

Subject: Performance discussion and analysis for the 2nd Quarter of 2024 and for the first 6 months of 2024

To: Director and manager of the Stock Exchange of Thailand

Financial Performance Summary – 2nd Quarter of 2024 and for the first 6 months of 2024

Beauty Community Public Co., Ltd. is pleased to announce its financial and operating results for 2nd Quarter of 2024 and the first 6 months of 2024 to compare with the operating results in the 2nd Quarter and the first 6 months of 2023 as follows:

- Total Revenue in 2nd Quarter 2024 was THB 97.59 million, a decreased of 24.80% and the first 6 months was THB 216.38 million, a decreased of 9.28%.
- Gross Profit in 2nd Quarter 2024 was THB 43.86 million, a decreased of 29.50% and the first 6 months was THB 97.98 million, a decreased of 18.06%.
- Selling expenses in 2nd Quarter 2024 was THB 44.14 million, a increased of 8.25% and the first 6 months was THB 73.69 million, a decreased of 6.48%.
- Administrative expenses in 2nd Quarter 2024 was THB 23.48 million, a decreased of 5.82% and the first 6 months was THB 45.76 million, a decreased of 3.64%.
- Net Profit (loss) in 2nd Quarter 2024 was THB (29.97) million, a increased of 982.90% and the first 6 months was THB (31.74) million, a increased of 252.73%.

Million Baht	Q2				YoY		Q1		QoQ		Year to Date (YTD)				YoY	
	2024	%	2023	%	+/-	%	2024	%	+/-	%	2024	%	2023	%	+/-	%
Revenue from sales	94.51	96.85%	127.43	98.20%	(32.91)	(25.83%)	117.04	98.52%	(22.52)	(19.24%)	211.55	97.76%	234.83	98.46%	(23.29)	(9.92%)
Cost of sales	50.66	51.91%	65.22	50.26%	(14.57)	(22.33%)	62.91	52.96%	(12.26)	(19.48%)	113.57	52.49%	115.26	48.33%	(1.69)	(1.47%)
Gross profit (GP)	43.86	46.40%	62.20	48.82%	(18.35)	(29.50%)	54.12	46.24%	(10.27)	(18.97%)	97.98	46.31%	119.57	50.92%	(21.59)	(18.06%)
Other Income	3.07	3.15%	2.34	1.80%	0.73	31.31%	1.76	1.48%	1.31	74.38%	4.84	2.24%	3.68	1.54%	1.15	31.35%
Total Revenue	97.59	100.00%	129.77	100.00%	(32.18)	(24.80%)	118.80	100.00%	(21.21)	(17.86%)	216.38	100.00%	238.52	100.00%	(22.13)	(9.28%)
Selling expenses	44.14	45.23%	40.78	31.42%	3.36	8.25%	29.55	24.88%	14.59	49.37%	73.69	34.06%	78.79	33.04%	(5.10)	(6.48%)
Administrative expenses	23.48	24.06%	24.94	19.22%	(1.45)	(5.82%)	22.27	18.75%	1.21	5.44%	45.76	21.15%	47.48	19.91%	(1.73)	(3.64%)
Profit before interest & tax (EBIT)	(20.69)	(21.20%)	(1.17)	(0.90%)	(19.53)	(1674.44%)	4.06	3.42%	(24.75)	(609.45%)	(16.63)	(7.69%)	(3.03)	(1.27%)	(13.61)	(449.74%)
Finance costs	1.80	1.85%	1.87	1.44%	(0.06)	(3.40%)	1.84	1.55%	(0.04)	(1.93%)	3.64	1.68%	3.79	1.59%	(0.15)	(3.87%)
Income tax	7.47	7.66%	(0.27)	(0.20%)	7.74	2916.89%	4.00	3.36%	3.48	86.95%	11.47	5.30%	2.19	0.92%	9.28	424.73%
Profit for the period	(29.97)	(30.71%)	(2.77)	(2.13%)	(27.20)	(982.90%)	(1.77)	(1.49%)	(28.19)	(1590.25%)	(31.74)	(14.67%)	(9.00)	(3.77%)	(22.74)	(252.73%)
Other comprehensive income	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%	-	0.00%
Total comprehensive income for the period (net)	(29.97)	(30.71%)	(2.77)	(2.13%)	(27.20)	(982.90%)	(1.77)	(1.49%)	(28.19)	(1590.25%)	(31.74)	(14.67%)	(9.00)	(3.77%)	(22.74)	(252.73%)
EBITDA	(15.73)	(16.12%)	3.96	3.05%	(19.69)	(497.21%)	8.95	7.53%	(24.68)	(275.78%)	(6.78)	(3.13%)	7.20	3.02%	(13.98)	(194.20%)

Note : 1. % GP margin calculated to sales

Total Revenue

Total revenues for the 2nd Quarter of 2024 were THB 97.59 million decreased by 24.80% from the same period last year (YoY) and decreased by 17.86% compared to 1st Quarter 2024 (QoQ). The first 6 month of 2024 was THB 216.38 million decreased by 9.28% from the same period last year (YoY). Revenue structure came mainly from the Retail shop 47.88% , Oversea 26.44%, E-commerce 9.99% ,Modern Trade 11.30%, General Trade 1.89% and Other revenue 1.91% (Note: Oversea shops are operated by our partners which have been sold in a wholesale commercial conditions). The same store sales growth (SSSG) for the first 6 months of 2023 declined by 4.32%.

Gross Profit

Gross Profit for the 2nd Quarter 2024 was THB 43.86 million which are decreased 29.50% from the same period last year (YoY), decreased by 18.97% compared to 1st Quarter 2024 (QoQ). The first 6 month of 2024 was THB 97.98 million decreased by 18.06% from the same period last year (YoY).

Gross profit margin 2nd Quarter 2024 were 46.40%, decreased from the same period last year (48.82%) and increased from the 1st Quarter 2024 (46.24%). The first 6 months 2024 was 46.31%, decreased from the same period last year (50.92%)

Selling expenses

Selling expenses for 2nd Quarter 2024 was THB 44.14 million, increased by 8.25% from the same period last year (YoY), and increased by 49.37% compared to 1st Quarter 2024 (QoQ). The first 6 month of 2024 was THB 73.69 million decreased by 6.48% from the same period last year (YoY).

Administrative expenses

Administrative expenses 2nd Quarter 2024 was THB 23.48 million decreased by 5.82% from the same period last year (YoY), and increased by 5.44% compared to 1st Quarter 2024 (QoQ). The first 6 month of 2024 was THB 45.76 million decreased by 3.64% from the same period last year (YoY).

Net Profit (loss)

Net profit (loss) for 2nd Quarter 2024 was THB (29.97) million increased by 982.90% from the same period last year (YoY), and increased by 1590.25% compared to 1st Quarter 2024 (QoQ). The first 6 month of 2024 was THB (31.74) million increased by 252.73% from the same period last year (YoY).

Statement of Financial Position

Total assets as at June 30, 2024 were THB 791.56 million decreased THB 48.02 million or 5.72% from 31 December 2023 and Cash and cash equivalents were THB 78.44 million, temporary investments were THB 50.00 million (Temporary investments consist of short-term deposit with financial institution due over three months but not over 1 year and without withdrawal restrictions), Other non-current financial assets were THB 220.00 million (Long-term Investment is the deposit with financial institution maturing within a period of more than 1 year and without withdrawal restrictions), account receivables were THB 39.30 million without doubtful debt, inventory were THB 106.84 million, investment properties were THB 14.81 million, property, plant and equipment were THB 109.87 million.

Total liabilities were THB 163.04 million decreased THB 16.28 million or 9.08% from 31 December 2023, liabilities mainly came from liabilities under leases THB 88.93 million (IFRS16 standards regarding leases) including current portion of leases liabilities THB 29.55 million, trade account payable THB 37.38 million, accrued expenses THB 9.87 million. Total shareholders' equity was THB 628.52 million decreased THB 31.74 million or 4.81% from December 31, 2023.

Statement of Cash Flows

For the year end of June 30, 2024, the company had net cash inflows by operating activities of THB 20.23 million, net cash inflows by (used in) investing activities THB 11.39 million. Then cash and cash equivalents as at the end of period of THB 78.44 million.

Financial Ratio

Financial Ratio	30/6/2024	31/12/2023	31/12/2022	31/12/2021
Current ratio	5.47	5.36	3.12	5.12
Finished goods days	134	135	174	204
Total inventory days	185	196	257	280
Return on equity	-9.85%	-6.69%	-9.15%	-9.96%
Return on assets	-7.78%	-5.26%	-7.23%	-7.86%
Debt to equity	0.26	0.27	0.27	0.26

Your faithfully,

Beauty Community Public Company Limited

(Miss Netnapha Saelim)

Finance and Accounting Director