



FY 2025 FINANCIAL RESULT

Synnex (Thailand) Pcl.

AGENDA

Business Overview

Financial Highlight

2026 **Guidance**

Q & A

2025 Key business highlights



Financial Highlight

REVENUE **+13%**
GROSS PROFIT **+5%**
%OPEX **2.2%**
NET PROFIT **+23%**

Achieved record-high performance Revenue reached **47,393 MB.** with net profit of **769 MB.** while maintaining efficient OPEX discipline



Strategic Highlights



Strategic partnership with **AWS** to expand cloud solutions



Successfully launch **"Nintendo Switch 2"** reinforcing leadership in the gaming market



Governance Highlights

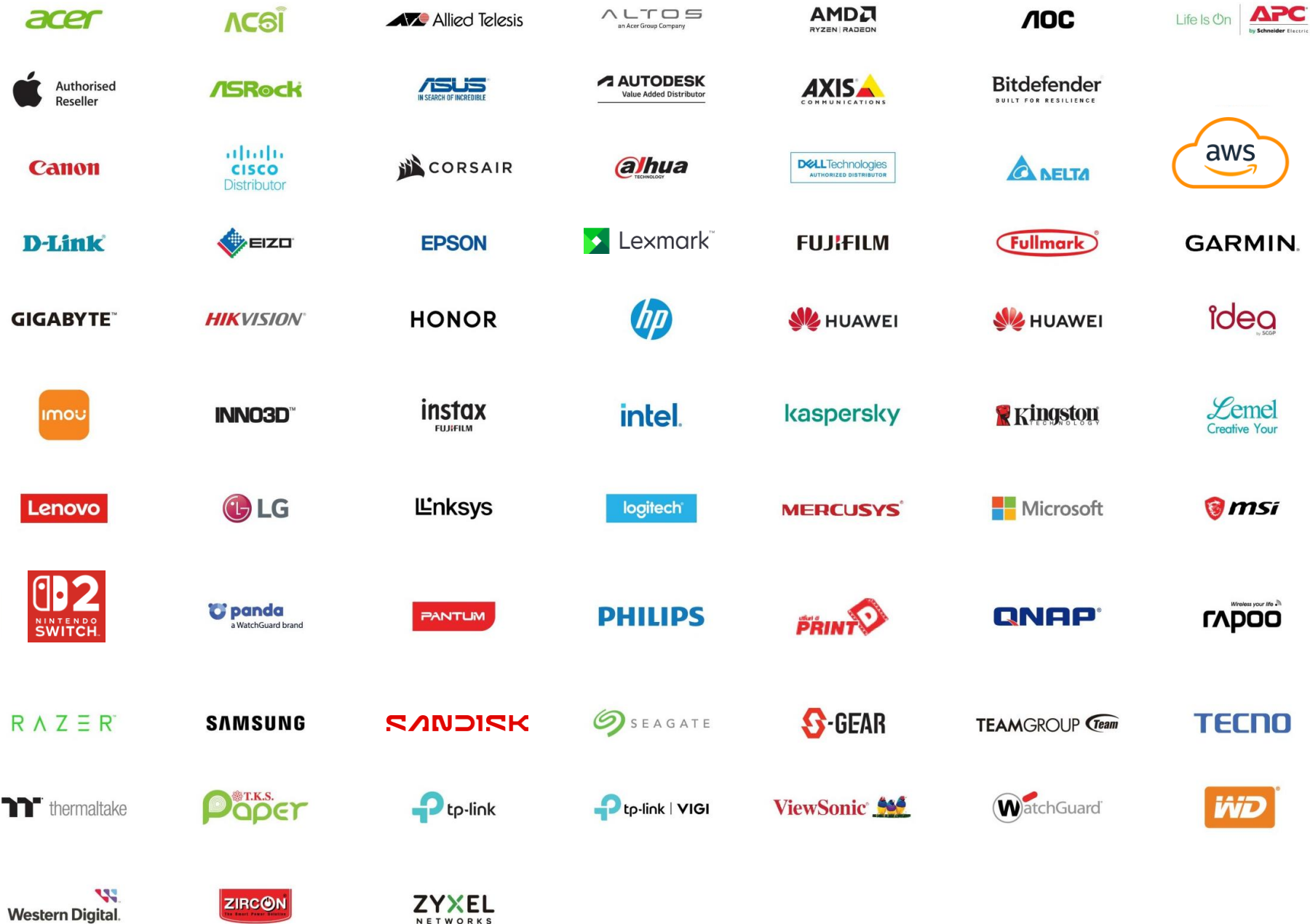


Strong governance, transparency, and accountability remain the foundation of **Synnex's sustainable growth**



70+

World Class Brands



SYNNEX TOTAL IT ECOSYSTEM

Maintain No.1 Market Leader

Strengthen growth with channel expansion

High Focus on market penetration and acquisition

IT Consumer



Notebook
Peripheral & Accessories



Display & Projector
PC Component



Desktop
Printer

Apple



All product

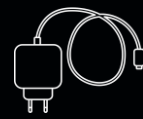
Smartphone & Wearable



Mobile
Tablet



Smart Device
Earbud



Accessory

Gaming & Gadget



Game Console
Notebook

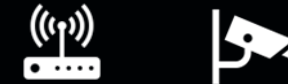


Camera
Gadget



Toy & Figure

IT Commercial



Network SOHO
Surveillance



Commercial PC
Commercial Display

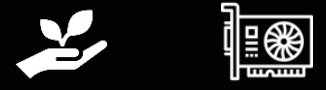


UPS

Enterprise



Server & Network
IT Security



Energy Solution
System & Storage



Software

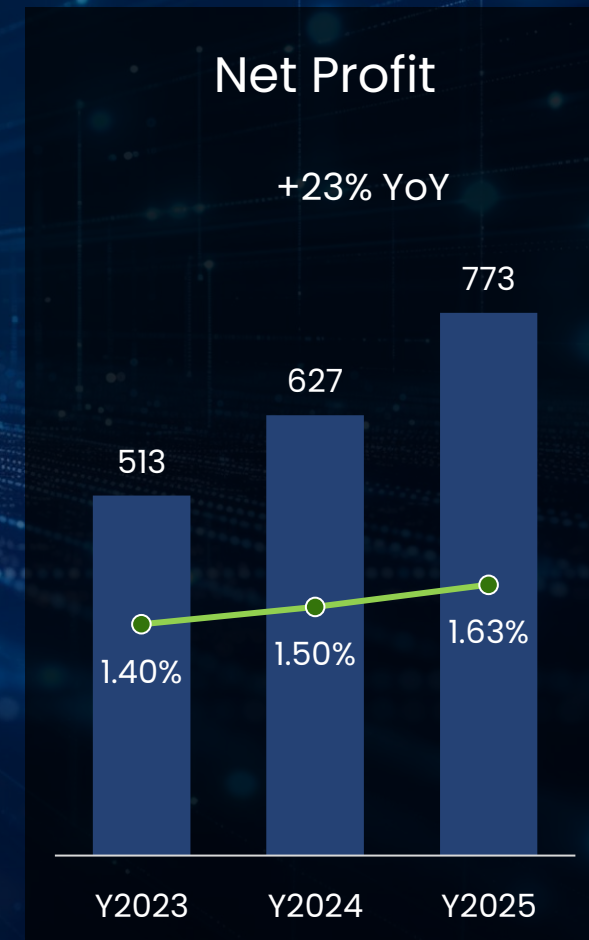
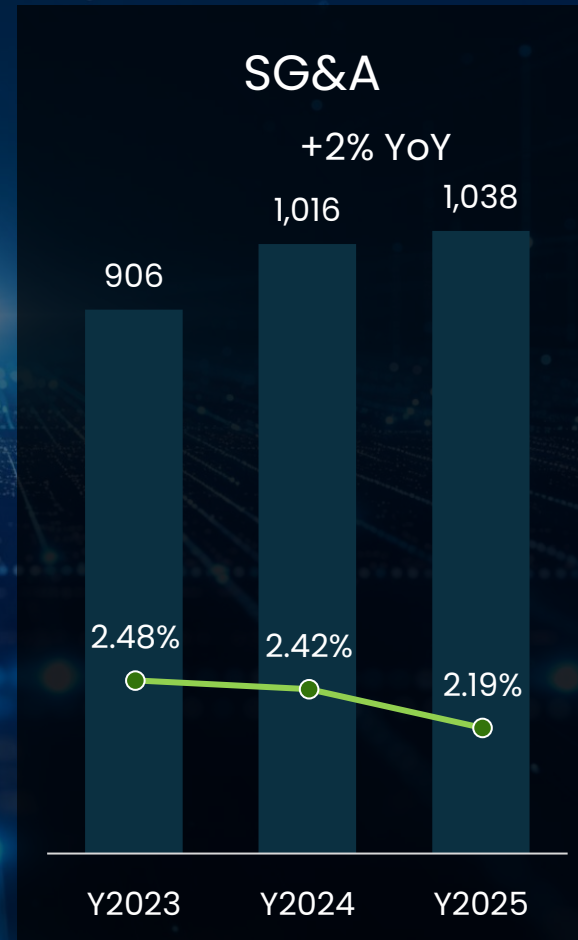
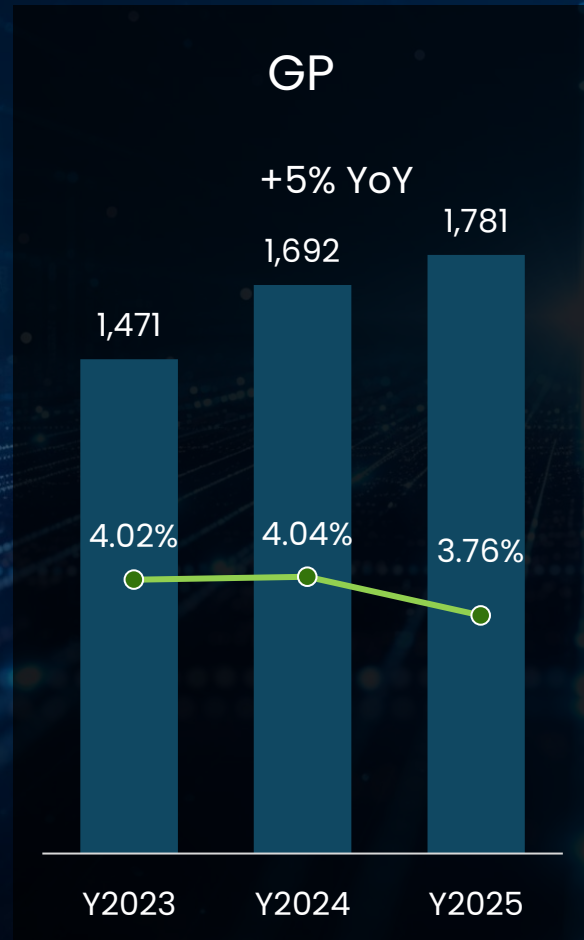
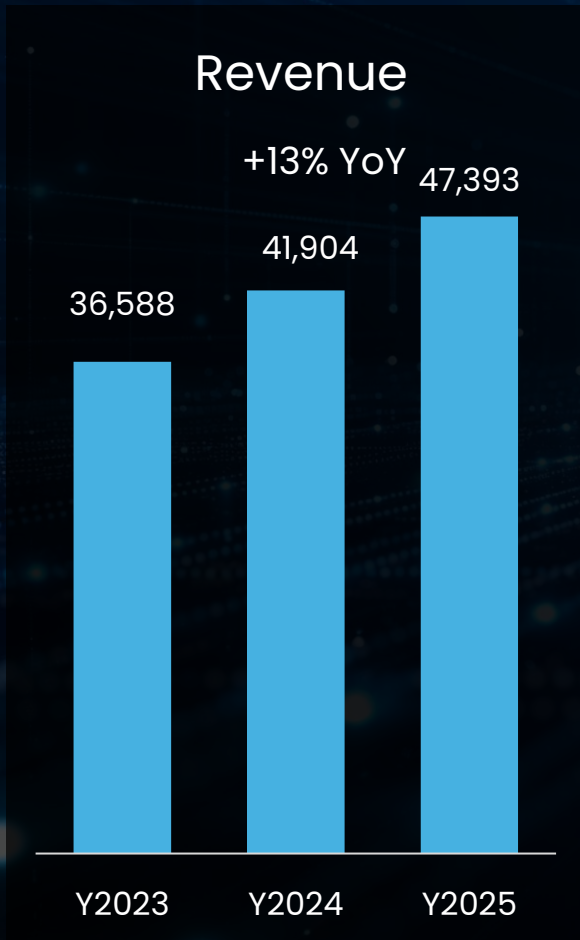


Cloud

2025 SUMMARY

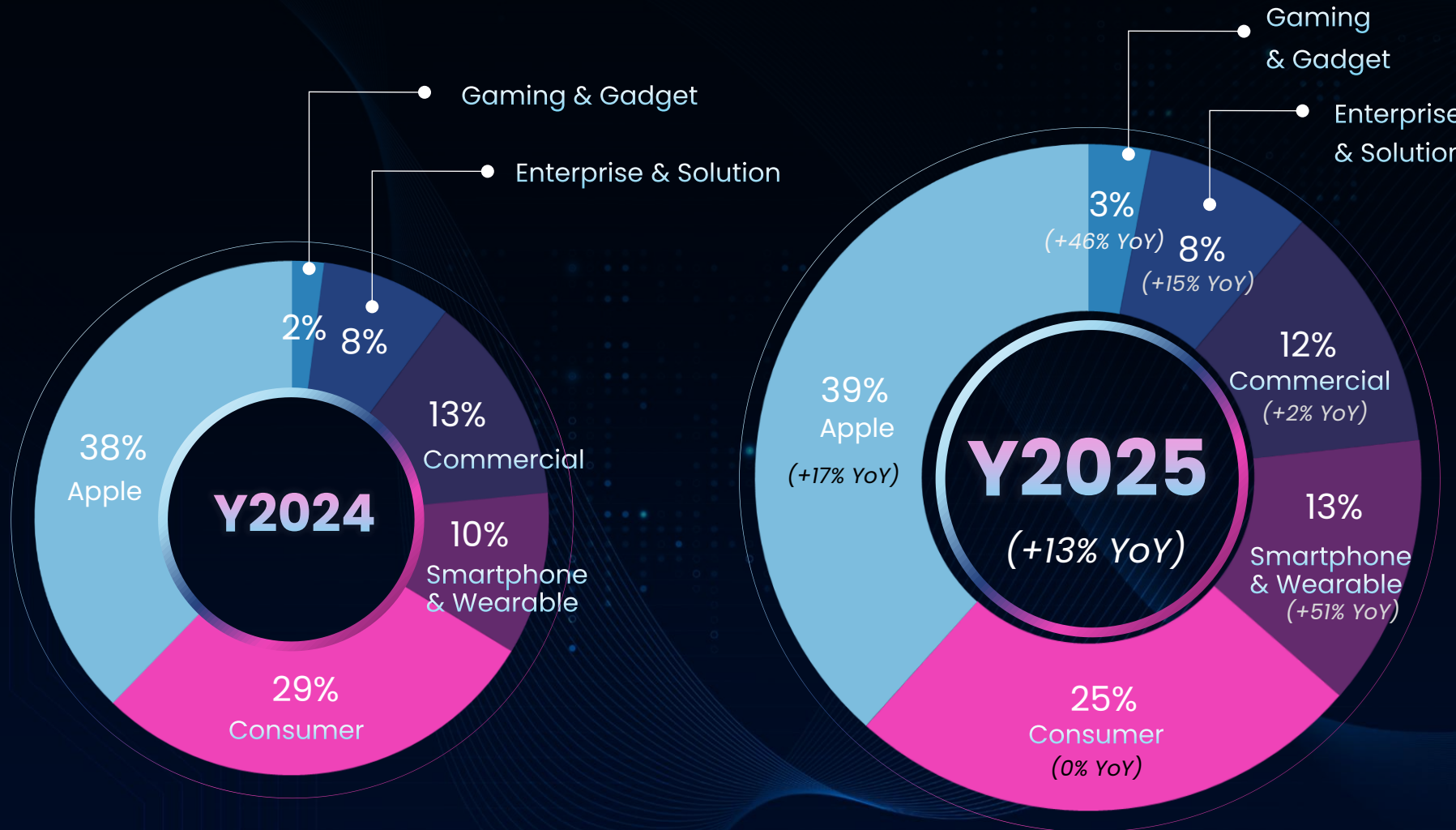


SOLID GROWTH IN REVENUE AND PROFITABILITY



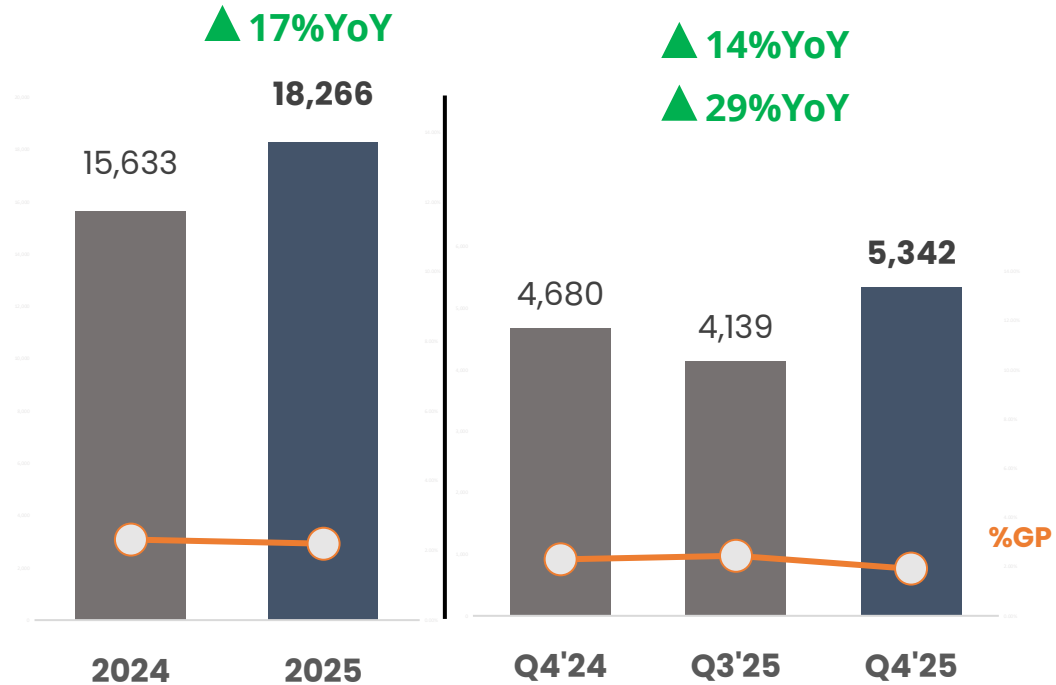
2025 Revenue Contribution

A Diverse Product Portfolio Serving Both Mass and Value-Added Market Segments



1. APPLE

(Unit: MB)



- FY2025 revenue grew +17% YoY, driven by strong demand for the iPhone 17 series
- Nationwide retail campaigns supported sales despite temporary supply constraints
- Apple ecosystem remains the Company's core revenue contributor



**FY 2025 :
+17%YoY**

Apple ecosystem remains a key growth driver, supported by strong iPhone demand and accelerating growth in iPad and Mac segments

iPhone +13% YoY
Non-iPhone +23% YoY

iPhone 17 Series



iPhone
+13%YoY



iPad
+40%YoY



Mac
+14%YoY

New Product Launch in Q1'26

MacBook Neo

Affordable Mac to open new market segment



MacBook Air / Pro (M5 Series)

Next-gen performance driving Mac refresh demand



iPad Air M4

Upgrade cycle in education & productivity



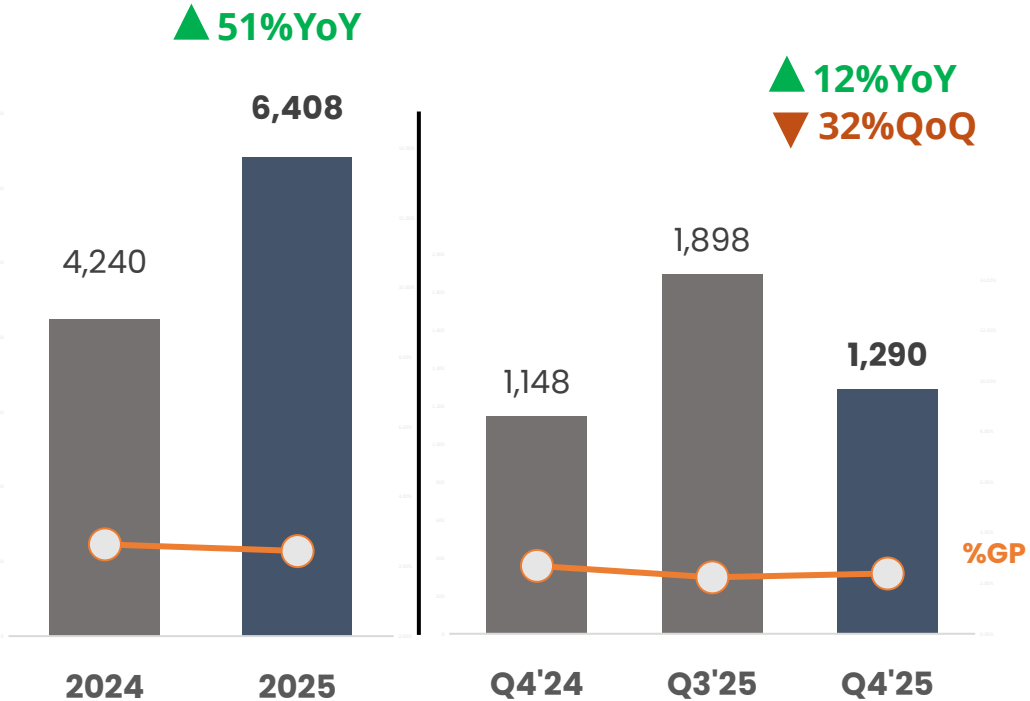
iPhone 17e

Expand addressable smartphone market



2. SMARTPHONE & PERSONAL WEARABLE

(Unit: MB)



- FY2025 revenue grew 51% YoY, driven by the AI smartphone upgrade cycle
- Strong momentum from Huawei smartphones and new wearable launches
- Expanded product portfolio strengthened market reach

HUAWEI
FY 2025 :
+132% YoY

Capturing entry-to-premium segments across the full product lineup, while accelerating online growth through Mega DC and nationwide distribution capabilities

- Wearable**: +110% YOY (Watch FIT4)
- Smartphone**: +123% YOY (Pura 80 series)
- Tablet**: +186% YOY (METAPAD 11.5)

Huawei's first flagship store (to launch in Q1'26)

Huawei Mega Experience Store



Expansion of Huawei Experience Stores across key retail destinations



strengthening premium retail presence

3. IT CONSUMER

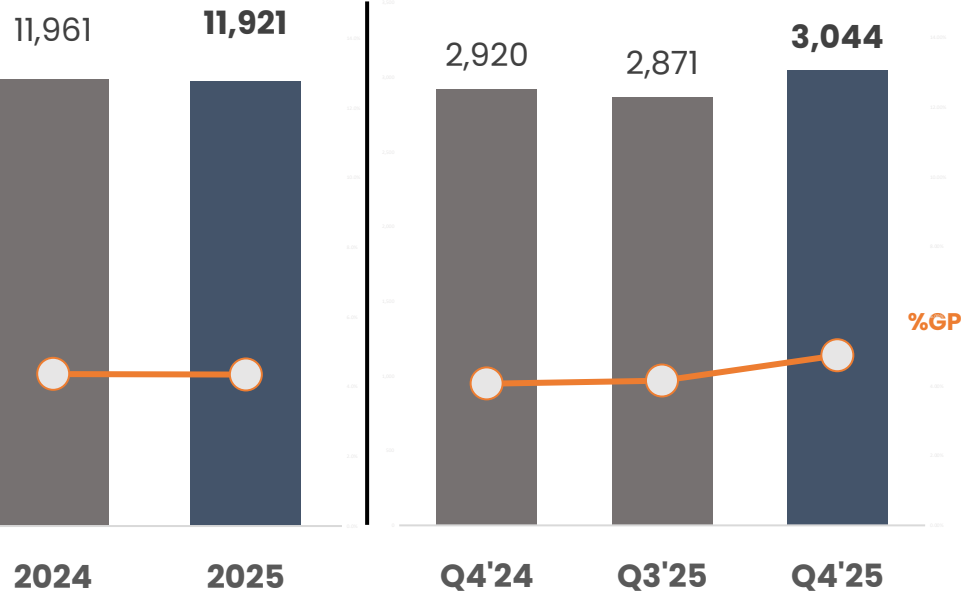
Q4'25

(Unit: MB)

▼ 0.3%YoY

▲ 6%QoQ

▲ 4%YoY



- Revenue broadly stable (-0.3% YoY) amid soft market
- Weak printing offset by AI-driven PC growth
- Positive 2026 outlook from storage supply shortage



DRAM

+10%
YoY

+118
QoQ

+64
YoY



SSD

+46%
YoY

+55
QoQ

+75
YoY



Video Card

+36%
YoY

+47
QoQ

+110
YoY

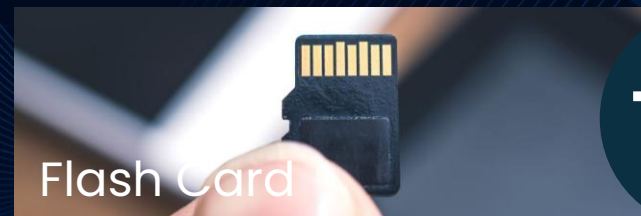


External Harddisk

+19%
YoY

+32
QoQ

+18
YoY



Flash Card

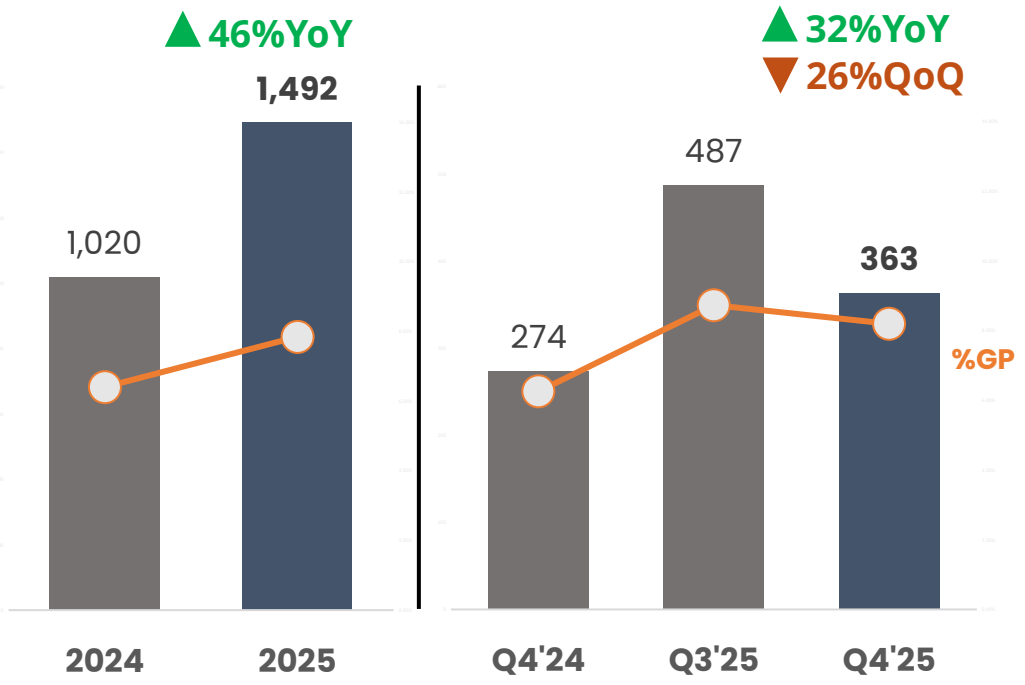
+16%
YoY

+26
QoQ

+59
YoY

4. GAMING & GADGET

(Unit: MB)



- FY2025 revenue grew 46% YoY, driven by the Nintendo Switch 2 launch cycle
- Gross margin improved from higher software and accessory mix
- Gaming positioned as a mid-term growth engine
- POS target to increase from 92 to 150 locations nationwide in 2026



FY 2025 :
+46%YoY

Console reached 55K Unit sold
+87% YoY while game titles sold
+56% YoY

WORLD-CLASS PORTFOLIO

Console:

Nintendo Switch 2, OLED Model

Software:

Mario, Zelda, Pokemon (World-class Game)

Merchandise

IP Goods

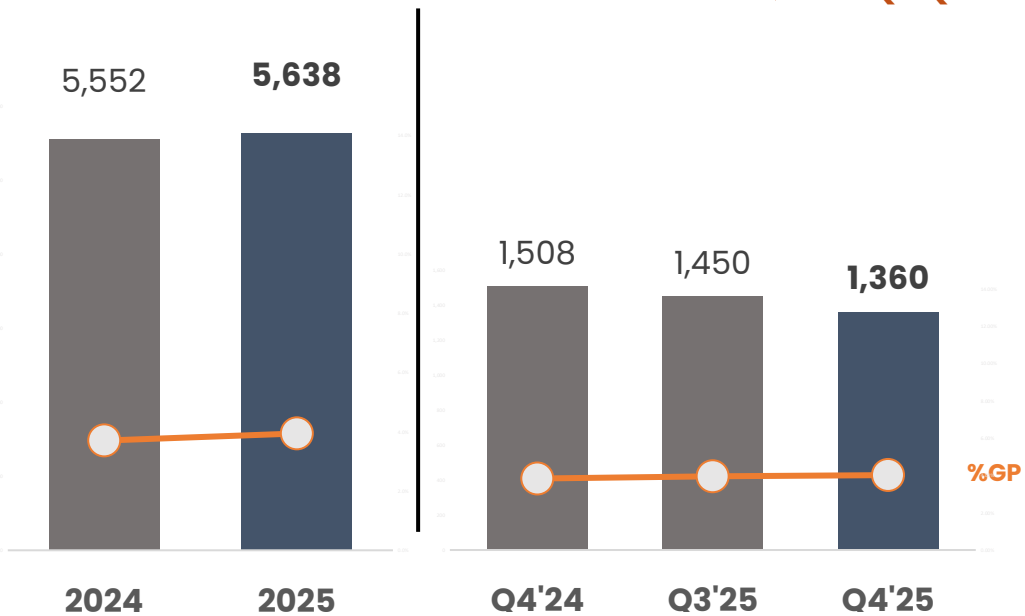


5. IT Commercial

(Unit: MB)

▼ 10%YoY
▼ 6%QoQ

▲ 2%YoY

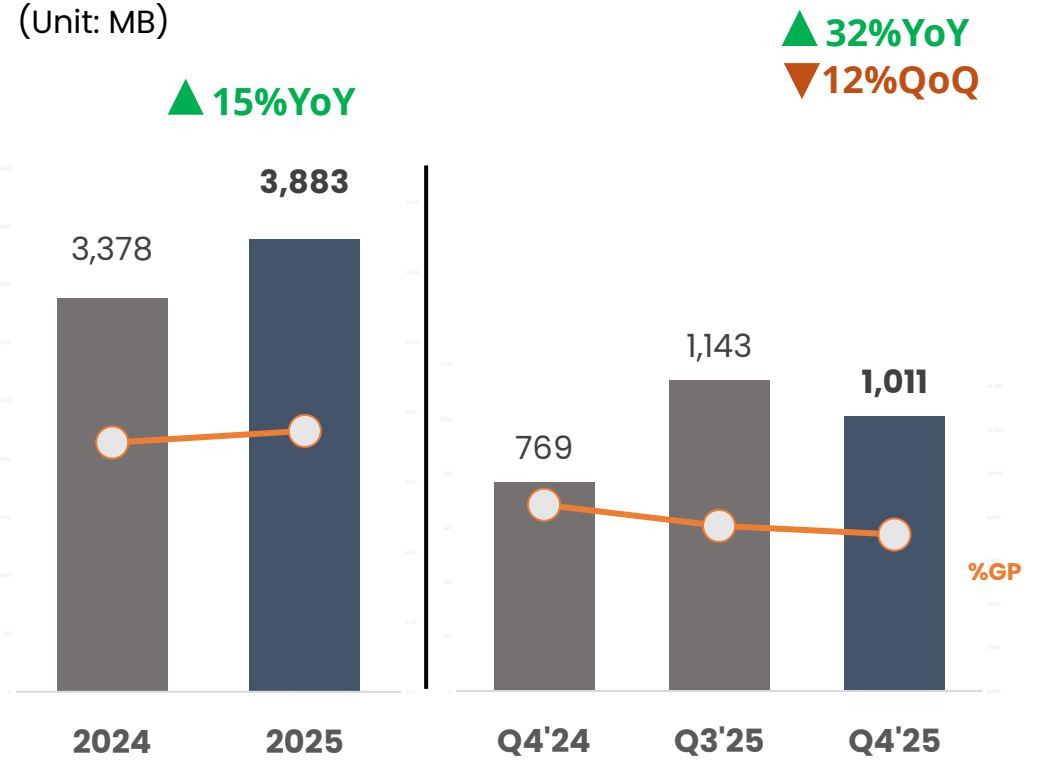


- FY2025 revenue grew +2% YoY despite cautious spending
- Windows 11 & AI PC upgrades supported demand
- Stable CCTV demand from corporate & public sectors



6. Enterprise Solution

(Unit: MB)



- Revenue grew 15% YoY, driven by cloud and software solutions
- Expansion into Solar Energy and strategic AWS Advanced Tier partnership
- Continued focus on high-margin enterprise solutions

+985%
YoY

SOLAR
(5% Contribution)

HUAWAI eKit

+2%
YoY

Networking
(57% Contribution)

AUTODESK

+24%
YoY

Software
(38% Contribution)

2026 Guidance





The Next Industrial Revolution

Global AI Spending Growth Forecast

Infrastructure drives majority of investment



2025

2026

2027

Source: Gartner (January 2026)

AI ERA

The world is undergoing rapid transformation

- Geopolitics
- Resource constraints
- Global economic pressure

2026

Stability emerging

2027

Momentum building

2028

New normal forming

2029

Market stabilization

Peak AI
intensity

Moderate
phase

Cooling
phase

Cyclical
balance

Thailand Digital Transformation Opportunity

Thailand is entering a new phase of digital transformation, driven by accelerating technology adoption across both enterprise and consumer markets



- AI adoption across industries
- Expansion of cloud and data infrastructure
- Continued growth of gaming and digital lifestyle technologies
- Digital transformation accelerating across Thai enterprises and SMEs



NO.1 IT ECOSYSTEM IN THAILAND

Making People's life better and easier with technology

Synnex Strategy 2026

1. Ecosystem & Solution building

Build the largest and strongest technology ecosystem in Thailand



End-to-End Solutions



Energy & Smart Living Expansion



Device-as-a-Service
(Connected Devices Ecosystem)

2. Growth engines expansion

From distribution to **solution-driven growth**



Strategic Global Brand Partnerships



Enterprise digital transformation and cloud & AI ecosystem



Recurring revenue model

3. Operational Excellence

Lean, efficient & AI-driven operations



Working capital optimization



AI-powered operations



Supply chain optimization

2026 Operational guideline

+5,000 MB
~10%

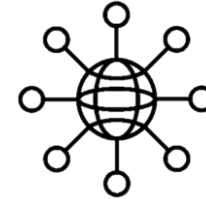
Revenue Growth Target

Driven by portfolio expansion and stronger ecosystem

+2X%

Revenue from Enterprise & Commercial

Driven by rising demand for digital infrastructure



Channel Management

Expand partner ecosystem to accelerate consumer and enterprise growth



Risk Management

Mitigate geopolitical and supply chain risks



AI-Driven Organization

AI-enabled operations to improve efficiency and data-driven decisions

4% GPM

Margin Improvement

Driven by product mix and value-added solutions

2.X% (%OPEX)

Working Capital Discipline

Maintain SG&A / OPEX efficiency to support sustainable profitability



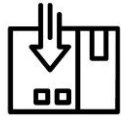
New Market

Build recurring revenue streams i.e., Solar residential, Cloud, Smart devices

Full-Service Distributor

Synnex is not just a product distributor — we enable end-to-end business growth with integrated services across the technology ecosystem

Integrated Supply Chain & Fulfillment



Integrated warehousing, logistics, and e-commerce fulfillment

Marketing Communication & Branding



Campaign planning, brand promotion, and go-to-market execution

Professional Service



Professional product return and service management

Solution Provider



Integrated IT solutions and technical expertise

Mobile Trade-in Service



Device lifecycle management and upgrade programs

Retail Activation Service



In-store promotion, merchandising, and retail engagement



SYNNEX CRM

Key Features



LET'S BE OUR FRIEND!

▶ Digital Product Authentication

100% verification with digital product passport

▶ Intelligent Warranty Platform

Automated warranty and service notifications

▶ Customer Loyalty & Reward Engine

Point redemption and exclusive customer benefits

▶ AI-Driven Marketing Automation

Targeted campaigns and smart notification alerts

SYNNEX Value-added Distributor

Integrated Supply Chain & Fulfillment



Professional Service

Product management with professional service and certified engineer support

Mobile Device trade-in platform



Device as A Service Offering

Subscription-based device solutions with integrated service support

TRUSTED BY SYNNEX

Trusted warrantee and service





SYNNEX OPEN HOUSE 2026

• 911 Attendees

• 16-21 January





TECHNOLOGY SHOWCASE

Turning Technology into Real Solutions

- Real-Life Scenarios Where Technology Improves Everyday Living

**The Future
Living**

**Synnex Smart
Town**

**Future
Workplace**

**Smart Learning
Hub**

**Smart Wellness
for better Life**

THE FIRST **HAI PICK CLIMB** TECHNOLOGY IN THAILAND

+67%

Efficiency

10,000

Picking Capacity

unit per hour

ONGOING ESG ACTIVITIES



Carbon reduction
546.4 tonsCo2
From LESS Project



Solar Energy 434,274 kWh
23.77% of Energy Used



ปั้นช่าง สร้างอาชีพ
Technology skills development for
10 vocational colleges



41 million THB
IT equipment donation for students



E-waste 10,240 kg in 2025
Overall project 87,829 kg

ESG



MOU with The Engineering Institute of Thailand
Support engineering
education and training programs



Building Thailand's most trusted technology ecosystem



Q & A



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