



OPPORTUNITY DAY Q2/2023

SYNNEX (THAILAND) PUBLIC COMPANY LIMITED





Agenda



- 2Q2023 & 1H2023 Performance Highlight
- Business Update & Outlook
- Y2023 Guidance

2Q2023 & 1H2023 Performance Highlight





1H2023 Key Highlight

Facing with various challenging factors impact to market confident and demand in consumer products; especially component

Commercial growth remain solid and strong with new high record

Expansion of Portfolio and new segment; Lifestyle and gaming

Consistent dividend payment
Interim payment 1H/2023 at 0.10 THB

2Q2023 Financial Highlight

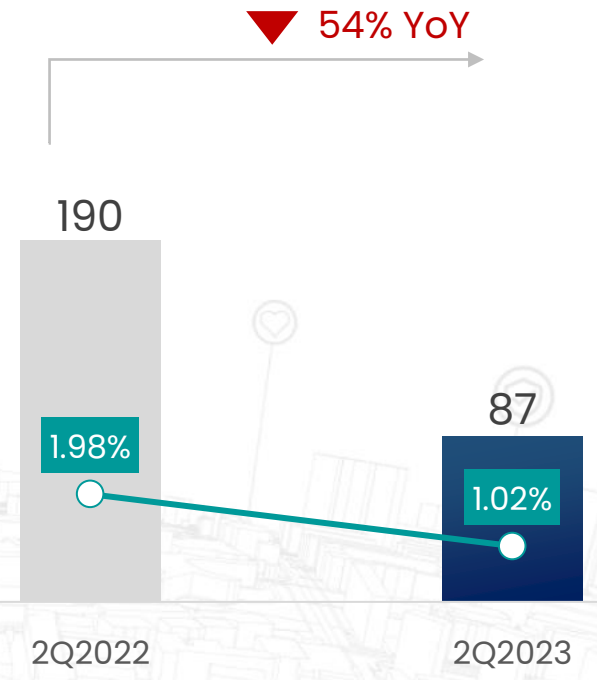
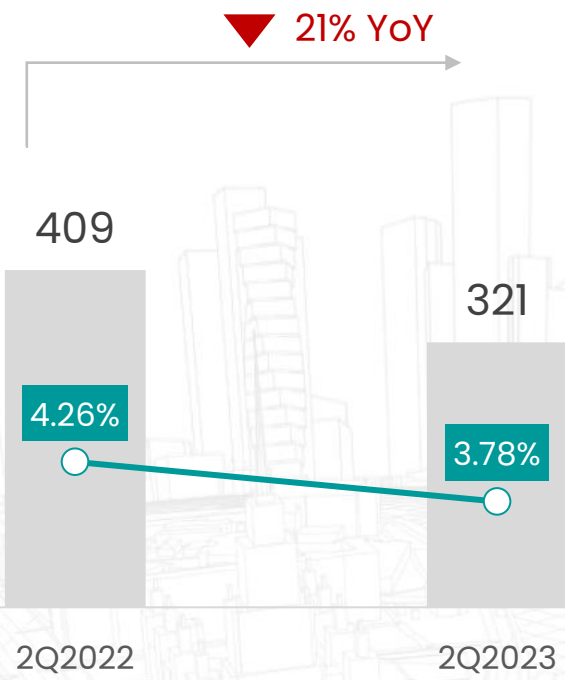
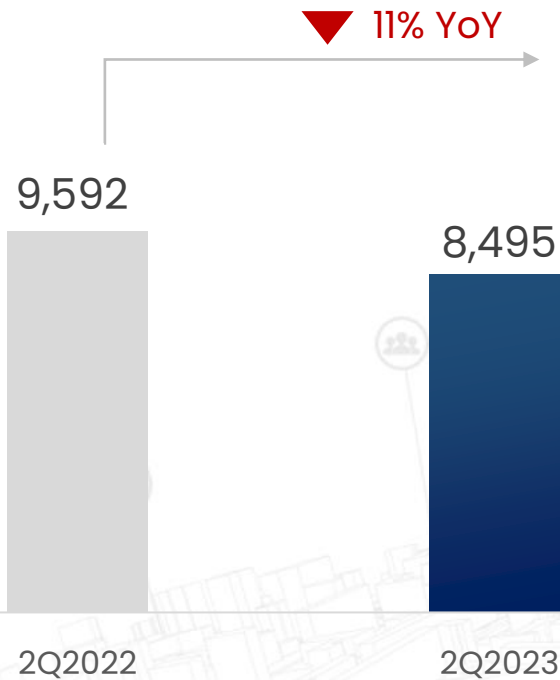
Various challenging factors impact to consumer confident and market demand resulted in declining in revenue and earning

Unit: MB

Revenue

Gross Profit

Net Profit



■ Gross Profit ● %Gross Profit

■ Net Profit ● %Net Profit

1H2023 Financial Highlight

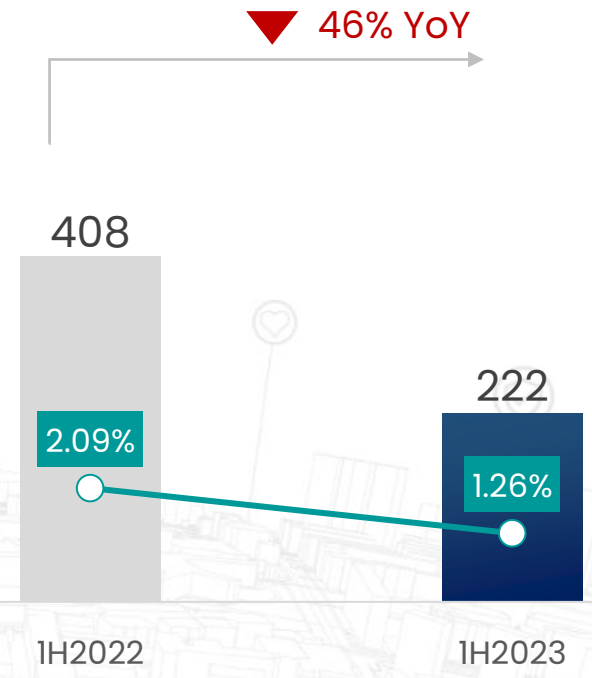
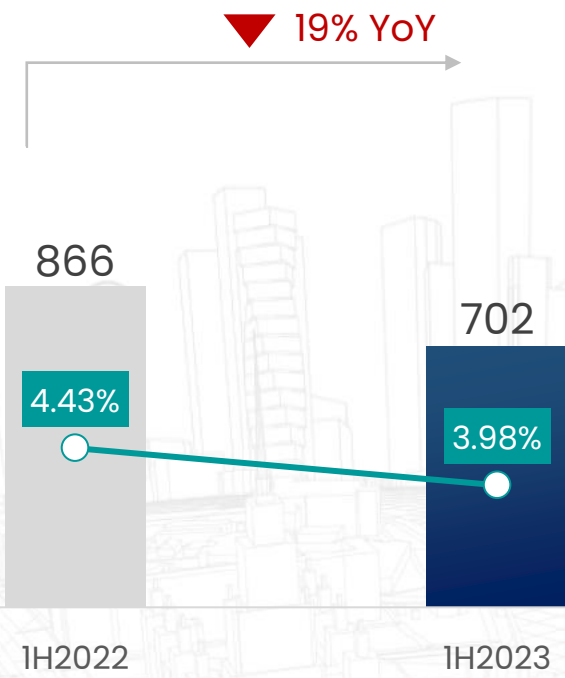
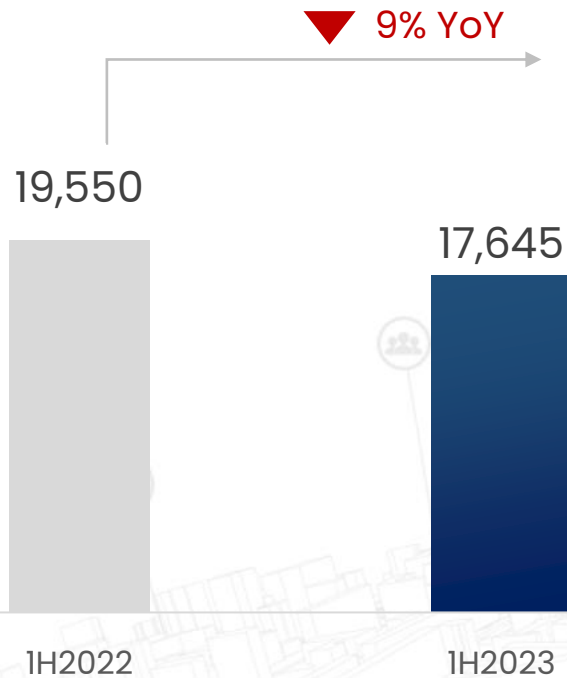
Various challenging factors impact to consumer confident and market demand resulted in declining in revenue and earning

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Gross Profit

Net Profit



■ Gross Profit ● %Gross Profit

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1H2023 Revenue Contribution



Consumer

Personal Computer, PC Component, Peripheral & Accessories



Communication

Mobile, Tablet, Smart Device & Phone accessories

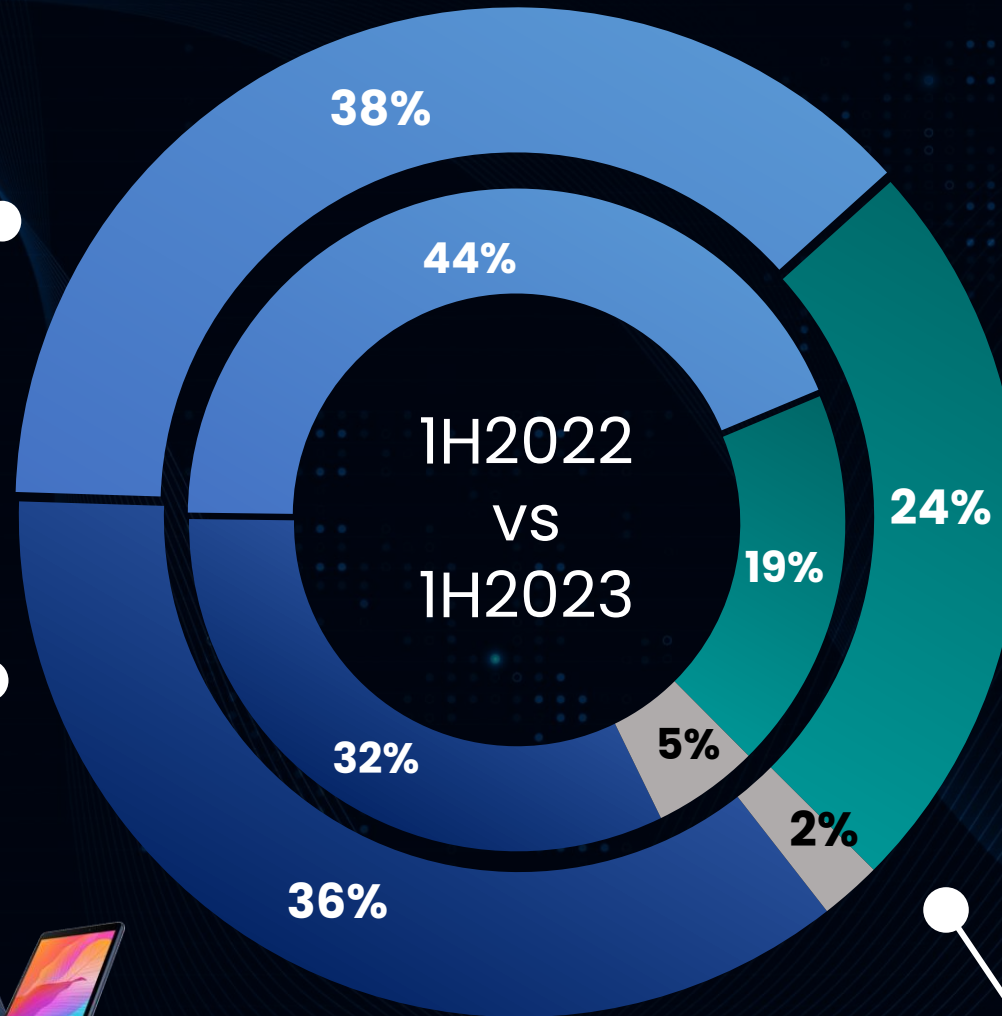


Commercial & Enterprise

Network, Server & Storage, Surveillance, Software



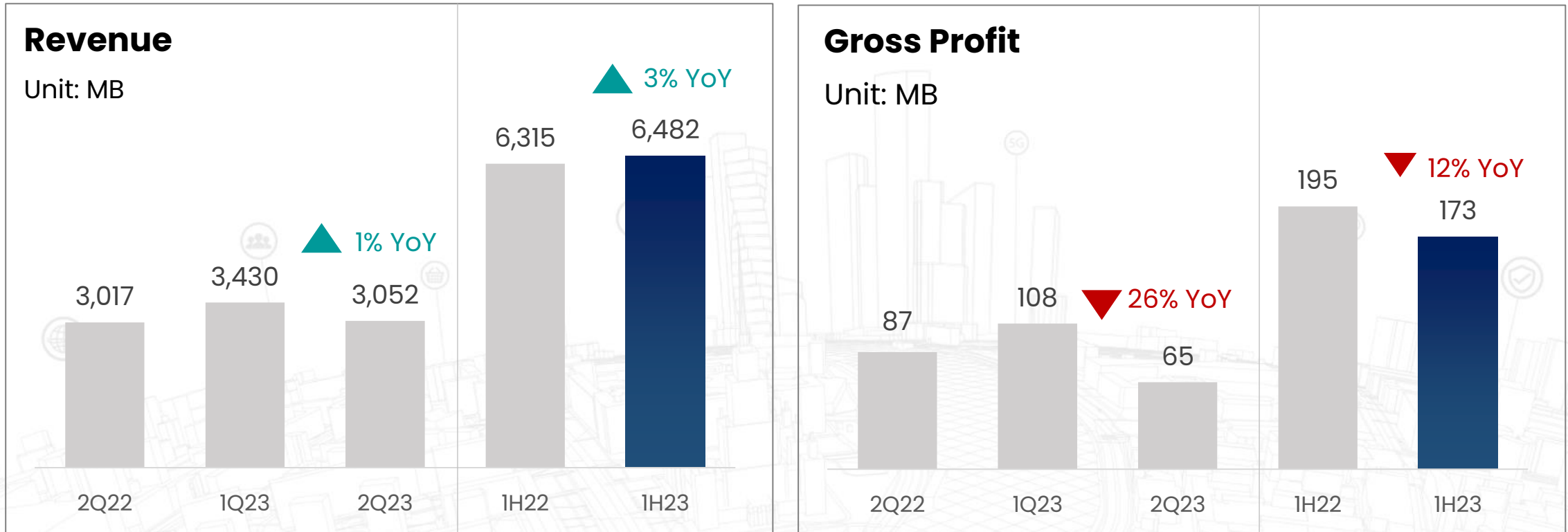
Other



1H2023 Revenue Performance

1. Communication Business Unit

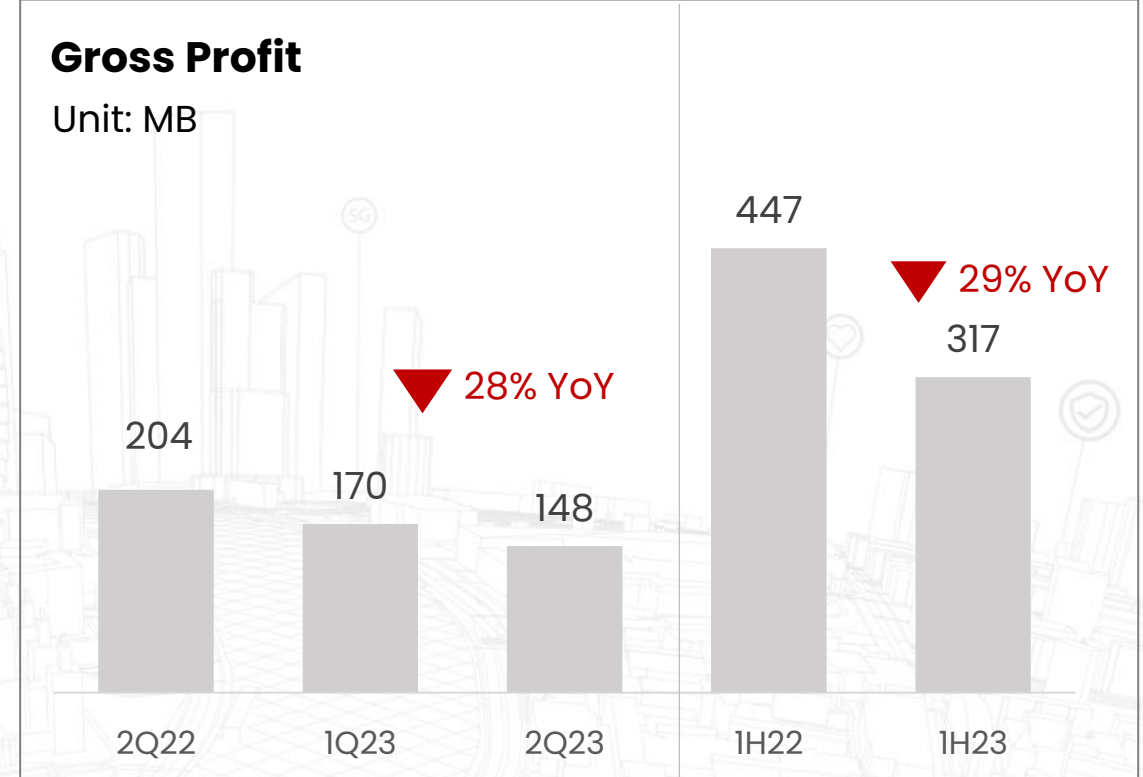
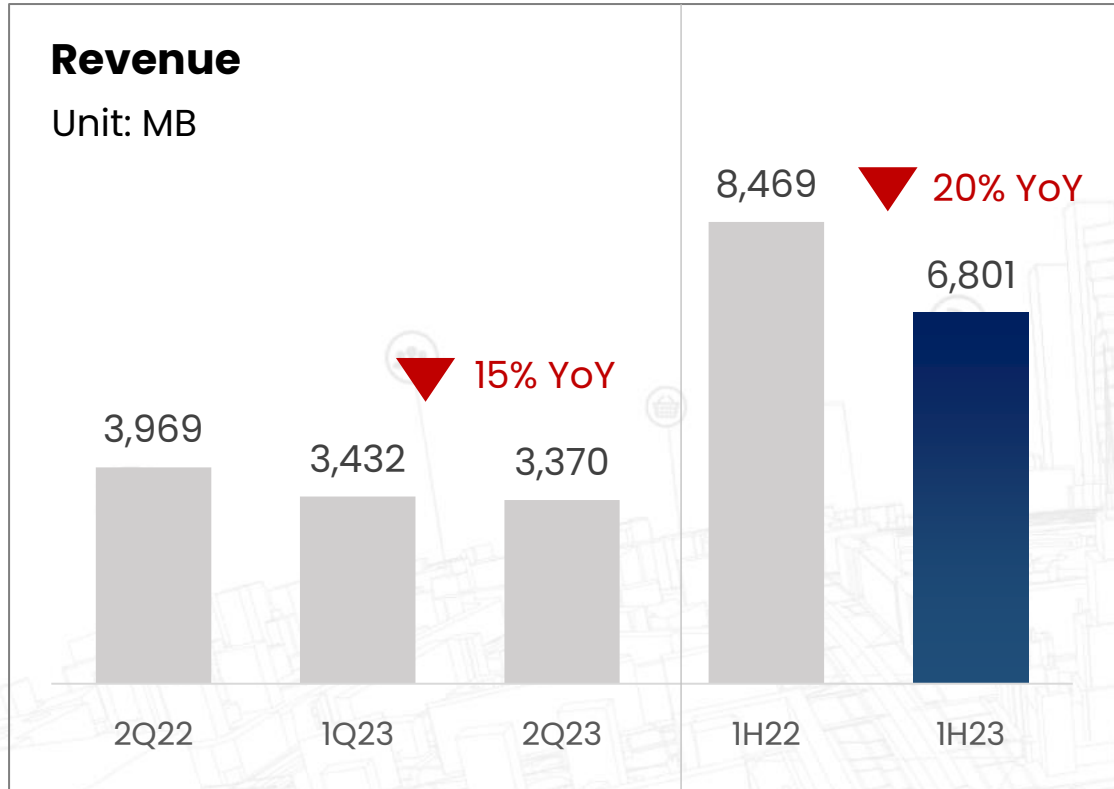
- Overall smartphone market dropped by 15%, especially in low-end segment effected by economic situation
- While high price segment (i.e. Apple, Samsung, Honor) still generate growth at +7.5%YoY



1H2023 Revenue Performance

2. Consumer Business Unit

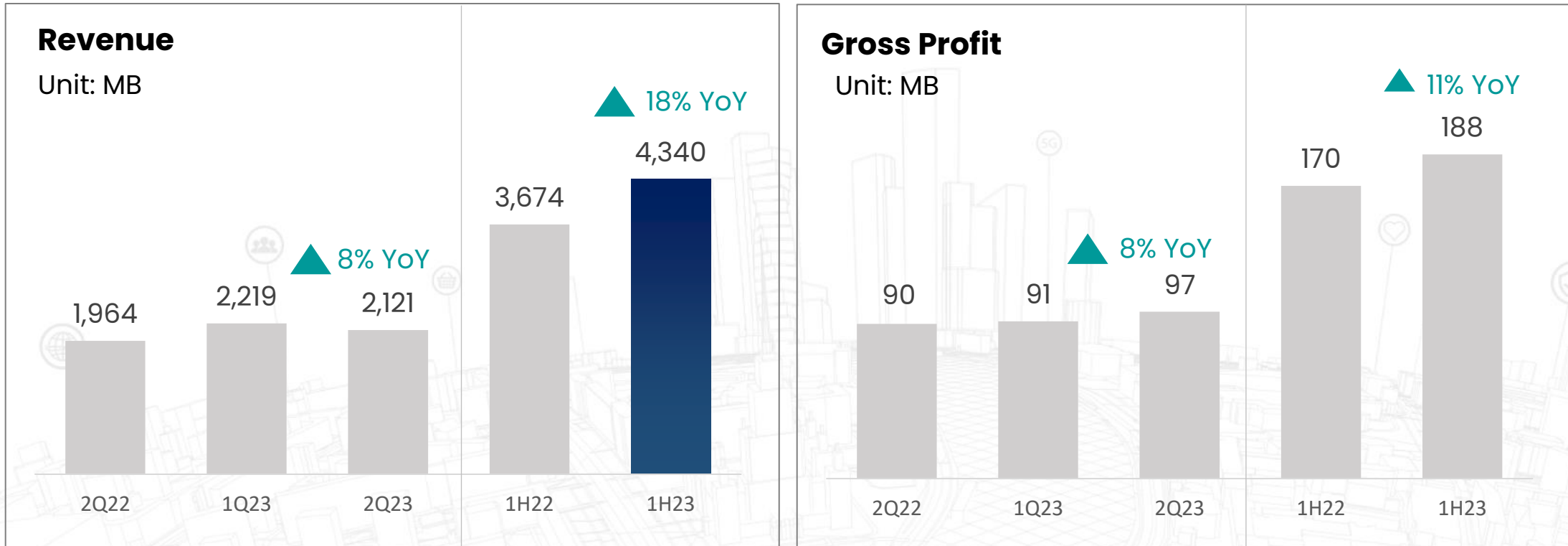
- Slow market demand in PC, Notebook and component products
- Gradually growth recovery in Personal Flash storage business from tourism boost at +12.5% YoY



1H2023 Revenue Performance

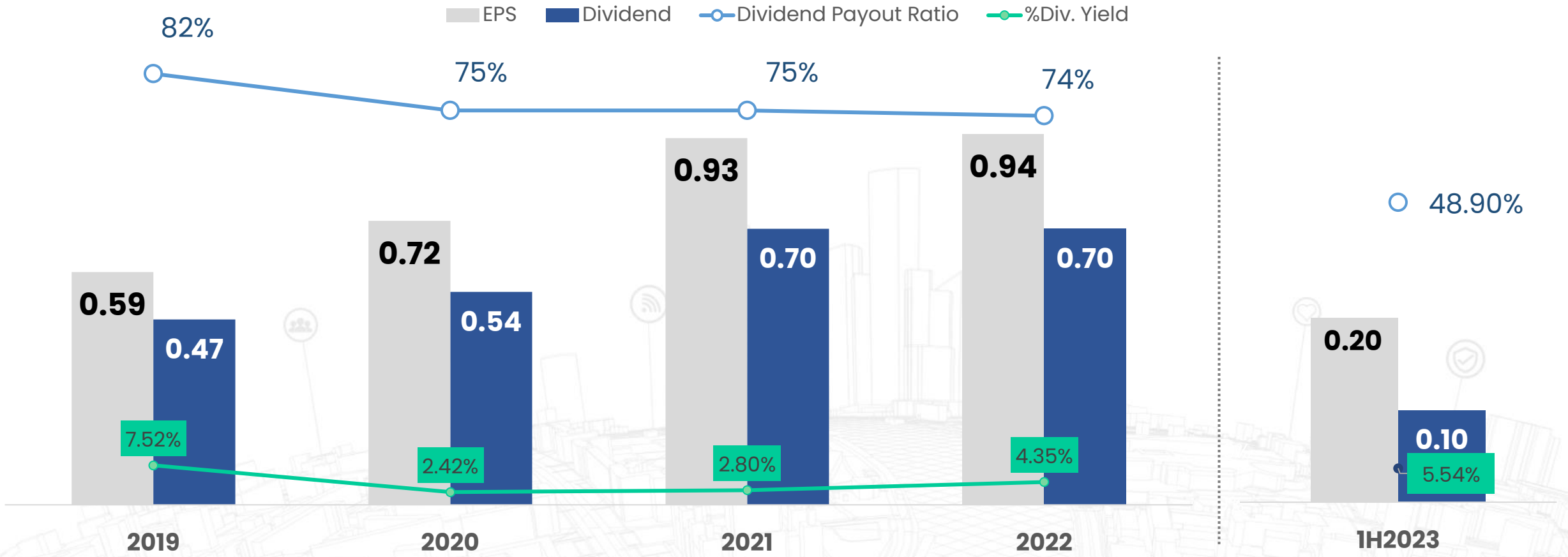
3. Commercial Business Unit

- Reaching new high record in 1H2023 with strong YOY growth rate in networking and surveillance solutions at 44% and 78% respectively
- High focus on solution-based



Consistent Dividend Payment

Dividend Policy of paying a minimum of 40% of net profit after tax, after reserve required by laws and other reserves.



Note:

- Record Date: 25 August 2023
- Dividend Payment Date: 6 September 2023

Business Update & Outlook



Moving forward to IT Ecosystem

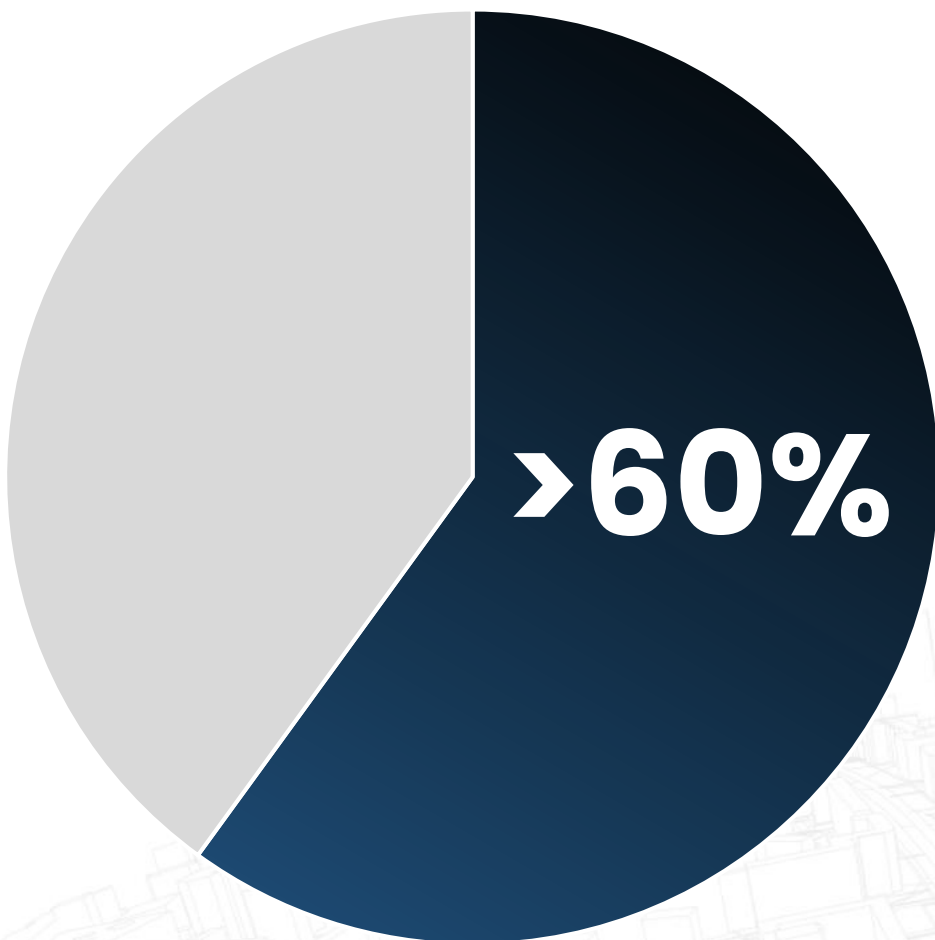
Communication



Business Unit

Penetration of smartphone market

Y2023 Smartphone market value at 141 Billion Baht



With more than 60% brand coverage



SAMSUNG



HUAWEI

HONOR

TECNO

TCL



Synnex Exclusive Distributor

2X
Of growth

3Q2022

2Q2023

HONOR

Solid brand expansion and contribution of growth



FULL PRODUCT PORTOLIO



Honor X5
Everything
Tough and Beautiful
3,299 THB



Honor X9a
Tough and Beautiful
Curve Mid-Range
10,990 THB

3Q
2022

4Q
2022

1Q
2023

2Q
2023



Honor X6
Powerful All-
aroundner 50MP
4,999 THB



Honor X7a
Best Battery Best
Camera Phone
5,999 THB



Honor X8a
Thinnest 100MP
Camera Phone
7,999 THB



Honor Magic 5
Best Camera
Best Screen
29,900 THB

HONOR

Market & Channel coverage

Y2022
1,100



1H2023
2,635



Target 2023
3,500

Our channel partners





Opening HONOR SERVICES CENTER Central Rama II

2H2023 Season of smartphone market



HUAWEI Mate 60 series
จะเปิดตัวในเดือนตุลาคมนี้
คาดว่าจะรองรับ 5G



HONOR 90 ^{5G} Series

ซีอติไหนก็ปัง

คมชัดยิ่งกว่า
ด้วยกล้องหลัก 200 MP

สบายตายิ่งกว่า
ในทุกการใช้งาน

ถ่ายพอร์ทเรทได้ดียิ่งกว่า
ด้วย HONOR Image Engine

杨洋
HONOR 90 Brand Ambassador

SAMSUNG

Galaxy Z Fold5 | Z Flip5

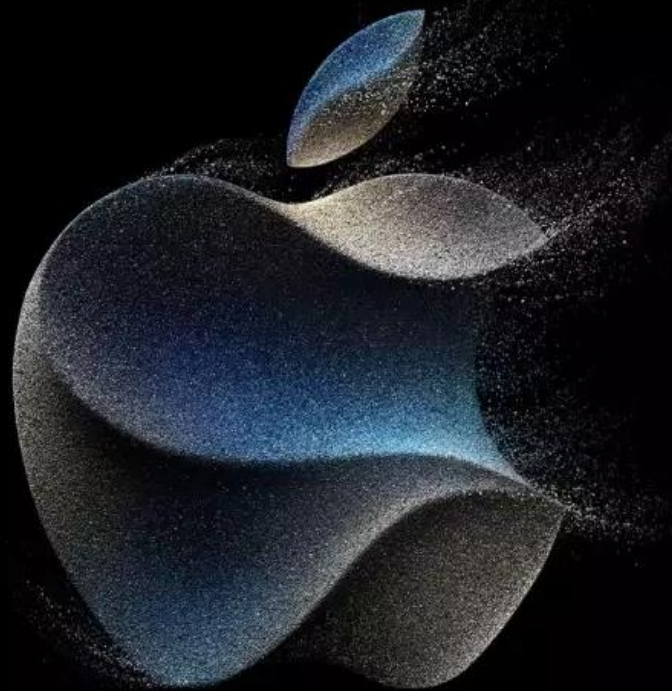


TCL NXTPAPER₁₁

นวัตกรรมสีสมจริง
บนสัมผัสกระดาษ

หน้าจอ NXTPAPER 11 นิ้ว 2K | TCL T-Pen รับแรงกด 4096 ระดับ





Wonderlust.

Please join us for a special Apple Event
broadcasting from Apple Park.
Watch it online at apple.com.

September 12, 2023
10:00 a.m. PT

Consumer



Business Unit

Consumer business unit

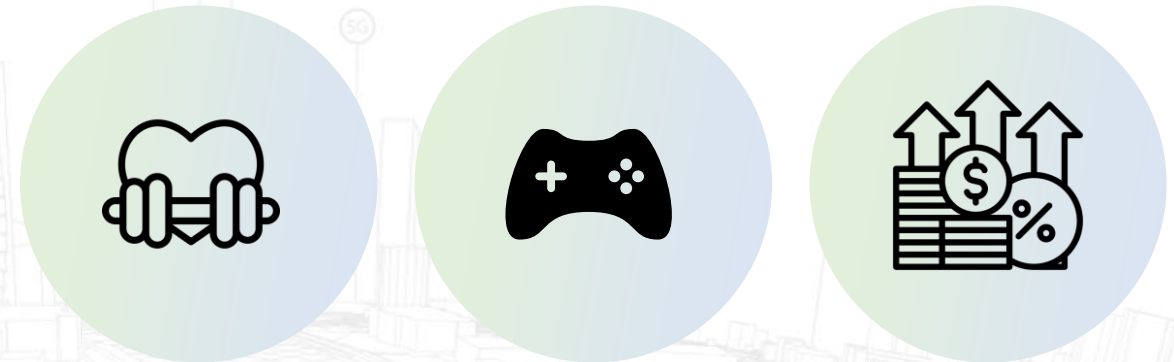
Current Segment

Maintain No.1 Position with value-added services



New Segment

Expansion to new growing segment focusing high margin products



Lifestyle

Gaming

Prosumer

EXPANSION TO LIFESTYLE MARKET



GARMIN®





Expansion to Gaming Ecosystem

**NO.1 GAMING HARDWARE
DISTRIBUTOR**



**PC GAME
HARDWARE**



**PERIPHERALS &
ACCESSORIES**

2023 Thailand Gaming Hardware **17,000** MB



**CONSOLE
HARDWARE**



**VR
HARDWARE**



Gaming

2023 Key Directions

Full PC gaming
hardware
portfolio

Expansion
of gaming
console

Moving on
mobile gaming

Enhancing
Esport and
gaming
experience

1. Full PC gaming hardware portfolio



MORE THAN 30 BRANDS

CPU



MEMORY



Peripherals



GAMING NOTEBOOK



by Lenovo



MB & VGA



STORAGE



MONITOR



CASE / PSU



2. Expansion of gaming console



X



Official Opening
on 29 July 2023



GRAND OPENING BRANDING IN THAILAND

29 กรกฎาคม 2566 ณ สยามสแควร์ ตั้งแต่ 15.00 น. เป็นต้นไป

กิจกรรมดีๆ ที่คุณไม่ควรพลาด

เล่นเกม
NINTENDO SWITCH
ที่





Value-added Strategies

FULL-SERVICE DISTRIBUTOR



Full Distribution Service



Go to market Service



IMC Integrated marketing communication Service



Retail Expansion and Operation



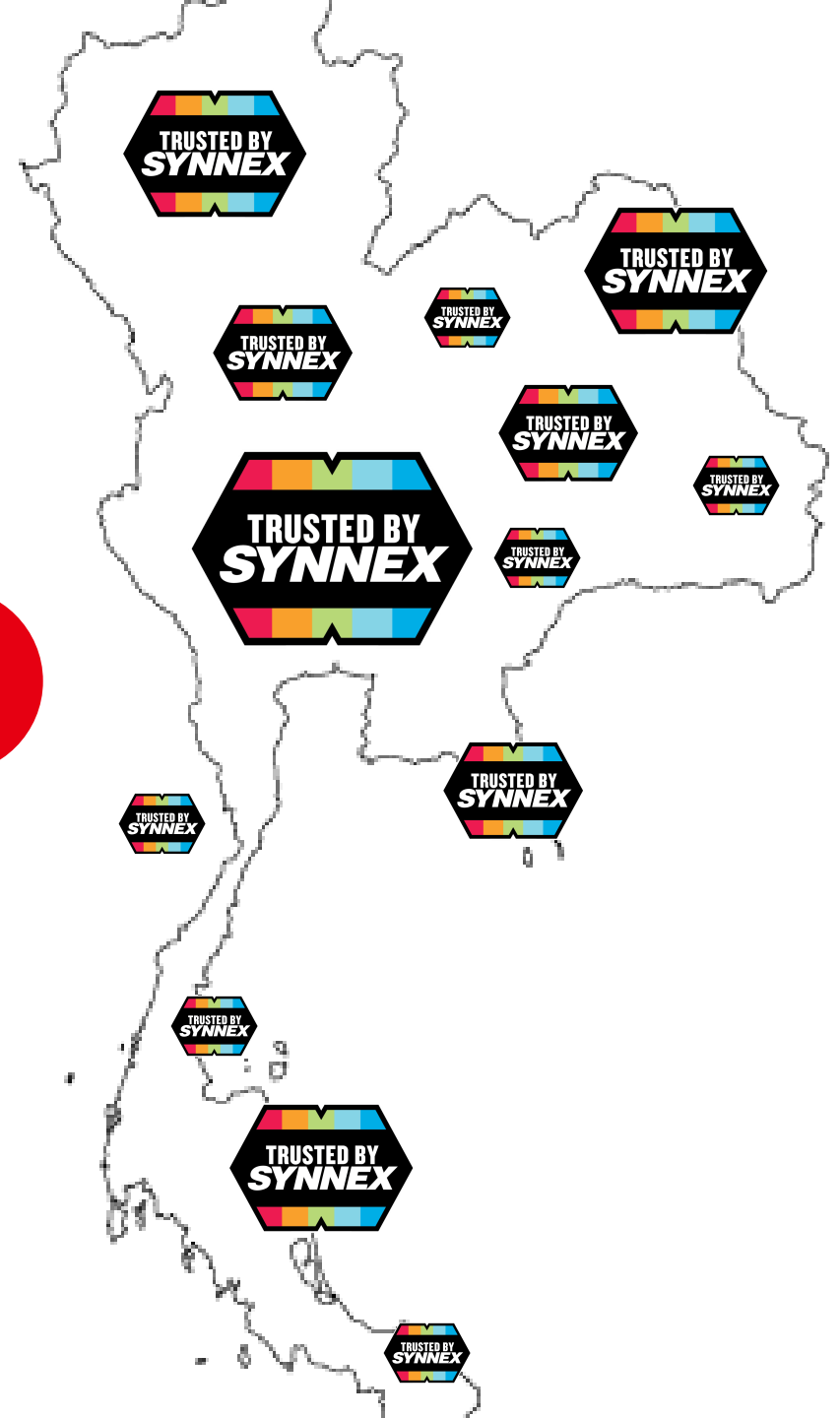
After Sales Service

- 18 months warranty
- Door to Door services



Target 2023 70 Stores

Nintendo Switch by Synnex



3. Moving on mobile gaming

New Model



Gaming Mobile

เครื่องเล่นเกมพกพา
ROG ALLY

ให้การเล่นเกมไปกับคุณทุกที่



วางจำหน่าย
วันที่ 21 กรกฎาคม 2566

4. Enhancing E-Sport and gaming experiences



2019

2020

2021

2022

1H2023

**SYNNEX GAMING & ESPORTS
PUBG Tournaments**

**SYNNEX GAMING & ESPORT
Rainbox Six**

**Thailand
PUBSTOMP 2021**

**Partnership
e-Sport event**

**Gamipeirence Landmark
'TRUE5G Pro Hub'**



**Thailand
PUBSTOMP 2019**

**RAZER CON
THAILAND 2020**



Commercial & Enterprise



Business Unit

Enhancing Commercial Portfolio

Server & Storage



Data Center



Video Conference



Power UPS



Cloud & Security



Computer System



Enterprise Network



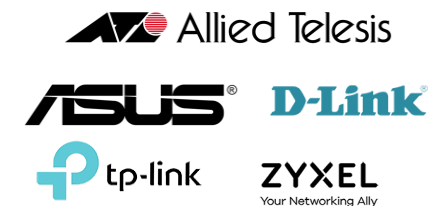
Surveillance



Productivity Software

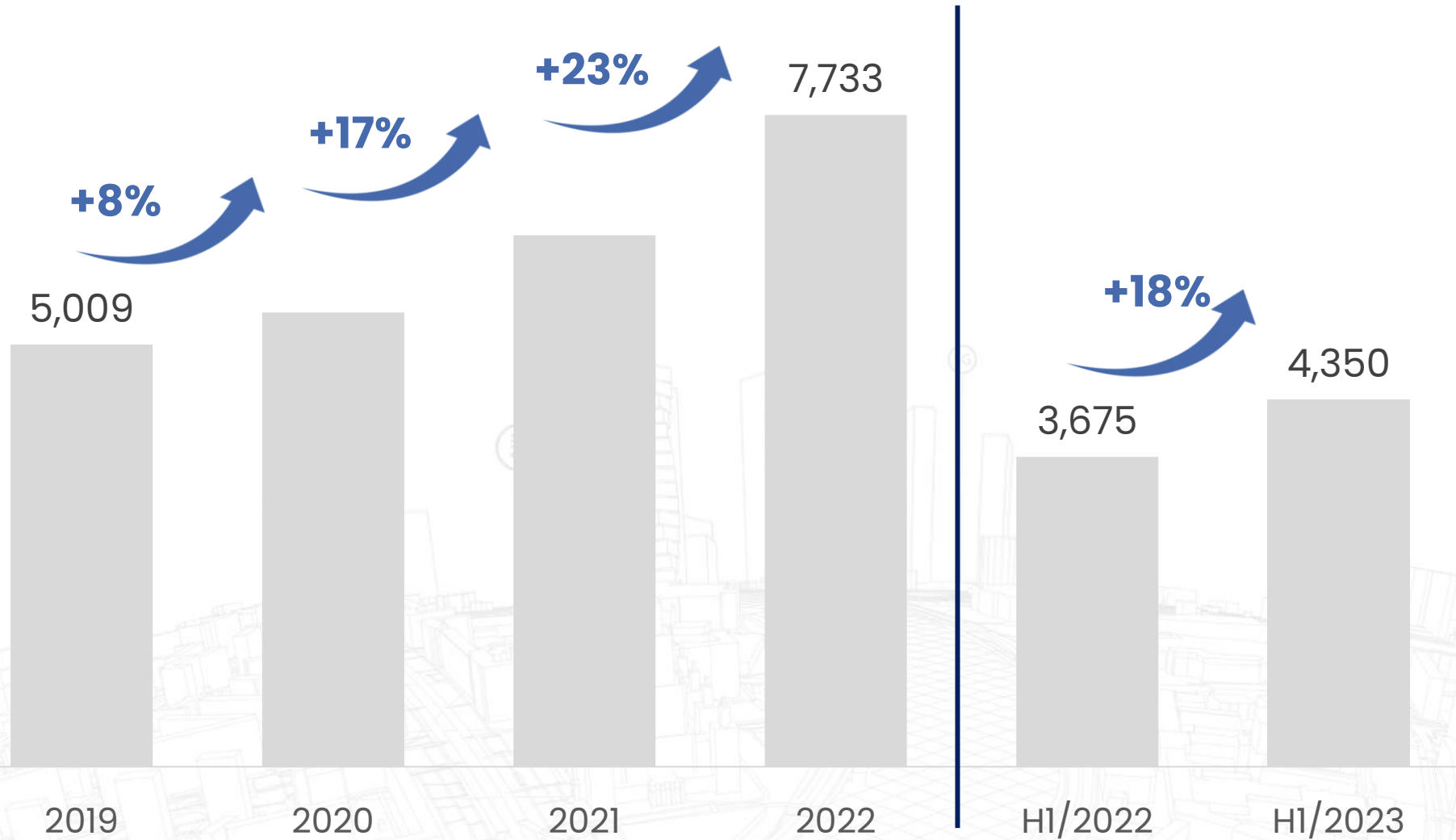


Soho Network



Aggressive penetrate Commercial & Enterprise

Continue strong growth momentum



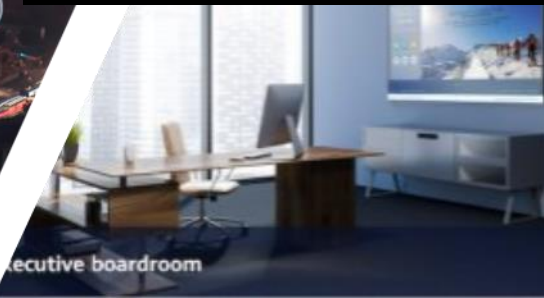
Smart Education



Enterprise Solutions



Smart Office/
Meeting Room



Smart City



1H2023 High Growth

+44% YoY

Enterprise Network & Security

+16% YoY

System & Storage

+78% YoY

IoT Solutions & Surveillance

Y2023 Guidance



 **CYBER SECURITY**

 **DEALER PORTAL**

CONNECTING IT ECOSYSTEM

COMMUNICATION

CONSUMER

 **IT SERVICES**

 **SYNNEX**
ECOSYSTEM

 **House Brand**

 **Gaming**

 **EV**

 **Health**

COMMERCIAL & ENTERPRISE

 **Cloud Service**

 **IoT Solutions**

 **Robotics**

 **EVERYTHING AS A SERVICE**

 **FULFILMENT**

CONNECTING IT ECOSYSTEM

 **FINANCIAL SERVICES**

FY2023 Opportunities & Challenges

Challenges

- Prolonged pressure on demand of IT consumer products
- Higher interest rates & lower consumers' spending from economic situation

Opportunity

- High seasonal period for communication business from new models
- Strong commercial backlog and continue market penetration
- Gaming console expansion
- Digital Wallet; 1 Tablet 1 Student of Government policy
- Focus on cost reduction



Making people's lives better and easier with technology

เราจะทำให้ชีวิตของผู้คนดีขึ้นและง่ายขึ้นด้วยเทคโนโลยี



Q & A



Contact : IR@synnex.co.th