

Corporate Business Nature

Revenue Structure

Saperated Revenue of each company	% Shareholding of Company	2018		2017		2016		
		Million Baht	%	Million Baht	%	Million Baht	%	
Manufacturing and Others Business Income								
Manufacturing of Cosmetic								
S & J International Enterprises PLC.	Domestic	-	1,841.6	31.78	1,884.6	32.10	1,973.0	32.70
	Oversea	-	1,984.6	34.24	2,179.2	37.12	2,534.6	42.01
Total Manufacturing of Cosmetic			3,826.2	66.02	4,063.8	69.22	4,507.6	74.71
Manufacturing of Packaging								
Top Trend Manufacturing Co.,Ltd.	Domestic	50.00	1,038.5	17.92	942.8	16.06	821.7	13.62
	Oversea		96.1	1.66	106.8	1.82	105.0	1.74
Total Manufacturing of Packaging			1,134.6	19.58	1,049.6	17.88	926.7	15.36
Others Business								
Wildlives (Thailand) Co.,Ltd.	Domestic	99.99	10.3	0.18	10.9	0.18	13.9	0.23
	Oversea		-	-	-	-	-	-
EF Co.,Ltd	Domestic	99.99	20.2	0.35	22.6	0.38	22.8	0.38
	Oversea		-	-	-	-	-	-
S & J International (UK) Ltd.	Domestic	100.00	-	-	-	-	-	-
	Oversea		264.4	4.56	272.8	4.65	242.2	4.01
Guangzhou S & J Cosmetic Co.,Ltd.	Domestic	100.00	-	-	-	-	-	-
	Oversea		-	-	-	-	0.2	0.00
4WD Vision (HK) Ltd.	Domestic	100.00	-	-	-	-	-	-
	Oversea		59.0	1.02	58.0	0.99	64.4	1.07
4WD Vision Co.,Ltd.	Domestic	99.99	64.3	1.11	21.5	0.37	2.8	0.05
	Oversea		2.9	0.05	1.0	0.02	-	-
SAAS Co.,Ltd.	Domestic	99.99	0.7	0.01	0.5	0.01	-	-
	Oversea		-	-	-	-	-	-
Total Others Business			421.8	7.28	387.3	6.60	346.3	5.74
Total Manufacturing and Others Business Income			5,382.6	92.88	5,500.7	93.70	5,780.6	95.8
Other Income			370.3	6.39	302.8	5.16	206.8	3.43
Share of profit of investment in associates			42.4	0.73	66.7	1.14	46.1	0.76
Total Income			5,795.3	100.00	5,870.2	100.00	6,033.5	100.00

Remark : Additional information are disclosed in the Notes to Financial Statements for the year ended December 31, 2018 No.28 :
Financial Information by Segment.

Significant developments during the past year

S & J International Enterprises Public Company Limited.

● Product Design or Service

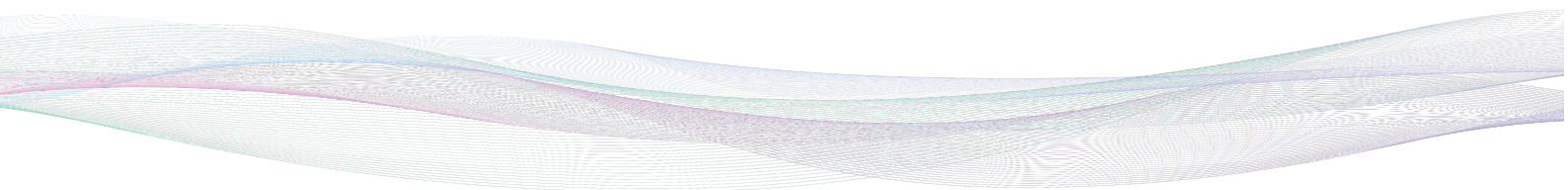
The Company is a leading manufacturer in the beauty and cosmetic industry for over 30 years providing comprehensive OEM / ODM services. It covers research and development, product research with innovations, product design and packaging, product development according to customer needs, product production with modern and standardized machinery and technology, as well as design concepts with business and marketing strategies to customers both at domestic and abroad and also including start-ups business. In addition, the Company has been certified with world-class quality standards from these quality standards certificates, creating confidence in the quality of products for customers, such as:

- GMP certificates from Food and Drug Administration, Ministry of Public Health .
- ISO 9001 : 2015 certificates from TUV ASIA PACIFIC LIMITED – Hong Kong
- ISO 14001 : 2015 certificates from TUV ASIA PACIFIC LIMITED – Hong Kong
- ISO 17025 cosmetic-lotion from Department of Medical Sciences, Ministry of Public Health.
- OHSAS 18001 : 2007 certificates from TUV ASIA PACIFIC LIMITED – Hong Kong
- CSR – DIW (Corporate Social Responsibility - Department of Industrial Work) Certificate or equivalent to ISO 26000
- ISO 22716 : 2007 certificates from TUV ASIA PACIFIC LIMITED – Hong Kong
- ESG 100 (Environmental Social Governance 100) certificates from Thaipat Institute
- Halal certification mark from the Central Committee Islam of Thailand
- Thai Labour Standard Certification (TLS.8001:2010)
- Being a member of the Sedex Members Ethical Trade Audit (SMETA) or SEDEX

● Marketing and Competition

Current opportunities and challenges in the changing of consumers who want novelty and modernity at all times, therefore making the product life cycle shorter than before. Besides, consumers can easily access news via various social media, including Real Influencer, as well as the consumer participation in the design and development of the desired product, which sticks the operators to the situation and genuinely understand the needs of customers. Therefore, the Company needs to adjust the way of thinking and new work processes to work in the design of products that are ready for sale and remain in the current, as well as adjusting the work processes to be concise and shorter to meet the digital age marketing demands.

Also, consumers are increasingly interested in natural products that are more environmentally friendly and safe, resulting in research and development of new products that use natural herbs as raw materials for the production of cosmetic products which is likely to grow more rapidly.



The Company uses marketing strategies by emphasizing the quality of products at high standards, including designing packaging of products to be beautiful, modern, convenient to use. In addition, there is research and product development to add new products to meet the needs of such customers and expand the base to new customers to strengthen stability and increase the potential of sustainable business growth. Pricing will take into account the image of the product, the production cost, and the marketing cost as the basis by emphasizing the suitability of the quality with the price that attracts the attention of the customer and taking into account the highest satisfaction of the customer.

- **Materials Sourcing or Service**

Materials and packaging were sourced from both domestic and foreign suppliers who are specialized in their field. They are equipped with modern production technology and machinery, also having good standards of quality control systems. Raw materials and packaging were ordered and directly shipped to S & J, and our customers gained more confidence in these suppliers. Materials were mainly locally sourced.

- **Trend of Industry and Competitive Condition in Future**

Cosmetic competition for both domestic and overseas is still high, in part due to changing consumer behavior in relation to health more. For hit products, the quality and pricing of the products are major factors in determining the competition. The company continued to emphasize on human resource developments, and overall management in order to create satisfaction and relationship with customers in expanding the market for both domestic and overseas.

Top Trend Manufacturing Co., Ltd.

- **Product Design or Service**

Most of the products are cosmetic and medicine which were produced to meet customer's requirements by selecting common or specific mold. In receiving ISO 9001 : 2000 certificate from BVQI in early 2003 and converted to a Quality Management System ISO 9001:2008 from TUV NORD institutions in late 2012 as well as to be certified adding more to system GMP standard in tube products. This will give customers confidence in the quality of our products and services even more.

- **Market and Competition**

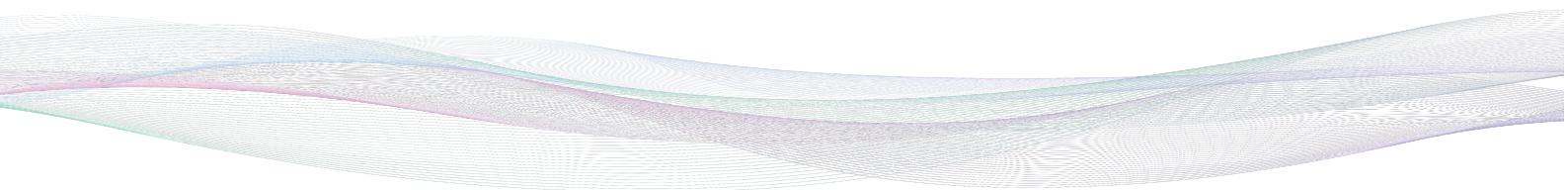
Competition in the plastic packaging in terms of design, pricing, condition of orders and delivery time keep increasing. Top Trend emphasized in efficiency and productivity by developing employee know how in production technique, also letting employees participate in fine tuning new product designs in order to better compete.

- **Materials Sourcing or Service**

The supply of good quality of raw materials at reasonable price is the core of company's sourcing. These materials were mainly locally sourced from domestic producers, and new materials were increasingly sourced that did not effect product quality, but decreased cost of production.

- **Trend of Industry and Future Competition**

Expanding use of domestic packaging is still on an up trend with competition both in pricing and fast service are still the market requirement. Top Trend emphasized human resource development and quality management in order to build up customers' satisfaction, and its relationship in expanding markets both domestic and foreign.



Wildlives (Thailand) Co., Ltd.

- **Product Design or Service**

The company developed “Wild Lives” to market personal care products for protecting UV and insecticide, taking care of, and cleaning the body to be used for travelling, sight seeing and open air activities, and able to use in daily life. In the present, there are two main products group, i.e. sun-protection products and mosquitoes-protection products.

- **Marketing and Competition**

The company expanded its market and distribution channels over last year, especially in tourism areas in the southern and eastern parts of Thailand, in addition to the tourist places in northern part of Thailand, namely Chiang Mai, Chiang Rai, Mae Hong Son, etc. along with market expansion to ASEAN, such as Cambodia, Myanmar, Laos by focusing on drugstores and developing new products and marketing strategies in order to be in a competitive market but still mainly focus on key marketing strategies for success of the company.

- **Materials Sourcing or Service**

Wildlive (Thailand) Co.,Ltd. hired an affiliate company and another non affiliate company, both with ISO9001 and GMP certificates, to manufacture and source out new materials, and develop products to meet requirements of customers who were the target group, and to be in line with the market direction. Therefore, there were no effects on sourcing products as well as its quality.

- **Trend of Industry and Future Competition**

Personal care products for tourism still have a tendency to grow together with the growth of tourism, which is highly supported in Thailand including the behaviors of domestic consumers on use of the products has a trend to use this category of products more that will affect the fierce competition particularly during the Thailand summer with 25% from period of April to May in which the growth is at the maximum of 55% compared to the average sales of the year.

EF Co., Ltd.

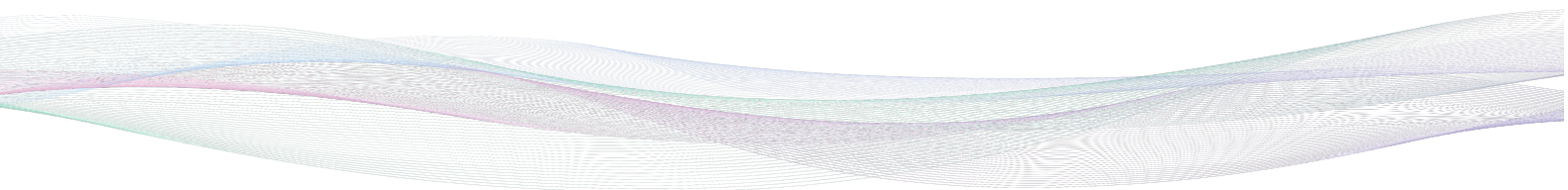
- **Product Design or Service**

EF is the distributor of consumer products and industrial supplies, the owner of product brand name “EXFAC” and household product brand name “BIO-EX”. Also, personal care products as well as industrial supplies from other traders.

- **Marketing and Competition**

Emphasize to approach customers, in form of meeting, care and good service by dividing into categories as follows:

1. **BIO-EX** – competing at medium level due to other trading firms import products having brand name and none brand name offer to customers. But at present every company accounts for easiness of handling both personnel and sourcing goods. So, the housekeeping company is hired to look after instead.
2. **EXFAC** - Competing at medium level. Most of this group will focus on the shower cream including liquid hand soap which is preferred by customers in the service place group is still possible.



3. **Group of material for manufacturing and transportation** - Competing at a high level as the product is used for consumption and needed of a factory in the industrial area. The requirements will vary with the size of the plant, such as OPP tape, stretch wrapping paper and other.

- **Materials Sourcing or Service**

The Company has appointed/hired qualified manufacturers who have good manufacturing practice and are certified at international standard, both in and outside group to develop and manufacture products to meet the needs of consumers in the target group. The company has capacity in sourcing to supply the needs of their customers and meet the growing market in the future.

- **Trend of Industry and Competitive Condition in Future**

Trend of industry and competitive conditions remain high in terms of pricing. The company emphasized in meeting, approaching and understand the needs of entrepreneurs closely. We account for as consultant rather than goods offering in order to sustain existing markets as well as continuing to expand new markets.

S & J International (UK) Ltd.

- **Product Design or Service**

The main activities of S & J International (UK) Ltd. are providing marketing services coupled with trading of raw materials and packaging relating to cosmetic manufacturing industry and beauty care products.

- **Marketing and Competition**

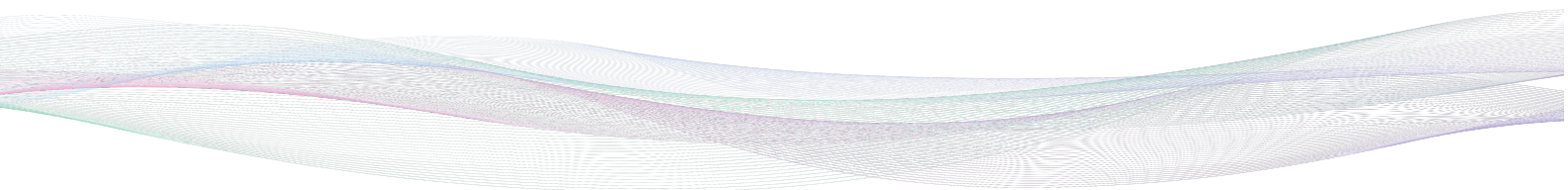
Main customers are within the cosmetic manufacturing industry, and distributors of beauty care products, for which the company focused on marketing of various raw materials and packaging components. In each case it is important to consider quality, price and quick response to the diverse needs of customers. Additionally, the Company is also providing services to customers, who want to expand their consumer market base in United Kingdom.

- **Materials Sourcing or Service**

There exists a wide variety of manufacturers, and many in United Kingdom and neighboring countries. Hence, the company can select high quality raw materials and packaging for customers, which can be used to produce goods to be sold in markets around the world.

- **Trend of Industry and Competitive Condition in Future**

The competition emphasis on product quality and delivery, therefore United Kingdom is important market for cosmetics and beauty care products. Hence, consumer preferences will set the style, and design for the United Kingdom market, for which the company will closely monitor market trends in order to respond to business needs.



Guangzhou S & J Cosmetic Co., Ltd.

- **Product Design or Service**

The main activities of Guangzhou S & J Cosmetic Co., Ltd. are providing marketing services coupled with trading of raw materials and packaging relating to cosmetic manufacturing industry and beauty care products.

- **Marketing and Competition**

Main customers are within the cosmetic manufacturing industry, and distributors of beauty care products, for which the company focused on marketing of various raw materials and packaging components. In each case it is important to consider quality, price and quick response to the diverse needs of customers. Additionally, the Company is also providing services to customers, who want to expand their consumer market base in China.

- **Materials Sourcing or Service**

There exists a wide variety of manufacturers, and many in China and neighboring countries. Hence, the company can select high quality raw materials and packaging for customers, which can be used to produce goods to be sold in markets around the world.

- **Trend of Industry and Competitive Condition in Future**

The competition emphasis on product quality and delivery, therefore China is important market for cosmetics and beauty care products. Hence, consumer preferences will set the style, and design for the China market, for which the company will closely monitor market trends in order to respond to business needs.

4WD Vision (HK) Ltd.

- **Product Design or Service**

The main activities of 4WD Vision (HK) Ltd. are providing marketing services coupled with trading of raw materials and packaging relating to cosmetic manufacturing industry and beauty care products.

- **Marketing and Competition**

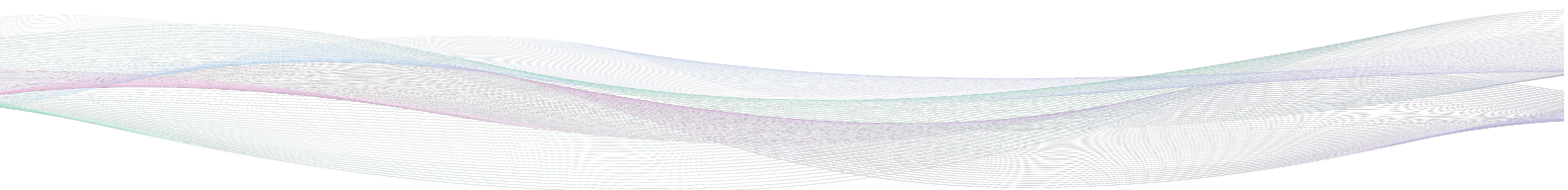
Main customers are within the cosmetic manufacturing industry, and distributors of beauty care products, for which the company focused on marketing of various raw materials and packaging components. In each case it is important to consider quality, price and quick response to the diverse needs of customers. Additionally, the Company is also providing services to customers, who want to expand their consumer market base in Hong Kong.

- **Materials Sourcing or Service**

There exists a wide variety of manufacturers, and many in Hong Kong and neighboring countries. Hence, the company can select high quality raw materials and packaging for customers, which can be used to produce goods to be sold in markets around the world.

- **Trend of Industry and Competitive Condition in Future**

The competition emphasis on product quality and delivery, therefore Hong Kong is important market for cosmetics and beauty care products. Hence, consumer preferences will set the style, and design for the Hong Kong market, for which the company will closely monitor market trends in order to respond to business needs.



4WD Vision Co., Ltd.

Product Design or Service

4WD Vision Co., Ltd. is a fully integrated beauty services trading company, focusing on trading raw materials, packaging, and other beauty related items to be supplied primarily to Thai, and AEC markets.

- **Marketing and Competition**

As a new business, the Company is building a product portfolio to meet the increasing needs of consumers, and manufacturers in the AEC region, with a wide range of beauty products, and services.

- **Material Sourcing or Service**

Initially, 4WD Vision Co., Ltd. is working in close co-operation with other S & J trading entities, to source products and materials from Europe, Asia and America, to build viable supply chain operations for its AEC business.

- **Trend of Industry and Competitive Condition in Future**

Thailand is increasingly a key trading destination in the region, and as respective markets expand, and the inter-country flow of goods, and services become easier to facilitate, it will present significant opportunities for Thai companies to participate in new growth businesses.

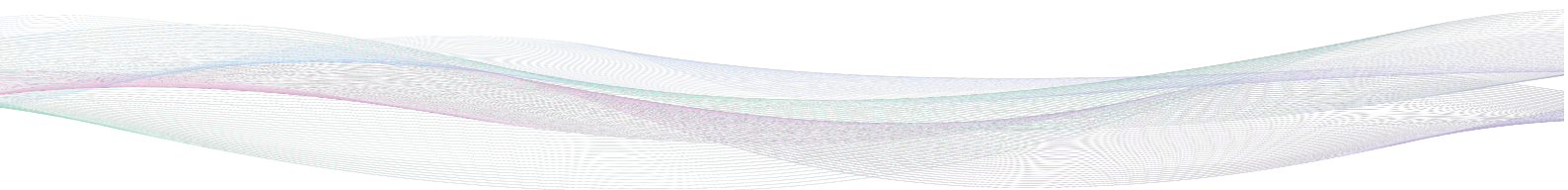
SAAS Co.,Ltd.

- **Product Design or Service**

Research and development services, including preparation of the raw material and the product's formula, used with an emphasis on health and beauty products, cosmetics, as well as serving as the primary analysis of this major product with chemical method. Microbiology and wakaiphap cheese. It also serves as the basic formula products Semi-finished product and recipe of cosmetic products in small quantities, list of additional services can be conducted in accordance with the request made.

- **Marketing and Competition**

Research and development is considered as a main strategy in which a competitor in the market related to research and development of products that belong to a private company, then there is very little even in the cosmetics industry. Mostly focuses on impersonation and development. The lack of serious research and development operations are often more than a leader who makes business growth not progressed as expected, while the world's leading industrial companies. Most research and development departments or agencies to bring innovation and knowledge that has been creating and improving our products, including the processes and services that can meet the needs of the market. So a cosmetic business of these companies successful and sustainable progress. For this reason it is a good chance that the company's research and development services provider for responding to the cosmetics industry, both in Thailand and abroad who want to research and develop materials and formulations of cosmetic products that stand out from competitors. Including the quality and price.



- **Material Sourcing or Service**

Because the company's aim to provide research and development as well as preparation of materials and products, recipes, health and beauty care with an emphasis on cosmetic products is primary. In the majority of tasks related to research and development or preparation of raw materials used in products that come from natural sources, to create value for the resources of the country is important. There is also a variety and have a chance to get something of value as desired. This is an action to get what you want from a natural source. Require additional substances to be used in the extraction of the desired message comes out. Which supply these additional substances to look for or produced in the country, Thailand. For the formula of the product. If the customer proposition came from the company itself, the target is focused on containing elements or ingredients, natural ingredients and can supply or production in the countries of Thailand, most. This is to protect the environment and provide benefits to the nation the most. However, if there is a need for components that can not be procured locally. May be imported from foreign parts.

- **Trend of Industry and Competitive Condition in Future**

From the Government's support, said that Project "Thailand 4.0" has forecast to business groups, industries, health and beauty products are subject to research and development, particularly of raw materials that are used as components in products mentioned in this agricultural produce. To maximize the potential of the biological diversity of the country, including academic institutions and research organizations of the State are interested in research and development of products from natural sources, with more biodiversity. Only by adding value as the final output can lead to more business. All of this country's research funding is now several sources highlighting the funding support for research projects that have opportunities or potential leads to economic value added, and some donors emphasize the need to have a partnership with the private sector. So look at dementia research and development in the industry are increasing. Dedicated to cooperation with academic institutions or research organisation of the State in which such dementia will make the company's competitors are more and more competitive environment of companies in the future will be more. Both these alliances have the opportunity to make such a race was reduced.

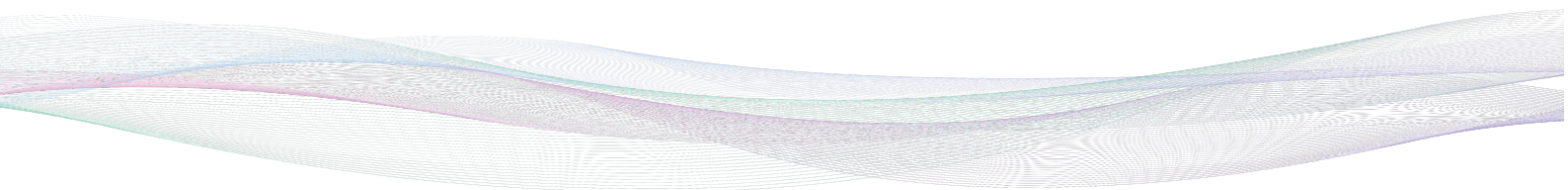
Operational Energy Group Limited

- **Product Design or Service**

OEG is a service provider for operation and maintenance to private Power Plants as well as local and overseas industrial factories and Leased engine service including Technical Due Diligence of power plant for Financial Advisor.

- **Marketing and Competition**

Operation and Maintenance business (O&M) is competitive as there are many local service providers and foreign experts coming into the business. Due to capability of power reserve is at stable condition and power consumption demand has tendency to increase per economic growth, we believe that it is a good opportunity to expand its customer base.



- **Material sourcing or Service**

OEG maintains quality and performance of sourcing products and services by efficiently appraising suppliers, or service providers and looks for new and qualified suppliers with strong management.

- **Trend of Industry and Future Competition**

An expanding of economics that keep increasing effected to the confidence of daily need products manufactures and service providers to invest or increase their capacities resulting to consume more electricity proportionately, caused the state and private industrial producers to expand its capacities. It is company's opportunity to speed up producing results to existing customers and public in order to be used as reference to increase customers in future.

Yamahatsu (Thailand) Co., Ltd.

- **Products Design or Services**

In 2018 the company has increased production, added more model products and new products to replace the original products. By changing manufacture formula and packaging in order to meet market needs of consumers. For foreign customers, the company has expanded more products series.

- **Marketing and Competition**

The company sold thru Hub Distribution Centers in Thailand which its customers in domestic and in several countries in Asia. They have expanded its customer several countries in Asia and update new products per requirement of customer markets resulting in sales increased.

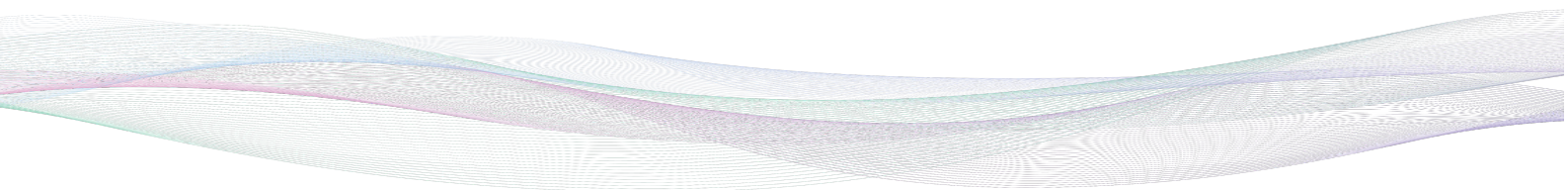
- **Materials Sourcing or Service**

The Company have more selected of raw materials. In addition to improve inventory increased in production enabling the company can reduce the cost of raw materials from the volume of orders increased resulting in cost and price of products are competitive in the market.

Some raw materials especially chemicals that are from the oil group, its price have been increased in accordance with market forces caused the company to use strategies in purchasing such as comparing the purchase price, planning an appropriate order to obtain raw materials at cheap price and good quality standards.

- **Trend of Industry and Future Competition**

The company has been planning the formulation of products by changing formula to high-quality and used raw materials that are not specific to each formula, more than necessary. So that the company don't have to purchase a variety of materials but the purchase of raw materials on a few items at lower prices in order for costs of production can compete in the marketplace. Number of sales order increased in Asia region support the company in enabling to better manage purchase.



- **Products Design or Services**

The company is a manufacturer and distributor of pharmaceuticals including food supplements.

- **Marketing and Competition**

The company put the marketing into 3 channels.

Domestic : Company distribution channels to cover the whole country, such as hospitals, both public and private sectors. Hospitals, clinics and drug stores, focusing on strategies to compete with the production quality. Research and development of new recipes and good service with reasonable price, so that patients can have access to the drug, and the company is also a market leader in cardiovascular medication continuously for a long time.

Oversea : The company is selling in foreign countries such as Myanmar, Laos, Cambodia and plans to expand overseas markets increased because the company has been certified with international manufacturing standards, such as European standards (GMP- PIC/S: Good Manufacturing Practice-Pharmaceutical Inspection Co-operation Scheme) and ISO 9100 : 2015

OEM: Original Equipment Manufacturing : The company has gained the trust of leading pharmaceutical companies, pharmaceutical and food supplement is a lot for a long time.

Competition

Price competition is also a key factor in the domestic market. The company emphasized quality to produce product strategies and managing the cost, there are numerous so as to compete with rivals.

For the overseas market, the companies focus on quality strategy and global service to allow competition in the global market.

- **Materials Sourcing or Service**

The company has sourcing of raw materials and packaging per consumers' need. The companies as distributors are major raw material suppliers who are certified ISO 9001 and GMP.

- **Trend of Industry and Future Competition**

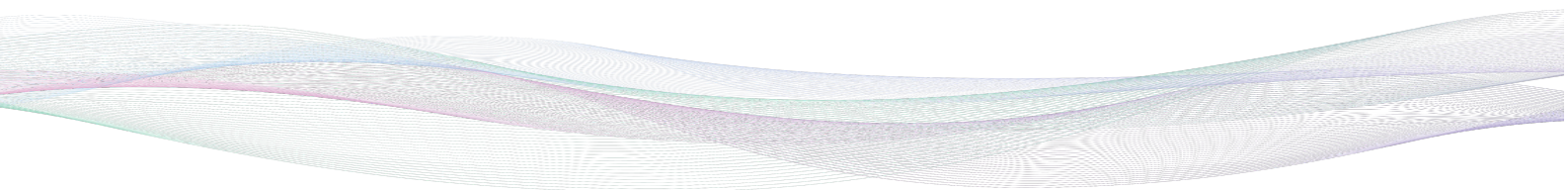
Pharmaceutical industry is likely to use more advanced medicines.

1. The Government has a policy to use medicines in countries with national health insurance project, all 3 systems of Thai people.

2. The integration of ASEAN (AEC = Asian Economics Community) that result in the registration of medicines in ASEAN, can use the same set of documents. Thus, as a result of the positive export in ASEAN member countries together.

Future Competition

Because the integration of the ASEAN Economic Community (AEC). Cause increased competition from all Member countries, 10 countries that the group will expand the market in Thailand more. The company has prepared a plan to expand into the international market.



Atika Beauty Manufacturing Sdn.Bhd.

- **Product Design or Service**

The company's products under the main objective of the company is the manufacture of cosmetics, makeup categories to be certified under the "HALAL", such as face powder, lipstick, etc. The company focus on developing products according to customer's requirement with machines and technology, modern and standardized which its factories located in Malaysia to provide its products to Muslim consumers in the Southeast Asian and the Middle East.

- **Marketing and Competition**

At present, Muslims cosmetic consumers have increased every year whereas there are only 5 HALAL key manufacturer. Thus, the company's products are able to share the market and meet the needs of consumers to reach the target groups.

The company's marketing strategy emphasized products with a high quality standard, including the packaging of beauty products that are innovative, easy to use ,suitable quality and prices to attract the interest of customers by considering customers' satisfaction.

- **Materials Sourcing or Service**

Materials and packaging were sourced from both domestic and foreign suppliers who are specialized in their field. They are equipped with modern production technology and machinery, also having good standards of quality control systems.

- **Trend of Industry and Competitive Condition in Future**

Growing Muslim population and increase in purchasing power drive the demand for Halal colour cosmetic products in the overall Halal cosmetics industry. In addition, the significant improve in interest among Muslim women for makeup products, in particular, cosmetic products has offer potential growth opportunity to the Halal cosmetic manufacturers.

Halal certification and technical know-how are the core strength of Atika for product development. Product development is an important aspect of competitive advantage for Atika to become one of the leading Halal colour cosmetics contract manufacturers in the industry. Atika's marketing strategy will continue to focus on MNC as well as other potential customers locally and globally, to expand and diversify its customer base and improve its profit performance.

Atika has always taken initiative to improve its operational efficiency. One of the steps taken is to implement SAP software system. The implementation of the SAP software system has played an important role in terms of enhancing its production and operational efficiency.

As Halal cosmetics industry is growing. From now on, other manufacturers may enter into the industry and the industry will become more competitive in future. However, with Atika's business growth strategy, Atika believes that it would be able to sustain its business growth and improve its profitability performance in the future, and further strengthen its presence and become a leader in the Halal colour cosmetics industry.

