Katrina GROUP LTD.

ANNUAL GENERAL MEETING
FY2018



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PRESENTATION
OUTLINE

- BUSINESS OVERVIEW
- **FINANCIAL HIGHLIGHTS**
- FUTURE PLANS





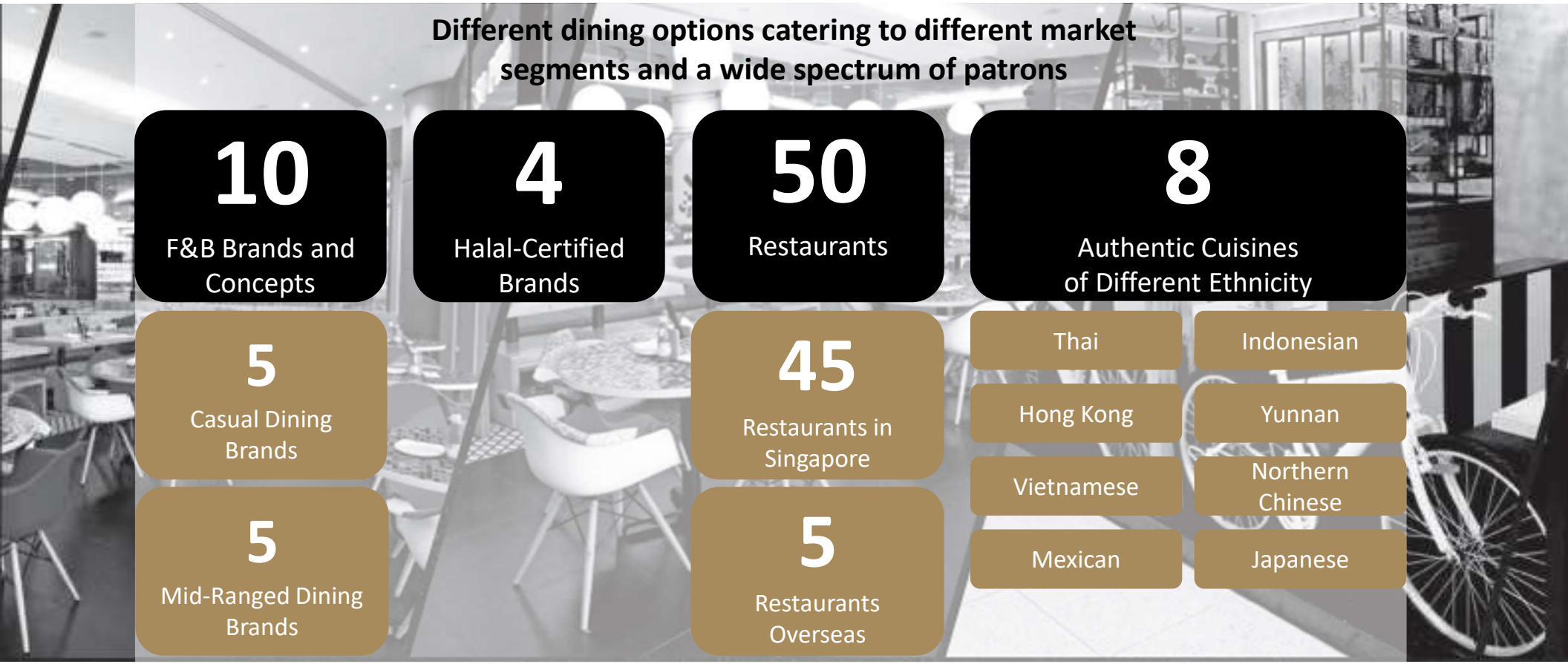
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GROUP LTD.

BUSINESS
OVERVIEW

Katrina GROUP LTD.



OUR
F&B BUSINESS



*Figures as at 31 March 2019

OUR
F&B BUSINESS

CASUAL DINING BRANDS

SO PHO

Vietnamese Cafe
www.sopho.com.sg

BALI·THAI

Indonesian & Thai Restaurant
www.balithai.com.sg

streats

Asian Cafe
www.streats.com.sg

红锅 HONGUO

Specialties from Yunnan
www.honguo.com.sg

INDOBOX

Indonesian Cafe
www.indoboxcafe.com.sg

MID-RANGED DINING BRANDS

RENNthai

Contemporary Thai Restaurant
www.rennthai.com.sg

Bayang

Indo Bar & Restaurant
www.bayang.com.sg

胡同 Hutong

Taste of China
www.hutong.com.sg

MUCHOS

Mexican Bar & Restaurant

www.muchos.com.sg

IZAKAYA 朋友 TOMO

Classic Japanese Cuisine



OUR
F&B BUSINESS

Singapore Openings in 2018

- ✓ Tampines 1
- ✓ West Mall

- ✓ Changi Airport (T3)
- ✓ ION Orchard
- ✓ Marina One
- ✓ The Star Vista
- ✓ White Sands

Singapore Openings in 2019

- ✓ Jewel Changi Airport
- ✓ IMM

New Acquisitions

- ✓ Clarke Quay
- ✓ Esplanade

Singapore Outlets Closed in 2018

- ✓ I12 Katong
- ✓ The Seletar Mall

- ✓ NEX

- ✓ Raffles City

Recent Openings Overseas

- ✓ New Raffles City (Shanghai)
- ✓ Huanmao IAPM Mall (Shanghai)
- ✓ Plaza Senayan (Jakarta)



Plaza Senayan, Jakarta
Opened in 2019

OUR
F&B BUSINESS

UPCOMING OPENINGS

- ✓ Great World City
- ✓ Suntec City

SO PHO

ONLINE FOOD & DELIVERY

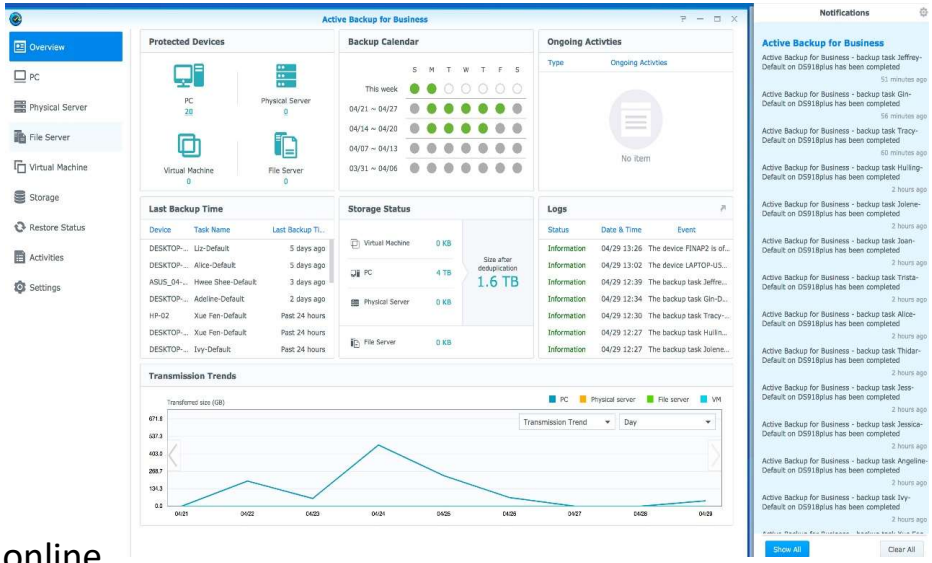
- ✓ Online food order and delivery services achieved S$7.9 million in revenue for FY2018, tripling in revenue from FY2016

IT PROJECTS

- ✓ New Chief Technology Officer (CTO)
- ✓ SAP OPS (Offline Procurement System)
- ✓ SAP BOM (Bill of Material)
- ✓ CRM for Katrina Holdings
- ✓ Server to backup HQ workstations and enable cloud data sharing
- ✓ katrinagroup.com email server migration to increase capacity
- ✓ Katrina Group website revamps for all brands with integration to online food order and delivery service to improve user interface and experience



So Pho party platter



Server to backup HQ workstations and enable cloud data sharing

OUR
F&B BUSINESS

MARKETING INITIATIVES

Social Media
(Boost Engagement)



Digital Marketing
(Positive Reviews)

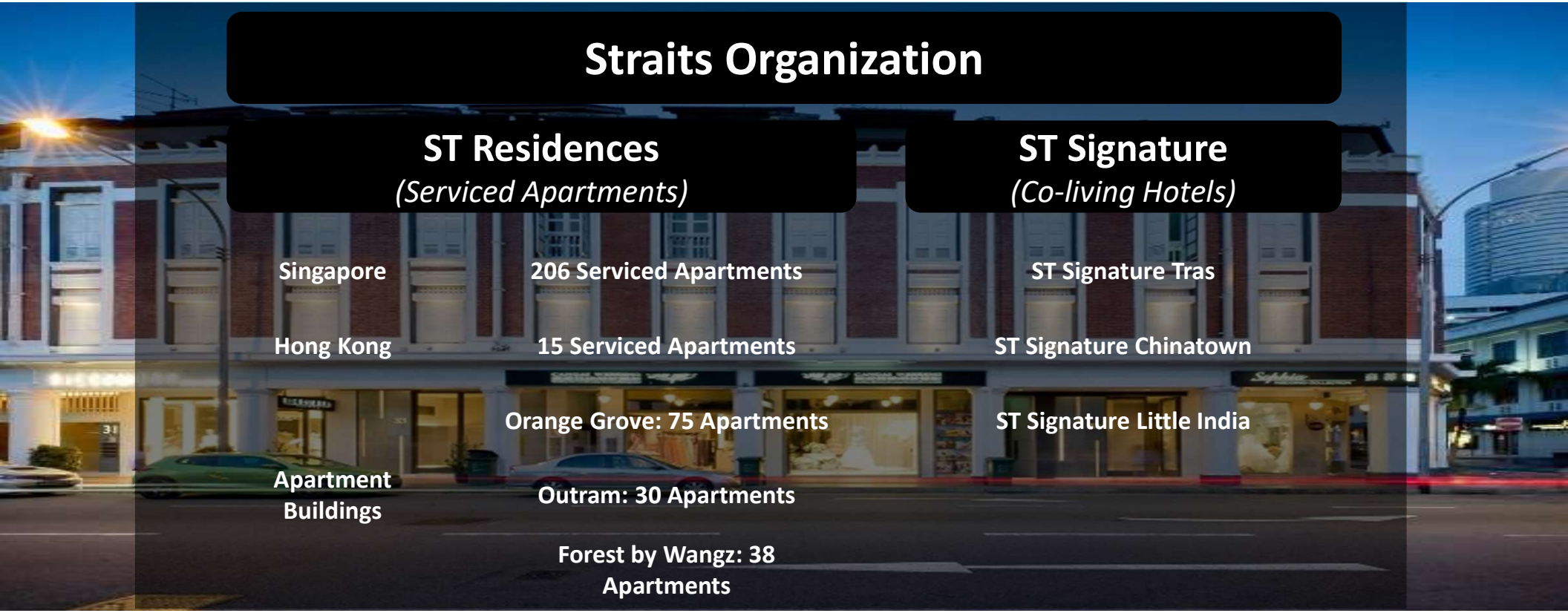


Collaboration
(Drive Traffic to outlets)



OUR
HOSPITALITY BUSINESS

Targeting millennials and business travellers in APAC with affordable and diverse accommodations



Straits Organization

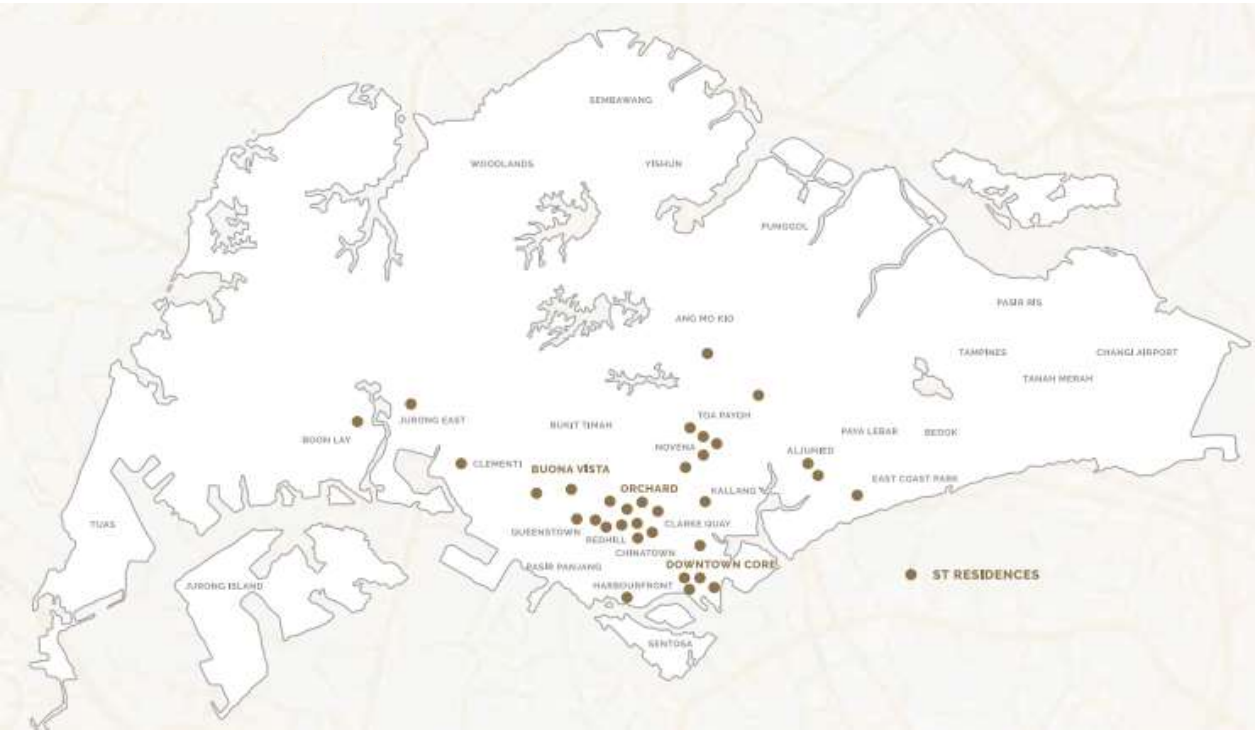
ST Residences *(Serviced Apartments)*		ST Signature *(Co-living Hotels)*
Singapore	206 Serviced Apartments	ST Signature Tras
Hong Kong	15 Serviced Apartments	ST Signature Chinatown
Apartment Buildings	Orange Grove: 75 Apartments	ST Signature Little India
	Outram: 30 Apartments	
	Forest by Wangz: 38 Apartments	

*Figures as at 30 April 2019

OUR
HOSPITALITY BUSINESS

Providing affordable and diverse accommodations targeted at millennials and business travellers in APAC

ST RESIDENCES





OUR
HOSPITALITY BUSINESS

Providing affordable and diverse accommodations targeted at millennials and business travellers in APAC

RESIDENCES

ST RESIDENCES

Average Occupancy
2019

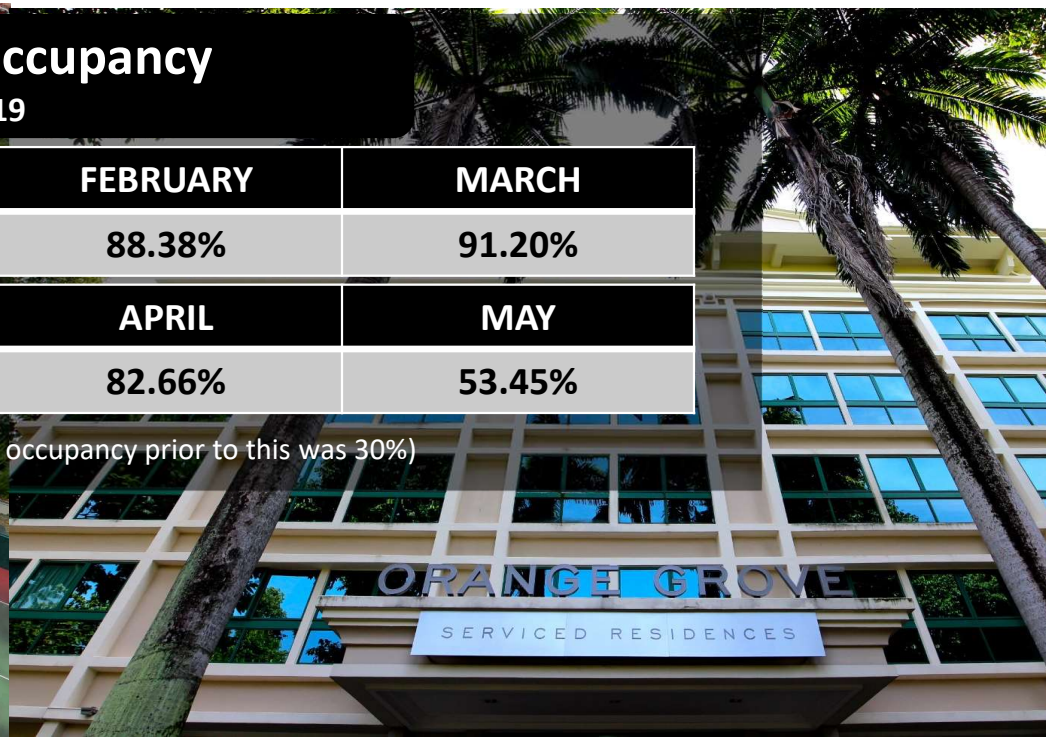
APARTMENTS	JANUARY	FEBRUARY	MARCH
ST RESIDENCES	89.51%	88.38%	91.20%

APARTMENTS	MARCH*	APRIL	MAY
ORANGE GROVE	87.00%	82.66%	53.45%

*Managed by ST Residences since 15th March (monthly occupancy prior to this was 30%)



Orange Grove Serviced Residences



OUR
HOSPITALITY BUSINESS

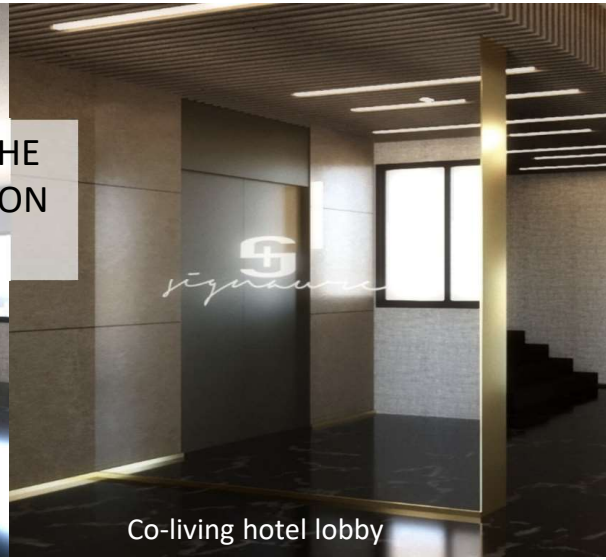
Providing affordable and diverse accommodations targeted at millennials and business travellers in APAC

ST SIGNATURE





Co-living hotel corridor



Co-living hotel lobby

LOOKING TO ESTABLISH OUR HOTEL PORTFOLIO DURING THE YEAR WITH THREE CO-LIVING HOTELS UNDER CONSTRUCTION WHICH COULD ADD AN ESTIMATED 180 ROOMS

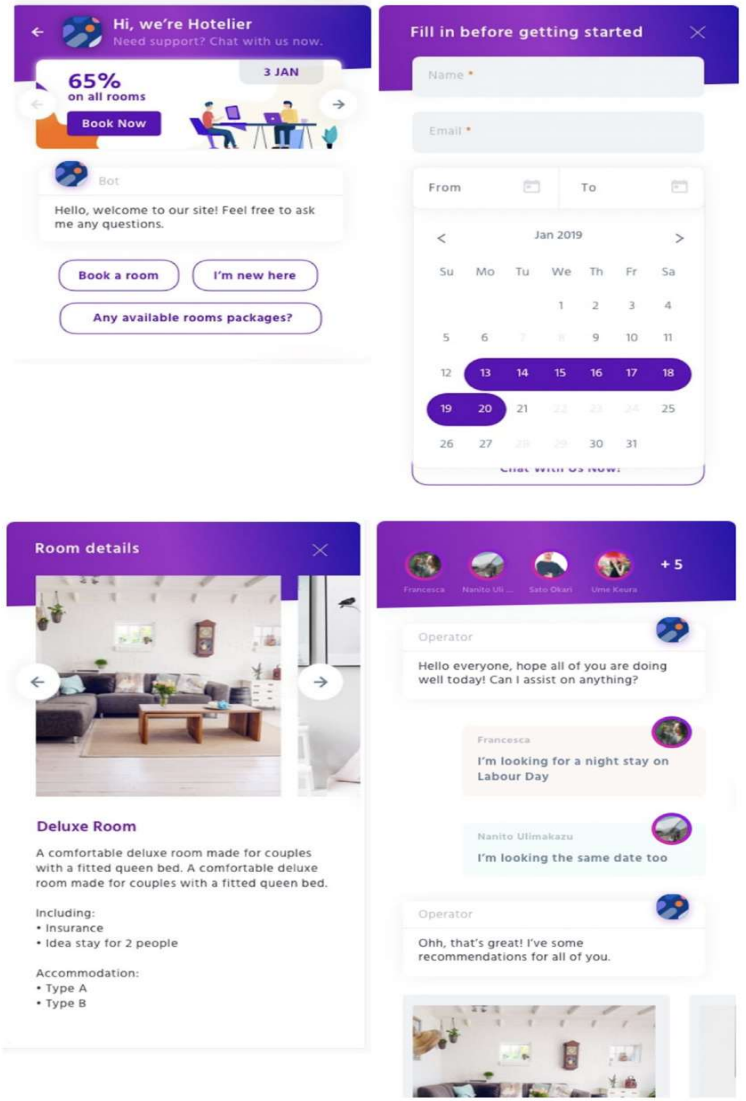
OUR
HOSPITALITY BUSINESS

UPCOMING OPENINGS

- ✓ To establish our hotel portfolio during the year with three co-living hotels under construction which could add an estimated 180 rooms

IT PROJECTS

- ✓ Automated self check-in with ID verification, Property Management System, keyless access, and Internet of Things integration for ST Signature
- ✓ Guest engagement system for ST Signature, leveraging on Machine Learning and Artificial Intelligence bot (pipeline)
- ✓ Secure backup solution for guest data storage that is PDPA compliant
- ✓ Property Management System for ST Signature (pipeline)
- ✓ Channel manager for ST Signature
- ✓ Channel Manager for ST Residences
- ✓ Website development for ST Signature
- ✓ UI/UX improvement for ST Residences website



Guest Engagement System

FINANCIAL
HIGHLIGHTS

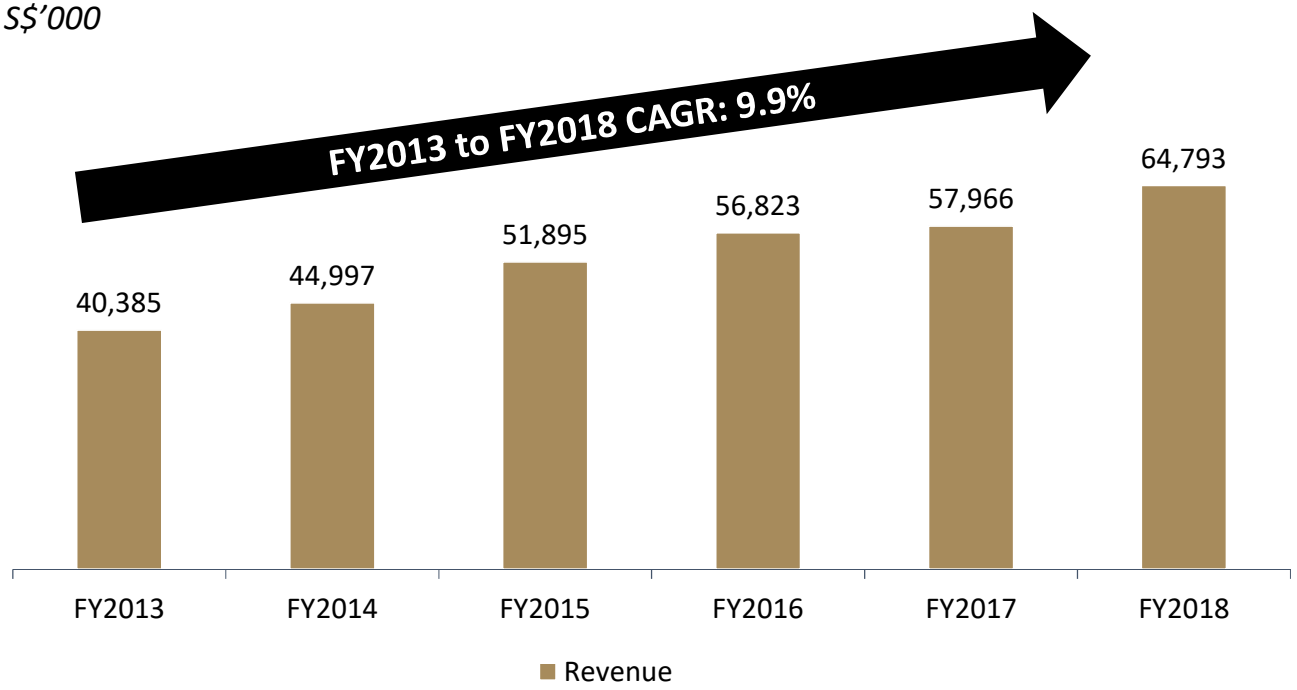
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REVENUE
TREND

Revenue

S$'000



CAGR: Compounded Annual Growth
Sales revenue and gross profit is net of discounts

Group remains on the path of growth with added revenue streams

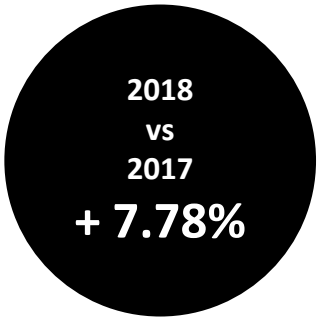


REVENUE **BREAKDOWN**

Number of Stores by Brand

Brand	No. of Stores end-2017	No. of Stores end-2018	No. of Openings	No. of Closures
Bali Thai	9	7	-	2
Streats	8	9	2	1
So Pho	11	16	5	-
Hong Guo	3	2	-	1
Indobox	2	2	-	-
Renn Thai	1	1	-	-
Banyang	1	1	-	-
Hutong	1	1	-	-
Muchos	2	2	-	-
Tomo	0	2	2	-

Same-Store Sales

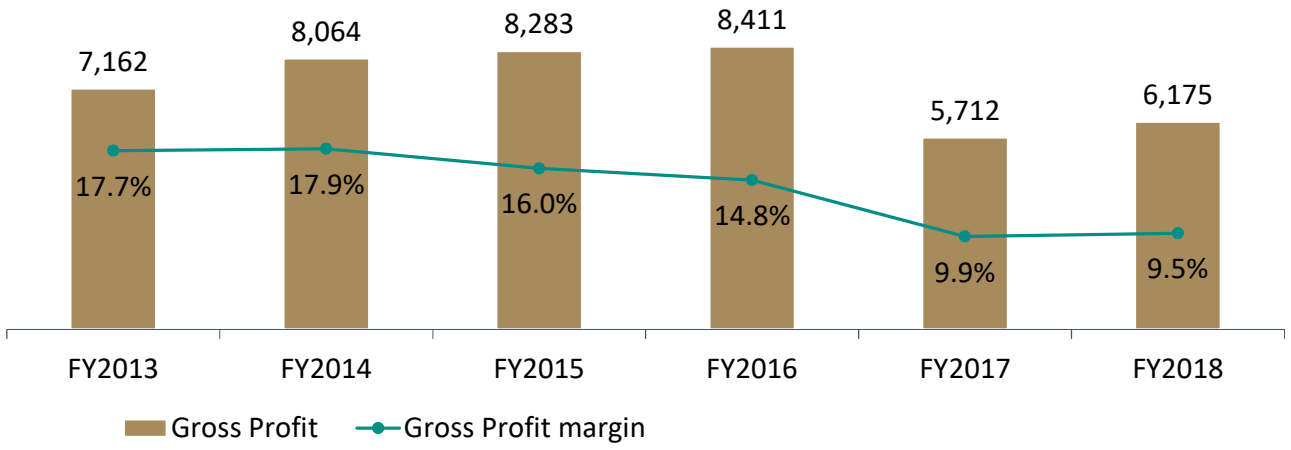


Same-store sales remain positive despite weak consumer sentiments

GROSS PROFIT
& GROSS PROFIT MARGIN

Gross profit and Gross profit margin

S$'000



Lower gross profit as a result of higher costs related with Group's expansion plans



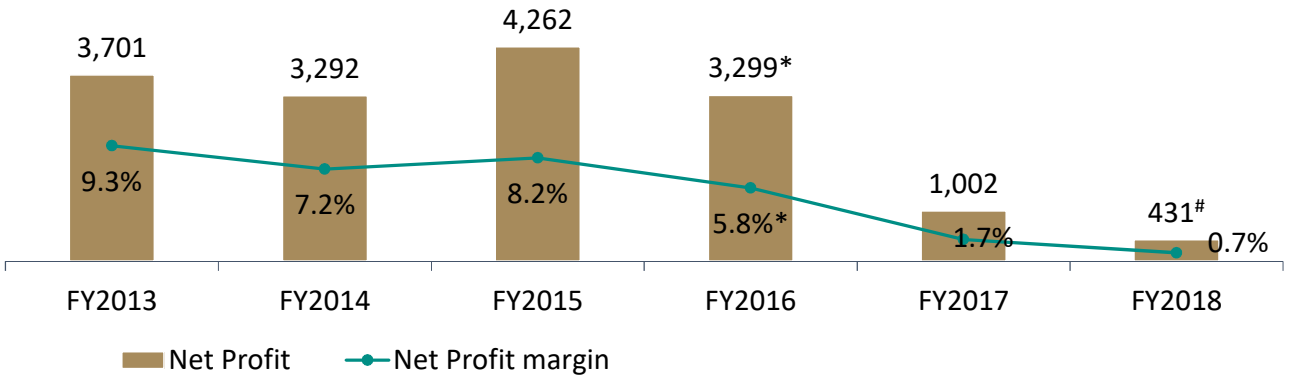
Sales revenue and gross profit is net of discounts

NET PROFIT
& NET PROFIT MARGIN



Net profit and net profit margin

S$'000



Group is still in expansion and it will take time for new outlets to improve profitability

#: (1) 3 non-performing outlets which were closed in FY2018 recorded losses of S$0.8 million in FY2018.
(2) Newly acquired hospitality business contributed S$60,000 net loss due to expansion
(3) Adjustments arising from discounting refundable rental deposits and provision for restoration costs to present value of S$31,000 were made in FY2018.

FY: Financial year ended 31 December
*: Excluding IPO expenses

FINANCIAL **POSITION**

Highlights

S$'000

	31 DEC 2018	31 DEC 2017
Property, Plant & Equipment	7,681	7,982
Refundable Deposits	2,575	1,435
Cash & Cash Equivalents	6,538	7,405
Total Borrowings	-	-
Total Equity	13,983	14,175
Gross Gearing Ratio	Net Cash	Net Cash

Group is in a net cash position with no borrowings



CASH **FLOWS**

Highlights

S$'000

	FY2018	FY2017
Net Cash Flows (Used In)/Generated From Operating Activities	3,979	2,665
Net Cash Flows Used In Investing Activities	(4,244)	(3,700)
Net Cash Flows Used In Financing Activities	(602)	(2,912)
Net Decrease In Cash And Cash Equivalents	(867)	(3,947)
Cash and Cash Equivalents at end of period	6,538	7,405



FUTURE
PLANS

Katrina
GROUP LTD.



FUTURE PLANS

Build Up Hospitality Business

- Tap on growing millennial and business traveller markets
- Grow quickly in Singapore and regionally

Brand Diversification & Prudence for F&B

- Continue to seek viable acquisitions which expand number of brands under Katrina Group umbrella
- Exercise more prudence in new openings in Singapore
- Continual assessment of brand viability

Eyeing Further Geographical Expansion

- Explore new markets and partnerships for both businesses

Strengthen Marketing Initiatives

- Continue online marketing campaigns to increase awareness such as google adwords, social media
- Maintain promotions and explore loyalty programs and partnerships with malls



Katrina
GROUP LTD.

RECOGNISED F&B GROUP SPECIALISING IN MULTI-CUISINE CONCEPTS AND RESTAURANT OPERATIONS, WITH A GROWING PRESENCE IN DIVERSE ACCOMMODATION SOLUTIONS

THANK YOU

BALI·THAI
streats
红锅 HONGUO
SO PHO
INDOBOX
ST RESIDENCES
RENNthai
Bayang
MUCHOS
胡同 Hutong
TOMO IZAKAYA