

# OPPORTUNITY DAY

— Y2022 —



# AGENDA



01

Company Profile



03

Strategies Foresight



# COMPANY PROFILE

Metro Systems Corporation Public Company Limited was founded on [January 6, 1986](#), to operate as a sales representative of computers and equipment under IBM product brand and began trading common shares in the Stock Exchange of Thailand on May 9, 1996, with a registered and paid-up capital of 360 million baht. Currently, the company has expanded the scope of business operations toward presenting comprehensive IT solutions and services with coverage of the world's leading IT products such as products from [IBM](#), [HP](#), [Lenovo](#), [Dell](#), [Acer](#), [Microsoft](#), [CISCO](#), [Solidworks](#), [AWS](#), [Huawei](#), [Apple](#) and others in order to meet customers' need

## HISTORY

01

### Established in 1986

- Registered Capital: 4 MB
- Appointed as the First IBM Partner in Southeast Asia

02

### 1989 - 2004

- Established Subsidiary & Associated Companies
- First Trade to SET on May 9, 1996
- Appointed as Microsoft Trade Partner
- Registered Capital increase to 360 MB

03

### 2011 - 2019

- Certified of ISO9001, ISO20000-1 & ISO270001
- Established the Disaster Discovery Center (BCS) & Security Operation Center (MiCSC)
- Appointed as AWS Cloud Trader Partner

04

### 2020 - Present

- Launched the MSC IP under the name of the Superapp
- Apple Authorized Distributor
- Appointed as Huawei Trade Partner
- Metro Cloud
- Certified & Reward: THSI, CGR & CAC



# MSC Group



**Digital Printing  
Group**



**Digital Solutions  
Group**



**Solutions Integration  
Group**

**MSC**



**Metro Connect**  
IBM / HPE Distributor

**99.99%**



**Metro Professional Products**  
Systems Integrator

**99.99%**

**Subsidiaries**



**HIS MSC**  
Hotel Software

**49.97%**



**JBCC (Thailand)**  
Japanese Customer

**20.00%**

**Associated**



# MSC BUSINESS STRUCTURE



## Digital Printing Solution

- Supplies & Printer
- Contractual
- Printing Services

Business Growth **5%**



## Digital Transformation

- App Modernization Service
- Robotic Workflow Process
- Analytic for Bigdata
- Superapp (CRM & ERP)

Business Growth **30%**



## Infrastructure Solution

- Hardware & Software Systems
- Backup & DR
- Network Systems
- Multi-Cloud Service

Business Growth **65%**



## Information Security

- End Point & Networks Security
- Server & Mobility Security
- Data Security (PDPA)
- SOC Center

Business Growth **45%**

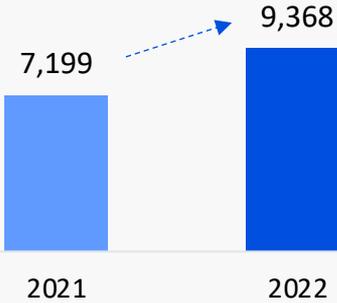
# FINANCIAL RESULTS



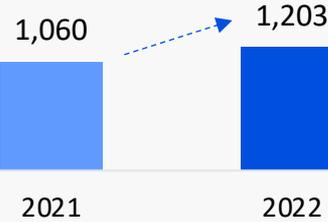
Metro Systems Corporation, Plc.

# Financial Performance

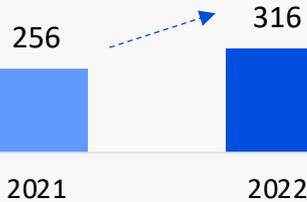
## Revenue



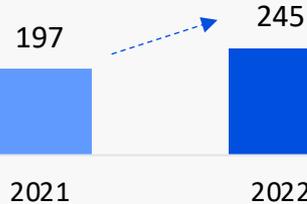
## Gross Profit



## EBIT



## Net Profit



### Revenue Growth

**+30%** YoY

Increase 2,170 MB

### Gross Profit Growth

**+13.5%** YoY

Increase 143 MB

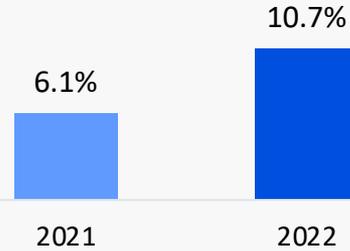
### Net Profit Growth

**+24%** YoY

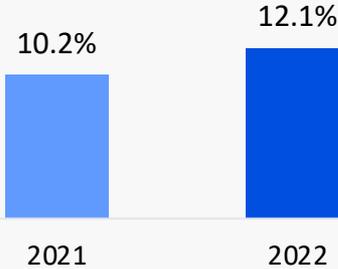
Increase 48 MB

# Financial Ratio

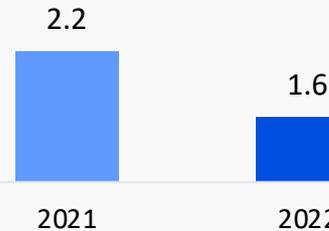
## ROA



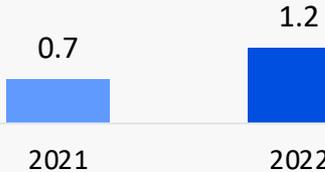
## ROE



## Current Ratio



## D/E Ratio



## Assets

**4,567 MB**  
Increase 1,263 MB

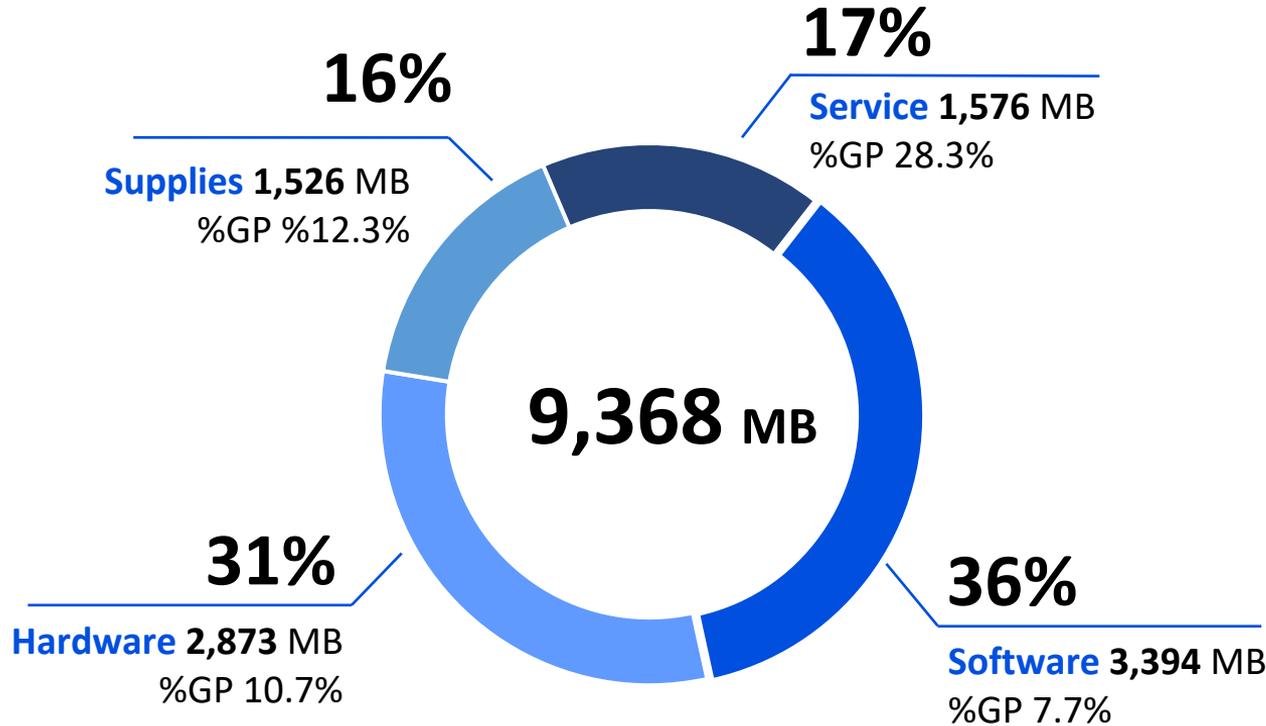
## Liabilities

**2,492 MB**  
Increase 1,165 MB

## Equity

**2,075 MB**  
Increase 98 MB

# Revenue Breakdown 2022



## Revenue Growth

**+30% YoY**  
Increase 2,170 MB

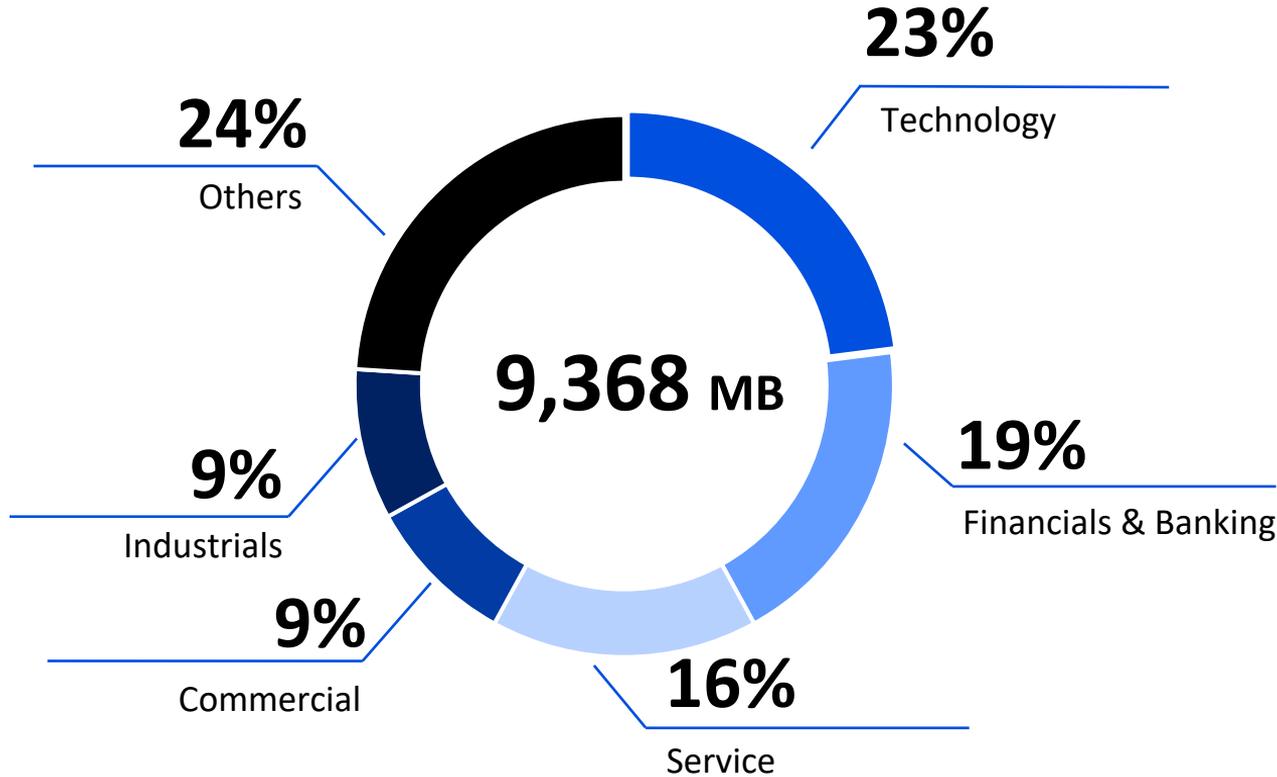
Hardware ▲ 70%

Software ▲ 29%

Service ▲ 24%

Supplies ▼ 5%

# Revenue by Segment 2022



## Revenue Growth

**+30% YoY**  
Increase 2,170 MB

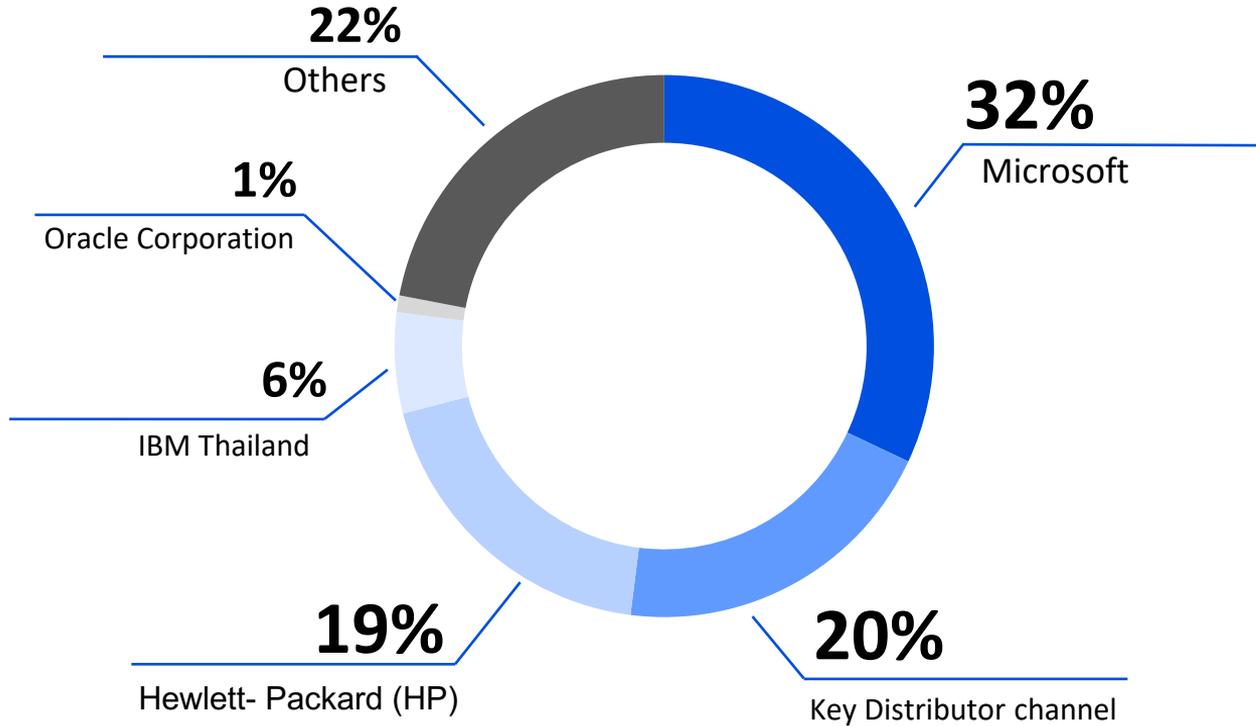
### Technology

▲ 66%

### Service

▲ 93%

# Key vendor 2022



Supplier

80%

Distributor

20%

# STRATEGIES FORESIGHT



Metro Systems Corporation, Plc.

Key Corporate Strategy

Solution as a Service  
Intelligence Managed Service

Digital  
Transformations

Business Alliance  
MSC IP

Growth and Stable  
High Profit



Sustainable in the  
Digital Economy Era



People  
Excellence



Digital Transformation  
Excellence



Product & Service  
Excellence



Customer  
Excellence



Collaboration  
Excellence

Solution Focus

Infrastructure  
Solution

Managed Service

Cloud Solution

Cyber Security

Data Fabric

The  
Superapp

The  
Superapp IOT

# MSC Offers for Customer Cloud Journey

Think Big, Start Small, and Move Fast!



- Well Architected Reviews
- Cost Optimization



Solution

Adoption Stage

- Licensing and Optimization Assessment

- Account Setup
- Multi Account Environment
- Compliant Landing Zone

- Ransomware Protection
- Disaster Recovery
- Server Migration
- Database Migration
- App Modernization
- Cloud Managed Services

- DevOps
- Cloud Native
- Data Analytics and AI
- Data Governance
- Business Applications - SuperApp (CRM, ERP, E-Commerce)



On-Premises

Foundation

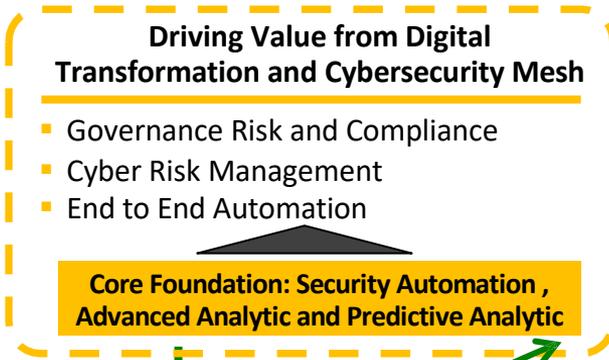
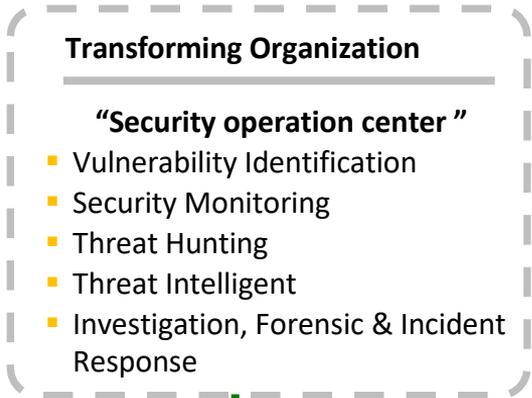
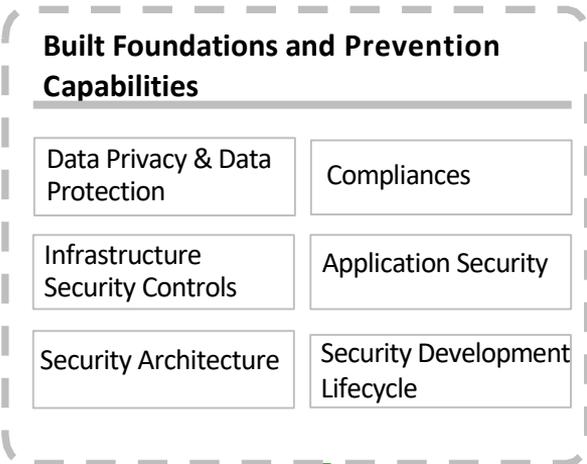
Migration

Reinvention

CLOUD-NATIVE

RETIRE TECH DEBT

# Cyber Security



# Data Analytic & AI



**DATA**

- Customize App
- Business App
- E-Commerce
- SaaS Application
- Social Medias
- Sensors & Devices



Information Management	BIG Data Store	Machine Learning and Analytics	Dashboard and Visualizations
Batch/Script/ ETL	Operational Data Store	Machine Learning	Data Virtualization
Near/ Real Time (CDC)	Trusted Data/ Enterprise DW	Data Lake Analytic Service	Enhanced Applications ML/AI
Services Bus/ Messaging	Data Marts	Hadoop and Spark	Cognitive Service
API/RPA	Data Lake/ Big Data	Streaming Analytic	Business Scenarios : Recommendation, Churn, Forecasting

**ACTION**

- Decision Making
- Application Development
- Operation Intelligent
- Data Monetization



**Intelligent Data Fabric : Unified Data Management, Governance**

**Enterprise Capabilities : Security, Data Catalog, Reliability, Scale and Performance**

# The Superapp Customers Industries



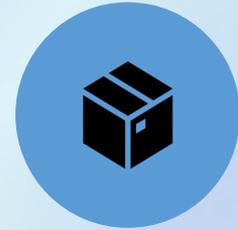
AUTOMOTIVE  
PARTS & SUPPLIES



CONSTRUCTION  
MATERIALS



EDUCATIONAL LIFE-  
LONG LEARNING



MANUFACTURING  
SALES & SERVICE

# The Superapp Success Cases



## The Superapp Suite

ERP 14 Companies

CRM 8 Companies

E-Commerce 3 Companies



## Total 25 Companies

Total Contract Value 104 Mil Baht

# The Superapp IOT



Production Expert



Assets insight

# MSC SUSTAINABILITY





## Sustainability Vision

“We will be a model organization for sustainability in business operation,  
along with economic, social and environmental concern”

## Sustainability Highlight 2022



## Sustainability Strategy

### Environment



Environment Management



Efficient Use of Resource



Climate Change Management

### Social



Human Rights



Participation in Development  
of Community & Society



Stakeholder Engagement

### Governance



Corporate Governance



Risk & Crisis Management



Supply Chain Management

### IT



IT Security



Information Technology

## Core value

**M**

Moral

**E**

Excellence

**T**

Teamwork

**R**

Respect & Trust

**O**

Ownership

# MSC SUSTAINABILITY

To be a sustainable company in the digital economy era as well as developing a learning society

## SUSTAINABLE DEVELOPMENT GOALS

**1 NO POVERTY**  
Financial Planning, Investment and Fund Management Projects for Savings



- Smart Classroom Project
- University Networking Project
- MSC Academy
- METRO Gen
- Open to Visit the Company's Technology Center



- Fitness, Swimming Pool, Salt System, Sauna
- Fitness Club, Yoga, Football, Badminton, etc.
- Annual Health Check



- Install Solar Power Generation Panels
- EV Charger



- Occupational Safety Training
- Employee Outsourcing
- Internship Student
- METRO Gen



- Selection of Quality and Standard Products from Leading Organizations
- METRO Green Clean Office Project



- In-house Innovation Project
- METRO Gen

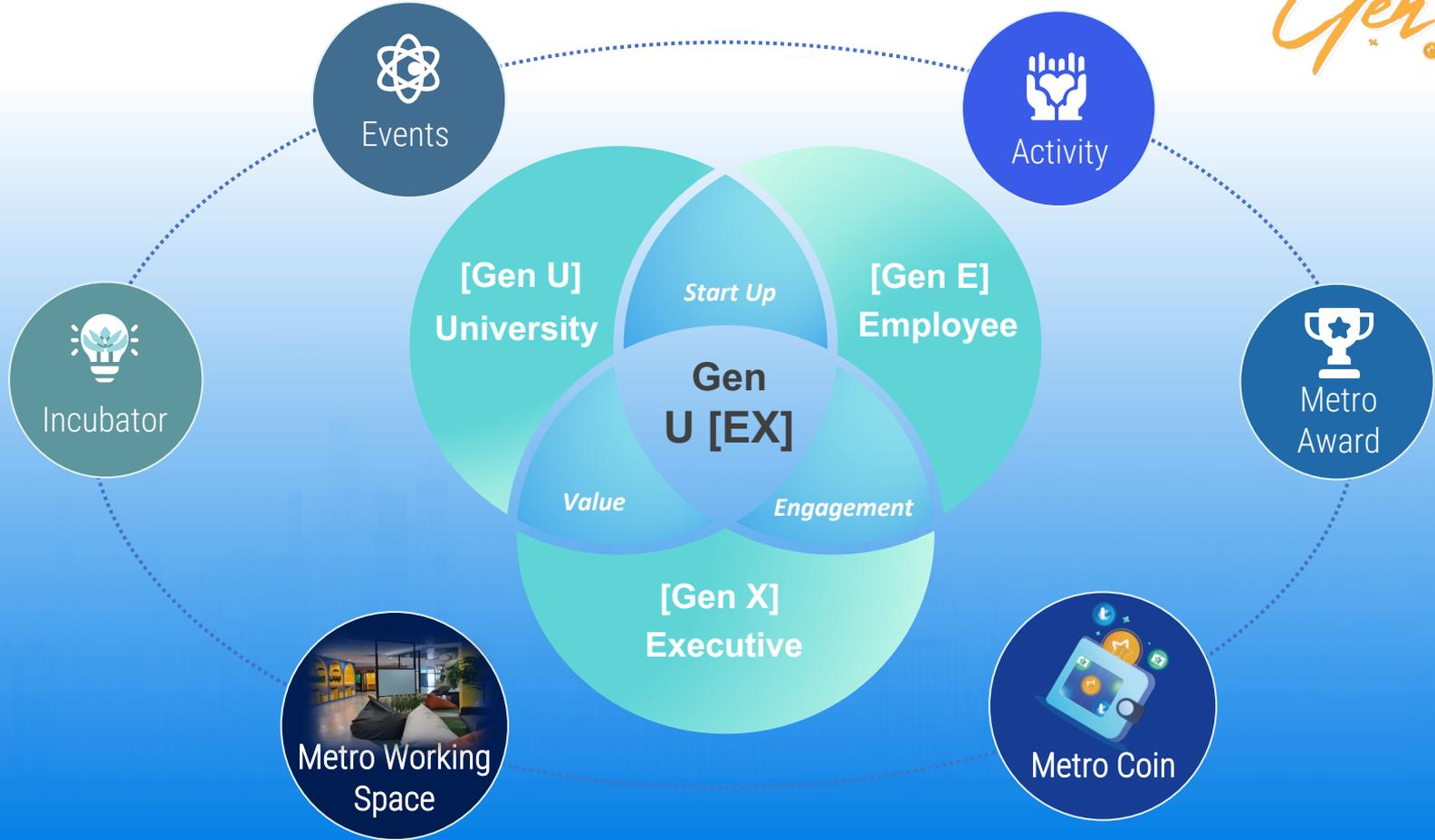


Mangrove Planting



- Anti-Corruption Campaign
- Human Rights Policy
- Provide Training for Testing Business Ethics and Company Policies

# MSC COMMUNITY



# THANK YOU

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 [www.metrosystems.co.th](http://www.metrosystems.co.th)

 [www.facebook.com/metrosystemscorp](https://www.facebook.com/metrosystemscorp)



**Metro Systems Corporation**  
*PUBLIC COMPANY LIMITED*