



Part 1

KJL Investment Highlights

Why Invest in "KJL" ?

KJL Everywhere
ที่ไหนมีไฟ ที่นั่นต้องมี KJL

**Unique Business Model
& High Barrier to Entry**

Strong & Wide Moat with Synergy Growth

**Strong & Solid
Financial Performance**

**Continuous & Sustainable
Synergy Growth**

Part 2

KJL Everywhere

KJL Everywhere



ตู้ไฟ รางไฟ เคเจแอล

www.KJL.co.th

Japan Technology
ジャパンテクノロジー
เทคโนโลยีจากญี่ปุ่น



ISO 9001:2015 FULL SYSTEM

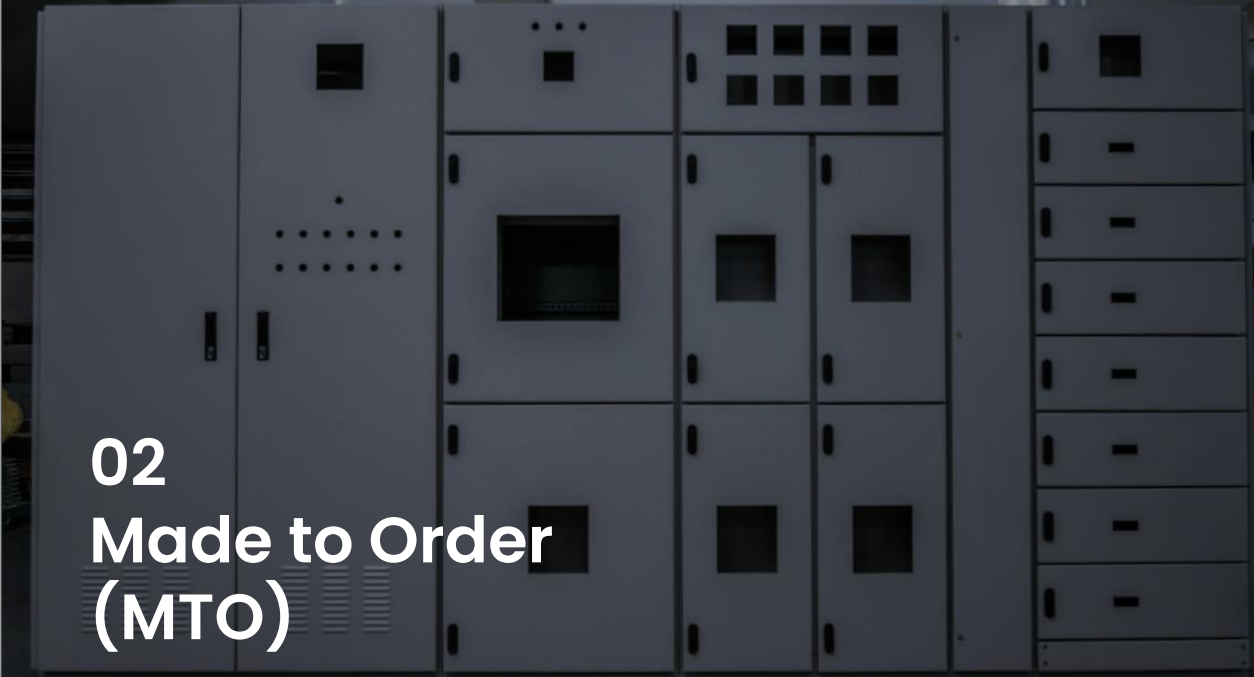
▶ **KJL NOW!** | สั่งด่วน ได้เร็ว



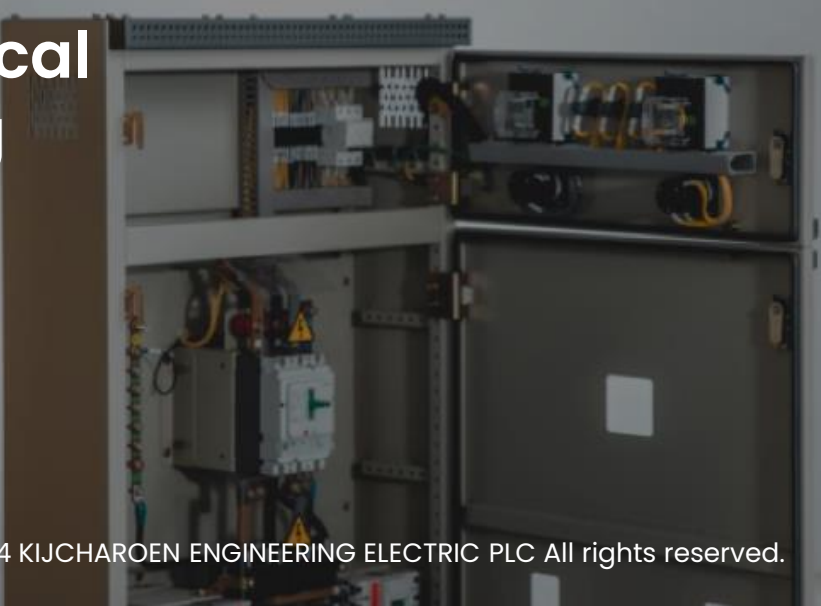
01
KJL
Standard



02
Made to Order
(MTO)



03
Electrical
Wiring



04
Customized Sheet
Metal Works



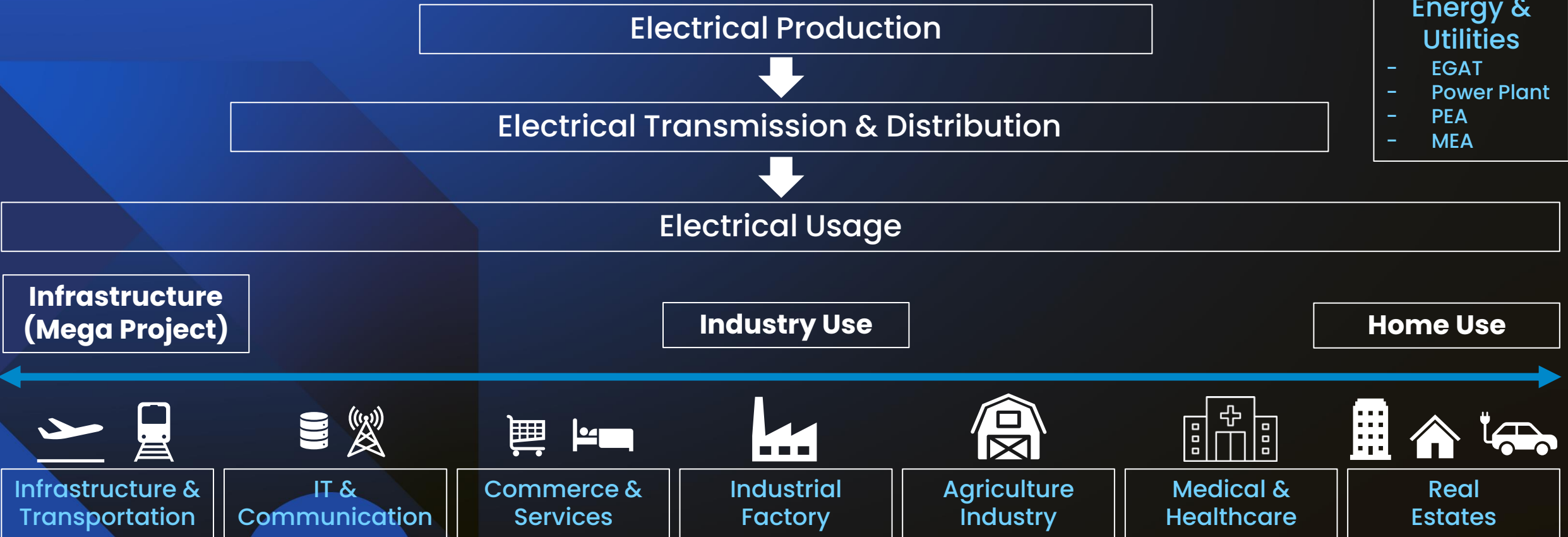
KJL Everywhere **(Electrical Industry Business Scope)**

KJL Everywhere (Electrical Industry Business Scope)



Energy & Utilities

- EGAT
- Power Plant
- PEA
- MEA



“KJL Everywhere” เราอยู่ทุกที่ที่มีไฟฟ้า
KJL is foundation of Electrical System in Wide-Range Industry Across Everyone’s Daily Life

Brand Strategy

Brand Positioning

B2B2C

Tier 4

End Customer / Corporation / Owner

Tier 3

Electrical Engineer / Electrician

Tier 2

Hardware Retail / Electrical Constructor

Tier 1

Distributor / Dealer

KJL





Industry Value Chain "FASTER & FASTEST"

Manufacturing Process



Laser Cutting
(Fiber & Co₂)



CNC Punching



Combination
(Fiber Laser
& Punching)



Bending



Stamping Press



Shearing



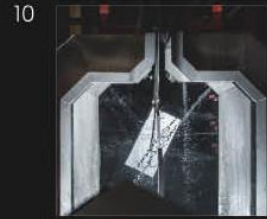
Welding



Spot Welding



Robot & Laser
Welding



Pre-Treatment
Process



Painting
(Electrostatic
Powder Coatings)



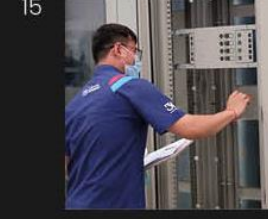
Gasket Foaming



Assembly



Electrical Wiring



Quality Control

KJL Highlights



36 Years of Expertise



Higher Capacity with Faster Delivery



Our Own Brand : KJL



World-Class Quality Standard



JAPAN High Technology & Full Automation 24/7



Digital & Industry 4.0

Part 3

Key Financial Performance (FY'23)

Key Financial Performance 2023

KJL's Strong & Solid Financial Performance

Financial Summary หน่วย: ล้านบาท	2021	2022	2023	Variance 22 & 23	% Variance 22 & 23
รายได้รวม	845.78	1,026.07	1,087.93	+61.86	+6.03%
กำไรขั้นต้น	213.78	292.34	331.87	+39.53	+13.52%
EBITDA	168.80	220.76	247.34	+26.58	+12.04%
กำไรสุทธิ	94.04	131.63	152.46	+20.83	+15.82%
อัตราส่วนกำไรขั้นต้น (%)	25.46%	28.62%	30.65%	%GP > 30%	Strong Financial Ratio
อัตราส่วนกำไรสุทธิ (%)	11.12%	12.83%	14.01%	%NP 13-15%	
ROA (%)	12.92%	14.25%	13.97%	ROA 14%	
ROE (%)	44.61%	33.71%	25.57%	ROE 25%	
สินทรัพย์ หนี้สิน	721.88 517.34	1,125.52 549.19	1,057.77 441.11	Solid Financial Position	
ส่วนของผู้ถือหุ้น	204.54	576.33	616.66		
D/E (เท่า)	2.53	0.95	0.72	D/E = 0.72x	

Part 4

Business Plan

KJL

DOUBLE &

SYNERGY GROWTH

Strategy

(Y2024-2028)

KJL BRAND



ตู้ไฟรางไฟ
เคเบิ้ล

KJL NOW !



KJL NETWORK



KJL INNOVATION MASTER

Technology Driven &
Innovation Oriented with R&D



KJL BRAND



ตู้ไฟรางไฟ
เคเบิ้ล

SYNERGY
SYNERGY
SYNERGY

KJL NOW !



KJL NETWORK



KJL INNOVATION MASTER

Technology Driven &
Innovation Oriented with R&D



KJL Double & Synergy Growth Strategy (Y2024-2028)

x2 Revenue / x2 Capacity / x2 Efficiency

**KJL
NOW !!**

**KJL
BRAND**

**KJL
NETWORK**

KJL INNOVATION MASTER

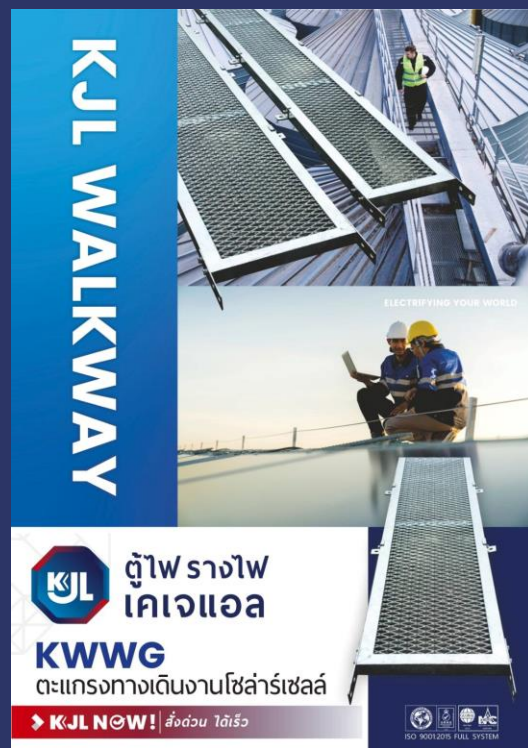
KJL Double & Synergy Growth Strategy (Y2024-2028)

x2 Revenue / x2 Capacity / x2 Efficiency



KJL New Product 2023

- Perforated Cable Tray (Light Duty)
 - Walkway (Hot-Dip Galvanized)
- [For Electrical System (esp. Solar Roof / IT & Data Center)]



KJL New Product 2023

- Plastic Cabinet (Waterproof / IP44 / ABS 100%)



KJL Series Plas
ตู้พลาสติกกันน้ำ IP44

ตู้ไฟ รางไฟ เคเบิ้ล

ตู้พลาสติก...ต้อง...KJL

- ✓ คุณภาพสูง
- ✓ พลาสติก ABS 100%
- ✓ ทนทาน ไม่ลามไฟ
- ✓ เพลิดเพลิน ติดตั้งง่าย

➔ **KJL NOW!** | สั่งด่วน ใต้เรือ

NEW

www.KJL.co.th



KJL Project Reference 2023

EV Charger For PEA



Plastic Junction Box (IP65)

>>> Mar'23



Plastic Junction Box (IP65)

KJL ตู้ไฟ รางไฟ เคเบิ้ล

Plastic Junction Box
บ็อกซ์พลาสติกกันน้ำ ABS 100%

IP65

- พลาสติก ABS 100%**
100% ABS Plastic
- กันฝุ่นกันน้ำ IP65**
Water & Dust Protection IP65
- ทนต่อแรงกระแทก**
Impact-Resistant
- น้ำหนักเบา**
Lightweight
- ทนความร้อนได้ถึง 80°**
Heat-Resistant up to 80°
- ไม่ลามไฟ**
Non-Flammable
- ฝา PC ใส มองเห็นชัดเจน**
Clear Transparent Door
- ทนต่อการกัดกร่อน และ ไม่เกิดสนิม**
Resistant to Corrosion and does not Rust

KJL Series Plus
สินค้าพลาสติกกันน้ำ

www.KJL.co.th
ELECTRIFYING YOUR WORLD

Plastic Junction Box (IP65)

>>> Mar'23



World-Class Partnership

KJL x SCHNEIDER



ตู้ไฟ รางไฟ
เคเบิ้ล

Life Is On



“ตัวแทนจำหน่ายอย่างเป็นทางการ”
“Authorized General Distributor (Tier 1)”

World-Class Partnership

>> Q1'24



World-Class Partnership



KJL | ตู้อิโรวางไฟ
เคเจแอล | **Schneider**
Electric

“ตัวแทนจำหน่ายอย่างเป็นทางการ”
“Authorized General Distributor (Tier 1)”

สินค้าชไนเดอร์ทุกกลุ่มประเภทสินค้า
สามารถซื้อที่ KJL ได้แล้ววันนี้

GO PACT!
เบรกเคอร์พันน์ GO!
พันน์แกร่ง!

GoPact MCCB
Pricelist



SCHNEIDER ELECTRIC

“Authorized General Distribution (Tier 1)”

- All Electric Components
- High Value Added
- Synergy with Existing Customer & Business

Brand Strategy

Brand Positioning

B2B2C

Tier 4

End Customer / Corporation / Owner

Tier 3

Electrical Engineer / Electrician

Tier 2

Hardware Retail / Electrical Constructor

Tier 1

Distributor / Dealer

KJL



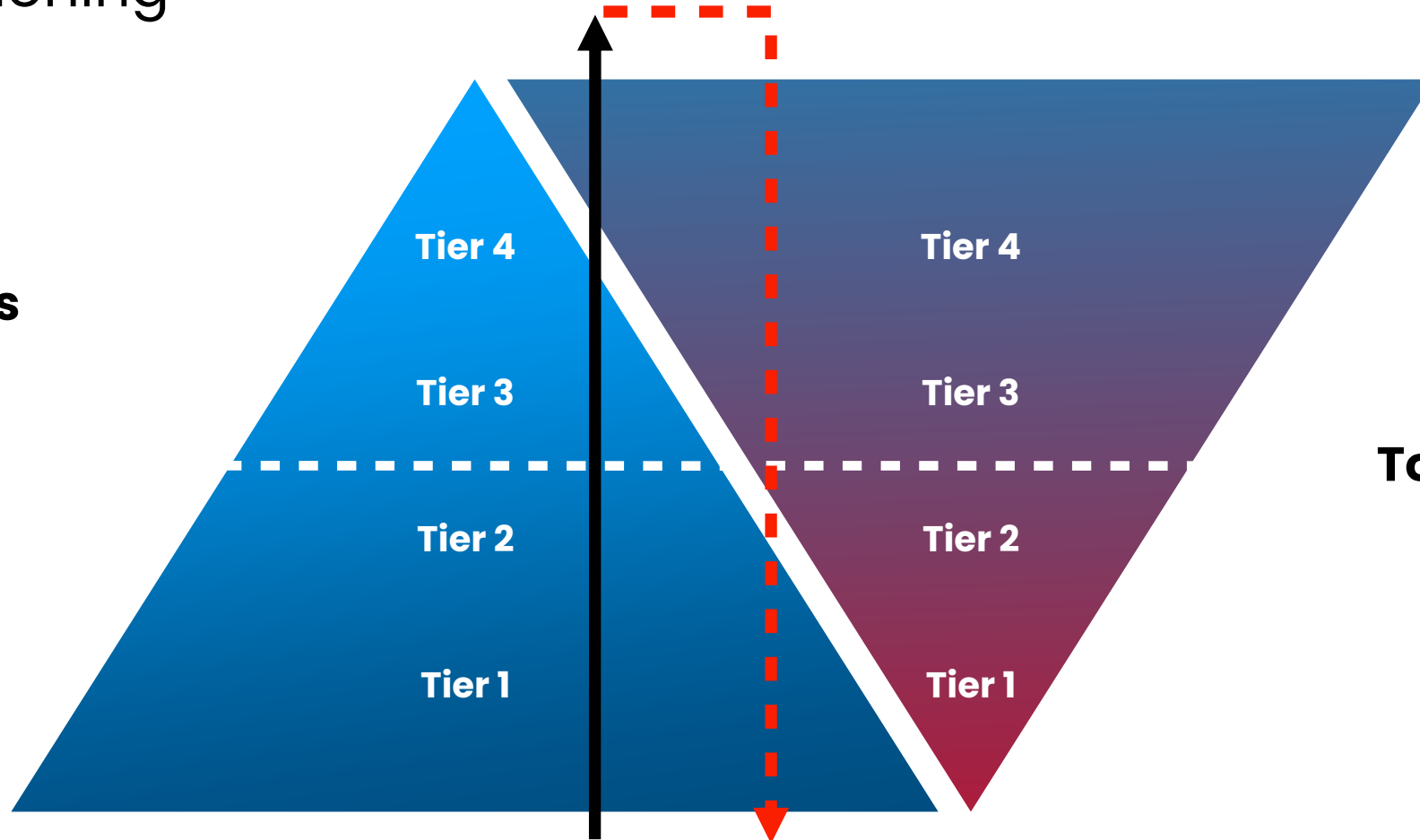
Brand Strategy

2.2 Brand Positioning

Push + Pull Strategy

Brand Awareness

Build Trust & Foundation



To Request KJL

KJL Network (Authorized Dealer / Tier 1 & 2)

400 >>>
800 >>>
>>> 1,000
Retails



KJL Network (Electrical Experts / Tier 3)

รวมพลคนไฟฟ้า (ช่างไฟ / วิศวกรไฟฟ้า / ผู้รับเหมางานระบบ / ผู้รับเหมารายย่อย)

Tier 3 – Target 5,000 Per Year



0 >> 5,000 >> 10,000

Members



KJL Innovation Master

X2 Capacity Expansion

20M → 30M → 40M

- 15M (2017)
- 20M (2022)
 - +30% / 5Y
 - +CAGR 7%

- 22M / +10% (Q1'23)
 - Finished as plan
- 25M / +25% (Q2'23)
 - Finished as plan
- 30M / +50% (Q4'23)
 - 27M > Finished in July'23
 - 30M > Finished in Oct'23
- UR 70-80%

- 32-33M (Q3'24)
- 40M / x2 (Q4'25)
 - +100% / 3Y
 - +33% CAGR
- CAPEX (IRR > 25%+)
 - 2023 > 250 MB
 - 2024 > 150 MB
 - 2025 > 200 MB
 - 2026 > 80 MB

Factory (Phase 2)

New Factory & Warehouse 2,000 sqm.

✔ Complete Since Q1'23 ✔



**Full Automation 24/7
High Technology From JAPAN**

**From 20M >> 30M >> 32-33M (Q3'24) >> 40M (Q4'25)
with High Efficiency**

Solar Roof

New Projects & Investment

- Phase 1 & 2 Renovation (2023)
- To Invest in Solar Roof (Phase 1 & 2)
 - 1 MW = 25 MB

Projects	Budget	Timeline	IRR	Payback Period (Years)
Solar Roof	25 MB	2023	21.6%-27.1%	3.5-4

K i N (KJL Innovation Campus)

- **New S-Curve Business Unit**

- Electrical Hub & Showcase
- R&D Center
- Metal Design Lab
- Prototype Sandbox
- KJL Electric School

- **Elevate Competitive Advantage**

- Create Unique Brand Experience
- Reach New Market & New Customer
- New Solution & New Business Unit

- **Create Long-Term Performance**

- Shorten New Products Launching Lead Time
- %GP Increasing
- KJL Network Effect >> Strengthen & Widen

Construction Plan 

Finish: Q4'2025

Status: Under Construction

KJL Sustainable Growth (ESG-Driven)

“ESG-in-Process Integration”
Oriented with the United Nations’
Sustainable Development Goals (SDGs)

Global Sustainable Growth
“A more Electrifying Future”



Environmental

- Renewable Energy
- Reusable Materials
- EV Forklift 100%
- Water Treatment Systems



Social

- Human Resources Development
- Safety First
- Employees Engagement Development
- Welfares & Benefits to improve Employee's Well-being



Governance

- Corporate Governance (CG)
- Risk Management
- Anti-Corruption (CAC)
- SET ESG Rating (THIS)
- Global Strategic Partnership



Industry Outlook & Mega Trend

MEGA TREND

- From Fossil >>> Clean Energy
- From Gasoline >>> EV Vehicle
- From Digital >>> Digital x AI Transformation

“A More Electrifying Future”

Continuous & Sustainable **Synergy** Growth (**Key Target 2024–2028**)

Continuous & Sustainable Synergy Growth

Key Target 2024-2028

- **x2 Double Revenue Growth within 2028**
 - Revenue Growth +10-15% CAGR
- **High Profitability Ratio**
 - Gross Profit Margin (%GP) > 28-32%
 - Net Profit Margin (%NP) > 13-15%
- **Strong & Solid Financial Ratio**
 - Solid Financial Position
 - D/E = 0.8x-1.2x (Max 1.5x)
 - DSCR > 2
 - Positive Operating Cash Flow
 - Strong Profitability Ratio
 - ROA > 15-20%
 - ROE > 25-30%
- **CAPEX (IRR >25% / Payback 3-5Y)**
 - 2024 = 150 MB
 - 2025 = 200 MB
 - 2026 = 80 MB
- **KJL Network (B2B2C)**
 - Authorized Dealer (Tier 1 & 2)
 - 400 >> 1,200 (x3) Retails in 2025
 - Electrical Experts (Tier 3)
 - 0 > 15,000 Members in 2025
- **KJL Innovation Master**
 - Capacity Expansion with High Efficiency Automation & Robotics
 - 20M > 40M (x2) within Q4'25
- **KJL Sustainable Growth (ESG-Driven)**
 - CGR
 - SET ESG Rating (THSI)
 - CAC
- **SET Road Map**
 - **MAI >> SET within 2027**

KJL Double & Synergy Growth Strategy (Y2024-2028)

x2 Revenue / x2 Capacity / x2 Efficiency



Why Invest in “KJL” ?

KJL Everywhere ที่ไหนมีไฟ ที่นั่นต้องมี KJL

- Wide-Range Industry
- High Diversification & Low Risk
- Market Coverage 100% Across Thailand

Unique Business Model with High Barrier to Entry

- No.1 Brand / Top of Mind
- No.1 Highest Capacity
- No.1 Fastest Delivery
- KJL Network Effect & Eco-System

Strong & Wide Moat with Synergy Growth

Strong & Solid Financial Performance

- Proven Track Record
- Strong Profitability Ratio
- Solid Financial Position

Continuous & Sustainable Synergy Growth

- Double & Synergy Growth with Solid Plan
- Ready for New S-Curve Mega Trend
(Clean Energy / EV / Digital & AI)

Q & A Part 5

**FLEXIBLE
INNOVATION
SPEED
TRUSTWORTHY**



Electrifying Your World



JAPAN TECHNOLOGY
ジャパンテクノロジー



**BETTER
TOGETHER**