



SIAMEAST SOLUTIONS PUBLIC COMPANY LIMITED

# Q2' 23 SET OPPORTUNITY DAY

11 SEPTEMBER 2023



GROWTH



TARGET



GLOBAL

# SE

## AGENDA

01

**SE HIGHLIGHT 2023**

02

**SE BUSINESS OVERVIEW**

03

**SE MANAGEMENT**

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**SE FINANCIAL PERFORMANCE**

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**SE BUSINESS STRATEGIES AND**

**GROWTH DIRECTION**

06

**Q&A**



## SE 30 Year Anniversary

**“30 years anniversary”** This year group strategy focuses on products and services which relates to ESG to help empower customers to become sustainable.



## New High Revenue and Backlog

New high in Revenue with **6.94% YoY** higher with 290.22 Million Baht. Besides revenue increasing, there is also a new high of Backlog at **247.33 Million Baht**.



## PTU-SE-UBA MOU

PTU – SE – UBA MOU was held 19 JAN 2023 to strengthen relationship and strengths of each company to deliver the best and cost effective solution to our customers. **PTU** strengths in **design**. **UBA** strengths in **EPC** and **O&M**. **SE** strengths in **sourcing** and **procurement** of products.



## Business Development

Under the concept of increasing products and services into the existing market. SE has managed to find more new brands and services that supports the ESG trend to increase revenue per customer. As a result from the Business Development team, the results are expected to be shown at the 2nd Half of 2023 onwards.

## VISION

Solutions Excellence  
Provides industry excellence  
for all stakeholders.

## MISSION

Emphasis on providing efficient  
and fast products and services.  
Create investment opportunities  
and add value to shareholders,  
customers and employees

## VALUES

# F A S T

### F AST SERVICE



Fast product delivery,  
services and supply.

### A CTION



Cultivate continuous Action  
to create business continuity  
by building confidence and  
honesty to all stakeholders

### S YNERGY



Synergy building for strategic  
partnership and collaboration

### T ECHNOLOGY



Technology development,  
knowledge and other skills.



Zero  
Corrosion Rate

Wastewater  
Treatment



Successful Risk  
Management

Efficiency and Effective  
Governance

Accountability

Inclusiveness

Anti-Corruption

Integrity

Legal Abidance

Participation and  
Corporate Citizenship

Transparency

"Our Commitment to ESG Mirrors Our Commitment to The World."



The background is a collage of various images. On the left, there's a large '50th' with '50' in a dark blue font and 'th' in a light blue font. Below it, a large 'SE' is visible, with the 'S' in dark blue and the 'E' in a light red/pink color. In the center, there's a group of four people standing in front of a white pickup truck. To the right, there's a red triangle with 'SIAM EAST' written inside it. The overall theme seems to be related to a 50th anniversary or a significant milestone for Siam East.

# **SE BUSINESS OVERVIEW**

SOLUTIONS EXCELLENCE  
SIAMEAST SOLUTIONS PUBLIC COMPANY LIMITED

# SE HISTORY



**1993**

Siamrajathane (East) Co.,Ltd was establish In The East of Thailand with a capital of 2.0 million baht.



**2015**

The company achieved ISO 9001:2008.



**2017**

The company entered the Stock Exchange Market in Thailand and increased its capital to 120.0 million baht with a total of 240 million shares.



**2021**

The company acquired Kessel (Thailand) Co.,Ltd with 92.28% investment in register capital. The company open OKS Group Holding for investment in startups. The company increase capital register to 324 million baht



**2023**

Started Utility and Power BU as future trend of industry

**2005**

The company opened In Bangkok area to Oversee and manage the company in Bangkok and it's suburbs area.



**2016**

The company opened Khon Kaen sale Office to serve the North-East Area of Thailand.



**2018**

The company acquired Utility Business Alliance Co.,Ltd (UBA) with a 40% Investment in the registered capital.



**2022**

OKS Group Holding Invested In Linquip Corporation in USA and also sign MOU to research opportunity in SEA market. Spin-off and listed Utility Business Alliance Public Company Limited in MAI



## SUPPORTING INFRASTRUCTURE

### ENGINEERING PRODUCTS



**PUMPING  
SYSTEM  
TECHNOLOGY**



**PROCESS  
AND PIPING  
SOLUTIONS**



**INNOVATIVE  
MATERIAL**



**UTILITY  
AND POWER**

### SERVICES



**SERVICE  
BUSINESS**

### MEDICAL SUPPLY



**MEDICAL  
SUPPLY**

**4,600 Customers  
in database**

**50 Brands**

**IT Infrastructure ERP,  
Web base Application**

**> 50% is engineer**

**Expert in industry  
30 years**

**Strong Partnerships  
& Synergies**



# SE BUSINESS STRUCTURE



92.28%



Kessel (Thailand) Co.,Ltd.  
One and only Manufacturer and local Fabricator  
of Teflon lining in Thailand

**MANUFACTURER  
AND FABRICATOR**



99.99%



OKS Group Holding  
Company Limited  
Invest in Startups and companies to complete  
the ecosystem

**INVESTMENT**



28.60%



Utility Business Alliance  
Public Company Limited  
Top 3 of operation and maintenance water  
and wastewater treatment in Thailand

**ENVIRONMENTAL  
MANAGEMENT**





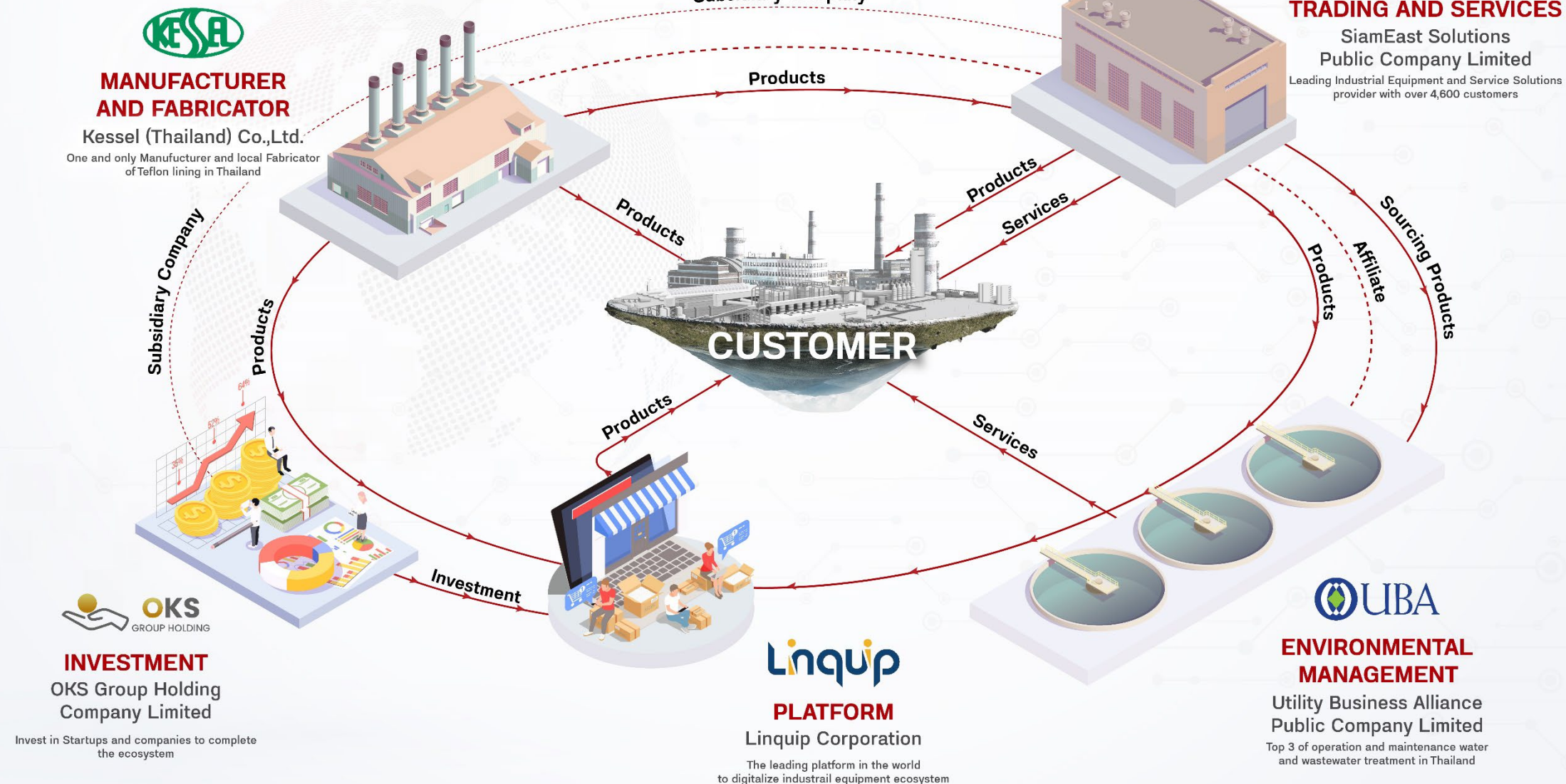
# SE ECOSYSTEM



## TRADING AND SERVICES

**SiamEast Solutions  
Public Company Limited**

Leading Industrial Equipment and Service Solutions provider with over 4,600 customers



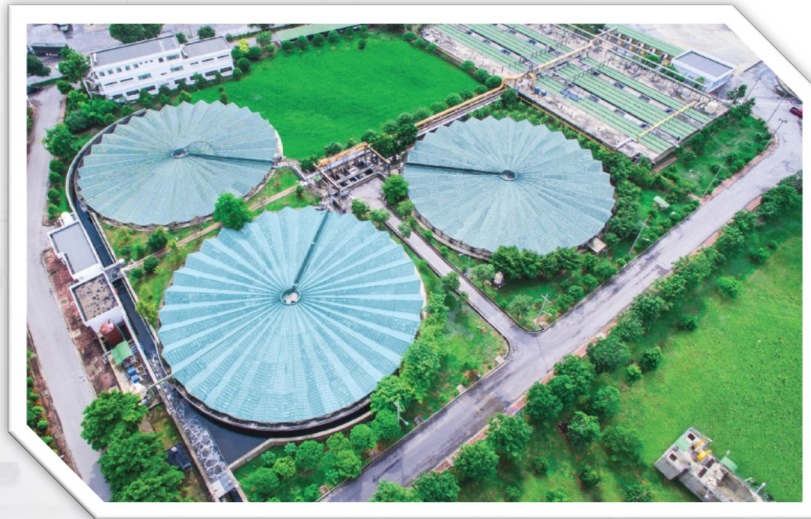


# SE PRODUCT MAPPING





# SE PRODUCT MAPPING





# SE PRODUCT MAPPING



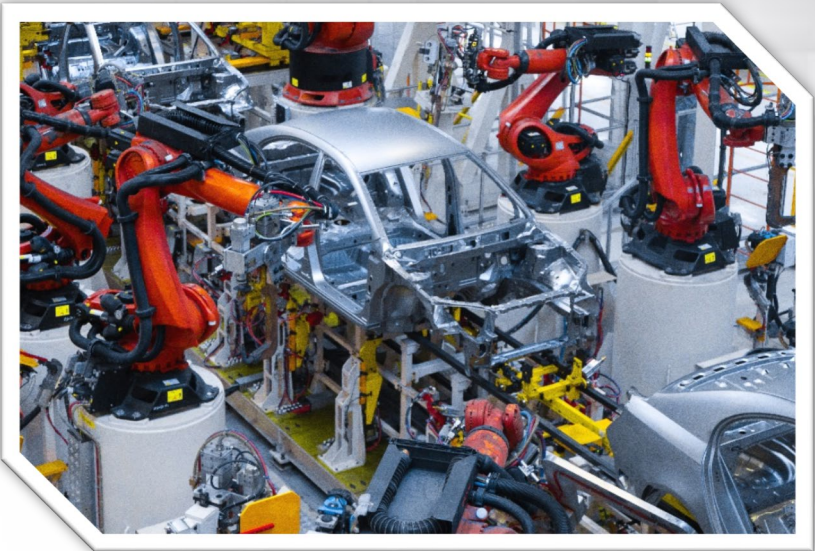


# SE PRODUCT MAPPING





# SE PRODUCT MAPPING





# SE PRODUCT MAPPING





# **SE** MANAGEMENT

SOLUTIONS EXCELLENCE

SIAMEAST SOLUTIONS PUBLIC COMPANY LIMITED

# SE MANAGEMENT TEAM



**WASU  
MUKDAMANE**

COMMERCIAL SUPPORT DIVISION MANAGER

**PORNCHAI  
TANTISUNTHARODOM**

CHIEF OPERATING OFFICER

**ORASA  
VIMOLCHALAO**

CHIEF EXECUTIVE OFFICER

**KIRK  
LEEKASEM**

DEPUTY CHIEF EXECUTIVE OFFICER

**NITKAMON  
WONGPIPAT**

ACTING CHIEF FINANCE OFFICER





# **SE** FINANCIAL PERFORMANCE

SOLUTIONS EXCELLENCE

SIAMEAST SOLUTIONS PUBLIC COMPANY LIMITED



## REVENUE

Q2 / . 2022  
**135.23 MB**

Q2 / . 2023  
**157.31 MB**  
+ 22.08 MB  
+ 16.32 %

1H / . 2022  
**271.38 MB**

1H / . 2023  
**290.22 MB**  
+ 18.84 MB  
+ 6.94 %

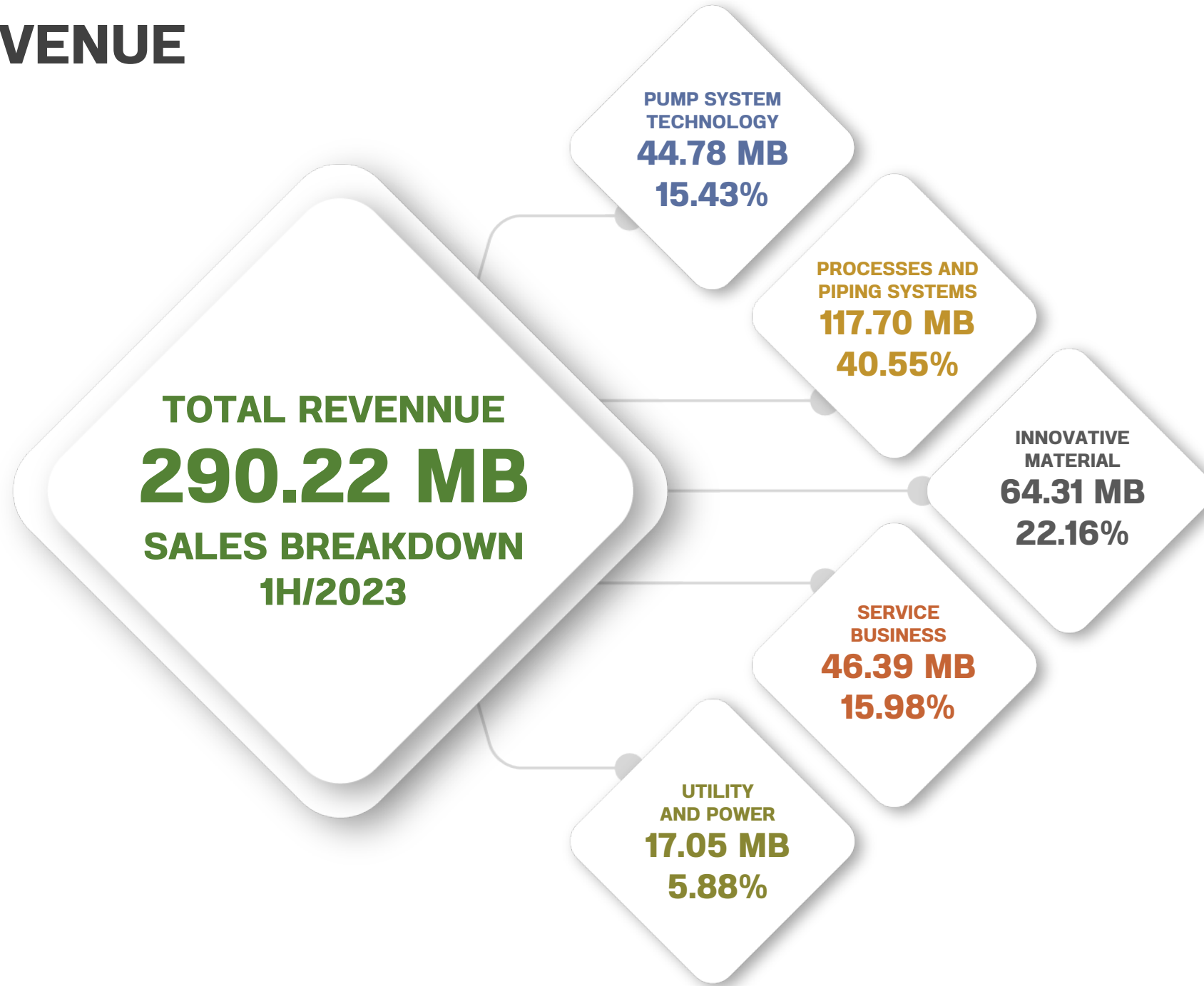
## NET PROFIT

Q2 / . 2022  
**14.06 MB**

Q2 / . 2023  
**15.12 MB**  
+ 1.06 MB  
+ 7.53 %

1H / . 2022  
**27.53 MB**

1H / . 2023  
**26.91 MB**  
- 0.62 MB  
- 2.20 %



# SE INCOME STATEMENT 2020 – 2023



Income statement (Unit: Million THB)	2020	2021	2022	1H/2022	1H/2023
Total sales	449.28	488.41	605.61	271.38	290.22
Cost of services	328.48	357.81	437.73	195.78	212.01
<b>Gross Profit</b>	<b>120.80</b>	<b>130.60</b>	<b>167.88</b>	<b>75.60</b>	<b>78.22</b>
GPM(%)	26.89%	26.74%	27.72%	27.86%	26.95%
<b>SG&amp;A</b>	<b>95.99</b>	<b>113.41</b>	<b>119.52</b>	<b>56.67</b>	<b>57.04</b>
% to sales	21.37%	23.22%	19.74%	20.88%	19.65%
Other income	4.38	9.68	6.09	2.02	2.66
Profit sharing from investment in associated	17.37	20.94	26.66	12.33	9.32
<b>EBIT</b>	<b>46.56</b>	<b>47.81</b>	<b>81.10</b>	<b>33.28</b>	<b>33.16</b>
EBITM (%)	10.26%	9.60%	13.26%	12.17%	11.32%
<b>EBT</b>	<b>45.86</b>	<b>46.17</b>	<b>79.25</b>	<b>32.25</b>	<b>32.49</b>
Taxes	-5.29	-6.16	-10.75	-4.06	-4.41
<b>Net profit</b>	<b>40.58</b>	<b>34.87</b>	<b>66.75</b>	<b>27.53</b>	<b>26.91</b>
NPM (%)	8.94%	7.00%	10.91%	10.07%	9.19%



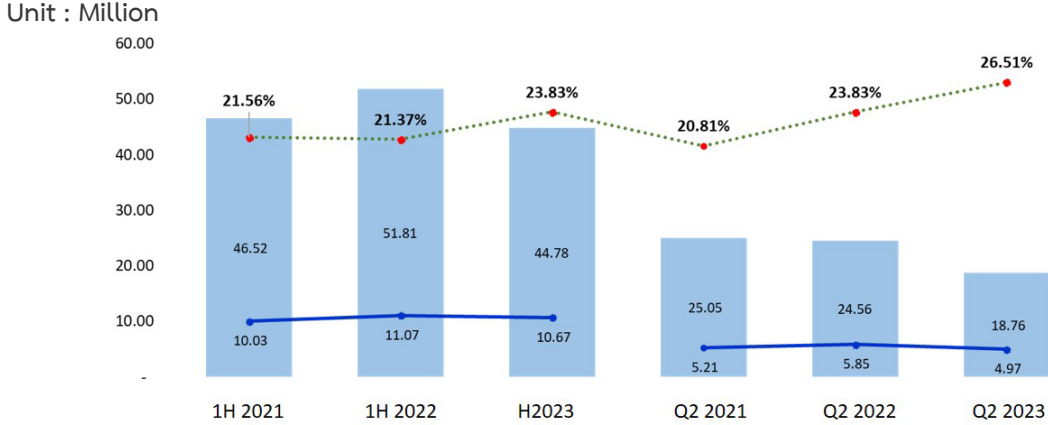
# SE SALES BREAKDOWN 2021 – 1H/2023



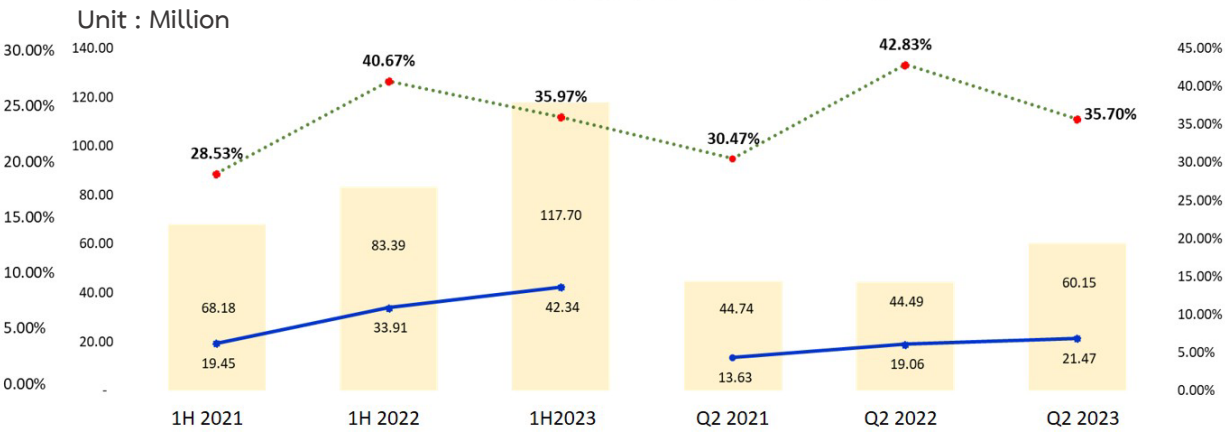
SALES BREAKDOWN	2021		2022		Q2/2022		Q2/2023		1H/2022		1H/2023	
	MILLION THB	%	MILLION THB	%	MILLION THB	%	MILLION THB	%	MILLION THB	%	MILLION THB	%
PUMPING SYSTEM TECHNOLOGY	102.38	20.96%	113.31	18.71%	24.56	18.23%	18.76	12.07%	51.81	19.09%	44.78	15.43%
PROCESSES AND PIPING SYSTEMS	195.44	40.01%	227.44	37.56%	44.49	33.02%	60.15	38.71%	83.39	30.73%	117.70	40.55%
INNOVATIVE MATERIAL	153.34	31.40%	171.24	28.28%	44.81	33.25%	31.58	20.32%	100.87	37.17%	64.31	22.16%
SERVICE BUSINESS	37.26	7.63%	93.62	15.46%	20.88	15.50%	27.85	17.92%	35.30	13.01%	46.39	15.98%
UTILITY AND POWER	-	-	-	-	-	-	17.05	10.97%	-	-	17.05	5.88%
TOTAL REVENUE	488.41	100.00%	605.61	100.00%	134.74	100.00%	155.39	100.00%	271.38	100.00%	290.22	100.00%

# SE SALES GROWTH & PROFITABILITY MARGIN

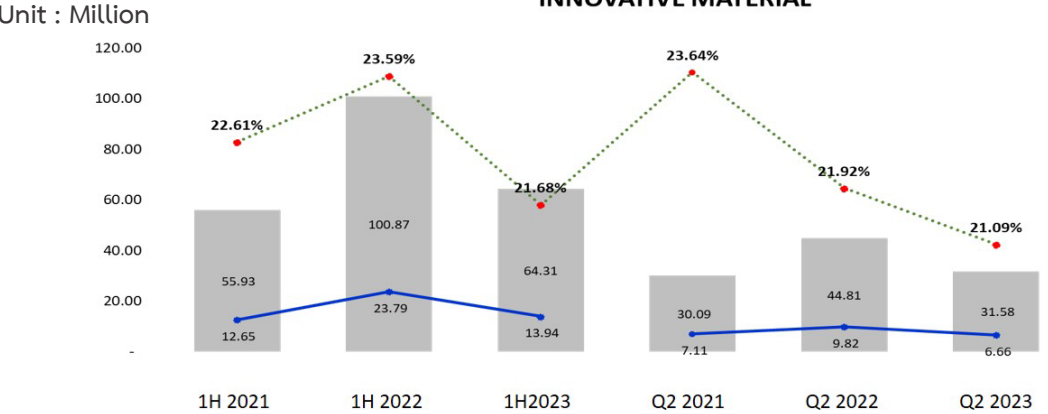
PUMPING SYSTEM TECHNOLOGY



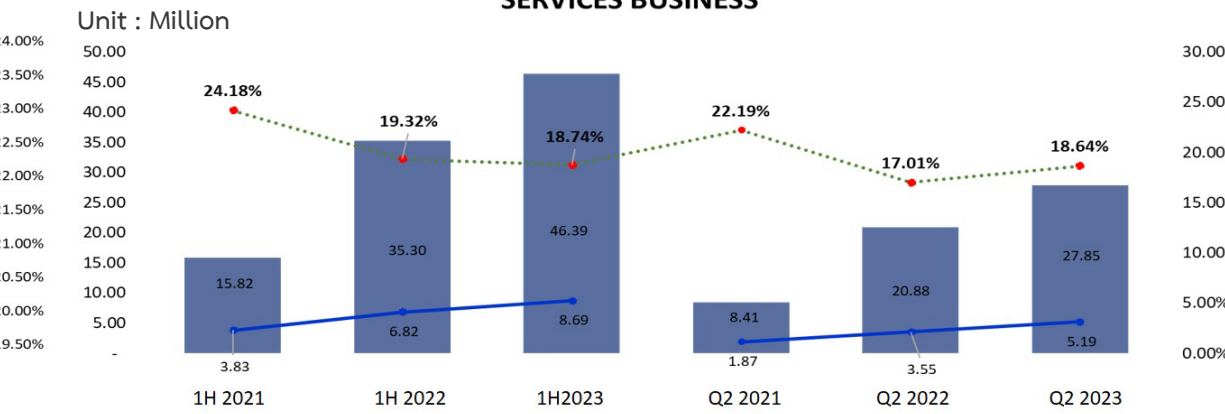
PROCESSES AND PIPING SYSTEM



INNOVATIVE MATERIAL



SERVICES BUSINESS



— Gross profit margin  
— Gross profit



# SE SALES GROWTH & PROFITABILITY MARGIN

## UTILITY AND POWER

Unit : Million

18.00  
16.00  
14.00  
12.00  
10.00  
8.00  
6.00  
4.00  
2.00  
0.00

16.00%  
14.00%  
12.00%  
10.00%  
8.00%  
6.00%  
4.00%  
2.00%  
0.00%

1H 2021

1H 2022

H2023

Q2 2021

Q2 2022

Q2 2023

17.05

15.08%

15.08%

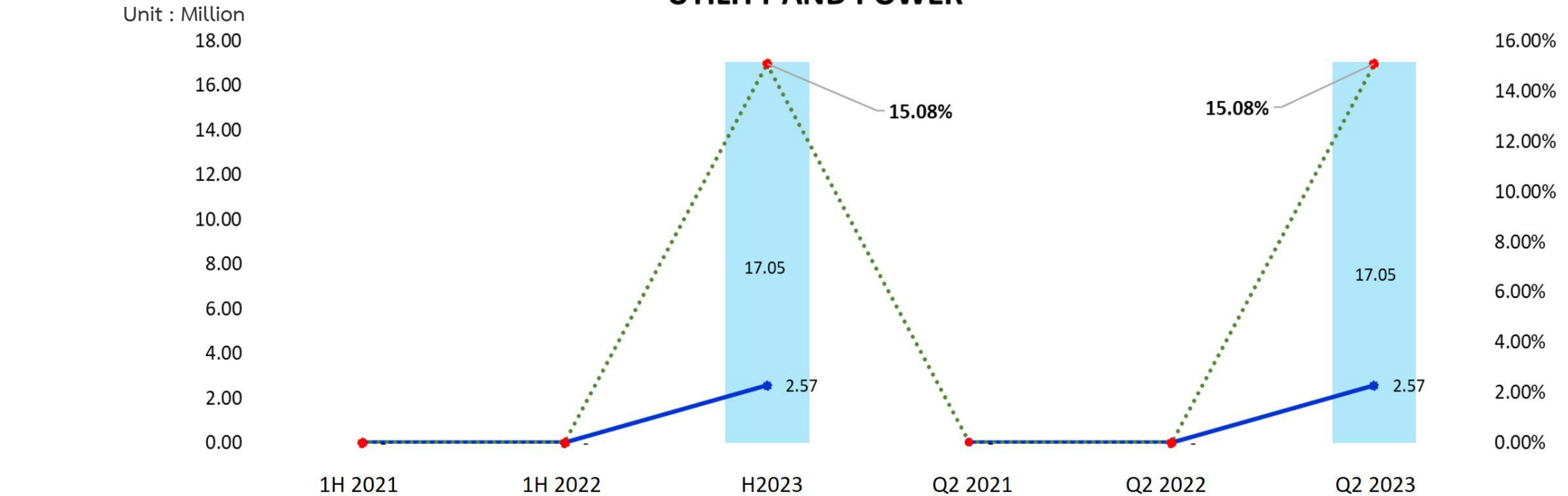
17.05

2.57

2.57

— Gross profit margin

— Gross profit



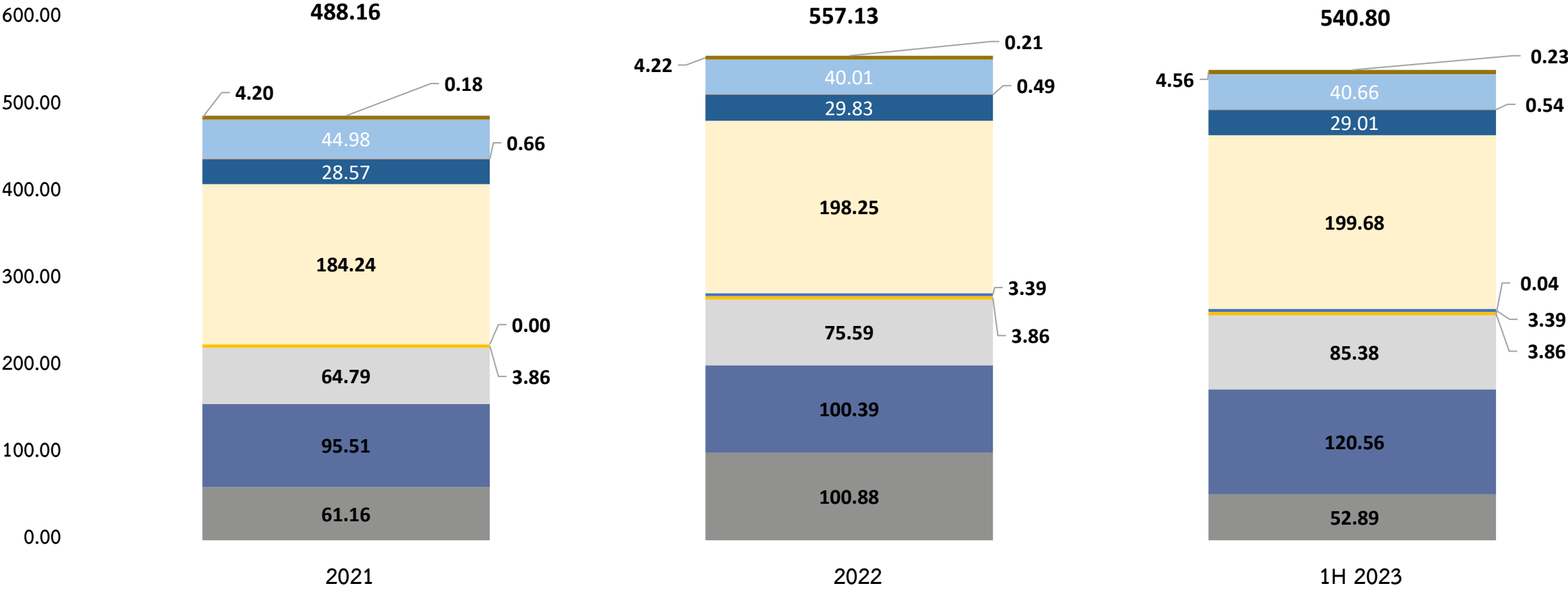
# SE STATEMENT OF FINANCIAL POSITION



Financial Information	2022	1H/2023
	Unit : Million THB	Unit : Million THB
CURRENT ASSET	276.86	258.87
TOTAL ASSETS	557.13	540.80
CURRENT LIABILITIES	110.08	100.30
TOTAL LIABILITIES	157.33	139.13
EQUITY ATTRIBUTABLE TO OWNERS OF THE COMPANY	396.17	396.87



Unit : Million



- Cash and cash equivalents

Deposit at bank pledged as collateral

Other Intangible Assets
- Trade and other Receivables

Other non - Current Assets financial assets

Right of use assets
- Inventories

Investments in Associates

Deferred Tax Assets
- Derivatives assets

Property, Plant, and Equipment

Other Non- Current Assets



# SE LIABILITIES



Unit : Million

180.00  
160.00  
140.00  
120.00  
100.00  
80.00  
60.00  
40.00  
20.00  
-

155.15  
27.06  
128.09  
2021

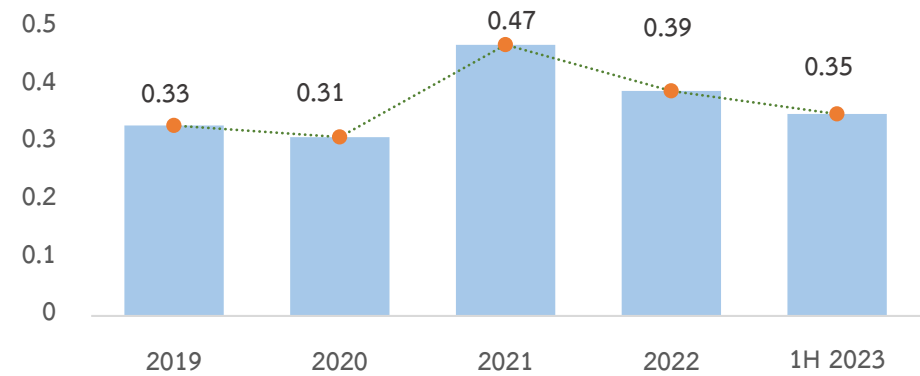
157.33  
47.25  
110.08  
2022

139.13  
38.82  
100.30  
1H 2023

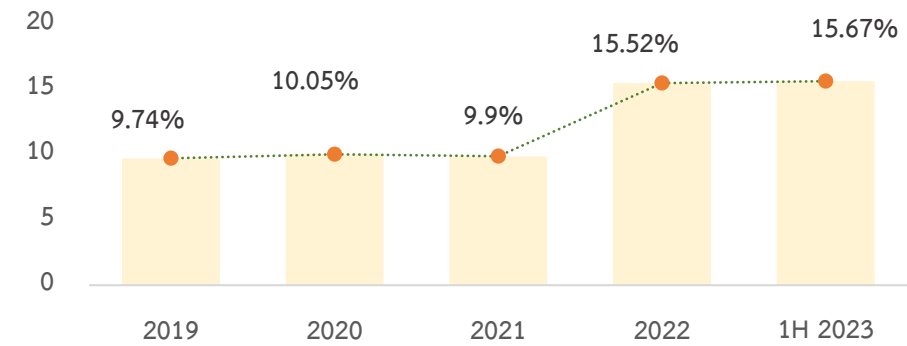
- Current liabilities
- Non - Current liabilities

# SE FINACIAL RATIOS

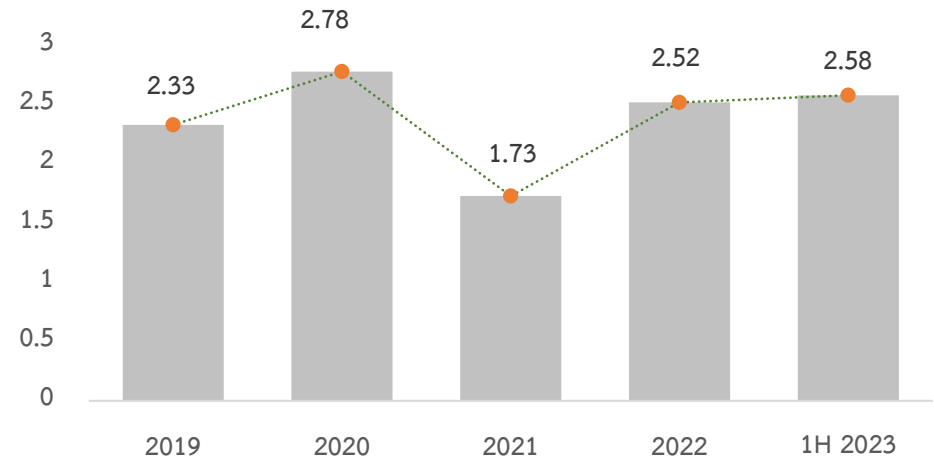
D/E



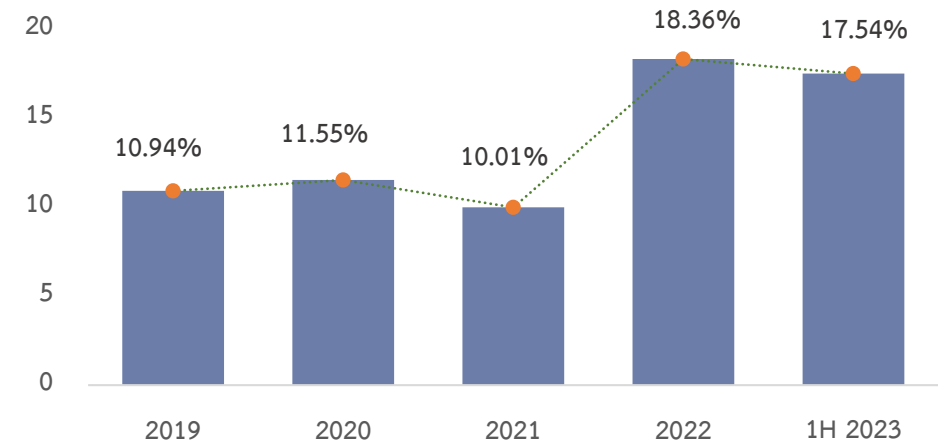
ROA



Liquidty



ROE



# SE BACKLOG END Q3





The background is a collage of various images including industrial buildings, solar panels, a white pickup truck, and two people in business attire. A large, faint '20th ANNIVERSARY' logo is visible in the upper center, and a 'SIAM EAST' logo with a red triangle is on the right. A large, faint 'SE' logo is also present.

# **SE BUSINESS STRATEGIES AND GROWTH DIRECTION**

SOLUTIONS EXCELLENCE  
SIAMEAST SOLUTIONS PUBLIC COMPANY LIMITED

# Key STRATEGIES AND DIRECTION OF SE



## FOCUS ON BOTTOM LINES

Bottom Line or Net Profit or Profitability is the Key Success Strategy that shall be implemented during Crisis Situation.

With Bottom Line Focus Direction, Total Revenue might not be increased, because the Company shall utilize our limited resources for products and/or services that provide higher gross margin to have a healthy bottom line rather than increase sales without or with low margin. Finding new **S-Curve**.



## PRODUCT DEVELOPMENT VALUE ADDED

Selling New Products to Existing Customers and/or Markets.

This approach has been often used in Technological Based Products and Services because the Products could have been changed, updated, or disrupted. So alternative products with higher value shall be replaced and/or add on to our based customers that we have more than 4,000 corporates.



## BUSINESS CHAIN + M&A

Business Chain and/or Networking such as Joint Venture and/or Appoint Dealers, which shall enhance additional revenue from Profit Sharing. Mergers and Acquisitions (M&A) with synergy businesses and/or new businesses focusing on services, energy, medical equipment, health care, Pre-IPO, start up, technology, and Innovation in Thailand, Regional or Digital Market.



## OPPORTUNITY IN CRISIS

During 1<sup>st</sup> half of 2023, there was a huge increase in electricity cost and demand for ESG products. Where SE saw the opportunity and requirement from existing customers and took the chance to enter solar business and products that support ESG. These results are expected to start showing in 2<sup>nd</sup> half of 2023 onwards.

# SE BRANDS



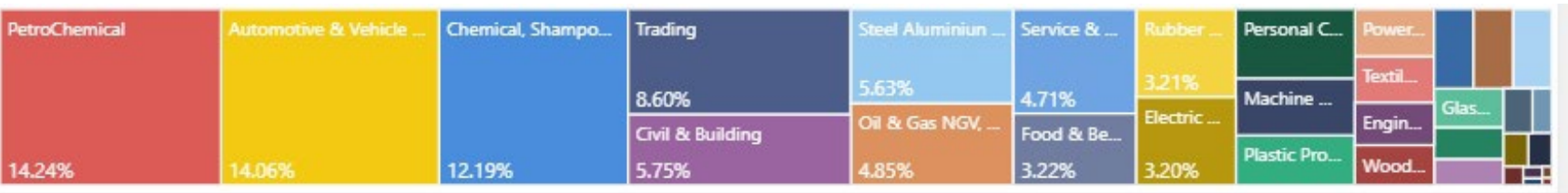


# SE CUSTOMER SEGMENT

## 2021 CUSTOMER SECMENT (488mb)



## 2022 CUSTOMER SECMENT (605mb)



## 2023 CUSTOMER SECMENT (290mb - 1H 2023)

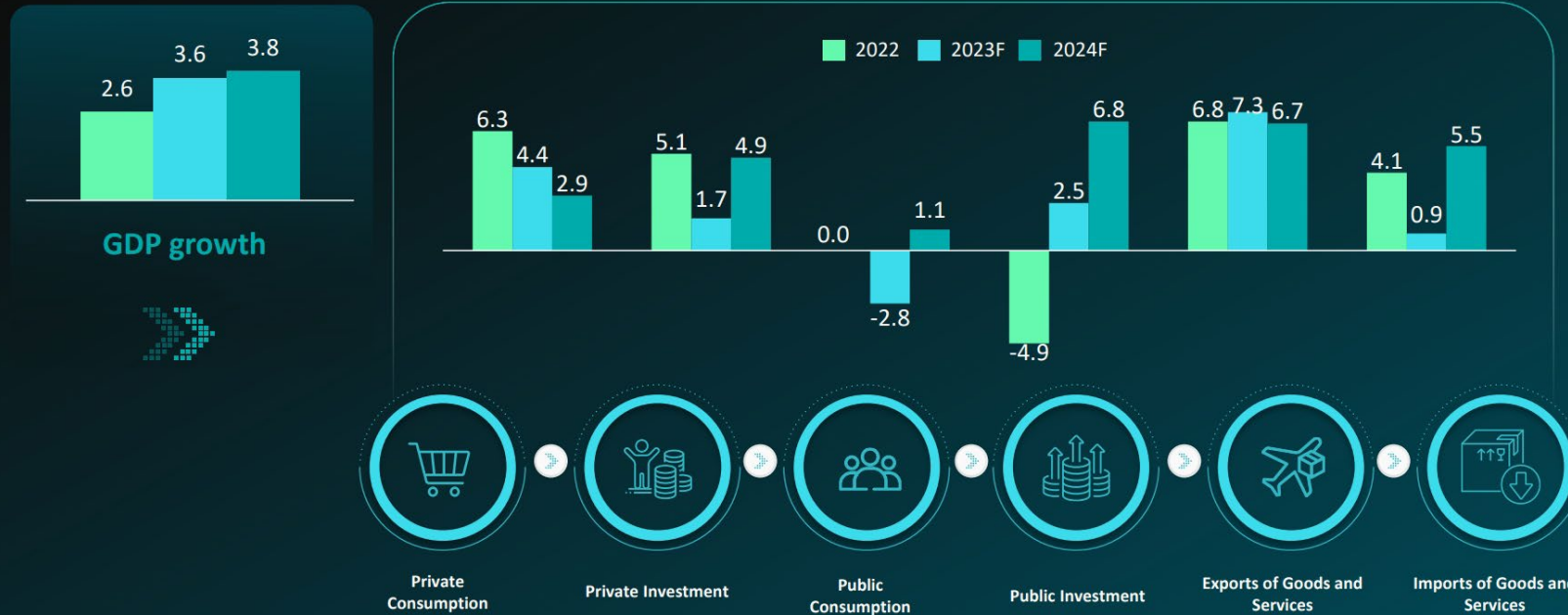




## Thailand Economic Outlook



Thai economy is forecasted a recovery mainly owing to increasing tourism activities and private consumption. However, slower growth on export, high-household debt, inflation pressure, and the spillover effects from Russia-Ukraine war are crucial factors influencing economic recovery.



Source: Deloitte Analysis, Bank of Thailand

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Economic Outlook Report Mid-Year 2023

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## Opportunities and Strengths

- After election can see increase in private and public investments
- EEC expansion seen clearly which is near to SE Location
- SE Diversify customer segment
- 2024F consumption increase as GDP increase

## Risks

- Currency risks → EUR, USD, JPY
- Losing of dealerships



th  
ANNIVERSARY

SIAM  
EAST

# Q & A

SOLUTIONS EXCELLENCE  
SIAMEAST SOLUTIONS PUBLIC COMPANY LIMITED