

Business Overview

JCK Hospitality Public Company Limited has operated restaurant business in a variety styles. Most of the restaurants provide buffet style and A La Carte as well as with a comfortable atmosphere (Casual Dining). Including food industry factory with a standardized transportation system in order to support the growth and expansion of all branches in the future.

Financial Statement

	6M23	6M22	2022	2021
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Income Statement (MB)

Revenues	160.29	272.83	543.56	443.59
Expenses	259.41	369.57	733.99	748.57
Net Profit (Loss)	-117.26	-115.43	-227.54	-340.03

Balance Sheet (MB)

Assets	1,086.87	1,196.63	1,181.57	1,196.16
Liabilities	1,073.23	1,171.90	1,113.09	1,182.08
Shareholders' Equity	13.64	24.73	68.47	14.09

Cash Flow (MB)

Operating	9.59	-15.91	-46.06	-31.87
Investing	1.28	-18.91	-39.74	-140.06
Financing	-17.70	27.97	85.85	175.87

Financial Ratio

EPS (Baht)	-0.04	-0.07	-0.13	-0.35
GP Margin (%)	43.65	48.83	49.50	47.46
NP Margin (%)	-73.15	-42.31	-41.86	-76.65
D/E Ratio (x)	78.66	47.39	16.26	83.92
ROE (%)	-1,195.43	-1,931.94	-551.23	-1,223.82
ROA (%)	-16.89	-28.31	-16.02	-27.12

Business Plan

The Company is committed to operating the restaurants business to grow and gain popularity continuously. By focusing on the customers (Customer Centric) in order to create a good experience in the service. There are trainings for employees to improve the service. And also providing new menus regularly and expanding more branches to accommodate more target customers as well as to cover all potential areas.

Sustainable Development Plan

The Company has policies and plans for sustainable business operations. By focusing on maintaining the standard quality of products and services as well as constantly innovating and developing in all aspects, taking into account resources society and the environment.

Business Highlight

The Company has operated various style of restaurants that can cover all customers target group, such as

1. Japanese style premium shabu buffet served in a private pot. Under the trademark "SHABU TOMO"
2. Chinese restaurant dim sum and premium seafood. Under the trademark "ZHENG DOU GRAND"
3. British restaurant that consists of great burgers prime cut beef from a ranch in Nebraska, fresh Atlantic lobster direct from Nova Scotia, Canada, served to the same standards around the world. Under the trademark "Burger & Lobster"
4. Korean style grill buffet. The first legend of delicious grilling style in Thailand. Under the trademark "DAIDOMON Korean Grill"
5. Suki Shabu restaurant buffet for everyone in the family. Under the trademark "HOTPOT BUFFET"
6. Recently mala belt shabu serving happiness over the conveyor belt. Under the trademark "AI HUO GUO" is currently popular.

Performance and Analysis
Business Performance Summary

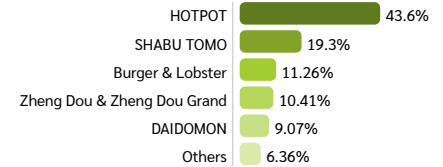
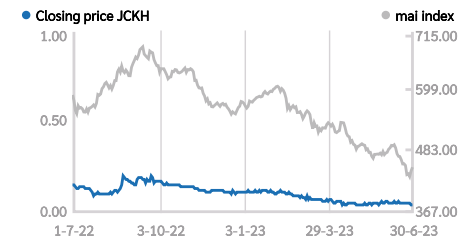
Performance summary for the 2nd Quarter, the Company had a total income of 79.28 million baht, consisting of income from sales and services 74.07-million-baht, other income 5.21 million baht. The total cost of sales and expenses was 114.29 million baht, consisting of the cost of sales and services of 37.22 million baht and the cost of distribution of 49.57 million baht. Administrative expenses were 27.50 million baht. The Company had financial expenses of 9.51 million baht and income tax was 0.55 million baht. The Company had a net loss of 43.97 million baht. As of June 30, 2023, the Company has total assets of 1,086.87-million-baht, total liabilities of 1,073.23 million baht, and shareholders' equity of 13.64 million baht

Key Milestones

1. SHABU TOMO Japanese premium shabu buffet. Received good feedback from customers in all 4 branches (Central World, Mega Bangna, Central Westgate) and Central Rama 2) and plans to open more branches this year to cover a wider range of customers.
2. The Company has launched a new brand AI HUO GUO shabu mala conveyor belt that is currently popular. The first branch at Central Rama 2 and expecting to open another 4 branches totaling 5 branches by 2023.
3. BURGER & LOBSTER restaurant is more well-known and popular among A Class customers. Through marketing programs that target a high-end customers level as well as tourists who are the major customers of the restaurant.

Risk Management Policy

1. The Company is focusing on providing quality raw materials from certified suppliers that meet the Company's standardize.
2. Provide a loyalty program to give special privileges to customers who use the service at the company's affiliated restaurants in order to encourage them to incentivize repeat use of the service and continue to be a good customer of the Company.
3. Customers' suggestion and comments through online channels in order to apply and improve in various aspects for both food and services.
4. Increase business alliances with Co-Partner and Co- Branding to expand the customer base and also increase brand awareness.
5. Increase investment in new businesses such as property business in order to spread the risk and also to generate more income for the Company.

Recent Awards and Recognitions
Revenue Structure

Stock Information
mai / AGRO


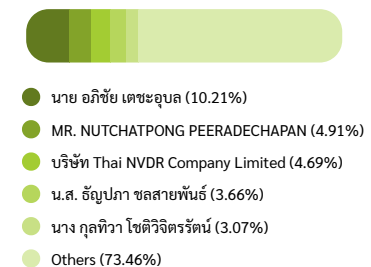
as of 30/06/23	JCKH	AGRO	mai
P/E (X)	-	40.45	69.74
P/BV (X)	3.16	3.35	2.41
Dividend yield (%)	-	2.40	1.46

	30/06/23	30/12/22	30/12/21
Market Cap (MB)	181.75	302.90	461.08
Price (B/Share)	0.06	0.13	0.35
P/E (X)	-	-	-
P/BV (X)	3.16	2.18	2.84

CG Report:



Company Rating:

Major Shareholders
as of 16/03/2023

Company Information and Contact

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