

Business Overview

AgrJCK Hospitality Public Co., Ltd. has operated 2 main businesses:

1. Restaurant business: Buffet style, A La Carte menu Including a casual dining restaurant There is also a food industry factory including a standardized transportation system in order to support the growth and expansion of branches in the future.
2. Real estate business: Office building 6 floors and a basement located in the central business area - Sathorn, Bangkok and a business of two 7-story residential buildings in Chiang Rai Province.

Financial Statement

	2023	2022	2021	2020
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Income Statement (MB)

Revenues	397.60	543.56	443.59	701.37
Expenses	471.39	733.99	748.57	815.23
Net Profit (Loss)	-108.86	-227.54	-340.03	-142.01

Balance Sheet (MB)

Assets	1,498.61	1,181.57	1,196.16	1,052.84
Liabilities	1,038.44	1,113.09	1,182.08	1,011.35
Shareholders' Equity	460.18	68.47	14.09	41.48

Cash Flow (MB)

Operating	18.34	-46.06	-31.87	119.40
Investing	-78.04	-39.74	-140.06	-5.03
Financing	52.24	85.85	175.87	-129.13

Financial Ratio

EPS (Baht)	-0.03	-0.13	-0.35	-0.20
GP Margin (%)	44.06	49.50	47.46	57.75
NP Margin (%)	-27.38	-41.86	-76.65	-20.25
D/E Ratio (x)	2.26	16.26	83.92	24.38
ROE (%)	-41.19	-551.23	-1,223.82	-231.29
ROA (%)	-5.51	-16.02	-27.12	-13.00

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.

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 Nebraska, fresh Atlantic lobster from Canada, serving the same standards around the world. Under the trademark "BURGER & LOBSTER"
4. Korean style grill buffet. The first legend of delicious grilling style. Under the trademark "DAIDOMON Korean Grill"
5. Suki Shabu restaurant buffet for everyone in the family. Under the trademark "HOT POT BUFFET"
6. Recently mala belt shabu serving happiness over the conveyor belt. Under the trademark "AI HUO GUO"

Performance and Analysis**Business Performance Summary**

The Company had a total income of MB 397.60, consisting of income from sales MB 258.13, other income MB 139.47.

The total cost of goods sold was MB 144.41 consisting of the cost of goods and administrative expenses was MB 326.97 Cost of selling and distribution MB 193.34. Cost of administrative MB 133.63. The Company had financial expenses of MB 35.97. The Company had a net loss of MB 108.86.

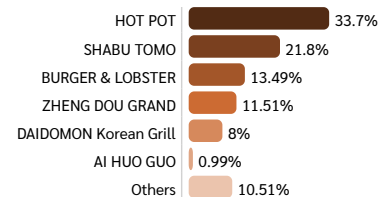
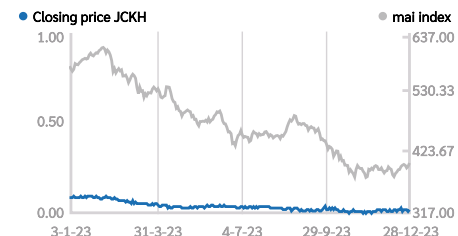
As of 31 December 2023, The Company has total assets of MB 1,498.62, total liabilities of MB 1,038.44, and shareholders' equity of MB 460.17. Debt to equity ratio (D/E) excluding TFRs 16 equal to 2.02 Book value per shares 0.06 baht. Debt to equity ratio (D/E) excluding TFRs 16 equal to 0.05. Liquidity ratio excluding TFRs 16 equal to 0.14 compared to 31 December 2022.

Key Milestones

1. SHABU TOMO Japanese premium shabu buffet. 5 branches (Central World, Mega Bangna, Central Westgate, Central Rama 2 and The Mall Bangkae) and is more popular among customers who like to dine shabu buffet by promoting continuously in public relations.
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 the second branch is at Big C Ratchadamri. Customers appreciate the strong flavor of the soup and the quality of premium ingredients at a reasonable price.
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 focus on the importance of quality raw materials that meet standards from the certified sources.
2. Provide a loyalty program to give special privileges to customers in order to encourage them to repeat using 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**

as of 28/12/23	JCKH	AGRO	mai
P/E (X)	-	27.56	109.18
P/BV (X)	0.61	3.12	2.17
Dividend yield (%)	-	2.45	1.53
	28/12/23	30/12/22	30/12/21
Market Cap (MB)	304.40	302.90	461.08
Price (B/Share)	0.04	0.13	0.35
P/E (X)	-	-	-
P/BV (X)	0.61	2.18	2.84

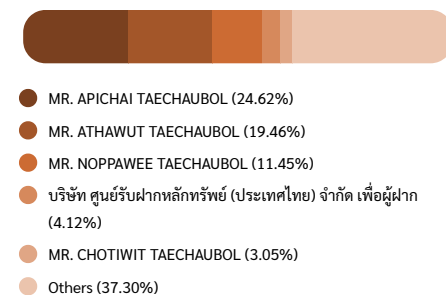
CG Report:



Company Rating: 78

Major Shareholders

as of 14/03/2024

**Company Information and Contact**

<http://www.jckhgroup.com>



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Other Trading Info. : https://www.settrade.com/C04_01_stock_quote_p1.jsp?txtSymbol=JCKH