



Metro Systems Corporation, Plc

OPPORTUNITY DAY

1H2023



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



Digital Transformation

- App Modernization Service
- Robotic Workflow Process
- Analytic for Bigdata
- Superapp
 - CRM & IoT
 - E-Commerce



Infrastructure Solution

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



Information Security

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

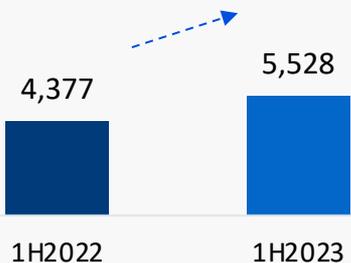
FINANCIAL RESULTS



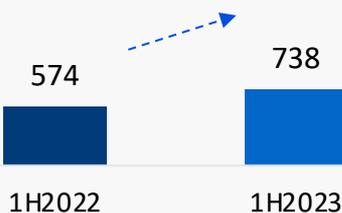
Metro Systems Corporation, Plc.

FINANCE PERFORMANCE

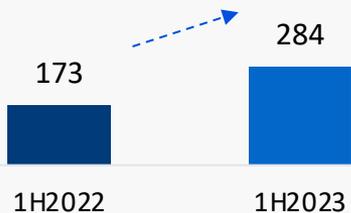
Revenue



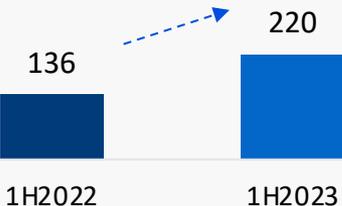
Gross Profit



EBIT



Net Profit



Revenue Growth

+26% YoY
Increase 1,151 MB

Gross Profit Growth

+29% YoY
Increase 164 MB

Net Profit Growth

+62% YoY
Increase 84 MB

FINANCE RATIO

ROA

8.0%



2022

10.3%



1H2023

ROE

12.1%



2022

15.6%



1H2023

Current Raito

1.6



2022

2.1



1H2023

D/E Raito

1.2



2022

0.7



1H2023

Assets

3,690 MB

Decrease 878 MB

Liabilities

1,538 MB

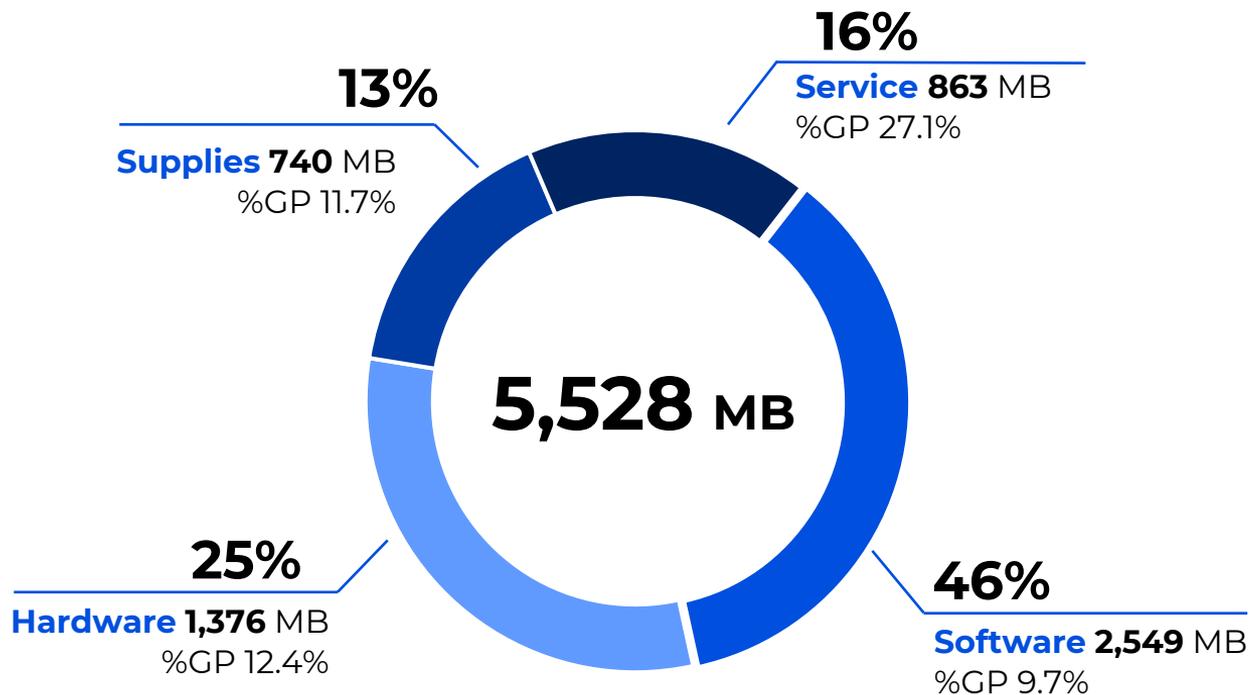
Decrease 954 MB

Equity

2,152 MB

Increase 77 MB

REVENUE BREAKDOWN 1H2023



Revenue Growth

+26% YoY

Increase 1,151 MB

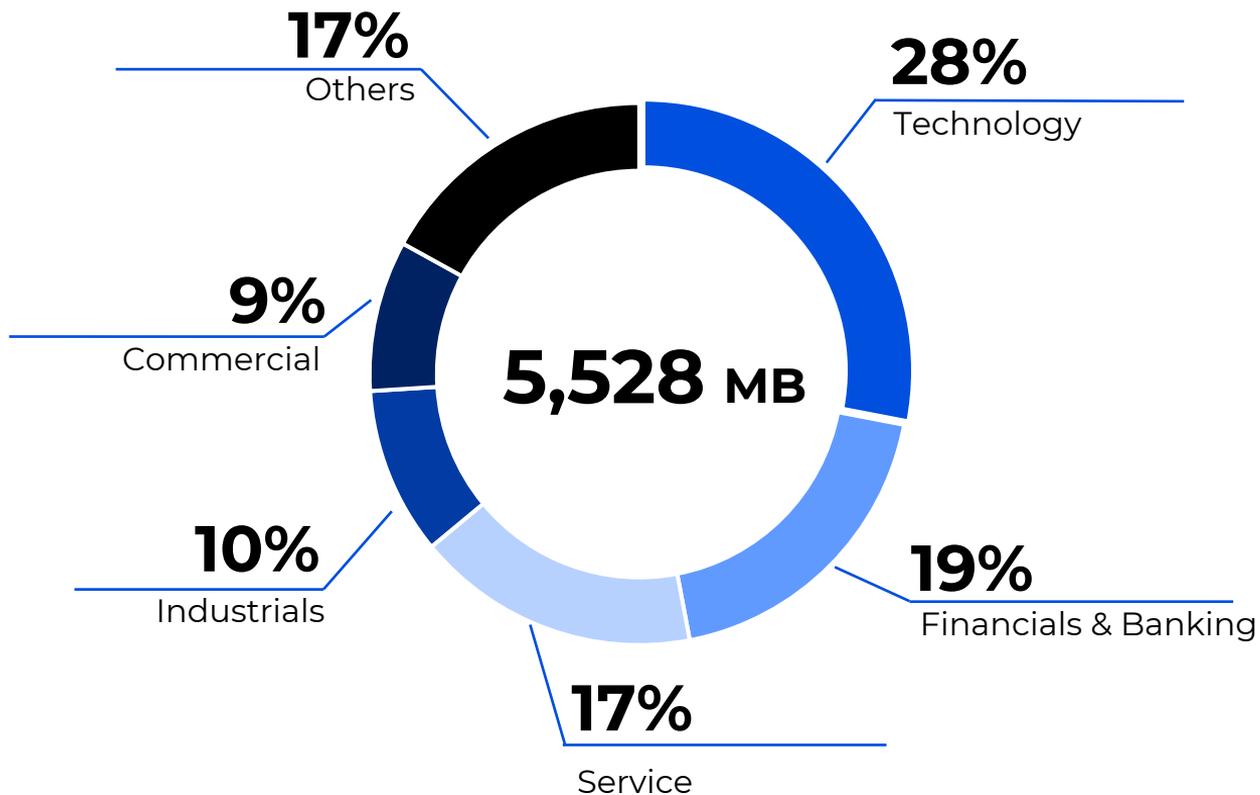
Hardware ▲ 54%

Service ▲ 33%

Software ▲ 23%

Supplies ▼ 2%

REVENUE BY SEGMENT 1H2023



Revenue Growth

+26% YoY

Increase 1,151 MB

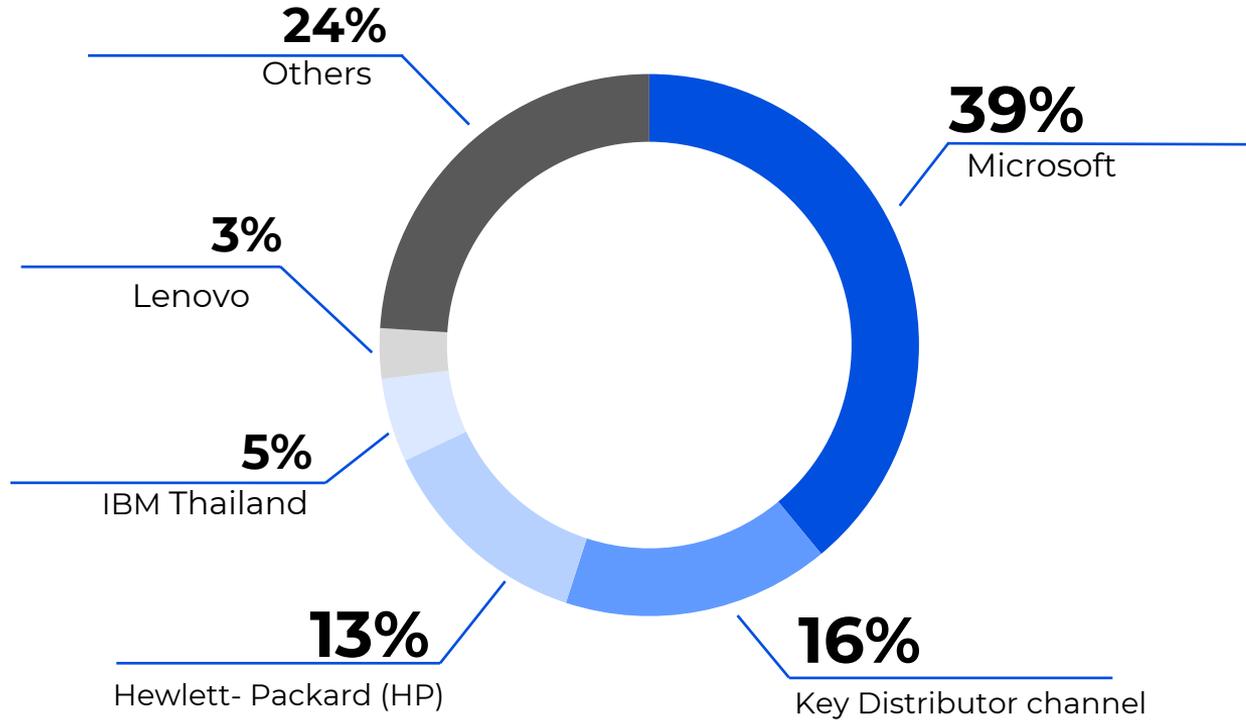
Service

▲ 105%

Technology

▲ 52%

KEY VENDOR 1H2023



Supplier

84%

Distributor

16%

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

Cloud Solution

Cyber Security

Data Fabric

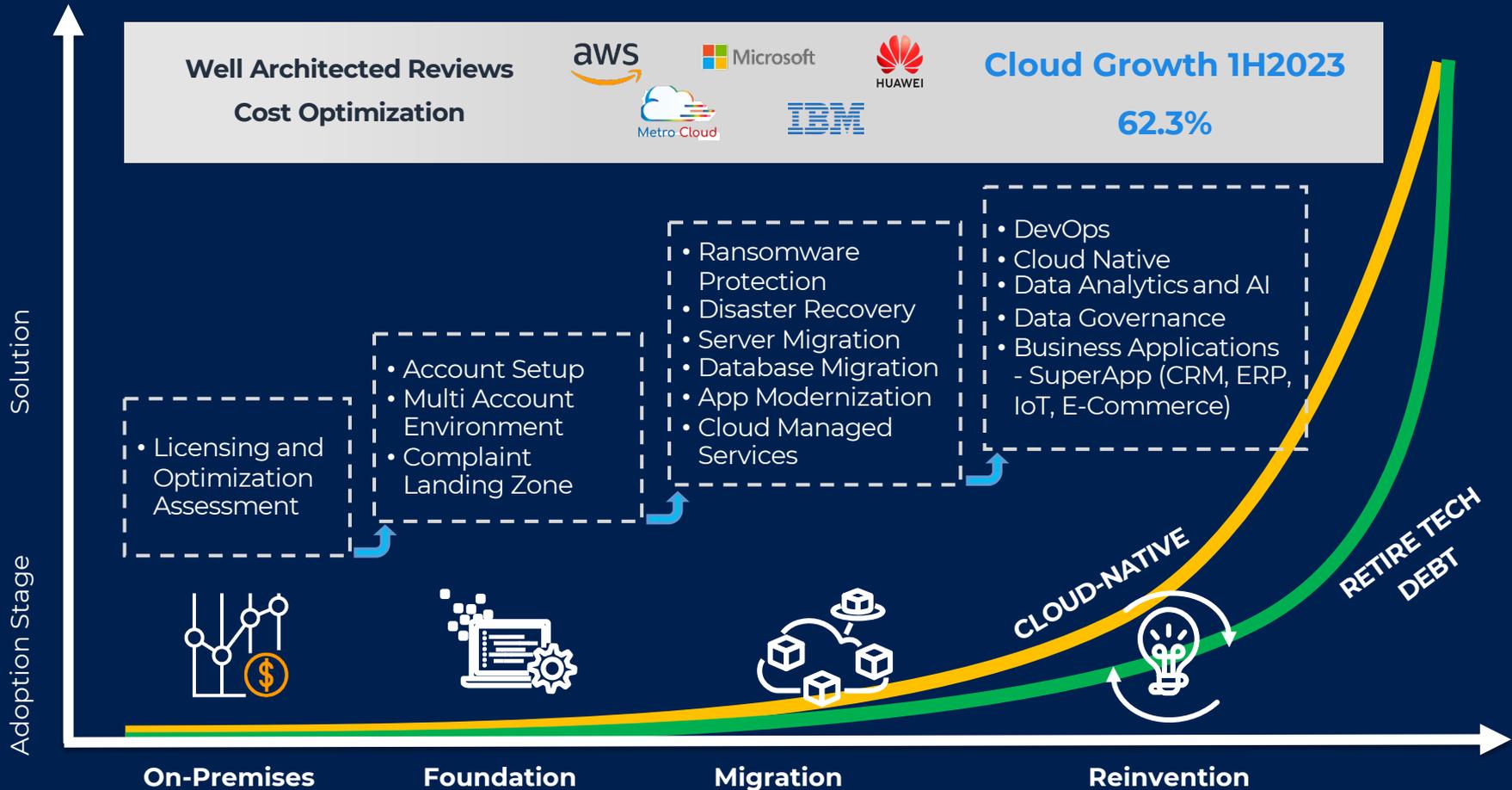
The
Superapp

The
Superapp
IOT

Managed
Service

MSC Offers for Customer Cloud Journey

Think Big, Start Small, and Move Fast!



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 SUITE



The Superapp Marketing

- Customer Segments
- Campaigns & Distributions
- Responses & Review Marketing ROI



The Superapp Sales

- Sales Engagement & Activities
- Sales Review, Pipeline, Prospecting, & Forecast
- Sales AI Recommendation



The Superapp Commerce

- Channel of B2B Ordering
- Customer Portal
- Dealer Campaign, Promotions, Rebates & Loyalty
- Dealer Stock Planning & Replenishing



The Superapp Customer Service & Field Service

- After-Sales Service & Case Management
- Service Queuing System with Priority & SLA
- Field Service Management & Route Plan



The Superapp IoT

- Production Monitoring Tool
- Realtime OEE and Route Causes
- Integrated with Machine Sensors
- ML/AI with Predictive Maintenance and Anomaly Detection



The Superapp ERP

- Finance and Accounts
- Inventory and Distribution
- Localization & Taxation
- Management and Legal-Required Reports

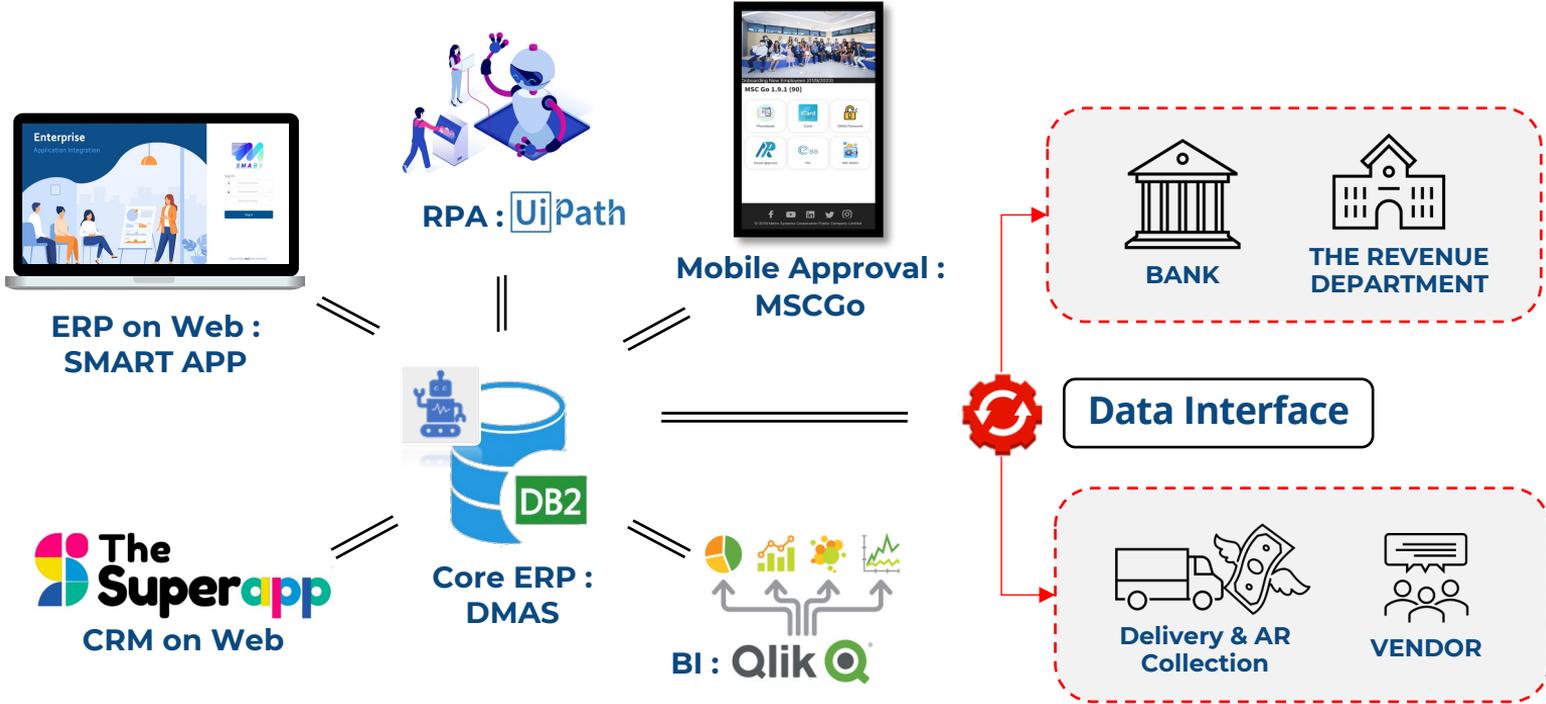
Number of Customers and Business Value From Recent 2 Years

Total Business Values: 85.4 MB

- **The Superapp CRM:** 10 Customers (17.5 MB)
- **The Superapp Commerce:** 5 Customers (49.9 MB)
- **The Superapp IoT:** 1 Customer (1.4 MB)
- **The Superapp ERP:** 4 Customers (16.6 MB)



INTERNAL OPERATION

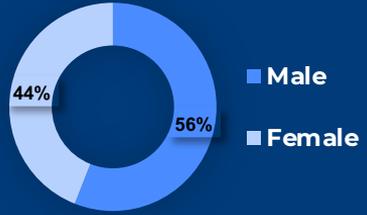
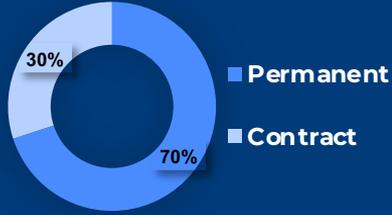


PEOPLE EXCELLENCE

No of Employees



1,056 H/C



As of August 31, 2023

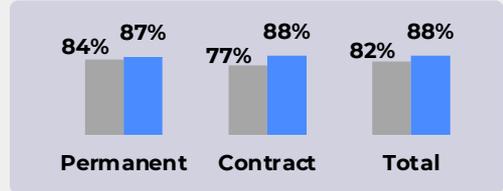
Strategic Action

- Salary & Benefit Competition
- Reward & Recognition
- Activities

Employees' Engagement

2022 2023

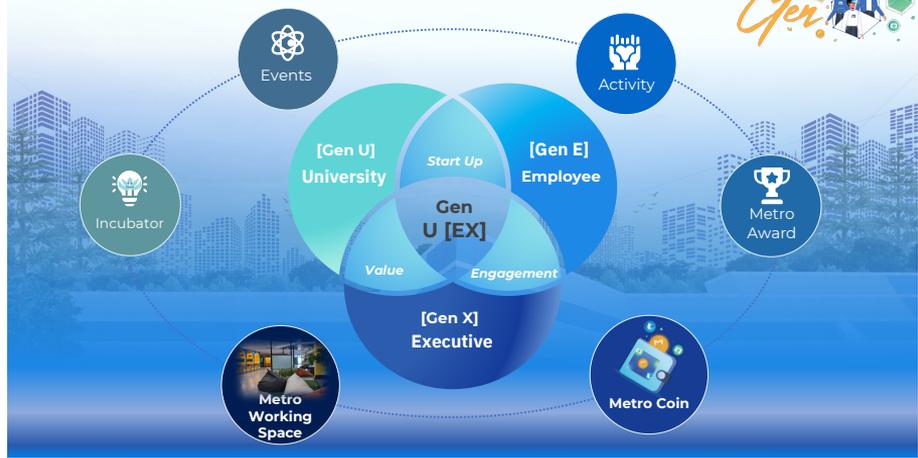
2023 Overall Employee Engagement Result



Top 3 Highest Engagement Factors



MSC COMMUNITY



MSC SUSTAINABILITY

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

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

Environment



Social



Governance



Employee



THANK YOU



IR@metrosystems.co.th



www.metrosystems.co.th



www.facebook.com/metrosystemscorp



Metro Systems Corporation
PUBLIC COMPANY LIMITED