

AFTER YOU  
EST. 2007  
Bangkok



Opportunity Day at SET  
Monday 18 March 2019  
16.30

# 2018 Management Highlights

*Quality and good tasty desserts are still in high demand.*

## AU Actions 2018

- Open 6 new branches (3 BKK, Chiang Mai, Udonthani and Pattaya) in 2018
- AU is establishing infrastructure for diversified revenue, i.e Plant, and lab QC processes.
- Q4/18 Launched new take-home products enhancing the bottom line margin.

## 2018 Performance

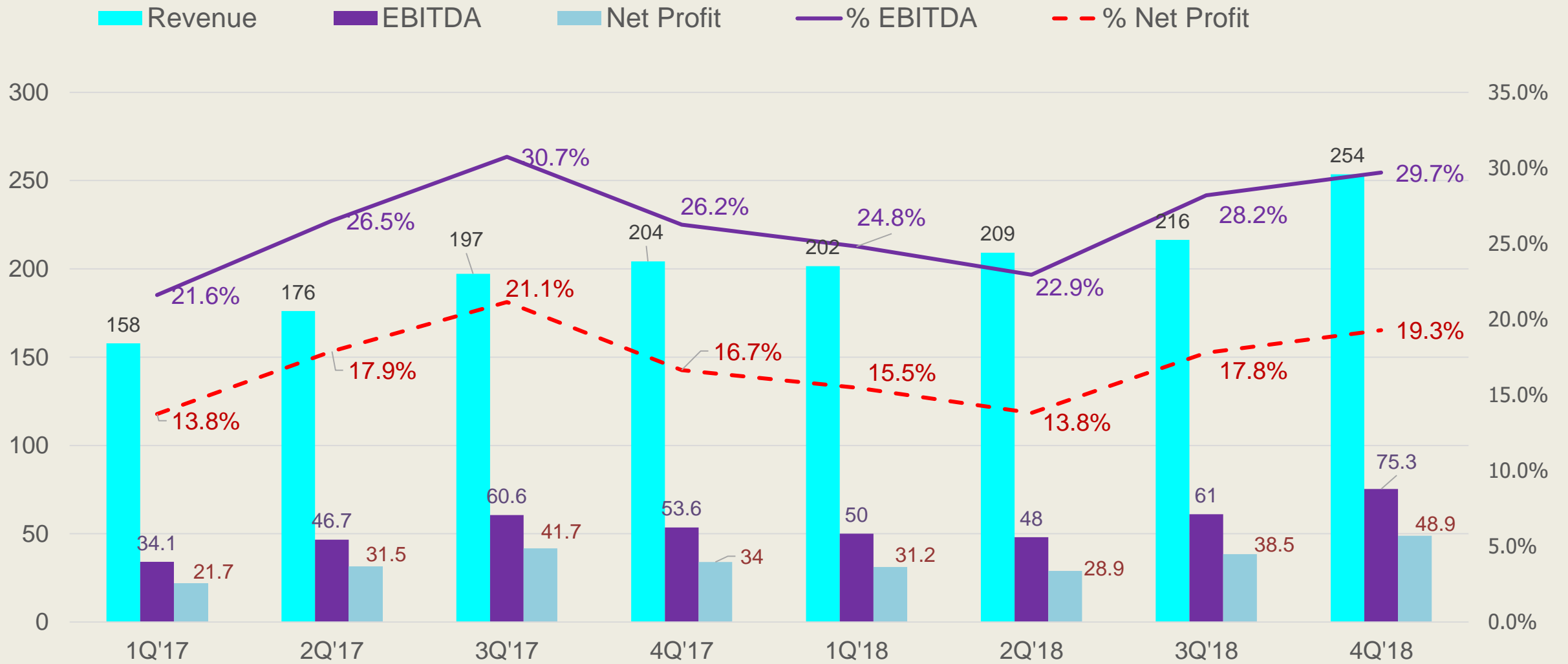
- ❖ 2018 Sales rose by 20%
- ❖ New take-home products helped boosted Q4 sales
- ❖ OEM volume expanded from existing and new corporate clients
- ❖ Expanded distribution channel to online and home / delivery services.



# Financial Figures : New high Net profit in Q4'18 and 2018 from café' and OEM

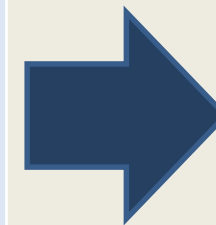
No. of Branch	32		27			
	2018		2017		Remarks / Explanations	Yearly
Unit : MB	mil Baht	%	mil Baht	%	Variance 2017 and 2018	% Inc. (Dec)
Dessert café sales	838.2	96.2%	704.3	97.3%	Growth from new branches and new products	19%
Other sales	32.9	3.8%	19.7	2.7%	Mainly from OEM, Pop Up, Catering for our corporate clients	67%
<b>Total Sales</b>	<u>871.1</u>	100.0%	<u>724.0</u>	100.0%	20% Increased	20%
Cost of sales	289.0	33.2%	244.3	33.7%	Raw Material and supplies cost are well managed	18%
<i>Gross Profit</i>	582.1	66.8%	479.7	66.3%		21%
Other income	9.6	1.1%	11.4	1.6%	Reduction in principal invested	-16%
Selling Exp.	271.0	31.1%	227.5	31.4%	Same pace with café sales from manpower efficiency arrangement	19%
Admin. Exp.	140.6	16.1%	106.1	14.7%	0.5% is attributed by Don Muang write-off, otherwise higher depre., set-up expense for future plan	33%
EBITDA	234.4	26.6%	194.8	26.5%	Steady EBITDA Margin in line with sales	20%
<b>Net Profit</b>	<u>147.4</u>	16.7%	<u>128.9</u>	17.5%		14%
EPS (Bt.)	0.18		0.16			

# Quarterly figures 2017 - 2018



# 2018 Completion / 2019 New Branches expansion plan

New Branch	2018	2019
Q1	Don Muang CTW Office	<i>Iconsiam (16 Jan) 101 The Third Place (5 Feb), Central Patong Phuket (15 Feb), The Market Bangkok ( 20 Feb)</i>
Q2	Chiang Mai Udonthani	Sukhumvit 11 Had Yai 1 up-country BKK In-Town, 1 up-country 1 up-country
Total 1H	4 Branches, Net 3	10 Branches
Q3	Rama 2	
Q4	Terminal 21 Pattaya	
Total 2H	2 Branches	-
Total Year	Net 5 branches	10 Branches

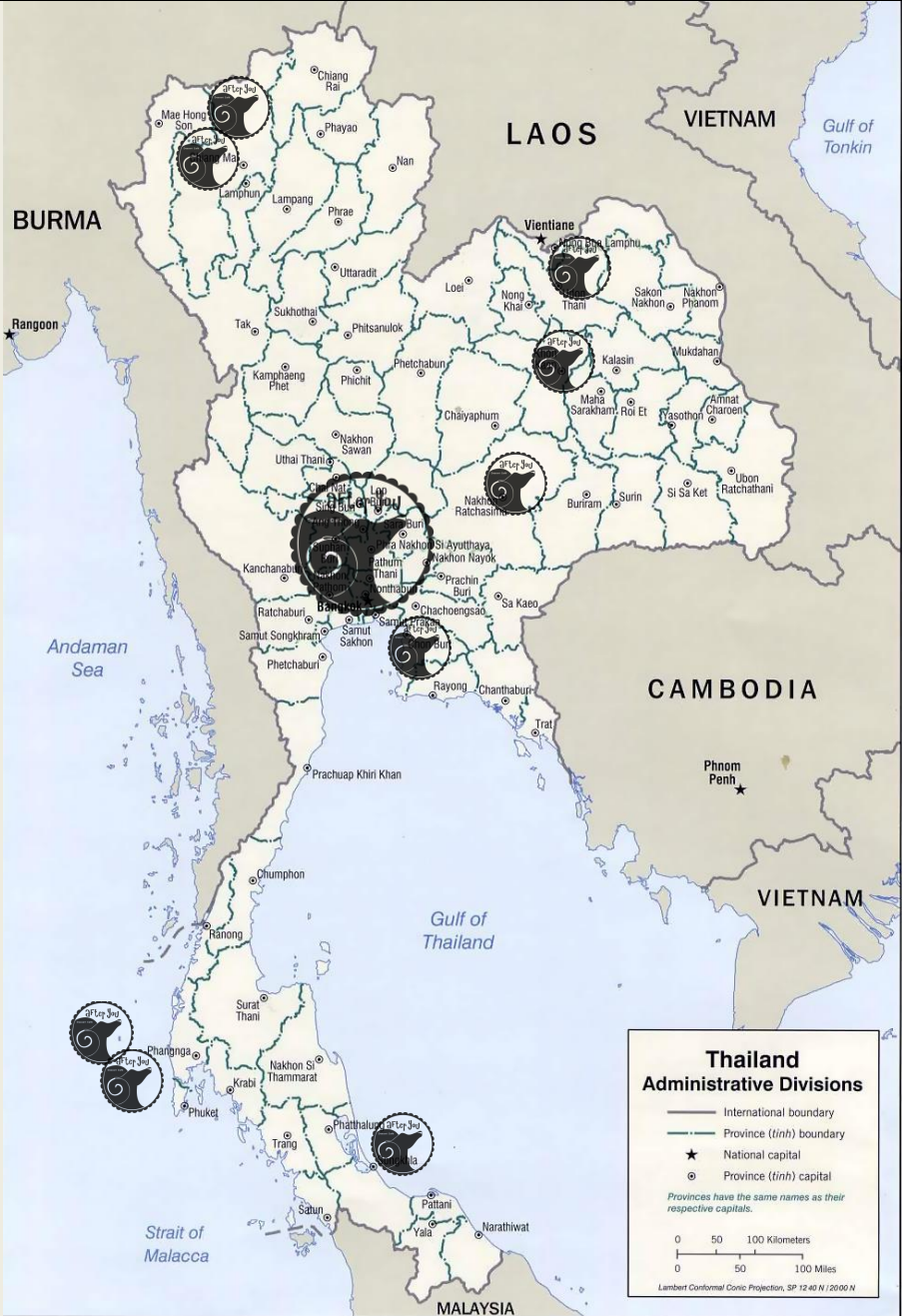


# New Activities in 2019 Business Plan

	Business Plan	Activities
1	Thailand branch expansion	10 branches
2	Plant expansion phase 2	❖ Cold storage : Raw material ❖ Solar energy rooftop ❖ Machineries and equipment
3	Butter and milk buns & other variation	Development of new flavors & increased capacities
4	Pop up booths & more event catering	High purchasing power in up-country malls and areas
5	Seeking new collaboration opportunities	Strengthen relationship with current clients and establishing new exciting projects.
6	Oversea branch expansion	HK franchise by Q3 – Q4 '2019
7	New business concept development	6



# H1/ 2019 –5 targeted branches in up-country



# H2/ 2019 – First After You Dessert Café in HK







Truffle Toast, Boba Chai Latte



Chicken Toast



Hong Kong Milk Tea



Kiss Kiss Peach Yogurt Kakigori



Nom Mai Sod Bun



Soufflé Cheesecake



Yin Yang, Boba Yin Yang



Mayongchid Frappe, Mayongchid Kakigori





Bonchon x After You : Chicken Toast



Air Asia : Soufflé Pancake



Air Asia :Hokkaido lava Toast



Air Asia : Nom Yen Bun



Thai Smile : Butter Bun, Nutella Butter Bun, Chocolate Fudge Cake, Sun-Dries Banana Cake



Thai Smile : Strawberry Cheesecake Verrine



Starbucks : Dark Chocolate Butter Bun





*Thank you*



# Appendix