



HEALTHLEAD PUBLIC COMPANY LIMITED

Financial Performance Q1/2023

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

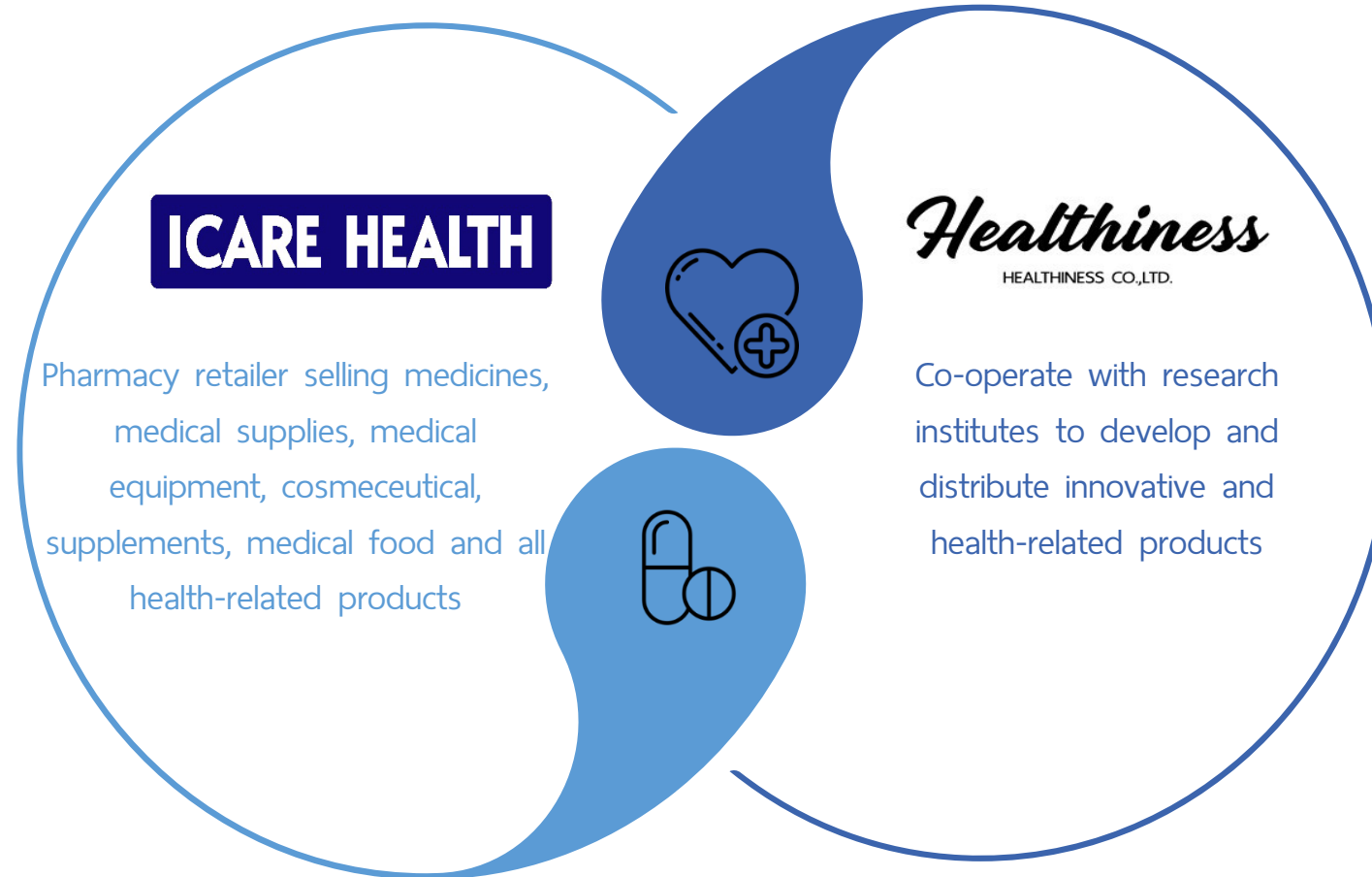
Paid-up Capital : 35 million Baht

Remark : Data as of March 31, 2022

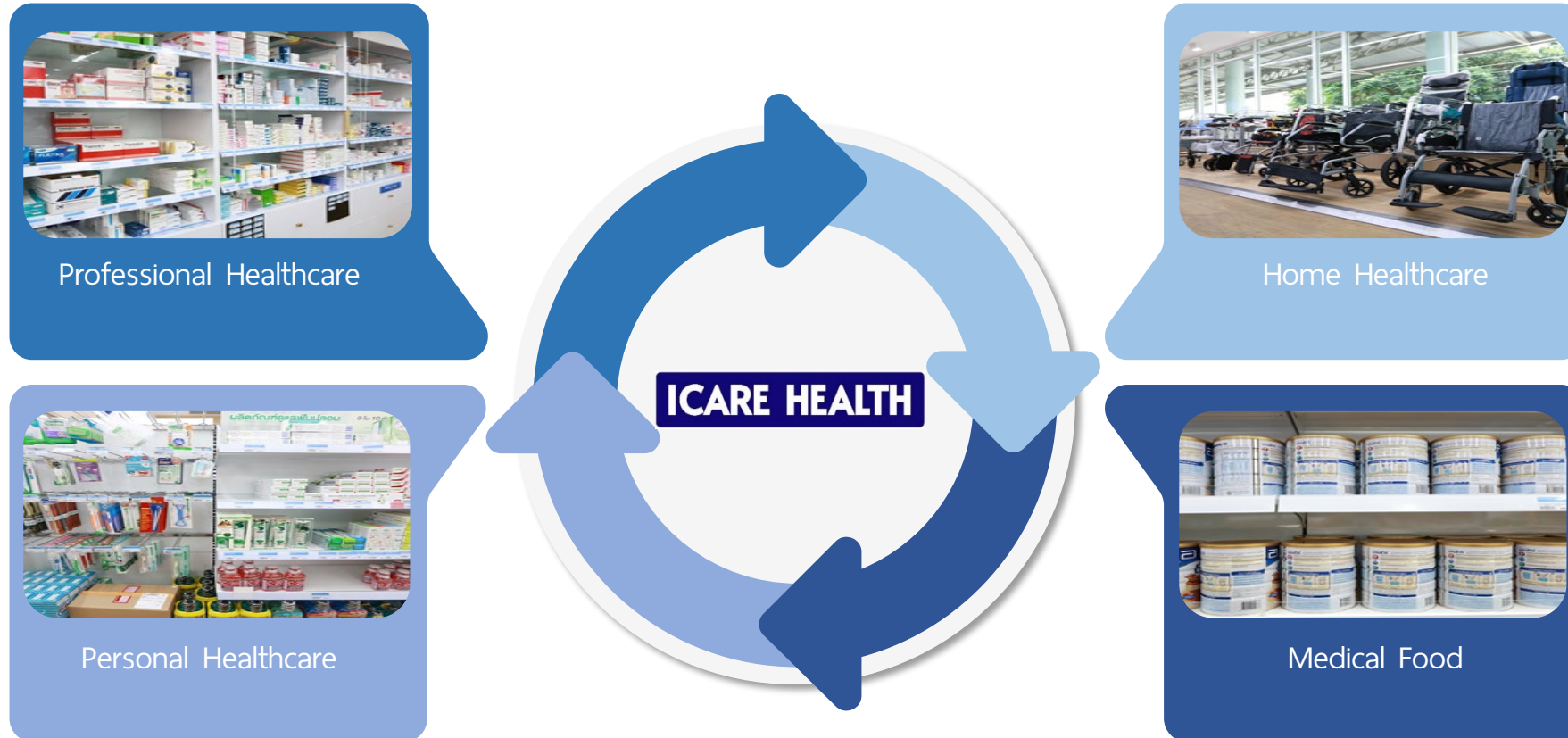


Part II

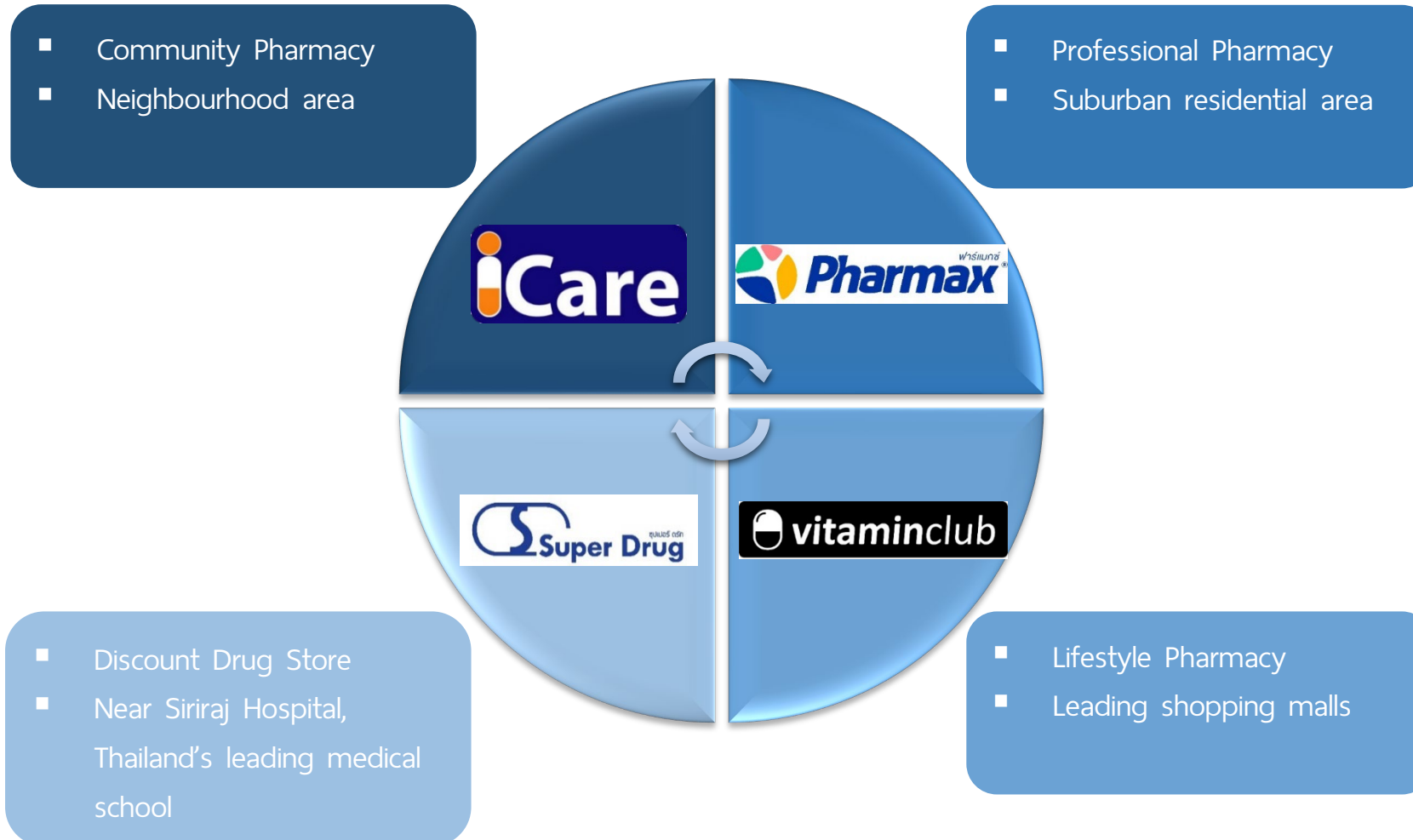
Business Overview



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.



Brand	Stores	Branches & Locations				
	22	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	Thanommit Market
		Lasalle	Ratchayothin	Susco Ekkachai 101	Susco Phuttha Bucha	Thonburi Market Place
		Bangchak Thakham	Ramintra KM.8	Lotus Nongchok	Seri-Market Phutthamonthon Sai 5	Tha It Nonthaburi
		Thanya-Market Aom Yai	Lat Phrao 136			

Remark : Data as of June 9, 2023

Current Branches: Icare Health Co., Ltd.

Brand	Stores	Branches & Locations				
	17	Praditmanutham	Chamchuri Square	Pure Place Ramkhamhaeng 110	Nuan Chan	The Jas Wang Hin
		The Nine Rama 9	Food Villa Ratchaphruek	The Street Ratchada	The Crystal Ekamai-Ramindra	Lotus Ladkrabang
		Robinson Ladkrabang	Krungthep Kreetha	Thonglor 13	Seacon Srinakarin	Ratchaphruek
		Fashion Island	Boonthavorn Suvarnabhumi			
	1	Central Pinklao				
	1	Thep Chareon Market				

Remark : Data as of June 9, 2023



Remark : Data as of June 9, 2023

Community Mall / Market

21



- Seri Market Rama 9
- Senee Market, Phet Kasem 28
- Phet Kasem 56
- Victoria Garden
- Thanommit Market
- Save Center
- Susco Ekkachai 101
- Susco Phuttha Bucha
- Thonburi Market Place
- Ratchayothin
- Bangchak Thakham
- Ramintra KM.8

NEW!

- Seri-Market Phutthamonthon Sai 5
- Thanya-Market Aom Yai



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



- Thep Chareon Market

Stand Alone

11



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

- Tha It Nonthaburi
- Lat Phrao 136

NEW!



- Praditmanutham
- Nuan Chan
- Thonglor 13
- Ratchaphruek

Shopping Mall / Hypermarket

9



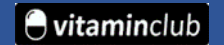
- Lotus Nongchok
-



- Chamchuri Square
 - Fashion Island
 - The Street Ratchada
 - Lotus Ladkrabang
 - Robinson Ladkrabang
 - Seacon Srinakarin
-

NEW!

- Boonthavorn Suvarnabhumi



- Central Pinklao
-

New branches opened 2022-2023



Remark : Data as of June 9, 2023

New Branches - 2022



➤ Pharmax : Thonglor 13



➤ iCare : Ratchayothin



➤ iCare : Lasalle



➤ iCare : Susco Ekkachai 101

New Branches - 2022



➤ Pharmax : Seacon Srinakarin



➤ Pharmax : Ratchaphruek



➤ iCare : Susco Phuttha Bucha



➤ iCare : Thonburi Market Place



➤ iCare : Bangchak Thakham



➤ iCare : Lotus Nongchok



➤ iCare : Ramintra KM.8



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

New Branches - 2023



Icare Tha It Nonthaburi

91/144-145, Moo 5, Bang Rak Noi subdistrict,
Mueang Nonthaburi district, Nonthaburi



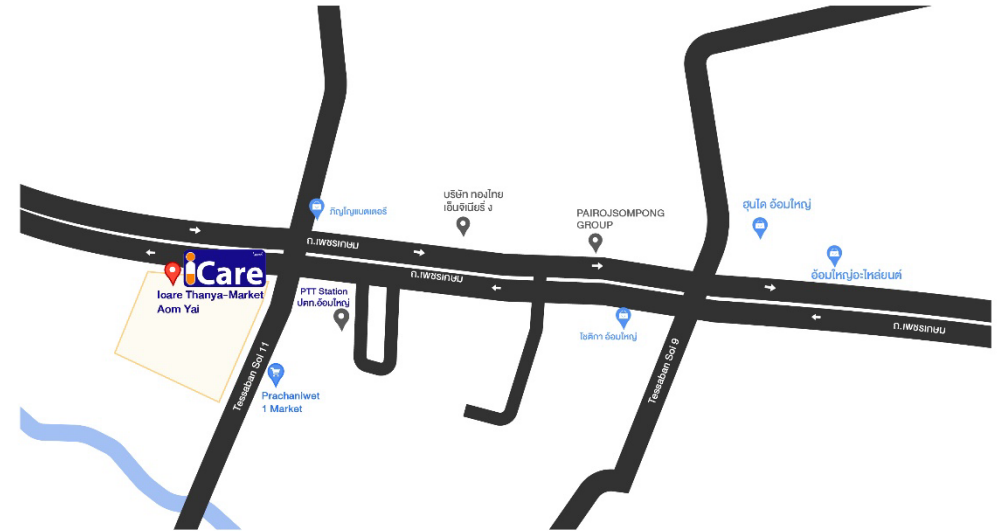
➤ **iCare : Tha It Nonthaburi**

Remark : Tha It Nonthaburi opened April 21, 2023

New Branches - 2023



icare Thanya-Market Aom Yai
33/34, Moo 2, Aom Yai subdistrict, Sampran district,
Nakhon Pathom

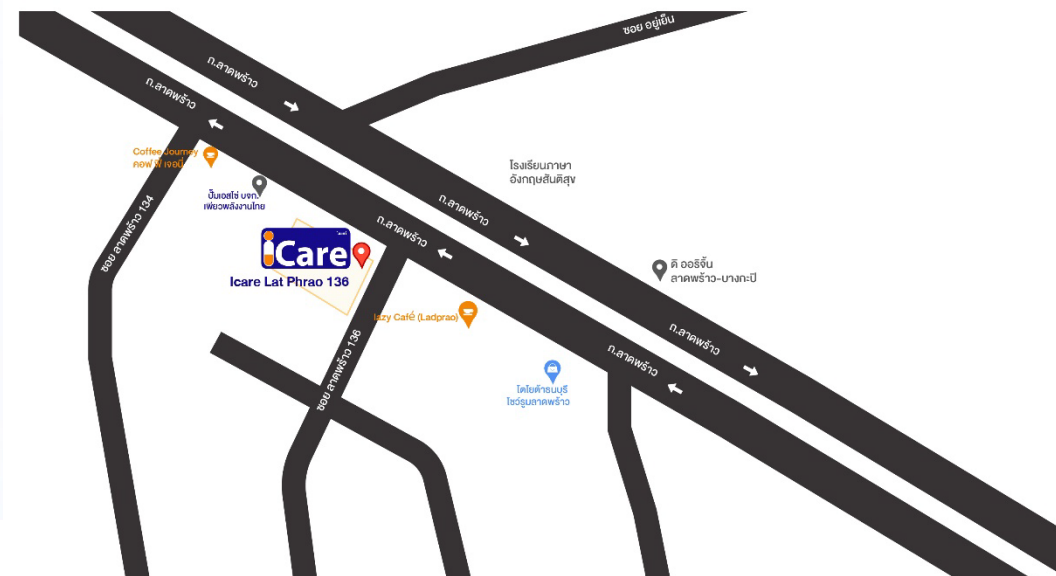


➤ iCare : Thanya-Market Aom Yai

Remark : Thanya-Market Aom Yai opened April 28, 2023



3466, 3 Room, Soi Lat Phrao 136, Lat Phrao Road,
Klongjan subdistrict, Bangkapi district, Bangkok



23

New Branches - 2023



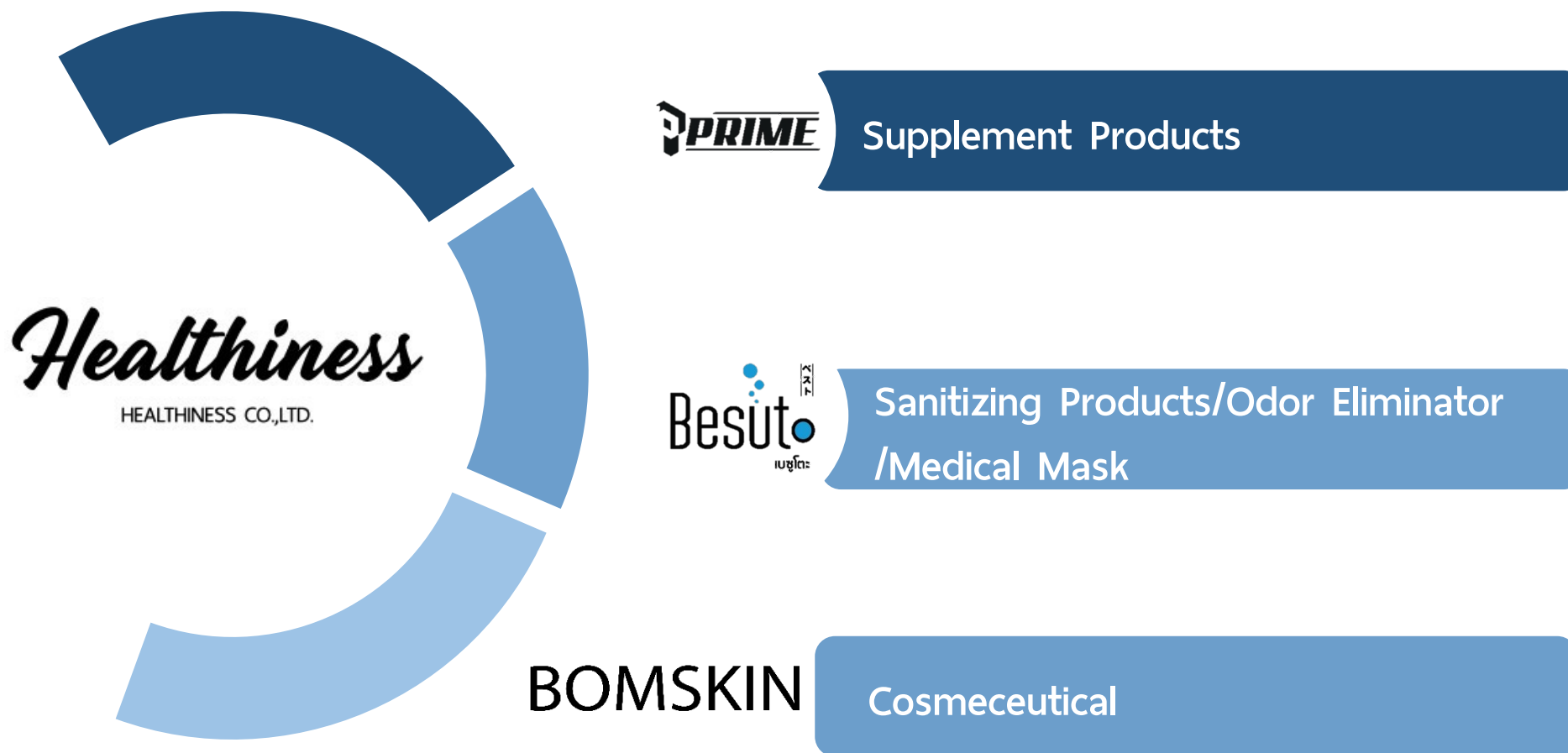
Pharmax Boonthavorn Suvarnabhumi

15/2, A1-13 Area, Moo 14, Bang Phli Yai subdistrict,
Bang Phli district, Samut Prakan



➤ Pharmax : Boonthavorn Suvarnabhumi

Remark : Boonthavorn Suvarnabhumi opened June 5, 2023



PRIME

- Products 28 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



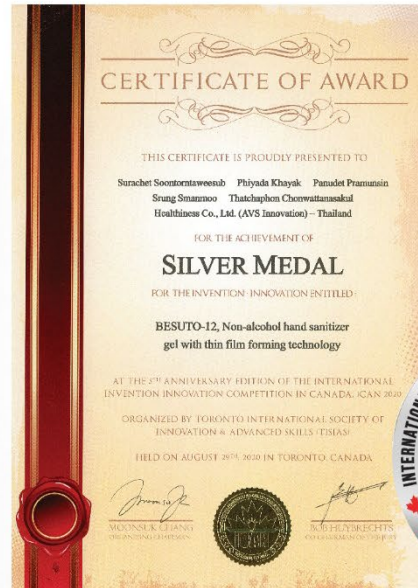
Outstanding Deal Awards :
Capital market Fund raising deal
(Offering size up to 3 bn THB)



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

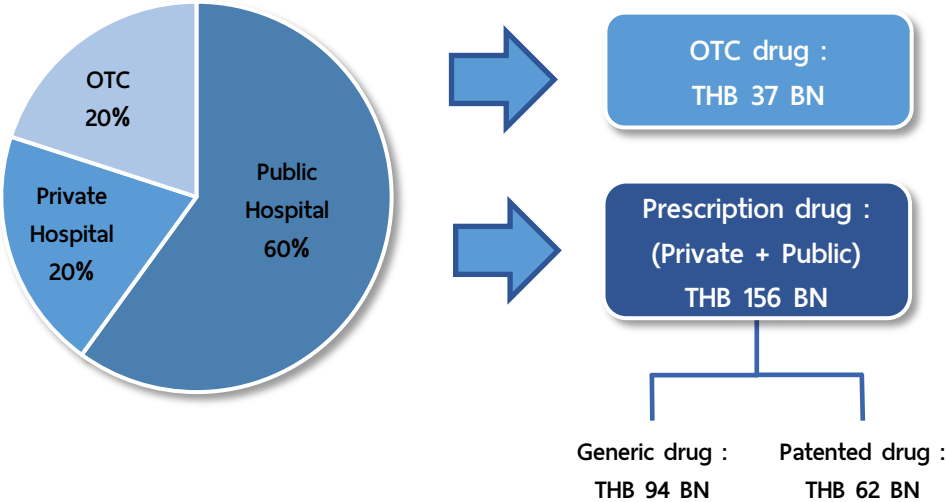




Part III

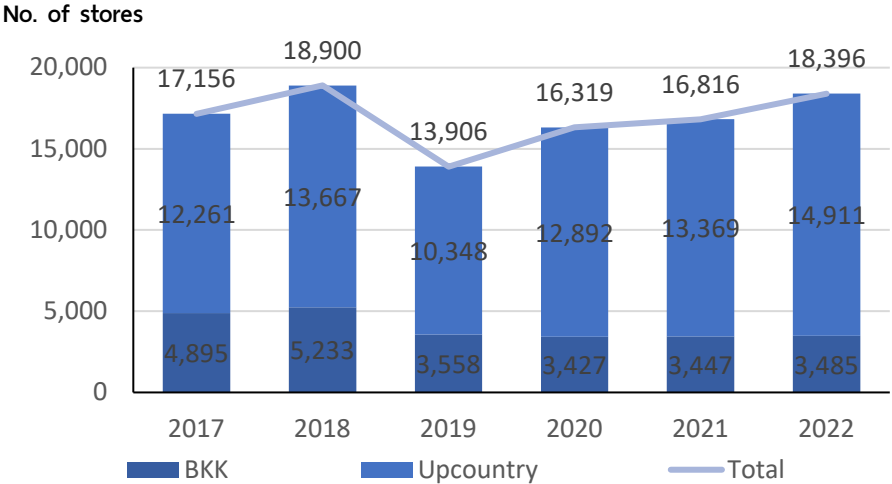
Industry Overview

Thailand's Medicine Market Value 2021



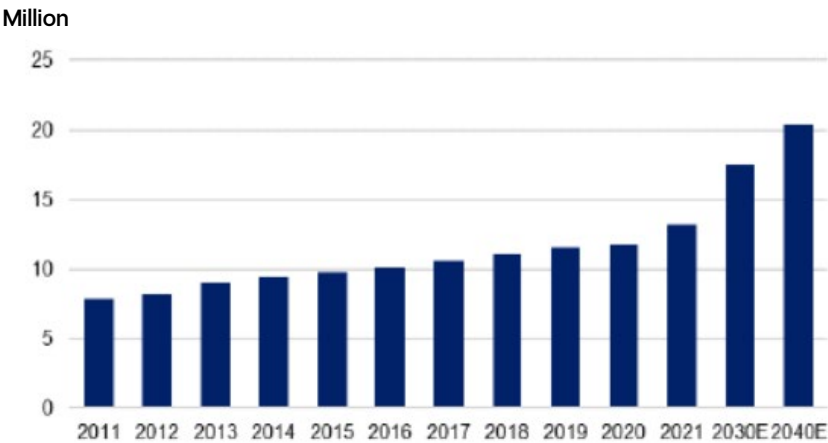
Source : Krungsri Research
(data as of December 6, 2022)

Number of Drug Stores (Type : Khor Yor 1)

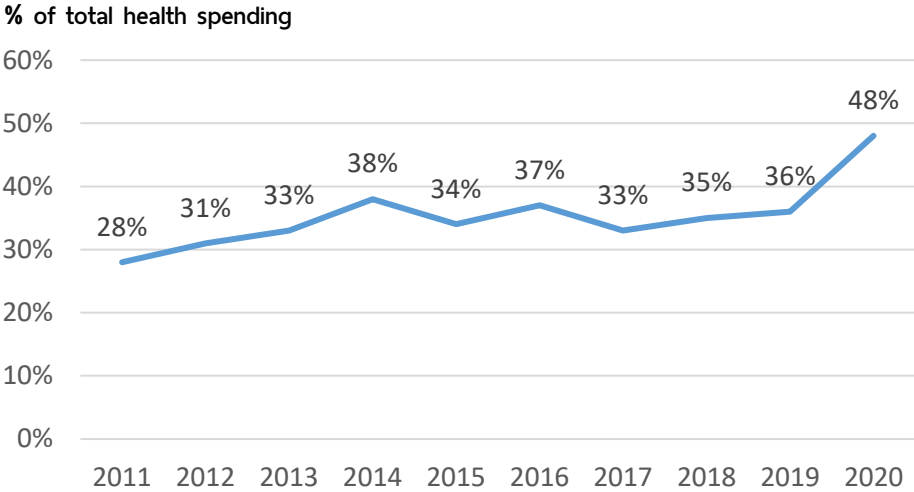


Source : Food and Drug Administration
(data as of December 23, 2022)

Elderly in Thailand (>60years)



Percentage of Medicine Spending to Total Healthcare Spending per Household

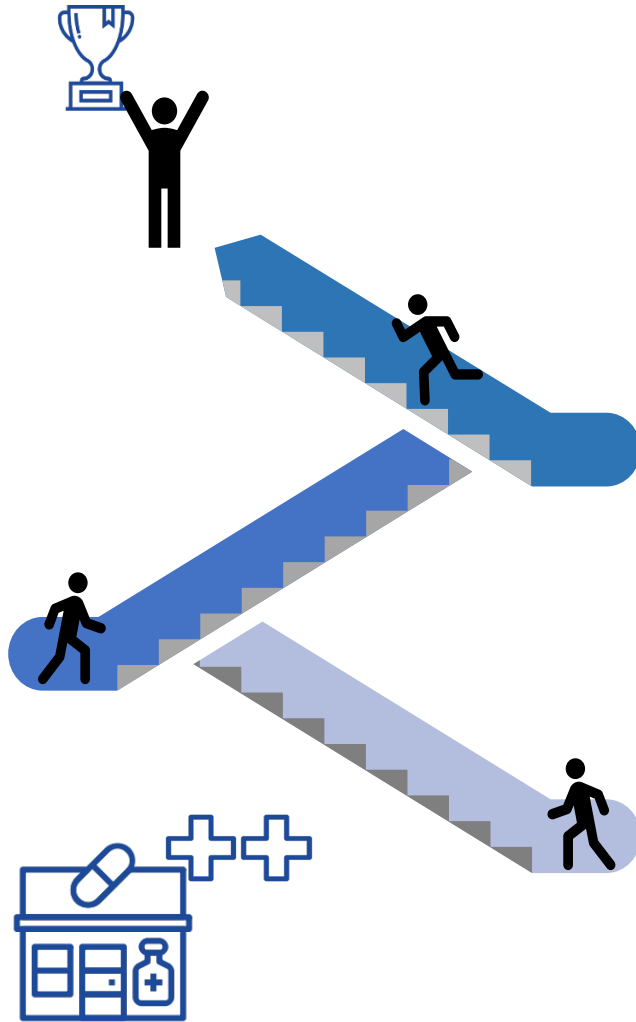


Source : National Statistical Office Thailand (NSO)



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 of Directors has approved revised plan that open at 14 branches in this year to reach a total of 50 branches.
 - 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, Besuto and BOMSKIN outside the Group.

Target to have 50 branches in Bangkok Metropolitan Area by the end of 2023

Opened



- Seri Market
- Phutthamonthon Sai 5
- Tha It Nonthaburi
- Thanya-Market Aom Yai
- Lat Phrao 136



- Boonthavorn
- Suvarnabhumi

Waiting for
License Approval
1 Branch

Under Construction
2 Branches

Signed Contract
3 Branches

Remark : Data as of June 9, 2023

Memorandum Of Understanding (MOU)

ICARE HEALTH



Purposes: To establish an effective collaboration to provide healthcare services & medical academic

Term : 1 June 2023 - 31 May 2026

The projects that will be implemented in the first part are as follows :

- Pharmacogenomics
- Telemedicine on demand (TOD)
- Check-up Packages

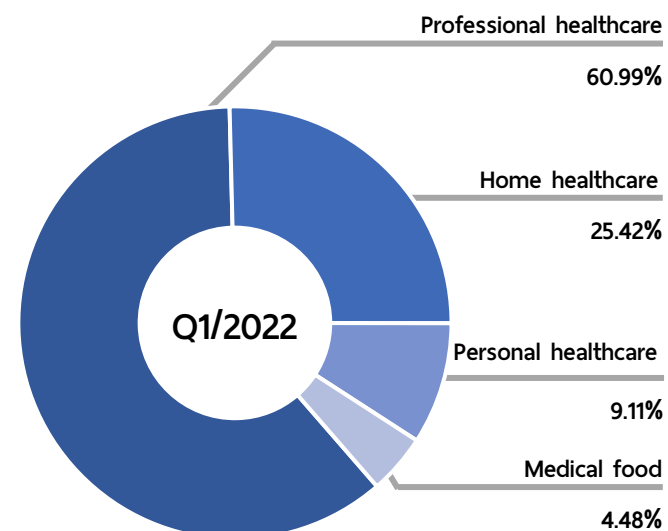
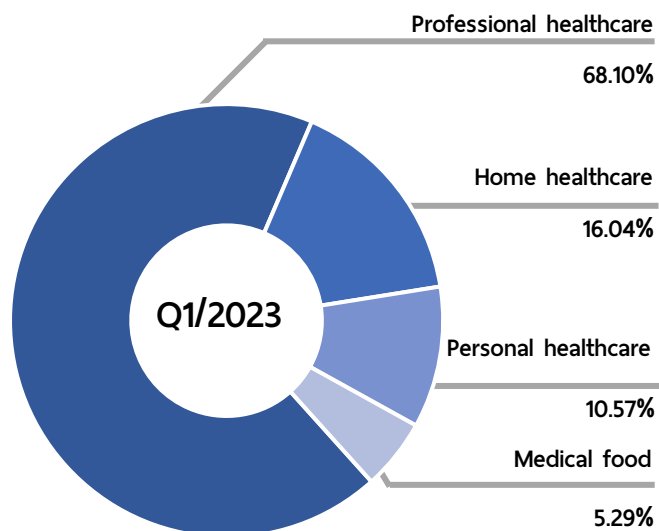


Part V

Financial Highlights

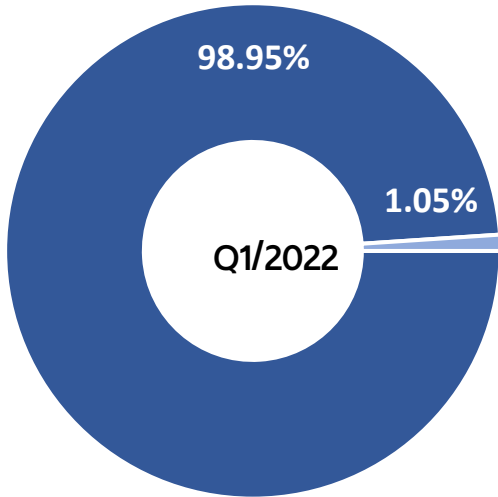
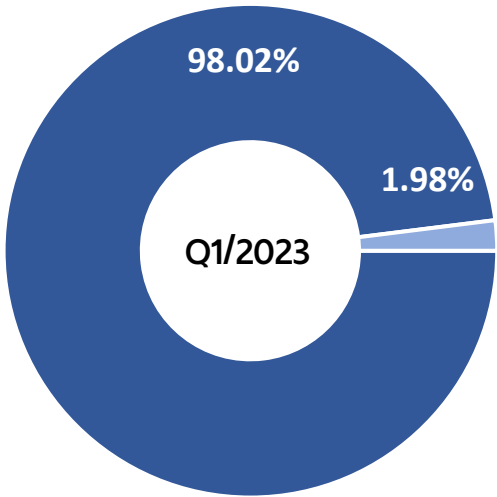
Sales Breakdown by categories

Total Revenue from Sales	Q1/2023		Q1/2022		Q4/2022		YoY		QoQ	
	MN THB	%	MN THB	%	MN THB	%	MN THB	%	MN THB	%
Revenues from Professional healthcare	262.47	68.10	226.53	60.99	258.10	66.39	35.94	15.86	4.37	1.69
Revenues from Home healthcare	61.81	16.04	94.41	25.42	73.99	19.03	-32.60	-34.53	-12.18	-16.47
Revenues from Personal healthcare	40.74	10.57	33.84	9.11	37.84	9.73	6.91	20.41	2.91	7.69
Revenues from Medical food	20.38	5.29	16.62	4.48	18.82	4.84	3.76	22.62	1.56	8.32
Total Revenues	385.40	100.00	371.40	100.00	388.75	100.00	14.00	3.77	-3.34	-0.86



Sales by Distribution Channels

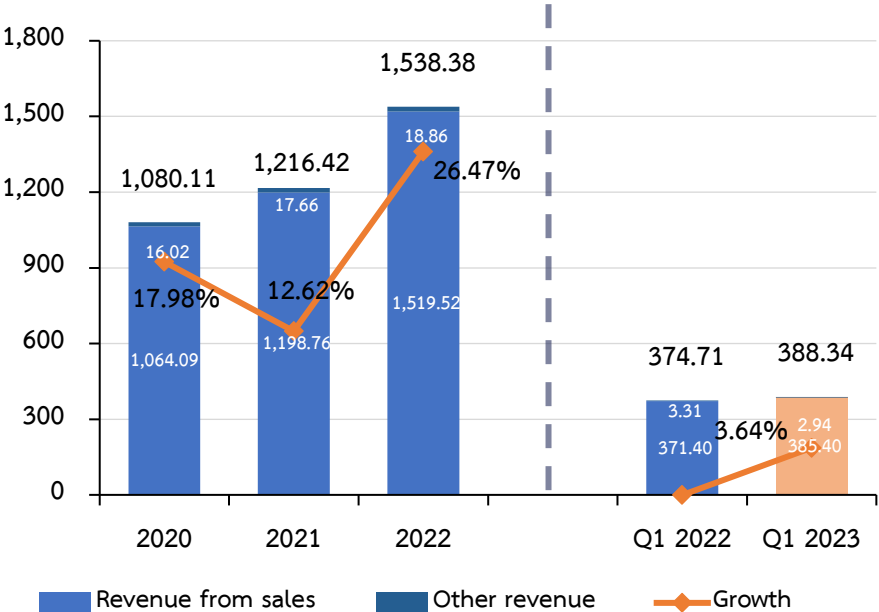
Distribution Channels	Q1/2023		Q1/2022		Q4/2022		YoY		QoQ	
	MN THB	%	MN THB	%	MN THB	%	MN THB	%	MN THB	%
Revenue from Retail Sales	377.78	98.02	367.52	98.95	380.28	97.82	10.26	2.79	-2.50	-9.98
Revenue from Wholesale	7.62	1.98	3.88	1.05	8.47	2.18	3.74	96.23	-0.84	-0.66
Total Revenue from Sales	385.40	100.00	371.40	100.00	397.58	100.00	14.00	3.77	-3.34	-0.86



■ Revenue from Retail Sales ■ Revenue from Wholesale

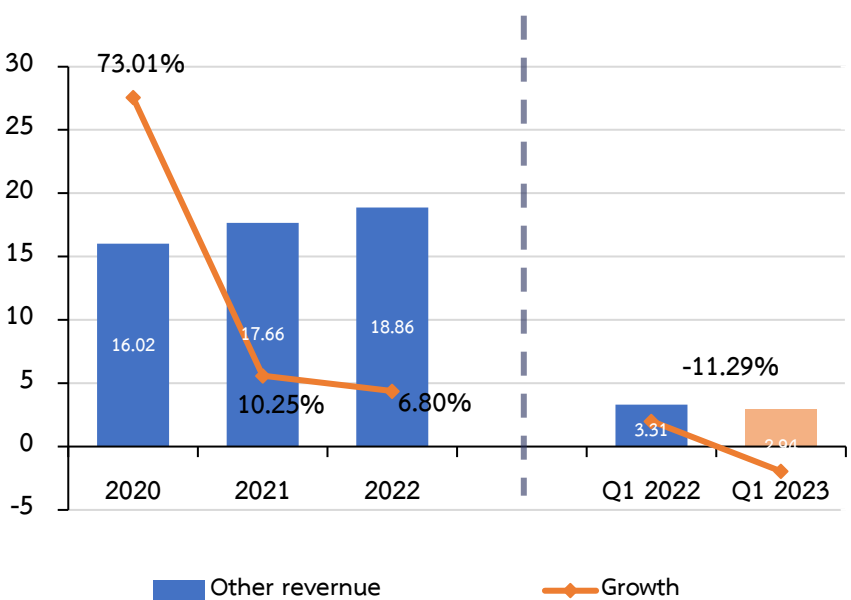
Total Revenues

TH MN

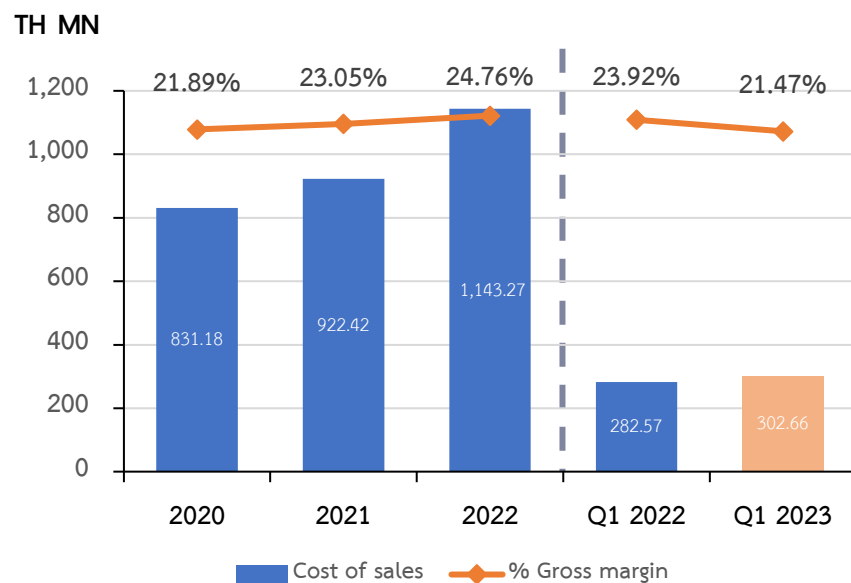


Other income

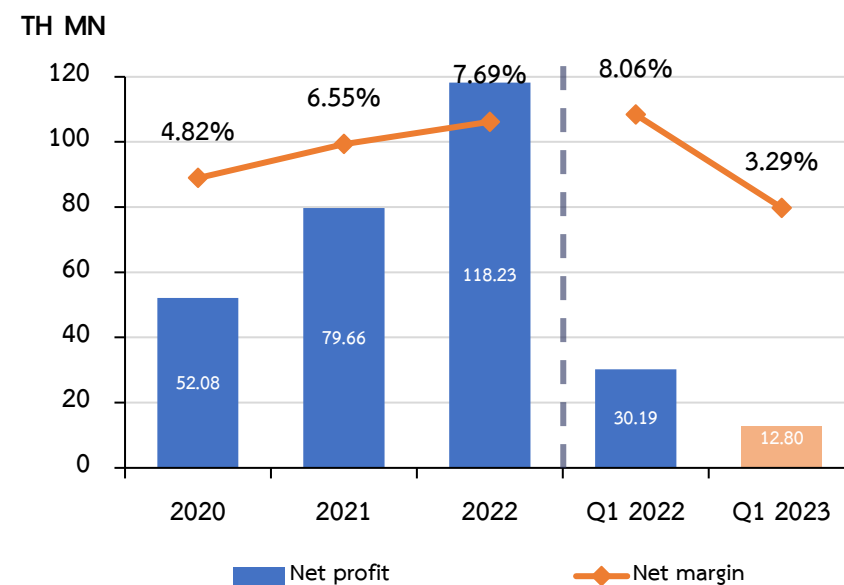
TH MN



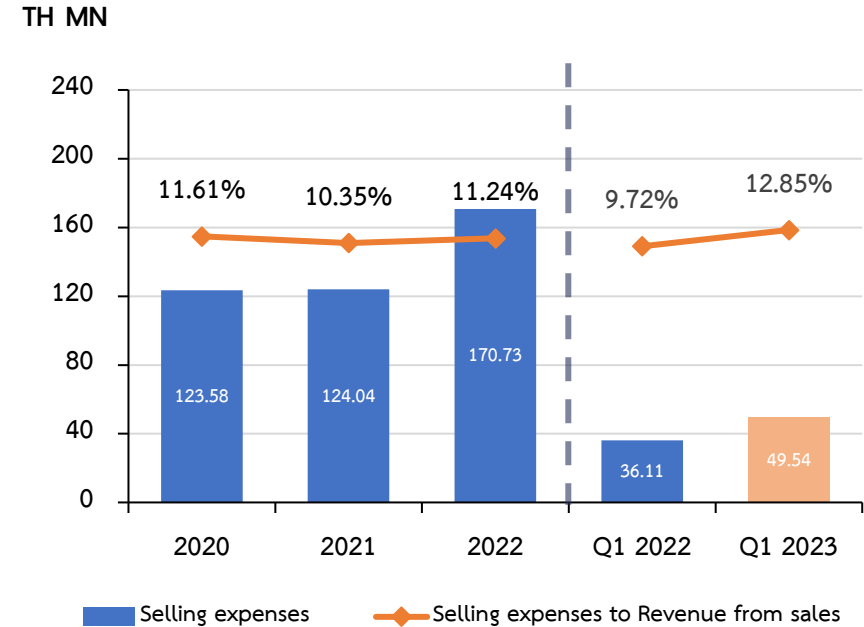
Cost of sales and Gross margin



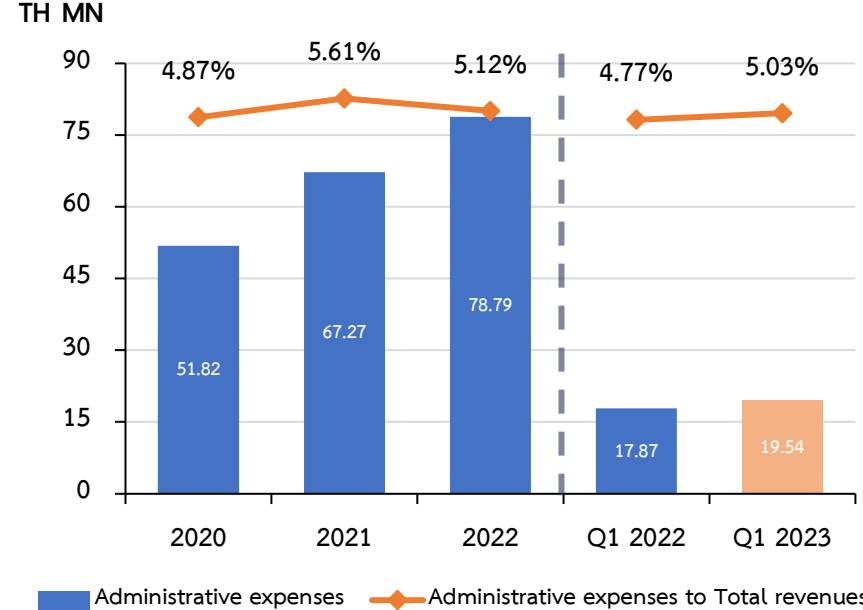
Net profit and Net margin



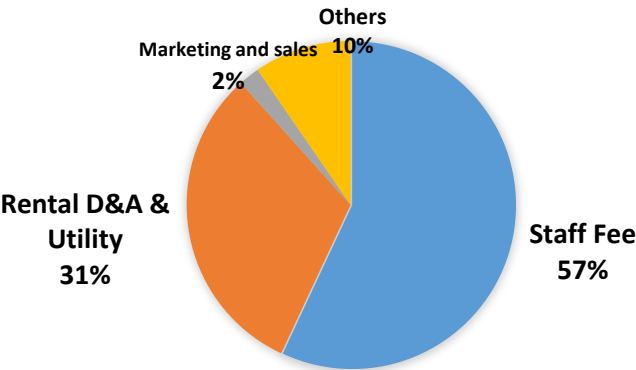
Selling expenses to Revenue from sales



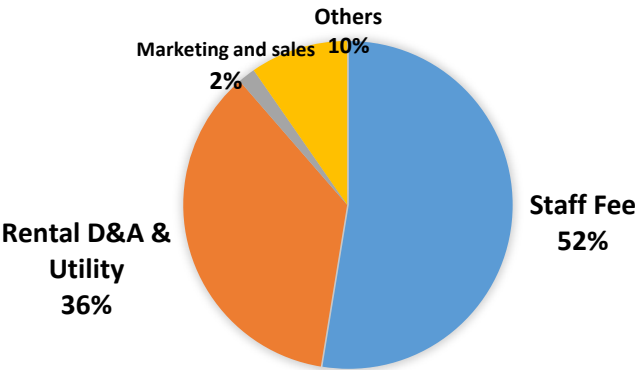
Administrative expenses to Total revenues



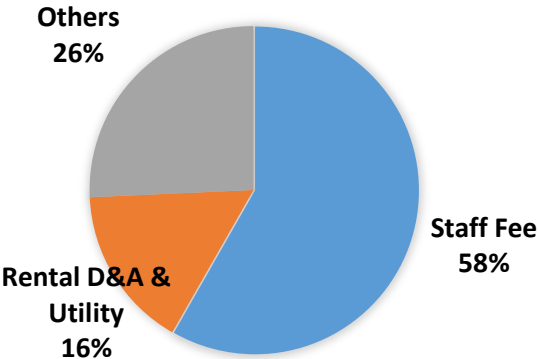
Q1 2022 Selling expenses



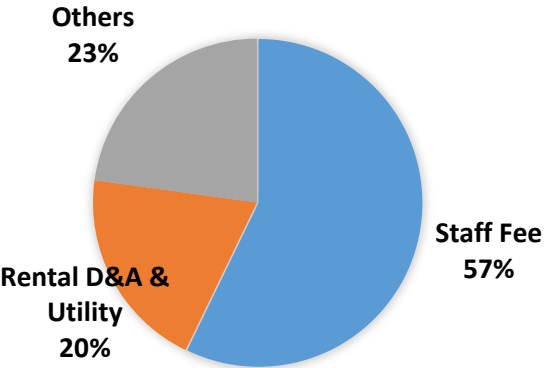
Q1 2023 Selling expenses



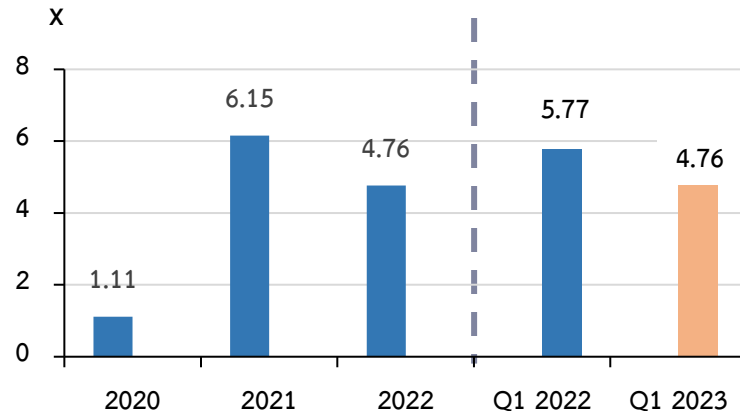
Q1 2022 Administrative expenses



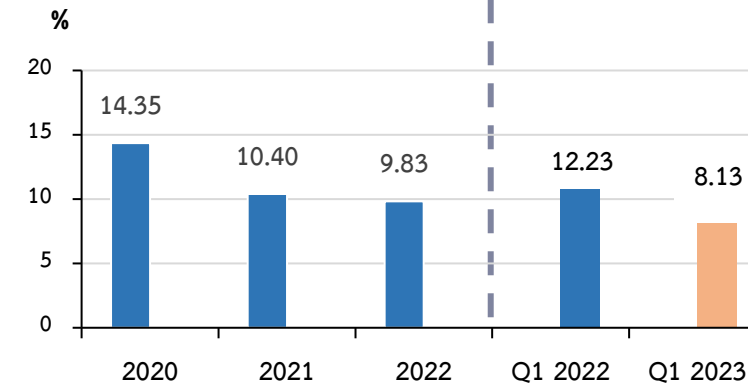
Q1 2023 Administrative expenses



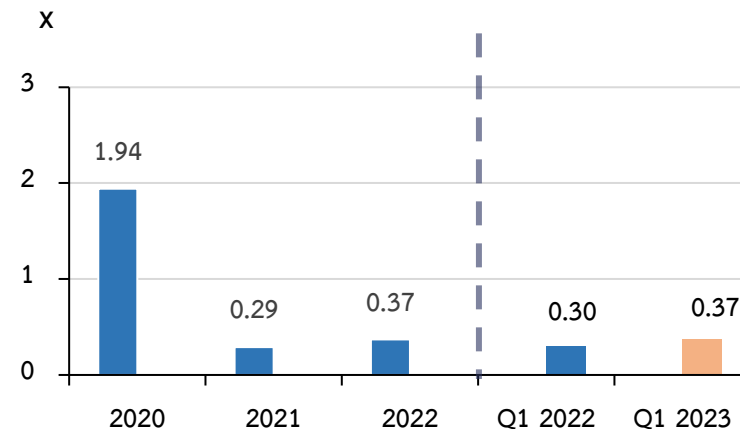
Liquidity Ratios



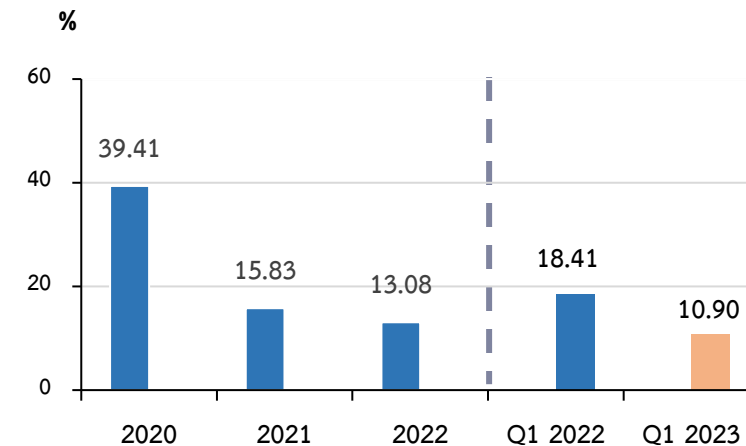
Return on Asset



Debt to Equity Ratio



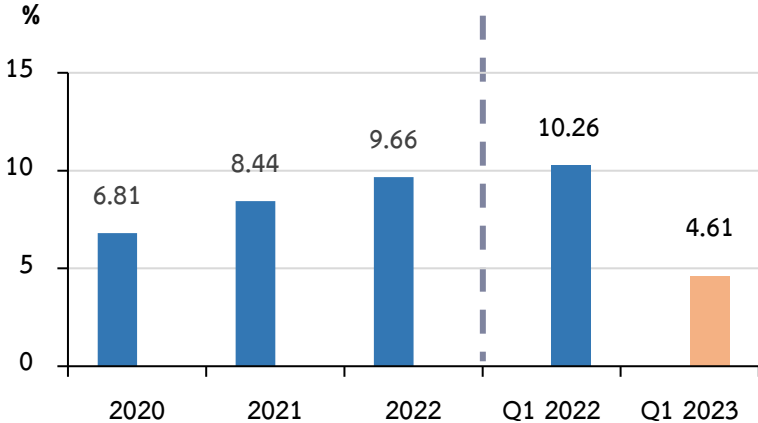
Return on Equity



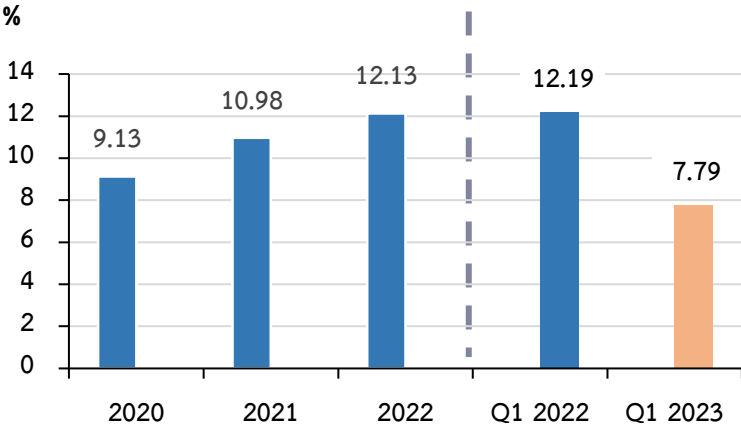
Remark : ROA = Trailing-12-month Net profit, to average to assets.

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

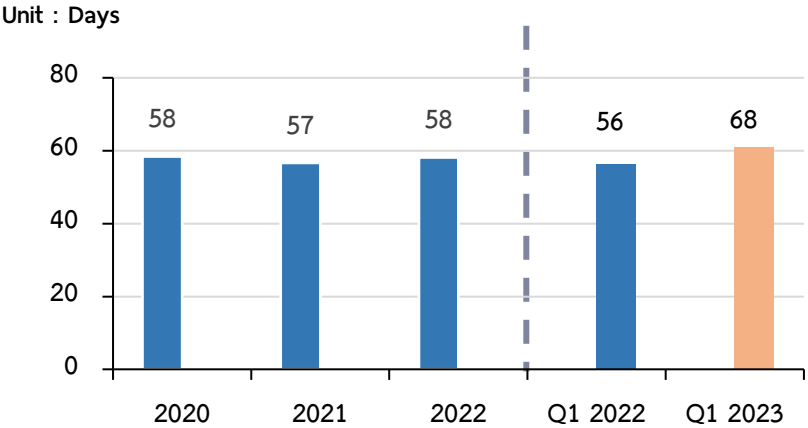
EBIT Margin



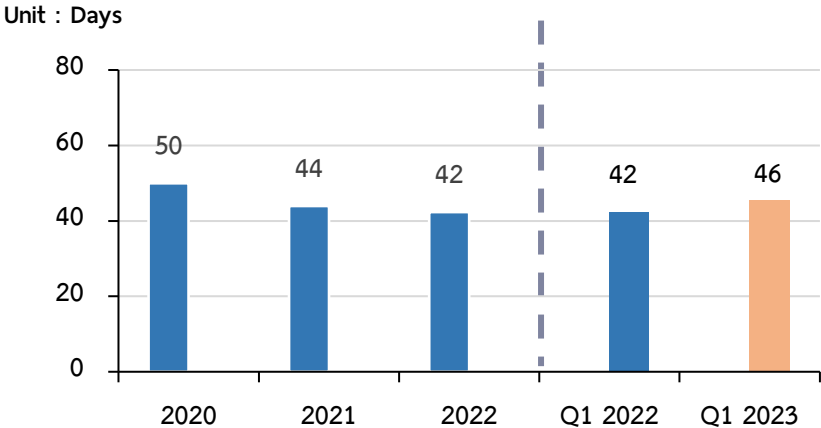
EBITDA Margin



Inventory Days



Account Payable Days



Same Store Sales Growth

Details	Y 2020	Y 2021	Y 2022	Q4/2022	Q1/2023
Same Store Sales Growth (SSSG)	18.21%	14.95%	16.44%	18.89%	-8.34%
Sales / Ticket (All branches)	470	551	504	482	495
Tickets / Day (All branches)	6,125	5,913	8,023	8,578	8,475

Q & A

