

ASN**ASN Broker Public Company Limited****Opportunity Day****11 November 2016**

Agenda

I

II

III

IV

Company Overview

ASN Broker Public Company Limited
("ASN")

*capital registered (fully paid-up)
65 Million Baht*

99.99%



ASN Life Broker Company Limited
("ASNL")

*capital registered (fully paid-up)
2 Million Baht*

ASN Broker Public Company Limited (ASN) operates the business as direct non-life insurance broker mainly focuses on motor insurance. The Company holds 99.99% shares of ASN Life Broker Company Limited (ASNL) which operates the business as life insurance broker.

Our Vision

To be the leader in insurance broker business focuses on developing world-class standard service to delight our customers and to protect the benefits of our customers, business partners, employees, shareholders, and society with fairness and integrity.



Mission Statement

- To create high quality standard services
- To deliver highest customer satisfaction
- To develop innovation in our management systems to promote efficiency with state of the art information technology
- To develop highly professional personnel with the sense of entrepreneurship



Company	ASN			ASNL	
Business	Non-Life Insurance			Life Insurance	
Product	Compulsory	Voluntary	Personal Accident	Life Insurance	Personal Accident

Insurance Business Partners

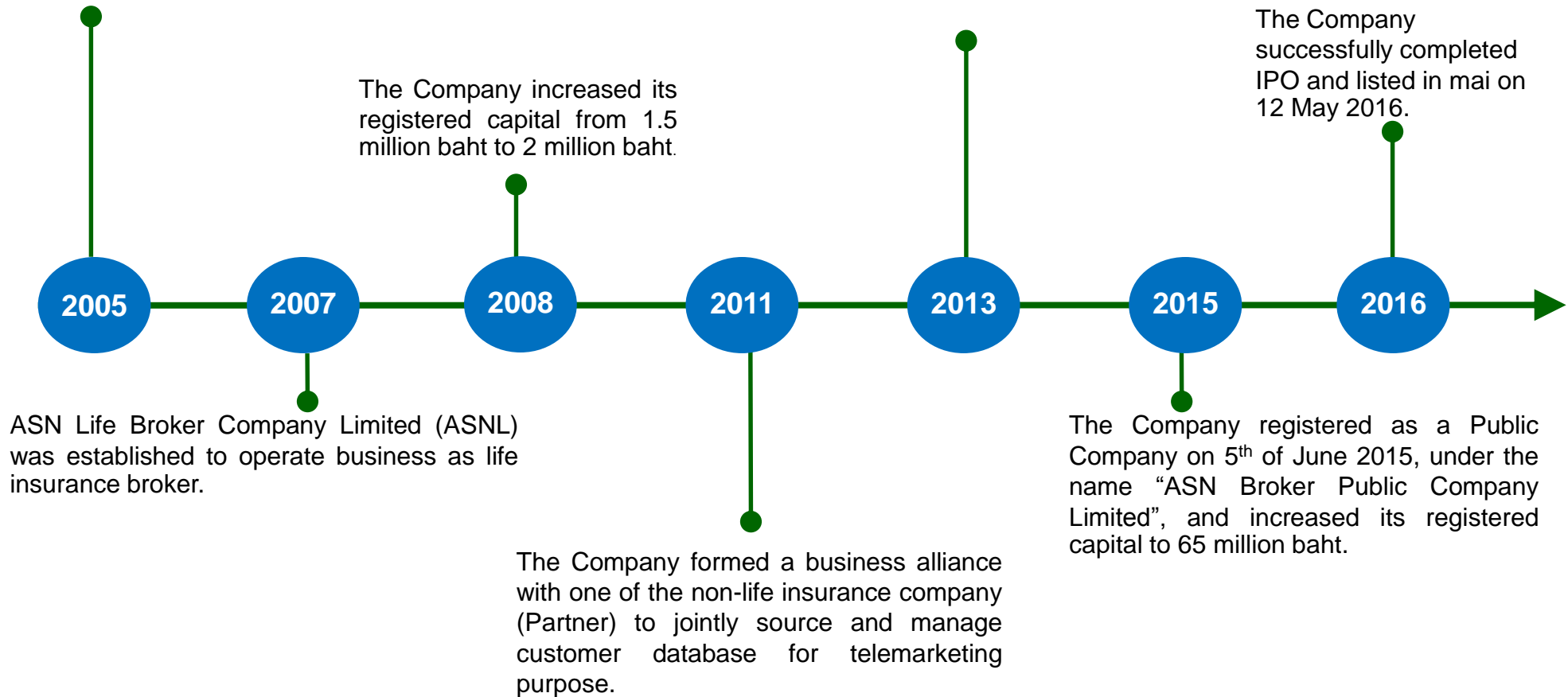
28 Non-Life

2 Life

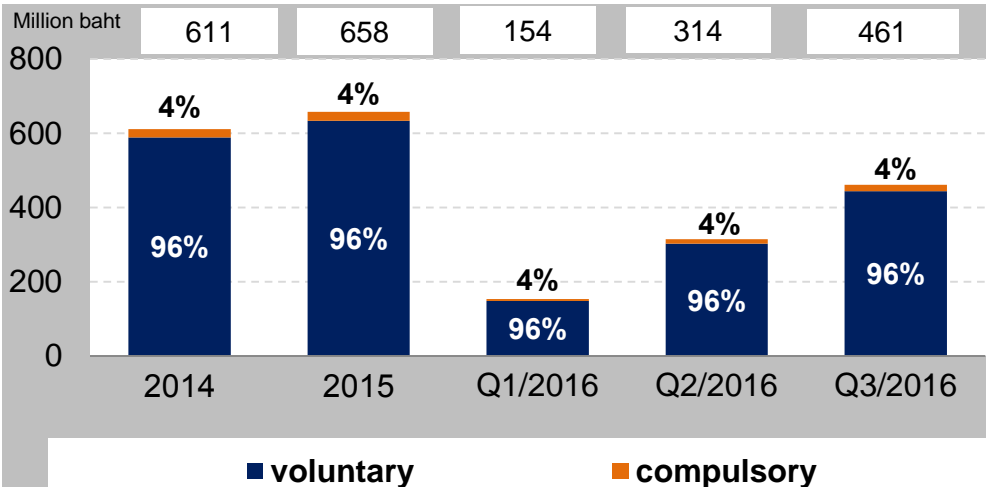


ASN Broker Company Limited (ASN) was established with registered capital of 1.5 million baht to operate business as non-life insurance broker (tele-marketing) focused on motor insurance.

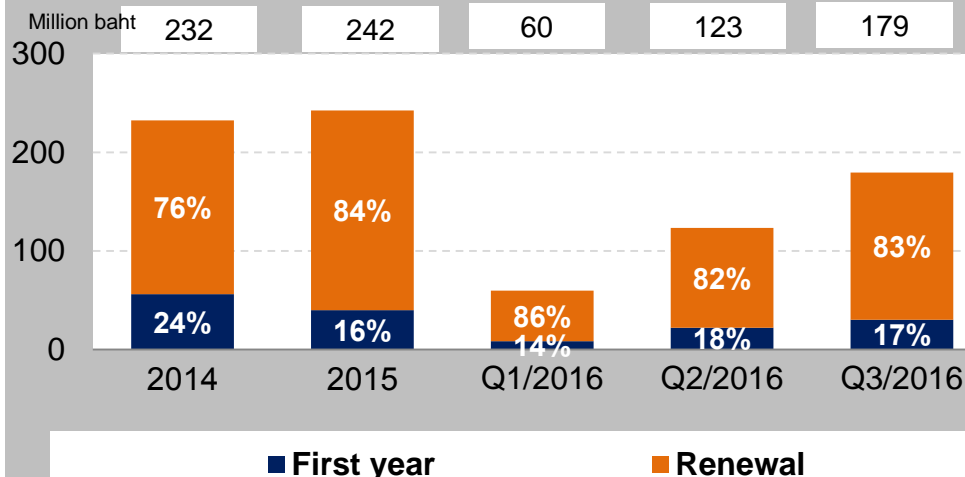
The Company acquired 99.99% of ASNL from major shareholder and ASNL then becomes the Company's Subsidiary.



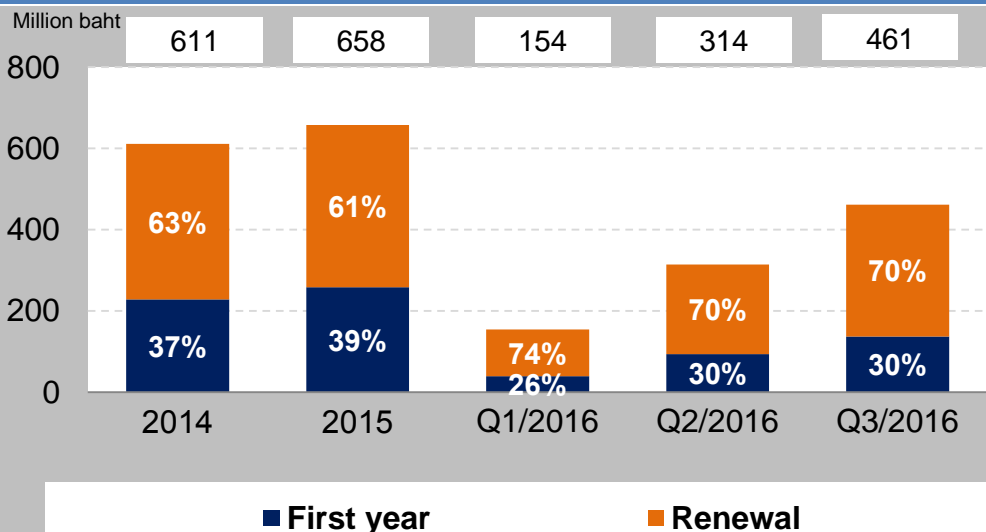
Non-Life Insurance premium (by types)



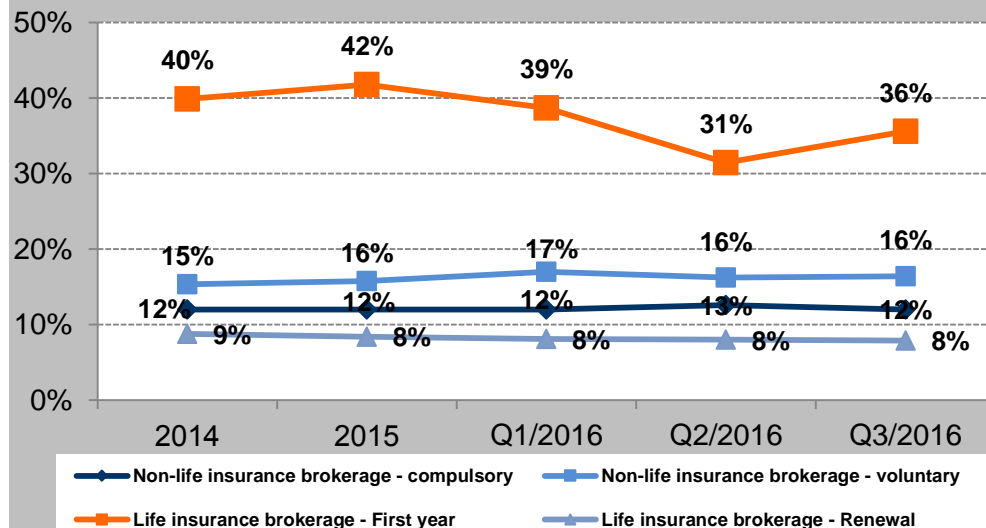
Life insurance premium (new/renewal)

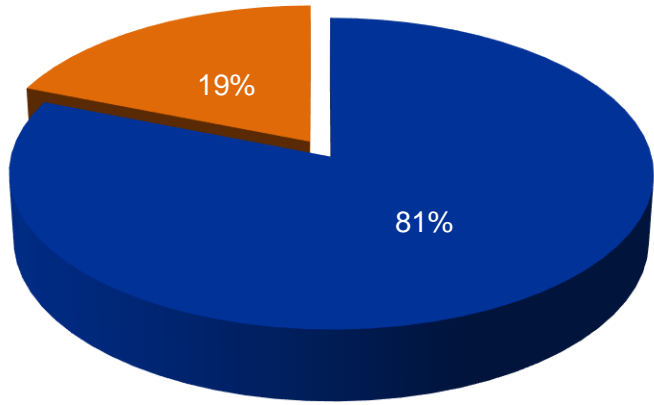


Non-Life Insurance premium (new/renewal)



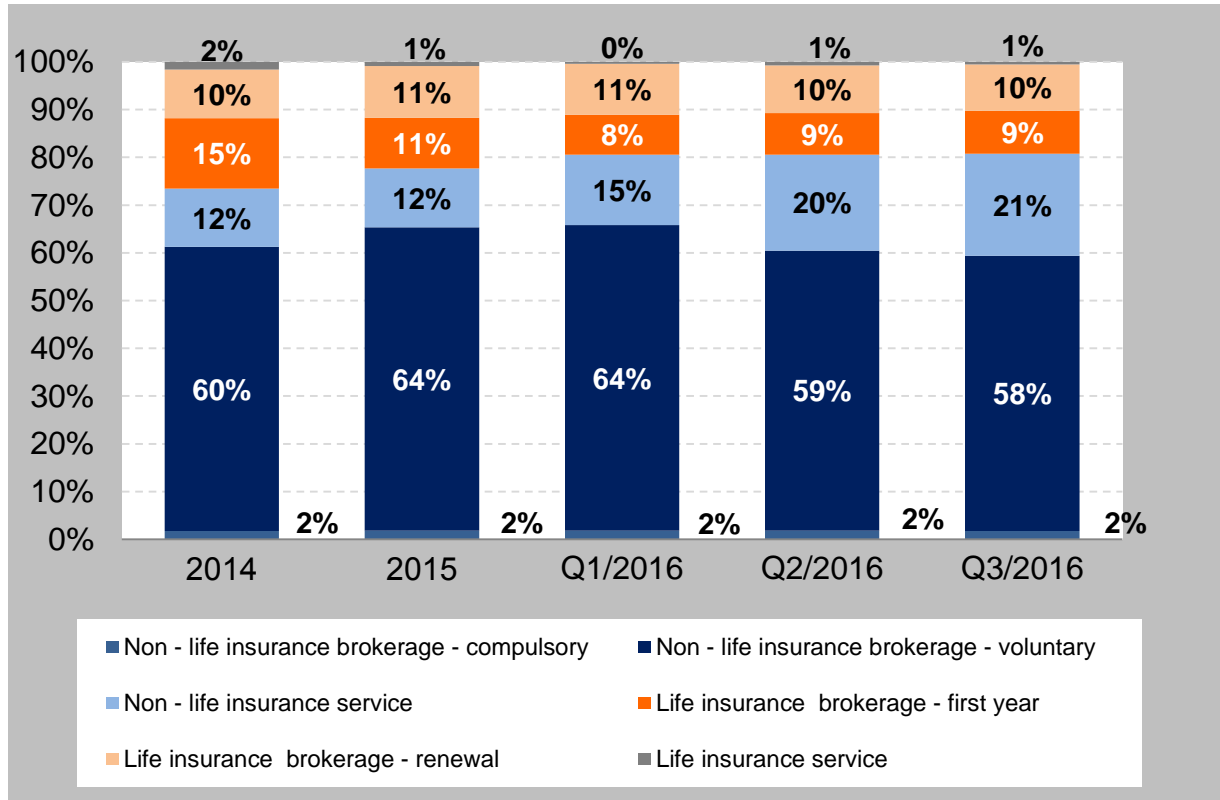
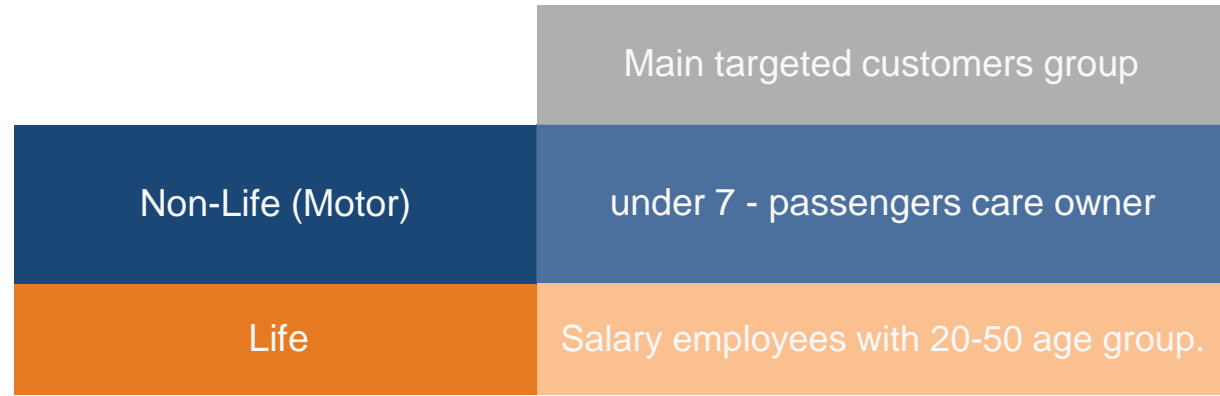
Commission rate to net premiums earned





- Non-Life Insurance Brokerage
- Life Insurance Brokerage

Data as of September 30, 2016





Product and Service

- Comprehensive range of insurance products with fast and reliable service and fair price
- Intelligent customer database management and analytical platform
- Convenient services and payment channels

Price

- Contract between Company and insurance partners clearly spell out the commission and services rate

Distribution Channels

- Company provides various distribution channels that can reach customers 7x24
- 1. Telemarketing**
 - *Company acquires customers database from third party provider and from customers database jointly managed with one of the partner*
 - *Ongoing telesales agent skills development and training*
 - 2. Online Marketing**
 - *Through various online marketing technique such as Search Engine Marketing (SEM) and Social Media*
 - 3. E-Commerce**

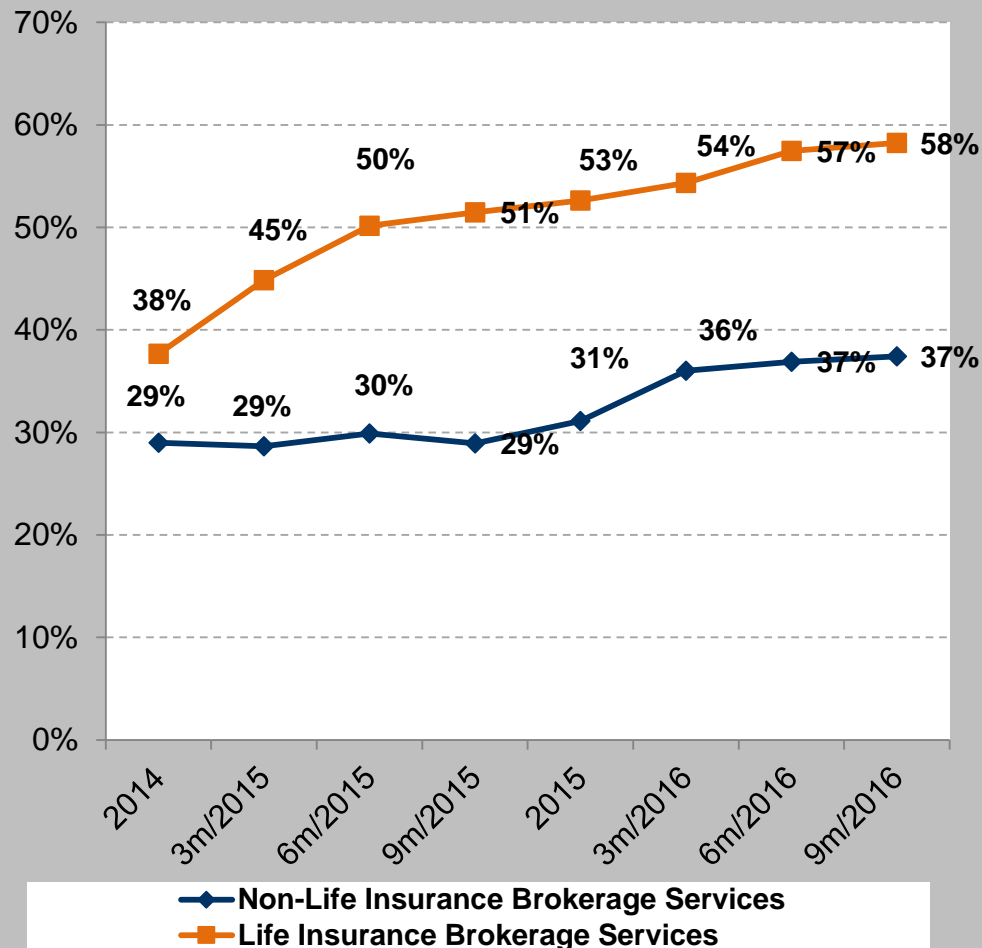
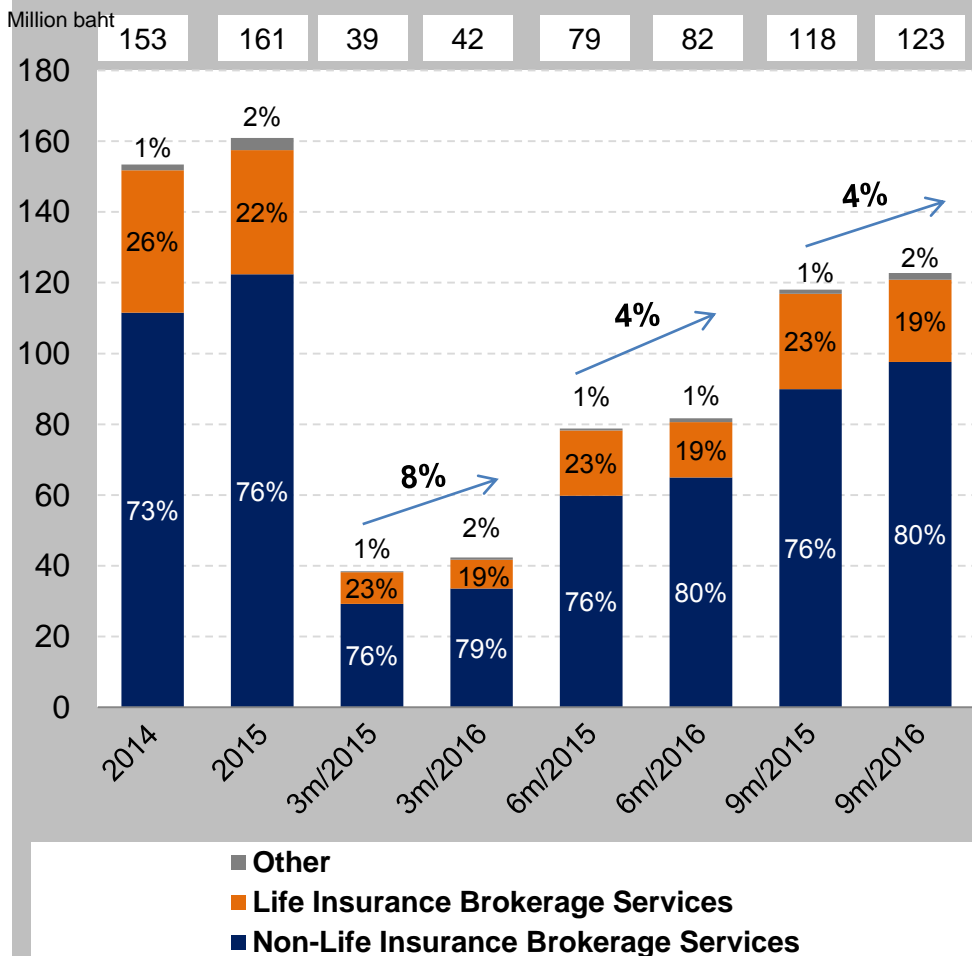
Promotion

- Payment installments
- Publicity through company media
- Promotional vouchers with retail stores

Financial Performance

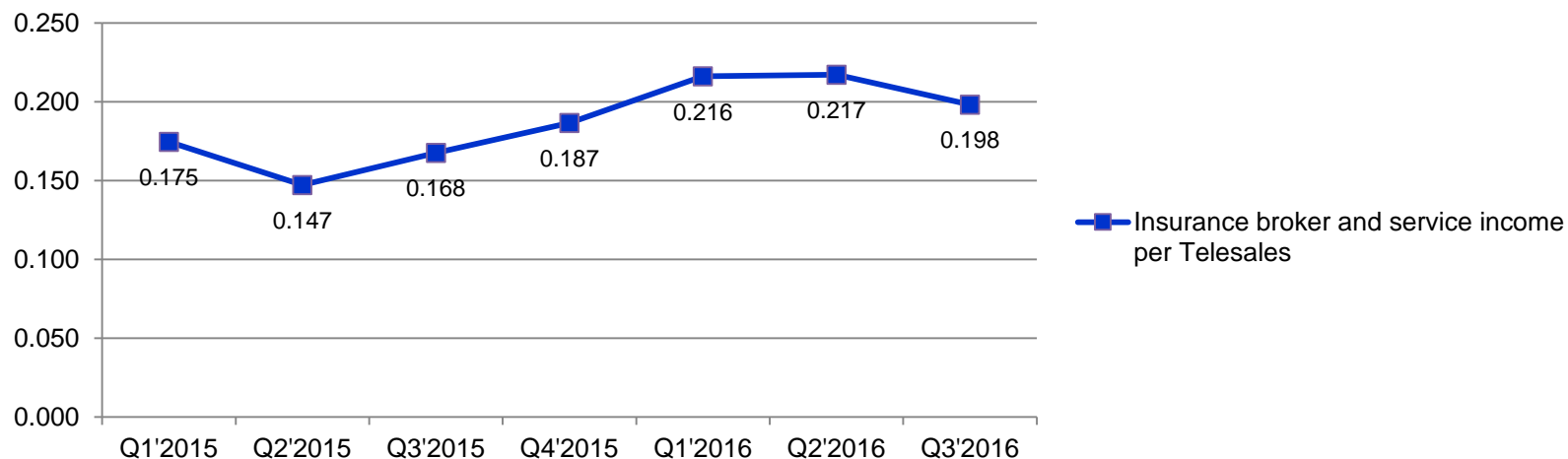
Total income

Gross margins by business



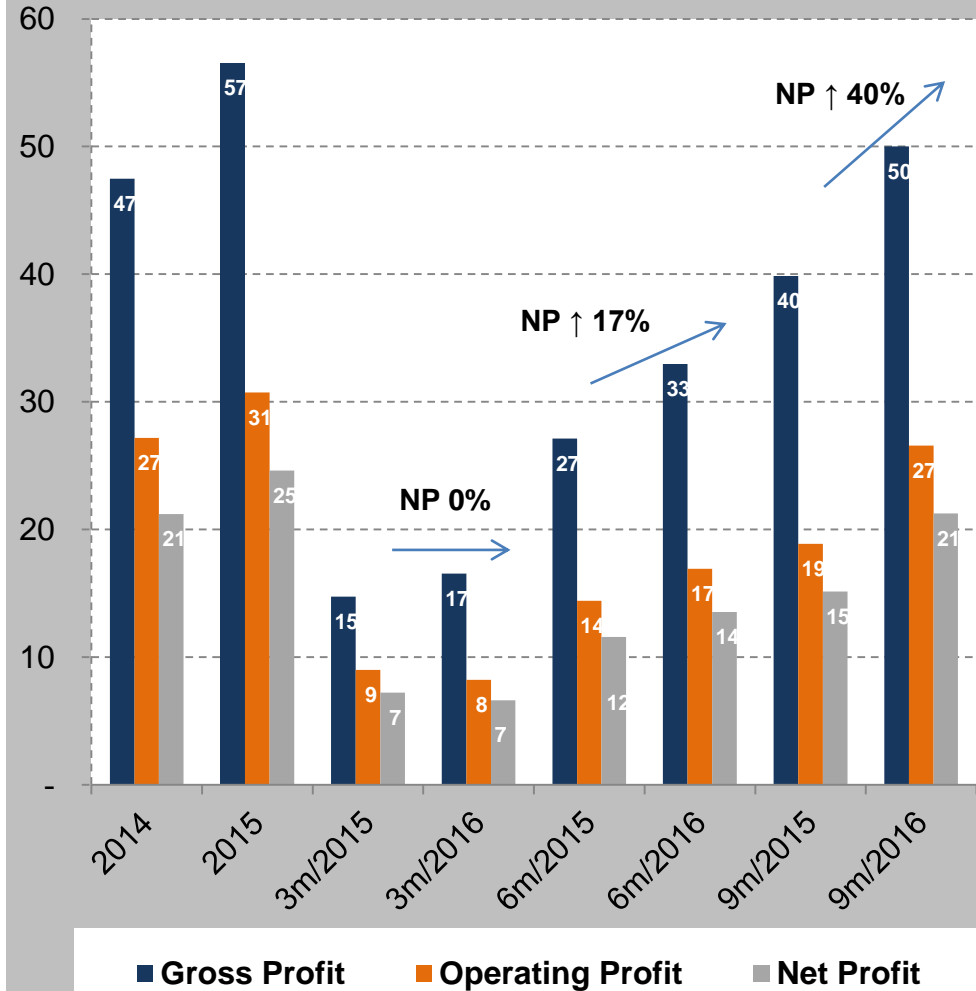
	Q1'2015	Q2'2015	Q3'2015	Q4'2015	Q1'2016	Q2'2016	Q3'2016
Insurance broker and service income (MB.)	40.00	38.10	38.40	40.70	38.90	41.70	40.23
Telesales (Person)	229	259	229	218	180	192	203
Insurance broker income per Telesales (MB.)	0.175	0.147	0.168	0.187	0.216	0.217	0.198

Insurance broker and service income per Telesales

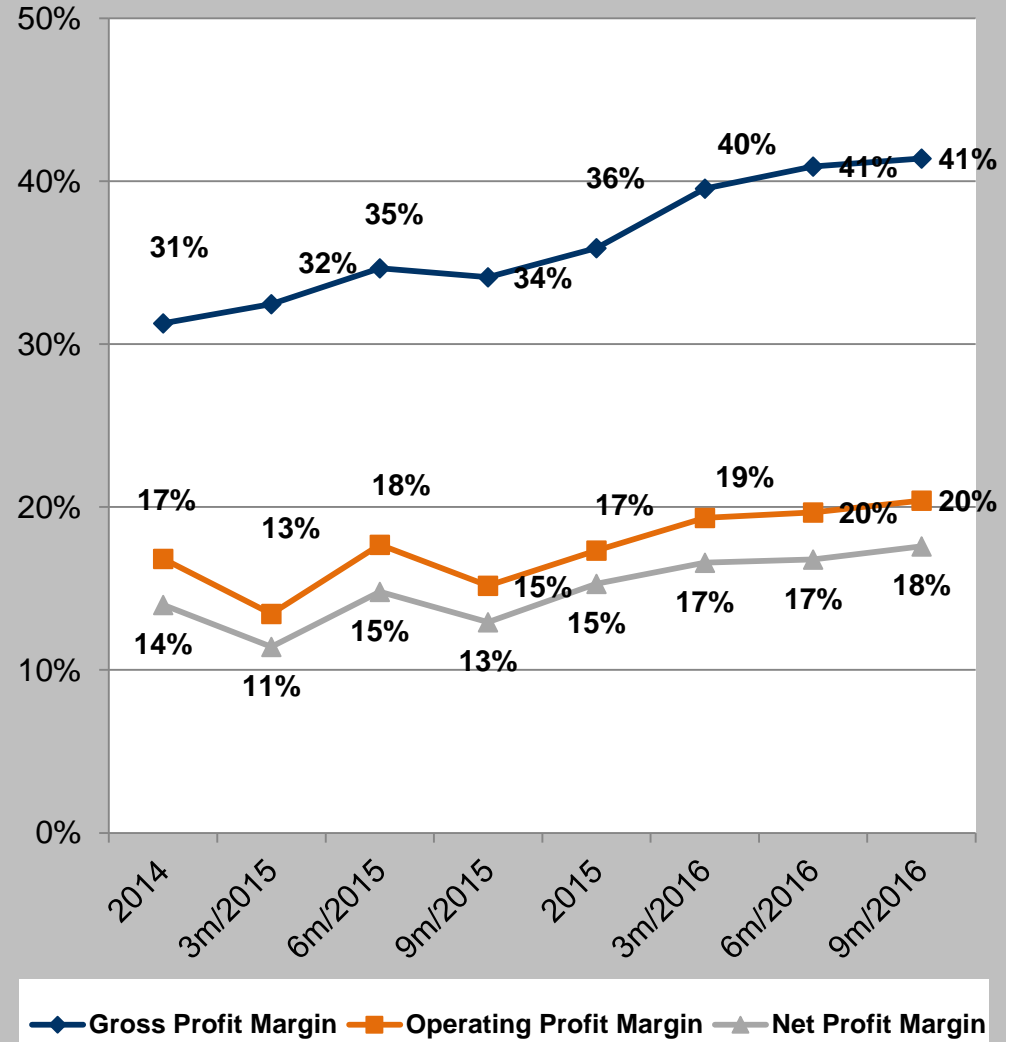


Profit

Million baht



Profit Margin



Key Highlights;

- In the first nine months of 2016, **the Company recorded total revenues of THB 122.75 million**, rising from the corresponding period of 2015 by THB 4.71 million or about 4.0%.
- **The Company posted a gross profit of THB 50.02 million and a gross profit margin of 40.8%**, which grew from 33.8% recorded in the same period of 2015.
- **Net profit for the nine-month period as of Q3/2016 totaled THB 21.27 million, soaring by THB 6.14 million or about 40.6% year-on-year** due to the total revenue growth and slight drop in cost and expenses of services.

Investment Highlights

Business and Operations

- ASN is a well established insurance broker with proven services quality and fair price
- Experienced executive team in insurance brokerage business for more than 10 years
- Partnerships with leading Non-life and Life insurance business partners
- State of the art information technology in insurance brokerage business, Customer database management, and analytical platform
- E-Commerce Platform
- Decent gross profit margin at 35.51%, 31.29%, 35.90% and 40.75% during 2013-Q3/2016
- Low D/E ratio

Industry

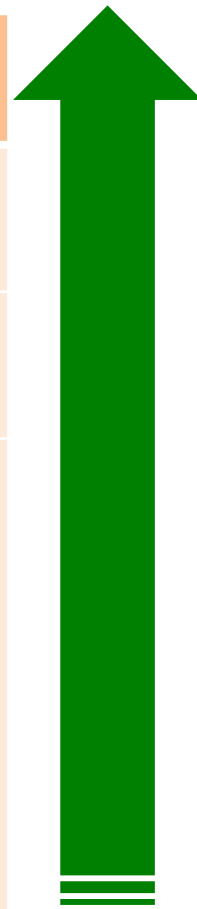
- **Opportunity to acquire more market share in insurance industry**

- ✓ Totally insurance premium market size for motor and life insurance was 658,062 million baht in 2015

- ✓ The company has the opportunity to expand market share;

	Motor Insurance premium	Life Insurance premium	Total
The value of total premium in insurance industry (MB)	120,780	537,282	658,062
The value of total premium sold through by company (MB)	658	242	900
The Percentage of premiums sold through by company total premiums in the industry (%)	0.54	0.05	0.14

- 64% of motor insurance was sold through brokers and telemarketing



Key Developments

- Increase Telesales Agent to 250 capacity by December 2016.
- Successfully launched **OOHOO** (อู่หู่) www.oohoo.io online insurance platform on October 28, 2016.
 - 1st InsurTech insurance platform in Thailand
 - Covers end to end process from;
 - Product Comparison
 - E-Commerce Platform (purchase and online payment)
 - Instant Insurance Coverage
 - 30 motor insurance companies onboard by early December 2016.
 - Future phase (2017) will include Travel, Life, Health, PA, Home, etc.



Visit us : www.asnbroker.co.th

Investor Relations

Email : Churaporn.l@asnbroker.co.th

Tel: 02-619-2300 Ext.807