



## JUMP+ Plan

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SKIN  
LABORATORY

**SKIN LABORATORY PUBLIC COMPANY LIMITED**

**(SKIN)**

Year 2026 - 2028

This report was approved by the board of directors on 12/11/2025

and disseminated on 09/12/2025



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Consumer Products

CG Report : -  
SET ESG Ratings: -  
Anti-Corruption Certification (CAC): -

## Business Type

The business engages in the research, development, outsourcing production, and distribution of beauty products under various company's brands. These include facial serums, sunscreen products, facial cleansers, facial moisturizers, and other products.

Financial Statement				
Year	2024	2023	2022	2021
<b>Income Statement (MB)</b>				
Revenues	230.53	N/A	N/A	N/A
Expenses	217.00	N/A	N/A	N/A
Net Profit	10.67	N/A	N/A	N/A
<b>Balance Sheet (MB)</b>				
Assets	85.15	N/A	N/A	N/A
Liabilities	23.46	N/A	N/A	N/A
Shareholders' Equity	61.69	N/A	N/A	N/A
<b>Cash Flow (MB)</b>				
Operating	4.84	N/A	N/A	N/A
Investing	4.35	N/A	N/A	N/A
Financing	-22.56	N/A	N/A	N/A
<b>Financial Ratio</b>				
EPS (Baht)	0.25	N/A	N/A	N/A
GP Margin (%)	74.90	N/A	N/A	N/A
NP Margin (%)	4.63	N/A	N/A	N/A
D/E Ratio (Times)	0.38	N/A	N/A	N/A
ROE (%)	17.30	N/A	N/A	N/A
ROA (%)	16.19	N/A	N/A	N/A

## JUMP+ Plan

### Business Plan

#### Target in 2028

Net Profit	40 Million Baht		
Strategic Plan	Growth	Profitability & Efficiency	Stability
1. Produce innovative Thai herbal sachet creams	✓	✓	
2. Strive for excellence in product efficacy.	✓	✓	✓
3. Expand target audience to new markets	✓	✓	

### Governance Plan

1. Enhancing anti-corruption and fraud prevention efforts
2. Enhancing whistleblowing mechanisms
3. Enhancing governance of information security

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**Section 1**  
**Business Plan**

# Business Plan

## Target in 2028

	YE/2022	YE/2023	YE/2024	Target in 2028
Net Profit (Million Baht)	-	-	10.67	40

Improve the efficiency of existing products and expand the product range to cover new target markets, utilizing expertise in product concept development and extract-related know-how, with the goal of becoming a leader in skincare products.

## Growth plan/Increase business value

### Produce innovative Thai herbal sachet creams

Develop extracts in collaboration with higher education institutions possessing innovation in extracts, to promote both the education system and enhance access to quality skincare products for low-income groups in sachet cream format.

#### This plan will promote and develop the organization in the following dimensions

- Growth
- Profitability & Efficiency

### Targets

Develop new sachet cream products and launch a brand with Influencers in 2026, expand the product portfolio and distribution channels both domestically and internationally in 2027, and strengthen the brand while studying product line expansion in 2028.

### Corporate Financial Targets

Topic	Latest data		Targets		
	YE/2024	9M/2025	2026	2027	2028
Revenue Growth (%)	-	-	10	12	15
YoY Growth Rate					

### Strategic Initiative

Strategic Initiative	Year	Expected Outcomes
Develop a new product brand in the sachet cream segment, highlighting innovative extracts developed by domestic research institutes	2026	<ul style="list-style-type: none"> <li>• Research and develop a new line of sachet cream products incorporating Thai herbal ingredients combined with scientific innovations, under the Skinsista sub-brand, comprising a total of 6 SKUs</li> </ul>
Expand the new brand’s product portfolio	2027	<ul style="list-style-type: none"> <li>• Expand the new brand’s product portfolio to a minimum of 10 SKUs and study the feasibility of expanding distribution channels to international markets.</li> </ul>

Strategic Initiative	Year	Expected Outcomes
Strengthen the brand and explore opportunities for expanding new product lines.	2028	<ul style="list-style-type: none"> <li>• Create opportunities to enter product categories beyond Skincare and support the brand’s long-term growth and sustainability.</li> </ul>

**Risk Management**

**Risk 1**

Efficacy risk of the extract

**Risk Characteristic**

The researched extract could not produce the desired positive results.

**Risk Impact**

If the extracts used in research and development fail to yield the anticipated results, this will impact the company in several areas, including financial implications from potentially wasted R&D investment, damage to brand reputation if products do not adequately meet customer needs, operational consequences due to delays in product development, and a loss of market opportunities stemming from reduced competitiveness or an inability to expand the market.

**Risk Management**

Collaborate with 2-3 institutions simultaneously to expand the selection of extracts with anticipated results.

**Risk 2**

Market Acceptance Risk

**Risk Characteristic**

The possibility that new products may not be accepted in the market due to being a new brand, consumers' unfamiliarity, or insufficient response from the target group, resulting in sales lower than anticipated.

**Risk Impact**

If a new product is not accepted in the market, it may affect the company in several ways. These include financial impacts from lower-than-expected sales, which could reduce the company's revenue and profit; impacts on reputation and brand perception, leading to a decrease in customer and consumer confidence; impacts on investment, as the costs of product development, marketing, and launch may not yield a worthwhile return; and impacts on business plans and market opportunities, which could delay market expansion or penetration into new target groups and result in a loss of competitive advantage.

**Risk Management**

Explore the needs of the target audience, and research and develop products to best meet their requirements.

Conduct marketing communications to reach the target audience, enabling them to become familiar with the brand and product features, for instance, by utilizing a presenter or promotional media commonly encountered by the target audience.

**Strive for excellence in product efficacy.**

Utilize the allocated budget to co-develop products using new innovations and technologies, in order to better meet consumer needs.

**This plan will promote and develop the organization in the following dimensions**

- Growth
- Profitability & Efficiency
- Stability

**Targets**

**Corporate Financial Targets**

Topic	Latest data		Targets		
	YE/2024	9M/2025	2026	2027	2028
Sales Growth (%)	-	-	5	8	12
YoY Growth Rate					

**Other Targets**

Topic	Baseline	Targets		
	YE/2025	2026	2027	2028
Increase in customer satisfaction rate (%)	60	75	80	80

**Strategic Initiative**

Strategic Initiative	Year	Expected Outcomes
Launch a new product in the sunscreen category with enhanced effectiveness.	2026	• Sales in the sunscreen product category grew by no less than 25%.
	2027	• Expand the sunscreen product line into international markets.

**Risk Management**

**Risk 1**

The newly developed products are less popular than existing ones or have lower efficacy.

**Risk Characteristic**

Since the existing products are highly popular in the market, developing new products to replace them is quite challenging. In addition, the existing products have relatively high efficacy, so advanced technologies are required to develop replacements.

**Risk Impact**

The newly developed products are less popular than the previous ones.

**Risk Management**

Clearly defining product performance metrics before launching the product.

## Expand target audience to new markets

Develop a plan with specialized influencers to launch new product brands, addressing target groups that the company's current brands cannot reach.

**This plan will promote and develop the organization in the following dimensions**

- Growth
- Profitability & Efficiency

## Targets

### Corporate Financial Targets

Topic	Latest data		Targets		
	YE/2024	9M/2025	2026	2027	2028
Sales Growth (%)	-	-	5	8	10
YoY Growth Rate					

### Strategic Initiative

Strategic Initiative	Year	Expected Outcomes
Create a new cosmetics brand to target the audience who follow the influencers.	2026	• Generate sales awareness among new target audiences.
	2027	• Expand the product line to cover a wider range of customer needs.
	2028	• Study the feasibility of expanding the market through sachet-style creams.

## Risk Management

### Risk 1

The product is unpopular

#### Risk Characteristic

Products launched were not popular among the target customer group.

#### Risk Impact

Sales did not meet targets. The company incurred losses from the launch of new products.

#### Risk Management

Conduct a limited market test before product launch to mitigate risks.

## **Section 2**

### **Governance Plan**

## Governance Plan

### Accountability and Transparency Governance

#### Enhancing anti-corruption and fraud prevention efforts

The company aims to foster a transparent organizational culture, upholding ethical principles, and promoting employees at all levels to perform their duties with integrity and accountability. It also systematically implements measures to prevent risks from corruption, thereby building trust among stakeholders and ensuring sustainable business operations.

#### Targets

Obtained CAC certification from the Thai Institute of Directors Association (Thai IOD) by the year 2028.

Topic	Current Status	Targets		
		2026	2027	2028
The company has established an anti-corruption policy and practices.	In Progress	In Progress	In Progress	Success
<ul style="list-style-type: none"> <li>An anti-corruption and anti-bribery policy has been developed to comprehensively cover the organization's business operations, formally approved by the Board of Directors, and supported by clear and practical implementation guidelines</li> </ul>	Complete	-	-	-
<ul style="list-style-type: none"> <li>The company conducts regular monitoring and evaluation of compliance with its anti-corruption and anti-bribery policy and procedures. Audit results are reported by internal auditors to the Board of Directors at least annually. In the event of any violations, corrective actions and preventive measures are clearly defined to prevent recurrence</li> </ul>	Not Started	In Progress	In Progress	Success
<ul style="list-style-type: none"> <li>The company conducts an annual review of its anti-corruption and anti-bribery policy and practices with the Board of Directors</li> </ul>	In Progress	Success	Success	Success
Achieve CAC certification from the Thai Institute of Directors (Thai IOD)	Not Started	Signatory	In the process of applying for certification.	Certified

Topic	Current Status	Targets		
		2026	2027	2028
Implement and verify that all critical Tier 1 business partners have anti-corruption policies, and ensure that the company actively monitors and assesses business partners' adherence to these policies	-	To establish a Supplier Code of Conduct or an Ethical Compliance Declaration Form.	Monitor and evaluate the compliance performance of key suppliers with the established policies.	The Company has established a standardized system for monitoring, supervision, and evaluation of anti-corruption practices, with documented evidence of implementation and verifiable outcomes

**Strategic Initiative**

Focusing on strengthening operational transparency and enhancing internal control systems through the establishment of clear guidelines, the development of risk assessment processes, effective whistleblowing channels, and consistent monitoring and evaluation to comply with anti-corruption standards.

Strategic Initiative	Year	Expected Outcomes
Prepare for the application process to join the program in order to declare our commitment to the CAC.	2026	• The company hereby announces its commitment to participate in the CAC program and has carried out the preparation of information in accordance with the 71-item checklist for certification submission.
Proceed with preparing the relevant documents and carrying out the planned activities.	2027	• The company is currently undertaking the preparation of information in compliance with the 71-item checklist
Certified under the Corporate Anti-Corruption (CAC) program by the Thai Institute of Directors Association (Thai IOD).	2028	• The company has successfully completed the assessment process and has been officially certified as 'Thai CAC Certified

**Risk Management**

**Risk 1**

Did not adhere to the established timeline

**Risk Characteristic**

Since the company has not undergone this process before, it is possible that some plans may take longer than the company anticipated.

**Risk Impact**

Unable to meet the deadline

**Risk Management**

Clearly plan the work and timeline, and communicate with relevant departments to ensure the plan achieves its set goals.

**Attachment**

URL Link to the Document : <https://skinlabth.com/corperate-governance-and-business-ethics/>



**Enhancing whistleblowing mechanisms**

The company aims to enhance the efficiency and transparency of its system for reporting incidents or behaviors that may constitute corruption or ethical misconduct within the organization, by focusing on developing and improving whistleblowing channels to be easily accessible, secure, and impartial. This includes establishing transparent, traceable investigation processes that can clearly present evidence for consideration, in order to build confidence among employees, stakeholders, and society regarding good corporate governance and transparent operations.

**Targets**

To promote and empower employees and stakeholders to safely and fairly report information or provide clues regarding improper or non-transparent conduct, to develop transparent and systematic processes for receiving, investigating, and protecting whistleblowers, and to foster an organizational culture committed to ethics and good governance.

Topic	Current Status	Targets		
		2026	2027	2028
The company has established a whistleblowing policy and procedures for reporting misconduct.	Complete	-	-	-
<ul style="list-style-type: none"> <li>The company has established a formal,written whistleblowing policy and procedures,which have been approved by the Board of Directors</li> </ul>	Complete	-	-	-
<ul style="list-style-type: none"> <li>Appointment of an impartial recipient for whistleblowing reports.</li> </ul>	Complete	-	-	-
<ul style="list-style-type: none"> <li>All complaints are thoroughly investigated,and outcomes are reported to the Board in a timely manner,with appropriate corrective and preventive actions in cases of confirmed misconduct to avoid recurrence.</li> </ul>	Complete	-	-	-
<ul style="list-style-type: none"> <li>The whistleblowing policy and procedures reviewed by the Board of Directors at least annually.</li> </ul>	Complete	-	-	-

Topic	Current Status	Targets		
		2026	2027	2028
Reduce the complaint resolution time.	-	Members of the public can report any misconduct immediately through the Live Chat system.	Establish a system for recording, monitoring, and reporting operational activities, and ensure a transparent process for tracking the status of complaints.	The Company has established a standardized system for monitoring and evaluating whistleblowing activities, with documented evidence of implementation and verifiable outcomes.

**Strategic Initiative**

Strategic Initiative	Year	Expected Outcomes
Develop a centralized record-keeping and case-tracking system	2026	<ul style="list-style-type: none"> <li>The general public can submit whistleblowing reports directly through the Live Chat system. A centralized database is established to record complaints, track case status, and document the outcomes of the investigation.</li> </ul>
Develop a centralized record-keeping and case-tracking system	2027	<ul style="list-style-type: none"> <li>A standardized system is in place for monitoring and evaluating whistleblowing activities, with documented evidence of operations and verifiable results.</li> </ul>

**Risk Management**

**Risk 1**

The operational period exceeded the predetermined schedule.

**Risk Characteristic**

Given that the project plan involves multiple operational systems, delays in execution may occur.

**Risk Impact**

The work plan did not meet the established goals.

**Risk Management**

Define timelines for each step, such as receiving requests, verification, and reporting results, along with preparing tools and technologies to assist in verification and monitoring, and involving the IT department as part of the team to mitigate risks in technology development.

**Attachment**

URL Link to the Document : <https://skinlabth.com/corperate-governance-and-business-ethics/#%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%95%E0%B9%88%E0%B8%AD%E0%B8%95%E0%B9%89%E0%B8%B2%E0%B8%99%E0%B8%81%E0%B8%B2%E0%B8%A3%E0%B8%97%E0%B8%B8%E0%B8%88%E0%B8%A3%E0%B8%B4%E0%B8%95%E0%B8%84%E0%B8%AD%E0%B8%A3%E0%B9%8C%E0%B8%A3%E0%B8%B1%E0%B8%9B%E0%B8%8A%E0%B8%B1%E0%B9%88%E0%B8%99>



**Governance of Risk and Management Compliance**

**Enhancing governance of information security**

Strengthen standards and resilience in information security management within the company by focusing on cybersecurity risk prevention, establishing clear guidelines and policies, implementing appropriate systems and technologies, as well as regular monitoring and evaluation to ensure that information and information systems are secure, maintain operational continuity, and effectively reduce reliance on external service providers.

**Targets**

Strengthen the security and safety of the organization's information systems to have stringent, transparent management standards that comply with international principles or standards and effectively respond to cyber threats, thereby ensuring the organization's operations are continuous, stable, and reliable in the long term.

Topic	Current Status	Targets		
		2026	2027	2028
The company has established policies and guidelines for information security governance.	In Progress	Success	Success	Success
<ul style="list-style-type: none"> <li>The company has developed a clear,documented IT security policy and guidelines,which have been approved by the Board of Directors.</li> </ul>	Complete	-	-	-
<ul style="list-style-type: none"> <li>Information cybersecurity undergoes evaluation by an independent external auditor,accompanied by clear and actionable improvement and development strategies</li> </ul>	Complete	-	-	-
<ul style="list-style-type: none"> <li>All employees undergo training,communication,and understanding assessments to enhance awareness of IT security.</li> </ul>	In Progress	Success	Success	Success

Topic	Current Status	Targets		
		2026	2027	2028
Enhance the security of the cybersecurity system while reducing reliance on external service providers.	-	Install an internal server system to enhance data security and reduce reliance on external cloud service providers, establish guidelines for data access, backup, and recovery, and define procedures for regular security audits and assessments.	Establish procedures for regular security audits and assessments.	Success

**Strategic Initiative**

Strategic Initiative	Year	Expected Outcomes
Install an on-premises server system within the Company to enhance data security and reduce reliance on external cloud service providers.	2026	<ul style="list-style-type: none"> <li>Design the Server, Storage, Network, and Security architecture to meet operational requirements, and install Servers, Storage, and Backup systems, as well as Firewalls, IDS/IPS, and cyber-attack detection and prevention systems.</li> </ul>
Regularly audit and assess security.	2027	<ul style="list-style-type: none"> <li>The company can promptly prevent vulnerabilities or threats to data, ensuring that critical information is protected in accordance with standards and best practices, thereby reducing the risk of data loss or leakage.</li> </ul>

**Risk Management**

**Risk 1**

The cost of system development exceeded the estimated budget.

**Risk Characteristic**

Given that the system development, transitioning from Cloud Service to an internal server, involves numerous components, there may be several issues that the company currently does not foresee.

**Risk Impact**

Expenses exceeded the allocated budget

**Risk Management**

Conduct thorough research before proceeding with the plan.

**Attachment**

URL Link to the Document : <https://jumpplusmedia-setlink.setgroup.or.th/SKIN/1763439195273.pdf>



## Attachment

# Attachment

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