



AI Integration for
Intelligent innovation



Cost Optimization
for Maximum EfficiencyG



ESG Principles for
Sustainable Growth

TECH WITH PURPOSE

OPPORTUNITY DAY PRESENTATION

Q3/2024

MFEC

SYNERGY  makes our growth[®]

2024 HIGHLIGHTS



Consistent Growth in Fast-paced Industry

MFEC displayed net operating profit of Baht 91 million during Q3/2024, increased by 95.1% YoY from Q3/2023 driven by the efficient cost management and improved margins in core business services

The Company continues to increase recurring income portion to ensure long-term sustainable growth



Cyber Security Pro 2 Event to Reinforce Leadership Position

Cyber Sec Pro 2 showcased the latest cybersecurity threats and AI technologies, aiming to raise awareness within the business community about the risks posed by cyber threats. The event also introduced key strategies including:

- AI for Cybersecurity
- Zero Trust Architecture
- Cloud Security
- Employee Training



Continuous Partnership to Support Cost Optimization

MFEC has signed a Memorandum of Understanding (MoU) with Tencent Cloud. The partnership is a mutual commitment to drive technological innovation and deliver superior solutions to businesses in Thailand and around the world.

The partnership will focus on cost optimization for clients and enhancing platform base usage to increase recurring income



01

Company Overview & Strategy

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

MFEC AT A GLANCE

A Local Enabler With A Global Vision

1

First Mover in Technological Advancement

- **Divesting and Investing** in New Business Opportunities
- **Capturing New Services** e.g. Sustainability



2

People Excellence

- **Recruit, retain and exit** mechanism for dynamic organizational structure



3

Strong and Consistent Performance

- **Achieving 16.1% CAGR Revenue** over the past five years with **Consistent dividend payout**
- **Diversified portfolio** for stable growth



4

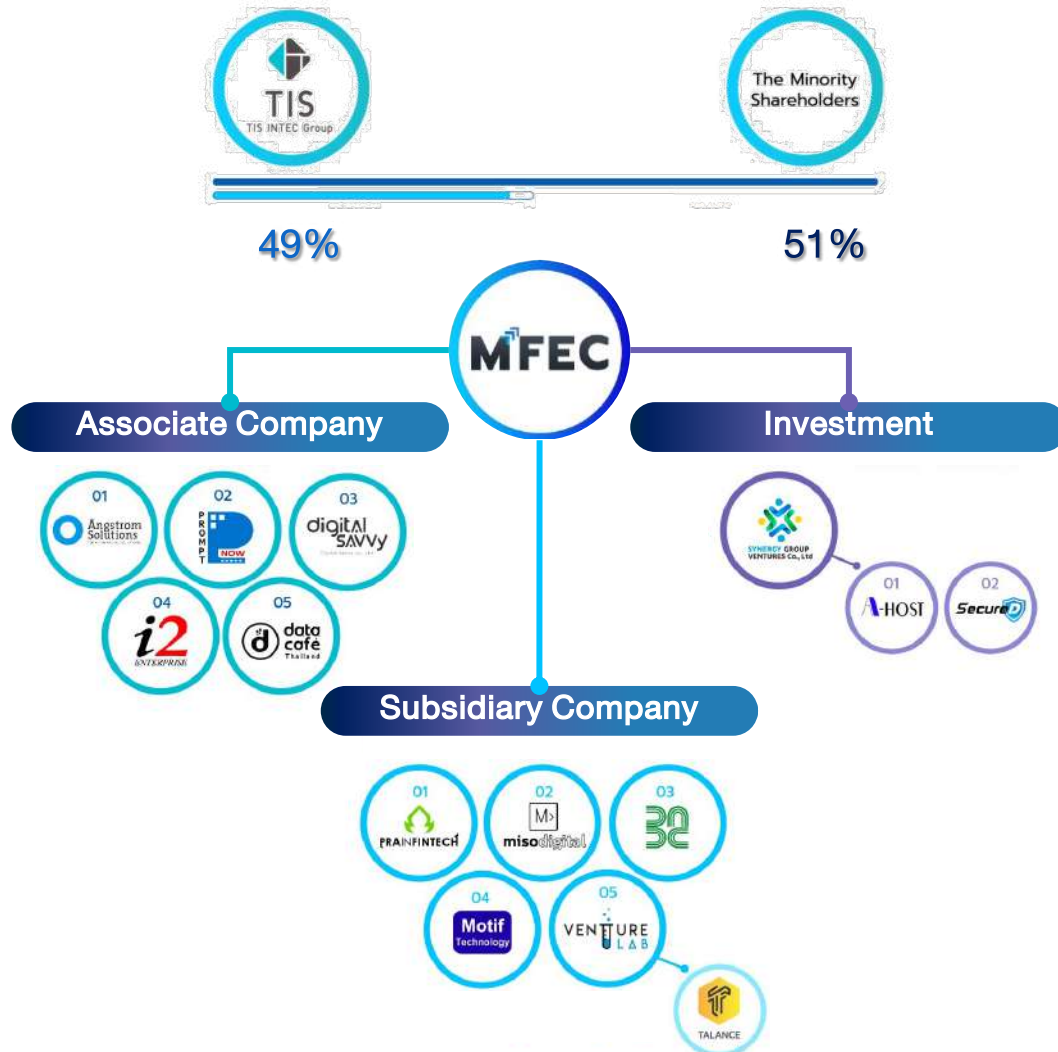
Vendor Of Choice

- **Offering comprehensive, integrated services** to leading clients across diverse industries



MFEC GROUP STRUCTURE AND BUSINESS UNITS

Agile Company Structure



3

MFEC Business Units

Revenue
Breakdown

1. FOUNDATION LAYER

51%

- Cloud Native Technologies & Hybrid Infrastructure
- Holistic Cybersecurity

2. INTELLIGENCE LAYER

25%

- DataWise (Data Modernization & Intelligence)
- Digital Transformation & AI adoption

3. BUSINESS LOGIC

24%

- Enterprise Agility

2024 Success Integrated Business Unit

MFEC Group Collaborates to Build DATAWISE – the Largest DATA & AI Team in Thailand

DataWise

MFEC have established a new business unit named “DataWise,” a collaboration involving affiliated companies such as Business Applications Co., Ltd. (BAC), specializing in Analytics Solutions, and Data Cafe Co., Ltd., specializing in Predictive AI and Generative AI

MFEC



32

Business Applications Co., Ltd.



data cafe

ARTIFICIAL INTELLIGENCE



- Create a platform to ease the execution level
- Such as Realtime Data Platform

ADVANCED ANALYTICS



- Data business analysts' team that help client maximized their business efficient
- Help positioning the business

INTELLIGENT DATA PLATFORM



- Create a platform to ease the execution level
- Such as Realtime Data Platform

MODERNIZED DATABASES



- Fundamental part of data management
- Utilize the data from database, Migration, Upgrades, and maintenance services

BENEFITS



CUSTOMERS

End-to-End Solutions for Data & AI

- Covering all crucial systems related to data management and enabling businesses to maximize the benefits of data usage across every organization



COMPANY

Stronger Branding and Allow for Cross Selling

- MFEC gains advantages from enhanced branding and increased cross-selling opportunities



EMPLOYEES

Cross Training

- Employees have opportunities for cross-training, reskilling, and upskilling by collaborating with various teams that have been integrated under Datawise

M¹FEC STRATEGIC DIRECTION

+15% CAGR



2024

STRATEGIC PARTNER FOR CUSTOMERS' EFFICIENCY

- Increase proportion of recurring revenue
- Enhance higher margin portfolio



2025

LARGEST GROUP FOR DATA HANDLING

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



2026

TOP CHOICE TECHNOLOGICAL SERVICE PROVIDER

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

“To Drive Innovations That Enhance People’s Digital Life”

M⁺FEC STRATEGY

Forward Looking Proactively Adapting to Rapid Changing Tech Industry

PARTNERS/VENDORS



CUSTOMERS



EMPLOYEES



INVESTMENT



- Prioritizing the improvement of GPM
- Partnering with vendors that support long-term growth
- Selecting products designed for long-term sustainability

- Shifting towards recurring and subscription-based projects
- Prioritizing long-term contracts
- Enhancing upselling and cross-selling opportunities

- Transforming sales into trusted consultants

- Seeking for new investments with synergy to ensure higher returns



02

Q3/2024 Update

Project and events update on what MFEC have achieved during the past quarter

MFEC & Servicenow

Excels in delivering innovative ServiceNow, driving seamless integration, and business efficiency



12+
Years

In Service Management Solution

50+
Thai Engineers

Focus on ITSM, ITAM, ITOM,
AppEngine, GRC, and SecOp
Solutions

20+
Customers

That implement and support
ServiceNow

OBJECTIVE

Long term commitment with strategic and global accepted partner

- ✓ New solutions to customers
- ✓ Operational excellence to customers
- ✓ Allow Upselling/cross selling
- ✓ Increasing recurring income

PARTNERSHIP SUCCESS



Consulting and
Implementation Partner
of the Year 2024

- Recognized MFEC's exceptional expertise in delivering the service toward customer
- Strong capabilities to provide end-to-end solutions



Reseller Partner
of the Year
2024

- Highlights MFEC's success in driving ServiceNow product sales and professional services
- Reflecting MFEC's ability to understand customers needs and provide strategic solutions

SOLUTION PROVIDER

INTEGRATION
SPECIALIST

END TO END
DELIVERY AND
SUPPORT

PLATFORM

MFEC servicenow

MFEC
servicenow

MFEC Sign MOU with Tencent

“Driving technological innovation and delivering superior solutions to businesses both in Thailand and Globally”



OBJECTIVE

To **create solutions** that address the needs of businesses in the digital age which aim to **reduce the operating costs**

- ✓ Improving operational efficiency
- ✓ Leveraging data to drive business growth
- ✓ Cost optimization
- ✓ Driving the APAC media services landscape and streaming platform
- ✓ Penetrate new areas to assist customers in digital transformation

KEY FOCUS



Cloud Media Service



Streaming Platform

INDUSTRIES



Finance



Retail



Telecom



Health care



Media

SOLUTION PROVIDER

STRENGTHENING
GLOBAL
COMPETITIVENESS

MFEC

ADVANCED
TECHNOLOG

SECURE AND STABLE CLOUD
INFRASTRUCTURE

Tencent Cloud

MFEC INSPIRE



3

Solutions

Cost Optimization,
Sustainability, and Artificial Intelligence

20+

Booths

Offering variety of products
and services innovation from MFEC

800+

Participants

Engaging with the entrepreneurs
who facing inflation of soft ware cost

PROJECT REALIZED FROM EVENT

Projects as of
Q3/ 2024

63

Projects

Project
Value

655.9

Million Baht

MFEC CORE SOLUTIONS



01

Cost Optimization

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



02

Digital Sustainability

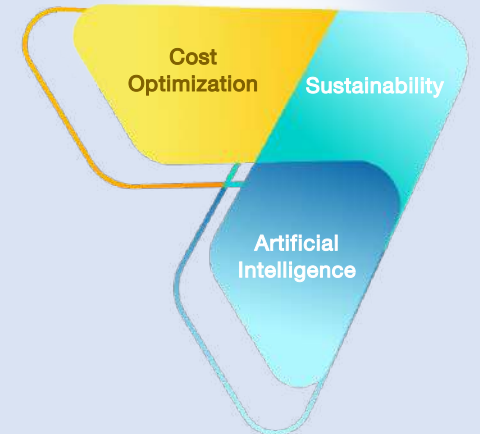
- ✓ Utilizing MFEC services to generate a sustainable value and help the Company to reach the environmental target
- ✓ Prioritize the environmental and ethical matters



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



Cyber Sec Pro 2



MFEC CYBER SEC PRO

2

15
Sessions

Gathering the top expertise in Cyber Security to do a knowledge sharing sessions

23
Booths

Showcasing products and services from various MFEC's vendor and partner

400+
Participants

Technophile both domestically and internationally

CYBER SECURITY PLATFORM



Centralize Management

Single console to control in one tools



Consolidation

Key indicators to check the redundancy



Automation

Detect, respond, remediate, containment



Advanced Analysis

Tech intelligence that gathered information globally

EVENT INSIGHT



Exhibition

Holding a consultation in cybersecurity



Sponsor Showcases

Exhibition held by sponsor to showcase cybersecurity



Networking

Business matchmaking with vendors/ service providers



Conference

Business matchmaking with vendors/ service providers

A conceptual image showing a hand placing a coin on top of a small plant that is growing out of a pile of coins. The background is a soft-focus landscape. The image is partially covered by a blue hexagonal graphic and a blue wavy line at the bottom.

03

Financial Performance

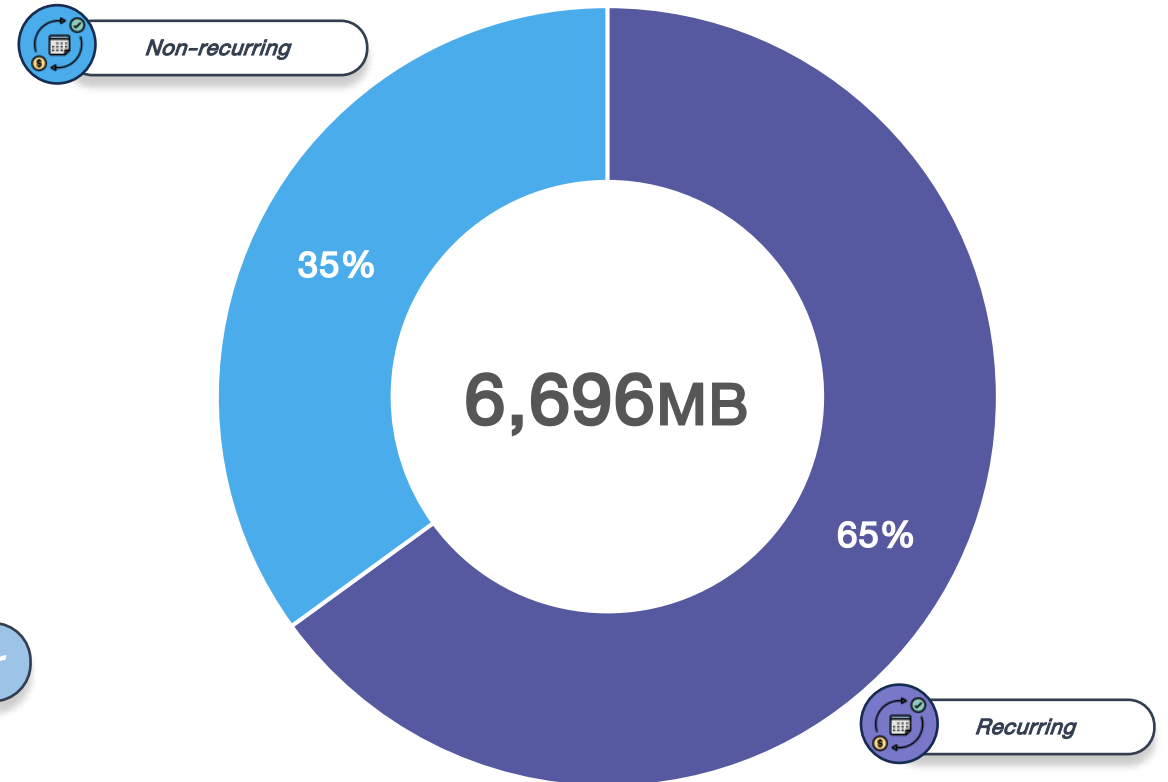
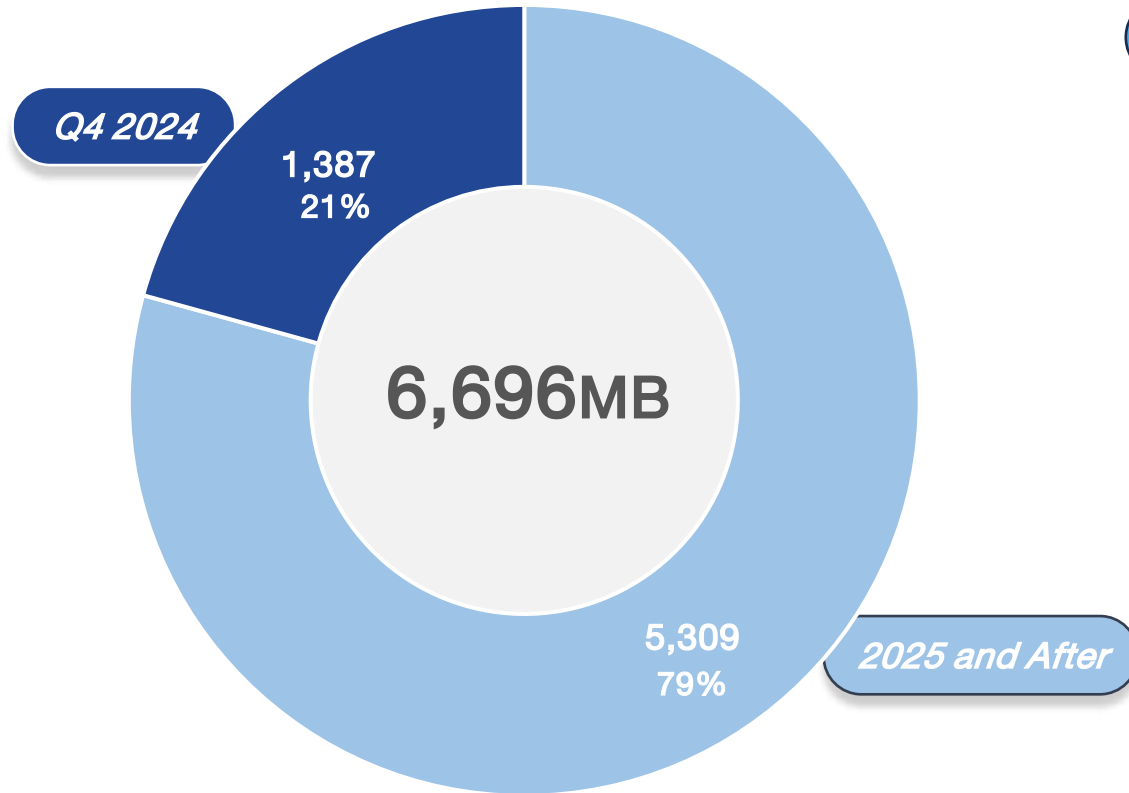
Display MFEC Financial Performance in the previous quarter, with key impacts and business drivers

Backlog & Recurring Income

Group Backlog as of Q3/2024 is 6,696 MB

“Represented strong performance growth, by year-end the Company secured backlog with generating revenue through ongoing projects lasting up to 6 years at 6,696 MB”

Unit: Million Baht, %



Financial Highlights

“MFEC Q3/24 net profit has shown continuous increase, demonstrating the Company's success and operational efficiency”



Operating Revenue

Q3/24 **1,577** MB

➤ Decreased by 12.1% YoY mainly from the decrease in cloud services revenue following changes in service models for cloud customers

9M/24 **5,015** MB

➤ Impressive revenue growth of 4.9% YoY



Net Profit

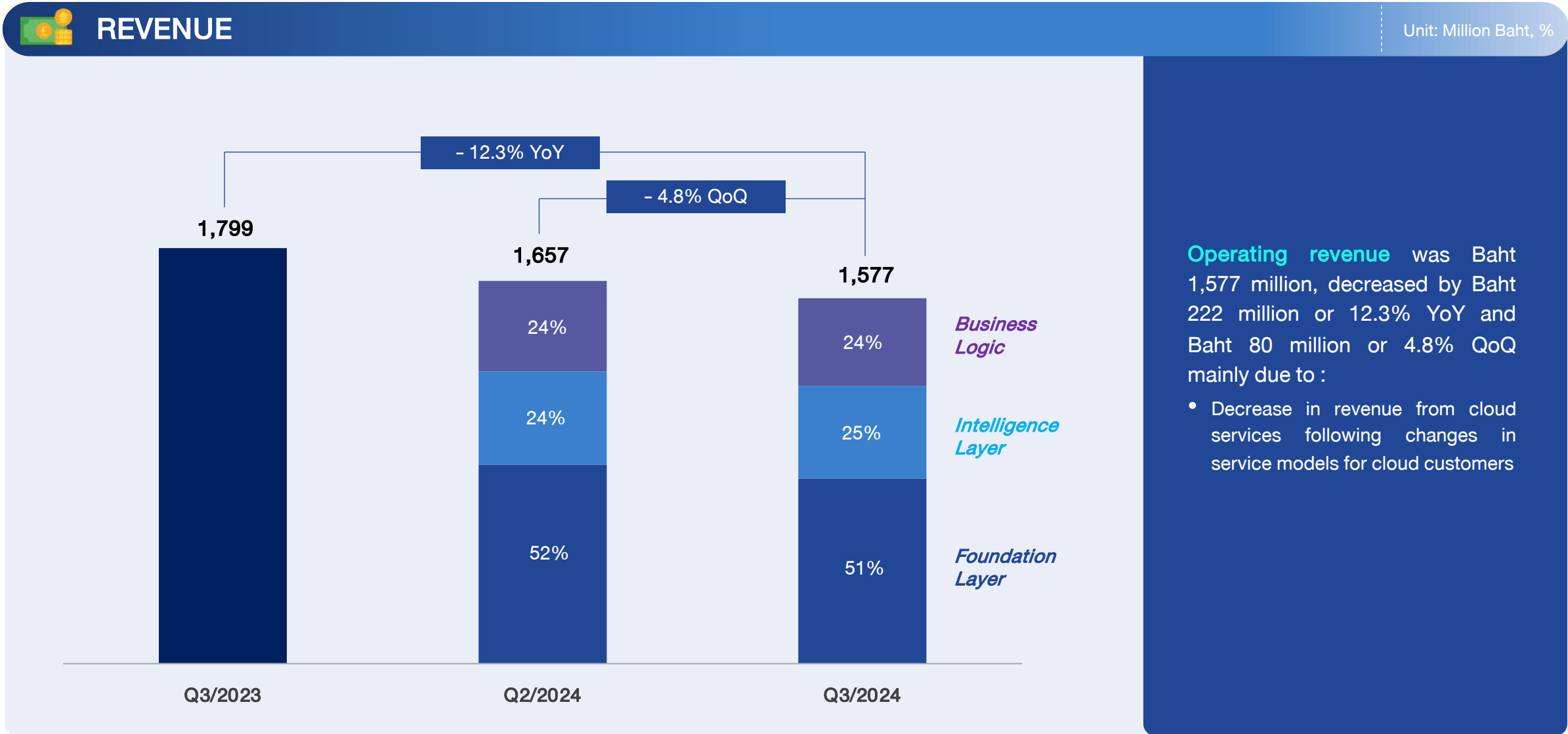
Q3/24 **91** MB

➤ Increased by 95.1% YoY

9M/24 **234** MB

➤ Decreased by 69.2% YoY mainly from the one-time non-operating profit from sales of investment in Vulcan during 1h/23

MFEC Consolidated Performance: Q3/2024



MFEC Consolidated Performance: Q3/2024

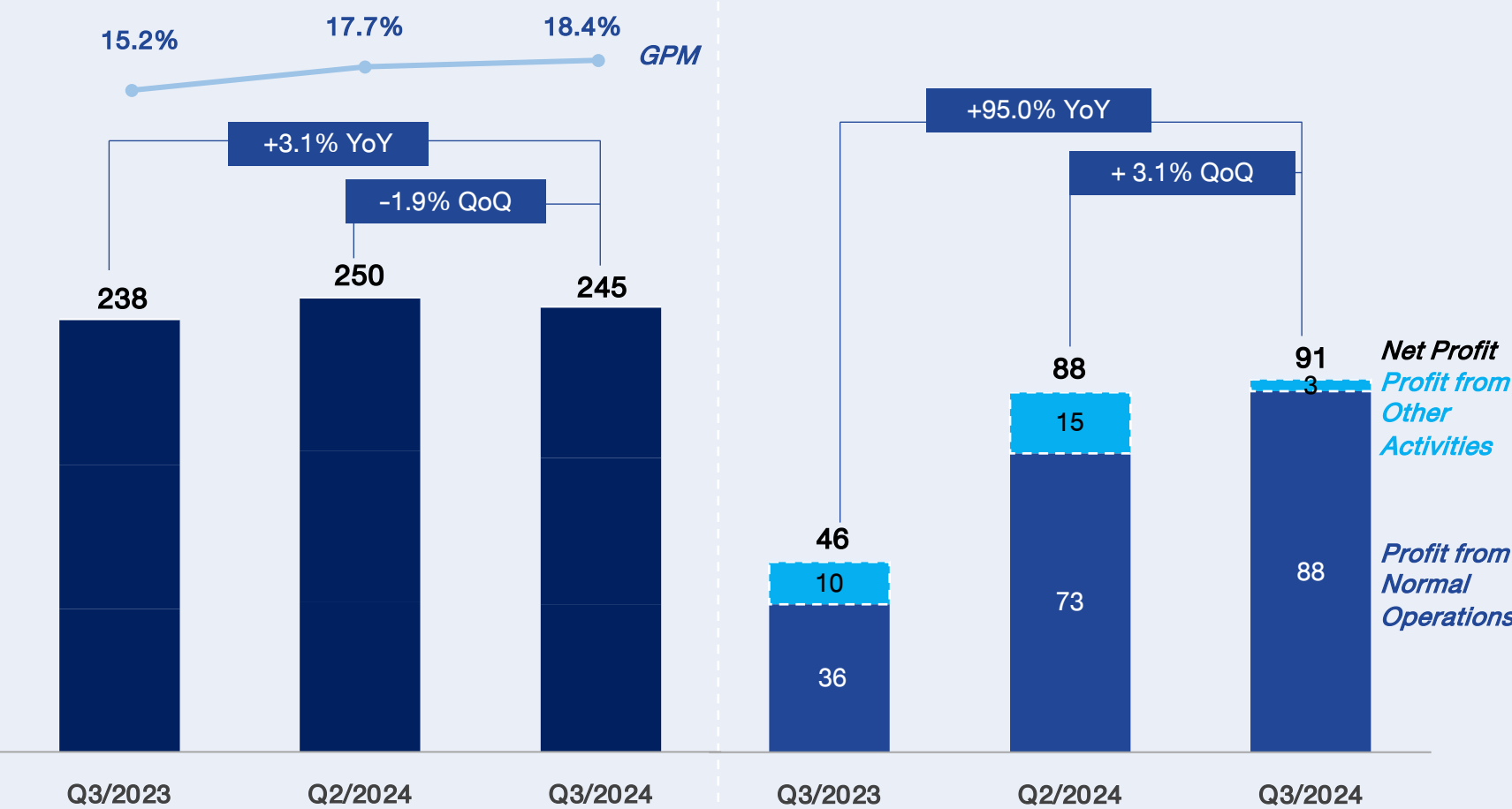


PROFITABILITY

Unit: Million Baht, %

GROSS PROFIT

NET PROFIT



Gross profit was Baht 245 million, increased by Baht 7 million or 3.1% YoY and decreased by Baht 5 million or 1.9% QoQ mainly due to the efficient cost management and portfolio management

Gross profit margin have significantly increased due to the efficient cost management and the improved margins in core business services

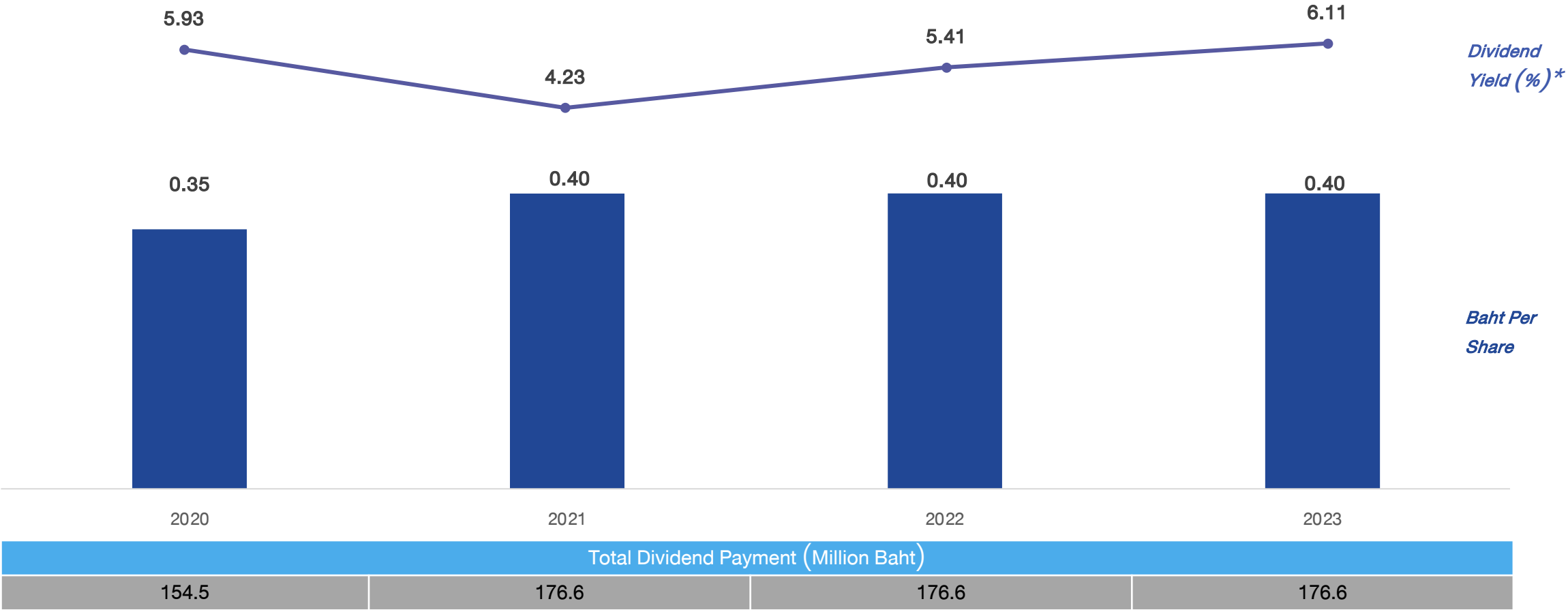
Net Profit was Baht 91 million, increased by Baht 45 million or 95.0% YoY and increased by Baht 3 million or 3.1% QoQ due to the efficient cost management and improved margins in core business services

Dividend Payment

Continue to pay consistent dividends to shareholders

Dividend Payment

Unit: THB million





04

2025 Outlook

Outlining the outlook for next year including growth target and additional projects

2025 OUTLOOK

Complete technology developer towards the growth on the path of AI



Revenue Growth +15% YoY

From 2024 Targeted
Revenue

**Baht 6,696 million
Backlog**

To gradually be realized in 6
years of which Baht 1,387
million to be realized in 2024



Integrating Business Units

Grouping MFEC business units
to strengthen operations,
offering comprehensive
solutions and to generate:

- New revenues
- New solutions



Expand Customer Base

Capturing customer
segments with high IT
spending



Enhance AI Usage and Personnel Excellence

- Implement 100% AI in MFEC
business operation to
enhance efficiency
- Transforming sales into
consultants building
requirement and providing
solutions



Seeking for New Investments

That have synergy with
existing business



TRANSFORMING IT CHALLENGES
INTO FUTURE COMPETITIVE ADVANTAGE

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THANK YOU

Please kindly scan to give us your feedback

