

Business Overview

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

1. Restaurant business: Buffet style, A La Carte restaurant (A La Carte) as well as restaurants with comfortable seating (Casual Dining). There is also a food factory including a warehouse system and standardized transportation that are able to control food quality and raw materials to meet the Company's standardization.
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

	3M24	3M23	2023	2022
Income Statement (MB)				
Revenues	48.74	81.01	397.60	543.56
Expenses	76.73	145.12	471.39	733.99
Net Profit (Loss)	-38.28	-73.28	-108.86	-227.54
Balance Sheet (MB)				
Assets	1,462.81	1,112.62	1,498.61	1,181.57
Liabilities	1,040.91	1,070.05	1,038.44	1,113.09
Shareholders' Equity	421.90	42.57	460.18	68.47
Cash Flow (MB)				
Operating	-8.98	3.32	18.34	-46.06
Investing	0.62	1.29	-78.04	-39.74
Financing	10.71	-9.65	52.24	85.85
Financial Ratio				
EPS (Baht)	-0.01	-0.03	-0.03	-0.13
GP Margin (%)	43.47	37.73	44.06	49.50
NP Margin (%)	-78.54	-90.46	-27.38	-41.86
D/E Ratio (x)	2.47	25.13	2.26	16.26
ROE (%)	-31.80	-614.35	-41.19	-551.23
ROA (%)	-2.93	-17.37	-5.51	-16.02

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. Korean style grill buffet. The first legend of delicious grilling style. Under the trademark "DAIDOMON Korean Grill"
4. Suki Shabu restaurant buffet for everyone in the family. Under the trademark "HOT POT BUFFET"
5. Recently mala belt shabu serving happiness over the conveyor belt. Under the trademark "AI HUO GUO"

Performance and Analysis

Business Performance Summary

As of 31 March 2024, the Company had a total income of MB 48.74, consisting of income from sales MB 34.92, other income MB 13.82. The total cost of goods sold was MB 19.74 consisting of the cost of goods and administrative expenses was MB 56.99 Cost of selling and distribution MB 30.10. Cost of administrative MB 26.88. The Company had financial expenses of MB 10.10. The Company had a net loss of MB 38.28.

As of 31 March 2024, The Company has total assets of MB 1,462.81, total liabilities of MB 1,040.91, and shareholders' equity of MB 421.90. Debt to equity ratio (D/E) excluding TFRs 16 equal to 2.23 Book value per shares 0.06 baht. Debt to equity ratio (D/E) excluding TFRs 16 equal to 0.04. Liquidity ratio excluding TFRs 16 equal to 0.01 compared to 31 December 2023.

Key Milestones

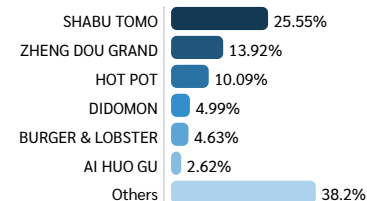
1. SHABU TOMO Japanese style premium Shabu buffet - good response from customers. It is popular among customers who like to try Shabu buffet. From marketing and public relations in various channels both Off-line and On-line.
2. The Company has changed the format of the AI HUO GUO restaurant from the original A La Carte service to a Buffet service which be able to meet the satisfaction of customers and also the excellent flavor of the soup and the quality of premium ingredients with a reasonable price.

Risk Management Policy

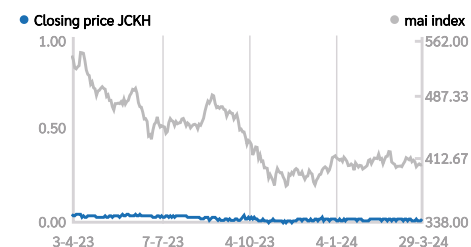
1. The Company focus on the importance of quality raw materials that meet standards from the certified sources.
2. Provide a loyalty program to give special privileges to customers in order to encourage them to repeat using the service and continue to be a good customer of the Company.
3. Customers' 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



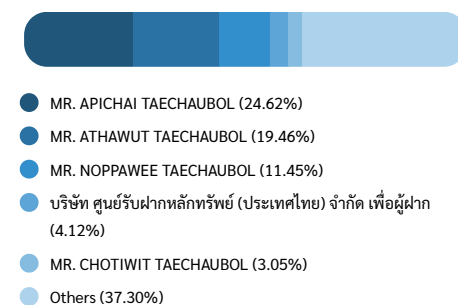
as of 29/03/24	JCKH	AGRO	mai
P/E (X)	-	23.62	109.40
P/BV (X)	0.66	3.15	2.11
Dividend yield (%)	-	3.31	1.80
	29/03/24	28/12/23	30/12/22
Market Cap (MB)	304.40	304.40	302.90
Price (B/Share)	0.04	0.04	0.13
P/E (X)	-	-	-
P/BV (X)	0.66	0.61	2.18

CG Report:



Major Shareholders

as of 14/03/2024



Company Information and Contact

- 📄 <http://www.jckhgroup.com>
- ✉️
- ☎️ 0-2286-9959
- 🏢 TFD Building No.18 Soi Sathorn 11, yaeg 9, Khwaeng yannava, Ket Sathorn Bangkok 10120
- 🔗 Other Trading Info : https://www.settrade.com/C04_01_stock_quote_p1.jsp?txtSymbol=JCKH

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