



**SABECO**

# **IR PRESENTATION**

**Q3 2022 RESULTS**



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# DISCLAIMER

## FORWARD LOOKING STATEMENTS



- The following presentation may contain forward looking statements by the Management of Saigon Beer-Alcohol-Beverage Corporation ("SABECO"), relating to financials or other trends for future periods compared to the results of previous periods.
- Some of the statements contained in this presentation which are not historical facts are statements of future expectations with respect to the financial conditions, business results, and related plans and objectives.
- Forward looking information is based on the Management's current views and assumptions including, but not limited to, prevailing economic and market conditions. These statements involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those in the statements as originally made. Such statements are not and should not be construed as a representation of SABECO's future performance. In particular, such targets should not be regarded as a forecast or projection of SABECO's future performance as the actual performance of SABECO may vary significantly from such targets.



# **KEY HIGHLIGHTS**

# BUSINESS PERFORMANCE

Q3 2022



Net Revenue

**VND8,635B**

▲ +102% YOY

Gross Profit

**VND2,694B**

▲ +136% YOY

Profit After Tax

**VND1,395B**

▲ +196% YOY

# BUSINESS PERFORMANCE

YTD SEPTEMBER 2022



Net Revenue

**VND24,950B**

▲ +44% YOY

Gross Profit

**VND7,957B**

▲ +56% YOY

Profit After Tax

**VND4,424B**

▲ +75% YOY

Total Assets

**VND33,949B**

▲ +11% YTD

Owners' Equity

**VND25,846B**

▲ +14% YTD

# KEY ACTIVITIES

Q3 2022



## Launched Bia Saigon Coffee Infused Beer

- 1<sup>st</sup> ever limited edition coffee infused beer launched in mid-August 2022 predominantly in modern trade channel.
- Made from the combination of 2 most beloved and familiar beverages in Vietnam (beer and coffee). Coffee beans are sourced from local coffee farms in Tay Nguyen region.



330ml sleek can



12-pack carton



6-pack carton



# KEY ACTIVITIES

Q3 2022



## Launched Bia Lac Viet Campaign & Singing Competition – “The Star of Every Fun”

- Launched in mid-August 2022 till October 2022 in selected regions.
- The campaign was concluded with a Gala event held in Can Tho on 22 October 2022, where VND 1 Billion were given out as 1<sup>st</sup> prize to the winner of singing competition and famous local celebrities were present at the event too.



Gala event featuring famous local artists

My Tam was performing at the Gala event

The Final Winner took away VND 1 Billion cash prize



# KEY ACTIVITIES

Q3 2022



Organised the first-ever Bia Saigon Chill Festival in key cities of Vietnam with outstanding turnout



**Can Tho, 27 September 2022**  
~10,000 participants



**Da Lat, 3 September 2022**  
~20,000 participants



**HCMC, 10 September 2022**  
~15,000 participants



**Hanoi, 19 September 2022**  
~18,000 participants



# KEY ACTIVITIES

Q3 2022



## Launched Bia 333 in 330ml bottle SKU

- Bia 333 bottle was launched in selected regions, complementing the existing can format.



Outlet activation activities



Billboards at key locations with tagline – “Attractive Appearance, Excellent Taste”



# KEY ACTIVITIES

Q3 2022



## Preparation for 2023 New Year Launch for Bia Saigon Chill



*Specially designed secondary packaging*



*Key Visuals*



*Billboards are refreshed to the latest design*

# KEY ACTIVITIES

Q3 2022



## Preparation for TET 2023 Launch for Bia Saigon and 333 brands

### Bia Saigon Lager

63 Limited Edition Provincial Cans



Primary packaging

### Bia Saigon Special

4 Limited Edition Categories of Wishes



Primary packaging

### Bia Saigon Export

National Football elements



Secondary packaging



Secondary packaging

333



Secondary packaging

Bia Saigon Gold





# KEY ACTIVITIES

Q3 2022



## SABECO and Bia Saigon Winning Prestigious Awards in 2022

### Vietnam Glory Award 2022

- SABECO became the first beverage company to be awarded the Vietnam Glory Award 2022 (amongst the 7 companies nationwide) by the Vietnam General Confederation of Labour (VGCL).
- We were awarded for our contributions to the country's socioeconomic development through initiatives around sustainable development.



Mr. Nguyen Tien Vy, Mdm. Tran Kim Nga and Bennett were present at the award ceremony

### Top 10 Prestigious F&B Companies

- SABECO was named the Top 10 prestigious Food and Beverages Companies by Vietnam Report Joint Stock Company.
- We were evaluated based on (1) financial capacity of company (2) media reputation and (3) surveys from stakeholders.



### Asia Pacific Enterprise Award (APEA)

- SABECO and Bia Saigon were honoured in the category of “Corporate Excellence Award” (won 2<sup>nd</sup> year in row) and “Brand Inspirational Award” at the Asia Pacific Enterprise Award (APEA) 2022.



Alan and Venus receiving the “Corporate Excellence Award” and “Brand Inspirational Award” on behalf of SABECO



# KEY ACTIVITIES

Q3 2022



## SABECO and Bia Saigon Winning Prestigious Awards in 2022

### MMA SMARTIES Award 2022

- Bia Saigon's Tet 2022 campaign won in several categories at the SMARTIES Award, including the bronze award for "Brand for Experience", the silver award for "Technology Experience" in Geo-Targeting, and the "Communication Impact" award for the Cross Platform Category.



### Forbes Vietnam 2022

- SABECO was named one of the Top 25 F&B company brands by Forbes Vietnam 2022 - 3<sup>rd</sup> place by brand value, beating other beer players in Vietnam.





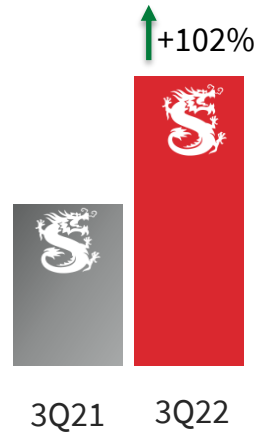
# **FINANCIALS**

# INCOME STATEMENT

Q3 2022



## Net Revenue



### Commentary

- **Net revenue** was higher mainly coming from volume growth, price increases, and better brand mix.

## Profit After Tax



### Commentary

- **Profit after tax** was higher due to higher gross margin and profit sharing from associates.

## Gross Profit



### Commentary

- **Gross profit** was higher due to higher volume and stronger revenue amid rising malt and packaging costs.

# INCOME STATEMENT

YTD SEPTEMBER 2022



## Net Revenue



### Commentary

- **Net revenue** was higher due to higher sales of can products and price increases for most SKUs.

## Profit After Tax



### Commentary

- **Profit after tax** was higher due to higher sales, gross profit, and higher profit sharing from associates. This was despite increased selling expenses as more promotions were implemented. This year also included higher brand marketing expenses to enhance brand equity and higher administration expenses for various strategic projects.

## Gross Profit



### Commentary

- **Gross profit** was higher due to higher volume and net revenue despite higher malt and packaging costs.

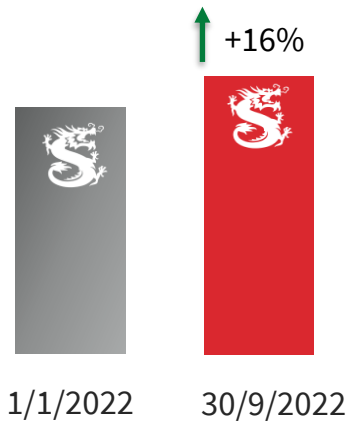


# BALANCE SHEET

AS OF SEPTEMBER 2022



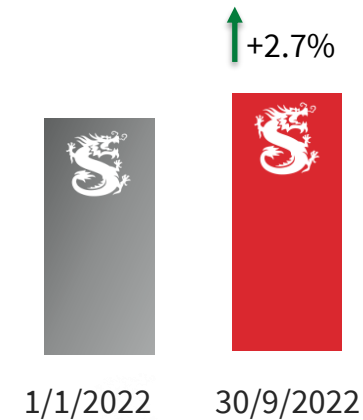
## Current Assets



### Commentary

- **Current assets** increased due to an increase in short-term investment and transfer from cash & cash equivalent on the back of stronger business performance. The increase in inventories was expected in anticipation of Pre-TET sell-in in Q4.

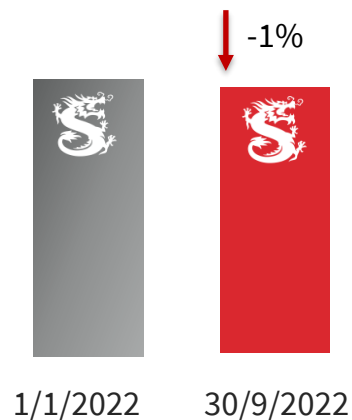
## Liabilities



### Commentary

- **Liabilities** increased mainly coming from higher accrual of marketing and promotion expenses that was partially offset by lower short-term payables.

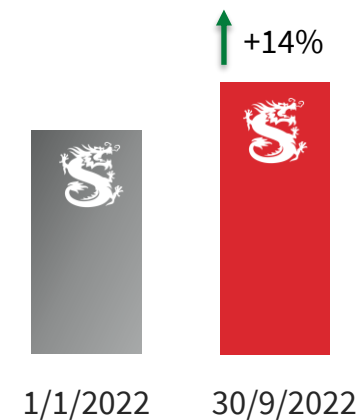
## Long-term Assets



### Commentary

- **Long-term assets** decreased mainly from depreciation during the period.

## Owners' Equity



### Commentary

- **Equity** increased as a result of strong profit contribution for the period.

# CASH FLOW

YTD SEPTEMBER 2022



Unit: Billion VND	30/09/2022	30/09/2021	Variance (%)
<b>Cash and cash equivalents at the beginning</b>	3,606	2,726	<b>32.3%</b>
Cash flows from			
Operating activities	4,734	1,669	183.6%
Investing activities	(3,296)	170	-2033.9%
Financing activities	(2,201)	(1,272)	-73.0%
Effect of foreign exchange differences	(0)	0	
<b>Cash and cash equivalents at the end</b>	<b>2,843</b>	<b>3,293</b>	<b>-13.7%</b>

## Commentary

- **Cash flow from operating activities** increased as a result of higher profit generated in addition to better working capital management.
- **Cash flow from investing activities** decreased due to more placements of term deposits at banks. Last year also included a gain from the OCB divestment.
- **Cash flow from financing activities** decreased due to different timings of dividend payments.



**SABECO**

**THANK YOU**



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