

# Health Plaza Board Meeting 3/2024

## 11 March 2024

# Agenda

## **Agenda 1: Chairman's Report**

Agenda 2: Approval of Minutes of the Previous Meeting

Agenda 3: Company's Current Performance

Agenda 4: BeDee Development Progress Report

Agenda 5: Financial Performance

Agenda 6: Consider and approve the date and agenda for  
the Annual General Meeting in the year 2024

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Strictly Confidential

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# BeDee YTD and MTD performance: lower GMV and transaction – need to ramp up both B2B and B2C sales

Service	Jan	%Change	Feb	%Change	Mar (proj)	%Change	2023 performance	vs target	2024 performance (proj)	vs target
Revenue (THB)										
TC	257,850	-78%	181,450	-30%	170,190	-8%	2,223,800	-89%	3,431,898	-97%
CP	38,434	-10%	21,998	-43%	11,563	-47%	163,429	-97%	405,384	-83%
TP	35,191	8%	38,651	10%	42,177	9%	92,743	-99%	653,274	-96%
HM	36,747	-82%	39,083	6%	68,340	75%	537,675	-96%	811,784	-99%
Total	368,222	-75%	281,182	-24%	292,269	4%	3,017,447	-95%	5,302,340	-97%
Transaction (Unit)										
TC	507	-70%	409	-19%	372	-9%	3,662	-89%	7,252	-93%
CP	53	-46%	28	-47%	37	33%	199	-97%	666	-92%
TP	184	-14%	260	41%	285	10%	707	-95%	4,106	-67%
HM	64	-72%	68	6%	99	46%	985	-94%	1,302	-94%
Total	808	-64%	765	-5%	794	4%	5,553	-92%	13,326	-91%
Transacting user (Unit)										
TC	375	-58%	316	-16%	341	8%	2,173	-96%	5,811	-91%
CP	47	-46%	25	-47%	37	49%	146	-99%	615	-88%
TP	148	-4%	176	19%	285	62%	290	-81%	3,430	-55%
HM	47	-69%	52	11%	87	67%	548	-65%	1,046	-92%
Total	520	-54%	506	-3%	667	32%	2,780	-96%	9,534	-90%
Average Order Value (THB)										
TC	509	-26%	444	-13%	458	3%	607	-2%	473	-51%
CP	725	68%	786	8%	311	-80%	821	13%	609	110%
TP	191	26%	149	-22%	148	-1%	131	-88%	159	-87%
HM	574	-34%	575	0%	689	20%	546	-38%	624	-77%
Total	456	-29%	368	-19%	368	0%	543	-31%	398	-67%
Average Revenue Per Paying User (THB)										
TC	688	-47%	574	-16%	499	-13%	1,023	207%	591	-62%
CP	818	66%	880	8%	311	-85%	1,119	170%	659	41%
TP	238	12%	220	-8%	148	-33%	320	-97%	190	-90%
HM	782	-41%	752	-4%	787	5%	981	-89%	776	-82%
Total	708	-45%	656	-22%	438	-21%	1,085	47%	556	-71%

- TC revenue decreased significantly by 30% from lower mental discount subsidy in Feb
- CP revenue and transaction decreased significantly from lower mental consult from TC
- TP revenue increased by 10% with higher number of consult, however with lower consult to purchase conversion MoM

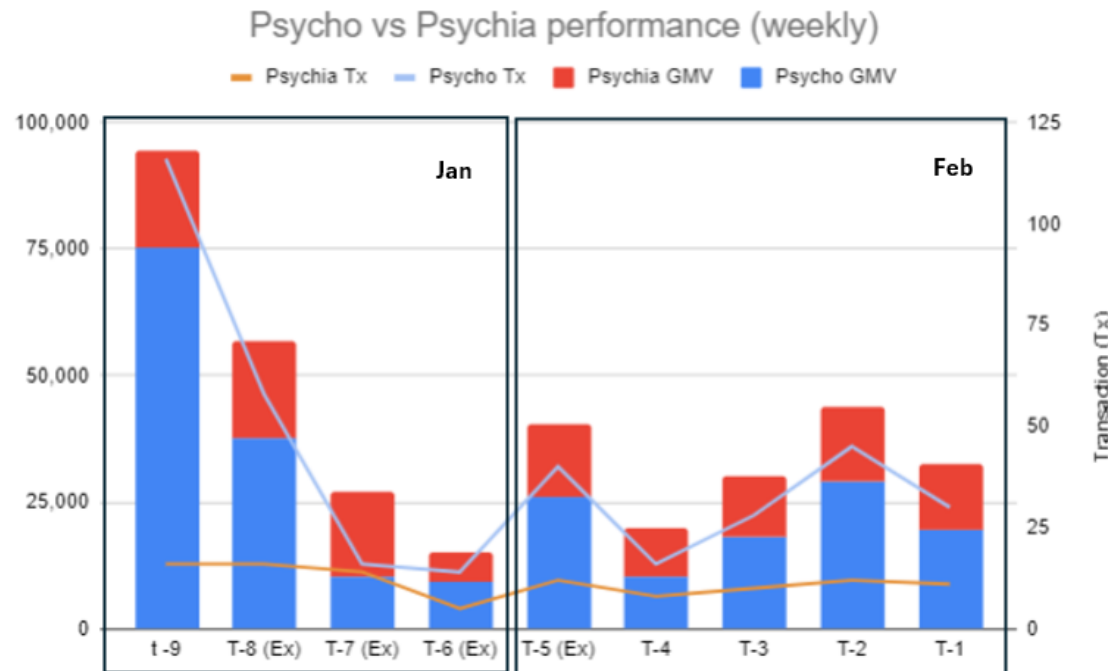
# BeDee funnel performance: lower traffic but expected to rebound with new FB/Google ads

	Jan	%Change	Feb	%Change	Mar (proj)	%Change	2023 performance	vs target	2024 performance (proj)	vs target
Reach (unit)	3,199,210	-40%	5,731,768	79%	1,070,777	-81%	51,579,027		56,317,575	
Install (unit)	8,567	-37%	7,044	-18%	8,355	19%	53,413	-85%	96,389	-66%
Cost Per Install (THB)	32	55%	17	-48%	19	12%	133	414%	32	-27%
Register (unit)	4,364	-63%	3,052	-30%	3,147	3%	32,470	-82%	42,482	-77%
Install to register conversion rate (%)	51%	-36%	43%	-8%	38%	-6%	61%	11%	44%	-21%
Cost Per Register (THB)	63	163%	51	-18%	-	-100%	218	323%	139	109%
Transacting user (unit)	520	-54%	506	-3%	667	32%	2,780	-98%	6,807	-93%
New Transacting user (unit)	362	-62%	374	3%	403	8%	2,780		4,581	
conversion rate (%)	12%	2%	17%	5%	21%	5%	9%	-62%	16%	-33%
Cost Per Buyer (THB)	916	-31%	530	-42%	485	-8%	3,507	1992%	870	70%
Customer Acquisition Cost (THB)	1,316	-17%	717	-46%	802	12%	3,507		1,292	
Transaction	808	-64%	765	-5%	827	8%	5,553	-92%	9,651	-94%
Cost Per Order (THB)	589	-12%	350	-41%	391	12%	1,756	481%	613	111%

- Install and register decreased MoM from SDK problem, but with more optimized media (especially in google ads) cost per install and cost per register improved significantly
- Even with lower number of register but with more efficient ads & retained user, register to transacting user improved 5% MoM making transacting user not decreased as it should

# Teleconsultation: mental still leads with a drop in transaction due to the experimentation of subsidy schemes

	Jan	Feb	%Change
Mental Revenue (THB)	209,050	139,400	-33%
Mental Discount (THB)	128,700	87,200	-32%



- Over 70% of TC revenue was still from mental revenue
- 33% decreased in mental revenue MoM was from lower discount subsidy (-32%) + fewer day compared to Jan
- Changed tactic from front load quota to weekly quota, resulted in more stable traffic compared to Jan
- Start to see some new purchase in mental pack in first week of Mar after adjust free mental first-time mechanic

## Next step

- Adjust quota to first time user only
- Push sale bundle package for more retention rate
- More corp sale + partnership on pipeline

# Telepharma: high transacting numbers but low purchase

TP		
Cat	GMV	%Mix
Total	38,651	100%
DRUG	36,207	93.7%
Medical supply	561	1.5%
Vitamins and	734	1.9%
Skin care	84	0.2%
Home remedies	477	1.2%
Personal care	588.78	1.5%
	0	0.0%

SKU	Item
MEDHPZ00963	Plavix Tab 75 Mg (14 Tab/Box)
MEDHPZ00862	Nac-Long Tab 600 Mg (10 Tab/Bot)
MEDHPZ00193	Blopress Tab 16 Mg (7 Tab/Pack)
MEDHPZ01187	Tear Natural Free Eye Drop (32 Tube/Bo
MEDHPZ01086	Rosuvastatin Sandoz Tab 10 Mg (28 Tab
MEDHPZ00335	Crestor Tab 20 Mg (28 Tab/Box)
MEDHPZ00718	Lamictal Tab 25 Mg (30 Tab/Box)
HBEHPZ01746	Mega Nat D 1000 Iu (60 Tabs)
MEDHPZ00699	Zyrtec Tab 10 Mg (10 Tab/Pack)
MEDHPZ01962	Caltrate Silver (120 Tabs)

	Jan	Feb	%Change
All consult	184	260	41%
Consult with purchase	72	75	4%
Conversion	39%	29%	-10%

- 94% of revenue was from drug
- Top 10 SKU from mental, some from chronic
- Lower consult to purchase conversion 29% (decreased from 39%)

## Next step

- Improve pharmacist sale talk (ETA of launch? How many?)
- Improve cross selling in non drug SKU (get more details from Ops)



# HealthMall: drop across all categories - focus on media barter

HM		
Cat	GMV	%Mix
Total	39,083	100%
Medical supply	9,695	24.8%
Vitamins and supplements	12,254	31.4%
Home remedies	1,997	5.1%
Skin care	11,199	28.7%
Medical devices and equipment	3,584	9.2%
Personal care	353	0.9%
	0	0.0%

SKU	Item	Cat
MSPTRM02509	Therum Steam Eye Mask	Medical supply
MEQHPZ02101	Omron Blood Pressure Model HE	Medical devices and equipment
HBEHPZ01974	Blackmores Bio C Acerola Plus 1	Vitamins and supplements
HBEHPZ01566	Eucerin Ph5 Sensitive Skin Facial	Skin care
HBEHPZ01629	Vistra Acerola Cherry 1000 Mg (1	Vitamins and supplements
HBEMDV02675	Max Q10 Red Orange And Zinc P	Vitamins and supplements
MEDHPZ00721	Maalox Alum Milk 240 MI	Home remedies
HBEHPZ02619	Eucerin Hydroserum 400 ML. + W	Skin care
HBEHPZ02620	Eucerin Lotion 400 ML. + Washlot	Skin care
HBEHPZ01601	Physiogel Daily Moisture Therapy	Skin care

## Next Step :

- Increase new transaction by using free media from partner (no cost)
- Onboard 7.2 product with highlight **'Best Offer'** logo / content / Social media post
- Onboard Non BDMS product -> increase visibility add new section and new logo **'New Arrival'** -> Boost ads on social media partner



# HealthPackage: high sales due to deep subsidy – will utilize traffic data in launching targeted ads for BeDee

Target			
	Jan-24	Feb-24	Mar-24
Sale	300,000	500,000	600,000
%commission	5.0%	5.0%	5.0%
Revenue	15,000	25,000	30,000
Media spend	6,000	10,000	12,000
%Media spend	2.0%	2.0%	2.0%
Discount spend	10,500	17,500	21,000
%Discount spend	3.5%	3.5%	3.5%
total MKT spending	16,500	27,500	33,000
%MKT Spending	5.5%	5.5%	5.5%
Net profit after MKT spending	(1,500)	(2,500)	(3,000)
Actual performance			
	Jan-24	Feb-24	Mar-24
Sale	166,827	3,196,863	740,462
%commission	5.0%	5.0%	5.0%
Revenue	8,341	159,843	37,023
Media spend	675	8,000	37
%Media spend	0.4%	0.3%	0.0%
Discount spend	8,770	174,879	35,130
%Discount spend	5.3%	5.5%	4.7%
total MKT spending	9,445	174,879	35,167
%MKT Spending	5.7%	5.7%	4.7%
Net profit after MKT spending	(1,104)	(15,036)	1,856

## Onboard new shop > NHealth

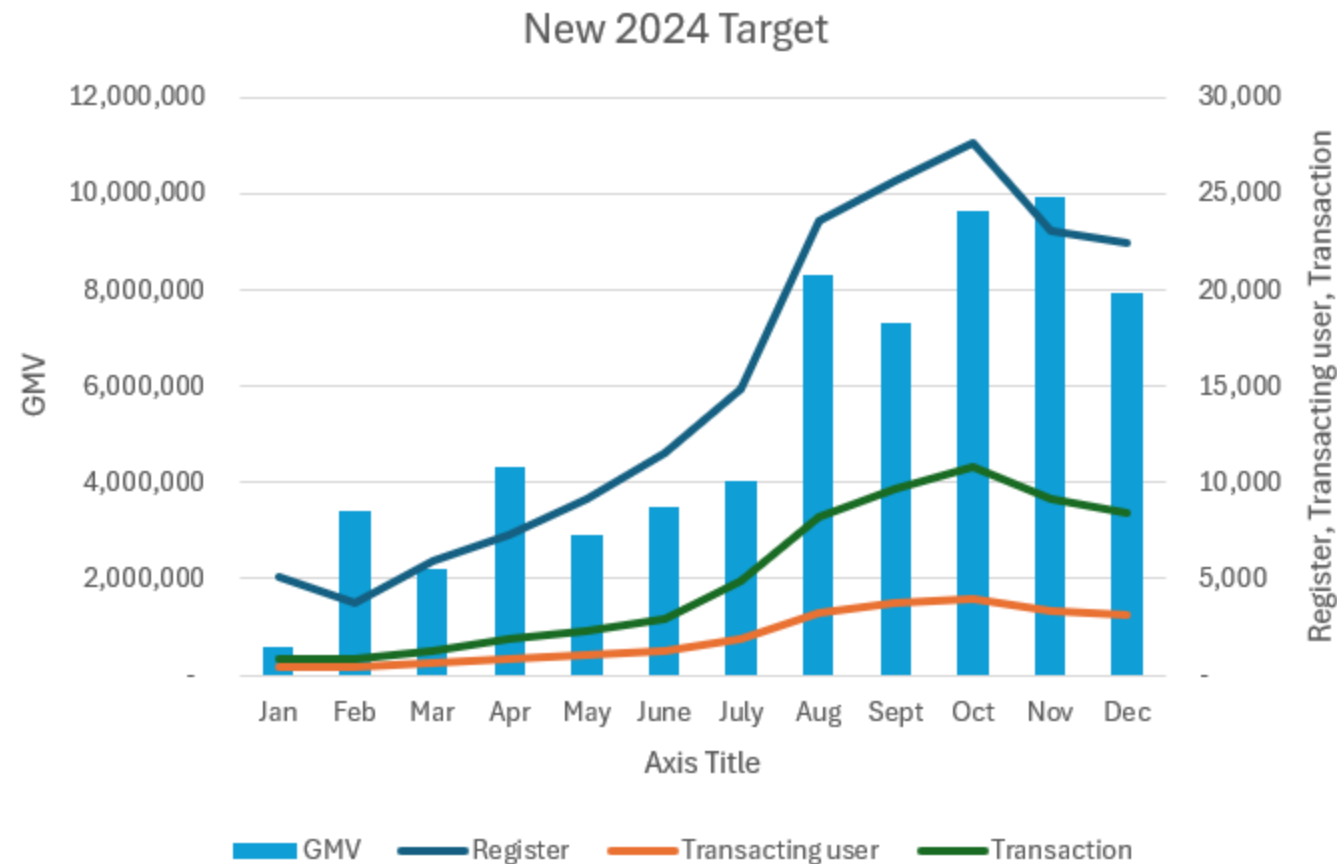
## Onboard new SKU > BWC

- 5X GMV from target
- Majority of GMV from lasik package
- Could expect high number till June (new end year target could expect over 17-20M)
- New shop from NHealth + SKU onboard from BWC

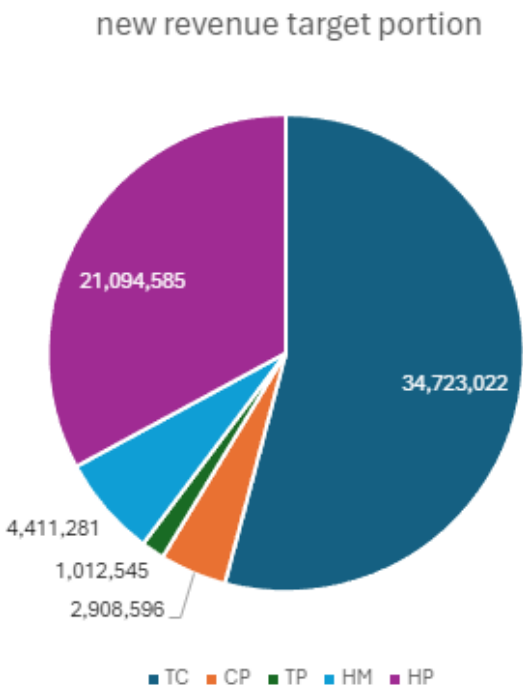
## Next step

- Connecting with other ward (e.g. skin)
- Onboard more non-checkup package from other hospital

# BeDee is in the process of revising the targets



	New 2024 Target	Old 2024 Target	%Change
Register	180,060	186,600	-3.5%
Transacting user	23,794	92,014	-74.1%
Transaction	61,113	161,643	-62.2%
GMV	64,150,029	174,803,241	-63.3%



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# Key progress: PenTest showed existing security gaps needing fixed. TC-appoint deployment was rolled back due to bugs

Workstream	Key progress last month	Focus next month	Help needed
PD	<ul style="list-style-type: none"> <li>- Started dev on <b>new registration flow</b></li> <li>- Fixed <b>TC-appoint based on PenTest</b> with BCRM approval for 2 medium risks to be fixed on Mar 20th</li> <li>- Started dev on <b>Cariva AI interpretation integration</b></li> <li>- Conducted <b>technical assessment for Health Passport migration</b> (estimated 14 sprints)</li> </ul>	<ul style="list-style-type: none"> <li>- Implement <b>new registration flow</b></li> <li>- Deploy <b>TC-appoint, pre-approved type-B med, FB SDK upgrade</b> on Mar 15th</li> <li>- Revise <b>product roadmap with new items such as Firebase authentication</b> and propose <b>new timeline of new e-marketplace</b></li> <li>- Finalize <b>dev work on AI interpreter</b> with target launch on Mar 18th</li> <li>- Evaluate the potential of <b>symptom checker</b></li> <li>- Estimate the opportunity size of <b>selling of DG on HM</b></li> <li>- Propose <b>timeline on Health Passport migration development</b></li> </ul>	
TTS	<ul style="list-style-type: none"> <li>- Conducted <b>BeDee load test</b></li> <li>- Launched <b>incident management dashboard</b></li> <li>- Started <b>vendor selection</b> for password reset, BYOD. Target to implement in July</li> <li>- Started <b>back-up schedule development</b>. Target finish in April</li> <li>- Started <b>optimize HealthPassport cloud storage</b></li> <li>- Started <b>data dashboard automation</b> (performance dashboard, operations monitoring)</li> </ul>	<ul style="list-style-type: none"> <li>- Revise <b>logic for auto scaling on CPU&amp;memory utilization</b></li> <li>- Create <b>daily automatic incident reporting</b></li> <li>- Assess <b>HealthPassPort cloud storage optimization</b> (ETA to implement in 2 week around Mar 22)</li> <li>- Plan for <b>comprehensive PenTest</b></li> <li>- Automate <b>Performance dashboard</b> (ETA Mar 31st)</li> </ul>	



# Key progress: scaled up hospital and pharmacies partnership, while pushing beyond mental for TC

Workstream	Key progress last month	Focus next month
Ops	<ul style="list-style-type: none"> <li>- Revisited <b>doctor compensation model</b> (more doctors with appointment features and less MG)</li> <li>- Onboarded 8 <b>TPK doctors</b> under 5% platform fee on Feb 14th</li> <li>- Piloted <b>staff clinic and tele-info services at BDMS Phuket</b> on Mar 6th</li> <li>- Drafted <b>N Health co-package</b> (health check-up, HIV, hormone) flow</li> <li>- Developed <b>online mental assessment form</b> and <b>analytic dashboard</b> for corporates</li> <li>- Onboarded <b>1 new supplier (Backjoy), 16 brands, and 48 new SKUs</b> in Feb</li> <li>- Onboarded <b>12 BWC SKUs</b> into HM</li> <li>- Defined <b>logics in selecting special HM SKUs</b></li> </ul>	<ul style="list-style-type: none"> <li>- Finalize <b>N Health co-package flow</b> by Mar 31st for N Health to start selling</li> <li>- Design <b>pilot flow for social security fund and doctor-to-doctor consultation</b> for DBK</li> <li>- Start <b>removing MG for SP</b> in April</li> <li>- Finalize <b>BDMS Phuket quotation</b> and expand <b>staff clinic and tele-info services at BHH and BRH</b></li> <li>- Push for <b>new symptoms (skin, sexual)</b> by onboarding specialists and HM products</li> <li>- Pilot <b>expansion of super deals</b> from 10 to 20 SKUS in April</li> <li>- Work with FFM on <b>inventory distributor expansion</b> with BDMS Phuket and other pharmacy</li> <li>- Apply <b>telepharmacy application certification</b> in Mar</li> <li>- Finalize <b>min-age flow</b> and <b>operation workaround</b></li> </ul>
Business performance	<ul style="list-style-type: none"> <li>- Piloted <b>Robinhood for instant delivery</b> intervention with an aim to reduce cost around 20% (vs. Lalamove)</li> <li>- Explored <b>alternative package size for standard delivery</b> to reduce cost by around 15%</li> <li>- Started <b>outreach for more pharmacy partners</b> (Pharmcare, Booth, Watson, Health Up) to serve UPC's instant delivery</li> <li>- Onboarded <b>Group 6 as medicine distributors</b> in the south with <b>new packing process at BPK</b></li> <li>- <b>No-go with Food Panda</b> on drug delivery outside of GBKK</li> <li>- Confirmed current <b>Health Passport payment flow</b></li> <li>- Prepared <b>legal documents for paid-up capital</b></li> </ul>	<ul style="list-style-type: none"> <li>- Conclude on <b>next steps from Robinhood pilot</b> (ETA = Mar 11th)</li> <li>- Start execution on <b>alternative package size for standard delivery</b> (ETA = Mar 18th)</li> <li>- Start at least <b>2 pharmacist/pharmacy partnership</b> – pending NDA review with Boots</li> <li>- Prepare for <b>budget request for Health Passport migration</b> – pending Tech discussion with GLS</li> </ul>

# Key progress: ramped up media and marketing experimentation with B2B2C partnership, affiliate program, and social media

Workstream	Key progress last month	Focus next month	Help needed
Marketing	<ul style="list-style-type: none"> <li>- Continued to <b>optimize FB, Google, UAC</b> by refining keywords</li> <li>- Monitored <b>SDC O2O media</b> (100 THB NMS: 29 install, 19 registered, 1 order; SMS: 10 install, 9 registered, 2 orders)</li> <li>- Launched Ads on <b>SDC FB and Line</b> on Mar 9th</li> <li>- Opened <b>official shop for Gevity/KK</b> with co-marketing plan and <b>"new arrival" section</b> and banner</li> <li>- Launched <b>BHQ media</b> (canteen roll-up, lift posters, L-shape in TV, handbill at pharmacies/carpark) on Mar1st (35 installs, 16 registered)</li> <li>- Finalized <b>Suvannabhumi booth's media</b> and proposed <b>BeDee pack flow</b></li> <li>- Agreed with <b>Muvmi on media placement</b></li> <li>- Proposed <b>media collaboration with Betagro</b></li> <li>- Changed <b>redirect link</b> in 3 blogs to <b>app install</b> on Feb 13th with increased in register from 11 to 62 per blog</li> <li>- Started connecting with Cariva/BDMS on tie-in on <b>Cariva x BDMS PR events</b></li> <li>- Drafted social media plan with now <b>4 provider KOL clips</b> on social media on Feb 15th</li> <li>- Onboarded 8 <b>BWC SKUs on HPZ</b></li> <li>- Scaled up paid media (driving 66% of total registered) with CPR and CPI of 80 and 30 THB, respectively</li> </ul>	<ul style="list-style-type: none"> <li>- Investigate with <b>SDC on O2O performance</b> (2 branches with no traffic and SMS click rate)</li> <li>- Work with <b>SDC on boost plan for social media marketing</b></li> <li>- Pilot <b>SDC affiliate program</b> at 11 SDC on Mar 22nd</li> <li>- Pilot <b>SDC bottom bill program</b> on Apr 17th</li> <li>- Target <b>LZD shop opening</b> on Apr 1st</li> <li>- Test <b>notipush on Sunday</b> to drive mental</li> <li>- Prepare <b>in-room media at BHQ</b> on Mar 16th</li> <li>- Follow up on <b>PPTV media launch</b> (target on Mar 10th)</li> <li>- Pilot <b>Suvannabhumi media</b> (target launch on Mar 20th)</li> <li>- Pilot <b>Muvmi media</b> (in-app/online media to launch on Mar 20th, offline on 10 TukTuk on Apr 1st for 3 months)</li> <li>- Follow up with <b>Betagro</b> on potential collaboration</li> <li>- Scale up <b>redirect link to install across all blogs</b></li> <li>- Pilot <b>new social media planning</b></li> <li>- Prepare <b>the Nook mental event</b> on Mar 23-24 and 30-31</li> <li>- Expand <b>BWC SKUs</b> on HPZ</li> <li>- Explore <b>BWC x BeDee co-media/marketing plan</b></li> </ul>	

# Key progress: [TBC]

Workstream	Key progress last month	Focus next month	Help needed
<b>Business Development</b>	<ul style="list-style-type: none"><li>- Reached out to 3 insurance and 20 corporates while <b>closing 4 contracts with 1.1m THB in value</b></li><li>- Initiated <b>8 hospital projects</b> with <b>6 services offerings: TC follow-up, TP-DIS, TP-inventory, HM-Discharge, Staff Clinic, and doctor onboarding</b></li></ul>	<ul style="list-style-type: none"><li>- Plan for <b>2024 strategy</b> with <b>revised OKR/KPI/targets/budgets</b></li><li>- Close <b>TU partnership</b> (1.6m THB)</li><li>- Finalize <b>insurance manual claimless flow</b></li><li>- Reach out to <b>3 insurances, 20 corporates, 5 universities, and 10 hospitals</b></li></ul>	
<b>HR</b>	<ul style="list-style-type: none"><li>- Onboarded 6 <b>new joiners</b> in Feb including 3 Tech and 3 Non Tech</li><li>- Performance Management</li></ul>	<ul style="list-style-type: none"><li>- Focus on <b>recruiting key roles (Engineers)</b></li><li>- Work on new Flex Benfits, Housing Loan, reorg, Performance Management</li></ul>	



Potential deepdives

- + TC appointment go-live
- + Corporate KPI
- + Any ideas from leads?

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P Ben to share

Should we add AGM FS in this section or next section of Agenda ka?

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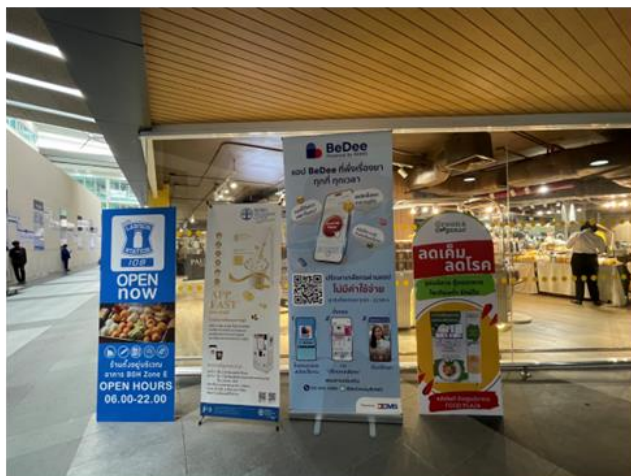
Agenda 5: Financial Performance

**Agenda 6: Any Other Business (AOB)**

# Brand Awareness

## Offline

Result: 37 Installs, 16 registrations



## Event

Join golf event @ 15-16 Feb  
Result: 31 Installs, 26 registrations



## ATL

Plan to air at PPTV @ 12 Mar (TBC)



## Website

KPIs	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024
Top 3	0	9	10	23	35	46	60

### Mental

โรคเครียด

ปรึกษาจิตแพทย์

### Skin

ผิวแพ้ง่าย

สิว

ผื่นคัน

ผื่นแพ้อากาศ

### Pharmacy

ยาลดไขมัน

ยาลดความดัน

ยาโรคหัวใจ

### service

ปรึกษาหมอออนไลน์

ปรึกษาเภสัชกร

## Online Event

Live Talk via LINE @ 6 Mar







**BeDee**  
Powered by BDMS

