



SET Opportunity Day

2024 Results

7 March 2025



www.homepro.co.th



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**Dow Jones
Sustainability Indices**
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HomePro at a glance

We make a better living

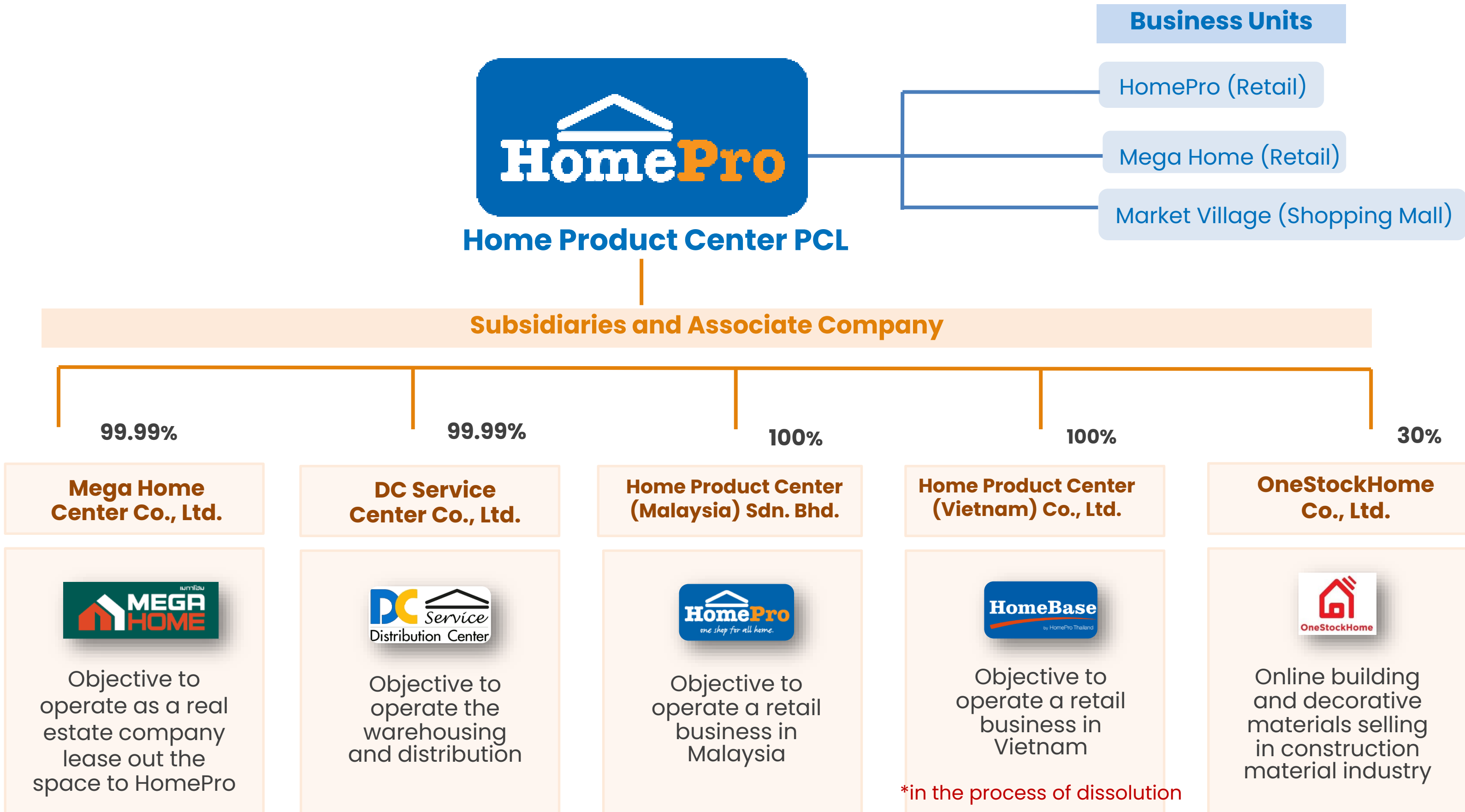


FIT4YOU

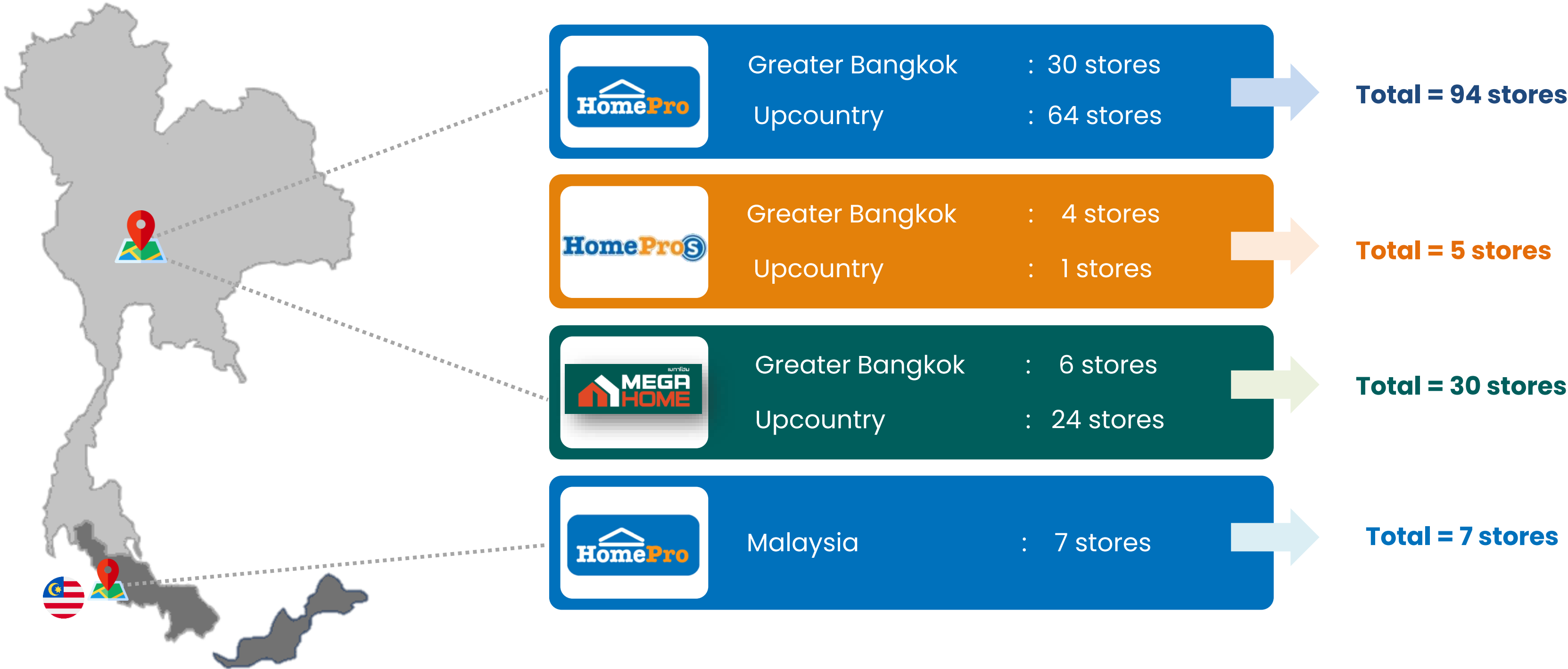
ง่าย ๆ 3 ขั้นตอน

- 1.เลือกรูปแบบ
- 2.สั่งตัดขนาดตามต้องการ
- 3.ชำระเงิน

Corporate Group Structure



Store Footprint



As of 31 December 2024





Agenda

- **2024 Financial Results**
- Business Outlook
- Sustainability Development

2024 Key Financials

Total Revenue

-0.3% YoY ↓

GPM

+22 bps ↑

EBITDA

+2.4% YoY ↑

Net Profit

+1.0% YoY ↑

Retail Sales

-0.5% YoY ↓

ROE

24.8%

Market Cap*

THB 123.6 bn

SSSG

-4.0% YoY ↓

*Close price as of December 31, 2024

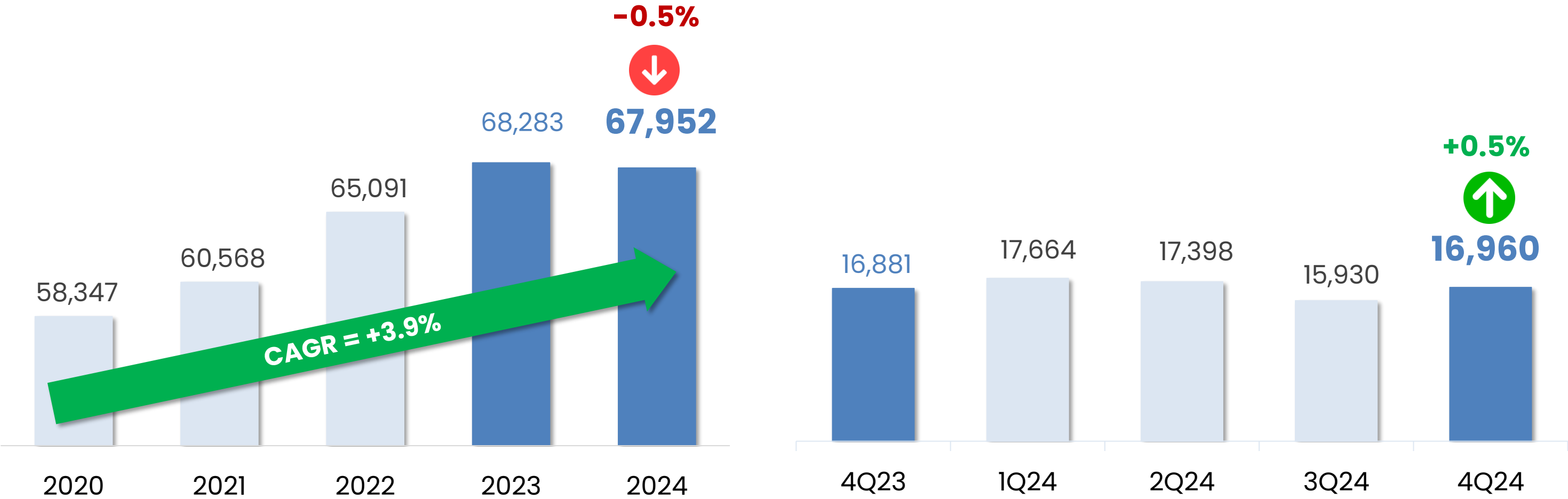
2024 Income Statement Summary



Unit : million Baht	2024	% of sales	2023	% of sales	Var	% change
Revenue from contracts with customers	67,952.02	100.00	68,283.31	100.00%	-331.29	-0.49%
Rental Income	1,854.37	2.73%	1,882.23	2.76%	-27.87	-1.48%
Other Income	2,770.13	4.08%	2,656.23	3.89%	113.90	4.29%
Total Revenues	72,576.52	106.81%	72,821.77	106.65%	-245.25	-0.34%
Cost of sales and service	49,728.45	73.18%	50,117.64	73.40%	-389.18	-0.78%
Gross profit	18,223.57	26.82%	18,165.67	26.60%	57.89	0.32%
Cost of Rental	816.45	1.20%	786.39	1.15%	30.06	3.82%
Selling and Administrative Expenses	13,340.93	19.63%	13,402.99	19.63%	-62.06	-0.46%
EBIT	8,690.69	12.79%	8,514.75	12.47%	175.93	2.07%
Share of profit (loss) from investment in associates	0.84	0.00%	-0.86	0.00%	1.70	197.25%
Financial Income	61.95	0.09%	27.73	0.04%	34.22	123.42%
Financial Cost	687.53	1.01%	567.46	0.83%	120.07	21.16%
Tax	1,562.40	2.30%	1,532.60	2.24%	29.80	1.94%
Net Profit	6,503.55	9.57%	6,441.56	9.43%	61.99	0.96%
Depreciation	3,542.62	5.21%	3,431.40	5.03%	111.23	3.24%
EBITDA	12,233.31	18.00%	11,946.15	17.49%	287.16	2.40%

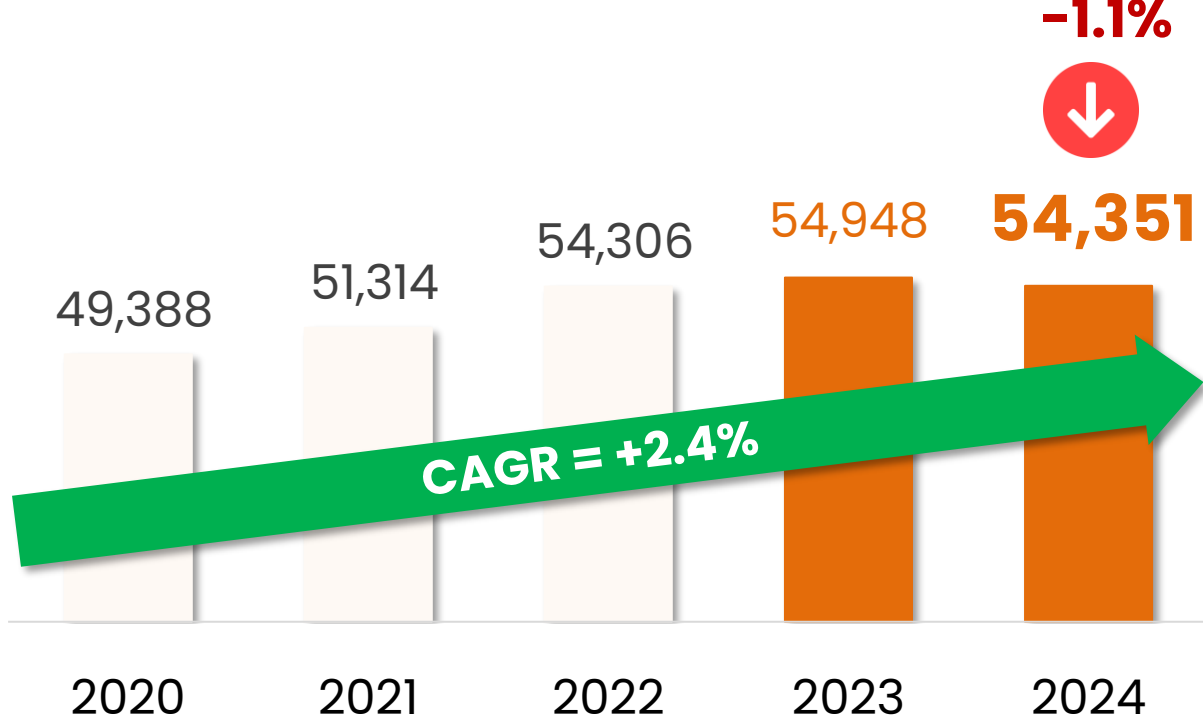
Sustainable Sales Growth

Consolidated Financial Statements

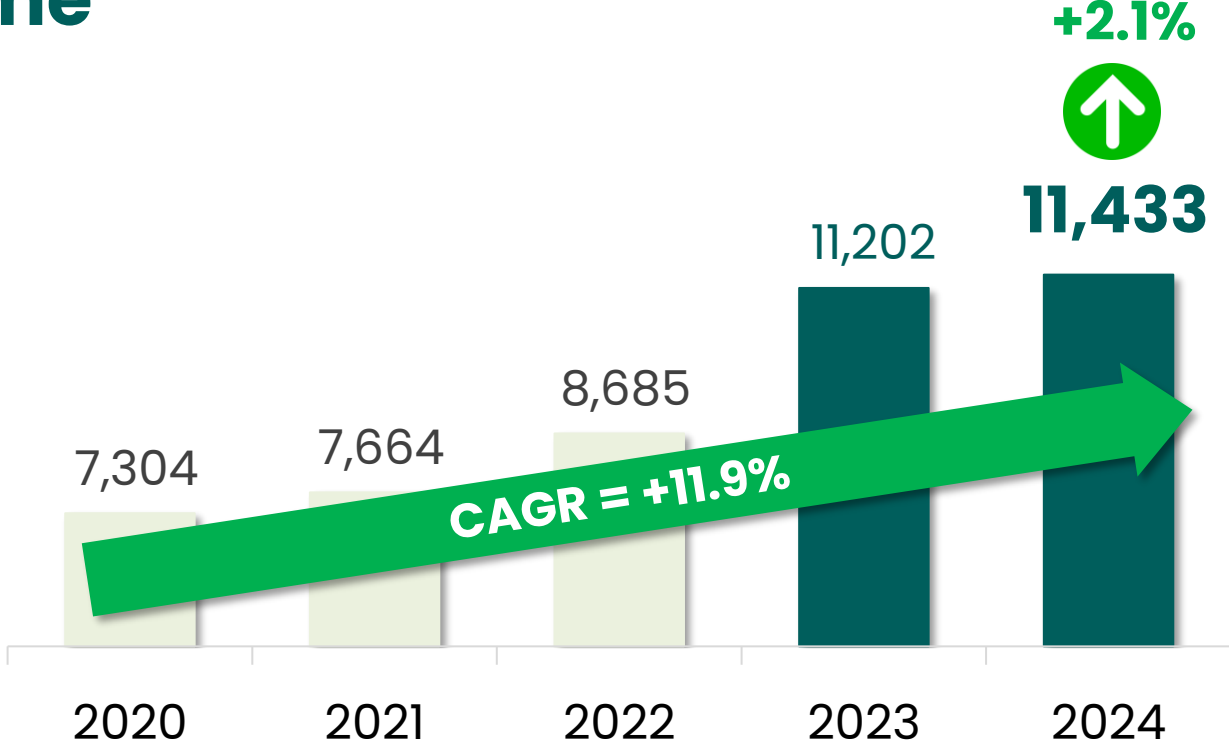


Sales Growth and SSSG by Business Unit

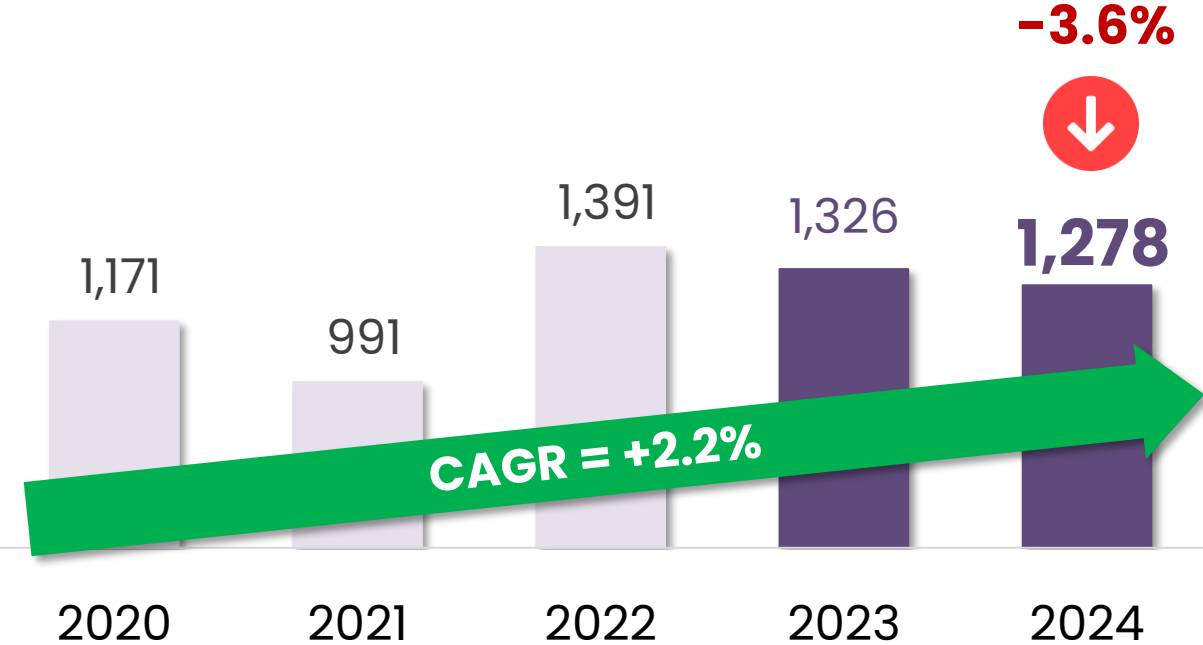
HomePro



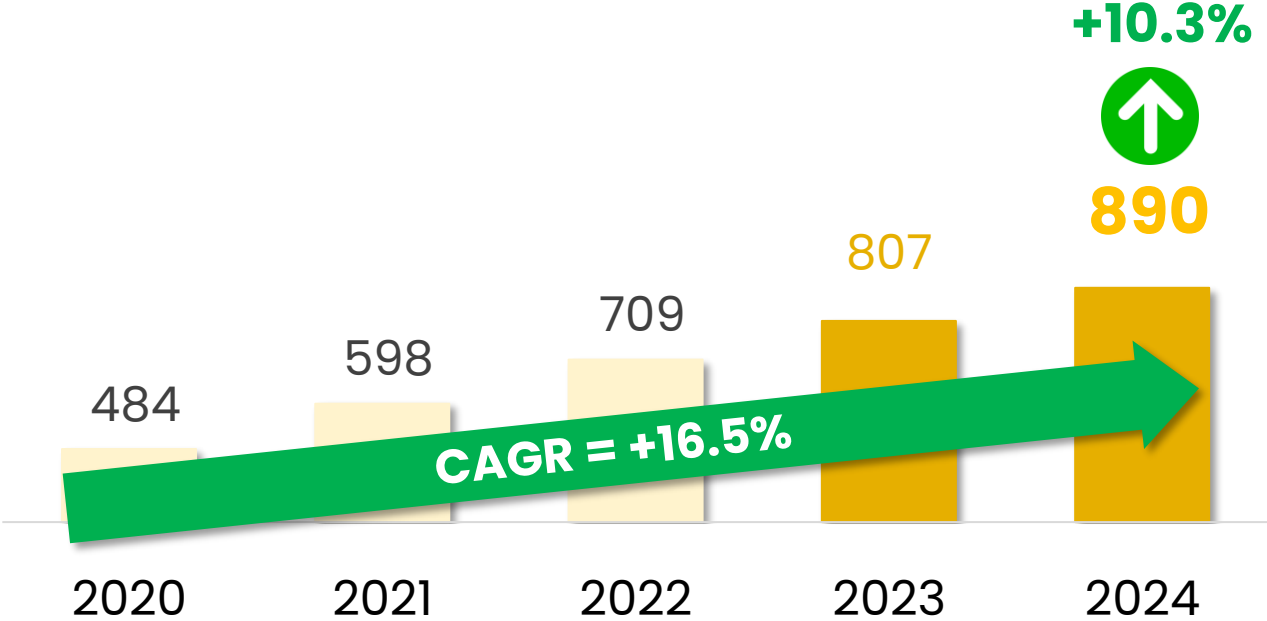
Mega Home



Malaysia + Vietnam

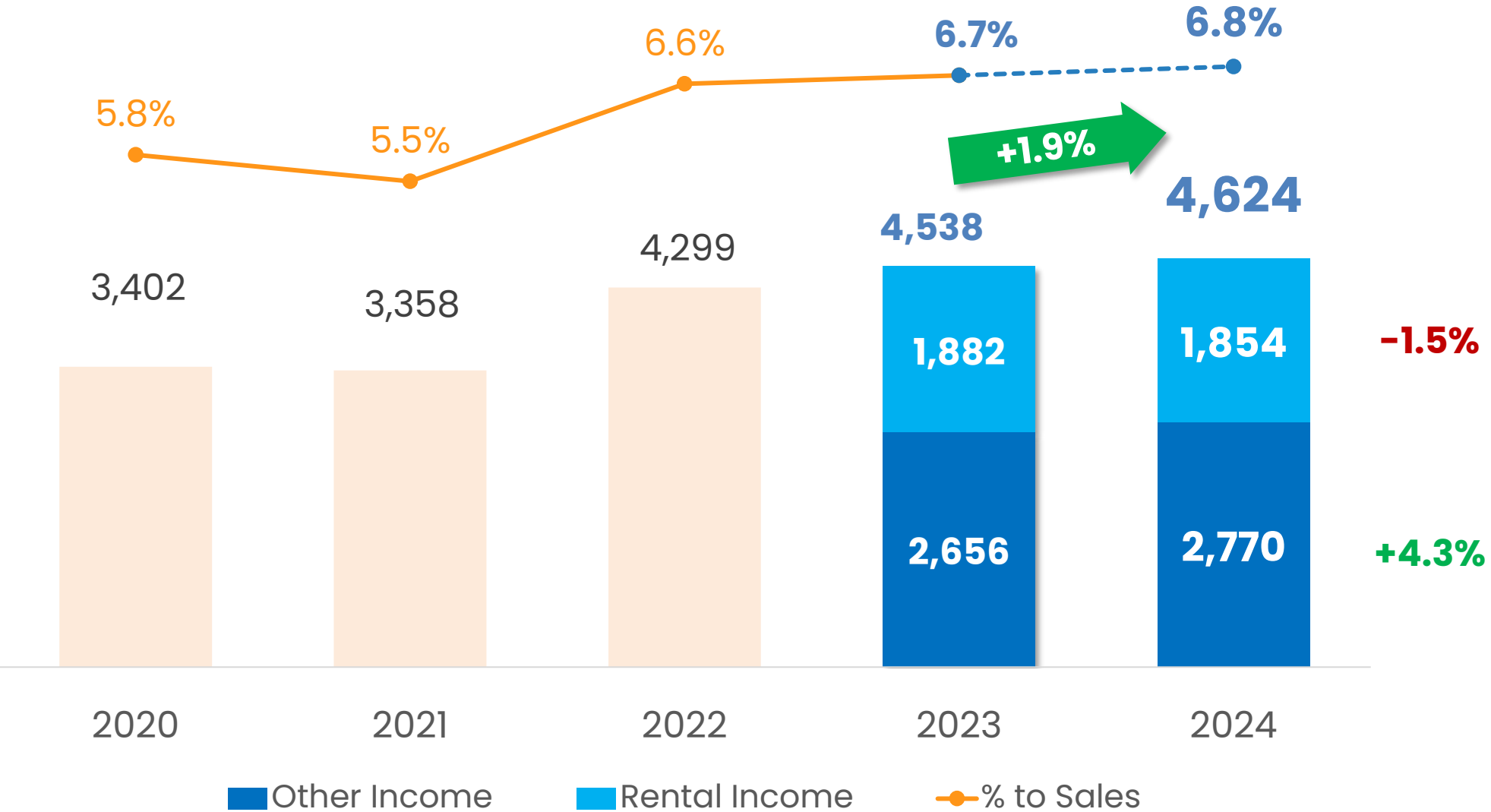


Home Services



Other Income

Unit : million Baht

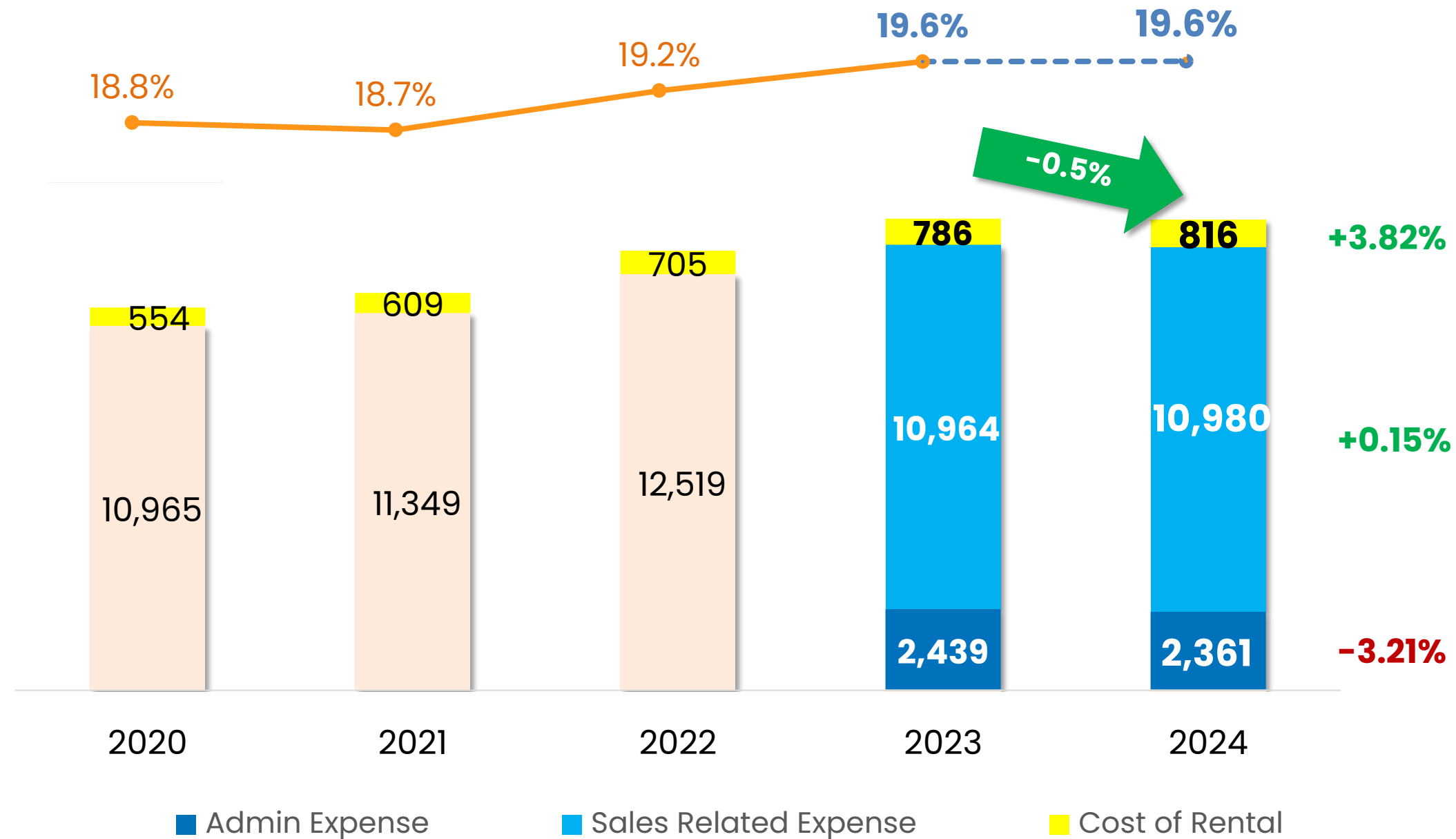


- In 2024, rental and service income decreased by 1.48% from the previous year. This decline was due to the absence of HomePro Expo and HomePro Fair events, which were typically held at convention and exhibition centers with participating vendors promoting their products.
- In 2024, other income increased by 4.29% from the previous year as a result of the increase in promotional activities with vendors both at physical stores and through online channels compared to the same period of the previous year.



SG&A Expenses

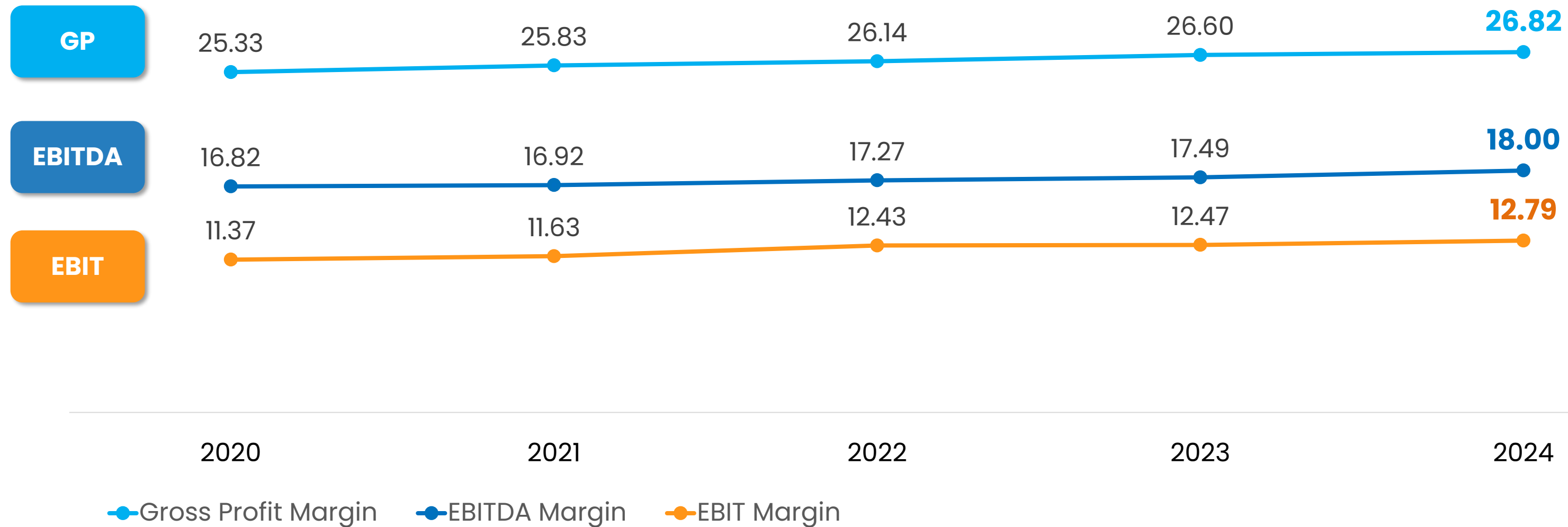
Unit : million Baht



- In 2024, the SG&A as a percentage of sales remained constant at 19.63% compared to the previous year. The decreased expenses include utilities costs, outsourcing costs, and pre-operating expenses, while the increased expenses include marketing expenses, credit card fees, and depreciation.
- Cost of rental increased due to expansion of rental space regarding the opening of new HomePro stores in 2024, higher maintenance costs for buildings and shopping malls, along with more activities within the shopping malls.

Profitability Ratio

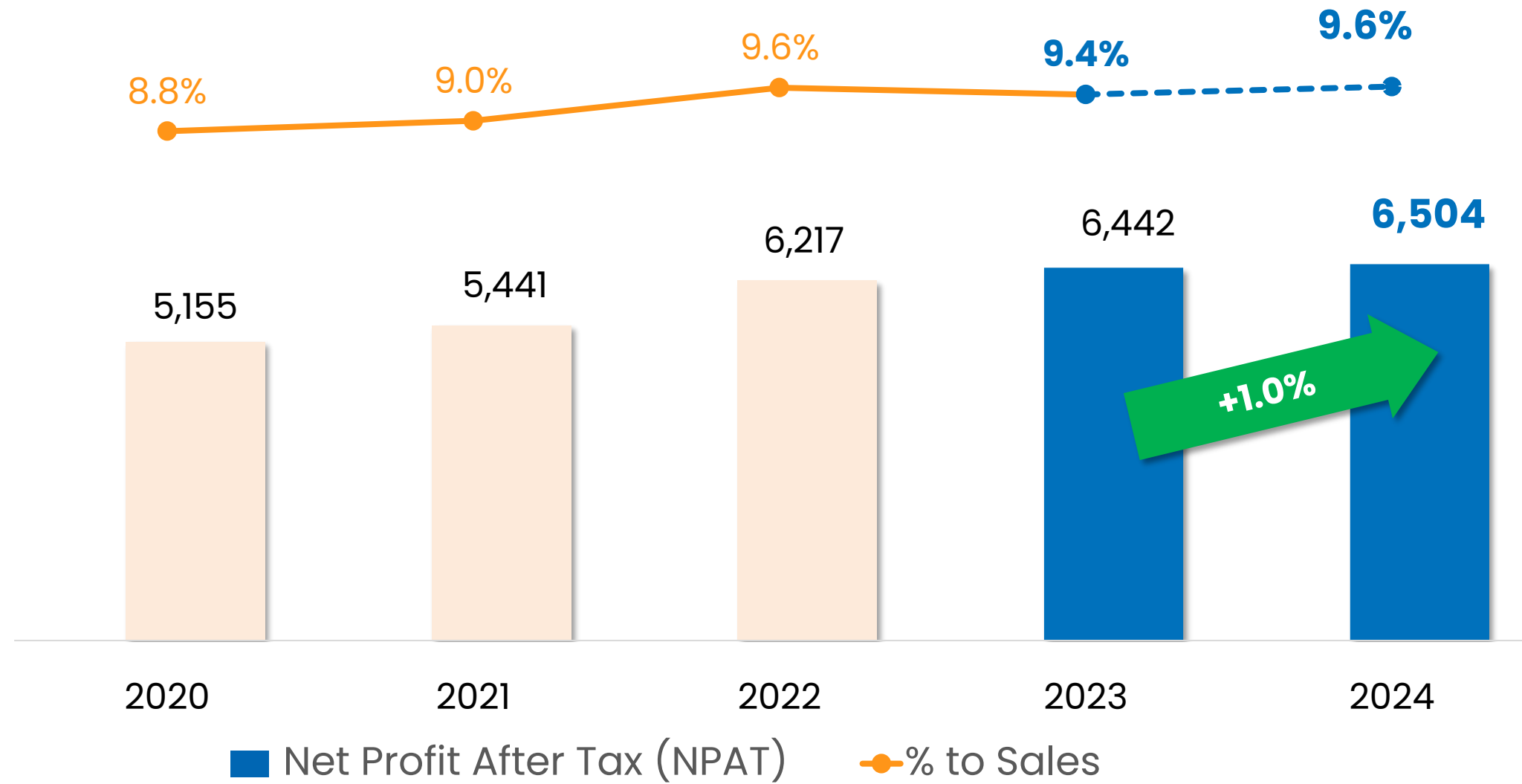
Unit : % to Sales



• In 2024, The gross profit margin as percentage of sales increased from 26.60% in the previous year to 26.82%, owing to higher sales mix of high-margin products from both HomePro and Mega Home business.

Net Profit & EPS

Unit : million Baht



FY	2020	2021	2022	2023	2024
EPS	0.39	0.41	0.47	0.49	0.49

- NPAT in 2024 increased by 0.96% YoY.
- Earnings per share (EPS) were 0.49 Baht in 2024.

Balance Sheet at a Glance

Unit : million Baht	31 Dec 2024	31 Dec 2023	Var	% change
Cash & Deposit	5,553.72	6,428.67	-874.95	-13.61%
Inventory	14,899.73	13,965.27	934.46	6.69%
Land Building & Equipment	46,071.86	45,373.12	698.74	1.54%
Other Assets	3,139.56	3,280.82	-141.26	-4.31%
Total Assets	69,664.87	69,047.89	616.98	0.89%
Financial Debt*	23,589.33	24,591.74	-1,002.40	-4.08%
Account Payable	15,458.72	15,224.70	234.02	1.54%
Other Liabilities	3,814.38	3,672.66	141.72	3.86%
Total Liabilities	42,862.43	43,489.10	-626.67	-1.44%
Paid-Up Capital	13,151.20	13,151.20	N/A	N/A
Share Premium	646.32	646.32	N/A	N/A
Retain Earnings	13,004.91	11,761.26	1,243.65	10.57%
Total Equities	26,802.44	25,558.79	1,243.65	4.87%

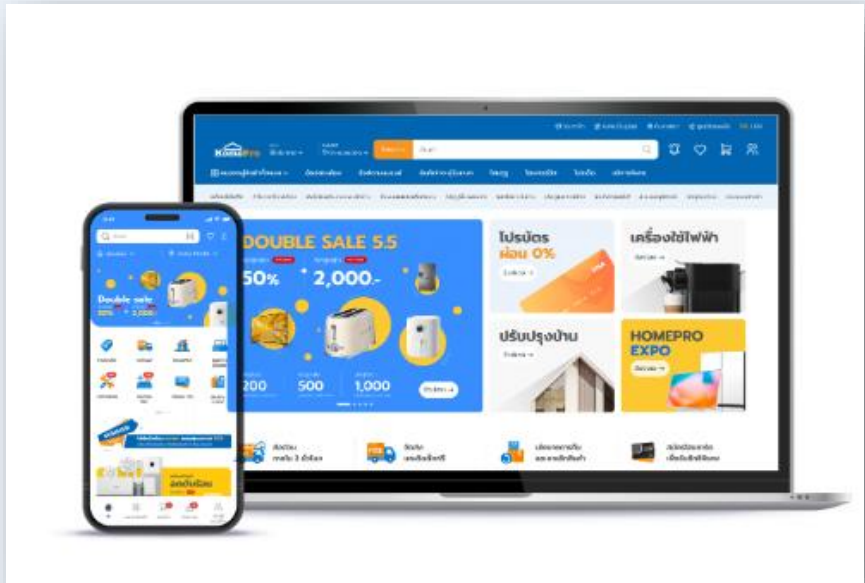
* Included impact of TFRS16 on lease liabilities of 6,954.03 million Baht



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- 2024 Financial Results
- **Business Outlook**
- Sustainability Development

2025 Key Business Focus



1. Omni Channel



2. Demand Generation



3. HomePro Ecosystem



4. Home Service



5. Increase Efficiency

Margin Expansion Through Private Label

Unit : % to Sales



✔ Over **36** Private Brands

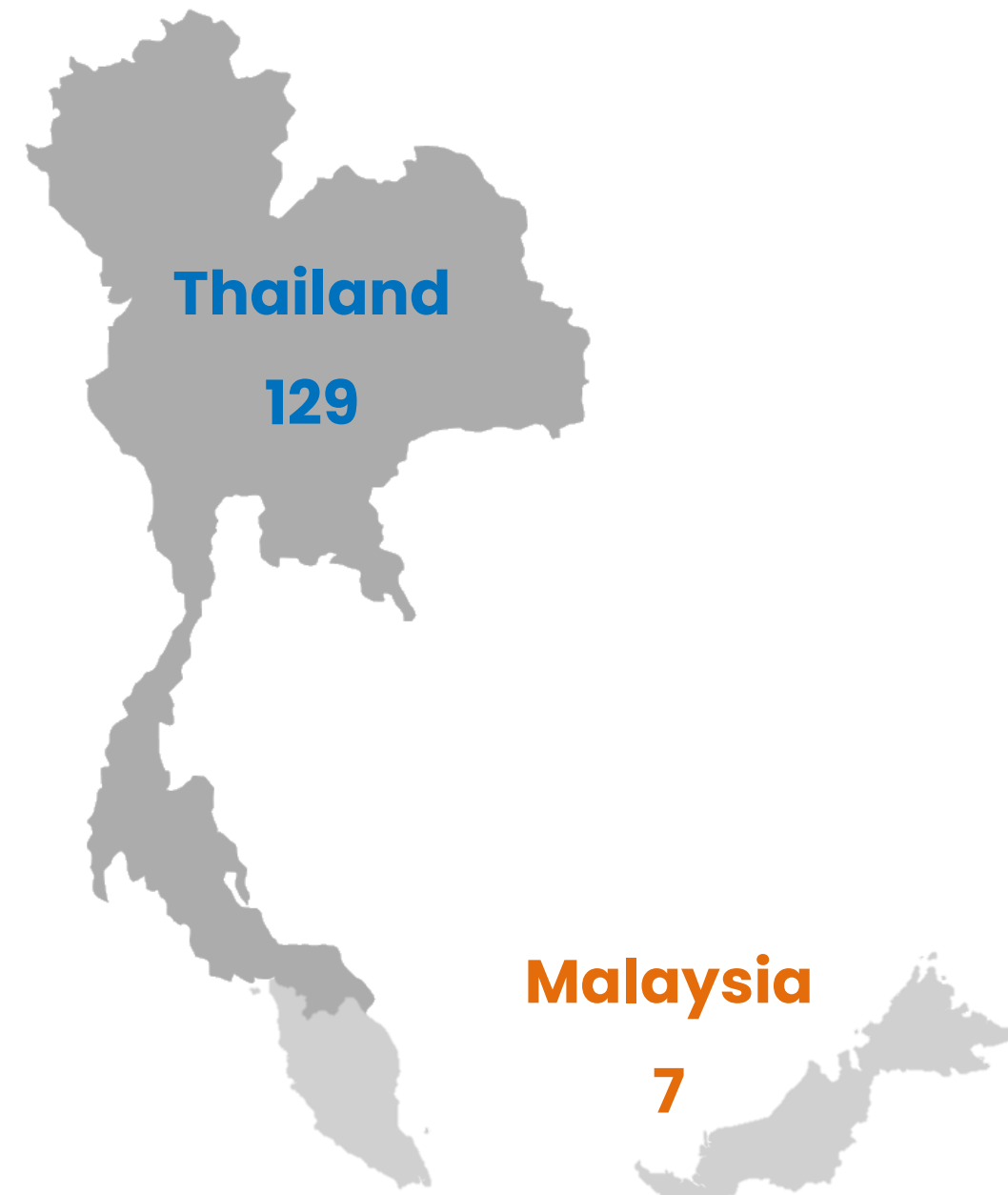
✔ Over **25,000** Items

✔ Quality and value focused

✔ Continuous development

2025 Store Expansion Plan

No. of stores as of 2024



Malaysia

Ended 2024	94	5	30	7
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■ New Stores in 2025

1Q 2025				
2Q 2025	1			
2H 2025	6		5	

■ Our Stores At Ended 2025

Total (stores)	101	5	35	7
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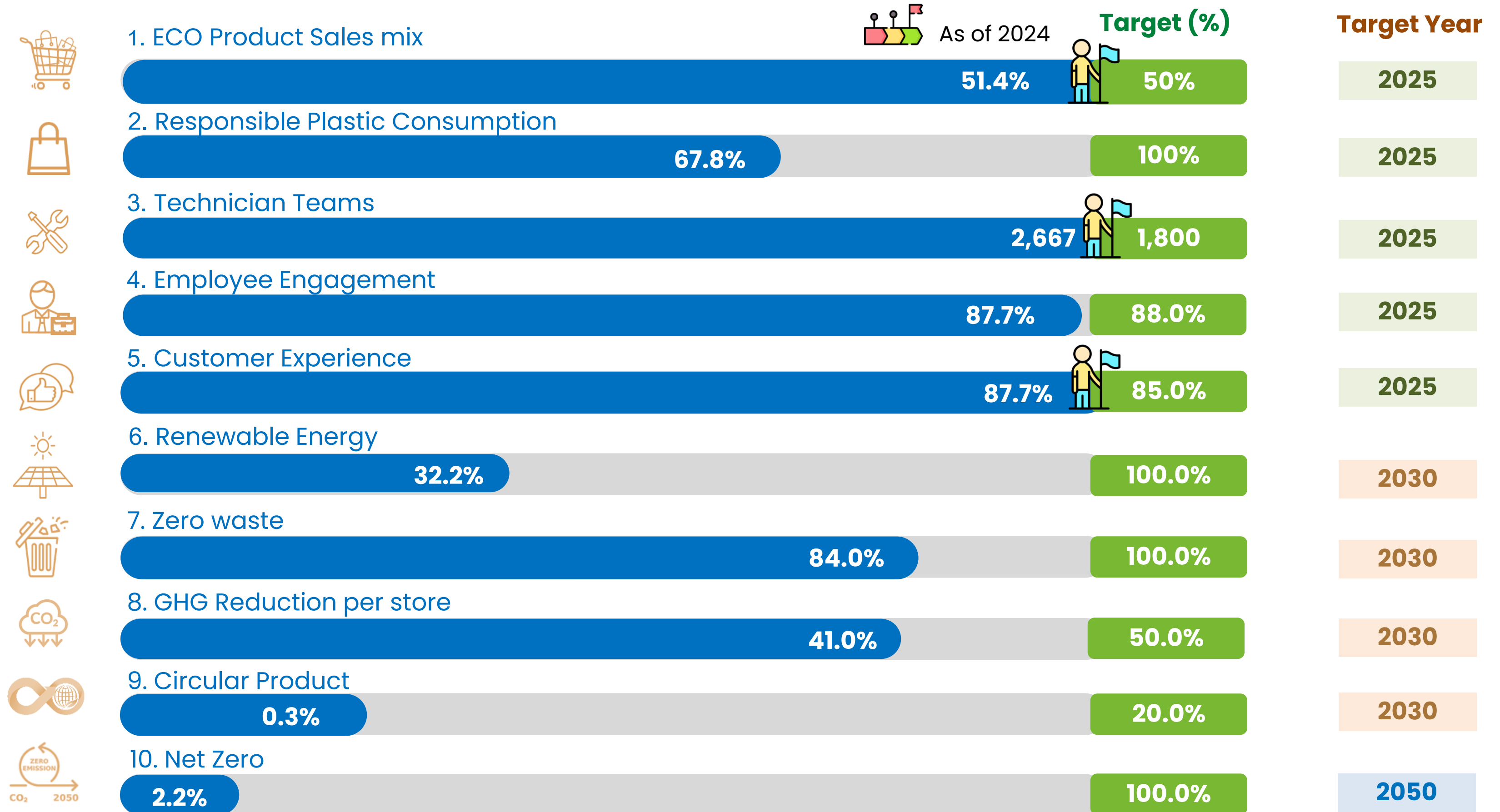




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- 2024 Financial Results
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- **Sustainability Development**

2025-2050 SD Roadmap



Track Record of Endorsement in Key Sustainable Indices

International

S&P Global

Top 5%

Corporate Sustainability Assessment 2024 Score

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Ranked in the Top5% of Dow Jones Sustainability Indices (DJSI)



FTSE4Good

Included in the FTSE4Good since 2016

MSCI ESG RATINGS



Received AA rating from MSCI-ESG

Bloomberg

Received Bloomberg ESG Scores sustainability assessment at the "Leading" level for the third consecutive year



Received Sustainably Low Risk Rating in ESG Risk ranking



Ranked in the Equileap's Gender Equality

Domestic



AGM Investors' Choice



Selected to be included in SET ESG Ratings, AA level of The Stock Exchange of Thailand of the year 2024.



Excellence CG Score



Listed in ESG100 Index



Received the Sustainability Disclosure Award for 2024 from Thaipat institute



Anti-Corruption Certified

Q&A

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