



**SABECO**

# **IR PRESENTATION**

**Q4 2022 RESULTS**



February 2023

# 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that could cause actual results, performance or events to differ materially from those in the statements as originally made.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

Q4 2022



Net Revenue

**VND10,029B**

▲ +11% YOY

Gross Profit

**VND2,814B**

▲ +13% YOY

Profit After Tax

**VND1,076B**

▼ -23% YOY

# BUSINESS PERFORMANCE

FY 2022



Net Revenue

**VND34,979B**

▲ +33% YOY

Gross Profit

**VND10,771B**

▲ +42% YOY

Profit After Tax

**VND5,500B**

▲ +40% YOY

Total Assets

**VND34,465B**

▲ +13% YTD

Owners' Equity

**VND24,591B**

▲ +9% YTD

# KEY ACTIVITIES

Q4 2022



## 2023 Tet Campaign PR Stunt

### Bia Saigon Gold

- Delivery of Bia Saigon Gold to corporate customers in golden convey in HCMC, and first time ever in Hanoi. The stunt has generated wide coverage in media and social media.



**TRƯỜNG QUEN SAU LA**  
THÔNG TIN DOANH NGHIỆP

**Xe chở "vàng" khuấy động đường phố Sài Gòn, mang Vạn Sự Hoàng Kim đến các đối tác**

TTTB - Khắc tuyền mình một màu vàng sang trọng, với sự xuất hiện đầy đẳng cấp cùng dòng xe quanh bởi cách thức quảng bá của chương trình bán hàng dành cho các đối tác doanh nghiệp của Bia Saigon Gold - một dòng sản phẩm cao cấp bậc nhất của thương hiệu Bia Saigon.

**ĐÀN SIÊU XE "VÀNG" GÂY SỐC TRÊN ĐƯỜNG PHỐ SÀI GÒN**

Ngày dần dần dần có đàn siêu xe vàng điều hành của các quận tại Sài Gòn cứ ngỡ tình đây ở Dubai, nhưng hóa ra lại là ông lớn Bia Saigon đang đi "giào bia" cho các đối tác doanh nghiệp. "Dubai" này là xin phép khen ả, sang - xin - may mắn Bia Saigon Gold thì ai làm lại.

**"VÀNG" ĐI ĐỒNG TRÊN ĐƯỜNG PHỐ LA CỎ THẾT A**

Đang ngồi ăn mừng bánh, uống mừng cafe cả thấy một đoàn xe vàng sang trọng lướt trên đường phố Sài Gòn, hóa ra là chuyến xe "giào bia" đẳng cấp của Bia Saigon Gold cho các đối tác doanh nghiệp. Cả là sang chảnh lên là ngang ả chứ ả.

Cho hẳn 10 điểm về sự chảnh và kỳ công này của Bia Saigon luôn đó. Còn ai muốn thì liên hệ đặt hàng để biết thêm chi tiết ả

### Bia Saigon Lager

- The 64 Bia Saigon Lager carton demonstrating the message of "Together We make Tet" has generated attention on social media platforms.
- On 13<sup>th</sup> December, a 30 meters in length, Vietnam's biggest festive beer 64-can carton appeared on a barge along Saigon River (and awarded the biggest beer carton by the Vietnam Record Association).



# KEY ACTIVITIES

Q4 2022



## Leveraged Music Events for Brand Building & Boost Consumer Awareness

*New and enhanced looks, as well as larger scale throughout the Year-End and New Year celebration period*

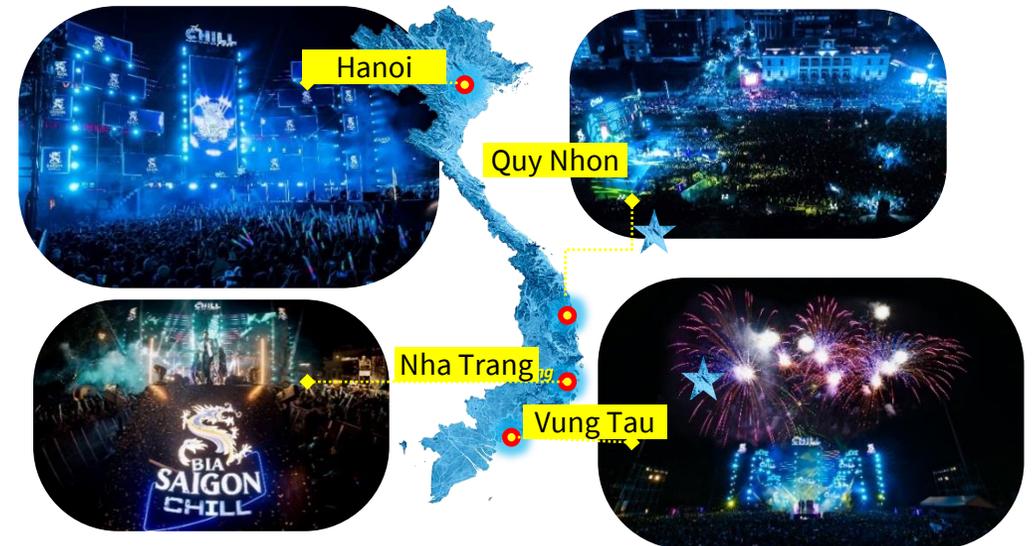
### Bia Saigon – Mega Dem Saigon

- Enhanced and bigger scale of Mobile Dem Saigon, **Mega Dem Saigon** was introduced focusing on building and strengthening Bia Saigon brand image at key identified markets.
- 11 Mega Dem Saigon events were held from 3<sup>rd</sup> Dec – 7<sup>th</sup> Jan 2023.



### Bia Saigon Chill – The Chill Fest “Runway to New Year”

- Enhanced version of Chill Fest, i.e. “Runway to New Year” was held from 10<sup>th</sup> Dec – 1<sup>st</sup> Jan 2023.
- Chill Fest events with countdown celebrations were held at key cities throughout Vietnam.



# KEY ACTIVITIES

Q4 2022



## *Sponsored & Organised the 1st International 7-a-Side Bia Saigon Cup 2022*

### *Continuing the success of Bia Saigon Cup 2022*

- Following the success of Bia Saigon Cup 2022, together with VietFootball and as the main sponsor, Bia Saigon organised the 1<sup>st</sup> ever International 7-a-Side Bia Saigon Cup 2022 from 23<sup>rd</sup>-25<sup>th</sup> December 2022 in Hanoi.
- The International 7-a-Side Bia Saigon Cup 2022 kick-started with 4 football teams representing **Vietnam, Thailand, Indonesia and Malaysia**. This championship aimed to create opportunities for these Southeast Asia's teams to compete and exchange knowledge, while bringing the Vietnamese football culture to the region and potentially to the international arena.



*Press Conference for the International 7-a-Side Bia Saigon Cup 2022*



# KEY ACTIVITIES

Q4 2022



## CSR Commitments

*SABECO and Bia Saigon promote traditional values and culture of Vietnam*

### SABECO Sponsored the 2022 Oc Om Boc festival in Soc Trang

- On 7<sup>th</sup> November 2022, Soc Trang province organized Oc Om Boc festival, one of the three biggest festivals among ethnic Khmer community especially in Tra Vinh and Soc Trang provinces.



At the opening ceremony of Oc Om Boc Festival



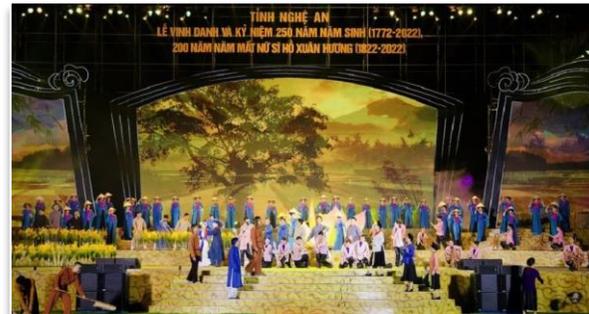
Bia Saigon booth at the Oc Om Boc Festival exhibition



“Nga” boat race, one of the key highlights of the festival

### Celebration of 250th birthday anniversary of Ho Xuan Huong

- On 3<sup>rd</sup> December 2022, Nghe An province and the National Committee of UNESCO Vietnam solemnly held a ceremony to honor and celebrate the 250<sup>th</sup> birthday and 200<sup>th</sup> anniversary of the death of female poet Ho Xuan Huong.



- Strategic Partnership between SABECO and Vietnam National Administration of Tourism (VNAT)
- SABECO along with other big local corporations sponsored the musical art program at the honoring ceremony.

### “Together We Make Tet” CSR Programme

- From 8<sup>th</sup> to 16<sup>th</sup> January 2023, SABECO in collaboration with Vietnam General Confederation of Labour (VCGL) and Ho Chi Minh Communist Youth Union (HCYU) delivered over 8,000 Tết gifts to laborers across the country.



The press conference in Hanoi



Giving Tết gifts to the Borderland guard in Phú Yên



Giving Tết gifts in Đắc Lắc



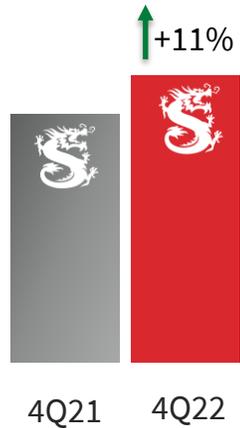
# **FINANCIALS**

# INCOME STATEMENT

Q4 2022



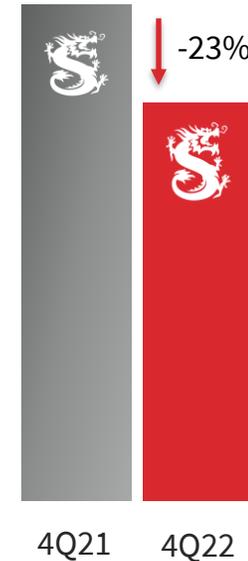
## Net Revenue



### Commentary

- **Net revenue** was higher mainly coming from volume growth, better brand mix with higher proportion of mass premium, and the favorable impact of price increases.

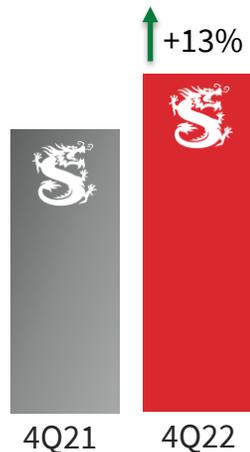
## Profit After Tax



### Commentary

- **Profit after tax** was lower despite higher gross margin and interest income, due to deploying more commercial firepower into marketing and promotional activities during the critical pre-Tet selling quarter, and higher administrative expenses.

## Gross Profit



### Commentary

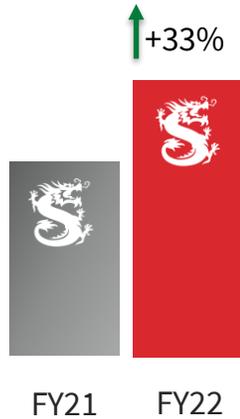
- **Gross profit** was higher due to higher volume and net revenue offsetting the higher malt and packaging costs.

# INCOME STATEMENT

FY 2022



## Net Revenue



### Commentary

- **Net revenue** was higher mainly coming from better volume performance with higher proportion of mass premium that contributed to the better brand mix, and the favorable impact of price increases.

## Profit After Tax



### Commentary

- **Profit after tax** was higher due to higher sales and gross profit. This was despite increased selling expenses due to more aggressive consumer promotions and marketing campaigns in the pre-Tet activities driven by intensifying competition in the market.

## Gross Profit



### Commentary

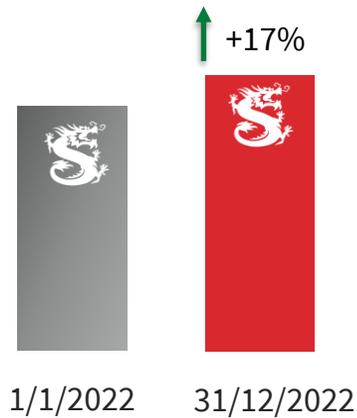
- **Gross profit** was higher due to higher volume and net revenue offsetting the higher malt and packaging costs.

# BALANCE SHEET

AS OF DECEMBER 31, 2022



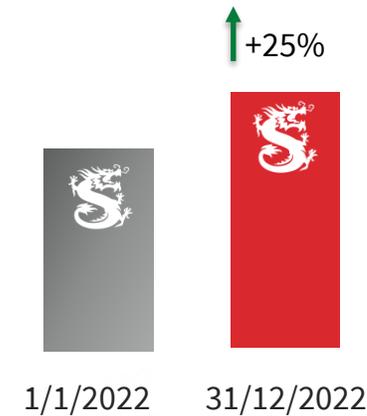
## Current Assets



### Commentary

- **Current assets** increased due to 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 Jan 2023. Short-term receivables increased mainly from higher account receivable and higher interest income receivable.

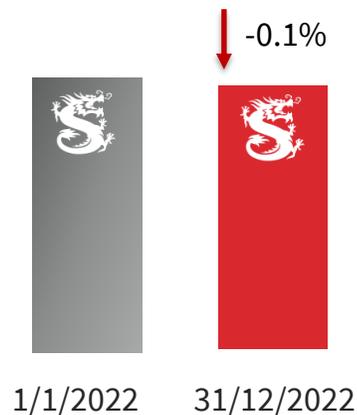
## Liabilities



### Commentary

- **Liabilities** increased mainly coming from dividend payable, higher payable for marketing and promotion expenses, and more short-term borrowings at the end of the year.

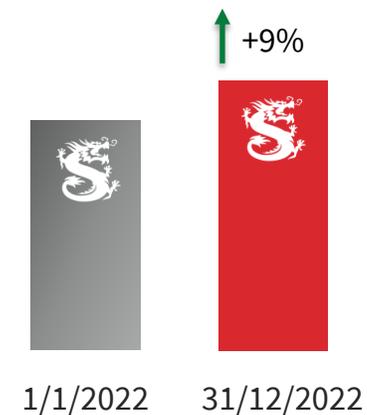
## Long-term Assets



### Commentary

- **Long-term assets** slightly decreased due to depreciation during the period.

## Owners' Equity



### Commentary

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

# CASH FLOW

FY 2022



Unit: Billion VND	FY 2022	FY 2021	Variance (%)
<b>Cash and cash equivalents at the beginning</b>	3,606	2,726	<b>32.3%</b>
Cash flows from			
Operating activities	4,379	3,518	24.5%
Investing activities	(1,868)	(1,223)	52.7%
Financing activities	(2,048)	(1,414)	-44.8%
Effect of foreign exchange differences	(0)	(0)	
<b>Cash and cash equivalents at the end</b>	<b>4,069</b>	<b>3,606</b>	<b>12.8%</b>

## Commentary

- **Cash flow from operating activities** increased as a result of higher profit generated.
- **Cash flow from investing activities** decreased as there was a gain from OCB and DIG divestments included last year.
- **Cash flow from financing activities** decreased due to different timings of dividend payments.



**SABECO**

**THANK YOU**



February 2023