



# APP OPPORTUNITY DAY Q2/2024

*Presented by*  
**AppliCAD Public Company Limited**  
“Where Innovation Begins”



# AGENDA

01 BUSINESS OVERVIEW

02 FINANCIAL PERFORMANCE

03 BUSINESS UPDATE

04 Q & A





The background of the slide is a blurred industrial scene. On the left, a large orange robotic arm is visible, with sparks emanating from its end effector as it works on a metal component. The rest of the background is a soft-focus view of a factory floor with various mechanical parts and equipment.

# BUSINESS OVERVIEW

“  
Innovation Changes Everything.  
AppliCAD is Where Innovation Begins.  
”

นวัตกรรมจะเปลี่ยนทุกสิ่ง

แอปพลิแคด คือ ที่ที่นวัตกรรมเริ่มต้น

AppliCAD Public Company Limited



สร้างคน



สร้างเครื่องมือ



สร้างธุรกิจ

# COMPANY STRUCTURE



**AppliCAD**

- A distributor of complete design solutions and services



**Deti Company Limited**

- Certified Training Center in Engineering and Architectural design software



**Rabbit Prototype  
Company Limited**

- One-stop service for prototype and low volume production



**PT. Indonesia AppliCAD**

- A distributor of complete design solutions and services in Indonesia

# REVENUE STRUCTURE



MakerBot



## SOFTWARE

+ Software for industrial design

+ Software for architectural design and construction

## HARDWARE

+ 3D Printer

+ 3D Scanner

+ Equipment and consumables

+ JAKA

## SERVICE

+ Subscription Service

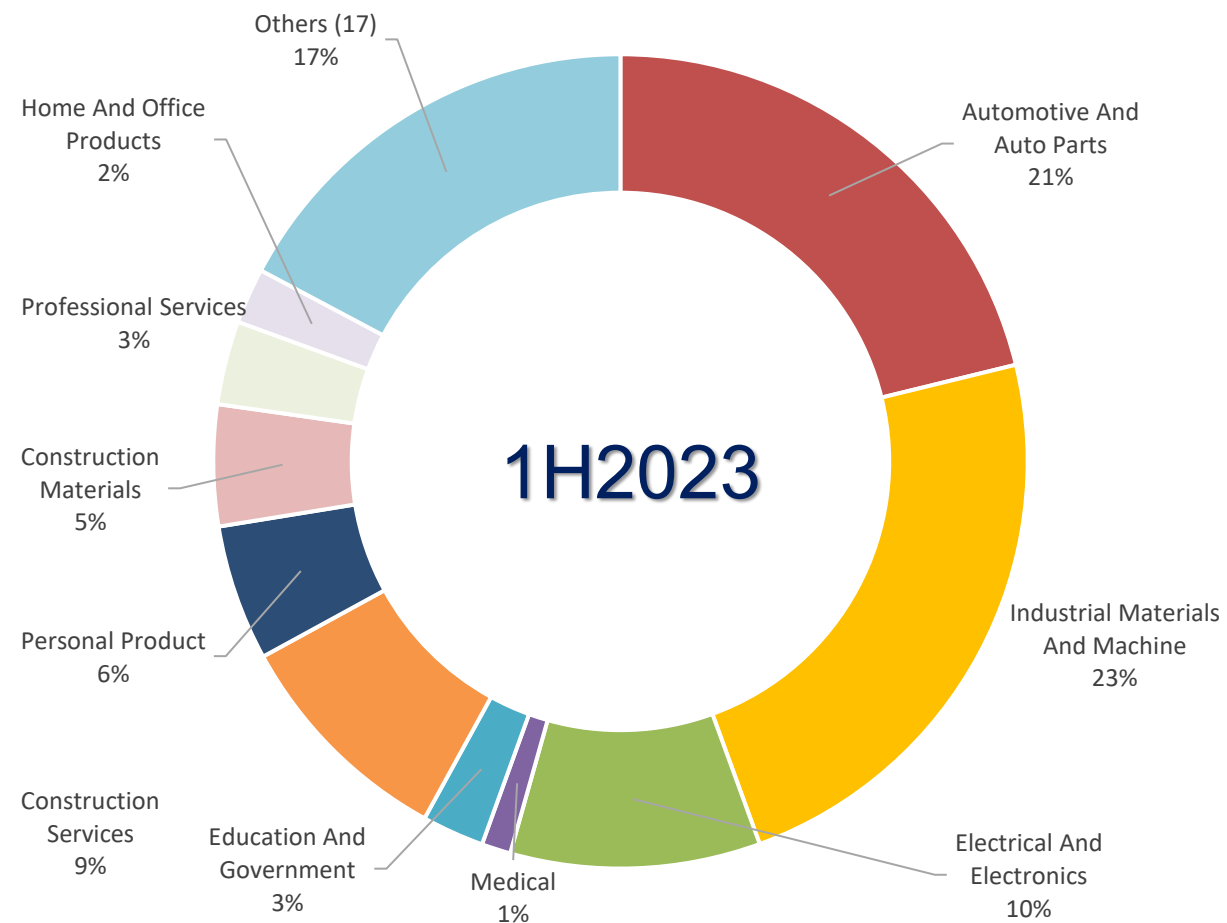
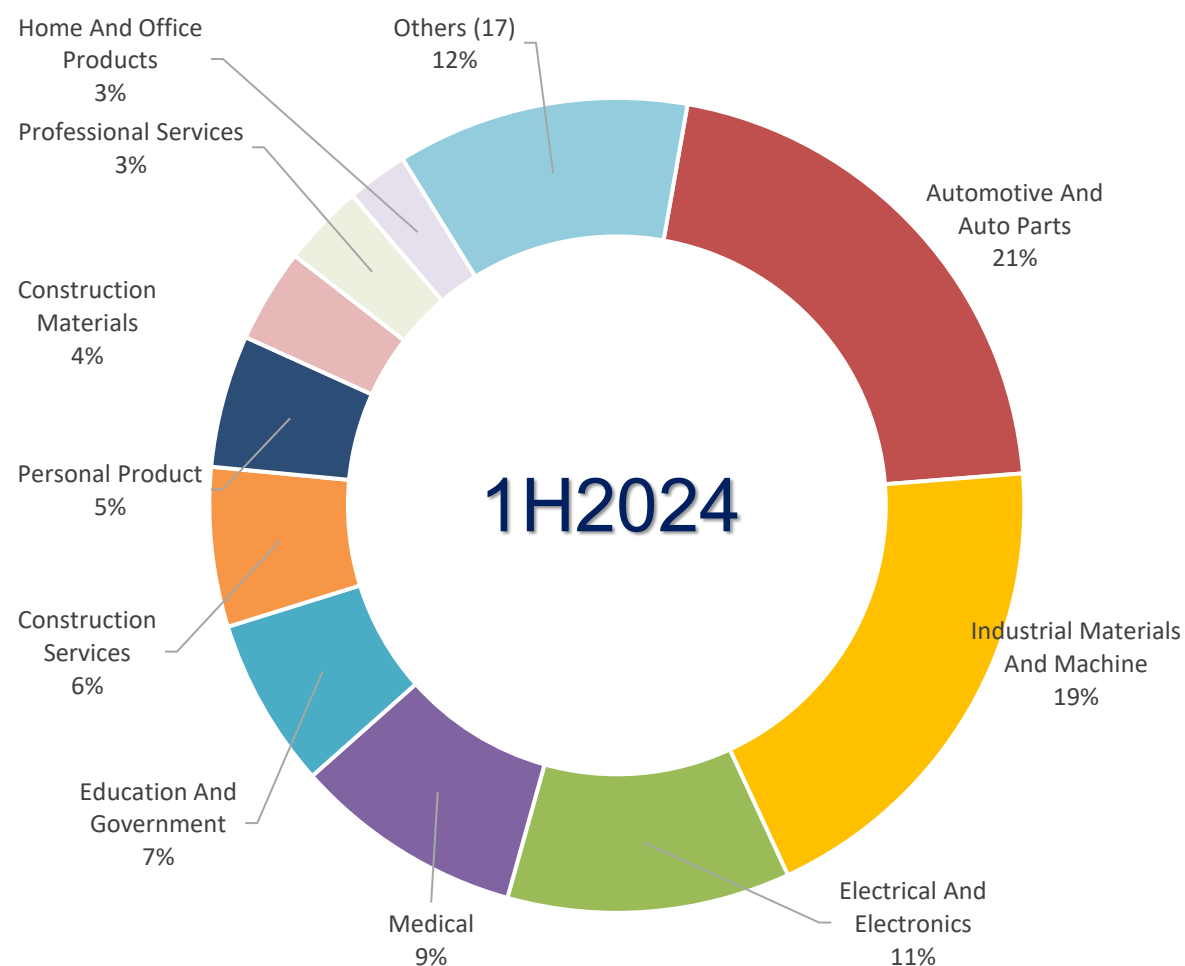
+ Training Service (DETI Training Center)

+ Prototype and low volume production

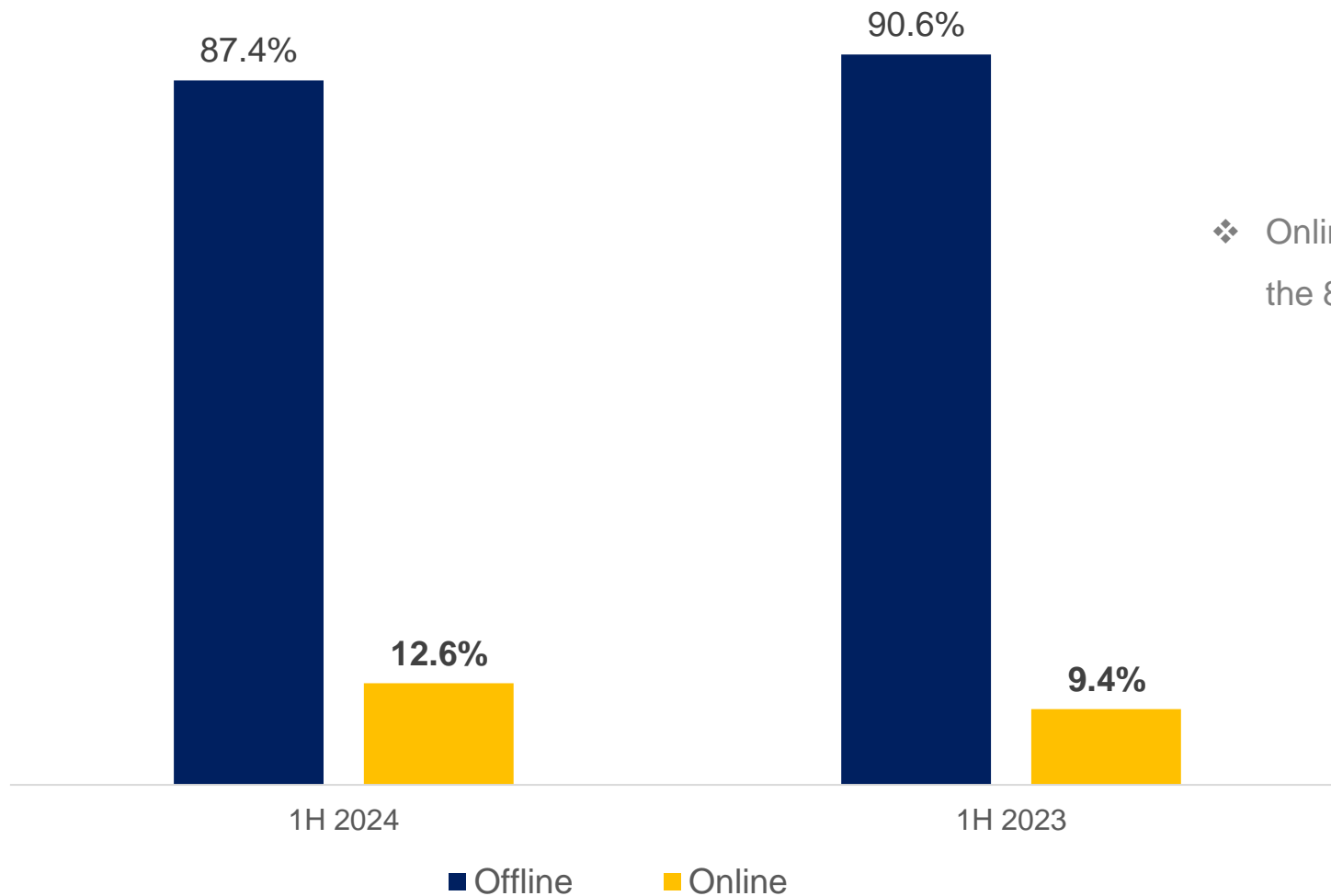
+ XR Service

+ 3D design services as customer's requirements

# SALES PROPORTION



# CHANNEL PROPORTION



❖ Online platform increased +3.2% in the sales channel of the 8 baht.com .



A circular inset on the left side of the slide shows a close-up of a desk with a calculator, a spiral notebook, and a pair of glasses. A glowing yellow line graph is superimposed over the scene, with points connected by lines, suggesting financial data analysis.

# **FINANCIAL PERFORMANCE**

# FINANCIAL PERFORMANCE

## Revenue Structure

					Unit : MB			
Revenue	Q2 2024	Q2 2023	Change	%	1H 2024	1H 2023	Change	%
Revenue from Service	89.7	85.5	4.2	4.9%	170.2	173.5	-3.4	-1.9%
Revenue from Hardware	36.3	33.5	2.8	8.5%	68.9	84.2	-15.3	-18.2%
Revenue from Software	87.2	90.3	-3.1	-3.4%	180.3	183.8	-3.5	-1.9%
Total	213.2	209.3	4.0	1.9%	419.4	441.5	-22.1	-5.0%

- ❖ Total core revenue of Q2 2024 was 213.2 million Baht, an increase of +4.0 million Baht or +1.9 % vs previous Q2 2023, consisting of the increase in hardware revenue +2.8 million Baht and services revenue +4.2 million Baht.
- ❖ Total core revenue of 1H 2024 was 419.4 million Baht, a decrease of -22.1 million Baht or -5.0% vs 1H 2023, mainly due to a decline in hardware revenue -15.3 million Baht, service revenue -3.4 million and software revenue -3.5 million Baht.
- ❖ The revenue decline is in line with the economic trends, such as the slowdown in the manufacturing sector ( the Manufacturing Production Index (MPI) for first six months this year reduced by -2.0% to 97.8% from the previous year, mainly coming the decrease in production in the automotive and electronic components sectors, along with the decrease in domestic and international demand.) and the construction sector (high household debt have led to low growth rates in both public and private investments).

# FINANCIAL PERFORMANCE

## Revenue & Net Profit

Unit : MB

	Q2 2024	Q2 2023	Change	%		1H 2024	1H 2023	Change	%
<b>Revenue</b>	219.8	216.4	3.5	1.6%		435.1	458.2	-23.1	-5.0%
<b>Gross Profit</b>	84.0	90.6	-6.5	-7.2%		166.3	183.1	-16.9	-9.2%
<b>Net Profit</b>	6.9	11.1	-4.2	-37.6%		13.5	35.1	-21.6	-61.6%
<b>%GP</b>	39.4%	43.3%				39.6%	41.5%		

- ❖ For Q2 2024 vs Q2 2023, the revenue increased by +3.5 million Baht, or +1.6%, due to revenue from services and hardware. However, the revenue in 1H 2024 was 435.1 million Baht, a decrease of -23.1 million Baht, or -5.0% vs. 1H 2023.
- ❖ The %GP in Q2 2024 was 39.4% , decreased by -3.9 % from 43.3% in Q2 2023
- ❖ In Q2 2024, the net profit was 6.9 million Baht, a decrease of -4.2 million Baht, or -37.6%, compared to Q2 2023. This was mainly due to a decrease in margin generated from software revenue, which was affected by the change in the business model. The term license software revenue has a lower gross profit margin than perpetual software revenue, and there were the increase in administrative expenses. For the same reason, the net profit 1H 2024 was 13.5 million Baht, a decrease of -21.6 million Baht, or -61.6%, vs. 1H 2023.

# FINANCIAL PERFORMANCE

## SG&A

Unit : MB

SG&A	Q2 2024	Q2 2023	Change	%
<b>Selling Expenses</b>	48.5	49.6	-1.1	-2.2%
<b>Administrative expense</b>	33.4	30.4	2.9	9.6%
<b>Total</b>	81.9	80.1	1.8	2.3%

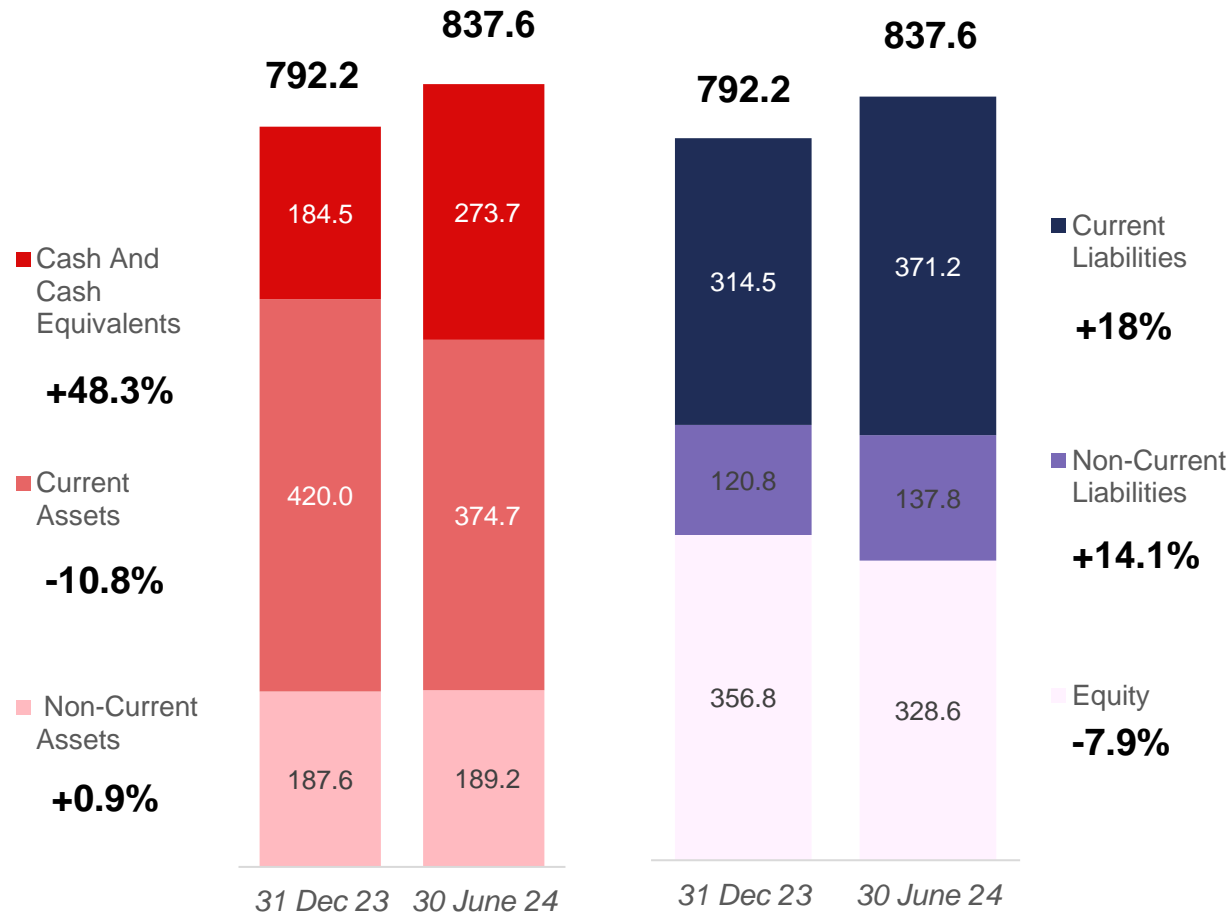
1H 2024	1H 2023	Change	%
96.1	95.8	0.3	0.4%
68.1	56.0	12.1	21.6%
164.2	151.8	12.4	8.2%

- ❖ In Q2 2024, the total Selling & Administrative Expenses was 81.9 million Baht, with an increase of +1.8 million Baht or +2.3% from Q2 2023, mainly coming from employee expenses and depreciation expenses.
- ❖ In 1H 2024 vs. 1H 2023, there was an increase of +12.4 million Baht or +8.2% mainly due to employee salaries and benefits, tax expenses.



# FINANCIAL PERFORMANCE

## Balance Sheet (Unit : MB)

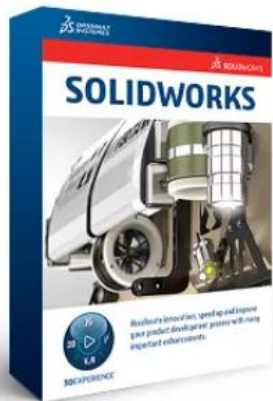


- ❖ As of June 30, 2024, the Company had total assets of 837.6 million Baht, an increase of +45.4 million Baht or +5.73% from the end of the previous year. The main reasons for this change were an increase in cash and cash equivalents of +89.2 million Baht due to the reclassification of 3-month fixed deposits, resulting in a decrease of -124.5 million Baht in other current financial assets, an increase in trade receivables of +31.5 million Baht from higher accrued revenue and advance payments for goods of 9.6 million Baht, and an increase in inventories awaiting delivery of +26.4 million Baht.
- ❖ The Company had total liabilities of 509.0 million Baht, an increase of +73.7 million Baht or +16.93%. The main reasons for this increase were a rise in service contract liabilities by +58.3 million Baht and an increase in trade and other current payables by +15.3 million Baht.
- ❖ Shareholders' equity decreased by -28.3 million Baht. The primary reason for this decline was the net effect of dividend payments and the increase in net profit during the period.

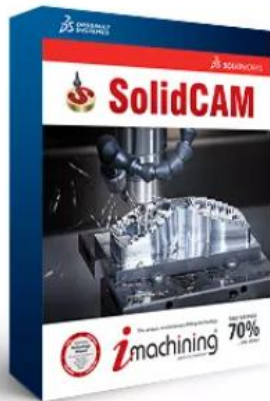
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# BUSINESS UPDATE

# CORE BUSINESS UPDATE



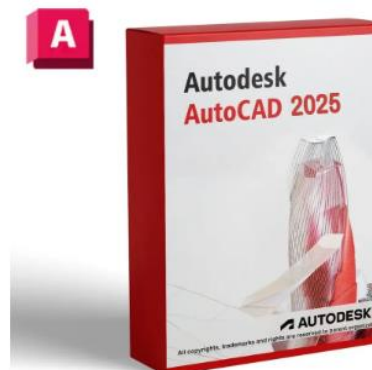
Manufacturing / 3D CAD  
**SOLIDWORKS**



Manufacturing / CAD/CAM  
**SOLIDCAM**



2D / 3D CAD  
**GSTARCAD**



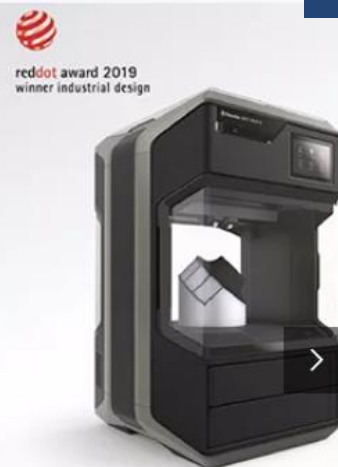
Total Backlog 2024 = 207 MB



Manufacturing / Cobot  
**JAKA COBOT**



3D Scanner / Industrial  
**GOM ATOS Q**



3D Printer / Engineering  
**ULTIMAKER**



**One Click Metal**



**Stratasys**





# PROJECT UPDATE



## Human-cobot Collaboration Unlock New Applications For Auto Industry

Make a smart factory with JAKA cobot

[LEARN MORE →](#)



### New

Customer	[LAZADA] LAZADA Online	<input type="checkbox"/> Expiration
Invoice Address	[LAZADA] LAZADA Online	<input type="checkbox"/> Pricelist
Delivery Address	[LAZADA] LAZADA Online	<input type="checkbox"/> Type
Contact Person	Contact..	Payment Terms
Contact	Phone <input type="text"/> Fax <input type="text"/>	Invoice Policy
Project	<input type="text"/>	

Order Lines Optional Products Other Info Customer Signature





≡ หมวดหมู่สินค้า

ONLINE PLATFORM : 8Baht.com



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**8.8** PROMOTION  
กระหน่ำ **ลดฟ้าผ่า**  
**สูงสุด 60%**  
กับสินค้าคุณภาพแบบ จัดเต็ม

ใช้ราคาสินค้าได้ที่ [www.8baht.com](http://www.8baht.com)  @8Baht  097-060-8328

The banner features various 3D models of products including a blue 3D printer, a black RTX A4000 graphics card, AnyCubic resin bottles, and several spools of filament in different colors (blue, green, orange, red, black).

Total Revenue 1H 2024

**48.6 MB ( + 24.8% YoY)**

%GP 1H 2024

**16.7% ( + 2.5 %YoY)**



# Q&A



THANK YOU

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🌐 www.applicadthai.com



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Virtual Showroom

