

MADAME BIOSCIENCE

COMPANY OVERVIEW

MADAME BIOSCIENCE

Beauty Business (MDL)



- In 2024, Net Profit of about 15 MB
- Acquired MDL at 150 MB

Food Business



Shares Owned

100%

100%

70%

Business Breakdown

MADAME BIOSCIENCE



Madame Louise offers next-generation skincare products, including premium soaps and skincare, exclusively made from organic ingredients. Inspired by ancient Asian skincare traditions and backed by modern scientific research, our formulations blend natural herbs and fruits to deliver effective, gentle care for wellness-conscious consumers.



NPP Food Service specializes in the production and distribution of premium frozen seafood, frozen meals, and ready-to-eat food products. We proudly supply both local and international markets, delivering high-quality, convenient solutions that meet safety and quality standards.



Fruity Dry specializes in producing high-quality dried or processed fruits available in each season which suits diverse consumer preferences. With a focus on natural flavor, consistency, and food safety, we have become a trusted supplier to international markets. With our commitment to quality and taste, we are able to satisfy international markets.

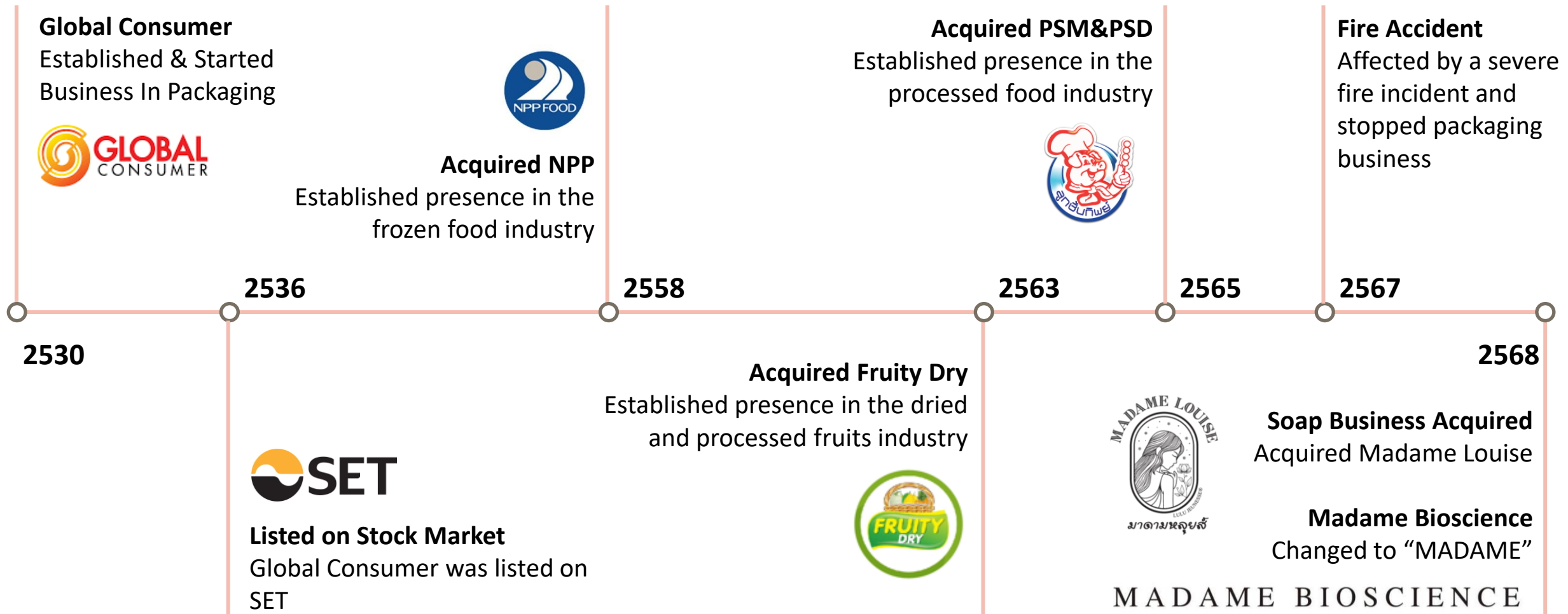


Under the brand Lookchinthip, **Phong-sara** offers a wide range of processed meat products including sausages and meatballs. Due to its great taste, quality ingredients, and trusted manufacturing standards. With more than 1,000 distribution channels nationwide, we continue to grow our reach while maintaining the authentic flavors our customers love.

KEY MILESTONES

Key Milestones

MADAME BIOSCIENCE



MADAME LOUISE



MADAME BIOSCIENCE

Madame Louise



At Madame Louise, we don't follow fleeting trends or influencer hype—we focus on what truly matters: QUALITY SKINCARE that works!

We're passionate artisans, creating premium products using the finest natural ingredients, without the luxury price tag.

Unlike brands chasing fast growth, we prioritize lasting relationships with those who value integrity, effectiveness, and safety. Every product is crafted with care, tested rigorously, and designed for all skin types—from normal to ultra-sensitive.

We never use harsh chemicals, oils, alcohols, SLS, SLE, parabens, or anything that could compromise your skin or our values. Our products are vegan, cruelty-free, and allergy-conscious—because we believe in caring for both people and the planet.

Madame Louise is more than skincare—it's a movement toward healthy, radiant skin that lets your natural beauty shine, no makeup needed.



Product Roadmap

MADAME BIOSCIENCE

MDL launched in May 2022, presenting a meticulously crafted range of skincare products that blend the timeless beauty secrets of Asia with cutting-edge scientific innovations. Our mission is to deliver an unparalleled experience, using only the highest quality natural ingredients in formulations designed to be safe, effective, and luxurious. MDL launches new product each year as follows:

Premium Bar Soap 2022

A collection of soaps, each packed with potent natural ingredients like Nano Gold, Diamond Extracts, Manuka Honey Aloe Vera, and rich herbal blends to deliver soothing, hydrating, protecting, brightening and anti-aging effects.



Snow Lotus Skincare 2024

MDL's signature line, harnessing the power of the precious Snow Lotus flower, known for its exceptional anti-aging, brightening, and hydrating properties. This range, strictly free of steroids, includes a best-selling Cleansing Serum, "Youth in a Jar" Cream, Protective Sunscreen, and a concentrated Mucin, all designed to promote a radiant, "glass skin" complexion.



Snow Lotus Body Care 2025

Extending the benefits of Snow Lotus to the entire body, this line includes luxurious body washes and an ultra-moisturizing "Baby Soft" Body Cream. These products offer deep hydration, detoxification, and rejuvenation, leaving skin soft, supple, and healthy.

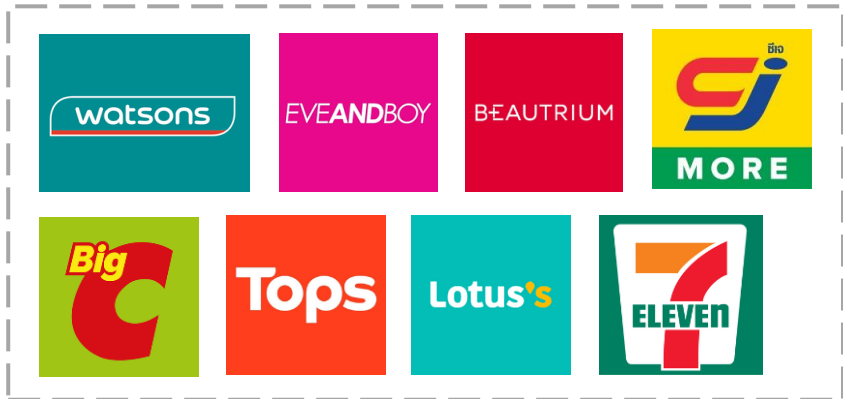
4+ more items to be launched



Working Channels

MADAME BIOSCIENCE

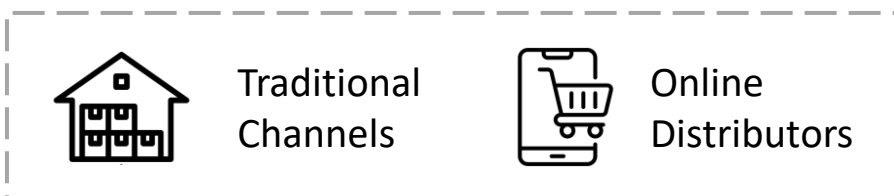
Modern Trade



E-Commerce

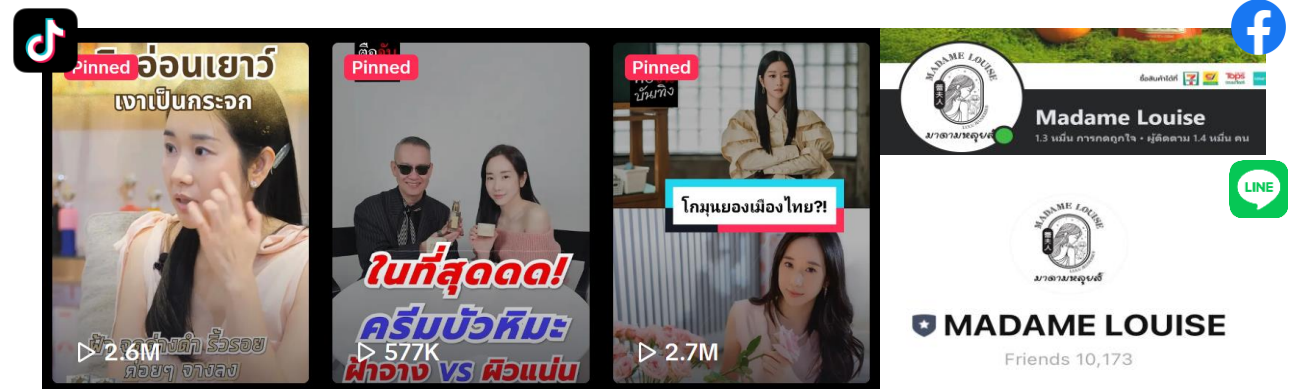


Other Distribution Channels



Strong Market Presence

Reaching customers in every platform and massive brand awareness



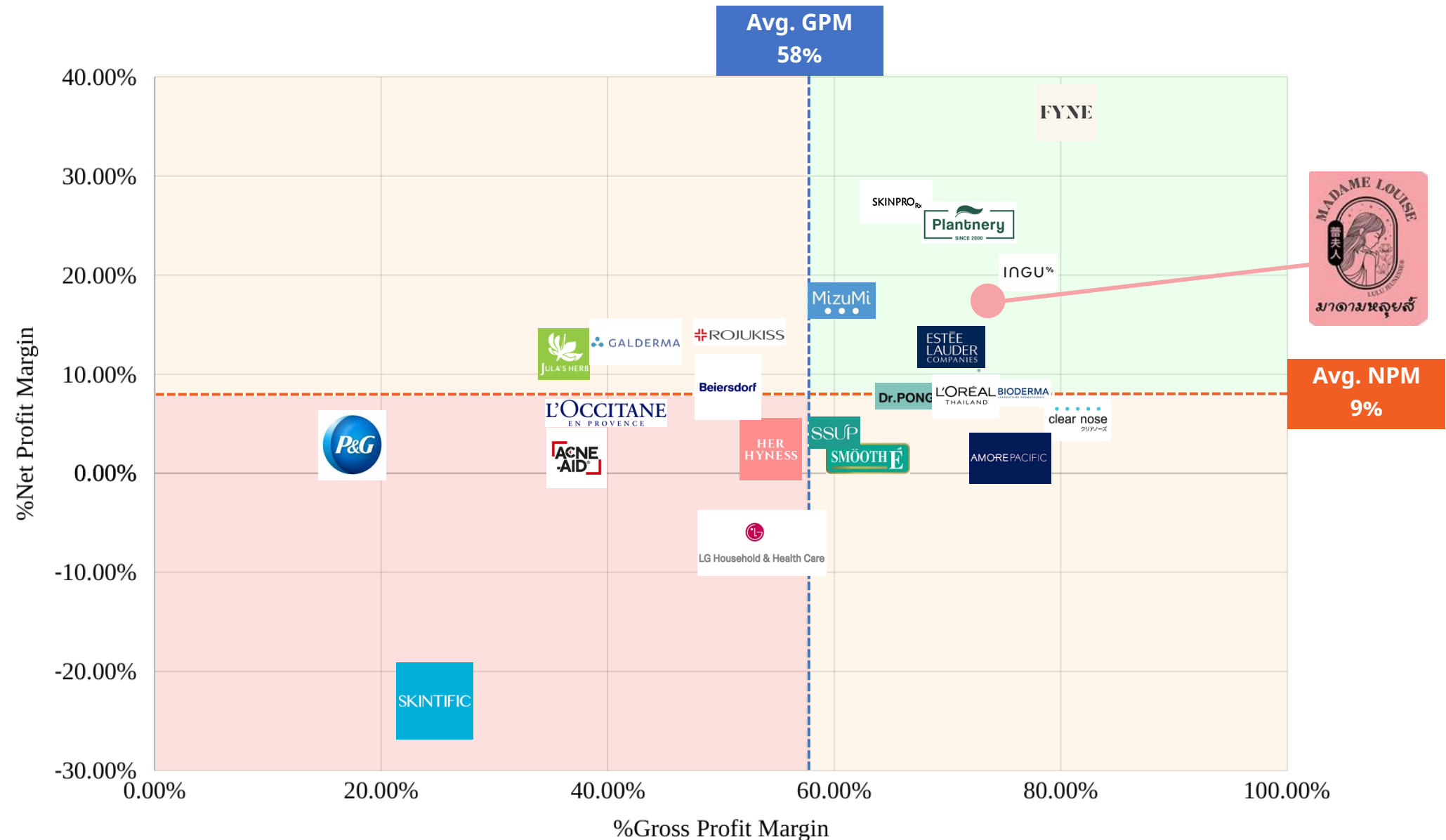
Snow lotus is now driving the trend

Becoming top-seller product in every shop



MDL Market Positioning

Benchmark:
Profitability



COMING UP NEXT...

Madame Louise Counter at Central Eastville



Expand into International market within 2027


Beauty &
Personal Care


Shower & Bath


Skincare



Thailand

232

THB Billion
4.6% CAGR★

37

THB Billion
4.8% CAGR★

39

THB Billion
4.8% CAGR★



Philippines

1.0x

Of Thailand
2.9% CAGR

0.4x

Of Thailand
3.0% CAGR

1.7x

Of Thailand
3.2% CAGR



China

10.4x

Of Thailand
3.7% CAGR

4.4x

Of Thailand
2.1% CAGR

19.4x

Of Thailand
3.9% CAGR



U.S.

14.8x

Of Thailand
2.9% CAGR

8.5x

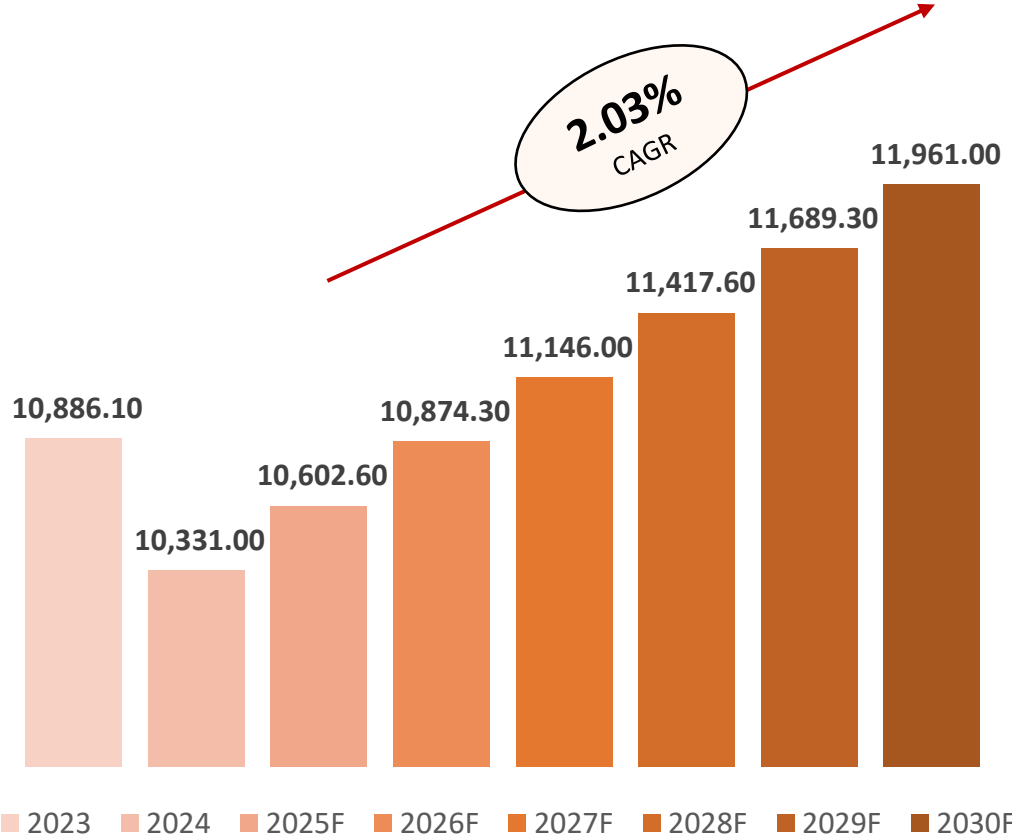
Of Thailand
1.7% CAGR

22.0x

Of Thailand
3.7% CAGR

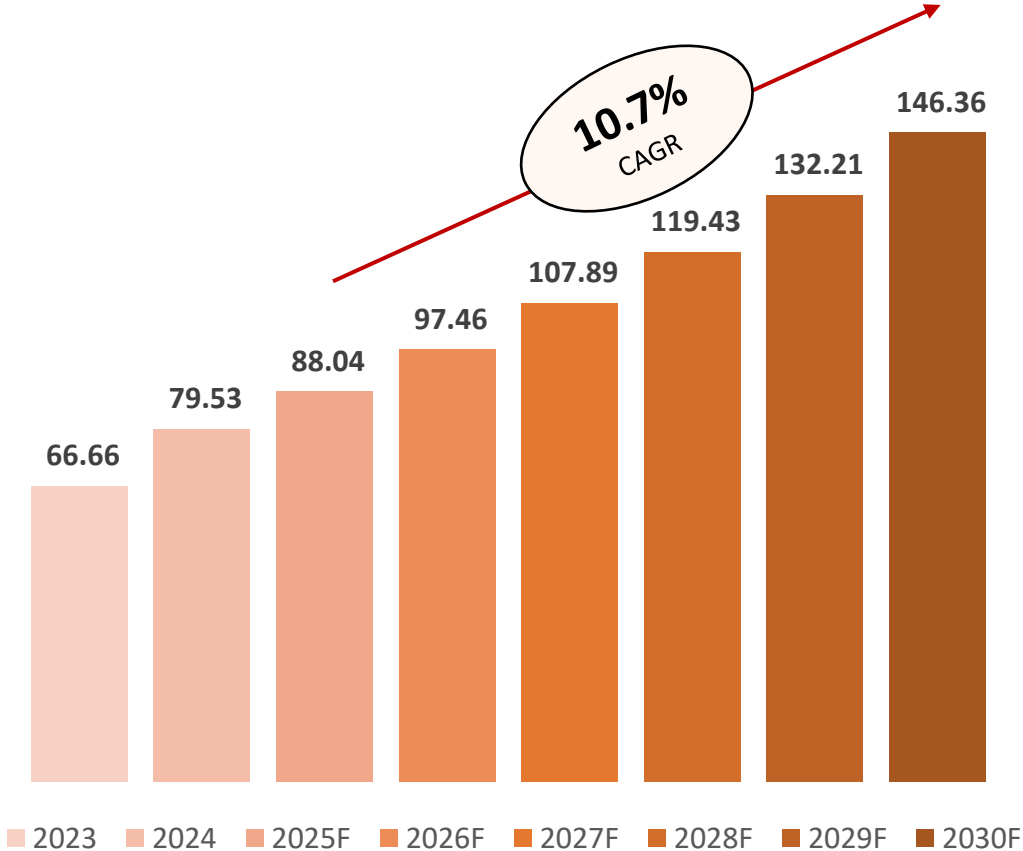
Supplements Market Trend

Thai Consumer Spending



Source: Intellify Global Research

Thai Supplements Market

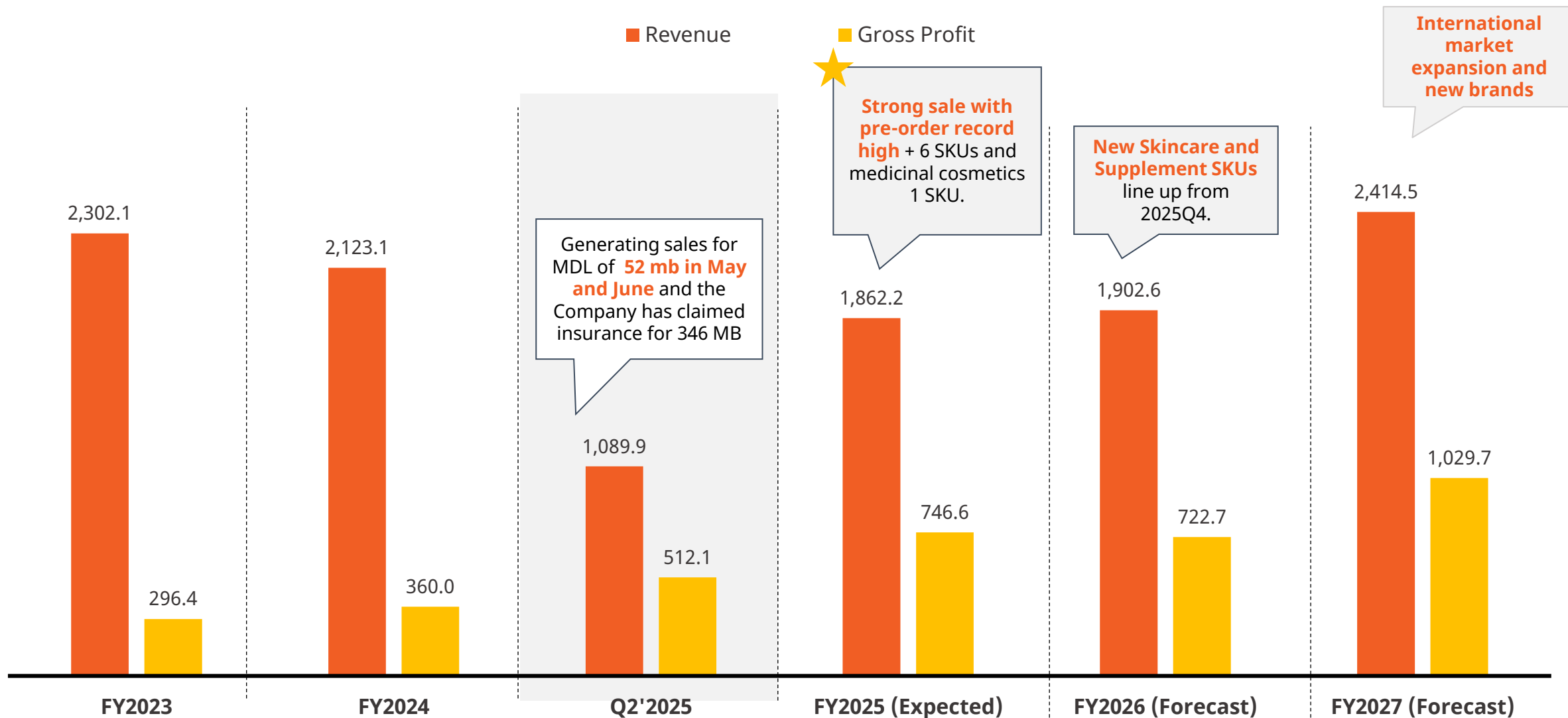


Source: Grandview Research

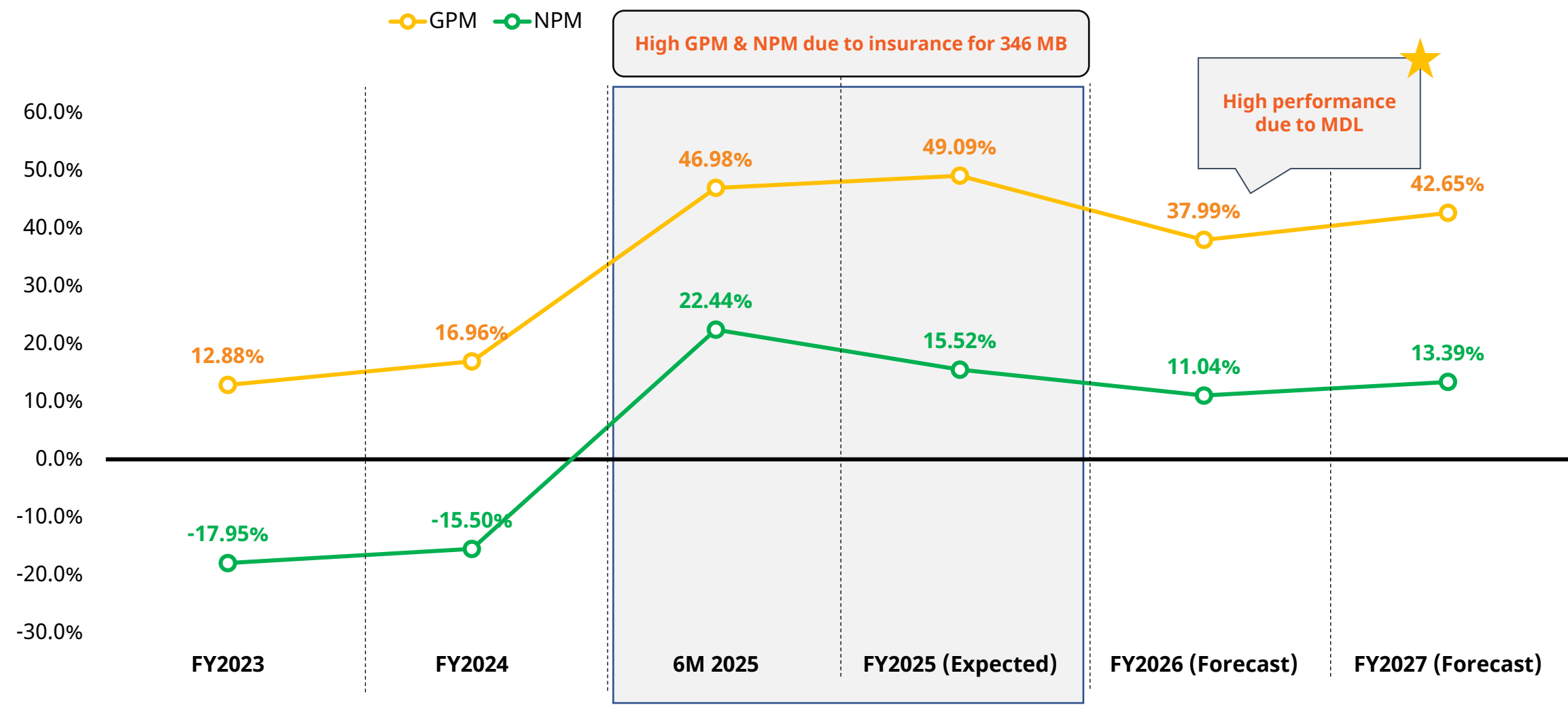
FINANCIAL HIGHLIGHTS

MADAME: Financial Performance

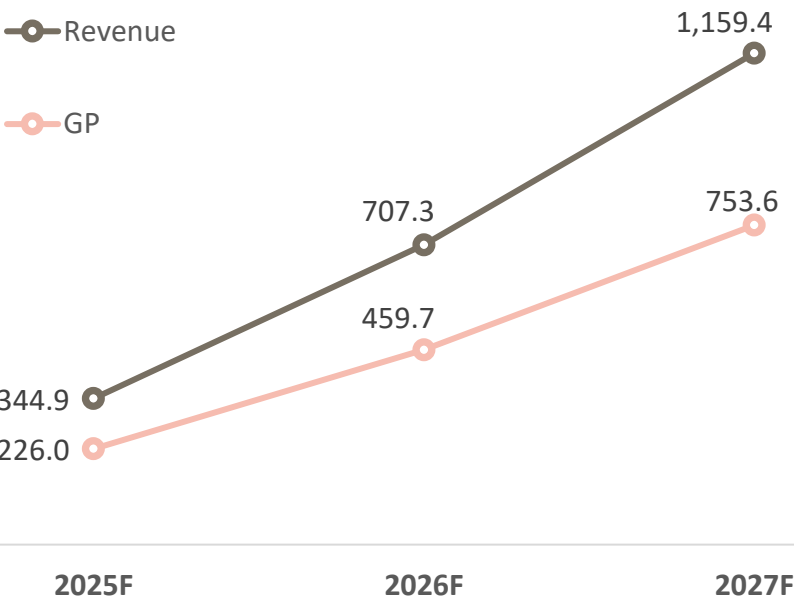
MADAME BIOSCIENCE



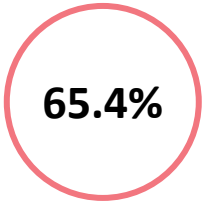
MADAME: Financial Performance



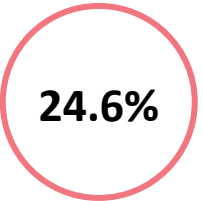
Madame Louise: Financial Forecast



Financial Metrics









Gross Profit
(Expected)









Net Profit
(Expected)

Sales Breakdown

2025F

Current SKUs	Snow Ex	Snow Lotus Liquid Soap	Collagen	Youth Serum	Gluta Kaori
					
55.2%	4.7%	1.5%	2.2%	2.2%	0.4%







2026F

Current SKUs	Snow Ex	Snow Lotus Liquid Soap	Collagen	Youth Serum	Gluta Kaori
					
56.2%	14.8%	2.5%	6.3%	6.3%	1.9%

2026 Products



2027F

Current SKUs	Snow Ex	Snow Lotus Liquid Soap	Collagen	Youth Serum	Gluta Kaori
					
42.9%	17.2%	1.7%	5.6%	5.6%	1.6%

2026 Products



2027 Products



THANK YOU

A P P E N D I X

Snow Lotus Skincare



Snow lotus, also known as Saussurea involucrata, is a precious flower that grows in the high-altitude regions of the Himalayas and Asia. It has been used for centuries in traditional Asian medicine and skincare for its exceptional benefits.

Anti-aging Properties: Snow lotus is rich in antioxidants, which help combat free radicals that can damage the skin and accelerate the aging process. It helps promote skin cell regeneration, reduce the appearance of wrinkles and fine lines, and keep the skin looking youthful.

Skin Brightening: Snow lotus contains natural compounds that can help brighten the skin and promote a more even skin tone. It can help reduce the appearance of dark spots, hyperpigmentation, and dullness, giving the skin a radiant glow.

Moisturizing and Hydrating: Snow lotus has hydrating properties that help nourish and moisturize the skin. It can help improve skin elasticity, reduce dryness and roughness, and leave the skin feeling soft and smooth.

Anti-inflammatory: Snow lotus has anti-inflammatory properties that can help soothe and calm irritated or sensitive skin. It can help reduce redness, inflammation, and discomfort, making it suitable for individuals with sensitive skin or skin conditions like eczema or rosacea.

Protective: Snow lotus contains natural compounds that help protect the skin from environmental stressors such as UV radiation, pollution, and harsh weather conditions. It can help strengthen the skin's natural barrier and defend against damage.

Incorporating snow lotus into skincare products can help improve the overall health and appearance of the skin. For years, Asian beauty secrets have used snow lotus as part of its ritual however it was also tainted with high levels of chemicals and steroids. The Madame Louise SNOW LOTUS line is strictly free of steroids.

Snow Lotus Skincare

Cleansing Serum



Cleanse and Tone

Retail 1180 Baht

Online and Selected Beauty Stores



The Cream



Ultimate Repair Cream

Retail 1590 Baht

Online and Selected Beauty Stores



Sun Drops



Sun and Pollution Protection

Retail 1180 Baht



Snow Lotus Body Care



Baby Soft Body Cream



Baby Soft

Ultra Smooth and Moisturizing Body Cream



EX Concentrated Cream



Snow Lotus Concentrated Cream

A Must-Have Multipurpose Cream for Every Home



Body Wash



Bamboo Charcoal Body Wash

Rejuvenate Snow Lotus Body Wash



Market Price Comparison

Benchmark: Financial Fundamentals

Company	Revenue	Gross Profit	SG&A/Sales	Net Profit	%GPM	%NPM	Revenue Growth	Net Profit Growth
Loreal TH (Cerave, LaRochePosay, Lancome, Kiehl, DR.G, Vichy)	15,393.1	11,140.0	62.85%	1,179.5	72.37%	7.66%	19.19%	35.14%
Beiersdorf TH (Eucerin)	14,168.1	7,198.9	44.06%	1,038.7	50.81%	7.33%	3.24%	-61.81%
Procter & Gamble TH (Olay, SK-II)	13,652.6	2,450.5	15.15%	373.3	17.95%	2.73%	0.11%	5.54%
Elca TH (Mac, Estee Lauder, Clinique)	4,271.3	3,039.7	57.91%	502.9	71.17%	11.77%	-6.94%	-38.88%
SSUP Group (Oriental Princess, Cute Press)	3,599.5	2,132.5	55.26%	131.9	59.24%	3.66%	2.96%	7.32%
Galderma TH (Cetaphil)	3,320.3	1,301.1	23.37%	403.3	39.19%	12.15%	45.28%	151.28%
Jula Herb	2,718.4	1,016.9	23.49%	304.0	37.41%	11.18%	-0.08%	-24.70%
Dr.Pong	2,463.8	1,654.3	32.14%	180.3	67.14%	7.32%	22.15%	-62.19%
Mizumi	1,749.0	1,054.6	40.05%	295.6	60.30%	16.90%	64.46%	36.22%
AmorePacific TH (Innisfree, Sulwasoo, Laneig, Aestura)	1,573.0	1,186.2	71.95%	32.5	75.41%	2.07%	-3.20%	-39.59%
Rojukiss	1,169.5	601.1	34.84%	160.9	51.40%	13.80%	21.20%	5.20%
Plantnery	1,123.6	792.4	46.91%	279.1	70.52%	24.84%	66.68%	91.69%
Acne Aid	897.2	335.4	32.89%	26.8	37.38%	2.99%	23.77%	26.42%
Her Hyness	836.3	459.1	51.43%	28.0	54.90%	3.35%	46.11%	137.29%
LG Household&Healthcare TH (Physiogel)	521.0	286.4	61.42%	(38.0)	54.97%	-7.29%	8.25%	N/A กำไรเป็นขาดทุน
Clear Nose	472.0	383.4	73.81%	28.0	81.23%	5.93%	129.46%	156.88%
SmoothE	450.9	275.0	64.86%	10.3	60.99%	2.28%	5.60%	-8.04%
Ingu	389.6	298.9	51.98%	76.1	76.72%	19.53%	65.01%	7.79%
L'Occitane	377.6	147.3	51.56%	24.3	39.01%	6.44%	0.03%	-34.50%
Skintific	366.7	91.8	47.75%	(80.6)	25.03%	-21.98%	758.78%	N/A กำไรเป็นขาดทุน
Madame Louise (Forecasted 2025)	344.0	225.5	62.10%		65.54%	24.60%	-6.19%	
Bioderma	301.9	226.3	65.05%	24.8	74.96%	8.21%	14.14%	-8.15%
Madame Louise (2024)	134.8	98.1	63.31%	14.0	72.77%	10.39%	237.80%	N/A ขาดทุนเป็นกำไร
SkinProRx	113.0	75.1	36.90%	29.1	66.46%	25.75%	268.08%	1019.23%
Fyne	81.5	65.3	33.87%	30.4	80.12%	37.30%	-0.24%	-18.50%

Source: DBD DataWarehouse+, Company Data

Market Price Comparison

Benchmark:

Unit Price (THB/ml)

Sunscreen Product

Company	ราคากันแดดต่อ ml	ชื่อสินค้า
SK-II (ภายใต้ Procter & Gamble)	126.67	Atmosphere Airy Light UV Cream SPF 50+ PA++++
Estee Lauder(ภายใต้ Elca)	88.33	ครีมกันแดดหน้า Perfectionist Pro
Lancome (ภายใต้Loreal)	86.67	UV Expert XL-Shield Fresh UV Aqua Gel Spf 50
Clinique (ภายใต้ Elca)	71.67	Even Better City Block Anti-Pollution SPF40 PA+
Kiehl (ภายใต้Loreal)	66.33	Ultra Light Daily UV Defense SPF 50 PA++++
Mac (ภายใต้ Elca)	65.00	Lightful C+ Coral Grass Tinted Primer SPF 45/PA++++ 30ml
Sulwasoo (ภายใต้ AmorePacific)	30.60	SULWHASOO UV Daily Fluid Sunscreen
Her Hyness	28.00	เฮอ ไฮเนส ไฮยา พลัส วอเตอร์ ชันสกรีน
La roche Posay (ภายใต้Loreal)	25.98	LAROCHE-POSAY ครีมกันแดด ลาโรช โพเซย์ แอนเทลิโอส ยูวีบูน400 ฟลูอิด SPF 50 50 มล. กั
Fyne	25.80	Barrier Protecting Chemical Sunscreen Board Spectrum SPF50+ PA++++
SkinProRx	25.67	ครีมกันแดดเนื้อบางเบา ULTIMATE DRY-TOUCH SUNSCREEN 30 ml
Eucerin (ภายใต้ Beiersdorf)	25.20	ยูเซอริน ชันดราย กัซ แอคน์ ออยล์ คอนโทรล SPF50+ PA++++ 50 มล.
<i>Madame Louise</i>	<i>23.60</i>	<i>SNOW LOTUS SUNDROPS SPF50+ PA++++</i>
Aestura (ภายใต้ AmorePacific)	22.40	Aestura. เอสตูรา เดอร์มา ยูวี 365 เร็ด คาล์มมิง โทนอัพ ชันสกรีน SPF50+
Cetaphil (ภายใต้Galderma)	21.00	Cetaphil UVA/UVB Defense cream SPF50+/UVA28
Bioderma	19.75	Bioderma Photoderm Aquafluide Sunscreen SPF50+
SmoothE	19.67	Smooth E Physical White Babyface SPF50+/PA+++ UV ...
Laneig (ภายใต้ AmorePacific)	17.60	Radian-C Sun Cream 50ml [SPF50+ PA++++]
Cute Press	17.33	Cute Press Ci-Lab Ultra Barrier Shield Facial Sunscreen
Physiogel (ภายใต้ LG Household&Healthcare)	13.60	PHYSIOGEL ฟลิโอเจล ชูทติ้ง เอโอ เซนซิทีฟ ยูวี ชันสกรีน
Vichy (ภายใต้Loreal)	13.00	Ideal Capital Soleil Dry Touch SPF 50 PA++
Cerave (ภายใต้Loreal)	12.60	เซราวี เฟเซี่ยล มอยซ์เจอไรซิง โลชั่น SPF50 52
Dr.Pong	11.96	Dr.PONG Hyaluronic Ultra Light Sunscreen
Dr.G (ภายใต้Loreal)	11.80	Green Mild Up Sun+ SPF50+ PA+++
Innisfree (ภายใต้ AmorePacific)	11.80	innisfree Intensive Long-lasting Sunscreen SPF50+ PA+++ 50 ml
Mizumi	11.13	ครีมกันแดด Mizumi มิซุมิ ยูวี วอเตอร์ เซร์ม สฟี่
Plantnery	9.63	Plantnery Tea Tree Sunscreen Acne Oil Control SPF 50+
Ingu	8.43	INGU Skin Super-Light Soothing Sunscreen
Skintific	8.13	สกินทิฟิค เซราไมด์ เซร์ม กันแดด SPF50+ PA++++ 80 มล.
Rojukiss	7.48	Rojukiss Face Eye Neck UV Sun Serum
Clear Nose	7.35	CLEAR NOSE UV Sun Serum SPF50+ PA++++ 80ml
Jula Herb	6.13	DD Cream Watermelon
Olay (ภายใต้ Procter & Gamble)	5.98	Olay Luminous Light Perfecting Day Cream

Source: DBD DataWarehouse+, Company Data

Market Price Comparison

Benchmark:

Unit Price (THB/ml)
Moisturizing Cream

Company	ราคาmoisturizerต่อ ml	ชื่อสินค้า
L'Occitane	166.67	Immortelle Divine Youth Care in Pearls
Sulwasoo (ภายใต้ AmorePacific)	163.33	Ginseng Rejuvenate Cream
Lancome (ภายใต้ L'Oréal)	102.00	Clarifique Brightening Plumping Milky Cream
Estee Lauder (ภายใต้ Elca)	100.00	Revitalizing Supreme+ Youth Power Creme
SK-II (ภายใต้ Procter & Gamble)	78.30	ครีมบำรุงผิวหน้า SKINPOWER Advanced 100 กรัม สีแดง
Mac (ภายใต้ Elca)	65.00	Hyper Real Serumizer
Clinique (ภายใต้ Elca)	53.00	มอยส์เจอร์ไรเซอร์ Even better clinical brightening moisturizer
Kiehl (ภายใต้ L'Oréal)	33.40	Ultra Facial Cream
Fyne	29.80	Skin Barrier +Prebiotic +Postbiotic Soothing Moisturizing Serum in Gel
Her Hyness	28.33	Hydra Glow Advanced Skin Booster Cream 30 ml
Innisfree (ภายใต้ AmorePacific)	28.00	Innisfree Jeju orchid enriched cream
Laneig (ภายใต้ AmorePacific)	25.60	Water Bank Blue Hyaluronic Moisture Cream 50ml
Vichy (ภายใต้ L'Oréal)	24.70	วีชี มีเนอรัล89 72เอช มอยส์เจอร์ บูสตีง ครีม
Eucerin (ภายใต้ Beiersdorf)	24.30	ยูเซอร์ลิน อัลตราเซินซิทีฟ คิวเกินเอ็กซ์ เดย์ 50มล
<i>Madame Louise</i>	<i>23.80</i>	<i>SNOW LOTUS THE CREAM</i>
Bioderma	23.50	ไบโอเดอร์มา ซีเซียม พอร์ รีไฟเนอร์
Dr.G (ภายใต้ L'Oréal)	21.80	Bakuchiol Pore-Jet Cream
Cetaphil (ภายใต้ Galderma)	18.90	เซตาฟิล ไบรท์ เอสดี เรเดียนซ์ ไบรท์เทนนิ่ง ไนท์ คอมฟอร์ท ครีม
Physiogel (ภายใต้ LG Household&Healthcare)	17.40	PHYSIOGEL ฟลิโอเจล ชูดตึง แคร่ เอโอ โลว์ ครีม 50 มล. มอยส์เจอร์ไรเซอร์สำหรับผิวมัน ผิวเป็นสิ่ว
SmoothE	17.25	Smooth E Aqua Smooth Instant & Intensive Whitening Hydrating Facial Care
Dr.Pong	16.50	Dr.PONG Advanced Skin Detoxifying Cream
La roche Posay (ภายใต้ L'Oréal)	14.38	ลา โรช-โพเซย์ ชีคาพลาส โบน บี5 ชูดตึง รีแพร์ริง บาล์ม 40 มล. เซรั่มบำรุงผิว
SkinProRx	12.60	SENSITIVE SKIN MOISTURIZING CREAM 50 ml
Cerave (ภายใต้ L'Oréal)	12.60	CeraVe Facial Lotion เซราวี โลชั่นบำรุงผิวสำหรับผิวหน้า 52 ml.
Cute Press	11.52	Cute Press Ci-Lab Sensitiv Moisture
Olay (ภายใต้ Procter & Gamble)	11.18	โอเลย์ ไททอลเอฟเฟกส์ 7วัน1 ไนท์ ครีม
Skintific	10.01	SKINTIFIC 5X Ceramide Barrier Repair Moisturizer Gel 80 g.
Acne Aid	9.30	ACNE AID แอคน์-เอด มอยส์เจอร์ไรซิ่ง โลชั่น ออยล์ คอนโทรล
Ingu	8.92	INGU. อิงกู กรีนที คาล์มมิ่ง ครีม
Aestura (ภายใต้ AmorePacific)	8.40	Aestura Atobarrier 365 Cream 80 mL
Rojukiss	8.38	ROJUKISS REJU-PDRN MOISTURE BOOST
Clear Nose	8.33	CLEAR NOSE Moist Skin Barrier Moisturizing Gel Facial
Plantnery	7.80	Plantnery Cica Centella Ceramide Recover Cream 50 g
Mizumi	7.67	Mizumi Dry Rescue Intense Melt-in Cream
Jula Herb	6.15	จุฬาฮีรเบ มอยส์เจอร์ไรเซอร์โกลด์

Source: DBD DataWarehouse+, Company Data

Brand Positioning

