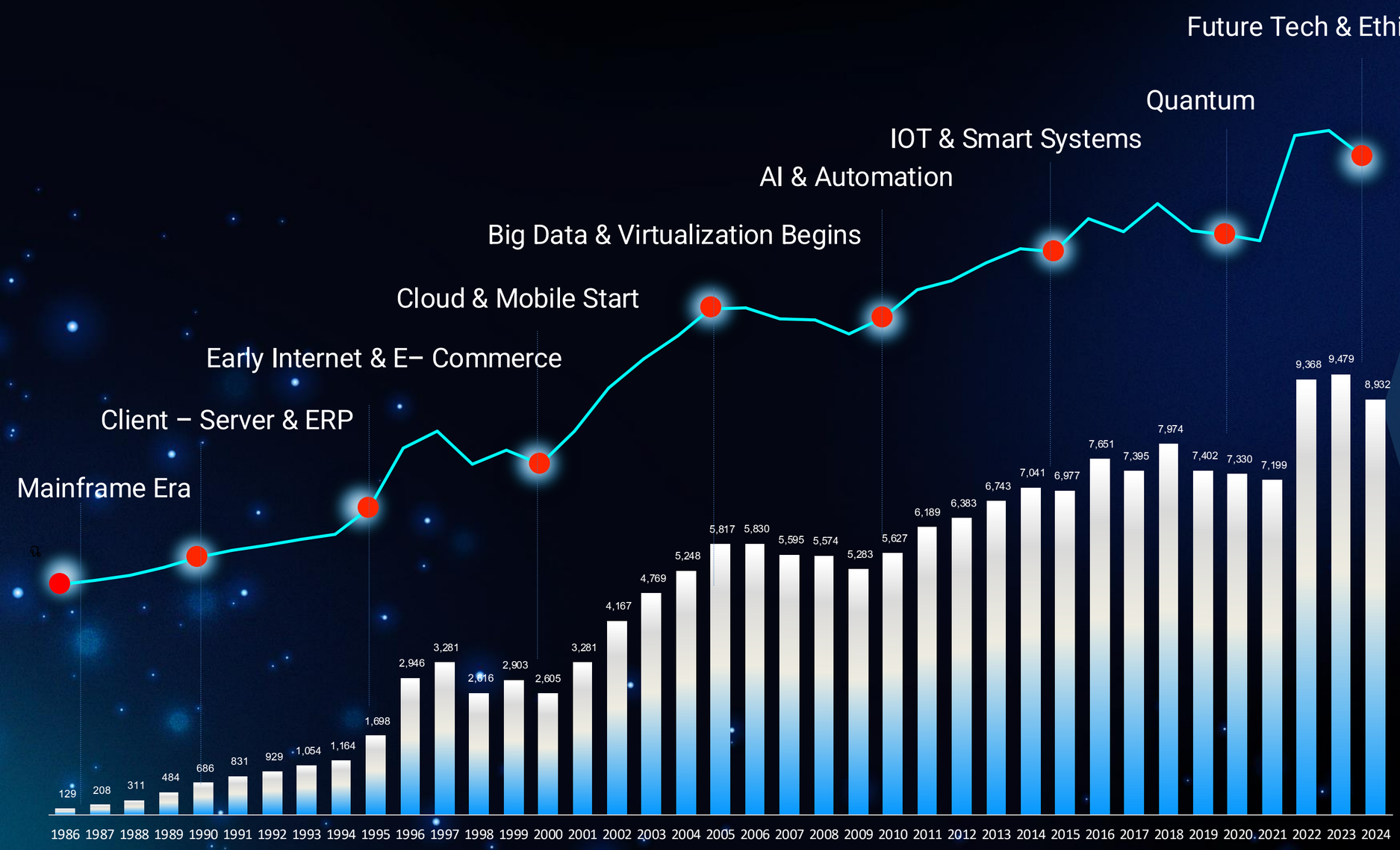
บริษัท เมโทรซิสเต็มส์คอร์ปอเรชั่น จำกัด (มหาชน)
Metro Systems Corporation Public Company Limited

FY 2024 OPPORTUNITY DAY

March 19 , 2025

40
ANNIVERSARY

MSC IT JOURNEY 40 ANNIVERSARY



Business Structure

Infrastructure Modernization

Cyber Security Solution

IT Managed Services

1,077 HC

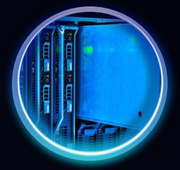
Business Application & Data Modernization

Design & Engineering

Office Solution

From Southeast Asia's First IBM Authorized Distributor to the Expert in IT Infrastructure

Key Performance : 2024 vs 2023 (YTD)



▼-16%

Infrastructure Modernization

▲18%

Office Solution

▼-21%

Business Application & Data Modernization

▼-32%

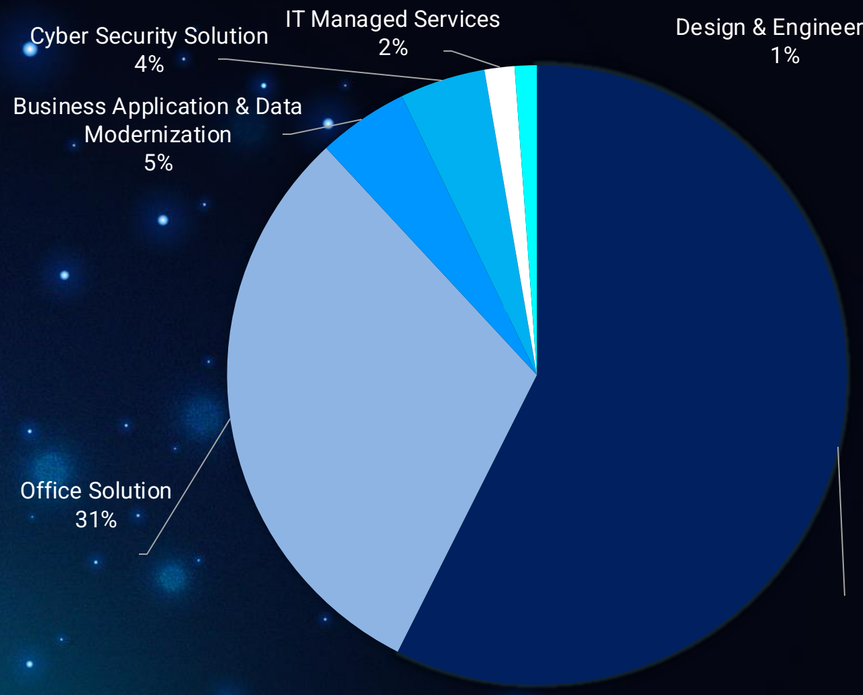
Cyber Security Solution

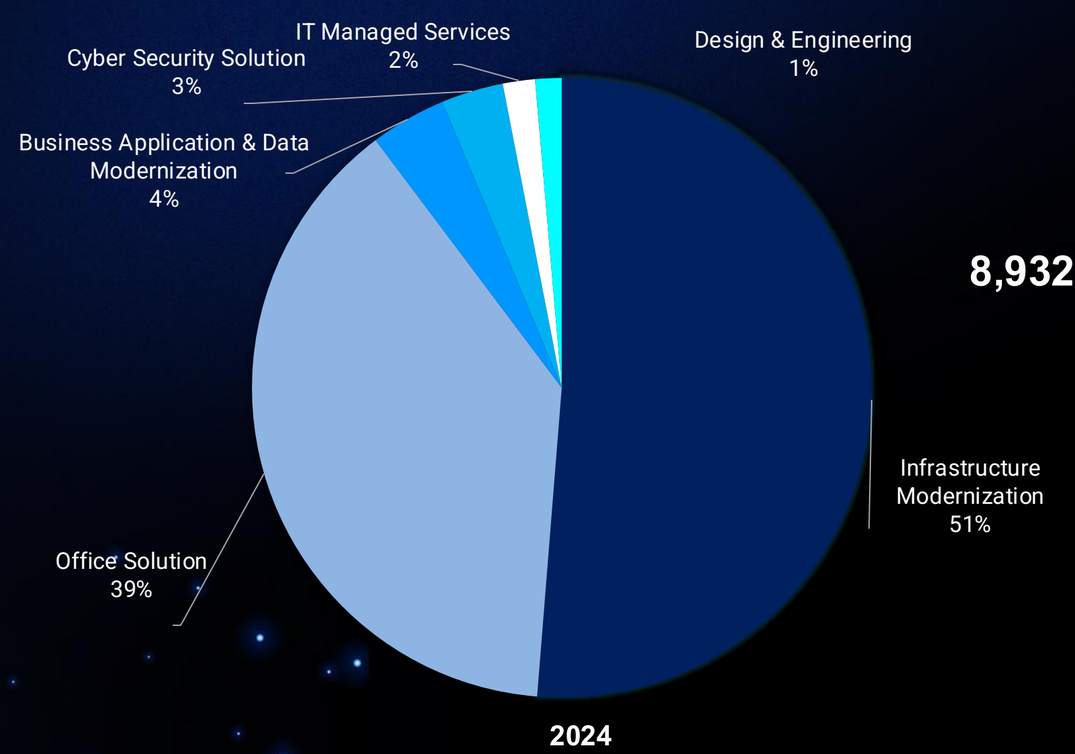
▲1%

IT Managed Services

▲13%

Design & Engineering





Key Performance : 2023 vs 2024 (YTD)

Revenue Growth

- 6% YoY

Decrease 547 MB

Gross Profit Growth

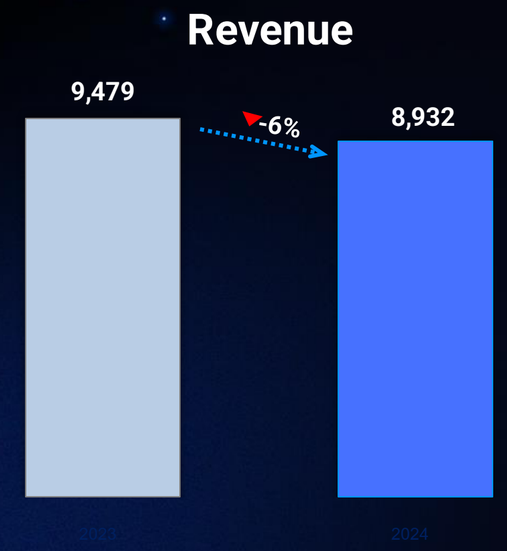
- 7% YoY

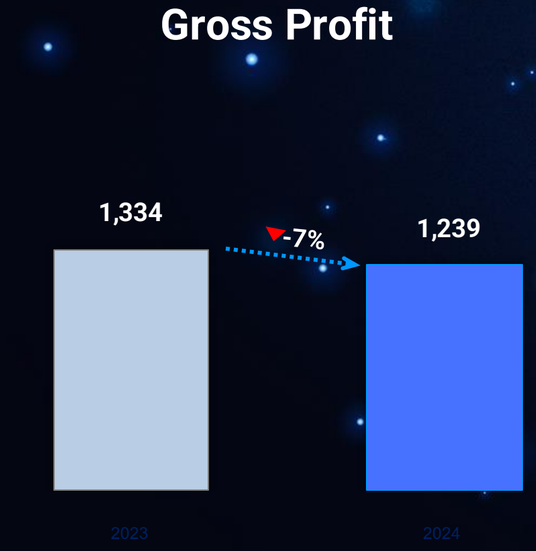
Decrease 95 MB

Net Profit Growth

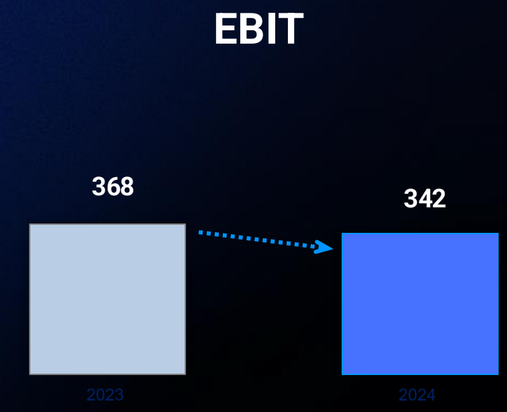
- 10% YoY

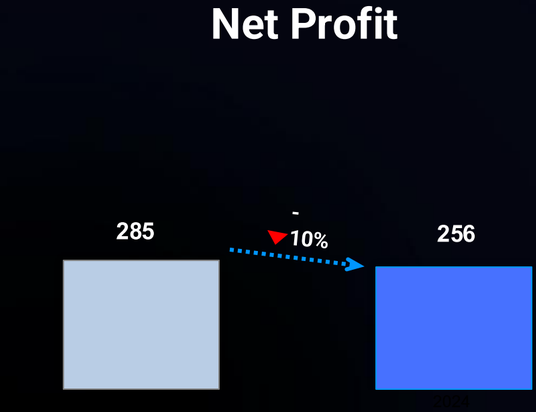
Decrease 29 MB





Revenue & Gross Profit



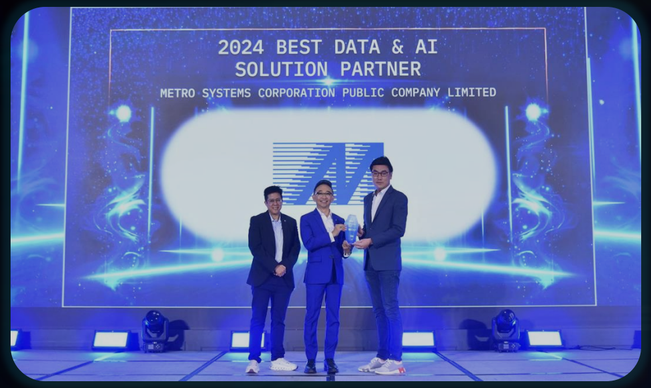


RECOGNITIONS

Validation of Our Expertise and Innovation

Corporate Reward

Cisco "Cisco FY24 Innovation Partner of The Year: Driving Technological Advancement."



IBM 2024 Best Data & AI Solution Partner: Unlocking the Power of Data and AI."

IBM 2024 Best Automation Solution Partner: Streamlining Operations with Intelligent Automation.

Microsoft Secure Productivity Partner 2024: Boosting Productivity with Secure Cloud.."

Become the first Local Reseller at the Diamond Innovator level to provide a full range of SOC Managed Services.

AWS "2024 ASEAN Rising Star of The Year Award from Amazon Web Services (AWS). "

Sustainability Reward

Sustainability

Disclosure Acknowledgement

2024

CAC CERTIFIED

SUSTAINABILITY DISCLOSURE AWARD

SET A ESG Ratings 2024

ISO 9001 BUREAU VERITAS Certification

ISO/IEC 27000 BUREAU VERITAS Certification

ISO/IEC 20000 BUREAU VERITAS Certification

STRATEGIC DIRECTION 2025

SYNERGY FOR FUTURE

MSC : STRATEGIC DIRECTION 2025

1

Value-Added Solutions Growth

- Expanding Business with Value and Industry Segment Focused

2

Expanding Customer

- Diversified Solutions for Market Penetration
- Market Coverage : Cross Selling *(One Metro)*

3

Enhance Innovation

- Technology - Driven Efficiency *(Cloud, AI , Machine Learning)*
- AI Transformation

4

Empowering People for Excellence

- Human - Centered Design for Future Technologies
- Developing Leadership & Professional Growth
- Workforce Credibility with Advanced Certifications

5

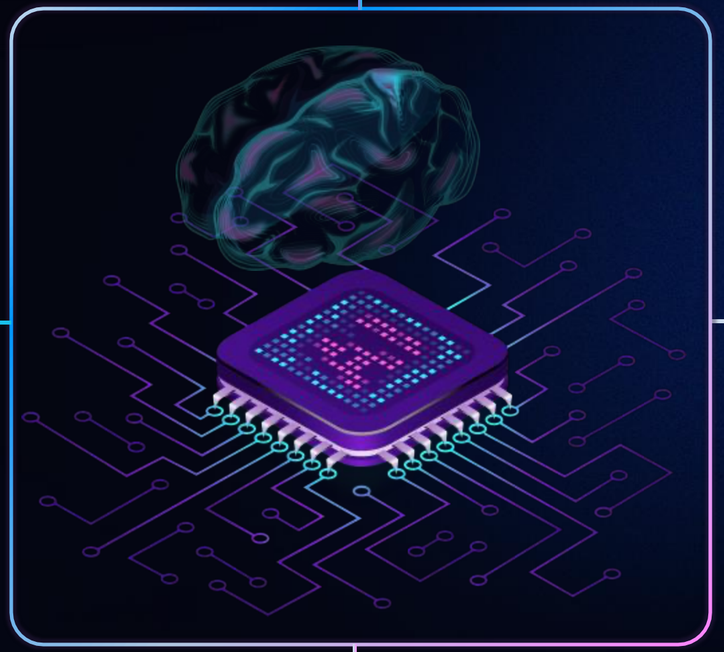
Driving Sustainability for Future Growth

- 3G Strategy : Sustainability Development Plan
- 17 SDGs : Focus 5 Strategy Goals & 7 Sustainability Goals

Digital Adoption for Business

Cyber Security

- Cyber Security
- Cyber Resilience
- Risk and Compliance
- Cloud Security



Data Analytic

- Data Management
- Data Governance
- Data Analytic
- AI / ML / Gen AI
- Agentic AI
- AI Governance and Security

Automation

- Workflow
- Robotic Process Automation
- IT Automation
- API Management
- Application Integration Services
- Cloud Ops , FinOps

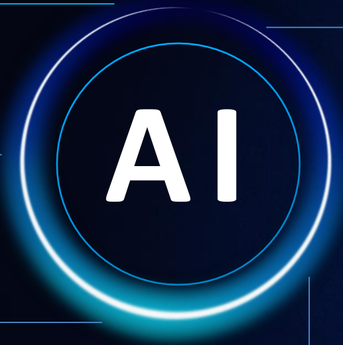
Innovation

- The Superapp CRM
- The Superapp e-Commerce
- The Superapp IOT
- The Superapp LLL
- Privacy Management System

** Expect to completed by Q2 2025 **

Expanding Bundling Opportunities Through

AI Transformation



AI/ML

- AI for Demand Forecasting
- AI for Sales Opportunities Management
- AI for Market Analytics
- AI-Driven Investment Decisions

Agentic AI

- Sales Agent （Agentic AI）
- Data Analytics
- Predictive Insights for Businesses
- Customer Services Agent AI

G E N AI

- Knowledge Mining
- Legal Contract Analysis
- HR Assistant

Automation

- AI-Powered Process Automation
- AI-Powered IT Automation
- AI-Powered Security

SuperApp IOT

- Intelligent Anomaly Detection

SuperApp CRM

- Marketing Segmentation Analysis
- Sales Analytics – Predictive Insights for Businesses
- AI-Driven E-commerce Personalization – Smart Recommendations & Automation

IBM aws Azure Microsoft The Superapp CRM The Superapp IOT

MSC and Palo Alto Networks

Join Forces as Managed Security Service Provider

Become the First Local Reseller at the Diamond Innovator Level to Provide a Full Range of SOC Managed Services.

Objective

Long Term Commitment with Strategic Partner

- New Service Offering to Customer
- Increase Recurring Revenues
- Upselling and Cross-selling

KEY CUSTOMERS

FSI
Retails
Manufacturing
Energy

INDUSTRY CERTIFICATION

NIST

ISO/IEC 27001 BUREAU VERITAS Certification

SANS GIAC CERTIFICATIONS

MSC Sign Contract Freashwork

AI-Powered IT Service Management Solutions for your Business at Every Stage of Growth

Objective

Long Term Commitment Partnership to Create Gen-AI Powered Solutions and Offering for Reducing Operational Costs

- New Solution Offering to Customer
- Improve Operation Excellence for Customer Service
- Scalable IT Services
- Expand to New Market

Key Focus

- Customer Service & Support
- IT Services Management

Pursuit of Excellence to Serve our Clients the Best IT Solutions

Growth Goal
Expand Market & Increase Revenue

Customer Goal
Enhance Customer Experience & Satisfaction

Innovation Goal
Develop Services with New Technologies

Development Goal
Strengthen Workforce Capabilities

Sustainability Goal
Conduct Business with Social Responsibility

Growth Balance

3G STRATEGY

GREEN : Green Legacy

Towards a Low-Carbon Society and Creating a Green Legacy for Society and Nature

- Supply Chain Management for GHG Reduction
- Building a Low-Carbon Society to Mitigate Climate Impacts
- Investing in Green Business

GIVING : Giving Impact

Create a Positive Impact on Society throughout the Value Chain

- Positive Value Chain Impacts, including Human Rights
- Engaging Stakeholders to Advance Sustainable Tech & Well-being
- Enhancing Organizational Culture, HR Excellence & Strategic Tools

GOOD : Good Governance

Encourage Transparent and Sustainable Operations

- Premium-Quality, Environmentally Responsible Products & Services
- Upholding Corporate Governance & MSC's Elevating Stakeholder Communication
- Driving Stakeholder Collaboration & IT Business Alliances

We Believe in the Power of Engagement - Empowering People, Businesses & Communities to Grow Together

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ANNIVERSARY
CUSTOMER SUCCESS IS OUR BUSINESS