

NSL FOODS PLC.

Date: 30/08/2024



1.

Operating
performance

NSL FOODS PLC.

Agenda



2.

Overall
Operation



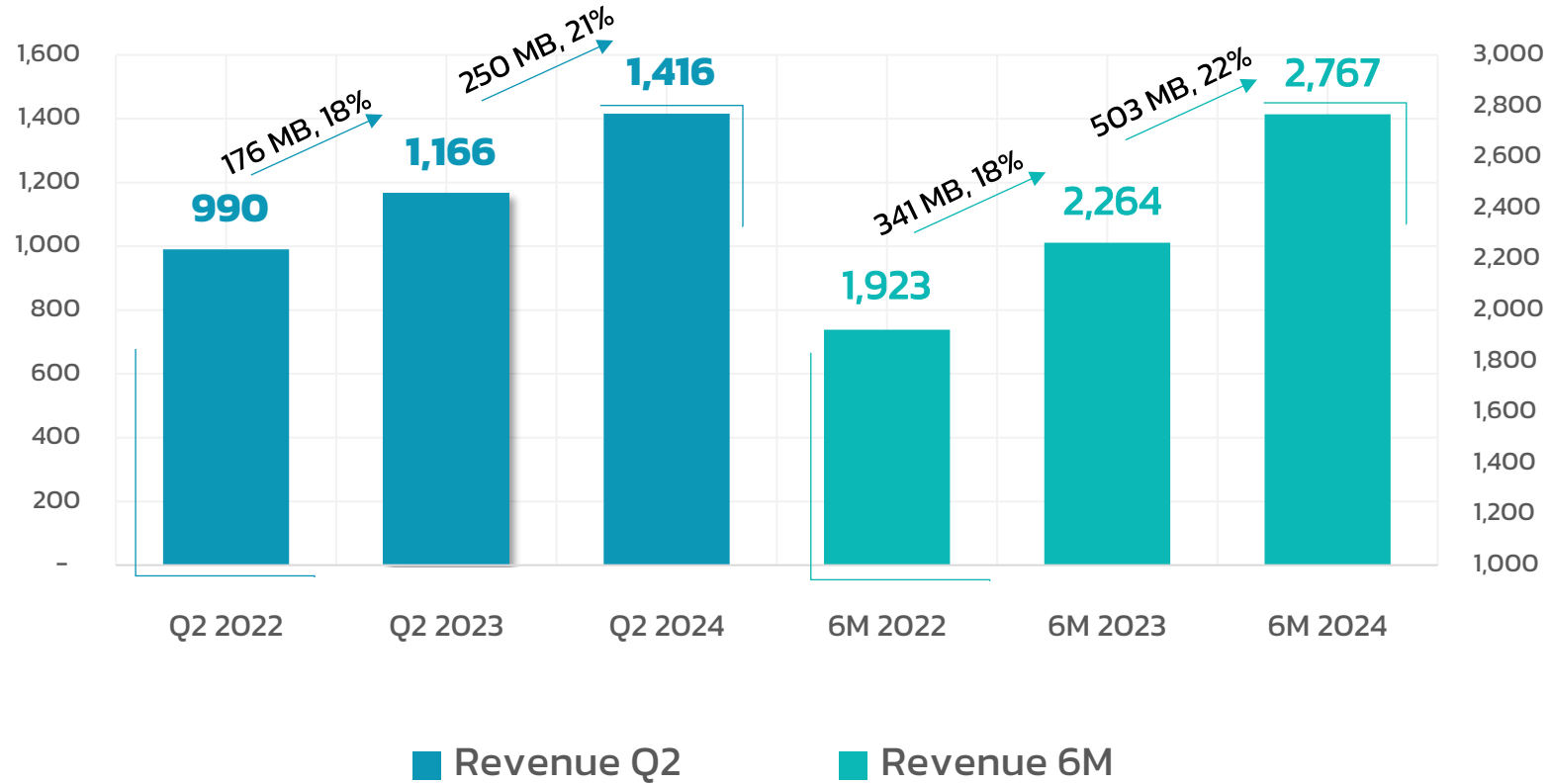
3.

Q&A

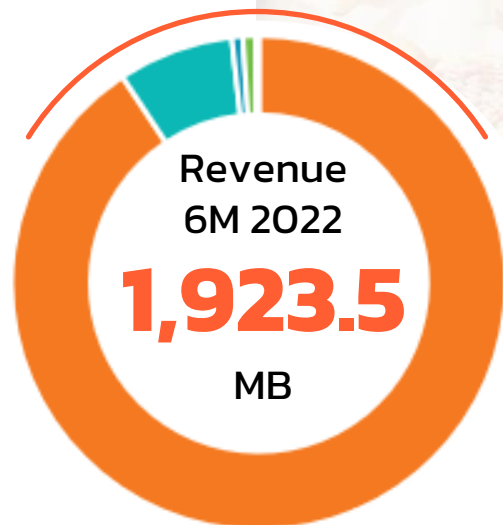
Operation results



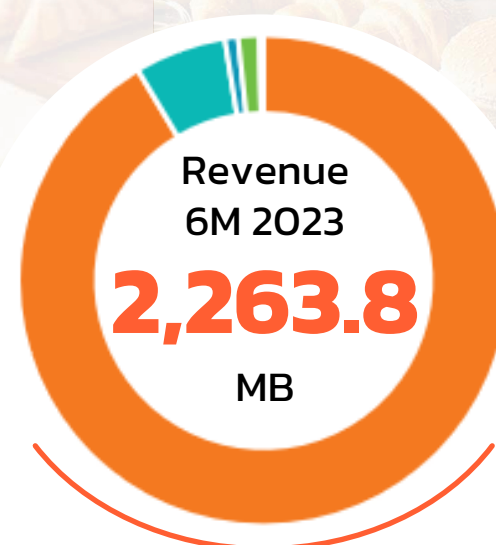
Revenue Q2 & 6M



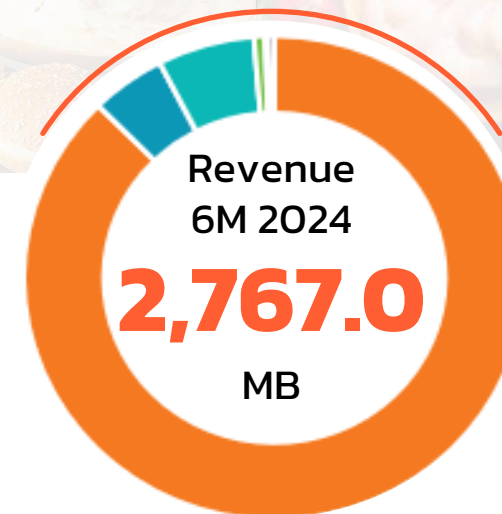
Total Revenue



■ Bakery and appetizers
■ Revenue from other sales



■ Food Services
■ Revenue from franchise license



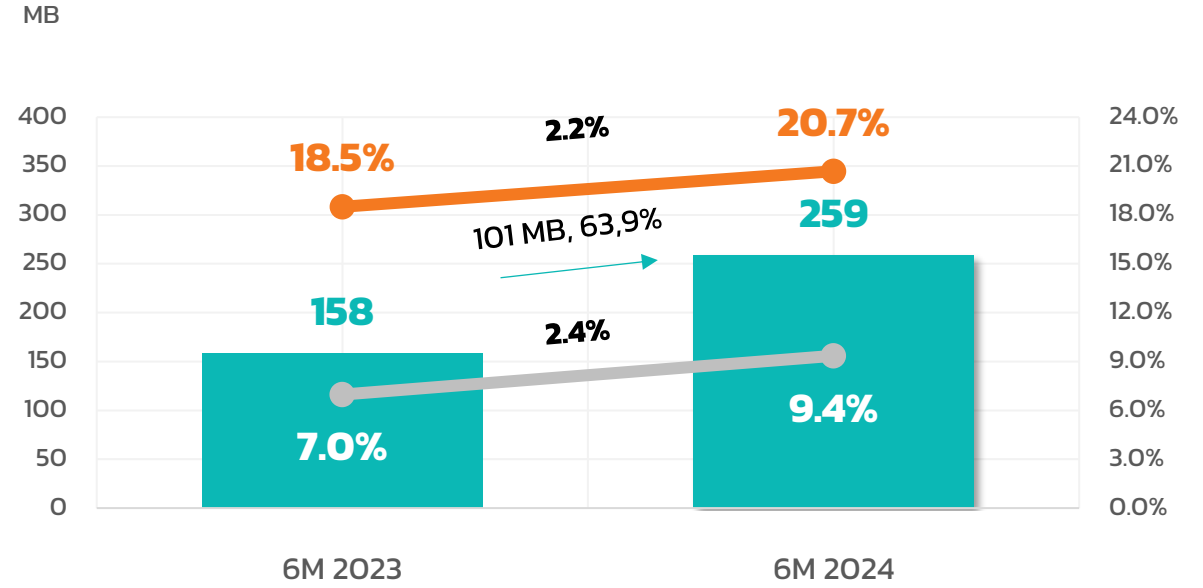
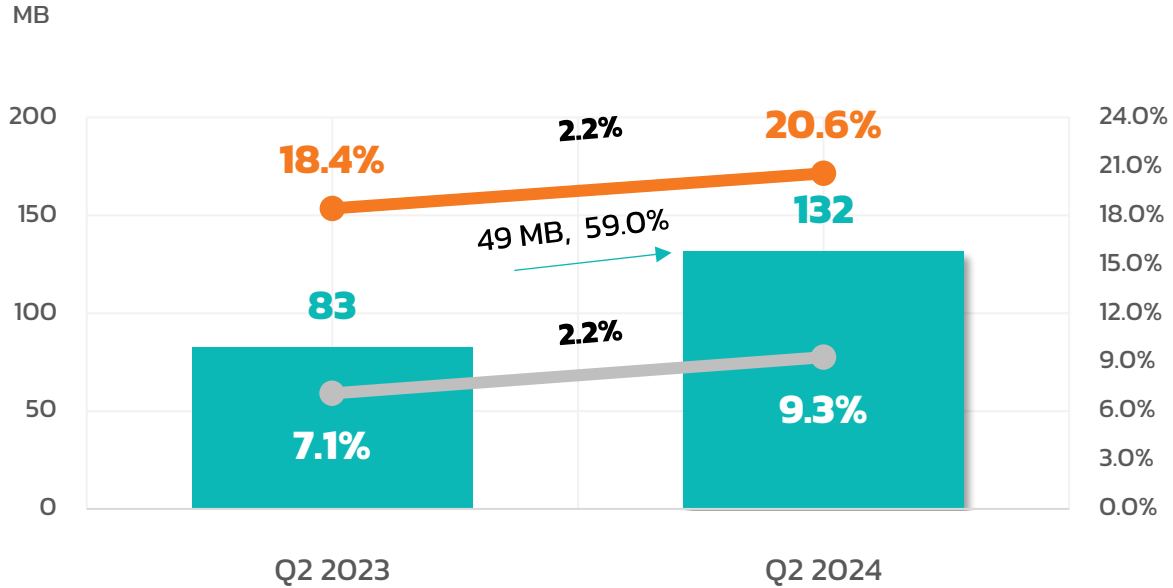
■ Snack under NSL's brands and trading
■ Other income

Revenue Structure	6M 2022		6M 2023		6M 2024	
	MB	%	MB	%	MB	%
▪ Bakery and appetizers	1,744.5	90.7%	2,069.7	91.4%	2,423.7	87.6%
▪ Food Services	145.2	7.6%	136.7	6.0%	133.8	4.8%
▪ Snack under NSL's brands and trading	13.8	0.7%	19.7	0.9%	173.1	6.3%
▪ Revenue from other sales	16.4	0.9%	32.6	1.4%	19.6	0.7%
▪ Revenue from franchise license	-	-	-	-	6.3	0.2%
▪ Other income	3.6	0.2%	5.1	0.2%	10.5	0.4%
Total Revenue	1,923.5	100.0%	2,263.8	100.0%	2,767.0	100.0%

Operation results



Net Profit & Gross Profit Q2 and 6M



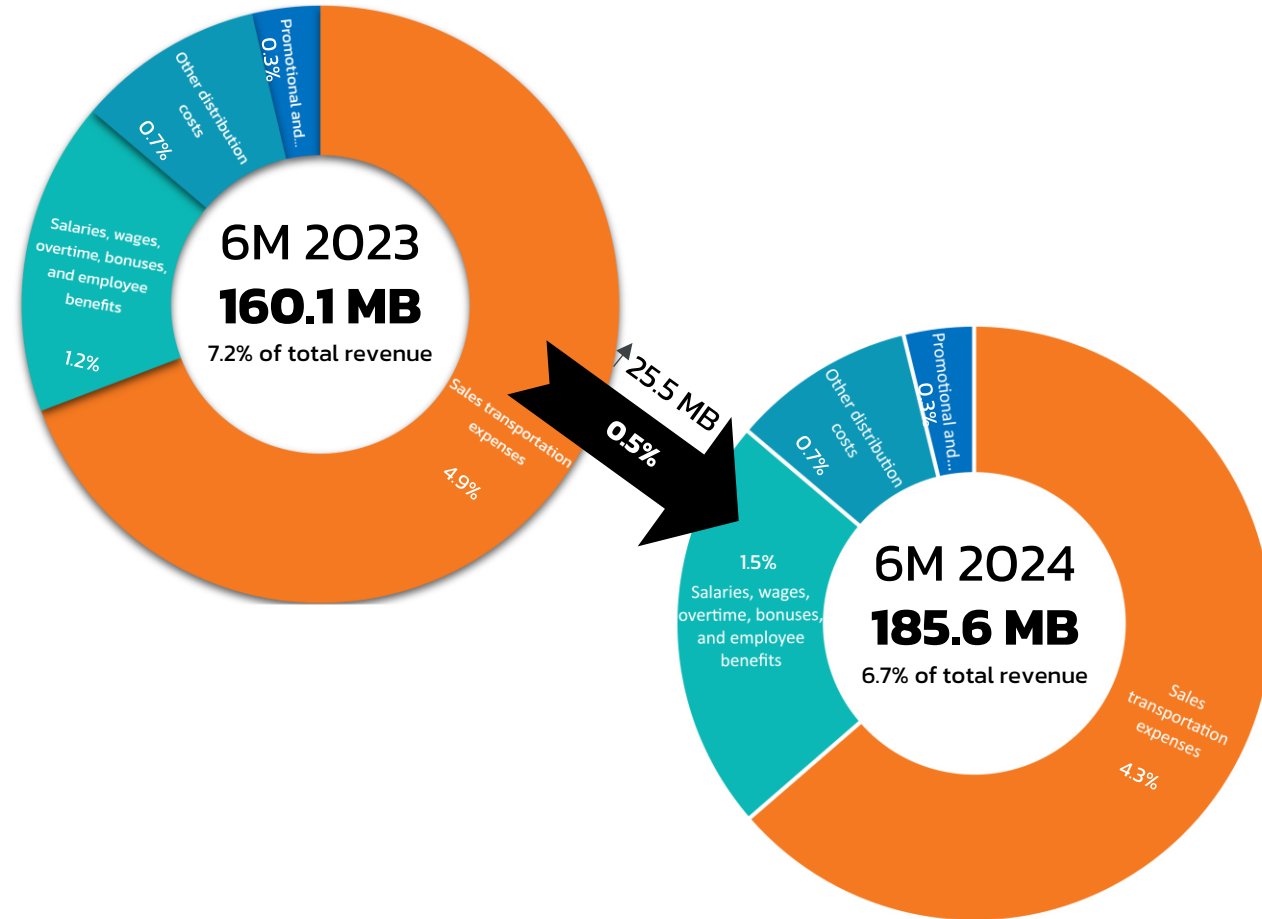
Net Profit GPM NPM

Net Profit GPM NPM

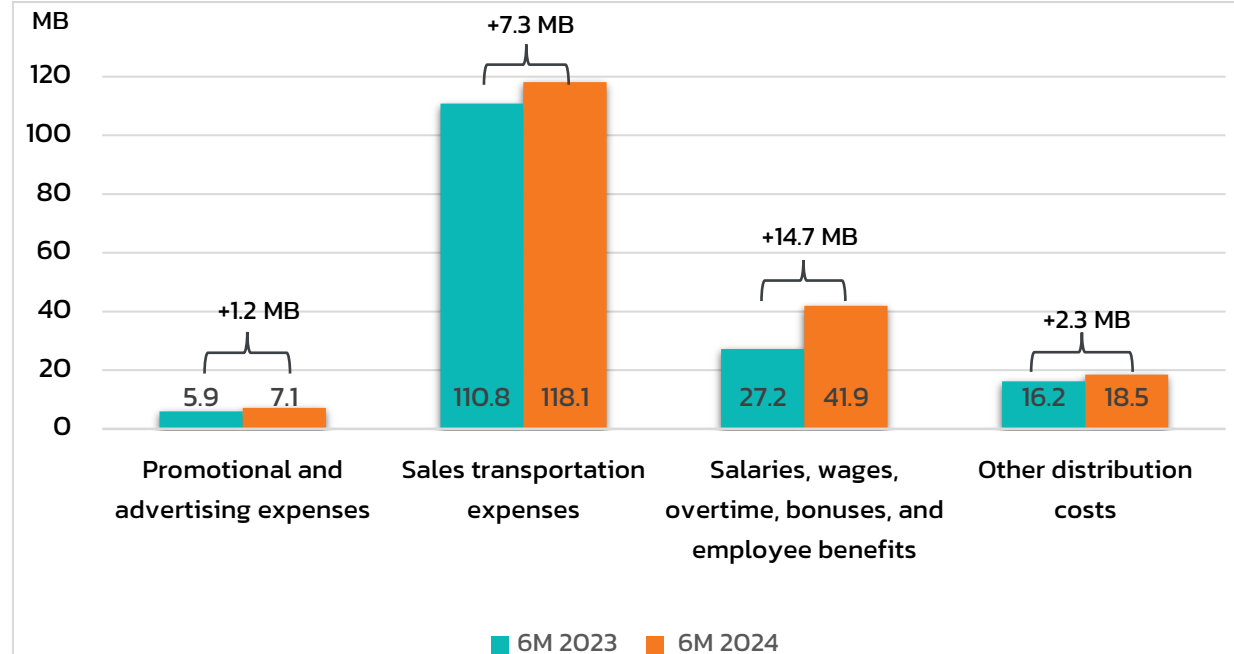
Operation results



Distribution Costs 6M



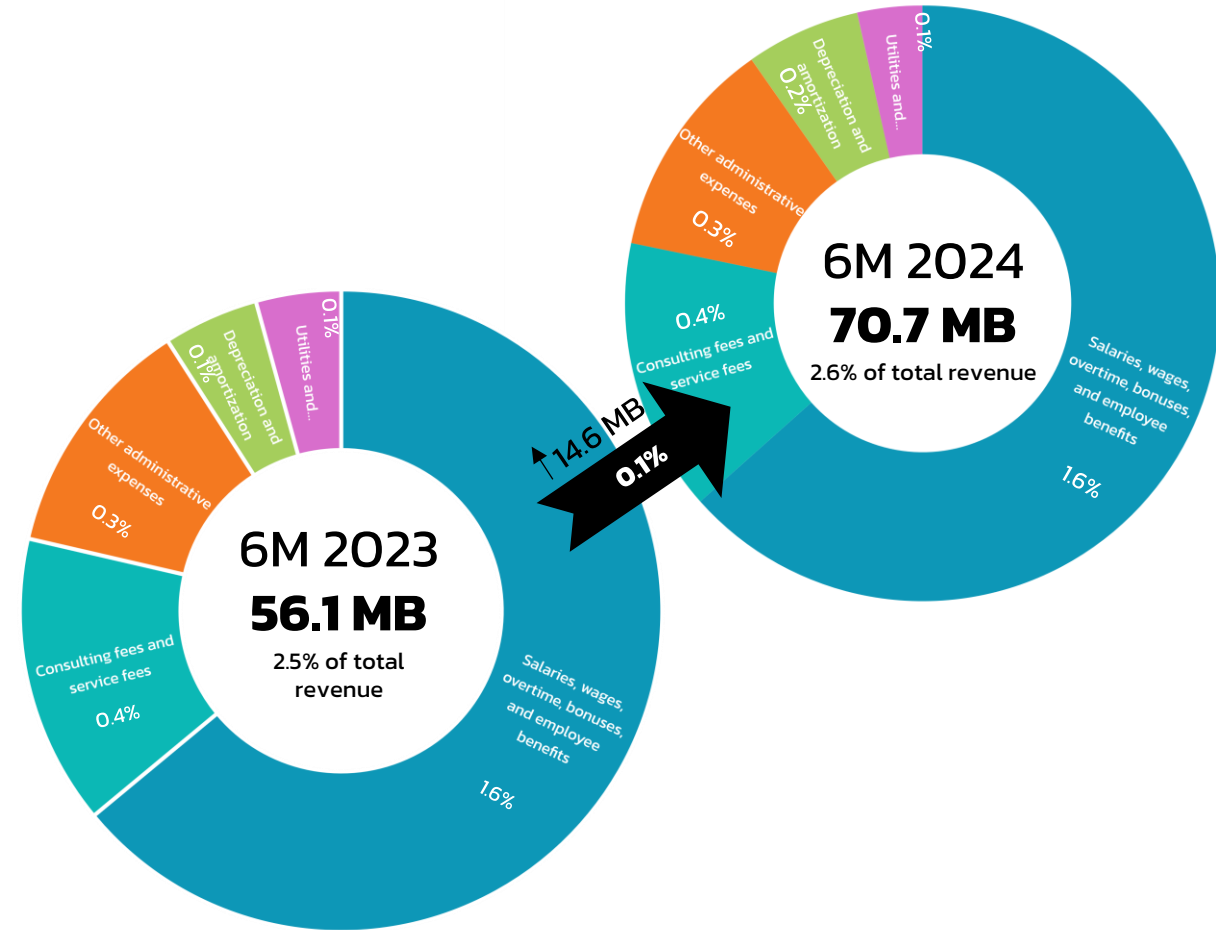
Types of Distribution Costs



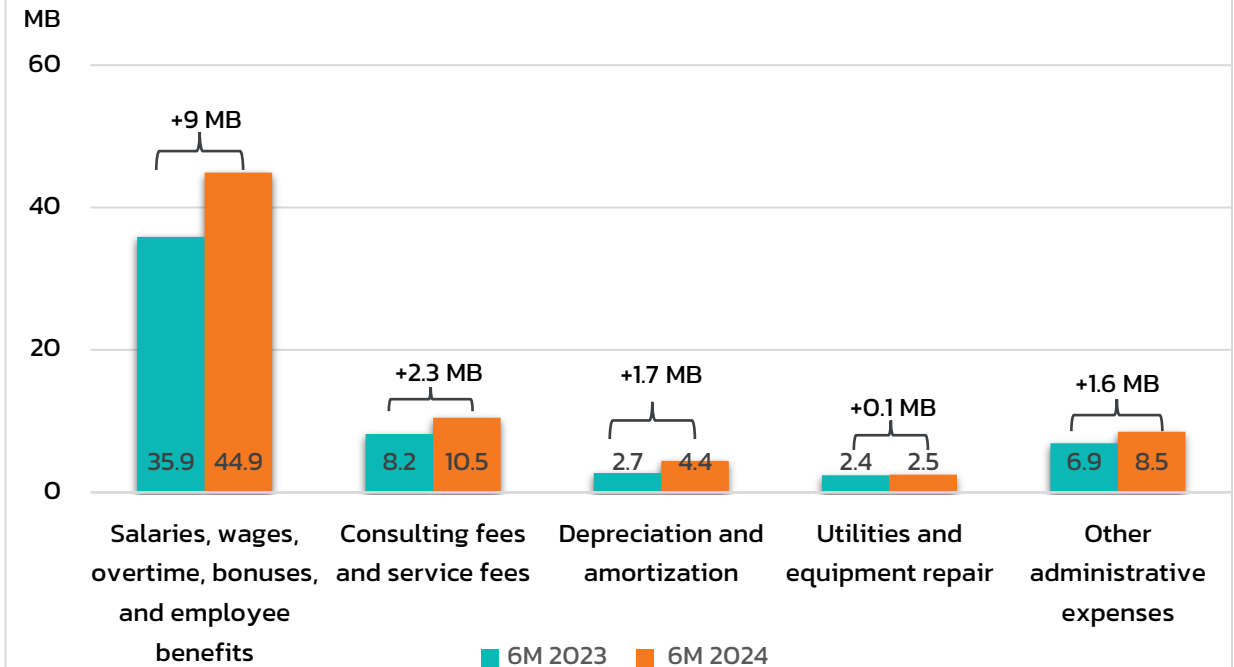
Operation results



Administrative Expenses 6M



Types of Administrative Expenses



Operation results



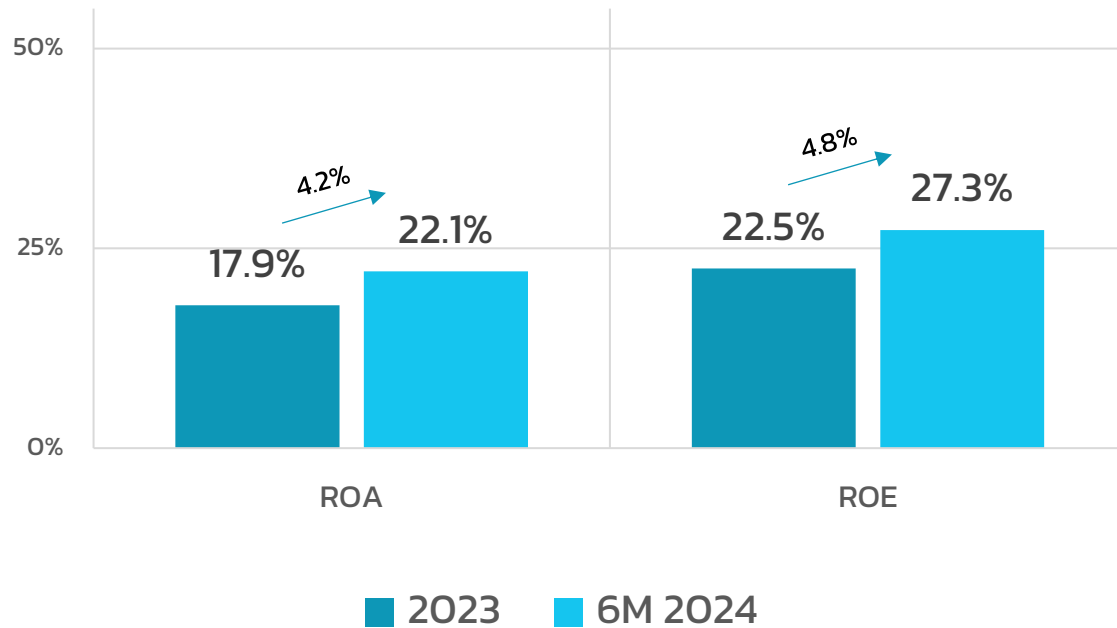
Financial Position

Financial Position	2023	6M 2024	Increase (Decrease)	
	MB	MB	MB	%
Total Assets	2,499.6	2,636.6	137.0	5.5%
Total Liabilities	923.2	903.0	(20.2)	(2.2%)
Total Shareholders' Equity	1,576.4	1,733.6	157.2	10.0%

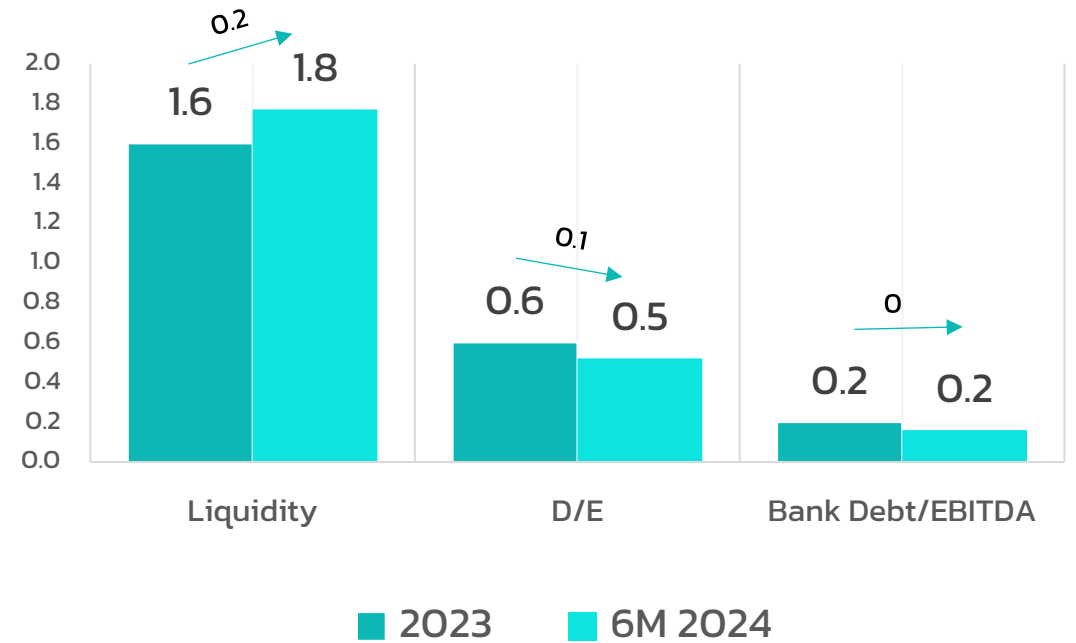


Operation results

ROA & ROE



Financial ratio





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Q&A

NSL FOODS PLC.

OEM 7-Eleven



OEM 7-Eleven : Q2/2024

Chilled Bakery

Chilled Cake & Dessert

The new hero product, **Macarons**, boosted sales revenue in the first half of 2024, with three additional flavors being launched



Sandwich

Sandwich, Double Sandwich, and Toasted Sandwich have gradually pushed sales, contributing to a rise in **growth compared to last year**



Chilled Bread

Level up product categories has effectively driven sales growth, particularly for value-added and trendy products, such as **Crab Stick and Ebiko Sandwich and Toasted Sandwich**



OEM 7-Eleven : Strategic Plan

Chilled Bakery

Launch Mass Products

- To improve well-known products to generate more sales which lead to have more organic reviews on social media
- **Egg Tart Sandwich**



Adding New Category of Appetizer

- Au Gratin products



Enhancing Target on HALAL Products for Ambient bread

- Butter Blends with Sugar Bun
- Shredded Chicken with Salad Cream Bun
- Golden Threads Bun



Food Services :

New Products

Bakery Frozen



Beef sliced



Next plan

- Products –plan to:
 - Trading bakery products to explore in-out with supermarket and supply to Hotels
- Focus Channels:
 - QSR
 - Manufacturer
 - Modern trade

Food Services : Next plan

New Factory PH5



New factory Establishment (phase5)

- Located in Bangna area, Bangkok
 - Support **customized demand** for Food Services
 - Provide the **valued price** for better solutions
- Logistic Management
 - Bangbuathong plant: support South and East of Bangkok and Hua-hin area
 - Bangna plant: support Northwest of Bangkok, pattaya and Rayong area



NSL FOODS PLC.

BU BRANDS



BU BRANDS

Market Expansion under NSL's brands



PANGTAI : PIE

- Mass production capacity in Pie snack industry
- Increase sales by NPD
- Approach in MT and TT



SELECTION

NSL Selection : Chilled Bakery

- Build up NSL selection brand awareness through Bake A Wish Brand



BAKERY

NSL Bakery : Package Bakery

- Launch Halal products



RICE BAR BY NSL

- Create "KhowThang" brand awareness to become well-known products
- Seeking for a new potential sales from KhowThang branches

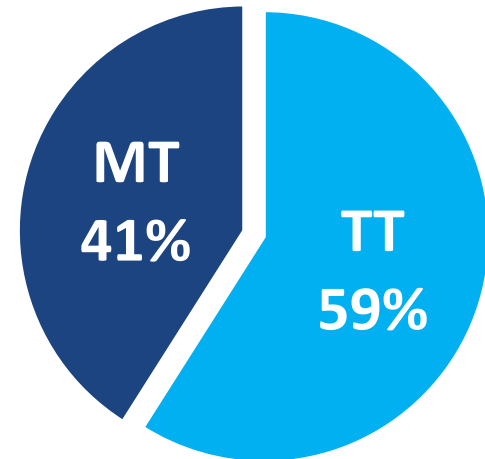
BU BRANDS



STRATEGY :

- Establish Pangtai Pie as a mass product in the pie snack category
- Plan to increase sales by expanding the product line
- Implement new selling approaches in both MT and TT
- Increase promotions and expand channels in MT and TT

Pie



BU BRANDS



STRATEGY :

- Plan to continuously build NSL Selection brand awareness under the NSL Selection x Bake A Wish collaboration
- Differentiate by offering more trending and premium products

Chilled Bakery

All stores



Premium shelf



Pre order



BU BRANDS



STRATEGY :

- Expand the range of Halal bakery products
- Increase fillings in pie products and crispy snacks
- Co-brand and develop products with Bake A Wish
- Market expansion through ODM (Original Design Manufacturing)

Package Bakery



Only at



Co-Brand & Developed



BU BRANDS



STRATEGY :

- Create 'KhowThang' brand awareness to establish it as a well-known product in customers' minds
- Seek new potential sales from KhowThang branches
- Expand selling channels in MT and catering



New Menu



BU BRANDS

Rice Bar Shop

Flagship Store, สาขาสยามสแควร์วัน ชั้น 2

BTS สายสีเขียว

- สถานีหมอชิต
- สถานีพญาไท
- สถานีโอศก
- สถานีอ่อนนุช



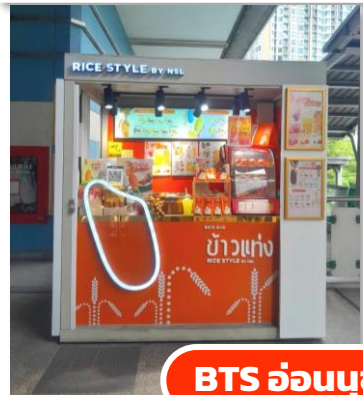
BTS หมอชิต



สยามสแควร์วัน ชั้น 2



BTS พญาไท



BTS อ่อนนุช

เมนูข้าว / Food Menu

- ข้าวทะเลปราสาท (Khow Kai Phrao Kai Kluk)
- ข้าวคั่วคั่วลิ้งไก่ (Khow Kluk Khua Kling Kai)
- ข้าวเหนียวลวกหมู (Khow Niao Larb Moo)
- ข้าวผัดหมู (Khow Pad Moo)
- ข้าวเหนียวหมูย่าง (Khow Niao Moo Yang)
- ข้าวไรซ์เบอร์รี่ทะเลปราสาท (Khow Redberry Kai Phrao Aok Kai Kluk)
- ข้าวไก่ทรงเตียม (Khow Kai Kra-Tam)
- ข้าวหมูบร็อกโคลี่ (Khow Moo Prik Thai Dam)
- ข้าวหมูกือบซอสบาร์บีคิว (Khow Moo Gon Sauce Barbecue)

เมนูหวาน / Dessert Menu

- ข้าวเหนียวถั่วดำ (Khow Niao Tuo Dam)
- ข้าวเหนียวหึ่งมะพร้าวตัดเค็ม (Khow Niao Hueng Ma-Phrao Pad Khem)
- ข้าวเหนียวดำใส่ธัญพืช (Khow Niao Dam Sai Kra Chik Luk-Tam)
- ข้าวเหนียวสังขยาน้ำตาลอ้อย (Khow Niao Sang Kaya Nam-Tam Aoi)
- ข้าวเหนียวครีมชาวดา (Khow Niao Cream Khao Tad)
- ข้าวเหนียวอัญชันมะพร้าว (Khow Niao Aun-Chan Ma-Phrao Lam-Yai)
- ข้าวเหนียวถั่วแดง (Khow Niao Thua Doang Nga Dam)
- ข้าวเหนียวดอกไม้ (Khow Niao Phuek Ooi Pas-Kuay)
- ข้าวเหนียวทุเรียน (Khow Niao Durian)

ข้าวแช่ RICE STYLE BY NSL

Facebook: KHOWTHANG, Instagram: KHOWTHANG, Twitter: @KHOWTHANG

LINE: @KHOWTHANG



BTS โอศก



Tops Daily ทุกสาขา

บริการอื่นๆ

- Popup Booth 2 วัน
- Foodtruck 2 คัน

สามารถติดตามได้ที่ Facebook: Khowthang



Next Plan

BigC Ratchadamri

Products :
Rice Bar in variety of flavors

Product Type:
Ready to eat

The Mall Group

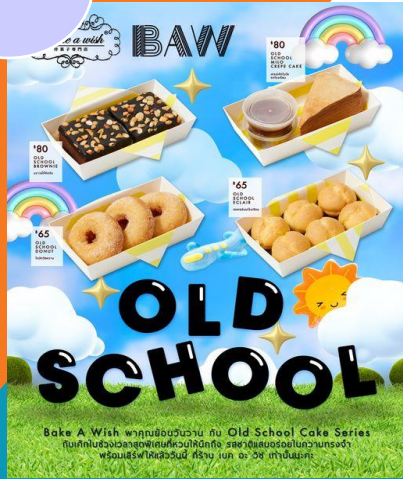
Branches:
Gourmet MRT Lardprao
The Mall Ngamwongwan

Type:
Pop-up-booth



NSL Bake A Wish - 1H 2024

Jan



Mar



Apr



Feb



May



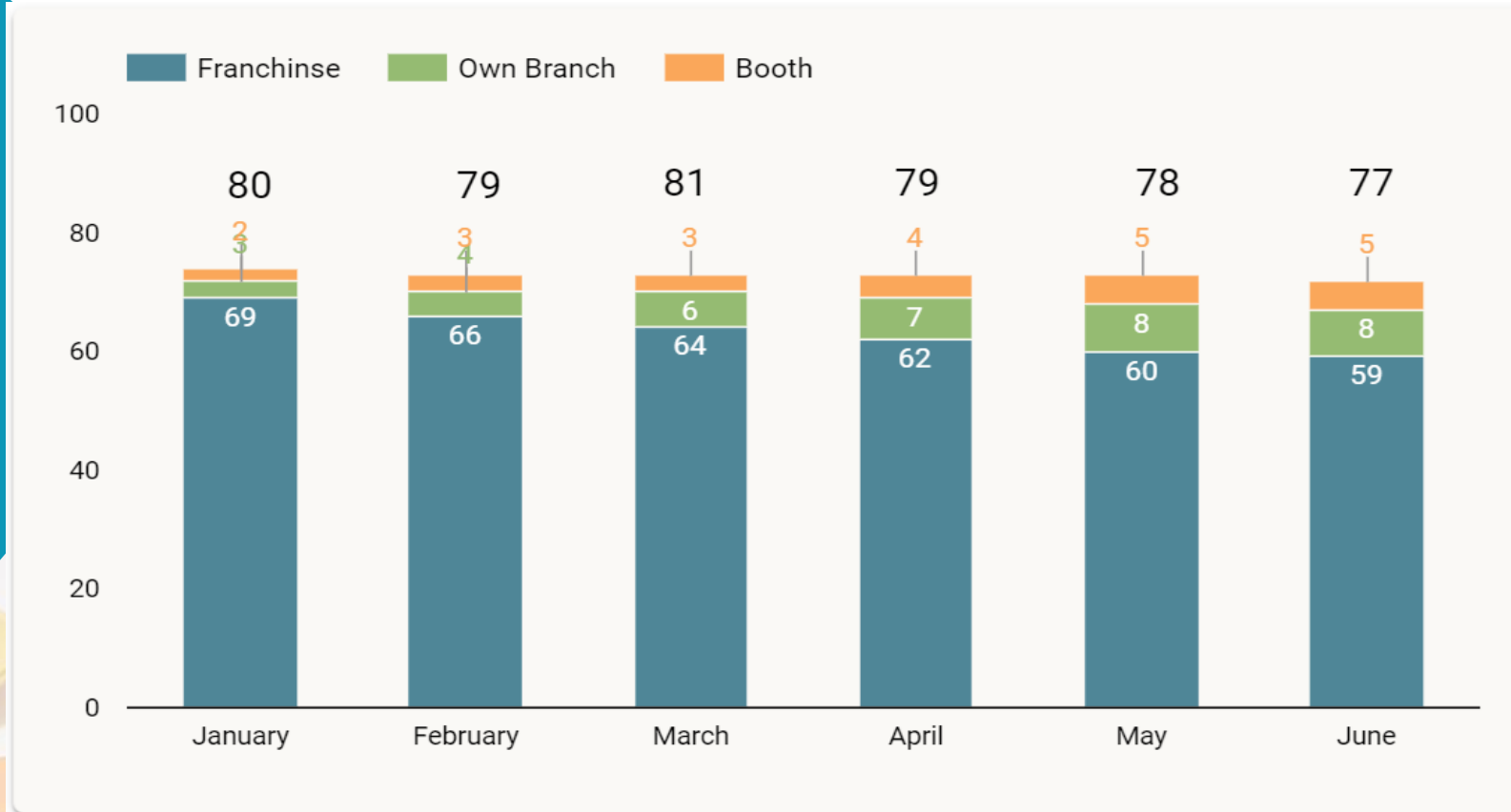
Jun



Branches

77 branches

as of June 2024



Strategic Plan

Plan to open approximately 10 New Branches in 2024

August

ROBINSON LIFESTYLE
RATCHABURI BRANCH





Export products in 2024



UAE

Canned Sweet Corn



Coconut Crispy Roll



China

Thai Dessert Retort Cup



Philippine

Coconut Crispy Roll



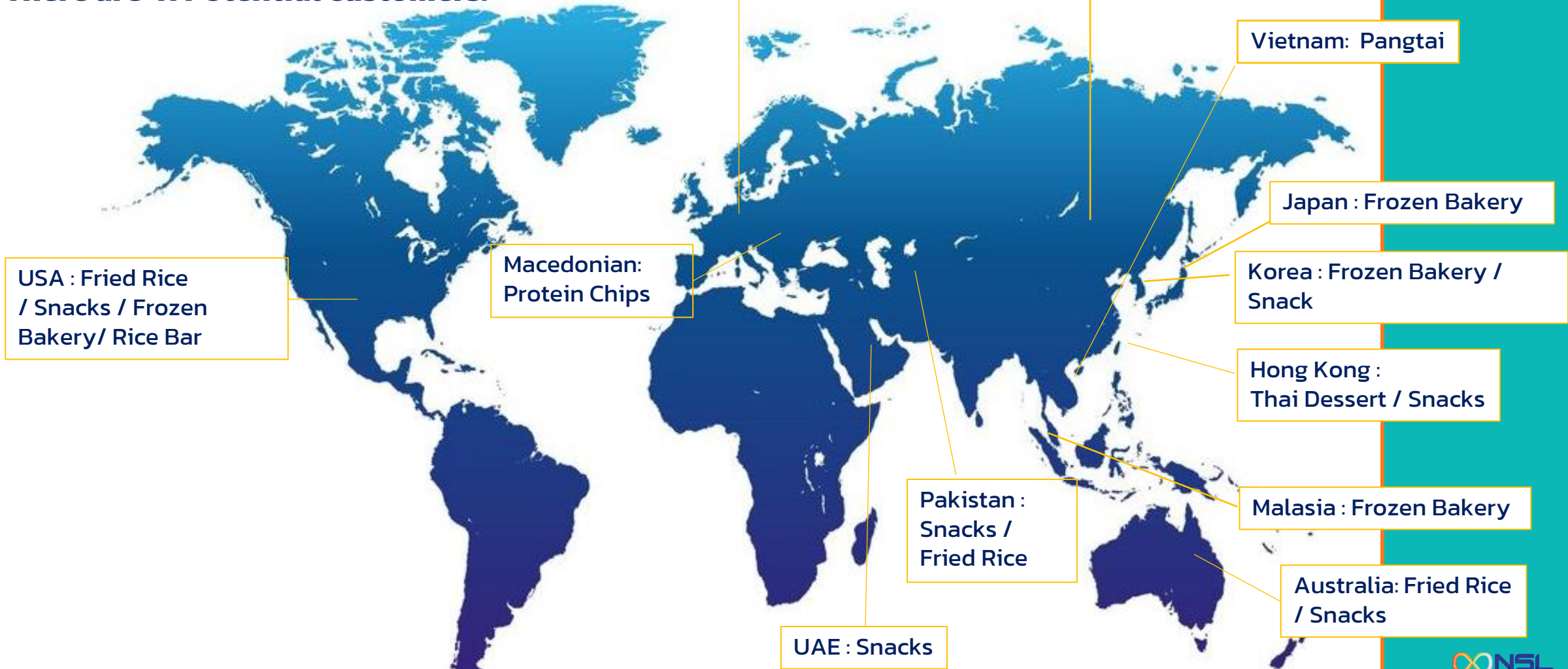
Products Focus

1. PROTEIN CHIPS (SNACK)
2. RETORT RICE PRODUCT
3. FROZEN BAKERY
4. COCONUT CRISPY ROLL
5. THAI DESSERT



Customers and Countries

Approached : 230 customers
There are 41 Potential customers.

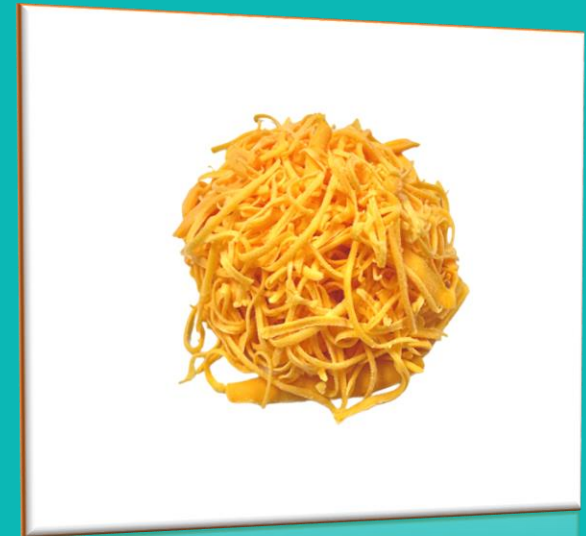




Discontinued

NSL Inno Foods Co., Ltd.

*New Subsidiary in Q2 2024



NSL Inno Foods Co., Ltd.

- Company's Name :** NSL Inno Foods Co., Ltd.
- Registered date :** May 30, 2024
- Business objective:** Manufacture, wholesale, retail, export foods and ingredients
- Registered Capital :** 50,000,000 Baht, comprising 5,000,000 ordinary shares, with a par value of Baht 10
- % Holding :** 78.99% share in NSL Inno Foods Co., Ltd
- Registered office :** 700/934 Moo 5, Tambol Nong Kakha, Amphur Phan Thong, Chonburi

Sustainability



ESG

NSL FOODS
“บริษัทวิถียั่งยืนที่น่าลงทุน” หรือ ESG Emerging List
และเป็นหลักทรัพย์ใน Universe ของกลุ่มหลักทรัพย์
ESG100 ประจำปี พ.ศ.2567

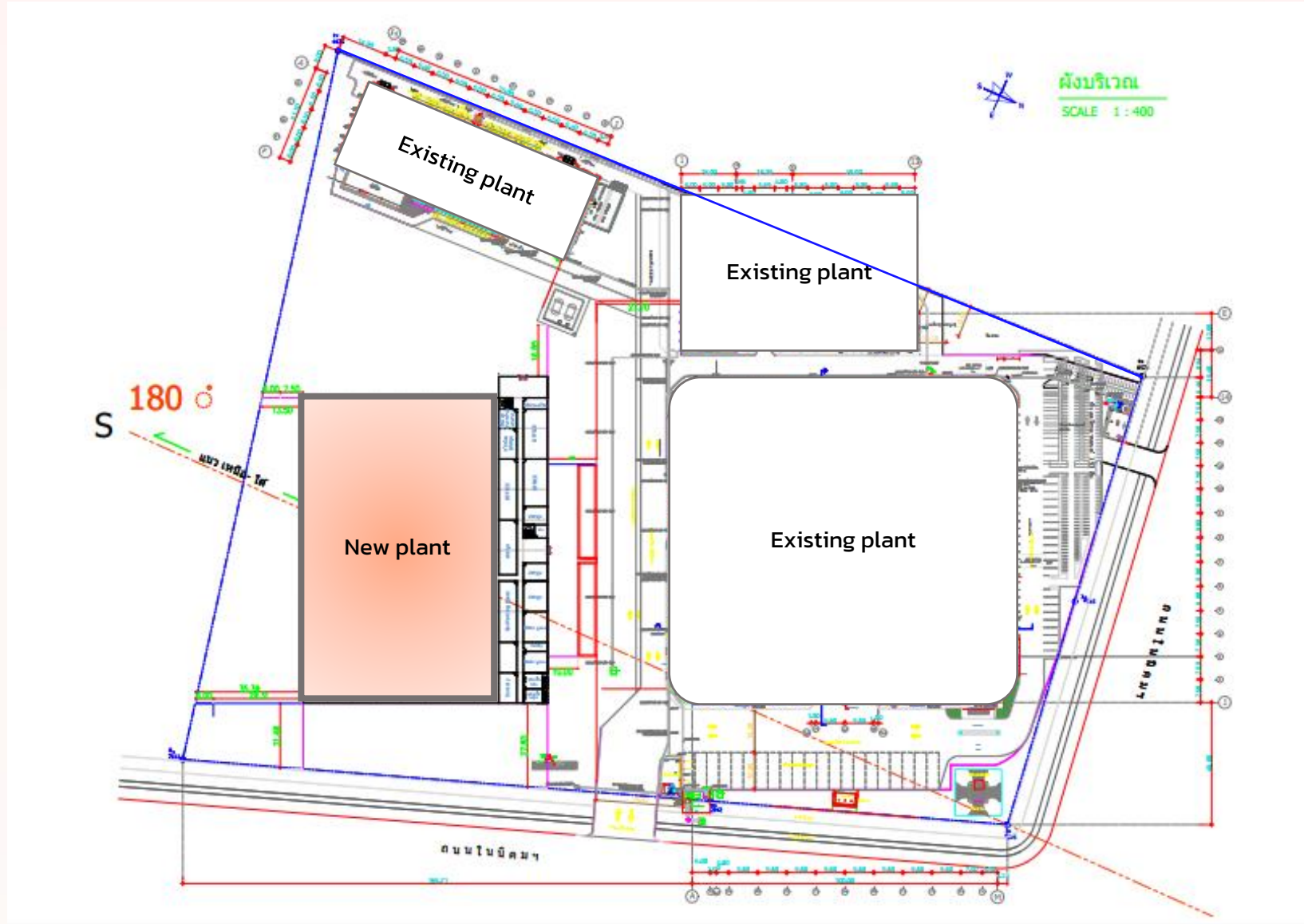


สถาบันไทยพัฒนา มูลนิธิบูรณะชนบทแห่งประเทศไทย
ในพระบรมราชูปถัมภ์

ESG100

Environmental • Social • Governance

New plant



“THE HAPPY
TASTE
CREATOR”



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Q&A

Thank You

OPPORTUNITY DAY Q2/2024

NSL FOODS
The Happy Taste Creator