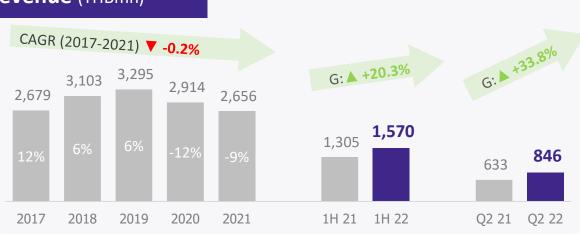
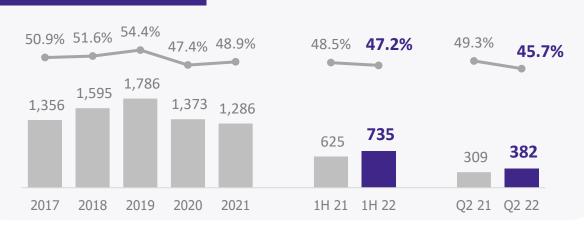
SABINA





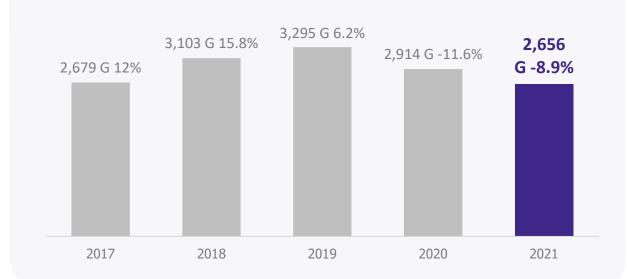
- * Revenue recovers from 2021, the year of COVID, making Q2 grow 33.8% YOY.
- 1. The launch of variety targets such as SabinaXPomelo, Sabina Swim, Care Bears Kids, have together brought high sale for both Brand and Non Store Retailing sales despite the heavy widespread of Omicron on mid of April and May.
- 2. Oem sales has been increased continuously since end of 2021 as our customers are in the need to replenish their inventory despite the war in East Eu.
- 3. Gpm has got a hiccup down to 45.7% on Q2 due to the lower production output caused by the low sewing staffs' attendance from Omicron effect on April and May.
- 4. Npm has reached higher than those of the year 2019, at the time before Covid with Q2 of 12.9% and 1H of 13.4% YOY with our lean policy learning through the Covid survival period. SG&A has downed to the new low of 31%.

Gross Profit (THBmn)

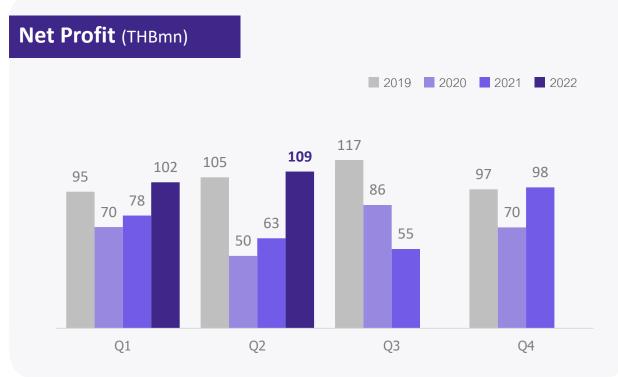






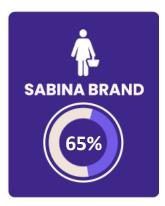


Revenue has been dropped consecutively for two years due to the Covidpandemic on Q2, Q4 of 2020 and on Q1, Q3 of 2021; however, Sabina can manage to have higher profit on 2021 despite the lower revenue. However, 2022 target is aimed to sales higher than 2019 actual sales.

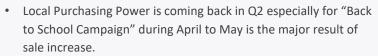


	Q2 2021	Q2 2022	% YoY
Net Profit	63	109	74.5 %

• Interesting to see the new high of Q2 at 109M baht, increased YOY and QOQ.







- As the result of cancellation of test and go together with RT-PCR test for tourists in May, encourage Thai people and foreigners to travel more that reflect in increased local consumption.
- Total revenue 1H22 for Sabina brand increased by 22.2% YoY even though we have already closed 14 unperformed stores (another 2 stores planned to close within this year)





- 1H22 NSR is growing 14.1% YoY in all channels especially for online platform.
- Variety of campaigns lined up each month double day / Midmonth / Mega campaign and payday which impulse in increasing new customers.
- Improving in campaign management to create loyal customers by issuing loyalty program together with each platform help to increase average order value (AOV) and Purchase Frequency.





- The top 3 buyers still gear to sale more on the online business with the big D-L cup bras and swimwear.
- Weaker bath has allowed to gain more profit from the exchange rate. The key is to work closely with the buyers in UK and EU for the best quality and delivery.
- Q2 sales still be able to grow 16.4% and 28.3% YOY for Q2 and 1H respectively.





- Local Purchasing Power is coming back in Q2 especially for "Back to School Campaign" during April to May is the major result of sale increase.
- As the result of cancellation of test and go together with RT-PCR test for tourists in May, encourage Thai people and foreigners to travel more that reflect in increased local consumption.
- Total revenue 1H22 for Sabina brand increased by 22.2% YoY even though we have already closed 14 unperformed stores (another 2 stores planned to close within this year)

Store	2020	2021	1H 2022	Dif
Department Store	83	83	84	1
Modern Trade	308	294	287	- 7
Shop	106	93	94	1
Traditional Trade	88	71	67	-4
Total	585	541	532	-9











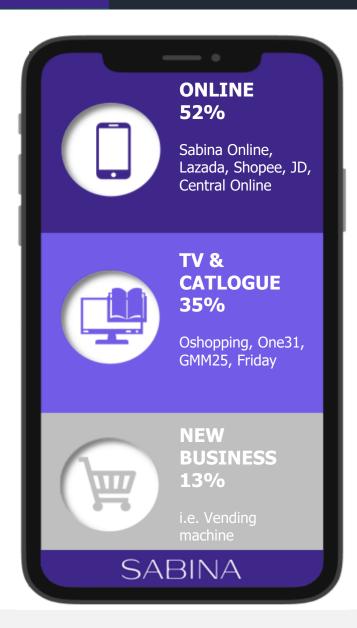


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Non Store Retailing (YoY)



- Online channel constantly growing sales comparing to 1H21 and keep ratio 52% in NSR
- Keys success in online channels are creating more campaigns in each month not only double digit campaign from platform and using live streaming to drive more traffic and sales.
- Direct to customer channel (DTC) exercises more marketing techniques to personalize product and campaign.
- SBN is our Sabina brand selling in other countries especially in Southeast Asia (SEA) keeps going up according to our plan.
- Domestic NSR for TV + Online has actually increased 24.4% YOY
- SB Export with only online for Q2 has increased 44.8% YOY



















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- Q2 sales still be able to grow 16.4% and 28.3% YOY for Q2 and 1H respectively.

















2022

2023







Order from UK and EU brands has been fully booked till January 2023.



12





ESG

























ยอดจากการโละเดือน ม.ค. 65 – พ.ค. 65 = ชุดชั้นในเก่า 6.92 ตัน





ทดแทน การใช้ถ่านหิน

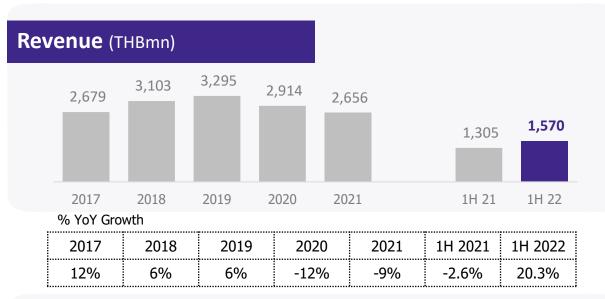
6,790

กิโลกรัม

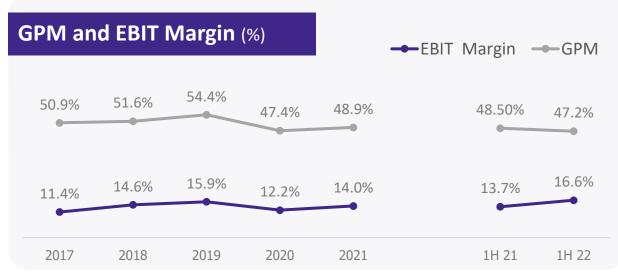


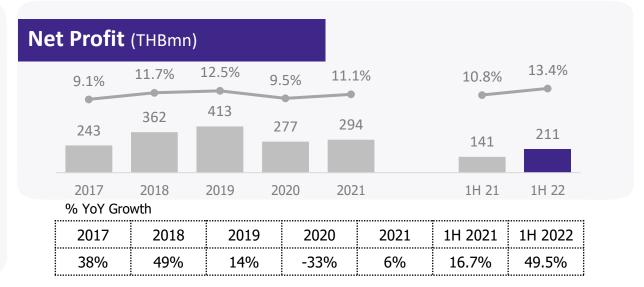


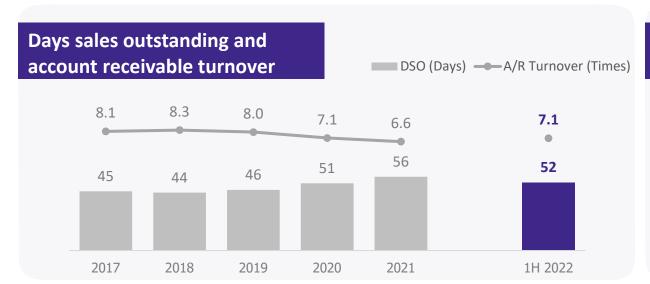
Financial Highlight Q2 2022

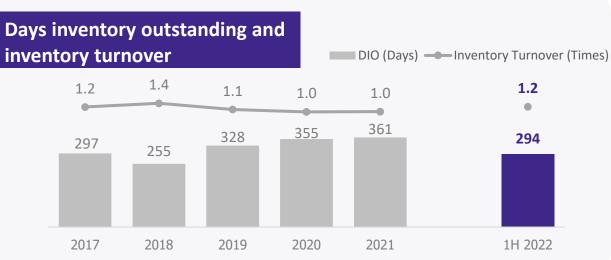


Sale & Administrative (THBmn) 40.1% 38.9% 37.4% 35.5% 35.3% 31.0% 1276 1156 1067 1034 937 487 461 +5.6% 2017 2018 2019 2020 2021 1H 21 1H 22

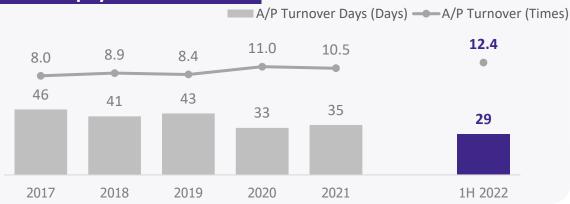






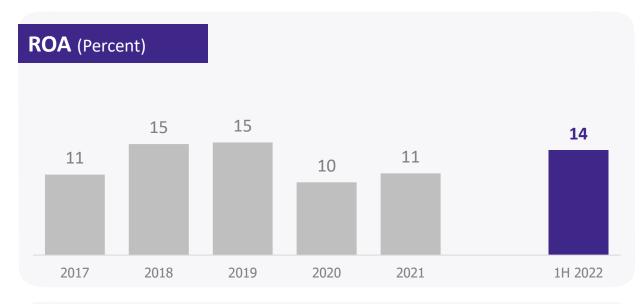


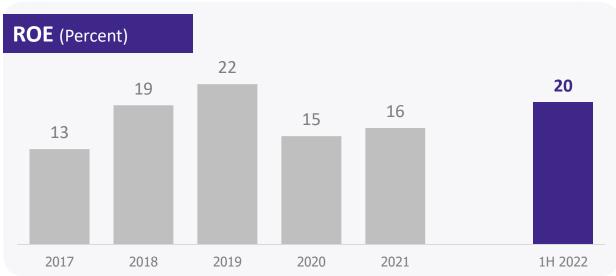
Account payable turnover days and account payable turnover



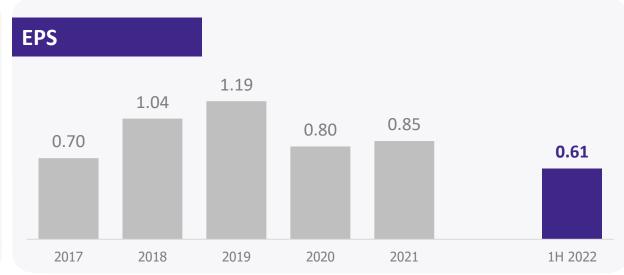
Improving cash conversion cycle (Days)

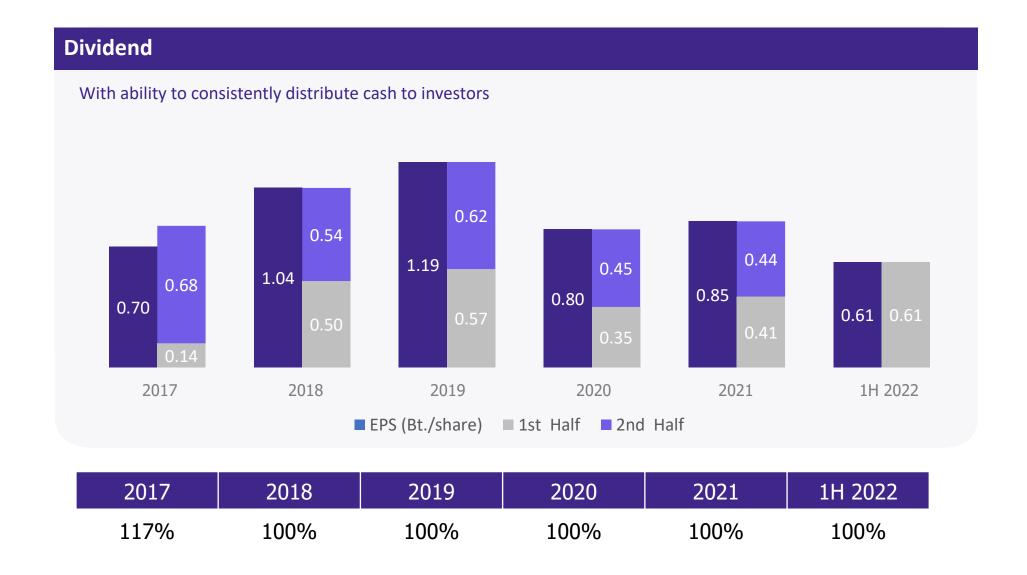










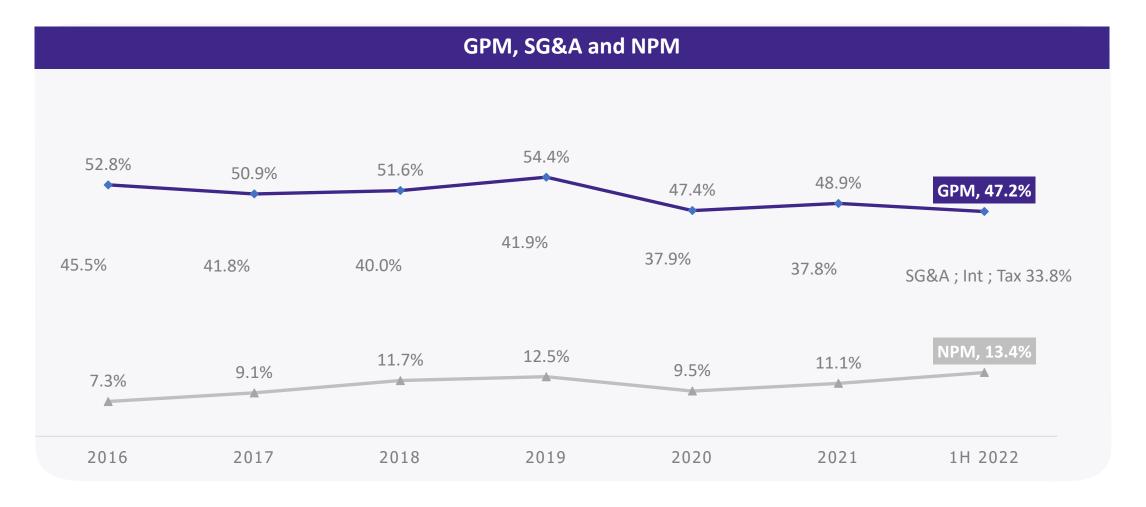




BUSINESS UPDATE

Q2 2022

SABINA



^{* 1}H 2022 NPM has reached new high of 13.4% with the new low of SG&A of 33.8%.

^{*} Expect the improvement of GPM on the second half of 2022 to get close to 50%.





Kids Categories

Sabina has released a new lingerie collaboration with Care Bears. Offering a variety of items for Thai women.



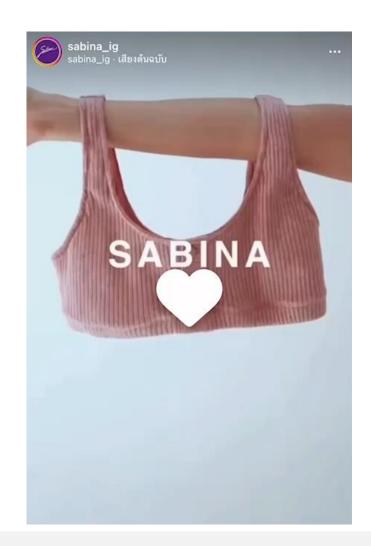






SABINA exclusive for

Pomelo.





















Cotton Organic 100%

เนื้อผ้าฝ้ายออแกนิค 100%

With organic cotton we reduce our environmental impact from the very first step in the process of making lingerie

ELK Foam Pad From Recycled bottle

ฟองน้ำทำจากขวดพลาสติกรีไซเคิล

Foam Pad made entirely from 100% recycled PET plastic bottles.

OEKO-TEX Standard 100

มีการผลิตที่ปลอดสารอันตรายต่อสุขภาพมนุษย์

STANDARD 100 by OEKO-TEX® is one of the world's best-known labels for textiles tested for harmful substances.

SABINA Financial Highlight What are we in Q2 2022 **Business Update** Appendix











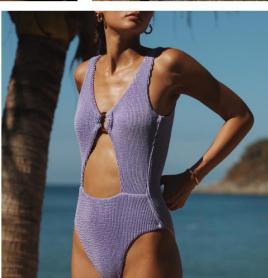


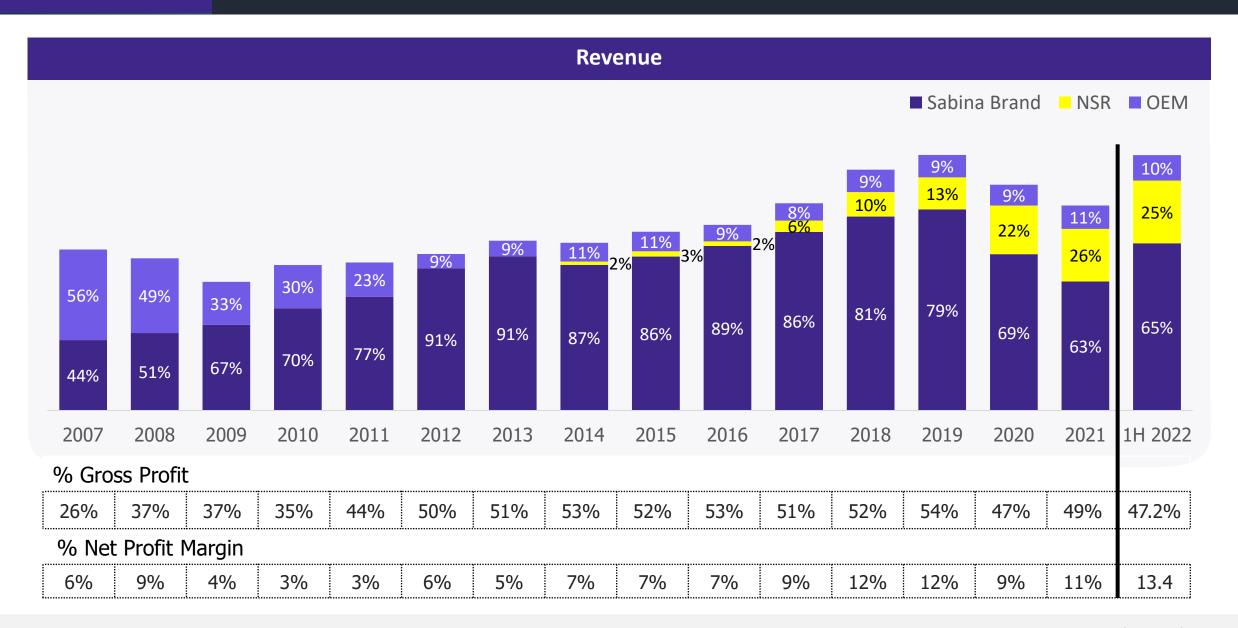
Sabina offers a wide selection of underwear, sleepwear, and swimwear. Sabina has launched Swimwear to deliver more functional swimwear which can be worn as swimwear, or styled for a part.



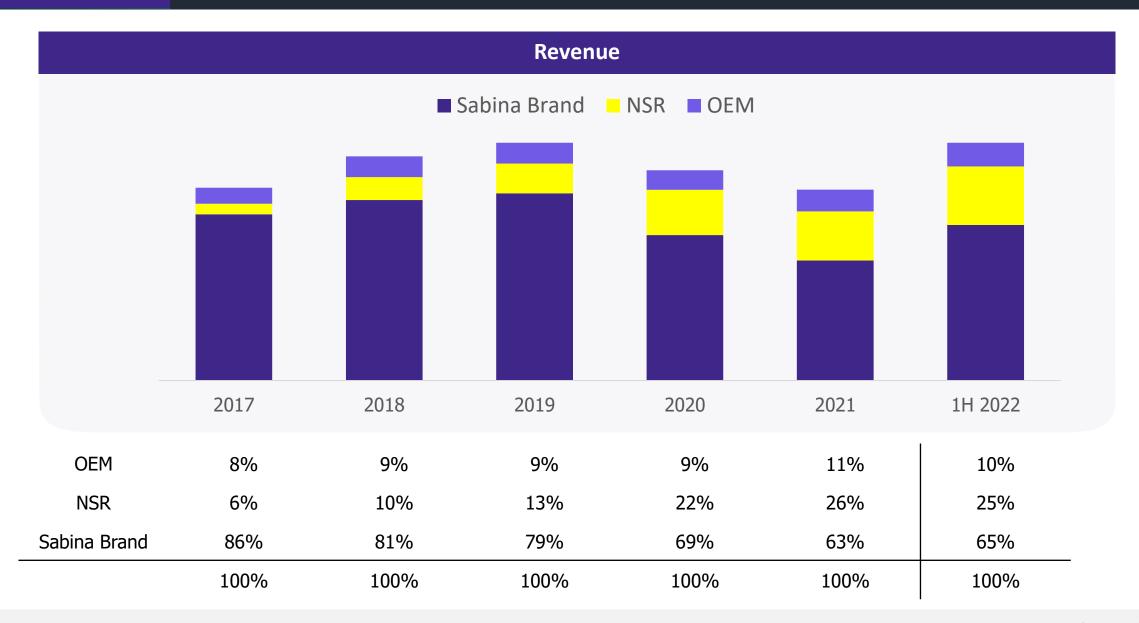








SABINA



Output (million pcs.)

Factory	2021	1H 2022	% G
YS	2.81	2.98	+6.0%
CN	1.7	2.01	+18.2%
BN	0.86	0.81	-5.8%
TP	0.97	0.97	+0.0%
S5	0.75	0.67	-10.7%
Capacity	7.09	7.44	+4.9%

^{*}The situation of gaining more sewing staffs has improved continuously after April keeping the capacity as plan earlier this year.















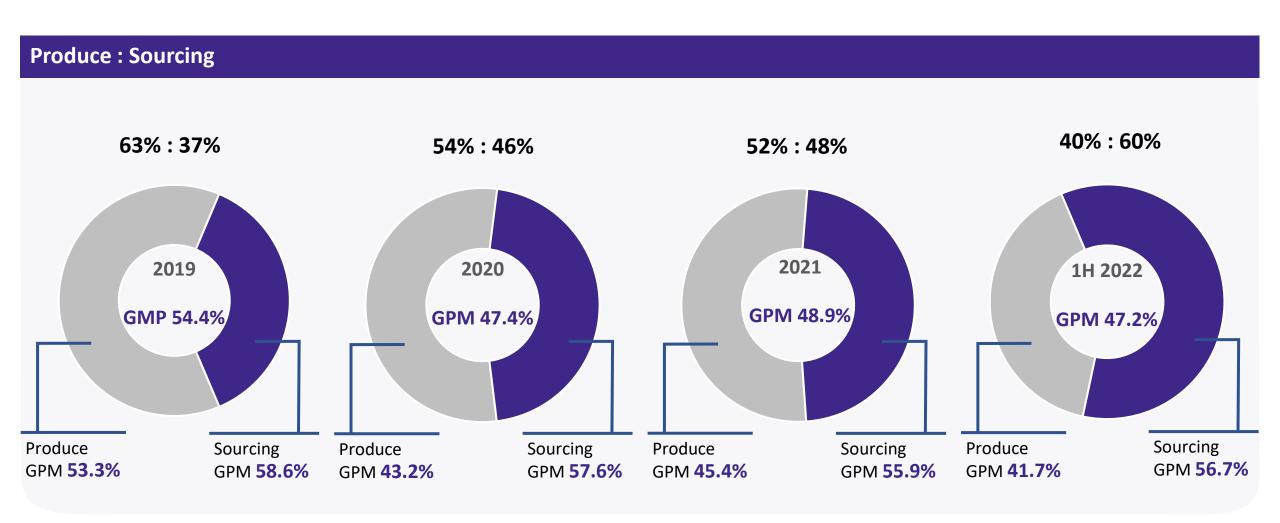




Manpower

5,100				■ Sewing	Non (s	ewing+PC)	■ PC
800	4,200	4,610	4,529	2 020			
	1,200	1,148	1,153	3,939	3,314	3,307	- 7
1,900		1,617	1,618	1,073	890	858	- 32
2.400	1,450		1,010	1,423	1,228	1,254	+26
2,400	1,550	1,845	1,758	1,443	1,196	1,195	- 1
2011	2017	2018	2019	2020	2021	1H 2022	

^{*}Total number of staffs has gained to equal to the end of 2021, especially the number of sewing staffs have increased higher than the number of Q1.

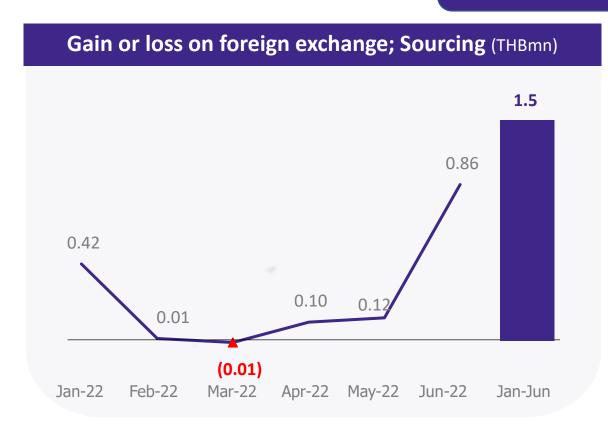


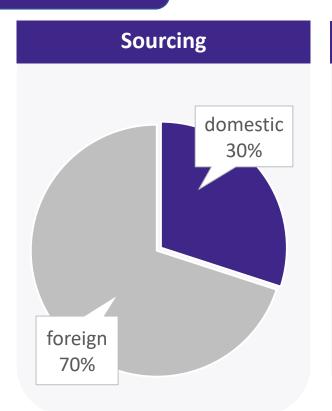
The outsourcing GPM has increased to 56.7% YOY while our own production GPM has dropped to 41.7% YOY due to the Omicron wild spread on mid April and May causing more sewing staffs absented.

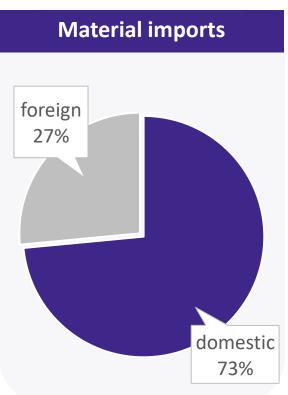
SABINA

What are we in Q2 2022 Financial Highlight Business Update Appendix

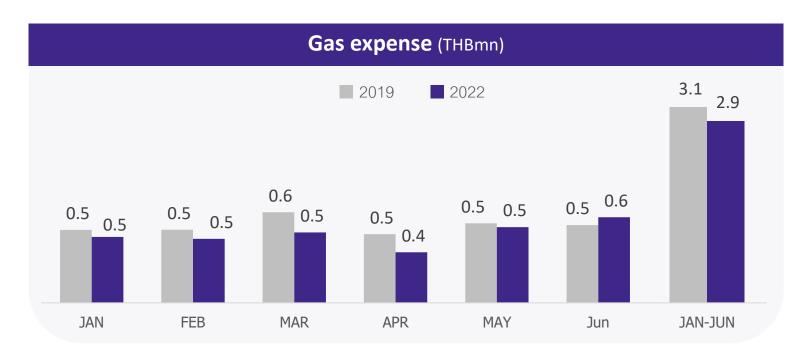
Exchange rate effect







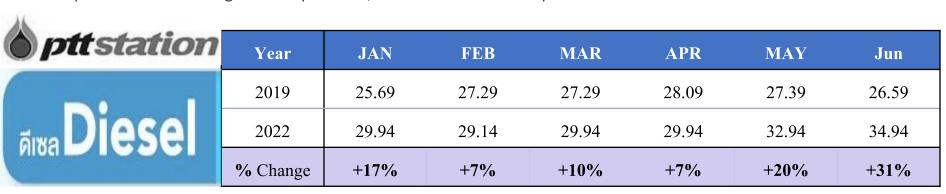
Weaker bath has not effected any loss of imported from our outsourcing as we have well manage on fixing the exchange rate ahead of time, on the other hand, Sabina still gained 1.5 million bath for 1H. Sabina still avoided the risk of exchange rate by increasing the Thai sub contractors up to 30%. For own production, Sabina tended to order 70% RM domestically.







* Despite the increase of gasoline up to 31%, Sabina is still able to spend less than those of 1H 2019.

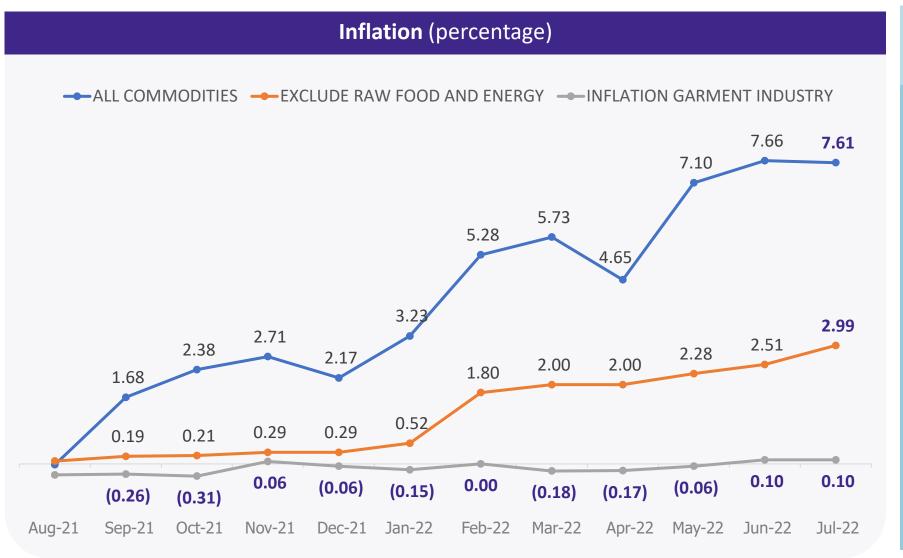


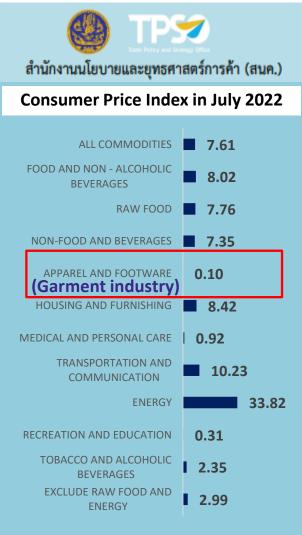




SABINA

What are we in Q2 2022 Financial Highlight Business Update Appendix





Minimum wage Case (THBmn)

If Minimum wage in		358 THB		
Manpower	2019	1H 2022	Dif	Cost saving
	2019			per month
Sewing	1,758	1195	-563	6.16
Pc	1,153	858	-295	3.23
Non (sewing + Pc)	1,618	1254	-364	3.99
Total	4,529	3,307	-1,222	13.12

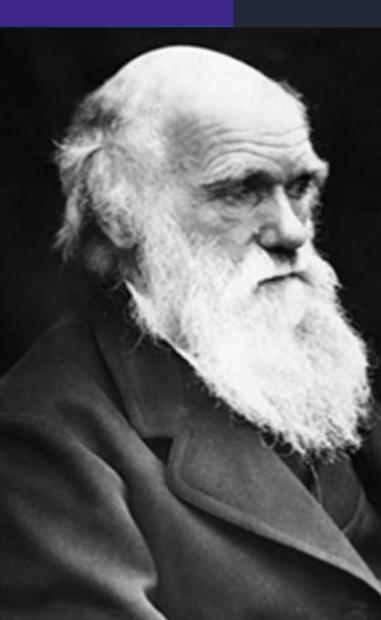
If Minimum wage increased +8% = Cost per month + 1.83 THBmn

Present









"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change."

Charles Darwin (1809 - 1882)



APPENDIX

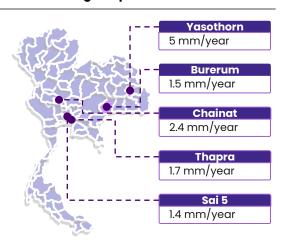
SABINA What are we in Q2 2022 Financial Highlight **Business Update Appendix**

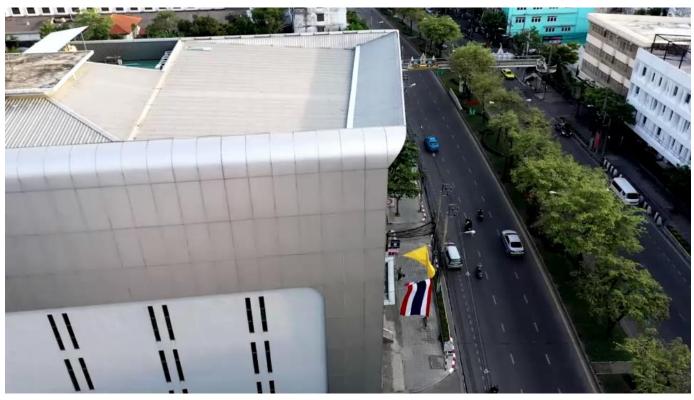
COMPANY INFORMATION

Introduction to Sabina

- The leading Thai women underwear manufacturer under the iconic Sabina brand, awarded Thailand's Top Corporate Brands in fashion sector for 5 consecutive years
- Strong distribution nationwide with products sold across 541 POS, 93 shops in leading department stores and discount stores together with sales channels in TV and online channels
- Also has support from local distributors In key regional markets including the Middle East, Asia (Pakistan), and AEC (CLMV and Philippines)
- Manufacturing capacity of ~12 mm units with ability to manufacture complex products that required high skilled labor

Manufacturing footprint (1)















Thapra

Sai 5

Chainat

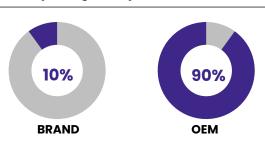
Yasothorn

Burerum

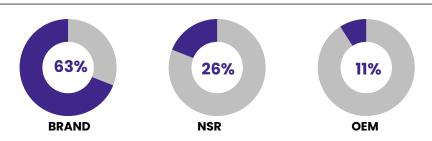
From OEM manufacturer to brand developer



1997-2005: No pricing ability with nominated supplier



2012-2021: Ability to command retail price with variety supplier



Wide product offering with ability to capture broad group of customers



Soft Collection

Teens (15-25 years)

Young women

(25-45 years)

of panty zone SDD Maternity MODERN











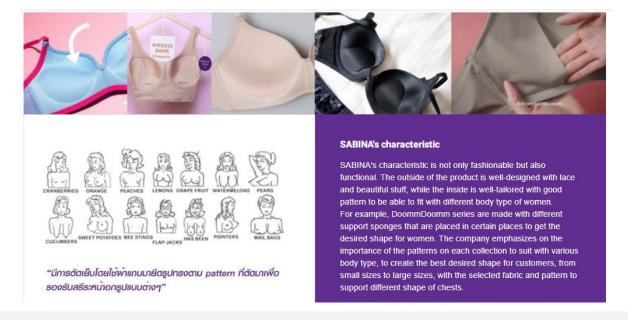
mad moiselle

Women (> 45 years)



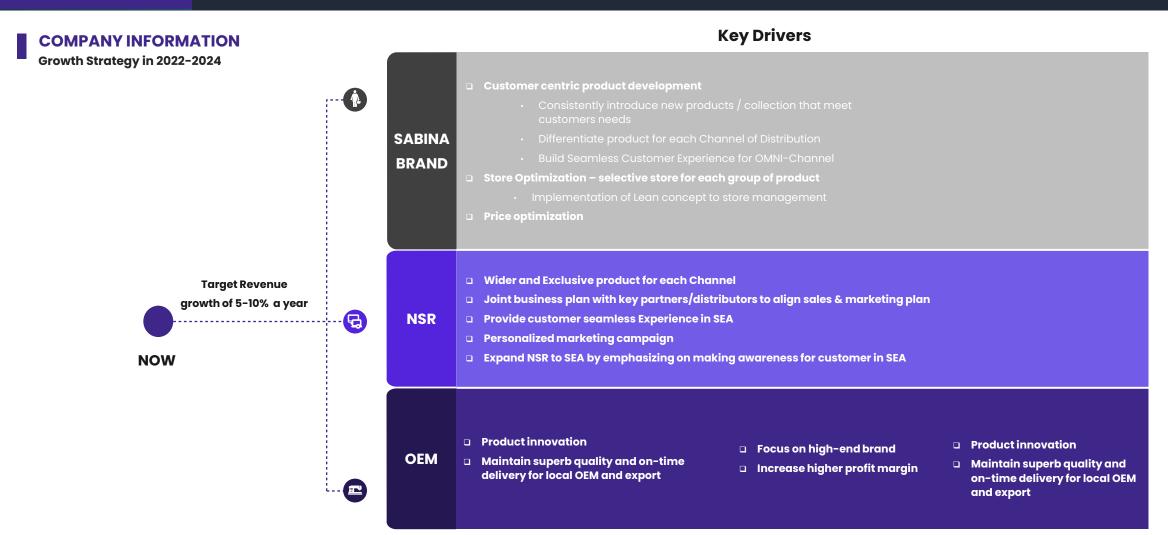






The products vary in prices to fit with different target groups. The lo west price products are distributed through modern trade, such as BigC and Tesco Lotus. The middle price products, which cost about 700-800 Baht, are distributed throughout the country, including Doomm Series, Wireless bras, and Modern V. For the top price products under the brand Madmoiselle and Maggie mae Collection , which cost over 1,000 Baht, are only distributed in big cities and in Bangkok area only.

SABINA



Looking Forward

Sales will be supported by both Sabina manufacturing capacity together with an increase in product sourcing from trusted sub-contractors

Divisions operation of the company policy



The Company

Acting in the business of producing and selling underwear for subsidiaries and customers who are foreign lingerie suppliers (OEM or Original Equipment Manufacturer) Originally, the business of manufacturing and selling OEM products of the company is the production and distribution for subsidiaries which received production orders from another customer because the subsidiary has been operating for a long time and more well known to customer abroad. When the company started to get some recognition in the group of customers abroad then started selling more OEM products directly to customers without passing through subsidiaries.

The Subsidiary

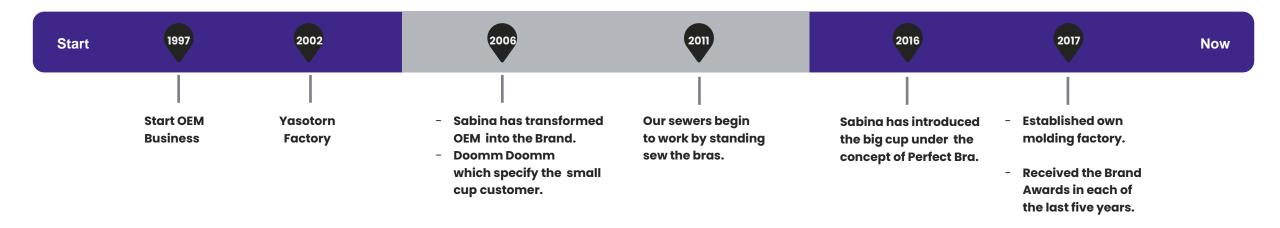
Acting in the design, manufacture and distribution of women underwear under the brand "Sabina" Including produce by the order from customer who is using their own brand or OEM (Original Equipment Manufacturer) and act as company distribute women underwear under the brand "Sabina" to department store, shopping centers and modern trades fair both domestic and international. Including sales through new distribution channels such as TV Shopping, Website and Company's Application and other Websites.



Shareholding pattern



Company mile stones





2019

Outstanding Company Performance Awards. SET AWARDS 2019



2020

- ESG 100, Thaiphat
- The best CFO 2020, IAA Award for Listed Company 2020
- Outstanding Innovative Company Award, SET Awards 2020



2021

Rising Star Sustainability Excellence and Thailand Sustainability Investment 2021,SET Award 2021

SABINA **Business Update** Financial Highlight What are we in Q2 2022

COMPANY INFORMATION Message from Chairman



Mr. Viroj Thanalongkorn

Chairman of the Board of Directors

According to the impact of Covid-19 on the overall economy of the country as a whole, our Sabina Public Company Limited is still able to generate satisfactory results still have good cash flow management ability. There is no increased debt. It is also able to sustain the level of inventory at an appropriate balance with sales. Under the Covid-19 epidemic, Sabina Public Company Limited still performs satisfactory in 2020. The sales volume decreased 11.6% to total sales of 2,914 million baht, less than the sales of the previous year, which had total sales of 3,295 million baht, resulting in a 33.0% lower profit than the previous year, accounting for the total amount net profit is at 277 million baht.

From the results of operations the board of directors has resolved to pay a dividend of 0.80 baht per share. However, since the board of directors has passed a resolution to pay an interim dividend. In the amount of 0.35 baht per share, it is considered appropriate to propose to the Annual General Meeting of Shareholders on April 22, 2021 to approve another dividend payment at the rate of 0.45 baht per share, which is scheduled to be paid on May 21, 2021.

In 2021, the company plans to expand the distribution to more consumers by selling to new, easily accessible distribution channels faster by adjusting the inventory systems and product delivery to be more efficient. New innovative products are added to serve the needs of consumers with clear marketing communications to meet the target audience to use the marketing budget for maximum efficiency on the export side of the branded products of CLMV companies, there is also a tendency to increase due to the reliability of the quality of Sabina.

In 2021, the company has restructured its internal management. At the strategic management level to be more flexible and unified by using modern marketing business called Digital Marketing as a conductor in strategic planning. It is expected to result in flexibility and adaptation to the modern market trend.

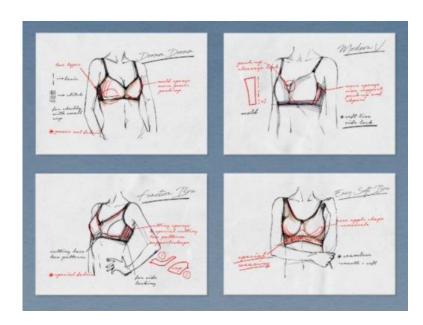
In 2020, the company has operated according to the principles of good corporate governance. The company realizes the importance and responsibility towards the shareholders and stakeholders of the company continually. As a result, in 2020, the company was rated "excellent" by the Thai Institute of Directors Association (IOD).

In 2020, the company has also focused more on projects and activities in the area of ESG (Environmental, Social, and Governance) under the philosophy of "Society can live, people survive to be able to live sustainably for employees and the company "by implementing projects that have been undertaken in the past to improve and focus on making the most of it. Whether it is a breast prosthesis project to donate to people who have mastectomy for the cause of breast cancer, the Zero Waste Project uses waste materials to make products like folk wisdom, the establishment of Micro Finance to help highly indebted employees, etc.

On behalf of the board of directors, executives and employees, the company shall adhere to conducting business under good corporate governance principles. To create sustainability for the organization and thank you to our shareholders, customers, partners, business partners. As well as all stakeholders for the trust and confidence in the potential of the company that you have delivered to the company all along, we are also proud to receive the Set Award in the category of Outstanding Innovative Company Award for 2020 as well.

PURPOSE & VISION

We 'determine' to create product value with 'modern innovation' to strengthen consumer confidence for better daily life. We also 'place an importance upon' business operation with growth and 'sustainable profitability'.



MISSION



SABINA PROMISE:

Customer satisfaction is our ultimate goal.



SUSTAINABLE PROFITABILITY:

Focusing on sustainable profitability.



ESG:

Focusing on sustainable business operation covering environmental, social, and corporate governance aspects.



DATA-DRIVEN MARKETING:

Operated with Data-Driven Marketing innovation decision making is implemented on data utilization.



LEAN ENTERPRISE:

Eliminating wastes occurring at every step of supply chain process to consumers

AWARDS: CERTIFICATION & RECOGNITION



Lazada Most Valuable Brand 2021



Top 9.9 Brand 2021



Thai Private Sector Collective **Action Against Corruption**

On 22 December, 2021



Rising Star Sustainability Excellence

On 3 November, 2021



Good Performance Award On 4 March, 2020 From LAZADA



Outstanding Company Performance Awards

From SET Awards 2019, The Stock Exchange of Thailand



OEKO-TEX Confidence in Textiles Standard 100

On 31 October, 2019 To 30 November, 2020 From OEKO-TEX



Gold Certificate of Compliance

On 27 November, 2019 To 27 November, 2020 From WARP



Thailand Sustainability Investment

On 3 November, 2021



Thailand Sustainability Investment (THSI) 2021

On 4 October, 2021



Joy Most Rising Star



Best CFO



OEKO-TEX Confidence in Textiles Standard 100

On 6 November, 2018 From Testex Ag



Gold Certificate of Compliance On 18 May, 2018 From WARP



Certificate of Membership On 17 May, 2018 From The CAC Councill



Thailand's Top Corporate Brand Hall of fame

On 16 August, 2017 From Chulalongkorn Business School



Outstanding Innovative Company Awards



Lazada 100k followers congratulations to Sabina



Lazmall Awards On 21 August, 2020 From LAZMALL



Thailand trust Mark (T Mark)

By the Department of International Trade Promotion, Ministry of Commerce from July 2020 to July 2023



Best Marketing Partner In 2016 From LAZADA



ESG 100 On 30 April, 2015 From ESG



Thailand Trust Mark On 22 October, 2014 From DITP



Awarded with the 2008 operations outstanding labour relations and

On 5 September 2008 From the Department of Labour Protection and Welfare, Ministry of Labour

AWARDS: THA PRA FACTORY & CHAI NAT FACTORY



Certified with ISO9001: 2008

On 15 August, 2014 From BUREAU VERITAS (THAILAND) LTD.



Awarded with operations outstanding industrial relations and welfare workers annual 2009

On 23 September 2009 From Department of Labour Protection and Welfare. Ministry of Labour



Certified with management standard of HIV / AIDS and TB in the workplace affairs by Aso-Thailand annual 2009

On 31 August 2009 From Department of Disease Control, Ministry of Public Health



Awarded for participating 'Thailand Lean Award 2009' (Bronze)

On 28 August 2009 From Technology Promotion Association of Thailand - Japan



Awarded with best 'Booth Vote' Award

On 28 August 2009 From Technology Promotion Association of Thailand - Japan



Certified with ISO9001: 2000

On 23 June, 2009 From BUREAU VERITAS (THAILAND) LTD.



Certified with ISO9001: 2000 annual 2008

On 3 Dec 2008 From BUREAU VERITAS (THAILAND) LTD.



Honored with productivity development and vocational education training skill 2008

On 17 September 2008 From Department of Vocational Education



Certified with Thai workers standard TLS 8001 - 2543 with the highest ultimate level

On 27 June 2008 From Department of Labour Protection and Welfare. Ministry of Labour



Certified with management standard of HIV / AIDS and TB in the workplace affairs 2009 by **ASO-Thailand**

On 23 May 2008 From Department of Disease Control Ministry of Public Health

AWARDS: PHUTTHAMONTHON 5 FACTORY & YASOTHON FACTORY



Received Silver Trophy for Zero Accident Campaign (no loss-time accident occurred for 3,000,000 -9,999,999 hours)

On 24 August 2009 From Department of Labour Protection and Welfare, Ministry of Labour



Received 1st prize for '2009 To Be Number One Club' Contest, for large corporate nationwide

On 26 June 2009 From HRH Princess Ubonratana, Chairman of To Be Number One Project



Received 2008 Excellent Workplace Award for Labour Relation and Labour Welfare

On 23 September 2008 From Department of Labour Protection and Welfare, Ministry of Labour



Received Silver Trophy for Zero Accident Campaign (no loss-time accident occurred for 3,000,000 -9,999,999 hours)

On 14 August 2008 From Department of Labour Protection and Welfare, Ministry of Labour



Certified with ISO9001: 2000

On 16 January 2008 From BUREAU VERITAS (THAILAND) LTD.



Certified with management standard of HIV / AIDS and TB in the workplace affairs by Aso-Thailand

On 31 August 2009 From Department of Disease Control, Ministry of Public Health



Certified with the standard of Worldwide Responsible Apparel Production (WRAP), an International standard in global production of clothing industry

Concerning guidelines of labor standards, workplace environment And following the customs regulations in 5 consecutive years



Certified with ISO9001: 2000 On 22 Feb 2008 From BUREAU

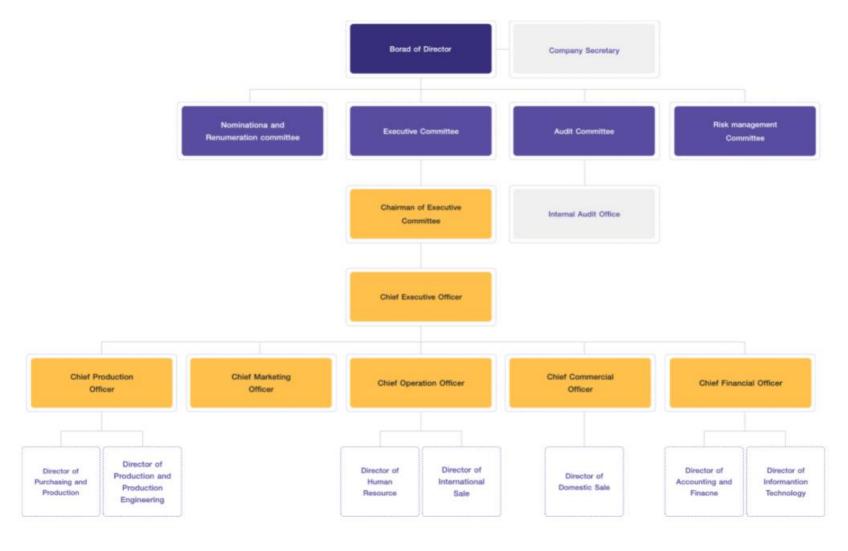
VERITAS (THAILAND) LTD.



Best of Supplier in Thailand In 2006 From HANESbrandsINC SABINA

COMPANY INFORMATION

Organization Chart



COMPANY INFORMATION Board of directors



Mr. Viroj Thanalongkorn Chairman of Director



Mr. Bunchai Punturaumporn Director, Nomination and Remuneration Committee, Chairman of **Executive Committee**



Mrs. Suchanya Thanalongkorn Director



Miss Duangdao Mahanavanont Director, Executive Director, Risk Management Committee, Chief **Executive Officer**



Mr. Somkid Pardungkiattisak Director, Executive Director, Risk Management Committee, Chief **Financial Officer**



Miss Vachirawan Yamsri Director, Executive Director, Risk Management Committee



Miss Rawewan Piyayopanakul Independent Director, Chairman of **Audit Committee, Nomination and Remuneration Committee**



Mr. Somchai Vanavit Independent Director, Audit Committee, Chairman of Nomination and Remuneration Committee



Mr. Yuthana Adipath Independent Director, Audit Committee, Nomination and **Remuneration Committee**



Miss Pensri Suteerasan Independent Director, Audit Committee



Mr. Chakkris Uthayoplas Independent Director, Chairman of Risk **Management Committee**

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