



RS continues to soar despite slow economy

The Board has approved annual dividend payment at the rate of 0.30 baht per share

RS recently unveiled its performance in 2019 with 363 million baht profit, soaring further despite slow economy, thanks to its agility, adaptability and continuous change to seek new channels to generate money, resulting in profitability and steady growth. Recently, the Board of RS has greenlighted a dividend payment at the rate of 0.10 baht per share with an XD (Exclude Dividend) sign posted on March 4, 2020. It has also presented its business plans for 2020, with a focus on Entertainmerce and releasing new innovative products, along with great partnerships to reach a New S-Curve. The company continues to seek new investment opportunities to grow further. This year, there will be major concerts throughout the year. The company is confident that it will reach yet another new high in 2020.

Wittawat Wetchabutsakorn, Chief Finance Officer of RS Public Company Limited, said, "In 2019, the company generated 3,611 million baht in total, with a 363 million baht profit, thanks to our commerce business which continued to do well, generating 2,012 million baht. In the fourth quarter of 2019, our commerce business, through RS Mall, saw 1.3 million new users, while attractive promotions were introduced throughout the year. Meanwhile, our media business generated 1,069 million baht, thanks to our ability to 100% manage the media outlets we have, to promote our products in our commerce business, resulting in a continuous growth. Our music and other businesses generated 529 million baht, and the revenue from concerts nearly doubled compared to 2018. This is thanks to two major concerts - Raptor and D2B. Overall, the company's financial health is strong and ready for future growth. In the first quarter of this year, RS has announced a dividend payment at the rate of 0.10 baht per share to be paid on April 24, 2020. Combined with the interim dividend paid on September 12, 2019, the total dividend for 2019 is 0.30 baht per share."



Wittawat continued, “Earlier this year, the company announced an important strategy to go in full force into Entertainmerce. Our business continues to thrive despite the economy and we expect that we will reach yet another new high. We have seen a significant growth in the first quarter of this year thanks to our commerce business, which will create a New S-Curve thanks to new partnerships with two leaders in digital TV. Although the country’s economy is slow at the time, RS is flexible and agile, so it is able to spot new business opportunities to cater to senior consumers who have high purchasing power. We have more than 100 innovative products, and hero brands in this quarter are S.O.M. S Balance and S.O.M. Cordy Tibet & Bhutan, as well as products created together with our partners in the festive season. We also have great promotions which have been well-received. This year, we will continue to achieve growth and seek new opportunities to invest in order to add value and generate profits for the company. For our media business, we have partnered with LINE to release stickers and call waiting melodies. We also have five major concerts planned throughout the year, and we’ve sold music and Channel 8 drama licenses to many partners. We expect that these will increase our revenue for the first quarter by 60-80 million baht. These new opportunities come from our asset and license management in order to maximize the use without additional costs, and we will continue to see the impact in the following quarters.”

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