



No.1 iT Distributor in Thailand  
TRUSTED BY SYNNEX

# 30 Years of **TRUST**

By Sutida Mongkolsuthree, CEO





# Technology Update

JAN  
2018

## THAILAND

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**69.11**  
MILLION

URBANISATION:

**53%**

INTERNET  
USERS



**57.00**  
MILLION

PENETRATION:

**82%**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**51.00**  
MILLION

PENETRATION:

**74%**

MOBILE  
SUBSCRIPTIONS



**93.61**  
MILLION

PENETRATION:

**135%**

ACTIVE MOBILE  
SOCIAL USERS



**46.00**  
MILLION

PENETRATION:

**67%**

226

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET/INTERNETWORK/WEB/TV/TEL. SUBS. IN SERVICES/WEBSITE/WWW/FACTBOOK/WEATHER/CLIMATE/FACTBOOK/GOVERNMENT/REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK, TWITTER, WHATSAPP, PINTEREST, LINKEDIN, YOUTUBE, VINE, SNAPCHAT, POKÉMON GO, ROBLOX, STEAM, ETC. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).



Hootsuite™

we  
are  
social



# บริการพิเศษ/โปรโมชั่น การชำระเงินผ่าน QR Code ของแต่ละธนาคาร

## โปรโมชั่น

ธนาคารกสิกรไทย



รับ Cash Back 50 บาท เมื่อชำระเงินผ่าน QR Code ใน K Plus  
ครบ 300 บาท/รายการ วันนี้-31 ธ.ค. 60 (1 สิทธิ์/ 1 คน/ 1 เดือน)

TMB

ใช้งาน TMB Touch Mobile Application

รับสิทธิ์ซื้อตั๋วหนังในเครือเมเจอร์ 2 ใบ ราคาเพียง 9 บาท  
ชำระเงิน QR Code ตั้งแต่วันที่ 14 ก.ย.-31 ต.ค. 60



บริจาคมูลนิธิธรรมาธิปไตย ผ่าน QR Code ทุก ๆ 10 บาท  
ธนาคารร่วมสมทบ 1 บาท



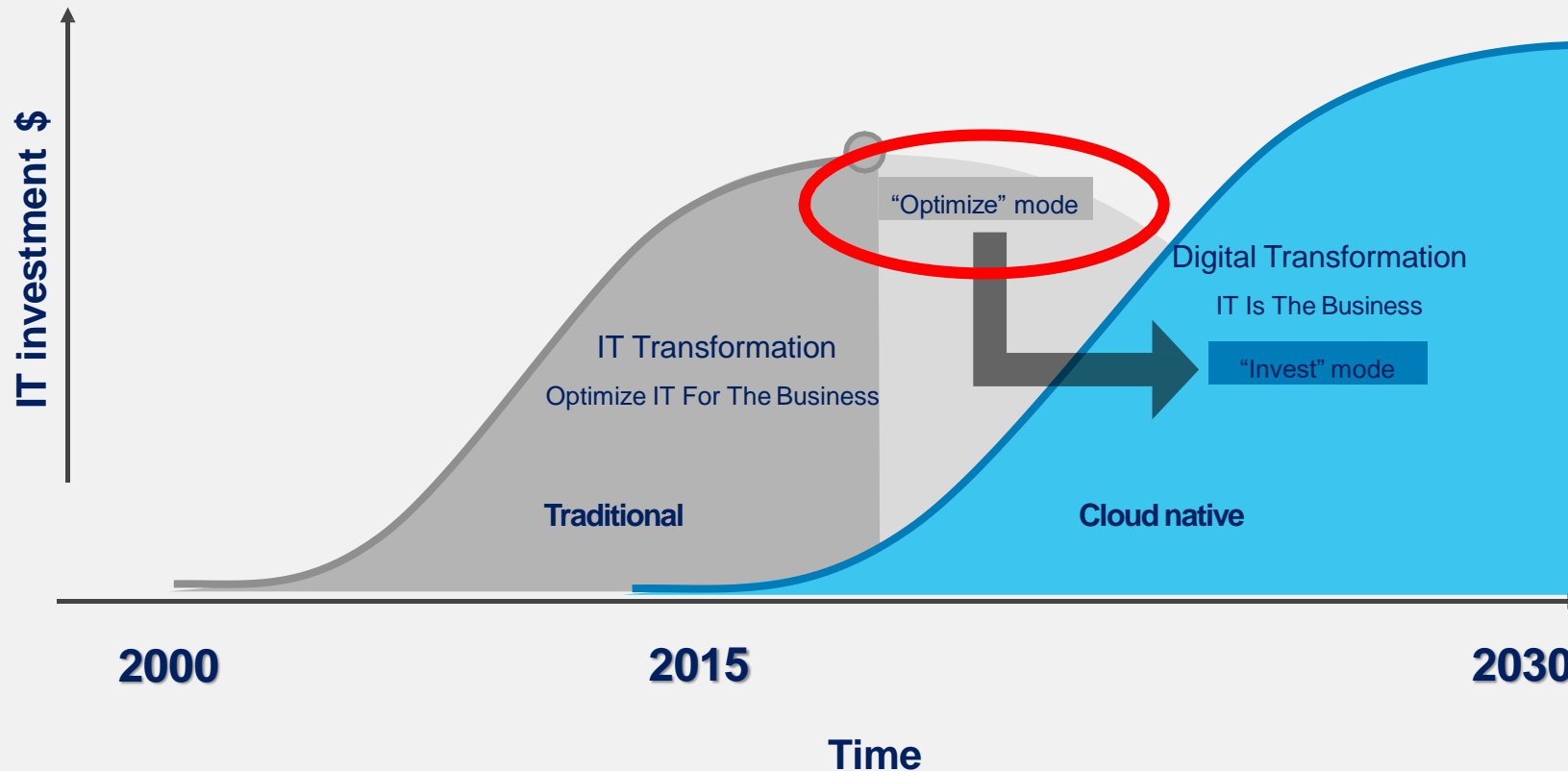
ชำระบัตรเครดิต/เดบิตทุกธนาคารได้  
ผ่านช่องทาง GSB Pay ที่ใช้การสแกน QR Code

ที่มา : ประชาชาติธุรกิจรวบรวม





# A NEW BUSINESS INVESTMENT CYCLE





Source: Gartner (July 2016)

## Top 3 Priorities

1. **Transparently Immersive Experiences**  
(VR, 4D Printing, Augmented Reality)
2. **Platform Revolution**  
(IoT, Blockchain, Software Defined Anything SDx)
3. **Perceptual Smart Machine Age**  
(Machine Learning, Autonomous Vehicles, Virtual Personal Assistants, Smart Data Discovery)





## LAST 15 YEARS

IT-centric

Traditional Analytics

Traditional Applications

Rigid Infrastructure

Internet

## Next 15 years

Business-centric

Prescriptive Analytics

Cloud-Native Applications

Agile Infrastructure

Internet of Everything



# Worldwide Device Shipments by Device Type, 2016-2019 (Millions of Units)

Device Type	2016	2017	2018 (F)	2019 (F)
<b>Traditional PCs (Desk-Based and Notebook)</b>	<b>220</b>	<b>204</b>	<b>193</b>	<b>187</b>
<b>Ultramobiles (Premium)</b>	<b>50</b>	<b>59</b>	<b>70</b>	<b>80</b>
<b>Total PC Market</b>	<b>270</b>	<b>262</b>	<b>264</b>	<b>267</b>
<b>Ultramobiles (Basic and Utility)</b>	<b>169</b>	<b>160</b>	<b>159</b>	<b>156</b>
<b>Computing Device Market</b>	<b>439</b>	<b>423</b>	<b>423</b>	<b>423</b>
<b>Mobile Phones</b>	<b>1,893</b>	<b>1,855</b>	<b>1,903</b>	<b>1,924</b>
<b>Total Device Market</b>	<b>2,332</b>	<b>2,278</b>	<b>2,326</b>	<b>2,347</b>

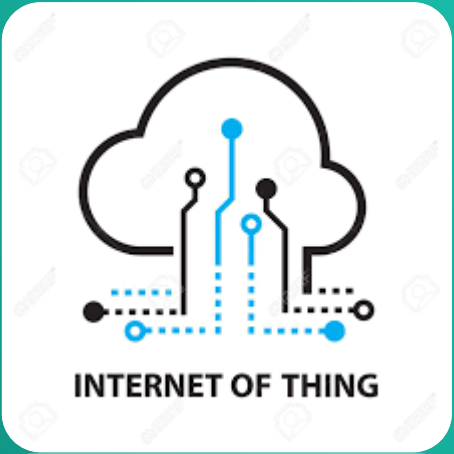
Source : January 2018, Gartner, Inc.



Subscription    wireless    Big data

Automation    AI    Smart devices

cloud    sensor



Attached to the future

**IOT**



Drone    E- commerce    VR

Application    Bitcoin    Gaming

Social media    QR payment



Be a part of

**Consumer Life**



Smart phone

Tablet    notebook



Stay connected with

**Device**





# VIVE

htc | STEAMVR

## FEAST YOUR EYES

2160 x 1200 combined resolution and  
90 Hz refresh rate deliver eye-popping  
graphics and smooth action.





# MAXIMIZE YIELDS WITH AERIAL IMAGING



## AGRAS MG-1S

The Agras MG-1S integrates a number of cutting-edge DJI technologies, including the new A3 Flight Controller, and a Radar Sensing System that provides additional reliability during flight. The spraying system and flow sensor ensure accurate operations. When used with the MG Intelligent Operation Planning System and the DJI Agriculture Management Platform, a user can plan operations, manage flights in real-time, and closely monitor aircraft operating status. The MG-1S is a high performance aircraft capable of offering comprehensive solutions for agricultural care.



## RADAR SENSING

Three high-precision, microwave radars are placed on the front slope, rear slope and the bottom of the spray tank. Radars on front and rear slopes detect the terrain, allowing the aircraft to adjust its height approximately. The downward radar then provides high-precision height. As the radars scan, the MG-1S is able to perceive the change of terrain, adjust its altitude and maintain its altitude above the crops.





**THERMALTAKE VIEW 71**  
TEMPERED GLASS CHASSIS  
AVAILABLE **RGB** OR **BLUE**

TEMPERED  
GLASS  
5mm  
THICKNESS  
x 4

**Toughpower Grand RGB**  
**850W/750W/650W Gold**



Patented  
**RGB** 256 Colors  
PSU Fan

Skylake  
C6/C7 States  
Ready



**10** YEAR  
Warranty





# K95 RGB PLATINUM

YOU WANTED IT ALL.  
HERE IT IS.

[LEARN MORE](#)







# INNO3D

Our manufacturing operations have been set up since 1990 in Shenzhen, China.

ISO9001:2000 CERTIFICATION





# Worldwide Smartphone Sales to End Users by Vendor in 2017 (Thousands of Units)



Vendor	2017 Units	2017 Market Share (%)	2016 Units	2016 Market Share (%)
Samsung	321,263.3	20.9	306,446.6	20.5
Apple	214,924.4	14.0	216,064.0	14.4
Huawei	150,534.3	9.8	132,824.9	8.9
OPPO	112,124.0	7.3	85,299.5	5.7
Vivo	99,684.8	6.5	72,408.6	4.8
Others	638,004.7	41.5	682,915.3	45.7
<b>Total</b>	<b>1,536,535.5</b>	<b>100.0</b>	<b>1,495,959.0</b>	<b>100.0</b>

Source : January 2018, Gartner, Inc.



# HUAWEI P20 PRO





# HUAWEI Y9

2018





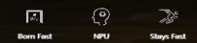
# HUAWEI Mate10 Pro

CO-ENGINEERED WITH



## WORLD'S FIRST KIRIN AI PROCESSOR

The world's first Kirin AI processor brings you a faster, stronger, and seamless smartphone experience.



Designed to bring your vision to life: Enjoy an immersive viewing experience with HDR 10 technology.



Full day use for heavy duty users with smart battery management.\*







# HUAWEI P10

CO-ENGINEERED WITH



MAKE EVERY SHOT A COVER SHOT



*My pocket studio*

# Galaxy S9 | S9+

The Camera. Reimagined.



การปฏิวัติกล้อง  
ที่ฉลาดเหมือนดวงตาของมนุษย์



Augmented  
Reality



AP and RAM

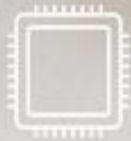
สลับแอปพลิเคชันได้อย่างรวดเร็ว

เล่นเกม ดูวิดีโอ หรือส่งข้อความขณะทำงานของคุณ ไม่จำเป็นต้องทำอย่าง  
รวดเร็ว และสะดวกในการทำงานร่วมกับหน่วยประมวลผล และ RAM ที่มี  
ประสิทธิภาพ



Galaxy Note8

Do more with the high-performing phone



Exynos 8895 Octa 10nm AP + 6GB RAM



Expandable memory



Connect to a bigger world  
with Phone+



Samsung DeX



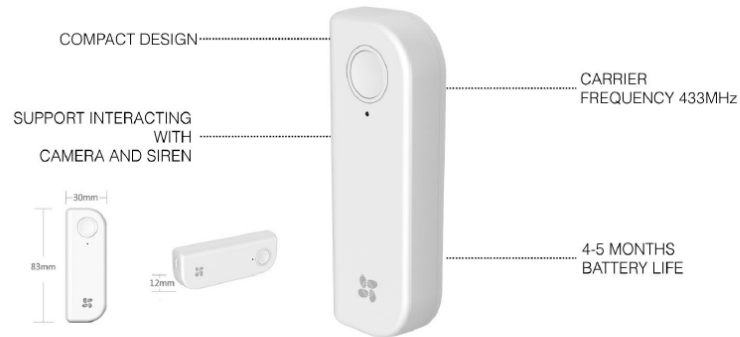
Bixby



Gear VR



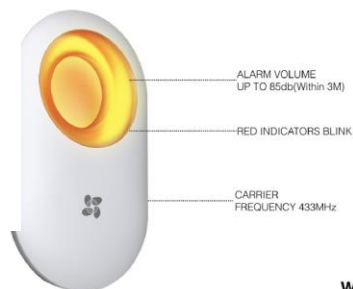
Gear 360



Wireless Open-Close Detector



T9



Wireless Siren







# Simply Better Connections



Meeting Room



SME Server Room



Control Room



Digital Signage



Video Extension



Class Room





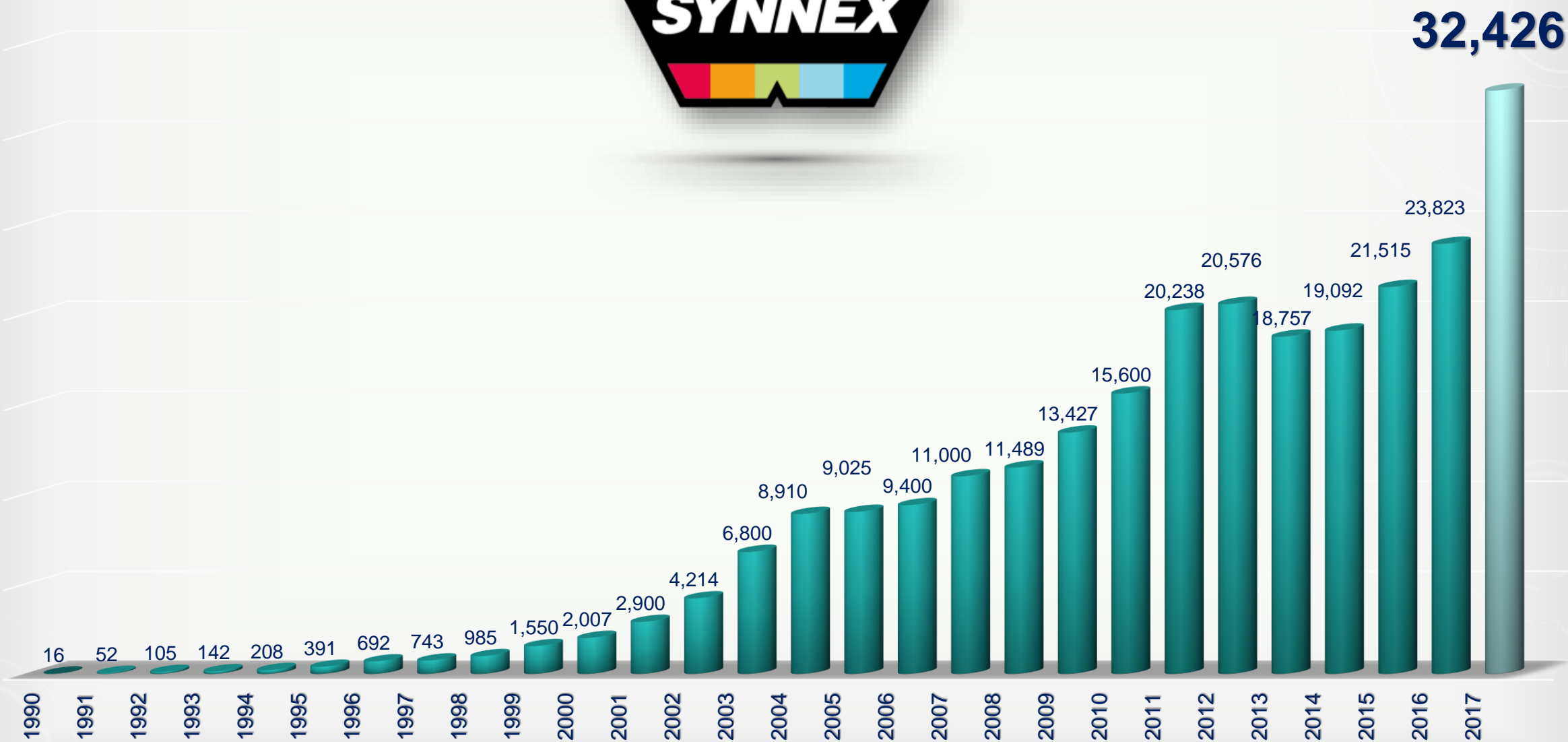


# 2017 Performance



Sustainable growth

Unit : (MB)





## Sale 2017



**32,426 MB**

+ 8,603 MB from 2016 / + 36.11% (YoY%)



## Net profit 2017



**623 MB**

+ 217 MB from 2016 / + 53.30% (YoY%)



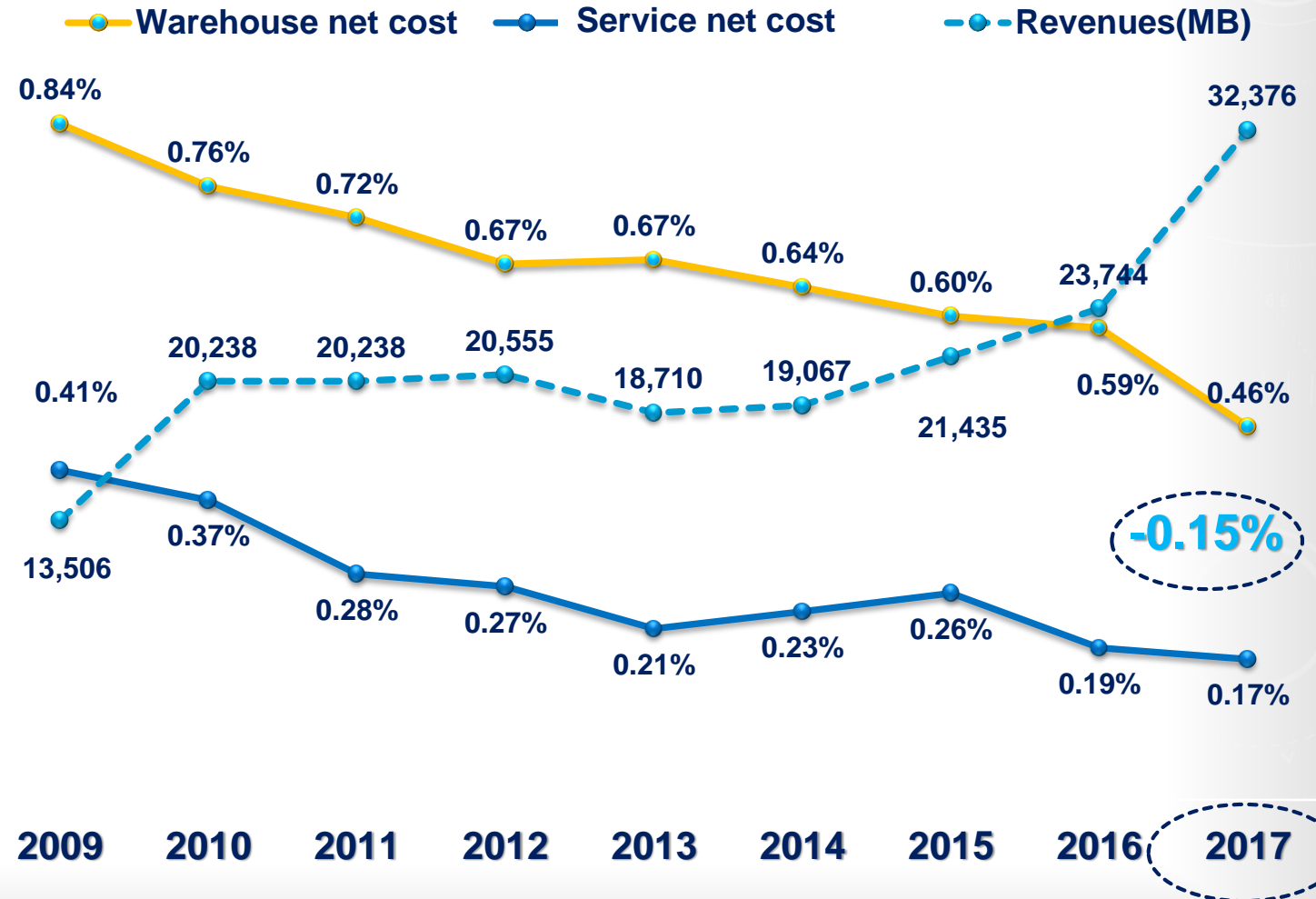
# Financial Performance



Unit : MB	Quarter		YoY%	YTD		YoY%
	Q4/2017	Q4/2016		2017	2016	
Sales	7,937.36	7,178.85	10.57%	32,426.01	23,823.30	36.11%
COGS	(7,569.18)	(6,862.94)	(10.29%)	(30,990.54)	(22,710.04)	(36.46%)
Gross Profit	368.18	315.91	16.55%	1,435.47	1,113.26	28.94%
GP% (W/O Other Income)	4.64%	4.40%	0.24%	4.43%	4.67%	(0.24%)
Other Incomes	18.14	12.39	46.48%	56.59	41.58	36.09%
Operating Expenses	(214.18)	(190.85)	+12.22%	(808.72)	(706.53)	+14.46%
OPEX%	2.70%	2.66%	0.04%	2.49%	2.97%	-0.48%
EBIT	172.15	137.45	25.25%	683.34	448.31	52.43%
EBIT%	2.17%	1.91%	0.26%	2.11%	1.88%	0.23%
Financial Cost	(14.35)	(7.85)	+82.79%	(56.61)	(25.26)	+124.09%
EBT	157.79	129.59	21.76%	626.73	423.05	48.15%
Tax	(29.95)	(27.31)	+9.69%	(144.61)	(100.82)	+43.44%
Norm. Profit	127.84	102.28	24.98%	482.12	322.23	49.62%
Fx gain/(loss)	30.33	15.91	90.63%	126.17	84.70	48.96%
Net Profit	164.06	118.20	38.80%	623.84	406.93	53.30%
Net Profit%	2.07%	1.65%	0.42%	1.92%	1.71%	0.21%
Outstanding Shares	770.33	770.33		770.33	770.33	
EPS	0.21	0.15	38.80%	0.81	0.53	53.30%



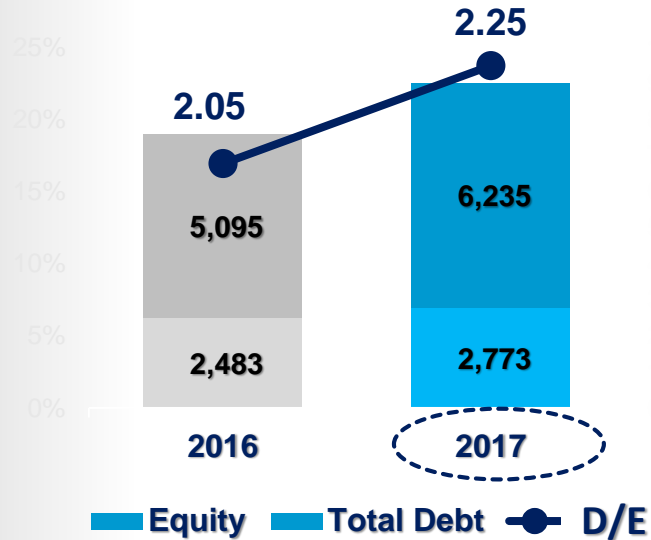
# Ratios & Cash Cycle (Days)



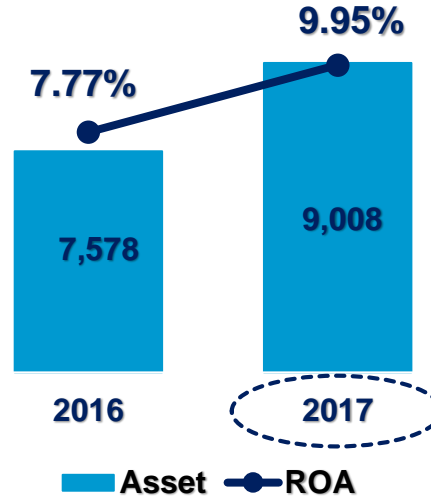
# Ratios & Cash Cycle (Days)



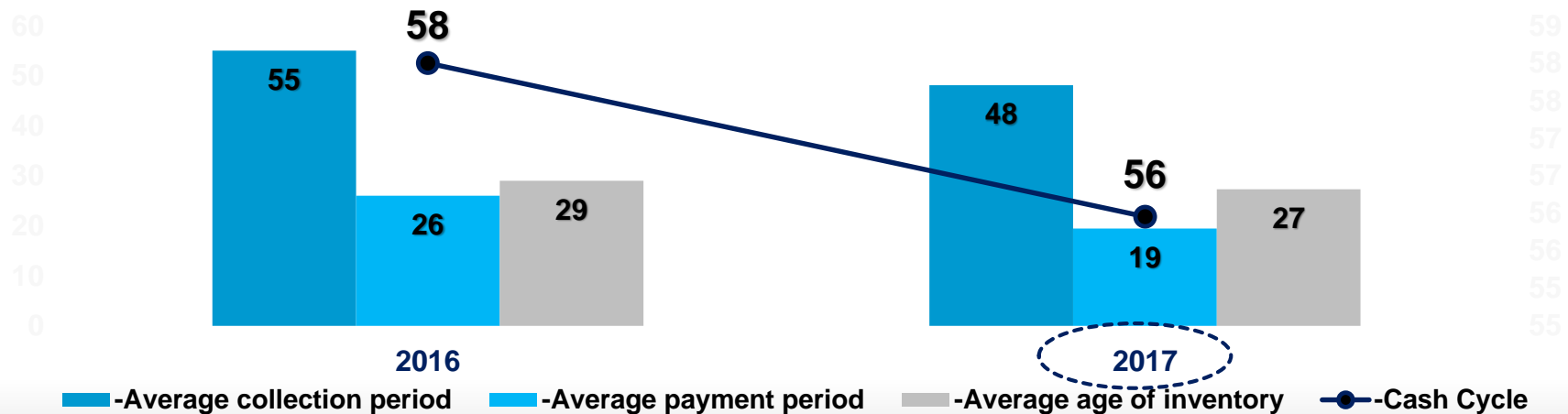
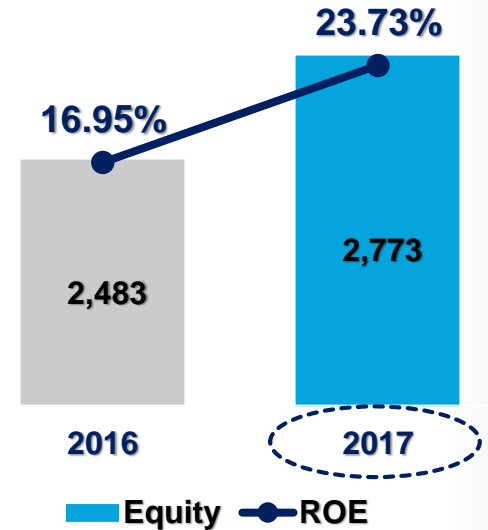
## Total Debt & D/E



## Asset & ROA



## Equity & ROE





# Dividends and Share Information



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





**“Value Added IT Distributor”**





# Valuable resources

## Serving every digital trends

### Growing Together

- Competency & 180 Evaluation
- Training Programs
- Career path
- Job rotation
- Super Synnex

### Happy Workplace

- Renovated Office
- EJIB 2
- Welfare
- Reward Point Program
- Unity Game /Synnex Talk#2







Synnex Care   
**1251**

 [synnexthailand](https://www.facebook.com/synnexthailand)

 [@synnexthailand](https://www.line.me/@synnexthailand)

 [www.synnex.co.th](https://www.synnex.co.th)



**Cloud Service**

**Device**

**IOT  
Vertical**

**Consumer**

**Security**

**Commercial**

**Gaming**

**TRUSTED BY  
SYNNEX**

**Value Added IT Distributor**





## Cloud Service

APAC total cloud services spend

2020: **US\$39.3 billion**

2017-2020 CAGR: **26.1%**

(Source: Canalys estimates)



- Cloud Software Service
- Cloud Infrastructure Service
- Cloud Package Offering
- Subscription Model
- Managed Services



## IoT

**Global IoT Market Size**

457 Billion US\$ in 2020

(Source : GrowthEnabler)



- Smart home solution
- Automation & Censoring for industry 4.0
- Total Solution Service



## Security

**APAC Security Market Size**

4.9 Billion US\$ in 20217

(Source: Canalys estimates)



- Security Product
- Pre-sale & After-sale Support
- PRISM, engineering support



## Gaming & Esport

**Global Gaming Market**

128 Billion US\$ in 2020

(Source : Global Gaming Report, Newzoo)



- Synnex E-sport Tournament
- UPC gaming market expansion
- Build up Mid to high end gaming dealer



# Ready for the future

# Broadest Distribution Network



**Nationwide**  
Distribution Channels  
**5,000+**

**E-Commerce**  
New website  
[www.synnex.co.th](http://www.synnex.co.th)

**Experienced Team**  
VP UPC  
VPs Sale & MKT





# SYNNEX

THAILAND PUBLIC COMPANY LIMITED.

เราคือผู้แทนจำหน่ายสินค้าจากผู้ผลิตชั้นนำระดับโลกมากกว่า 50 ตราสินค้า

มีฐานลูกค้าที่เป็นผู้ประกอบการคอมพิวเตอร์ทั้งที่เป็น ร้านค้าปลีก กำส่งทั่วประเทศ

รายละเอียดเพิ่มเติม

สินค้าแนะนำ

## HUAWEI P10

CO-ENGINEERED WITH Leica

Huawei P10 Plus

MAKE EVERY SHOT A COVER SHOT

รายละเอียดเพิ่มเติม



สมัครเป็นตัวแทนจำหน่าย

รายละเอียดเพิ่มเติม

เว็บไซต์สำหรับตัวแทนจำหน่าย

เข้าสู่เว็บไซต์



## WELCOME TO SYNNEX DEALER PORTAL



On-line Purchase



Promotional News Updates



Download product and service information



Sales history and Order status



Product repair status



Invoice, CN and Payment details.



Register



Synnex Care 1251



Everything as a Service





Service Center	2016	2017
BKK Station	5	5
Upcountry Station	6	6
UPC Service Partner	60	60
Huawei Service Center (By Synnex)	1	8
Huawei Service Point (Operated by Synnex)	2	2
<b>Total</b>	<b>74</b>	<b>81</b>







Synnex Care 1251

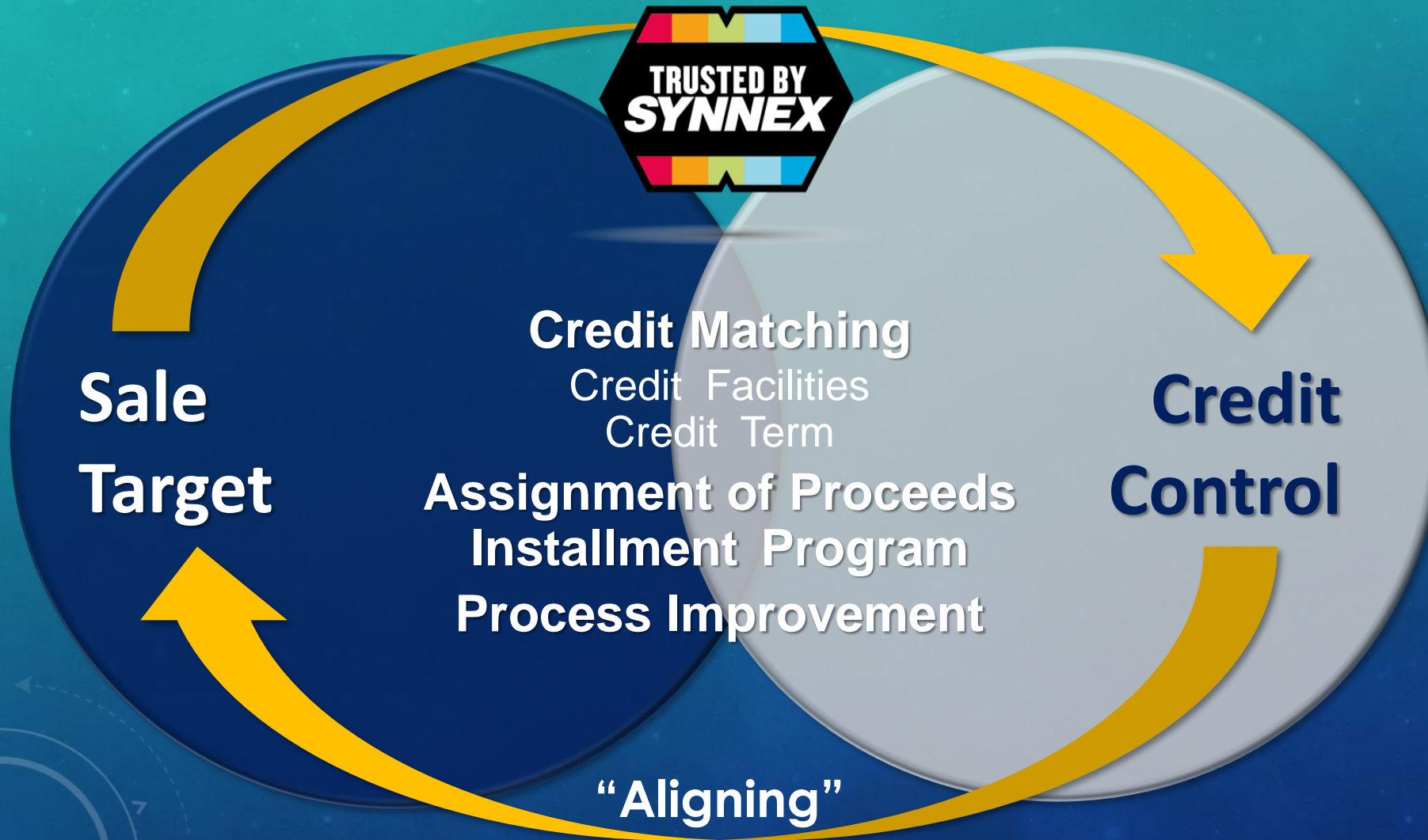


Everything as a Service

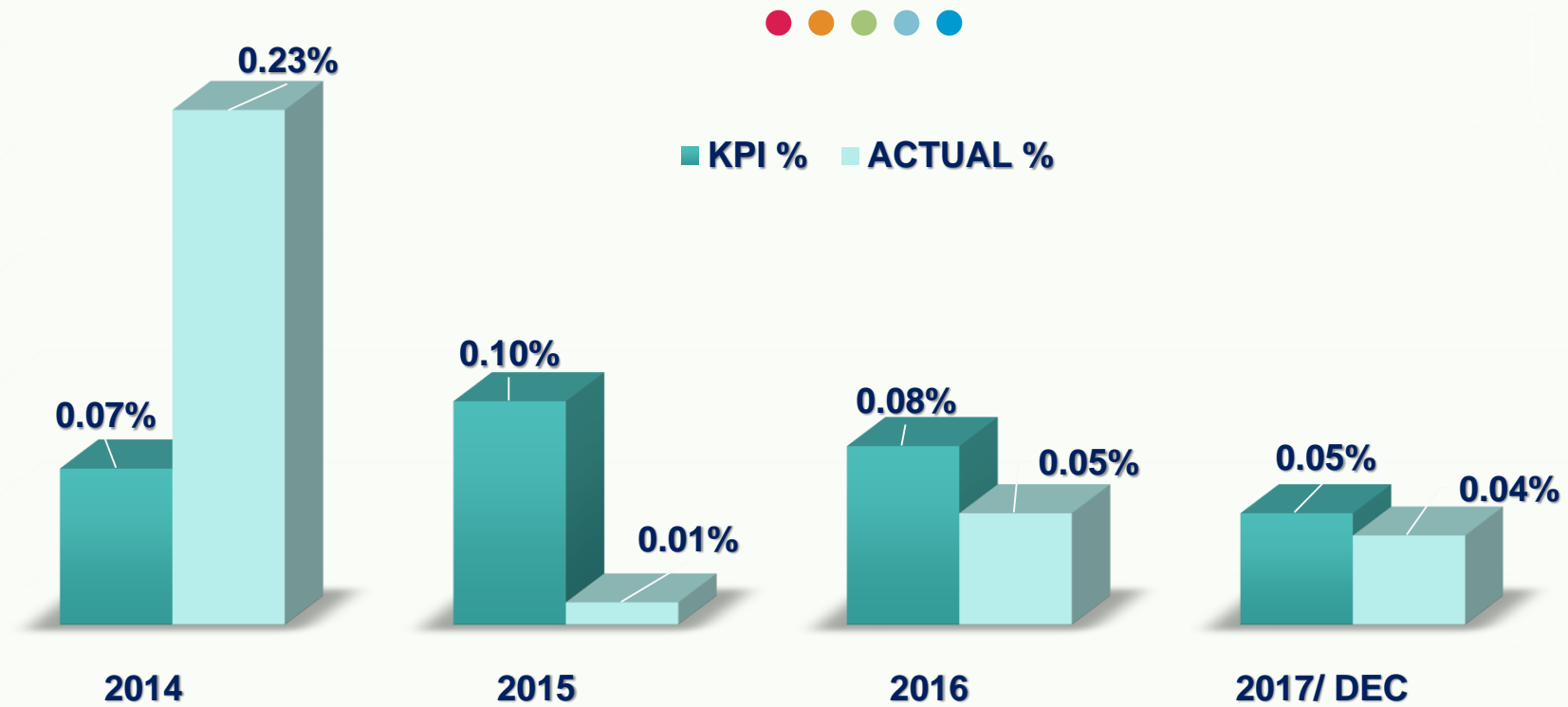


# Financial Service

## Serving Partner's Growth



# Bad Debt 2017



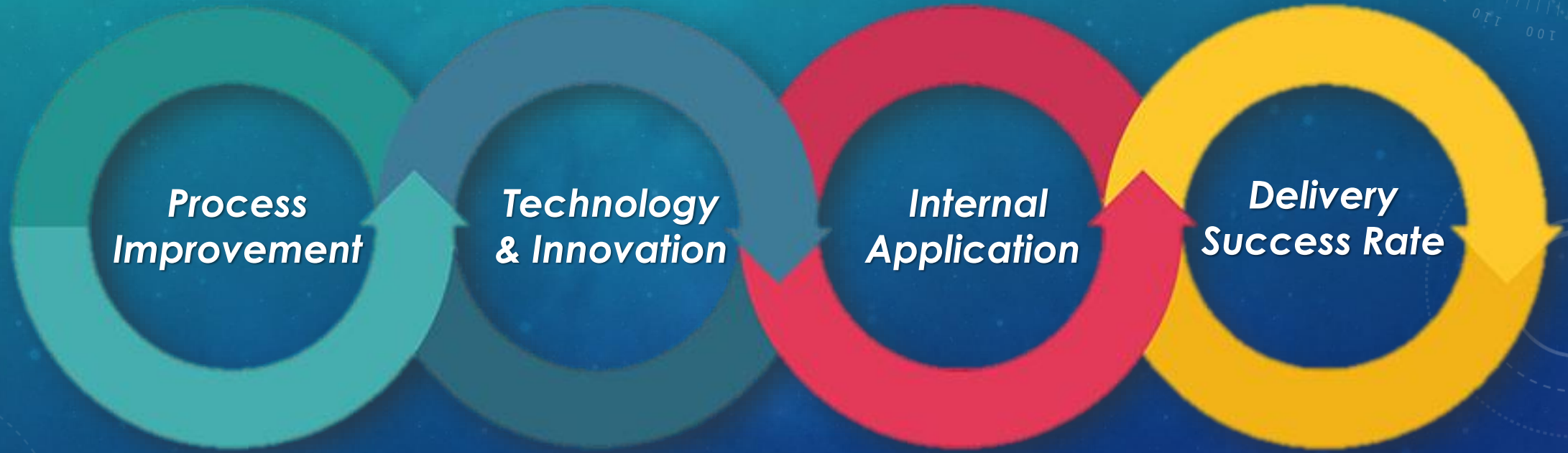
Year	Revenue (KBAHT)	AR (Days)	Bad Debt (KBAHT)	Bad Debt(%) of Revenue
2016	23,909,952	54	11,672	0.05
2017	32,649,056	48	14,107	0.04







# Focus on **IMPACT**



# Operation Excellence



## 2017 Average Units Sold

Daily : 67,000 Units  
monthly : 1.5 Million Units  
Yearly : 17.7 Million Units

*“Shipping within half day in BKK  
And shipping within next day in UPC”*



**Delivery Success Rate**



**Upcountry Area**  
**99.97%**



**BKK Area**  
**99.79%**

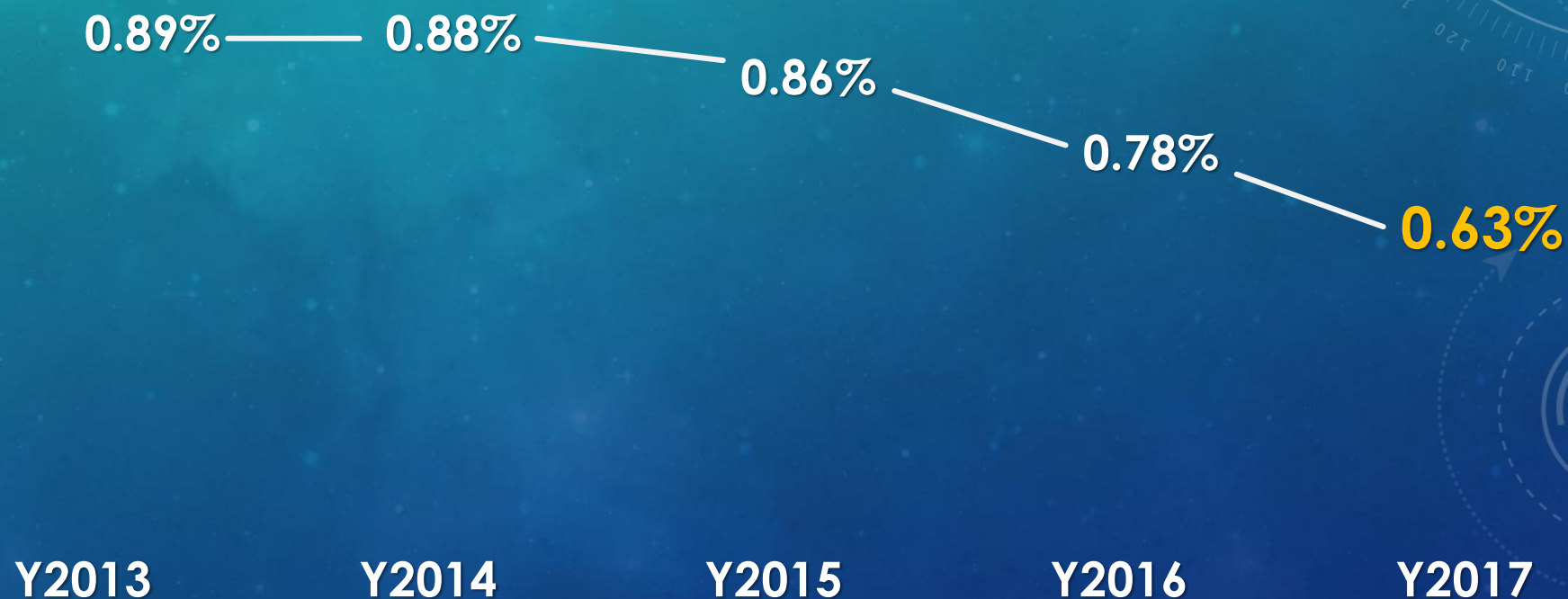


### Infrastructure

- Since 2007, **Automatic Storage and Retrieval System (ASRS)** has proven drastic improvement in operation efficiency
- **In-house ERP under Microsoft Dynamics AX platform** integrating the entire workflow of operational software



# Net Logistics Cost per Revenue





SYNNEX

**TRUST**  
Sustainability

**Stakeholder**

Vendor . Dealer .  
End-user . Employee .  
Investor . Society



**Synergy**

TKS, TBSP  
Prism, PT Automation  
BAF, Indochina



THANK

YOU

Mr.  
**SYNNEX**  
& The **gangs**

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