



คุณวีระชน ขาวผ่อง
ผู้ช่วยกรรมการผู้อำนวยการ

คุณสมชาย อัครปิยานนท์
ประธานกรรมการบริหาร

คุณจริยา นุสิกไชย
นักลงทุนสัมพันธ์ และผู้จัดการอาวุโส ฝ่ายบัญชีและการเงิน

Opportunity Day

บริษัท เอ็นเอสแอล ฟู้ดส์ จำกัด (มหาชน) ขอเรียนเชิญทุกท่าน
เข้าร่วมรับฟังการบรรยายข้อมูลเกี่ยวกับธุรกิจและผลการดำเนินงาน
ประจำปี 2024 ที่ผ่านมาและทิศทางธุรกิจของบริษัทฯ

ในวันพุธที่ 5 มีนาคม 2568 | เวลา 15.15 น. เป็นต้นไป | ผ่านช่องทางออนไลน์




SET Opportunity Day



SET Thailand



SET Application

ส่งคำถามผ่านช่องทางเว็บไซต์  www.set.or.th/opppday

AGENDA



1.

Company
Profile



2.

Operational
Results



3.

Overall
Operations



4.

Sustainability



5.

Q&A

NSL FOODS PLC.

Agenda



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NSL JOURNEY

NSL Sustainable Growth

Relocated and Expanded production from Nonthaburi to Chonburi Amata Nakorn Phase 7

Established "Dough Maker"

2003



Established "NSL Foods Company Limited"

NSL FOODS
The Happy Taste Creator

2006

2013



Expanded production to Chonburi Amata Nakorn Phase 8

2015



Acquired a Food Services business Quality Specialty Co.,Ltd

2019



2021

NSL FOODS
The Happy Taste Creator

Registered on the Stock Exchange of Thailand (SET) and offer common shares to the public. NSL Foods PLC.

Launched "Rice Bar" Brand

2022



2023 - 2024

NSL Sustainable Growth Year 2023 & additionally established the following companies:



NSL INTERTRADE (2023) CO., LTD.



NSL BAKE A WISH CO., LTD.



NSL INNO FOODS CO., LTD.

Expanded Food Services production to Bang Sao Thong Samut Prakan



N.B.VALUE LINK CO.,LTD.

Acquired trademarks and other key assets essential for business operations



NSL Products & Subsidiary Products

NSL FOODS

OEM

“Over 22 Years of Partnership
Exclusively for 7-Eleven”



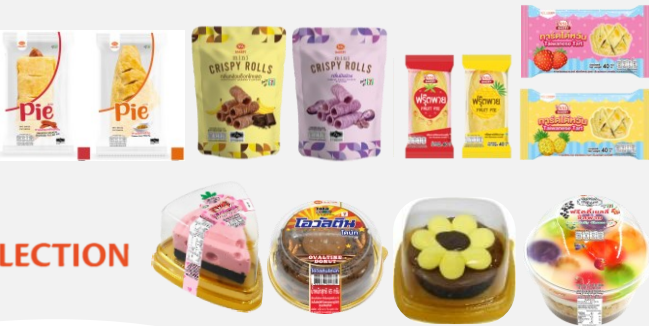
Food Services



Owned Brand



NSL BAKERY



NSL SELECTION



NSL Intertrade (2023)



NSL Bake A Wish



NSL Inno Foods



NSL FOODS PLC.

Agenda



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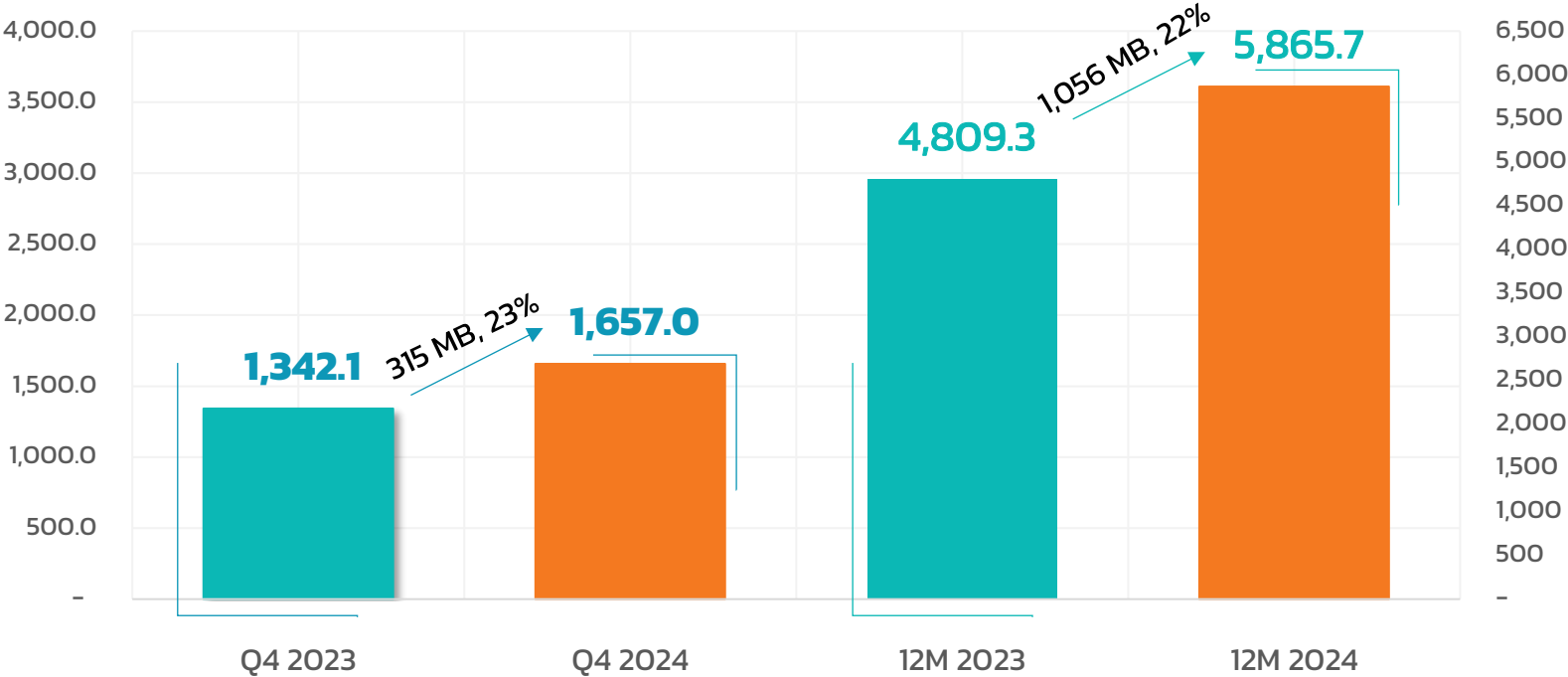
Q&A

"THE HAPPY TASTE CREATOR"

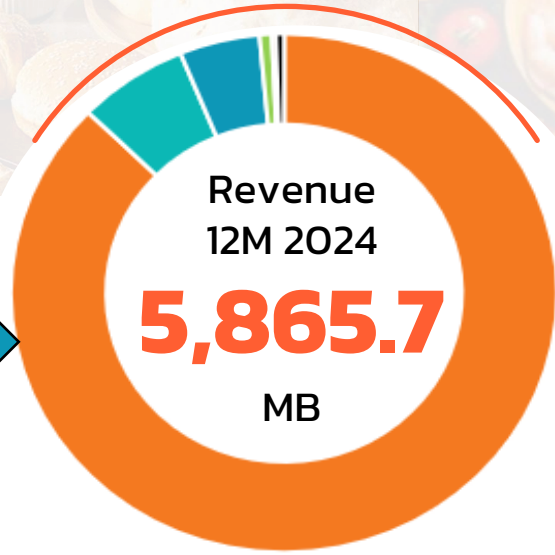
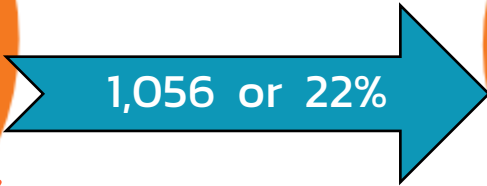
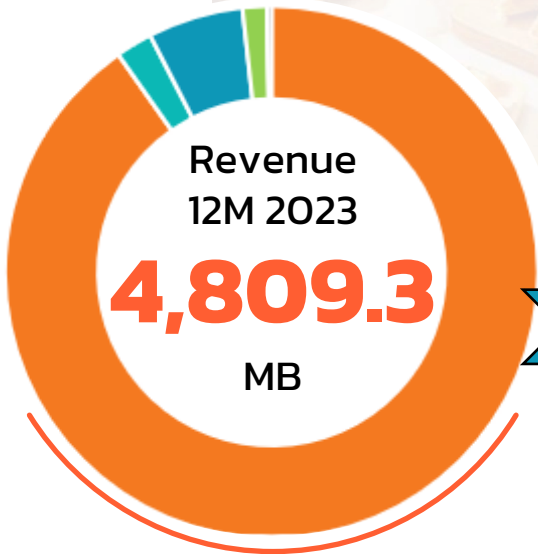
Operational Results Q4/2024

Operational results

Revenue Q4 & 12 M



Total Revenue



- Bakery and appetizers

Food Services

Snack under NSL's brands and trading

Revenue from other sales

Revenue from franchise license

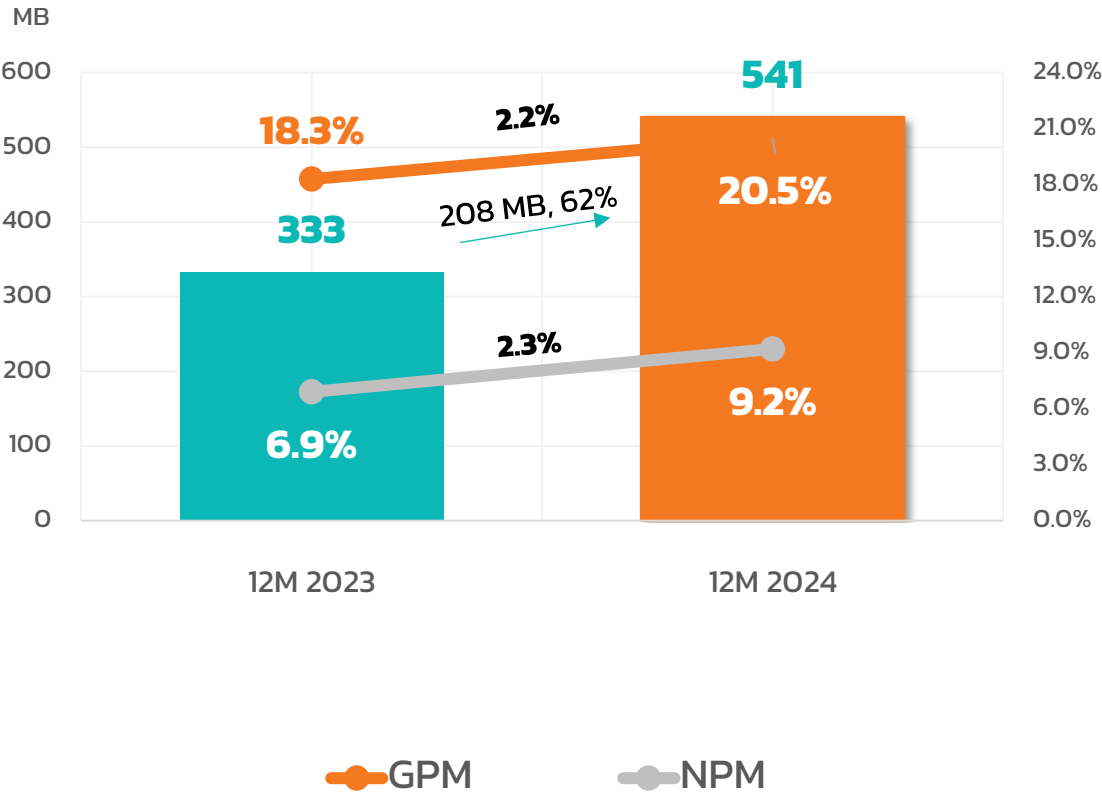
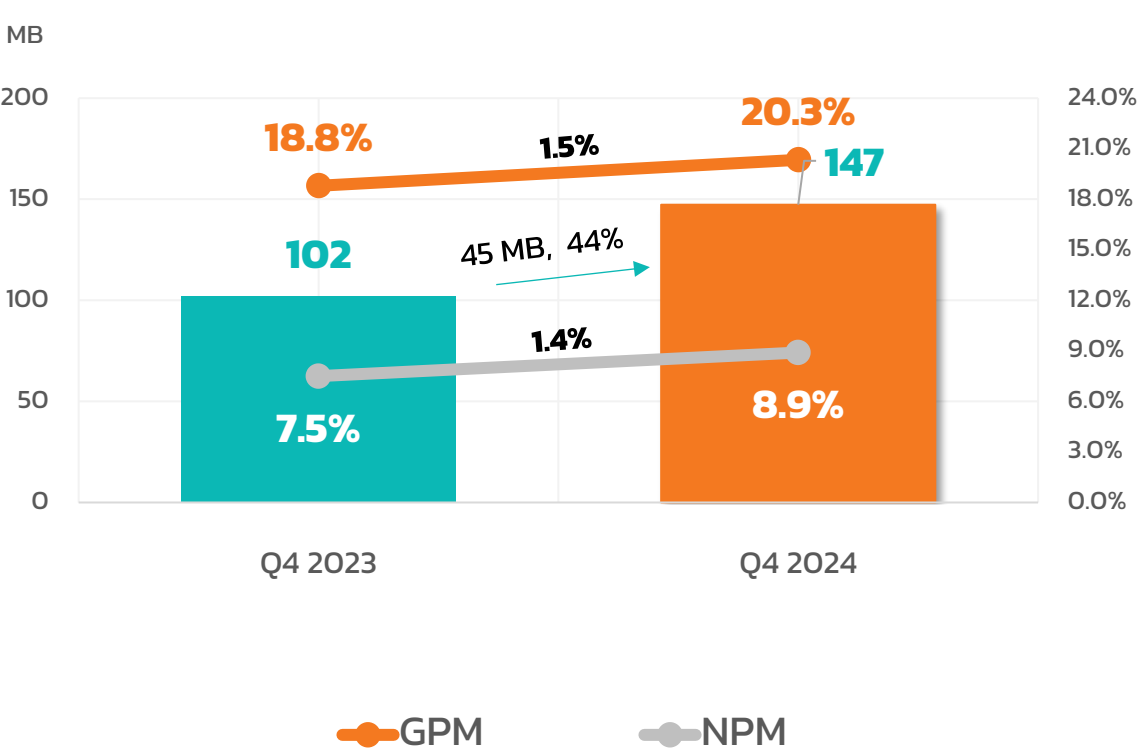
Other income

Revenue Structure	12M 2023		12M 2024		Increase/ (Decrease)	
	MB	%	MB	%	MB	%
▪ Bakery and appetizers	4,281.6	89.0%	5,035.0	85.8%	753.5	17.6%
▪ Food Services	275.7	5.7%	307.4	5.2%	31.7	11.5%
▪ Snack under NSL's brands and trading	173.7	3.6%	445.2	7.6%	271.4	156.2%
▪ Revenue from other sales	57.4	1.2%	39.4	0.7%	(18.1)	(31.4%)
▪ Revenue from franchise license	4.4	0.2%	12.4	0.2%	8.0	185.8%
▪ Other income	16.5	0.3%	26.3	0.5%	9.8	59.5%
Total Revenue	4,809.3	100%	5,865.7	100%	1,056.4	22.0%

Operational results

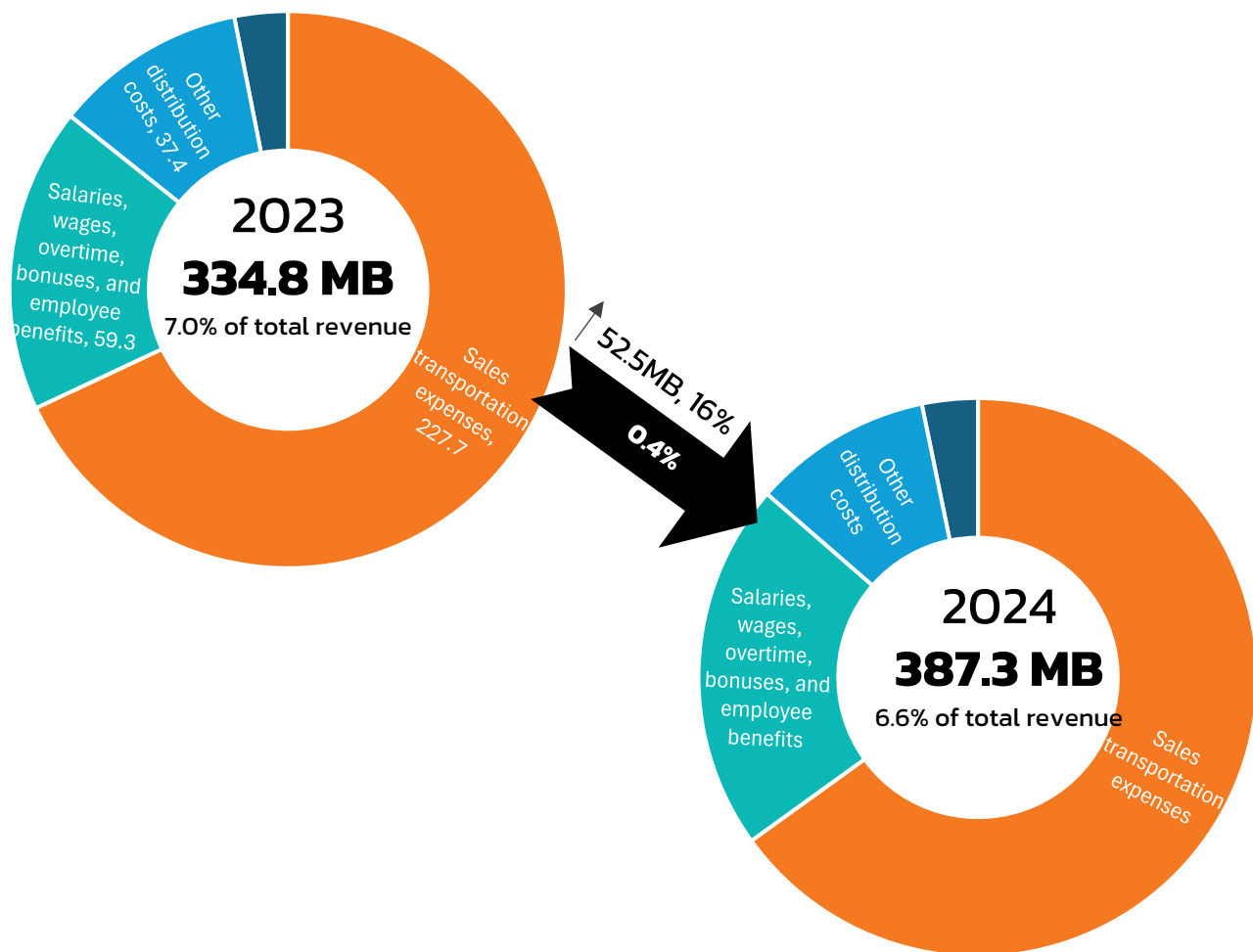


Net Profit & Gross Profit Q4 and 12M



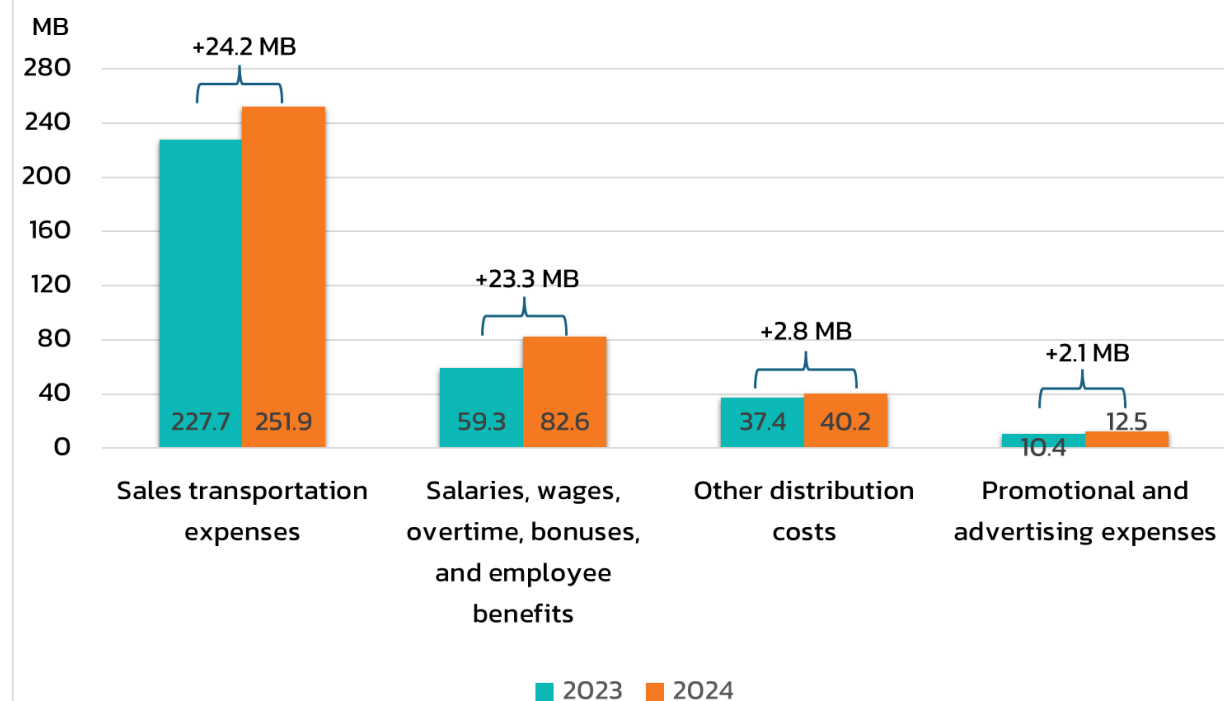
Operational results

Distribution Costs 2024



The distribution costs in 2024 increased from the previous year by Baht 52.5 million. It was mainly due to the increase of sales transportation expenses from increasing of product delivery cycle. And salaries, wages, overtime, bonuses, and employee benefits from increasing in personnel in sales and marketing department.

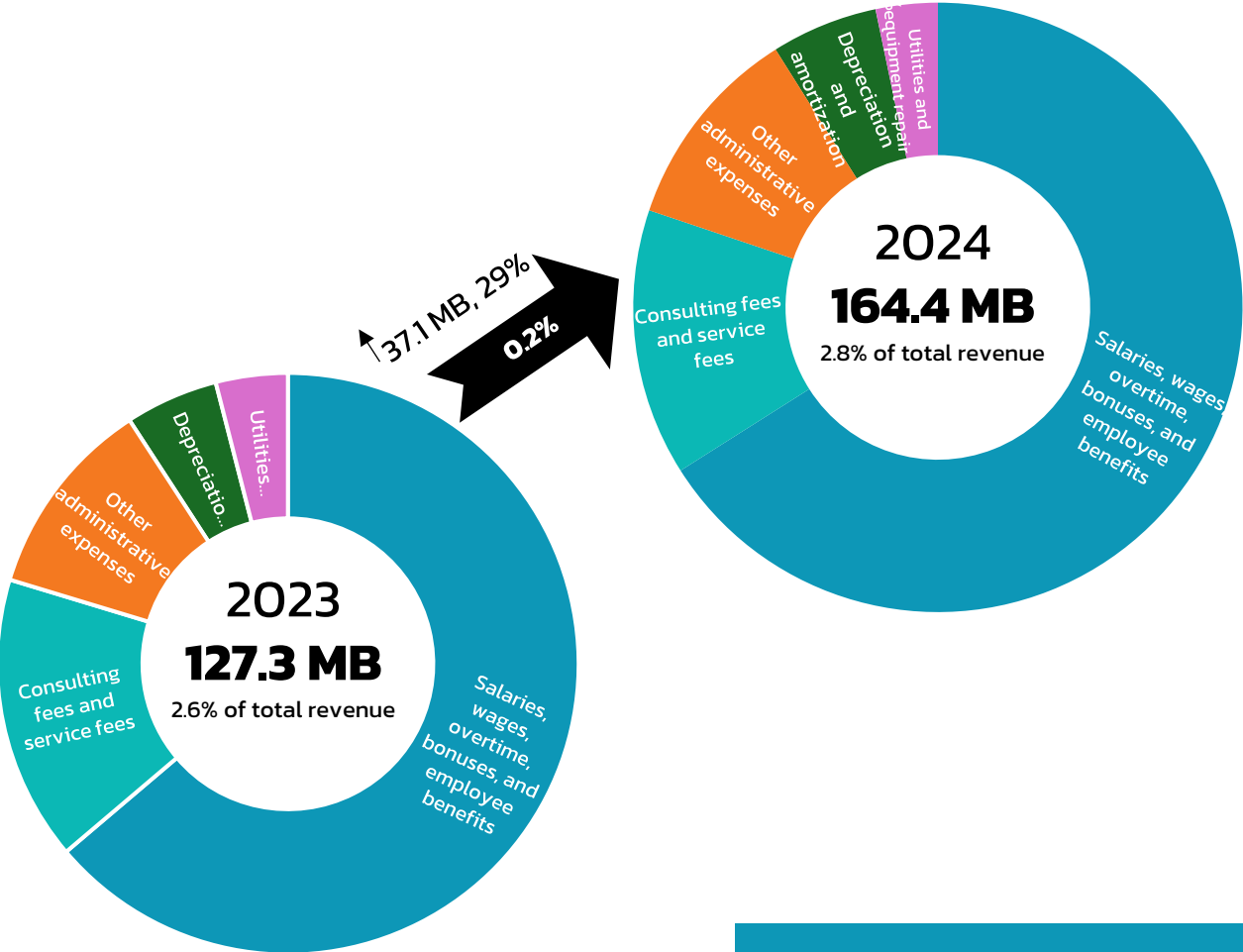
Types of Distribution Costs



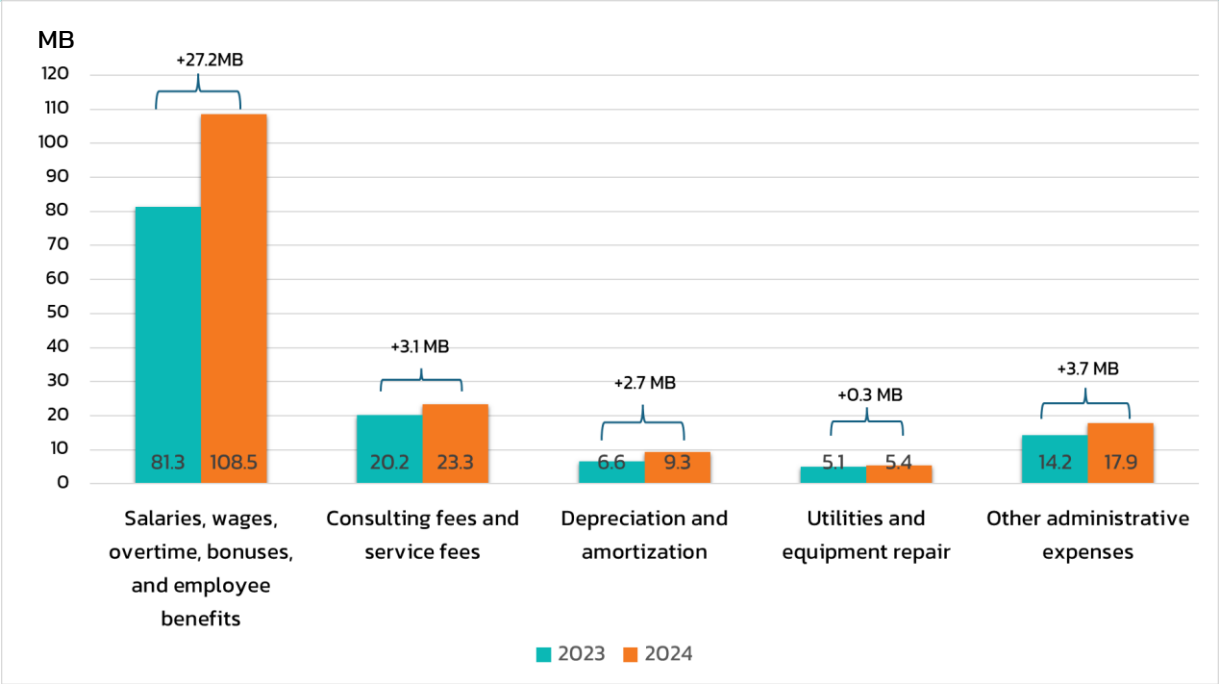
Operational results

Administrative Expenses 2024

Administrative expenses in 2024, increased from the previous year by Baht 37.1 million, mainly from salaries, wages, overtime, bonuses, and employee benefits increased from increasing in personnel in administration and management department. In addition, the Group invested more in buildings and machinery from the growth of Group, therefore the depreciation and amortization increased from the previous year.



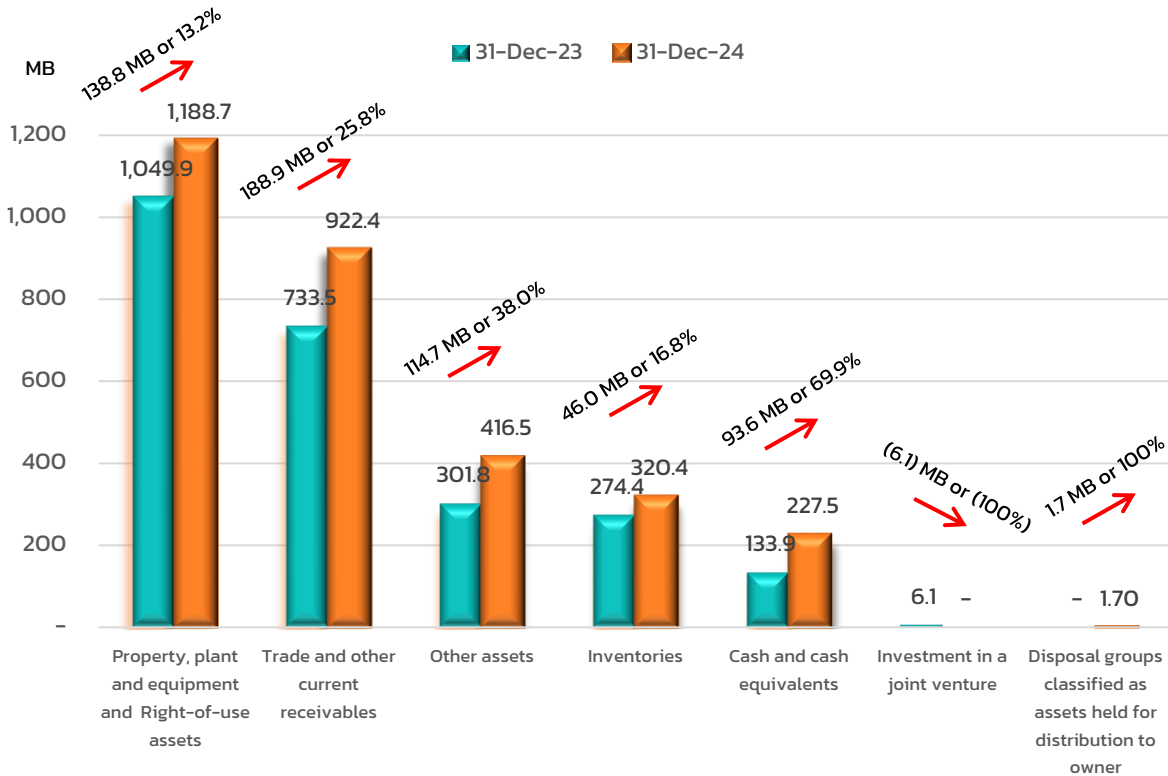
Types of Administrative Expenses



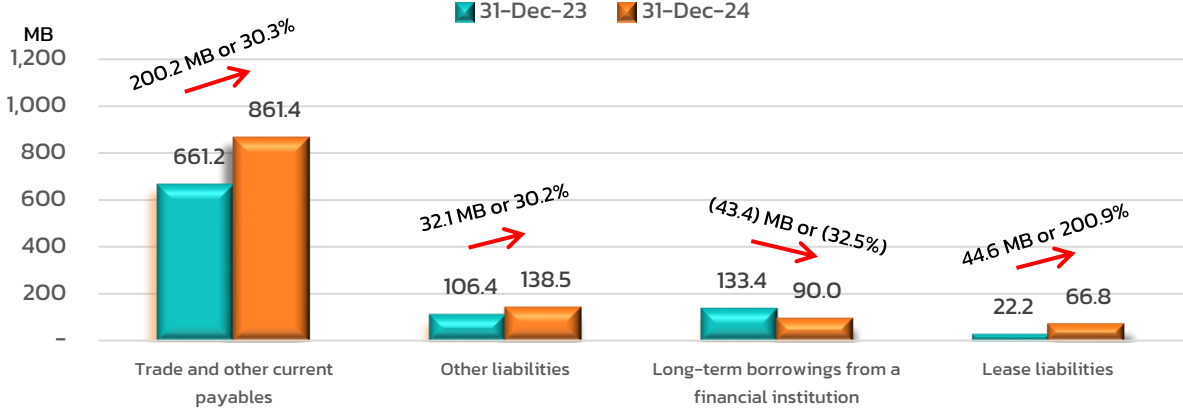
Operational results

Financial Position

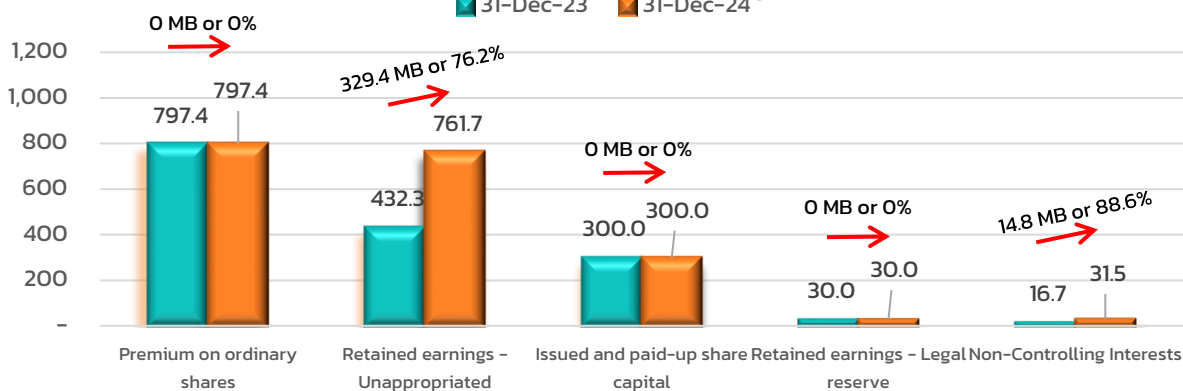
Assets



Liabilities



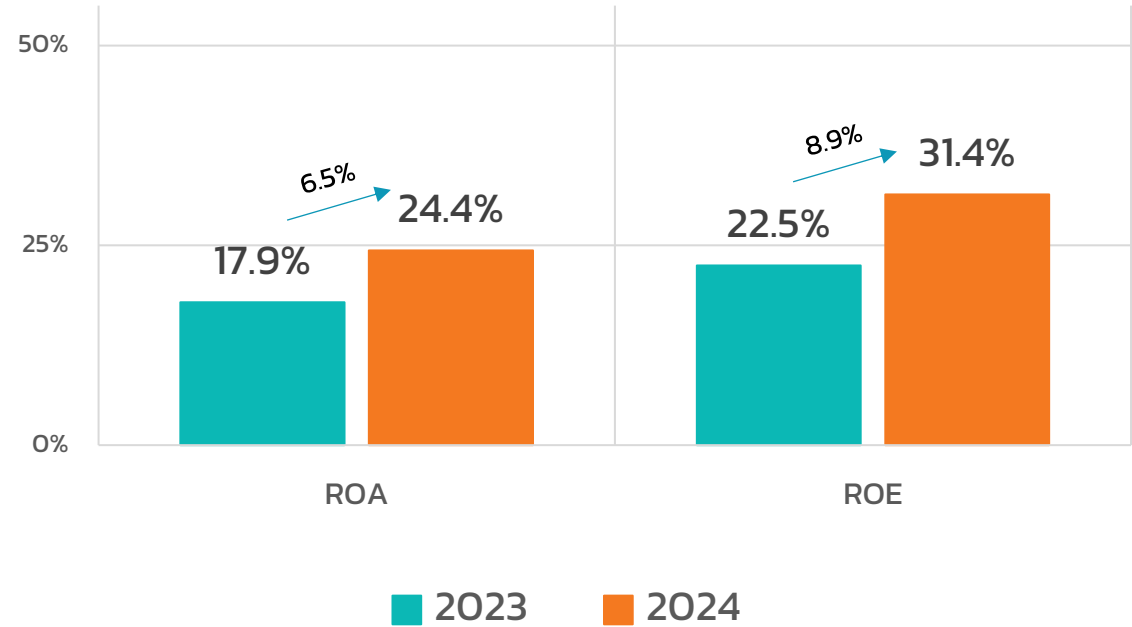
Total Shareholders' Equity



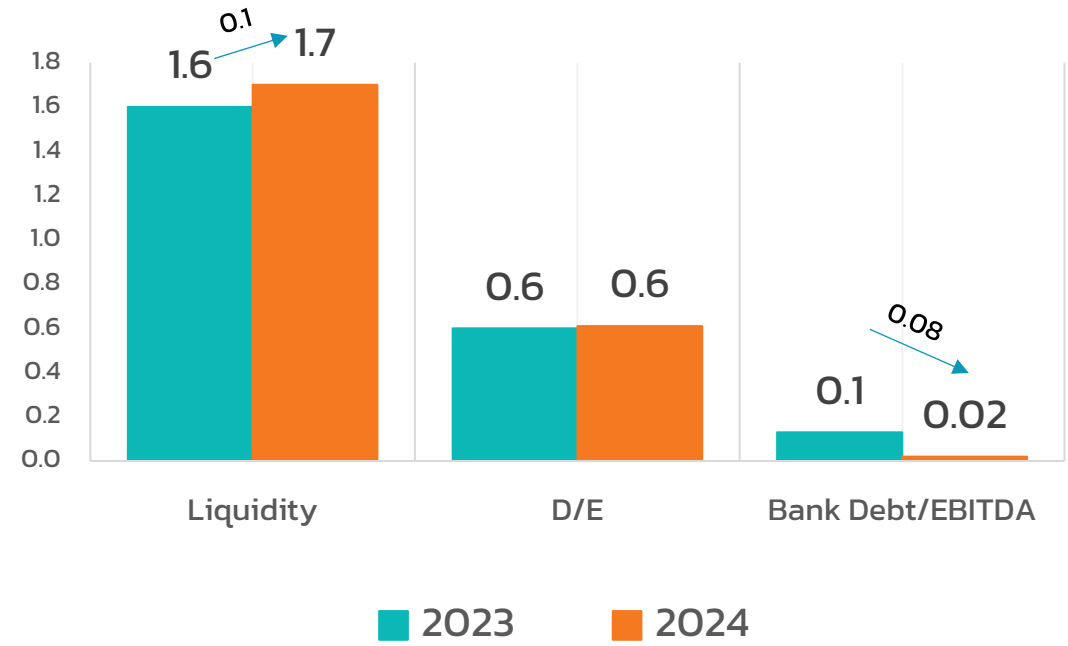
Operational results



ROA & ROE



Financial ratio



NSL FOODS PLC.

Agenda



1.

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Profile



2.

Operational
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3.

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Q&A

NSL Foods : OEM 7-Eleven

OEM 7-Eleven : Q4 Products Launch

PMA 01



PMA 02



PMA 03



PMA 08



PMA 07



แซนวิชสังขยามะพร้าวอ่อน แซนวิชคาราเมลแมคคาเดเมีย

แซนวิชแฮมทริปปเปิ้ลชีส

แซนวิชไส้ทาร์ตไข่

ดัดแปลงจากเว็บไซต์และข้อมูล

แซนวิชเดนิช
ครีมข้าวโพดมะพร้าวอ่อน

แซนวิชเค้กเอิร์ลเกรย์
บุกบราวนี่ชูการ์

กวิศลเชต

OEM 7-Eleven : Strategic Plan 2025

NEW CATEGORY

Drive trendy products to expand the new category base and increase sales opportunities among teenagers and consumers who enjoy new products.

- Chocolate Mochi Tart (30/01/25)
- Roti with Baked Corn and Cheese (06/02/25)



CO-BRANDING

Enhance sales potential through collaboration by expanding the customer base from partners' customers and adding uniqueness to the products.

- Chocolate Sandwich Made with KitKat (13/02/25)



HALAL

Develop Halal NPD to expand accessibility for Muslim consumers and drive the communication plan through in-store and online channels to create awareness and boost product sales during the Hari Raya festival.



- Strawberry Cream Cheese Sandwich (24/01/25)
- Ebiko & Tamago Crab Stick with Mayonnaise Sandwich (30/01/25)
- Tuna Salad Bun (13/02/25)



NSL Foods : Owned –Brand

Owned –Brand : Q4 Products Launch

PANGTAI



NSL BAKERY



Rice Bar By NSL

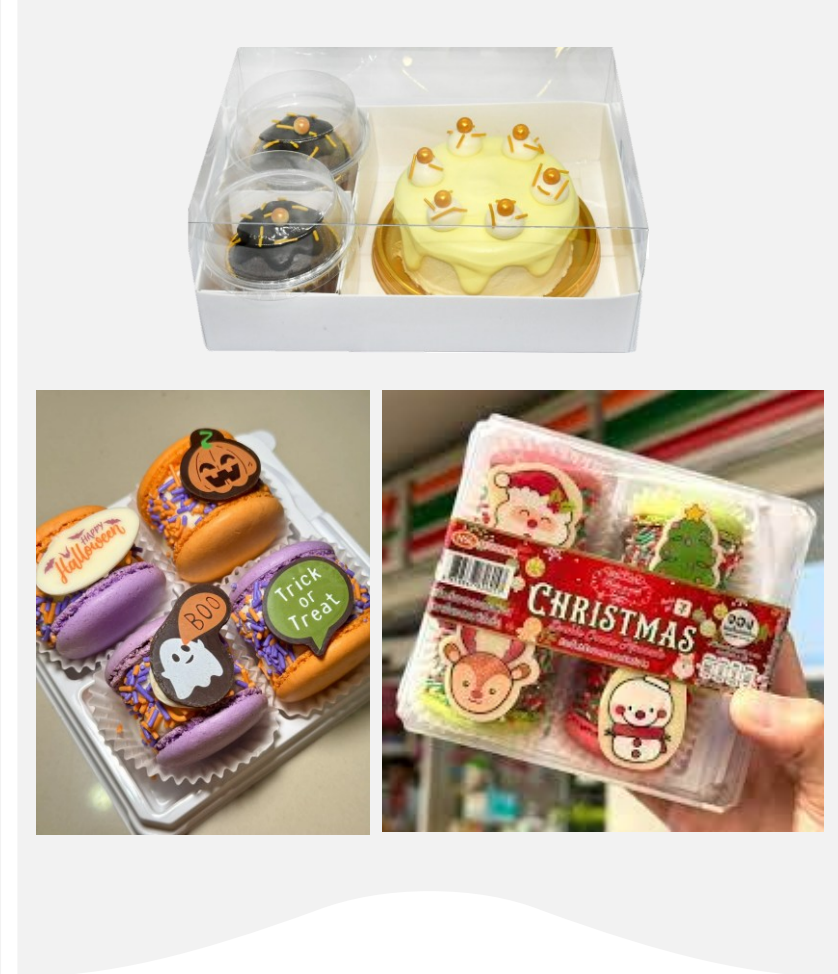


Owned –Brand : Q4 Products Launch

ALL STORES

Premium 540 branches +
ALL Supreme 200 branches

PRE ORDER

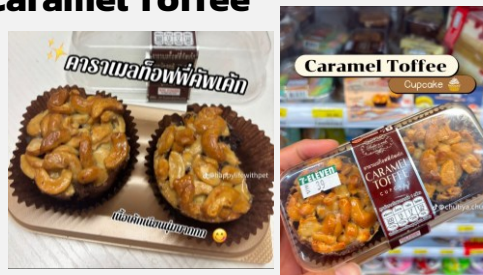


Owned –Brand : Strategic Plan 2025

NSL SELECTION



- Develop and establish classic products as staples, such as **Caramel Toffee**



- Well knew Flagship products **Donut and Choux Cream**



- Trendy Product**



NSL BAKERY

The dry bakery products group is sold through both sales channels



NSL Bakery Strategy

- Level Up:
Trendy Crispy roll
- Strengthen **HALAL** products and promoted by **professional chef**



- Trendy Product



NSL Bakery group strategy

- Diverse SKUs to push sale growth.



RICE BAR Group Strategy

PLACE

- Pop up booth** locations to enhance brand awareness and drive sales.
- Expand new sales channels** through:
 - Corporate clients
 - Dealer customers
 - Catering customers

PRODUCT

- Introduce new products to increase variety and add value to the brand, aligning with consumer trends.



NSL Foods : Food Services

New Factory



โรงงานใหม่

NSL FOODS สาขา 5 บางเสาธง
สมุทรปราการ เพื่อรองรับการเติบโต
ธุรกิจ Food Services



New Products



สินค้าใหม่

เพื่อรองรับความต้องการของลูกค้าที่หลากหลายในธุรกิจ
Food Services

- Beef Ball
- Sundried Beef
- Chocolate mouse



New Customers



ลูกค้าใหม่



Zen Group



New Products

- Expanding more on : Beef, Cheese, Processed food
- Burger Salmon for Eat Am Are



New Customers

- Nua Tair
- Zen Group
- Eat Am Are
- Working : MK Suki, Sukishi, Salad Factory, Wine Connection and Hotels

NSL Bake A Wish



NSL-BAW : Q4 Products Launch

NSL BAKE
A WISH
บริษัท เน้นเอสแอล เบคอรี่ จำกัด

สินค้าเดือนตุลาคม 2567



ดาร์คช็อกฯ และมิลค์ช็อกฯ ดูไบ
ช็อกฯ บอล

1

2

บราวนี่ ดาร์คช็อกฯ ดูไบ



สินค้าฮาโลวีน

3



4

คัพเค้กฮาโลวีน



สินค้าเดือนพฤศจิกายน 2567



ทาร์ตมะพร้าว



เค้กกล้วยหอม



หมูแต่งไวท์
ชีสโกแลตดูไบ



หมูแต่งในสวนคูนาวา

NSL-BAW : Q4 Products Launch

NSL BAKE
A WISH
บริษัท เนินเอสแอล เบค จำกัด

สินค้าเดือนธันวาคม 2567

บราวนี่มาร์ชเมลโล่

สินค้าเทศกาลคริสต์มาส



ก๊ฟเชิตป์ใหม่



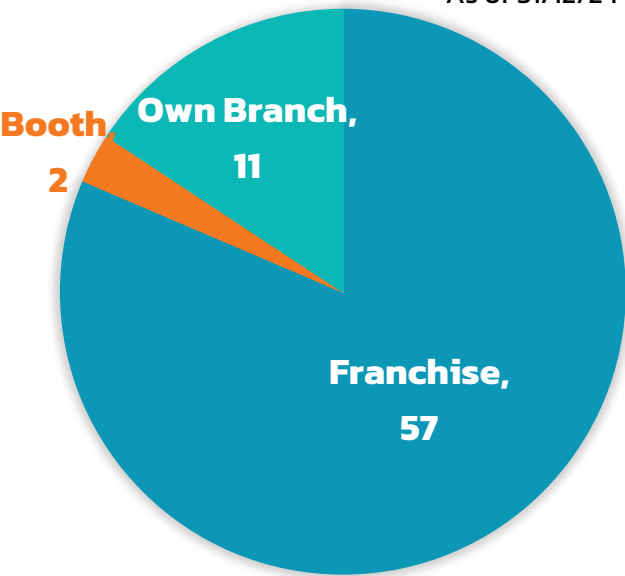
BAW Branches 2024

Branches

13

Type	Branch
Franchise	57
Own Branch	11
Booth	2

As of 31/12/24



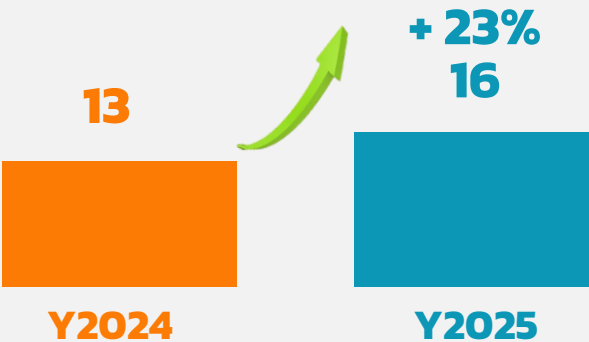
Branch	Brand
Imperial World Samrong Branch (IPS)	Bake A Wish
Ayutthaya City Park Branch (ACP)	Bake A Wish
Big C Rama 2 Branch (BRM2)	Bake A Wish
Central Nakhon Sawan Branch (NKS)	Bake A Wish
MRT Sukhumvit Branch (MRT SKV)	Bake A Wish
Central Ramindra Branch (RID)	Bake A Wish
Central Nakhon Pathom Branch (NKP)	Bake A Wish
Big C Rama 4 Branch (BRM4)	Bake A Wish
Robinson Ratchaburi Branch (RR)	Bake A Wish
Central World Branch	Bake A Wish
Mega Bangna Branch (MG)	Bake A Wish
Pastry Banthat Thong Chula 12 Branch (BTT)	Pastry
Banthat Thong Chula 12 Branch	Yoko

Q1/2025

New Branches Q1/2025

2

Siam Center
Central Westgate



New Format

Renovate New Shop
Banthad Thong
Chula
Q1/2025



NSL INTERTRADE (2023)



ภาพรวมการดำเนินงานรายผลิตภัณฑ์ใน Q4/2024

- สำหรับยอดขายตามรายผลิตภัณฑ์ น้ำมะพร้าวยังคงเป็นสินค้าขายดี ตามมาด้วยกลุ่มกะทิ ฝักผลไม้ และกลุ่มขนม

Product	สัดส่วนการขาย (%)
เครื่องดื่มสำเร็จรูป	49.31
กะทิ	35.30
Fruits & Vegetable	10.46
Snacks & Desserts	4.93



■ Coconut Bev ■ Coconut Milk ■ Fruits & Vegetable ■ Snacks & Desserts

NSLI : Strategic Plan 2025



Existing Customers

Expand and
Propose new items.
Good relationship
for long term



Exhibitions

Well connected
with good partners.
New opportunity
for Import & Export.



Key Products

Thai Dessert
Rice Bar
Beverage
Can Foods

NSLI : Strategic Plan 2025

ส่งออกสินค้า **ตู้แรก**
Frozen Rice Bar
เมื่อวันที่ **04/03/2025**



NSLI FOODS	
NSLI INTERTRUCK CO., LTD.	
Loading and Unloading Report for FV0204032025	
Subject: Frozen Rice Bar with Mango	
Product: Frozen Rice Bar with Mango	
Net Weight: 100g	
Total: 1000000	
Loading Date: 04/03/2025	
Loading Time: 08:00	
Loading Location: Warehouse	
Loading Method: Manual	
Loading Status: Completed	
Loading Remarks: All goods are loaded correctly and safely.	
Loading Operator: [Signature]	
Loading Supervisor: [Signature]	



EXHIBITIONS PLAN 2025

- Focus on customers' demand and Target group
- Create new products supply to market
- Global trade and events 4 oversea 1 domestic



NSL INNO FOODS



New Products

New Products

- Mozzarella (Block & Shredded)
- Cheddar Cheese Slices
- Cheese Spread



NSL FOODS PLC.

Agenda



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5.

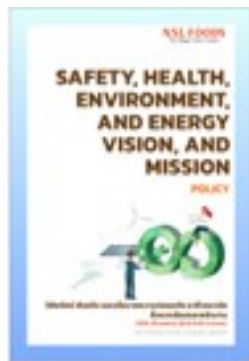
Q&A

NSL Sustainability

Sustainability Plan 2025

Sustainability Report

ESG policies announcement



ESG Partnership



NSL FOODS PLC.

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NSL FOODS PLC.

Q & A



This presentation, provided as part of NSL Foods Public Company Limited's investor relations materials, is intended to deliver financial and business-related information about the company. Some of the content may include forward-looking statements based on current insights and perspectives of the management.

These statements are inherently subject to various risks and uncertainties, and actual results may significantly deviate from those previously anticipated. The company assumes no responsibility for changes that occur after the date specified within this material. This presentation is solely for informational purposes and should not be interpreted as an offer to sell securities.

Additional information can be found on the Stock Exchange of Thailand's website at www.set.or.th.

Thank You