



AI-Driven Market Expansion Platform for Thai Herbal Products to the EU

Siam Botanics AI Platform

AI Demand Forecast · Regulatory Intelligence · EU Market Opportunity

INVESTMENT OPPORTUNITY



Kaewmungskornphaesaj (KMP)

Thai Corporate — GMP/PICs Herbal Manufacturer since 2001

RGS Healthcare Solutions B.V.

International Startup — EU Healthcare, E-Commerce & Compliance

OUR TEAM

Siam Botanics AI Platform



KMP × RGS Joint Venture Company: building an AI-driven platform to bring Thai Herbal Product to the EU market.



Roel Sarelse

CEO — RGS Healthcare Solutions B.V.

EU MARKET & PLATFORM LEAD

- J&J: €14.8B+ annual pharma procurement
- INSEAD MBA 2026 · MSc Life Science, Delft
- Broad Institute MIT/Harvard
- Client: €0 → €25.9M EU sales / 12 months
- Owns: €370K/day D2C Shopify brand



Saran Jaewjira

President — Kaewmungskornphaesaj Co., Ltd.

MANUFACTURING LEAD

- Founded KMP 2001 — 24 years at the helm
- GMP-PIC/S + ISO 9001:2015 dual certified
- Own farms: turmeric + andrographis
- Medical + supplement grade production both
- Supplier to Thai government hospitals



Pongsathorn Issarayungyuen

Director — Kaewmungskornphaesaj Co., Ltd.

OPERATIONS & PLATFORM LIAISON

- Leads KMP international development
- Primary KMP × RGS platform liaison
- Alibaba Verified Supplier management
- Factory compliance + export coordination
- Thai SME network access

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Thai Corporate — GMP/PICs Herbal Manufacturer since 2001

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THE PROBLEM

World-class Thai manufacturing. Zero access to European consumers.

Thailand has GMP-PIC/S certified factories, pharmaceutical-grade botanicals, and own-farm supply chains that European consumers want — but no Thai manufacturer has built a compliant, scalable route. The barriers are structural, not product-related.



EU Regulatory Complexity

Food supplement notifications (NVWA), FBO registration, CPNP cosmetics filings, EFSA safety assessments — each country has its own process. No Thai company has navigated this systematically.



Thai Products in EU Are Often Illegal

Thai inhalers and capsules on Amazon EU carry therapeutic claims violating EU Regulation 1924/2006. No notifications filed. Cannot advertise, cannot scale, risk enforcement action.



ความยากในการขึ้นทะเบียนในยุโรป

1. ฉลาก กฎหมายฉลากข้อบังคับของไทยและยุโรปไม่เหมือนกัน
2. ขั้นตอนซับซ้อน ยากต่อการทำความเข้าใจและใช้เวลานาน
3. ค่าใช้จ่ายสูง ค่าทดสอบ ค่าปรึกษา ค่าธรรมเนียม



AI Platform: 3 Core Modules

RGS adapts the Siam Botanics AI platform for Thai herbal manufacturers and exporters

01



**Forecast EU demand
before you produce**

AI Demand Forecast

Forecast accuracy $\geq 70\%$

Right demand fit

02



**Check labels, find the
shortest registration route**

AI Regulatory Intelligence

Registration time cut $\geq 90\%$

Right compliance route

03



**Score win probability,
pinpoint the best channel**

AI Market Opportunity

Opportunity accuracy $\geq 75\%$

Right sales channel

KMP runs the platform first as pilot company → results validated in market → opened to Thai herbal & pharma SMEs via subscription model

Product Roadmap to the EU



◀ PILOT PHASE ▶

01 Supplement

Months 1–6

General Thai Herbal Supplement Subscription



Phase 1: D2C Shopify revenue
Select herbal SKUs with the AI Platform and validate them through real Shopify sales

◀ PILOT PHASE ▶

02 Balm

Months 7–12

Thai Herbal Massage & Body Care (Balm)



Phase 2: D2C + Platform fee
Thai SMEs use the AI Platform to analyse products, markets and regulations

03 Inhaler

Year 2

Thai Herbal Aroma Subscription



Phase 3: D2C + Platform Fee + Revenue Share from SME Sales

Sell SME products into the EU and take a share of consignment revenue

04 Pharma

Year 3

Clinical-Backed Thai Herbal Subscription



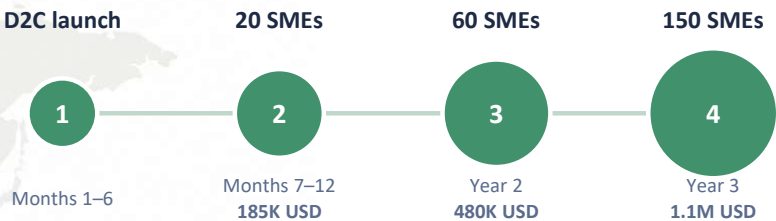
Phase 4: Scale up

Extend the model to more Thai SMEs and scale up the number of SKUs

Target Customers & Revenue Model



Growth Targets



Revenue Model



Shopify D2C subscription website with product recommendation quiz

← → ↻ 🏠 📄 siambotanics.com

20% OFF YOUR FIRST MONTH. START YOUR RITUAL TODAY

Siam Botanics

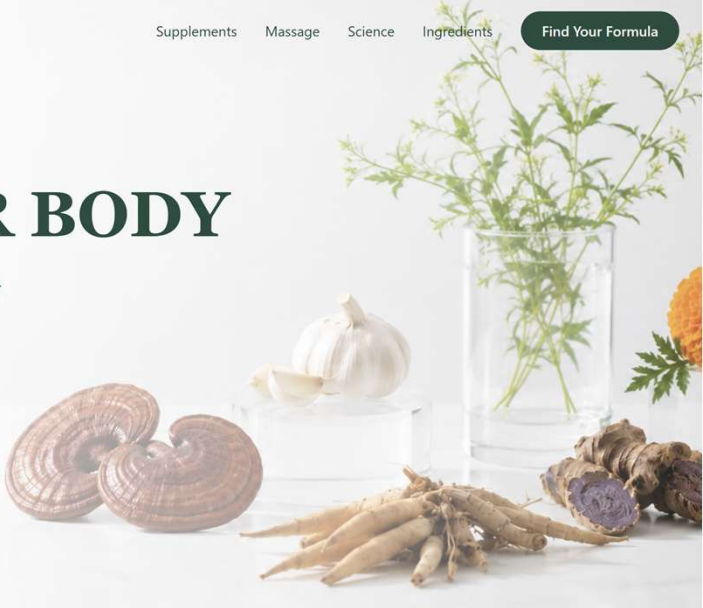
Supplements Massage Science Ingredients

Find Your Formula

OWN YOUR BODY

One daily ritual. Thai botanicals. Real results. Your best self starts here.

Find Your Formula



What's your primary wellness goal right now?

Digestive comfort and gut health

Mental clarity and screen fatigue

Daily resilience and strength

Overall balance

How many hours per day do you spend looking at screens?

Less than 4 hours

4-8 hours

8-12 hours

12+ hours

What bothers you most on a daily basis?

Bloating or digestive issues

Eye strain or mental fatigue

Feeling run down or weak

Stress and overwhelm

Thai Herbal Massage



The same Thai botanicals. A different ritual. For your skin, your muscles, your body.

Centuries of Thai healing wisdom, from luk pra kob compress balls to plai-infused sports balm, now in clean, modern formulas. 100% Thai-sourced. Thai FDA approved.



RESTORE

Bounce back faster.

Plai · Camphor · Lemongrass

Thai sports massage has used plai for centuries to soothe muscles after exertion. We paired it with camphor and lemongrass for a fast-absorbing post-workout formula.



WARM

Deep heat. Ancient roots.

Ginger · Turmeric · Kaffir Lime

Based on the traditional Thai herbal compress, luk pra kob. Ginger and turmeric drive warmth deep into stiff joints. Kaffir lime opens the senses. The compress ritual, bottled.



CALM

Melt into stillness.

Jasmine · Ylang Ylang · Prai

Two of Thailand's most prized florals, jasmine and ylang ylang, softened with prai root. Designed for evening rituals. Your nervous system's off switch.



DIGEST

Feel light, feel right.

Turmeric · Ginger · Cinnamon

The same three botanicals Thai healers have combined for centuries. Turmeric soothes, ginger warms, cinnamon balances. Your gut does the hard work. This is how you support it daily.

€39 /month

Learn More



FOCUS

All brain, no fog.

Marigold · Turmeric · Reishi

Lutein for your eyes. Curcuminoids for clarity. Reishi for calm. Built for 8-hour screen days and back-to-back Zoom calls. Your brain and eyes working together, all day.

€39 /month

Learn More



SHIELD

Built to last.

Garlic · Reishi · Andrographis

Three of the most researched botanicals for resilience. Garlic for strength. Reishi for balance. Andrographis for fortification. Your daily foundation, one capsule.

€39 /month

Learn More

Siam Botonics AI Platform Promoted at CPHI South East Asia 2026 QSNCC
Strong interest from the Thai FDA and industry entrepreneurs.



Activity
2,131 followers

Create a post

Posts Comments Videos Images

Pongsathorn Issarayungyuen - You
Thai Businessman | HERBAL EXPORTER & IMPORTER | ...
2d • Edited •

We were proud to introduce Siam Botonics at CPHI South East Asia: a new brand and our platform created to help Thai herbal and pharmaceutical companies accelerate their ...more

CPHI SOUTH EAST
Speed Lounge

กองความร่วมมือระหว่างประเทศ
INTERNATIONAL AFFAIRS DIVISION