



RS GROUP

RS PUBLIC COMPANY LIMITED COMPANY PROFILE 2022

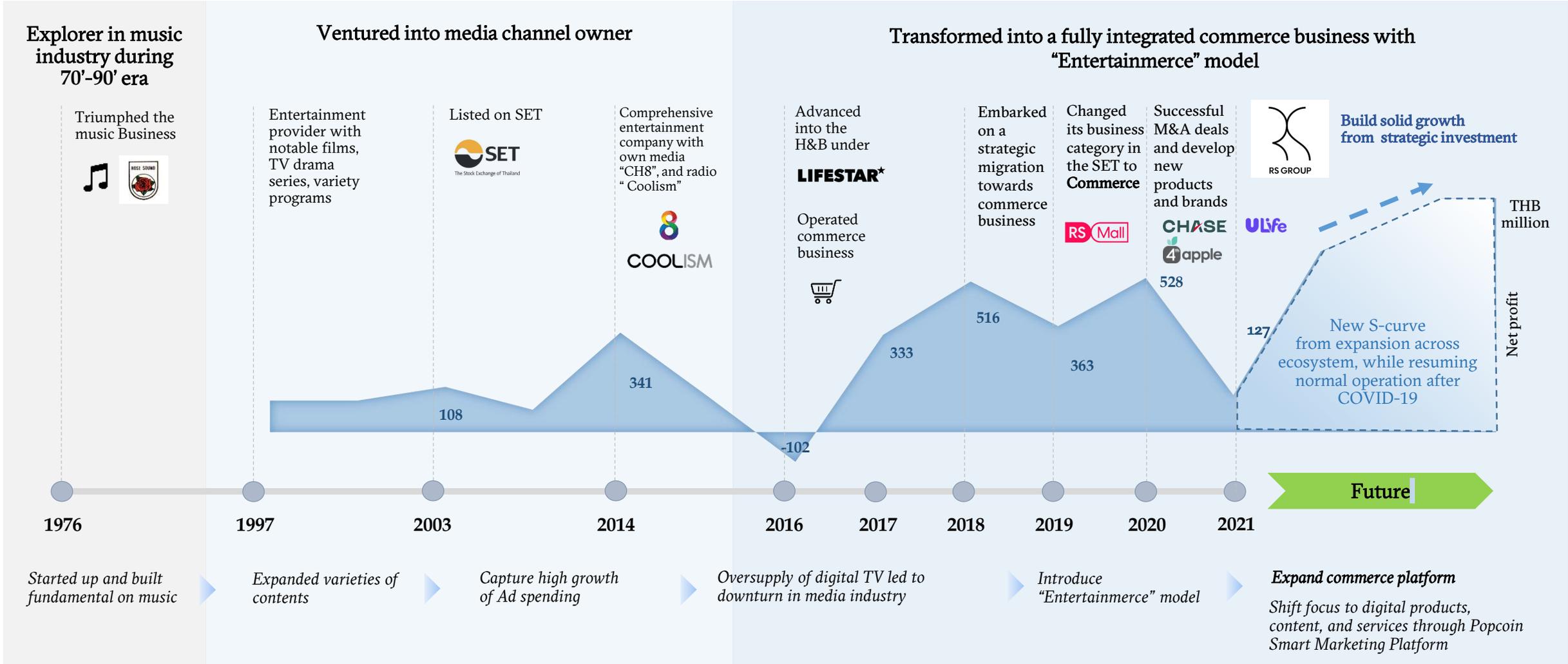
Our Mission

Inspire and fulfill people with valuable entertainment and solutions.

Core Values

- INSPIRING
- PASSIONATE
- INQUISITIVE
- GOAL-ORIENTED

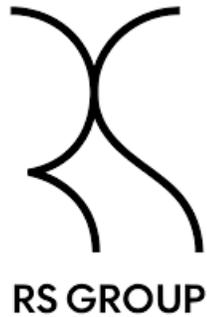
Corporate background : Milestones to successful business transformation



Business Highlights



About RS Group : A glance of our Success



RS Group is Thailand's leading commerce operator in on-air and online space

Driven by our uniquely-pioneered "Entertainmerce" model & expanding ecosystem, RS Group is set for fast pace-sustainable growth

The Group consists of commerce products & platforms and leading media channels (Digital , Radio, and Music Cos.)

Revenue contribution
Commerce

60%

LIFESTAR*

99.9%

Product development

RS Mall

99.9%

Sales channels & marketing

CHASE

35%

Personal finance

ULife

100%

Direct selling business

Entertainment
Management

40%



99.9%
Digital TV

COOLISM

99.9%
Radio

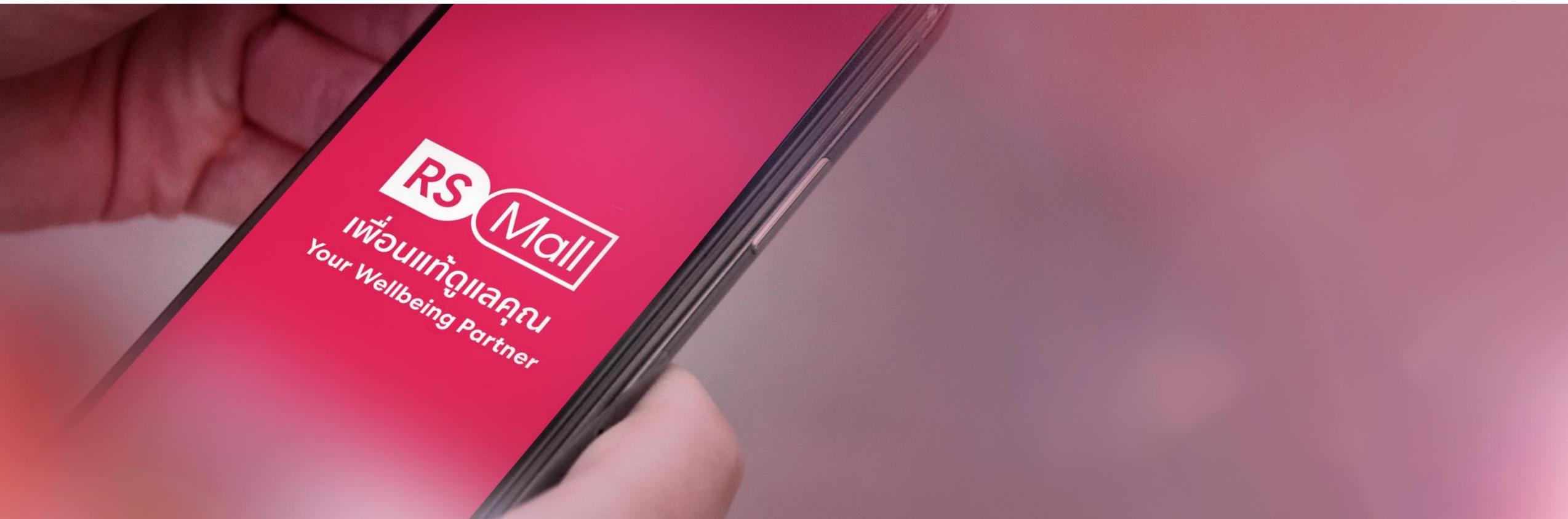
**RoseSound
kamikaze
RSIAM**

99.9%
Music

4apple

70%
Digital solutions

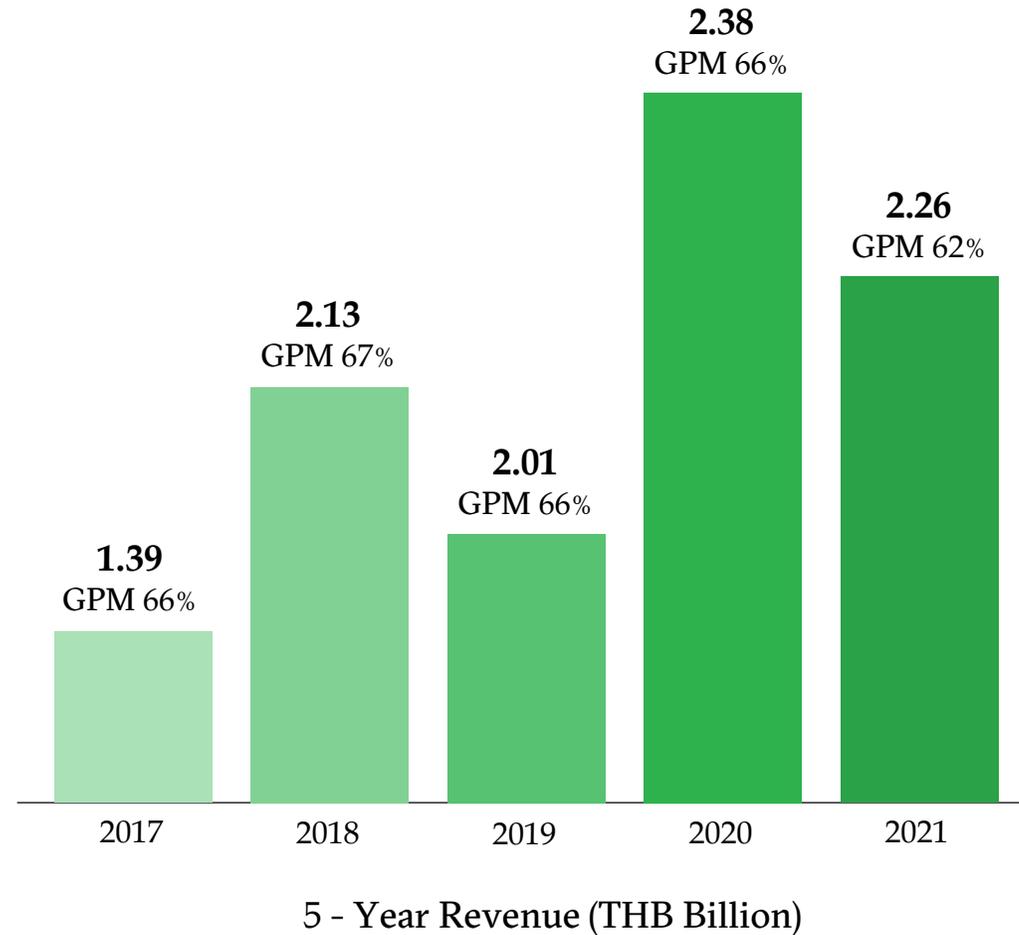
Commerce



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.

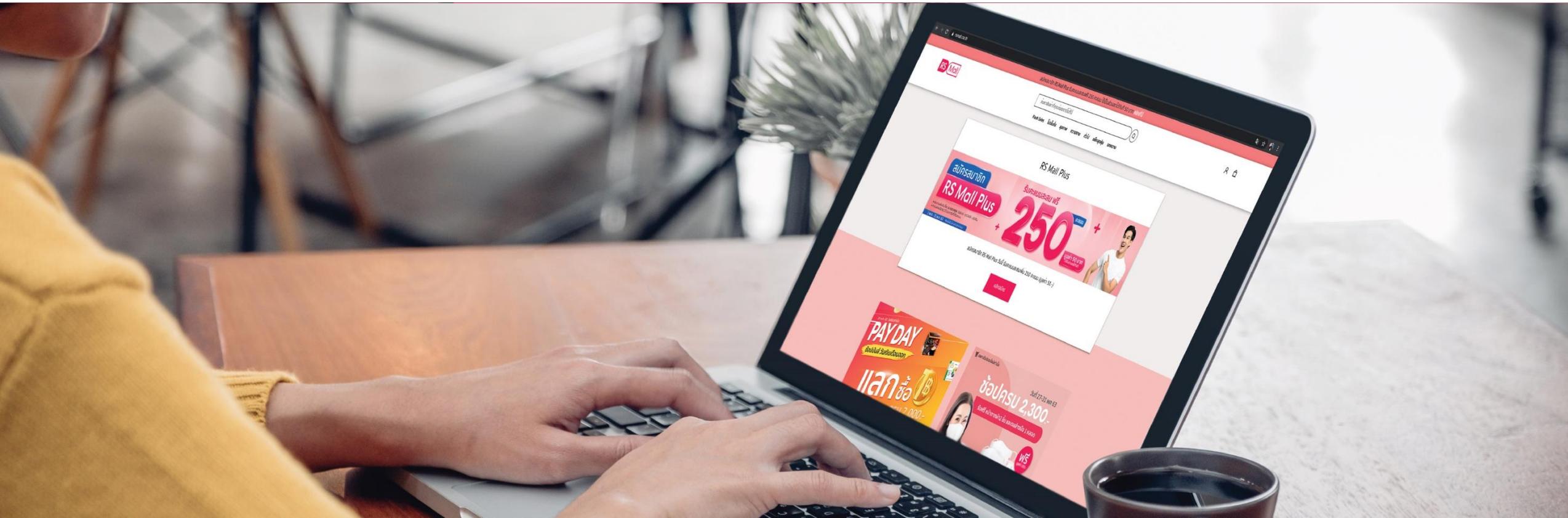
Even though the Covid-19 has unpredictably affected all sectors in 2020, but our commerce business was able to adapt quickly and responded to the situation in a timely manner with suitable plans.





Your Wellbeing Partner

A multi-platform shopping destination
for holistic health and wellbeing



LIFESTAR[★]

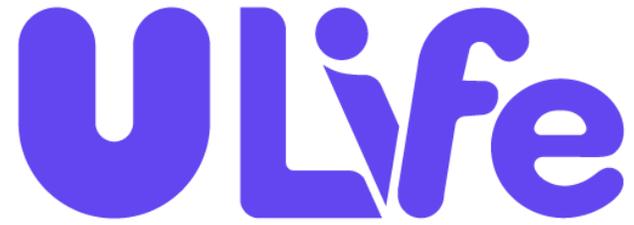
Innovative wellness product company



COOL anything

Music x Shopping in one application





Live Your Life

Modern direct sales business that drives and transforms people's lives for sustainable living and well-being with premium innovative health and beauty products



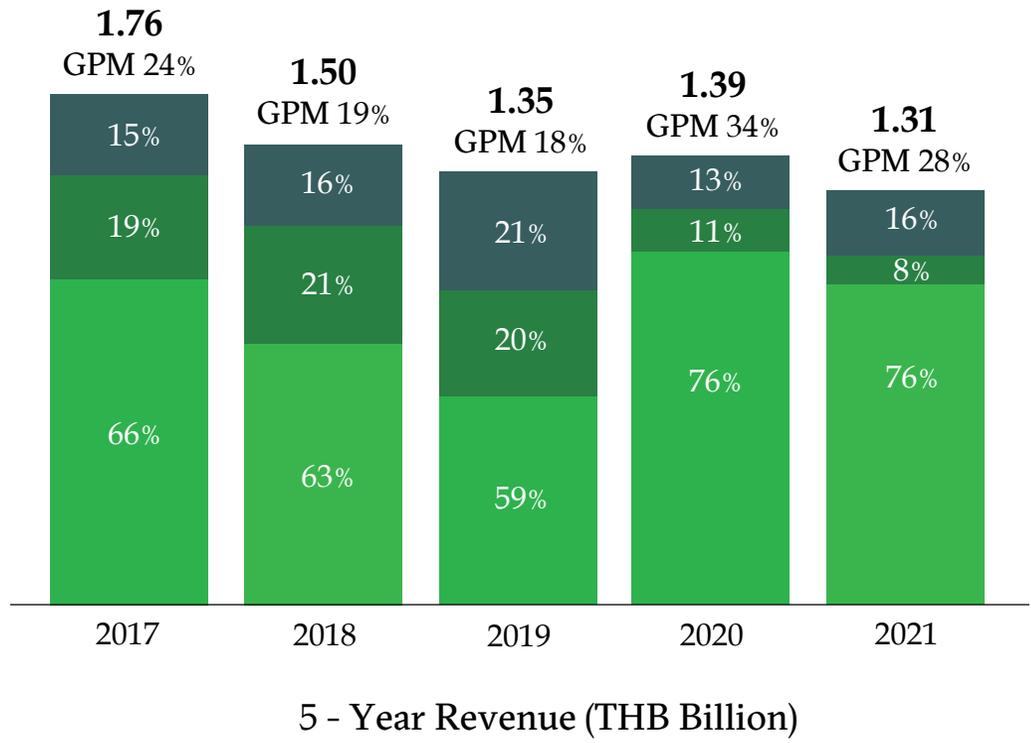
Media & Entertainment



ENTERTAINMENT MANAGEMENT

Key channels to acquire D2C
database for "Entertainment" strategy.

-  
-  COOLISM
-  RSIAM
kəmikəze
RoseSound



Consolidated Basis



A digital TV channel that captivates audiences nationwide with flavorful content



**MUAY
HARDCORE**
มวยหนัก

**THAI
FIGHT**
KING OF MUAY THAI

**SUPER
CHAMP**

COOLISM

No.1 urban music station in Asia



RS MUSIC

RSIAM
kəmikəze
RoseSound

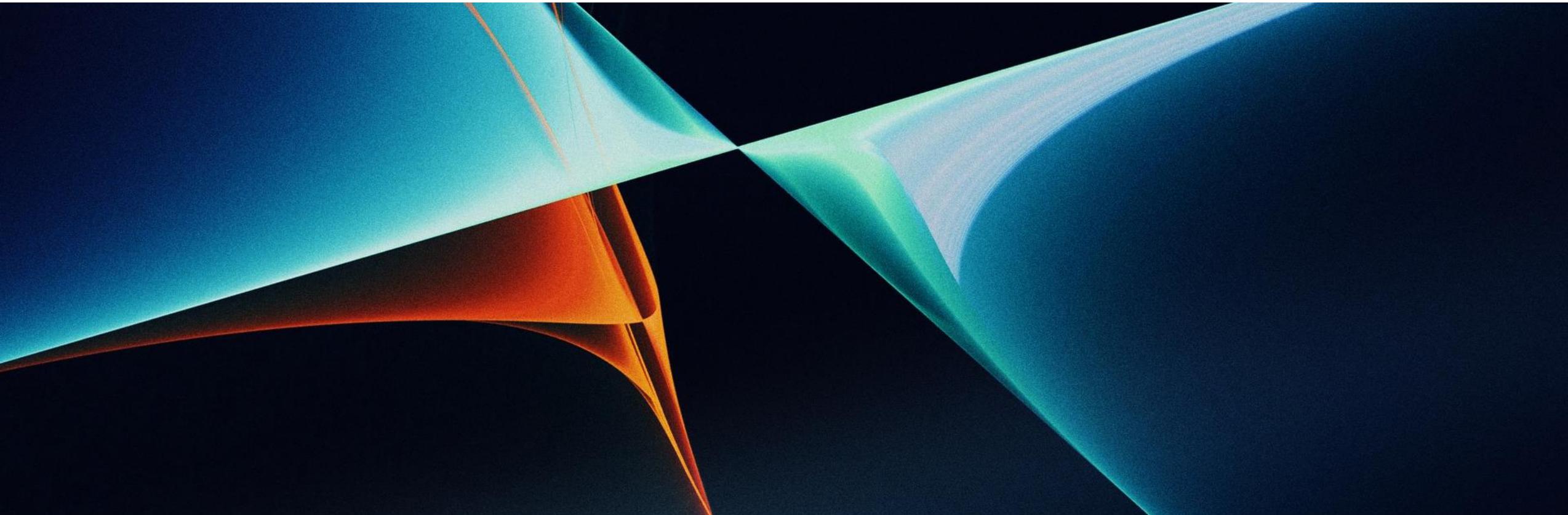




One-stop service social media marketing

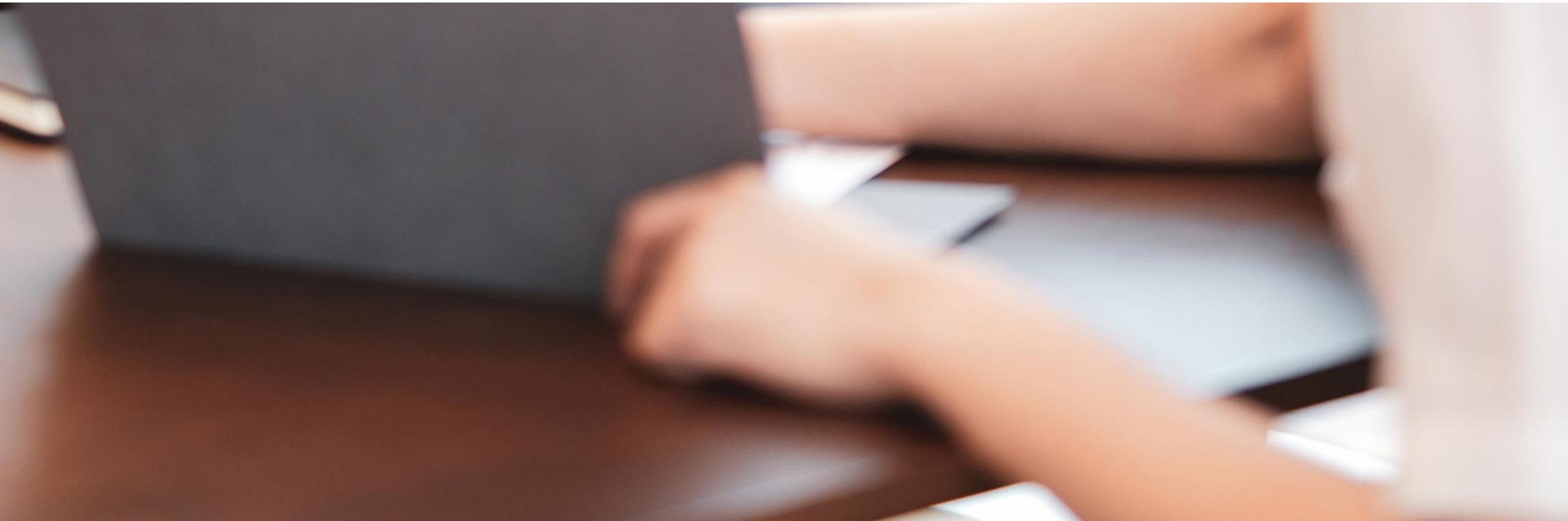


Other Business

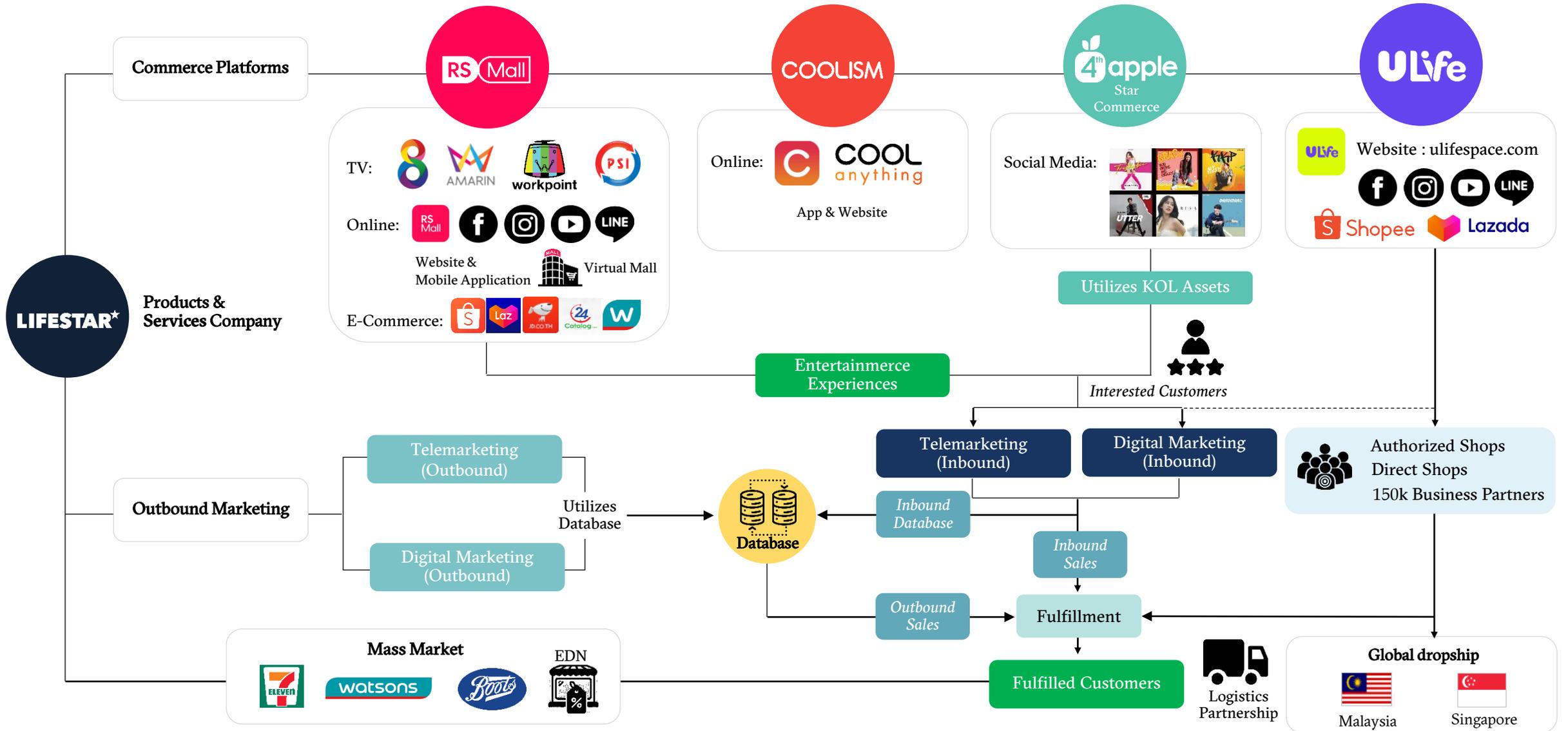


CHASE

Asset management and personal lending service



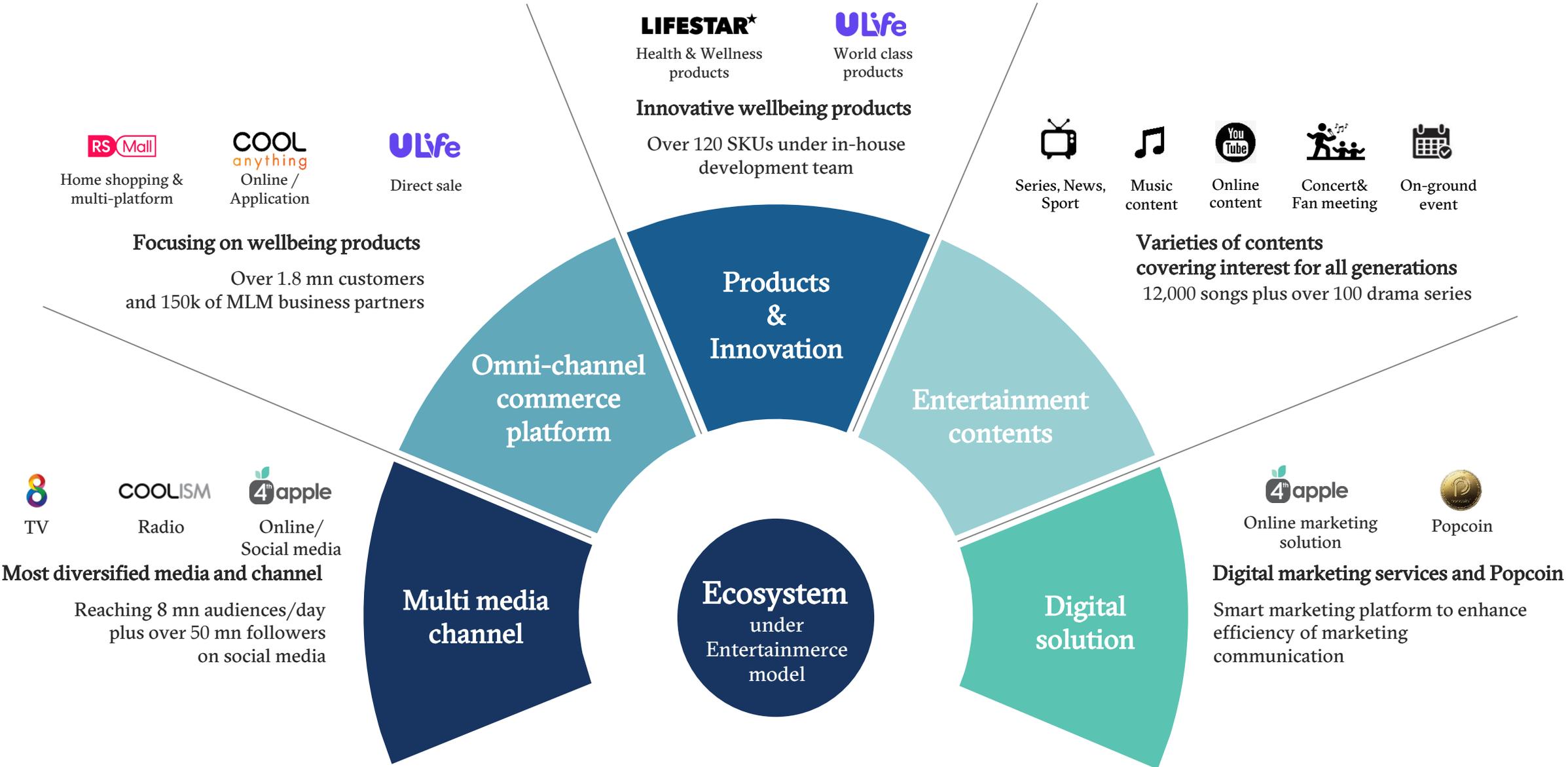
Entertainmerce Business Model



RS GROUP Ecosystem under Entertainment



5 key drivers under RS GROUP



Popcoin, Digital marketing solution

Smart marketing platform to enhance efficiency of marketing communication



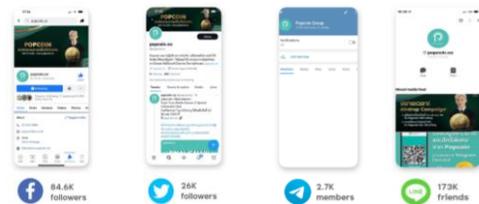
Channel & Reach

800,000

Popsters*

280,000

followers
on social media platform

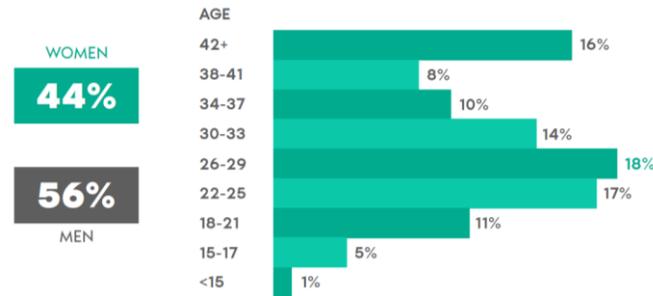


*Reached 800k in 3 month
(Launched since Nov 22)

Target Group

Age 18-44

Nationwide



Key targets



Crypto Traders



K-Pop Fans



RS GROUP Users



Content Partners' Database

Content & Brand Collaboration

HIGH CLOUD X kəmikəze

UNLOCKMEN VOM RECORDS

Pet HipsAer HAMBURGER STUDIO

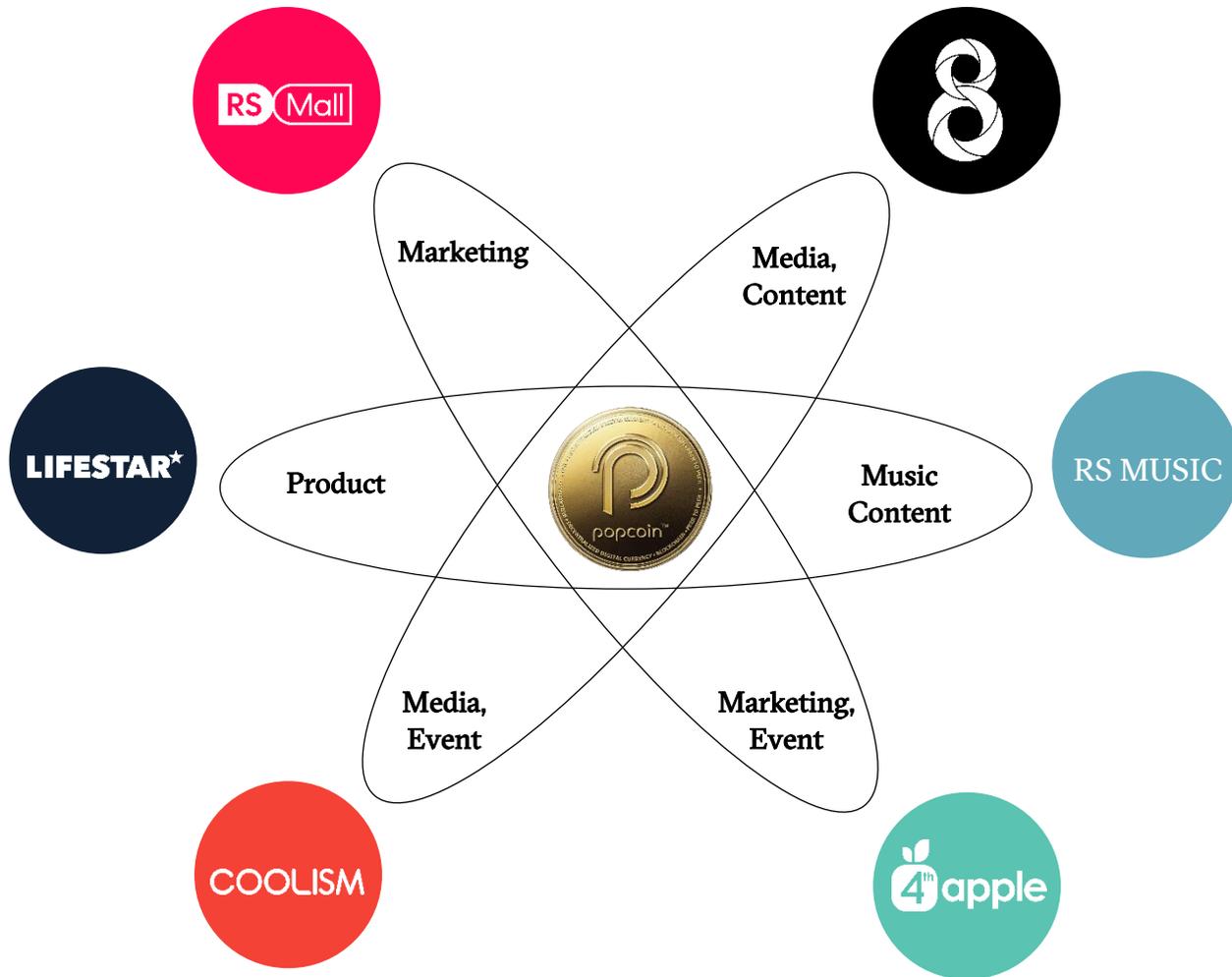
LIVE NATION TERO THAILAND BHOUSE STUDIO

FETA FEMALE IDOL TRADE CARNIVAL™

FULL SENSE เลี้ยงอีสาน

YUP!

Creating value by orchestrating interaction between business units and consumers



- Build an **comprehensive content platform** to integrate RS physical and digital asset across different channels on a flexible, versatile, and reliable central platform
- **Unlock and enhance value** of entertainment contents by converting to digital assets
- Create a **network effect** for the entertainment content
- Build **direct engagement** with consumers with better efficiency **across marketing funnel** by deploying Popcoin as a key marketing tools.
- Allow **no limitation to access contents** through physical and digital assets

Growth direction of Entertainmerce



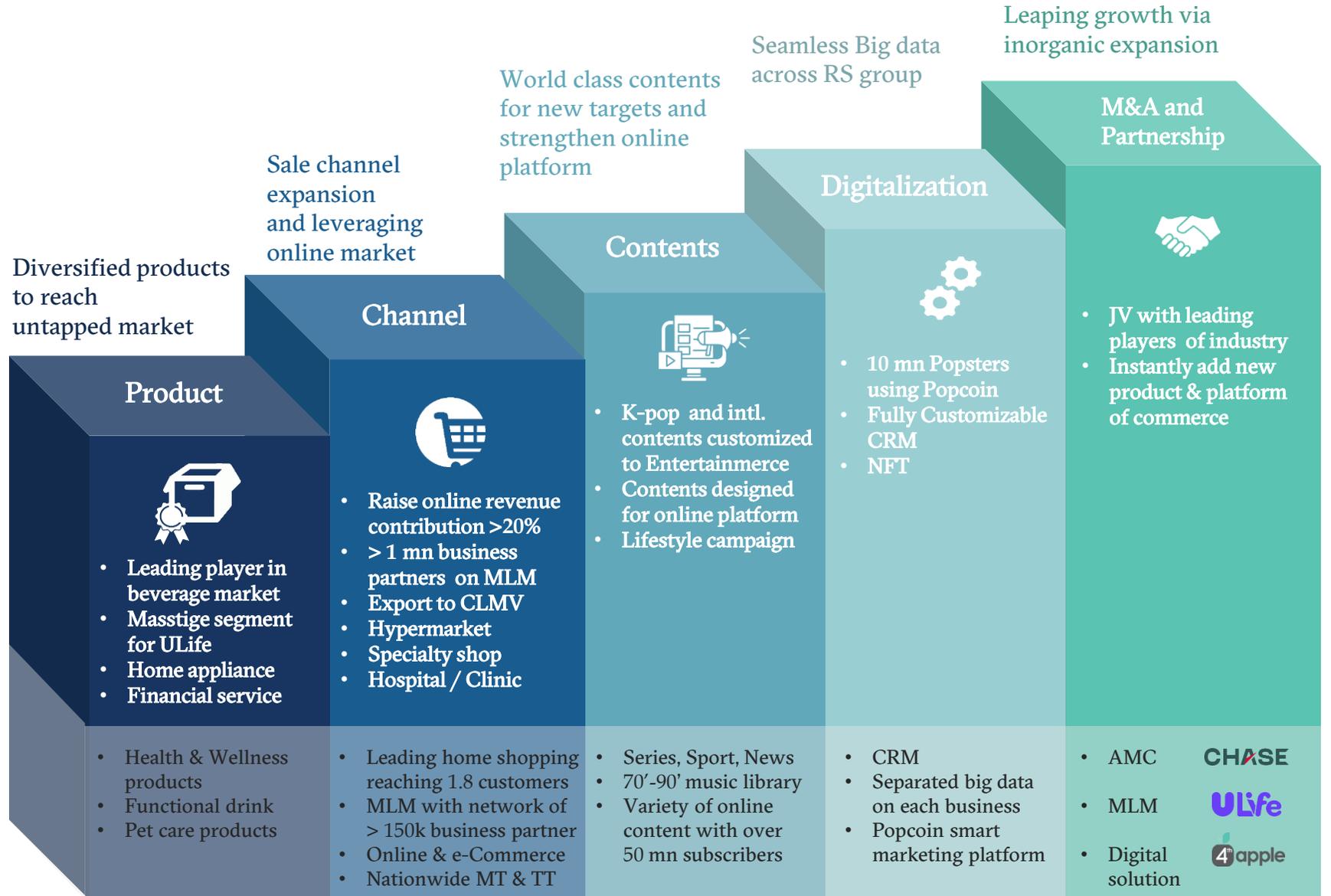
Direction



Target



Existing



Sustainability



AND GUIDELINES 2021-2025

Rising for Sustainable growth

PRINCIPLE

Commitment & Tone from the Top

Conducting business with ethics, fairness, transparency, accountability and responsibility for all stakeholders.



- Code of Conduct
- Good Corporate Governance Policy
- Whistle blowing
- Enterprise Risk Management

PROSPERITY

R&D & Strategic Partnership

Innovating and delivering quality products and services that meet diverse needs of customers.



- Green supply chain
- Information Management
- R&D and Innovation
- Cyber Security

PLANET

Eco Effective & Waste management

Systematically reducing waste in business processes and cultivate a lasting environmentally conscious mindset.



- Energy Saving
- Nature Conservation
- Greenhouse Gases Emission Reduction
- Structured Waste Management

PEOPLE

Multiple Skill & Mind set to Passion

Building capable workforce who can manage and pass on “knowledge” to others in a systematic manner.



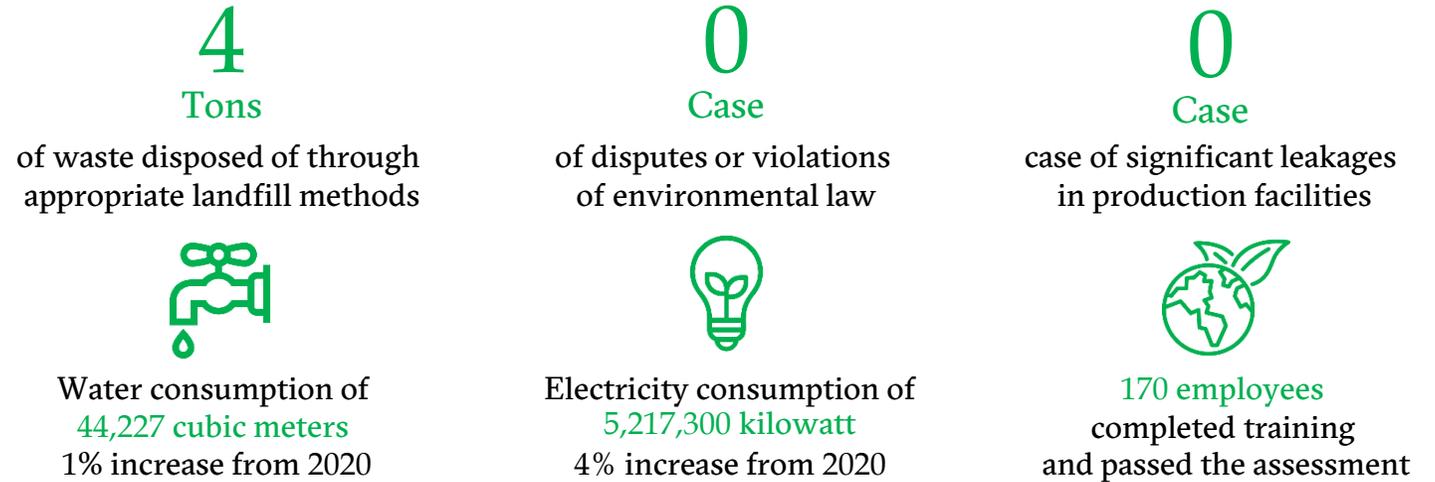
- Human Rights
- Knowledge Warehouse Development
- Customer Satisfaction Guarantee
- Capability Building for Employees

ENVIRONMENTAL MANAGEMENT

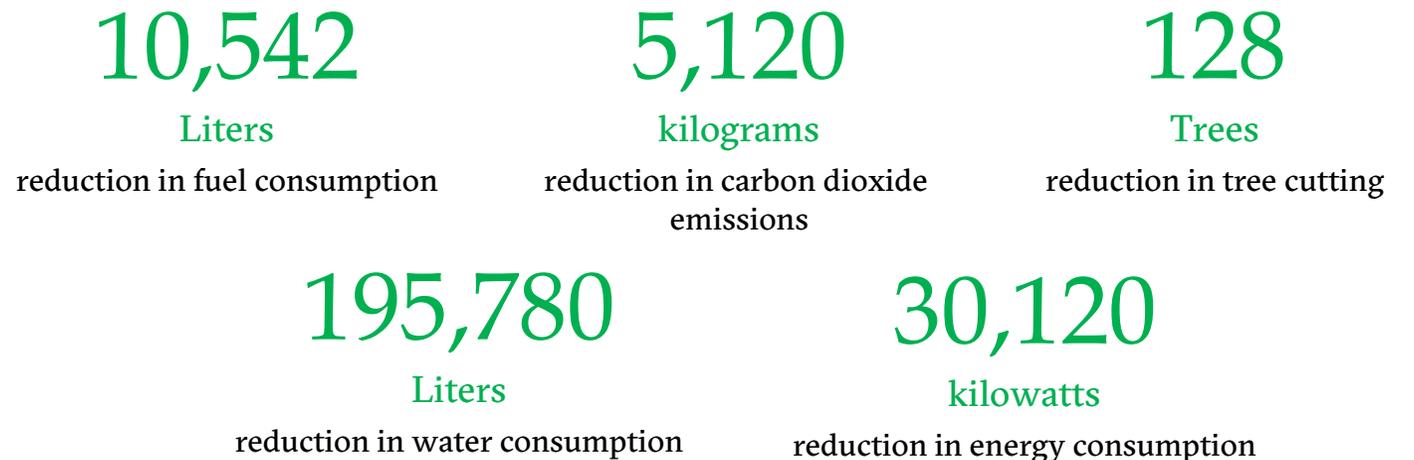
Performance Highlights

Conduct business in strict compliance with laws and regulations related to environment and raise awareness for employees to utilize resources efficiently by conserving nature and taking in to consideration environmental impacts across the supply chain as well as considering investments with business partners who are environmentally responsible

Environmental Management



“Reduction of environmental impacts from waste sorting and recycling” from “Paper Mache... Separate, Exchange and Conserve” for the year 2021



Financial Highlights



PERFORMANCE

AS OF 31 DECEMBER 2021

Total Asset as of
31 Dec 2021 Accounts for

THB **5.8** Billion

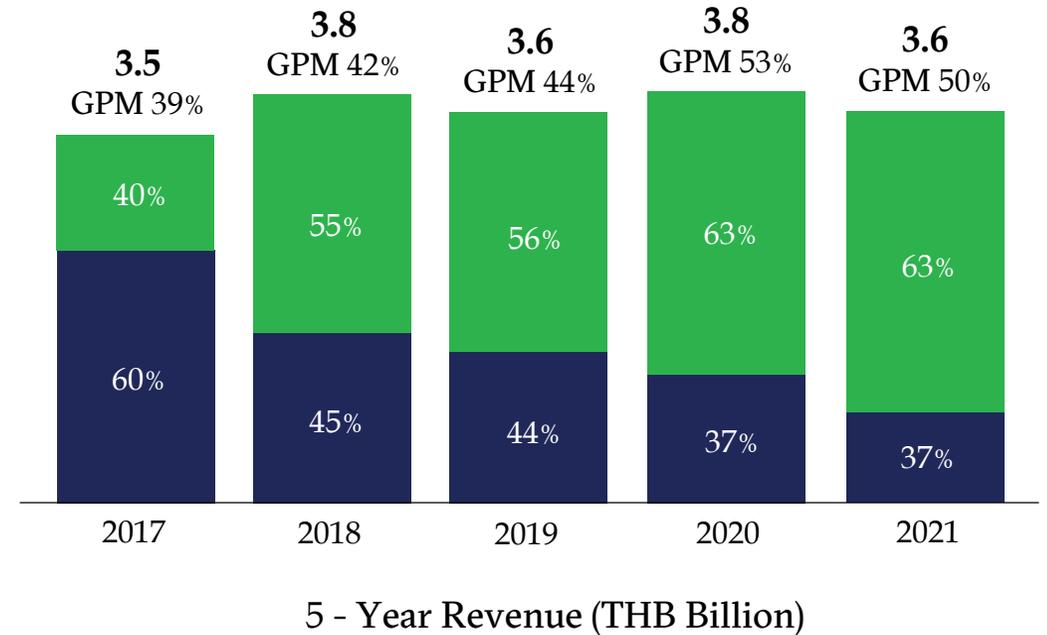
Market Capitalization as of
31 Dec 2021 Accounts for

THB **21.1** Billion

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

- Commerce
- Media & Entertainment

2022
Expected Revenue
THB **4.2** Billion



Consolidated Basis



rs.co.th