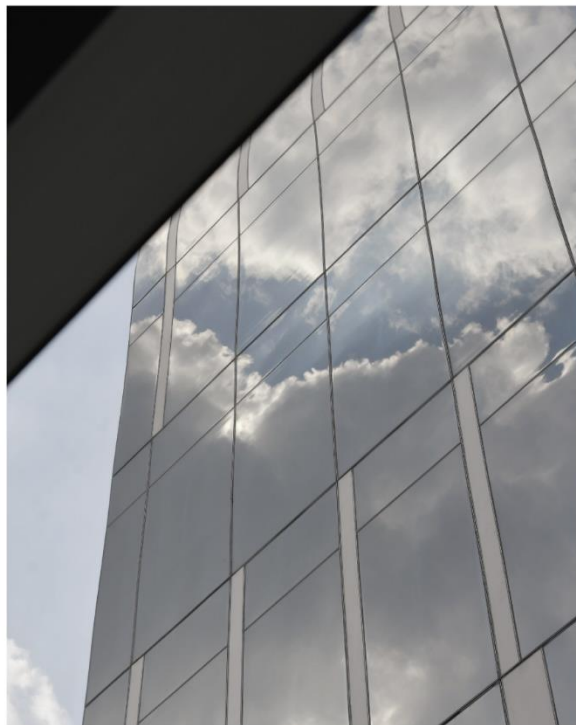




RS GROUP

RS PUBLIC COMPANY LIMITED COMPANY PROFILE 2021



OUR MISSION

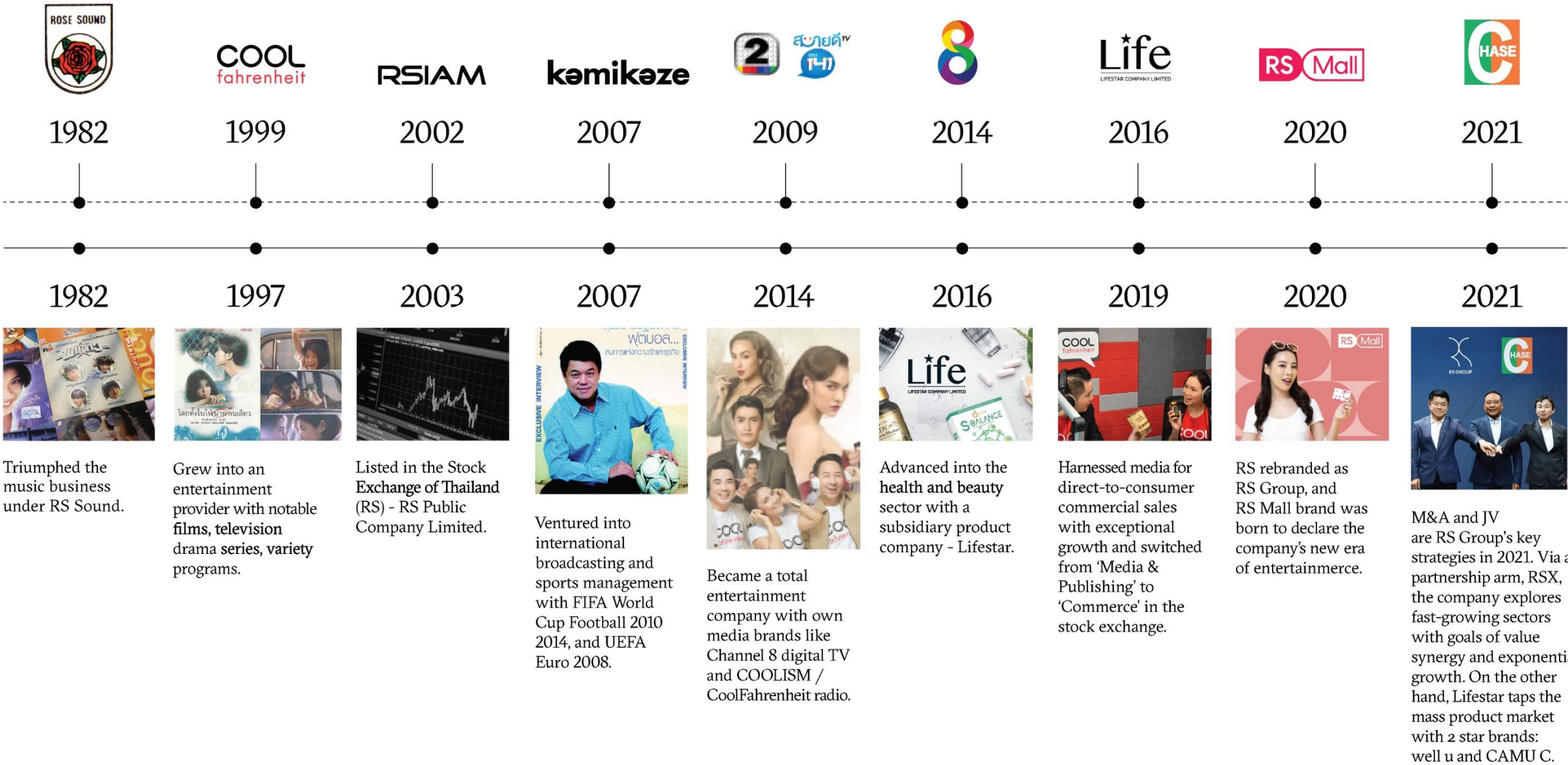
Inspire and fulfill people with valuable entertainment and solutions.

CORE VALUES

- INSPIRING
- PASSIONATE
- INQUISITIVE
- GOAL-ORIENTED

MILESTONES

RS GROUP



AN EXEMPLARY STORY OF BUSINESS TRANSFORMATION

CHALLENGE

Supply increase in the digital TV industry followed by the digital disruption driven by social media and the internet had put Thai media businesses in a difficult trial. Slumping ad budgets and shifting consumer behavior further drove many into closure, including several key digital TV operators.

SOLUTIONS

2014 | MEDIA FOR D2C COMMERCE

Against declining TV advertising budgets, RS Group turned own media assets into direct-to-consumer commerce POS. Lifestar, a products & services subsidiary, Shop1781 (Now RS Mall), along with a telemarketing unit, came to life. A growing database paved a turning point for RS Group.

2017 | COMMERCE REVENUE GROWTH

RS Group commerce business grew 6 times since 2014, and still doubled in the year after. This is a result of optimizing our database to understand customer segment and behavior. An important success factor is our mindset to welcome change and tackle challenge as a company.

2019 | FIRST MOVER ADVANTAGE

RS Group became a leader in media commerce with own ecosystem and a complete value chain. The business model maturity has allowed for partnerships that further expand database growth. RS Group switched category from Media & Publishing to Commerce in the Stock Exchange of Thailand.

2020 | ROBUST MODEL

RS Group introduced the Entertainmerce business model that strives for a seamless fusion of commerce and media. With this unique proposition, RS Group managed to deliver an all-time high quarterly financial performance in 2020 despite a global economic downturn and Covid-19.

PERFORMANCE

AS OF 31 DECEMBER 2020

RS GROUP

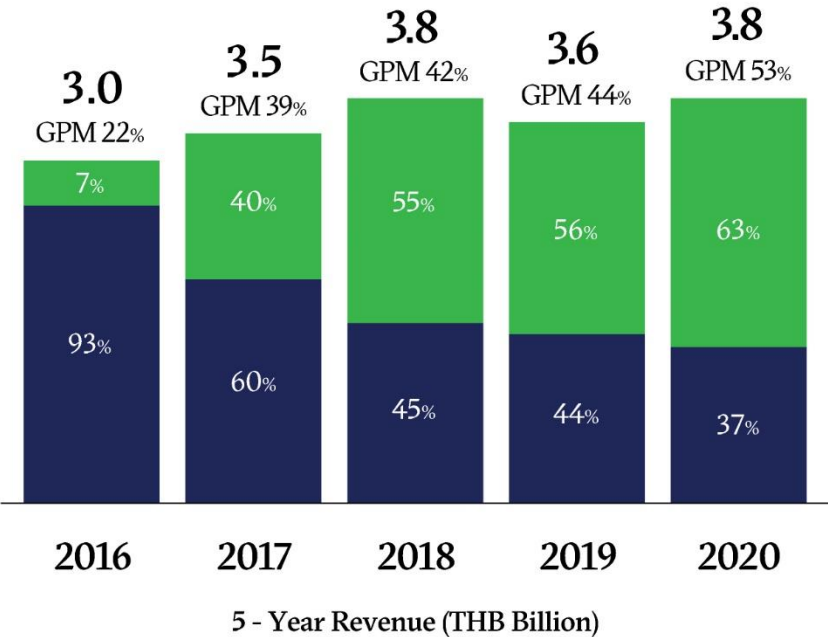
Total Asset as of
31 Dec 2020 Accounts for
THB **4.5** Billion

Market Capitalization as of
31 Mar 2021 Accounts for
THB **26.7** Billion

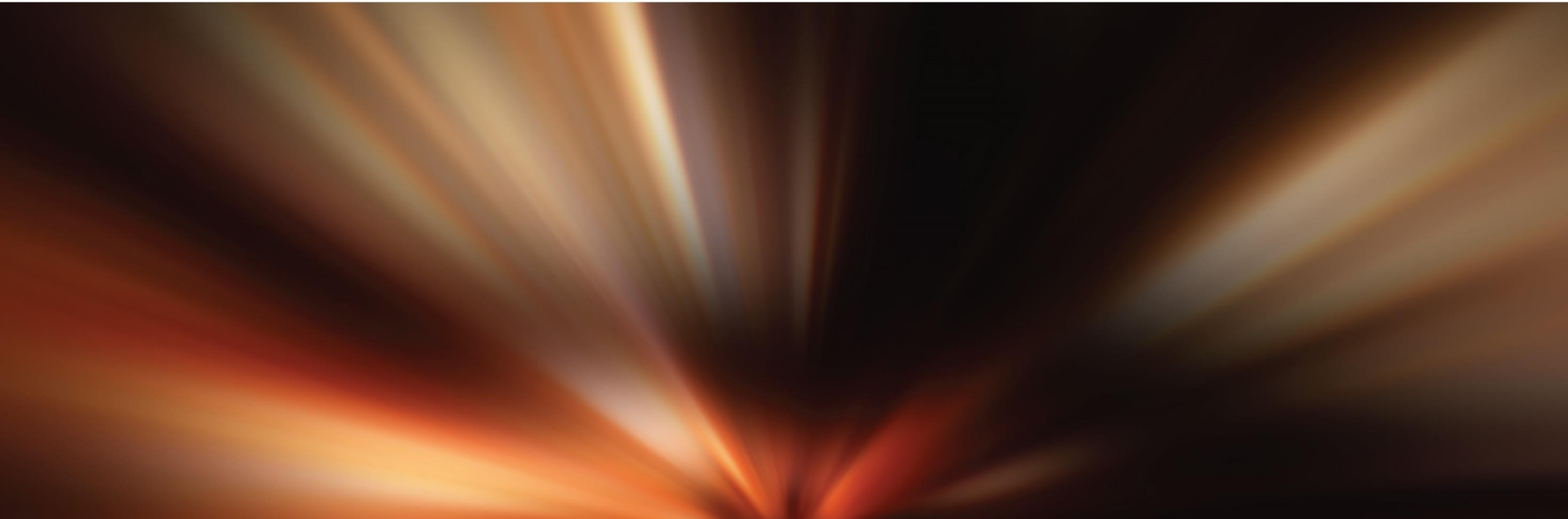
From media and entertainment,
RS Group transformed into a fully
integrated commerce business with
high gross profit margins.

2021
Expected Revenue
THB **5.7** Billion

- Commerce
- Media & Entertainment



Business Highlights



RS GROUP STRUCTURE

3 core businesses ;
Commerce, Entertainment Management and New Businesses

	 				
% of Ownership	99.99%	99.99%	99.99%	70%	35%
Type of Business	  Commerce	  Media	 Music	 Digital Media & Entertainment	 Financial
Product & Service	Product Development & Marketing through offline & online media platforms	Thailand's Leading Digital TV Channel 8 No.1 easy listening radio station, "COOLISM"	Upstream business to RS Group and as a talent pool to RS's commerce & media business, focusing on online platform	Digital Media Agency / Online and Off-line Content Promoter/ Influencer & KOL Management	Debt Tracking, Collections Service Business, AMC & Personal lending
Revenue Contribution	65-70%	25-30%	5%	-*	-**
Channel	TV, Web&Social Media, Line O/A, Telesales and Retail Stores	Digital TV Radio, Online App & Web	Digital, Artist Management and Copyright	Digital marketing consulting, Pop-culture content promoter, Talent management	Telesales
Target Group	Age 35-55 Urban 70%	Age 40+ Urban & Rural 70% Age 25+ BKK 60%	Age 18-50 Nationwide	Age 15-44 Nationwide	Age 25+ Nationwide
Customer Reach	5 Million (1.6 Million on customer database)	8 Million 4 Million	 13.6M Subscribers  34M Followers	Through RS Network	400K Accounts

* Recently acquired
** Profit contribution from equity income

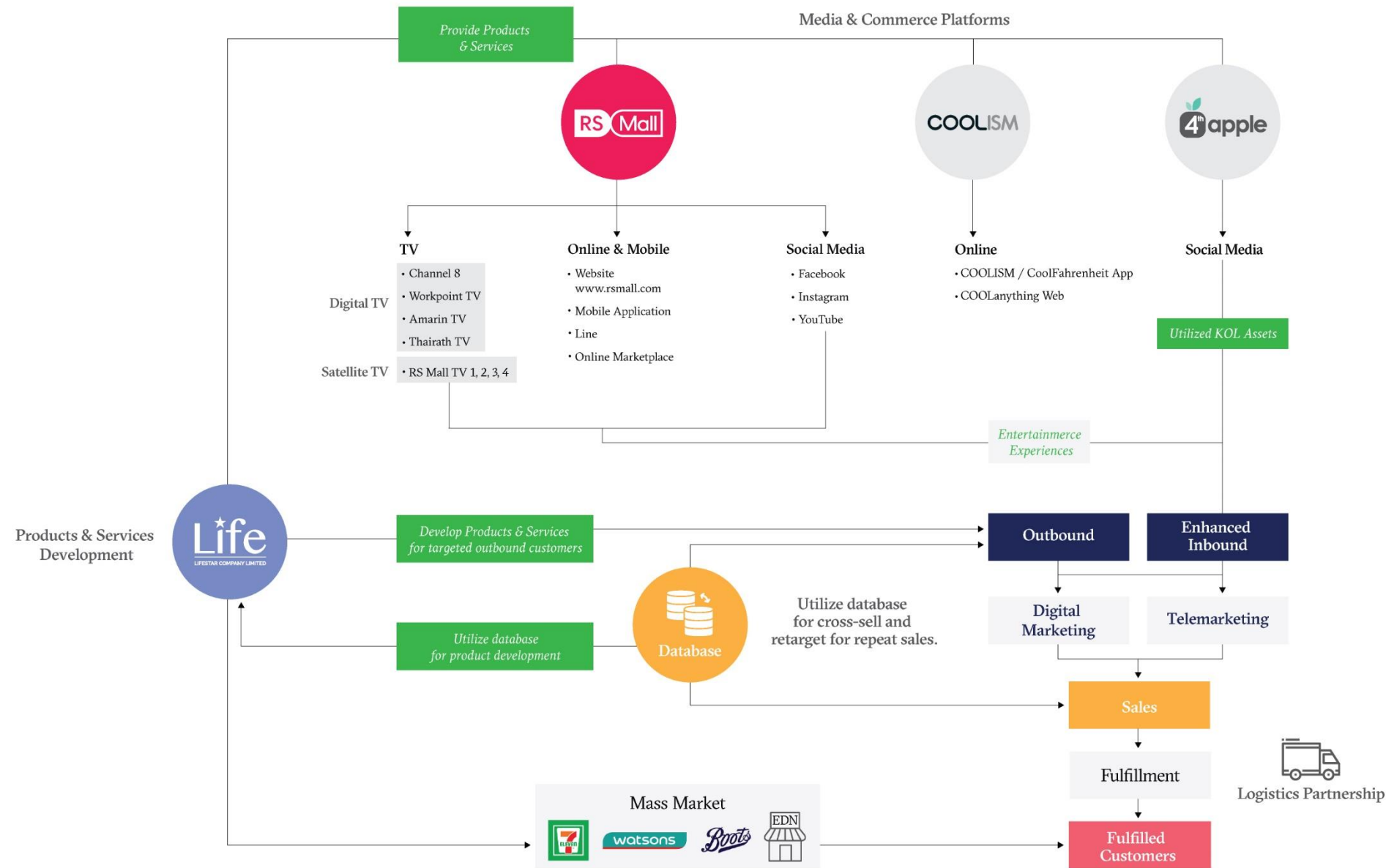
Commerce
70%



Entertainment
Management
30%



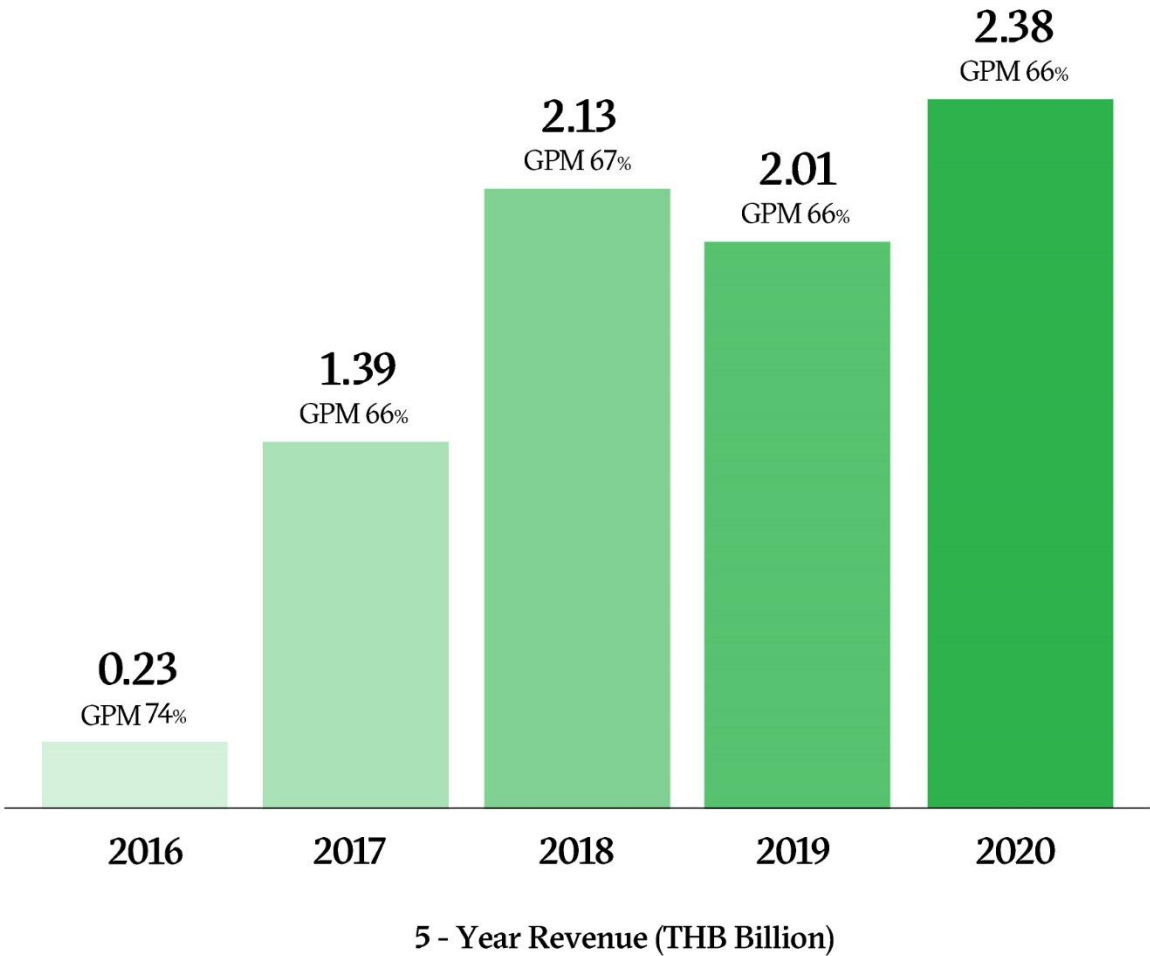
COMMERCE BUSINESS MODEL

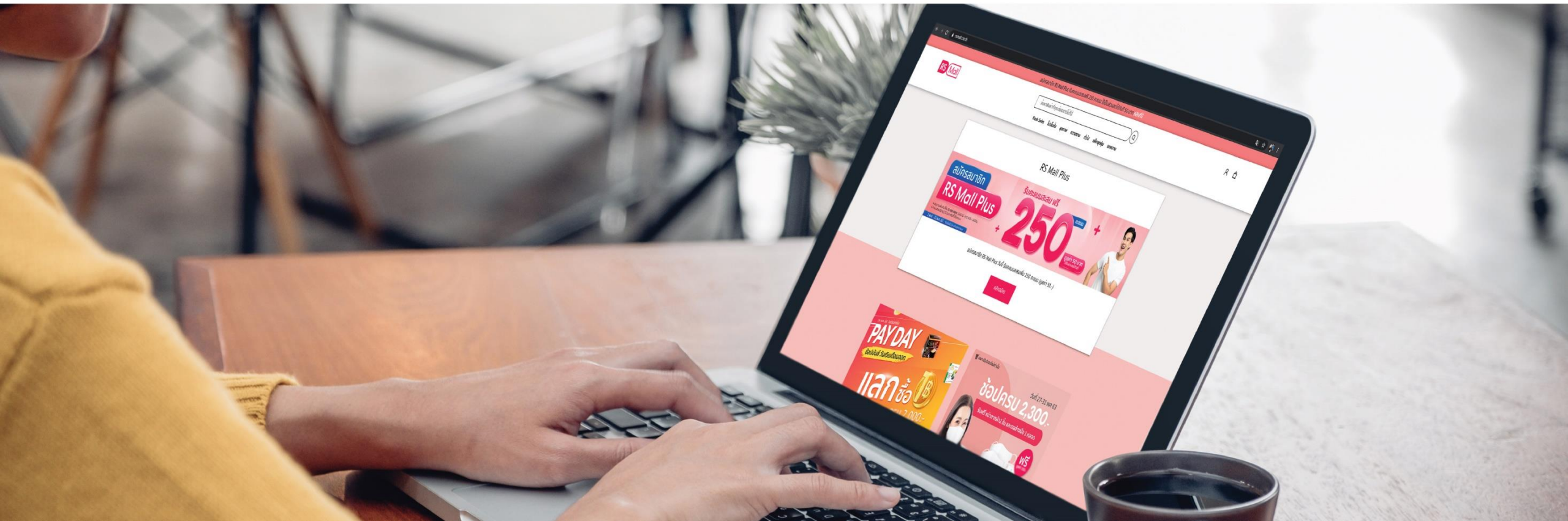


COMMERCE

With storytelling as a key differentiator, RS Group converts viewership into a D2C sales model via multiple shopping platforms that provide products and services in unique, memorable, and valuable ways - with our own product company and a complete fulfillment loop.

Even though the Covid-19 has unpredictably affected all sectors in 2020, but our commerce business was able to adapt quickly and responded to the situation in a timely manner with suitable plans. Therefore, it generated a new high performance consecutively in every quarter.







RS MALL

Positioned as a 'Wellbeing Partner'

RS Mall is a multiplatform Entertainmerce shopping destination for selected health & wellbeing products.

Customers view and select products from our entertaining shopping programs through leading TV channels, online and mobile platforms – anywhere, anytime.

RS GROUP

“Your Wellbeing Partner”

5 Million

Customers Reach / Day

31 - 55 Years Old

Females in Urban Areas

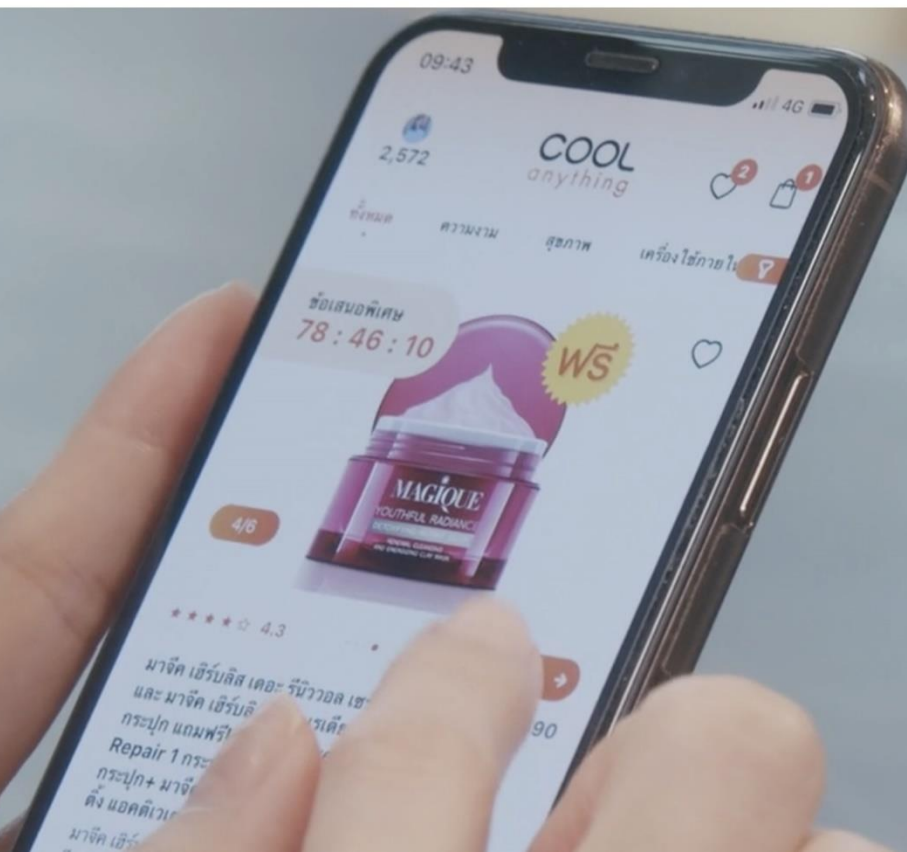
2,190 THB

Average Spending / Bill

1.6 Million

Customers

COOL
anything



COOLanything Platform

A lifestyle companion & shopping platform
for the urban generation by COOLISM



Music x Shopping in One App

3.7 Million

Listener-Turned-Customers
via COOLfahrenheit

175,000

Listener Traffic / Day

3 Hours / Day

Average Sessions

3.8 Hours / Day

Average Sessions on iOS

Life

LIFESTAR COMPANY LIMITED



LIFESTAR

A products and services company that constantly curates and develops new health and beauty innovations and solutions to deliver quality and value for customers.

Business Strategies in 2021

- Launch new product categories: functional drinks and pet food.
- Establish foothold in new market segments and diversify distribution channels.
- Acquire new global partners in innovative healthcare.



Other Lifestar's products



CORDY
Tibet & Bhutan
DIETARY SUPPLEMENT PRODUCT

398
THB Million
in Sales

**S.O.M. MULTIPLUS+
COLLAGEN**
DIETARY SUPPLEMENT PRODUCT

94
THB Million
within 9 months

S.O.M. CMAX

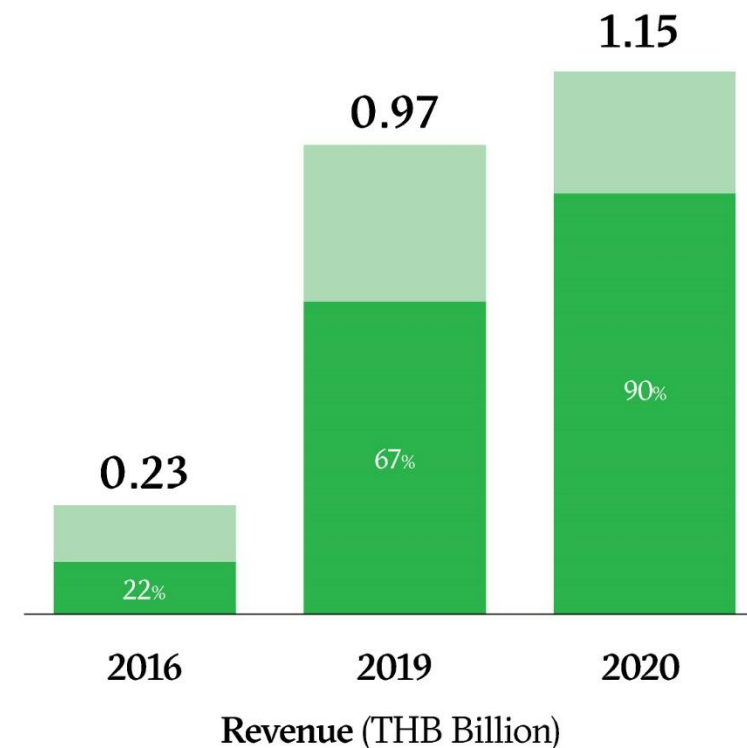
20
Million
Cups Sold

i-kare
DIETARY SUPPLEMENT PRODUCT

18
Million
Capsules Sold

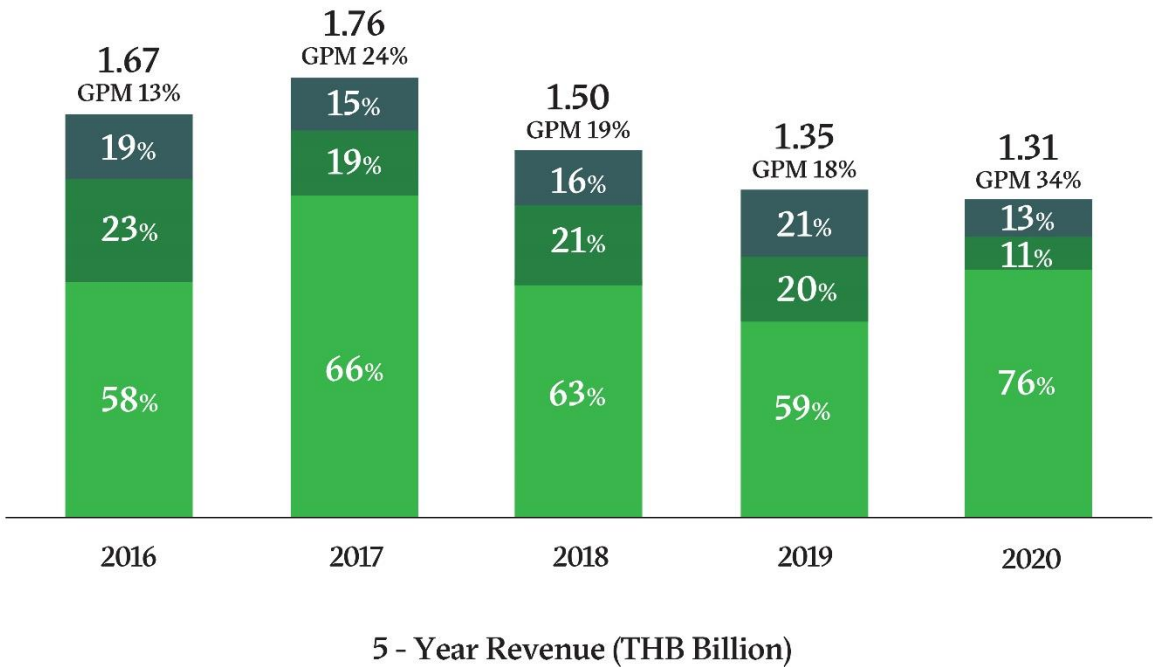
S-BALANCE
DIETARY SUPPLEMENT PRODUCT

11
Million
Capsules Sold



ENTERTAINMENT MANAGEMENT

Key channels to acquire D2C
database for “Entertainment” strategy.







CHANNEL 8

A digital TV channel that captivates audiences nationwide with flavorful content ranging from popular drama series, easy-to-digest news, and no.1 Muay Thai programs.

Gen X (Age 40+)

Male, Female / Mass Consumers

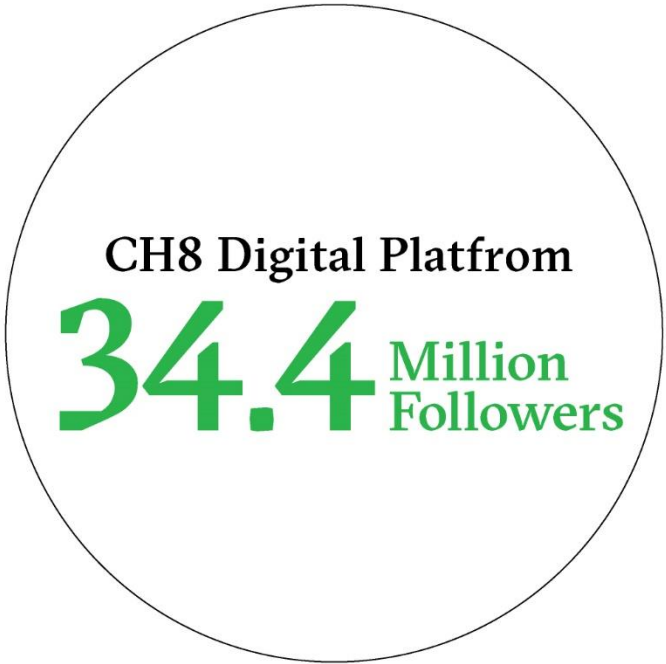
30,000 THB

Average household income / Month

56 Million

Accumulative Viewership Reach

Source : Nielsen (Thailand)



17.3M
Followers



460K
Followers



16.4M
Subscribers



256K
Followers

COOLISM



COOLISM

COOLISM

COOLfahrenheit by

COOLISM is an all-time no.1 music station trusted by Thai urban generations that not only curates easy-listening playlists but also lifestyle contents on travel, dining, as well as health and beauty aspirations.

RS GROUP

No.1

Urban Music Station
in Asia

1 Billion Minutes

Listenership / Month

Music & Lifestyle

Brand Positioning

Urbanista

Working Professionals

40,000 THB

Average Income / Month

COOLISM Digital Platform

26 Million Times

Online Listenership / Month



12 Million Times

Listenership on Website / Month



10 Million Times

Listenership on iOS / Month



4 Million Times

Listenership on Android / Month

Source : Shoutcast

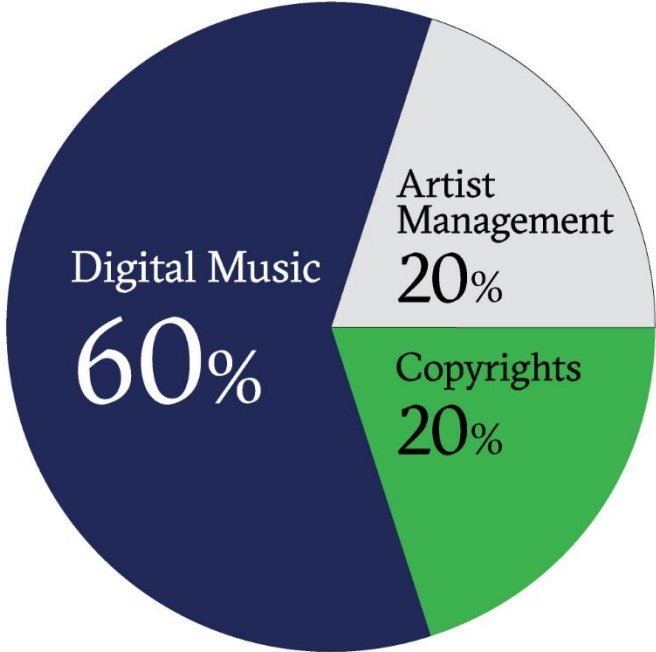
RS MUSIC

RSIAM
kəmikəze
RoseSound



RS MUSIC

REVENUE PROPORTION



RSIAM

Most Famous Thai Country
Music Label

18 - 50 Years Old
Mass Audience

15,000 - 50,000 THB
Average Income / Month

Digital Platform

f 6.6
Million
Followers

▶ 16.2
Million
Subscribers

kəmikəze

Trendsetting Young-Generation
Music Label

Young Urban
Social Media Users

25,000 - 50,000 THB
Average Income / Month

f 3
Million
Followers

▶ 9.2
Million
Subscribers

RoseSound

A Signature Thai Pop Original
Music Label

25 - 35 Years Old
Young Professionals

30,000 - 65,000 THB
Average Income / Month

f 4*
Million
Followers

▶ 8.7*
Million
Subscribers

*Rose Sound social media is currently under RSfriends





4th apple

A creative marketing strategy firm leveraging the power of content & online influencers to produce the biggest returns for our clients.

RS GROUP

One-stop service Social Media Marketing

Content & Influencer
Marketing Agency

Content Promoter
& Organizer

Talent agency

Thailand's 1st Agency

Collaborating local brands with Kpop idols

1.6 Million

organic reaches with over 20%
engagement on social media content

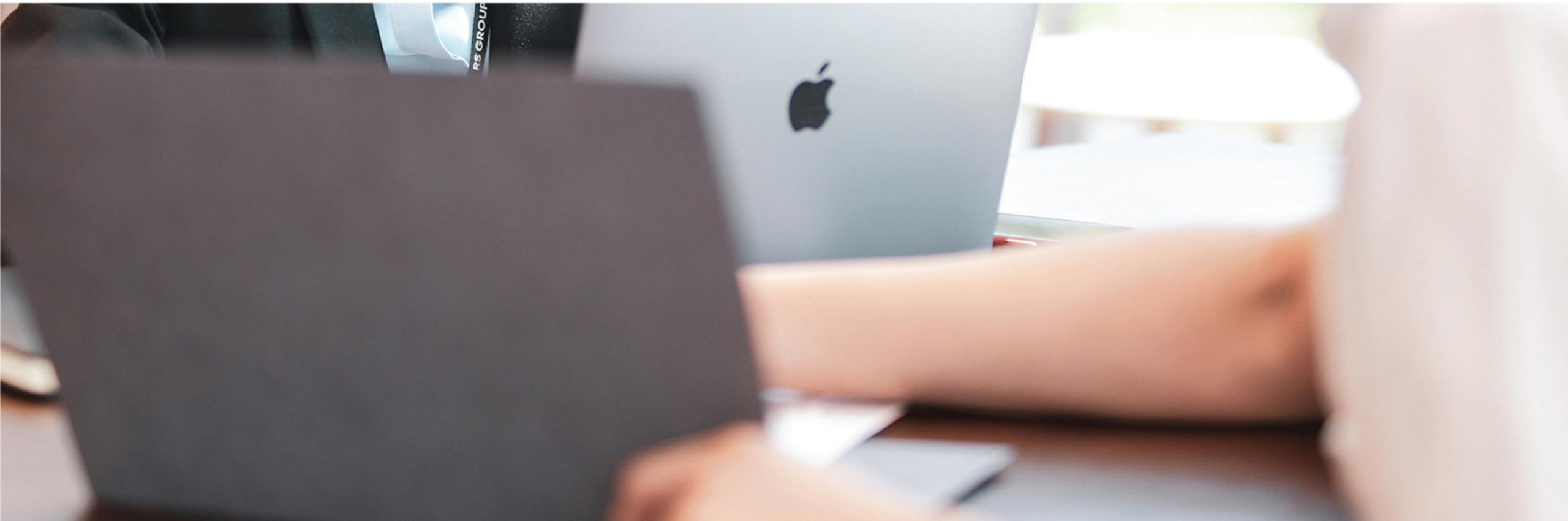


Over 10,000 influencers network



Clients

New Business





New Business

Mergers & Acquisitions (M&A) and Joint Ventures (JV) activities are both key strategies to advance RS Group forward & create the new “S-Curve” to broaden our group’s ecosystem.

By increasing the business value, this strategy improves competitiveness and long-term sustainability.

RSX runs the investment business to secure robust & sustainable growth for RS Group.





Chase Asia

Investing in Chase Asia, a key player in the asset management and personal lending service, is a golden opportunity to expand the Entertainmerce model and broaden RS Group's ecosystem.

Group Performance Highlight

29,498 THB Million

Total Outstanding (O/S)

106,883

Total Accounts

% contribution classified by loan types



52%

Personal loan



43%

Auto loan



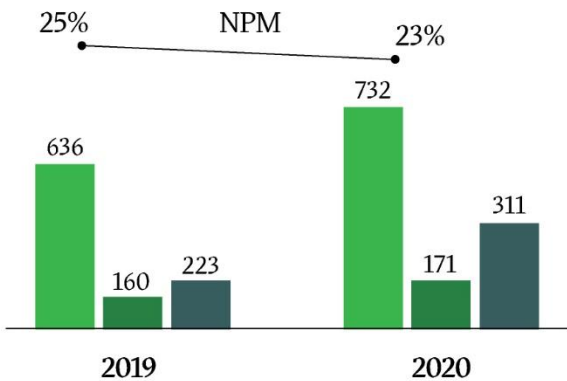
5%

Electrical appliance
hire purchase

Business Performance

Unit: THB Million

- Total Revenue
- Net Profit
- EBITDA



Sustainability



KEY SUSTAINABILITY PRIORITIES

Social

Human capital development
with multi-skill to disrupt
the industry

Wellbeing knowledge sharing
For social awareness
through our diversified platform



Economic

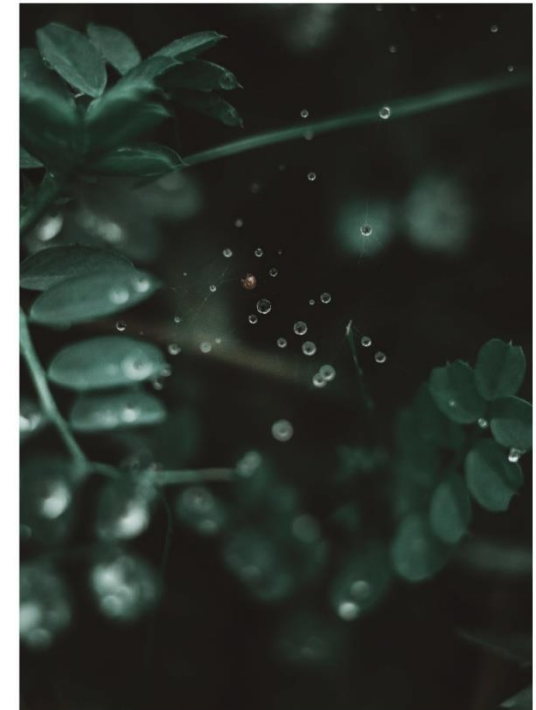
Enhanced Customer Satisfaction
with smart data analytic to improve
product and service quality

Product innovation
Innovate wellbeing products
for superior quality of life



Environment

Green commerce
Offering green products
through eco-friendly
solutions



SUSTAINABLE DEVELOPMENT 2020 HIGHLIGHT

To grow sustainably with good social foundation, RS group grants importance to corporate social responsibility for our community while committing to preserve our environment by utilizing energy and natural resources with care.

Great

Maintaining high corporate governance standard



5 Star
Corporate governance
rating by IOD



Perfect Scores
AGM Checklist 2021
by Thai Investors Association,

Growth

Driven by improved customer satisfaction and innovative products



99 percent
Satisfaction from
Customer Engagement
by Call Center



12 new products
Developed
with innovation
by Lifestar

Give

Uplift wellbeing for community and our team



3 Activities
knowledge sharing
for our neighborhood
including 13 communities
and 2 institutions



80 percent
Satisfaction
from Employee
Engagement

Green

Focus on reducing natural resources



5,684 liters
Reduction
in fuel usage



16,240 kilowatts
Reduction
in energy usage



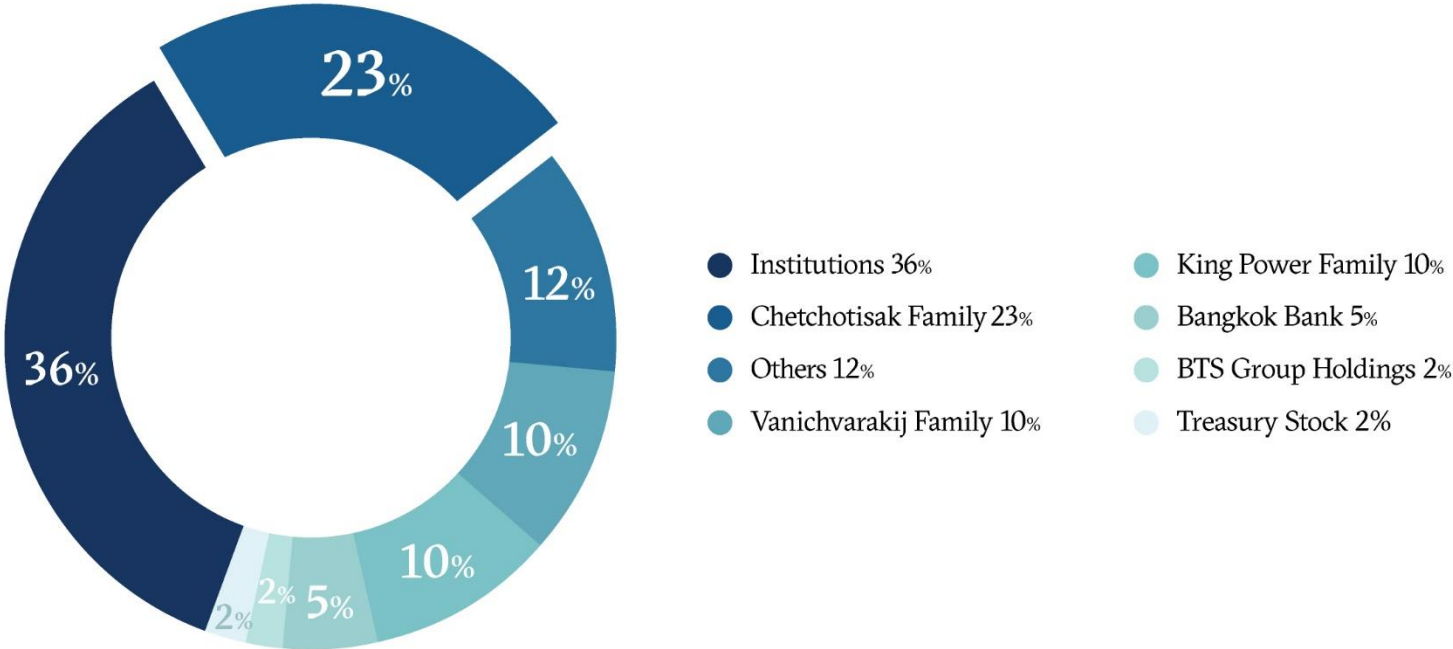
105,560 liters
Reduction
in water usage



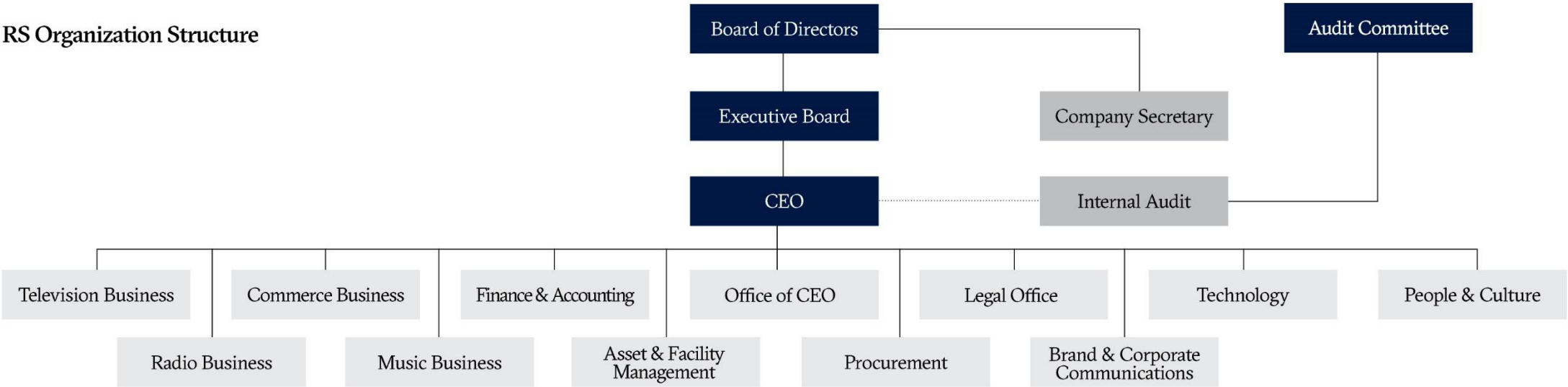
2,761 kg
Reduction
in carbon dioxide
emissions

SHAREHOLDING & ORGANIZATION STRUCTURE

RS Shareholding Structure
(As of December 2020)



RS Organization Structure

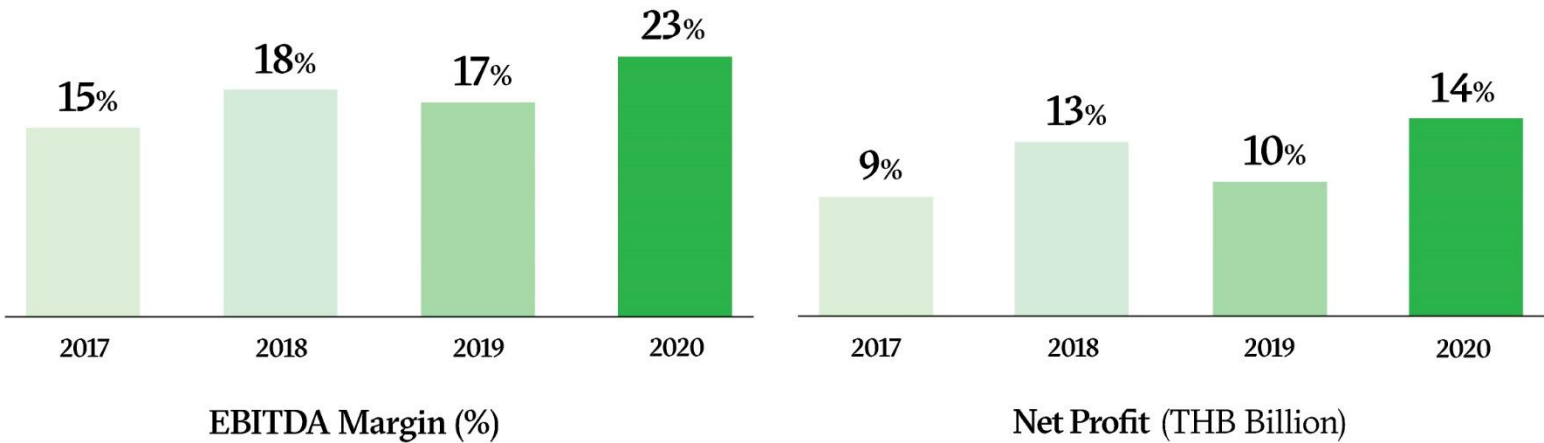
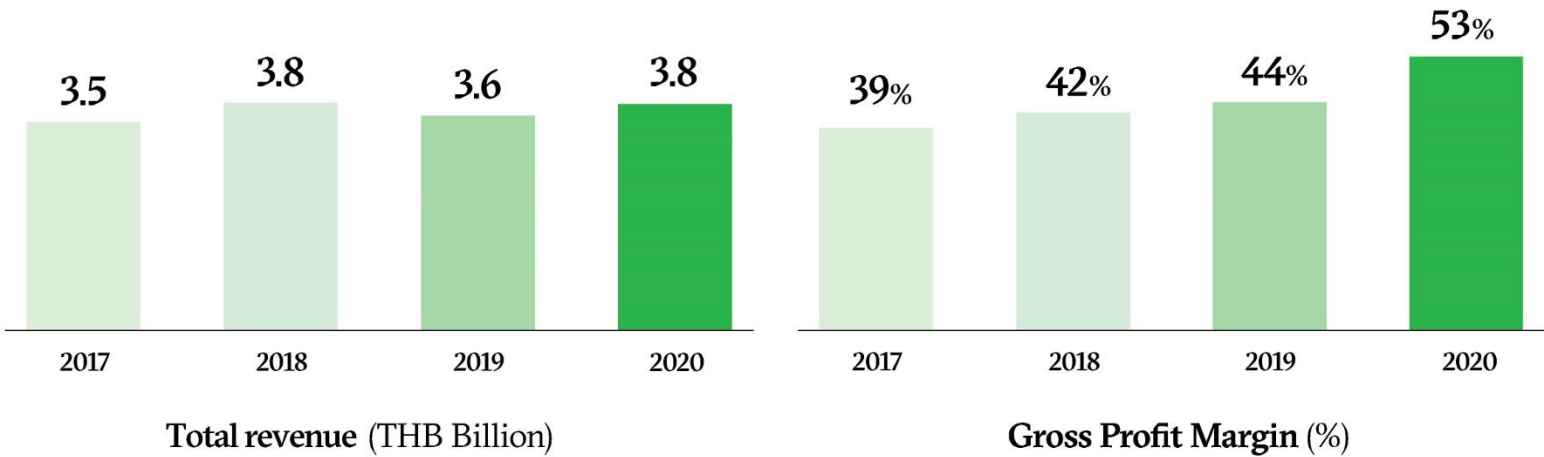


FINANCIAL HIGHLIGHTS

AS OF 31 DECEMBER 2020

Resilient revenue amidst the pandemic, driven by the commerce business following successful new product offerings, expansion of sales channels, as well as an increased focus on data analytics to raise repeat purchase rate to 2.1 times.

Highest net profit since the establishment of the company. Attributed to strong growth in the commerce business, successful content management, and efficient cost management.

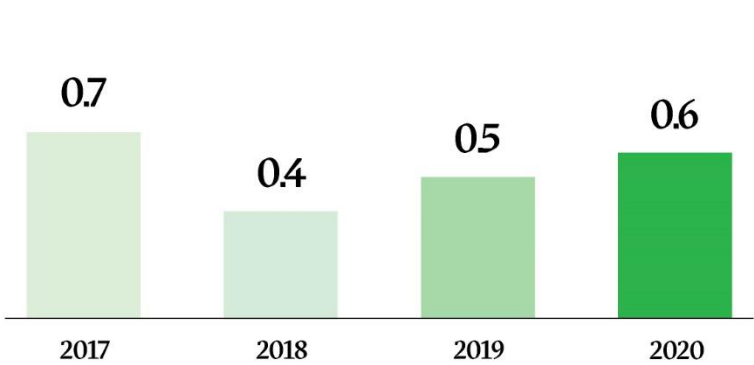


FINANCIAL POSITION

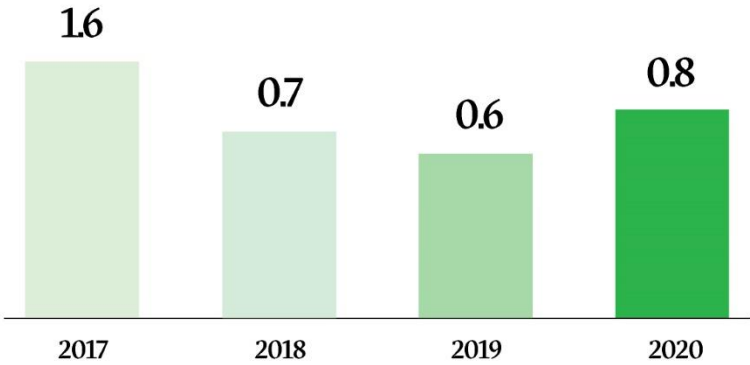
AS OF 31 DECEMBER 2020

Strong financial position provides flexibility to execute our growth strategies and seize new business opportunities.

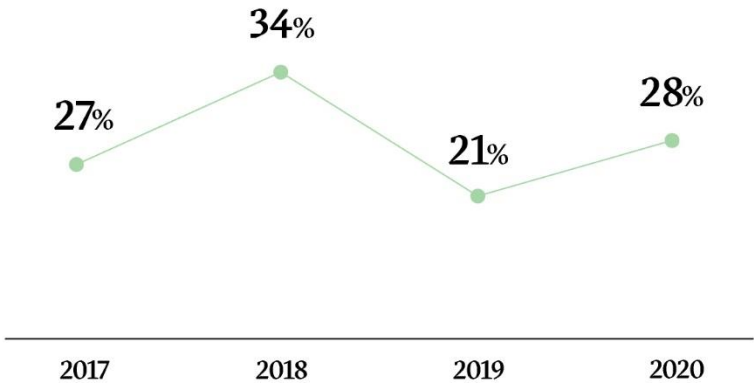
Keeping a high level of ROE and ROA thanks to continuous growth of operating results and efficiency on assets utilization.



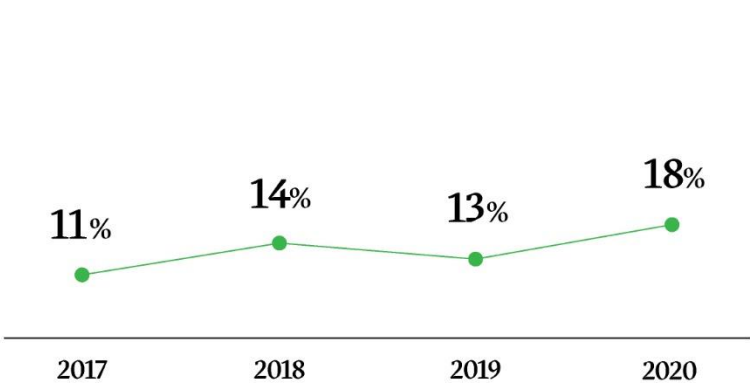
Interest Bearing
Debt-to-Equity Ratio (THB Billion)



Net Interest Bearing
Debt-to-EBITDA Ratio (THB Billion)



ROE



ROA

2021 ESTIMATED
PERFORMANCE

RS GROUP

Revenue
5,700 THB Million

Commerce
4,000 THB Million

Existing channel
(RS Mall & Coolanything) **3,000 THB Million**

New product lines &
New channels **1,000 THB Million**

Media & Entertainment
1,700 THB Million

50-52% **12-14%**
GPM NPM

