



# Selic Corp Public Company Limited

## Management Discussion & Analysis FY2024



### Executive Summary

In 2024, Selic was able to expand in revenue, gross profit, and net profits a result of operations across all of its major industry segments, which include the industrial adhesive business, the self-adhesive label business, and the healthcare business, showed good growth in term of both top line and net profit. Despite the fact that there is still some sluggish in export of self-adhesive business.

The fact that Selic has a diversified business group that covers both B2B and B2C including the reasonable proportion of both domestic and foreign customers, this enables appropriate adaptation in business operations under uncertain economic conditions.

#### Sales growth through the growth of all businesses segments; especially healthcare.

Selic had a sales increase primarily due to the expansion of its healthcare business, as well as the recovery of its industrial adhesive and self-adhesive label businesses.

#### Increase of Gross profit from the recovery of the industrial adhesive and self-adhesive business.

In overall, Selic can significantly increase its gross profit in 2024 which healthcare business has a high gross profit margin. In addition, adhesive businesses and Self-adhesive business were able to have better gross profit margin.

#### EBITDA and net profit

Selic was able to increase EBITDA and net profit in 2024 from all of its business segments, especially healthcare business.

### Q4/2024 Financial Summary

- Total revenue was at 556.21 million baht increased 6.3% from the previous quarter and 8.0% from the same period last year. Adhesive and healthcare businesses had a sales increase from previous quarter due to higher demand of adhesive while healthcare business increased sales channels to cover and reach customers in oversea market.
- Gross profit was at 174.21 million baht slightly increased 22.8% from the previous quarter but increased 20.9% from the same period last year with gross profit margin at 31.4%
- EBITDA was 96.01 million baht increased 37.7% from the previous quarter and 2.5% from the same period last year.
- Net profit was 33.47 million baht increased 60.1% from the previous quarter and 1.2% from the same period last year.

### FY2024 Financial Summary

- Total revenue of 2,147.22 million baht increased 12.7% from 2023. The growth came significantly from healthcare business and the recovery of both adhesive and label business.
- Gross profit 641.89 million baht increased 24.3% from 2023. Gross profit margin also increased to 30.1% due to higher sales proportion of healthcare business with high gross profit margin and the recovery of both the industrial adhesive business and the self-adhesive business with higher gross margins.
- EBITDA 367.52 million baht and net profit 127.61 million baht increased 30.9% and 59.2% from 2023 respectively.



# Selic Corp Public Company Limited

## Management Discussion & Analysis FY2024



### Consolidated Financial Statement FY2024

| Unit: Million Baht                     | Quarter       |               |               |              |              | 12 Months       |                 |              |
|----------------------------------------|---------------|---------------|---------------|--------------|--------------|-----------------|-----------------|--------------|
| Consolidated Financial Statement       | Q4/2024       | Q3/2024       | Q4/2023       | % QoQ        | % YoY        | 12M 2024        | 12M 2023        | % YoY        |
| Sales of goods and services            | 554.38        | 514.49        | 509.08        | 7.8%         | 8.9%         | 2,134.89        | 1,898.89        | 12.4%        |
| Gain on exchange rate                  | 1.15          | 7.71          | 4.99          | (85.1%)      | (77.0%)      | 8.32            | 1.25            | 567.0%       |
| Other income                           | 0.68          | 0.97          | 1.01          | (29.8%)      | (32.2%)      | 4.01            | 5.31            | (24.5%)      |
| <b>Total Revenue</b>                   | <b>556.21</b> | <b>523.18</b> | <b>515.08</b> | <b>6.3%</b>  | <b>8.0%</b>  | <b>2,147.22</b> | <b>1,905.45</b> | <b>12.7%</b> |
| Cost of sales                          | 380.17        | 372.61        | 364.97        | 2.0%         | 4.2%         | 1,493.00        | 1,382.36        | 8.0%         |
| <b>Gross Profit (excluding others)</b> | <b>174.21</b> | <b>141.88</b> | <b>144.11</b> | <b>22.8%</b> | <b>20.9%</b> | <b>641.89</b>   | <b>516.53</b>   | <b>24.3%</b> |
| Loss on exchange rate                  | 0.00          | 0.00          | 0.00          | --           | --           | 0.00            | 0.00            | --           |
| Selling expenses                       | 48.71         | 50.17         | 28.45         | (2.9%)       | 71.2%        | 167.94          | 111.26          | 50.9%        |
| Administrative expenses                | 51.84         | 50.73         | 48.39         | 2.2%         | 7.1%         | 200.37          | 209.72          | (4.5%)       |
| Share of profit/(loss) of JV           | 0.01          | (0.01)        | (0.05)        | (149.8%)     | (116.3%)     | (0.03)          | (0.33)          | (91.8%)      |
| <b>EBITDA</b>                          | <b>96.01</b>  | <b>69.70</b>  | <b>93.68</b>  | <b>37.7%</b> | <b>2.5%</b>  | <b>367.52</b>   | <b>280.77</b>   | <b>30.9%</b> |
| Depreciation                           | 20.51         | 20.06         | 20.46         | 2.2%         | 0.2%         | 81.64           | 78.99           | 3.4%         |
| <b>EBIT</b>                            | <b>75.50</b>  | <b>49.64</b>  | <b>73.22</b>  | <b>52.1%</b> | <b>3.1%</b>  | <b>285.88</b>   | <b>201.78</b>   | <b>41.7%</b> |
| Financial cost                         | 9.93          | 10.89         | 11.71         | (8.9%)       | (15.2%)      | 43.63           | 45.10           | (3.3%)       |
| <b>EBT</b>                             | <b>65.57</b>  | <b>38.75</b>  | <b>61.50</b>  | <b>69.2%</b> | <b>6.6%</b>  | <b>242.25</b>   | <b>156.67</b>   | <b>54.6%</b> |
| Income tax                             | 13.62         | 8.25          | 15.28         | 65.1%        | (10.9%)      | 49.60           | 32.49           | 52.7%        |
| <b>Net Profit</b>                      | <b>51.95</b>  | <b>30.50</b>  | <b>46.23</b>  | <b>70.3%</b> | <b>12.4%</b> | <b>192.65</b>   | <b>124.18</b>   | <b>55.1%</b> |
| <b>Net Profit Attribution to owner</b> | <b>33.47</b>  | <b>20.90</b>  | <b>33.08</b>  | <b>60.1%</b> | <b>1.2%</b>  | <b>127.61</b>   | <b>80.15</b>    | <b>59.2%</b> |

Remark: 1. reclassified reporting between selling expenses and administrative expenses to align with accounting standards and definitions of the department of business development 2. Adjust purchase price allocation of consumer healthcare business which were acquired in October 2022 within the specified period.

### Financial Performance

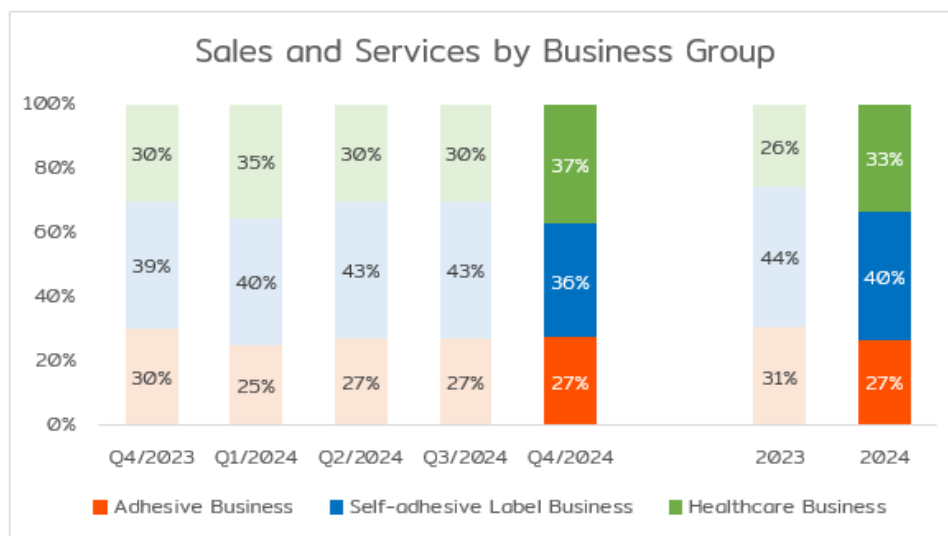
#### Revenue

In 2024, revenue from sales and services 2,134.89 million baht with growth of 12.4% from 2023 mainly from the significant growth of healthcare business while the impact from the slowdown in the international market for the industrial adhesive business has begun to recover.

#### Sales & services revenue structure

Selic's sales and services is generated by three businesses including adhesive, self-adhesive label, and healthcare which sell to both domestic and overseas market.

Proportion of sales and services by business is at 27% adhesive, 40% self-adhesive label, and 33% healthcare as of 2024



Remark: Intercompany transaction elimination

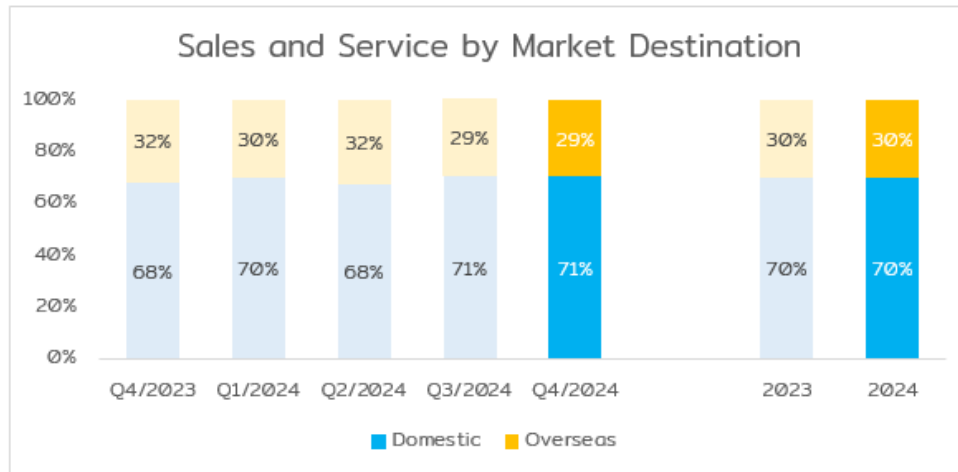
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Sales and services by destination has proportion of 70% domestic and 30% export market as of 2024.

| Unit: Million Baht                     | Quarter       |               |               |             |             | 12 Months       |                 |             |
|----------------------------------------|---------------|---------------|---------------|-------------|-------------|-----------------|-----------------|-------------|
| Sales & Services by Market Destination | Q4/2024       | Q3/2024       | Q4/2023       | % QoQ       | % YoY       | 12M 2024        | 12M 2023        | % YoY       |
| Domestic                               | 390.94        | 363.88        | 347.44        | 7.4%        | 125%        | 1,487.23        | 1,325.34        | 122%        |
| Overseas                               | 163.44        | 150.61        | 161.64        | 8.5%        | 11%         | 647.66          | 573.55          | 129%        |
| <b>Total</b>                           | <b>554.38</b> | <b>514.49</b> | <b>509.08</b> | <b>7.8%</b> | <b>8.9%</b> | <b>2,134.89</b> | <b>1,898.89</b> | <b>124%</b> |

Remark: Intercompany transaction elimination



Remark: Intercompany transaction elimination

### Cost of goods sold and Gross Profit

Cost of sales was 1,493.00 million baht and gross profit was 641.89 million baht increased 8.0% and 24.3% from 2023 respectively. Key driver for higher gross profit is healthcare business with high gross profit margin, including support from the recovery of gross profit margins in the industrial adhesive business and Self-adhesive label business.

### Operational expenditure

Total operating expenses was at 368.31 million baht increased 14.7% from 2023, divided into selling expenses of 167.94 million baht and administrative expenses of 200.37 million baht. The operational expense to sales ratio slightly increased from 2023 from 16.8% to 17.2% due to the increase in marketing expenses of the healthcare business.

### EBITDA and net profit

EBITDA was 367.52 million baht and net profit was 127.61 million baht increased 30.9% and 59.2% from 2023 respectively.



## Statement of Financial Position 2024

**Assets**

| Category                       | 2023            | 2024            |
|--------------------------------|-----------------|-----------------|
| Intangible assets and Goodwill | 1,056.07        | 1,050.04        |
| Property, plant and equipment  | 839.15          | 827.11          |
| Inventories                    | 379.16          | 399.88          |
| Cash and cash equivalents      | 453.65          | 502.19          |
| Other assets                   | 128.70          | 297.25          |
| <b>Total</b>                   | <b>3,044.86</b> | <b>3,264.16</b> |

**Liabilities and Equity**

| Category                | 2023            | 2024            |
|-------------------------|-----------------|-----------------|
| Bank Loan               | 835.44          | 752.69          |
| Trade accounts payables | 295.59          | 261.43          |
| Other liabilities       | 562.31          | 551.92          |
| Equity                  | 1,351.52        | 1,698.13        |
| <b>Total</b>            | <b>3,044.86</b> | <b>3,264.16</b> |

Assets: +7.2%  
Liabilities and Equity: +25.6%

## Assets

## Liabilities

## Equity

## Segment Reporting

## Adhesive Business

Adhesive business: Sales and services revenue by product group

| Unit: Million Baht                  | Quarter       |               |               |             |               | 12 Months     |               |               |
|-------------------------------------|---------------|---------------|---------------|-------------|---------------|---------------|---------------|---------------|
| Sales and Services by Product Group | Q4/2024       | Q3/2024       | Q4/2023       | %QoQ        | %YoY          | 12M 2024      | 12M 2023      | % YoY         |
| Solvent                             | 63.71         | 66.13         | 60.44         | (3.7%)      | 5.4%          | 243.14        | 274.37        | (11.4%)       |
| Hot Melt                            | 56.56         | 53.69         | 78.69         | 5.3%        | (28.1%)       | 240.66        | 236.09        | 1.9%          |
| Water based                         | 16.82         | 14.50         | 12.04         | 16.0%       | 39.7%         | 61.94         | 56.93         | 8.8%          |
| Others                              | 14.65         | 7.92          | 3.02          | 84.9%       | 384.9%        | 26.64         | 14.14         | 88.4%         |
| <b>Total Sales and Services</b>     | <b>151.74</b> | <b>142.24</b> | <b>154.19</b> | <b>6.7%</b> | <b>(1.6%)</b> | <b>572.38</b> | <b>581.53</b> | <b>(1.6%)</b> |

**Water Based Product:** sales was 61.94 million baht increased 8.8% from 2023.



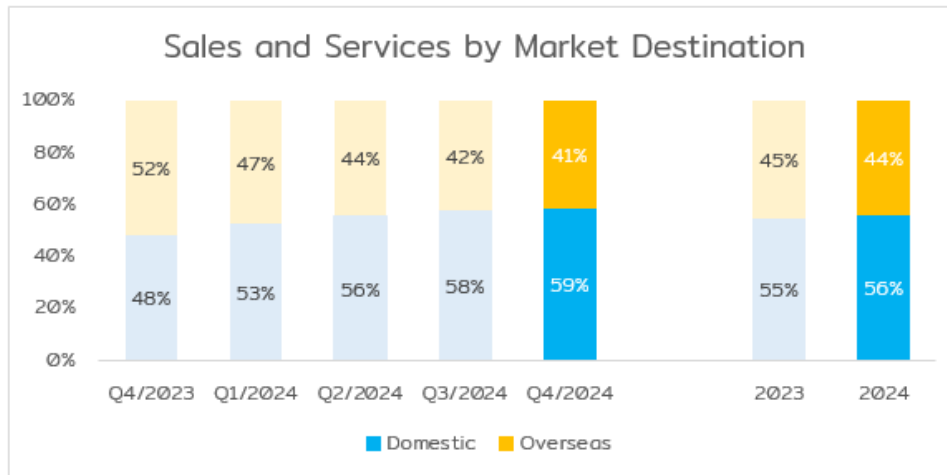
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### Adhesive business: Sales and services revenue by market destination

| Unit: Million Baht                       | Quarter      |              |              |             |               | 12 Months    |              |               |
|------------------------------------------|--------------|--------------|--------------|-------------|---------------|--------------|--------------|---------------|
| Sales and Services by Market Destination | Q4/2024      | Q3/2024      | Q4/2023      | % QoQ       | % YoY         | 12M 2024     | 12M 2023     | % YoY         |
| Domestic                                 | 8881         | 8261         | 7475         | 7.5%        | 18.8%         | 32276        | 31869        | 1.3%          |
| Overseas                                 | 6293         | 5963         | 7944         | 5.5%        | (20.8%)       | 24962        | 26284        | (5.0%)        |
| <b>Total Sales and Services</b>          | <b>15174</b> | <b>14224</b> | <b>15419</b> | <b>6.7%</b> | <b>(1.6%)</b> | <b>57238</b> | <b>58153</b> | <b>(1.6%)</b> |

Remark: Intercompany transaction included



Remark: Intercompany transaction included

**Domestic Market:** sales was 322.76 million baht increased 1.3% from 2023 which sales increased from Hot melt and Water based product group.

**Oversea Market:** sales was 249.62 million baht decreased 5.0% from 2023 which sales drop from Solvent product group.

Breaking down by market for adhesive as of 2024, domestic sales was 56% whereas overseas sales was 44%.

Adhesive business had gross profit in 2024 at 148.67 million baht, increased 0.7% from 2023 with gross profit margin increased to 26%. EBITDA was 72.89 million baht and net profit was 38.23 million baht increased from 2023 at 10.4% and 22.7% respectively.

| Unit: Million Baht              | Q4/2024 |         |         |        |        | 12 Months |          |        |
|---------------------------------|---------|---------|---------|--------|--------|-----------|----------|--------|
|                                 | Q4/2024 | Q3/2024 | Q4/2023 | % QoQ  | % YoY  | 12M 2024  | 12M 2023 | % YoY  |
| Revenue from goods and services | 15174   | 14224   | 15419   | 6.7%   | (1.6%) | 57238     | 58153    | (1.6%) |
| Cost of Sales                   | 11070   | 10835   | 11029   | 2.2%   | 0.4%   | 42371     | 43389    | (2.3%) |
| Gross Profit (excluding others) | 4104    | 3389    | 4390    | 21.1%  | (6.5%) | 14867     | 14764    | 0.7%   |
| Gross Profit %                  | 27.0%   | 23.8%   | 28.5%   | 13.5%  | (5.0%) | 26.0%     | 25.4%    | 2.3%   |
| EBITDA                          | 2680    | 1000    | 2364    | 168.1% | 13.4%  | 7289      | 6601     | 10.4%  |
| Net Profit                      | 1715    | 284     | 1325    | 503.9% | 29.4%  | 3823      | 3116     | 22.7%  |

Remark: Intercompany transaction included



## Selic Corp Public Company Limited Management Discussion & Analysis FY2024



### Self-adhesive Label Business

Self-adhesive label business recorded total sales and services of 872.46 million baht increased 5.8% from 2023. Domestic sales slightly increased while export sales still affected from economic recession.

#### Self-adhesive label business: sales revenue by product groups

| Unit: Million Baht        | Quarter       |               |               |               |             | 12 Months     |               |             |
|---------------------------|---------------|---------------|---------------|---------------|-------------|---------------|---------------|-------------|
| Sales by Product Category | Q4/2024       | Q3/2024       | Q4/2023       | % QoQ         | % YoY       | 12M 2024      | 12M 2023      | % YoY       |
| Paper                     | 119.74        | 134.87        | 115.36        | (112%)        | 38%         | 520.26        | 512.42        | 1.5%        |
| Film                      | 48.19         | 58.58         | 53.16         | (177%)        | (9.3%)      | 219.27        | 204.01        | 7.5%        |
| Others                    | 8.60          | 1.35          | 1.19          | 5355%         | 6211%       | 11.29         | 4.68          | 1410%       |
| Specialty                 | 39.47         | 29.50         | 29.64         | 338%          | 33.2%       | 121.65        | 103.58        | 17.4%       |
| <b>Total Sales</b>        | <b>216.01</b> | <b>224.30</b> | <b>199.35</b> | <b>(3.7%)</b> | <b>8.4%</b> | <b>872.46</b> | <b>824.70</b> | <b>5.8%</b> |

Remark: Intercompany transaction included

**Paper Label:** sales was 520.26 million baht increased 1.5% from 2023. Domestic sales slightly increased while export sales still affected from economic recession.

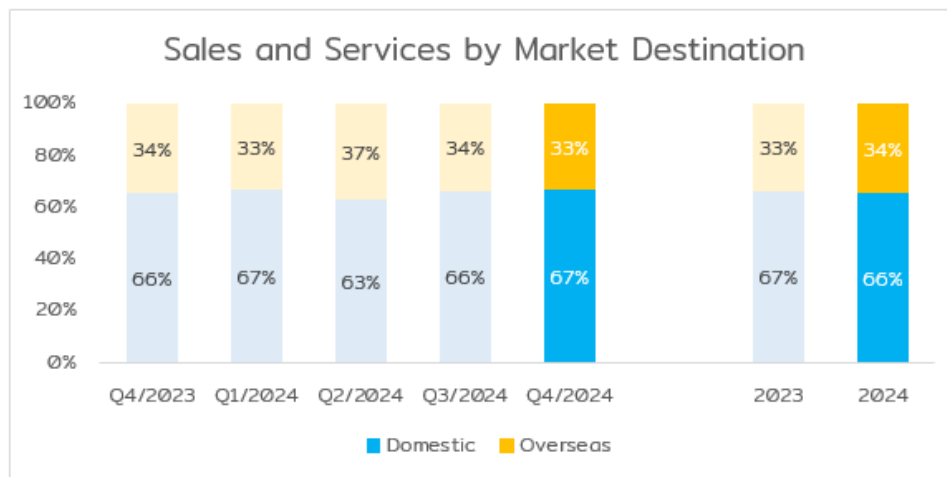
**Film Label:** sales was 219.27 million baht increased 7.5% from 2023 which done well in export sales.

**Specialty Label:** sales was 121.65 million baht increased 17.4% from 2023 from the increase in sales of special temperature label and high heat label.

#### Self-adhesive label business: sales revenue by market destination

| Unit: Million Baht                       | Quarter       |               |               |               |             | 12 Months     |               |             |
|------------------------------------------|---------------|---------------|---------------|---------------|-------------|---------------|---------------|-------------|
| Sales and Services by Market Destination | Q4/2024       | Q3/2024       | Q4/2023       | % QoQ         | % YoY       | 12M 2024      | 12M 2023      | % YoY       |
| Domestic                                 | 144.83        | 149.09        | 130.72        | (29%)         | 10.8%       | 575.30        | 548.43        | 4.9%        |
| Overseas                                 | 71.17         | 75.21         | 68.64         | (5.4%)        | 3.7%        | 297.15        | 276.27        | 7.6%        |
| <b>Total Sales</b>                       | <b>216.00</b> | <b>224.30</b> | <b>199.36</b> | <b>(3.7%)</b> | <b>8.3%</b> | <b>872.46</b> | <b>824.70</b> | <b>5.8%</b> |

Remark: Intercompany transaction included



Remark: Intercompany transaction included

**Domestic Market:** sales was 575.30 million baht increased 4.9% from 2023 which mainly contributed from paper and specialty product.

**Oversea Market:** sales was 297.15 million baht increased 7.6% from 2023 which sales 'growth on film product.

Breaking down by market for self-adhesive label as of 2024, domestic sales was 66% whereas overseas sales was 34%



## Healthcare Business

Healthcare business recorded total sales and service in 2024 at 711.01 million baht increased 45.8% from 2023 from all of its product groups.

### Healthcare business: sales revenue by product groups

| Unit: Million Baht                  | Quarter       |               |               |              |              | 12 Months     |               |              |
|-------------------------------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|--------------|
| Sales and Services by Product Group | Q4/2024       | Q3/2024       | Q4/2023       | % QoQ        | % YoY        | 12M 2024      | 12M 2023      | % YoY        |
| Pain Relief                         | 148.81        | 121.65        | 118.86        | 22.3%        | 25.2%        | 545.88        | 399.98        | 36.5%        |
| First Aids Dressing                 | 56.64         | 32.93         | 35.63         | 72.0%        | 59.0%        | 165.13        | 87.64         | 88.4%        |
| <b>Total Sales</b>                  | <b>205.46</b> | <b>154.58</b> | <b>154.49</b> | <b>32.9%</b> | <b>33.0%</b> | <b>711.01</b> | <b>487.62</b> | <b>45.8%</b> |

Remark: Intercompany transaction included and adjusting listing fee allocation into product group

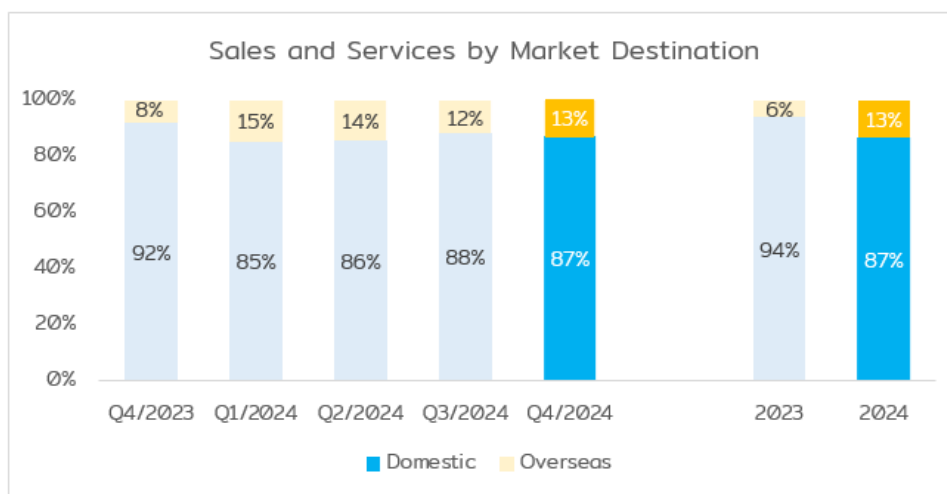
**Pain Relief:** sales was 545.88 million baht increased 36.5% from 2023 due to sales more variety of products.

**First Aid Dressing:** sales was 165.13 million baht increased 88.4% from 2023 which was paying the major contribution.

### Healthcare business: sales revenue by market destination

| Unit: Million Baht                       | Quarter       |               |               |              |              | 12 Months     |               |              |
|------------------------------------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|--------------|
| Sales and Services by Market Destination | Q4/2024       | Q3/2024       | Q4/2023       | % QoQ        | % YoY        | 12M 2024      | 12M 2023      | % YoY        |
| Domestic                                 | 179.17        | 136.21        | 141.98        | 31.5%        | 26.2%        | 615.08        | 458.80        | 34.1%        |
| Overseas                                 | 26.29         | 18.37         | 12.51         | 43.1%        | 110.1%       | 95.93         | 28.82         | 232.9%       |
| <b>Total Sales</b>                       | <b>205.46</b> | <b>154.58</b> | <b>154.49</b> | <b>32.9%</b> | <b>33.0%</b> | <b>711.01</b> | <b>487.62</b> | <b>45.8%</b> |

Remark: Intercompany transaction included



Remark: Intercompany transaction included

**Domestic Market:** sales was 615.08 million baht increased 34.1% from 2023.

**Overseas Market:** sales was 95.93 million baht increased 232.9% from 2023.

Breaking down by market for healthcare business as of 2024, domestic sales was 87% whereas overseas sales was 13%.



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### 2025 Business Outlook

From the forecast of the Thai economic trend in 2025 from the Office of the National Economic and Social Development Council, the Thai economy is expected to grow by 2.3-3.3%, with a mean value of 2.8%. It is viewed that the Thai economy may face risks from lower-than-expected expansion of the world economy and trade activity, including situations regarding cross-border conflicts and wars that still ensue. From the perspective of the private sector, many economic research bodies predict that the Thai economy in 2025 will expand below 3% because of risks and uncertainties from the global economy, especially from the change in trade measures and policies of the United States, as well as the oversupply issue in China that impacts the competitiveness of Thai products. However, even though the projected growth may be minimal, it is still considered to be favorable for Selic and its sale activity in the domestic market. It can be seen that Selic was still able to maintain and expand its domestic market base throughout the past year for both Adhesive and self-adhesive business, while the healthcare business will continue to implement its strategy to increase market share in both domestic and export markets.

### Continuous Growth on Revenue

Selic focus on revenue growth from all business group. Adhesive and sticker business aim to expand market shares into growth industry sectors and also expand to countries still have good economic growth with high purchasing power while healthcare will continue launching new products and expanding sales channels to cover and reach the customers both in domestic and oversea market.

### Cost and Expenditure Management for better GP and Net Profit

Selic intend to continue improve on cost management for better result through efficient of supply chain process and proper risk management to manage uncontrolled fluctuating factors such as oil price or exchange rate.

### Investment strategy for growth opportunity

One of our strategy is to search for opportunity in investment such as joint venture, M&A to drive inorganic growth. However prior to any investment project, there are certain protocol and assessment to ensure the projects will bring or be the growth mechanism for the business and shareholders. Target business could be in the same value chain of both business segment of the company, including healthcare and technology.

### Sustainability Development Journey

Selic will continuously our journey on sustainability policies and strategies. This will include new product development on more "green" products to support our customers by offering sustainable materials in their supply chain. Moreover, we will continue to collaborate with external organizations for projects relating to ESG. As a result of sustainability performance, Selic was selected through the SET ESG Rating of Sustainable Stock which demonstrating our commitment for continuous sustainability.



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Contact us:

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