

Questions and answers from the Opportunity Day event on February 27, 2023

Sabina Public Company Limited

1. How much have you set for the target sales growth of %YoY in the year 2023? How many outlets would you expand and close down?

Answer I have already answered in the OPPORTUNITY DAY.

2. How is your current progress for expansion into overseas markets? // In which countries are you targeting? What ratio have you set for the increase of income structure overseas compared to the domestic income? How are the sales now after launching PR Braless?

Answer I have already answered in the OPPORTUNITY DAY.

3. What is your strategy for the 10% growth target? For the selling channels through Shopee and Lazada, how do you deal with their increasing fees (similar to GP)? //What is the proportion of electricity cost to the cost of production and administrative expenses? //For market expansion, what do you plan for the non-underwear market? How do you set the target goals?

Answer I have already answered in the OPPORTUNITY DAY.

4. What would be the proportion of a decrease in NSR due to the opening of the city for tourists? How would you increase it?

Answer I have already answered in the OPPORTUNITY DAY.

5. In terms of costs, does the currency appreciation, especially in HKD and CNY, come from the OEM import costs? What would be the trend?

Answer I have already answered in the OPPORTUNITY DAY.

6. You have done quite a lot of promotion of Braless in Q1. Will you be able to control SG&A as well as before? How are the sales of Sabina Braless?

Answer I have already answered in the OPPORTUNITY DAY.

7. What percentage are you setting for the sales of outer wear? What are your plans?

Answer I have already answered in the OPPORTUNITY DAY.

8. How do plan for the expansion into overseas markets?

Answer I have already answered in the OPPORTUNITY DAY.

9. How is the trend for GP in Q1? Is it meeting the target?

Answer I have already answered in the OPPORTUNITY DAY.

10. Are the sales of NSR this year likely to continue for further growth?

Answer I have already answered in the OPPORTUNITY DAY.

11. What is the impact of electricity cost?

Answer I have already answered in the OPPORTUNITY DAY.

12. Is the OEM expected to have better growth than last year? What is the profit margin?

Answer I have already answered in the OPPORTUNITY DAY.

13. How is the domestic market share in 2022? What are the goals for the year 2023?

Answer No goals for market share.

14. Could you please give a guide for the year 2023 and the goals for the next 3 years? How would Sabina set for the continuation?

Answer I have already answered in the OPPORTUNITY DAY.

15. Would this year's GP be as high as the year 2019 of 54.4%? What would it be?

Answer Not as much as expected for the year 2023, about 49–51%

16. Can cost saving work for reduction? How?

Answer Yes, it can work for the reduction from product sourcing, change of production technology, and development of production personnel.

17. What is the overview of income growth for the year 2023? From which part would it come?

Answer Income growth from all structures, about 10% UP.

18. What are positive factors to support the performance in 2023?

Answer I have already answered in the OPPORTUNITY DAY.

19. How were the sales during the past 2 months?

Answer According to the goals.

20. In Q4/2022, why did the revenue of the Sabina brand decrease for YoY?

Answer I have already answered in the OPPORTUNITY DAY.

21. What percentage (%) of capacity does SABINA's factory currently use?

Answer I have already answered in the OPPORTUNITY DAY.

22. What would be the trend of performance in Q1/2023 compared to Q-Q and Y-Y? Why?

Answer The growth trend for Y-Y and Q-Q would be in accordance with the set goals.

23. Where are the targets for expansion into new markets in 2023? What strategy will be used?

Answer I have already answered in the OPPORTUNITY DAY.

24. Could you please guide on overseas export? How would it go? Are there any risks or concerns? How?

Answer I have already answered in the OPPORTUNITY DAY.

25. Would there be any other investments in 2023? How much do you plan for investment budget?

Answer I have already answered in the OPPORTUNITY DAY.

26. What would be the plans for performance improvement in 2023? How much is the set budget?

Answer I have already answered in the OPPORTUNITY DAY.

27. How much is the target for GP and the percentage (%) of revenue growth this year?

Answer GP is targeted for about 49–51%, with the revenue growth of 10% UP.

28. In 2022, has the Company been affected by rising raw material costs? What would be the management's plans for the year 2023?

Answer I have already answered in the OPPORTUNITY DAY.

29. How much would the short-term loan be increased for the year 2023? If so, how much is the interest?

Answer It is expected to increase slightly with the interest of about 4–5 million baht/year.

30. Is the strength of baht from tourism return beneficial to Sabina? Or is it more likely to be negative due to the need for export?

Answer I have already answered in the OPPORTUNITY DAY.

31. Following the heavy advertisement for braless innovative products, have the results come out as expected or more than expected?

Answer The results have come out very well.

32. Why does the income increase but inventories decrease?

Answer We can manage products more efficiently/produce and supply products to meet the needs of consumers.

33. Is the Gpm in 2023 likely to increase from the previous year? How much have you set for the target?

Answer The target is set at 49–51%.

34. How much has the company set for the target revenue this year?

Answer For the growth of 10% UP.

35. How much does the management expect for GP this year? Would the weakness of the baht affect the Company's GP?

Answer It is expected that GP would be about 49–51%. The baht weakens/appreciates from fluctuating currencies. The Company tries to avoid such situation to minimize uncontrollable impacts.

36. Could you please further explain how you would expand to set up a subsidiary in the Philippines?

Answer I have already answered in the OPPORTUNITY DAY.

37. In Q4/22, the expected revenue was lower than the estimate of 900 million. Why?

Answer I have already answered in the OPPORTUNITY DAY.

38. For the future plan, we will produce more if wishing to sell more products. Why doesn't Sabina save its profits for the investment in factory expansion, instead of all dividends?

Answer No need for factory expansion, but the use of product sourcing to meet more sales.

39. What is the 3–5-year plan for growth? Are there any chances in Thailand or overseas? Would it focus on in-house production or outsourcing production?

Answer We focus on a combination of in-house production plus outsourcing production.

40. From China's opening the country, does it affect Sabina's sourcing or not? How?

Answer There are no negative effects.

41. Does Sabina plan to expand its retail shops or would it close down more?

Answer I have already answered in the OPPORTUNITY DAY.

42. How does Sabina allocate costs for sourcing or domestic production at the factory in Thailand, including online stores and export?

Answer There are consistent and effective marketing + sales + production + sourcing + product management plans.

43. Do you have plans to set up factories overseas?

Answer None.

44. Is all of the 54.9% sourcing from China?

Answer No, some of them are outsourced from Thailand and Vietnam.

45. How much have the executives set the ratio for selling expenses?
Because there are advertisements throughout Bangkok.

Answer The selling and administrative expenses account for about 32% of total income.

46. How much is the investment for the solar roof? How many years of depreciation are there? How much can it reduce electricity costs per month?

Answer The Company does not invest itself. Business partners are investors by sharing benefits in the form of a discount for production/decrease in electricity cost of about 2 million baht/year.

47. What is the proportion of electricity cost to the total cost? After the solar starts COD (commercial operation), how much would it help reduce the Company's electricity cost?

Answer I have already answered in the OPPORTUNITY DAY.

48. From a new product with a light, soft, cool concept for which Khun Baifern is the presenter, could you please explain how it is similar or different from the current product?

Answer I have already answered in the OPPORTUNITY DAY.

49. There would be an investment on new machinery for another 10-year expansion. Please explain the details. How much is the investment? Would it affect the operating performance?

Answer I have already answered in the OPPORTUNITY DAY.

50. 11 11 / 12 12 / Are the sales through Lazada and Shopee still number one?

Answer Yes.

51. Has the Company set a target to increase revenue for this year? What would be the growth? What percentage of GP control do you expect? How do you control it? How is the trend in Q1 compared to last year?

Answer The target revenue growth would be 10% UP / GP target of about 49–51%. Q1 is likely to meet the target.

52. Has the Sabina logo been adjusted to make it more friendly?

Answer Yes.

53. For future goals, what would the management team expect for Sabina? To go beyond underwear? Beyond Asia or up to the global level?

Answer I have already answered in the OPPORTUNITY DAY.

54. Europe's economy is likely to slow down. Does it affect the OEM? If so, how much would it affect it?

Answer I have already answered in the OPPORTUNITY DAY.

55. What are main factors to expand or close down the branch?

Answer I have already answered in the OPPORTUNITY DAY.

56. How much is the solar investment? How much is the investment budget?

Answer Business partners are investors.