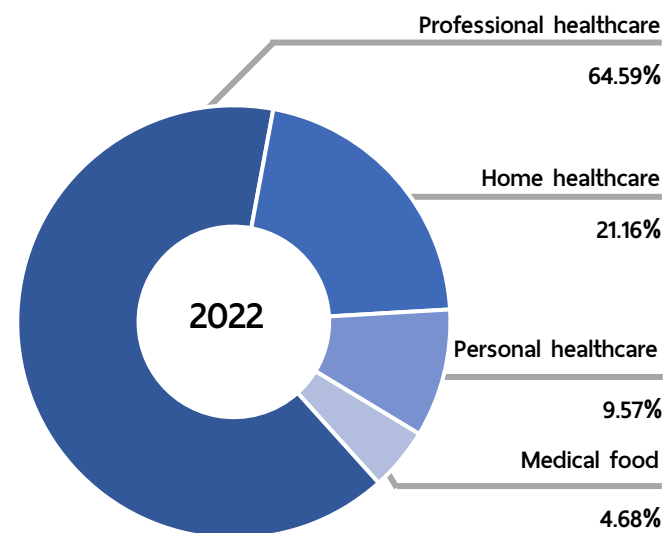
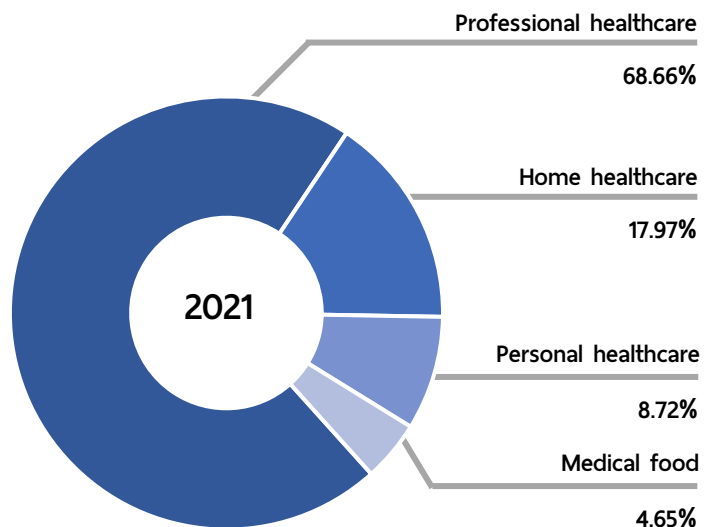
Sales Breakdown by categories

Total Revenue from Sales	Q4/2021		Q4/2022		YoY	
	MN THB	%	MN THB	%	MN THB	%
Revenues from Professional healthcare	199.98	67.55	258.10	66.39	58.12	29.06
Revenues from Home healthcare	54.90	18.54	73.99	19.03	19.10	34.79
Revenues from Personal healthcare	25.87	8.74	37.84	9.73	11.97	46.27
Revenues from Medical food	15.32	5.18	18.82	4.84	3.50	22.82
Total Revenues	296.07	100.00	388.75	100.00	92.68	31.30



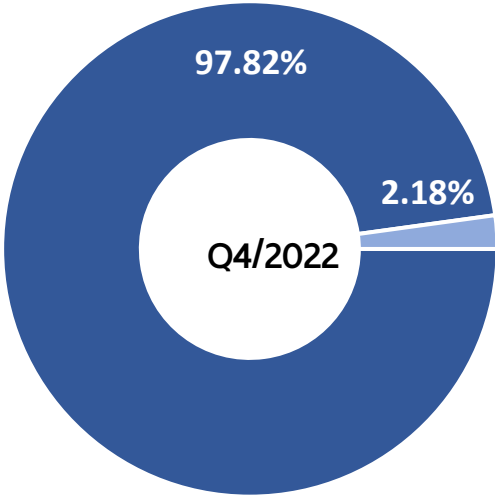
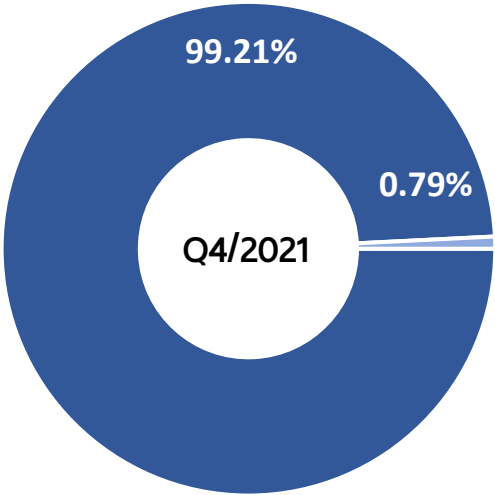
Sales Breakdown by categories

Total Revenue from Sales	2020		2021		2022		YoY	
	MN THB	%	MN THB	%	MN THB	%	MN THB	%
Revenues from Professional healthcare	753.19	70.78	823.00	68.66	981.51	64.59	158.51	19.26
Revenues from Home healthcare	169.27	15.91	215.44	17.97	321.48	21.16	106.07	49.24
Revenues from Personal healthcare	95.79	9.00	104.57	8.72	145.40	9.57	40.82	39.04
Revenues from Medical food	45.84	4.31	55.77	4.65	71.14	4.68	15.37	27.56
Total Revenues	1,064.09	100.00	1,198.76	100.00	1,519.52	100.00	320.77	26.76



Sales by Distribution Channels

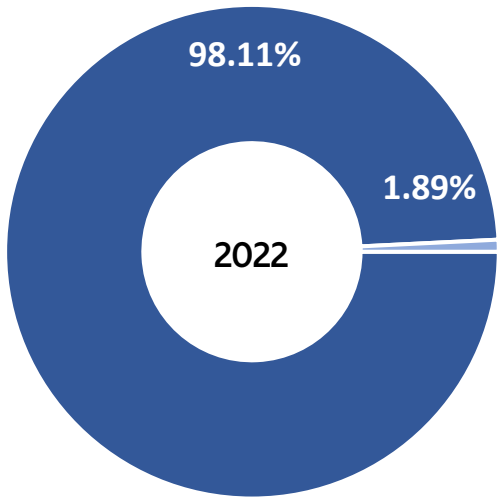
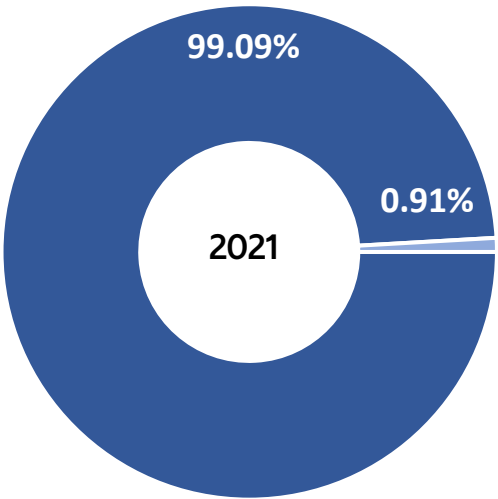
Distribution Channels	Q4/2021		Q4/2022		YoY	
	MN THB	%	MN THB	%	MN THB	%
Revenue from Retail Sales	293.73	99.21	380.28	97.82	86.55	29.47
Revenue from Wholesale	2.34	0.79	8.47	2.18	6.13	262.29
Total Revenue from Sales	296.07	100.00	397.58	100.00	92.68	31.30



■ Revenue from Retail Sales ■ Revenue from Wholesale

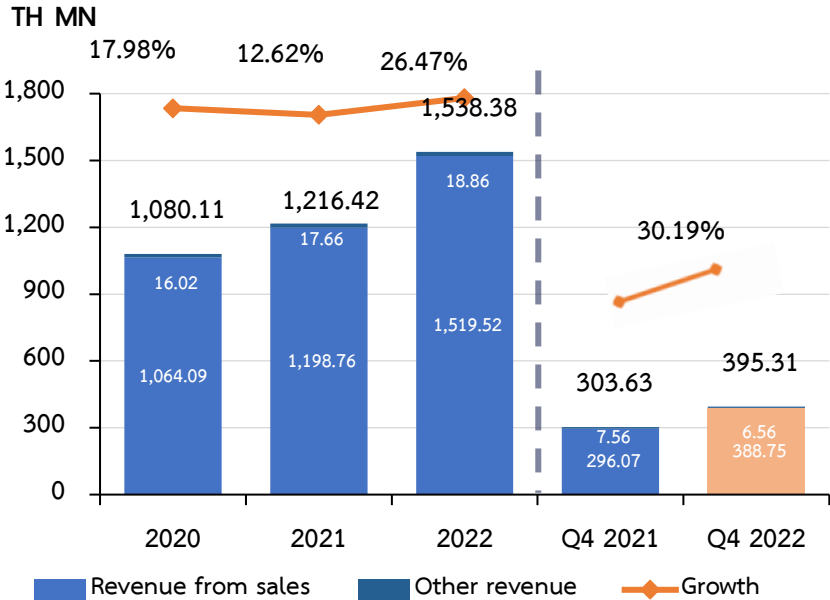
Sales by Distribution Channels

Distribution Channels	2020		2021		2022		YoY	
	MN THB	%	MN THB	%	MN THB	%	MN THB	%
Revenue from Retail Sales	1,050.99	98.77	1,187.90	99.09	1,490.84	98.11	38.42	25.50
Revenue from Wholesale	13.10	1.23	10.85	0.91	28.68	1.89	6.93	164.36
Total Revenue from Sales	1,064.09	100.00	1,198.76	100.00	1,519.52	100.00	45.34	26.76

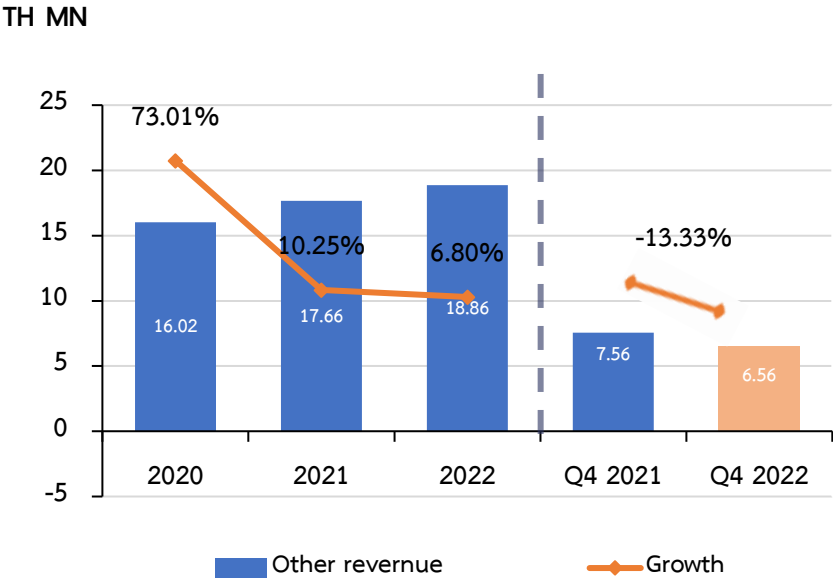


■ Revenue from Retail Sales ■ Revenue from Wholesale

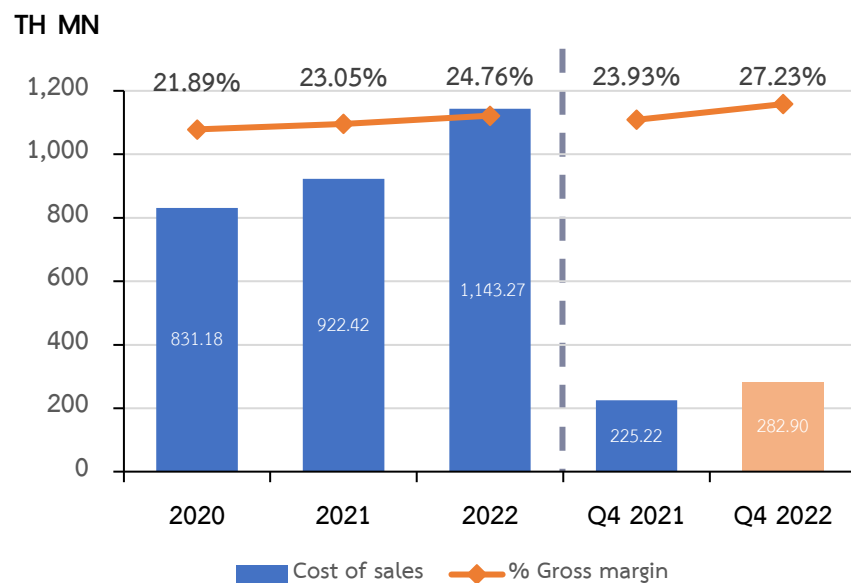
Total Revenues



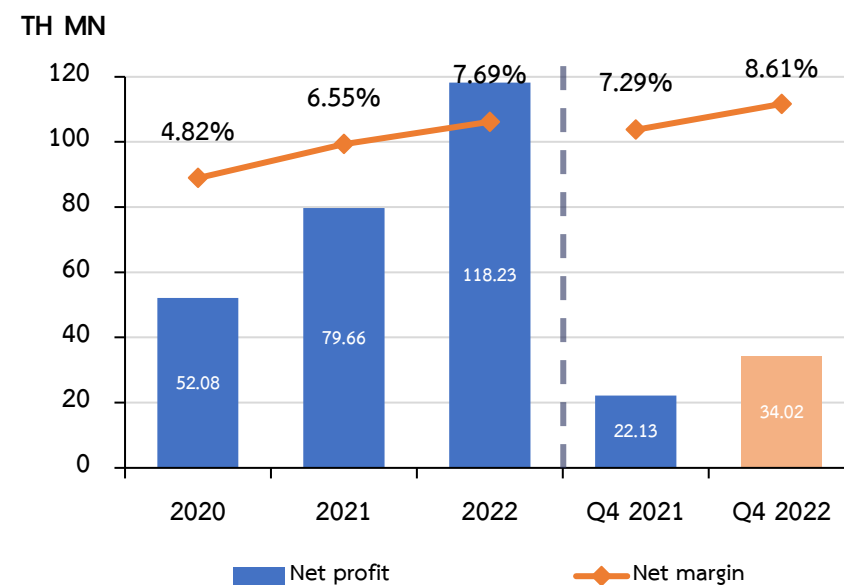
Other income



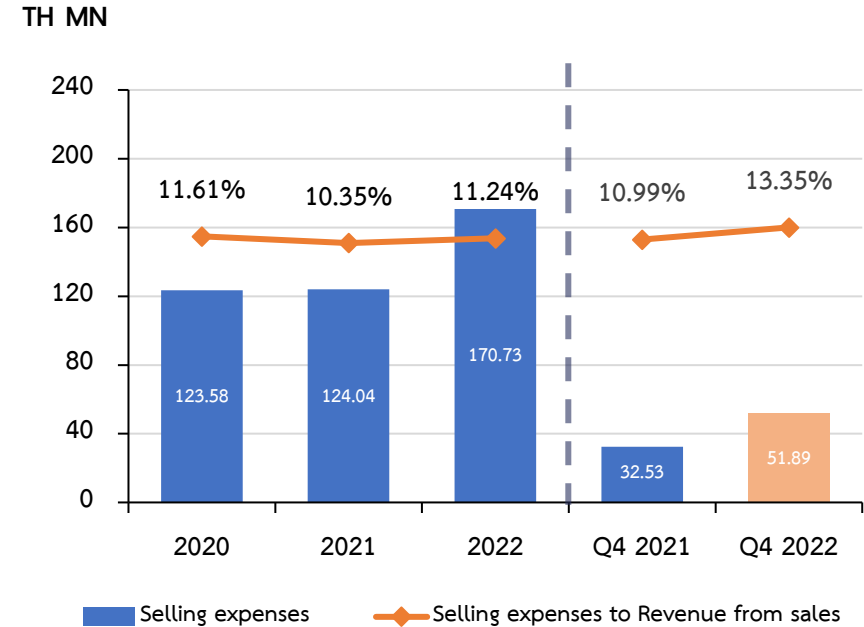
Cost of sales and Gross margin



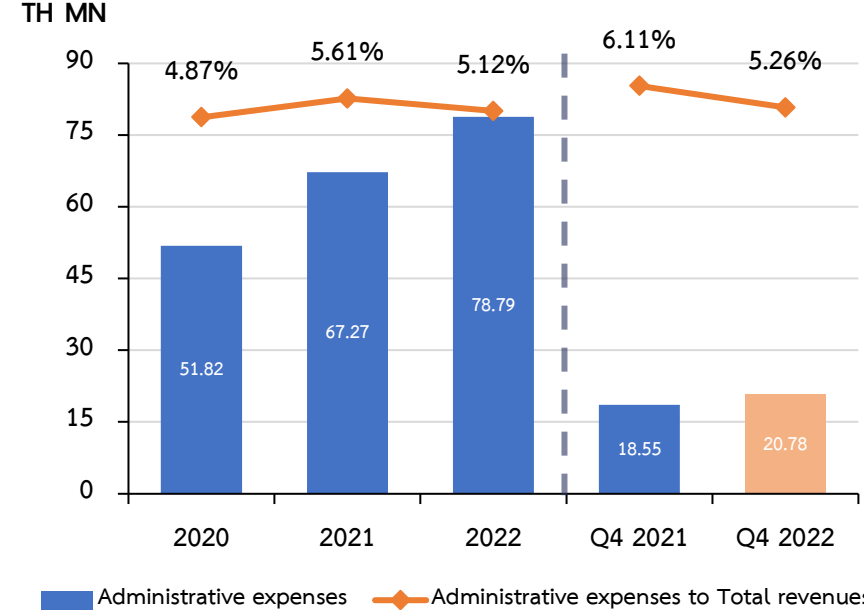
Net profit and Net margin



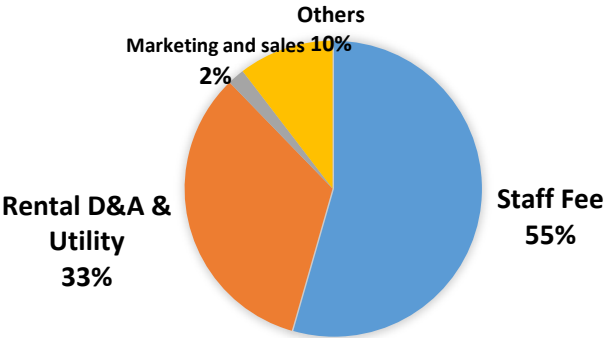
Selling expenses to Revenue from sales



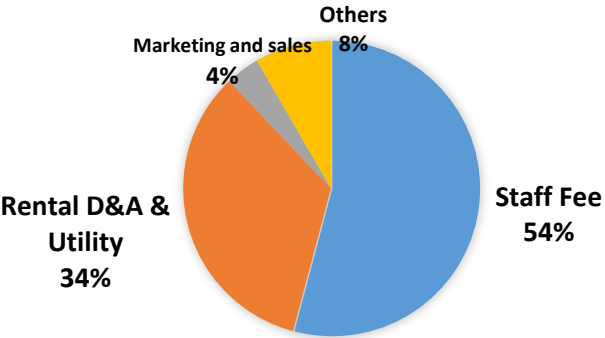
Administrative expenses to Total revenues



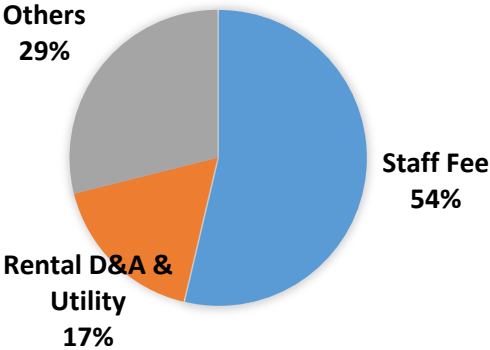
2022 Selling expenses



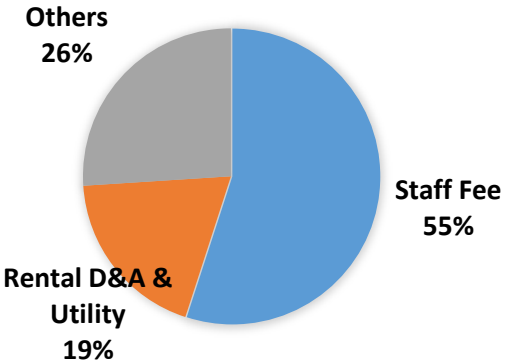
Q4 2022 Selling expenses



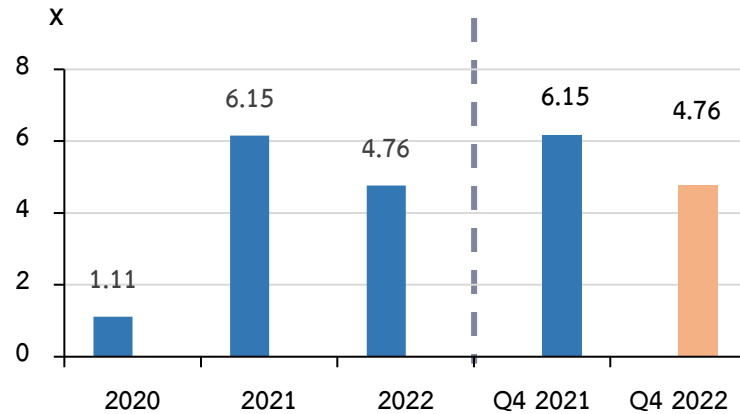
2022 Administrative expenses



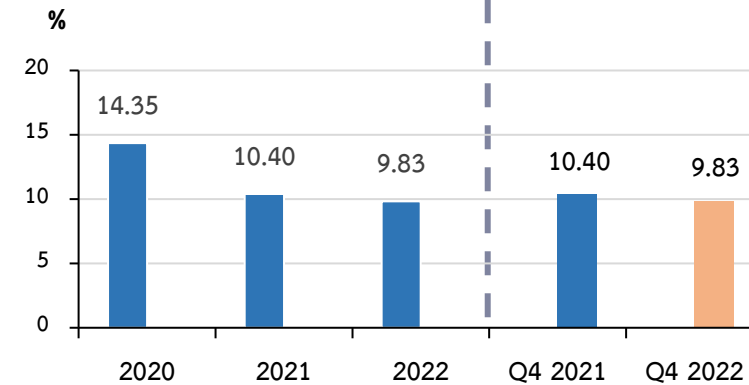
Q4 2022 Administrative expenses



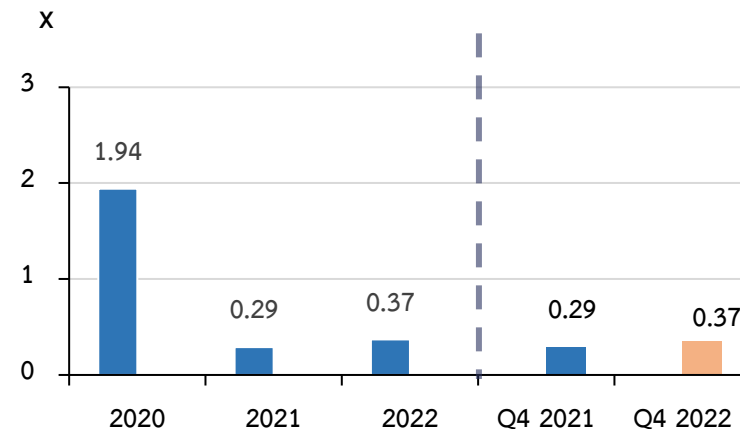
Liquidity Ratios



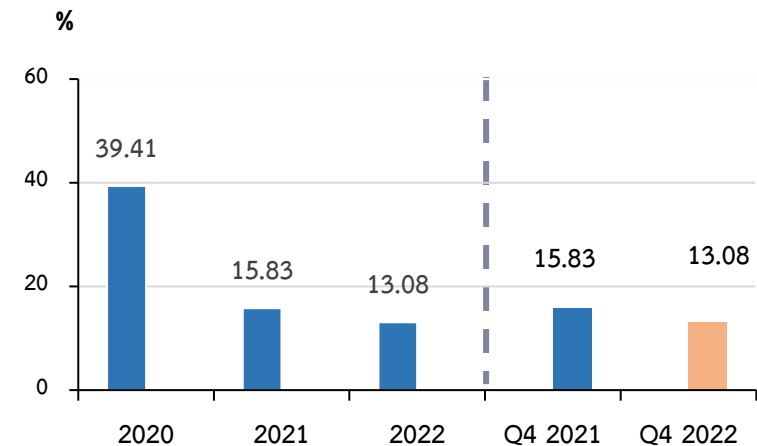
Return on Asset



Debt to Equity Ratio



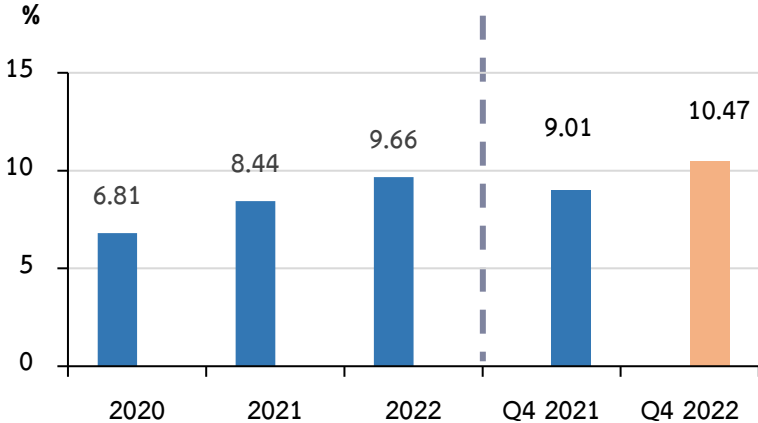
Return on Equity



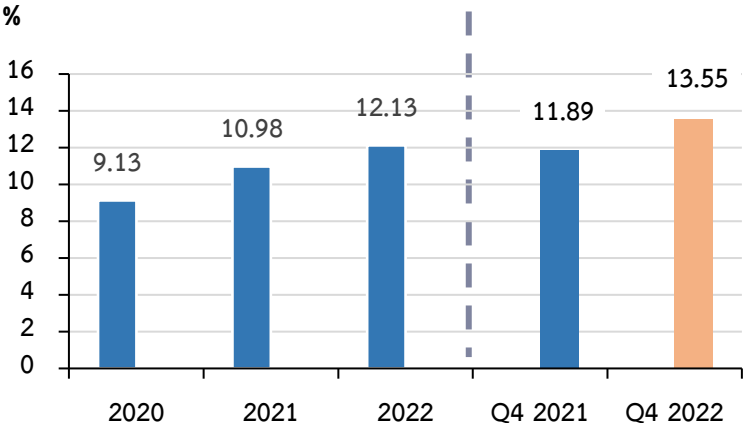
Remark : ROA = Trailing-12-month Net profit, to average to assets.

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

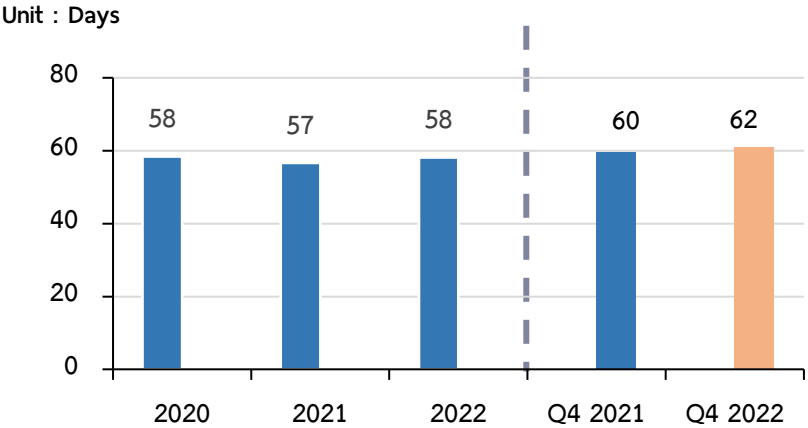
EBIT Margin



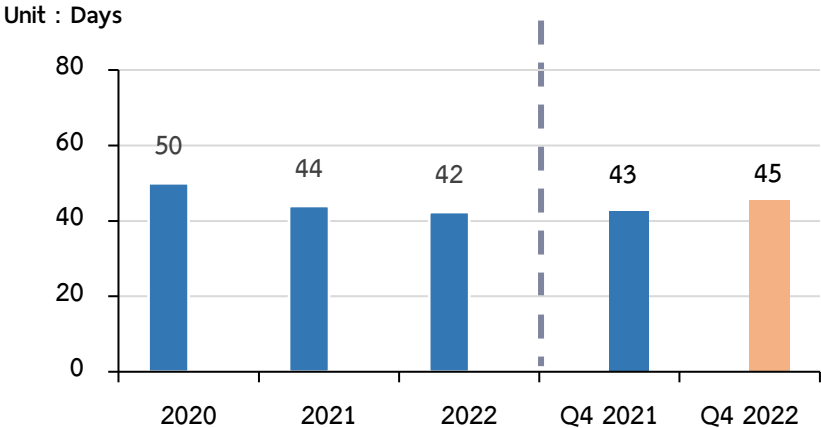
EBITDA Margin



Inventory Days



Account Payable Days



Same Store Sales Growth

Details	Y 2020	Y 2021	Y 2022	Q4/2022
Same Store Sales Growth (SSSG)	18.21%	14.95%	16.44%	18.89%
Sales / Ticket (All branches)	470	551	504	482
Tickets / Day (All branches)	6,125	5,913	8,023	8,578

Q & A

