



Company Presentation

FY2024

Dohome Public Company Limited



Operating Results for 2024

2024 Key Financial Highlight

Total Revenue



2024

31,327

Change YoY

-0.78%

GPM



2024

5,308

Change YoY

8.31%

EBITDA



2024

2,399

Change YoY

10.93%

Net Profit



2024

674

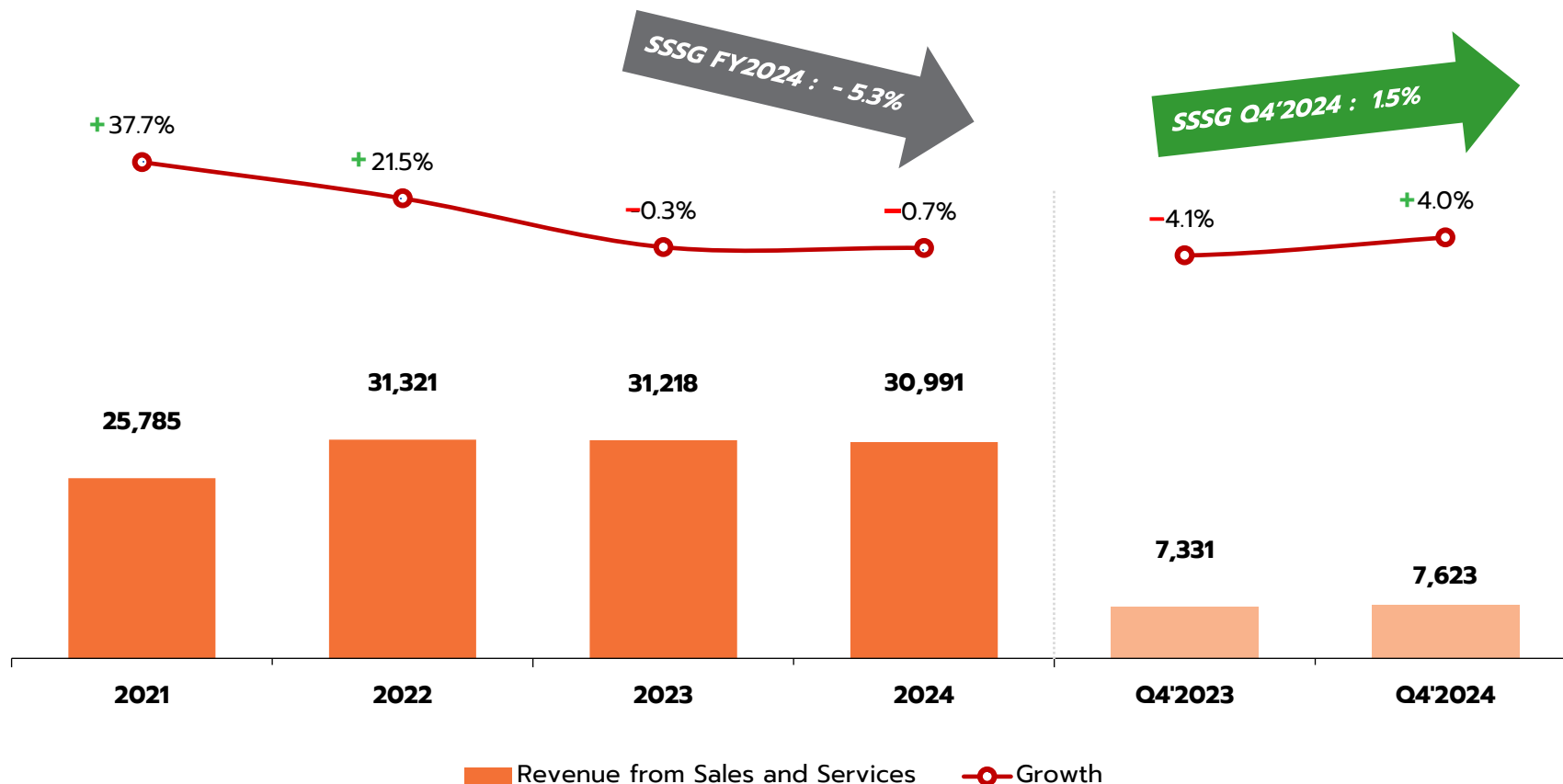
Change YoY

15.17%

Revenue from Sales and Services



THB mn



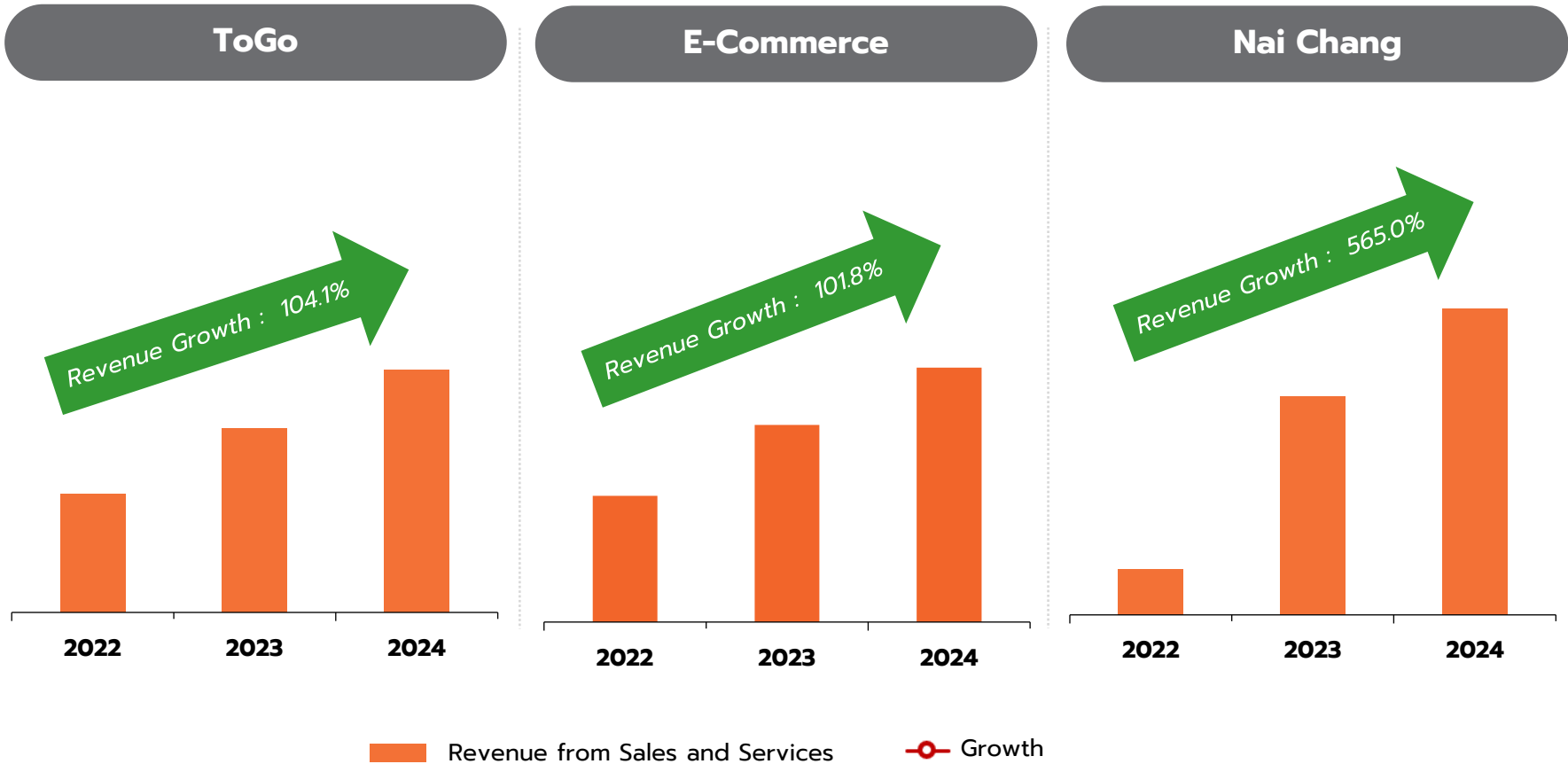
Key Changes

- In FY2024, The total revenue from sales and services of THB 30,991 mn, decreased by THB 227 mn or -0.7% VS Last year

Note : Same store sales growth includes only the revenue from the branches that completed its full year operation.

Revenue from Sales and Services

THB mn

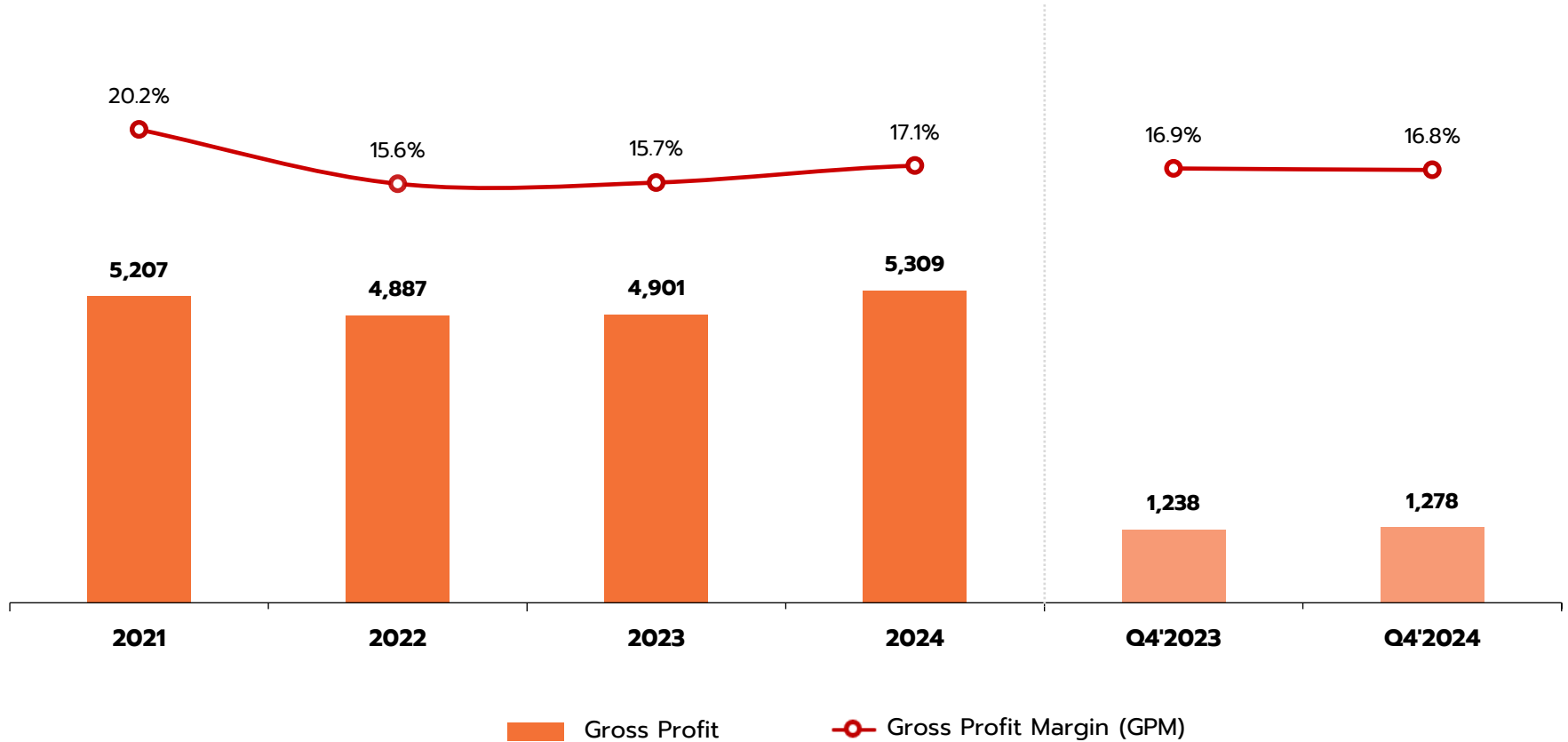


Key Changes

- In FY2024, The total revenue from sales and services of ToGo, E-Commerce, and Nai Chang channel increased YoY channels

Gross Profit

THB mn / % to Revenue from Sales and Services

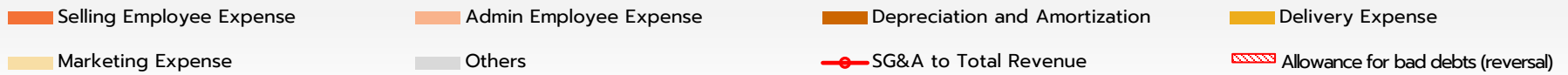
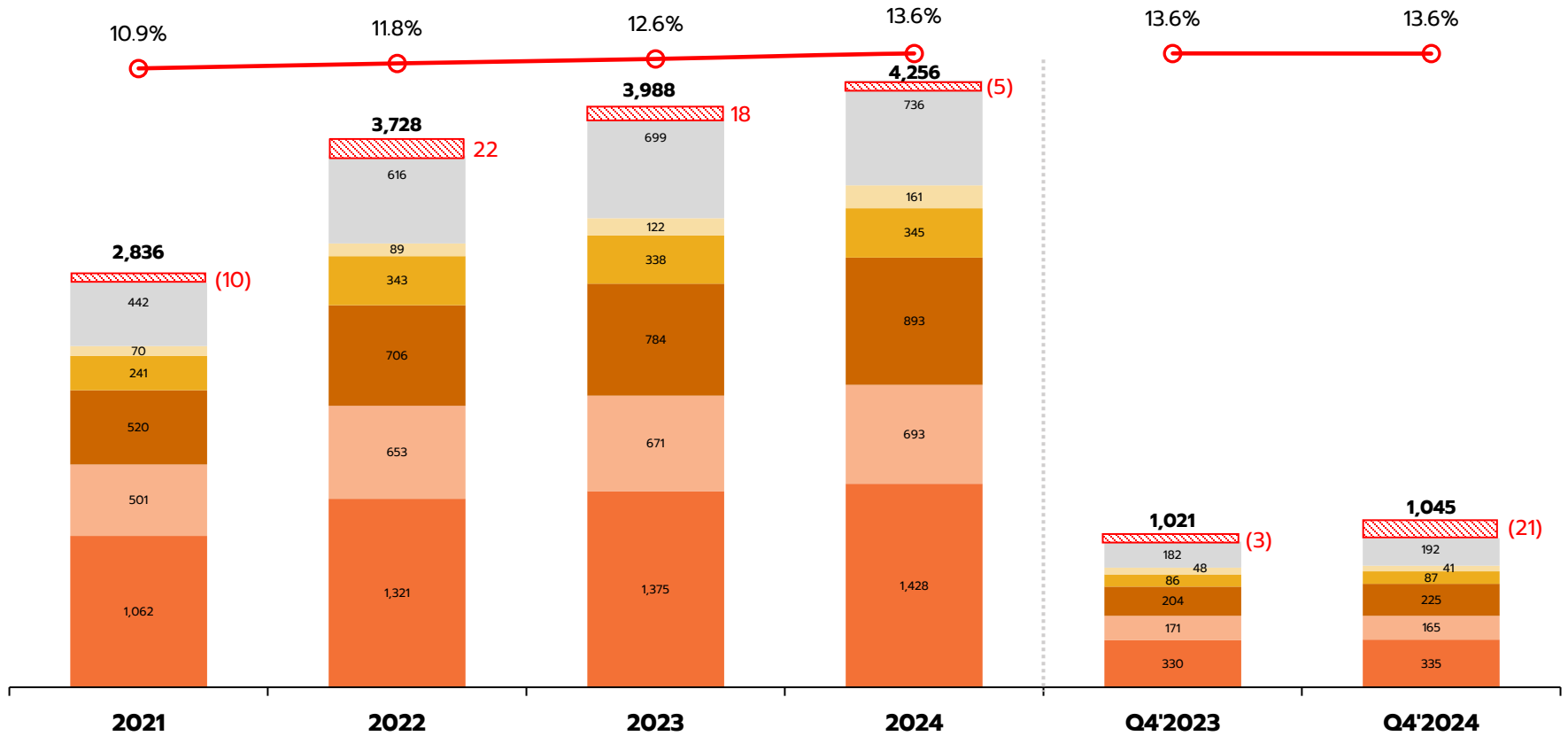


Key Changes

- The gross profit margin increased from 15.70% in FY2023 to 17.13% in FY2024 resulted from the improve of gross profit margin from all product groups.

SG&A Expenses

THB mn / % to total revenue

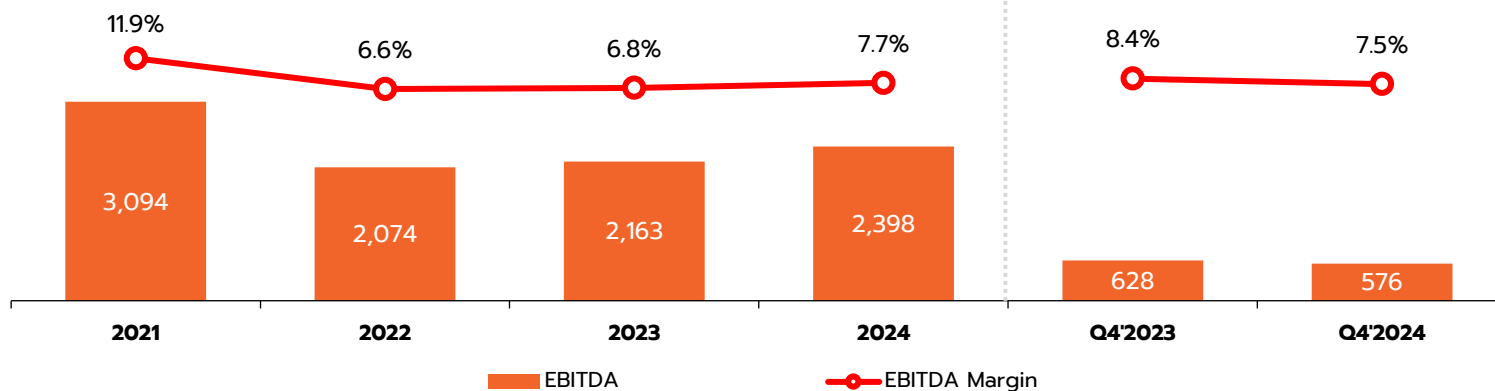


EBITDA and Net Profit



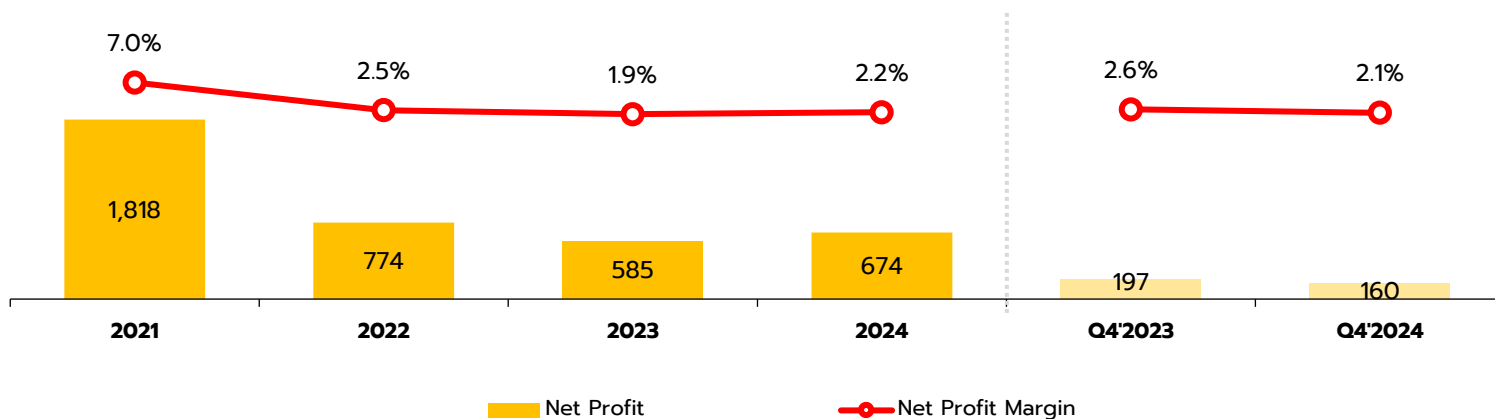
EBITDA

THB mn /
% to total revenue



Net Profit

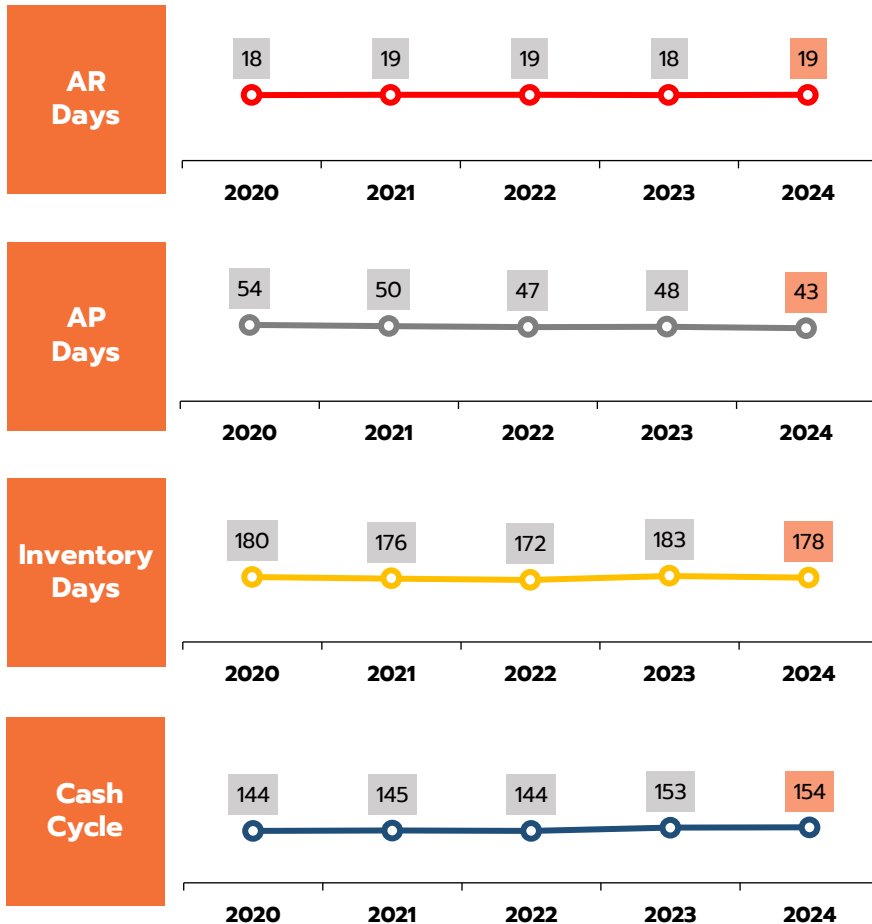
THB mn /
% to total revenue



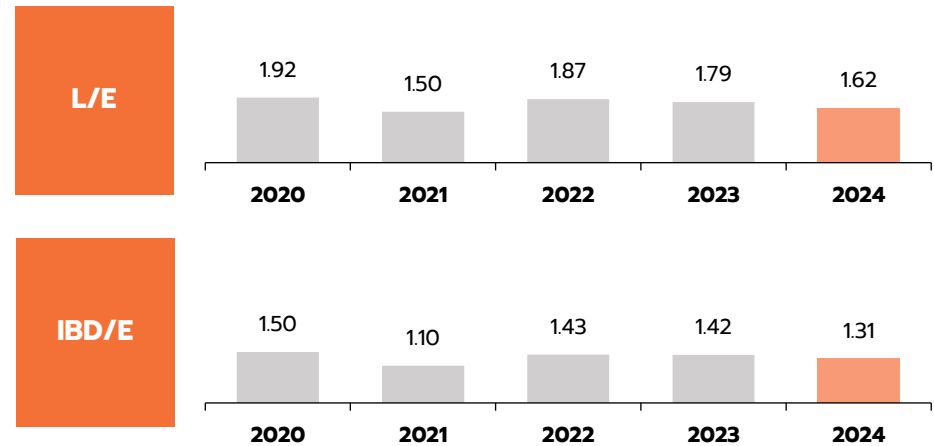
FY	2021	2022	2023	2024	Q4'2023	Q4'2024
EPS	0.76	0.27	0.19	0.21	0.03	0.05

Key Financial Highlight

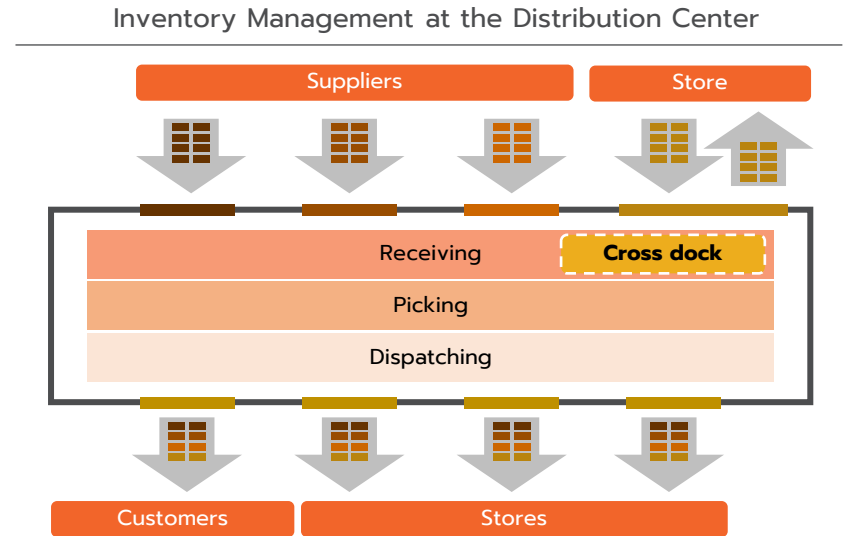
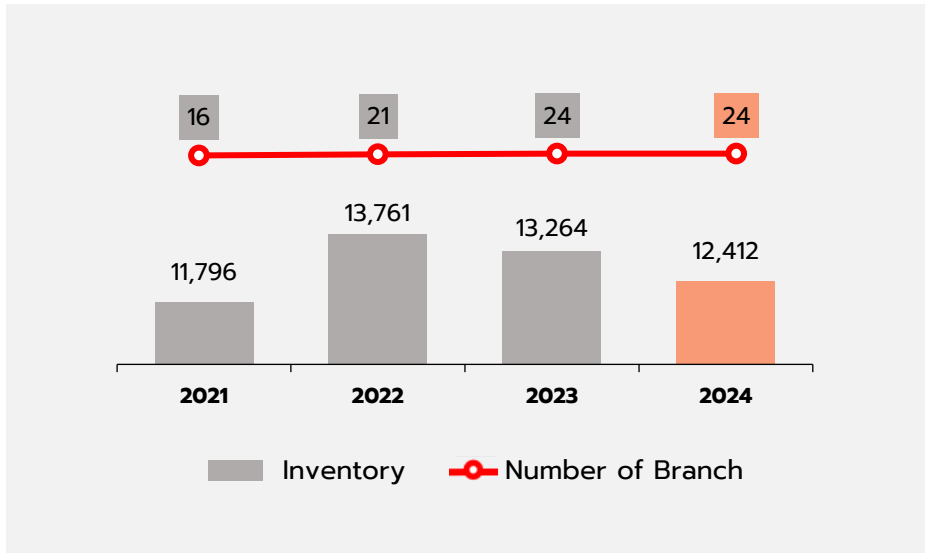
Cash Cycle



Financial Ratios

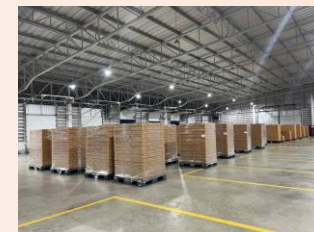
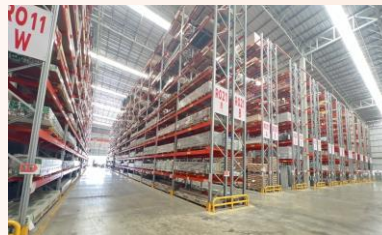


Inventory Management



Warehouse and Inventory management

- AS/RS system to minimize storage space and increase warehousing productivity
- To Kick of the implementation of a new AI demand forecasting & replenishment system for better inventory optimization
- Product assortments optimization



10 P.A. 2023/174428

Dohome's House Brand



Over 20,000 items



Focus on High Margin Product Category



House Brand Products

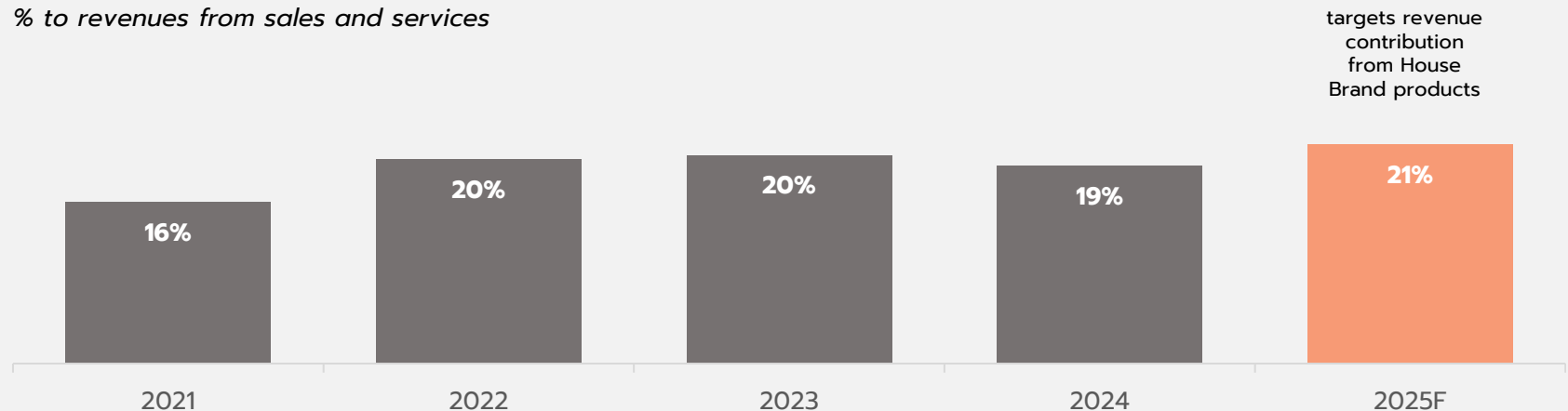
- ▶ The Company targets to achieve revenue contribution from House Brand products at 21% by 2025
- ▶ The Company focuses on product sourcing processes in order to obtain quality products at competitive prices
- ▶ Conduct researches to study the requirements of customers and the competitive landscape in the market to optimize product selection

House Brand Strategy in 2024

- ✓ Creating more variety of product
- ✓ Building brand awareness
- ✓ Better position on the shelf
- ✓ Providing intensive product knowledge training to ensure that sales team can effectively communicate to our client

Revenue Contribution from House Brand

% to revenues from sales and services

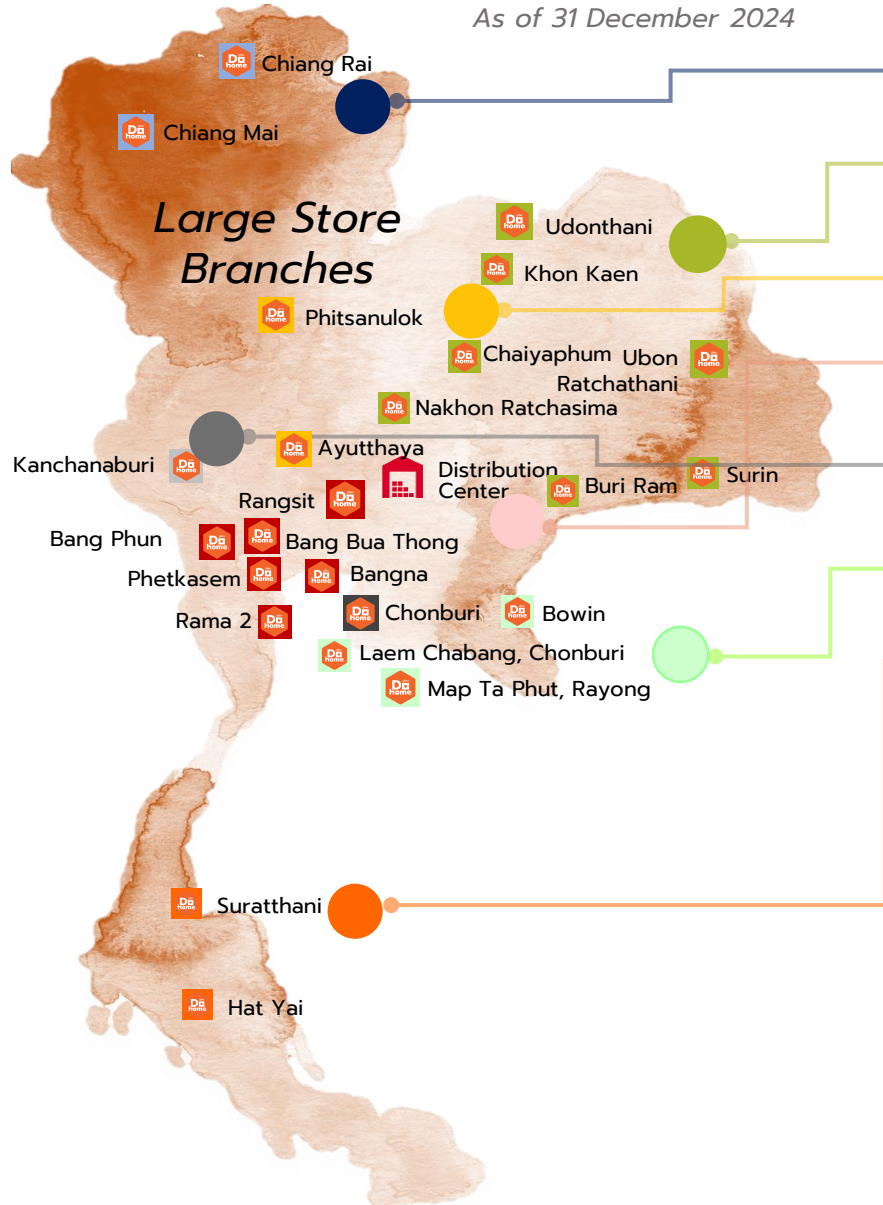




Business Update & Company Outlook

Existing Branches of large store format

As of 31 December 2024



Existing 24 Branches

North Region 2 branch;
Chiang Mai , Chiang Rai

Northeast Region 7 branches;
Ubon Ratchathani , Nakhon Ratchasima , Khon Kaen , Udonthani , Surin , Buri Ram , Chaiyaphum

Central 2 branch;
Phitsanulok , Ayutthaya

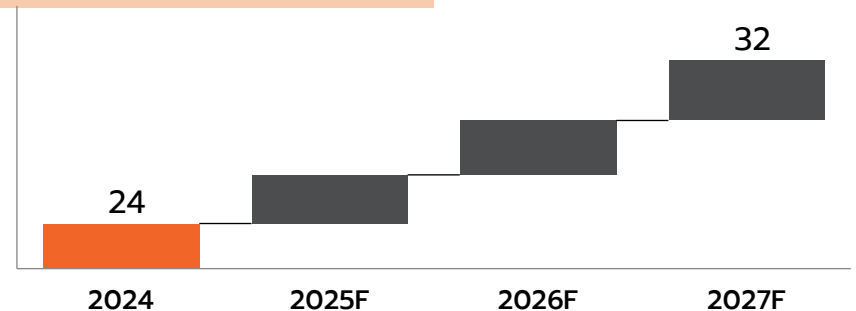
Bangkok Metropolitan Region 6 branches;
Rangsit , Rama 2 , Bang Bua Thong , Bangna , Phetkasem , Bang Phun

Western Regions 1 branch;
Kanchanaburi

Eastern Region 4 branches;
Map Ta Phut , Laem Chabang , Bowin , Chonburi

Southern Region 2 branches;
Suratthani , Hat Yai

Future Branch Expansion



Existing Branches and

New Opening Branch : ToGo



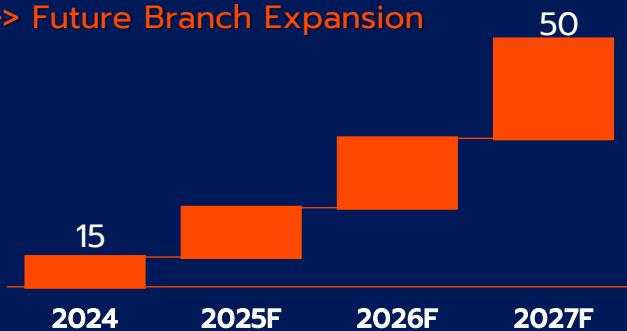
Dohome ToGo 15 Branches



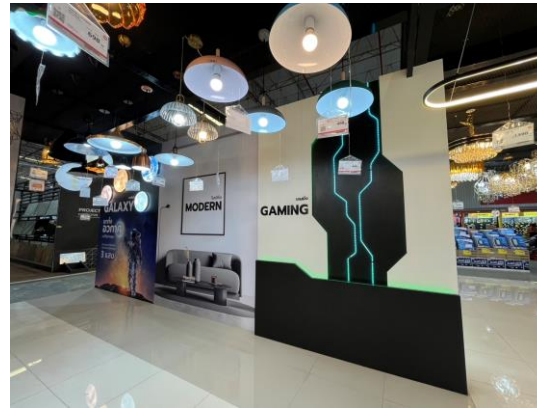
- ▶ Thaisomboon Market
- ▶ Ruaysub Market
- ▶ Thap Yao Market
- ▶ Maruay Market
- ▶ Bang Sri Muang
- ▶ Tha It
- ▶ Wat Ku
- ▶ Soi Mangkorn
- ▶ Kaew In
- ▶ Lamlukka Khlong 7
- ▶ Lamlukka Khlong 4
- ▶ Sap Phatthana
- ▶ Ngamdang
- ▶ Soi Wat Phra Ngoen
- ▶ Ban Kluai - Sai Noi



>> Future Branch Expansion



Branch Renovation :



Nakhon
Ratchasima

November 2024



Branch Renovation :



Surin

November 2024



Branch Renovation :



Phetkasem

December 2024



HOME SERVICE

โดย **ศูนย์บริการ**
นายช่าง
 ครบทุกงานสร้าง...ตัวจริงเรื่องงานช่าง

Maintenance Service

- Home Appliance Cleaning Service
- House Cleaning Service
- Pre-Handover Inspection
- Electrical Inspection and Checking
- Sanitary System Inspection and Checking

Installation Service

Electrical Line

- Air-Condition
- Washing Machine
- Water Heater
- Plumbing system
- Lamp and Lighting
- Electrical system
- Plug, Switch Power
- Kitchen Hood
- Solar Cell
- Closed-Circuit Camera

Non Electrical Line

- Sanitary and Bath Accessories
- Door, Window and Accessories
- Digital Door lock
- Awning
- Kitchen Compact Set and Cabinet
- Kitchen Appliances and Accessories
- Water Filter
- Rain gutter
- Curtains Rods & Rails
- Greenhouse
- Trellis
- Wall Partition

Home Improvement Service

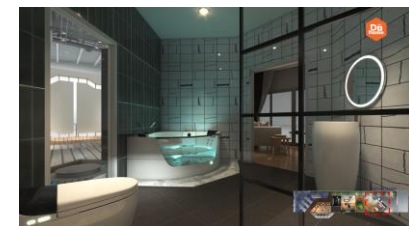
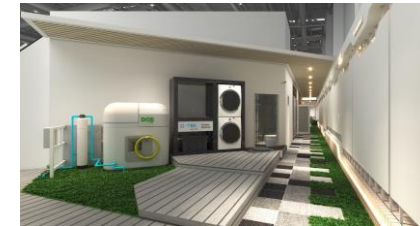
- Finishing Material Tiling, Laminate, Vinyl, SPC
- Painting
- Bathroom Renovation
- Kitchen Renovation
- Concrete Kitchen
- Ceiling Insulation
- Soft Wall System
- Artificial Wood
- Furniture Built-in
- House Extension Solution
- Garage Roof Extension
- Concrete Floor
- BOQ Service
- Interior Design Service
- Airconditioning Solution System
- Electrical Solution System
- Sanitary System
- Water Proofing
- Void Filling
- Subsidence Solution
- Solar Rooftop Solution
- Roof Repair



SOLUTION FOCUS

Construction

1. Concrete and Wire Mesh
2. Mortar Cement and Brick
3. Rooftiles
4. Rain Rail
5. Pipe and Plumbing
6. Water Solution
7. Electric Wire
8. Wall and Roof
9. Fibercement
10. Doors and Windows
11. Color and Chemical
12. Sanitaryware and Tiles
13. Landscape
14. Smart Home
15. Solar Cell



HOME SERVICE

In 2024, we had over 500 service teams covering all of our branches. The teams are certified by the Skills Development Institute.

We take great pride in receiving the certificates of honor for the skill development networks that supported skill development activities for the years 2023 to 2024, marking our second consecutive year of winning this honor.

โดยดูโฮม
นายช่าง
ครบทุกงานสร้าง...ตัวจริงเรื่องงานช่าง

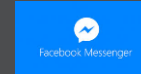


Online Channel

Own Chanel

Marketplace

Social Commerce



WEBSITE - PROMOTION

www.dohome.co.th | Q

รวมเครื่องใช้ไฟฟ้า

ช้อปสุดคุ้ม

FREE ส่งฟรี
เมื่อซื้อครบ 5,000 บาทขึ้นไป

เฉพาะช้อปออนไลน์ที่
WWW.DOHOME.CO.TH | Q

26 กันยายน - 23 ตุลาคม 2567
เงื่อนไขและข้อกำหนดเพิ่มเติม

ลดแรง

กำลังหนาว

FREE ส่งฟรี
เมื่อซื้อครบ 5,000 บาทขึ้นไป

เฉพาะช้อปออนไลน์ที่
WWW.DOHOME.CO.TH | Q

1 - 30 พฤศจิกายน 2567
เงื่อนไขและข้อกำหนดเพิ่มเติม

เตรียมตัว

ส่งท้ายปี

เครื่องใช้ไฟฟ้าราคาสุดจึ้ง!

FREE ส่งฟรี
เมื่อซื้อครบ 5,000 บาทขึ้นไป

เฉพาะช้อปออนไลน์ที่
WWW.DOHOME.CO.TH | Q

1 - 31 ธันวาคม 2567
เงื่อนไขและข้อกำหนดเพิ่มเติม

Online Channel



MARKETPLACE



MARKETPLACE



MARKETPLACE





Marketing

Special Campaign (Concert & Promotion)



UDON THANI

27 Oct 2024

(%Growth of Ticket = 54%)

BANG BUA THONG

10 Nov 2024

(%Growth of Ticket = 27%)

SURAT THANI

24 Nov 2024

(%Growth of Ticket = 84%)

To Increase Traffic & Awareness



Special Campaign (Concert & Promotion)



DH. Fair @Surat Thani

22 November – 1 December 2024,
To Increase Traffic & Awareness

Result

Sales Growth +34%
Ticket Growth +25%

ดูโฮม แพร่ ลดสูงสุด 80%

พิเศษ! เหนือกว่าใคร เฉพาะสมาชิกดูโฮม

เช็กรับ 3 วัน รับฟรี 500 :- สำหรับลูกค้า ดูโฮม 2567 - 2567	ซื้อครบ รับฟรี 10 ชิ้น!! รับฟรี 4,000 :- ดูโฮม 2567 - 2567	พิเศษ! เหนือกว่าใคร เฉพาะสมาชิกดูโฮม รับฟรี 300 ชิ้น รับฟรี 100 :- ดูโฮม 2567 - 2567
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ราคาพิเศษ เฉพาะ วันเสาร์ - อาทิตย์ เวลา 12.00 น.

23 พ.ย. 2567 เก้าอี้ 4 ตัว 7,590 :- เก้าอี้ 2 ตัว 4 ตัว 5,790 :-	24 พ.ย. 2567 ตู้เย็น 5,990 :- ตู้เย็น 249 :- ตู้เย็น 794 :- ตู้เย็น 599 :-	30 พ.ย. 2567 ตู้เย็น 1,899 :- ตู้เย็น 1,899 :-	01 ธ.ค. 2567 ตู้เย็น 8,990 :- ตู้เย็น 398 :-
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เอกชัย ทีวี

ฟรี! ของแถม 24 ชิ้น

ดูโฮม 2567

@Dohome f DohomeOnline WWW.DOHOME.CO.TH ดูโฮม คุ้มทุกดี



Technician Family Seminar



ชุมนุมช่าง ยืน 1 เพื่อช่างไทย



Chang Family Privileges

- 1 New members get a 300 Baht discount.
- 2 On-top 3% discount.
- 3 Earn 3X Extra Points.
- 4 Accumulated purchases get gift vouchers.

Activity



Register



Seminar



Workshop



Awarding



Group Photo





Sustainability Strategy

Rewards



Certified member of Thailand's Private Sector Collective Action Coalition Against Corruption (CAC).



The quality assessments of organizing the Annual General Meeting of Shareholders by the Thai Investor Association.



The assessment of Corporate Governance Report of Thai Listed Companies by the Thai Institute of Directors (IOD), which collaborates with SET and SEC (Thailand).



SET AWARDS

Outstanding Investor Relations Award



HR Asia Best Companies to Work for in Asia



Best overall investor relations (small cap) South East Asia - Presented by Singapore Exchange



Da home

GROW BETTER
GROW TOGETHER
TO NET

ZERO

By 2050



Sustainable Value Chain



TO BE PARTNER FOR ALL QUALITY-OF-LIFE CREATIONS



ENVIRONMENTAL

Conducting business in accordance with eco-friendly policies.



SOCIAL

Promoting access to high-quality products and services, while supporting society to have a better quality of life and ensuring equality within the community.



GOVERNANCE

Committed to conducting business based on the principles of good corporate governance, ethics, and focusing on building business partnerships for sustainable growth.



ENVIRONMENTAL

- ✓ Eco-friendly products
- ✓ Circular economy
- ✓ Waste management
- ✓ Sustainable packaging management
- ✓ Electricity consumption
- ✓ Water management
- ✓ Green transport and supply chain
- ✓ Efficient resource utilization

SOCIAL

- ✓ Employee Retention
- ✓ Social and community care
- ✓ Customer care and convenient services that meet all customer needs

GOVERNANCE

- ✓ Anti-corrupt(ion and fraud prevention
- ✓ Creating opportunities and business partnerships
- ✓ Focusing on stakeholder care alongside environmental friendliness

Sustainability Strategy

Dimensions of Economic Growth and Sustainable Corporate Governance

High-quality products that align with market trends.

The company has selected ISO-certified, TISI-certified, and eco-friendly products, which include:

Eco-products



Aging products



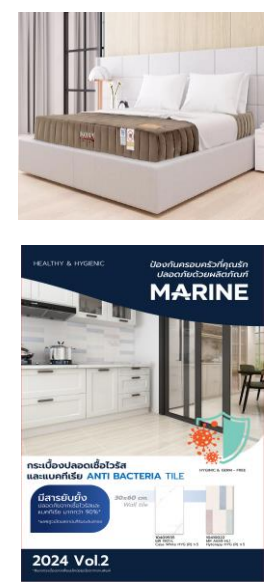
Hi-tech products



Pet products



Health and Care Products





គន្ថ
ព្យាបាល

Q&A





ASU
ព្យាបាល

SCAN US FOR RECEIVING OUR LATEST
NEWS AND PROMOTIONS





ASU
ពូក ធី

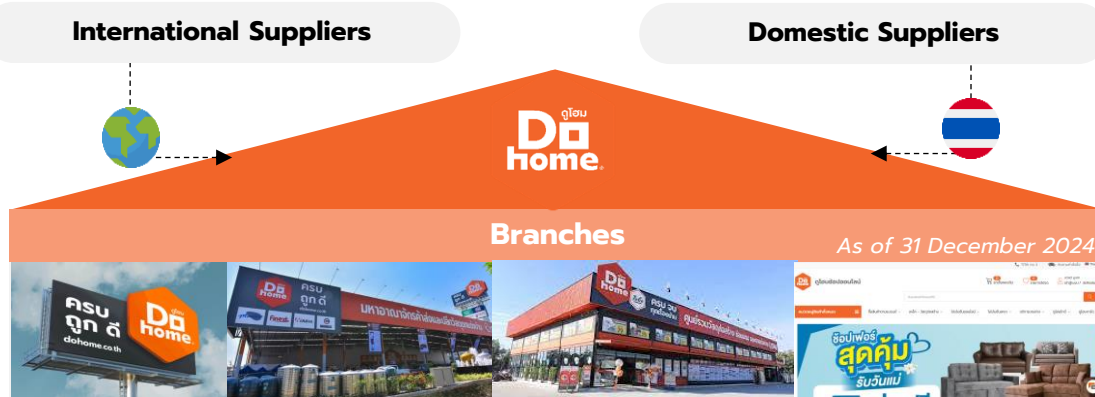
Appendix



Dohome Business Overview



One-stop Home Products Destination



Branches

As of 31 December 2024

Dohome: 24 Branches

- ▶ Ubon Ratchathani
- ▶ Nakhon Ratchasima
- ▶ Rangsit
- ▶ Khon Kaen
- ▶ Udonthani
- ▶ Rama II
- ▶ Bang Bua Thong
- ▶ Chiang Mai
- ▶ Bangna
- ▶ Phetkasem
- ▶ Surin
- ▶ Map Ta Phut
- ▶ Laem Chabang
- ▶ Bowin
- ▶ Chonburi (Amata)
- ▶ Surat Thani
- ▶ Hat Yai
- ▶ Phitsanulok
- ▶ Kanchanaburi
- ▶ Buri Ram
- ▶ Chaiyaphum
- ▶ Chiang Rai
- ▶ Ayutthaya
- ▶ Bang Phun

Dohome ToGo: 15 Branches

- ▶ Thaisomboon Market
- ▶ Ruaysub Market
- ▶ Thap Yao Market
- ▶ Maruay Market
- ▶ Bang Sri Muang
- ▶ Tha It
- ▶ Wat Ku
- ▶ Soi Mangkorn
- ▶ Kaew In
- ▶ Lamlukka Khlong 7
- ▶ Lamlukka Khlong 4
- ▶ Sap Phatthana
- ▶ Ngamdang
- ▶ Soi Wat Phra Ngoen
- ▶ Ban Kluai - Sai Noi

E-Commerce:

- ▶ Website Dohome
- ▶ Chat&Shop (Line&Facebook)
- ▶ Lazada
- ▶ Shopee
- ▶ NocNoc
- ▶ Thisshop
- ▶ K+ Market
- ▶ Tiktok

Sales Team

Call Center and Telesales

41 years
experience in retail and
wholesale business of
construction materials and home
decoration items

"เพื่อคนสร้าง"

ลดต้นทุนผู้รับเหมา
เพิ่มกำไรเจ้าของโครงการ

#กรุ
เรื่องสร้าง จบเรื่องบ้าน

"เพื่อคนซ่อม"

ขายช่างโดนใจ

#ถูก
คุ้มทุกงานช่าง
ครบเรื่องงานซ่อม

"เพื่อคนรักบ้าน"

คิดสรรของ **#ดี**
มีคุณภาพ เพื่อคนทำบ้าน
และสาย DIY ย่นเนื้อได้
ไม่ว่างานช่างหรือตกแต่ง



Key Corporate Strategy



We focus on offering a completed range of products and services under concept of “Completed Assortment, Competitive Price, and Good Quality”

“Completed Assortment”

We offer a variety of products with over 100,000 SKUs and meet customers’ demand of both retail and wholesale customers by displaying products from piece to box



“Competitive Price”

We are known for providing competitive price with various price levels according to the designs and brands



“Good Quality”

We offer product with good quality and high-standard services, such as product consultants, delivery and installation services, and maintenance and repair services



P&L Summary



	FY2024		FY2023		Changes	
	THB mm	%	THB mm	%	THB mm	%
Revenue from sales	30,635.28	97.79	30,890.02	97.83	-254.73	-0.82
Revenue from services	355.99	1.14	328.13	1.04	27.86	8.49
Other incomes	335.76	1.07	356.04	1.13	-20.28	-5.70
Total revenue	31,327.03	100.00	31,574.19	100.00	-247.15	-0.78
COGS	25,682.81	81.98	26,317.02	83.35	-634.21	-2.41
Gross profit ⁽¹⁾	5,308.46	17.13	4,901.12	15.70	407.34	8.31
Selling expenses	3,367.26	10.75	3,120.98	9.88	246.28	7.89
Administrative expenses	888.25	2.84	866.75	2.75	21.49	2.48
Other expenses	4.07	0.01	3.87	0.01	0.20	5.12
EBIT	1,384.64	4.42	1,265.56	4.01	119.08	9.41
Financial income	17.48	0.06	22.55	0.07	-5.07	-22.50
Interest expenses	583.16	1.86	566.36	1.79	16.80	2.97
Tax expenses	144.88	0.46	136.47	0.43	8.41	6.16
Net income	674.09	2.15	585.29	1.85	88.80	15.17
Depreciation & Amortization	995.56	3.18	897.26	2.84	98.30	10.96
EBITDA	2,397.68	7.65	2,162.82	6.85	234.86	10.86

Note: (1) Gross profit margin calculated based on revenue from sales and services

Balance Sheet at a Glance



	31 December 2024		31 December 2023	
	THB mm	%	THB mm	%
Assets				
Cash and Cash Equivalents	124.37	0.37	296.04	0.87
Accounts Receivable and Other Receivables	1,586.72	4.73	1,325.86	3.90
Inventory	12,411.68	36.98	13,264.44	39.03
Property, Plant and Equipment and Intangible	17,684.32	52.69	17,478.84	51.43
Right of Use - Assets	1,406.43	4.19	1,438.23	4.23
Others	352.50	1.05	179.33	0.53
Total Assets	33,566.02	100.00	33,982.74	100.00
Liabilities				
Bank Overdrafts and Short-term Loan	10,588.51	31.55	10,872.63	31.99
Long-term Debentures	299.52	0.89	298.87	0.88
Accounts Payable and Other Payables	3,181.91	9.48	3,854.76	11.34
Right of Use - Liabilities	583.34	1.74	561.59	1.65
Long-term Loan and Financial Lease Liabilities	5,894.29	17.56	6,060.09	17.83
Others	192.22	0.57	159.18	0.47
Total Liabilities	20,739.79	61.79	21,807.12	64.17
Shareholder's Equity				
Issued and Paid-Up Capital	3,229.54	9.62	3,089.13	9.09
Premium on Share Capital	5,566.08	16.58	5,566.08	16.38
Retained Earnings	4,625.86	13.78	4,116.03	12.11
Others	-595.25	-1.77	-595.62	-1.75
Total Shareholder's Equity	12,826.23	38.21	12,175.62	35.83



ASU
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