



After You Public Company Limited

Presentation

For Quarter 2, 2018 Performance

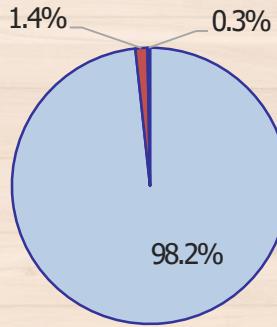
Financial performance

No. of Branch	28-30	28-30	22						27
	6 mo'18	Q2'18	Q2'17	Remarks :				2017	
Unit : MB	mil Baht	%	mil Baht	%	mil Baht	%	% Inc. (Dec)	mil Baht	%
Dessert café	399.8	99%	202.5	98%	171.5	99%	18%	704.3	97%
Catering/Pop Up/OEM	5.6	1%	3.5	2%	2.5	1%	41%	19.7	3%
Total Sales	405.4	100%	206.0	100%	174.0	100%	18%	724.0	100%
Cost of sales	-132.4	-32.7%	-67.7	-32.9%	-58.0	-33.4%	17%	244.3	-33.7%
Gross Profit	273.0	67%	138.3	67%	115.9	67%	19%	479.7	66%
Other income	5.3	1%	3.2	2%	2.2	1%	48%	11.4	2%
Selling Exp.	-134.0	-33%	-67.7	-33%	-53.6	-31%	26%	227.5	-31%
Admin. Exp.	-71.6	-18%	-38.6	-19%	-26.0	-15%	48%	106.1	-15%
EBIT	72.7	17.7%	35.2	16.8%	38.5	21.9%	-8%	157.5	21.4%
Net Profit	60.1	14.6%	28.9	13.8%	31.5	17.9%	-8%	128.9	18%
EPS (Bt. Per share)	0.07		0.04		0.04			0.16	2

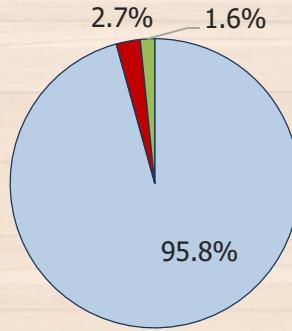
Revenue contribution from 'Non-Café Sales' to be higher in the future

- Café sales is still a major part of revenue, while AU facilities and business model will enhance other sources of income which are catering, booth sales (special event), co-branding, and merchandise sales

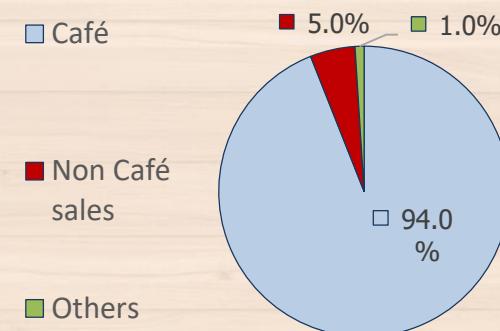
2016



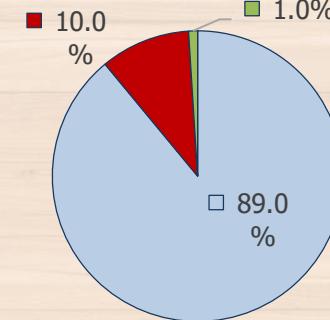
2017



2018 (F)



2020 onwards



As of End Aug '18	Branches	Location	Products
	30	Bangkok & Vicinities, Korat, Chiangmai, Udon Thani	-Toasts, cakes, cookies, drinks and new To-Go products such as custard, Panna Cotta, milk tea in bottle, and etc.
After You Durian		Siam Paragon	Toast, shaved ice desserts, ice cream
Maygori	1	Siam Square 1	Variety of shaved ice desserts

2017

- Opened 8 new Branches and 1 up-country to boost sales.
- Introduced "After You Durian" at Siam Paragon (May 2017)

As of Aug. 2018

- (March '18) Started To-go café at CTW.
- Sell toasts on 2 airlines.
- Other Income :Collaboration with leading cosmetic brand
- Client's CRM, Employee Relation



AU Growth roadmap

- Catering activities in Singapore and Malaysia for demand testing for franchise
- OEM and catering became larger portion from customers' perception and company's strategy
- Co-Branding with leading Coffee Store



Previous Clients' Activities : Sales Promotion

ก้าวสู่ปีที่ 7

แม่ค้า 9



ไทยสมายล์ ฉลองก้าวสู่ปีที่ 7 เสิร์ฟเมนูพิเศษ Starbucks-After You



Advertisement



อร่อยพรี สุดพิบ!

เพียง 3 วัน แจกพรี 5,100 สิทธิ์*

พกพิเศษเดือน ก. 10 พ.ค. 2561
ม.ค. 18 พ.ค. 2561
อ.พิเศษ ก. 29 พ.ค. 2561



Shibuya Honey Toast ฿99 175 ㎤ (สอง บิบบี้ ไซส์)



สิทธิพิเศษเมื่อใช้จ่ายผ่านบัตรเครดิต/เดบิตธนาคารออมสิน

Our destination

Q1

DonMuang,
CTW
(to go)

Q2

Chiang Mai,
Udon Thani

Q3

Central
Rama 2

Q4

1 Oct' 18

Grab



Vector

Terminal 21 Pattaya –
OCT.

Central Phuket
Floresta- NOV

The Market Bangkok
(Raja Prasong) - DEC

2019

ICONSIAM
THE ICON OF ETERNAL PROSPERITY

Phuket ป่าตอง, Whizdom 101



✓ **Catering & Special Events in BKK and up-Country with great responses**



✓ **Co-Branding with Airline and Coffee outlets**

✓ **Other on-going projects**



กรุงเทพมหานคร
20-29 เมษายน 2561
ณ ลานප්‍රිසෝස් ชั้น 1
ศูนย์การค้าเซ็นทรัล ลาดพร้าว

Oversea opportunities

2018

- Partner selection
- Complete franchise agreement (Standard & Localization)
- Proceed on franchise registration



2019

- Sign off franchise agreement

We've received high attention from oversea in both product and franchise opportunities from many countries.



	Branches	Province	Location Type	Launched
1	J Avenue Thonglor 13	BKK	Community mall	2007 Oct
2	La Villa Aree	BKK	Community mall	2009 Jan
3	Siam Paragon	BKK	Shopping Centre	2010 Dec 16
4	The Crystal Park	BKK	Community mall	2011 Sep 7
5	Central Plaza Ladprao	BKK	Shopping Centre	2012 Feb 16
6	Int Intersect Rama 3	BKK	Community mall	2013 Jul 30
7	Central World	BKK	Shopping Centre	2013 Jul 30
8	Silom Complex	BKK	Shopping Centre	2013 Sep 19
9	The Mall Bangkapi	BKK	Shopping Centre	2014 Jul 26
10	Siam Square One	BKK	Shopping Centre	2014 Sep 9
11	Tha Maharaj	BKK	Community mall	2015 Jul 27
12	Mega Bangna	Sumut prakan	Shopping Centre	2015 Aug 17
13	The Crystal Ratchapruék	Nonthaburi	Community mall	2015 Mar 16
14	The Mall Bangkae	BKK	Shopping Centre	2015 Nov 16
15	Future Park Rangsit	Pathum Thani	Shopping Centre	2015 Dec 30
16	Terminal 21	BKK	Shopping Centre	2016 Jul 11
17	Seacon Square	BKK	Shopping Centre	2016 Sep 21
18	Central Plaza Pinklao	BKK	Shopping Centre	2016 Nov 9
19	The Portal Impact Muang Thong Thani	Nonthaburi	Community mall	2017 Mar 9
20	Bangkok Hospital	BKK	Hospital	2017 Jun 8
21	Esplanade Ratchadapisek	BKK	Community mall	2017 Jun 28
22	MBK	BKK	Shopping Centre	2017 Sep 7
23	The Promenade	BKK	Community mall	2017 Sep 17
24	Central Bangna	BKK	Shopping Centre	2017 Sep 20
25	The Mall Korat	Korat	Shopping Centre	2017 Oct 15
26	Central Westgate	BKK	Shopping Centre	2017 Dec 22
27	(To-go) Office at Central World	BKK	Office Building	2018 Mar
28	Chiang Mai Central Festival	Chiang Mai	Shopping Centre	2018 Jun 3
29	Udon Thani Central Plaza	Udon Thani	Shopping Centre	2018 Jun 28
30	Central Rama 2	BKK	Shopping Centre	2018 Jul 4
MAYGORI	31. Siam Square One	BKK	Shopping Centre	2016 Jun 9



Financial Position



Assets

Increased over time as plants, HO and outlets expand. Software purchase for ERP.

Liabilities

- Heavily drop after Dec.'16 loan repayment from IPO cash received.*

Equity

- Retained earning soars from net profit and reduced by dividend payment which is 95 - 100 % pay-out ratio during the last 3 years.*

A F T E R Y O U
EST. 2007
Bangkok



www.afteryoudessertcafe.com

LINE @afteryoucafe

f afteryoucafe

g afteryoudessertcafe

AFTER YOU PCL., 1319/9 Patthanakan Road, Suanluang Bangkok 10250, Thailand

Email : ir@afteryou.co.th Tel +66 2318 4488 or +66 2318 4488 # 206

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APPENDIX