

COMPANY PROFILE

I.C.C. International Public Company Limited

REFERENCE CODE: 6C0A3E42-07C6-47E3-8DE3-EE3D51992915

PUBLICATION DATE: 5 Mar 2012

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COMPANY OVERVIEW

I.C.C. International is a retailing company engaged in offering a range of fashion products, including men's wear, women's wear, children's wear and also foods and household items. It offers its products under the brand names Pias, Foltene, BSC Pure Care, Sheene, BSC Cosmetology, Wacoal, BSC, Elle, Variance and SBY. The company primarily operates in Thailand, where it is headquartered in Bangkok and employs around 7,684 people.

The company recorded revenues of THB11,294.4 million (approximately \$358.9 million) in the fiscal year ended December 2010, an increase of 6.1% over 2009. The company's operating profit was THB481.3 million (approximately \$15.3 million) in fiscal 2010, an increase of 43.6% over 2009. Its net profit was THB803.8 million (approximately \$25.5 million) in fiscal 2010, an increase of 23.2% over 2009.

KEY FACTS

Head Office	I.C.C. International Public Company Limited 530 Soi Sathupradit 58 BangPongPang Yannawa Bangkok 10120 THA
Phone	66 2293 9000
Fax	66 2294 3024
Web Address	http://www.icc.co.th
Revenue / turnover (THB Mn)	11,294.4
Financial Year End	December
Employees	7,684
The Stock Exchange of Thailand Ticker	ICC

BUSINESS DESCRIPTION

I.C.C. International is engaged in the retail sale of consumer products in Thailand. The company primarily offers cosmetic and fragrances products; hair and skin hygiene products, textile and apparels; lingerie, underwear and sportswear; leather products; cosmetics; and aromatherapy products. It also offers children's apparels and baby equipment, women's range apparels, men's range apparels, sporting goods, household products, leather goods and accessories, and electronic products.

The company distributes lingerie under seven brands including Wacol, Wacoal Bijoux, BSC, ELLE, Arrow, Guy Laroche, Kullastri and Maximas; and cosmetics under the brand names Foltene, BSC Pure, Care, Sheene, Arty Professional, Honei V, St. Andrews and BSC.

I.C.C. International is the distributor of men's wear under such brands as ARROW, EXCELLENCY, GUY LAROCHE, GUY DE GUY LAROCHE, DAKS, ELLE HOMME, LACOSTE, GETAWAY, BSC JEANS, BSC EX, ST.ANDREWS, MARINER, GUNZE, MIZUNO and LE COQ SPORTIF, St.ANDREWS, SBY, ZARANYA, and SAVITREE, among others.

HISTORY

I.C.C. International was founded as International Cosmetics (Pias) Limited Partnership in 1964.

The company's name was changed to International Cosmetics (Pias) Co., Ltd. in 1965. In 1970, the company began distribution of WACOAL women's lingerie from Japan. The company's name was changed to International Cosmetics Co., Ltd. in 1973.

In 1982, International Cosmetics started distribution of ITOKIN women's wear. The company began distribution of Guy Laroche men's wear from France in 1984. In 1988, Sun and Sand Co., Ltd., a new branch office is established in Phuket Province. In the same year, it started distribution of LACOSTE men's wear from France.

Eastern I.C.C. Co., Ltd., a new branch office was established in Chonburi Province, in 1991. In the following year, the company established a branch office, Korat Watana Co., Ltd. in Nakhon Ratchasima Province.

The company changed its corporate name from International Cosmetics Public Co. Ltd., to I.C.C. International Public Co., Ltd. in 1996.

In 2005, the company introduced a cosmetic brand BSC COSMETOLOGY, under Saha Group brand for international marketing.

The company's brand BSC COSMETOLOGY introduced powder foundation products for all skin types and customers' ages in 2009.

In 2010, I.C.C. International sold its 16.13% interest in Surin Cosmic Bowl to Surinplaza Co., Ltd. In the same year, the company established Balance shop, a holistic center for pharmacy as well as health and beauty product.

The company launched the new Mizuno Golf JPX 800 in March 2011. In the same month, I.C.C. International launched shoes under the brands Yes and Chic SBY.

In April 2011, I.C.C. International opened a shoes REGAL.

The company launched Air Wash and perfume air SHALDAN at Amari Atrium, Bangkok in June 2011.

In July 2011, I.C.C. International's Enfant developed innovative solutions in the name of "Green Fort Baby".

The company opened a new cosmetics counter BSC Cosmetology Center at Central Rama 9 in December 2011.

In February 2012, the company's BSC Swimwear brand launched swimwear for women in the digital age.

KEY EMPLOYEES

Name	Job Title	Board
Boonkiet Chokwatana	Executive Chairman and President	Executive Board
Boonsithi Chokwatana	Vice Chairman and Advisor, Executive Board of Directors	Executive Board
Thamarat Chokwatana	Director and Executive Vice President, and Vice President Division G,P,X	Executive Board
Somphol Chaisiroj	Vice President, Division C	Executive Board
Som Chatusripitak	Chairman	Non Executive Board
Vira Ua Arak	Director	Non Executive Board
Manu Leelanuwatana	Director	Non Executive Board
Thiraphong Vikitset	Independent Director	Non Executive Board
Amorn Asvanunt	Independent Director	Non Executive Board
Somchai Prabhasabhakdi	Independent Director	Non Executive Board
Duangphorn Sucharittanuwat	Independent Director	Non Executive Board
Ramida Russell Maneesatiean	Vice President, Division B	Senior Management
Somkid Chakawalnorasingh	Vice President, Division J	Senior Management
Chintana Chalermchaikit	Vice President, Division H	Senior Management
Pisamai Chunmanu	Vice President, Division I	Senior Management
Pennapha Dhanasarnsilp	Vice President, Division V	Senior Management
Pairoj Hirunwongsawang	Vice President, Division N, R, and Vice President, Sales Administration	Senior Management
Nonglaks Techaboonanek	Vice President, Division L, M and O	Senior Management
Nuttaphat Petchratanaporn	Vice President Accounting, Finance and Information Technology Division	Senior Management
Munchusa Terapongpipat	Vice President, Administration Division	Senior Management

MAJOR PRODUCTS AND SERVICES

I.C.C. International is a Thailand-based distributor of consumer products. The company's key products include the following:

Products:

- Cosmetic and personal care products
- Electronic goods
- Men's and women's wear
- Children's and infant's wear
- Foods and household items

TOP COMPETITORS

The following companies are the major competitors of I.C.C. International Public Company Limited

Luen Thai Holdings Limited
FJ Benjamin Holdings Ltd.
Castro Model Ltd.
Fox-Wizel Limited
I.T Limited

LOCATIONS AND SUBSIDIARIES

Head Office

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Other Locations and Subsidiaries

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MARKETLINE | 119 FARRINGDON ROAD | LONDON, UNITED KINGDOM, EC1R 3DA
T: +44 161 238 4040 | F: +44 870 134 4371 | E: REACHUS@MARKETLINE.COM | W: www.marketline.com

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