



# **Business performance update – 9M.2020**

*16 November 2020*



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### **Business overview**

Profit and loss

Sales by Business unit

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### **Performance and plan by Business Unit**

Bedding

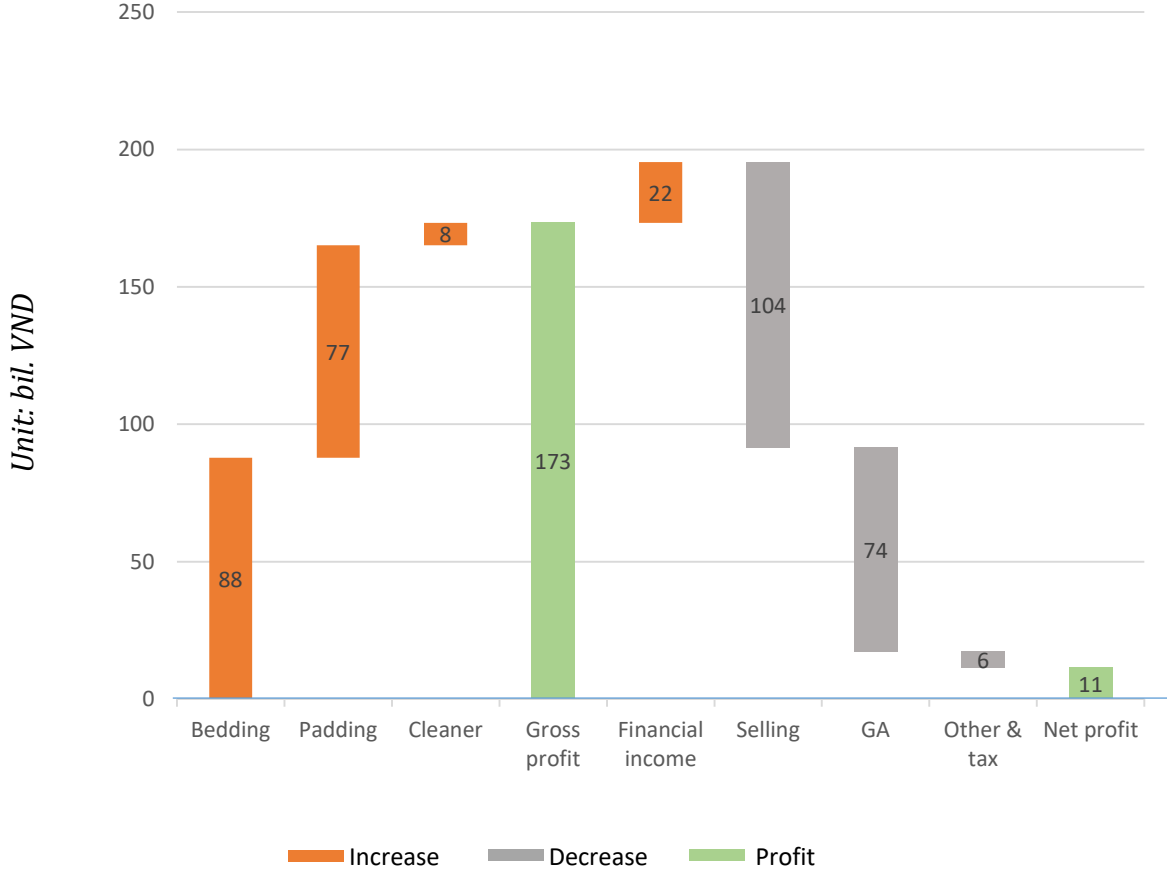
Padding

Cleaner

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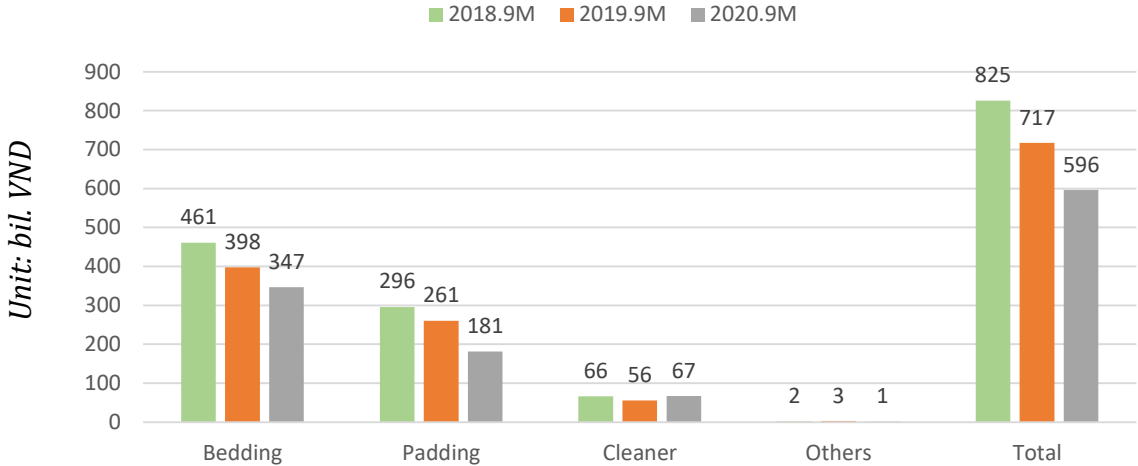
# Business overview

## ◆ Profit breakdown

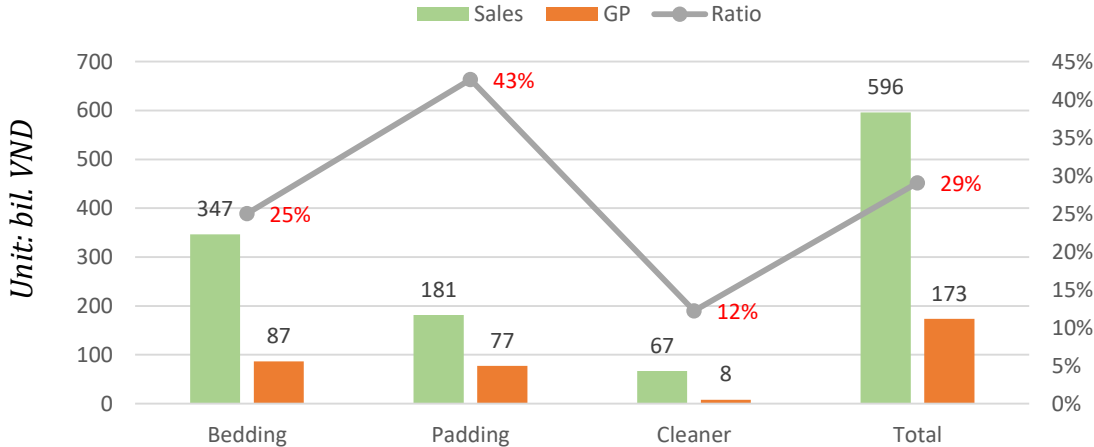


## ◆ Sales and profit by BU

Sales by BU in 03 years



Sales & profit by BU 9M.2020



### Performance

#### B2C

**B2C sales** down by 11% yoy after 2 quarters increasing (*while online sales still up by 422%*) due to the narrower consumer spending, and the agents' concern on keeping high inventory amid Covid in the 1<sup>st</sup> peak quarter of bedding

#### B2B

**B2B sales** declined by 41% yoy due to the affect of Covid 19 on the tourism industry

#### Export

After a flourishing 1Q, **BD export** experienced much more visible impact from Covid in 2Q & 3Q, when the orders plunged due to the weak consumer demand globally, thus lowered the growth to 10% yoy

### Plan

#### MKT

- (i) Differentiate brands for Online/Mart channel, utilize affiliated platforms (Tiki, Shopee, Lazada, etc)
- (ii) Launching new online business model with agent
- (iii) Focus on EVFTA & EU market

#### Pro duction

- (i) strengthen factory innovations to optimize production time & quality

#### Distri bution

- (i) expand retail distribution network in the South
- (ii) Run special outlet to clear long-term inventory but less affecting the brand image
- (iii) focus on corporate gift segment
- (iv) Collaborate with the interior suppliers to provide the combo for apartment projects

Performance

PD

**Padding sales** down by 30% yoy Due to the affect of Covid 19 on our key exporting market of US & EU

Cleaner

The growth of **Cleaner sales** showed slowing down in 3Q after 2 fast growing quarters when the market was becoming saturated, leading to the accumulated growth at 20%

Plan

MKT

- (i) tap on the market opportunities on global sustainability trend, utilize FTAs
- (ii) expand the customer portfolio in various industry

R&D

- (i) reach innovative materials and new products through self R&D or licensing

Produc-tion

- (i) set up detailed plan to achieve sustainability targets
- (ii) apply international standards (GRS, Higg, ISO 14001) to enhance sustainable practices

# Highlighted activities

Everon Curtain



Agent caring





*Please direct any questions to:*

*Planning team*

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Thank you!