



AI Integration for  
Intelligent innovation



Cost Optimization  
for Maximum Efficiency



ESG Principles for  
Sustainable Growth

# TECH WITH PURPOSE

# OPPORTUNITY DAY PRESENTATION

Q2/2024

# Q2/2024 HIGHLIGHTS



## CONSISTENT OPERATIONAL GROWTH

MFEC displayed operating revenue of Baht 1,657 million during Q2/2024, increased by 11.4% YoY, driven by the revenue from system maintenance service resulted from the recognition of recurring income

While net profit from operation was Baht 88 million, increased by 393.3% YoY from the continuous growth in revenue and efficient cost management



## WINNER OF HUAWEI BEST OUTSTANDING PARTNER

MFEC, the premier tier partner, has generated significant revenue on Huawei Cloud for banking customers. Representing the ability to deliver seamless services and increase client's confidence in a business operation.



## SECURE DOUBLE VICTORY PARTNER AWARD

For more than a year of partnership with 'Servicenow,' a cloud-based workflow automation platform, MFEC has honored with two prestigious award—consulting and implementation as well as reseller

Reflecting MFEC's expertise in resource utilization, and the unwavering clients and other stakeholders that continue to collaborate for a great success



## MFEC INSPIRE DRIVES IN NEW CUSTOMERS FOR GROWTH

After MFEC have hosted the MFEC Inspire Event during May 2024, the Company have been successful in obtaining new strategic customers to enhance recurring revenue

- ✓ AI to improve workflow to one of the largest corporate in Thailand
- ✓ Subscription of Servicenow platform to Bank of Thailand
- ✓ Cloud FinOps as a Cost Optimization solution to Banking



01

# Company Overview & Strategy

*Business Overview of MFEC Public Company Limited on the Company structure, Business Unit Breakdown, Key Strengths and Achievements*

*Strategy and Projects to display how the Company will Achieve the Stated Targets*

# MFEC AT A GLANCE

A Local Enabler With A Global Vision



27  
Years

*Of Experience in Computer and  
Technology Field*



68M+  
Users

*Users that uses MFEC Services*



1,500  
Employees

*with over 400+ certified global  
certifications*



>90  
Partners

*Partners of leading global  
technology brands*



## Leading tech provider for corporates

Customers in various industry such as healthcare, banking & financial service, telecommunication, energy also government sectors.



## Home to top-skilled resources

MFEC skilled-resource is able to internally develop and innovate solutions for customers with latest technological choices



## Exclusive partner for several global products

That brings in the latest technology allowing the Company to be a one stop solution provider

# 5

## Pillars of MFEC's Technology

### Holistic Cybersecurity

- IT security
- IT security hardware and implementation, consulting service, and monitoring

### Data Modernization & Intelligence

- Data analytics
- Data collection, data lake, data base, data governance etc.

### Cloud Native Technologies & Hybrid Infrastructure

- Server box
- Cloud infrastructure

### Enterprise Agility

- Software and service to increase operational efficiency and effectiveness
- Robotic and automation

### Digital Transformation & AI adoption

- Implementing, managing and operating IT systems



# MFEC Strategic Direction



+15% CAGR

2026



- Identifying new technological demands
- Ensure the first mover position
- Home to industry experts and professional

2025



- Become the largest full stack data service provider
  - Enhance cross selling
  - Largest database sharing
- An established sustainability service provider

2024



- Increase proportion of recurring revenue
- Enhance higher margin portfolio

TOP CHOICE TECHNOLOGICAL SERVICE PROVIDER

LARGEST GROUP FOR DATA HANDLING

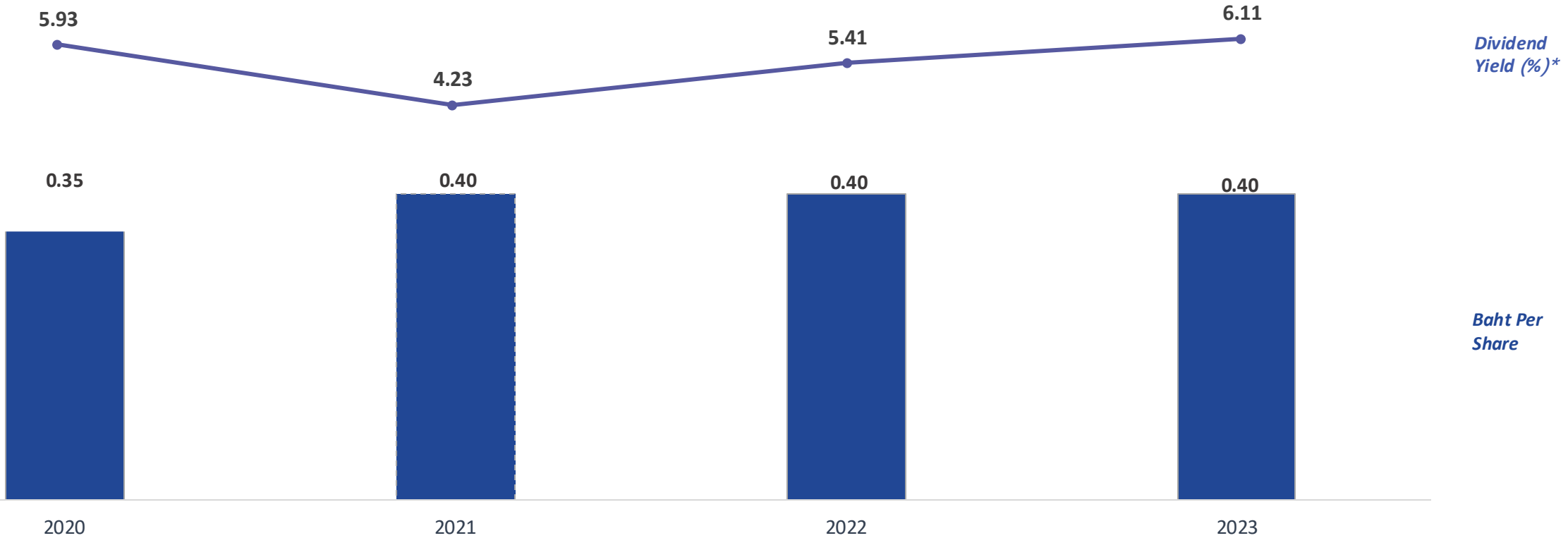
STRATEGIC PARTNER FOR CUSTOMERS' EFFICIENCY

# Dividend Payment

Continued to pay a consistent dividend to shareholders

## Dividend Payment

Unit: THB million



Total Dividend Payment (Million Baht)

154.5

176.6

176.6

176.6

# MFEC 2024 STRATEGY

Strategic Partner for Customers' Efficiency

## 1. PRODUCT AND SERVICE EXCELLENCE

- Driving impactful technology with regional mindset
- Stay ahead for new technological advancement for product and services
- Strengthen sustainability service offering
- Become a full stack data service provider

## 4. OPERATIONAL EFFICIENCY

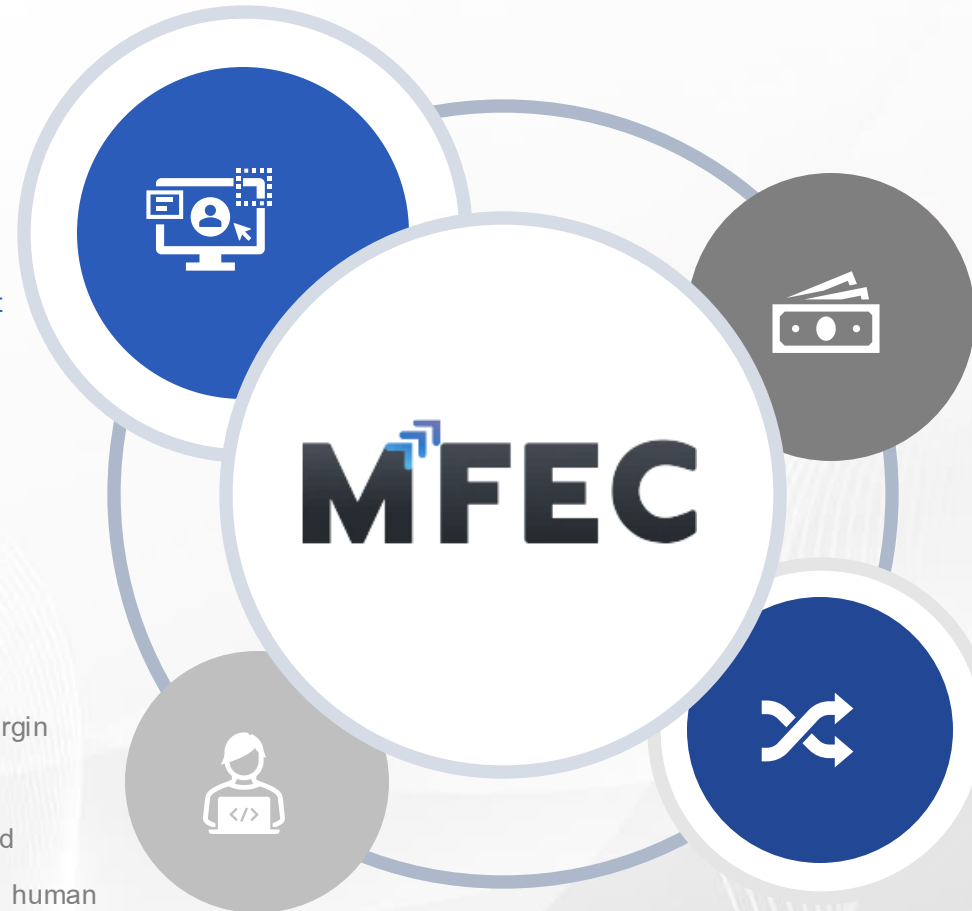
- Enhancing Low-code/No-code to increase margin
- Maintain strength in tech HR recruitment
- Ensuring the efficient turnover rate is achieved
- Continuous Portfolio management to optimize human resource

## 2. EFFECTIVE INVESTMENTS FOR HIGHER RETURNS

- Begin to realize benefits of investment from previous year
  - A-Host: increase recurring income
  - Secure D: increase sales channel
- Invest in Open-source business to enhance margin

## 3. EXPAND CUSTOMER BASE THROUGH GROUP SYNERGY

- Share database within group to enhance cross-selling/up-selling activities and consolidate knowledges





# Strategy 1: Product and Service Excellence



MFEC continues to offer a variety product under three core solutions to new customers

## MFEC's Core solution

01

### ● Cost Optimization

- ✓ Focusing on eliminating the redundancy cost for clients
- ✓ Enhance efficiency with a suitable service

02

### ● Digital Sustainability

- ✓ Utilizing MFEC services to generate a sustainable value and help the Company to reach the environmental target
- ✓ Prioritize the environmental and ethical matters

03

### ● Big Data & AI

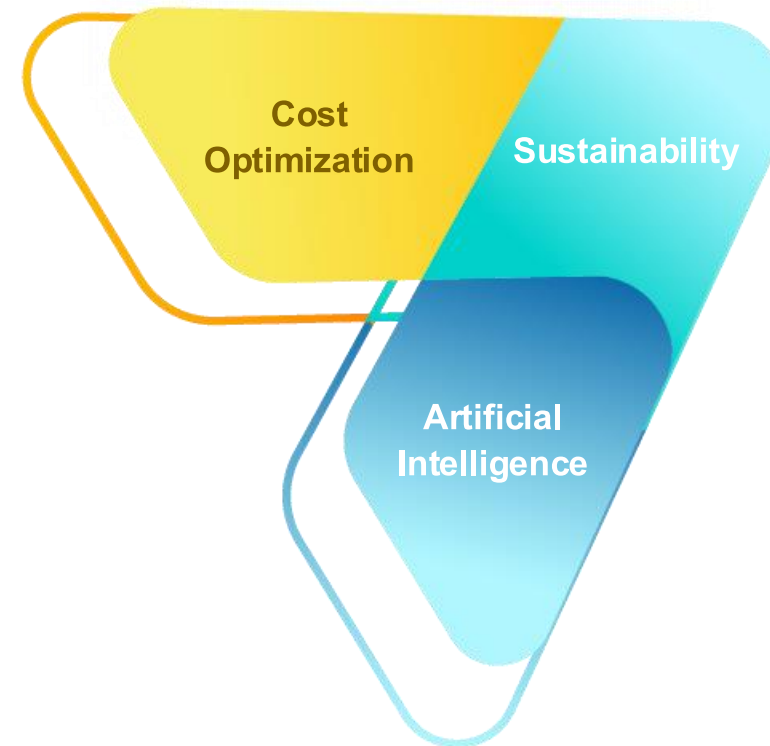
- ✓ Integrate the available data and generate an AI with applications for serving a client
- ✓ Automate client's unwanted tasks, and reduce the emergence of error



*“Design technology that reduces client costs, thereby enhancing their competitive advantage”*



*“Tools designed to attract new funding from investors, to ensure sustainable growth for clients”*



*“Leverage an innovative AI technology to increase business efficiency”*

# Cost Optimization



MFEC seeks to build the cost optimization infrastructure to reduce the outstanding service cost

## MFEC Cost Optimization Infrastructure

Implementing the ready-to-use products and services for the organization growth

### Get to know the infrastructure needs

- ✓ **The existing resources**  
MFEC will utilize the clients' existing resources in the most efficient way i.e. reusing or moving the data to the right place
- + **The new resources**  
MFEC will provide services that meet more needs at less cost i.e. prioritizing the significant business infrastructure

### Make Infrastructure



## MFEC Ready to Use Products

### Ximpler



A service focuses on the Mobile Application Testing Platform

### ChillPay



A seamless payment system that supported "Payment Gateway" and "Payment Distribution"

### Crowdabout



A consulting service researches to help establish the business direction in line with the goals

### Talance



A service to find the talented employee to meet the needs of the organization

## MFEC Ready to Use Services

### IoT Team



Monitoring for efficiency optimization service



IoT smart devices

### Manage Service Team



Security service



Network & Infrastructure service



Application service

### CSOC Team



Monitor cybersecurity comprehensively and in real time.

# Sustainability



MFEC steps into digital sustainability service to generate the effective business outcome to the society

## ESG Services

MFEC steps into digital sustainability services, beginning as consulting for solution

## SET ESG RATING AA



During 2022, the Company has been restructuring to the 'Sustainable Business Growth' model as well as being evaluating for sustainable stocks, SET ESG Rating, in the 1st year at level AA

## ▶ MFEC Sustainable services framework



### Green Tech Impact

- Facilitating an eco-friendly production process
- Utilizing the resource in an efficient and effective way
- Supporting a technology that promotes the environmental operation



### Life Tech Impact

- Building a sustainable value to augment society's well-being
- Operating a business with responsibility in an entire value chain
- Making a positive change, to make society receive a maximum benefit



### Trusted Tech Impact

- Conducting the business with transparency according to the principles of truth and value
- Monitoring and evaluating the risk continuously
- Creating good and fair returns to relevant stakeholders



### Synergy Tech Impact

- Investing in a new business opportunity
- Enhancing a capability to deal with new challenges and business growth
- Applying innovation and digital technology in line with the business
- Creating an innovation and technology to support the nation's economy

## ▶ Sustainable services



Cloud Technology



Green Data Center



Vibe Cards



IoT Sensor



ESG Platform

# Artificial Intelligence



*MFEC begins to ramp up AI by focusing on data sharing among groups and consistently engaging with the new clients*

## AI Through Event

*Showcasing the impactful products under the AI theme to enhance customer competitive advantage*

April  
2024



### UiPath AI Summit 2024

Offering AI-Powered Testing and AI Autopilot; which can reduce cost and increase work efficiency

May  
2024



### ServiceNow Asia Partner summit in Singapore

Exchanging business updates and engaging in discussions with partners from various countries, focusing on Generative AI and other technology topics.



### SCB AI Expo 2024

Focusing on presenting new technologies and sharing knowledge about AI from 3 MFEC solutions

June  
2024



### TH FSI CRO Roundtable

Presenting opportunities and challenges arising from AI, while exchanging opinions with risk executives of leading financial institutions



### Bangchak AI & Digital Day

Bringing AI tools to generate a concrete result by integrating AI with automation systems



### Data in Motion Tour 2024

Setting up the booth about real-time data streaming platforms and was invited to speak about 'data streaming platforms for modern AI'

# Strategy 2: Effective Investment



## Investment

### MFEC Investment Criteria



Company that is already generating profits



Have Synergy with existing Company operations



Achieve one of the following objectives:

- i. Increase recurring revenue
- ii. Increase sales channel
- iii. Increase margin



- *Strong foundation with large pool of experts in Oracle, IBM, and Microsoft Technologies*
- *Over 90+ tech consultants to serve more than 300 customers*



- *Well-known cyber security expertise including cybersecurity consultants, security assessment and penetration testing etc.*
- *Become a leader in cybersecurity professional Service and solution provider in APAC*



- *A professional consulting and market research that specializes in a consumer product based on data-driven*
- *Utilizing the in-depth information of more than 200,000 people from the Crowd About's panelist system*



Strong Recurring Income



Increase Sales Channels

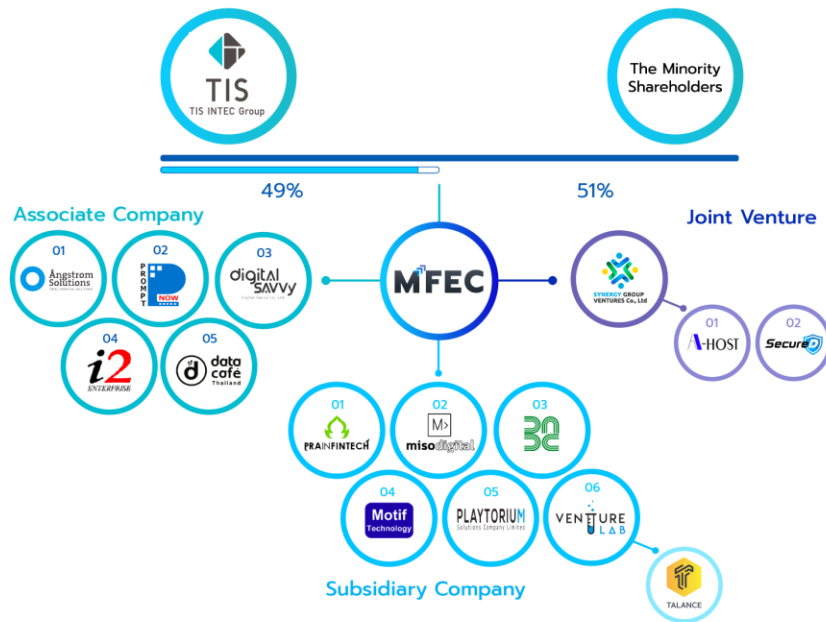


Increase Margin

# Strategy 3: Group Synergy



## MFEC's Group Synergy



MFEC is creating a data group to share the database among all companies within the group, leveraging collaboration and innovation for future growth.

## DataWise

### Data Deep Dive



- With over 400 people and 4 pillars of data expertise. We are the leader in Data consulting and services company
- GTM with over 20 Year of Business consulting lead approach
- Expanded to new customer segment (not existing MFEC customer)
- Variety of services to match with customer need
- Be the Data engine to support other MFEC group's strategic moves such as Cost optimize, AI and ESG.



Data Driven Culture Transformation



Data Solution Consulting



End to End Data Solution Platform



- Strengthening data group
- Strengthening negotiation power
- End-to-end Data service

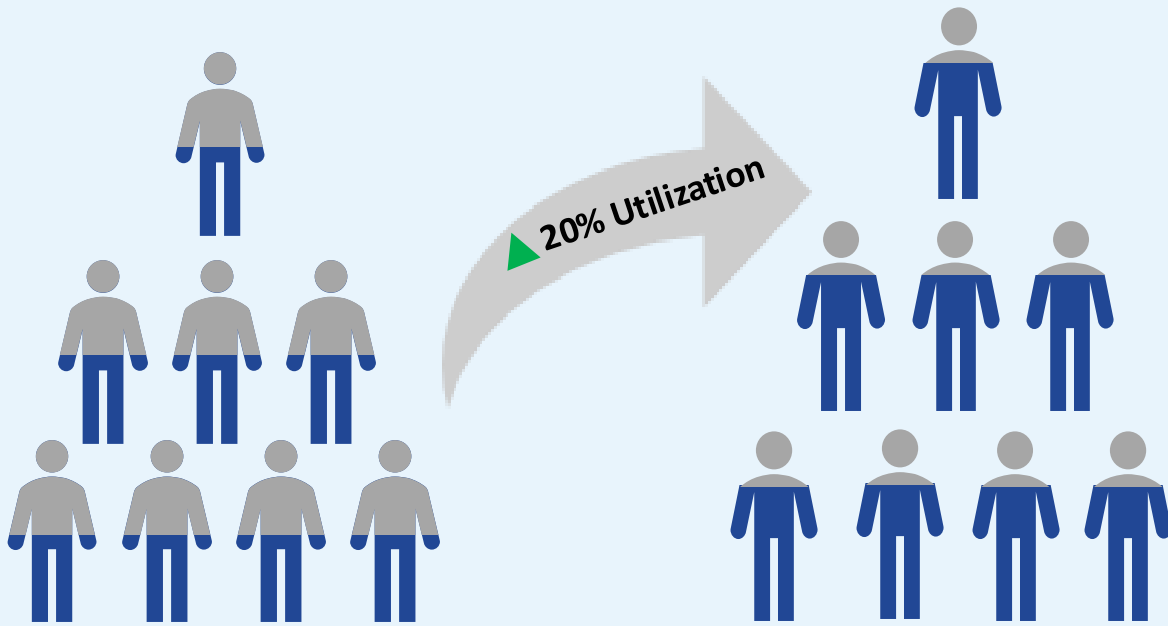
# Strategy 4: Operational Efficiency



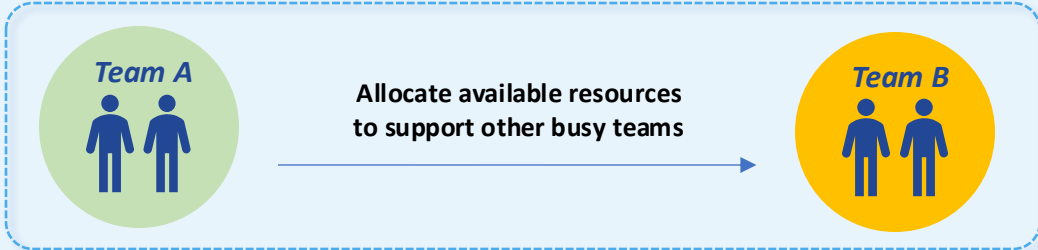
## Existing Resource Utilization

### MFEC's Current Employees

Increasing the utilization of back-office, Developer and Computer Engineer towards covering more sales



## ... Planning Resources



### Results

**Faster Task Delivery**

- Managing Employee task duration to deliver customer jobs faster

**Improved Workflow and Higher Quality**

- Creating flexibility and adaptability for resources
- Higher quality products

**Higher Resource Selling**

- Capable of selling more resources (developer/ engineer) from effective resource allocation

**Upskill Resources**

- Job rotation adds new knowledge across teams to MFEC employees



02

# Financial Performance

*Display MFEC Financial Performance in the previous quarter, with key impacts and business drivers*



# Financial Highlights

“MFEC financial performance has shown continuous increase, demonstrating the Company's success and operational efficiency”



## Operating Revenue

Q2/24

**1,657** MB

- Impressive revenue growth of 11.4% YoY

1H/24

**3,438** MB

- Impressive revenue growth of 15.4% YoY



## Net Profit

Q2/24

**88** MB

- Increased by 393.3% YoY

1H/24

**135** MB

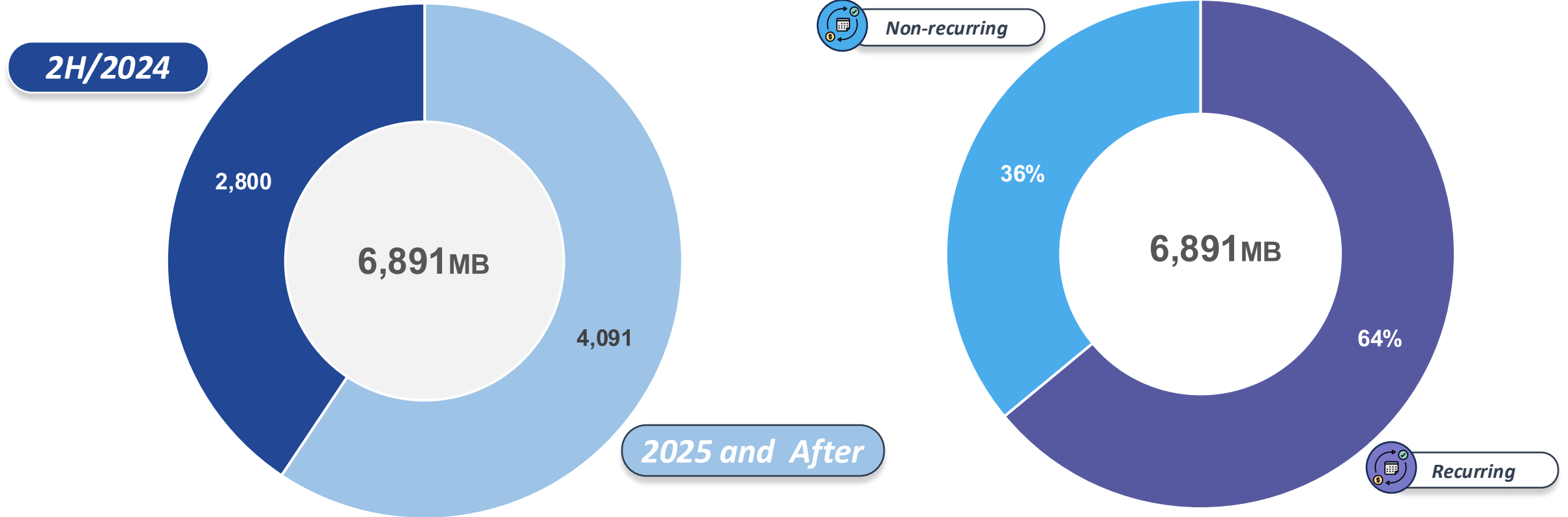
- Decreased by 79.6% YoY mainly from the one-time non-operating profit from sales of investment in Vulcan during 1h/23

# Backlog & Recurring Income

**Group Backlog as of Q2/2024 is 6,891 MB**

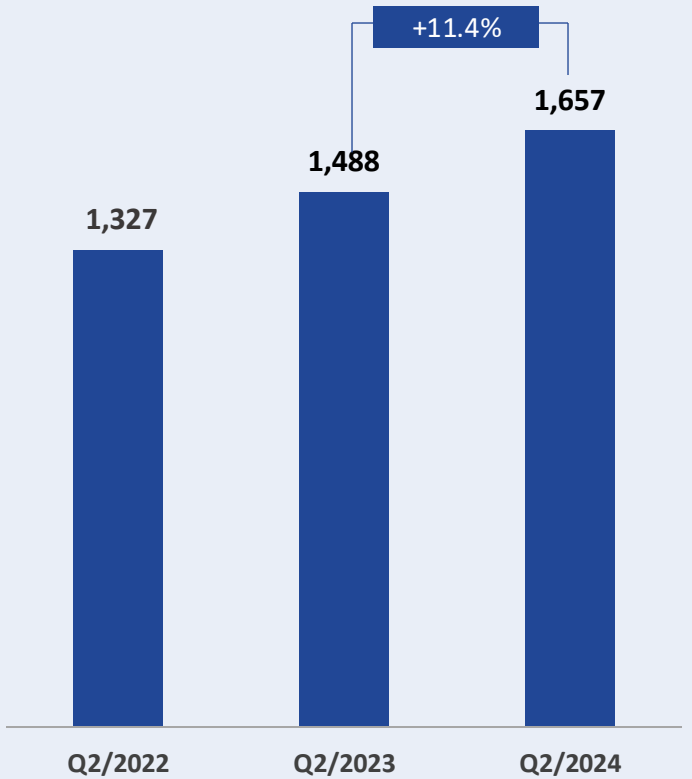
*“Represented strong performance growth, by year-end the Company secured backlog with generating revenue through ongoing projects lasting up to 6 years at 6,891 MB”*

Unit: Million Baht, %



# MFEC Consolidated Performance: Q2/2024

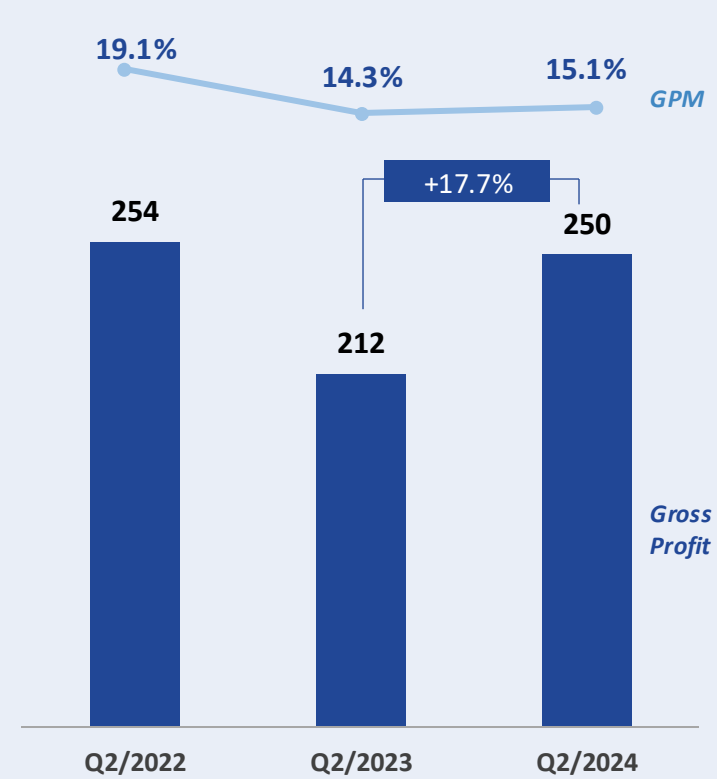
## REVENUE Unit: Million Baht, %



**Operating revenue** was Baht 1,657 million, increased by Baht 169 million or 11.4% YoY mainly due to:

- Increase in revenue from system maintenance services (MA) which resulted from the recognition of recurring income after the delivery of several system since the end of 2023

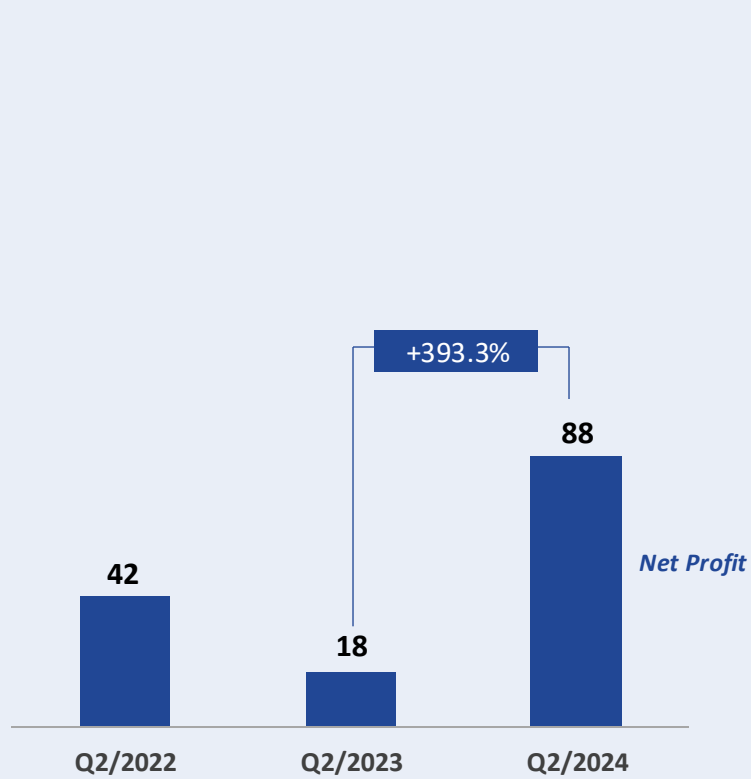
## GROSS PROFIT Unit: Million Baht, %



**Gross profit** was Baht 250 million, increased by Baht 38 million or 17.7% YoY mainly due to the increase in revenue from core business services, which achieved higher gross profit margins through more efficient cost management

**Gross profit margin** have significantly increased attributed to the continuous growth in revenue and cost management

## NET PROFIT Unit: Million Baht, %



**Net Profit from Normal Operations** was Baht 88 million, increased by Baht 70 million or 393.3% attributed to the continuous growth in revenue and cost management during the current period

Note: \*change in net profit from operations



03

# MFEC 2024 Outlook

*Summary of what to expect during 2024*

# 2024 OUTLOOK

Complete technology developer towards the growth on the path of AI



**Revenue Growth**

**11.4%**

*YoY*



**Baht 6,891 million**

**Backlog**

*To gradually be realized in 6 years*



**Expand Customer**

**Base**

*In specific target segment*



**Enhance AI Usage**

*To improve costs and increase services to customers*



**Seeking for New**

**Investments**

*That have synergy with existing business*

# THANK YOU

Please kindly scan to give us your feedback



IR Contact

[investor@mfec.co.th](mailto:investor@mfec.co.th)

