



Opportunity Day YE/2023

Synnex (Thailand) Public Company Limited

March 19, 2024



Y2023 Performance



Key Factors in 2023

Stagnation of economic
impacted to IT
market demand

**Maintain growth
in Communication
& Commercial**

**Expansion of
gaming
ecosystem**

**Consistent
dividend
payment**

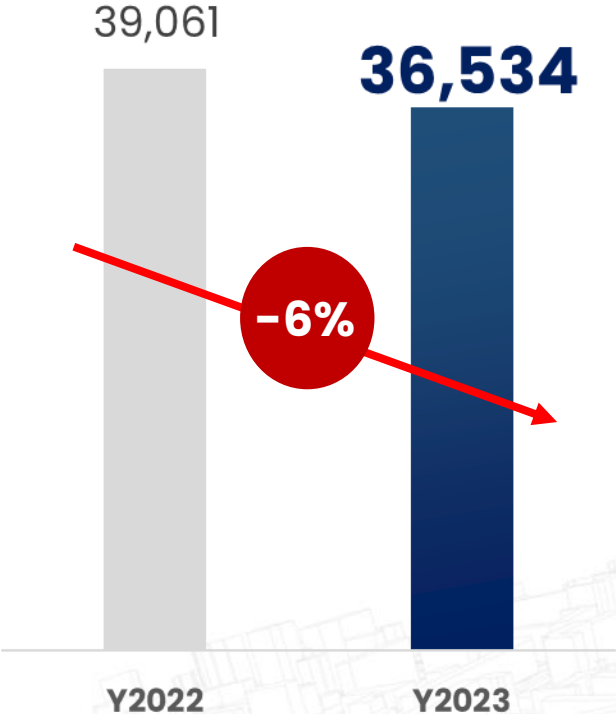
Y2023 Revenue Performance



Mainly impacted by economic stagnation, however rebound in the fourth quarter

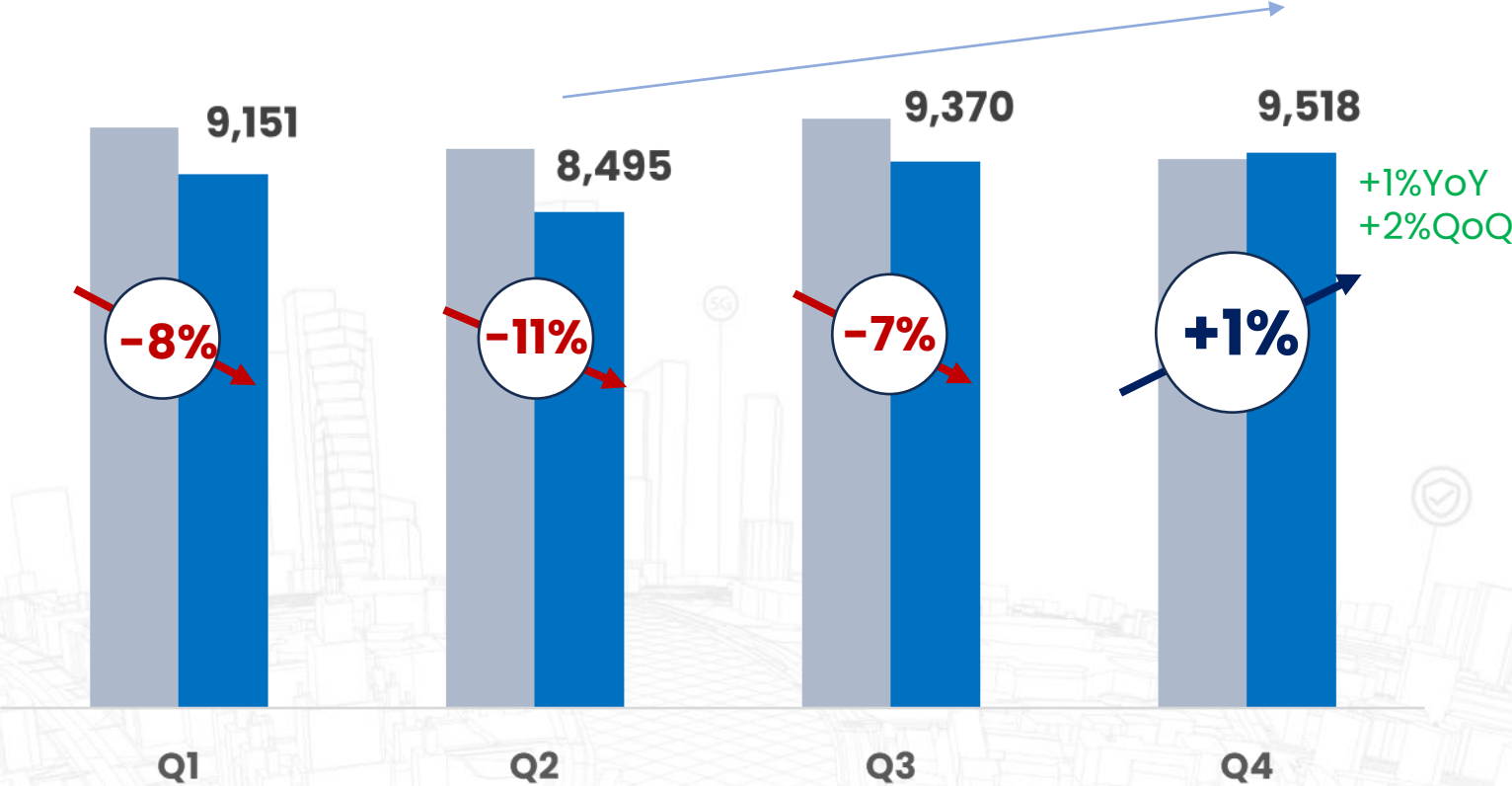
Y2022-Y2023 Revenue

Unit: MB



Y2023 Revenue by Quarter

Unit: MB

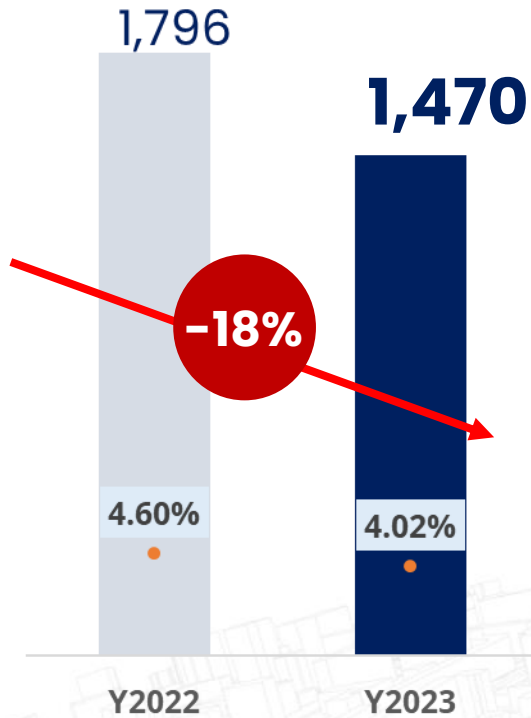


Y2023 Gross Profit Performance

Mainly impacted by Slowdown economic situation, however recovery in the last quarter

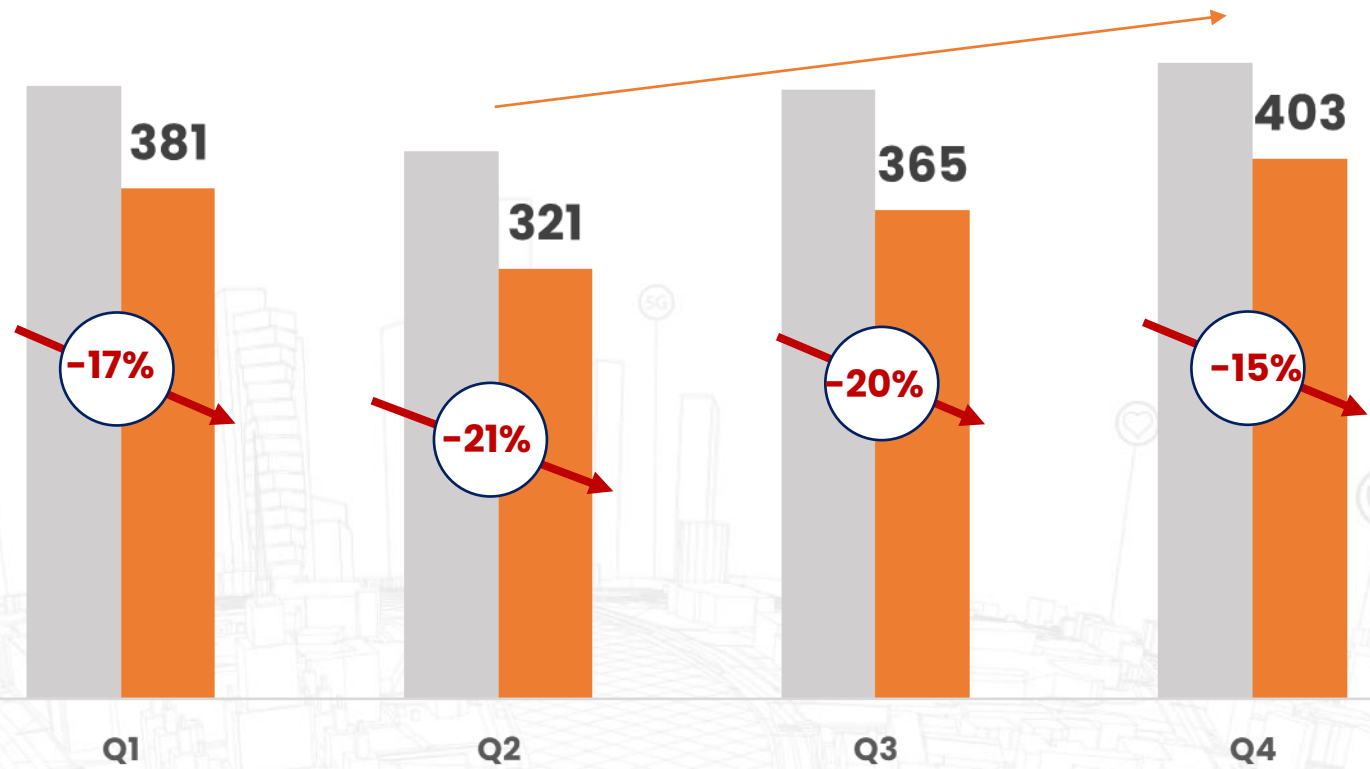
Y2022-Y2023 Gross Profit

Unit: MB



Y2023 Gross Profit by Quarter

Unit: MB



2023 Revenue Contribution



Consumer

Personal Computer, PC Component, Peripheral & Accessories



Communication

Mobile, Tablet, Smart Device & Phone accessories

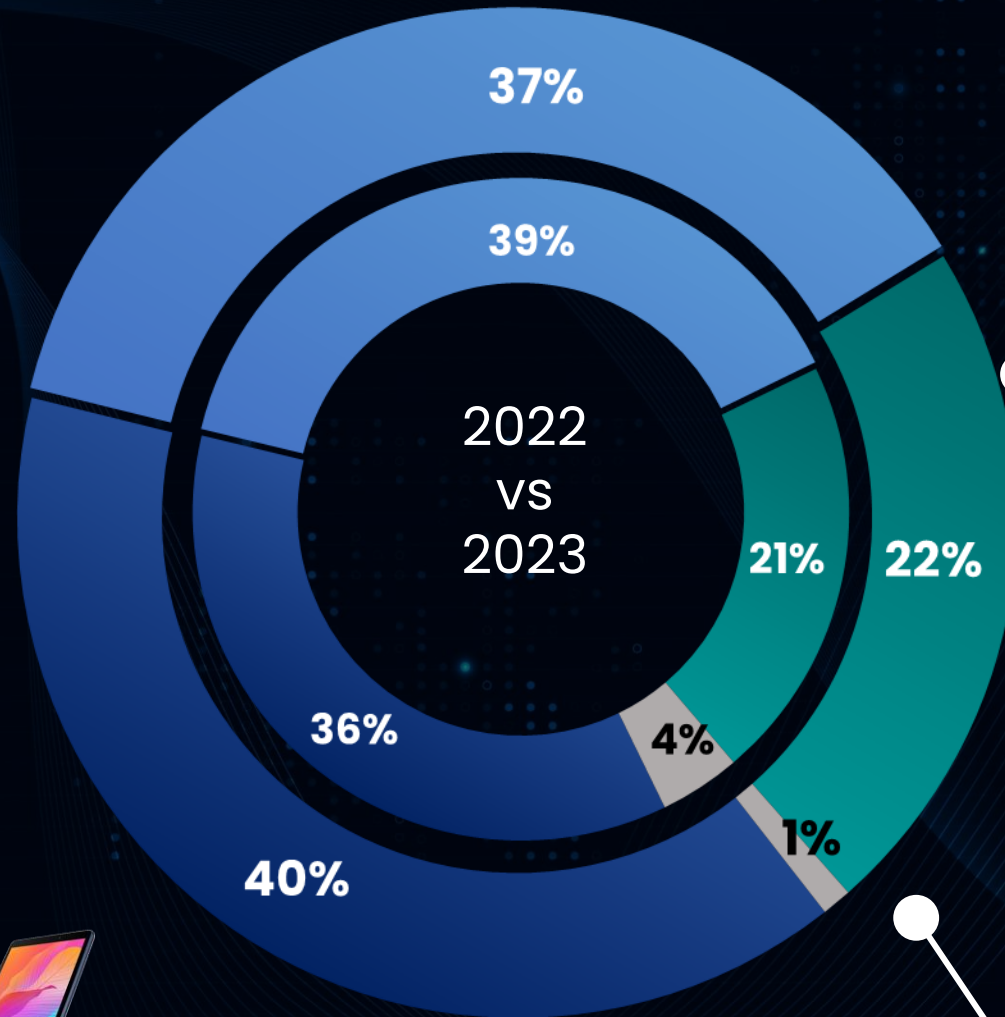


Commercial & Enterprise

Network, Server & Storage, Surveillance, Software



Other



1. Communication

Business Unit

Y2023 Thailand Smartphone market



Overall market dropped by 13% especially in low-end segment

- The low-end segment (US\$100<US\$200) saw a 23% YoY decline and decreased in share from 49% to 44% of the market.
- While 8% YoY growth in the premium segment (US\$1,000+)

Company	2023 Shipments	2023 Market Share	2022 Shipments	2022 Market Share	YoY Growth
1. Samsung	2.8	19.7%	4.0	24.0%	-28.2% ▼
2. OPPO	2.8	19.6%	3.0	18.0%	-4.9% ▼
3. Apple	2.5	17.6%	2.4	14.5%	6.4% ▲
4. Xiaomi	2.1	14.2%	2.1	12.6%	-1.7% ▼
5. vivo	1.5	10.2%	2.3	13.6%	-34.4% ▼
Others	2.7	18.7%	2.9	17.4%	-6.2% ▼
Total	14.4	100.0%	16.5	100.0%	-12.7% ▼

Source: IDC

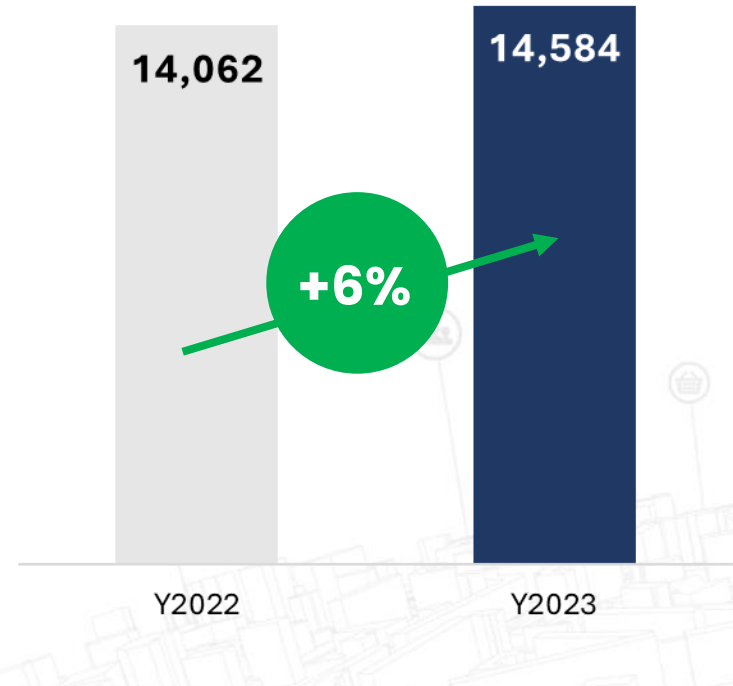


1. Communication Business Unit



Revenue contributed at 14,584 MB; maintain growth by 6% YoY from Apple & Honor expansion

Revenue (MB)



Analysis:

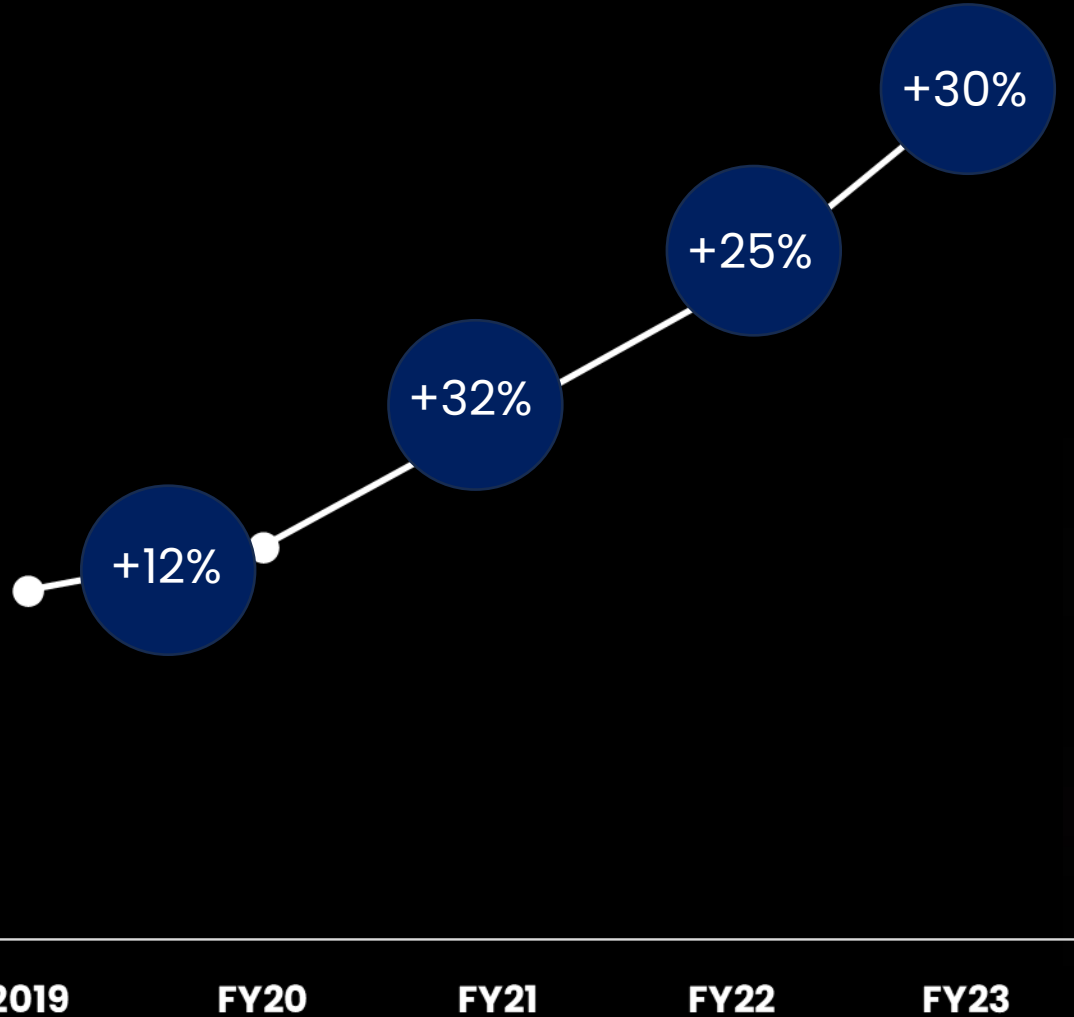
- Revenue growth mainly from high growth in Apple and Honor while the mid-to-low end models decline in align with the market
- Dropped in GP margin due to sales loss from high margin brand i.e. Huawei , TCL



iPhone with High Growth Record



Unit: MB





POSM Update – T-Shirt



POSM Update - Standee



Channel expansion : iphone



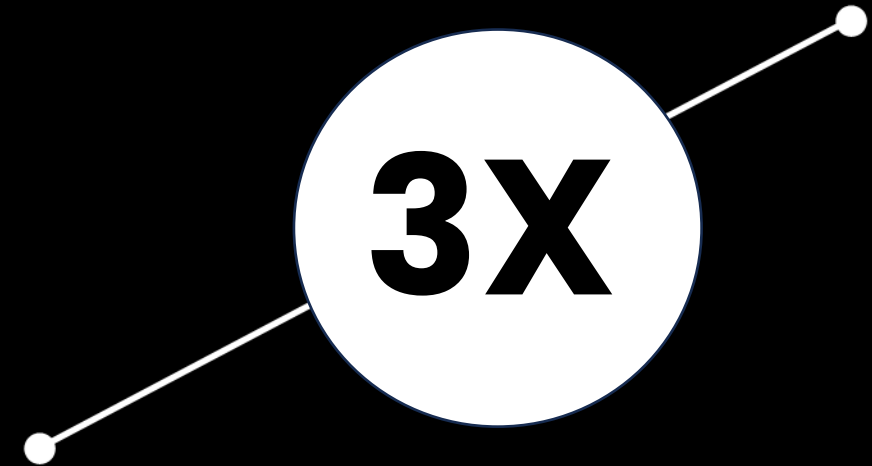
POSM Update – A4 Acrylic





HONOR

The New Brand is on going
penetrate the market



FY22

FY23

2. Consumer

Business Unit

Y2023 Thailand IT Consumer Market

**IT Consumer
market
declined by
20% in
Thailand**

Desktop
Computer
-23%

Mobile
Computer
-19%

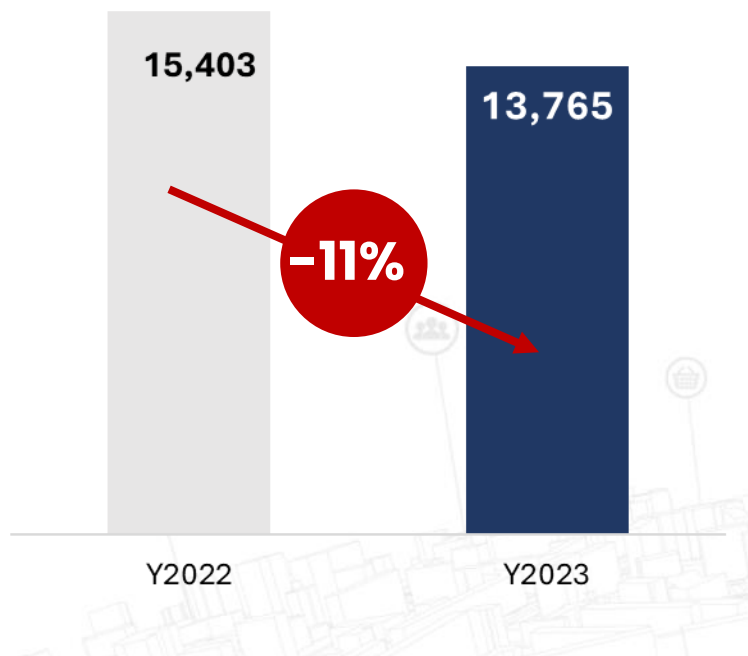
Printer
-5%



2. Consumer Business Unit

Revenue contributed at 13,765 MB dropped by 11% affected from economic slowdown

Revenue (MB)



Analysis:

- Overall market demand in consumer products remained weak affected by the economic situation resulted in declining performance
- Growth in Tourism-related products such as storage product group
- Gaming console business start to expand in 2H/2023 after officially announcement



Value-added Strategies

FULL-SERVICE DISTRIBUTOR



Full Distribution Service



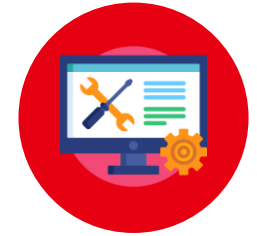
Go to market Service



IMC Integrated marketing communication Service



Retail Expansion and Operation



After Sales Service

- 18 months warranty
- Door to Door services





Jaymart



Lotus's

.life.



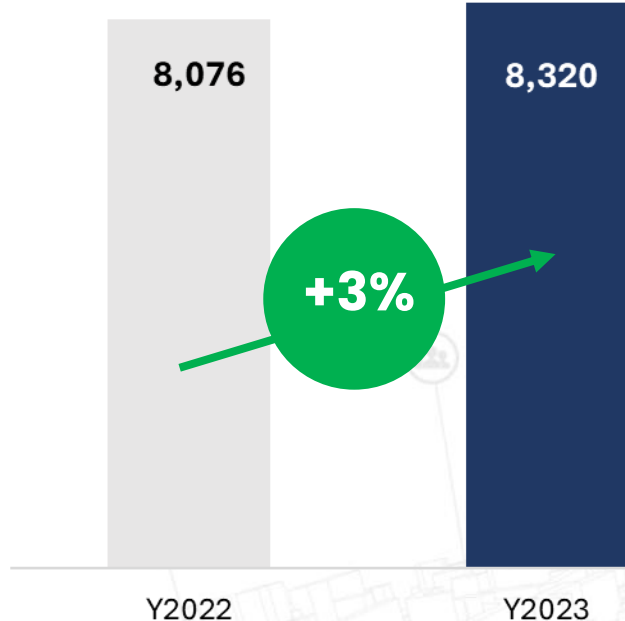
3. Commercial Business Unit



3. Commercial Business Unit

Revenue contributed at 8,320 MB; maintain growth by 3% YoY despite project slip

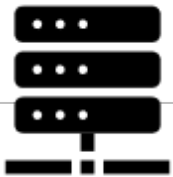
Revenue (MB)



Analysis:

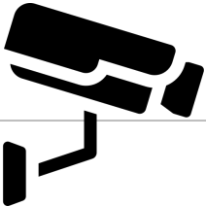
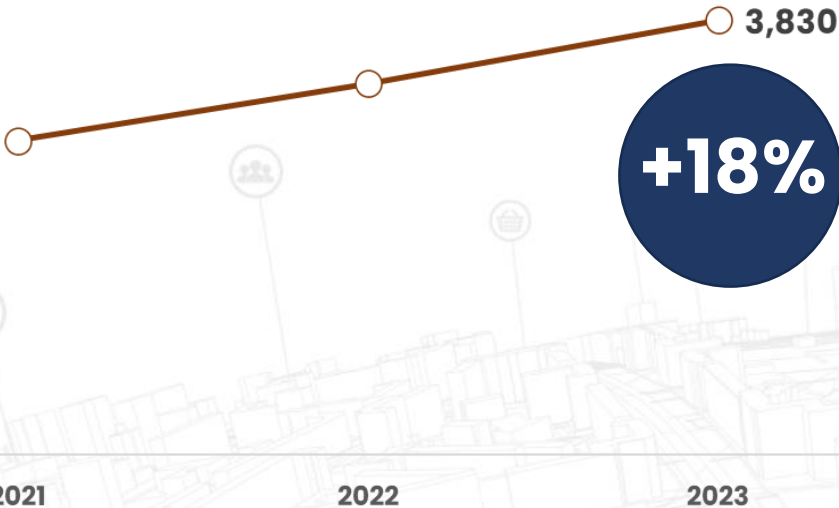
- Maintain growth YoY in Commercial & Enterprise despite declining performance in 2H/2023 mainly due to project delay in government sectors
- High Growth rate in Surveillance Solution at +88% YoY from aggressive market penetration strategies

Networking & Surveillance with Strong growth....



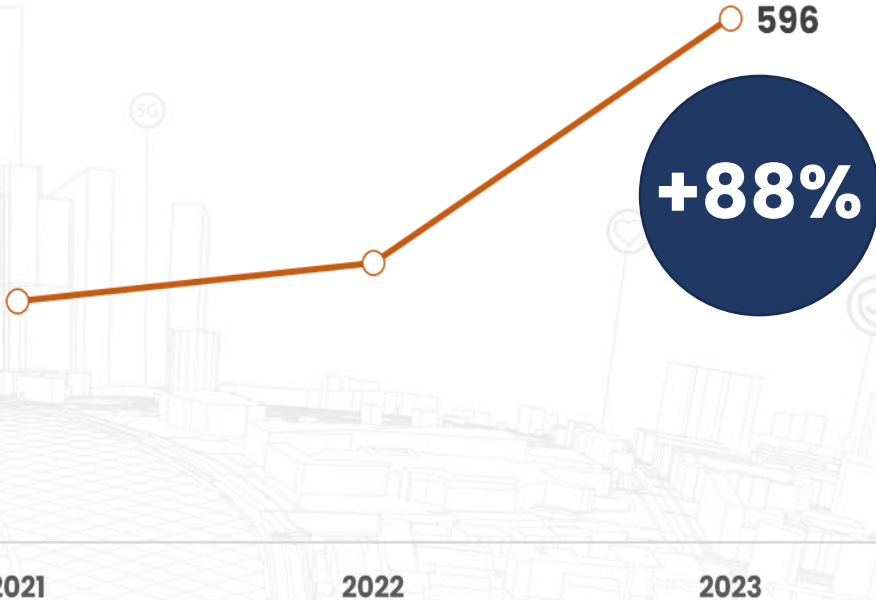
Unit:MB

Networking



Unit:MB

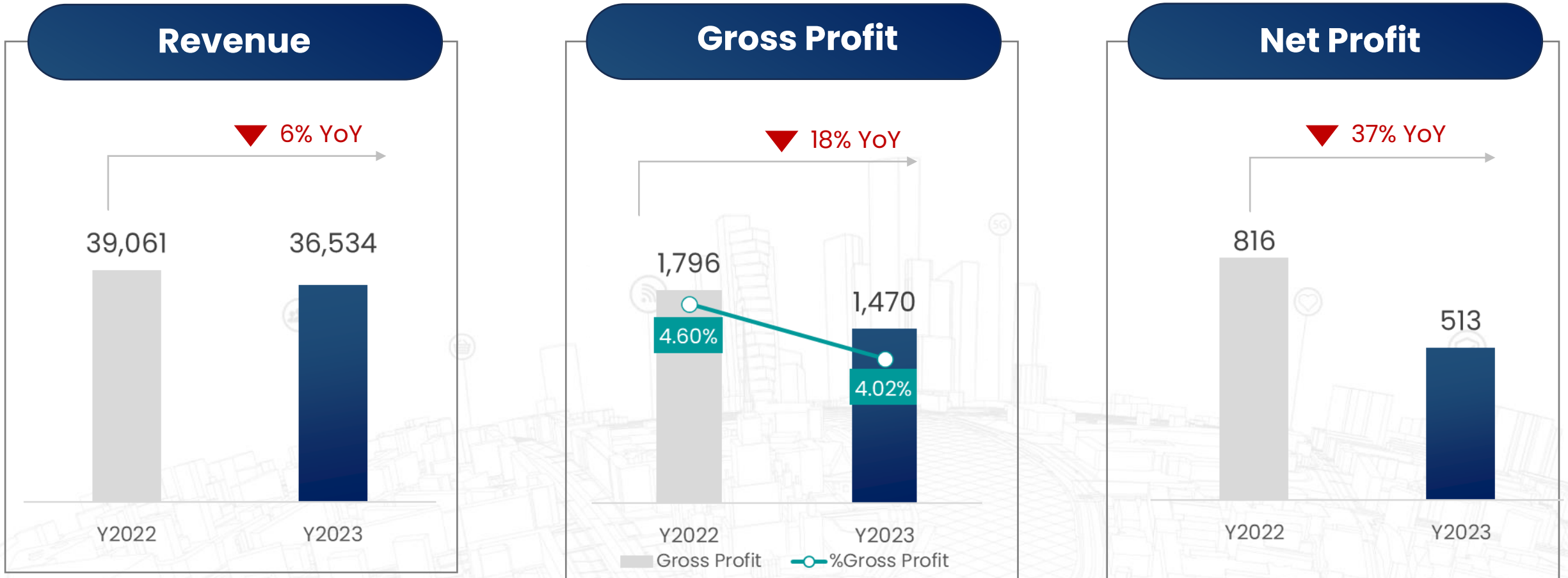
Surveillance



Y2023 FINANCIAL PERFORMANCE

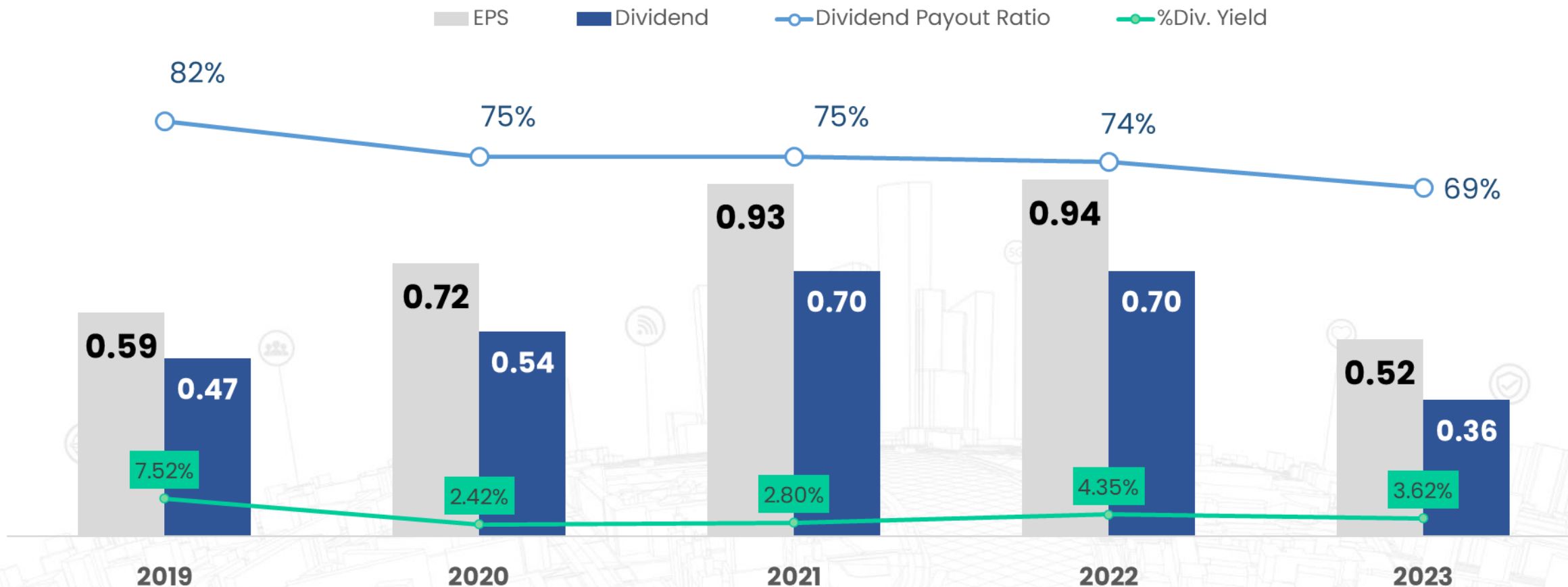
- The economic situation affected consumer purchasing power continued to be weak resulted in declining in revenue and gross profit
- %Gross Profit dropped from 4.60% to be 4.0%
- OPEX decreased by 4%YoY resulted from effective implementation of Company's cost reduction control
- Increase in interest expensed by +94 MB (+185%YoY) resulted by increase of interest rate

Unit: MB



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: 20 March 2024
- Dividend Payment Date: 08 May 2024

ESG Awards Y2023





บริษัท ซินเน็ค (ประเทศไทย) จำกัด (มหาชน) หรือ SYNNEX
ได้รับ 100 คะแนนเต็ม “ดีเยี่ยม”

ในการจัดงานประชุม AGM ปี 2566



โครงการประเมินคุณภาพการจัดประชุมผู้ถือหุ้น
(AGM Checklist) ประจำปี 2566

จากสมาคมส่งเสริมผู้ลงทุนไทย

นายสุพันธ์ มงคลสุธี
ประธานกรรมการ

นางสาวสุธิดา มงคลสุธี
ประธานเจ้าหน้าที่บริหาร





SYNNEX (THAILAND) PCL. 5 Star CGR 'EXCELLENT'



SYNNEX Received awarded a 5-star CGR 'Excellent' rating from the Corporate Governance Report of Thai Listed Companies 2023 (CGR), organized by the Thai Institute of Directors (IOD)



บริษัท ซินเน็ค (ประเทศไทย) จำกัด (มหาชน) หรือ SYNNEX

ได้รับการประกาศรายชื่อเป็นหุ้นยั่งยืน SET ESG Ratings ประจำปี 2566
ในกลุ่ม Technology ต่อเนื่องเป็นปีที่ 6



"SET ESG Ratings ระดับ A"

นางสาวสุธิดา มงคลสุธี
ประธานเจ้าหน้าที่บริหาร

Looking forward 2024



Growing Opportunity 2024

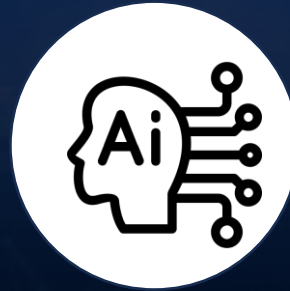
IT spending in Thailand is projected to exceed 1 trillion THB in 2024 for the first time, an increase of 5.8% from 2023, according to the latest forecast by Gartner. Spending on software will see the largest growth with an increase of 15.9% expected in 2024.



**IT spending in
Thailand
+5.8% YoY**



**Spending on
Software
+15.9% YoY**



**AI PC refresh
drive sale 2H
2024**



**Flash business
price up trend**



**Apple expect
growth at 15%**

Y2024 Key Strategies



**Driving
growth with
profitability
improvement**



Market Expansion with Focus Strategies



Foster growth in New Growth Engine business



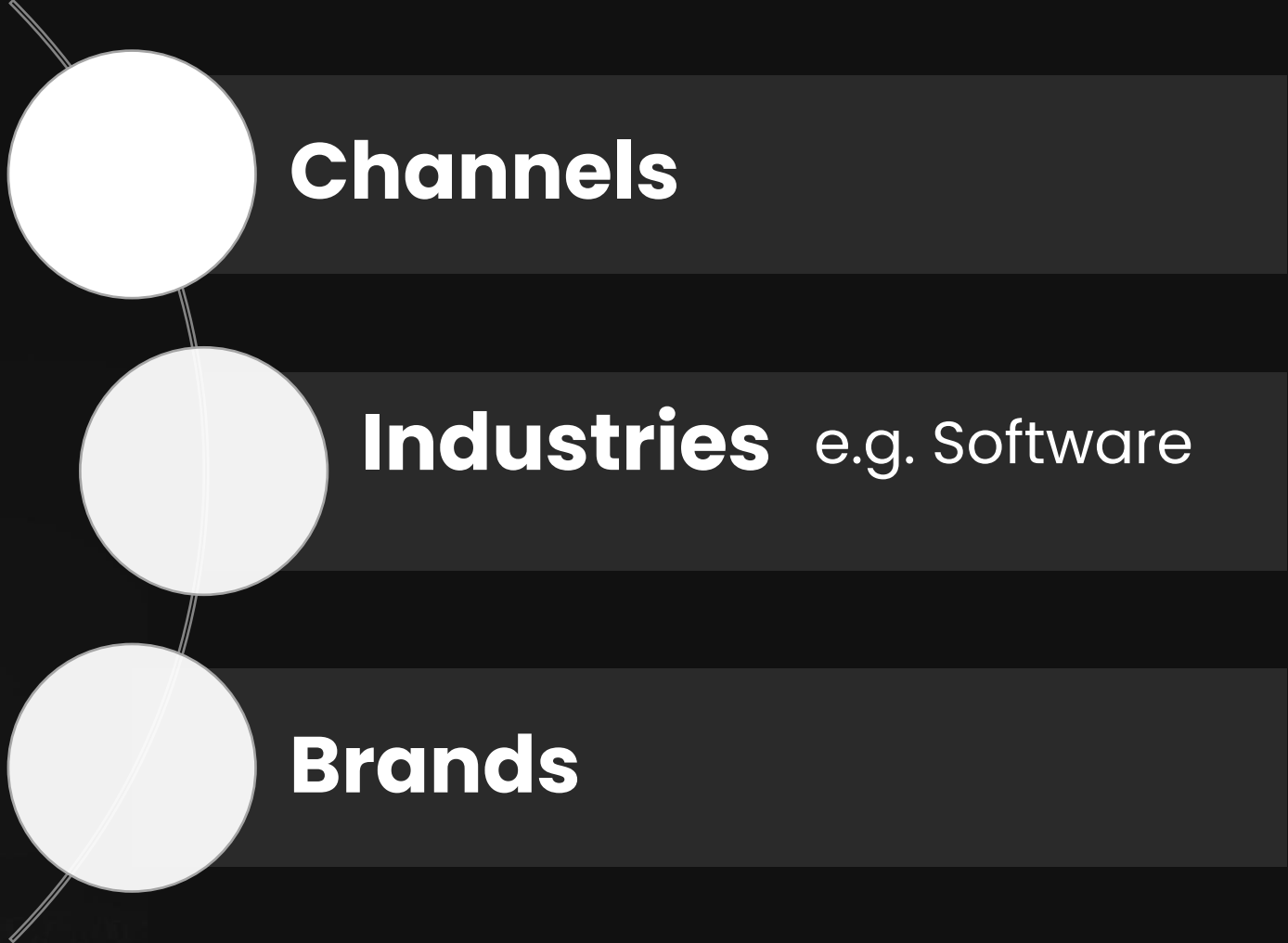
**Implementing Data-Driven Operation
enhancing operational efficiency**



Strengthen 'Trusted by Synnex'

FOCUS

Strategies



Accelerate growth with profitability improvement & New Growth Engine..



APPLE GROWTH

through channel expansion with low operational cost



HUAWEI DEVICE

Growth by more than 50%



HUAWEI

EXPANSION OF GAMING ECOSYSTEM



NINTENDO SWITCH

Focusing strategies with High GP portfolio mix with valued-added services

VERTICAL BUSINESS FOCUS with Solutions driving focusing Surveillance



SOFTWARE & RECURRING BUSINESS





Market Opportunity "New Growth Engine"



**Thailand Software
Market value (MB)**
30,000 Million Baht

60% Generate Recurring Revenue



Market Opportunity

“New Growth Engine - Gaming”

Thailand Gaming Hardware Marketing **17,000 Million Baht**

**Full PC
gaming
hardware
portfolio**

No.1 Gaming Hardware

**Expansion
of gaming
console**



**Enhancing
experiences
e-Sport and
gaming
experience**

**Flagship Stores /
Gaming Events**



NINTENDO
SWITCH™



First Full Operating Year



Expand New Sales Channel

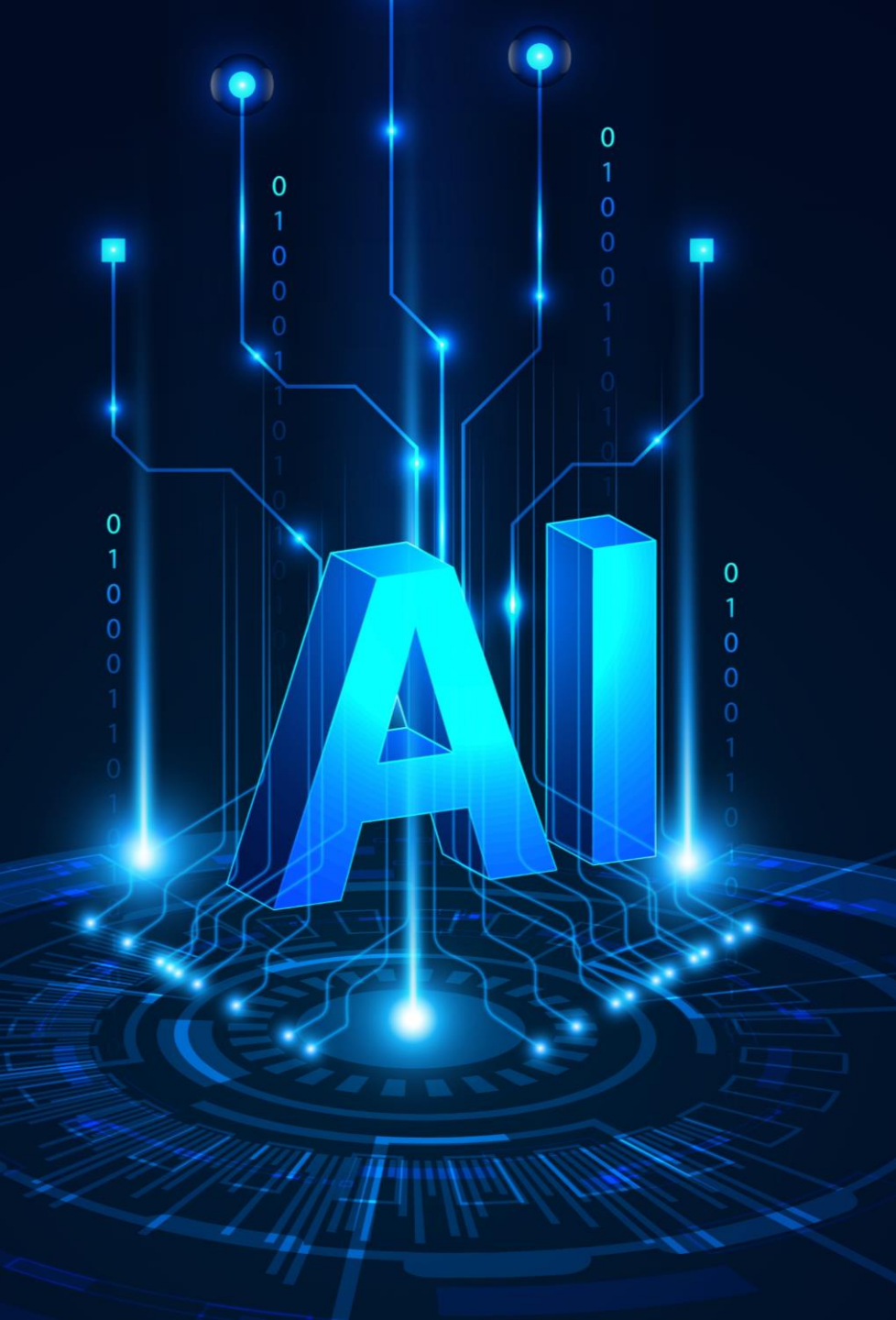


Toy and Acc.



First Flagship Store in Thailand





**Trusted By Synnex
CRM Campaign**



**Efficient Warehouse
Management**

Efficiency Improvement Data-Driven Operation



**Simplified &
Automated Workflow**



**Dealer Portal
Enhancement**



**Reduce carbon
emissions for a
cleaner and safer
future.**



NO.1 IT ECOSYSTEM WITH STRONG ESG FOCUS

Sustainability Policy along business value chain

- **Product Selection** : 95% of Products from Vendor with ESG Practices by 2027
- **Human Right and Diversity** Management
- **Positive Social & Environmental** operation Impact

Circular Economy & Waste Management

- **IT Product Lifetime Extension** through services business (Repair & Maintenance) , IT Recommerce (Secondhand Marketplace)
- **E-Waste Project** : Promote properly IT disposal



Renewable Energy & Shared Value Business

- **Eco Energy Business** to support and deliver clean energy into the society
- **Solar & EV logistic** in operation
- **'Creating technician into the society' Projects** : to promote

Environment



- **E-Waste Project** โครงการทิ้งให้ถูกที่ กับ Trusted By Synnex E-Waste >
38,000+ KG



- Proportion of renewable energy **26.16%**



- Reduce greenhouse gas emission **417** Ton Co2eq



- Reduced water consumption **3,908** M3

Social



- Lost time accident **0 cases**



- Disable employee **9 Persons (1:100)** of total number of employees



- Human rights violations **0 Employees**



- CSR Project for Communities **'โครงการ ปั้นช่าง สร้างอาชีพ'** (Creating technicians to our society)



Governance



- **Awards and Recognition :** CGR 5 Star , ESG100 listed, ESG Rating 'A' (for 6 years), AGM 100 Checklist



- **Stakeholder Engagement :** Emphasizing communication with investors.

ESG



Y2024 Key Takeaways

- Revenue > 10% , break 40,000 MB
- More balanced portfolio mix with high GP
- Solid Commercial backlog driving double digit growth
- Software Business; new growth engine business with high GP level
- Strong channel expansion in Communication
- Gaming expansion enhancing ecosystem and non-game product line up
- New products/brands coming in align with new technological brand
- Implementation of AI driving operation efficiency and expense control
- ESG Policy & readiness



Making people's lives better and easier with technology

เราจะทำให้ชีวิตของผู้คนดีขึ้นและง่ายขึ้นด้วยเทคโนโลยี



Q & A



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