



RS GROUP



Our Mission:

Inspire and fulfill people with valuable entertainment and solutions.

Core Values:

- INSPIRING
- PASSIONATE
- INQUISITIVE
- GOAL-ORIENTED

Milestones

RS GROUP



1982

Triumphed the music business under RS Sound.



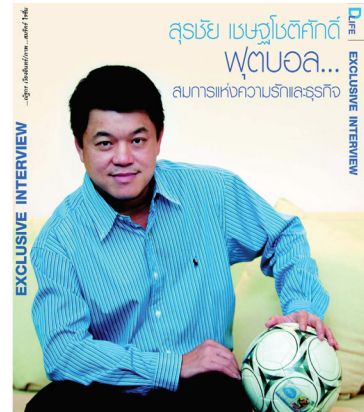
1997

Grew into an entertainment provider with notable films, television drama series, variety programs.



2003

Listed in the Stock Exchange of Thailand (RS) - RS Public Company Limited.



2007

Ventured into international broadcasting and sports management with FIFA World Cup Football 2010, 2014, and UEFA Euro 2008.



2014

Became a total entertainment company with own media brands like Channel 8 digital TV and COOLISM / CoolFahrenheit radio.



2016

Advanced into the health and beauty sector with a subsidiary product company - Lifestar.



2019

Harnessed media for direct-to-consumer commercial sales with exceptional growth and switched from 'Media & Publishing' to 'Commerce' in the stock exchange.



2020

RS rebranded as RS Group, and RS Mall brand was born to declare the company's new era of entertainmerce.

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 Q1 despite a global economic downturn.

Performance as of 31st March 2020

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

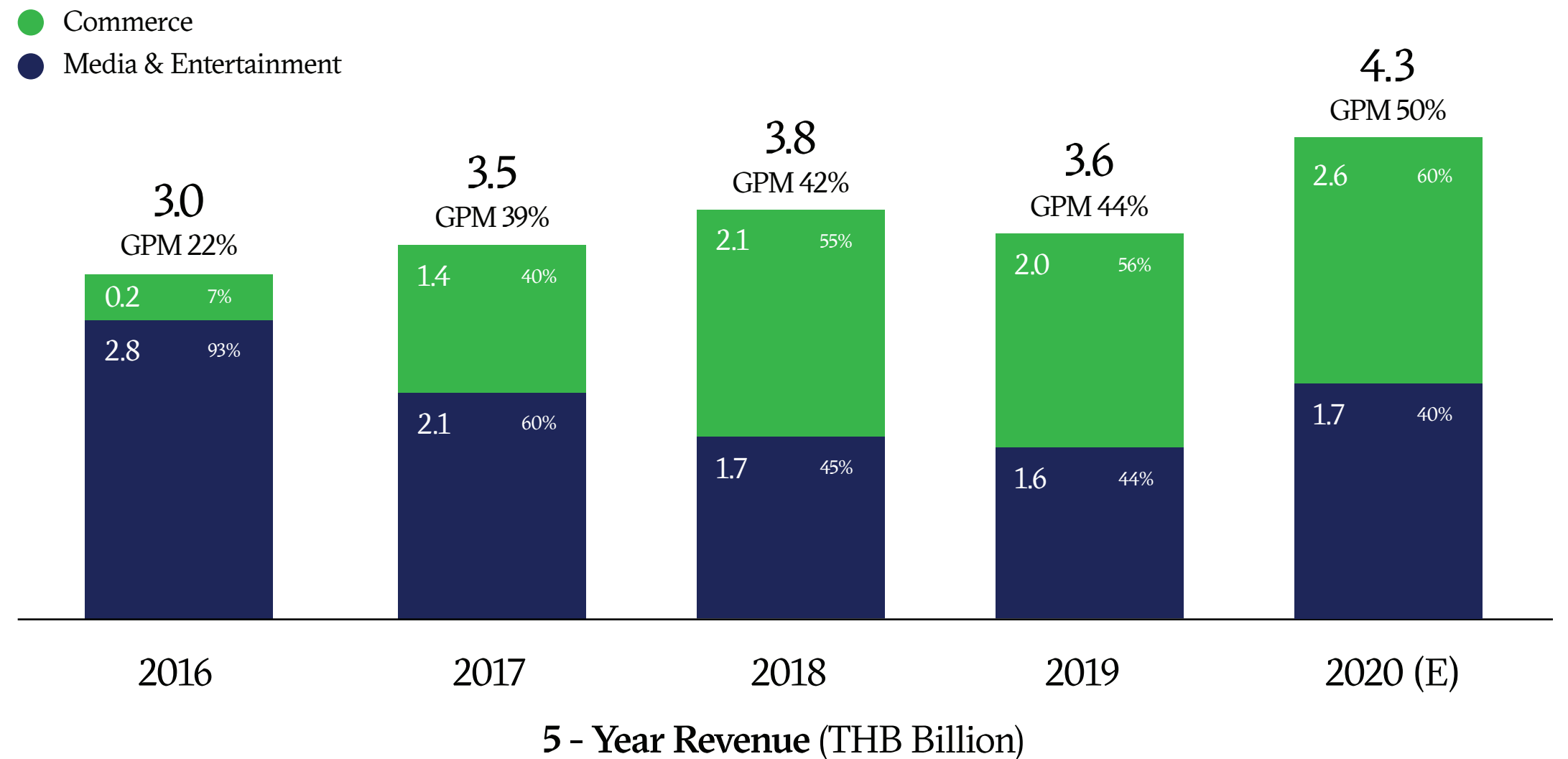
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Total Asset by End
of 2019 Accounts for

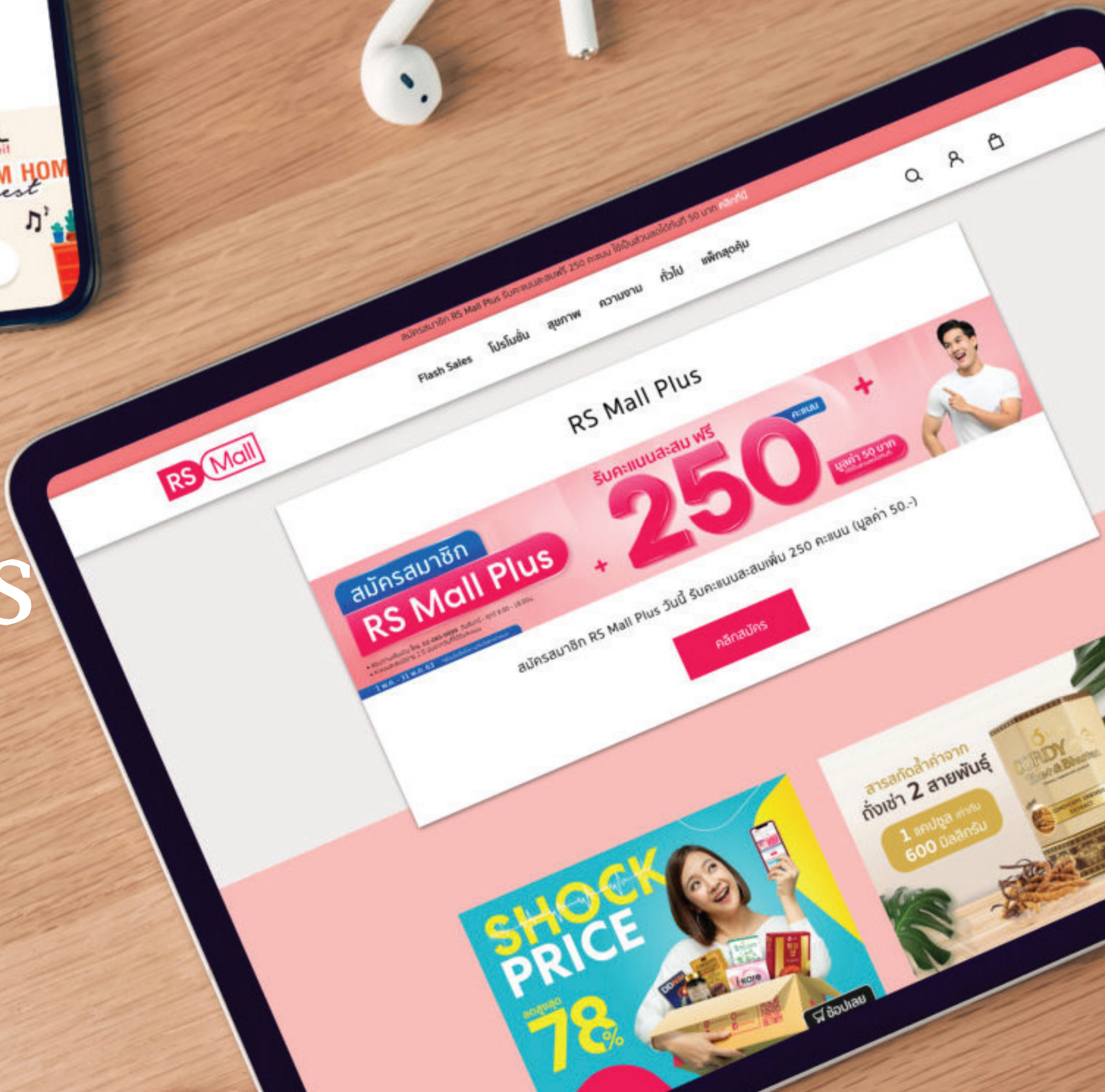
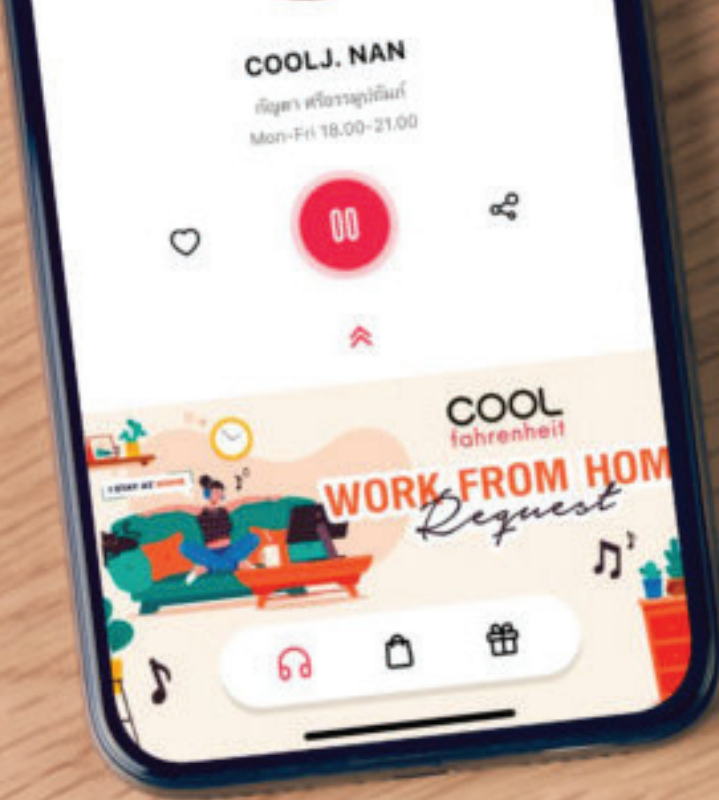
THB **3.4** Billion

Market Capitalization by End
of 2019 Accounts for

THB **12** Billion



Business Highlights



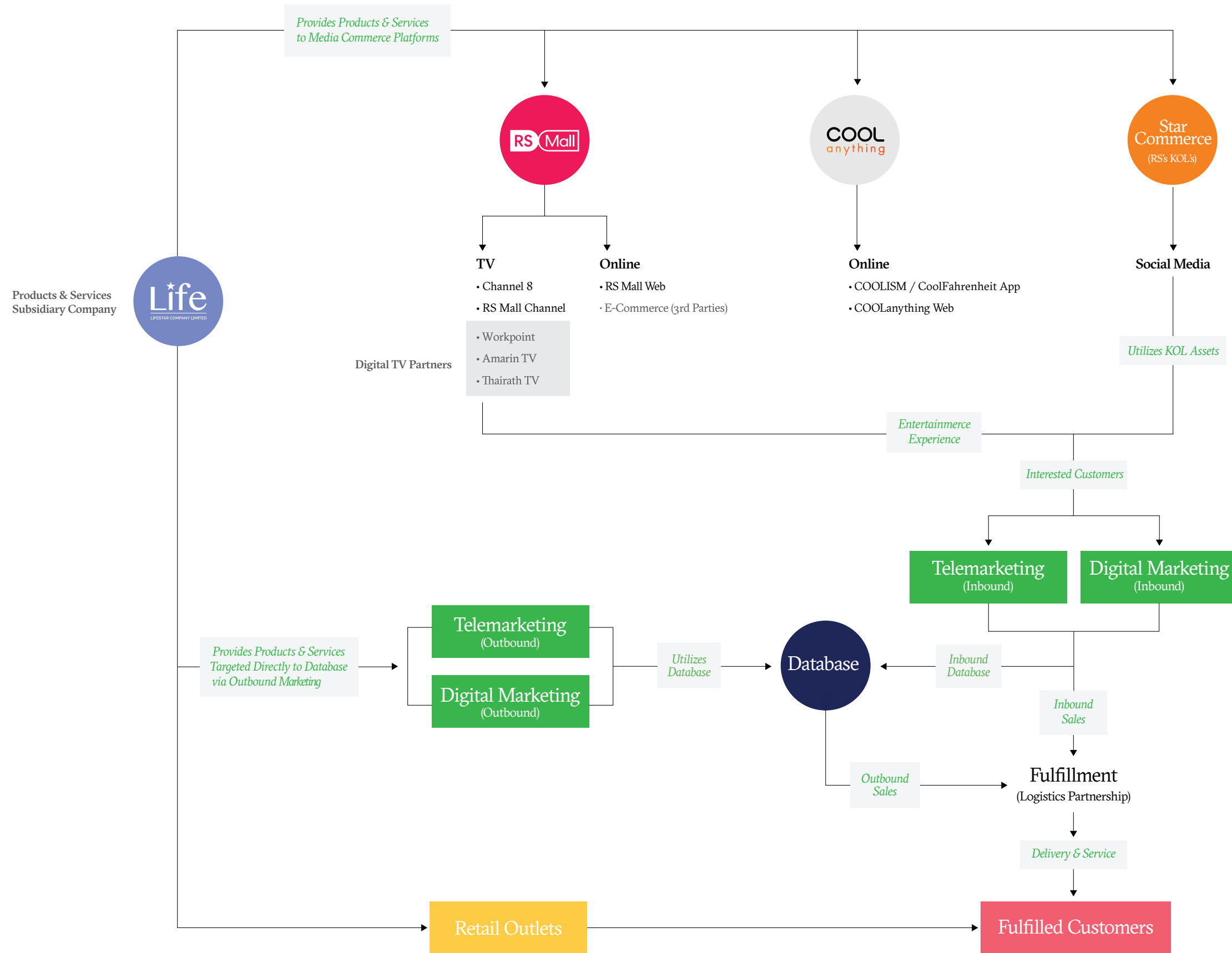
Commerce
60%



Media &
Entertainment
40%



Commerce Business Model

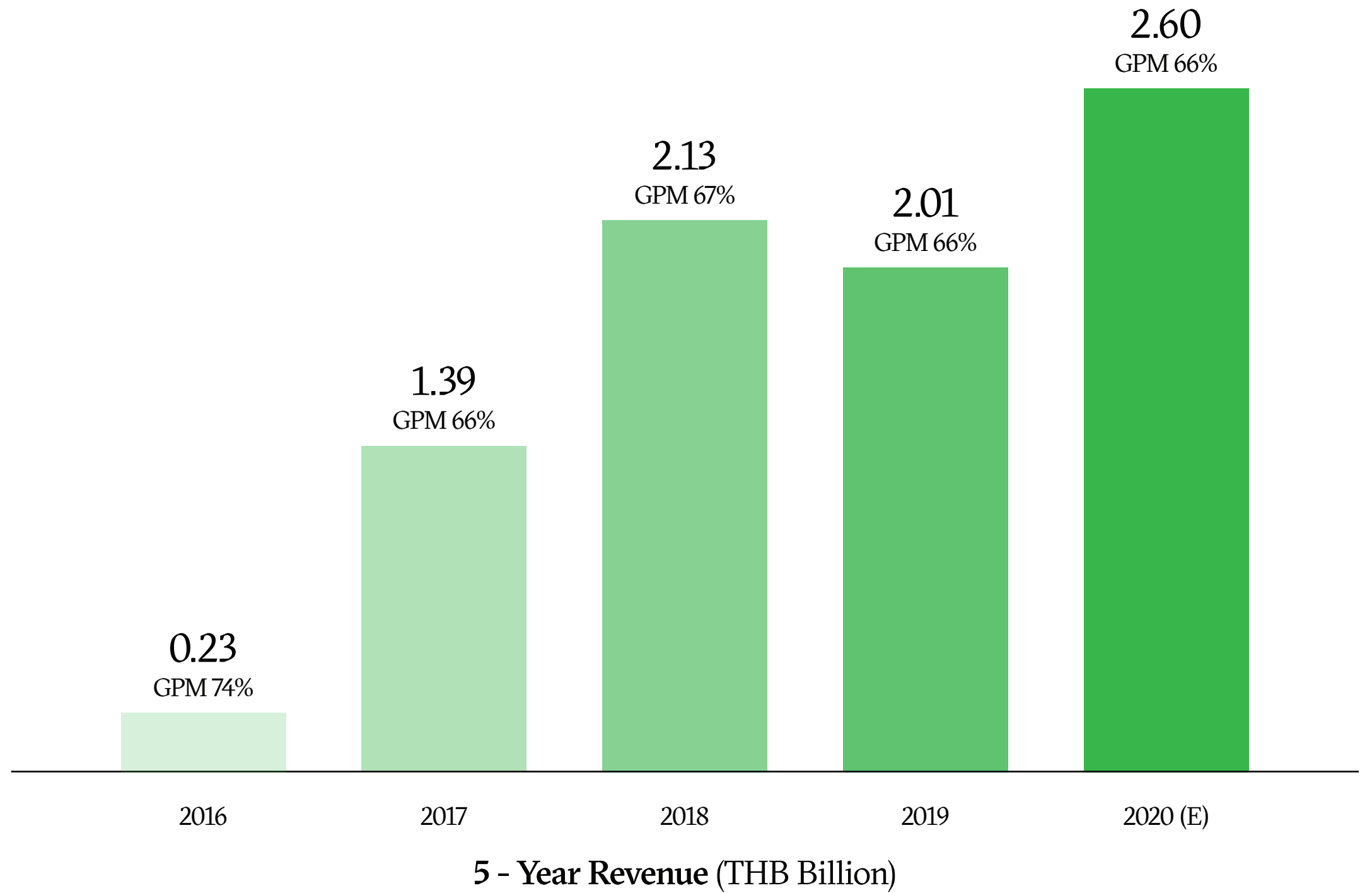


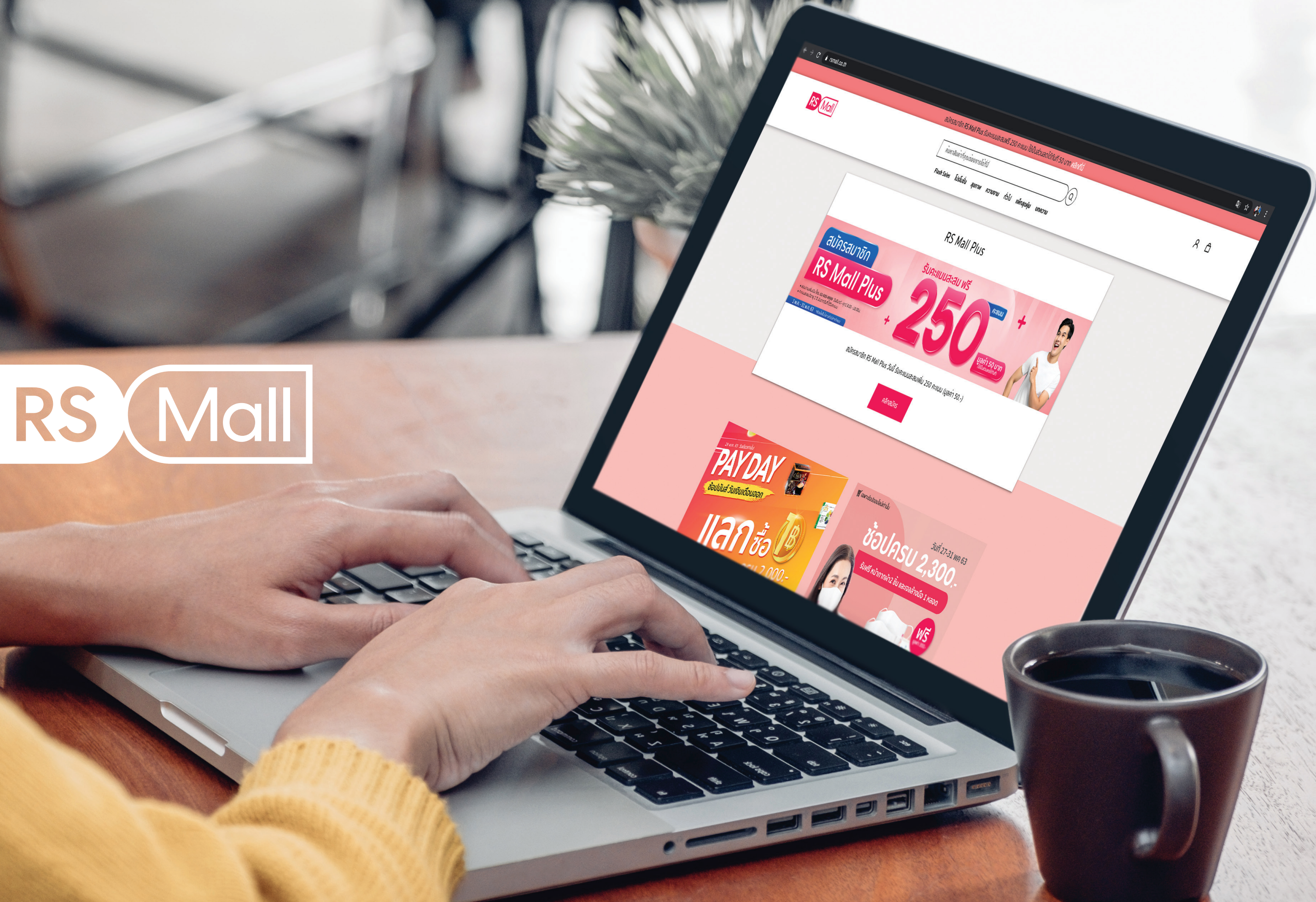
Commerce

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.

RS GROUP

Consolidated Basis







RS Mall

RS Mall is a virtual mall with direct to consumer touchpoint via Channel 8, and other TV channel partners including Workpoint, Thairath, and Amarin, and digital channels including RS Mall web, app, and social media platforms.

“Fulfill Your Happiness”

5 Million
Customers Reach / Day

35 - 55 Years Old
Females in Urban Areas

2,300 THB
Spending / Bill

1.3 Million
Registered Members

COOL
anything



COOLanything

A shopping platform from COOLISM that is a lifestyle companion for urban generation audiences.



Music x Shopping in One App

2 Million

Listener-Turned-Customers
via COOLfahrenheit

162,000
Listener Traffic / Day

3.4 Hours / Day
Average Sessions

4.2 Hours / Day
Average Sessions on iOS



Life

LIFESTAR COMPANY LIMITED

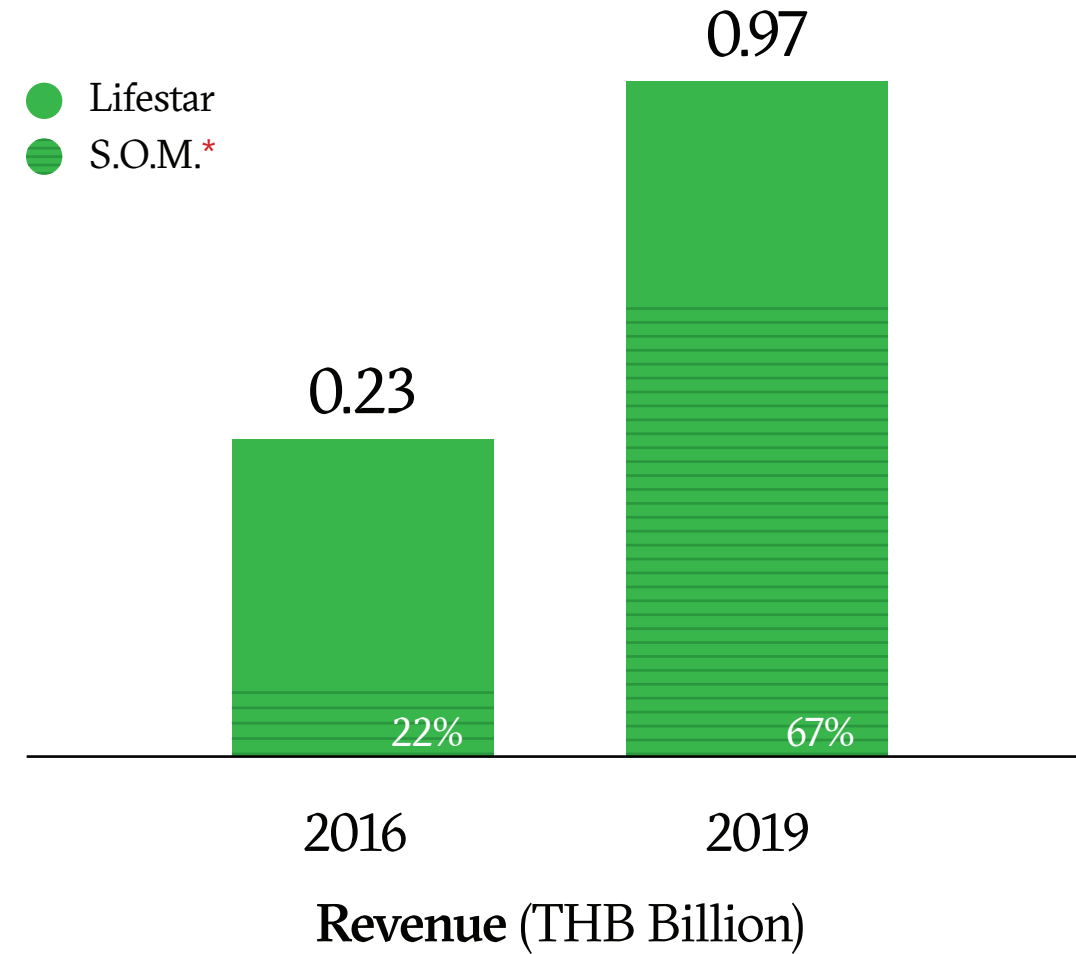


Lifestar

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 2020

- New product categories: functional food & beverage
- Establish foothold in new market segment (mass aged 30+)
- New global partners in innovative healthcare



*S.O.M. is the fastest growing brand of dietary supplement under Lifestar Company.



Strategic Growth through Database in 2020

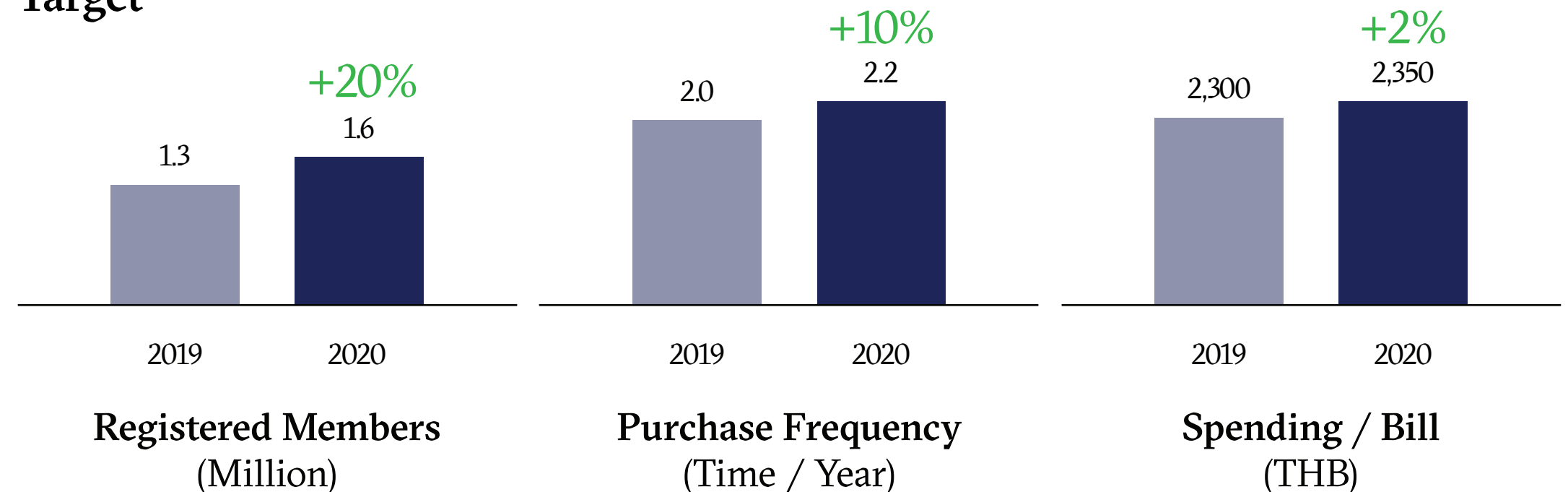
Key Strategy

There are 2 key growth strategies: database expansion via media partnerships and optimizing database with CRM. Our goal is to use data insights to personalize customer experience to further grow database pool, purchase frequency, and spending per bill.

Customer Relationship Management

- Privileges
- Loyalty Membership Programs
- Rewards & Redemption

Target



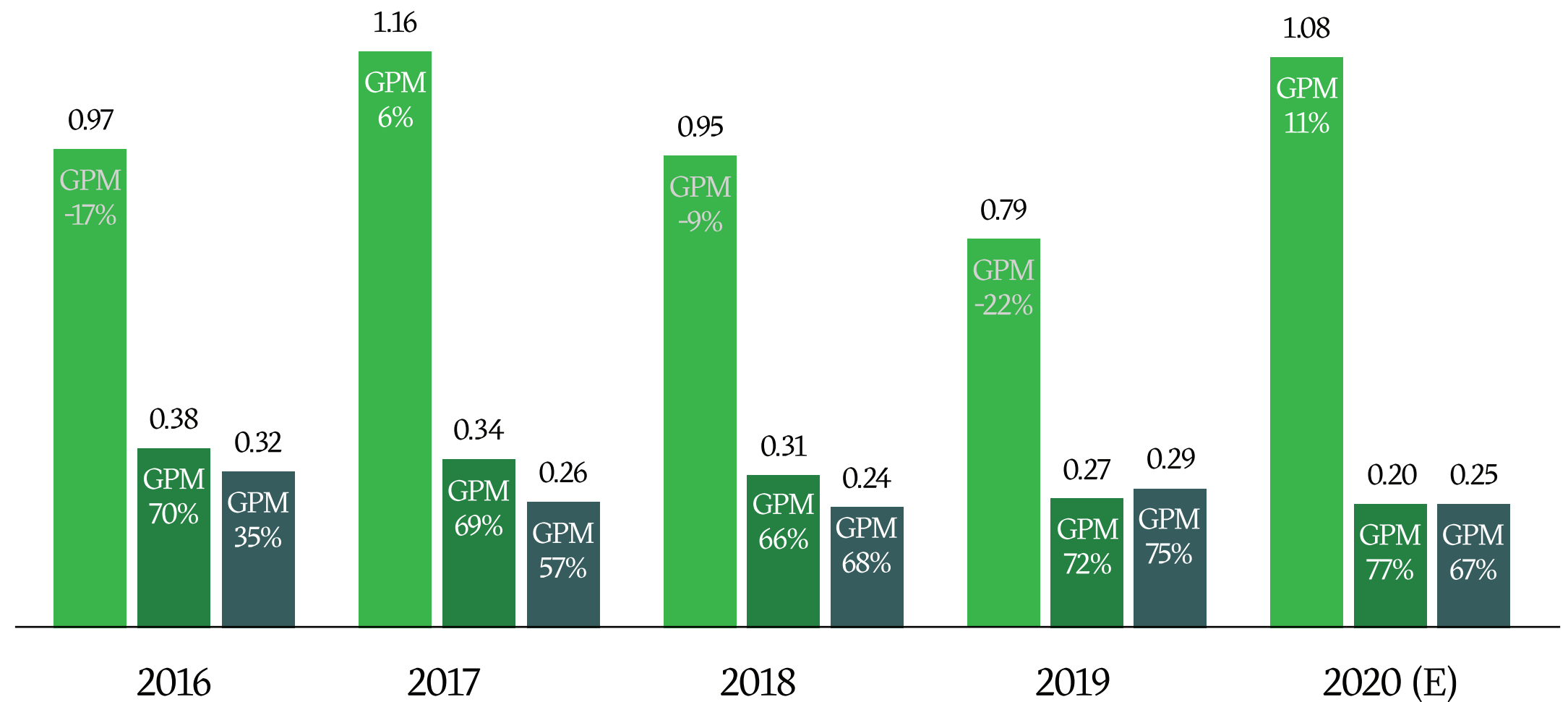
Media & Entertainment

RS GROUP

Consolidated Basis

-  
-  COOLISM
-  RSIAM | **kəmikəze**
& Other labels

RS Group utilizes media & entertainment channels as D2C commerce POS and key database acquisition and growth strategy.



5 - Year Revenue (THB Billion)





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+)

Female Mass Consumers

30,000 THB

Salary / Month

56 Million

Accumulative Viewership Reach

Source : Nielsen (Thailand)

CH8 Social Media

27 Million Followers



13M
Followers



270K
Followers



14M
Subscribers



135K
Followers

COOLISM



COOLISM

COOL Fahrenheit 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 content that speak to travel, dining, and health and beauty aspirations.

No.1

Urban Music Station
in Asia

1 Billion Minutes

Listenership / Month

Music & Lifestyle

Brand Positioning

Young Urban

Working Professionals

40,000 THB

Salary / Month

49 Million Times

Online Listenership / Month



35 Million Times

Listenership on Website / Month



11 Million Times

Listenership on iOS / Month



3 Million Times

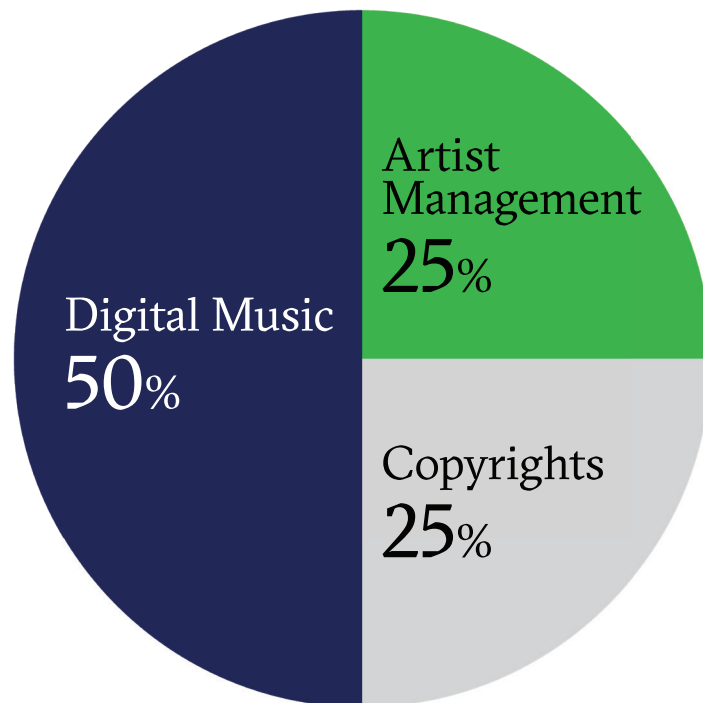
Listenership on Android / Month

RS Music



RS Music

Revenue Proportion



RS GROUP

RSIAM

Most Famous Thai Country Music Label

18 - 50 Years Old

Mass Audience

15,000 - 50,000

Salary THB / Month



4 Million Followers



15 Million Subscribers

kəmikəze

Trendsetting Young-Generation Music Label

Young Urban

Social Media Users

25,000 - 50,000

Salary THB / Month



3 Million Followers



9 Million Subscribers

ROSESOUND

A Signature Thai Pop Original Music Label

25 - 35 Years Old

Young Professionals

30,000 - 65,000

THB / Month



2* Million Followers

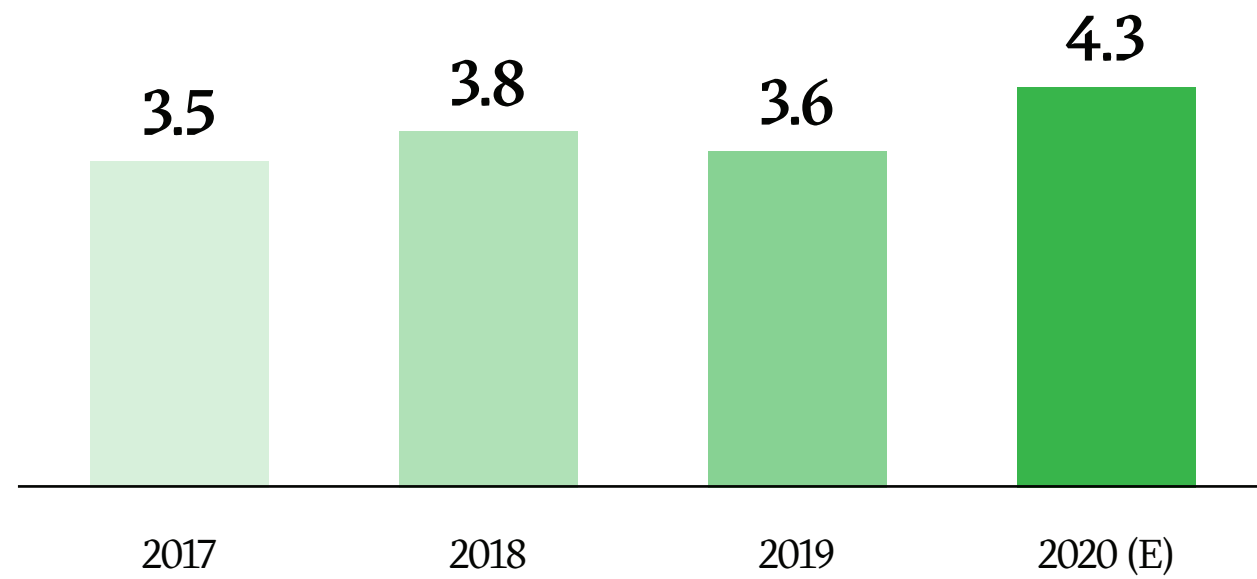


8* Million Subscribers

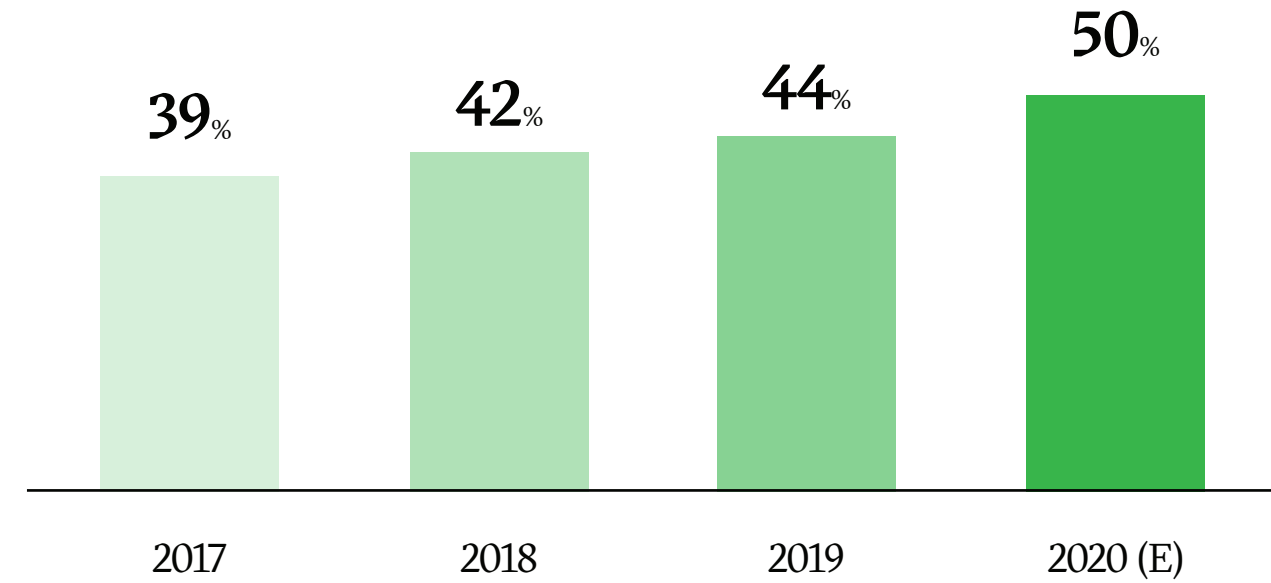
*Rose Sound social media is currently under RSfriends

Financial Highlights

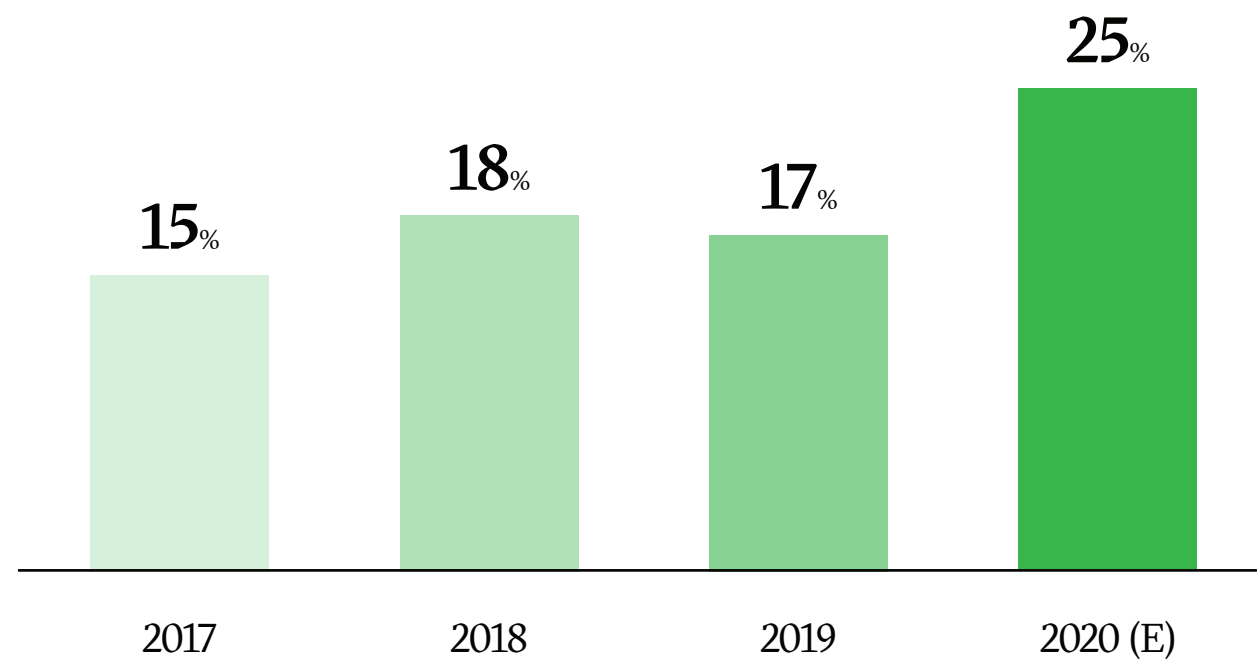
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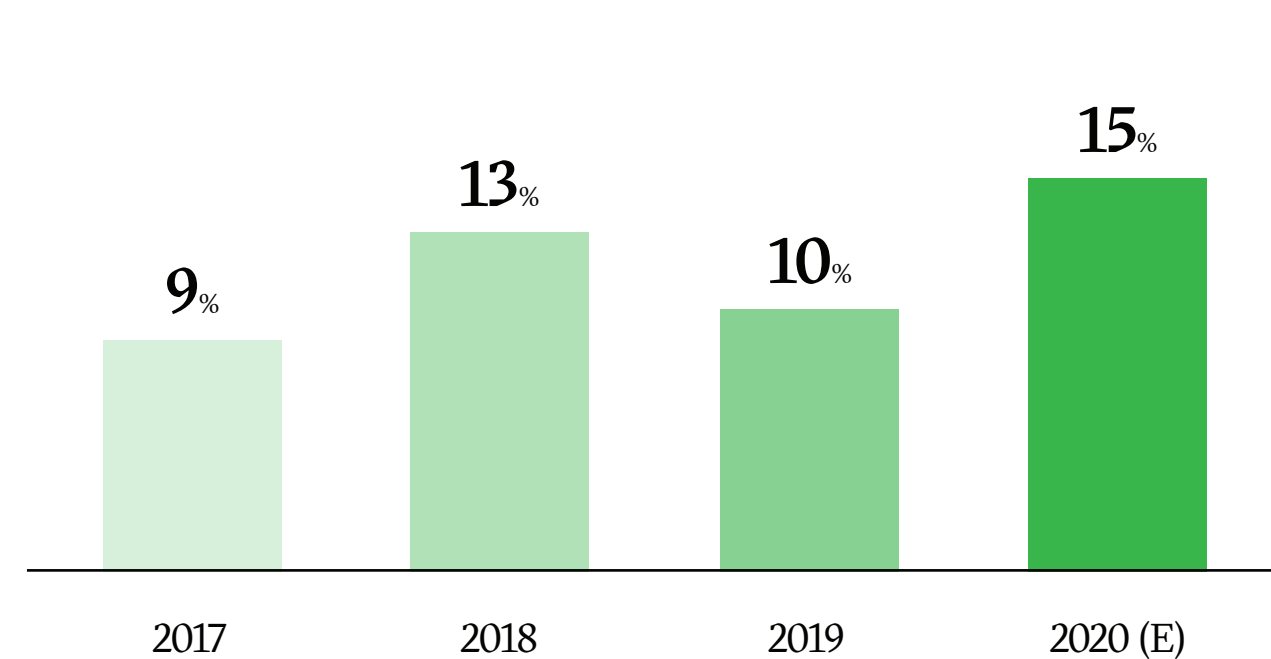
Revenue from Sales and Services (THB Billion)



Gross Profit Margin (%)



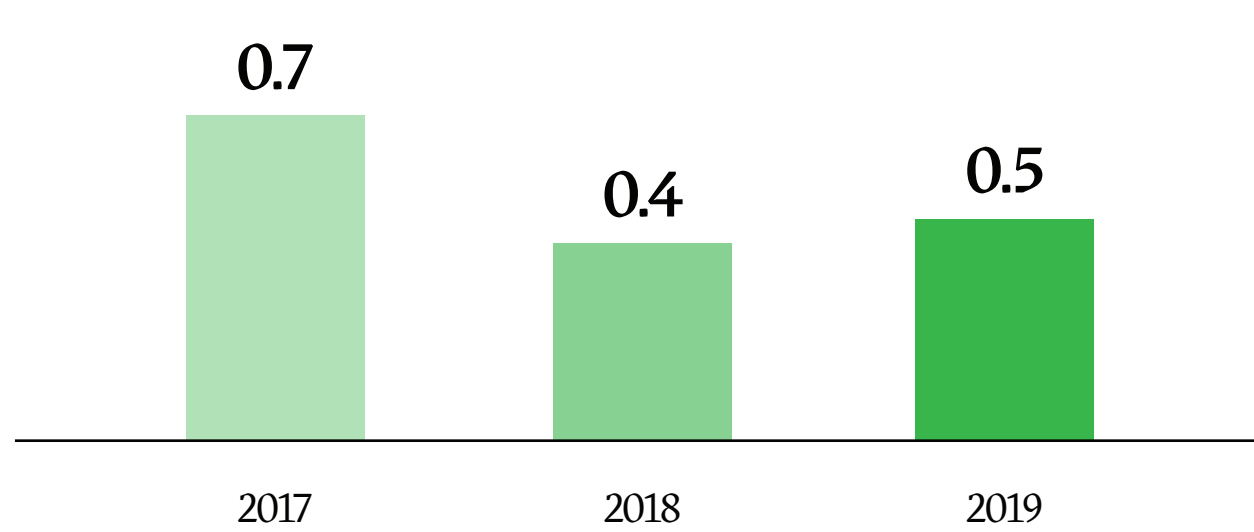
EBITDA Margin (%)



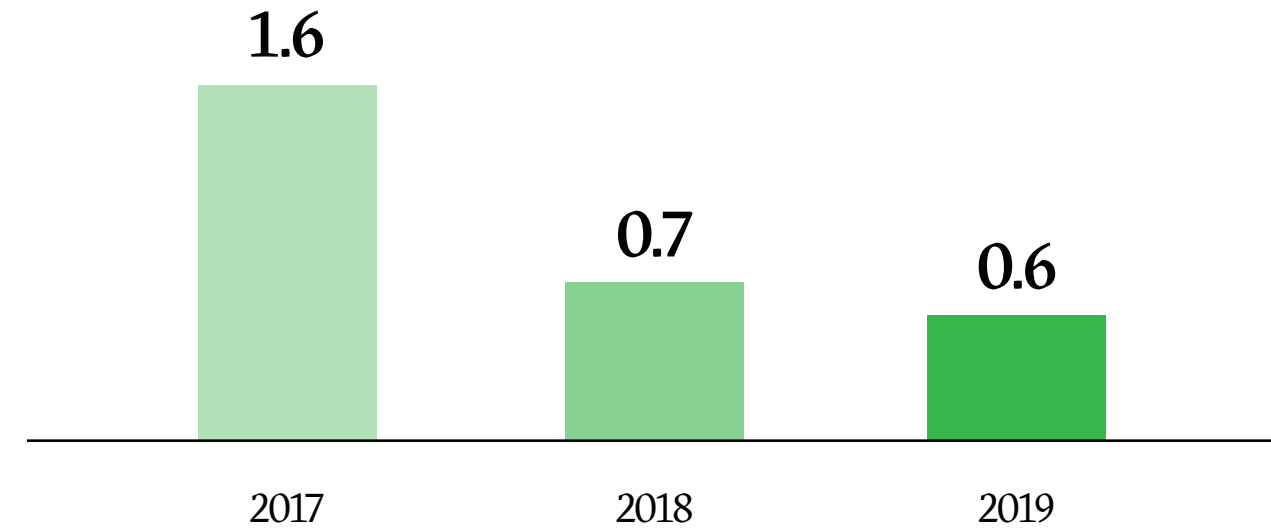
Net Profit Margin (%)

Financial Highlights

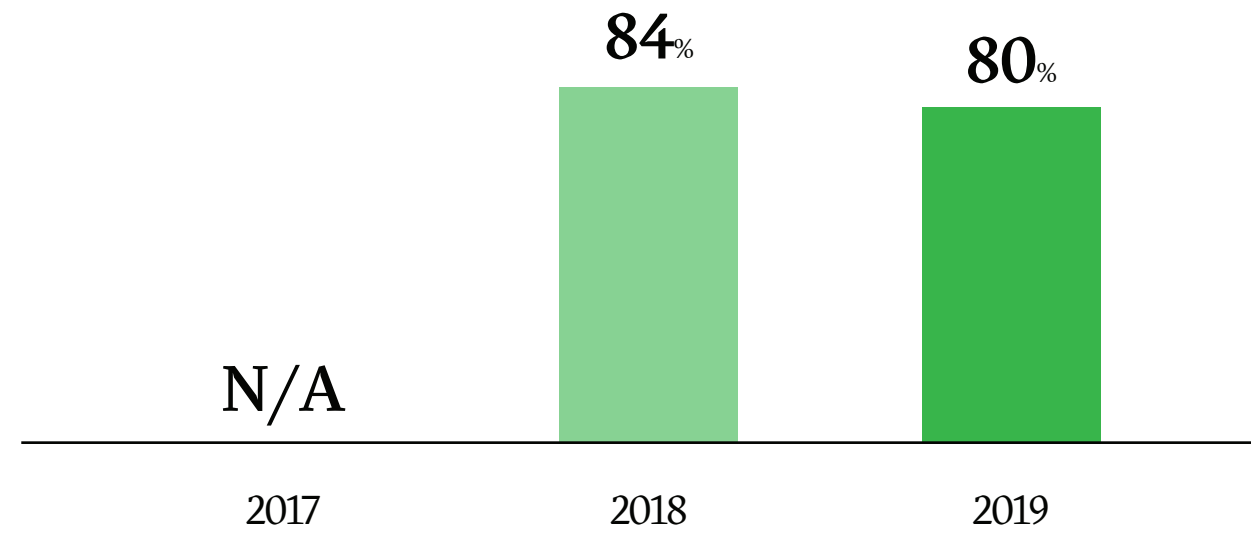
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Interest Bearing Debt-to-Equity Ratio (X)



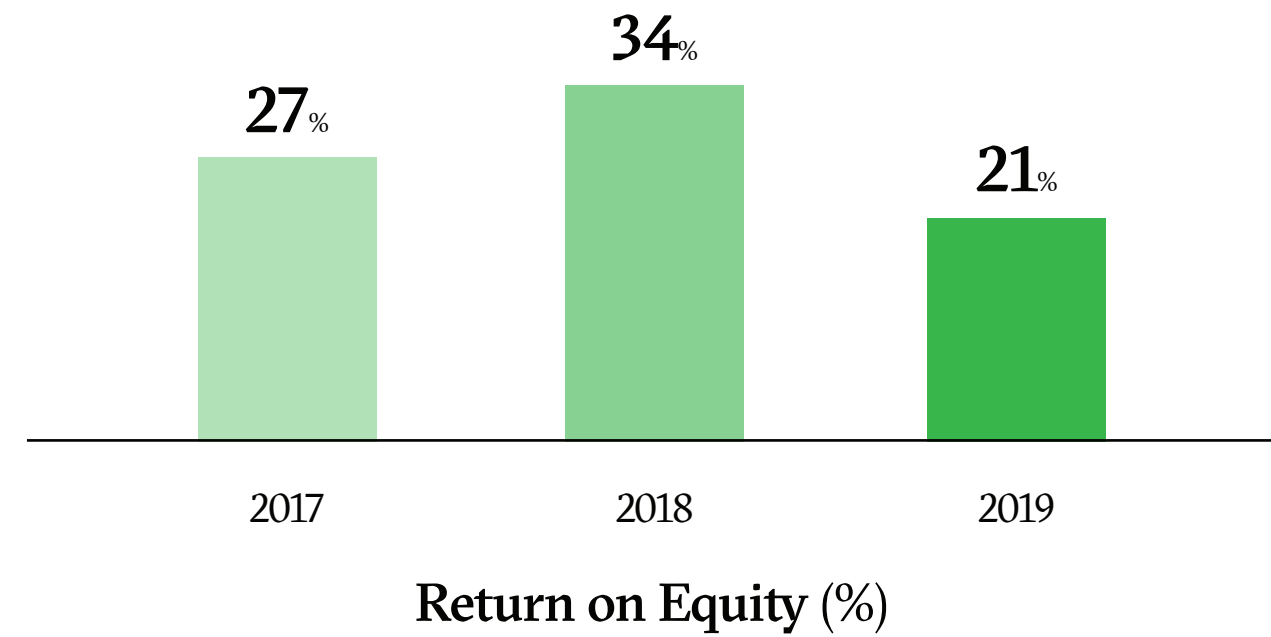
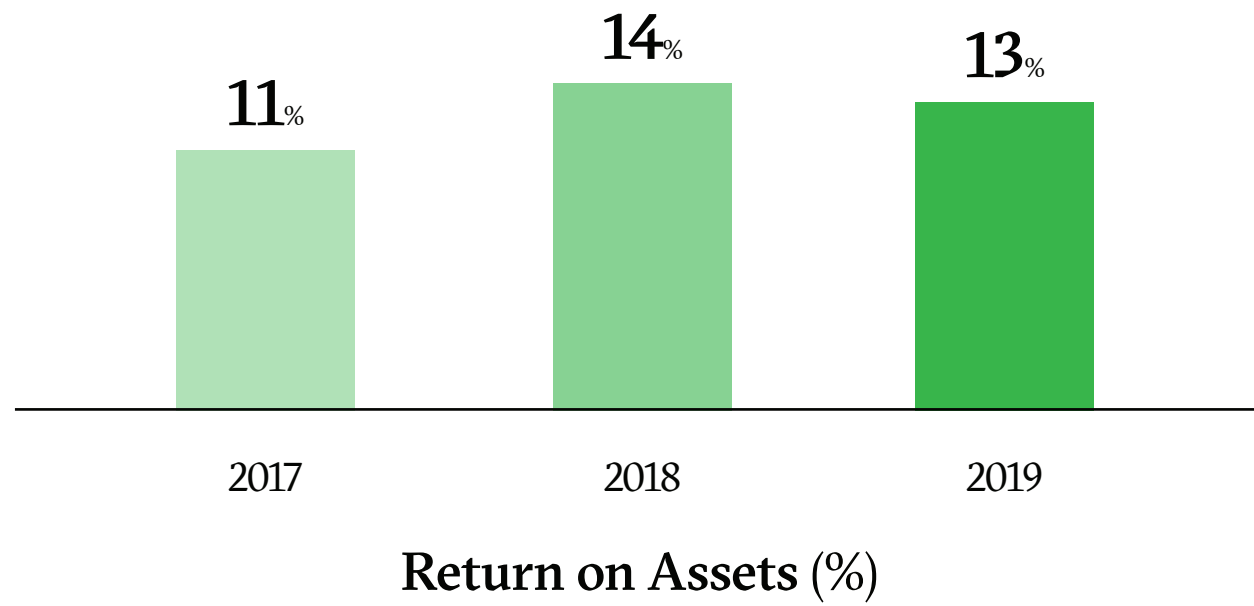
Net Interest Bearing Debt-to-EBITDA Ratio (X)



Dividend Payout Ratio (%)

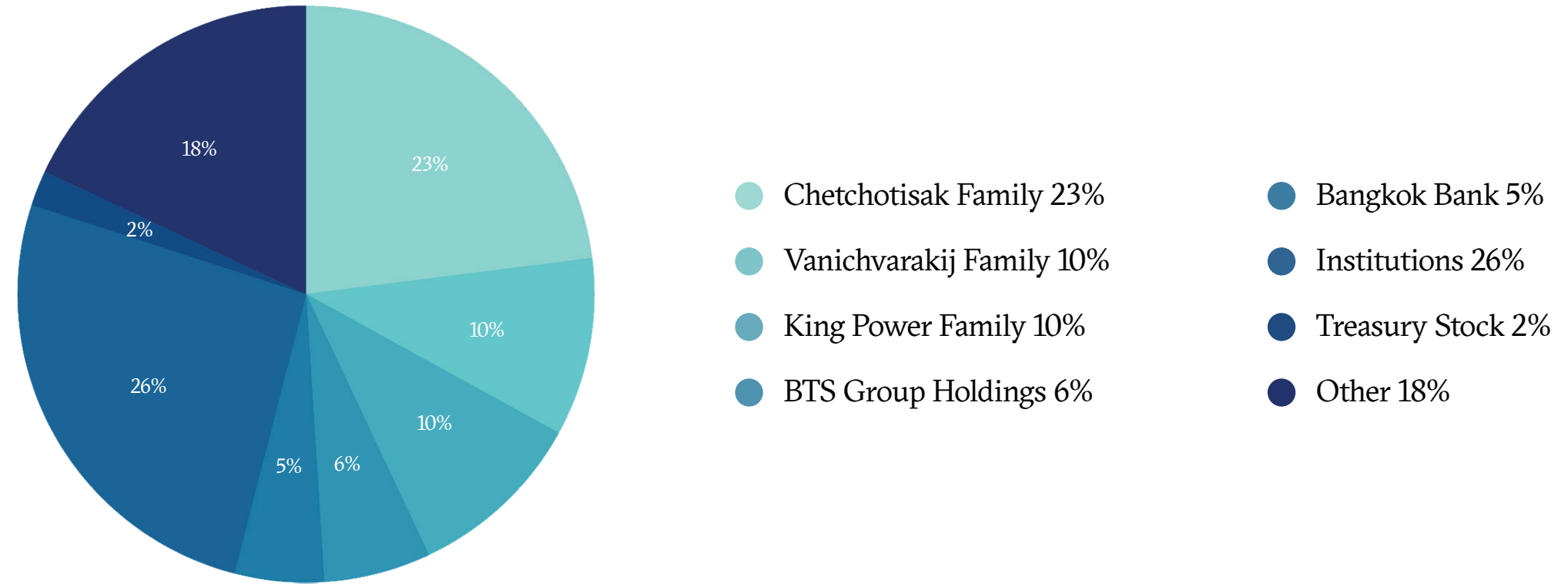
Financial Highlights

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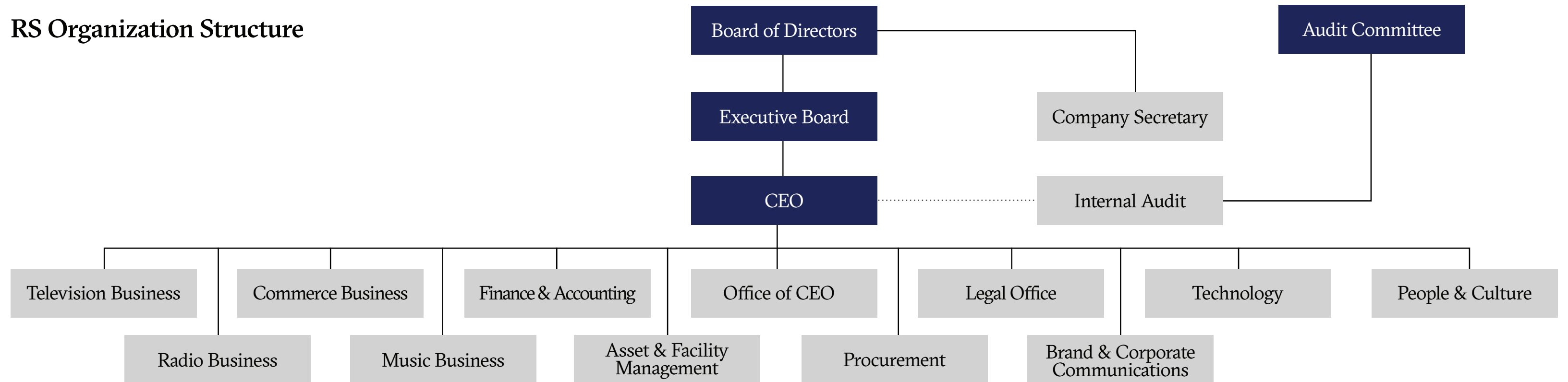


Shareholding & Organization Structure

RS Shareholding Structure
(as of March 2020)



RS Organization Structure

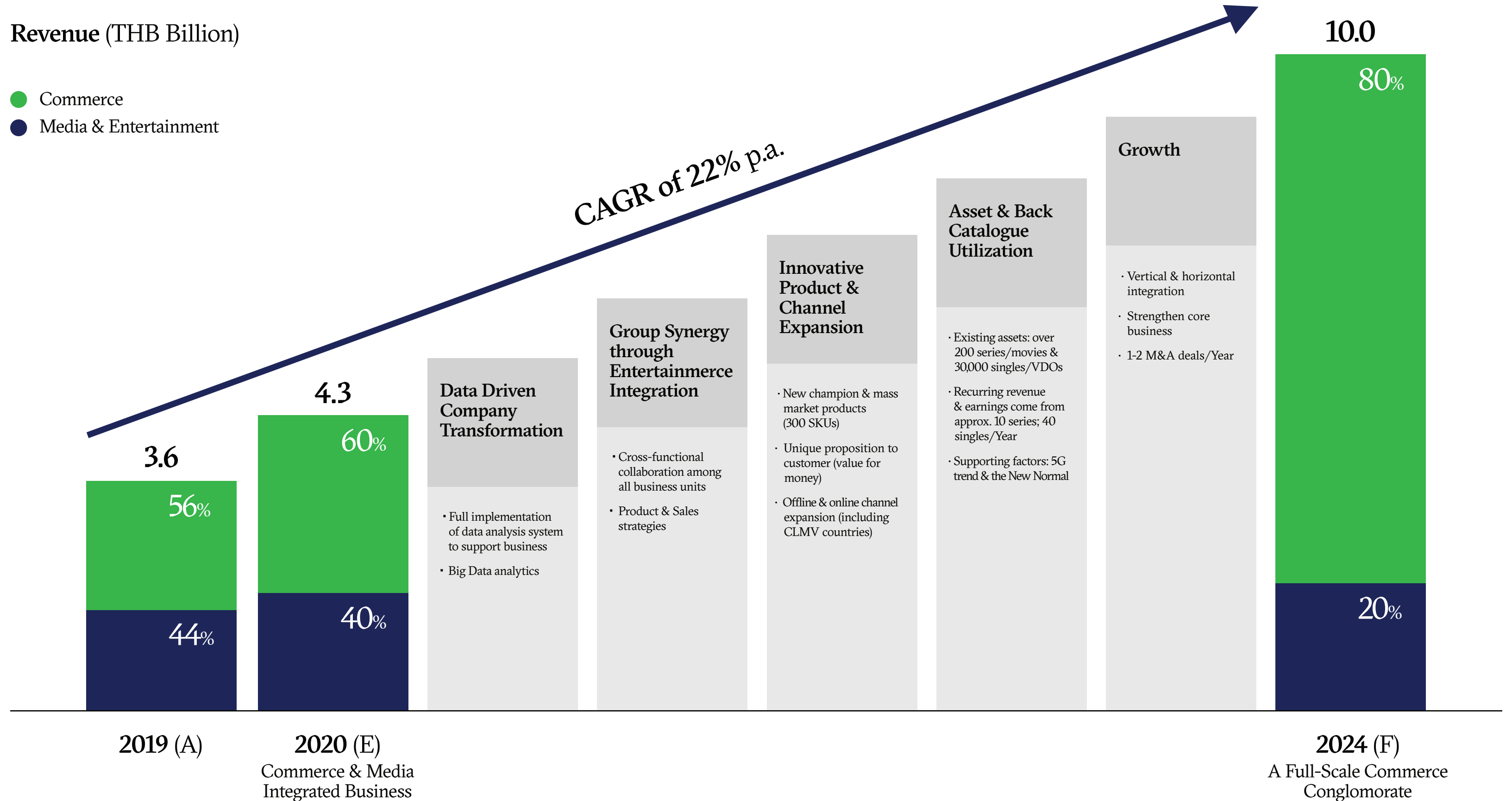


Roadmap

RS GROUP

Revenue (THB Billion)

- Commerce
- Media & Entertainment



2019 (A)

2020 (E)

Commerce & Media Integrated Business

2024 (F)

A Full-Scale Commerce Conglomerate

