

MC launched activewear under brand “U-P” to welcome in high season, aimed expansion plan for mcmc outlet store in community and still posted strong profit margin in 1st quarter of FY2019 resulting from consistent cost management

Bangkok, 14 November 2018 – Khun Sunee Seripanu, Chief Executive Officer disclosed that ‘Most recently, the Company just launched U-P brands which are activewear products that offer collections of apparels harmoniously combining streetwear and sportswear together. U-P products are both stylish and functional for all kinds of fun and energetic activities suitable for customer groups with active lifestyle. Currently, the website UPACTIVELIFE.COM has introduced the new product release for many varieties and the customer can purchase through mcshop.com and U-P flagship store at Stadium One. In addition, U-P has many activities and events selected for its customers at Mc stores, Warrix stores including additional points of sale expansion at leading department stores to gain more targeted customers.”

Khun Bundit Praditsuktavorn, Chief Financial Officer and Head of Business Development further stated that “Regarding the other business, MC group has expanded points of sales and space management for mcmc outlet store helps to penetrate the local community thoroughly and increase more capabilities of product management. In November and December, the first two branches outside PTT gas station are at Global House, Wiang Kum Kam and Phang, Chiang Mai. Its retail platform via mcshop.com that also sources various popular products under different brands from business partners that help meet the needs of consumers, e.g. personal care, Bag. In addition, the Company entered into a joint venture with Mcmillion (Thailand) Company Limited in October with the purpose to integrate its warehouse management for e-commerce business that includes warehouse space management, searching and packaging as well as delivery through the Company’s online retail platforms. In this FY2019, MC Group continues to grow more sale areas to approach more customer groups and plans to open more 40 new points of sale for both free standing shops and modern trade. So, Brand management and trade platform management together will enable the Company to keep abreast of the world full of new technologies that play important roles in changing consumers’ lifestyles and behaviors. Moreover, delivery and services are

enhanced to ensure quality through effective and continuous shared experience with customers for all channels under retail ecosystem. The Company aspires to be the leader in lifestyle product retail business who creates long-term results in a sustainable manner.

In part of performance, MC Group Public Company Limited and its subsidiaries (“MC” or “the Company”) have released its 1Q19 sales revenue of THB 815 mn, gross profit of THB 488 mn. or equivalent to 59.8% for gross profit margin if compared to the same period last year which was at 53.2% and net profit of THB 94 mn., which stood at 11.4% margin growth when compared to the same period of year 2017 with net profit margin at 9.5%.

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MC Group Public Company Limited manages sales and distribution of products mainly under its group of companies’ brands. At present, brands under MC GROUP consist of Mc, Mc Lady, Mc Mini, McT, UP, and M&C. Each brand is positioned uniquely through its designs and features to respond to different tastes and lifestyles of target customers.

Additionally, MC GROUP extended its product offering to imported fashion watch brands through its acquisition of 51% ownership in Time Deco Corporation Co., Ltd.

As of 30 September 2018, MC GROUP distributed all its products across 896 points of sales, consisting of 882 points of sales nationwide and 14 points of sales internationally.