



Furniture • Home Decor • Mattress

Opportunity Day

13 June 2024





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Agenda

- Business Model & Core Business
- New Business 2024
- Financial Results
- Q&A

BUSINESS MODEL & CORE BUSINESS

Chic Republic is the first and only home fashion store in Thailand which is a One-Stop-Shopping retailer of furniture, home decorations and mattress & bedding on a stand alone basis under the concept of "***Home Fashion Living***".

FURNITURE

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rina *hey*
furniture & decor

Ashley
FURNITURE HOMESTORE

HOME DECOR



MATTRESS & BEDDING



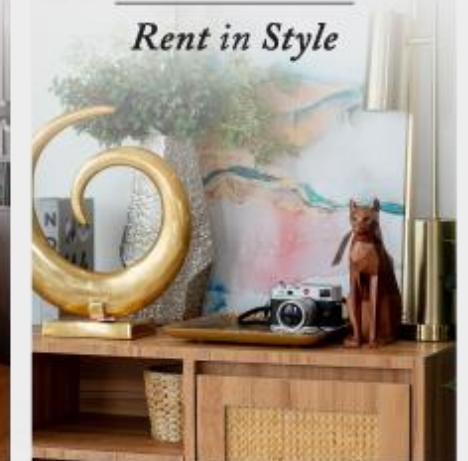
CHIC

DESIGN STUDIO



CHIC

Rent in Style



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CHIC REPUBLIC

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New style called Modtrad Style (Modern Style – Traditional Style) is an integration between modern and classic style of many cultures that blends together to fit the contemporary life in modern time. Our design emphasizes luxurious and stylish elements in furniture to enhance a timeless uniqueness.



Modern Scandinavian style furniture suitable for new generation's lifestyle living in the city center in condominiums, townhouses or apartments that has limited space.





The No.1 selling furniture brand in America known for American style furniture that shows high-quality craftsmanship and elegance. They come in big sizes fit for large homes.



New Product Line

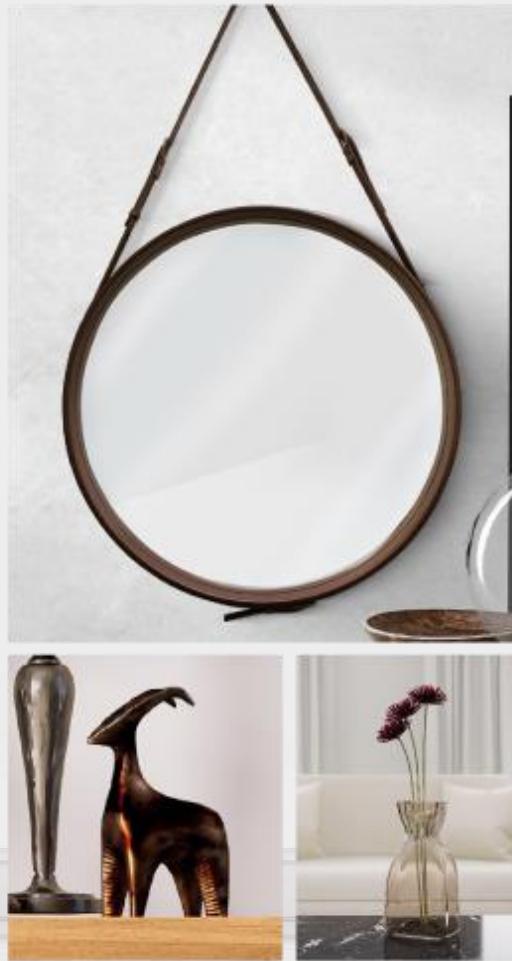
New product and service : Customized Furniture
Walk-in closet, Bed, Sofa, Dinning table – plan to launch in Q3 2024



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HOME DÉCOR

We sell home decorations from tableware, lighting, wall art, photo frame, decorative items, clock, mirror and many other items.

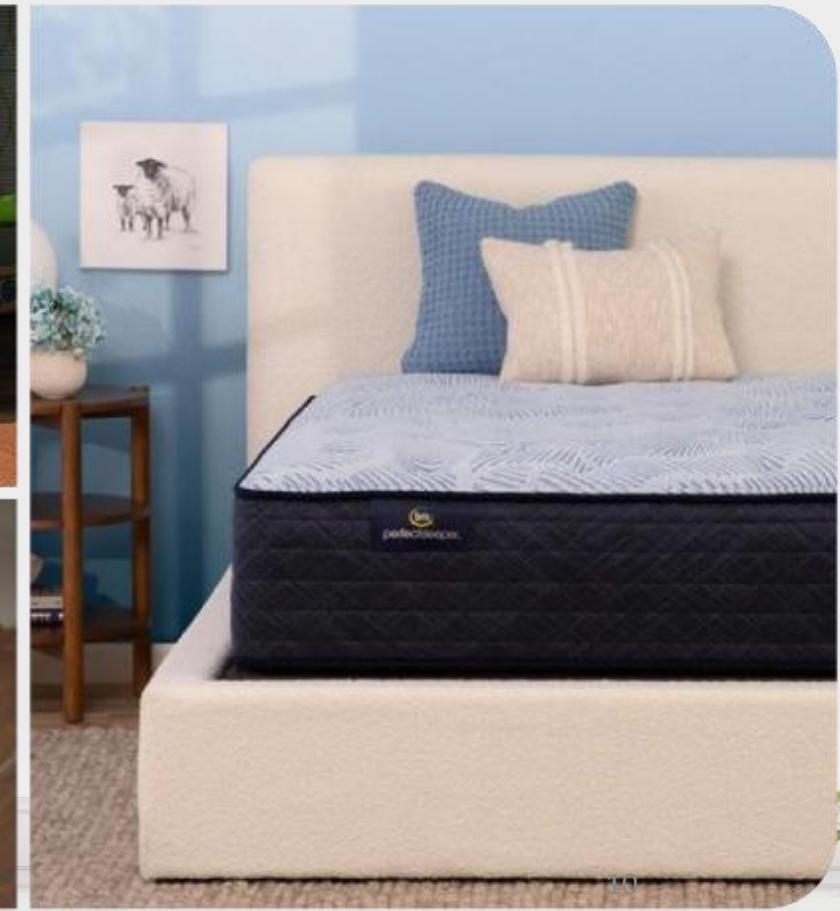


MATTRESS AND BEDDING

Other partnered brands in our stores include mattress, furniture, home decorations and others under leading international brands.



SANTAS[®]
HOME



Interior Design & Turnkey Service

“Chic Design Studio” is an interior design and turnkey service by experienced interior designers and project managers. The service includes a fully customized built-in furniture and interior decorations, wallpaper, and curtain with loose furniture and prop selections. Interior designers will select materials and oversee construction to best serve the client's needs and functionality of the space. This business unit targets both B2B and B2C customers looking for renovation or interior design and construction of high-end condominium, houses, mock-up rooms, restaurants, and cafes in Bangkok.

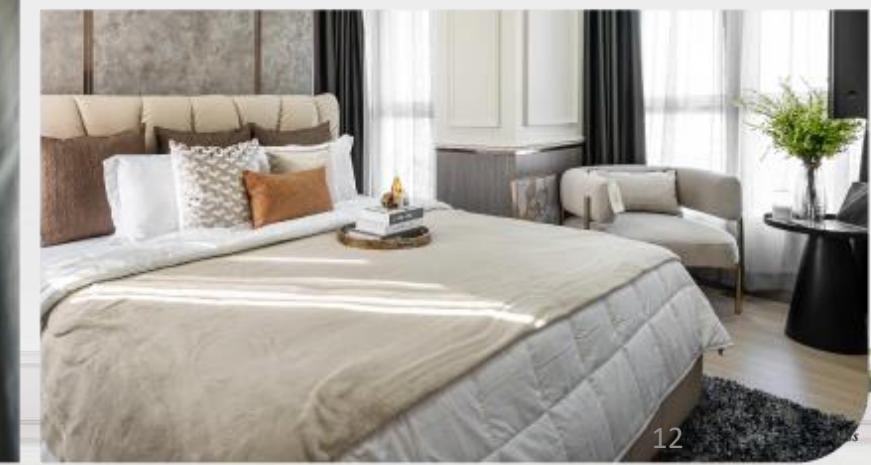


CHIC

Rent in Style

Rental and Decoration Services for Furniture and Home Decorations

"Chic Rent In Style" is a furniture and prop rental and decoration service by Prop Stylist with full of delivery and photographer service.



RESTAURANT & SERVICES

Designated area in CHIC's stand-alone stores is allocated for rental by other business, mostly restaurants. They are famous restaurants that can attract customers. Rental to be collected include fixed-rate rental and revenue sharing.



RETAIL STORES (OFFLINE CHANNEL)

5 Stores in Thailand



Praditmanutham



Ratchapruék



Pattaya

1 Store Oversea (Cambodia)



Phuket Store



Under Construction

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NEW STORE 2024



New store – Phuket, plan to open in Q4 2024

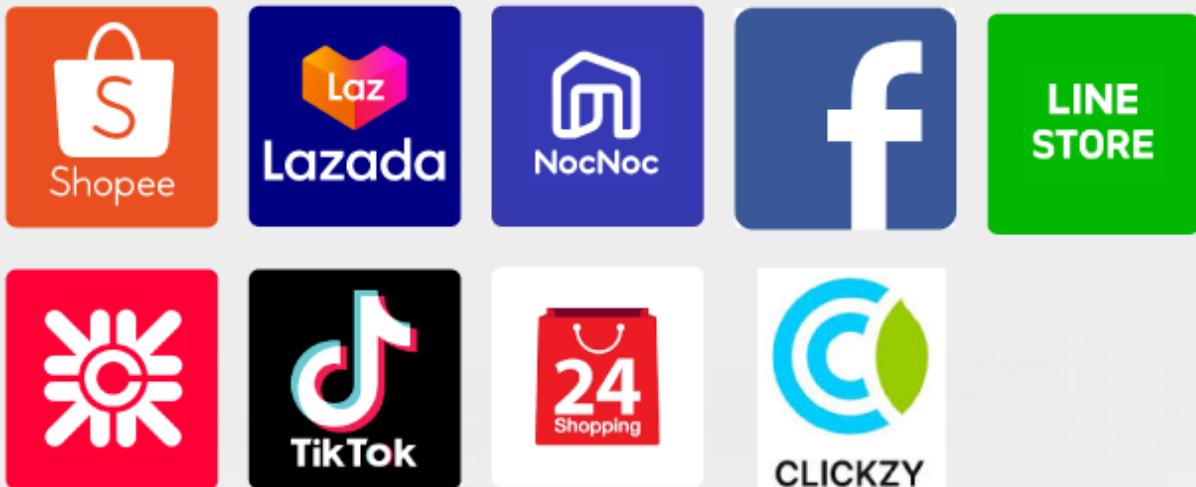
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ONLINE CHANNEL



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- [!\[\]\(05c93fd25b8ff8a5f209e1395dadfa66_img.jpg\) www.rinahey.com](http://www.rinahey.com)
- [!\[\]\(9dfa4ea782e913eae8846d17367b5178_img.jpg\) store.ashleyfurniturehomestore.co.th](http://store.ashleyfurniturehomestore.co.th)



PROJECT

CHIC provides built-in furniture installation along with loose furniture for residential projects such as condominium. This service is for real estate client based on their unique needs.



NEW BUSINESS

Chic Stay Company Limited, a Licensee of Blueground Holdings Limited, offer rooms to stay 1 month or longer



Blueground operates the largest, curated network of furnished rentals in the world, designed for individuals and corporate clients seeking 30+ day stays.





BLUEGROUND

Blueground is the world's largest and fastest-growing flexible living operator

Global leader

30 cities / **17** countries / **4** continents

2.9x

YoY growth in 2022

Inbound city bookings

90%

2,000+

Corporate clients



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19





BLUEGROUND

Blueground in numbers

Total fundraising to date

\$258M

from renowned investors:

WestCap - Prime Ventures -
Venture Friends - Endeavor Catalyst

of units

10,000

owned by large real estate companies and private landlords

GREYSTAR

AvalonBay
COMMUNITIES

RELATED

Equity Residential

BOZZUTO

Stonehenge
Live better here

Average length of stay

4.5 months

of employees

1250+

distributed across our offices in 27 cities and 3 continents

USA - Austin | Boston | Chicago | Denver | Los Angeles | New York | Miami |

San Diego | San Francisco Bay Area | Seattle | Washington D.C.

EMEA - Athens | Barcelona | Basel | Berlin | Copenhagen | Dubai |

Hong Kong | Istanbul | Lisbon | London | Luxembourg | Madrid | Paris |

Singapore | Vienna | Zurich

* Target presence of 50+ cities by 2025

% customers that are repeat customers

60%

Minimum resident stay of

1 month

of corporate clients we service

4,400+

providing turnkey housing for a mix of Fortune 100 companies,
startups, SMEs and NGOs around the world





BLUEGROUND

We are expanding our global presence, thanks to a growing network of landlord partners worldwide



- current markets (27 cities)
- future markets (50 cities by 2025)

BLUEGROUND



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21





BLUEGROUND

Blueground rents to vetted & reliable business professionals

Top 3 reasons for choosing Blueground

- 1 Temporary or indefinite work assignments:
32% of guests
- 2 Starting a new job:
22% of guests
- 3 Working remotely in a new city:
20% of guests

Direct relationships with businesses

Our dedicated Enterprise Sales Team matches the needs of major companies to their ideal apartments



ORACLE

INDITEX

facebook



SIEMENS



amazon

TESLA

Blueground conducts background checks on each prospective resident

MyRental™

Credit check as well as financial, criminal & eviction history review

jumio

ID verification platform



In-house databases & web services



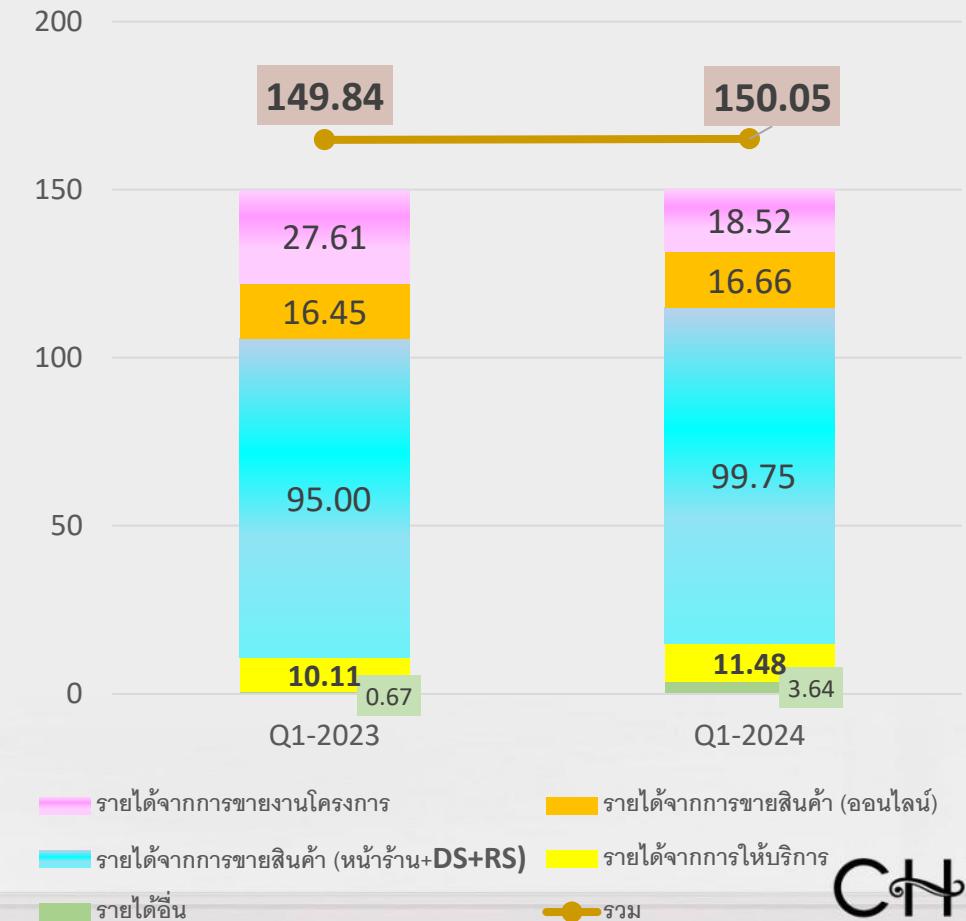
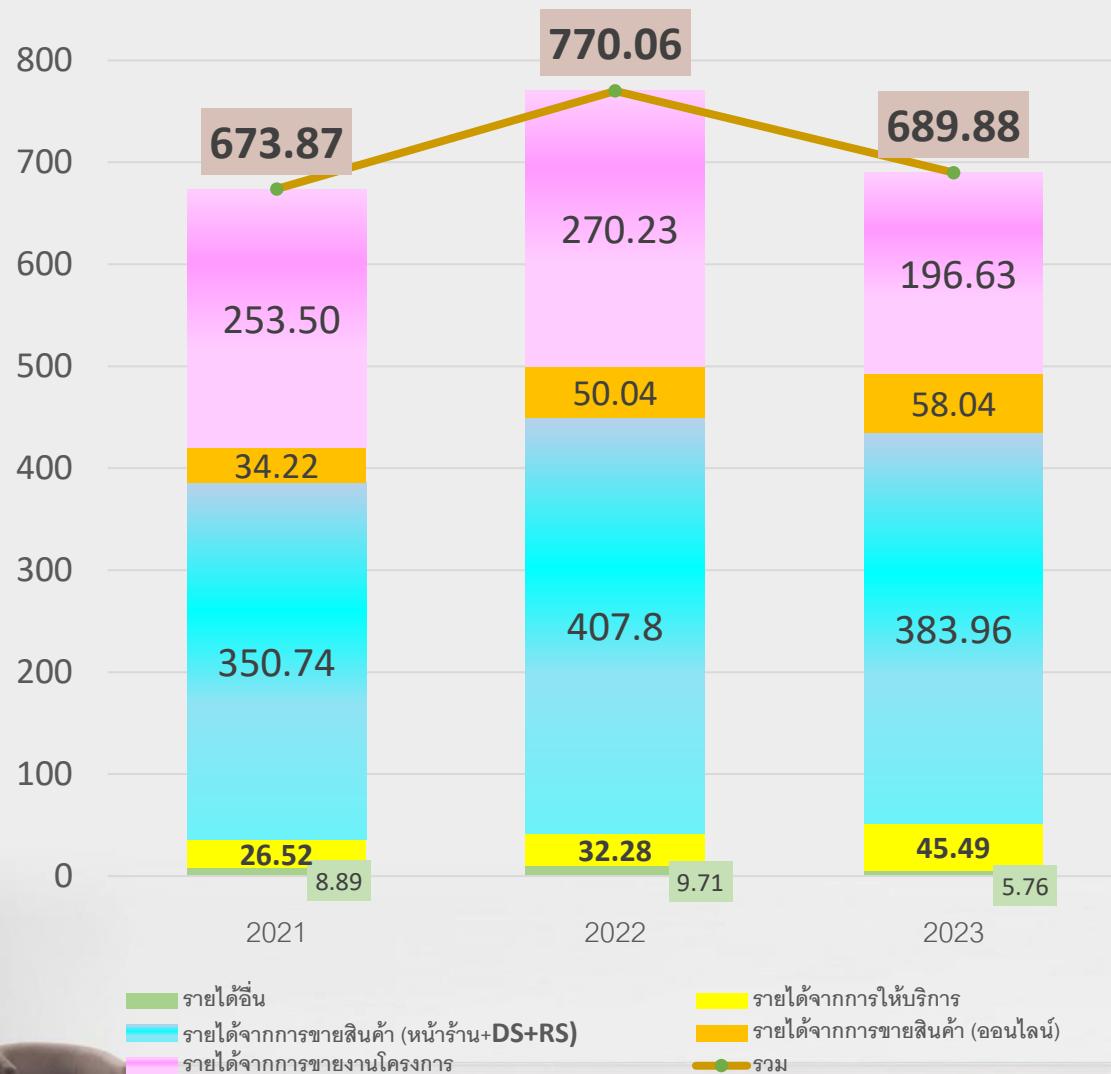
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22

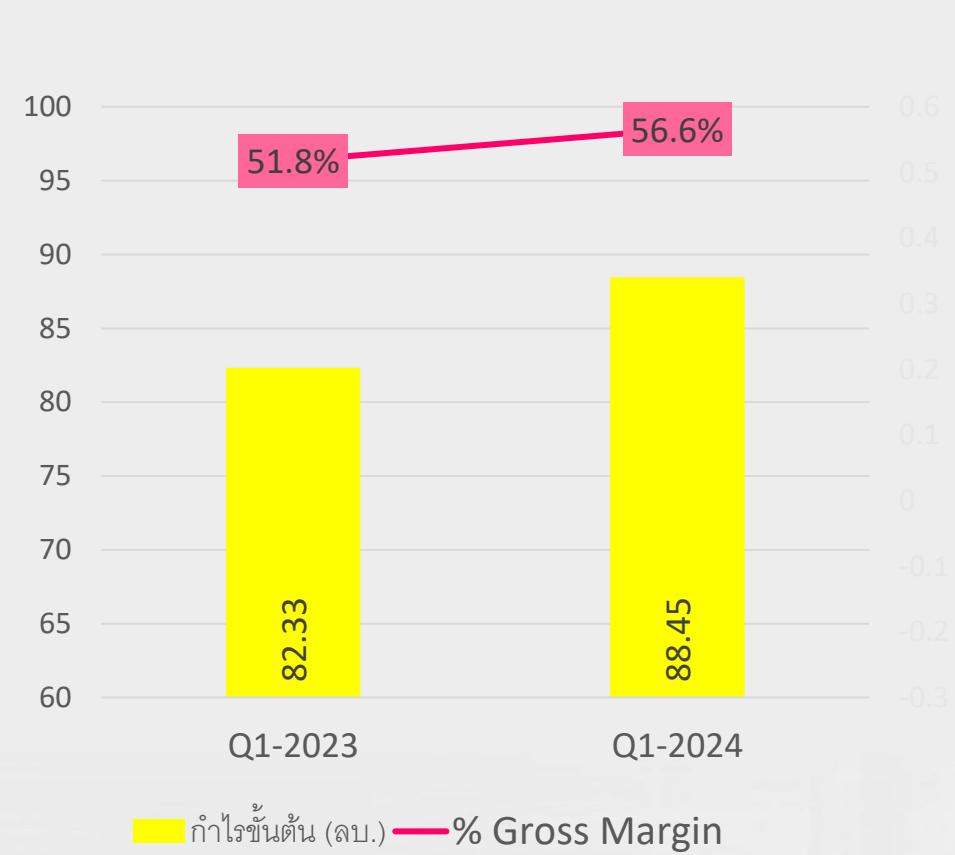
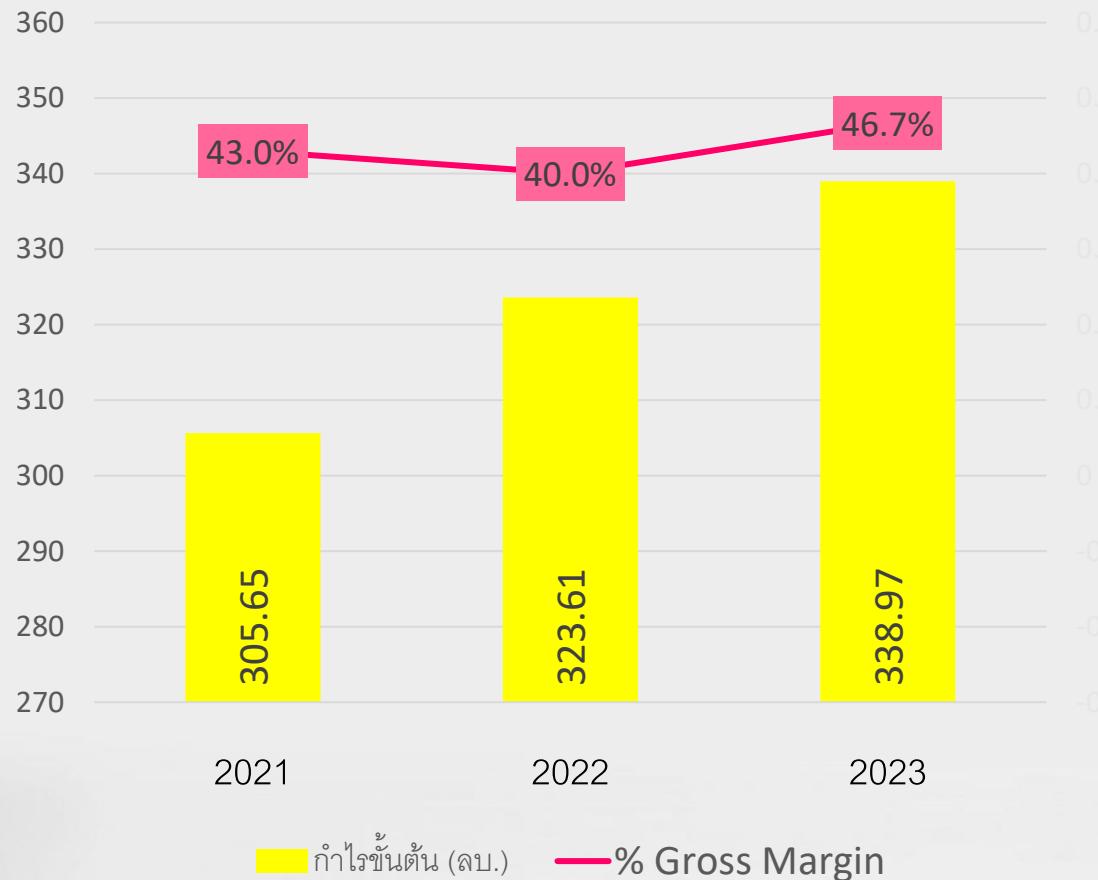
Q1 2024 Financial Results

Consolidated Statement of Comprehensive Income	Q1 2024	Q1 2023	Change	
	Million Baht	Million Baht	Million Baht	%
Merchandise sales revenue	109.68	110.62	(0.94)	(0.85)
Project-based revenue	25.25	28.44	(3.19)	(11.21)
Service revenue	11.48	10.11	1.37	13.55
Other revenue	3.64	0.67	2.97	443.28
Total revenues	150.05	149.84	0.21	0.14
Costs of sales and services	50.06	59.83	(9.77)	(16.33)
Gross profit (on sales and services)	96.35	89.34	7.01	7.85
Selling expenses and administrative expenses	83.70	82.29	1.41	1.71
EBIT	16.29	7.71	8.58	111.28
Profit for the period	6.13	0.79	5.34	675.95
Earnings per share (Baht)	0.0045	0.0006	0.0039	675.95

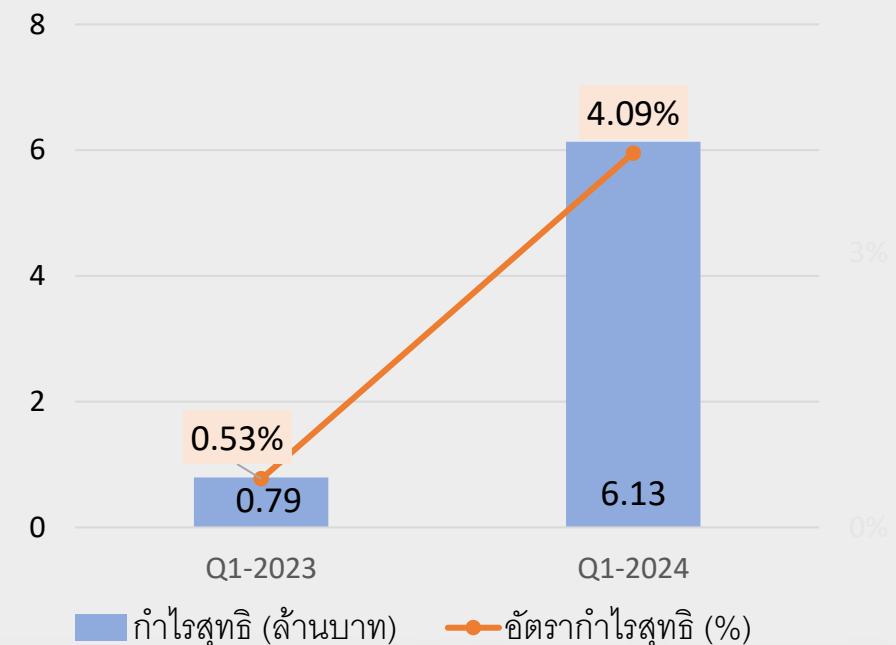
Revenues



Gross Margin (on Gross Sale)

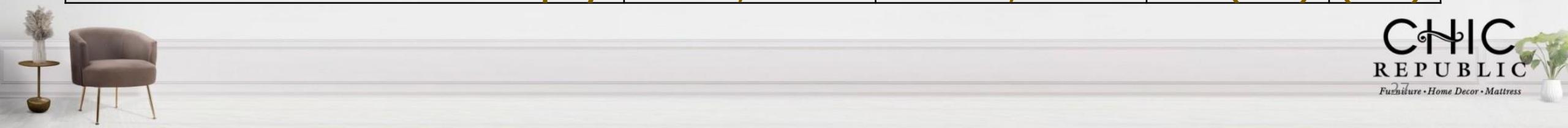


Net Profit



Statement of Financial Position

	31 March 2024	31 December 2023	Change	
	Million Baht	Million Baht	Million Baht	%
Assets				
Cash and cash equivalents	103.07	96.19	6.88	7.15
Account and other receivables	125.57	160.79	(35.22)	(21.91)
Inventories	95.80	92.97	2.83	3.04
Property, plant and equipment	769.65	777.07	(7.42)	(0.96)
Right of use	437.89	410.72	27.17	6.62
Investment property	30.21	28.86	1.35	4.68
Intangible assets	6.45	6.41	0.04	0.62
Other assets	40.76	41.85	(1.09)	(2.61)
Total assets	1,609.40	1,614.87	(5.47)	(0.34)
Liabilities and Shareholders' Equity				
Accounts payable and other payables	120.58	143.57	(22.99)	(16.01)
Liabilities under lease	388.32	371.47	16.85	4.54
Short-term loan from bank	74.94	97.65	(22.71)	(23.26)
Long-term loan from banks	136.28	112.82	23.46	20.79
Provision for staff retirement benefit	17.02	18.99	(1.97)	(10.37)
Other liabilities	19.72	21.06	(1.34)	(6.36)
Total liabilities	756.86	765.57	(8.71)	(1.14)
Shareholders' equity	852.54	849.30	3.24	0.38
Total liabilities and shareholders' equity	1,609.40	1,614.87	(5.47)	(0.34)



Q&A

Contact us
E-mail: ir@chicrepublicthai.com



THANK YOU

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