



# Samurai 2K Aerosol Limited

Business Update





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# Agenda

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01

**Our Philosophies**

02

**Global Presence & Our Product Range**

03

**FY2024 Highlights - 5 pillars update**

04

**Financial Highlights FY2024**

05

**Sustainability & Corporate Social Responsibility (CSR)**

06

**FY2025 Outlook**

## **Belief**



**We change aerosol,  
aerosol changes the world.**

## **Vision**



**To be the World's most respected  
innovative aerosol system provider**

## **Mission**



**To offer the most innovative  
aerosol systems with the best  
user enjoyment and to create  
more job opportunities for all  
sprayers in the world**



# Global Aerosol Paints Market

Report Segmentation

## Regional Outlook

- North America
- Europe
- Asia Pacific
- Central & South America
- Middle East & Africa



## Application Outlook

- Do-it-Yourself
- Construction
- Automotive
- Wooden Furniture
- Other

## Product Outlook

- Water Based
- Solvent Based

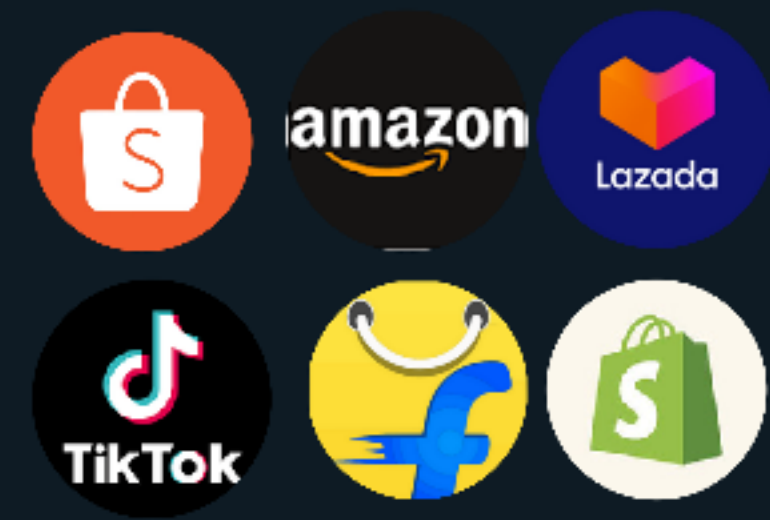
## Overview on the global aerosol paints market

- US market CAGR from 2023 to 2030 – 5.8%
- Market share by application – **Automotive** is the 2nd largest application segment, used for after-sales refinishing of vehicles.
- Market share by region – **Asia Pacific** (34% in 2022) being the largest dominated the market
- Market share by product – the **solvent-based** segment accounted for 54.5% in 2022

# Samurai Global Presence

Distribution revolving 10 countries

6 digital platforms





# Our Product Range



**SAMURAI**<sup>®</sup>  
くろぶし 黒武士

**SAMURAI**<sup>®</sup> くろぶし 黒武士  
**2-PART PAINT**  
TOUGHER than 1-Part

変色龍  
**KHAMELEON**  
JAPAN FORMULATIONS

**SAMURAI**<sup>®</sup> くろぶし 黒武士  
**TITATEK**  
AUTOMOTIVE COATING SOLUTIONS

**SAMURAI**<sup>®</sup> くろぶし 黒武士  
**KUROBUSHI**

**SAMURAI**<sup>®</sup> くろぶし 黒武士  
**MIRROTEK**  
SHINE LIKE A MIRROR

**NINJUTSU**<sup>™</sup>  
にんじゅつ 忍術

**SAMURAI**<sup>®</sup> くろぶし 黒武士  
**WATERTEK**  
2-PART WATER PAINT

**GEIGI**<sup>™</sup>  
げいぎ 技

**SAMURAI**<sup>®</sup> **SERVICE**  
くろぶし 黒武士 WE PAINT YOUR LOVE



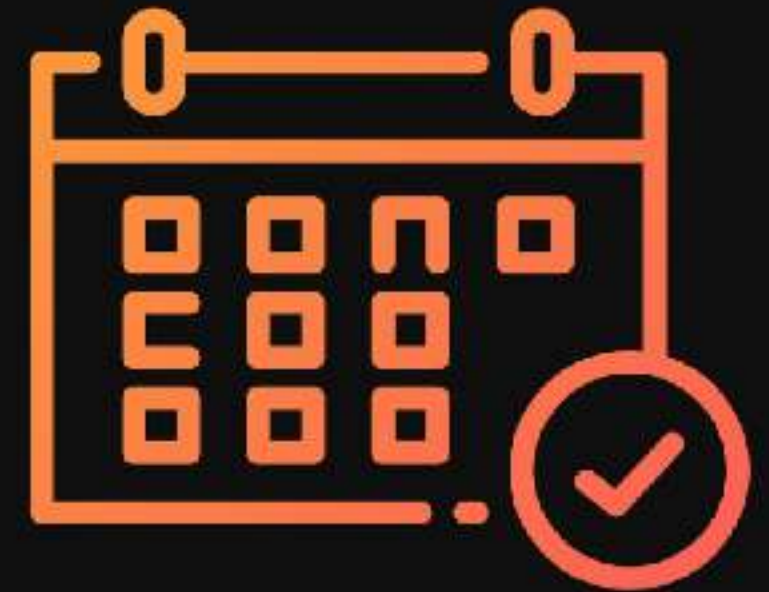
**Automotive  
industry**





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# FY2024 Highlights: 5 Pillars Update





# 1st pillar: Geographical expansion: India



Successful penetration to the Southern & Northeast region

- ✓ Tamil Nadu
- ✓ Kerala
- ✓ Telangana
- ✓ Assam
- ✓ Meghalaya
- ✓ Tripura
- ✓ Karnataka
- ✓ Calcutta
- ✓ Arunachal Pradesh
- ✓ Manipur
- ✓ Nagaland
- ✓ Mizoram



- To leverage the Northern states



- Establish Digital Marketing team for the India market



## 2nd pillar: Innovative patented technologies

- Tintatek - soft launched at Art of Speed on 29/7/23
- Watertek & Mirrortek - under R&D





# 3rd pillar: Strategic partnerships & marketing strategies



- Established July 2023
- Goal: To enlist 26,000 partners worldwide
- Current status: 657 key opinion leaders ("KOL") in Tiktok & 666 KOL in Shopee
- Average monthly sign ups : 20-30 KOL(s)



# 4th pillar: Talent development

## Samurai 2K Aerosol Career Fairs



Frequent collaborations with PERKESO, Johor Strategic Human Capital Unit & other governmental & private organizations to secure quality talent pool

## Talent Grooming Programme



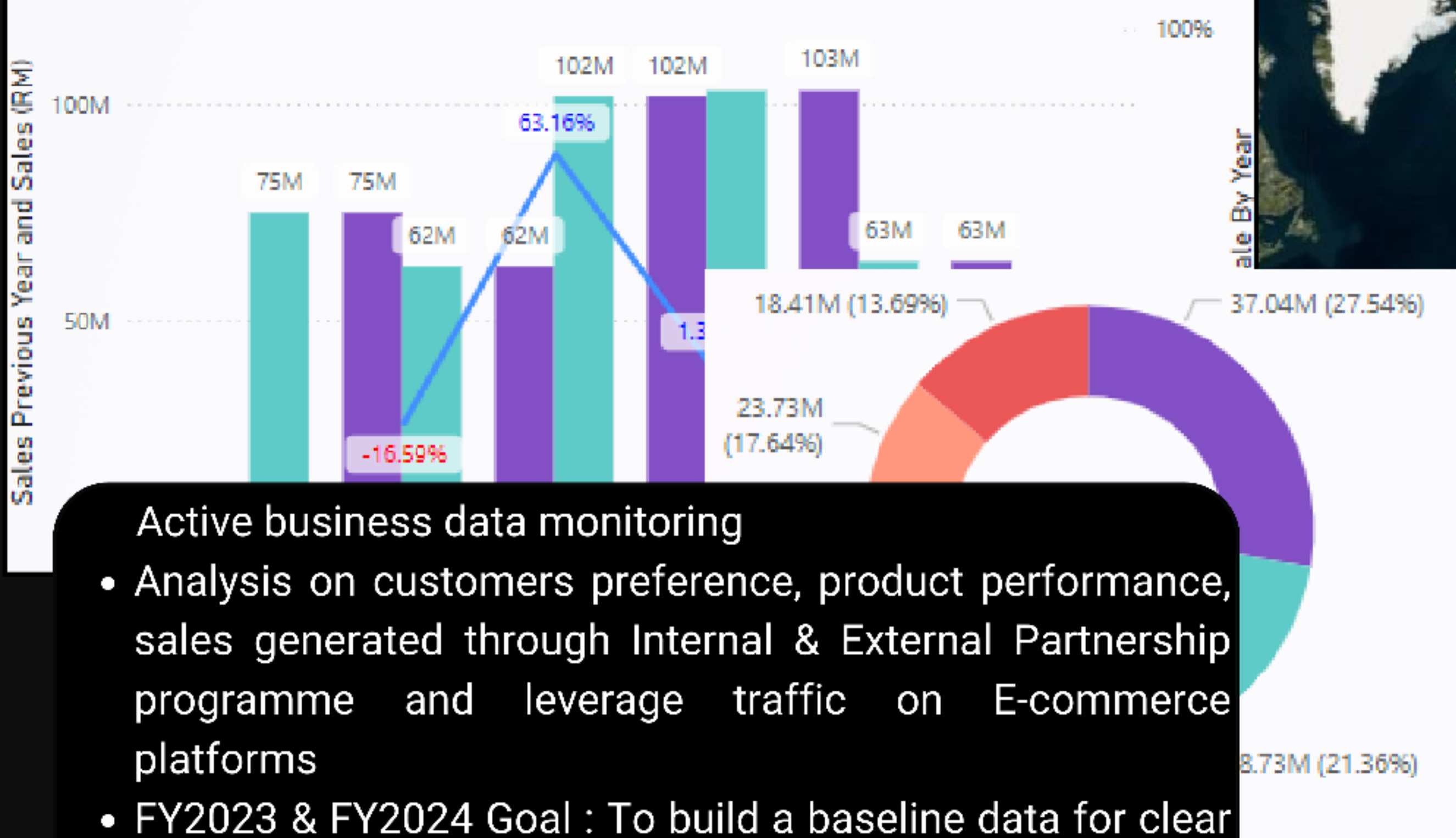
Enhance skillsets of employees with relevant courses & training on various workshops & online platforms



# 5th Pillar: Value data development

Sale (RM) Comparison By Financial Year

● Sales Previous Year ● Sales (RM) ● Percentage Sale By Year



- Active business data monitoring
- Analysis on customers preference, product performance, sales generated through Internal & External Partnership programme and leverage traffic on E-commerce platforms
- FY2023 & FY2024 Goal : To build a baseline data for clear understanding of business progress and brand strategy





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# Financial Highlights

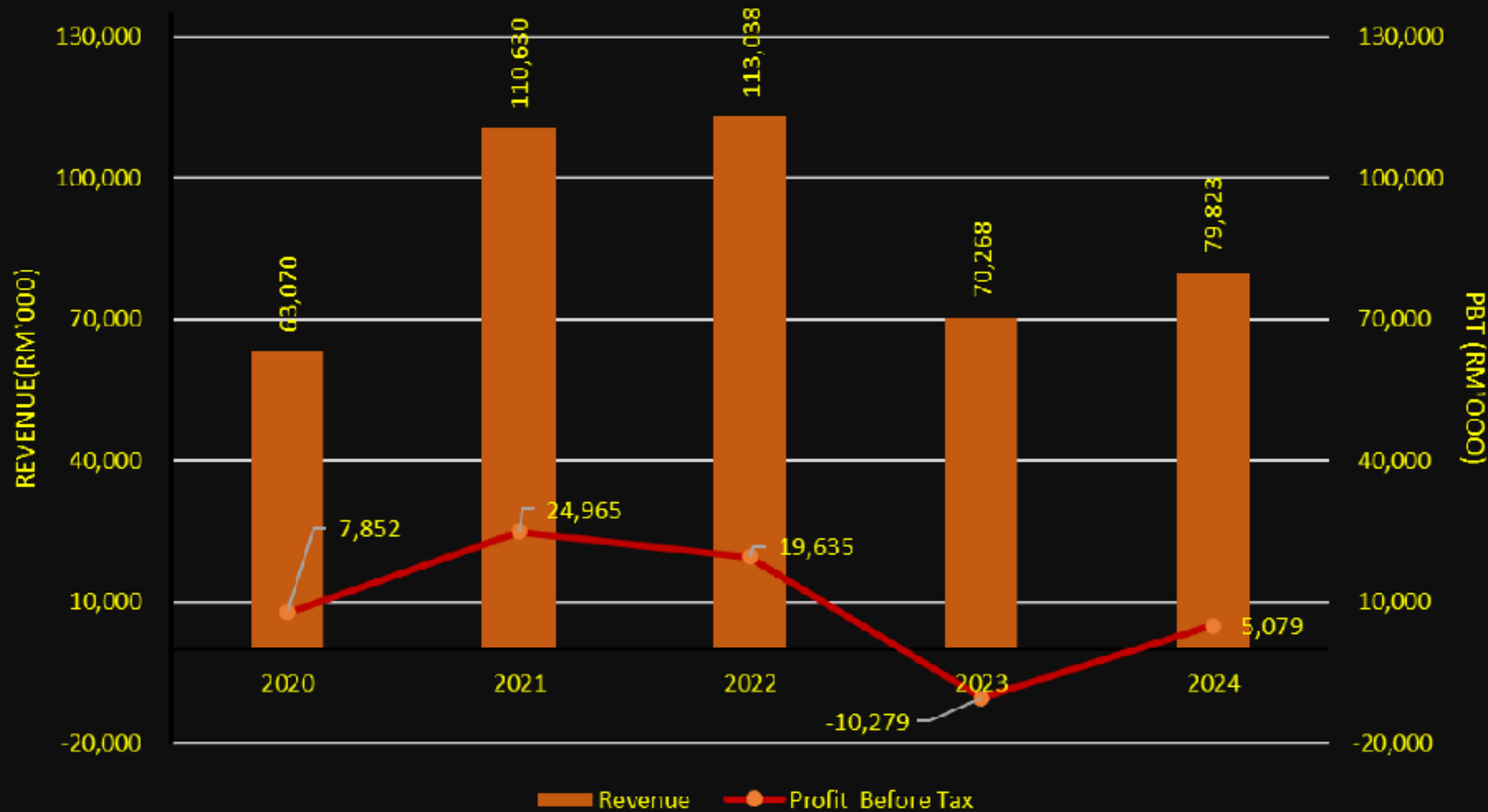
## FY2024





# Profit & Loss Highlights

REVENUE/PROFIT  
(RM'000)



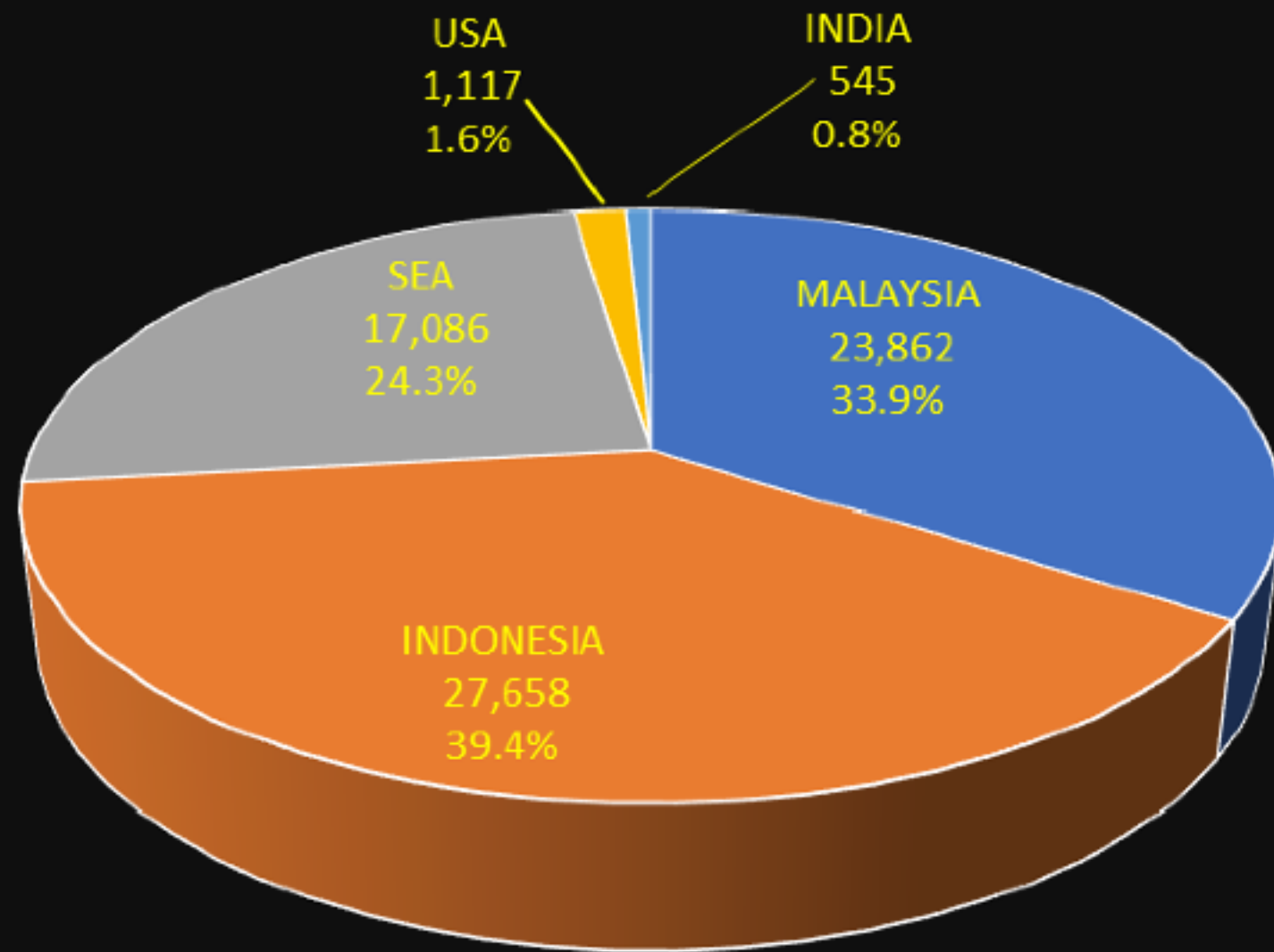
Revenue increased by 13.60 % from RM70.27 million to RM79.82 million, mainly due to increase in demand generally from Malaysia, Indonesia and other markets such as Thailand, Vietnam, Phillipines, India & USA.

# Profit & Loss Highlights

## REVENUE BY GEOGRAPHICAL SEGMENT

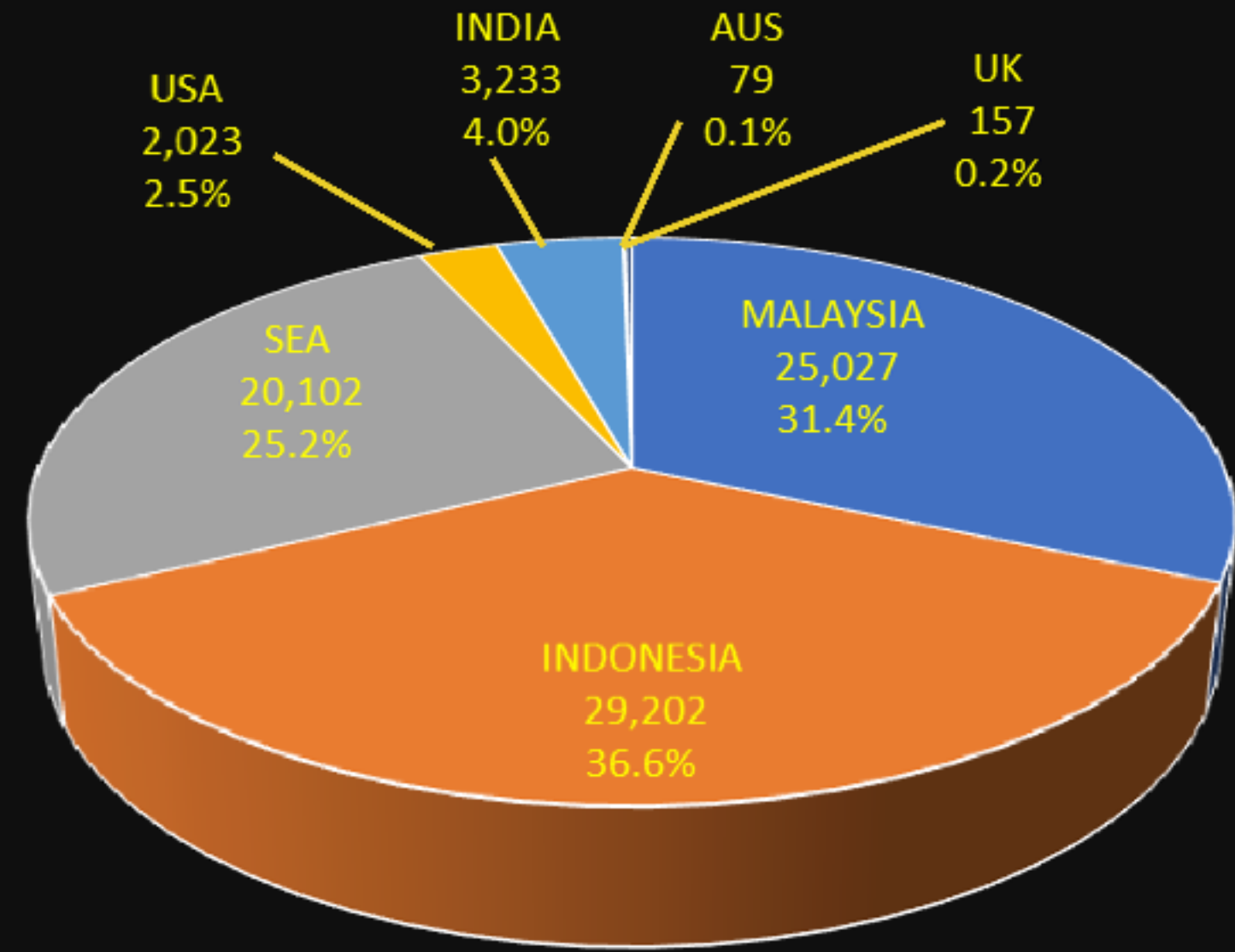
RM'000

FY2023



■ MALAYSIA ■ INDONESIA ■ SEA ■ USA ■ INDIA

FY2024

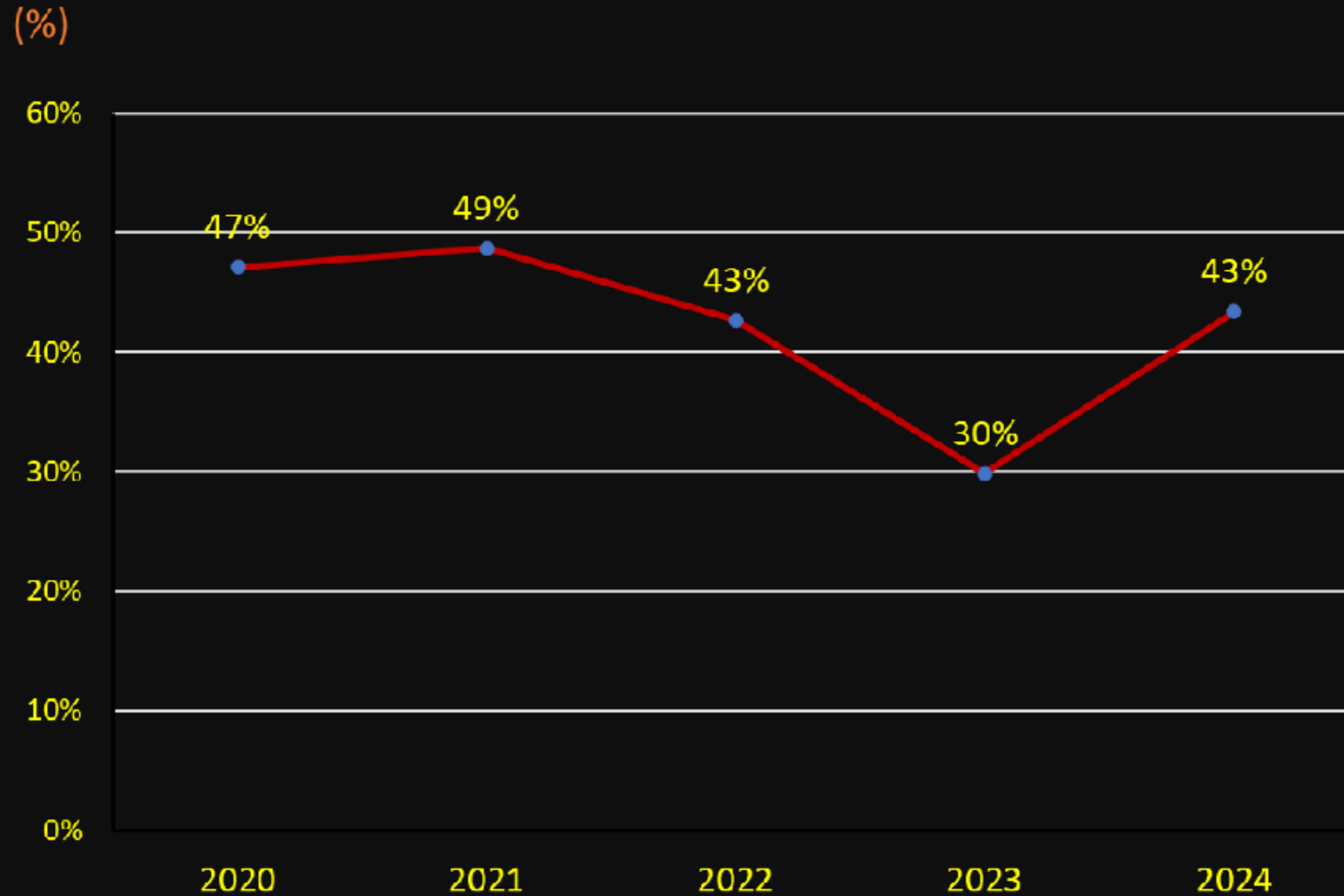


■ MALAYSIA ■ INDONESIA ■ SEA ■ USA ■ INDIA ■ AUS ■ UK



# Profit & Loss Highlights

## GP Margin

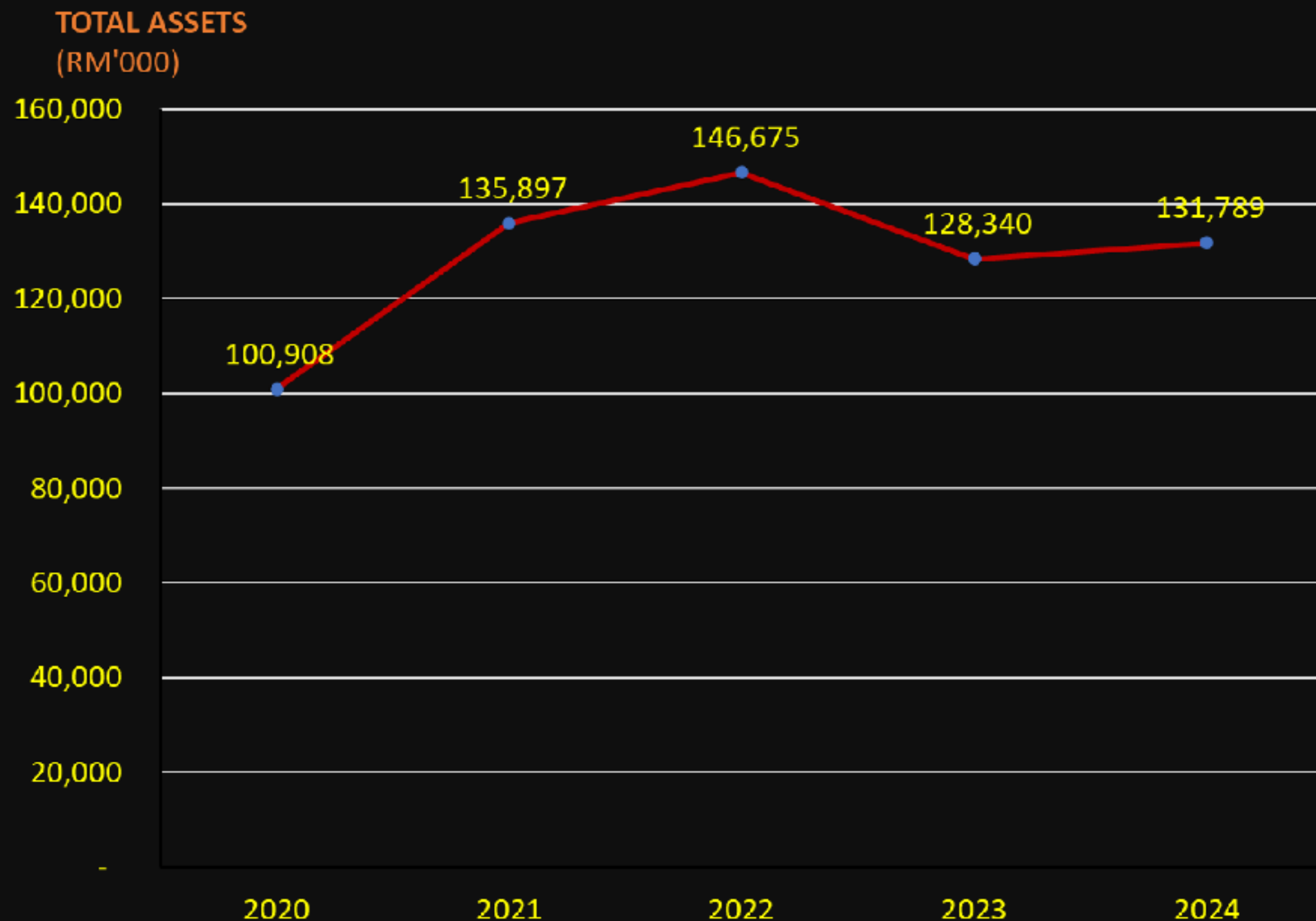


Gross Profit margin increased from 30% in FY2023 to 43% in FY2024 mainly due to :-

- i. Decrease in raw material and packing material cost; and
- ii. Decrease in forwarding cost



# Financial Position Highlight



Group's total assets increased from RM128.34 million as at 31 March 2023 to RM131.79 million as at 31 March 2024, mainly due to purchase of new machinery and upgrading and renovation of office.

At the end of FY2024, the Group maintained cash and bank balance of RM31.59 million.





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# Sustainability & Corporate Social Responsibility (CSR)





# Blood Donation Campaign 2024



- Collaboration with Sultanah Aminah Hospital
- Participants include employees, vendors, suppliers and public





# Feed the Poor Programme



- Collaboration with KECHARA Soup Kitchen
- Distribution of food for the underprivileged community in Johor Bahru





# Global Recycling Day



- A collaborative effort between Tanah Sutera Development & Samurai 2K Aerosol
- Sale of usable items i.e. kitchen goods, food grade glass bottles, electronic goods
- Workshop on sustainable living environment through Effective Microorganism





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# FY2025 OUTLOOK





# 5 pillars continue....

## 1. Venture into China market

## 2. Digital Transformation

- Content Marketing
- Fission Marketing
- Digital Channel
- E-Commerce
- O2O (Online to Offline) Service
- Live Stream
- Technical Solution





# O2O (Online-to-offline Marketing)







# SAMURAI<sup>®</sup>

くろぶし黒武士

# SERVICE

WE PAINT YOUR LOVE

Number of automotive restoration services completed :-

- Head lamp - 227
- Car Rim - 421
- Full body Spray - 96



# Social Media Marketing



**Samurai Paint, India**  
156K likes • 155K followers  
Hi GUYS, GREAT NEWS. Samurai Kurobushi




**Samurai Paint, Thailand**  
342K likes • 418K followers  
สีสเปรย์ตกแต่งและซ่อมแซม รถจักรยานยนต์



**Samurai paint, Vietnam**  
269K likes • 272K followers  
CÔNG TY TNHH VIỆT NAM PAINT  
MARKETING - NPP địa phương



**Samurai Kurobushi Indonesia**  
791 posts 30.5K followers  
Samurai Kurobushi Indonesia Official  
Cat Semprot Aerosol Untuk Sepeda Motor  
more



**@samuraispraypaint**  
1,130 posts 37.5K followers  
Product/service  
To be the world's most respected innov



**Samurai Paint, Malaysia**  
375K likes • 408K followers



**Samurai Paint, Indonesia**  
1.1M likes • 1.3M followers  
Cat Semprot Samurai khusus untuk sepeda motor Jepang. Kami garansi cat tahan

**4 MILLION SAMURAI FANS**



**SamuraiPaint.Philippines**  
521 posts 1,847 followers  
SAMURAI is not only selling paint, but more importantly we introduce a living lifestyle more unique, creative and enjoyable.




**Samurai Paint Cambodia**  
393 posts 1,016 followers 354 following  
We produce and market our special formula motorcycle aerosol for the bike lover.  
#SamuraiPaint... more  
[www.samurainpaint.com.kh/instagram/](http://www.samurainpaint.com.kh/instagram/)



**Samurai Paint, Malaysia**  
@SamuraiPaintMalaysia  
79.6K subscribers • 400 videos



**Samurai Paint, Thailand**  
@SamuraiPaintThailand  
8.16K subscribers • 164 videos



**@samurainpaint.kh**  
376 Following 256.5K Followers 1.5M Likes  
Follow Message



**@samurai\_service**  
@Samurai2U Sdn Bhd  
966 Following 23.3K Followers 90.2K Likes



**Samurai kurobushi\_indonesi**  
@Samuraikurobushiindonesia  
25.5K subscribers • 704 videos  
youtube Official dari Samurai Paint Kurobushi Indonesia



**Samurai Paint, Vietnam**  
@SamuraiPaintVietnam  
22.3K subscribers • 363 videos



**@samurainpaintindonesia**  
6 Following 257.5K Followers 3.1M Likes  
Follow Message



**@samurainpaintmy**  
681 Following 136K Followers 677.6K Likes  
Message



**@samurainpaintphilippines**  
20 Following 166.4K Followers 805.1K Likes  
Follow Message



# Content Marketing



PRODUCT REVIEWS



TIPS & TRICKS



RESTORATION  
SERIES



USA & AUSTRALIA  
CONTENTS



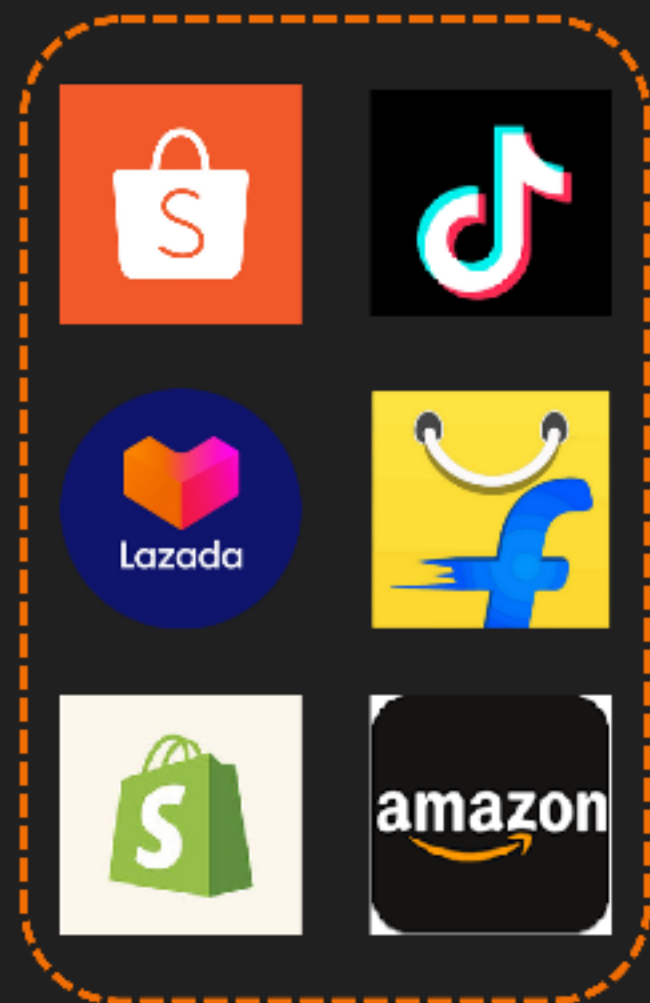
# Live Stream





# E-commerce

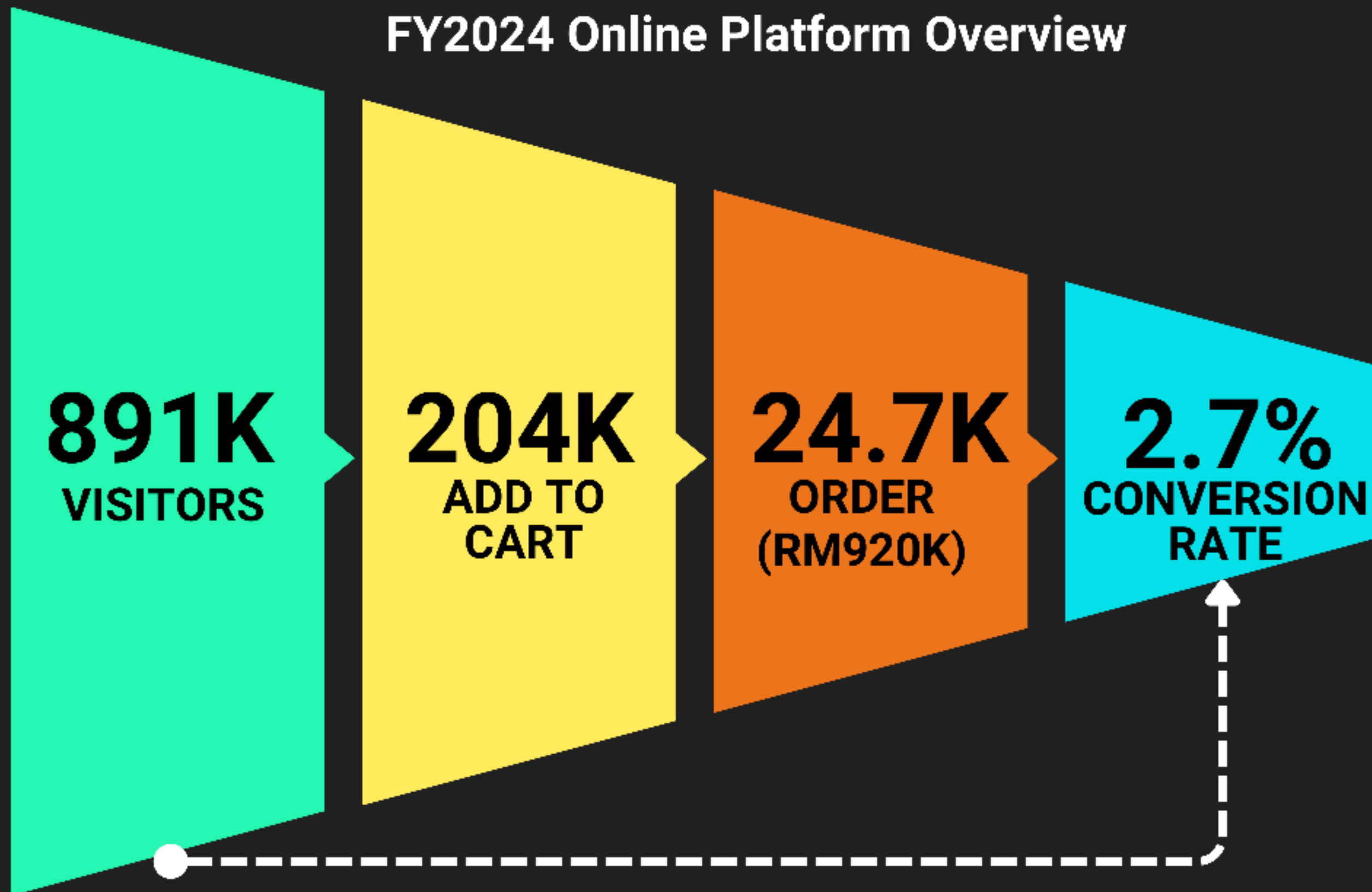
## SALES CHANNEL



## COUNTRY



## FY2024 Online Platform Overview





**OFFLINE  
ACTIVITIES  
continue...**





# Education - Live spray teaching

**SAMURAI**<sup>®</sup>  
くろぶし黒武士

**ACADEMY**

'NOW EVERYONE CAN SPRAY'





# Offline Events





# Sponsorship



**PETRONAS**  
*Cub Prix*  
AAM Malaysian Cub Prix Championship





THANK YOU

