

COMPANY OVERVIEW

ESTABLISHED AND INCORPORATED ON 22ND AUGUST 2001

in order to conduct its major business of manufacturing and distributing energy drinks under the name "Carabao Dang".

Within only 18 months to become the no.1 challenger in domestic market, the company foresaw an opportunity of growth by expanding to engage in manufacturing, marketing, selling and distributing energy drinks and other beverages in a vertically integrated manner as well as managing distribution channel both domestically and internationally under

"WORLD CLASS PRODUCT,
WORLD CLASS BRAND" VISION.





Carabao Group was listed in The Stock Exchange of Thailand in November 2014, and the market capitalization has significantly increased to be

USD 2.3 BILLION as of 31st December 2024.

OUR FOUNDERS AND KEY MANAGEMENT









CARABAO IGNITES YOUR FIGHTING SPIRIT



We believe in our brand DNA, 'the fighting spirit', that drives us to become who we are.

WE EXIST TO IGNITE THE FIGHTING SPIRIT WITHIN

To be a source of empowerment for people around the world to accomplish what they believe in.

With the logo that symbolises the source of energy from the sun with the water buffalo,

IT REPRESENTS STRENGTH AND DETERMINATION YET FREEDOM AND EMPOWERMENT.



KEY MILESTONE

Carabao Dang first launch



2002

Expanded business to the international markets



2005

2004

TAWANDANG

Established Tawandang DCM as a distributor for **Carabao Products**

Listed on the Stock **Exchange of Thailand**



2015



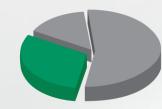
2014



Introduced Start Plus Zinc, an electrolyte beverage, renamed to Carabao Sport in 2018



Became a Principal Partner of Chelsea F.C.



Became the No.1 Challenger in domestic market

KEY MILESTONE

Carabao Drinking Water and RTD Coffee launched



2016

Expanded to the EU market, starting with the UK

EFL League Cup sponsorship, The Carabao Cup



2017



Officially launched Carabao Energy drink in China

Introduced 'Woody C+ Lock', a drink with 120 mg. of Vitamin C



Introduced Carabao & Tawandang Beer, 2 beer brands with world-class quality, distributed by Tawandang DCM



2025 2023

2022



More than 1 billion units of Carabao **Energy Drink sold worldwide and** became the No.1 selling energy drink in Southeast Asia



Introduced Carabao Energy Drink with Ginseng



PRODUCT PORTFOLIO ENERGY DRINKS

NON-CARBONATED

THE GLASS BOTTLE 150ML

50 units/carton Original Flavor



2.

THE STUBBY CAN 250ML

24 units/carton Original Flavor





CARBONATED

THE SMART CAN 180ML 24 units/carton

2.
THE SLIM
CAN 250ML
24 units/carton

3.
THE SLEEK
CAN 330ML
24 units/carton







PRODUCT PORTFOLIO ENERGY DRINKS

THE SLEEK CAN 330ML

Carbonated 24 units/carton

Available in 5 flavors: Original, Green Apple, Orange Blast, Mixed Berry and Mango Brust







The flagship energy drink with the best formula making a blended flavorful refresher.

With our product differentiation strategy, we offer a variety of flavors that successfully capture consumers who are new to energy drinks as well as existing energy drink consumers

TO BECOME CARABAO'S LOYALTY FANS.

Carabao energy drink was

GRANTED A SUPERIOR TASTE AWARD

by the international flavor and quality certification institute (iTQi), certifying the taste of food and drink products.

PRODUCT PORTFOLIO ENERGY DRINKS GINSENG

CARABAO ENERGY DRINK WITH GINSENG THE SLIM CAN 250ML

Carbonated 24 units/carton





Stay refreshed and energized with our Carbonated Energy Drink, enriched with Red Ginseng Extract to boost stamina while delivering antioxidants.

Infused with Vitamin B6 & B12, it boosts focus, supports brain health and enhances nerve function.

PRODUCT PORTFOLIO NON-ENERGY DRINKS

WOODY C+ LOCK 140ML

(glass bottle)

The vitamin C drink comes with 120 mg. of vitamin C (equivalent to 200% of the recommended daily intake) which acts as an immunity booster. The product is purposely developed with a low sugar formula to allow consumers to enjoy on a daily basis and is produced with unique innovative approaches in maintaining the freshness and goodness of vitamin C under the name of 'C+ Lock' innovation.





PRODUCT PORTFOLIO ENERGY DRINKS





Attribute

- Liver powder
- Glucuronolactone
- Turmeric Extract
- Natural Caffeine from Guarana
- Amber Glass Bottle

Benefit

- Liver cleanse and nourish the liver
- Detoxifies the liver
- Detoxification chemicals from the body
- Detoxification the accumulated toxins in the liver
- Boots the Immune system
- Energy Booster

A GLOBALLY RECOGNIZED TASTE

Carabao's expertise in crafting an energy drinks by working with

A 40-YEAR-EXPERIENCED BREW MASTER ALONGSIDE A TALENTED TEAM.

For years we have been working on the special formula with an aim to not merely offer ordinary energy drinks, but

AN EXCEPTIONAL TASTE RECOGNIZED BY PEOPLE IN MORE THAN 40 COUNTRIES around the world.





GLOBAL'S FAVORABLE TASTE

MORE THAN 40 COUNTRIES





GLOBAL PARTNERSHIP

Carabao has made a history as the official title sponsor of

THE EFL LEAGUE CUP, 'THE CARABAO CUP',

since 2017 making it the longest sponsorship in the history of this trophy, which broadcasts to over 200 territories around the globe. This creates extensive and inclusive brand awareness for Carabao in the international market.













WORLD CLASS MANUFACTURING FACILITIES

We invest in building our overall business in a vertically integrated manner starting from upstream productions of key packaging materials e.g. glass bottles and aluminum cans down the chain to bottling and canning of finished products as well as managing distribution channel both domestically and internationally.





CURRENT CAPABILITY OUTPUT

of the 4 highly-efficient factories situated on sites upwards of 70 acres



1.8 BILLION BOTTLES P.A.



1.6 BILLION CANS P.A.

WORLD CLASS CUTTING-EDGE FACTORIES



HIGHEST PERFORMANCE

THE FASTEST AND HIGHEST PERFORMING FACILITIES GENERATING 40 GLASS BOTTLES PER SECOND.



HIGHEST STANDARD

ISO CERTIFIED TO GLOBAL STANDARDS ENSURING WE PRODUCE THE HIGHEST QUALITY PRODUCTS.



BEST TECHNOLOGY

THE WORLD'S MOST ADVANCED
TECHNOLOGY FROM OUR BUSINESS
PARTNER, SHOWA DENKO GROUP WHO IS
THE LEADING ALUMINUM COMPANY IN
JAPAN.



HIGHEST PRODUCTION CAPACITY

MANUFACTURING A VARIETY OF PACKAGING MATERIALS, USING THE MOST ADVANCED TECHNOLOGY











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THANK YOU

CARABAO GROUP